AMERICAN SPECIMEN BOOK OF TYPE STYLES

SUPPLEMENT

AMERICAN TYPE FOUNDERS COMPANY
Supplementary Catalogue

NEW TYPE FACES
BORDERS · ORNAMENTS
BRASS RULE

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

KEEP THIS SUPPLEMENT WITH
YOUR SPECIMEN BOOK

1917
AMERICAN TYPE FOUNDERS
COMPANY

THE WORLD'S GREATEST TYPEFOUNDER
### SELLING HOUSES

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### SELLING AGENT


### FOREIGN SELLING AGENTS

- **TORONTO TYPE FOUNDRY COMPANY, Ltd.** - Toronto, Montreal, Canada
- C. W. SHORTT & CO., Ltd. - 36 Whitefriars St., Fleet St., London, E. C., England
- E. C. McCULLOUGH & COMPANY - Manila, Philippine Islands
- HAWAIIAN NEWS COMPANY, Ltd. - Honolulu, Hawaiian Islands
- S. COOKE, PROPRIETARY, Ltd. - Melbourne, Australia
- STORER, MECK & COMPANY - Wellington, New Zealand
- COMMERCIAL PRESS, Ltd. - Shanghai, China
- SHEWAN TOMET & COMPANY - Hongkong, China
- AMERICAN TRADING COMPANY - P. O. Box 88, Durban, Natal, South Africa
- ASUTOSHI, AUDY & COMPANY - Calcutta, India
- NATIONAL PAPER & TYPE COMPANY - 39 Burlington St., New York City
  - City of Mexico, Monterey, Guadalajara, Queretaro, Mexico
  - Havana, Cuba; Buenos Aires, Argentina; Lima, Peru
# Index to American Specimen Book of Type Styles Supplement

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Announcement

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

American Type Founders Company

The Most Progressive Typefoundry in the World
RESPONDENT
Slowly Convincing
CHARGING TIME
Hours Become Money
BROWNED URCHINS
Country sunshine imparting complexions indelibly baked
LEARNED INSTRUCTOR
Educational advantages provide modern youth ultimate triumph
QUESTIONABLE METHODS
Extortioners threatening confiscation whenever merchants make objections

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

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

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

AMERICAN SERVICE UNEXCELS
We have a service department known as the Efficiency Department; its single purpose is to solve your printing problems

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

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

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

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

Small caps from 6 point to 18 point, fonned separately, are sold at a uniform price of 50 cents a font
Profitable Advertising

IT'S THE PROFIT THAT COUNTS

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

THE H. M. HORNER PRINTING COMPANY
FULTON AND WEST STREETS · NEW YORK CITY

OUR NEW BANKING DEPARTMENT IS PLEASING DEPOSITORS AND RECEIVING COMMENDATION

BANKING has been accorded extraordinary care by the management with the view to making it as nearly faultless as is possible with so important a part of our business. Every accommodation that makes for the convenience and satisfaction of our numerous patrons has been provided, and the hours have been so arranged as to encourage savings. The men who have assumed the care of this department are gentlemen well known for honesty and efficiency in business, financial and professional circles of our flourishing community. Each one is a representative citizen whose reputation is thoroughly established, and who is well informed on matters pertaining to the banking business. It will be the earnest and constant effort to influence saving on the part of the working classes, and many benefits are expected to accrue which frequently are given comparatively slight attention and which many persons
CLOISTER OLDSTYLE

CONVEYS THAT HAND-LITTERED EFFECT SO MUCH SOUGHT AFTER BY ARTISTIC PRINTERS AND SO GREATLY ADMIREY BY ALL WISE PUBLISHERS AND ADVERTISERS IN THIS COUNTRY AND STYLED ORIGINALLY

GRACE AND WINN TASTE

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

American Type Founders Company

ORIGINATOR OF THE FAMILY IDEA IN TYPE DESIGN

The Classic Type Design

THAT HAS ACHIEVED GREAT POPULARITY AMONG PRINTERS AND ADVERTISERS

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

THE Closieter Oldstyle, cast in sizes ranging from six point to seventy-two point, was designed along lines similar to the type designed and cast in Venice by Nicolas Jenson and first used by him in the Bibliae of 1470. Jenson produced the finest books of the first half century of printing, and the most competent authorities agree that his Roman types never have been surpassed in their beauty. Cloister Oldstyle is cast on the script line, to accommodate the long descenders, and as the shoulders of the caps on the script line prevent desirable close setting where caps only are used, we offer a series of Cloister Title in which the caps, from six point to forty-eight point, have the least possible amount of should. The Cloister Italic, from six point to seventy-two point, is a real novelty, inasmuch as it is entirely unlike any other existing italic face. In Jenson's time there were no italic types. Italic types were first introduced by Aldus of Venice in 1492. Not italic types were made in the first century of printing that would harmonize with Jenson's Roman types. However, following the shapes of the earliest sixteenth century italics of Aldus of Venice, and also of Bonhomme and Rovelli of Lyons, the resulting design harmonizes beautifully with the Cloister Oldstyle, and is the most striking and pleasing italic offered to the printers. Nicolas Jenson was born in France in 1440. He served as apprentice in the mint in Paris as engraver of dies, and in 1458, while master of the mint in Tours, he was sent by the king to learn the secret of printing in Mainz, with a view to introducing the new art in France. He returned to France in 1461, but meantime another king was reigning, who apparently was not interested in printing, and the next we learn of Jenson is that he commenced printing in Venice in the year 1470, the second printer there. In his first year he produced four important editions, and more than one hundred and fifty during the remaining ten years of his life. He used Roman types of one design and one size until 1475, when he added two sizes of beautiful text types. His books are either quarto or folio, and their characteristics are simplicity with correct proportions, beautiful types, classic margins and faultless composition. When he died, in 1480, his will showed that he was enclosed with wealth—one of the richest men of an affluent city in which so many printers seemed to have attained to opulence. His type and plant were purchased by Andrea de Torresani de Azzola, who continued the business. Andrea de Torresani had a scholarly apprentice or assistant who married his daughter, and succeeded to the business in 1486. This was Aldus Manutius, the printer, who afterward made his press more valuable to the world than any other by
NEW PARIS FASHIONS
SHOWN IN NEW YORK FOR THE FIRST TIME

ROCKMORE & GOLDSTEIN are now holding informal displays of latest Paris Fashions in Suits, Coats, Gowns, Wraps, Skirts and Fall Millinery for your immediate selection or made to order. This store has been called "The Paris Shop of America" and those who have seen this display have expressed the same thing. If it is the last word in style you will be sure to find it at the Rockmore & Goldstein shop. There is no greater selection in this city. A visit to our show rooms, and a casual inspection of our stock, will convince you that our claim...

The Actor
A MAGAZINE FOR THEATER FOLK

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

KINGS

THE CLASSIC CLOISTER FAMILY

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

CLOISTER STYLES PREVAIL

SAFETY FIRST
The Rialto Temple of Motion Pictures Can Be Entirely emptied in Less Than Three Minutes
Choose the Nearest Exit and
In Case of Fire Walk Quietly to That Exit
Avoid Panic
Comfort and Style

When buying your next pair of shoes do not sacrifice comfort for style, nor style for comfort; demand both.

The REQUARD Shoes are designed mainly for the comfort of the wearer, yet a casual inspection will convince you of their distinctive style supremacy, while maximum durability is evident in every stitch and backed by the Requard written guarantee.

ASK TO SEE OUR NEW AUTUMN SUEDE TOP

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

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

Just This Minute

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

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

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

HIS FIRST JOURNEY

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

TICKETS 25 CENTS
BRIGHT MINDS
Investigators Remain

CHANGE NUMBER
Enumerate Departments

BEAUTIFUL PRINTING
Effective typography procured
with American line type styles

PROMINENT EXHIBITION
Remarkable typographic show held
by leading association of employers
MODERNISM PREDOMINATES
Composing rooms of many leading offices provided with a complete steel equipment

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

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

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

REQUIRES DISTINGUISHED SPECIMEN
Many particular patrons specify the Cloister when desiring a piece of typography that will possess the maximum of attractiveness and at the same time be easy to read

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

CONQUERING PRINCIPLES OF IMPOSITION
Several fundamental rules of stone work must be mastered by a printer before he can become proficient in laying out intricate forms for the various folding machines. Special attention should always be given to such very important details as the location of the lowest folio, position of quoins, proper margins, etc.

ETHICS OF ADVERTISING
Candid statements in publicity will greatly increase the confidence and respect of consumers for advertised goods that have merit $1234567890

These Special Characters are put up with each font

$\begin{align*}
A & B & D & E & G & I & M & N \\
P & R & T & U & V & Y & Q
\end{align*}$

k v w & \text{"""

Lining Figures 1234567890 are put up in separate fonts and are furnished only when specially ordered

UNIQUE PROCESS OF WOOD ENGRAVING
In former days wood engraving was done on boxwood because of its close-grained, smooth texture. In recent times the wood has to be cut across the grain, the transverse surface being used. Boxwood trees seldom yield a single block fit for a fine engraving surface larger than three square inches, so a full-page magazine cut has to be engraved on a block of several pieces 1234567890
THE two leading families in Verona were the noble Capulets and the Montagues. There had been a very old quarrel between these families, which was grown to such a height and so deadly was the enmity between them, that it extended to the remotest kindred and to followers and retainers of both sides, insomuch that a servant of the house of Montague could not meet a servant of the house of Capulet, nor a Capulet come in contact with a Montague by chance, but fierce words and oftentimes bloodshed ensued; and very frequent were the brawls from such accidental meetings which disturbed the happy quiet in the streets of Verona. Lord Capulet made a great supper, to which he invited many fair ladies and many noble guests.
GOREN
TRADE MARK REGISTERED
DENTIFRICE

Your teeth require care and attention each day with a good tooth brush and an antiseptic, odorless powder or cream. A proper selection of the cleansing medium should be made so as to protect the delicate enamel covering of your teeth and prevent decay.

GOREN
In Collapsible Tubes or Nickeled Boxes
25c

SOLD AT DRUG AND DEPARTMENT STORES

Exhibition of Flemish Masterpieces

LIST OF THE EXHIBITS

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

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

SPRING SEASON

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

Lockmar & Tuffs L. T. Evening Apparel
BROAD STREET · PHILADELPHIA
The National Press Quality

The following pages are submitted as samples of our service facilities, and, if you are interested in distinctive printing of National Quality, we will gladly send you our appropriate brochure “Specimen H” on receipt of request. We have been specializing in distinctive printing for years and our experience has covered the broadest fields of commerce. We have acquired the reputation of producing quality printing with selling sense. We believe distinctive printing to be the art of combining all the essentials of master craftsmanship with such originality and specific judgment that the Results are Creative and Artistic in the genuine sense of typography.

GRAND MUSICALALE

Given by HELEN WHITE and EMILY
Amended by AGNES MILLER, UDC

Danforth Memorial Hall
Thursday, June 28, 1918, Eight o’Clock
Admission 50 Cents

A BEAUTIFUL BOOKLET & A HARMONIOUS TYPE FACE


Cloister Oldstyle
&
Cloister Italic

WILLIAMS REAL ESTATE CO.
688 FULTON STREET, NEW YORK CITY
Telephone 3087 Seaside Open Sundays and Evenings

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

Original Drawings from Nature

By ALEXANDER RUTHERFORD
Chief Instructor Milwaukee School of Art and Design

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

J. D. SMITH, Agent in Charge

"A CAR of CULTURE"

The Perfection

Six Passenger $1650 Electric Lights

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

THE GEMEL MOTOR COMPANY
No. 465 DEARBORN STREET, CHICAGO

Lithotome Bronz Rule

January first

An Evening with the Kindergarten of the Community League

CHILDREN'S WORK IN THE EAST ROOM

Lecture Course

HISTORY · LITERATURE · TOURING
The Shakespeare Literary Society of the Peabody Institute

Season of Nineteen-Seventeen First Monday in Each Month
DERIDES MEN

HIDE COMPOSER

NUMBERING PERIOD

ENSURE FINE RETURNS RICH DECISIONS GIVEN

GUIDE RECOMMENDING CANOE MORNING INSPIRES SOJOURNER

IRON MINERS RETIRE ENHANCE PRINTING DESIRE NICE PROFITS

MORE INVENTIONS GIVEN INCREASING DISTINCTION REBUKE EFFICIENT HELPER

NICE PRODUCTION EXPECTED ORIGINAL METHODS SOUGHT INQUIRING MIND DELIGHTED FINISHED NUMEROUS HOMES
THE KODAK
FOR OUTINGS AND VACATION DAYS IS A SOURCE OF CONSTANT DELIGHT

KLEAR PHOTO SUPPLY CO.
CORNER BROAD AND MARKET STREETS, PHILADELPHIA

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

A RARE PLACE WHERE CLIMATE, SOIL AND WATER HAVE ENTERED INTO A GIANTIC CONSPIRACY TO PRODUCE ANNUALLY THE MOST PLENTIFUL CROPS—YOU'VE SURELY FOUND THE VERY END OF YOUR RAINBOW HERE IN MEREDITH, FOR THERE REALLY IS ONE SUCH SPOT. WE HAVE KNOWN IT FOR SOME TIME. THE ROADS AND WALKS HERE UNDOUBTEDLY ARE THE BEST IN EASTERN MINNESOTA. LOOK ON THE MAP FOR THIS TOWN—YOU WILL FIND IT IN THE CENTER
OF DUNFIELD COUNTY, WITHIN REACH OF THE GREATER MARKETS, AND CONNECTED WITH THEM BY FOUR RAILROADS. AT THE PRESENT TIME CONDITIONS IN MEREDITH ARE EXCEPTIONAL, AND MANY INVESTORS SPEAK IN THE MOST OPTIMISTIC MANNER REGARDING THIS SECTION. NEVER IN THE HISTORY OF THE COUNTRY HAS THE CALL OF SUBURBAN LIFE BEEN MORE INSISTENT THAN AT PRESENT. WE HANDLE A LIST OF REAL ESTATE UNEQUALLED IN MEREDITH

FOR PARTICULARS, ADDRESS
HOME BUILDING AND DEVELOPMENT CORPORATION
MEREDITH CENTER, MINNESOTA
ENTHRONED
Serving Banquet

BRINGS DESIGN
Magnificent Homes

UNFINISHED WORK
Quick resumption urged on all-important contract

REIMBURSED PRINTER
Funds promptly returned to concern pending settlement
MODERNIZES FOUNDRIES
Inaugurating new and improved methods for manufacturing toys

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

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

ORGANIZE CONVENTION
Leading commercial printers will gather for their national meeting

EFFICIENT PRINTING SALESmen
The purveyors of printed matter who are employing capable salesmen will increase considerably the demand for typography

EXPENSIVE MACHINE COMPOSITION
The greatest waste that results from the use of machine-set type is the time spent in having to replace material of inferior grade $1234567890

ADVERTISING OF DISTINCTION
For the most effective publicity literature in newspaper or magazine the consistent use of one type face is recommended, as it establishes the identity of the advertiser

COMPREHENSIVE DUMMY VALUABLE
A great many business men are entirely devoid of what may be termed imagination or the sense of being able to form a mental image of a finished job of printing, and it would therefore be to the master printer's advantage to carefully prepare a dummy of the job for his customer's approval

FINE TYPOGRAPHIC LIBRARY AND MUSEUM
For the past seven years there has been maintained by the American Type Founders Company in its central plant in Jersey City a Typographic Library and Museum which is free to the public and contains a most extensive collection of books, prints, medals, autographs, busts, early printing presses and other typographic appliances $1234567890

Cloister Bold Oldstyle Figures 1 2 3 4 5 6 7 8 9 0 are put up in separate fonts and furnished only when specially ordered
NEVER has a more surprising tale been told. Sir Edward is certainly batting over three hundred in the Best Sellers' League. Amid the bustle and excitement of a great war, with guns booming in the background, the Angelica lady suddenly emerges from a life of obscurity to take the leading part in a drama brimful of action, romance and mystery. She becomes the object of sinister schemes. Thrill follows thrill with a bewildering rapidity. A compact plot, perils and brave deeds all told in

ALL BOOKSELLERS - $1.70

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

ROBERT SMITH
Sterling Silver

"A GIFT THAT LIVES"

H. MENKINS & CO.
TWELVE WEST FULTON STREET

IFTS IN STERLING ARE INVARIABLY APPROPRIATE AND VALUED VERY HIGHLY. IN OUR STOCK THERE ARE MANY ARTISTIC ARTICLES WHICH INCLUDE EVERYTHING PRODUCED IN STERLING SILVER. WE ESPECIALLY INVITE YOUR INSPECTION OF OUR AFTERNOON TEA SET, CONSISTING OF TEA CONTAINER, CREAM PITCHER, SUGAR BOWL AND A SERVING TRAY. THE COMPLETE SET IS ONLY $32.50, DUE TO THE FACT THAT IT IS MADE IN OUR OWN FACTORY.

ENMIR PIANOLA

WONDERFUL IN TONE
DELIGHTFUL TO PLAY

IT REPRODUCES, AUTOMATICALLY, THE PLAYING OF FAMOUS PIANISTS
THE ENMIR IS ALSO A PIANOFORTE OF SUPREME MUSICAL EXCELLENCE

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

Quality Printing is assured when the work has that original and distinctive character which Cloister faces impart.
THE palatial dignity which distinguishes Italian Furniture of Renaissance times, when Rome, Florence and Venice were in the proud plenitude of their power, today gives to the Entrance Hall that suggestion of stateliness which should be a part of the modern home. Hayden Shop rep-}

Massive arcaded Tables which are marked by the virile carving of their scrolled and console-like supports, Banquettes with gracefully curving legs and old pattern spindle stretchers. All the old Italian designs are here rep-}
Cloister Bold as a Body Letter

THE POINT OF EMBELLISHING TYPOGRAPHICAL DESIGNS SHOULD RECEIVE EARNEST THOUGHT

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

individual job, and the manner

of taste and judgment should

ornamentation than by words

CHANGING FORMS AFFECTING THE CORRECTIONS ON PROOFS

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

INTERESTING DISCOVERIES IN REFERENCE TO OUR ALPHABET

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

MODERN DESIGN
Elegant Composition

NUMEROUS ENTRIES
Charming awards granted
lucky juvenile competitors

DETERMINED BANKERS
Enterprising financiers secure
important foreign concessions
INTERESTING CONCEPTION
Distinctive and artistic typography delights the most exacting customer

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

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

EXPERIENCED SUPERVISOR
Competent executives are required in every department if an efficient organization is to be consummated

CLOISTER FINE FOR ADVERTISING
For publicity matter of every kind, where it is desired to secure best advertising value, a most appropriate and effective type face is the Cloister: distinctive in design, pleasing in appearance, and perfect in its legibility

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

PROPORTION APPLICABLE TO PRINTING
Composition, in art or typography, must conform to certain standards if the approbation of critical persons is to be secured, and one of the first points that must receive consideration is the right proportion of component parts

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

These Special Characters are Furnished with Each Font
A B D E G J M N P Q R T V Y V w " " &

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

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

Elmore & Enthoven Co.
South Norwalk Avenue - Portland

Printers and Publishers
Booklets - Catalogues - Directories

MISS ELSIE SMITH & MISS NORA DUNN
WILL DEBATE THE SUBJECT:
"Votes for Women"
These brilliant women will speak at Covington Hall, 2537 Dover Street on Monday Evening, June Seventh

Eight-thirty o'clock, sharp
This ticket will admit two

HAT CHECK
HOTEL NEPINS - BOSTON
Preserve this little card very carefully to avoid unpleasant incidents or inconveniences. Present to coat room attendant when you pass through the Hotel Nepins lobby
Note this number in case check is lost
No. 4625
Quinsbey Stockings
FOR BOYS AND GIRLS

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

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

Quinsbey Knitting Works
Mills at Fall River, Mass. and Derby, Conn.

Snellgard Porch Furniture

Exceptional assortment of artistic furnishings for a bungalow or cottage

Spring, 1917

G. SNEILLGARD & SONS
NEW YORK TORONTO

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

The James Anson Printing Company
GAMBLE & BROS.
MAIN AND LOCUST STREETS

DESIRES TO EMPHASIZE THE MAGNIFICENCE OF
THEIR SHOWING OF

WINTER FASHIONS

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

GOWNS · WRAPS · SUITS · COATS
BLOUSES · MILLINERY

WEEK OF OCTOBER TWENTY-FIFTH
GAMBLE STYLES ARE AUTHORITATIVE STYLES

A MERRY CHRISTMAS
AND
HAPPY NEW YEAR
MARK HANSON

1916-1917

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

NO. 618 FIFTH AVENUE
FIFTIETH STREET
HANDSOME FOLDER
Extraordinary Proofreader
INSTRUCTOR CONSIDERED
Concerning Quality Advertisement
MERCHANDISE INTRODUCTION
Beautifully Designed Specimen Creations
PRINTER MODERNIZED SALESMAISH
Catalogue Establishment Manufactures Stationery

PROMISES INDIVIDUALITY
Satisfactory results obtained when catalogues are designed for beauty

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

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

These Special Characters are put up with all fonts from 6 to 48 Point inclusive
The Cromwell Series
Designed for Beauty and Style

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

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

American Type Founders Co.
Designer and Originator of

Spacing

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

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

Price 75 Cents

Quality Publishing Co.
125 Broadway :: Brunswick City

Gosfrany & Nolan
HABERDASHERS
Announce the Formal Opening of
A Shop for Men
1245 North Quincy Avenue
Saturday, May fourth

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

HONEST CUSTOMER
Contemplate Equipment

DOUBLES PRODUCTION
American Cut-Cost Cabinets

INSTRUCTIONS
Divide Importance

FOUR CHAMPIONS
Premier Figure Skating

DESIGNED FOR BEAUTY
Buyers of printing will listen to fine type talk

OBSTRUCTIONS
Plant arrangement thoughtfully placed

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

How much time is lost daily
Go through your composing room and
see if your compositors are losing time in
walking from place to place looking for
material which should be close at hand.
Efficiency outfits do save time $1234567890
Brains in advertising, to look at it from the Broket standpoint, means more than the mere selection of the best mediums; more than making promising selling plans; more than writing copy and making sketches. It means the combination of all these essentials. Broket O. K. service achieves this completeness.

Royland Broket
Advertising Specialist
Averill Building
Rochester, N. Y.
MODERNIZED SPECIMEN
Exceptional design was obtained with this distinctive Goudy Italic

HANDSOME REPRODUCTIONS
National exposition promoted by master typographers embraces artistic examples

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

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

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

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

These Special Characters J Y 2a c Furnished with Each Font
CHANGE IN HOURS!
Until further notice we will close our main store every Saturday at noon
LEONARD & WOOD FURNITURE CO.

Brief, Logical Thoughts about the Daily Problems of Our Life

MEN who have something the world wants, and are willing to work hard to get results, are the ones who will always hold the winning hands. After grasping success, many a man has become lazy, letting things drift and drift, until the shutters had to be posted. Reaching the top is only half the battle; the hard work that got you there must be continued day by day to keep you there in equilibrium.
REFRESHING GRAND LINE

COMPREHEND HUNT SYSTEM

REMARK FINE SIZE

MENTIONS BEST MIND

STRONG TYPE NICE DESIGNS

ARTISTIC SAMPLES RECEIVE MENTION

CONSTRUCTIVE WORK SALESMEN CONVENING

SECURED EXCLUSIVE HAND COMPOSITION BOOKLET $1234567890

MANY OFFICE EFFICIENCY JOURNALS PUBLISHED TO RECOMMEND ECONOMIES

EXQUISITE SPECIMENS OFFERED FOR ENORMOUS COMPETITIONS MANUFACTURER HAS PLANNED

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

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

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

THERE MUST BE SOMETHING ATTRACTIVE IN AN ADVERTISEMENT: IF IT IS DESIGNED TO BULKY THE READER'S ATTENTION FROM THE INTERESTING STORIES IN THE POPULAR PERIODICALS. A LEGIBLE AND MEDIUM-SIZED TYPE FACE IS ONE OF THE PRIME REQUIREMENTS
GOU Dy TiTe AND Goudy Oldstyle IN DISPLAY

ROAN INSTITUTE

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

HERE you will find an institution efficient and up-to-date, and yet it cherishes old-fashioned ideals of developing the boy's character by means of wholesome exercise and study. The long autumn and spring will invite him to golf and tennis, football and baseball. Expert coaches point the way which encourages competition with comrades of his own weight.

Perfect sanitation, fine food and a modern building, with a separate room for each boy, insure both his comfort and health. The boys at Roan are taught in small classes, with well-supervised study, under trained men. Roan Institute specializes in the preparation for complete information address regarding technical courses off

Dr. George Horn

ANNUAL TUITION FEE
$650 INCLUDING BOARD TEXT-BOOKS ETC.

TYPE AND ITS RELATION TO PRINTING
A TREATISE BY GEORGE NIXON

SEASON OF 1917 AT ROGNA ACADEMY
FIRST MONDAY IN EACH MONTH

JOHN MAURICE DURAN
SHAKESPEAREAN LECTURES AND RECITALS

REPERTOIRE

MERCHANT OF VENICE
Taming of the Shrew
Romeo and Juliet

KING HENRY III
MACBETH
TWELFTH NIGHT

ANTONY AND CLEOPATRA
LOVE'S LABOUR LOST
MERRY WIVES OF WINDSOR

BALCOM & SON
CHICAGO, ILLINOIS

39
NUMBER CHASE
Benevolent Dames

COPIES QUESTION
Handsome Creations

ENDORSE PRESIDENT
Manufactured Envelopes

DEMAND IMPROVED STITCHER
Remarkable Horticulturist Honored
Secured Modern Printing Specimens

For other members of the Dorsey Family see pages 480-481 of the American Specimen Book of Type Styles (1912)
BEAUTIFUL DECORATIVE MATERIAL
French Costumer Delighted Society Maiden Lithographer Praises Typographic Designs

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

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

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

ENGLISH BRONZE MASTERPIECES EXHIBITED
Safety Lock Boxes Installed in Provident Institution Profitable Advertising Compels Superior Type Faces Oceanic Club Boat Race Witnessed by Large Throng Annual Report Shows $1234567890 Undivided Profit

SUPERLATIVE MANUSCRIPT HASTENS COMPOSITION
Beautiful Souvenir Presented to Lucky Female Competitor General Rejoicing at the Seventeenth Anniversary Gathering Decorative Material Displayed Properly in Latest Bulletin

BEAUTIFUL AND SERVICEABLE CONDENSED LETTER
Cultivate Punctuality Relative to All Business Transactions Several Thousand Craftsmen Attended Industrial Exhibition Extemporaneous Remarks Pleased Enthusiastic Assemblage Pretty Society Maiden Engaged Several Japanese Designers Oriental Tapestry Voted Highest Award at University Bazaar Labor Saving Machinery for Excavating Purposes Patented

For other members of the Dorsey Family see pages 180-111 of the American Specimen Book of Type Styles (1915)
HISTORIC BOND
Establish Kingdom

KINDRED NUMBER
Superior Construction

EMINENCE REQUIRED
Requested Modern Styles

SUPERINTEND
Modern Printery

DESIGN MERITED
Perfection Obtained

BEAUTIFUL MACHINE
Superlative Type Designs

EXQUISITE NEW SHOWING
Cheltenham Medium Expanded
is the Latest American Creation

For other members of the Cheltenham Family see pages 140-181 of the American Specimen Book of Type Styles (1912)
The Southern Pennsylvania Trap Shooter

GALVESTON INDUSTRIAL EXPOSITION
FEBRUARY THIRD TO MARCH SIXTH
EXHIBITS RECEIVED FROM EVERY PART OF TEXAS, AS WELL AS FROM ARIZONA

THE OUTDOOR PRESS
364 Sportman Street, Philadelphia

G E O R G E E. S W I T T H O N D E N

For ___________________
____________________
THEO. A. \ & \ J. M. SCOTT
FLORAL DECORATORS

FREEMAN & SMITH
864 SOUTH MAIN STREET
SPRINGFIELD
PRINTERS ENGRAVERS

STEINMAN

That oft-expressed desire to possess a Steinman Grand may now be easily realized. Here is a small Grand Piano, having all the qualities of every Steinman Piano, at a price no higher than you pay for an instrument of inferior tone, finish and workmanship.

