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
# AMERICAN TYPE FOUNDERS COMPANY

## SELLING HOUSES

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<tr>
<th>Location</th>
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</thead>
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<tr>
<td>Boston, Mass.</td>
<td>270 Congress Street</td>
</tr>
<tr>
<td>New York City</td>
<td>William and Frankfort Streets</td>
</tr>
<tr>
<td>Philadelphia, PA.</td>
<td>17-19 South Sixth Street</td>
</tr>
<tr>
<td>Baltimore, MD</td>
<td>213-217 Guilford Avenue</td>
</tr>
<tr>
<td>Richmond, VA.</td>
<td>1320 East Franklin Street</td>
</tr>
<tr>
<td>Buffalo, N.Y.</td>
<td>45 North Division Street</td>
</tr>
<tr>
<td>Pittsburgh, PA.</td>
<td>323 Third Avenue</td>
</tr>
<tr>
<td>Cleveland, OH</td>
<td>15 St. Clair Avenue, N.E.</td>
</tr>
<tr>
<td>Chicago, Ill.</td>
<td>43-45 West Congress Street</td>
</tr>
<tr>
<td>Cincinnati, OH</td>
<td>210-212 West Monroe Street</td>
</tr>
<tr>
<td>St. Louis, MO.</td>
<td>Ninch and Walnut Streets</td>
</tr>
<tr>
<td>Minneapolis, MN.</td>
<td>421 Fourth Street, South</td>
</tr>
<tr>
<td>Kansas City, MO.</td>
<td>602-604 Delaware Street</td>
</tr>
<tr>
<td>Denver, COLO.</td>
<td>1621 Blake Street</td>
</tr>
<tr>
<td>Los Angeles, CA.</td>
<td>121 North Broadway</td>
</tr>
<tr>
<td>San Francisco, CA.</td>
<td>820-822 Mission Street</td>
</tr>
<tr>
<td>Portland, ORE.</td>
<td>92-94 Front Street</td>
</tr>
<tr>
<td>Spokane, WASH.</td>
<td>Sprague Avenue and Browne Street</td>
</tr>
<tr>
<td>Winnipeg, Canada</td>
<td>175 McDermot Avenue</td>
</tr>
<tr>
<td>Milwaukee</td>
<td>Conner, Fendler &amp; Company, 96 Beekman St.</td>
</tr>
<tr>
<td></td>
<td>Milwaukee Printers Supply House, 125 Second St.</td>
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## FOREIGN SELLING AGENTS

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<td>Toronto, Montreal, Canada</td>
</tr>
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<td>C. W. Short &amp; Co., Ltd.</td>
<td>36 Whitefriars St., Flirt St., London, E.C., England</td>
</tr>
<tr>
<td>E. C. McCullough &amp; Company</td>
<td>Manila, Philippine Islands</td>
</tr>
<tr>
<td>Hawaiian News Company, Ltd.</td>
<td>Honolulu, Hawaiian Islands</td>
</tr>
<tr>
<td>S. Cooke, Proprietary, Ltd.</td>
<td>Melbourne, Australia</td>
</tr>
<tr>
<td>Storer, Meek &amp; Company</td>
<td>Wellington, New Zealand</td>
</tr>
<tr>
<td>Commercial Press, Ltd.</td>
<td>Shanghai, China</td>
</tr>
<tr>
<td>Shewan Tomes &amp; Company</td>
<td>Hong Kong, China</td>
</tr>
<tr>
<td>American Trading Company</td>
<td>F.O. Box 889, Durban, Natal, South Africa</td>
</tr>
<tr>
<td>Asutosh, Auddy &amp; Company</td>
<td>Calcutta, India</td>
</tr>
<tr>
<td>National Paper &amp; Type Company</td>
<td>33 Burlington Slip, New York City</td>
</tr>
<tr>
<td></td>
<td>City of Mexico, Monterrey, Guadalajara, Quaymas, Mexico</td>
</tr>
<tr>
<td></td>
<td>Havana, Cuba; Buenos Aires, Argentina; Lima, Peru</td>
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TO

American Specimen Book of Type Styles

SUPPLEMENT

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Announcement

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

Keep this supplement with the big catalogue for ready reference.

American Type Founders Company
The Most Progressive Typefoundry in the World
RESPONDENT
Slowly Convincing

CHARGING TIME
Hours Become Money

BROWNED URCHINS
Country sunshine imparting complexions indelibly baked

LEARNED INSTRUCTOR
Educational advantages provide modern youth ultimate triumph
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 UNEXCELLED
We have a service department known as the Efficiency Department; its single purpose is to solve your printing problems

PROGRESSIVE PRINTERS
Many large concerns have taken advantage of this opportunity to secure better work $1234567890

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

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

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

PROGRESSIVE PRINTERS
Many large concerns have taken advantage of this opportunity to secure better work $1234567890

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

IT'S THE PROFIT THAT COUNTS

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

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

OUR NEW BANKING DEPARTMENT IS PLEASING DEPOSITORS AND RECEIVING COMMENDATION

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 is a classic type design that has attained great popularity among printers and advertisers. It conveys the hand-lettered effect so much sought after by artistic printers and so greatly admired by all wise publishers and advertisers in this country and style. Cloister Oldstyle conveys that hand-lettered effect so much sought after by artistic printers and so greatly admired by all wise publishers and advertisers in this country and style.

A narrative of Cloister Oldstyle, Cloister Italic, and Cloister Title which shows modern ideas in typefounding as a great assistance to printers.

Cloister Oldstyle is cast on the script line and made in thirteen graded sizes. American Type Founders Company is the originator of the family idea in type design.

The Classic Type Design
That has attained great popularity among printers and advertisers.
NEW PARIS FASHIONS
SHOWN IN NEW YORK FOR THE FIRST TIME

OCKMORE & GOLDSTEIN are now holding informal displays of latest Paris Fashions in Suits, Coats, Gowns, Wraps, Skirts and Fall Millinery for your immediate selection or made to order. This store has been called “The Paris Shop of America” and those who have seen this display have expressed the same thing. If it is the last word in style you will be sure to find it at the Rockmore & Goldstein shop. There is no greater selection in this city. A visit to our show rooms, and a casual inspection of our stock, will convince you that our 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 whate'er we say and do;
If we put a purpose in it
That is honest thro' and thro'
We shall gladden life and give it
Grace to make it all sublime;
For, though life is long, we live it
Just a minute at a time.

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

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

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

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

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.

6 Point
30 A $3.05 60a $3.05 $2.75

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 as fine for 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 ofttimes bloodshed ensued; and very frequent were the brawls from such accidental meetings which disturbed the happy quiet in the streets of Verona. Lord Capulet made a great supper, to many fair ladies and many noble guests.
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 Nicked Boxes

25¢

SOLD AT DRUG AND DEPARTMENT STORES

EXHIBITION OF FLEMISH MASTERPIECES

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

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 & Tuffis Evening Apparel

BROAD STREET - PHILADELPHIA
The National Press Quality

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

GRAND MUSICAL

Given by HELEN WHITE and EMM

Assisted by AGNES MILLER, 

Danforth Memorial Pal
Thursday, June 28, 1918, Eight o’Clock 

Admission 50 Cents

A BEAUTIFUL
BOOKLET & A
HARMONIOUS
TYPE FACE

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

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 certain the season’s most popular pleasure car.

THE GEMEL MOTOR COMPANY
No. 463 DEARBORN STREET, CHICAGO

Lecture Course

HISTORY · LITERATURE · TOURING

The Shakespeare Literary Society
of the Peabody Institute

Season of Nineteen-Seventeen
First Monday in Each Month

CHILDREN’S WORK IN THE EAST ROOM
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

INSPIRED MIND REQUITED
BUILDS SURPRISING HOME
MYSTERIOUS RESEARCHES
NOTED PRINTERS RETIRED
STRENGTHEN INJECTIONS
EXPERIENCED BELGIAN SOLDIERS
MODERN MEDICINES IMPROVING
PROMINENT SPEAKERS ENTHUSE
REMARKABLE SERVICE RENDERED
OPTIMISTIC MERCHANT INSPIRES
EFFICIENCY DECREASING PRINTING EXPENSES
HIGHER GRADES OF BOOKLETS PLEASE BUYER
ENERGETIC MERCHANT'S DELIGHTED WEEKLY
THE BRIGHT SUNSHINE GLADDENS CHILDREN
PROPOSITION NOW CONSIDERED SURPRISING
ELUSIVE DOLLARS $1234567890 INTEREST MANY
THE KODAK

FOR OUTINGS AND VACATION DAYS IS A SOURCE OF CONSTANT DELIGHT

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

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

A RARE PLACE WHERE CLIMATE, SOIL AND WATER HAVE ENTERED INTO A GIGANTIC CONSPIRACY TO PRODUCE ANNUALLY THE MOST PLENTIFUL CROPS—YOU’VE SURELY FOUND THE VERY END OF YOUR RAINBOW HERE IN MEREDITH, FOR THERE REALLY IS ONE SUCH SPOT. WE HAVE KNOWN IT FOR SOME TIME. THE ROADS AND WALKS HERE UNDOUBTEDLY ARE THE BEST IN EASTERN MINNESOTA. LOOK ON THE MAP FOR THIS TOWN—you will find it in the center of Dunfield County, within reach of the greater markets, and connected with them by four railroads. At the present time conditions in Meredith are exceptional, and many investors speak in the most optimistic manner regarding this section. Never in the history of the country has the call of suburban life been more insistent than at present. We handle a list of real estate unequalled in Meredith.

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

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

Cloister Bold Oldstyle Figures 1234567890 are put up in separate fonts and furnished only when specially ordered
Miss Angelica

By SIR EDWARD MILLS

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 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 INVARIAFLY 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.

WONDERFUL IN TONE

ENMIR PIANOLA

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.
Period Furniture
NEW HAYDEN SHOP FURNITURE SUGGESTIONS FOR THE ENTRANCE HALL

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 of the modern home. Hayden Shop reproduces the suggestion of securing such furniture.

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.

BUCHANDIA'S
Hutchinson Building Number 570 Fifth Avenue

INVITE INSPECTION OF THEIR LATER MODELS
TAILORED SUITS AND WRAPS
DRESSMAKING SALONS TODAY THIRD FLOOR

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

DIAMONDS GOLD JEWELRY WATCHES CLOCKS

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

CHANGING FORMS AFFECTING THE CORRECTIONS ON PROOFS

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

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

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

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 U Y V W "" & ~

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

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

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

Note this number in case check is lost
No. 4625

28
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.

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"
EXTENSIONS

HOISTING LINK
PREDETERMINE

MODERN PRINTING
LINGUISTS NOBLER

REMINDERS
NICE PROSE

CHANGE QUICK
MORE SOLDIERS

BURN MAIN HOUSE
HISTORIC REFORMS

PRINTER INEXPERIENCED
MORE PEOPLE SUBSCRIBE
GAMBLE & BROS.

MAIN AND LOCUST STREETS

DESIRE TO EMPHASIZE THE MAGNIFICENCE OF THEIR SHOWING OF

WINTER FASHIONS

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

GOWNs · WRAPS · SUITS · COATS
BLouses · MILLINERY

WEEK OF OCTOBER TWENTY-FIFTH

Gamble Styles are Authoritative Styles

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

A MERRY CHRISTMAS AND HAPPY NEW YEAR

MARK HANSON

1916-1917
HANDSOME FOLDER
Extraordinary Proofreader

INSTRUCTOR CONSIDERED
Concerning Quality Advertisement

MERCHANDISE INTRODUCTION
Beautifully Designed Specimen Creations

PRINTER MODERNIZED SALESMAINSHP
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
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 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.
123 Broadway :: Brunswick City
The image contains a page from a publication discussing different types of fonts and their applications in printing and design. The text highlights the benefits of using Goudy Oldstyle font series, particularly for printing and design purposes. It discusses the importance of choosing appropriate typefaces for different applications, such as advertising, composition, and equipment design. The page also mentions the efficiency of certain arrangements of material to save time and reduce costs in production processes.
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 $123,456,7890

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

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

ABSOLUTE CLEANLINESS OF PRESSES ESSENTIAL
When attempting to match the engraver's progressive proofs on process color work, extreme precautions must be taken to insure absolute cleanness of press and rollers. Separate rollers should be used for yellow or red exclusively, as the rollers used for black or blue inks might be stained, especially on the ends near rolling surface. Extra wash-ups are needed for best results $123,456,7890

These Special Characters J T Y 24 & Furnished with Each Font
Brief, Logical Thoughts about the Daily Problems of Our Life

EN who have something the world wants, and are willing to work hard to get results, are the ones who will always hold the winning hands. After grasping success, many a man has become lazy, letting things drift and drift, until the shutters had to be posted. Reaching the top is only half the battle; the hard work that got you there must be continued day by day to keep you there in equilibrium.
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 DESIRED TO ENTICE THE READER'S ATTENTION FROM THE INTERESTING STORIES IN THE POPULAR PERIODICALS. A LEGIBLE AND MEDIUM SIZED TYPE FACE IS ONE OF THE PRIME REQUISITES.
ROAN INSTITUTE
SITUATED IN A PICTURESQUE AND HEALTHFUL REGION OF WEST VIRGINIA WITH THE MOST MODERN EQUIPMENT FOR THE PHYSICAL WELFARE AND MENTAL TRAINING OF BOYS

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 sanitations, 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 COURSE OFFERED DR. GEORGE HORN

SEASON OF 1917 AT ROGNA ACADEMY FIRST MONDAY IN EACH MONTH

JOHN MAURICE DURAN
SHAKESPEAREAN LECTURES AND RECITALS

REPERTOIRE

MERCHANT OF VENICE TAMING THE SHREW ROMEO AND JULIET

 KING HENRY III MACBETH TWELFTH NIGHT

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

BALCOM & SON CHICAGO, ILLINOIS

A TREATISE BY GEORGE NIXON

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

TYPE AND ITS RELATION TO PRINTING

CHICAGO, ILLINOIS
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 Compositor 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

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 490-441 of the American Specimen Book of Type Styles (1912)
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 146-231 of the American Specimen Book of Type Styles (1912)
The Southern Pennsylvania Trap Shooter

Giving the Complete Record Scores for 19

THE OUTDOOR SPORTSMAN
364 Sportman Street, Philadelphia

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.

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

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

STEINMAN & SONS
304 West 23d Street, New York City
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 144-221 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.

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

W

WILSON'S HATS

SPRING STYLES ARE NOW ON DISPLAY AT ALL WILSON STORES

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

Stores in all leading cities throughout the United States and the Dominion of Canada
MODERNIZE
History Notes

NEAREST 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

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

THE IDEAL PORCH FURNITURE

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

ROCKER $5.75   SETTEE $9.50
ARMCHAIR $4.50

Murray Bros.
KING AND FULTON STREETS

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

Thracian Society

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.
"Cheerful, Luxurious and Comfortable"

THE HOTEL DELUXE THAT COURTESY BUILT

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

HOTEL KINNER—ARLINGTON SQUARE

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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 travelers plenty of
The largest house W. & G. official rank

FAIR
OF U.