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

Will you see and hear this new small Grand? We shall be glad to have you test its qualities.

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

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

FURNISH MERCHANDISE
Noted Superlative Investment

BOUGHT KINDRED MACHINE
Extraordinary Contralto Returning

ORDERING IMPROVISED SCHEDULE
Latest Equipments Increase Printing Profits

SUPERFINE PRODUCTION COMPLIMENTED
Manufacturing Concern Recognized Improvements

REQUESTED MODERN IDEAS
Improved Typographical Showing

EXTRAORDINARY TYPE CREATION
Superfine showing receives commendation

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

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

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

PANAMA GUIDE COMPANY
OFFICES, 249 SOUTHERN STREET, SAN FRANCISCO, CAL.

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

W

WILSON’S HATS

SPRING STYLES ARE NOW ON DISPLAY AT ALL WILSON STORES

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

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

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

21 FULTON STREET, 614 BROADWAY
347 E. 42d STREET, 418 5th AVENUE
MODERNIZE
History Notes

NEWEST DEAR
Grading Rectors

GREAT INVENTOR
Respecting Methods

REMEDIES CHANGED
Stimulates Workingmen
Method Quickly Known
BRIGHTEST COLORINGS
Encourage Hundred Artists
Beautiful Harmony Assured

SPLENDID PROGRAM OFFERED
Enthusiastic Audiences Welcomed
Hundreds Applauded and Cheered

RESERVED INFLUENTIAL PHYSICIAN
Showing Greatest Typographical Beauty
Improvised Machines Promote Efficiency

CHARMING SELECTIONS
Renders superlative beauty
throughout fine celebration

RETURNING PHYSICIAN DINED
Miner manifests brighter prospect
for explorer journeying northward

PRINTERS DEMAND IMPROVEMENTS
Extemporaneous speakers complimented
during spring $1234567890 examination

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

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

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

These Special Characters at as ts th y Furnished with Each Font
SHEET MUSIC

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

TREMAINE & CO.
No. 415 PARK AVENUE

Old Hickory

The Ideal Porch Furniture

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

Rocker $5.75  Settee $9.50
Armchair $4.50

Murray Bros.
KING AND FULTON STREETS

Lecture

The New Chandler Lecture Course will include all of Doctor Mady's talks on European History. The tickets may be secured at Golden's Red Line Pharmacy.

Thracian Society

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

"Cheerful, Luxurious and Comfortable"

THE HOTEL DELUXE THAT COURTESY BUILT

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

HOTEL KINNÉ—ARLINGTON SQUARE

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

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

Facts that stand in travelers plenty of
The largest house
W. & G. official rates

FAIR
OF USA

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

HURD POPULARITY

is emphasized by the simple fact that generation after generation of the same family purchase HURD PIANOS
REMARKABLE NOTIONS
Enthusiastic Students Remain
Modern Advertisers Procured

ENTERPRISING COUNCILMEN
Interesting Combination Equipments
Stylish Creations Lately Recognized

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

COMPOSITORS REJOICE
Handsome new type showing
proves profitable to merchants

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

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

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

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

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

The nine point and eleven point of the Venetian Series, shown on page 55, are sold in Weight Fonts only
KING SPORT SHIRT
WITH ADJUSTABLE COLLAR

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

THE INGRAM SHIRT STORES
ALL LEADING CITIES

A NEWLY ESTABLISHED PAPER HOUSE
THE MAINE PAPER COMPANY

BANGOR BOOK AND INDIANROCK COVERS

FACTORY:
NORTH FARMINGTON
MAINE

CATALOGUE NUMBER SEVEN

The Eugene Hayden Library of Musical Classics

FOR SALE BY ALL MUSIC DEALERS
An American edition of the great masterpieces of music, carefully edited and fingered
Free from misprints; engraved, printed and bound in the best manner

HAYDEN PRESS: NEW YORK
SOME INTERESTING COMMENTS INTENDED FOR ADVERTISERS DESIRING THE MAXIMUM IMPRESSION IN THE MINIMUM SPACE

The most important essential for successful advertising copy is concentration. This doesn't mean expressing your ideas in the fewest number of words, a conclusion to which a cub reporter invariably leaps. It means getting your ideas into the head of your reader to stay there, and wasting no words in the process. The question hardly concerns the number of words. Rather it has to do with the considerations of thought, the boiling down to essentials, the maximum impression in the minimum space. It is the old question of quality. Brevity is of no value unless one has gained force. One doesn't gain force through brevity alone, as it usually happens. If you will read the really good writing of the best copy men, you will find that it runs long rather than short. The principal thing

WHY PRINTERS SHOULD GIVE THOROUGH STUDY TO THE ADVERTISING PROFESSION

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

Set in eight point Venetian, opened with two point leads

52
MANY ASPECTS OF ADVERTISING WHICH REQUIRE THE MOST INDUSTRIOUS STUDY IN ORDER TO SECURE MAXIMUM RESULTS

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

Magazines devoted exclusively to art and literature have been enlisted for attracting the attention of the in the aggregate to large sums offered to kindle the ambition of the result has been that there is an amount of ability enlisted in graceful and effective forms of advertising the benefit of every kind of business. Advertisers solicit the trader to buy the article as if it were into his face, and not use them. Enormous corners or along vacant city lots.

Full type cases mean more profits and superior results

AMERICAN TYPE FOUNDERS COMPANY

Originator of Popular Type Styles

VENETIAN AND VENETIAN ITALIC

THE HUNTERDEN LODGE WELCOMES FOLLOWERS OF OUTDOOR PASTIMES

No season delights the sportsman or the lover of the open fields so much as those wonderful days of late September and early October. In fact, it is becoming the custom of many active workers to defer their vacations so that the greatest benefits may be gained from a recreation period, the hours of which are somewhat limited. After the custom of the past three years, the Hunterden Lodge on September first will open its Autumn season, and the patronage of all those who appreciate the value and beauty of Fall days in the hills is respectfully solicited. Although this famous camp is near the edge of a virtually unbroken wilderness, tennis, baseball, trap shooting and other sports may be enjoyed. The Hunterden golf links are unsurpassed north of the forty-eighth parallel. The camp accommodates over three hundred, and every convenience has been installed. Everything is arranged with a view to satisfying our guests. Our rates by the day, week, month or season, singly or en famille, are reasonable, and are consistent with the service.
MODERNIZED REPORTER
Naming Determined Speakers
Complimentary Reproductions

SUPERIOR PRINTING MACHINE
Desirable Qualities Greatly Admired
Extemporaneous Remarks Delighting

REMARKABLE INVENTION DESIGNED
Harmonious Combinations Quickly Procured
Introducing Some Extraordinary Decorations

AMERICAN TYPE STYLES
Bright and legible typographic creations received warm praise

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

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

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

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

THE ART OF PRINTING TAUGHT TO STUDENTS
Printing is the vehicle of business, of national activities, and of individual affairs; it brings the students into closer touch with the world of commerce; it gives familiarity with social, business and legal forms; it is especially valuable as an aid in the teaching of English grammar and rhetoric; it develops the ethical taste and $1234567890 constructive imagination
The Camp for Your Boys
The Ideal Spot for Boys to Spend the Hot Summer Months

It is possible that this may be your answer to the perplexing and seasonable problem of how to obtain the greatest benefit for a child during the vacation period. A suitable choice of camp is essential, and thought and care should be exercised in selecting the site. Too frequently a misspent vacation will undo the earlier good work of the school. Some of the considerations offered by good camps are listed in panel at right. Arrangements should be made well in advance. Send for lists and details. If you cannot decide, write us fully and we will gladly help you. There will be no expense to you.

CAMP BUREAU OF OBIL’S MAGAZINE
Conducted Exclusively for Our Subscribers

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

THE GIRLS' STUDY CLUB OF ELTON

The time of life is short;
To spend that shortness baseless,
'Twere too long.
SHAKESPEARE

FIRST ANNUAL DINNER
MAY SEVENTH

HARRISBURG HIGH SCHOOL
MAY FOURTEENTH

NATURE LOVES VARIETY IN ALL THINGS

Merlington
County Horticultural Society

EXHIBIT OF
SWEET PEAS ORCHIDS
AND
HOUSE SHRUBS
PRODUCE DESIGN
Educated Composer

METHODICAL STUDENT
Reprimand Absent Sailors

BEAUTEOUS NEW SPECIMEN
Meritorious Light Creation Noted

INTEREST PROMINENT PUBLISHER
Extraordinary Fashionable Typography

LIGHT OLDSTYLE FACE
Purchase weight fonts and promote rapid typography

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

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

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

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

EXTRAORDINARY STATEMENT SUBMITTED
Equip your plant with this dainty type face and be fully prepared for an ever increasing demand for profitable work that this excellent series impels
Fiscal report was $1234567890 very accurate
Good Printing

The refinement of good printing is apparent in the product of the World Printing Company.

The artistic touch is dominant in the harmony of effect produced.

Each order, whether an engraved announcement or a bulky catalogue, receives the same intelligent attention from our experts.

Our many portfolios of samples will help you make right selection.

World Printing Company
24 North Howard Street

Bracelet Season

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

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

Martin's Jewelry House
Three Hundred Maryland Avenue, Northeast
PRINTERS

Build House

INSPECTING

Recent Benefits

UNIFORM KINDS

Harmony with Caslon

CHARMING ROMAN

Produces Brilliant Effect

REQUIRING PERFECTION

Fastidious Purchasers Gratified

For other members of the Caslon family see pages 116-122 and 314-338 of the American Specimen Book of Type Styles (1818)
Predetermined Influence
Give the preference to Caslon Oldstyle for several particular orders of printing

Recognized Prominent Point
Important feature of this magnificent series is its application to nearly all kinds of typography

Foremen Furnishing Instruction
Many perfectly practical and trustworthy composing room officials are educating their young apprentices

Reprint Choice Design
Inventive ideas often reproduced owing to excellence of type faces

Secured Clean Impressions
The sharp elements of this letter insure a clean and legible finished job of printing for an unlimited number of impressions

For Brochure and Pamphlet
Caslon Oldstyle used for the highest grade of commercial work will impart that decided air of elegance which is in demand $1234567890

Manuscripts with Initial Letters
The ornamental letters have been used for hundreds of years for the double purpose of directing attention to where the text matter begins and for illuminating

For other members of the Caslon Family see pages 116-182 and 814-858 of the American Specimen Book of Type Styles (1912)
HAMLET.

PUBLIKELY ACTED BY
Ye Olden Players

Written by
WILLIAM SHAKESPEARE

Performed at HER MAJESTY's THEATER
Hamphire Court, Wadd

Monday, February 8, 1746.


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

By Martin Kilian Curlander of London

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

The Merchant of Venice—April 15th
Macbeth—May 15th
Love's Labor Lost—June 17th

Brookline Literary Club, 42 Harvard Street
Afternoons at Three O'clock
Course Ticket, Five Dollars

---

FOUNTAIN OF YOUTH ETERNAL

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

That which follows being a true and vivid account of the untold hardships and disappointments endured by Ponce de Leon and his company of valiant men in their journey from the old world to the newly found America in search of that magical fountain the waters of which would give everlasting youthfulness

Chicago and New York
Perkins & Meeks
All Rights Reserved

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NOTICE

A JOINT MEETING

For Fire Protection

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

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

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

PRINTING DESIGNS
Marvelous Effects Obtained
Extraordinary Adaptability

HIGH PRODUCTIONS
Simplicity with the Caslon Italic
Discriminating Buyers Satisfied

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

For other members of the Caslon Family see pages 110-182 and 211-313 of the American Specimen Book of Type Styles (1912)
EXQUISITE COMPOSITION POSSIBLE
The Caslon Oldstyle Italic Series permits of artistic typography and adds to every piece of job printing or advertising literature a decorative and masterly touch.

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

LEGIBILITY ASSURED
For all forms of publicity which of necessity require readable and attention-commanding typefaces the Caslon Oldstyle Italic is ideal.

PRINTER SLOW TO ADVERTISE
Strange though it may seem it is a well known fact that an overwhelming majority of this country's printers are extremely backward in informing the general public through the medium of advertising what the advantages of printed salesmanship are.

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

BEAUTY OF SIMPLICITY
Severity of treatment is not meant when it is urged that typographic designs be executed in a simple and consistent style and devoid of excess ornamentation and embellishments.

MINIMUM TYPE GROUPINGS
In order to make the complete design easy to comprehend, the type matter should be arranged in as few groups as possible, in that way eliminating any possibility of misunderstanding on the part of the prospective reader.

For other members of the Caslon Family see pages 118-132 and 211-255 of the American Specimen Book of Type Styles (1910)
The Greenville Dramatic Club will hold its monthly meeting Friday evening September tenth, at eight o'clock in the Oriole Hall.
Mr. Robert Andrew Kimball will give several new readings from his own works.

BOWLING DANCING

Rector & Grant the florists

ANNOUNCE WITH PLEASURE
A REMOVAL OF THEIR SALESROOM
TO MORE SPACIOUS QUARTERS
AT SEVENTEEN
NORTH CHARLES STREET
RICHMOND

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

John Rector A. M. Grant
Established 1870

AMERICAN BANK OF CALIFORNIA

GREETINGS

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

Heron & Co.
86 Milk Street
Boston

Price List of Jewelry and Cut Glass

Destroy all previous Price Lists.
This book is confidential to the trade.
Important Notice:—

SPECIAL CASLON CHARACTERS

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

QUAINT CHARACTERS for use with Caslon Oldstyle No. 471

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QUAINT CHARACTERS for use with Caslon Oldstyle Italic No. 471

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<tr>
<td>8 Point</td>
<td>11 characters</td>
<td>$0.50</td>
</tr>
<tr>
<td>9 Point</td>
<td>11 characters</td>
<td>$0.50</td>
</tr>
<tr>
<td>10 Point</td>
<td>11 characters</td>
<td>$0.50</td>
</tr>
<tr>
<td>11 Point</td>
<td>11 characters</td>
<td>$0.50</td>
</tr>
<tr>
<td>12 Point</td>
<td>11 characters</td>
<td>$0.50</td>
</tr>
<tr>
<td>14 Point</td>
<td>11 characters</td>
<td>$0.50</td>
</tr>
</tbody>
</table>

These Characters are made in both Roman and Italic to line with the original Caslon Oldstyle No. 471 up to and including 30-point, and in the Roman only for 36-point. Only the characters /, `, and é are made for 36-point Caslon Oldstyle Italic No. 471, and only the s and ç are made for the Caslon Oldstyle Roman No. 471 from 42-point to 60-point inclusive; and only the characters / and $ for 42-point and 48-point Caslon Oldstyle Italic No. 471.

SWASH CHARACTERS for use with Caslon Oldstyle Italic No. 471

<table>
<thead>
<tr>
<th>Letter</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>$0.75</td>
</tr>
<tr>
<td>B</td>
<td>$0.75</td>
</tr>
<tr>
<td>C</td>
<td>$0.75</td>
</tr>
<tr>
<td>D</td>
<td>$0.75</td>
</tr>
<tr>
<td>E</td>
<td>$0.75</td>
</tr>
<tr>
<td>F</td>
<td>$0.75</td>
</tr>
<tr>
<td>G</td>
<td>$0.75</td>
</tr>
<tr>
<td>H</td>
<td>$0.75</td>
</tr>
<tr>
<td>I</td>
<td>$0.75</td>
</tr>
<tr>
<td>J</td>
<td>$0.75</td>
</tr>
<tr>
<td>K</td>
<td>$0.75</td>
</tr>
<tr>
<td>L</td>
<td>$0.75</td>
</tr>
<tr>
<td>M</td>
<td>$0.75</td>
</tr>
<tr>
<td>N</td>
<td>$0.75</td>
</tr>
<tr>
<td>O</td>
<td>$0.75</td>
</tr>
<tr>
<td>P</td>
<td>$0.75</td>
</tr>
<tr>
<td>Q</td>
<td>$0.75</td>
</tr>
<tr>
<td>R</td>
<td>$0.75</td>
</tr>
<tr>
<td>S</td>
<td>$0.75</td>
</tr>
<tr>
<td>T</td>
<td>$0.75</td>
</tr>
<tr>
<td>U</td>
<td>$0.75</td>
</tr>
<tr>
<td>V</td>
<td>$0.75</td>
</tr>
<tr>
<td>W</td>
<td>$0.75</td>
</tr>
<tr>
<td>X</td>
<td>$0.75</td>
</tr>
<tr>
<td>Y</td>
<td>$0.75</td>
</tr>
<tr>
<td>Z</td>
<td>$0.75</td>
</tr>
</tbody>
</table>

65
DESIGNS PRINTING  
Educational Lectures  

INSURED PRESIDENT  
Boiler Inspectors Retire  

HOMESICK EXCURSIONIST  
Musical Enterprise Launched  

SECURED PRINTING REQUIREMENTS  
Compliment Enterprising Manufacturers  
Ninety Navigators Contemplate Journey
CONTEMPORARY INSURANCE COMPANIES
Fashionable Typographic Creations Perpetuated
Manufacturer Purchasing Desirable Stationery

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

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

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

MUSICAL CONCERT ADMISSION TICKETS RECEIVED
An Excellent Letter for High Grade Advertising Purposes
Elaborately Designed Invitations for Progressive Euchre
Highest Tribute Extended During Aeronaut for Bravery
Insurance Underwriter $1234567890 Paid Legitimate Claim

GRAND MILITARY CELEBRATION ENJOYED BY TEACHERS
Original and Attractive Bookbinding Demanded by Publisher
Social Favorite Honored Lieutenant for His Heroic Undertaking
Enterprising and Industrious Scholar Accepts Congratulations
Twenty Maidens Touring the Continent in Quest of Knowledge
Insurance Brokers Reduce Premium on Mammoth Skyscraper
Modern Air and Field Demonstrations Given by Military Men

ORNAMENTAL ART WINDOWS FOR CHURCHES AND HOMES
Mathematical Problems Solved by Diligent and Industrious Boy
Suggestion for Renovating and Beautifying Structure Considered
Northern Lumber Merchant Originated Modern Hauling Devices

ADDITIONAL MEMBER OF THE ALREADY POPULAR CASLON FAMILY
Designed for the Printers in General and the Caslon Printers in Particular
Extra Condensed Caslon Long Desired by Publishers and Advertising Men
Distinctive Features Shown in the Proper Display of Furniture Catalogue
Gorgeous Celebration Arranged for Homecoming Battle Ships and Sailors
Souvenir Programme Card of $1234567898 Shows Typographical Ingenuity

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

MERCHANT EXHIBITING
Increasing Demand Prepared

DISTINGUISHED FOREIGNER
Acknowledge Prominent Designer

INCREASE PROFIT
Meeting Held Sunday

FOURTH PRIZE GIVEN
Completing Achievements

IGNORES TRUSTING MAIDEN
Disinherit Prominent Composer
Honest Judge Granting Interviews

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

For other members of the Bodoni Family see pages 66-75 and 378-388 of the American Specimen Book of Type Styles (1915)
COMFORTABLE HOMES

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

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

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

INCREASING TRADE
A SERIES OF EXAMPLES TAKEN FROM THE PRACTICAL TYPGRAPHIC GUIDE

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

MONSEN & BURNS
DESIGNERS, MANUFACTURERS AND WHOLESALE DEALERS
ARTISTIC GOLD JEWELRY
MONSEN AND BURNS STREETS
NEW HAVEN

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

DESIRE BINDING
Elect Honest Officer

INTERESTS NUMBER
Modern Booklet Display
Knightly Acts Regarded

DISTINCTION SECURED
Satisfied Customer Ensured
Bodoni Italic Charms Artist

For other members of the Bodoni Family see pages 68-75 and 376-385 of the American Specimen Book of Type Styles (1912)
PRINTERS HONOR BODONI

Many advertisers require actual printing distinctions in booklets

INTERESTS EMINENT DESIGNER

Every real printer will admit that here is presented an italic of notable charm

NUMEROUS PRINTING REQUIREMENTS

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

CURIOUS MODERN IDIOMS

Printing office proprietors must strive continually for efficiency

DENOUNCING ANCIENT METHODS

Jobs composed in the clean Bodoni types are certain to attract favorable attention from publicity purveyors and merchants

EFFICIENCY REQUISE RECOGNIZED

If you are desirous of increasing profits you should immediately investigate the merits of our ideas about $1234567890 real efficiency

For other members of the Bodoni Family see pages 58-75 and 372-393 of the American Specimen Book of Type Styles (1912)
PERFECTION
Superb Quality
CONSIGNMENTS
Design Requested
BEAUTIFUL MODEL
Prominent Italic Face
Adept Manufacturing
HARMONIOUS DEVICE
Desirable Creation Noted
Numbering Subscriptions

For other members of the Bodoni Family see pages 65-75 and 374-398 of the American Specimen Book of Type Styles (1912)
REQUEST SUBLIME MODE
Superior advertising possible with the American type styles

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

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

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

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

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

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

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

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

For other members of the Bodoni Family see pages 68-75 and 378-393 of the American Specimen Book of Type Styles (1910)
Located in the Heart of the Shopping and Theatrical District of Providence

HOTEL BAIR

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

A STRICTLY FIREPROOF
MODERN FAMILY HOTEL
OF EXCEPTIONAL MERIT

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

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

FIFTH AVENUE • EIGHTH TO NINTH STREET
WITHIN A BLOCK OF THE CENTRAL STATION OF THE UNDERGROUND RAILWAY

FASHIONS
THE NEW MAGAZINE OF MODES

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

Thirty Cents per Copy
At all good Department Stores

Dance Program of the Eighth Annual Charity Ball
For the benefit of the Celia Hospital Fund

May Ninth
Nineteen Seventeen
At the Star Casino

The Herbert Meyerbeer Orchestra has volunteered its services for the affair
MEADOWBROOK COUNTRY CLUB

PRIZE LIST
Twenty-seventh Annual
HORSE SHOW
November Sixth to Eleventh
1917

EQUINE GARDEN · NEW ORLEANS

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

Italian Beads
Alfred Constantine & Sons
IMPORTERS OF CURIOŚ

NEW YORK · CONSTANTINOPLE · LONDON · LOS ANGELES

Electric Lamp Exhibit
From October the tenth to November the third

A unique display of artistic household lamps will be shown: bases of art metal and carved wood; silk and hand painted leather shades

AT THE DERBY EDISON SHOP
Four Hundred and Thirteen Fairfield Avenue, Derby, Conn.

Make a Tour of the Orient on the Palatial Steamer
"Delhi"

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

Steamer leaves
Los Angeles March Tenth
First-class Passage
$750.00

Oriental Line
SAN FRANCISCO
European Offices in Berlin, London, Paris

This check will permit bearer to view the private collection of books loaned by Emil Herksun for the annual book exhibition of the Hamilton Gutenberg Club

January Third to February Twelfth
Hall of Records, Hamilton, Ontario
DISTINCTIONS
CHARM DUKE
INTRENCHMENT
HOLDS PRINTER
HISTORIC METHOD
MASTER SPECIMEN

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

ESTABLISHED 1872
CHARLES H. BRUNSWICK, CASHIER
JOHN G. MARTIN, ASST. CASHIER

HARRISON BANKING COMPANY
ONLY BANK IN HARRISON PAYING INTEREST ON CHECKING ACCOUNTS
CAPITAL $300,000 SURPLUS $95,000
HARRISON, MD.

ADDRESS REPLY TO THE COMPANY

CONCEPTIONS UNIQUE
DESIGNS PERSONIFIED

MAGNIFICENT EXHIBITION
CHARMING MASTERPIECES

SPECIMEN TYPES ENRAPURING
UNIQUE PROSPERITY EXPECTED

PRINTERS RECEIVE ENCOURAGEMENTS
CUSTOMER 81234567890 RESPONSIBLE

QUALITY PRINTER ELIMINATED COMPETITION
DESIGN FRUITFUL ADVERTISING WITH BODONI
THE JUNCTION SAVINGS BANK
OF THE EASTERN SHORE TRUST AND DEPOSIT COMPANY
ANNOUNCES THAT BEGINNING JANUARY FOURTEENTH IT WILL ALLOW
FOUR PER CENT INTEREST ON SAVINGS ACCOUNTS AND
TIME CERTIFICATES OF DEPOSIT

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

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

AN EXHIBITION
OF PRINTING
ART

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

BOSTON
ADVERTISING
CLUB

THE COMMITTEE REQUESTS YOUR CO-OPERATION
IN MAKING THIS EXHIBITION A DECIDED SUCCESS
YOU ARE INVITED TO OFFER FOR THE EXHIBITION
MAGAZINE OR NEWSPAPER ADVERTISING DESIGNS,
POSTERS, COVERS OF CATALOGUES, BOOKLETS OR
PAMPHLETS, ENTIRE CATALOGUES OR BOOKLETS,
AND ANY OTHER SPECIMENS OF ART IN PRINTING

HARRY LINZEN
CHAIRMAN OF SPECIMEN COMMITTEE

DINNER
GIVEN IN HONOR OF
DR. CHARLES E. PORTER
RETIRING PRESIDENT OF
CATONSVILLE MEDICAL
COLLEGE

THE STODDARD HOTEL
THURSDAY EVENING, DECEMBER FIFTH
NINETEEN SIXTEEN
EMBERS
Kingbird
SPECIMEN
Companion
INTERESTING
Bought Models

For other members of the Century Oldstyle Family see pages 110-115 and 234-255 of the American Specimen Book of Type Styles (1919).
BUILD KINGDOM
Masterly Showing
HARMONIOUS REIGN
Charming Manuscripts

SUPERB MODERN SPECIMEN
Fashionable Typography Noted

PLEASING DESIGN
Inspired Production

SUPERFINE PRINTING
Merits Greatest Reward

HANDSOME BOLD PRODUCT
Recognized Advertising Letter

PRINTSHOP INCREASES DIVIDENDS
Purchase of New Type Faces Profitable

For other members of the Century Oldstyle Family see pages 110-115 and 254-255 of the American Specimen Book of Type Styles (1912)
COTTON ALLOWED TO NEUTRAL LANDS

Persia Explains That Her Contraband Order Has Been Misunderstood

PUTS LIMIT ON THE SIZE OF SHIPMENTS

Consignments Must Not Exceed Normal Consumption and Destination Must Be Proved

Special to the Empire State Chronicle

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

It is a misapprehension to suppose that the declaration of cotton to be contraband will further restrict those consignments of cotton to neutral countries which are proved to be exclusively destined for the normal consumption of those countries. The Embassy has no authority, however, to give any assurance as to the immunity of particular shipments, but under the procedure of international law relating to absolute contraband, evidence of ultimate destination will be necessary to the condemnation of cotton as lawful prize.

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

Continued on page 2

STRONG BANKS TO BE MERGED

Unusual Proceeding to Enable the Security to Acquire Branches

WILL ABSORB THE GARLAND

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

The Garland Bank, 173 Southern Plaza, a State institution with eleven branches, will apply for admission into the field of national banks, and will then be merged with the Security National Bank, 37 Fifth

early day. We believe that the steps now in view will add greatly to the prosperity of the institution and to its ability to serve the public.

It is understood that the president of the combined institution will be Gerald Ransome, who is now President of the Security National Bank and Chairman of the Executive Committee of the Garland.

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

KEEPS HOSPITAL BOARD

Convention Rejects Proposal Reorganizing the State’s Charities

JEFFERSON CITY, April 24.—The Constitutional Convention today voted to continue as a constitutional body the State Hospital Commission, which exercises supervision over the care of the insane. In doing so, the convention went on record as rejecting a substitute proposal of the
Rare Oriental Rugs

MASTERPIECES IN EVERY SENSE OF THE WORD

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

THE ROMARTIN & ZONGELS RUG COMPANY · IMPORTERS
IF YOU ARE SEARCHING FOR THE UNUSUAL, VISIT OUR ORIENTAL RUG DEPARTMENT THIS WEEK

SOME POINTERS ON SHOPPING

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

Facts

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

R. HUMEL & CO.
THE WOMEN'S STORE :: FIFTH AVENUE

Hilde

A Six Passenger Car for Touring

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

$850
A LIMITED NUMBER OF CARS IN SPECIAL COLORS

Clifton Motor Co.
BROADWAY AT THIRD STREET
HENRY MUIRSTONE, PRESIDENT

WILLIAM HUNTER, SECRETARY

MUIRSTONE & HUNTER
DEALERS AND TRADERS IN ALL FORMS OF
BONDS

DEAR SIR,

YOU ARE HEREBY NOTIFIED THAT PAYMENTS ON THE ABACUS WILL FALL DUE ON THE FIRST OF JULY, ACCORDING WITH ARRANGEMENTS MADE, WITH COMPOUND INTEREST TO BE PAID WHERE APPLICABLE. SETTLEMENT MUST BE IN OUR OFFICE BEFORE THE DUE DATE.

JUNE THE TWENTIETH

DR. GEORGE HUSTEN
CHIROPDST

OFFICE HOURS: 10 A.M. TO 2 P.M.
5 TO 7 P.M.

425 NICHOLS STREET
COLUMBUS, OHIO

14 Point

HOMES REFUSED

12 Point No. 5

MONUMENT RUINED

12 Point No. 4

INGENIOUS EXHIBITION

12 Point No. 3

INTERESTED PERFORMERS

12 Point No. 2

REPORT NUMEROUS SCHEMES

12 Point No. 1

INDUSTRIOUS PUBLISHER EXPIRED

22 A $1.50

FURNISH DELIGHTFUL AMUSEMENT

EXPENDITURE $123,456,789.00 HIGHER

6 Point No. 4

EXQUISITE PRODUCTIONS ON EXHIBITION

20 A $1.00

HOTEL CONSTRUCTED DESPITE PROTESTS

EXPERIENCE OF WOMEN CHARACTERISTIC

6 Point No. 3

GENERAL FEELING OF CONFIDENCE EXPECTED

23 A $1.00

DISCUSSION ENLIVENED BY FEMALE ORATORS

SEVERAL PERMANENT BENEFITS INTRODUCED

6 Point No. 2

MYSTERIOUS DISAPPEARANCE OF IMPORTANT LETTERS

26 A $1.00

CIVILIZATION RETARDED THROUGH INTERNAL STRIFE

MANY FIREMEN SUCCUMBED $123,456,789.00 IN HUGH BLAZE

6 Point No. 1

RECENT INVENTIONS TO INCREASE THE OUTPUT CONSIDERABLY

20 A $1.00

TESTS PROVE THE EFFICACY OF ALL IMPROVEMENTS INSTALLED

RECEIVED CURRENT OF SUCCESSFUL EXPERIMENTS ABOUND

For other members of the Litho Family see pages 354-377, 796, 787 and 786 of the American Specimen Book of Type Styles (1813)
CARD LIGHT LITHO

PROSPEROUS BANKER
DIGNIFIED MONARCHS

STUDENTS AND TEACHERS
ADMIRE PRINTING ARTIST

INDIVIDUALITY PERSONIFIED
WITH CHARMING CONCEPTION

SUPERIOR PRINTING BRINGS RETURNS
PROSPECTIVE CUSTOMER BANQUETED

LEGIBLE $1234567890 FIGURES

Members of Philadelphia
Stock Exchange

LOW DISTANCE TELEPHONES
MANCHESTER 3223

J. S. HISON & COMPANY
BANKERS
STEAMSHIP EQUIPMENT BONDS

412 CHASE STREET
PHILADELPHIA

AS M. BURNEY
GRADUATE SURGEON
CINCINNATI, OHIO

COMBINATION GOTHIC

CONSERVING

NUMEROUS MEN
RESUMED WORK

INGENIOUS METHODS
LOWER EXPENDITURE

HISTORICAL CONTRACT
EXISTED $1234567890

DEPENDABLE AND ENERGETIC
SUPERINTENDENT EMPLOYED
STRENGTHEN
Brighter Home

ROMAN EXHIBITION
Horticultural Student

CHARMING ENTERPRISE
Distinguished Councilmen

MODERN PRINTING SECURED
Popular American Type Designs

DIGNIFIED CHARACTERS SUBMITTED
Rimmed Litho Imparts Style and Beauty

BROCHURES PRESENTED
Exquisite Souvenirs Given
Classic Literature Retained

EXPERIENCED PERFORMER
Modest Entertainment Given
Southern California Gardens
Aristocratic Dame Departing

MERITORIOUS WORK PRODUCED
Artistic Printing Highly Honored
Significant $1234567890 Remark

DIGNIFIED COMMERCIAL PRINTING
Many Harmonious Color Conceptions
American Line Type Increases Profits
Wonderful $1234567890 Gatherings

For other members of the Litho Family see pages 314-377, 586, 797 and 798 of the American Specimen Book of Type Styles (1912)
Extraordinary Sale

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

RUGS

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

Commencing August 25th and ending
September 14th

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

Arthur Humboldt & Son

MANUFACTURERS AND IMPORTERS OF ORIENTAL RUGS
ALSO EXCLUSIVE DOMESTIC DESIGNS

GOLD STORAGE FOR FURS

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

TWO PER CENT ON YOUR OWN
VALUATION

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

NORTHMAN & BEARMeyer • JERSEY CITY
RIGHT DESIGN
Publishing Houses

RENEW EQUIPMENT
Superintendent Employed

DISTINGUISHED EXHIBIT
Studying Extraordinary Designs

EXQUISITE SPECIMEN SHOWN
Unusual Interest Displayed by Printers

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

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

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

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

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

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

The
Philosophy of
Styles

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

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

O. K. Clothes

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

THE
OriEnt
Cafe

Best
Quality
Wines
Liquors and
Beers

SPRING &
KING STREETS

Jamison's
No. 49 FIFTH AVE.

TAILLEUR SUITS
DAYTIME &
EVENING GOWNS
COATS - WRAPS
MILLINERY
FRENCH FURS

Lithotone and Lithotone Brass Rule - Floral Decorator
REQUIRE DIRIGIBLE
Brave government officials censured aircraft limitation

INSURING SHEPHERD
Knavish underwriter deluding modest backwoods inhabitants

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

ENDURING CHILDISH REBUKES
Harassed aldermen admit probable mistake and indulge in obscure verbiage despite the sensible termination of playground disputes
RECOGNIZE PRINTING DISTINCTION
Every printer should display ideas in his compositions and to do this in an effective manner he must possess ideas of a literary quality, and express them definitely.

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

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

INCREASED ARTISTIC INSTRUCTION
Efficiency of the highest type can never be attained in your establishment until that mass of antiquated and useless type, stereotype metal and battered brass rules, etc., is gathered and exchanged for something worth while, something that will bring you an actual profit, something that will immediately attract many new customers and $1234567890 retain the old ones.

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

THE BOSTON WIRE STITCHING MACHINE
Since the introduction of these machines to the printing and binding interests, thousands in the various styles have been sold, and to-day, because of their general excellence, they are undoubtedly the most satisfactory wire stitching machines upon the market. Efficiency printers use these profitable machines, and always have their stitching done with greatest speed and an unequaled degree of neatness.
THE MOST COMPLETE APARTMENT HOUSE IN MINNEAPOLIS
KINGLY MANOR
PATTERSON STREET & FIRST AVENUE
OVERLOOKING MOUNT CERNA PARK

Parquet Floors • Free Telephone Service
Steam Heat • Electric Lights

All Daylight Windows • Elevator Service
Fine Artesian Well Water

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

The House that is Making Good
THE BUSINESS OF THE JOHN HERMAN PRINTING COMPANY IS NOW FOURTEEN TIMES AS LARGE AS IT WAS TWENTY-THREE YEARS AGO.
WE HAVE BUILT ON A FOUNDATION OF VALUE RATHER THAN LOW PRICE PRINTING, OF MAKING GOOD RATHER THAN MAKING BELIEVE
THE JOHN HERMAN PRINTING COMPANY
578 MERCER STREET, PHILADELPHIA

The Arlin Institute of Maryland
DINNER
Graduating Class of 1917

THE MAYNARD HOTEL
JUNE SIXTEENTH

BORDEN DANCING ACADEMY
Prospectus
LOCATED AT BOULEVARD AND VAN OSTEND STREET
The Packard Series

FOR HAND-LETTERED EFFECTS
IN COMMERCIAL AND FINE ART PRINTING

The Packard type design is strong, yet graceful. It is bold, and still has just a tiny touch of whimsicality. Packard is different without being flamboyant. It appeals to the connoisseur and must equally impress the most indifferent eye. The Packard has the restraint of true art. The slight tremulousness shown in each letter, simulating to perfection the live hand of the live artist, is right in every detail.

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

AMERICAN TYPE FOUNDERS
MAKER OF POPULAR FASHIONS IN TYPE

A Catalogue of RARE SILK

Especially made for Crocheting, Embroidering & Knitting

FIVE MINUTES’ WALK FROM CAMDEN STATION

The Milton Hotel
PRESTIN STREET, NEAR CHARLES
CLEVELAND

Single Room $1.50 Room with Bath $2.00
SECURING
Great Result

HARMONIZE
Beautiful Maple

NEW SPECIMEN
Satisfying Customer

HAND COMPOSITION
Beautiful and legible folder shows result of fine spacing
ORIGINAL PRODUCTIONS
Study this dignified type face and note the ease in reading each line

REDUCING COST OF COMPOSITION
Modern printers endorse the American Cut-Cost System because it minimizes non-productive time

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

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

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

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

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

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

Small Caps from 6 Point to 18 Point, founted separately, are sold at a uniform price of 50 cents a font
ANNOUNCING AN

Anniversary Sale

MEN'S SUITS - OVERCOATS
FURNISHINGS

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

HORNER & DOBER
236 LEXINGTON STREET

THE HOTEL BELVEDERE
SUNDAY, MARCH FIRST

M E N U

Blue Points
Celery Radishes Olives
Mock Turtle
Chesapeake Perch Asparagus Tips
Roast Maryland Capon Sweet Potatoes French Peas
Lettuce Salad
Harlequin Blocks Assorted Cakes
Coffee

THE HAGERSTOWN ATHLETIC CLUB
BOULEVARD AND FIRST STREET

FOOTBALL CELEBRATION
MONDAY, DECEMBER FIRST
AT EIGHT-THIRTY

STAND AND DANCE

THIS CARD WILL ADMIT YOURSELF AND TWO FRIENDS

JOHN H. MARTIN
PRESIDENT

HERBERT YOUNG
SECRETARY

REUNION
Alumni Association
of the
North Cleveland College

DR. JULIAN HANNS
Guest of Honor

FRIDAY, JUNE FIFTEENTH
NINETEEN SEVENTEEN
TABLE LINEN
FOR RECEPTIONS AND GENERAL FESTAL OCCASIONS

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

H·A·C
HIGH-GR ADE
TABLE LINEN

Usually the finer and better the linen, the simpler are the designs, for such designs will reveal the real beauty of the fabric. It is no doubt due to this fact that perfectly plain cloths with no ornamentation except a satin band are now so much in favor. Others of this class have various smart stripe designs and simple borders. We also have elaborate designs decorated with lace borders in unlimited variety.

THE HENRY ARNOLD COMPANY
TWENTY-FOUR EAST FRANKLIN STREET

---

Gifts
THAT ENDURE

SUGGESTIONS IN SELECTING CUT GLASS

Hindel Bros.
CHICAGO

---

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

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

MARCY TAILORING COMPANY
EXCHANGE SQUARE · PHILADELPHIA
Nellie of the Ocean Spray
A THRILLING ROMANCE ABOARD A HOUSE-BOAT

By FRANK W. SMITH

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

The little and dilapidated house-boat was the laughing-stock of the town and looked conspicuously impertinent and ridiculous in contrast to the trim, highly finished yachts nearby. It had already begun the day, and the penniless owner Tommy Havaland, artist and dreamer, was putting a coat of paint on the new maple boards of the galley in the stern. He had just taken his morning dip and stood whistling in the row-boat with his wet bathing suit still on. Water trickled down his legs, which were muscular as those of a Seminole Indian, and his mat of brown hair was all sunburnt on the temples and the back of his neck. Every now and then Nellie, equally as brown, equally happy and simple, and dressed in suit of bathing appeared, always with the flash of white teeth; she was busied herself in washing the night’s dishes, which had washed like an armful of clothes as she washed them.

It was about a child of the fair poster which earned barely enough to supply his flour and butter by sketching beasts and birds in his hair, called Nellie. It seemed as though it was Natural selection at work, with the man's head as an advantage over the other, and the owner of maples.
ALONE IN THE WORLD
THE TRAGIC STORY OF A PRACTICAL WOMAN
BY RANDOLPH BEACH

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

THE BEGINNING OF SUSPICION
CHAPTER III

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

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

STYLE in printing is the manifestation of good old tradition as influenced by each workman’s environment, the very conditions under which he lives, as well as his learning; and a printer resolutely bent on design rather than execution will overlook irregularities in order to express himself with that intangible something that always marks his good work
**STUDY SIMPLE AND LEGIBLE DESIGNS**
Effective job printing is essentially plain printing in well chosen and properly contrasted letters and colors.

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

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

**PROVED ADVERTISING RESULTS**
Increase of advertising brings an increase of business, and this increase naturally reduces selling costs. The successful advertising man is primed with statistics that will prove this assertion beyond every doubt.

These Special Characters A B D E G M N P R T Furnished with Each Font

---

**THE ARTHUR R. NORTON COMPANY**

**INVITE YOUR CRITICAL INSPECTION OF**

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

FOURTEEN LEXINGTON SQUARE

STORE CLOSES AT NINE O'CLOCK
Halon Silver is Superior

A DISTINGUISHED REPUTATION

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

THE HALON COMPANY OF NEW YORK

CHARACTER
plus STRENGTH and SERVICE

These are the Elements you should look for in a Bank

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

FARMERS BANK
OF ARDON, GEORGIA

CARL J. HARVEY
Designer of Distinctive Catalogues, Booklets, Folders and High-Grade Newspaper Advertising
FORTY-SIX CHASE STREET
NEW YORK CITY

PROGRAMME

ORPHEUS CLUB
November Eighth

BARITONE
On the Road to Mandalay SINGS

CONTRALTO
(a) A Dream BARTLETT
(b) The Sunbeam RONALDS

SOPRANO AND TENOR
Duet from La Traviata VERDI

BARITONE AND CONTRALTO
 Tales of Hoffman OFFENBACH

SOPRANO
(a) Aria from Carmen BIZET
(b) Mad Scene, Lucia DONIZETTI

TENOR
Barber of Seville ROMANI

Trade Emblem
Quick-Set Roman

6 Point 30 A $1.20 50 A $1.35 $2.55

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

Replacement of the photo-litho transfers by prints on the zinc direct improved the quality of engravings to a degree where magazines were ready to give them place; and the discovery of the four-way powdering method reduced the length of the engraving process as well as the amount of skill required. The use of the powdering method made it accessible for the daily press. The mechanical craftsmen of the letterpress trade, who had been trained in the use of the zinc, were naturally inclined to imitate wood-cuts and even of steel engravings began to appear in the pages of popular magazines. The new discipline, transcribed by the use of the powdering method, was a great aid to productivity. The effects would vanish in the reproduction of one-third size or less.

Opened with one point leads

8 Point 26 A $1.35 50 A $1.55 $2.90

A REVIEW OF STATIONERY RELATING TO THE USE OF A COMPOSING MACHINE, WITH OBSERVATIONS BY THE AUTHOR

In this line, good advertising and therefore the success of the business stationery, has occupied a position of importance. In other words, attractiveness is probably the most valuable practical means of good advertising in any item of printed matter, in any business. It is a good example of a modern invention that will be met with by the reader. Good advertising and good stationery are a pleasure to the eye and the mind, and this is the spirit of the modern stationery business. It is a good example of the modern stationery business. Tastes differ, and what is not popular one day may be in demand the next. Good advertising and good stationery are a pleasure to the eye and the mind, and this is the spirit of the modern stationery business.

Opened with one point leads

10 Point 22 A $1.40 45 A $1.75 $3.15

EFFECTIVENESS OF COLOR-PROCEDURE FOR THE REPRODUCTION OF ARTICLES

Many concerns have wanted to present their product to the public by means of illustrations, but have failed. The only thing that can be aduced in favor of the idea that nothing is lacking of perfection. Color is one of the most effective methods of doing so. Everybody recognizes that it is not possible to get an effective representation by the use of black-and-white photographs. It is necessary to use color, and the average way of doing this is to turn the black-and-white print over to an artist, who tries to embellish the photograph by painting in various details and effects and putting the color on by hand. In the case of

Opened with one point leads

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

12 Point 19 A $1.55 38 A $1.90 $3.45

CLEANSING A HALFTONE

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

Opened with one point leads

14 Point 16 A $1.70 32 A $2.05 $3.75

LEGIBLE TYPE FACE

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

Opened with one point leads

18 Point 12 A $1.95 22 A $2.20 $4.15

IDEAL SAMPLES

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

Opened with one point leads
EXPERT IN TRADE
Interesting lecture on better printing by the presswork instructor

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

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

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

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

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

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

BALANCE SHEETS
Saving a few minutes every hour is effected

QUICK-SET BOLD TYPES
Newspapers will find these type faces very useful and of extra wearing qualities

HARMONIOUS COMBINATIONS
Type and borders should always be carefully selected with an eye to their suitableness $1234567890
ENSURING Big Results

FINE DESIGN Making Profit

RECENT SERIES Highly Gratifying

GROUPS COMBINE Dealers incorporate legitimate company

For other members of the Franklin Gothic Family see pages 736-747 of the American Specimen Book of Type Styles (1912)
BRINGING NEW LINES
Franklin italics pleased wise printing merchant

PRINTING FINEST POSTER
Made possible by combining originality with good display

DISTINCTIVE HOMES REQUIRED
Exceptional architectural painting exhibited showing new tendencies

SUBMARINE FREIGHT
Large submersible with rich cargo near capture

MANY EMINENT PRINTERS
Black italic in the composing room is as necessary as black ink in the cylinder pressroom

NEW EQUIPMENT FOR OLD TYPE
Two distinct and noteworthy points are apparent at first glance, namely legibility $1234567890 sturdiness

For other members of the Franklin Gothic Family see pages 726-737 of the American Specimen Book of Type Styles (1912)
Railroad Lines
Keep Schedule

Modern railways are run along certain lines, trains being received and dispatched on the schedule in force. All Printing Plates must be delivered at stated intervals in much the same manner. Your presses are started and stopped at given intervals. Engraving delay is felt in pressroom, bindery and mail room.

O.K. Cuts are Never Late

POWER TALKS

RING MOTORS have a great advantage in possessing a sure and absolute speed control which means reducing the amount of current metered each time you place the speed levers below maximum point.

BOTH ALTERNATING AND DIRECT CURRENTS

Ring Motor Co.
EAST SCRANTON : PENNSYLVANIA

WRITE US NOW AND LET US SHOW YOU HOW AND HOW MUCH WE CAN REDUCE YOUR COST

RING SERVICE

SITUATED on the St. James River, at the foot of Montague Street, the Ring Motor Co. has unexcelled shipping facilities; with tracks at the door and docks in the rear, it is in a position to send motors to any point in America without any delay. Every motor is tested in a thorough and honest manner before leaving the shops, and if your Ring Motor fails to perform as it should please notify us and we will pay all repair bills due to faulty workmanship on our part or send a new motor free of charge. "Service that Satisfies."
BASE BALL TO-DAY AT 2:45
South Broadford vs. Clarkdale
Don't miss the Tuesday Games

GOLF

We Plan and Construct Courses
For Private Estates Country Clubs Hotel Grounds and Home Lawns

JAMES JOHNSON & CO.
1420 BROADWAY

THE BROOKLYN GUN CLUB

MR. AMERICAN: LEARN TO SHOOT AND TO SHOOT STRAIGHT
BE PREPARED TO DEFEND YOUR COUNTRY
JOIN THE NEW GUN CLUB AT ONCE
ANNUAL DUES $50

STRONG DISPLAY FOR MODERN PRINTING
ENOUGH
Machinery

BEARINGS
Tightly Held

SMOULDER
Unjust Profits

REIMBURSING
Careful Purchaser

For other members of the Caslon Family see pages 116-123 and 314-353 of the American Specimen Book of Type Styles (1912)
DEMAND TERMS
Profitable quotation solicited from dealer

QUESTIONS TESTED
Found series throughout harmonious and aligned

HOTEL SEASON OPENED
Thousands throng boulevards enjoying beautiful decorations

ERECT MODELS
Advertising quality question advocated

ELECTION RESULTS
Both candidates positive victory theirs tomorrow

MAKES RECORD FLIGHT
Aeronaut shows ability while flying $1234567890 airship

STUDENTS INSURED
Energetic agent employs new method successfully

PRINTS HANDSOME FORMS
Customers requesting heavy open line assured of attractive printing

For other members of the Caslon Family see pages 116-123 and 214-223 of the American Specimen Book of Type Styles (1912)
DUBLIN ACADEMY OF ART AND SCIENCE

Official Guide through the

Classic Sculpture

This Collection contains early French and Italian Classic Sculpture newly purchased by the Dublin Academy and also Greek Statues privately loaned

Exhibition Open Daily

Admission One Shilling a Person, which Amount will be transferred to the National Benefit Society of Art School Graduates

NEW YEAR GREETING

1918

May Fortune and Happiness always accompany your steps and may the bright shine of satisfaction sparkle on your face like the Bend Diamonds in our New Show Windows

THE BEND DIAMOND STORE

25 Broad Street

McCall's Building

NIBS
The Best Cakes Ever Produced

FREE TRIAL TOMORROW
RECKE'S
PURE FOOD STORE
25 Broad Street

Heavy Caslon and Caslon Shaded will register one over the other for two-color printing as shown above
Caslon Shaded in Display

REMPEIR

Seven Passenger Car

The trim, clean, compactly designed six-cylinder motor accelerates from a walking pace to fifty-five miles in an hour. This motor wins you by its power and flexibility as it does by its fine smoothness, even at highest speed. It excites admiration and genuine appreciation of six-cylinder qualities. As to the body: it is a beauty with the so much favored tonneau cowl, flush doors and deep upholstery. It is the perfection of finish as well as the roominess of this fine car that makes it second to none. We emphasize the ease of riding. This has been our motto, and is intensified in this splendid, new model.

Ask your dealer or write us

MUENKRED

MOTOR COMPANY, BORNE, ME.

As an art, printing is doubtless inferior to painting or sculpture, but the latter arts are only exact evidences of civilization, while printing is the real Creator of Civilization.
Typotabular Goths

These Gothic letters have been selected as representing the faces used on card index and blank form work, and are cast on em body, on body, and \( \frac{1}{4} \) em body, with a few exceptions, as noted. As will be appreciated by every printer, it is not possible to obtain first-class typographical results with letters cast on a uniform set, but the saving of time is so great that in many cases—and especially on low-priced blanks—it is price and not typographical excellence that secures the order.

The ruled portion of form is set in Typotabular Squares (nurslet explaining use of name sent on request), including the box headings. Typotabular Goths are then composed for the headings and the requisite number of "Squares" removed from the box heading, and the type inserted. Quite frequently no justification is necessary, and, at most, a space or two will exactly justify the line. These spaces are furnished with the font, and are high, so as to be easily removed. If one-point down rules are used, a one-point brass lead is inserted in the box to justify it with the column below. The rule beneath the box-to get the wax effect—should be one point longer than the width of the column, or two points longer if two-point down rules are used.

Small fonts of Boxhead Rule are furnished for this purpose, including a small case, prices of which will be sent on application.

6 Point Typotabular Gothic No. 1 ABCDEFGHIJKLMNOPQRSTUVWXYZ \( \ldots \ldots \) \$1234567890& 19 A $1.00
All characters are cast on 6-point set, except Caps I and J, figure 1, and points, which are cast on 3-point set.

6 Point Typotabular Gothic No. 2 ABCDEFGHIJKLMNOPQRSTUVWXYZ \( \ldots \ldots \) \$1234567890& 29 A $1.00
All characters are cast on 4-point set, except Cap I, and points, which are cast on 2-point set.