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
Venetian Series

PATENTED DEC. 8, 1914

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

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

KING SPORT SHIRT
WITH ADJUSTABLE COLLAR

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

THE INGRAM SHIRT STORES
ALL LEADING CITIES

THE MAINЕ PAPER COMPANY

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 skilful lawyer masses his he most carefully planned inning of his case, besidesays bolster his statements incisive arguments for the evidence and the opinions documents must be arranged ing so that these thoughts ous opinions. Then some message should be designed rent is much like a shotgun ondingly weak impression rifle bullet which puts real finite resistance and takes The effect never comes by nting. It generally results ying advertising from the is hopelessly involved and high-class writer sedulously d reader on the defensive. If one rest is a thing created and active and forceful diction hose elements cause rapid e action. If it does this the man becomes a good copy difficulty of his task. Many ful general must properly Every person doesn’t find spection of what we write doubt about it, thorough the opening paragraph of
Venetian and Venetian Italic in Display

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. Magazines devoted exclusively to art and art have been enlisted for attracting the attention of the public in the aggregate to large sums of money offered to kindle the ambition of the buyer. The result has been that there has been a systematic and effective exploitation of the benefit of every kind of business that this profession on the whole has developed, in its "stone age." Advertisers selling the traveler to buy the automobile have thrust it into his face, and he has no choice but to accept it. Even the corners of the city light up to attract people.

Full type cases mean more profits and superior results

AMERICAN TYPE FOUNDRERS COMPANY

Originator of Popular Type Styles

Venetian
AND
Venetian Italic

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

For High-Grade Magazine and Booklet Printing

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

THE HUNTERDEN LODGE WELCOMES FOLLOWERS OF OUTDOOR PASTIMES

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

Set in eleven point Venetian, opened with one point leads

Set in nine point Venetian, opened with one point leads
Venetian Italic Series

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

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

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 nine point and eleven point of the Venetian Italic Series are also made, but are sold in Weight Fonts only
The Camp for Your Boys
The Ideal Spot for Boys to Spend the Hot Summer Months

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 OBLIL’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 basely, ’twere too long.
SHAKESPEARE

FIRST ANNUAL DINNER MAY SEVENTH

NATURE LOVES VARIETY IN ALL THINGS

Merlington County Horticultural Society

EXHIBIT OF SWEET PEAS ORCHIDS AND HOUSE SHRUBS

Harrisburg High School May Fourteenth
Light Oldstyle

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

SUPPLEMENT 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
THE STRICKER NATIONAL BANK
COSTELE GEORGIA

CAPITAL STOCK
$50,000

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

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
Caslon Oldstyle No. 471
CAST ON ORIGINAL LINE

72 Point
PRINTERS
Build House

3 A $7.50  3 a $4.20  $12.50

60 Point
INSPECTING
Recent Benefits

3 A $5.45  4 a $3.80  $9.25

48 Point
UNIFORM KINDS
Harmony with Caslon

4 A $3.50  6 a $3.00  $6.50

42 Point
CHARMING ROMAN
Produces Brilliant Effect

4 A $2.90  6 a $2.45  $5.25

36 Point
REQUIRING PERFECTION
Fastidious Purchasers Gratified

5 A $2.45  7 a $2.05  $4.50

For other members of the Caslon Family see pages 110-123 and 314-353 of the American Specimen Book of Type Styles (1913)

58
Caslon Oldstyle No. 471
CAST ON ORIGINAL LINE

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 116-123 and 214-232 of the American Specimen Book of Type Styles (1918)

2. With respect to Italy—the French and Spanish Army having also taken from the King of Sardinia the strong City and Fortresses of Nice, the very Gate or Passage between France and Italy; the Rest of the Barrier being the Alpine Range of Mountains, exceeding high, rocky, steep and impassable 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 6th
- The Merchant of Venice — April 15th
- Macbeth — May 16th
- Love's Labor Lost — June 17th

Brookline Literary Club, 42 Harvard Street

AFTERNOONS AT THREE O'CLOCK

COURSE TICKET, FIVE DOLLARS

---

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.
Caslon Oldstyle Italic No. 471
CAST ON ORIGINAL LINE

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 116-123 and 314-355 of the American Specimen Book of Type Styles (1911)
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.

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

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 a few groups as possible, in that way eliminating any possibility of misunderstanding on the part of the prospective reader.

PRINTER S LOW 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. $1234567890

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 a few groups as possible, in that way eliminating any possibility of misunderstanding on the part of the prospective reader.

PROPER POSITION OF MATTER
Care should also be exercised that the lines or groups of type are so placed on the page as to make the relation of one to the other as pleasing to the eye as possible. This means that attention must be given to the area and dimensions of the various groups of matter.

CONSISTENCY INSURES ECONOMY
Aside from the satisfactory appearance which a piece of composition that is set in accordance with the principles of simplicity conveys, there is a distinct saving in energy and money that must not be overlooked by the printer. This type arrangement which is free from any intricacy and therefore easy to comprehend, represents a saving in time for composition, consequently a lower hour cost is the employer.

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

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.

BY GREETINGS

AMERICAN BANK
OF CALIFORNIA

AMERICAN BANK
OF CALIFORNIA

Rector & Grant

The Formal Opening will take place Saturday afternoon August fifteenth

Lanville String Orchestra will be in attendance

JOHN RECTOR A. M. GRANT
ESTABLISHED 1873

64
**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**

<table>
<thead>
<tr>
<th>Point, Characters</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>6</td>
<td>$0.30</td>
</tr>
<tr>
<td>8</td>
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<tr>
<td>9</td>
<td>$0.35</td>
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<tr>
<td>10</td>
<td>$0.40</td>
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<td>11</td>
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<tr>
<td>12</td>
<td>$0.45</td>
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<tr>
<td>14</td>
<td>$0.45</td>
</tr>
<tr>
<td>18</td>
<td>$0.50</td>
</tr>
</tbody>
</table>

**Quaint Characters for use with Caslon Oldstyle Italic No. 471**

<table>
<thead>
<tr>
<th>Point, Characters</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
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<tr>
<td>8</td>
<td>$0.50</td>
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<tr>
<td>9</td>
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<td>10</td>
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<td>12</td>
<td>$0.45</td>
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<tr>
<td>14</td>
<td>$0.45</td>
</tr>
<tr>
<td>18</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 /, /k and / are made for 36-point Caslon Oldstyle Italic No. 471, and only the f and / 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**

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<td>42</td>
<td>$1.50</td>
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<tr>
<td>48</td>
<td>$1.50</td>
</tr>
</tbody>
</table>
DESIGNS PRINTING
Educational Lectures

INSURED PRESIDENT
Boiler Inspectors Retire

HOMESICK EXCURSIONIST
Musical Enterprise Launched

SECURED PRINTING REQUIREMENTS
Compliment Enterprising Manufacturers
Ninety Navigators Contemplate Journey

For other members of the Caslon Family see pages 116-123 and 314-353 of the American Specimen Book of Type Styles (1912)
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 Daring Aeronaut for Bravery
Insurance Underwriter $1234567890 Paid Legitimate Claim

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
Distinctive Features Shown in the Proper Display of Furniture Catalogue
Gorgeous Celebration Arranged for Homecoming Battle Ships and Sailors
Souvenir Programme Costing $123456789 Shows Typographical Ingenuity

For other members of the Caslon Family see pages 116-123 and 214-233 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

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

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

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

For other members of the Bodoni Family see pages 68-75 and 276-283 of the American Specimen Book of Type Styles (1915)

68
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 TYPOGRAPHIC 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 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 378-392 of the American Specimen Book of Type Styles (1912)
PRINTER'S 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 REQUISITE RECOGNIZED
If you are desirous of increasing profits you should immediately investigate the merits of our ideas about $1234567890 real efficiency

THE HISTORY OF PRINTING SHOULD INTEREST YOU
Difficult it is to realize the plight of the civilized world before the invention of printing, when few books existing were all written by hand. A few stories and legends were passed on by word of mouth, and shot was the only help the times afforded the imagination. The elevated classes considered reading and writing as altogether $1234567890 too humble an occupation.

For other members of the Bodoni Family see pages 65-75 and 378-393 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 68-75 and 378-393 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

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

Alfred Constantine & Sons
IMPORTERS OF
CURIOS

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 Fairview 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 HERKESON FOR THE ANNUAL BOOK EXHIBITION OF THE HAMILTON GUTENBERG CLUB

January Third to February Twelfth
Hall of Records, Hamilton, Ontario
DISTINCTIONS CHARMS DUKE

INTRENCHMENT HOLDS PRINTER

HISTORIC METHOD MASTER SPECIMEN

SOUTHLAND HOTEL
EXTENDS YOU A MOST CORDIAL INVITATION TO ATTEND A FORMAL OPENING OF THE NEW CHESAPEAKE ROOM
MONDAY EVENING SEPTEMBER FIFTEENTH NINE O'CLOCK

GUESTS WILL ENTER THE FOYER ON MADISON STREET; THE RECEPTION ROOMS ARE TO THE RIGHT, AND SMOKING PARLOR TO THE LEFT KINDLY USE THIS CARD FOR ADMISSION
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 LINZEY
CHAIRMAN OF SPECIMEN COMMITTEE

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

THE STODDARD HOTEL
THURSDAY EVENING, DECEMBER FIFTH NINETEEN SIXTEEN
Century Oldstyle Bold Condensed

EMBERS
Kingbird
SPECIMEN
Companion
INTERESTING
Bought Models

For other members of the Century Oldstyle Family see pages 110-115 and 231-252 of the American Specimen Book of Type Styles (1912)
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 234-253 of the American Specimen Book of Type Styles (1912)

79
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 interference with American commerce will deal at length with the action of that Gov-

Continued on page 2

COTTON ALLOWED TO NEUTRAL LANDS

TRAP AL OF TRU
Auto Dealer Accu That Robbed
LOOT TAKEN TO
Fugitive Caught Wh to Visit His Fianc

CENSUS REFUS
Only 6 Enumerator in One Distri

BIG DEDUCTIC
No Explanation F to Satisfy Th

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

MASTERPIECES IN EVERY SENSE OF THE WORD

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

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
Dear Sir:

You are hereby notified that payment will fall due on the first of July, in accordance with arrangements. Compound interest to be paid will must be in our office before the June the twentieth.

Henry Muirstone, President

William Hunter, Secretary

Muirstone & Hunter
Dealers and Traders in All Forms of Bonds

Dr. George Husten
Chiropodist

Office Hours
10:30 A.M. to 3 P.M.
5 to 7 P.M.

425 North Second Street
Columbus, Ohio

14 Point
11 A $1.75

HOMES REFUSED

12 Point No. 5
12 A $1.50

MONUMENT RUINED RENDER SPECIMENS

12 Point No. 4
15 A $1.50

INGENIOUS EXHIBITION ENTERPRISING PERSON

12 Point No. 3
16 A $1.50

INTERESTED PERFORMERS MODERN HOME FURNITURE

12 Point No. 2
18 A $1.50

REPORT NUMEROUS SCHEMES DISCONTINUE EXPORT STORE

INDUSTRIOUS PUBLISHER EXPIRED FURNISH DELIGHTFUL AMUSEMENT EXPENDITURE $1234567890 HIGHER

6 Point No. 4
20 A $1.00

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

6 Point No. 3
23 A $1.00

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

6 Point No. 2
26 A $1.00

MYSTERIOUS DISAPPEARANCE OF IMPORTANT LETTERS CIVILIZATION RETARDED THROUGH INTERNAL STRIFE MANY FIREFIGHTS SUCCEED $1234567890 IN HUG BLAZE

6 Point No. 1
30 A $1.00

RECENT INTENTIONS TO INCREASE THE OUTPUT CONSIDERABLE TESTS PROVE THE EFFICACY OF ALL IMPROVEMENTS INSTALLED REPORTS ARE CURRENT OF SUCCESSFUL EXPERIMENTS ABROAD

For other members of the Litho Family see pages 554-577, 785, 787 and 798 of the American Specimen Book of Type Styles (1912)
PROSPEROUS BANKER
DIGNIFIED MONARCHS

STUDENTS AND TEACHERS
ADMIRE PRINTING ARTIST

INDIVIDUALITY PERSONIFIED
WITH CHARMING CONCEPTION

SUPERIOR PRINTING BRINGS RETURNS
PROSPECTIVE CUSTOMER BANQUETED

Legible $1234567890 Numbers

For other members of the Litho Family see pages 355-377, 786, 787 and 788 of the American Specimen Book of Type Styles (1862)

J. S. HISON & COMPANY
BANKERS
Steamship Equipment Bonds
412 Chase Street
PHILADELPHIA

OFFICE HOURS
9 TO 11:30 A. M.

AS M. BURNLEY
Private Surgeon
CINCINNATI, OHIO

Combination Gothic

CONSERVING

NURSING

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 351-377, 786, 787 and 798 of the American Specimen Book of Type Styles (1912)
Factories located at Bombay, Calcutta and Tabriz

Extraordinary Sale

The well known firm of Roy & Price has been compelled to dispose of its fine stock of oriental rugs.

Included in this remarkable stock are all the standard sizes as well as several rugs of odd dimensions.

Arthur Humboldt & Son

Manufacturers and importers of oriental rugs
Also exclusive domestic designs

TELEPHONE ORDERS WILL RECEIVE OUR PROMPT ATTENTION

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
Drew Series

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
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...
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.

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

KINGLY MANOR
PATTERTON STREET & FIRST AVENUE
OVERLOOKING MOUNT CERNA PARK

Parquet Floors · Free Telephone Service
Steam Heat · Electric Lights

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: economic argument—business. Of other types it is said of the Packard in addition to its distinct economic cost of hand-lettering can be saved by its use, printer’s profit is often doubled or tripled.

AMERICAN TYPE FOUNDRY
MAKER OF POPULAR FASHIONS IN TYPE

Lithodot Brass Rule Versatile Initial

FIVE MINUTES’ WALK FROM CAMDEN STATION

The Milton Hotel
PRESTIN STREET, NEAR CHARLES
CLEVELAND

Single Room $1.50
Room with Bath $2.00

A Catalogue of
RARE SILK

Especially made for Crocheting, Embroidering & Knitting

BINDLE CO.
NEW YORK

Chic Decorator
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

REDOUCING 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

FACTS ABOUT AMERICAN BRASS RULE

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

CONCERNING THE FINANCIAL CONDITION

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

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 the greater, but every unnecessary step and every lost minute is an unnecessary loss, and does mean in many instances a total loss of profit, if not an absolute gift of time to the customer. If the plant is inefficiently or unscientifically equipped the loss is constant $2234567890
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

SUPER • CABARET • DANCING

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 Harns
Guest of Honor

FRIDAY, JUNE FIFTEENTH
NINETEEN SEVENTEEN
TABLE LINEN
FOR RECEPITIONS 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.

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

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 toilets as they stood on the innumerable small islands of sand which were not yet covered by the incoming tide. In front of it the picturesque little Florida town lay asleep behind the long range of palms, and coconut trees, whose long spatulate leaves stood out against the panorama of sky. Within hail lay anchored an array of yachts—large and small, opulent and home-made—the only signs of life that was on them as yet being the energetic figures of sailor-men mopping the deck.