<table>
<thead>
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<th>POSITION</th>
<th>SALARY</th>
<th>PER</th>
<th>RECORD AND REMARKS</th>
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<td>MO.</td>
<td>DAY</td>
<td>TIME</td>
<td>WORK</td>
<td>PIECE WORK</td>
</tr>
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</table>

6 Point Typotabular Gothic No. 3 ABCDEFGHIJKLMNOPQRSTUVWXYZ \( \ldots \ldots \) \$1234567890& 34 A $1.00
All characters are cast on 3-point set, except Caps I and J, which are cast on 1½-point set.

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<th>SATURDAY</th>
<th>RATE</th>
<th>CLASS</th>
<th>AMOUNT</th>
</tr>
</thead>
</table>

6 Point Typotabular Gothic No. 4 ABCDEFGHIJKLMNOPQRSTUVWXYZ \( \ldots \ldots \) \$1234567890& 35 A $1.00
All characters are cast on 3-point set, except Cap I, which is cast on 1½-point set.

6 Point Typotabular Gothic No. 5 ABCDEFGHIJKLMNOPQRSTUVWXYZ \( \ldots \ldots \) \$1234567890& 20 A 39 $2.00
All Caps are cast on 6-point set, except Caps I and J, which are cast on 3-point set. Points are 2-point set and figures 4-point set. Lower case is cast on 4-point set, except f, i, j, l, r and t, which are cast on 2-point set, and m and w, which are cast on 6-point set.

<table>
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<th>SIZE</th>
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<th>BREADTH</th>
<th>SIZE OF MATERIAL</th>
<th>PRICE</th>
</tr>
</thead>
<tbody>
<tr>
<td>No.</td>
<td>Inches</td>
<td>Over All</td>
<td></td>
<td>Width</td>
<td>Length</td>
<td>Complete</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Inside</td>
<td>Outside</td>
</tr>
</tbody>
</table>

6 Point Typotabular Gothic No. 6 ABCDEFGHIJKLMNOPQRSTUVWXYZ \( \ldots \ldots \) \$1234567890& 29 A $1.00
All characters are cast on 6-point set, except Caps I and J, figure 1, and points, which are cast on 3-point set.

<table>
<thead>
<tr>
<th>DESCRIPTION</th>
<th>DIMENSIONS</th>
<th>WEIGHT</th>
<th>NUMBER</th>
<th>SIZE</th>
<th>BOXED</th>
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<tbody>
<tr>
<td></td>
<td>WEIGHT</td>
<td>LENGTH</td>
<td>WIDTH</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Spaces necessary for justification are included in each font.

110
Prosperity Expectations
Beautiful Descriptions Returned
Advertising School Diplomas
Gracefully Designed American Specimen

The House Electric
Seventeen Lafayette Avenue
Philadelphia

Unusually Optimistic Printers Entertaining
Dignified Adscript Beautifies Commercial Announcement
Exemplify Magnificent Harmony

Here is a series that appears to be a script, yet it is not exactly a script, for the letters are cast in a regular straight body and there are no kerns or overhanging characters; the letters do not join as in the script type, and there are no hair-lines. Adscript is cast point set and the capitals and lower case of various sizes can be used together, a thing not practicable when using regular script faces.
You are cordially invited to attend the
Annual Midsummer

Exhibition of Modern Sculpture
and Lectures on Art

Held under auspices of
The Punxsutawney University Art League of the State of Pennsylvania and the Officers of Cadmus Art Institute

Main galleries of Metropolitan Art Museum
July eighth and ninth
COLONIAL TEA DANSANT
OLYMPUS GARDEN

WASHINGTON'S BIRTHDAY
AFTERNOON AND EVENING, FOUR TO SEVEN

EXHIBITION DANCING, MINUET IN COSTUME
FASHION TEA DANSANTS
EVERY THURSDAY
MISS HARMANITH AND MISS ROMAINE

ADMISSION $1.00
WHICH INCLUDES TEA AND GENERAL DANCING
Cheltenham Extrabold Shaded

NOMINAL COST

Instruct Kinsmen

REQUIRED NOTES

Handsome Creation

SUPERB NUMBERING

Displayed Handsomely

CALIFORNIA EXPOSITION

Prosperous Merchant Dined

MODISH DESIGN

Supremacy Noted

GRANTING REQUEST

A new type creation of the Cheltenham Family

BEAUTIFUL INCLINATION

Discerning printers are sure to note this modish type face

For other members of the Cheltenham Family see pages 116-131 of the American Specimen Book of Type Styles (1912)
SPRING MODES

A WEALTH OF FASHION NEWS
OF ABSORBING INTEREST TO EVERY WOMAN
WHO CARES FOR STYLE

THE ORIGINAL PARIS CREATIONS

CORRECT AND EXCLUSIVE
SPRING APPAREL FOR ALL OCCASIONS

Hetmon Publishing Company

PRICE 25 CENTS

THE
MARKES
REMOVABLE
RIM

EVERY RIM A UNIT OF
SPEED

The Modern Method
Cheltenham Bold Shaded

72 Point
RENUMBER $7.80 4 x $5.00 $12.80

Strong Medal
60 Point
BRIGHT MIND $6.80 4 x $4.40 $11.20

Guide Departed
48 Point
SUPERB DESIGNS $4.20 5 x $3.30 $7.50

Leading Conception
42 Point
EMINENT PRINTERS $3.20 6 x $3.05 $6.35

Dignified Shaded Effect
Meritorious Enterprises

For other members of the Cheltenham Family see pages 146-211 of the American Specimen Book of Type Styles (1912)

116
GRANITE MONUMENTS
Saved Expensive Catalogue
Examines Beautiful Printing

DESIGNS MANY BROCHURES
Compliments Merchant Profusely
Homeric Stories Quite Interesting

PRINTING METHODS DISCOVERED
Graceful American Styles Increase Profit
Highest Typographic Quality Maintained

HANSDOME CHARACTERS BRING RETURNS
Energetic Compositor Received Substantial Salary
Largest Printing Dividend Thoughtfully Considered

METHOD REDUCED EXPENSE
Gainful systems are regarded most
desirable by all managers. Quicker
methods bring increased dividends

ENCOURAGES IMPROVEMENT
Often a very small number of really
desirable changes in office methods
and equipment will yield handsome
returns. Try several new ideas now

SELECTING MODERN EQUIPMENTS
Prominent printers throughout the whole
country endorse the purchase of efficient
materials of modern make $1234567890

For other members of the Cheltenham Family see pages 146-281 of the American Specimen Book of Type Styles (1912)

117
Confidential Chatter

OVERHEARD AT THE LITTLE INN AROUND THE CORNER WHERE ALL GOOD PRINTERS MINGLE

"SAY, Bob; there was a silver-tongued orator in the shop to-day trying to sell the Boss one of those machines that make type while you wait. He said, 'Why, it is just as simple as a wart on a pickle. All you have to do is merely to press the button and pull the lever, and the type rolls out like coal down the scuttle.' Well, the Boss gave him one of those fade-away smiles and said: 'Young fellow, I bought one of those infernal machines last year. There it is over in the corner. It makes type all right, but who in the name of thunder would print anything with that kind of type?""

American Type Founders Co.

And Maker of Durable Type

THIRD ANNUAL EXHIBITION

BOSTON ASSOCIATION OF PRINTING DESIGNERS

Catalogue

PEABODY INSTITUTE
NOVEMBER SEVENTH AND EIGHTH NINETEEN-EIGHTEEN

THE IROQUOIS SOCIAL LUNCHEON

EMERSON HOTEL JANUARY TENTH

Radishes Cold Slaw
Celery Olives
Chesapeake Bay Terrapin Soup
Roast Maryland Turkey
French Peas Sweet Potatoes
Richelieu Ice Cream
Coffee

MUSIC BY FARSON'S ORCHESTRA
MYERS & HANISON

WISH TO INFORM THEIR PATRONS AND FRIENDS THAT THEY WILL HAVE AN UNUSUAL AND MOST COMPREHENSIVE SHOWING OF IMPORTED WALL PAPER DESIGNS AT THE PHILADELPHIA ART AND INDUSTRIAL EXHIBITION WHICH WILL BE HELD IN THE SECOND REGIMENT ARMORY FROM MARCH FIRST TO SEVENTEENTH OPEN AFTERNOONS AND EVENINGS

Booth Number Twenty-seven
Eastern Section of First Floor

MARISTON'S WISDOM OF DOING ONE THING WELL

A Little Book of Big Facts About Silver and Gold

Chic Decorator

Mariston & Sons
124 Fayette Street

BEATRICE RANDOLPH JORDAN
MILLINER

41 Chase Street New York City

NEW ORLEANS

ILLUSTRATIONS AND STATISTICS SHOWING THE FACILITIES OF THIS SEAPORT

THE SOUTHERN REAL ESTATE COMPANY
1524 CONTINENTAL BUILDING, NEW ORLEANS, LOUISIANA
COUNTING
Busy Scholar

DISTINGUISH
Pleasing Design

HONEST MEANS
Remarkable Benefit

SPECIMENS REQUIRED
Large Demands for Artistic
Brochures Neatly Executed

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

120
PRINT DIGNIFIED PROGRAM
Modern tendency of typographer on high class program work leans toward simplicity in arrangement

SELECTED PRINTING EQUIPMENT
Management of leading establishment to install complete steel outfit in composing room, and thus secure greatest efficiency

ENERGETIC SUPERINTENDENT REQUIRED
Present-day problems that confront master printers demand for their solution the services of intelligent and experienced executives as heads of departments

COMPREHENSIVE MEASURE
Estimates on printing jobs should include a fair allowance covering the wear and tear on type faces as well as depreciation of machinery

ADVERTISER COMMENDABLE
Especially desirable as one element toward effectiveness in advertising copy is to convey the impression of sincerity. Advertisers should strive to use candid but simple statements

ORIGINAL ADVERTISING SCHEME
The printer who is desirous of obtaining profitable orders should be able to create publicity schemes that will stimulate the business of his customers $1234567890

ECONOMICAL LOOSE-LEAF SYSTEM
To-day all progressive business houses are users of loose-leaf and card index systems, finding them very labor-saving. The makers of these devices have grown to corporations capitalized in the thousands $1234567890

For other members of the Cheltenham Family see pages 14-15 of the American Specimen Book of Type Styles (1912)
Nifty Cravats
Four-in-Hands at the Manufacturer's Prices

YES, THE CORRECT FALL CRAVATS ARE HERE. YOU CAN SELECT THE STYLES WHICH BEST SUIT YOU. IT WILL PAY YOU TO COME AND INVESTIGATE THESE.

QUICK action on our part gave us a chance to take the first choice of an elegant line of neckwear made up for this coming Fall trade. We picked the best patterns of a $1000 stock. Regular $1.50 and $2.00 values. Must be seen to be appreciated. Why not get out of the fifty-cent crowd by treating yourself to a regular necktie once in awhile? The silk

Rodgers'
HABERDASHERS
"The Store of Perfect Service"

MODERN EDUCATOR
for September

IN THIS ISSUE:
How to Study
Our Mother Tongue
The Principal
Schoolroom Ethics
Success A Poem
The Month’s Mail

THE OLD RED SCHOOLHOUSE
Photogravure
From the Original Painting
Courtesy May & Co.

THE LOYAL KNIGHTS OF ADAM
CORDially Invite You To Attend Their Third Annual Banquet To Be Given At The Hotel Grand May First Four O’Clock

Please Present This Card at the Door

MONTGOMERY PRESS
SAINT LOUIS
Patrons of the Rialto
YOUR ATTENTION IS RESPECTFULLY CALLED TO THIS NEW PICTURE

THE IRON JAWS
Thrilling and Sensational
Full of Surprises
The First Installment of The Iron Jaws will be shown at the Rialto Temple of Motion Pictures on Tuesday, August Sixth

FROM
QUESADA

SPANISH PLATE SILVER
SOLD UNDER AN UNQUALIFIED GUARANTEE AT THE GOOD STORES

NOVELTY OF DESIGN WITH DURABILITY THAT IS UNSURPASSED

THE PLATE THAT WEARS

A New Member of the Famous Cheltenham Family

Chic Decorators
Antique Shaded
PATENTED JULY 7, 1894

36 Point

SUBLIME PRODUCT
Beauty Demonstrated
Improve Publications

30 Point

EXQUISITE SPECIMENS
Require Perfect Harmony
Proposed Modern Fashion

24 Point

REPORT SUPERIOR NUMBER
Neighbors Banquet Ringmaster
Manager Noted Stylish Printing

18 Point

MANIFEST BEAUTIFUL HARMONIES
Demonstrating Superlative Typography
Compositor Recognizing Improvements

14 Point

BEAUTIFUL CREATIONS
Modish typographic styles
originated for superior and
better $1234567890 work

12 Point

PURCHASED SHADED TYPES
Equip your plant with this elite
and dainty type face and be fully
prepared to execute chic designs

10 Point

POPULARIZING METHOD
This elegant Antique Shaded
series is meeting with great
success in the production of
graytone and classy printing

8 Point

QUEST PROFITABLE PRINTING
The busy and successful job office
procures increase of business with
the acquisition of new type styles
in ample $1234567890 quantities
Antique Shaded in Display

THE BOSTON WIRE STITCHING MACHINES

Boston Wire Stitchers
Can be depended upon to produce a quality and quantity of work attainable with no other stitcher

PRECISION AND SIMPLICITY
SPEED AND ECONOMY

Besides proving great money makers the Boston Wire Stitchers invariably afford complete satisfaction wherever used

BOSTON REPROD UTERS

Boston Machines Satisfy

Efficient Stitching Ensured

Stitcher Supremacy

The extensive sales of Boston Wire Stitchers are mainly due to the fact that when one of them enters a plant it is followed by others as fast as less efficient stitchers can be discarded or additional machines are required

American Type Founders Co.

Everything for the Printer
American Type Founders Co.

Efficiency Equipments for the Printer and the Publisher

All Kinds of Plain and Fancy Brass Rule

Discriminating customers are cordially invited to attend the extraordinary Display and Sale of

MERION JEWELRY
BEGINNING MONDAY

This is the first and only event of its kind ever announced by this company in the thirty-seven years of its existence. It may never occur again

SHERMISTER BROTHERS
Fifth Street, Baltimore

SCHOOL OF DESIGN
INEZ SYRENE, Director

Pemboscot
Island
Granville, Illinois
CONSTRUCTING NAMES BROKER

GRAND DISCOURSE
EASTERN HUNTERS

STRENuous MECHANIC
REDUCED PRICES MORE

GRAND MUSICAL SOUVENIR
MARVELous Lithographs

DESIGN REQUIRE CURIOUS NOTICE

HER BANKING HOUR CHARGE PROPOSED

MADE DOCTORS DECIDE RESIGNS NICE POSITION USE $1234567890 ZERO

CLERICAL HABITS REMAINED UNIVERSITIES ENTHUSIASTIC DISCARD ELECTRIC SIGNALS

OPENED ANNUAL BANQUET PUBLISHERS DISCONTINUE DEMANDS RACING CHARTS

MODERNIZED SUPERINTENDENT DESIRE SUPERLATIVE SHOWING HANDSOME SHADED CREATIONS

ASPIRING PRINTERS ANDADVERTISERS WILL SURELY PROFIT BY THE ADDITION OF CLEVER $1234567890 TYPE STYLES

BORDERS AND MATERIALS OF LATEST DESIGN WONDERFUL MACHINES RECENTLY INVENTED ESTABLISHED PRINTING CONCERN PRODUCES

AMERICAN TYPE DESIGNED FOR BUSINESS BRINGING DISTINCTIVE PRINTING PRODUCED WITH THIS LETTER PROMINENT SPECIMEN TYPOGRAPHERS RECOGNIZED

For other members of the Copperplate Gothic Family see pages 679-685 of the American Specimen Book of Type Styles (1912)
COPPERPLATE GOTHIC SHADED IN DISPLAY

"THE CORRECT PARIS FASHIONS"

REDMAN IMPORTING COMPANY

INTRODUCES

COSTUME AND TAILLEUR SUITS

ALSO SUPERB COATS FOR AFTERNOON

MOTORING AND UTILITY WEAR. GOWNS

AND DRESSES FOR EVENING WEAR AND

SAFE DEPOSIT BOXES

FOREIGN DRAFTS

KALE SAVINGS BANK
5 PER CENT INTEREST ON DEPOSITS
CAPITAL $47,000

D. ROOK, TREASURER

MALDEN, MASS.

QUALITY IS GIVEN
FIRST PLACE ON
EVERYTHING WE
HANDLE. STYLE
COMES NEXT IN
ORDER AND THE
LAST WORD IN THE FASHION
OF THE HOUR IS EXPRESSED
IN EVERY SUIT. VELVET AND
BEST CLOTH MATERIALS IN
FASHIONABLE SHADERS. WE
HAVE EVERY REASON TO BE
PROUD OF THIS GREAT AND
BEAUTIFUL COLLECTION OF
THE MASTERPIECES OF THE
FAMOUS PARIS COUTURIERS

BELL TELEPHONE 193
HOME TELEPHONE 8391

PRIVATE OFFICE

FRANKLIN AUBREY NORMANDER

GUARANTEED MORTGAGE, REAL ESTATE AND MUNICIPAL

BONDS

47 WESTBURN STREET
HAMILTON, ONTARIO

ESTABLISHED 1873

UNION PHONE

MORTON & RANDOLPH

LIFE INSURANCE

THIRD STREET
FRANKLIN, MD.

FLORAL IMPORTER
EMPIRES NUMBERED
Bright Demonstration

MERITORIOUS KINGDOM
Charming Souvenir Given

COMPOSITOR ENTHUSIASTIC
Handsome American Creation

DISTINGUISHED PRINTERS RETURN
Bright Shaded Faces Secure Notice

PUBLISHERS PLEASED
Shaded Letters Attract

GRAY EFFECTS IN PRINTING
Pleasing results can be easily obtained by careful selection

POPULAR AMERICAN TYPE STYLES
Distinctive features are noticeable in original and exclusive type faces

For other members of the Franklin Gothic Family see pages 736-747 of the American Specimen Book of Type Styles (1918)
EDWARD FISKE PRESENTS

Faustina Welles
In a New Play
“Red Rock”

ACKNOWLEDGED THE GREAT SUCCESS OF 1916

NOVEMBER MILLINERY

CHARMING TYPES OF THE NEW VOGUE ARE HERE IN THE ORIGINAL MODELS

FALL OPENING

ORIGINAL CREATIONS TRIMMED IN POPULAR MATERIALS SANCTIONED BY FASHION

MILLINERY SALON
ALL THIS MONTH

FOR MILADY

Glass Bonbon Jars
Telephone Elbow Cushions Knitting Bags

AT GEMBLE’S
FIFTH AVENUE

Lavender Water
Romaine Chemical Co., Boston
Producing Handsome Invitations
Shaded Design Charms Customer

Great Demand for Fine Society Printing
Beautiful and Distinctive Announcement

Approximated Wonderful Example of Engraving
Refined Specimens Pleased Most Critical Buyer

Dignified Commercial Stationery for Jamestown House
Finest Examples Produced with Wedding Text Shaded
Reliable Customers Demanding Typographic Perfection

Simple Ornamentation Charming
Great Results from Dainty Types
Dividend Maturing Unexpectedly

Careful Spacing Delights Customers
Finer Composition Secured Prestige
American Designs Leading the World

Distinctive Types Invariabley Appreciated
Business Men Admire Neat Typography
Printers Installing Cut-Cost Equipments

Efficient and Progressive Managers
Printing Exhibition Attracts Through
Composing Room Increasing Profit
Estimating $123,1567,890 the Deposit

Lithotone Brass Rule decidedly Popular
Simple Borders Improve Advertisement
Professional Men Request Shaded Type
Large Profits in Artistic Wedding Cards

Annual Statement Illustrates Big Production
New Salesman Continues Obstinate Customer
Unnecessary Steps Decrease Productive Work
Legible Figures $123,456,7890 Pleased Buyers

For other members of the Wedding Text Family see pages 890-891 of the American Specimen Book of Type Styles (1912)
The Entertainment Committee
of the
Federation of Grade Teachers
extends you a cordial invitation to attend
the celebration of their
Sixteenth Anniversary
Academy of Music
Saturday afternoon, December twenty-second
nineteen hundred and seventeen
at three o'clock
Honorable Russell Meredith
will deliver the a

Banquet
Celebrating the
Sixteenth Anniversary
of the
Federation of Grade Teachers

Miss Hilda Fitzhugh
President
Federation of Grade Teachers
Philadelphia

The Academy Hotel
Saturday, December twenty-second
at eight-thirty
PRINTING DESIGNS
Some Bright Fashions

INCREASING PROFITS
Honorable and Impartial

DISTINGUISHED CITIZENS
Received Legible Manuscript

COMPLETE MODERN METHOD
Encouraging Juvenile Compositor

INDUSTRIOUS MAID
Comic Opera Manager

REMARKABLE PORTRAIT
Printing is very useful to the scholars in all public schools

CHOICE PRINTING DISCOVERED
Do not be afraid to turn down a job that you cannot handle to advantage

For other members of the Bodoni Family see pages 68-75 and 378-393 of the American Specimen Book of Type Styles (1912)
THE DIGNITY OF LABOR: It is not so much the work itself, but the spirit in which the task is accepted and performed that ennobles the worker. The principal element which gives labor its dignity and glorious quality is its voluntary character.

MUNICIPAL EMPLOYMENT EXCHANGE • HARMON STREET, INDIANAPOLIS

The November Fashion
Out October Tenth

STYLE IN CLOTHES tends to change very frequently, meaning of necessity the perusal of a fashion magazine up to date in every topic pertaining to clothes. "Fashion" has been recognized for upwards of a decade as one of the leading authorities on dress, due in a great measure to the high standing of its contributors.

At Department Stores
and News Stands

Single Copy, 35 cents  Twelve Issues, $4.00

Fifth Avenue
New Orleans

"1886-1916"

HUBENI
INTERIOR DECORATOR

ORIGINATES COMPLETE DECORATIVE SCHEMES

HUBENI accepts commissions to completely decorate private homes, clubhouses, and public halls. Suggestions also offered about appropriate furnishings.
Bodoni Bold Shaded in Display

Stock your composing Room with a quantity of the LATEST and BEST FASHIONS IN TYPE
and be prepared to give your patrons the kind of printing they will appreciate. Probably all printers will not do as we suggest, but printers who do will be riding in automobiles while the other fellows take the street car. Bodoni Bold Shaded is an illustrious member of the artistic Bodoni Family of Type Faces
This series will interest buyers of fine printing as well as the printer

A NEW CONFECTION

REX

DELICIOUS FLAVOR

FOREVER THE SAME
SPLENDID QUALITY
AND ADMIRABLE TO
COMPLETE DAINTY
LUNCHEONS

Lithotone Ornament

Moderate in Price

REX CANDY CO.
Philadelphia

Ladies are respectfully invited to visit the Headquarters of Fashion, which presents to America all the latest authentic

MODES DE PARIS

DIRECT FROM ORIGINAL MODELS MADE BY LEADING PARISIAN DESIGNERS OF APPAREL

This presentation emphasizes anew the supremacy of our house in fashions. Our Paris Bureau has kept in constant touch with us, posting us on important details

PARISIAN MILLINERY PARLORS
452 Fifth Avenue, New York
Bodoni Shaded Initials

48 Point Bodoni Shaded Initials

Price per font, 3 A $4.50
Single character of either 20 cents

Color, per font, 3 A $4.50
Single character, two colors 40 cents

MADE FOR ONE OR TWO COLORS

36 Point Bodoni Shaded Initials

Price per font, 4 A $3.50
Single character of either 15 cents

Color, per font, 4 A $3.50
Single character, two colors 30 cents

MADE FOR ONE OR TWO COLORS
Bodoni Shaded Initials

MADE FOR ONE OR TWO COLORS

A B C D
E F G H
I J K L
M N O P
Q R S T
U V W X Y Z

72 Point Bodini Shaded Initials
Price per font, 3 A ............... $8.35
Color, per font, 3 A ............... 8.35
Single character of either .......... .35
Single character, two colors ........ .70
CLOISTER INITIALS

60 Point, per set (including blanks) $4.50
Single character 35c

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

48 Point, per set (including blanks) $3.50
Single character 30c

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Severa blanks to be used for initials are put up with each font

Cloister Initials are noted for their artistic beauty and clearness of design; they will add a touch of individuality to your printing.
CLOISTER INITIALS

72 Point, per set (including blanks) $6.00

Single character 40c

ACCURATELY CAST IN TYPE MOLDS TO POINTS AND CUT EXTRA DEEP
84 POINT CLOISTER INITIALS ARE MADE IN TWENTY-SIX CHARACTERS
ALL FONTS INCLUDE A LIBERAL SUPPLY OF BLANKS FOR COLOR WORK
CLOISTER INITIALS

96 Point, single characters, each 50c  (Not put up in sets)

Blanks, for color, each 50c

NINETY-SIX POINT CLOISTER INITIALS ARE MADE IN TWENTY-SIX CHARACTERS
CLOISTER INITIALS

120 Point, single characters, each 80c (Not put up in sets)  
Blanks, for color, each 80c

120 POINT CLOISTER INITIALS ARE MADE IN TWENTY-SIX CHARACTERS, A TO Z INCLUSIVE
Cloister Initials

144 Point
single
characters
each 75c
Not put up
in sets
Blanks
for color work
each 75c

144 Point
Cloister
Initials
are made
in twenty-six
characters
A to Z
inclusive

American
Type
Founders
Company
Designer
and Maker of
Artistic
Decorative
Material
Versatile Initials

120 Point, single character 50c

Made in twenty-six characters—Not put up in sets

120 POINT VERSATILE INITIALS

<table>
<thead>
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<th>Number</th>
<th>Price</th>
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<td>.50c</td>
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<td>B</td>
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<tr>
<td>Z</td>
<td>12091</td>
<td>.50c</td>
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Versatile Initials

60 Point, per set (twenty-six characters) $3.00

Single character 30c

60 POINT VERSATILE INITIALS

No. 6075 A ............. 30c  No. 6079 N ............. 30c
No. 6087 B ............. 30c  No. 6080 O ............. 30c
No. 6088 C ............. 30c  No. 6081 P ............. 30c
No. 6089 D ............. 30c  No. 6082 Q ............. 30c
No. 6070 E ............. 30c  No. 6083 R ............. 30c
No. 6071 F ............. 30c  No. 6084 S ............. 30c
No. 6072 G ............. 30c  No. 6085 T ............. 30c
No. 6073 H ............. 30c  No. 6086 U ............. 30c
No. 6074 I ............. 30c  No. 6087 V ............. 30c
No. 6076 J ............. 30c  No. 6088 W ............. 30c
No. 6077 K ............. 30c  No. 6089 X ............. 30c
No. 6078 L ............. 30c  No. 6090 Y ............. 30c
No. 6079 M ............. 30c  No. 6091 Z ............. 30c