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

It was about a child of the fairies who earned barely enough to supply his flour and butter by sketching beasts and birds for the penniless girl, called out her oft-remembered home. Insanity of it there was enough as well as herself to the owner of mangy.

AMERICAN CUT-COST EQUIPMENTS

AMERICAN CUT-COST EQUIPMENTS
FOR PRINTERS

If the majority of composing rooms delivered maximum profits, our Efficiency Department would not be needed. Printers who know of their large costs are greatly dissatisfied with the percentage of profits made by type composition, and several hundred have traced this condition to leaks caused by inefficient layouts combined with the use of numerous unsuitable equipments which numper current catalogues. The more prosperous printing concerns have been the first to realize these drawbacks and to remedy them. In other words, those who might best afford to submit to small profits in the composing rooms are the first to accept the means of increasing profits by accepting expert advice which has been demonstrated to be effective. Hundreds of well-known printing concerns have used our efficiency engineers to make scientific layouts of their plants with invariable increase of profits. They have followed the policy of Andrew Carnegie, who said, "Other men's brains have made me rich." "I'm said I have more courage than some. I let the bow-catchers use the old equipment—mine I clogged into the scrap-heap, quickly." Insufficiency is the thief of profits. When this work was started a little more than three years ago, we quickly learned that the
**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 very rudiments of motherhood she had mothered and brought up a large family of clamorous children and looked after the lonely father whose quiver was full, but whose much-loved wife lay in the little churchyard under a bank of flowers. Practical as her experience had made her, Mrs. Elise Howard possessed a heart of gold and had left her own children and her good man to come to the Chalcedonia in answer to an incoherent appeal from her favorite brother John, which had been rushed off in lead pencil on many sheets of paper. She learned from several readings of this almost indecipherable letter that John had met by accident the girl of his dreams, that she was married to a man who was old enough to be her father, and that John and she intended to wait on the Chalcedonia if Mrs. Howard would come and live on it with them until Jack Wood realized that his home, his children and himself meant less than nothing to his so-called wife, when, according to their strange and very childish way of thinking, he would come and set her free. For about a month Mrs. Howard had been living in that green country home while her own husband and children in a suburb of Iowa waited impatiently for her return. She had watched with wonder, amazement and a

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**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 mail and dwindling belief in the mentality of all women, and no belief whatever in mentality as a force in the relations of the sexes, he was satisfied to have about her any man, however clever, provided that he was absolutely devoid of physical charm.

The friend who came oftenest was Billy 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

CONVINE 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 $1234567890

These Special Characters A B D E G M N P R Y 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.

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

Royal Paper Company

MANUFACTURER OF HIGH-GRADE

BOND & LEDGER PAPER

Paper Bags & Twine

Represented by

HORACE STONER

DETROIT, MICH.

PROGRAMME

ORPHEUS CLUB

November Eighth

BARITONE

On the Road to Mandalay

SPEAKS

CONTRALTO

(a) A Dream

(b) The Sunbeam

SOPRANO AND TENOR

Duet from La Traviata

VERDI

BARITONE AND CONTRALTO

Tales of Hoffman

OFFENBACH

SOPRANO

(a) Aria from Carmen

(b) Mad Scene, Lucia

TENOR

Barber of Seville

ROSSINI

CARL J. HARVEY

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

FORTY-SIX CHASE STREET

NEW YORK CITY
Quick-Set Roman

Trade-Mark

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

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

<table>
<thead>
<tr>
<th>Font</th>
<th>Price</th>
<th>Capital</th>
</tr>
</thead>
<tbody>
<tr>
<td>10 Point</td>
<td>$1.40</td>
<td>$1.75</td>
</tr>
<tr>
<td>12 Point</td>
<td>$1.55</td>
<td>$1.90</td>
</tr>
<tr>
<td>14 Point</td>
<td>$1.70</td>
<td>$2.05</td>
</tr>
<tr>
<td>16 Point</td>
<td>$1.85</td>
<td>$2.20</td>
</tr>
</tbody>
</table>

6 Point

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

REPLACEMENT of the photo-litho transfers by prints on the zinc direct improved the quality of etchings to a degree where magazines were ready to give them place; and the discovery of the four-way powdering method reduced the length of the etching process as well as the amount of skill available for the daily press. The mechanical draftsmen of architects' offices or machine works and trained to make in imitation of wood-cuts and even of steel engravings began to think that if it were not for the transcendental of their art and taught to understand that the effects would vanish in the reproduction of one-third size or less.

<table>
<thead>
<tr>
<th>Font</th>
<th>Price</th>
<th>Capital</th>
</tr>
</thead>
<tbody>
<tr>
<td>30 A</td>
<td>$1.20</td>
<td>$1.35</td>
</tr>
<tr>
<td>32 A</td>
<td>$1.35</td>
<td>$1.50</td>
</tr>
</tbody>
</table>

A REVIEW OF STATIONERY RELATING TO THE PRINTER WITH OBSERVATIONS BY THE AUTHOR

BUSINESS stationery, to possess sales value should be pleasing. In other words, attractiveness is probably the most effective means of good advertising in any item of printed matter. It creates an attractive appearance of stationery and its advantages. It is an old thing which invites a second look, or more, if the design impresses the recipient will think of such a firm and the need of the community or service offered by that firm. Tastes differ, and what one admires in a design, represent perfection from an artistic standpoint, while if it is so as influencing opinion in favor of the firm. Good printing alone will not sell goods, and although it will no doubt create a fair amount of sales, it is not enough. Correct wording of itself will not impress a design to attract attention, will never

<table>
<thead>
<tr>
<th>Font</th>
<th>Price</th>
<th>Capital</th>
</tr>
</thead>
<tbody>
<tr>
<td>18 A</td>
<td>$1.95</td>
<td>$2.20</td>
</tr>
</tbody>
</table>

EFFECTIVENESS OF COLOR-PROCESS FOR THE REPRODUCTION OF ARTICLES

Many concerns have wanted to present their equipment and methods to the eyes of the public by means of illustrations, but has not been able to be done in favor of the idea that handling the subject, but that nothing is lacking of perfection. Contrast is necessary. 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

<table>
<thead>
<tr>
<th>Font</th>
<th>Price</th>
<th>Capital</th>
</tr>
</thead>
<tbody>
<tr>
<td>22 A</td>
<td>$1.40</td>
<td>$1.75</td>
</tr>
</tbody>
</table>

Small Caps, from 6 point to 12 point inclusive, are fonted separately and sold at a uniform price of 50 cents.
QUICK-SET ITALIC

18 Point 12 A $2 00  21 A $2 15 $4 15

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

14 Point 17 A $1 75  32 A $2 05 $3 80

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

12 Point 20 A $1 60  39 A $1 85 $3 45

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

QUICK-SET BOLD

18 Point 12 A $1 96  21 A $2 10 $4 05

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

14 Point 16 A $1 70  31 A $2 05 $3 75

BALANCE SHEETS
Saving a few minutes every hour is effected

12 Point 20 A $1 60  38 A $1 85 $3 45

HARMONIOUS COMBINATIONS
Type and borders should always be carefully selected with an eye to their suitableness $1234567890
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 738-747 of the American Specimen Book of Type Styles (1919)
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 758-757 of the American Specimen Book of Type Styles (1912)
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

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 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.”

Ring Motor Co.
EAST SCRANTON : PENNSYLVANIA
BASE BALL TO-DAY AT 2:45
South Broadford vs. Clarkdale
Don’t miss the Tuesday Games

THESE BOOKLETS FURNISHED FREE
UPON REQUEST

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

JAMES JOHNSON & CO.
1420 BROADWAY

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
<table>
<thead>
<tr>
<th>Font Size</th>
<th>Style</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>84 Point</td>
<td>eBook</td>
<td>$8.90</td>
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<tr>
<td>72 Point</td>
<td>eBook</td>
<td>$7.70</td>
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<tr>
<td>60 Point</td>
<td>eBook</td>
<td>$6.66</td>
</tr>
<tr>
<td>48 Point</td>
<td>eBook</td>
<td>$4.90</td>
</tr>
</tbody>
</table>

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

STUDENTS INSURED
Energetic agent employs new method successfully

For other members of the Caslon Family see pages 116-123 and 315-353 of the American Specimen Book of Type Styles (1912)
DUBLIN ACADEMY OF ART AND SCIENCE

Official Guide through the

Classic Sculpture

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

Exhibition Open Daily

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

NIBS

The Best Cakes Ever Produced

FREE TRIAL TOMORROW

RECKE’S PURE FOOD STORE
25 Broad Street

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
McCall’s Building

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

108
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

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

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

The ruled portion of form is set in Typotabular Squares (pamphlet explaining use of same sent on request), including the box headings. Typotabular 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 ABCDEFGHJKLMNORSTUVXYZ .".'.' $1234567890& 19A $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 ABCDEFGHJKLMNORSTUVXYZ  .".'.' $1234567890& 29A $1.00
All characters are cast on 4-point set, except Cap I, and points, which are cast on 2-point set.

<table>
<thead>
<tr>
<th>NAME</th>
<th>MONDAY</th>
<th>TUESDAY</th>
<th>WEDNESDAY</th>
<th>THURSDAY</th>
<th>FRIDAY</th>
<th>SATURDAY</th>
<th>RATE</th>
<th>CLASS</th>
<th>AMOUNT</th>
</tr>
</thead>
</table>

6 Point Typotabular Gothic No. 3 ABCDEFGHJKLMNORSTUVXYZ .".'.' $1234567890& 35A $1.00
All characters are cast on 3-point set, except Caps I, J, and points, which are cast on 3-point set.

6 Point Typotabular Gothic No. 4 | ABCDEFGHJKLMNORSTUVXYZ $1234567890& | 20A 39a $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, l, j, i, and t, which are cast on 2-point set, and m and w, which are cast on 6-point set.

<table>
<thead>
<tr>
<th>Size No.</th>
<th>Size Inches</th>
<th>Size Over All</th>
<th>Length and Breadth</th>
<th>SIZE OF MATERIAL</th>
<th>Price Complete</th>
</tr>
</thead>
</table>

6 Point Typotabular Gothic No. 5 ABCDEFGHJKLMNORSTUVXYZ .".'.' $1234567890& 29A $1.00
All characters are cast on 4-point set, except Caps I, J, and points, which are cast on 2-point set.

6 Point Typotabular Gothic No. 7 ABCDEFGHJKLMNORSTUVXYZ .".'.' $1234567890& 19A $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>
</tr>
</thead>
</table>

Spaces necessary for justification are included in each font.
### Adscript Series

**Prosperity Expectations**
**Beautiful Descriptions Returned**

Advertising School Diplomas
Gracefully Designed American Specimen

<table>
<thead>
<tr>
<th>Electric Fixtures</th>
<th>Kitchen Appliances</th>
</tr>
</thead>
<tbody>
<tr>
<td>The House Electric</td>
<td></td>
</tr>
<tr>
<td>Seventeen Lafayette Avenue</td>
<td></td>
</tr>
<tr>
<td>Philadelphia</td>
<td></td>
</tr>
</tbody>
</table>

Charles Harrison
President
and National Bank

Cleveland, Ohio

| Vacuum Cleaners | Sewing Machines |

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

Charming Qualification Noted
Durability of Adscript Pleased Critics
Honest Specification
Typographic Advertisement

Superior Printing With American Type
Customer Admires Simplicity
Progressive Foundry Designing New Specimen
Abundance of Material Necessary
Spring Announcement

---

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

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

Main galleries of Metropolitan Art Museum
July eighth and ninth
Lithograph Shaded

SHADING
18 Point No. 8
6 A $2.50

BRIGHTER
18 Point No. 7
7 A $2.50

MADE TONES
12 Point No. 6
10 A $2.00

QUICK VERDICT
12 Point No. 5
12 A $2.00

PROmise IDEAS
12 Point No. 4
16 A $2.00

DEmanded RETURN
6 Point No. 3
18 A $1.50

INspiring Printer
6 Point No. 2
21 A $1.50

Regarded Magnificent
Handsome Specimens Shown
6 Point No. 1
25 A $1.50

Mention Unique Design
Sought Modernized Outfits

Publishers Complimented Artist
Retain Experienced Compositors

INSTRUCTION
THROUGH AND CONSISTENTLY

VIOLIN AND
PIANO

MRS. A. J. WEIR
PIANO AND ACCOMPANYING

MRS. A. J. WEIR
VIOLIN AND ORCHESTRA CLASS

MOLIQUE
CONSERVATORY
OF MUSIC

ADVANTAGES
STUDENTS' CONCERTS AND
ORCHESTRA CLASS

Set in Lithograph Shaded and Lithofr Cooperative Roman

Colonial Tea Dansant
Olympus Garden

Washington's Birthday
Afternoon and Evening, Four to Seven

Exhibition Dancing, Minuet in Costume
Fashion Tea Dansants
Every Thursday

Miss Harm Smith and Miss Romaine

Admission $1.00
Which Includes Tea and General Dancing

113
<table>
<thead>
<tr>
<th>Size</th>
<th>A</th>
<th>B</th>
<th>C</th>
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</thead>
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<td>$3.00</td>
<td>$8.75</td>
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<td>$2.10</td>
<td>$3.95</td>
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<tr>
<td>8</td>
<td>$1.30</td>
<td>$1.60</td>
<td>$2.80</td>
</tr>
</tbody>
</table>

**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 146-231 of the American Specimen Book of Type Styles (1912)*
SPRING MODES

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

THE ORIGINAL PARIS CREATIONS

CORRECT AND EXCLUSIVE
SPRING APPAREL FOR ALL OCCASIONS

Hetmon Publishing Company

PRICE 25 CENTS

HOLDEN ALUMNI
Class of '89

THE
HOLDEN LAW
SCHOOL
New York City

THE MARKES
REMOVABLE
RIM

EVERY RIM A UNIT OF
SPEED

The Modern Method
RENUMBER
Strong Medal

BRIGHT MIND
Guide Departed

SUPERB DESIGNS
Leading Conception

EMINENT PRINTERS
Dignified Shaded Effect
Meritorious Enterprises

For other members of the Cheltenham Family see pages 140-221 of the American Specimen Book of Type Styles (1912)
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

HANDBSOME 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

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

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

GREATER HARVEST NOW OBTAINED
Printers in every section enjoy the greatest prosperity known to the craft. New life has been the direct result of pleasing type faces in the advertising field. Many benefits have reached the printer this way $1234567890

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

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

"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.

THIRD ANNUAL EXHIBITION
BOSTON ASSOCIATION OF PRINTING DESIGNERS

Catalogue

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

Peabody Institute
November Seventh and Eighth Nineteen-Eighteen
MYERS & HANISON
DECORATORS

WISH TO INFORM THEIR PATRONS AND FRIENDS THAT THEY WILL HAVE AN UNUSUAL AND MOST COMPREHENSIVE SHOW-ING 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 145-231 of the American Specimen Book of Type Styles (1912)
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

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

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

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 146-221 of the American Specimen Book of Type Styles (1912)
YES, THE CORRECT FALL
CRAVATS ARE HERE. YOU
CAN SELECT THE STYLES
WHICH BEST SUIT YOU. IT
WILL PAY YOU TO COME
AND INVESTIGATE THESE

Rodgers’
HABERDASHERS

“The Store of Perfect Service”

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

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

MODERN
EDUCATOR

for September

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

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

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

THE IRON JAWS
Thrilling and Sensational
Full of Surprises

The First Installment of The Iron Jaws will be shown at the
Rialto Temple of Motion Pictures on Tuesday, August Sixth

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

JUST the face for attractive Announcements Programs Menus Circulars and Stationery

A New Member of the Famous Cheltenham Family
BEQUEST
New Mode

HUNDREDS
Right Cipher

CLEAR SHADE
Daunted Knight

ELITE SHOWING
Popular Creations
Originated Design
Antique Shaded

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
Composer Recognizing Improvements

14 Point

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

10 Point

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

8 Point

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

QUEST PROFITABLE PRINTING
The busy and successful job office
procures increase of business with
the acquisition of new type styles
in ample $1234567890 quantities
THE BOSTON WIRE STITCHING MACHINES

Antique Shaded in Display

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 REPRE

Boston Machines Satisfy

ERS INCTION

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
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

**Pennsacola Island**
Granville, Illinois

---

American Type Founders Co.

ORIGINATOR DESIGNER TYPE BORDERS AND ORNAMENTS

Efficiency Equipments for the Printer and the Publisher

All Kinds of Plain and Fancy Brass Rule
COPPERPLATE GOTHIC SHADED

36 Point

CONSTRUCTING NAMES BROKER

30 Point

GRAND DISCOURSE EASTERN HUNTERS

24 Point No. 90

STRENUIOUS MECHANIC REDUCED PRICES MORE

24 Point No. 89

GRAND MUSICAL SOUVENIR MARVELOUS LITOGRAPHS

18 Point No. 89

DESIGN REQUIRE CURIOUS NOTICE

18 Point No. 88

HER BANKING HOUR CHARGE PROPOSED

12 Point No. 87

MADE DOCTORS DECIDE RESIGNS NICE POSITION USE $1234567890 ZERO

12 Point No. 86

CLERICAL HABITS REMAINED UNIVERSITIES ENTHUSIASTIC DISCARD ELECTRIC SIGNALS

4 A $4.30

5 A $3.60

6 A $3.00

7 A $2.90

9 A $2.50

11 A $2.50

13 A $2.00

17 A $2.00

21 A $2.00

24 A $2.00

27 A $1.50

31 A $1.50

38 A $1.50

For other members of the Copperplate Gothic Family see pages 670-685 of the American Specimen Book of Type Styles (1911)
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 SHADES. WE

HAVE EVERY REASON TO BE

PROUD OF THIS GREAT AND

BEAUTIFUL COLLECTION OF

THE MASTERPIECES OF THE

FAMOUS PARIS COUTURIERS

SHELL TELEPHONE 153

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.
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 738-747 of the American Specimen Book of Type Styles (1912)
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 Pokey Types
Dividend Maturing Unexpectedly

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

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

For other members of the Wedding Text Family see pages 800-801 of the American Specimen Book of Type Styles (1919)
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 Mederith
will deliver the address

Entertainment Committee
Miss Carrie Hamilton
Miss Margaret Williams
Mrs. Annie Cooke

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 778-798 of the American Specimen Book of Type Styles (1919)
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

HUBENI
INTERIOR DECORATOR

"1886-1916"

ORIGINATES COMPLETE DECORATIVE SCHEMES

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

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 ............. 30 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

Lithotone Brass Rule
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

60 Point Bodoni Shaded Initials
Price per font, 3 A ........................................... $7.50
Color, per font, 3 A ........................................... 7.50
Single character of either ......................................... .30
Single character, two colors ......................................... .60

24 Point Bodoni Shaded Initials
Price per font, 5 A ........................................... $2.00
Single character of either ......................................... .10 cents
Color, per font, 5 A ........................................... $2.00
Single character, two colors ......................................... .20 cents

MADE FOR ONE OR TWO COLORS

Lithotone Brass Rule

138
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 Bodoni Shaded Initials
Price per font, 3 A ................. $8.35
Color, per font, 3 A ............... $8.35
Single character of either .......... $0.35
Single character, two colors ........ $0.70
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

143
120 POINT CLOISTER INITIALS ARE MADE IN TWENTY-SIX CHARACTERS, A TO Z INCLUSIVE
Cloister Initials

144 Point single characters each 75c
Net 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

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

No. 12066 A . . . . . 50c
No. 12067 B . . . . . 50c
No. 12068 C . . . . . 50c
No. 12069 D . . . . . 50c
No. 12070 E . . . . . 50c
No. 12071 F . . . . . 50c
No. 12072 G . . . . . 50c
No. 12073 H . . . . . 50c
No. 12074 I . . . . . 50c
No. 12075 J . . . . . 50c
No. 12076 K . . . . . 50c
No. 12077 L . . . . . 50c
No. 12078 M . . . . . 50c
No. 12079 N . . . . . 50c
No. 12080 O . . . . . 50c
No. 12081 P . . . . . 50c
No. 12082 Q . . . . . 50c
No. 12083 R . . . . . 50c
No. 12084 S . . . . . 50c
No. 12085 T . . . . . 50c
No. 12086 U . . . . . 50c
No. 12087 V . . . . . 50c
No. 12088 W . . . . . 50c
No. 12089 X . . . . . 50c
No. 12090 Y . . . . . 50c
No. 12091 Z . . . . . 50c
Versatile Initials

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

Single character 30c

60 POINT VERSATILE INITIALS

No. 6066 A ..... 30c  No. 6079 N ..... 30c
No. 6067 B ..... 30c  No. 6080 O ..... 30c
No. 6068 C ..... 30c  No. 6081 P ..... 30c
No. 6069 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. 6075 J ..... 30c  No. 6088 W ..... 30c
No. 6076 K ..... 30c  No. 6089 X ..... 30c
No. 6077 L ..... 30c  No. 6090 Y ..... 30c
No. 6078 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
72 Point Versatile Initials

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<tr>
<td>7264</td>
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72 Point, per set (twenty-four characters) $4.50
Color, per set (twenty-four characters) $4.50
Versatile Initials

120 POINT VERSATILE INITIALS

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

A B C
D E F
G H I
J K L

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

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

**Cast in Type Molds**

No. 36 (Mortised), cast in two pieces $1.75

No. 38 (Mortised) $1.25

No. 39 (Mortised) $1.00

No. 25 75c

No. 6 (Mortised) 60c

No. 16 (Mortised) 70c

No. 15 (Mortised) 60c

No. 10 (Mortised) 50c

No. 5 55c

No. 2 (Mortised) 55c

No. 4 40c

No. 18 (Mortised) $1.00

No. 17 (Mortised) 85c

Cloister Ornaments
Distinctly Decorate any Job of Printing
Cloister Ornaments

AN UP-TO-DATE SERIES OF PLEASING DESIGNS

No. 41 (Mortised) $1.25

CAST IN TYPE MOLDS

No. 42 (Mortised) 90c

CUT EXTRA DEEP

No. 57 30c
No. 56 25c
No. 55 2 for 25c
No. 54 4 for 25c
No. 3 45c
No. 1 50c

No. 48 50c
No. 47 35c

ACCURATELY CAST TO POINTS

No. 43 25c
No. 44 30c
No. 45 35c
No. 46 40c
No. 50 45c

No. 59 75c
No. 52 90c

APPROPRIATE FOR ANY JOB

No. 53 60c
No. 51 60c

151
Bodoni Mortised Ornaments and Bodoni Ornament

BODONI MORTISED ORNAMENTS

Master-pieces of Grace and Neatness

BODONI MORTISED ORNAMENTS

The Finishing Stroke to the Printed Page

BODONI ORNAMENT No. 8

Made in Three Pieces

2 3

AMERICAN TYPE FOUNDERS COMPANY

Bodoni Ornament No. 8
Per font, containing corners for two pages, $1.50

152
Bodoni Cast Ornaments and Arrow Ornaments No. 1

**BODONI CAST ORNAMENTS**

Accurately Cast in Type Molds to Points

**ARROW ORNAMENTS No. 1**

They will rivet attention on any particular word or phrase

---

60 Point, per font $2.30

36 Point, per font $1.75

24 Point, per font $1.75

12 Point, per font $1.50

18 Point, per font $1.65

---

120 Point No. 1 $1.00
72 Point No. 3 50c
72 Point No. 4 50c
60 Point No. 5 46c
120 Point No. 6 50c
96 Point No. 2 70c
72 Point No. 7 35c
96 Point No. 9 40c
60060
B
60060
C
60060
A
36000
D
36000
B
36000
C
36000
A
24000
A
24000
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12000
C
12000
B
12000
D
12000
E
18000
A
18000
C
18000
B
18000
D
18000
E
THE TWENTY-SEVENTH ANNUAL FIELD TRIAL
OHIO SHARPSHOOTERS' CHAMPIONSHIP MATCH
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 55c

No. 6 35c

No. 23 55c

No. 25 60c

VIRGINIA TRAP SHOOTERS ASSOCIATION
NORFOLK, VA.

No. 3 60c

No. 13 70c

No. 4 45c

No. 17 40c

No. 10 65c

Oval Border

No. 21 90c

No. 15 95c

No. 19 85c

No. 9 40c

No. 26 85c

No. 7 50c

No. 8 75c

155
Floral Decorators

No. 14 25c

No. 11 45c

No. 12 60c

No. 10 85c

No. 1 75c

No. 12 60c

EXCELLENT DESIGNS FOR ARTISTIC PRINTING

No. 10 85c

No. 1 75c

No. 25 50c (Mortised)

No. 28 35c (Mortised)

No. 60 95c

No. 27 40c (Mortised)

No. 61 85c

No. 28 35c (Mortised)

No. 62 65c

No. 29 50c

No. 4 35c

No. 2 45c

No. 3 65c

No. 50 95c
Floral Decorators

No. 61 85c
No. 60 60c
No. 88 60c
No. 87 70c
No. 86 70c
No. 67 70c
No. 85 40c
No. 84 40c
No. 83 60c
No. 82 70c
No. 69 80c
No. 66 90c
No. 43 (Mortised) 50c
No. 44 (Mortised) 40c
No. 42 (Mortised) 60c
No. 42 60c
(Mortised)
No. 41 85c
No. 39 50c
No. 38 50c
No. 37 70c
No. 36 70c
No. 35 60c
No. 34 60c
No. 33 60c
No. 32 60c
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No. 22 60c
No. 21 60c
No. 20 60c
No. 19 60c
No. 18 60c
No. 17 60c
No. 16 60c
No. 15 60c
No. 14 60c
No. 13 60c
No. 12 60c
No. 11 60c
No. 10 60c
No. 9 60c
No. 8 60c
No. 7 60c
No. 6 60c
No. 5 60c
No. 4 60c
No. 3 60c
No. 2 60c
No. 1 60c
No. 0 60c
No. 42 60c
(Mortised)
No. 41 85c
No. 39 50c
No. 38 50c
No. 37 70c
No. 36 70c
No. 35 60c
No. 34 60c
No. 33 60c
No. 32 60c
No. 31 60c
No. 30 60c
No. 29 60c
No. 28 60c
No. 27 60c
No. 26 60c
No. 25 60c
No. 24 60c
No. 23 60c
No. 22 60c
No. 21 60c
No. 20 60c
No. 19 60c
No. 18 60c
No. 17 60c
No. 16 60c
No. 15 60c
No. 14 60c
No. 13 60c
No. 12 60c
No. 11 60c
No. 10 60c
No. 9 60c
No. 8 60c
No. 7 60c
No. 6 60c
No. 5 60c
No. 4 60c
No. 3 60c
No. 2 60c
No. 1 60c
No. 0 60c
No. 42 60c
(Mortised)
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. 1 75c Color 75c
No. 2 60c Color 60c
No. 3 $1.00 Color 45c
No. 4 65c Color 65c
No. 5 75c Color 75c

**BOOKMAN ORNAMENTS**

No. 8401 85c
No. 8402 90c
No. 8403 95c
No. 8404 10c
No. 12001 75c
No. 12002 70c
No. 14001 90c
No. 7201 40c
No. 4201 35c

Classy and Distinctive Ornaments for the "Get-Ahead" Printer

For other Bookman Ornaments see page 1007 of the American Specimen Book of Type Styles (1912)
Holiday Decorators

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

No. 226 (Green) 55c
No. 227 (Red) 55c

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

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

No. 282 (Green) 85c
No. 283 (Red) 50c
No. 281 (Blue) 85c

No. 278 (Green) 60c
No. 279 (Red) 40c
No. 279 (Blue) 60c

No. 268 (Green) 25c
No. 269 (Red) 25c

No. 252 (Green) 50c
No. 253 (Red) 50c

No. 258 (Green) 25c
No. 259 (Red) 25c

No. 254 (Green) 50c
No. 255 (Red) 50c

For other Holiday Decorators see pages 961-968 and 1015 of the American Specimen Book of Type Styles (1913)
No. 294 (Green) 40c
No. 206 (Red) 40c

No. 292 (Green) 30c
No. 209 (Red) 30c

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

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

No. 272 (Green) 40c
No. 273 (Red) 40c

No. 219 (Green) 30c
No. 217 (Red) 30c

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

No. 232 (Green) 35c
No. 233 (Red) 35c

No. 230 (Green) 60c
No. 221 (Red) 60c

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

No. 220 (Green) 50c
No. 221 (Red) 50c

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

No. 212 (Green) 35c
No. 213 (Red) 35c

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

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

No. 234 (Green) 50c
No. 235 (Red) 50c

No. 236 (Green) 50c
No. 237 (Red) 50c

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

For other Holiday Decorators see pages 961-968 and 1013 of the American Specimen Book of Type Styles (1913)
Post Card Embellishers

No. 4 35c
No. 9 35c
No. 3 25c
No. 10 50c
No. 8 50c
No. 6 50c
No. 7 35c
No. 5 35c
No. 12 (Black) 60c  No. 11 (Red) 60c
No. 2 45c
No. 14 (Black) 45c  No. 13 (Red) 45c

Can be easily justified with ordinary quads

POST CARD EMBELLISHERS WILL IMPART
AN INDIVIDUAL EFFECT TO THE PRIVATE MAILING CARDS SO MUCH
IN USE AT THE PRESENT TIME. THEY ARE CAST IN TYPE
MOLDS AND CUT EXTRA DEEP, THUS INSURING
A CLEAR, SHARP IMPRESSION
Lithotone Ornaments