48 POINT VERSATILE INITIALS

48 Point, per set (twenty-four characters) $2.50

Color, per set (twenty-four characters) $2.50

No. 4840 30c
  Color 30c
No. 4841 30c
  Color 30c
No. 4842 30c
  Color 30c
No. 4843 30c
  Color 30c
No. 4844 30c
  Color 30c
No. 4845 30c
  Color 30c
No. 4846 30c
  Color 30c
No. 4847 30c
  Color 30c
No. 4848 30c
  Color 30c
No. 4849 30c
  Color 30c
No. 4850 30c
  Color 30c
No. 4851 30c
  Color 30c
No. 4852 30c
  Color 30c
No. 4853 30c
  Color 30c
No. 4854 30c
  Color 30c
No. 4855 30c
  Color 30c
No. 4856 30c
  Color 30c
No. 4857 30c
  Color 30c
No. 4858 30c
  Color 30c
No. 4859 30c
  Color 30c
No. 4860 30c
  Color 30c
No. 4861 30c
  Color 30c
No. 4862 30c
  Color 30c
No. 4863 30c
  Color 30c
No. 4864 30c
  Color 30c
No. 4865 30c
  Color 30c
No. 4866 30c
  Color 30c
No. 4867 30c
  Color 30c
No. 4868 30c
  Color 30c
No. 4869 30c
  Color 30c
No. 4870 30c
  Color 30c
No. 4871 30c
  Color 30c
No. 4872 30c
  Color 30c
No. 4873 30c
  Color 30c
No. 4874 30c
  Color 30c
No. 4875 30c
  Color 30c
No. 4876 30c
  Color 30c
No. 4877 30c
  Color 30c
No. 4878 30c
  Color 30c
No. 4879 30c
  Color 30c
No. 4880 30c
  Color 30c
No. 4881 30c
  Color 30c
No. 4882 30c
  Color 30c
No. 4883 30c
  Color 30c
No. 4884 30c
  Color 30c
No. 4885 30c
  Color 30c
No. 4886 30c
  Color 30c
## 72 Point Versatile Initials

<table>
<thead>
<tr>
<th>72 Point, per set (twenty-four characters) $4.50</th>
<th>Color, per set (twenty-four characters) $4.50</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image_url" alt="Image of A" /></td>
<td><img src="image_url" alt="Image of B" /></td>
</tr>
<tr>
<td><img src="image_url" alt="Image of C" /></td>
<td><img src="image_url" alt="Image of D" /></td>
</tr>
<tr>
<td><img src="image_url" alt="Image of E" /></td>
<td><img src="image_url" alt="Image of F" /></td>
</tr>
<tr>
<td><img src="image_url" alt="Image of G" /></td>
<td><img src="image_url" alt="Image of H" /></td>
</tr>
<tr>
<td><img src="image_url" alt="Image of I" /></td>
<td><img src="image_url" alt="Image of J" /></td>
</tr>
<tr>
<td><img src="image_url" alt="Image of K" /></td>
<td><img src="image_url" alt="Image of L" /></td>
</tr>
<tr>
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<td><img src="image_url" alt="Image of N" /></td>
</tr>
<tr>
<td><img src="image_url" alt="Image of O" /></td>
<td><img src="image_url" alt="Image of P" /></td>
</tr>
<tr>
<td><img src="image_url" alt="Image of Q" /></td>
<td><img src="image_url" alt="Image of R" /></td>
</tr>
<tr>
<td><img src="image_url" alt="Image of S" /></td>
<td><img src="image_url" alt="Image of T" /></td>
</tr>
<tr>
<td><img src="image_url" alt="Image of U" /></td>
<td><img src="image_url" alt="Image of V" /></td>
</tr>
<tr>
<td><img src="image_url" alt="Image of W" /></td>
<td><img src="image_url" alt="Image of X" /></td>
</tr>
<tr>
<td><img src="image_url" alt="Image of Y" /></td>
<td><img src="image_url" alt="Image of Z" /></td>
</tr>
</tbody>
</table>
# Versatile Initials

**120 POINT VERSATILE INITIALS**

120 Point, per set (twenty-four characters) $9.00  
Color, per set (twenty-four characters) $9.00

<table>
<thead>
<tr>
<th>Letter</th>
<th>Number</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>No. 12040 A</td>
<td>60c</td>
</tr>
<tr>
<td>B</td>
<td>No. 12041 B</td>
<td>60c</td>
</tr>
<tr>
<td>C</td>
<td>No. 12042 C</td>
<td>60c</td>
</tr>
<tr>
<td>D</td>
<td>No. 12043 D</td>
<td>60c</td>
</tr>
<tr>
<td>E</td>
<td>No. 12044 E</td>
<td>60c</td>
</tr>
<tr>
<td>F</td>
<td>No. 12045 F</td>
<td>60c</td>
</tr>
<tr>
<td>G</td>
<td>No. 12046 G</td>
<td>60c</td>
</tr>
<tr>
<td>H</td>
<td>No. 12047 H</td>
<td>60c</td>
</tr>
<tr>
<td>I</td>
<td>No. 12048 I</td>
<td>60c</td>
</tr>
<tr>
<td>J</td>
<td>No. 12049 J</td>
<td>60c</td>
</tr>
<tr>
<td>K</td>
<td>No. 12050 K</td>
<td>60c</td>
</tr>
<tr>
<td>L</td>
<td>No. 12051 L</td>
<td>60c</td>
</tr>
<tr>
<td>M</td>
<td>No. 12052 M</td>
<td>60c</td>
</tr>
<tr>
<td>N</td>
<td>No. 12053 N</td>
<td>60c</td>
</tr>
<tr>
<td>O</td>
<td>No. 12054 O</td>
<td>60c</td>
</tr>
<tr>
<td>P</td>
<td>No. 12055 P</td>
<td>60c</td>
</tr>
<tr>
<td>Q</td>
<td>No. 12056 Q</td>
<td>60c</td>
</tr>
<tr>
<td>R</td>
<td>No. 12057 R</td>
<td>60c</td>
</tr>
<tr>
<td>S</td>
<td>No. 12058 S</td>
<td>60c</td>
</tr>
<tr>
<td>T</td>
<td>No. 12059 T</td>
<td>60c</td>
</tr>
<tr>
<td>U</td>
<td>No. 12060 U</td>
<td>60c</td>
</tr>
<tr>
<td>V</td>
<td>No. 12061 V</td>
<td>60c</td>
</tr>
<tr>
<td>W</td>
<td>No. 12062 W</td>
<td>60c</td>
</tr>
<tr>
<td>X</td>
<td>No. 12063 X</td>
<td>60c</td>
</tr>
<tr>
<td>Y</td>
<td>No. 12064 Y</td>
<td>60c</td>
</tr>
</tbody>
</table>

120 Point (color), per character 60c
Cloister Ornaments

Cast in Type Molds

No. 29 (Mortised), cast in two pieces $1.70

No. 38 (Mortised) $1.25

No. 2 (Mortised) 50c

No. 25 75c

No. 6 (Mortised) 60c

No. 4 40c

No. 18 (Mortised) $1.00

No. 19 (Mortised) $1.25

No. 16 (Mortised) 70c

No. 15 (Mortised) 80c

No. 17 (Mortised) 85c

No. 11 Two for 25c

No. 5 25c
Cloister Ornaments

AN UP-TO-DATE SERIES OF
ARCHITECTURAL ORNAMENTS

No. 41 (Mortised) $1.25

CAST IN TYPE MOLDS

No. 42 (Mortised) 90c

CUT EXTRA DEEP

No. 57 35c
No. 56 25c
No. 55 2 for 25c

No. 48 50c
No. 54 4 for 25c

No. 49 40c
No. 47 35c

APPROPRIATE FOR
ANY JOB

No. 50 45c
No. 59 75c
No. 58 60c
No. 61 50c
Bodoni Mortised Ornaments and Bodoni Ornament

Masterpieces of Grace and Neatness

BODONI MORTISED ORNAMENTS

The Finishing Stroke to the Printed Page

BODONI ORNAMENT No. 8

Made in Three Pieces

2 1 3

AMERICAN TYPE FOUNDERS COMPANY

Bodoni Ornament No. 8
Per font, containing corners for two pages, $1.50
### Bodoni Cast Ornaments and Arrow Ornaments No. 1

**BODONI CAST ORNAMENTS**

<table>
<thead>
<tr>
<th>Size</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>120 Point No. 1</td>
<td>$1.00</td>
</tr>
<tr>
<td>72 Point No. 3</td>
<td>50¢</td>
</tr>
<tr>
<td>72 Point No. 7</td>
<td>35¢</td>
</tr>
<tr>
<td>60 Point No. 5</td>
<td>40¢</td>
</tr>
<tr>
<td>120 Point No. 6</td>
<td>50¢</td>
</tr>
<tr>
<td>96 Point No. 2</td>
<td>$0.70</td>
</tr>
<tr>
<td>96 Point No. 9</td>
<td>40¢</td>
</tr>
</tbody>
</table>

Accurately Cast in Type Molds to Points

**ARROW ORNAMENTS No. 1**

<table>
<thead>
<tr>
<th>Size</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>60 Point</td>
<td>$2.30</td>
</tr>
<tr>
<td>36 Point</td>
<td>$1.75</td>
</tr>
<tr>
<td>24 Point</td>
<td>$1.75</td>
</tr>
<tr>
<td>12 Point</td>
<td>$1.50</td>
</tr>
<tr>
<td>18 Point</td>
<td>$1.65</td>
</tr>
</tbody>
</table>

Arrow Ornaments may be used as borders or as pointers.

They will rivet attention on any particular word or phrase.

<table>
<thead>
<tr>
<th>Size</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>24000 A</td>
<td></td>
</tr>
<tr>
<td>24000 B</td>
<td></td>
</tr>
<tr>
<td>24000 C</td>
<td></td>
</tr>
<tr>
<td>24000 D</td>
<td></td>
</tr>
<tr>
<td>24000 E</td>
<td></td>
</tr>
<tr>
<td>60000 A</td>
<td></td>
</tr>
<tr>
<td>60000 B</td>
<td></td>
</tr>
<tr>
<td>60000 C</td>
<td></td>
</tr>
<tr>
<td>60000 D</td>
<td></td>
</tr>
<tr>
<td>60000 E</td>
<td></td>
</tr>
</tbody>
</table>

163
The Twenty-Seventh Annual Field Trial

March 19, 1918

Held Under the Auspices of the
Cleveland Rod and Gun Club
Cleveland, Ohio

A Selection of Trap Shooters Will Prove a Good Investment
Trap Shooter Series

No. 18 65c

No. 12 70c

No. 3 60c

No. 10 35c

No. 17 40c

No. 4 45c

No. 21 90c

No. 26 85c

No. 9 40c

No. 6 85c

No. 28 65c

No. 7 50c

No. 8 75c

155
Floral Decorators

No. 74 $1.00

No. 77 50c

No. 81 50c

No. 57 45c

No. 78 $1.00

No. 56 60c

No. 75 90c

No. 55 65c

No. 58 35c

No. 55 40c (Mortised)

No. 79 90c

No. 85 70c (Mortised)

No. 78 60c

No. 83 40c (Mortised)

No. 84 60c (Mortised)

157
Floral Decorators

The large field of usefulness covered by floral decorators makes them indispensable to the progressive printer who desires to secure the patronage of that class of customers whose aim is to possess the acme of perfection in specimens of modern typographic art.
Vacation Ornaments and Bookman Ornaments

VACATION ORNAMENTS

No. 5 75c Color 75c
No. 2 60c Color 60c
No. 3 $1.00 Color 45c
No. 4 65c Color 65c
No. 1 75c Color 75c

BOOKMAN ORNAMENTS

No. 7201 40c
No. 14401 90c

Chose and Distinctive Ornaments for the "Get-Away" Prints

No. 4001 35c
No. 8401 85c
No. 12001 75c
No. 12002 70c
No. 8402 50c
No. 8403 65c

For other Bookman Ornaments see page 1007 of the American Specimen Book of Type Styles (1915)

161
Holiday Decorators

No. 228 (Green) 45c
No. 229 (Red) 45c

No. 244 (Green) 65c
No. 245 (Red) 65c

No. 224 (Green) 50c
No. 225 (Red) 50c

No. 240 (Green) 30c
No. 241 (Red) 30c

No. 242 (Green) 35c
No. 243 (Red) 35c

No. 222 (Green) 35c
No. 223 (Red) 35c

No. 252 (Green) 85c
No. 253 (Red) 50c
No. 254 (Blue) 50c

No. 278 (Green) 30c
No. 279 (Red) 25c

No. 260 (Green) 30c
No. 271 (Red) 30c

For other Holiday Decorators see pages 961-968 and 1112 of the American Specimen Book of Type Styles (1912)
Holiday Decorators

No. 254 (Green) 40c
No. 255 (Red) 40c

No. 252 (Green) 30c
No. 253 (Red) 30c

No. 256 (Green) 75c
No. 257 (Red) 50c

No. 214 (Green) 50c
No. 215 (Red) 50c

No. 276 (Green) 75c
No. 277 (Red) 75c

No. 264 (Green) 35c
No. 265 (Red) 25c

No. 219 (Green) 30c
No. 221 (Red) 30c

No. 224 (Green) 50c
No. 225 (Red) 50c

No. 274 (Green) 45c
No. 275 (Red) 45c

No. 222 (Green) 35c
No. 223 (Red) 35c

No. 216 (Green) 30c
No. 217 (Red) 30c

No. 224 (Green) 50c
No. 225 (Red) 50c

No. 228 (Green) 5c
No. 229 (Red) 75c

No. 220 (Green) 60c
No. 221 (Red) 60c

No. 222 (Green) 35c
No. 223 (Red) 35c

No. 220 (Green) 30c
No. 221 (Red) 30c

No. 218 (Green) 35c
No. 219 (Red) 35c

No. 224 (Green) 25c
No. 225 (Red) 25c

No. 206 (Green) 50c
No. 207 (Red) 50c

For other Holiday Decorators see pages 361-363 and 1915 of the American Specimen Book of Type Styles (1912)
POST CARD EMBELLISHERS WILL IMPART
AN INDIVIDUAL EFFECT TO THE PRIVATE MAILING CARDS SO MUCH
IN USE AT THE PRESENT TIME. THEY ARE CAST IN TYPE
MOLDS AND CUT EXTRA DEEP, THUS INSURING
A CLEAR, SHARP IMPRESSION

164
Three Point Borders and Chic Decorators

For other Three Point Borders see page 1016 of the American Specimen Book of Type Styles (1912)

CHIC DECORATORS
Series No. 1

Per Font $2.25

CHIC DECORATORS
Series No. 2

Per Font $2.25
Antique Border No. 1 and Lady Border

ANTIQUE BORDER No. 1

18 Point, 36 inches, $1.30

Characters in Complete Font

1 2 3 4 5

12 Point, 34 inches, $1.50

24 Point, 36 inches, $1.65

LADY BORDER

18 Point, 36 inches, $1.30

Characters in Complete Font

1 2 3

12 Point, 34 inches, $1.50

36 Point, 24 inches, $1.65

24 Point, 36 inches, $1.65
Ovolo Borders

10 Point No. 1
54 inches, $1.40

OVOLO BORDER
No. 1

6 Point No. 1, 60 inches, $1.50

8 Point No. 1
54 inches, $1.35

12 Point No. 1, 54 inches, $1.50

18 Point No. 1, 36 inches, $1.30

10 Point No. 2
54 inches, $1.40

OVOLO BORDER
No. 2

6 Point No. 2, 60 inches, $1.50

8 Point No. 2
54 inches, $1.35

12 Point No. 2, 54 inches, $1.50

18 Point No. 2, 36 inches, $1.30

10 Point No. 3
54 inches, $1.40

OVOLO BORDER
No. 3

6 Point No. 3, 60 inches, $1.50

8 Point No. 3
54 inches, $1.35

12 Point No. 3, 54 inches, $1.50

18 Point No. 3, 36 inches, $1.30
Ovolo Borders and Linear Borders

10 Point No. 5
54 inches, $1.60

OVOLO BORDER No. 5
6 Point No. 5, 60 inches, $1.50
8 Point No. 5
54 inches, $1.35

12 Point No. 5, 54 inches, $1.50
18 Point No. 5, 36 inches, $1.30

A Simple and Dignified Border That Will Be Appreciated by Every Printer

OVOLO BORDER No. 4
6 Point No. 4, 60 inches, $1.50

Attractive and Pleasing Designs

Characters in Complete Font

1 2 3 4

Interesting and Appropriate Borders

6 POINT LINEAR BORDER No. 3
Characters in Complete Font

1 2 3 4 5 6

The outer border of this panel is made by combining the 6 and 12 point, suggesting the many ways in which they can be used.

60 inches, $1.50

12 POINT LINEAR BORDER No. 3
Characters in Complete Font

1 2 3 4 5 6

54 inches, $1.50
Italian Borders and Italian Bands

12 Point Italian Border No. 1200
54 inches, $1.50

12 Point Italian Border No. 1202
54 inches, $1.50

12 Point Italian Border No. 1209
54 inches, $1.50

36 Point Italian Border No. 2401
24 inches, $1.50

24 Point Italian Border No. 2401
36 inches, $1.50

ITALIAN BANDS

12 Point No. 1
54 inches, $1.50

18 Point No. 2
36 inches, $1.50

24 Point No. 3
36 inches, $1.50

6 Point Italian Border No. 601
60 inches, $1.50

6 Point Italian Border No. 602
(color for 601)
60 inches, $1.50

12 Point Italian Border No. 1204
54 inches, $1.50

12 Point Italian Border No. 1205
(color for 1204)
54 inches, $1.50

AMERICAN TYPE FOUNDERS COMPANY
12 Point Italian Border No. 1200, 54 inches, $1.50

12 Point Italian Border No. 1210
54 inches, $1.50

12 Point Italian Border No. 1206
54 inches, $1.50
Bodoni Borders

36 POINT BODONI BORDER No. 3651
Characters in Complete Font

Especially designed for imparting the quaint oldstyle effect so often desired in present-day printing

American Type Founders Company
Designer and Maker

36 Point No. 3651, 24 inches, $1.65

30 POINT BODONI BORDER No. 3051
Characters in Complete Font

30 Point No. 3051, 24 inches, $1.35

ORIGINATED BY THE AMERICAN TYPE FOUNDERS COMPANY

18 Point No. 1851, 36 inches, $1.30
Borders for Shaded Printing

Grecian Shaded Border
6 Point, 60 inches, $1.50
12 Point, 54 inches, $1.50

Diagonal Shaded Border
6 Point, 60 inches, $1.50
12 Point, 54 inches, $1.50

Gray Open Square Border
6 Point, 60 inches, $1.50
12 Point, 54 inches, $1.50

Grecian Outline Border
12 Point, 54 inches, $1.50
24 Point, 36 inches, $1.65
18 Point, 36 inches, $1.80
Linear Border No. 2

6 Point Linear Border No. 2, 60 inches, $1.50

24 Point Linear Border No. 2, 36 inches, $1.65

LINEAR BORDER No. 2

12 Point Linear Border No. 2, 54 inches, $1.50

36 Point Linear Border No. 2, 24 inches, $1.65

18 Point Linear Border No. 2, 36 inches, $1.30

AMERICAN TYPE FOUNDERS CO.

48 Point Linear Border No. 2, 24 inches, $2.00
Holiday Borders

36 Point No. 27 (Green) 42 inches, $3.00  
36 Point No. 28 (Color for No. 27) 42 inches, $3.00

36 POINT HOLIDAY BORDERS Nos. 27 and 28
Characters in Complete Fonts

24 Green  34 Red  
21 Green  31 Red  
22 Green  32 Red

11 Green  6 Green  
10 Green  8 Green

27 Green  37 Red  
29 Green  39 Red  
25 Green  33 Red  
25 Green  36 Red

These borders are made for one or two colors and are fonted separately. Fonts of red characters (berries) include special justifying spaces which are the exact size of the four one-color pieces, and enable the printer to assemble color forms with great ease.

36 Point No. 28 (Made for One Color) 42 inches, $3.00

For other Holiday Borders see pages 1052-1055 of the American Specimen Book of Type Styles (1912)

24 Point No. 30 (Green) 54 inches, $3.00  
24 Point No. 31 (Color for No. 30) 54 inches, $3.00

24 POINT HOLIDAY BORDERS Nos. 30 and 31
Characters in Complete Fonts

207 Green  307 Red  
204 Green  304 Red  
201 Green  301 Red  
202 Green  302 Red  
205 Green  305 Red

203 Green  303 Red  
106 Green  110 Green  
108 Green  209 Green  
309 Red  111 Green

These borders are made for one or two colors and are fonted separately. Fonts of red characters (berries) include special justifying spaces which are the exact size of the four one-color pieces, and enable the printer to assemble color forms with great ease.

24 Point No. 29 (Made for One Color) 54 inches, $3.00
Orange Borders

18 POINT ORANGE BORDER—For Three Colors
Per font $4.00
Complete font for three colors will set two pages, each 114 ems (12 point) outside or 102 ems (12 point) inside

Characters in Complete Font

18 Point No. 2 (One Color Only) Per font $1.50

ORANGE BORDER No. 2—For One Color
Characters for the 18 Point size are same as those numbered 1, 2, 3, 4, 5, 6 and 7, shown above
Characters for the 24 Point size are same as those numbered 31, 32, 33, 34, 35, 36 and 37, shown below

24 Point No. 2 (One Color Only) Per font $1.75

24 POINT ORANGE BORDER—For Three Colors
Per font $5.00
Complete font for three colors will set two pages, each 116 ems (12 point) outside or 100 ems (12 point) inside

Characters in Complete Font

175
Engravers Border and Century Border

12 POINT ENGRAVERS BORDER No. 1201
Per Font, 54 inches, $1.50
Characters in Complete Font

6 POINT ENGRAVERS BORDER No. 601
Per Font, 60 inches, $1.50
Characters in Complete Font

12 POINT CENTURY BORDER No. 8
Per Font, 54 inches, $1.50
Characters in Complete Font

12 POINT CENTURY BORDER No. 7
Per Font, 54 inches, $1.50
Characters in Complete Font

For other Century Borders see pages 1049-1052 of the American Specimen Book of Type Styles (1919)

176
Criscross Border, Agatha Border, Concrete Border

Criscross Border

Can be used either as a Straight Border or for Fine Tint Work

CRISSCROSS BORDER
Two Characters Only
12 Point, 54 inches, $1.50
18 Point, 36 inches, $1.30

Agatha Border

AGATHA BORDER
Characters in Complete Font
6 Point, 60 inches, $1.50
18 Point, 36 inches, $1.30

Concrete Border

A one-piece interchangeable border or background which will fit any job set to multiples of six points

Concrete Border

Characters in Complete Font
6 Point, 60 inches, $1.50
12 Point, 54 inches, $1.50
18 Point, 36 inches, $1.30
Lithotone Borders

12 Point Lithotone Border No. 1206
54 inches, $1.50

12 Point Lithotone Border No. 1207
54 inches, $1.50

12 Point Lithotone Border No. 1206
54 inches, $1.50

12 Point Lithotone Border No. 1208
54 inches, $1.50

12 Point Lithotone Border No. 1209
54 inches, $1.50

8 Point Lithotone Border No. 804
54 inches, $1.35

6 Point Lithotone Border No. 602
60 inches, $1.50

3 Point Lithotone Border No. 310
66 inches, $1.50

3 Point Lithotone Border No. 301
66 inches, $1.50

6 Point Lithotone Border No. 603
60 inches, $1.50
24 POINT MEDIAL SCRIPT

Mme. Sophie Marsted
announces
an Exceptional Fall Display of
Wraps and Gowns
Friday, October the fifth
at four-thirty

4 POINT FRANKLIN GOTHIC

THERE IS A PROFITABLE FIELD FOR PRINTERS WHO WOULD CARE TO INSTALL STAMPING AND ENGRAVING DEPARTMENTS FOR PRODUCING FINE SOCIAL AND COMMERCIAL WORK. That an engraving department would be of advantage to the average well-organized printing office is demonstrated by the fact that many of the larger concerns are now conducting such ventures with admirable results. While the type-printing industry continues to expand and grow remarkably in every section of the country, the engraving and plate-printing business is also increasing wonderfully. On every side there is a greater demand for various specialties of both social and commercial engraving. The public in general has come to appreciate the excellent qualities of engraved printing. The printer who has an engraving department is in a position to create a lot of new business in the plate-printing and embossing lines. He can do this without lessening the volume of his letterpress business in the least. For instance, he suggests to certain customers that an engraved announcement would be a powerful advertisement for some special sale, or some similar occasion. In a like manner he suggests that engraved business cards would express the high character of a "polite" business better than would plainly printed ones. It would seem that smaller-town printers could install plate-printing and stamping departments under admirable conditions. The business is there for them, but of course it would need developing. In the beginning of the venture the printer could have his plates and dies made by the engravers of the larger cities, later on engaging an expert to do the engraving at the plant as the business grew. Without question there are many printers who could have an engraving department added to their regular printing business with excellent results. The typographical and engraving businesses belong together.

For other members of the Franklin Gothic Family see pages 738-747 of the American Specimen Book of Type Styles (1912).
TO MODERN PRINTERS:

By every test which can be made the type of the American Type Founders Company is conceded by those who have a knowledge of true values to be the best in quality and accuracy of production, besides having the highest and most important advantages in point of style. In this day, when the leading and ambitious printers are giving their closest and keenest attention to practical methods of efficiency, it would seem suicidal, from a business point of view, for anyone engaged in the art preservative to consider the purchase of any type but the best.

VICTORIA UNDERWOOD TYPEWRITER

The following characters are furnished with each complete font:

```
abcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 & $ % @ # ( ) , . ; - _ ' " ! ? * 1/2 1/4
```

VICTORIA UNDERWOOD TYPEWRITER
12 point 30 A. $1.65 100A $6.60 $7.35
Justifiers furnished in 1 and 5 pound fonts

TO THE WIDE-AWAKE PRINTER:

If you have no time to advertise your business you are not getting out of it all it holds in store for you. Therefore, study your advertising problems. There is no need to plunge. Go at it gently, thoughtfully, but above all persistently. Perhaps it will be better to hire some one to help you. You did not disdain the help of a sign painter who advertised you with the sign he painted. Perhaps you are a printer rather than an advertiser. If so, hire some of the time of an advertiser who is able to convince the business people in your community that they are neglecting profits by neglecting to use your printing facilities.

UNDERWOOD TYPEWRITER

The following characters are furnished with each complete font:

```
abcdefghijklmnopqrstuvwxyz
1234567890 & $ % / @ # ) . ; - _ ' " ! ? * 1/2 1/4
```

UNDERWOOD TYPEWRITER
12 Point 8 A. $1.65 34 A. $3.90 $4.75
Justifiers furnished in 1 and 5 pound fonts
12 POINT HEBREW TYPEWRITER No. 1221

The following characters are furnished with each font:

12 POINT HEBREW TYPEWRITER No. 102

The following characters are furnished with each font:

12 POINT SILK REMINGTON RUSSIAN TYPEWRITER

The following characters are furnished with each font:
# Cut-Cost Fractions

## CUT-COST FRACTIONS No. 1

Cut-Cost Fractions No. 1 are so made that two en-set fractions can be placed together to make fractions in 16ths, 32nds and 64ths. 