No. 1 35c
No. 9 30c
No. 10 30c
No. 2 35c
No. 11 30c
No. 23 60c
No. 18 30c
No. 12 30c
No. 20 30c
No. 19 30c
No. 3 30c
No. 7 30c
No. 25 25c
No. 4 30c
No. 6 30c
No. 15 30c
No. 21 50c
No. 16 30c
No. 8 30c
No. 14 30c
No. 5 35c
No. 26 30c
No. 17 30c
No. 13 30c
No. 28 30c
No. 29 30c
No. 1 35c
No. 10 30c
No. 2 35c
No. 11 30c
No. 23 60c
No. 18 30c
No. 12 30c
No. 20 30c
No. 19 30c
No. 3 30c
No. 7 30c
No. 25 25c
No. 4 30c
No. 6 30c
No. 15 30c
No. 21 50c
No. 16 30c
No. 8 30c
No. 14 30c
No. 5 35c
No. 26 30c
No. 17 30c
No. 13 30c
No. 28 30c
No. 29 30c
No. 1 35c
No. 9 30c
No. 10 30c
No. 2 35c
No. 11 30c
No. 23 60c
No. 18 30c
No. 12 30c
No. 20 30c
No. 19 30c
No. 3 30c
No. 7 30c
No. 25 25c
No. 4 30c
No. 6 30c
No. 15 30c
No. 21 50c
No. 16 30c
No. 8 30c
No. 14 30c
No. 5 35c
No. 26 30c
No. 17 30c
No. 13 30c
No. 28 30c
No. 29 30c
Three Point Borders and Chic Decorators

For other Three Point Borders see page 1016 of the American Specimen Book of Type Styles (1912)
Antique Border No. 1 and Lady Border

ANTIQUE BORDER No. 1

18 Point, 36 inches, $1.90

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, $1.90

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

168
Ovolo Borders and Linear Borders

10 Point No. 5
54 inches, $1.40

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

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. 1206
54 inches, $1.50

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

12 Point Italian Border No. 1205
54 inches, $1.50

36 Point Italian Border No. 3601
24 inches, $1.65

24 Point Italian Border No. 2401
36 inches, $1.65

ITALIAN BANDS

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

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

6 Point Italian Border No. 602
(color for 601)
60 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. 1209, 54 inches, $1.50

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

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

170
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 FOUNDER'S COMPANY

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

18 Point, 36 inches, $1.30

24 Point, 36 inches, $1.65

12 Point, 54 inches, $1.50

**GRECIAN SHADED BORDER**

6 Point, 60 inches, $1.50

10 Point, 54 inches, $1.40

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

8 Point, 54 inches, $1.35

10 Point, 54 inches, $1.40

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, $1.30
Linear Border No. 2

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

24 Point Linear Border No. 2, 36 inches, $1.55

LINEAR BORDER No. 2

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

36 Point Linear Border No. 2, 36 inches, $1.55

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
- 23 Green
- 33 Red
- 25 Green
- 35 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. 29 (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
- 206 Green
- 306 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

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 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
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 1049-1050 of the American Specimen Book of Type Styles (1912)

176
Crisscross Border, Agatha Border, Concrete Border

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

**CRISSCROSS BORDER**

Two Characters Only

- 22 Point, 54 inches, $1.50
- 18 Point, 36 inches, $1.30

**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

- 6 Point, 60 inches, $1.50
- 12 Point, 54 inches, $1.50
- 18 Point, 36 inches, $1.30

Characters in Complete Font

177
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
Mme. Sophie Marsted
announces
an Exceptional Fall Display of
Wraps and Gowns
Friday, October the sixth
at one-thirty

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.
AMERICAN TYPE FOUNDERS COMPANY
DESIGNER AND MAKER OF THE LEADING FACES IN
TYPEWRITER TYPE

TO MODERN PRINTERS:

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

VICTORIA UNDERWOOD TYPEWRITER

The following characters are furnished with each complete font:

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789
@ # ( ) . ; - " ! ? * 😊

VICTORIA UNDERWOOD TYPEWRITER
12 point 20 A $1.85 100 a $5.50 $7.25
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
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789
$ % / @ # ) . ; - _ " ! ? * 😊

UNDERWOOD TYPEWRITER
12 Point 8 A $0.85 34 a $1.90 $2.75
Justifiers furnished in 1 and 5 pound fonts

180
AMERICAN TYPE FOUNDERS COMPANY
DESIGNER AND MAKER OF ARTISTIC
TYPE·BORDERS·ORNAMENTS·BRASS RULE

12 POINT HEBREW TYPEWRITER No. 1221
Per font 29N $2.25

The following characters are furnished with each font:

12 POINT HEBREW TYPEWRITER No. 102
Per font 65N $6.00

The following characters are furnished with each font:

12 POINT SILK REMINGTON RUSSIAN TYPEWRITER
Per font 15A 112A. $7.50

The following characters are furnished with each font:
### Cut-Cost Fractions No. 1

<table>
<thead>
<tr>
<th>6 Point, per font</th>
<th>.22 25</th>
</tr>
</thead>
<tbody>
<tr>
<td>8 Point, per font</td>
<td>.27 75</td>
</tr>
</tbody>
</table>

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 \( \frac{1}{2} \) placed together make \( \frac{1}{4} \)

The following commonly used characters are furnished:

\[
\frac{1}{2} \quad \frac{1}{4} \quad \frac{1}{8} \quad \frac{1}{16} \quad \frac{1}{32} \quad \frac{1}{64} \\
\]

Special characters used for 16ths, 32nds and 64ths are:

**Numerators:** \( \frac{1}{2} \quad \frac{1}{4} \quad \frac{1}{8} \quad \frac{1}{16} \)

Denominators: \( \frac{1}{2} \quad \frac{1}{4} \quad \frac{1}{8} \quad \frac{1}{16} \)

Making \( \frac{1}{2} \), \( \frac{1}{4} \), \( \frac{1}{8} \), \( \frac{1}{16} \)

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

For 16ths:

Combine \( \frac{1}{2} \) with \( \frac{1}{64} \) for \( \frac{11}{64} \)

For 32nds:

Combine \( \frac{1}{2} \) with \( \frac{1}{32} \) to make \( \frac{11}{32} \)
Combine \( \frac{1}{2} \) with \( \frac{1}{64} \) to make \( \frac{11}{64} \)
Combine \( \frac{1}{2} \) with \( \frac{1}{128} \) to make \( \frac{11}{128} \)

For 64ths:

Combine \( \frac{1}{2} \) with \( \frac{1}{64} \) to make \( \frac{11}{64} \)
Combine \( \frac{1}{2} \) with \( \frac{1}{128} \) to make \( \frac{11}{128} \)
Combine \( \frac{1}{2} \) with \( \frac{1}{256} \) to make \( \frac{11}{256} \)

The complete list of fractions that can be made with a font of Cut-Cost Fractions No. 1 are \( \frac{1}{2} \) \( \frac{1}{4} \) \( \frac{1}{8} \) \( \frac{1}{16} \) \( \frac{1}{32} \) \( \frac{1}{64} \) and complete 8ths, 16ths, 32nds and 64ths, as follows:

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

### Cut-Cost Fractions No. 2

<table>
<thead>
<tr>
<th>6 Point, per font</th>
<th>.22 25</th>
</tr>
</thead>
<tbody>
<tr>
<td>8 Point, per font</td>
<td>.27 75</td>
</tr>
</tbody>
</table>

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 \( \frac{1}{2} \) placed together make \( \frac{1}{4} \)

The following commonly used characters are furnished:

\[
\frac{1}{2} \quad \frac{1}{4} \quad \frac{1}{8} \quad \frac{1}{16} \quad \frac{1}{32} \quad \frac{1}{64} \\
\]

Special characters used for 12ths, 16ths, 24ths and 48ths are:

**Numerators:** \( \frac{1}{2} \quad \frac{1}{4} \quad \frac{1}{8} \quad \frac{1}{16} \)

Denominators: \( \frac{1}{2} \quad \frac{1}{4} \quad \frac{1}{8} \quad \frac{1}{16} \)

Making \( \frac{1}{2} \), \( \frac{1}{4} \), \( \frac{1}{8} \), \( \frac{1}{16} \)

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

For 12ths:

Combine \( \frac{1}{2} \) with \( \frac{1}{8} \) for \( \frac{11}{8} \)

For 16ths:

Combine \( \frac{1}{2} \) with \( \frac{1}{8} \) to make \( \frac{11}{8} \)
Combine \( \frac{1}{2} \) with \( \frac{1}{16} \) to make \( \frac{11}{16} \)
Combine \( \frac{1}{2} \) with \( \frac{1}{32} \) to make \( \frac{11}{32} \)

For 24ths:

Combine \( \frac{1}{2} \) with \( \frac{1}{8} \) to make \( \frac{11}{8} \)
Combine \( \frac{1}{2} \) with \( \frac{1}{16} \) to make \( \frac{11}{16} \)
Combine \( \frac{1}{2} \) with \( \frac{1}{24} \) to make \( \frac{11}{24} \)

For 48ths:

Combine \( \frac{1}{2} \) with \( \frac{1}{8} \) to make \( \frac{11}{8} \)
Combine \( \frac{1}{2} \) with \( \frac{1}{16} \) to make \( \frac{11}{16} \)
Combine \( \frac{1}{2} \) with \( \frac{1}{48} \) to make \( \frac{11}{48} \)

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

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

### Cut-Cost Small Cap Case

Cut-Cost Small Cap Case, \( \frac{1}{2} \) size with 42 compartments, three fit in blank case

<table>
<thead>
<tr>
<th>6 Point, per font</th>
<th>.22 25</th>
</tr>
</thead>
<tbody>
<tr>
<td>8 Point, per font</td>
<td>.27 75</td>
</tr>
</tbody>
</table>

The Cut-Cost Small Cap Case will hold both Fonts Nos. 1 and 2 containing characters for complete 64ths and 48ths. In laying the case for 64ths only, the compartments used for the denominators \( \frac{1}{2} \), \( \frac{1}{4} \) and \( \frac{1}{8} \) will be empty, as these characters are used only for 48ths and are not included in Font No. 1 (48ths).

There will be eleven empty compartments in the layout for 48ths only as the denominators \( \frac{1}{2} \), \( \frac{1}{4} \) and \( \frac{1}{8} \) are used only for 64ths and are not included in Font No. 2 (48ths).

Note to the Composer:

When the numerator is \( \frac{11}{12} \) or larger (for instance, \( \frac{1}{4} \)) read the copy up and down and pick out \( \frac{1}{4} \) and \( \frac{1}{4} \). After a little practice it will be natural to consider the fraction as two en-set type placed together. Fractions with a numerator 9 or smaller and a denominator 12 or larger (for instance, \( \frac{1}{12} \)) are easily composed by selecting the proper numerator and denominator.
<table>
<thead>
<tr>
<th>Job Type Fractions</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>CHELTENHAM BOLD FRACTIONS</strong></td>
</tr>
<tr>
<td><strong>48 Point</strong></td>
</tr>
<tr>
<td>1/4</td>
</tr>
<tr>
<td>3/8</td>
</tr>
<tr>
<td><strong>Per font $1.25</strong></td>
</tr>
<tr>
<td><strong>36 Point</strong></td>
</tr>
<tr>
<td>1/4</td>
</tr>
<tr>
<td>3/8</td>
</tr>
<tr>
<td><strong>Per font $1.00</strong></td>
</tr>
<tr>
<td><strong>30 Point</strong></td>
</tr>
<tr>
<td>1/4</td>
</tr>
<tr>
<td>3/8</td>
</tr>
<tr>
<td><strong>Per font $0.75</strong></td>
</tr>
<tr>
<td><strong>24 Point</strong></td>
</tr>
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<td>1/4</td>
</tr>
<tr>
<td>3/8</td>
</tr>
<tr>
<td><strong>Per font $0.50</strong></td>
</tr>
<tr>
<td><strong>18 Point</strong></td>
</tr>
<tr>
<td>1/4</td>
</tr>
<tr>
<td>3/8</td>
</tr>
<tr>
<td><strong>Per font $0.50</strong></td>
</tr>
<tr>
<td><strong>12 Point</strong></td>
</tr>
<tr>
<td>1/4</td>
</tr>
<tr>
<td>3/8</td>
</tr>
<tr>
<td><strong>Per font $0.50</strong></td>
</tr>
<tr>
<td><strong>8 Point</strong></td>
</tr>
<tr>
<td>1/4</td>
</tr>
<tr>
<td>3/8</td>
</tr>
<tr>
<td><strong>Per font $0.50</strong></td>
</tr>
</tbody>
</table>

| **CLOISTER OLDSTYLE FRACTIONS** |
| **18 Point** |
| 1/4 | 1/2 | 3/4 | 1/3 | 2/3 | 1/8 |
| 3/8 | 5/8 | 7/8 | 0% | 0% | 0% |
| **Per font $0.50** |
| **12 Point** |
| 1/4 | 1/2 | 3/4 | 1/3 | 2/3 | 1/8 |
| 3/8 | 5/8 | 7/8 | 0% | 0% | 0% |
| **Per font $0.50** |
| **8 Point** |
| 1/4 | 1/2 | 3/4 | 1/3 | 2/3 | 1/8 |
| 3/8 | 5/8 | 7/8 | 0% | 0% | 0% |
| **Per font $0.50** |
**NEW GOTHIC FRACTIONS**

Here are three new series of Gothic Fractions that should at once interest commercial printers. A growing demand for fractions that would harmonize with our wonderful line of Gothic faces has resulted in our putting on the market a light, a medium and a heavy fraction in eleven characters as follows: \( \frac{1}{4} \), \( \frac{1}{2} \), \( \frac{3}{4} \), \( \frac{1}{3} \), \( \frac{1}{2} \), \( \frac{1}{3} \), \( \frac{3}{8} \), \( \frac{5}{8} \), \( \frac{7}{8} \), \( \frac{1}{8} \), \( \frac{3}{8} \), \( \frac{5}{8} \), \( \frac{7}{8} \), \( \frac{1}{16} \), \( \frac{3}{16} \), \( \frac{5}{16} \), \( \frac{7}{16} \), \( \frac{15}{16} \). The Table below shows the sizes and weights of the Fraction series, as well as their prices. It also shows the weights and sizes of the BODONI and GOTHIC font faces. The combination of these weights and sizes has resulted in a series of fractions which harmonize beautifully with the corresponding letter faces.

<table>
<thead>
<tr>
<th>BODONI FRACTIONS</th>
<th>BODONI BOOK FRACTIONS</th>
</tr>
</thead>
<tbody>
<tr>
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<td>18 Point</td>
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</tr>
<tr>
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<td>( \frac{1}{3} )</td>
</tr>
<tr>
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<td>( \frac{2}{3} )</td>
</tr>
<tr>
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<td>( \frac{1}{8} )</td>
</tr>
<tr>
<td>14 Point</td>
<td>14 Point</td>
</tr>
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<td>( \frac{1}{4} )</td>
</tr>
<tr>
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<td>( \frac{1}{2} )</td>
</tr>
<tr>
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<td>( \frac{3}{4} )</td>
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<tr>
<td>( \frac{1}{3} )</td>
<td>( \frac{1}{3} )</td>
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</tr>
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<td>( \frac{1}{8} )</td>
<td>( \frac{1}{8} )</td>
</tr>
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<td>( \frac{1}{2} )</td>
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<td>( \frac{2}{3} )</td>
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<td>( \frac{3}{4} )</td>
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<td>8 Point</td>
</tr>
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<td>( \frac{1}{4} )</td>
<td>( \frac{1}{4} )</td>
</tr>
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<td>( \frac{1}{2} )</td>
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</tr>
<tr>
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<td>( \frac{3}{4} )</td>
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<td>( \frac{1}{3} )</td>
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<td>( \frac{2}{3} )</td>
<td>( \frac{2}{3} )</td>
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<tr>
<td>( \frac{1}{8} )</td>
<td>( \frac{1}{8} )</td>
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### NEW GOTHIC CONDENSED FRACTIONS

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</thead>
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</tr>
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<td>806</td>
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</tr>
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</tr>
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### VENETIAN FRACTIONS

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<td>30</td>
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### TYPEWRITER FRACTIONS

#### American Typewriter Fractions

<table>
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</thead>
<tbody>
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#### Reproducing Typewriter Fractions

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<tbody>
<tr>
<td>1.4</td>
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</table>

#### New Model Elite Remington Typewriter Fractions

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#### New Model Underwood Typewriter Fractions

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<tbody>
<tr>
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</tbody>
</table>

#### Standard Typewriter Fractions

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</thead>
<tbody>
<tr>
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<td></td>
</tr>
</tbody>
</table>

#### New Model Remington Fractions

<table>
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<tr>
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</thead>
<tbody>
<tr>
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<td></td>
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</tbody>
</table>

#### Silk Remington Typewriter Fractions

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<tbody>
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</tbody>
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#### Oliver Typewriter Fractions

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</thead>
<tbody>
<tr>
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185
## Cheltenham Perpetual Calendars

### 24 Point Cheltenham Perpetual Calendar No. 14

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<th></th>
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<th></th>
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<th></th>
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</tr>
</thead>
<tbody>
<tr>
<td>Sun</td>
<td>Mon</td>
<td>Tue</td>
<td>Wed</td>
<td>Thu</td>
<td>Fri</td>
<td>Sat</td>
<td></td>
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<td>23</td>
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<td>27</td>
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<td>29</td>
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</table>

Price Complete $2.25

### 12 Point Cheltenham Perpetual Calendar No. 12

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<tr>
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<th></th>
<th></th>
<th></th>
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<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Sun</td>
<td>Mon</td>
<td>Tue</td>
<td>Wed</td>
<td>Thu</td>
<td>Fri</td>
<td>Sat</td>
<td></td>
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<td>30</td>
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<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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.

### 18 Point Cheltenham Perpetual Calendar No. 13

<table>
<thead>
<tr>
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<th></th>
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<th></th>
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</tr>
</thead>
<tbody>
<tr>
<td>Sun</td>
<td>Mon</td>
<td>Tue</td>
<td>Wed</td>
<td>Thu</td>
<td>Fri</td>
<td>Sat</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>1</td>
<td>2</td>
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Price Complete $1.75

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</tr>
</thead>
<tbody>
<tr>
<td>Sun</td>
<td>Mon</td>
<td>Tue</td>
<td>Wed</td>
<td>Thu</td>
<td>Fri</td>
<td>Sat</td>
<td></td>
<td></td>
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<td></td>
</tr>
</tbody>
</table>

Price Complete 50c

### Other Sizes of Cheltenham Perpetual Calendars

- **60 Point No. 17**
  - 48 Point No. 16
  - TUE 30

- **60 Point No. 27**
  - 48 Point No. 26
  - Mo 24
  - Mo 31
  - Sa 25

- **36 Point No. 15**
  - 36 Point No. 25

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

### 24 Point Cheltenham Perpetual Calendar No. 24

<table>
<thead>
<tr>
<th>Su</th>
<th>Mo</th>
<th>Tu</th>
<th>We</th>
<th>Th</th>
<th>Fr</th>
<th>Sa</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1</td>
<td>2</td>
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<td>28</td>
<td>29</td>
<td>30</td>
<td>31</td>
<td></td>
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</tr>
</tbody>
</table>

Price Complete $2.00

### 1917 OCTOBER 1917

<table>
<thead>
<tr>
<th>Su</th>
<th>Mo</th>
<th>Tu</th>
<th>We</th>
<th>Th</th>
<th>Fr</th>
<th>Sa</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>6</td>
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<td></td>
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</tr>
</tbody>
</table>

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

Profit-makers for the Printer

### 8 Point Cheltenham Perpetual Calendar No. 20

<table>
<thead>
<tr>
<th>Su</th>
<th>Mo</th>
<th>Tu</th>
<th>We</th>
<th>Th</th>
<th>Fr</th>
<th>Sa</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>6</td>
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<td>27</td>
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<td>29</td>
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</tr>
</tbody>
</table>

Does not contain double date logotypes

### 10 Point Cheltenham Perpetual Calendar No. 21

<table>
<thead>
<tr>
<th>Su</th>
<th>Mo</th>
<th>Tu</th>
<th>We</th>
<th>Th</th>
<th>Fr</th>
<th>Sa</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>2</td>
<td>3</td>
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<tr>
<td>27</td>
<td>28</td>
<td>29</td>
<td>30</td>
<td>31</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Price Complete $1.00

Three Calendars save money

### 18 Point Cheltenham Perpetual Calendar No. 23

<table>
<thead>
<tr>
<th>Su</th>
<th>Mo</th>
<th>Tu</th>
<th>We</th>
<th>Th</th>
<th>Fr</th>
<th>Sa</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1</td>
<td>2</td>
<td>3</td>
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<td>22</td>
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<td>26</td>
<td>27</td>
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<td>29</td>
<td>30</td>
<td>31</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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

### PRICES AND SIZES OF CHELTENHAM PERPETUAL CALENDARS

<table>
<thead>
<tr>
<th>Size</th>
<th>6 Point No. 9, Complete</th>
<th>6 Point No. 19, Complete</th>
<th>8 Point No. 10, Complete</th>
<th>8 Point No. 20, Complete</th>
<th>10 Point No. 11, Complete</th>
<th>10 Point No. 22, Complete</th>
<th>12 Point No. 12, Complete</th>
<th>12 Point No. 23, Complete</th>
<th>18 Point No. 23, Complete</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$0.50</td>
<td>$0.50</td>
<td>$0.75</td>
<td>$0.75</td>
<td>$1.00</td>
<td>$1.25</td>
<td>$1.25</td>
<td>$1.75</td>
<td>$1.75</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>6 Point No. 109, Complete</th>
<th>6 Point No. 119, Complete</th>
<th>8 Point No. 110, Complete</th>
<th>8 Point No. 120, Complete</th>
<th>10 Point No. 111, Complete</th>
<th>10 Point No. 121, Complete</th>
<th>12 Point No. 112, Complete</th>
<th>12 Point No. 122, Complete</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$2.75</td>
<td>$2.75</td>
<td>$3.60</td>
<td>$2.85</td>
<td>$4.65</td>
<td>$3.70</td>
<td>$6.75</td>
<td>$4.75</td>
</tr>
</tbody>
</table>
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 40 Each</th>
<th>40 or More Each</th>
</tr>
</thead>
<tbody>
<tr>
<td>$0.00</td>
<td>$0.40</td>
<td>$0.35</td>
<td>$0.30</td>
<td>$0.25</td>
</tr>
<tr>
<td>45</td>
<td>40</td>
<td>25</td>
<td>22</td>
<td>20</td>
</tr>
<tr>
<td>40</td>
<td>35</td>
<td>20</td>
<td>16</td>
<td>15</td>
</tr>
<tr>
<td>35</td>
<td>25</td>
<td>15</td>
<td>14</td>
<td>13</td>
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<tr>
<td>30</td>
<td>15</td>
<td>10</td>
<td>12</td>
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<tr>
<td>20</td>
<td>12</td>
<td>8</td>
<td>7</td>
<td></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 USA

MADE IN USA

MADE IN USA

MADE IN USA

MADE IN USA

MADE IN USA

MADE IN AMERICA

MADE IN AMERICA

MADE IN AMERICA

MADE IN AMERICA

MADE IN AMERICA

“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

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.

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 $2.65

For other Election Signs see page 923 of the American Specimen Book of Type Styles (1912)
### Brass Rule Section

**Lithotone Brass Rule**

<table>
<thead>
<tr>
<th>No.</th>
<th>Body</th>
<th>Per Foot</th>
</tr>
</thead>
<tbody>
<tr>
<td>1594</td>
<td>1 Point</td>
<td>$0.105</td>
</tr>
<tr>
<td>1591(\frac{1}{2})</td>
<td>1(\frac{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>15913</td>
<td>18 Point</td>
<td>1.35</td>
</tr>
<tr>
<td>15924</td>
<td>24 Point</td>
<td>1.80</td>
</tr>
</tbody>
</table>

**American Type Founders Co.**

*Originator of Leading Type Designs*
<table>
<thead>
<tr>
<th>No.</th>
<th>Body</th>
<th>Per Foot</th>
</tr>
</thead>
<tbody>
<tr>
<td>1571</td>
<td>1 Point</td>
<td>$0.10$</td>
</tr>
<tr>
<td>1571½</td>
<td>1½ Point</td>
<td>$0.13$</td>
</tr>
<tr>
<td>1572</td>
<td>2 Point</td>
<td>$0.15$</td>
</tr>
<tr>
<td>1573</td>
<td>3 Point</td>
<td>$0.22$</td>
</tr>
<tr>
<td>1574</td>
<td>4 Point</td>
<td>$0.30$</td>
</tr>
<tr>
<td>1576</td>
<td>6 Point</td>
<td>$0.45$</td>
</tr>
<tr>
<td>1578</td>
<td>8 Point</td>
<td>$0.60$</td>
</tr>
<tr>
<td>1579</td>
<td>10 Point</td>
<td>$0.75$</td>
</tr>
<tr>
<td>15712</td>
<td>12 Point</td>
<td>$0.90$</td>
</tr>
<tr>
<td>15718</td>
<td>18 Point</td>
<td>$1.35$</td>
</tr>
<tr>
<td>15724</td>
<td>24 Point</td>
<td>$1.80$</td>
</tr>
</tbody>
</table>
## Brass Rule Section

### LITHOTONE BRAZED BRASS CORNERS, SERIES No. 157

<table>
<thead>
<tr>
<th>PRICES—Per Set of Four</th>
<th>PRICES—Per Set of Four</th>
</tr>
</thead>
<tbody>
<tr>
<td>2, 3, 4 and 6 Point</td>
<td></td>
</tr>
<tr>
<td>8, 10 and 12 Point</td>
<td></td>
</tr>
<tr>
<td>2 Point No. 1572</td>
<td></td>
</tr>
<tr>
<td>3 Point No. 1573</td>
<td></td>
</tr>
<tr>
<td>4 Point No. 1574</td>
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<td>6 Point No. 1576</td>
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</tr>
<tr>
<td>8 Point No. 1576</td>
<td></td>
</tr>
<tr>
<td>10 Point No. 15710</td>
<td></td>
</tr>
<tr>
<td>12 Point No. 15712</td>
<td></td>
</tr>
<tr>
<td>18 Point No. 15718</td>
<td></td>
</tr>
<tr>
<td>24 Point No. 15724</td>
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</tr>
</tbody>
</table>

### LITHOTONE BRAZED BRASS CORNERS, SERIES No. 159

<table>
<thead>
<tr>
<th>PRICES—Per Set of Four</th>
<th>PRICES—Per Set of Four</th>
</tr>
</thead>
<tbody>
<tr>
<td>2, 3, 4 and 6 Point</td>
<td></td>
</tr>
<tr>
<td>8, 10 and 12 Point</td>
<td></td>
</tr>
<tr>
<td>2 Point No. 1592</td>
<td></td>
</tr>
<tr>
<td>3 Point No. 1593</td>
<td></td>
</tr>
<tr>
<td>4 Point No. 1594</td>
<td></td>
</tr>
<tr>
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<tr>
<td>18 Point No. 15918</td>
<td></td>
</tr>
<tr>
<td>24 Point No. 15924</td>
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</tr>
</tbody>
</table>

### LITHOTONE BRAZED BRASS CORNERS, SERIES No. 154

<table>
<thead>
<tr>
<th>PRICES—Per Set of Four</th>
<th>PRICES—Per Set of Four</th>
</tr>
</thead>
<tbody>
<tr>
<td>2, 3, 4 and 6 Point</td>
<td></td>
</tr>
<tr>
<td>8, 10 and 12 Point</td>
<td></td>
</tr>
<tr>
<td>2 Point No. 1542</td>
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</tr>
<tr>
<td>3 Point No. 1543</td>
<td></td>
</tr>
<tr>
<td>4 Point No. 1544</td>
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<td>10 Point No. 15410</td>
<td></td>
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<tr>
<td>12 Point No. 15412</td>
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</tr>
<tr>
<td>18 Point No. 15418</td>
<td></td>
</tr>
<tr>
<td>24 Point No. 15424</td>
<td></td>
</tr>
</tbody>
</table>

Brazed Brass Corners can be furnished for Series 147, 148, 149, 155, 156, 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 394.
LITHOTONE BRASS RULE

<table>
<thead>
<tr>
<th>NO.</th>
<th>BODY</th>
<th>PER FOOT</th>
</tr>
</thead>
<tbody>
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<td>1561</td>
<td>1 Point</td>
<td>$0 10½</td>
</tr>
<tr>
<td>1561½</td>
<td>1½ Point</td>
<td>13</td>
</tr>
<tr>
<td>1562</td>
<td>2 Point</td>
<td>15</td>
</tr>
<tr>
<td>1563</td>
<td>3 Point</td>
<td>18</td>
</tr>
<tr>
<td>1564</td>
<td>4 Point</td>
<td>30</td>
</tr>
<tr>
<td>1565</td>
<td>5 Point</td>
<td>45</td>
</tr>
<tr>
<td>1566</td>
<td>6 Point</td>
<td>60</td>
</tr>
<tr>
<td>1567</td>
<td>7 Point</td>
<td>75</td>
</tr>
<tr>
<td>1568</td>
<td>8 Point</td>
<td>90</td>
</tr>
<tr>
<td>1569</td>
<td>9 Point</td>
<td>100</td>
</tr>
<tr>
<td>1570</td>
<td>10 Point</td>
<td>115</td>
</tr>
<tr>
<td>1571</td>
<td>11 Point</td>
<td>130</td>
</tr>
<tr>
<td>1572</td>
<td>12 Point</td>
<td>145</td>
</tr>
</tbody>
</table>

LITHOTONE CORNERS No. 1 Price $1.00

Font contains all metal corners used on pages 181 to 191.

See page 201 for corresponding face made as Litholine Rule.

For prices of Labor-Saving Fonts see Table B1, page 294.