Thus: $\frac{1}{2}$ and $\frac{1}{4}$ placed together make $\frac{1}{4}$

The following commonly used characters are furnished:

- $\frac{1}{4}$, $\frac{1}{2}$, $\frac{3}{4}$
- $\frac{1}{8}$, $\frac{1}{16}$, $\frac{3}{16}$, $\frac{5}{16}$, $\frac{7}{16}$, $\frac{1}{32}$, $\frac{3}{32}$, $\frac{5}{32}$, $\frac{7}{32}$, $\frac{1}{64}$, $\frac{3}{64}$, $\frac{5}{64}$, $\frac{7}{64}$

**Special characters used for 16ths, 32nds and 64ths are:**
- Numerators: $\frac{1}{4}$, $\frac{1}{2}$, $\frac{3}{4}$
- Denominators: $\frac{1}{16}$, $\frac{1}{32}$, $\frac{1}{64}$

Making $\frac{1}{2}$, $\frac{3}{4}$, $\frac{1}{8}$, $\frac{1}{16}$, $\frac{3}{32}$, $\frac{5}{32}$, $\frac{7}{32}$, $\frac{1}{32}$, $\frac{3}{64}$, $\frac{5}{64}$, $\frac{7}{64}$

The following characters on en-set are used together to make 16ths, 32nds and 64ths when the numerator is 11 or larger:

For 16ths:
- Combine $\frac{1}{2}$ with $\frac{1}{4}$ for $\frac{3}{4}$

For 32nds:
- Combine $\frac{1}{4}$ with $\frac{1}{8}$ to make $\frac{3}{8}$
- Combine $\frac{3}{4}$ with $\frac{1}{8}$ to make $\frac{7}{8}$

For 64ths:
- Combine $\frac{1}{8}$ with $\frac{1}{16}$ to make $\frac{9}{16}$
- Combine $\frac{3}{8}$ with $\frac{1}{16}$ to make $\frac{11}{16}$
- Combine $\frac{7}{8}$ with $\frac{1}{16}$ to make $\frac{15}{16}$

Combine $\frac{1}{16}$ with $\frac{1}{32}$ to make the rest of the "odd" 64ths: $\frac{1}{32}$ to $\frac{15}{32}$ to $\frac{17}{32}$ to $\frac{19}{32}$

The complete list of fractions that can be made with a font of Cut-Cost Fractions No. 1 are $\frac{1}{4}$, $\frac{3}{4}$, and complete 8ths, 16ths, 32nds and 64ths, as follows:

<table>
<thead>
<tr>
<th>Numerator</th>
<th>Denominator</th>
</tr>
</thead>
<tbody>
<tr>
<td>(\frac{1}{4})</td>
<td>(\frac{1}{4})</td>
</tr>
<tr>
<td>(\frac{3}{4})</td>
<td>(\frac{1}{4})</td>
</tr>
<tr>
<td>(\frac{1}{2})</td>
<td>(\frac{1}{2})</td>
</tr>
<tr>
<td>(\frac{3}{8})</td>
<td>(\frac{1}{4})</td>
</tr>
<tr>
<td>(\frac{5}{16})</td>
<td>(\frac{1}{4})</td>
</tr>
<tr>
<td>(\frac{7}{32})</td>
<td>(\frac{1}{4})</td>
</tr>
<tr>
<td>(\frac{1}{8})</td>
<td>(\frac{1}{8})</td>
</tr>
<tr>
<td>(\frac{3}{16})</td>
<td>(\frac{1}{8})</td>
</tr>
<tr>
<td>(\frac{5}{32})</td>
<td>(\frac{1}{8})</td>
</tr>
<tr>
<td>(\frac{7}{64})</td>
<td>(\frac{1}{16})</td>
</tr>
<tr>
<td>(\frac{1}{16})</td>
<td>(\frac{1}{32})</td>
</tr>
</tbody>
</table>

## CUT-COST FRACTIONS No. 2

Cut-Cost Fractions No. 2 are so made that two en-set fractions can be placed together to make fractions in 12ths, 16ths, 24ths and 48ths.

Thus: $\frac{1}{2}$ and $\frac{1}{4}$ placed together make $\frac{1}{4}$

The following commonly used characters are furnished:

- $\frac{1}{4}$, $\frac{1}{2}$, $\frac{3}{4}$
- Denominators: $\frac{1}{2}$, $\frac{1}{4}$, $\frac{1}{8}$, $\frac{1}{16}$, $\frac{1}{32}$, $\frac{1}{64}$

Making $\frac{1}{2}$, $\frac{3}{4}$, $\frac{1}{4}$, $\frac{3}{8}$, $\frac{5}{8}$, $\frac{7}{8}$, $\frac{1}{8}$, $\frac{3}{16}$, $\frac{5}{16}$, $\frac{7}{16}$, $\frac{1}{16}$, $\frac{3}{32}$, $\frac{5}{32}$, $\frac{7}{32}$, $\frac{1}{32}$, $\frac{3}{64}$, $\frac{5}{64}$, $\frac{7}{64}$

The following characters on en-set are used together to make 12ths, 16ths, 24ths and 48ths when the numerator is 11 or larger:

For 12ths:
- Combine $\frac{1}{2}$ with $\frac{1}{4}$ for $\frac{3}{4}$

For 16ths:
- Combine $\frac{1}{4}$ with $\frac{1}{8}$ to make $\frac{3}{8}$
- Combine $\frac{3}{4}$ with $\frac{1}{8}$ to make $\frac{7}{8}$

For 24ths:
- Combine $\frac{1}{8}$ with $\frac{1}{16}$ to make $\frac{9}{16}$
- Combine $\frac{3}{8}$ with $\frac{1}{16}$ to make $\frac{11}{16}$
- Combine $\frac{7}{8}$ with $\frac{1}{16}$ to make $\frac{15}{16}$

For 48ths:
- Combine $\frac{1}{16}$ with $\frac{1}{32}$ to make the rest of the "odd" 48ths: $\frac{1}{32}$ to $\frac{15}{32}$ to $\frac{17}{32}$ to $\frac{19}{32}$

The complete list of fractions that can be made with a font of Cut-Cost Fractions No. 2 are complete 12ths, 16ths, 24ths and 48ths, as follows:

<table>
<thead>
<tr>
<th>Numerator</th>
<th>Denominator</th>
</tr>
</thead>
<tbody>
<tr>
<td>(\frac{1}{2})</td>
<td>(\frac{1}{2})</td>
</tr>
<tr>
<td>(\frac{3}{4})</td>
<td>(\frac{1}{4})</td>
</tr>
<tr>
<td>(\frac{1}{4})</td>
<td>(\frac{1}{4})</td>
</tr>
<tr>
<td>(\frac{3}{8})</td>
<td>(\frac{1}{4})</td>
</tr>
<tr>
<td>(\frac{5}{16})</td>
<td>(\frac{1}{4})</td>
</tr>
<tr>
<td>(\frac{7}{32})</td>
<td>(\frac{1}{4})</td>
</tr>
<tr>
<td>(\frac{1}{8})</td>
<td>(\frac{1}{8})</td>
</tr>
<tr>
<td>(\frac{3}{16})</td>
<td>(\frac{1}{8})</td>
</tr>
<tr>
<td>(\frac{5}{32})</td>
<td>(\frac{1}{8})</td>
</tr>
<tr>
<td>(\frac{7}{64})</td>
<td>(\frac{1}{16})</td>
</tr>
<tr>
<td>(\frac{1}{16})</td>
<td>(\frac{1}{32})</td>
</tr>
</tbody>
</table>

## CUT-COST SMALL CAP CASE

Cut-Cost Small Cap Case, 1/4 size with 42 compartments, three fit in blank case...

### Every printing office has constant use for the fractions: eighths, quarters, halves, and frequently for the sixteenths and sixty-fourths.

Note to the Compositor:
When the numerator is 11 or larger (for instance, $\frac{11}{16}$) read the copy up and down and pick out $\frac{1}{2}$ and $. A litter practice it will be natural to consider the fraction as two en-set type placed together. Fractions with a numerator 9 and smaller and a denominator 13 or larger (for instance, $\frac{9}{13}$) are easily composed by selecting the proper numerator and denominator.
# Job Type Fractions

## CHELTENHAM BOLD FRACTIONS

<table>
<thead>
<tr>
<th>Font Size</th>
<th>Fractions</th>
<th>Per Font Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>48 Point</td>
<td>(\frac{1}{4}), (\frac{1}{2}), (\frac{3}{4}), (\frac{1}{3}), (\frac{2}{3}), (\frac{1}{8}), (\frac{3}{8}), (\frac{5}{8}), (\frac{7}{8}), (0), (%), ($)</td>
<td>$1.25</td>
</tr>
<tr>
<td>36 Point</td>
<td>(\frac{1}{4}), (\frac{1}{2}), (\frac{3}{4}), (\frac{1}{3}), (\frac{2}{3}), (\frac{1}{8}), (\frac{3}{8}), (\frac{5}{8}), (\frac{7}{8}), (0), (%), ($)</td>
<td>$1.00</td>
</tr>
<tr>
<td>30 Point</td>
<td>(\frac{1}{4}), (\frac{1}{2}), (\frac{3}{4}), (\frac{1}{3}), (\frac{2}{3}), (\frac{1}{8}), (\frac{3}{8}), (\frac{5}{8}), (\frac{7}{8}), (0), (%), ($)</td>
<td>$0.75</td>
</tr>
<tr>
<td>24 Point</td>
<td>(\frac{1}{4}), (\frac{1}{2}), (\frac{3}{4}), (\frac{1}{3}), (\frac{2}{3}), (\frac{1}{8}), (\frac{3}{8}), (\frac{5}{8}), (\frac{7}{8}), (0), (%), ($)</td>
<td>$0.50</td>
</tr>
<tr>
<td>18 Point</td>
<td>(\frac{1}{4}), (\frac{1}{2}), (\frac{3}{4}), (\frac{1}{3}), (\frac{2}{3}), (\frac{1}{8}), (\frac{3}{8}), (\frac{5}{8}), (\frac{7}{8}), (0), (%), ($)</td>
<td>$0.50</td>
</tr>
<tr>
<td>14 Point</td>
<td>(\frac{1}{4}), (\frac{1}{2}), (\frac{3}{4}), (\frac{1}{3}), (\frac{2}{3}), (\frac{1}{8}), (\frac{3}{8}), (\frac{5}{8}), (\frac{7}{8}), (0), (%), ($)</td>
<td>$0.50</td>
</tr>
<tr>
<td>12 Point</td>
<td>(\frac{1}{4}), (\frac{1}{2}), (\frac{3}{4}), (\frac{1}{3}), (\frac{2}{3}), (\frac{1}{8}), (\frac{3}{8}), (\frac{5}{8}), (\frac{7}{8}), (0), (%), ($)</td>
<td>$0.50</td>
</tr>
<tr>
<td>10 Point</td>
<td>(\frac{1}{4}), (\frac{1}{2}), (\frac{3}{4}), (\frac{1}{3}), (\frac{2}{3}), (\frac{1}{8}), (\frac{3}{8}), (\frac{5}{8}), (\frac{7}{8}), (0), (%), ($)</td>
<td>$0.50</td>
</tr>
</tbody>
</table>

## CLOISTER OLDSTYLE FRACTIONS

<table>
<thead>
<tr>
<th>Font Size</th>
<th>Fractions</th>
<th>Per Font Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>18 Point</td>
<td>(\frac{1}{4}), (\frac{1}{2}), (\frac{3}{4}), (\frac{1}{3}), (\frac{2}{3}), (\frac{1}{8}), (\frac{3}{8}), (\frac{5}{8}), (\frac{7}{8}), (0), (%), ($)</td>
<td>$0.50</td>
</tr>
<tr>
<td>14 Point</td>
<td>(\frac{1}{4}), (\frac{1}{2}), (\frac{3}{4}), (\frac{1}{3}), (\frac{2}{3}), (\frac{1}{8}), (\frac{3}{8}), (\frac{5}{8}), (\frac{7}{8}), (0), (%), ($)</td>
<td>$0.50</td>
</tr>
<tr>
<td>12 Point</td>
<td>(\frac{1}{4}), (\frac{1}{2}), (\frac{3}{4}), (\frac{1}{3}), (\frac{2}{3}), (\frac{1}{8}), (\frac{3}{8}), (\frac{5}{8}), (\frac{7}{8}), (0), (%), ($)</td>
<td>$0.50</td>
</tr>
<tr>
<td>10 Point</td>
<td>(\frac{1}{4}), (\frac{1}{2}), (\frac{3}{4}), (\frac{1}{3}), (\frac{2}{3}), (\frac{1}{8}), (\frac{3}{8}), (\frac{5}{8}), (\frac{7}{8}), (0), (%), ($)</td>
<td>$0.50</td>
</tr>
<tr>
<td>8 Point</td>
<td>(\frac{1}{4}), (\frac{1}{2}), (\frac{3}{4}), (\frac{1}{3}), (\frac{2}{3}), (\frac{1}{8}), (\frac{3}{8}), (\frac{5}{8}), (\frac{7}{8}), (0), (%), ($)</td>
<td>$0.50</td>
</tr>
</tbody>
</table>
## Job Type Fractions

### NEW GOTHIC FRACTIONS

Here are three new series of Gothic Fractions that should at once interest commercial printers. A growing demand for fractions that would harmonize with our wonderful line of Gothic faces has resulted in our putting on the market a light, a medium and a heavy fraction in eleven characters as follows:

<table>
<thead>
<tr>
<th>Point No.</th>
<th>Per font</th>
<th>Point No.</th>
<th>Per font</th>
<th>Point No.</th>
<th>Per font</th>
</tr>
</thead>
<tbody>
<tr>
<td>6</td>
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<td>6</td>
<td></td>
<td>6</td>
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</tr>
<tr>
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<td>$0.50</td>
<td>$0.50</td>
<td></td>
<td>$0.50</td>
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</tr>
<tr>
<td>8</td>
<td></td>
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<td></td>
<td>8</td>
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</tr>
<tr>
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<td>$0.50</td>
<td>$0.50</td>
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<td>$0.50</td>
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</tr>
<tr>
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<td>$0.50</td>
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<td>$0.50</td>
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</tr>
<tr>
<td>12</td>
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<td>$0.50</td>
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<td>$0.50</td>
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</tr>
<tr>
<td>14</td>
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<tr>
<td>18</td>
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<tr>
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<td>$0.75</td>
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</tbody>
</table>

### BODONI FRACTIONS

<table>
<thead>
<tr>
<th>Point No.</th>
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<th>Point No.</th>
<th>Per font</th>
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</thead>
<tbody>
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<tr>
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</tbody>
</table>
| BODONI BOOK FRACTIONS

<table>
<thead>
<tr>
<th>Point No.</th>
<th>Per font</th>
</tr>
</thead>
<tbody>
<tr>
<td>18</td>
<td></td>
</tr>
<tr>
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</tr>
</tbody>
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### BODONI BOOK FRACTIONS

<table>
<thead>
<tr>
<th>Point No.</th>
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</thead>
<tbody>
<tr>
<td>18</td>
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</tr>
<tr>
<td>$0.70</td>
<td>$0.70</td>
</tr>
</tbody>
</table>

---

184
# Job Type Fractions

## NEW GOTHIC CONDENSED FRACTIONS

<table>
<thead>
<tr>
<th>6 Point No. 604</th>
<th>Per font $0.50</th>
<th>6 Point No. 605</th>
<th>Per font $0.50</th>
<th>6 Point No. 606</th>
<th>Per font $0.50</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 1 1 1 1 1 1 1</td>
<td></td>
<td>1 1 1 1 1 1 1 1</td>
<td></td>
<td>1 1 1 1 1 1 1 1</td>
<td></td>
</tr>
<tr>
<td>8 Point No. 804</td>
<td>Per font $0.50</td>
<td>8 Point No. 805</td>
<td>Per font $0.50</td>
<td>8 Point No. 806</td>
<td>Per font $0.50</td>
</tr>
<tr>
<td>1 1 1 1 1 1 1 1</td>
<td></td>
<td>1 1 1 1 1 1 1 1</td>
<td></td>
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</tr>
<tr>
<td>10 Point No. 1004</td>
<td>Per font $0.50</td>
<td>10 Point No. 1005</td>
<td>Per font $0.50</td>
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</tr>
<tr>
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</tr>
<tr>
<td>12 Point No. 1204</td>
<td>Per font $0.50</td>
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<td>Per font $0.50</td>
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<td>Per font $0.50</td>
</tr>
<tr>
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</tr>
<tr>
<td>14 Point No. 1404</td>
<td>Per font $0.50</td>
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<td>Per font $0.50</td>
<td>14 Point No. 1406</td>
<td>Per font $0.50</td>
</tr>
<tr>
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<td></td>
<td>1 1 1 1 1 1 1 1</td>
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<td>1 1 1 1 1 1 1 1</td>
<td></td>
</tr>
<tr>
<td>18 Point No. 1804</td>
<td>Per font $0.50</td>
<td>18 Point No. 1805</td>
<td>Per font $0.50</td>
<td>18 Point No. 1806</td>
<td>Per font $0.50</td>
</tr>
<tr>
<td>1 1 1 1 1 1 1 1</td>
<td></td>
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<td></td>
<td>1 1 1 1 1 1 1 1</td>
<td></td>
</tr>
<tr>
<td>24 Point No. 2404</td>
<td>Per font $0.75</td>
<td>24 Point No. 2405</td>
<td>Per font $0.75</td>
<td>24 Point No. 2406</td>
<td>Per font $0.75</td>
</tr>
<tr>
<td>1 1 1 1 1 1 1 1</td>
<td></td>
<td>1 1 1 1 1 1 1 1</td>
<td></td>
<td>1 1 1 1 1 1 1 1</td>
<td></td>
</tr>
<tr>
<td>30 Point No. 3004</td>
<td>Per font $0.75</td>
<td>30 Point No. 3005</td>
<td>Per font $0.75</td>
<td>30 Point No. 3006</td>
<td>Per font $0.75</td>
</tr>
<tr>
<td>1 1 1 1 1 1 1 1</td>
<td></td>
<td>1 1 1 1 1 1 1 1</td>
<td></td>
<td>1 1 1 1 1 1 1 1</td>
<td></td>
</tr>
<tr>
<td>36 Point No. 3604</td>
<td>Per font $0.75</td>
<td>36 Point No. 3605</td>
<td>Per font $0.75</td>
<td>36 Point No. 3606</td>
<td>Per font $0.75</td>
</tr>
<tr>
<td>1 1 1 1 1 1 1 1</td>
<td></td>
<td>1 1 1 1 1 1 1 1</td>
<td></td>
<td>1 1 1 1 1 1 1 1</td>
<td></td>
</tr>
</tbody>
</table>

## VENETIAN FRACTIONS

<table>
<thead>
<tr>
<th>18 Point</th>
<th>Per font $0.70</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 1 1 1 1 1 1 1</td>
<td>1 1 1 1 1 1 1 1</td>
</tr>
<tr>
<td>4 2 4 3 3 8 8 6</td>
<td>4 2 4 3 3 8 8 6</td>
</tr>
<tr>
<td>14 Point</td>
<td>Per font $0.70</td>
</tr>
<tr>
<td>1 1 1 1 1 1 1 1</td>
<td>1 1 1 1 1 1 1 1</td>
</tr>
<tr>
<td>4 2 4 3 3 8 8 6</td>
<td>4 2 4 3 3 8 8 6</td>
</tr>
<tr>
<td>12 Point</td>
<td>Per font $0.75</td>
</tr>
<tr>
<td>1 1 1 1 1 1 1 1</td>
<td>1 1 1 1 1 1 1 1</td>
</tr>
<tr>
<td>4 2 4 3 3 8 8 6</td>
<td>4 2 4 3 3 8 8 6</td>
</tr>
<tr>
<td>11 Point</td>
<td>Per font $0.80</td>
</tr>
<tr>
<td>1 1 1 1 1 1 1 1</td>
<td>1 1 1 1 1 1 1 1</td>
</tr>
<tr>
<td>4 2 4 3 3 8 8 6</td>
<td>4 2 4 3 3 8 8 6</td>
</tr>
<tr>
<td>10 Point</td>
<td>Per font $0.85</td>
</tr>
<tr>
<td>1 1 1 1 1 1 1 1</td>
<td>1 1 1 1 1 1 1 1</td>
</tr>
<tr>
<td>4 2 4 3 3 8 8 6</td>
<td>4 2 4 3 3 8 8 6</td>
</tr>
<tr>
<td>9 Point</td>
<td>Per font $0.90</td>
</tr>
<tr>
<td>1 1 1 1 1 1 1 1</td>
<td>1 1 1 1 1 1 1 1</td>
</tr>
<tr>
<td>4 2 4 3 3 8 8 6</td>
<td>4 2 4 3 3 8 8 6</td>
</tr>
<tr>
<td>8 Point</td>
<td>Per font $1.00</td>
</tr>
<tr>
<td>1 1 1 1 1 1 1 1</td>
<td>1 1 1 1 1 1 1 1</td>
</tr>
<tr>
<td>4 2 4 3 3 8 8 6</td>
<td>4 2 4 3 3 8 8 6</td>
</tr>
<tr>
<td>6 Point</td>
<td>Per font $1.30</td>
</tr>
<tr>
<td>1 1 1 1 1 1 1 1</td>
<td>1 1 1 1 1 1 1 1</td>
</tr>
<tr>
<td>4 2 4 3 3 8 8 6</td>
<td>4 2 4 3 3 8 8 6</td>
</tr>
</tbody>
</table>

## TYPEWRITER FRACTIONS

### American Typewriter Fractions

<table>
<thead>
<tr>
<th>6 Point</th>
<th>Per font $0.75</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 1 1 1 1 1 1 1</td>
<td>1 1 1 1 1 1 1 1</td>
</tr>
</tbody>
</table>

### Reproducing Typewriter Fractions

<table>
<thead>
<tr>
<th>6 Point</th>
<th>Per font $0.75</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 1 1 1 1 1 1 1</td>
<td>1 1 1 1 1 1 1 1</td>
</tr>
</tbody>
</table>

### New Model Elite Remington Typewriter Fractions

<table>
<thead>
<tr>
<th>10 Point</th>
<th>Per font $0.75</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 1 1 1 1 1 1 1</td>
<td>1 1 1 1 1 1 1 1</td>
</tr>
</tbody>
</table>

### New Model Underwood Typewriter Fractions

<table>
<thead>
<tr>
<th>12 Point</th>
<th>Per font $0.75</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 1 1 1 1 1 1 1</td>
<td>1 1 1 1 1 1 1 1</td>
</tr>
</tbody>
</table>

### Standard Typewriter Fractions

<table>
<thead>
<tr>
<th>12 Point</th>
<th>Per font $0.75</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 1 1 1 1 1 1 1</td>
<td>1 1 1 1 1 1 1 1</td>
</tr>
</tbody>
</table>

### New Model Remington Fractions

<table>
<thead>
<tr>
<th>12 Point</th>
<th>Per font $0.75</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 1 1 1 1 1 1 1</td>
<td>1 1 1 1 1 1 1 1</td>
</tr>
</tbody>
</table>

### Silk Remington Typewriter Fractions

<table>
<thead>
<tr>
<th>12 Point</th>
<th>Per font $0.75</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 1 1 1 1 1 1 1</td>
<td>1 1 1 1 1 1 1 1</td>
</tr>
</tbody>
</table>

### Oliver Typewriter Fractions

<table>
<thead>
<tr>
<th>12 Point</th>
<th>Per font $0.75</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 1 1 1 1 1 1 1</td>
<td>1 1 1 1 1 1 1 1</td>
</tr>
</tbody>
</table>
Cheltenham Perpetual Calendars

24 Point Cheltenham Perpetual Calendar No. 14

1917 NOVEMBER 1917

SUN MON TUE WED THU FRI SAT
1 2 3
4 5 6 7 8 9 10
11 12 13 14 15 16 17
18 19 20 21 22 23 24
25 26 27 28 29 30

Price Complete $2.25

12 Point Cheltenham Perpetual Calendar No. 12

1918 DECEMBER 1918

SUN MON TUE WED THU FRI SAT
1 2 3 4 5 6 7
8 9 10 11 12 13 14
15 16 17 18 19 20 21
22 23 24 25 26 27 28
29 30 31

Price Complete $1.25

Fonts include brass rules for one month, one each of the date logotypes, seven blanks, one each of the day logotypes, and sufficient type, figures and spaces for every month in the year for twenty years. The Perpetual Calendars carry the double date logotypes in all except the six and eight point sizes.

8 Point Cheltenham Perpetual Calendar No. 10

1917 MARCH 1917

Su Mo Tu We Th Fr Sa
1 2 3
4 5 6 7 8 9 10
11 12 13 14 15 16 17
18 19 20 21 22 23 24
25 26 27 28 29 30 31

8 Point
Cheltenham
Perpetual
Calendar No. 10
Price
Complete 75c
Does not
contain double
date logotypes

10 Point Cheltenham Perpetual Calendar No. 11

1918 SEPTEMBER 1918

Su Mo Tu We Th Fr Sa
1 2 3 4 5 6 7
8 9 10 11 12 13 14
15 16 17 18 19 20 21
22 23 24 25 26 27 28
29 30

10 Point
Cheltenham
Perpetual
Calendar No. 11
Price
Complete $1.00
Very plain
and
easily read

These Calendars are perpetual and may be used year after year by rearranging the figures and months.