See page 201 for corresponding face made as Litholine Rule.
### LITHOTONE BRASS RULE

<table>
<thead>
<tr>
<th>NO.</th>
<th>BODY</th>
<th>PER FOOT</th>
</tr>
</thead>
<tbody>
<tr>
<td>1491</td>
<td>1 Point</td>
<td>$30 10%$</td>
</tr>
<tr>
<td>14911/4</td>
<td>1 1/4 Point</td>
<td>13</td>
</tr>
<tr>
<td>1492</td>
<td>2 Point</td>
<td>15</td>
</tr>
<tr>
<td>1493</td>
<td>3 Point</td>
<td>22</td>
</tr>
<tr>
<td>1494</td>
<td>4 Point</td>
<td>30</td>
</tr>
<tr>
<td>1496</td>
<td>6 Point</td>
<td>45</td>
</tr>
<tr>
<td>1498</td>
<td>8 Point</td>
<td>60</td>
</tr>
<tr>
<td>14910</td>
<td>10 Point</td>
<td>75</td>
</tr>
<tr>
<td>14912</td>
<td>12 Point</td>
<td>90</td>
</tr>
<tr>
<td>14918</td>
<td>18 Point</td>
<td>1 35</td>
</tr>
<tr>
<td>14924</td>
<td>24 Point</td>
<td>1 80</td>
</tr>
</tbody>
</table>

See page 202 for corresponding face made as Litholine Rule

For prices of Labor-Saving Fonts see Table 31, page 204
### LITHOTONE BRASS RULE

<table>
<thead>
<tr>
<th>NO.</th>
<th>BODY</th>
<th>PER FOOT</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.451</td>
<td>1 Point</td>
<td>$0.10%$</td>
</tr>
<tr>
<td>1.451%</td>
<td>1% Point</td>
<td>13</td>
</tr>
<tr>
<td>1.482</td>
<td>2 Point</td>
<td>15</td>
</tr>
<tr>
<td>1.482%</td>
<td>2 Point</td>
<td>22</td>
</tr>
<tr>
<td>1.484</td>
<td>4 Point</td>
<td>30</td>
</tr>
<tr>
<td>1.484%</td>
<td>6 Point</td>
<td>45</td>
</tr>
<tr>
<td>1.488</td>
<td>8 Point</td>
<td>60</td>
</tr>
<tr>
<td>1.4810</td>
<td>10 Point</td>
<td>75</td>
</tr>
<tr>
<td>1.4812</td>
<td>12 Point</td>
<td>90</td>
</tr>
<tr>
<td>1.4818</td>
<td>18 Point</td>
<td>1.35</td>
</tr>
<tr>
<td>1.4824</td>
<td>24 Point</td>
<td>1.80</td>
</tr>
</tbody>
</table>

---

See page 200 for corresponding face made as Litholine Rule

For prices of Labor-Saving Fonts see Table B1, page 294

This face also made in Lithotine Rule, Series No. 290

---

### LITHOTONE BRASS RULE

<table>
<thead>
<tr>
<th>NO.</th>
<th>BODY</th>
<th>PER FOOT</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.691</td>
<td>1 Point</td>
<td>$0.10%$</td>
</tr>
<tr>
<td>1.691%</td>
<td>1% Point</td>
<td>13</td>
</tr>
<tr>
<td>1.692</td>
<td>2 Point</td>
<td>15</td>
</tr>
<tr>
<td>1.692%</td>
<td>3 Point</td>
<td>22</td>
</tr>
<tr>
<td>1.694</td>
<td>4 Point</td>
<td>30</td>
</tr>
<tr>
<td>1.694%</td>
<td>6 Point</td>
<td>45</td>
</tr>
<tr>
<td>1.698</td>
<td>8 Point</td>
<td>60</td>
</tr>
<tr>
<td>1.6910</td>
<td>10 Point</td>
<td>75</td>
</tr>
<tr>
<td>1.6912</td>
<td>12 Point</td>
<td>90</td>
</tr>
<tr>
<td>1.6918</td>
<td>18 Point</td>
<td>1.35</td>
</tr>
<tr>
<td>1.6924</td>
<td>24 Point</td>
<td>1.80</td>
</tr>
</tbody>
</table>
American Type Founders Company

ORIGINATOR AND MAKER OF
TYPE, BORDERS, ORNAMENTS
AND BRASS RULE

LITHOTONE BRASS RULE

<table>
<thead>
<tr>
<th>NO.</th>
<th>H/D</th>
<th>PRICE/PT</th>
</tr>
</thead>
<tbody>
<tr>
<td>1541</td>
<td>1 Point</td>
<td>$0.30</td>
</tr>
<tr>
<td>1542</td>
<td>1 1/4 Point</td>
<td>15</td>
</tr>
<tr>
<td>1543</td>
<td>2 Point</td>
<td>22</td>
</tr>
<tr>
<td>1544</td>
<td>4 Point</td>
<td>30</td>
</tr>
<tr>
<td>1545</td>
<td>6 Point</td>
<td>45</td>
</tr>
<tr>
<td>1546</td>
<td>8 Point</td>
<td>60</td>
</tr>
<tr>
<td>1547</td>
<td>10 Point</td>
<td>75</td>
</tr>
<tr>
<td>1548</td>
<td>12 Point</td>
<td>90</td>
</tr>
<tr>
<td>1549</td>
<td>18 Point</td>
<td>135</td>
</tr>
<tr>
<td>1550</td>
<td>24 Point</td>
<td>180</td>
</tr>
</tbody>
</table>

See page 200 for corresponding face made as Lithotine Rule

For prices of Labor-Saving Fonts see Table B1, page 294

See page 200 for corresponding face made as Lithotine Rule
## Brass Rule Section

### LITHOTONE BRASS RULE

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

<table>
<thead>
<tr>
<th></th>
<th>1596-A</th>
<th>1596-B</th>
<th>1598-A</th>
<th>1598-B</th>
<th>15910-A</th>
<th>15910-B</th>
<th>15912-A</th>
<th>15912-B</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$0.45</td>
<td>$0.45</td>
<td>$0.60</td>
<td>$0.60</td>
<td>$0.75</td>
<td>$0.75</td>
<td>$0.90</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></th>
<th>1596-C</th>
<th>7586</th>
<th>1596-D</th>
<th>7588</th>
<th>1598-D</th>
<th>75810</th>
<th>15910-C</th>
<th>75812</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$0.45</td>
<td>$0.45</td>
<td>$0.45</td>
<td>$0.60</td>
<td>$0.60</td>
<td>$0.75</td>
<td>$0.75</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></th>
<th>1596-J</th>
<th>1594-J</th>
<th>1598-K</th>
<th>1596-K</th>
<th>15910-J</th>
<th>1598-M</th>
<th>15912-K</th>
<th>15912-J</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$0.45</td>
<td>$0.30</td>
<td>$0.60</td>
<td>$0.45</td>
<td>$0.75</td>
<td>$0.60</td>
<td>$0.90</td>
<td>$0.90</td>
</tr>
</tbody>
</table>
Brass Rule Section

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

<table>
<thead>
<tr>
<th></th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>1593-E</td>
<td>$0.22</td>
</tr>
<tr>
<td>1596-H</td>
<td>$0.45</td>
</tr>
<tr>
<td>1596-E</td>
<td>$0.45</td>
</tr>
<tr>
<td>1596-F</td>
<td>$0.60</td>
</tr>
<tr>
<td>1594-G</td>
<td>$0.30</td>
</tr>
<tr>
<td>1596-G</td>
<td>$0.45</td>
</tr>
<tr>
<td>1596-F</td>
<td>$0.45</td>
</tr>
<tr>
<td>15910-F</td>
<td>$0.75</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th></th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>1646</td>
<td>$0.38</td>
</tr>
<tr>
<td>2346</td>
<td>$0.38</td>
</tr>
<tr>
<td>2386-R</td>
<td>$0.38</td>
</tr>
<tr>
<td>2346-R</td>
<td>$0.38</td>
</tr>
<tr>
<td>6496</td>
<td>$0.38</td>
</tr>
<tr>
<td>6496-R</td>
<td>$0.38</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th></th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>6583</td>
<td>$0.18</td>
</tr>
<tr>
<td>6585</td>
<td>$0.30</td>
</tr>
<tr>
<td>6586</td>
<td>$0.38</td>
</tr>
<tr>
<td>6588</td>
<td>$0.48</td>
</tr>
<tr>
<td>65810</td>
<td>$0.60</td>
</tr>
<tr>
<td>65812</td>
<td>$0.72</td>
</tr>
</tbody>
</table>
### Brass Rule Section

#### LITHOLINE BRASS RULE

For prices of Labor-Saving Fonts of Litholine Brass Rule see Table B, page 304

<table>
<thead>
<tr>
<th></th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>2484</td>
<td>$0.24</td>
</tr>
<tr>
<td>4834</td>
<td>$3.30</td>
</tr>
<tr>
<td>2486</td>
<td>$0.38</td>
</tr>
<tr>
<td>4836</td>
<td>$0.45</td>
</tr>
<tr>
<td>24812</td>
<td>$0.90</td>
</tr>
</tbody>
</table>

Combination of 2482, 4838 and 2482

#### LITHODOT BRASS RULE

For prices of Labor-Saving Fonts of Lithodot Brass Rule see Table B1, page 304

<table>
<thead>
<tr>
<th></th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>2473</td>
<td>$0.13</td>
</tr>
<tr>
<td>4733</td>
<td>$0.22</td>
</tr>
<tr>
<td>2476</td>
<td>$0.38</td>
</tr>
<tr>
<td>4736</td>
<td>$0.45</td>
</tr>
<tr>
<td>24712</td>
<td>$0.90</td>
</tr>
</tbody>
</table>

Combination of 2473, 4736 and 2473

#### LITHOLINE BRASS RULE

Fonts of Lithodot Brass Rule do not need Miter or Brazen Corners

<table>
<thead>
<tr>
<th></th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>2542*</td>
<td>$0.14</td>
</tr>
<tr>
<td>5422*</td>
<td>$0.20</td>
</tr>
<tr>
<td>2546</td>
<td>$0.30</td>
</tr>
<tr>
<td>5466</td>
<td>$0.45</td>
</tr>
<tr>
<td>25412</td>
<td>$0.90</td>
</tr>
</tbody>
</table>

Combination of 2546 and 3546

*Also Made on 2 5-8 point body

---

200
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>Font</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>2556</td>
<td>$0.38</td>
</tr>
<tr>
<td>25912</td>
<td>$0.72</td>
</tr>
</tbody>
</table>

Combination of 2556 and 25912

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

<table>
<thead>
<tr>
<th>Font</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>2562</td>
<td>$0.14</td>
</tr>
<tr>
<td>2583</td>
<td>$0.18</td>
</tr>
<tr>
<td>2586</td>
<td>$0.38</td>
</tr>
<tr>
<td>25812</td>
<td>$0.72</td>
</tr>
</tbody>
</table>

Combination of 2562 and 25812

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

<table>
<thead>
<tr>
<th>Font</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>2566</td>
<td>$0.38</td>
</tr>
<tr>
<td>25612</td>
<td>$0.72</td>
</tr>
</tbody>
</table>

Combination of 2566, 2566 and 2566

201
# Brass Rule Section

## Litholite Brass Rule
- **2572**: $0.14
- **2576**: $0.45
- **25712**: $0.90

Combination of 2576 and 2576

*Also made on 2 2-5 point body*

## Lithodot Brass Rule
- **2554**: $0.24
- **2556**: $0.38
- **25512**: $0.90

Combination of 2554, 1554 and 2554

All Lithotone and Litholine Brass Rules can be combined as shown on this outside panel

## Litholite Brass Rule
- **2494**: $0.24
- **2496**: $0.38
- **24912**: $0.90

Combination of Litholine 24912 and Lithotone 14912

## Prices of Labor-Saving Fonts
- Litholite Brass Rule: see Table 31, page 204
- Lithodot Brass Rule: see Table 30, page 204

### Prices
- **2572**: $0.14
- **2576**: $0.45
- **25712**: $0.90
- **2554**: $0.24
- **2556**: $0.38
- **25512**: $0.90
- **2494**: $0.24
- **2496**: $0.38
- **24912**: $0.90
BRASS INITIAL BOXES
These Initial Boxes are brazed on two corners and mitered on two corners making corner pieces easy to compose

<table>
<thead>
<tr>
<th>Initial</th>
<th>48 Point</th>
<th>72 Point</th>
<th>96 Point</th>
<th>120 Point</th>
</tr>
</thead>
<tbody>
<tr>
<td>W</td>
<td>$0.45</td>
<td>$0.50</td>
<td>$0.55</td>
<td></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>60</td>
<td>70</td>
<td>75</td>
</tr>
<tr>
<td>10 Point Rule</td>
<td>55</td>
<td>65</td>
<td>75</td>
<td>85</td>
</tr>
<tr>
<td>12 Point Rule</td>
<td>65</td>
<td>75</td>
<td>85</td>
<td>95</td>
</tr>
</tbody>
</table>

For prices of Labor-Saving Fonts see Table B1, page 204
Brass Rule Section

**LITHOLINE RULE IN STRIPS**
Prices also apply to all Plain Single, Double, and Triple Line Rules

<table>
<thead>
<tr>
<th>TABLE C</th>
<th>asuring also apply to all Plain Single, Double, and Triple Line Rules</th>
</tr>
</thead>
<tbody>
<tr>
<td>POINT</td>
<td>1</td>
</tr>
<tr>
<td>1 Foot Price</td>
<td>9c</td>
</tr>
</tbody>
</table>

**LABOR-SAVING FONTS OF LITHOLINE BRASS RULE**
Prices also apply to all Plain Single, Double, and Triple Line Rules

<table>
<thead>
<tr>
<th>TABLE B</th>
<th>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.</th>
</tr>
</thead>
<tbody>
<tr>
<td>SIZE FONT</td>
<td>1 POINT</td>
</tr>
<tr>
<td>1 Pound .</td>
<td>$3.00</td>
</tr>
<tr>
<td>2 Pound .</td>
<td>6.00</td>
</tr>
<tr>
<td>3 Pound .</td>
<td>8.70</td>
</tr>
<tr>
<td>4 Pound .</td>
<td>11.30</td>
</tr>
<tr>
<td>5 Pound .</td>
<td>13.50</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.

**LITHOTONE AND LITHODOT RULE IN STRIPS**
These List Prices are for all Series of Lithotone and Lithodot Rule

| TABLE C1 | 
|---------|------------------------------------------------------------|
| POINT   | 1 | 1.5 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 10 | 12 | 15 | 18 | 20 | 24 | 30 | 36 |
| 1 Foot Price | 10½c | 13c | 15c | 22c | 30c | 37c | 45c | 60c | 75c | 90c | $1.35 | $1.80 | $2.25 | $2.70 |

**LABOR-SAVING FONTS OF LITHOTONE AND LITHODOT BRASS RULE**
Regular Fonts DO NOT contain Mitters or Brazed Corners

<table>
<thead>
<tr>
<th>TABLE B1</th>
<th>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- ing to Tables H and I, plus 25 per cent.</th>
</tr>
</thead>
<tbody>
<tr>
<td>SIZE FONT</td>
<td>1 POINT</td>
</tr>
<tr>
<td>1 Pound .</td>
<td>$3.75</td>
</tr>
<tr>
<td>2 Pound .</td>
<td>7.50</td>
</tr>
<tr>
<td>3 Pound .</td>
<td>10.90</td>
</tr>
<tr>
<td>4 Pound .</td>
<td>14.00</td>
</tr>
<tr>
<td>5 Pound .</td>
<td>16.90</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**
For prices of Brazed Corners see page 193

| TABLE D2 | 
|---------|------------------------------------------------------------|
| BODY | 2 1/2 EMB INSIDE | 2 1/2 EMB OUTSIDE | 2 1/2 EMB INSIDE | 2 1/2 EMB OUTSIDE | EXTRA FOR INTERLOCKING MITERS |
| 1 to 2 Pts. | $0.20 | $0.20 | $0.20 | $0.20 | $0.10 |
| 2 & 4 Pts. | 30 | 30 | 30 | 30 | 10 |
| 5 & 6 Pts. | 30 | 40 | 40 | 40 | 10 |
| 8 Pts. | 40 | 55 | 55 | 55 | 10 |
| 10 Pts. | 45 | 70 | 70 | 70 | 10 |
| 12 Pts. | 50 | 80 | 80 | 80 | 10 |
| 15 Pts. | 80 | 120 | 120 | 120 | 15 |
| 24 Pts. | 1.10 | 1.60 | 1.60 | 1.50 | 15 |

Mitered pages of Lithotone Rules: To the charges for mitering add prices of pieces of rule in Tables H and I and add 25 per cent for all series. Lithodot Rules do not need miters or brazed corners, which cannot be made satisfactorily.