18 Point Cheltenham Perpetual Calendar No. 13

1917 JUNE 1917

SUN MON TUE WED THU FRI SAT
1 2
3 4 5 6 7 8 9
10 11 12 13 14 15 16
17 18 19 20 21 22 23
24 25 26 27 28 29 30

Price Complete $1.75

Other Sizes of Cheltenham Perpetual Calendars

60 Point No. 17

16 MON

60 Point No. 27

27 Fr

36 Point No. 16

WED

36 Point No. 25

36 Point No. 25

TUE

30 Mo

30

48 Point No. 16

48 Point No. 26

24 31

Sa

25

Digitized by Google
Cheltenham Perpetual Calendars

1918 JANUARY 1918
Su Mo Tu We Th Fr Sa
1 2 3 4 5
6 7 8 9 10 11 12
13 14 15 16 17 18 19
20 21 22 23 24 25 26
27 28 29 30 31

Price Complete $2.00

1918 APRIL 1918
Su Mo Tu We Th Fr Sa
1 2 3 4 5 6
7 8 9 10 11 12 13
14 15 16 17 18 19 20
21 22 23 24 25 26 27
28 29 30

8 Point Cheltenham Perpetual Calendar No. 20
Price Complete 75c

Does not contain double date logotypes

1918 MAY 1918
Su Mo Tu We Th Fr Sa
1 2 3 4
5 6 7 8 9 10 11
12 13 14 15 16 17 18
19 20 21 22 23 24 25
26 27 28 29 30 31

10 Point Cheltenham Perpetual Calendar No. 21
Price Complete $1.00

Those Calendars save money

1918 JULY 1918
Su Mo Tu We Th Fr Sa
1 2 3 4 5 6 7
8 9 10 11 12 13 14
15 16 17 18 19 20 21
22 23 24 25 26 27 28
29 30 31

18 Point Cheltenham Perpetual Calendar No. 23
Price Complete $1.75

This size should prove a source of great profit to the enterprising job printer

1917 OCTOBER 1917
Su Mo Tu We Th Fr Sa
1 2 3 4 5 6
7 8 9 10 11 12 13
14 15 16 17 18 19 20
21 22 23 24 25 26 27
28 29 30 31

12 Point Cheltenham Perpetual Calendar No. 22
Price Complete $1.25

Profit-makers for the Printer

Fonts include brass rules for one month, one each of the date logotypes, seven blanks, one each of the day logotypes, and sufficient type, figures and spaces for every month in the year for twenty years. The Perpetual Calendars carry the double date logotypes in all except the six and eight point sizes.

Cheltenham Perpetual Calendars are also made in 36 point, 48 point and 60 point sizes at prices shown in list below

PRICES AND SIZES OF CHELTENHAM PERPETUAL CALENDARS

<table>
<thead>
<tr>
<th>Size</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>6 Point No. 9, Complete</td>
<td>$0.50</td>
</tr>
<tr>
<td>6 Point No. 10, Complete</td>
<td>.50</td>
</tr>
<tr>
<td>8 Point No. 10, Complete</td>
<td>.75</td>
</tr>
<tr>
<td>8 Point No. 20, Complete</td>
<td>.75</td>
</tr>
<tr>
<td>10 Point No. 11, Complete</td>
<td>1.00</td>
</tr>
<tr>
<td>10 Point No. 21, Complete</td>
<td>1.00</td>
</tr>
<tr>
<td>12 Point No. 12, Complete</td>
<td>1.25</td>
</tr>
<tr>
<td>12 Point No. 22, Complete</td>
<td>1.25</td>
</tr>
<tr>
<td>18 Point No. 23, Complete</td>
<td>1.75</td>
</tr>
<tr>
<td>18 Point No. 24, Complete</td>
<td>2.25</td>
</tr>
<tr>
<td>24 Point No. 24, Complete</td>
<td>2.00</td>
</tr>
<tr>
<td>36 Point No. 15, Complete</td>
<td>4.00</td>
</tr>
<tr>
<td>36 Point No. 25, Complete</td>
<td>3.50</td>
</tr>
<tr>
<td>48 Point No. 16, Complete</td>
<td>7.00</td>
</tr>
<tr>
<td>48 Point No. 26, Complete</td>
<td>5.50</td>
</tr>
<tr>
<td>60 Point No. 17, Complete</td>
<td>9.00</td>
</tr>
<tr>
<td>60 Point No. 27, Complete</td>
<td>7.50</td>
</tr>
</tbody>
</table>

Made for Yearly Calendars in the following sizes and sold without Brass Rule Border or Extra Characters

<table>
<thead>
<tr>
<th>Size</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>6 Point No. 109, Complete</td>
<td>$2.75</td>
</tr>
<tr>
<td>6 Point No. 110, Complete</td>
<td>2.35</td>
</tr>
<tr>
<td>8 Point No. 110, Complete</td>
<td>3.90</td>
</tr>
<tr>
<td>8 Point No. 120, Complete</td>
<td>2.85</td>
</tr>
<tr>
<td>10 Point No. 113, Complete</td>
<td>4.65</td>
</tr>
<tr>
<td>10 Point No. 112, Complete</td>
<td>3.75</td>
</tr>
<tr>
<td>12 Point No. 112, Complete</td>
<td>6.75</td>
</tr>
<tr>
<td>12 Point No. 122, Complete</td>
<td>4.75</td>
</tr>
</tbody>
</table>

187
National Trade Emblems

PRICES FOR THE NATIONAL TRADE EMBLEMS IN QUANTITIES

Believing that the National Trade Emblems will be extensively used by all advertisers, big and little, we have listed them in various quantities at popular prices, as follows:

<table>
<thead>
<tr>
<th>Single Price Each</th>
<th>5 or More and Less Than 10 Each</th>
<th>10 or More and Less Than 20 Each</th>
<th>20 or More and Less Than 50 Each</th>
<th>50 or More Each</th>
</tr>
</thead>
<tbody>
<tr>
<td>$0.50</td>
<td>$0.40</td>
<td>$0.35</td>
<td>$0.30</td>
<td>$0.25</td>
</tr>
<tr>
<td>45</td>
<td>35</td>
<td>25</td>
<td>22</td>
<td>20</td>
</tr>
<tr>
<td>40</td>
<td>28</td>
<td>20</td>
<td>16</td>
<td>16</td>
</tr>
<tr>
<td>35</td>
<td>25</td>
<td>15</td>
<td>15</td>
<td>13</td>
</tr>
<tr>
<td>30</td>
<td>20</td>
<td>16</td>
<td>14</td>
<td>12</td>
</tr>
<tr>
<td>25</td>
<td>18</td>
<td>14</td>
<td>12</td>
<td>10</td>
</tr>
<tr>
<td>20</td>
<td>16</td>
<td>12</td>
<td>10</td>
<td>9</td>
</tr>
<tr>
<td>15</td>
<td>12</td>
<td>10</td>
<td>8</td>
<td>7</td>
</tr>
</tbody>
</table>

To ascertain the price of five or more National Trade Emblems of one design and body take the single price and follow across the column to the quantity wanted.
Trade Emblems

NATIONAL TRADE EMBLEMS

"MADE IN DETROIT" TRADE EMBLEMS
Reproduced from the design awarded first prize by the Detroit Board of Trade

SECTIONAL TRADE EMBLEMS
Cast in two pieces
Any city or town can be inserted

CIVIC PRIDE TRADE EMBLEMS
Federal Reserve Bank Check Figures and Election Ticket Emblems

FEDERAL RESERVE BANK CHECK FIGURES
Font contains two of each character
Per font $3.30
Single character 20c
These figures are designed to meet the requirements of Federal Bank Check Printing. They are cast in type molds and sold in fonts or singly

CAST ON 120 POINT BODY

ELECTION TICKET EMBLEMS
Single character 10c
Five of one kind or assorted 30c
Ten of one kind or assorted 45c
Sold in larger quantities at two cents extra for each additional character

101 Republican
102 Democratic
103 Progressive
104 Independence League
105 Socialist
106 Socialist Labor
107 Prohibition
108 Liberal
109 American

Space Fillers
Per font $2.00
Space Fillers: Font contains 150 characters 24 point vtr, 30 characters 8 point vtr, and 20 characeters 6 point vtr.

For other Election Signs see page 332 of the American Specimen Book of Type Styles (1913)
### Lithotone Brass Rule

<table>
<thead>
<tr>
<th>No.</th>
<th>Style</th>
<th>Per Foot</th>
</tr>
</thead>
<tbody>
<tr>
<td>1591</td>
<td>1 Point</td>
<td>$0.10 1/2</td>
</tr>
<tr>
<td>1591 1/2</td>
<td>1 1/2 Point</td>
<td>13</td>
</tr>
<tr>
<td>1592</td>
<td>2 Point</td>
<td>15</td>
</tr>
<tr>
<td>1593</td>
<td>3 Point</td>
<td>22</td>
</tr>
<tr>
<td>1594</td>
<td>4 Point</td>
<td>30</td>
</tr>
<tr>
<td>1596</td>
<td>6 Point</td>
<td>45</td>
</tr>
<tr>
<td>1598</td>
<td>8 Point</td>
<td>60</td>
</tr>
<tr>
<td>1599</td>
<td>10 Point</td>
<td>75</td>
</tr>
<tr>
<td>15912</td>
<td>12 Point</td>
<td>90</td>
</tr>
<tr>
<td>15918</td>
<td>18 Point</td>
<td>1 15/16</td>
</tr>
<tr>
<td>15924</td>
<td>24 Point</td>
<td>1 80/100</td>
</tr>
</tbody>
</table>

---

American Type Founders Co.
Originator of Leading Type Designs
<table>
<thead>
<tr>
<th>NO.</th>
<th>HEIGHT</th>
<th>PER FOOT</th>
</tr>
</thead>
<tbody>
<tr>
<td>1571</td>
<td>1 Point</td>
<td>$0.10125</td>
</tr>
<tr>
<td>15711</td>
<td>1½ Point</td>
<td>13</td>
</tr>
<tr>
<td>1572</td>
<td>2 Point</td>
<td>15</td>
</tr>
<tr>
<td>1573</td>
<td>3 Point</td>
<td>22</td>
</tr>
<tr>
<td>1574</td>
<td>4 Point</td>
<td>30</td>
</tr>
<tr>
<td>1576</td>
<td>6 Point</td>
<td>45</td>
</tr>
<tr>
<td>1578</td>
<td>8 Point</td>
<td>60</td>
</tr>
<tr>
<td>15710</td>
<td>10 Point</td>
<td>75</td>
</tr>
<tr>
<td>15712</td>
<td>12 Point</td>
<td>90</td>
</tr>
<tr>
<td>15718</td>
<td>18 Point</td>
<td>1.35</td>
</tr>
<tr>
<td>15724</td>
<td>24 Point</td>
<td>1.90</td>
</tr>
</tbody>
</table>
Brazed Brass Corners can be furnished for Series 147, 148, 149, 156, 166, 158 and 160, and all double and triple line Lithotone Rule and Litholine Rule at the same prices. For prices of labor-saving fonts see Tables B and B1, page 204.
Brass Rule Section

<table>
<thead>
<tr>
<th>No.</th>
<th>1 Point</th>
<th>1½ Point</th>
<th>2 Point</th>
<th>3 Point</th>
<th>4 Point</th>
<th>6 Point</th>
<th>8 Point</th>
<th>9 Point</th>
<th>10 Point</th>
<th>12 Point</th>
<th>18 Point</th>
<th>24 Point</th>
</tr>
</thead>
<tbody>
<tr>
<td>566</td>
<td>80</td>
<td>95</td>
<td>13</td>
<td>15</td>
<td>22</td>
<td>30</td>
<td>40</td>
<td>60</td>
<td>75</td>
<td>90</td>
<td>135</td>
<td>180</td>
</tr>
</tbody>
</table>

LITHOTONE CORNERS No. 1 Price $1.00

For prices of Labor-Saving Fonts see Table II, page 204

See page 201 for corresponding face made as Lithotone Rule
### Brass Rule Section

#### Lithotone Brass Rule

<table>
<thead>
<tr>
<th>No.</th>
<th>1 Point</th>
<th>1½ Point</th>
<th>2 Point</th>
<th>2½ Point</th>
<th>3 Point</th>
<th>3½ Point</th>
<th>4 Point</th>
<th>4½ Point</th>
<th>5 Point</th>
<th>5½ Point</th>
<th>6 Point</th>
<th>6½ Point</th>
<th>7 Point</th>
<th>7½ Point</th>
<th>8 Point</th>
<th>8½ Point</th>
<th>9 Point</th>
</tr>
</thead>
<tbody>
<tr>
<td>1252</td>
<td>1.50</td>
<td>1.75</td>
<td>2.00</td>
<td>2.25</td>
<td>2.50</td>
<td>2.75</td>
<td>3.00</td>
<td>3.25</td>
<td>3.50</td>
<td>3.75</td>
<td>4.00</td>
<td>4.25</td>
<td>4.50</td>
<td>4.75</td>
<td>5.00</td>
<td>5.25</td>
<td>5.50</td>
</tr>
</tbody>
</table>

See page 302 for corresponding face made as Lithotone Rule.

Per price of Labor-Saving Points see Table 31, page 294.
Brass Rule Section

LITHOTONE BRASS RULE

1 Point... 1/2 Point... 2 Point... 3 Point... 4 Point... 5 Point... 6 Point... 8 Point... 10 Point... 12 Point... 14 Point... 16 Point... 18 Point... 20 Point... 22 Point... 24 Point...

See page 31 for corresponding face made in Lithotine Rule
For prices of Labor-Saving Fonts see Table 81, page 284
# American Type Founders Company

**Originator and Maker of**

**Type, Borders, Ornaments**

**and Brass Rule**

<table>
<thead>
<tr>
<th>LITHOTONE BRASS RULE</th>
<th>LITHOTONE BRASS RULE</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>NO.</strong></td>
<td><strong>BODY</strong></td>
</tr>
<tr>
<td>1541</td>
<td>1 Point</td>
</tr>
<tr>
<td>1541 ½</td>
<td>1½ Point</td>
</tr>
<tr>
<td>1542</td>
<td>2 Point</td>
</tr>
<tr>
<td>1542</td>
<td>1 Point</td>
</tr>
<tr>
<td>1544</td>
<td>4 Point</td>
</tr>
<tr>
<td>1546</td>
<td>6 Point</td>
</tr>
<tr>
<td>1548</td>
<td>8 Point</td>
</tr>
<tr>
<td>15410</td>
<td>10 Point</td>
</tr>
<tr>
<td>15412</td>
<td>12 Point</td>
</tr>
<tr>
<td>15418</td>
<td>18 Point</td>
</tr>
<tr>
<td>15424</td>
<td>24 Point</td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

---

See page 200 for corresponding face made as Litholine Rule.

For prices of Labor-Saving Fonts see Table B1, page 204.

See page 200 for corresponding face made as Litholine Rule.

---

**BARTONE & WILMONT**

325 Broadway, New York City

**HIGH GRADE TOILET ARTICLES**

**SELECTED ORIENTAL PERFUMES**

**HERBERT E. BARTONE**

**MATTHEW B. WILMONT**
Brass Rule Section

LITHOTONE BRASS RULE
For prices of Labor-Saving Fonts see Table B1, page 204

<table>
<thead>
<tr>
<th>Style</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>1586-A</td>
<td>$0.45</td>
</tr>
<tr>
<td>1586-B</td>
<td>$0.45</td>
</tr>
<tr>
<td>1590-A</td>
<td>$0.60</td>
</tr>
<tr>
<td>1590-B</td>
<td>$0.60</td>
</tr>
<tr>
<td>15910-A</td>
<td>$0.75</td>
</tr>
<tr>
<td>15910-B</td>
<td>$0.75</td>
</tr>
<tr>
<td>15912-A</td>
<td>$0.90</td>
</tr>
<tr>
<td>15912-B</td>
<td>$0.90</td>
</tr>
</tbody>
</table>

LITHOTONE BRASS RULE
For prices of Labor-Saving Fonts see Table B1, page 204

<table>
<thead>
<tr>
<th>Style</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>1586-C</td>
<td>$0.45</td>
</tr>
<tr>
<td>1586-D</td>
<td>$0.45</td>
</tr>
<tr>
<td>1590-C</td>
<td>$0.60</td>
</tr>
<tr>
<td>1590-D</td>
<td>$0.60</td>
</tr>
<tr>
<td>15910-C</td>
<td>$0.75</td>
</tr>
<tr>
<td>15912-C</td>
<td>$0.90</td>
</tr>
</tbody>
</table>

LITHOTONE BRASS RULE
For prices of Labor-Saving Fonts see Table B1, page 204

<table>
<thead>
<tr>
<th>Style</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>1586-J</td>
<td>$0.45</td>
</tr>
<tr>
<td>1586-K</td>
<td>$0.45</td>
</tr>
<tr>
<td>1590-J</td>
<td>$0.60</td>
</tr>
<tr>
<td>1590-K</td>
<td>$0.60</td>
</tr>
<tr>
<td>15910-J</td>
<td>$0.75</td>
</tr>
<tr>
<td>15912-J</td>
<td>$0.90</td>
</tr>
<tr>
<td>15912-K</td>
<td>$0.90</td>
</tr>
<tr>
<td>15912-L</td>
<td>$0.90</td>
</tr>
</tbody>
</table>
LITHOTONE BRASS RULE
For prices of Labor-Saving Fonts see Table B, page 204

<p>| | | | | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1698-E</td>
<td>$0.22</td>
<td>1694-G</td>
<td>$0.30</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1698-H</td>
<td>$0.45</td>
<td>1696-G</td>
<td>$0.45</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1696-E</td>
<td>$0.45</td>
<td>1696-F</td>
<td>$0.45</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1698-F</td>
<td>$0.60</td>
<td>16910-F</td>
<td>$0.75</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

BRASS RULE FOR BOOKLETS
For prices of Labor-Saving Fonts see Table B, page 204

<p>| | | | | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1646</td>
<td>$0.38</td>
<td>2236</td>
<td>$0.38</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2346</td>
<td>$0.38</td>
<td>2236-R</td>
<td>$0.38</td>
<td></td>
<td></td>
</tr>
<tr>
<td>6496</td>
<td>$0.38</td>
<td>6496-R</td>
<td>$0.38</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

LITHOLINE BRASS RULE
For prices of Labor-Saving Fonts see Table B, page 204

<p>| | | | | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>6585</td>
<td>$0.30</td>
<td>6584</td>
<td>$0.24</td>
<td></td>
<td></td>
</tr>
<tr>
<td>6586</td>
<td>$0.38</td>
<td>6588</td>
<td>$0.48</td>
<td></td>
<td></td>
</tr>
<tr>
<td>65810</td>
<td>$0.60</td>
<td>65812</td>
<td>$0.72</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Brass Rule Section

LITHOLINE BRASS RULE
For prices of Labor-Saving Fonts of Litholine Brass Rule
see Table B, page 204

<table>
<thead>
<tr>
<th>Size</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>2474</td>
<td>$0.24</td>
</tr>
<tr>
<td>2484</td>
<td>$0.48</td>
</tr>
<tr>
<td>2494</td>
<td>$0.72</td>
</tr>
</tbody>
</table>

Combination of 2482, 2488 and 2482

LITHODOT BRASS RULE
For prices of Labor-Saving Fonts of Lithodot Brass Rule
see Table B, page 204

<table>
<thead>
<tr>
<th>Size</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>3473</td>
<td>$0.18</td>
</tr>
<tr>
<td>3476</td>
<td>$0.32</td>
</tr>
<tr>
<td>3477</td>
<td>$0.48</td>
</tr>
</tbody>
</table>

Combination of 2473, 2476 and 2478

LITHOLINE BRASS RULE
Fonts of Lithodot Brass Rule do not need Miters or Brazed Corners

<table>
<thead>
<tr>
<th>Size</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>3542</td>
<td>$0.14</td>
</tr>
<tr>
<td>3543</td>
<td>$0.28</td>
</tr>
<tr>
<td>3544</td>
<td>$0.44</td>
</tr>
</tbody>
</table>

Combination of 3546 and 3546

*Also Made on 2 3/4 point bold
Brass Rule Section

LITHOLINE BRASS RULE
For prices of Labor-Saving Fonts of Litholine Brass Rule
see Table B, page 204

2596 $0.18
2596 $0.22
2596 $0.33
2596 $0.45
2596 $0.90

Combination of 2596 and 3596

LITHODOT BRASS RULE
For prices of Labor-Saving Fonts of Lithodot Brass Rule
see Table Bl, page 204

2582 $0.14
2582 $0.16
2582 $0.32
2582 $0.45
2582 $0.90

LITHODOT BRASS RULE
Font of Lithodot Brass Rule do not need Mitered or Brazed Corners

2563 $0.18
2563 $0.22
2563 $0.45
2563 $0.90

Combination of 2563, 3566 and 3563

201
Brass Rule Section

LITHOLINE BRASS RULE
For prices of Labor-Saving Fonts of Litholoe Brass Rule
see Table B1, page 204

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>2577</td>
<td>$0.14</td>
</tr>
<tr>
<td>2576</td>
<td>$0.38</td>
</tr>
<tr>
<td>25712</td>
<td>$0.72</td>
</tr>
</tbody>
</table>

LITHODOT BRASS RULE
For prices of Labor-Saving Fonts of Lithodot Brass Rule
see Table B1, page 204

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>3572</td>
<td>$0.15</td>
</tr>
<tr>
<td>3576</td>
<td>$0.45</td>
</tr>
<tr>
<td>35712</td>
<td>$0.90</td>
</tr>
</tbody>
</table>

Combination of 3576 and 2576

*Also made on 2 5/6 point body

LITHOLINE BRASS RULE
For prices of Labor-Saving Fonts of Litholoe Brass Rule
see Table B1, page 204

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>3564</td>
<td>$0.34</td>
</tr>
<tr>
<td>3566</td>
<td>$0.36</td>
</tr>
<tr>
<td>35512</td>
<td>$0.72</td>
</tr>
</tbody>
</table>

LITHODOT BRASS RULE
For prices of Labor-Saving Fonts of Lithodot Brass Rule
see Table B1, page 204

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>3564</td>
<td>$0.30</td>
</tr>
<tr>
<td>3556</td>
<td>$0.45</td>
</tr>
<tr>
<td>35512</td>
<td>$0.90</td>
</tr>
</tbody>
</table>

Combination of 3564, 3554 and 3564

All Lithotine and Litholoe Brass Rules can be combined as shown on this outside panel

LITHOLINE BRASS RULE
Fonts of Litholoe Brass Rule do not need Mitered or Braised Corners

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>2494</td>
<td>$0.24</td>
</tr>
<tr>
<td>2496</td>
<td>$0.38</td>
</tr>
<tr>
<td>24912</td>
<td>$0.72</td>
</tr>
</tbody>
</table>

LITHODOT BRASS RULE
Fonts of Lithodot Brass Rule do not need Mitered or Braised Corners

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>3494</td>
<td>$0.30</td>
</tr>
<tr>
<td>3496</td>
<td>$0.45</td>
</tr>
<tr>
<td>34912</td>
<td>$0.90</td>
</tr>
</tbody>
</table>

Combination of Lithotine 24912 and Lithotence 14912

202
Brass Rule Section

For prices of Labor-Saving Fonts
see Table B1, page 204

BRASS INITIAL BOXES

These Initial Boxes are braced on two corners and mitered on two corners
making corner pieces easy to compose

PRICE LIST OF INITIAL BOXES

<table>
<thead>
<tr>
<th></th>
<th>48 Point</th>
<th>72 Point</th>
<th>96 Point</th>
<th>120 Point</th>
</tr>
</thead>
<tbody>
<tr>
<td>2, 3 or 4 Point Rule</td>
<td>$0.40</td>
<td>$0.45</td>
<td>$0.50</td>
<td>$0.55</td>
</tr>
<tr>
<td>6 Point Rule</td>
<td>45</td>
<td>50</td>
<td>55</td>
<td>60</td>
</tr>
<tr>
<td>8 Point Rule</td>
<td>50</td>
<td>55</td>
<td>60</td>
<td>65</td>
</tr>
<tr>
<td>10 Point Rule</td>
<td>55</td>
<td>60</td>
<td>75</td>
<td>80</td>
</tr>
<tr>
<td>12 Point Rule</td>
<td>65</td>
<td>75</td>
<td>85</td>
<td>96</td>
</tr>
</tbody>
</table>

Digitized by Google
Brass Rule Section

LITHOLINE RULE IN STRIPS

TABLE G
Prices also apply to all Plain Single, Double, and Triple Line Rules

<table>
<thead>
<tr>
<th>POINT</th>
<th>1</th>
<th>1-2</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
<th>8</th>
<th>10</th>
<th>12</th>
<th>14</th>
<th>16</th>
<th>18</th>
<th>20</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Foot Price</td>
<td>9c</td>
<td>12c</td>
<td>14c</td>
<td>18c</td>
<td>24c</td>
<td>30c</td>
<td>38c</td>
<td>48c</td>
<td>60c</td>
<td>72c</td>
<td>$1.08</td>
<td>$1.44</td>
<td>$1.80</td>
<td>$2.16</td>
</tr>
</tbody>
</table>

LABOR-SAVING FONTS OF LITHOLINE BRASS RULE

These list prices are for fonts put up according to our standard schemes. Special scheme fonts differing from our standard schemes, and sorts will be charged according to prices in Tables H and I.

TABLE B

<table>
<thead>
<tr>
<th>SIZE FONT</th>
<th>1 POINT</th>
<th>1 1/2 POINT</th>
<th>2 POINT</th>
<th>3 POINT</th>
<th>4 POINT</th>
<th>5 POINT</th>
<th>6 POINT</th>
<th>8 POINT</th>
<th>10 POINT</th>
<th>12 POINT</th>
<th>15 POINT</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Pound</td>
<td>$3.00</td>
<td>$2.75</td>
<td>$2.10</td>
<td>$1.95</td>
<td>$1.95</td>
<td>$1.90</td>
<td>$1.90</td>
<td>$1.90</td>
<td>$1.90</td>
<td>$1.90</td>
<td>$1.90</td>
</tr>
<tr>
<td>2 Pound</td>
<td>$6.00</td>
<td>$5.50</td>
<td>$4.30</td>
<td>$3.90</td>
<td>$3.90</td>
<td>$3.90</td>
<td>$3.90</td>
<td>$3.90</td>
<td>$3.90</td>
<td>$3.90</td>
<td>$3.90</td>
</tr>
<tr>
<td>3 Pound</td>
<td>$8.70</td>
<td>$7.80</td>
<td>$6.00</td>
<td>$5.50</td>
<td>$5.50</td>
<td>$5.50</td>
<td>$5.50</td>
<td>$5.50</td>
<td>$5.50</td>
<td>$5.50</td>
<td>$5.50</td>
</tr>
<tr>
<td>4 Pound</td>
<td>$11.30</td>
<td>$9.80</td>
<td>$8.00</td>
<td>$7.20</td>
<td>$7.20</td>
<td>$7.20</td>
<td>$7.20</td>
<td>$7.20</td>
<td>$7.20</td>
<td>$7.20</td>
<td>$7.20</td>
</tr>
<tr>
<td>5 Pound</td>
<td>$13.50</td>
<td>$12.00</td>
<td>$9.50</td>
<td>$8.75</td>
<td>$8.75</td>
<td>$8.75</td>
<td>$8.75</td>
<td>$8.75</td>
<td>$8.75</td>
<td>$8.75</td>
<td>$8.75</td>
</tr>
</tbody>
</table>

Sizes larger than 12 point are not sold in regular scheme fonts. Customers will specify lengths desired, which will be sold at prices in Tables H and I.

LITHOTONE AND LITHODOT RULE IN STRIPS

TABLE G1
These List Prices are for all Series of Lithotone and Lithodot Rules

<table>
<thead>
<tr>
<th>POINT</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
<th>8</th>
<th>10</th>
<th>12</th>
<th>14</th>
<th>16</th>
<th>18</th>
<th>20</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Foot Price</td>
<td>10 5/16c</td>
<td>15c</td>
<td>22c</td>
<td>30c</td>
<td>37c</td>
<td>45c</td>
<td>60c</td>
<td>75c</td>
<td>90c</td>
<td>$1.25</td>
<td>$1.80</td>
<td>$2.25</td>
</tr>
</tbody>
</table>

LABOR-SAVING FONTS OF LITHOTONE AND LITHODOT BRASS RULE

Regular Fonts DO NOT contain Miters or Braided Corners

These list prices are for all series of Lithotone and Lithodot Rules, and for fonts put up according to our standard schemes. Special scheme fonts differing from our standard schemes, and sorts will be charged accord-Table B1

TABLE B1

<table>
<thead>
<tr>
<th>SIZE FONT</th>
<th>1 POINT</th>
<th>1 1/2 POINT</th>
<th>2 POINT</th>
<th>3 POINT</th>
<th>4 POINT</th>
<th>5 POINT</th>
<th>6 POINT</th>
<th>8 POINT</th>
<th>10 POINT</th>
<th>12 POINT</th>
<th>15 POINT</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Pound</td>
<td>$3.75</td>
<td>$3.65</td>
<td>$2.60</td>
<td>$2.50</td>
<td>$2.40</td>
<td>$2.35</td>
<td>$2.35</td>
<td>$2.35</td>
<td>$2.35</td>
<td>$2.35</td>
<td>$2.35</td>
</tr>
<tr>
<td>2 Pound</td>
<td>$7.50</td>
<td>$6.50</td>
<td>$5.25</td>
<td>$5.00</td>
<td>$4.80</td>
<td>$4.70</td>
<td>$4.70</td>
<td>$4.70</td>
<td>$4.70</td>
<td>$4.70</td>
<td>$4.70</td>
</tr>
<tr>
<td>3 Pound</td>
<td>$10.90</td>
<td>$9.75</td>
<td>$7.50</td>
<td>$7.10</td>
<td>$6.96</td>
<td>$6.80</td>
<td>$6.80</td>
<td>$6.80</td>
<td>$6.80</td>
<td>$6.80</td>
<td>$6.80</td>
</tr>
<tr>
<td>4 Pound</td>
<td>$14.00</td>
<td>$12.25</td>
<td>$10.00</td>
<td>$9.20</td>
<td>$9.00</td>
<td>$8.75</td>
<td>$8.75</td>
<td>$8.75</td>
<td>$8.75</td>
<td>$8.75</td>
<td>$8.75</td>
</tr>
<tr>
<td>5 Pound</td>
<td>$16.90</td>
<td>$15.00</td>
<td>$12.00</td>
<td>$11.25</td>
<td>$10.75</td>
<td>$10.50</td>
<td>$10.50</td>
<td>$10.50</td>
<td>$10.50</td>
<td>$10.50</td>
<td>$10.50</td>
</tr>
</tbody>
</table>

Sizes larger than 12 point are not sold in regular scheme fonts. Customers will specify lengths desired which will be sold at prices in Tables H and I plus 25 per cent.

MITERS FOR LITHOTONE BRASS RULE

TABLE E2

For prices of Braided Corners see page 193

<table>
<thead>
<tr>
<th>BODY</th>
<th>2 EMB INSIDE</th>
<th>5 EMB INSIDE</th>
<th>2 EMB OUTSIDE</th>
<th>5 EMB OUTSIDE</th>
<th>EXTRA FOR INTERLOCKING MITERS</th>
<th>PRICES PER SET OF 4 RIGHT AND 4 LEFT MITERS</th>
<th>PRICES PER FONT</th>
<th>NUMBER SETS</th>
<th>PRICE</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 to 5 pts.</td>
<td>$0.20</td>
<td>$0.20</td>
<td>$0.20</td>
<td>$0.20</td>
<td>$0.10</td>
<td>2 sets each</td>
<td>2 sets each</td>
<td>$0.80</td>
<td></td>
</tr>
<tr>
<td>3 &amp; 4 pts.</td>
<td>$0.30</td>
<td>$0.30</td>
<td>$0.30</td>
<td>$0.30</td>
<td></td>
<td>2 sets each</td>
<td>2 sets each</td>
<td>$1.10</td>
<td></td>
</tr>
<tr>
<td>5 &amp; 6 pts.</td>
<td>$0.40</td>
<td>$0.40</td>
<td>$0.40</td>
<td>$0.40</td>
<td></td>
<td>2 sets each</td>
<td>2 sets each</td>
<td>$1.35</td>
<td></td>
</tr>
<tr>
<td>8 pts.</td>
<td>$0.50</td>
<td>$0.50</td>
<td>$0.50</td>
<td>$0.50</td>
<td></td>
<td>2 sets each</td>
<td>2 sets each</td>
<td>$1.00</td>
<td></td>
</tr>
<tr>
<td>10 pts.</td>
<td>$0.65</td>
<td>$0.65</td>
<td>$0.65</td>
<td>$0.65</td>
<td></td>
<td>2 sets each</td>
<td>2 sets each</td>
<td>$1.35</td>
<td></td>
</tr>
<tr>
<td>12 pts.</td>
<td>$0.80</td>
<td>$0.80</td>
<td>$0.80</td>
<td>$0.80</td>
<td></td>
<td>2 sets each</td>
<td>2 sets each</td>
<td>$1.50</td>
<td></td>
</tr>
<tr>
<td>15 pts.</td>
<td>$1.00</td>
<td>$1.00</td>
<td>$1.00</td>
<td>$1.00</td>
<td></td>
<td>2 sets each</td>
<td>2 sets each</td>
<td>$1.75</td>
<td></td>
</tr>
<tr>
<td>24 pts.</td>
<td>$1.10</td>
<td>$1.10</td>
<td>$1.10</td>
<td>$1.10</td>
<td></td>
<td>2 sets each</td>
<td>2 sets each</td>
<td>$2.00</td>
<td></td>
</tr>
</tbody>
</table>

Mitered pages of Lithotone Rule—To the charges for mitering add prices of pieces of rule in Tables H and I and add 25 per cent for all series. Lithodot Rules do not need miters or braided corners, which cannot be made satisfactorily.

All prices subject to change without notice
Brass Rule Section

For prices of Labor-Saving Fonts
see Table B, page 204
BRAZED HALF-PANELS
Made in one, two, three and four column widths for Rapid Newspaper Composition
Other sizes made at proportionate prices

<table>
<thead>
<tr>
<th>Prices, per Set of Two</th>
<th>2 Pt.</th>
<th>3 Pt.</th>
<th>4 Pt.</th>
<th>6 Pt.</th>
<th>8 Pt.</th>
<th>10 Pt.</th>
<th>12 Pt.</th>
<th>14 Pt.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Plain Rule 8x13 Ems</td>
<td>90</td>
<td>90</td>
<td>90</td>
<td>90</td>
<td>90</td>
<td>90.00</td>
<td>91.15</td>
<td>91.25</td>
</tr>
<tr>
<td>All Lithotone 8x13 Ems</td>
<td>85</td>
<td>85</td>
<td>85</td>
<td>85</td>
<td>85</td>
<td>1.00</td>
<td>1.10</td>
<td>1.20</td>
</tr>
<tr>
<td>Plain Rule 2x26% Ems</td>
<td>90</td>
<td>90</td>
<td>90</td>
<td>90</td>
<td>90</td>
<td>1.10</td>
<td>1.25</td>
<td>1.50</td>
</tr>
<tr>
<td>All Lithotone 2x26% Ems</td>
<td>90</td>
<td>90</td>
<td>90</td>
<td>90</td>
<td>90</td>
<td>1.35</td>
<td>1.75</td>
<td>2.50</td>
</tr>
<tr>
<td>Plain Rule 2x40 Ems</td>
<td>1.00</td>
<td>1.00</td>
<td>1.00</td>
<td>1.00</td>
<td>1.00</td>
<td>1.45</td>
<td>1.85</td>
<td>2.40</td>
</tr>
<tr>
<td>All Lithotone 2x40 Ems</td>
<td>1.10</td>
<td>1.10</td>
<td>1.10</td>
<td>1.10</td>
<td>1.10</td>
<td>1.60</td>
<td>2.10</td>
<td>2.75</td>
</tr>
<tr>
<td>Plain Rule 2x55% Ems</td>
<td>1.25</td>
<td>1.25</td>
<td>1.25</td>
<td>1.25</td>
<td>1.25</td>
<td>1.75</td>
<td>2.00</td>
<td>2.25</td>
</tr>
<tr>
<td>All Lithotone 2x55% Ems</td>
<td>1.35</td>
<td>1.35</td>
<td>1.35</td>
<td>1.35</td>
<td>1.35</td>
<td>1.96</td>
<td>2.35</td>
<td>2.85</td>
</tr>
<tr>
<td>*Special Font Half-Panel Rule (Plain Rule)</td>
<td>9.92</td>
<td>4.97</td>
<td>6.25</td>
<td>8.57</td>
<td>12.46</td>
<td>15.70</td>
<td>18.66</td>
<td>21.73</td>
</tr>
</tbody>
</table>

*Containing 6 pieces each 1 to 4 ems by ½ ems; 8 pieces each 5 to 10 ems; 2 pieces each 12, 15, 18, 21, 24, 27, 30, 33 and 36 ems; 2 pieces each 42, 45, 54, 60, 66 and 72 ems. (2 point font weighs 2 lbs.)

Brazed Half-Panel—3 columns wide (50 ½ ems) with 3 em leg. Per set of two, 8 Point Rule No. 1828, $1.45

Brazed Half-Panel—4 columns wide (50 ½ ems) with 3 em leg. Per set of two, 12 Point Rule No. 1494, $2.55

Advertising Composition
made easy by using Brazed Half-Panelswith rule cut to proper lengths for Adwork

AMERICAN TYPE FOUNDERS COMPANY

Ads from one inch to twelve inches in length composed with two pieces of rule and one set of Brazed Half-Panel
**Brass Rule Section**

**MITERED PAGES — HALF BRAZED**
Open Corners Mitered Plain or Interlocking

This page 8.5x11 ems, Rule No. 14812, $2.00  Plain Rule $2.63

This page 7.25x10 ems, Rule No. 6966, $1.25

This page 6x22 ems, Rule 1336, $0.77

Just the thing for Single, Double and Triple Column Newspaper Department Heads. They are great timesavers

This page 16x23 ems, Rule No. 1574, $0.68  Plain Rule $0.61

These pages, with two corners brazed and two corners mitered, are great timesavers on large publications using standard size rule borders for the advertising pages. We have made over a thousand pages for one printer, who uses them with great saving on a large trade publication

---

**PRICE LIST**

With the open corners mitered plain or interlocking. To the charges below add price per piece as per Tables H and I for the length of rule used. Be sure to state whether measurements given are inside or outside, and if side-face rule whether build is inside or outside.

<table>
<thead>
<tr>
<th>Open corners, plain mitered</th>
<th>Prices per piece not including rule used</th>
<th>Open corners, Interlocking mitered</th>
</tr>
</thead>
<tbody>
<tr>
<td>7.5 and 4 point</td>
<td>6.5 and 4 point</td>
<td>5.0 and 4 point</td>
</tr>
<tr>
<td>8.5 and 6 point</td>
<td>10 and 6 point</td>
<td>12 and 8 point</td>
</tr>
<tr>
<td>12 and 14 point</td>
<td>16 point and thicker</td>
<td></td>
</tr>
<tr>
<td>$0.55</td>
<td>$0.40</td>
<td>$0.60</td>
</tr>
<tr>
<td>$0.50</td>
<td>$0.45</td>
<td>$0.65</td>
</tr>
<tr>
<td>$0.45</td>
<td>$0.40</td>
<td>$0.60</td>
</tr>
<tr>
<td>$0.50</td>
<td>$0.45</td>
<td>$0.65</td>
</tr>
<tr>
<td>$0.60</td>
<td>$0.50</td>
<td>$0.70</td>
</tr>
<tr>
<td>$0.65</td>
<td>$0.55</td>
<td>$0.75</td>
</tr>
<tr>
<td>$0.70</td>
<td>$0.60</td>
<td>$0.80</td>
</tr>
<tr>
<td>$0.75</td>
<td>$0.65</td>
<td>$0.85</td>
</tr>
</tbody>
</table>

When least leg is less than:

<table>
<thead>
<tr>
<th>7.5 and 4 point</th>
<th>6.5 and 4 point</th>
<th>5.0 and 4 point</th>
</tr>
</thead>
<tbody>
<tr>
<td>$0.45</td>
<td>$0.50</td>
<td>$0.55</td>
</tr>
<tr>
<td>$0.40</td>
<td>$0.50</td>
<td>$0.55</td>
</tr>
<tr>
<td>$0.45</td>
<td>$0.50</td>
<td>$0.55</td>
</tr>
<tr>
<td>$0.40</td>
<td>$0.50</td>
<td>$0.55</td>
</tr>
<tr>
<td>$0.60</td>
<td>$0.70</td>
<td>$0.75</td>
</tr>
<tr>
<td>$0.65</td>
<td>$0.70</td>
<td>$0.80</td>
</tr>
<tr>
<td>$0.70</td>
<td>$0.75</td>
<td>$0.85</td>
</tr>
<tr>
<td>$0.75</td>
<td>$0.80</td>
<td>$1.00</td>
</tr>
</tbody>
</table>

Sixteen pages and more of the same face and size, 5 cents per page less; sixty-four pages, 10 cents per page less.

If made from Lithotone or Lithodot Rule the prices in Tables H and I are increased 25 per cent, to which the above charges per page are added.

---

207
Squarround Circles
Square outside—round inside

PRICE LIST

<table>
<thead>
<tr>
<th>Size Block</th>
<th>Face</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>8 Em (.1 in)</td>
<td>1422...</td>
<td>.85</td>
</tr>
<tr>
<td>4½ Em (.4 in)</td>
<td>1422...</td>
<td>.90</td>
</tr>
<tr>
<td>6 Em (1 in)</td>
<td>1423...</td>
<td>.95</td>
</tr>
<tr>
<td>7½ Em (1½ in)</td>
<td>1423...</td>
<td>1.00</td>
</tr>
<tr>
<td>9 Em (1½ in)</td>
<td>1423...</td>
<td>1.06</td>
</tr>
<tr>
<td>10½ Em (1½ in)</td>
<td>1423...</td>
<td>1.10</td>
</tr>
<tr>
<td>12 Em (3 in)</td>
<td>1423...</td>
<td>1.20</td>
</tr>
<tr>
<td>13¼ Em (3¼ in)</td>
<td>1423...</td>
<td>1.30</td>
</tr>
<tr>
<td>15 Em (3½ in)</td>
<td>1423...</td>
<td>1.40</td>
</tr>
<tr>
<td>16½ Em (3½ in)</td>
<td>1423...</td>
<td>1.50</td>
</tr>
<tr>
<td>18 Em (3½ in)</td>
<td>1423...</td>
<td>1.60</td>
</tr>
</tbody>
</table>

(The size in inches is given for comparison with the old sizes)

In the above price list we show the popular double rule series No. 125, but we can furnish other single, double or triple line faces shown in the Brass Rule Section of the American Specimen Book of Type Styles.

The dotted rule at the four corners shows the size of the square block on which the circle is made.

Squarround Circles are trimmed to twelve point ems.

Squarround Brass Circles do away with the annoyance of justifying the old-style round circle in the form. The matter on the inside of the circle is set in the usual manner and the Squarround Circle is inserted in the form as easily as a piece of type or furniture.
**BRASS ROUND CORNERS**

SIZE
- 6¼ x 6¼
- EMS
- OUTSIDE MEASURE

2 Point No. 210

3 Point No. 310

Price per set of four, 2, 3, 4 or 6 Point $0.50

FOR
- NEWSPAPER
- ADS

**4 Point No. 410**

**6 Point No. 610**

**METAL RULES**

We can furnish many of our faces of brass rule made of metal instead of brass at one-half the prices charged for brass rule. Naturally, these metal rules do not wear as long as brass rules, but for special jobs where the run is not long these metal rules are generally satisfactory. This applies especially to bodies from 6 to 36 point and for faces of rule where the lines are not finer than one-half point.

**CHECKERBOARD BRASS RULE**

<table>
<thead>
<tr>
<th>1701</th>
<th>1 Point</th>
<th>$0.12</th>
</tr>
</thead>
<tbody>
<tr>
<td>1701½</td>
<td>1½ Point</td>
<td>15</td>
</tr>
<tr>
<td>1702</td>
<td>2 Point</td>
<td>18</td>
</tr>
<tr>
<td>1703</td>
<td>3 Point</td>
<td>24</td>
</tr>
<tr>
<td>1704</td>
<td>4 Point</td>
<td>30</td>
</tr>
<tr>
<td>1706</td>
<td>6 Point</td>
<td>45</td>
</tr>
</tbody>
</table>

**CHECKERBOARD RULE COMBINATIONS**

- 3068-1702-1701-1702-3068

Three pieces of 1702

Three pieces of 1702

Two pieces of 1702

1213-1483-3484-1704-1483-1213
The Typotabular Squares

TO THE printing office doing either a large amount or a limited amount of blank ruled forms the Typotabular System should be of interest. This new invention simplifies, expedites and greatly reduces the cost of composition on tabular and blank work, besides giving a much improved appearance to the completed job. The saving is not alone in the cost of composition, but in the time required to "cast off" or calculate widths of columns in tabular, figure, or blank work, such as sales slips, vouchers, time slips, cost slips, blank-book headings, billheads, statements, and many other jobs of printing done in every composing room.

Typotabular Squares are cast on one-em six point body. They are absolutely uniform. The top of each square is shaped as a four-sided pyramid, and when they are assembled V-shaped channels are automatically formed, running at right angles, six points apart, into which rules may be inserted at any multiple of six points without effort and without prying apart squares.

The illustration at the right shows a form, 30x41 ems, composed from an area of "Squares" 36x54 ems, the unused portion being left locked on the galley. After the form is printed the job is brought back to the galley, the rules taken out and replaced in the case and the area of 36x54 ems is again intact, ready for the next job which will fall within that measure. Any size area of "Squares" can be used, another popular and usable size being 9x12 inches, which is composed on a 12x18 galley. The prime advantage in using Typotabular Squares is that blank forms are set without any composition other than selecting and inserting the rules, the blank spaces setting themselves automatically.

Prices of Fonts and Accessories

<table>
<thead>
<tr>
<th>Description</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Typotabular Squares, fonts containing 27 square inches (about six pounds)</td>
<td>$4.00</td>
</tr>
<tr>
<td>Typotabular Squares, 8 fonts and over</td>
<td>3.60</td>
</tr>
<tr>
<td>Typotabular Foot Slugs, containing an assortment of special 12 point slugs</td>
<td></td>
</tr>
<tr>
<td>in lengths from one to ten ems by halves</td>
<td>1.25</td>
</tr>
<tr>
<td>Typotabular Galley End Lock and Dividers for 1 font (27x36 ems)</td>
<td>70</td>
</tr>
<tr>
<td>Typotabular Galley End Lock and Dividers for 2 fonts (36x54 ems)</td>
<td>85</td>
</tr>
<tr>
<td>Typotabular Galley End Lock and Dividers for 3 fonts (36x81 ems)</td>
<td>95</td>
</tr>
<tr>
<td>Typotabular Galley End Lock and Dividers for 4 fonts (54x72 ems)</td>
<td>1.10</td>
</tr>
</tbody>
</table>

*The Typotabular Galley End Lock is made to fit on the Pressed Steel or Brass Style, but can be adjusted to fit on most styles of All-Brass Galleys.*

That the proper system for readily obtaining the various widths of "feints" or cross rules may be easily understood, we have prepared the accompanying diagram showing the method of using two point and four point side-bevel brass rule. While the side-bevel rules are not essential for the satisfactory use of Typotabular Squares, more combinations are possible with their use than with center-face rules.

The diagram beginning with 8 point shows graduation by 2 points, viz: 8, 10, 12, 14, 16, 18, 20 and 22 points, by use of 2 and 4 point side-face rules. If intermediate ruling is necessary, 7, 13, 19, 25, 31 points, etc., can be made with 1 point rule, and 9, 11, 15, 17, 21, 23, 27, 30, 33, etc., can be made with 3 point side-face rule.

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A Practical Working Outfit

The essential items for operating this system are few in number, viz: One or more fonts of Typotabular Squares, a font of Foot Slugs, galley and dividers of proper size with galley end lock and fonts of brass rule with plenty of short pieces. In developing this system, however, we found that no rule cases allowed sufficient space for short pieces. So the Tabular Rule Cases (listed on page 214) were designed to fill this need. Then naturally followed a Working Top to hold the cases and the galleys, the latter containing the "base" or "Squares" ready for use.

The Typotabular Working Top

There is no other cabinet or piece of printers' furniture on the market that is exactly adapted to the needs of the Typotabular Square System. The Typotabular Working Top can be set on any flat-top cabinet but is especially designed for the No. 62, full-size, standard height, New Departure Cabinet. To allow room in front of the bank for a 12x18 galley, the top is made to overhang the cabinet in front about five inches.

This construction gives space on each shelf for a 10x16 and a 12x18 galley of the Pressed Brass or Pressed Steel style. Two 8¾x13 galleys can be placed in the compartment under the bank, which is hinged at the top, or this space can be used for additional quarter cases. With this Working Top everything needed for composing blank rule forms by the Typotabular Square System is within easy reach. The galleys, complete with galley locks, dividers and "Squares," are instantly available. When the form has been composed, the galley with the unused portion of "Squares" is returned to the shelf to be taken out again to receive back the "Squares" when the job has been run off. The rule is quickly removed and placed in the cases.

Prices of Typotabular Working Tops

1 Typotabular Working Top with Cases as shown above .......................... $25.45
2 Typotabular Working Tops with Cases as shown below .......................... 50.00
Tabular Rule Cases

Four fit in a blank case

These cases have been designed to meet the need of ample room for the short lengths of rules. In numbers 10, 11, 12, 14, and 15, the compartments hold 30 pieces of 3-point rule, a convenient amount to pick up for insertion in a tabular form. They are especially desirable for setting blanks by the Typotabular Square System, as the small compartments enable the compositor to use 2 or 3 rows for Typotabular Metal Foot Slugs, 2 rows for 5-point slugs, 4 rows for 5-point rule, etc., changing the layout to suit the particular requirements. See page 119 for Typotabular Gothic, made on en and em body especially for tabular blank forms. The capacity of the cases indicated below is based on 2-point rule.

<table>
<thead>
<tr>
<th>No. 10 Tabular Rule Case</th>
<th>No. 11 Tabular Rule Case</th>
<th>No. 12 Tabular Rule Case</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>No. 13 Tabular Rule Case</th>
<th>No. 14 Tabular Rule Case</th>
<th>No. 15 Tabular Rule Case</th>
</tr>
</thead>
<tbody>
<tr>
<td>Size: 7½ x 15¼ inches. Weight: 18 oz. Holds 30 pieces each length 21 to 36 ems by ½ ems. Price: $0.90</td>
<td>Size: 7½ x 15¼ inches. Weight: 17 oz. Holds 200 pieces each length 17 to 20 ems by ½ ems. Price: $0.80</td>
<td>Size: 7½ x 15¼ inches. Weight: 19 oz. Holds 500 pieces each length 1 to 3 ems by ½ ems. Price: $1.25</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>No. 16 Tabular Rule Case</th>
<th>No. 17 Tabular Rule Case</th>
</tr>
</thead>
<tbody>
<tr>
<td>Size: 8 x 15¼ inches. Weight: 5 oz. Holds short pieces of rule cut to points. Compartments for 35, 36, 37, 38, 39, 40, 41, 42, 43, and 45 points. Price: $0.60</td>
<td>Size: 7½ x 17½ inches. Weight: 11 oz. Holds 200 pieces each length 1 to 3 ems by ½ ems and 300 pieces each 3½ and 4 ems. Price: $0.65</td>
</tr>
</tbody>
</table>

NEW MIDGET LEAD CASE
Size: 5 x 7½ inches. Weight: 0.7 ounces. Three occupy same space as a quarter case and are designed to hold fonts of 1 point Brass, or 2 or 3 point metal. American Line Leads, cut from 1 to 20 ems by ½ ems. Price, case only: $0.70

Ad-Man’s Brass Rule Borders

These Ad-Man’s Rule Borders are designed for newspaper advertisements. Measurements given are for the length only, and all pieces are mitered at both ends. The usable assortment (cut to accurate newspaper sizes), with low price, makes these Ad-Man’s Rule Borders a valuable addition to every newspaper office.

These measures are on the standard six-column paper using six-point column rule. If they are made for a seven- or eight-column paper the sizes of half-page and full-page pieces should be made longer.

The customer should be particular to state the number (which is the style) of rule desired. Say, he should also be very careful to state how he measures his ads. The sizes here given are all full measure. The six-inch ad is a full-size border. If he charges for blank space top and bottom he should then deduct a piece from each size in length. If he charges for space at bottom only he should then deduct a nonpareil from each piece in length, excepting the half-page and full-page pieces.

The face of the column rule for a six-column paper measures (not in inches) 13½. Allowing a six-point slug under head rule makes it 11¼ pieces for full-length border. The half pages are 8½ pieces—twice 8½ is 11½ one and one-half pieces shy. This is necessary to allow for a slug on each side of cut-off rule between ads.

The customer may want "half-pages are ten inches," but if figured on that basis it would not be possible to work a half page and a quarter page on the same page, etc.

Full seven- and eight-column top and bottom pieces as well as full and half page seven- and eight-column lengths will be furnished upon request at prices per piece as given in Table I plus the mitering charge.

West Virginia Rule Case

The West Virginia Rule Case, quarter size, holds a regular scheme 15 lb. font of 2 point rule and 15 pieces extra 1½ to 6½ ems by ½ ems. Makes a total of 106 pieces each 1 to 6½ by ½ ems; 30 pieces 6½ to 10½ by ½ ems; 24 pieces 11 to 20½ by ½ ems; 12 pieces 21 to 25½ by ½ ems; 12 pieces 26 to 30½ by ½ ems; and 6 pieces 31 to 36½ by ½ ems. Price of special font, plain rule, $36.67. Price of case only: $1.50
Specimens Composed by the Typotabular System

<table>
<thead>
<tr>
<th>BILL NUMBER</th>
<th>PERIOD</th>
<th>DATE REC'D</th>
<th>AMOUNT</th>
<th>PURCHASER NUMBER</th>
<th>SENT TO</th>
<th>DATE</th>
<th>RET'D</th>
<th>SENT TO</th>
<th>DATE</th>
<th>RET'D</th>
<th>SENT TO</th>
<th>DATE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
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<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

REQUISITION

MR...

PLEASE DELIVER THE FOLLOWING FOR USE ON

JOB

<table>
<thead>
<tr>
<th>NO.</th>
<th>ITEMS</th>
<th>RETURNED</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
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<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

RECEIVED THE ABOVE

FOREMAN

TEAMSTER

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