All prices subject to change without notice

204
Brazed Half-Panel—4 columns wide (53½ ems) with 3 em leg. Per set of two, 12 Point Rule No. 14912, $2 55

Brazed Half-Panel—2 columns wide (60 ems) with 3 em leg. Per set of two, 8 Point Rule No. 1338, $1 45

Brazed Half-Panel—2 columns wide (26½ ems). Per set of two, 6 Point Rule No. 1326, $1 10

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 Pl.</th>
<th>3 Pl.</th>
<th>4 Pl.</th>
<th>6 Pl.</th>
<th>8 Pl.</th>
<th>10 Pl.</th>
<th>12 Pl.</th>
<th>14 Pl.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Plain Rule</td>
<td>3x13  Ems</td>
<td>90 80</td>
<td>90 80</td>
<td>90 96</td>
<td>91 00</td>
<td>91 15</td>
<td>91 25</td>
<td>91 50</td>
</tr>
<tr>
<td>All Lithotone</td>
<td>3x13  Ems</td>
<td>10 66</td>
<td>10 66</td>
<td>10 76</td>
<td>10 90</td>
<td>10 105</td>
<td>10 125</td>
<td>10 150</td>
</tr>
<tr>
<td>Plain Rule</td>
<td>2x26½ Ems</td>
<td>90 90</td>
<td>90 90</td>
<td>11 10</td>
<td>12 25</td>
<td>13 35</td>
<td>15 50</td>
<td>20 00</td>
</tr>
<tr>
<td>All Lithotone</td>
<td>2x26½ Ems</td>
<td>95 95</td>
<td>95 95</td>
<td>12 20</td>
<td>13 35</td>
<td>15 50</td>
<td>17 70</td>
<td>22 25</td>
</tr>
<tr>
<td>Plain Rule</td>
<td>3x40  Ems</td>
<td>1 05 1 05</td>
<td>1 05 1 35</td>
<td>1 45</td>
<td>1 65</td>
<td>1 85</td>
<td>2 10</td>
<td>2 75</td>
</tr>
<tr>
<td>All Lithotone</td>
<td>3x40  Ems</td>
<td>1 10 1 10</td>
<td>1 10 1 45</td>
<td>1 60</td>
<td>1 80</td>
<td>2 10</td>
<td>2 75</td>
<td>3 00</td>
</tr>
<tr>
<td>Plain Rule</td>
<td>2x53½ Ems</td>
<td>1 25 1 25</td>
<td>1 25 1 50</td>
<td>1 75</td>
<td>2 00</td>
<td>2 25</td>
<td>3 00</td>
<td>3 50</td>
</tr>
<tr>
<td>All Lithotone</td>
<td>2x53½ Ems</td>
<td>1 35 1 35</td>
<td>1 35 1 65</td>
<td>1 95</td>
<td>2 25</td>
<td>2 55</td>
<td>3 50</td>
<td>4 50</td>
</tr>
<tr>
<td><em>Special Font Half-Panel Rule</em></td>
<td>(Plain Rule)</td>
<td>3 22</td>
<td>4 97</td>
<td>6 35</td>
<td>9 87</td>
<td>12 66</td>
<td>15 70</td>
<td>18 66</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, 48, 54, 60, 66 and 72 ems. (2 point font weighs 2 lbs.)

Advertising Composition made easy by using Brazed Half-Panels with rule cut to proper lengths for Adwork

AMERICAN TYPE FOUNDERs COMPANY

Ads from one inch to twelve inches in length composed with two pieces of rule and one set of Brazed Half-Panel.
Brass Rule Section

**MITERED PAGES — HALF BRAZED**
Open Corners Mitered Plain or Interlocking

<table>
<thead>
<tr>
<th>Page Dimensions</th>
<th>Rule No.</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>34x53 ems</td>
<td>14812</td>
<td>$3 00</td>
</tr>
</tbody>
</table>

These pages, with two corners brazed and two corners mitered, are great time-savers 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 II and I for the length of rule used. Be sure to state whether measurements given are inside or outside, and if side-face rule whether bevel is inside or outside.

<table>
<thead>
<tr>
<th>Open corners, plain mitered</th>
<th>Price per piece, not including Rule used</th>
<th>Open corners, Interlocking mitered</th>
</tr>
</thead>
<tbody>
<tr>
<td>9, 3 and 4 point</td>
<td></td>
<td></td>
</tr>
<tr>
<td>10 point</td>
<td></td>
<td></td>
</tr>
<tr>
<td>12 and 14 point</td>
<td></td>
<td></td>
</tr>
<tr>
<td>16 point and thicker</td>
<td></td>
<td></td>
</tr>
<tr>
<td>When longest leg is less than 24 ems</td>
<td>$0 45</td>
<td>$0 55</td>
</tr>
<tr>
<td>36 ems</td>
<td>50</td>
<td>60</td>
</tr>
<tr>
<td>48 ems</td>
<td>55</td>
<td>65</td>
</tr>
<tr>
<td>60 ems</td>
<td>65</td>
<td>75</td>
</tr>
<tr>
<td>72 ems</td>
<td>65</td>
<td>75</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 II and I are increased 25 per cent, to which the above charges per page are added.
Squaround Circles
Square outside—round inside

PRICE LIST

<table>
<thead>
<tr>
<th>Size Block</th>
<th>Price Block</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>3 Em (½ in)</td>
<td>1432</td>
<td>80 85</td>
</tr>
<tr>
<td>4½ Em (¾ in)</td>
<td>1432</td>
<td>90</td>
</tr>
<tr>
<td>6 Em (1 in)</td>
<td>1433</td>
<td>95</td>
</tr>
<tr>
<td>7½ Em (1½ in)</td>
<td>1433</td>
<td>1 00</td>
</tr>
<tr>
<td>9 Em (1¾ in)</td>
<td>1433</td>
<td>1 05</td>
</tr>
<tr>
<td>10½ Em (1½ in)</td>
<td>1433</td>
<td>1 10</td>
</tr>
<tr>
<td>12 Em (2 in)</td>
<td>1434</td>
<td>1 20</td>
</tr>
<tr>
<td>13½ Em (2¾ in)</td>
<td>1435</td>
<td>1 30</td>
</tr>
<tr>
<td>15 Em (2½ in)</td>
<td>1435</td>
<td>1 40</td>
</tr>
<tr>
<td>16½ Em (2¾ in)</td>
<td>1436</td>
<td>1 50</td>
</tr>
<tr>
<td>18 Em (3 in)</td>
<td>1436</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. 112, 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.

Squaround Circles are trimmed to twelve point ems.

Squaround Brass Circles do away with the annoyance of justifying the old-style round circle in the form. The matter on the inside of the circle is set in the usual manner and the Squaround Circle is inserted in the form as easily as a piece of type or furniture.
Brass Rule Section

LITHOTONE, LITHOLINE, LITHODOT AND OTHER RULES IN COMBINATION

2584-3586-2583
2364-1504-2583
1646-1564-1462
2582-1563-2582
2583-1583-1583
2583-1584-1583
2584-1586-1584

LITHOTONE, LITHOLINE, LITHODOT AND OTHER RULES IN COMBINATION

2236R-1486-2236
1543-1555-2522-1461
2236R-3482
2473-3473

LITHOTONE, LITHOLINE, LITHODOT AND OTHER RULES IN COMBINATION

1543-1400-2042
1212-1702-1212
1212 (2) 2586 (2) 1212
6584-1584-3584
BRASS ROUND CORNERS

SIZE
6½ x 6½
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>1 Point</th>
<th>80.12</th>
</tr>
</thead>
<tbody>
<tr>
<td>1½ Point</td>
<td>15</td>
</tr>
<tr>
<td>2 Point</td>
<td>18</td>
</tr>
<tr>
<td>3 Point</td>
<td>24</td>
</tr>
<tr>
<td>4 Point</td>
<td>30</td>
</tr>
<tr>
<td>6 Point</td>
<td>45</td>
</tr>
</tbody>
</table>

CHECKERBOARD RULE COMBINATIONS

2062-1702-1701-1702-2062

Three pieces of 1703

Three pieces of 1702

Two pieces of 1702

1213-1485-3464-1704-3464-1485-1213
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

Typotabular Squares, fonts containing 27 square inches (about six pounds) .................................. $4.00
Typotabular Squares, 8 fonts and over .......................................................... 3.60
Typotabular Foot Slugs, containing an assortment of special 12 point slugs in lengths from one to ten ems by halves .......................................................... 1.25
Typotabular Galley End Lock and Dividers for 1 font (27x36 ems) .................................. 70
Typotabular Galley End Lock and Dividers for 2 fonts (36x54 ems) ................................. 85
Typotabular Galley End Lock and Dividers for 3 fonts (36x81 ems) ................................ 95
Typotabular Galley End Lock and Dividers for 4 fonts (54x72 ems) ................................ 1.10

The Typotabular Galley End Lock is made to fit on the Pressed Steel or Brass Style, but can be adjusted to fit on most styles of All-Brass Galleys.

That the proper system for readily obtaining the various widths of 'feints' or cross rules may be easily understood, we have prepared the accompanying diagram showing the method of using two point and four point side-bevel brass rule. While the side-bevel rules are not essential for the satisfactory use of Typotabular Squares, more combinations are possible with their use than with center-face rules.

![Diagram of Typotabular Squares](image)

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, 11, 19, 23, 31 points, etc., can be made with 1 point rule, and 9, 12, 15, 18, 21, 24, 27, 30, 33, etc., can be made with 8 point side-face rule.
A Practical Working Outfit

THE essential items for operating this system are few in number, viz: One or more fonts of Typotabular Squares, a font of Foot Slugs, galley and dividers of proper size with galley end lock and fonts of brass rule with plenty of short pieces. In developing this system, however, we found that no rule cases allowed sufficient space for short pieces. So the Tabular Rule Cases (listed on page 214) were designed to fill this need. Then naturally followed a Working Top to hold the cases and the galleys, the latter containing the "base" or "Squares" ready for use.

The Typotabular Working Top

There is no other cabinet or piece of printers' furniture on the market that is exactly adapted to the needs of the Typotabular Square System. The Typotabular Working Top can be set on any flat-top cabinet but is especially designed for the No. 62, full-size, standard height, New Departure Cabinet. To allow room in front of the bank for a 12x18 galley, the top is made to overhang the cabinet in front about five inches. 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

Showing two Typotabular Working Tops placed on a Double Flat-Top Cabinet
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 20 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 6-point slugs, 4 rows for 2-point rule, etc., changing the layout to suit the particular requirements. See page 116 for Typotabular Gothic, made on em and em body especially for tabular blank forms. The capacity of the cases indicated below is based on 3-point rule.

**No. 10 Tabular Rule Case**
Size, 7½x15½ inches. Weight, 19 oz. Holds 600 pieces each 1 to 3 ems by ½ ems. Price $1.25

**No. 11 Tabular Rule Case**
Size, 7½x15½ inches. Weight, 18 oz. Holds 300 pieces each length 6½ to 10 ems by ½ ems. Price $1.00

**No. 12 Tabular Rule Case**
Size, 7½x15½ inches. Weight, 18 oz. Holds 100 pieces each length 11 to 20 ems by ½ ems. Price $0.90

**No. 13 Tabular Rule Case**
Size, 7½x15½ inches. Weight, 18 oz. Holds 30 pieces each length 21 to 30 ems by ems. The 35 and 36 em compartments are long enough for 56 and 58 em pieces. Price $0.90

**No. 14 Tabular Rule Case**
Size, 7½x15½ inches. Weight, 17 oz. Holds 20 pieces each length 37 to 50 ems by ems. Has extra compartments for 36 and 37 ems and one long compartment the length of the case, 87 ems. Price $0.60

**No. 15 Tabular Rule Case**
Size, 7½x15½ inches. Weight, 19 oz. Holds 300 pieces each length 1 to 3 ems by ½ ems; 200 pieces each length 3½, 4, 4½ and 5 ems; 100 pieces each length 5½ to 10 ems by ½ ems. Price $1.25

**New Medium Lead Case**
Size, 5½x7½ inches. Weight, 10 ounces. Three occupy same space as a quarter case and are designed to hold fonts of 1 point Brass, or 2 or 3 point metal, American Line Lead, 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 over all, and all pieces are graduated at both ends. The usable assortment (cut to accurate newpaper sizes), with the low price, makes these Ad-Man’s Rule Borders a valuable addition to every newspaper office.

These measures are based on a standard six-column paper using six-point column rule. If they are made for a seven or an eight-column paper the sizes of half-page and full-page pieces should be made longer.

The customer should be particular to state the number (which is the style) of rule desired. He should also be very careful to state how he measures his ads. The sizes here given are all full measure. The six-inch ad is a full-size border. If he charges for blank space top and bottom he should then deduct a pic 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) 110 picas. Allowing a six-point slug under head rule makes it 115½ picas for full-length border. The half pages are 58½ picas—twice 58½ in 117 (one and one-half-piece long). This is necessary to allow for a slug on each side of "cut-off" rule between ads.

The customer may suggest "my half-pages are ten inches," but if figured on that basis it would not be possible to work a half page and a quarter page on the same page, etc.

Full seven- and eight-column top and bottom pieces as well as full and half-page seven- and eight-column lengths will be furnished upon request at price per piece as given in Table I plus the mitering charge.

---

**West Virginia Rule Case**

The West Virginia Rule Case, quarter size, holds a regular scheme 1½ lb. font of 2 point rule and 75 pieces extra 1 to 5 ems by ½ ems. This makes a total of 105 pieces each 1 to ½ by ½ ems; 30 pieces 6½ to 10 by ½ ems; 24 pieces 11 to 30 by ems; 18 pieces 21 to 30 by ems; 12 pieces 31 to 40 by ems, and 6 pieces 31 to 36 by ems. Price of special font, plain rule, $56.67. 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>VOUCHER 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>
</table>

<table>
<thead>
<tr>
<th>BILL NUMBER</th>
<th>PERIOD</th>
<th>DATE REC'D</th>
<th>AMOUNT</th>
<th>VOUCHER NUMBER</th>
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<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>
</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>
</table>

RECEIVED THE ABOVE

FOREMAN

TEAMSTER

215
AMERICAN SPECIMEN BOOK OF TYPE STYLES
SUPPLEMENT

AMERICAN TYPE FOUNDER'S COMPANY