

A Booklet of  
Designs

25 cts



Will Bradley's  
Art Service for  
Advertisers  
131 East 23rd Street  
New York

2239.2  
B704  
1714b



JOHN HENRY NASH



D 65 — 2 colors \$2.50; 1 color \$1.35

## GENERAL INFORMATION

The designs in this catalog are furnished in plate form blocked and ready for printing, in any size, any proportion and for as many colors as desired. They may also be had in the form of mats, curved multigraph plates, and lantern slides. The prices for same will be found in our current price list except in the case of our stock electrotype sizes where the prices are listed under each cut.

**DELIVERY:**— All prices include delivery by Parcel Post or express according to our judgement.

**TERMS:**— All cuts are sold on “cash with order” basis and to avoid confusion and delay, this rule should be closely observed. Remittance may be made by cash, mail or express money-orders, draft or check (to include exchange). The prices given are strictly net and not subject to discount.

Out of town mail orders are filled and shipped promptly so as to reach their destination at the earliest possible moment.

Will Bradley's Art Service for Advertisers



M 98 \$ .75



M 148 \$ .85



M 97 \$ .75



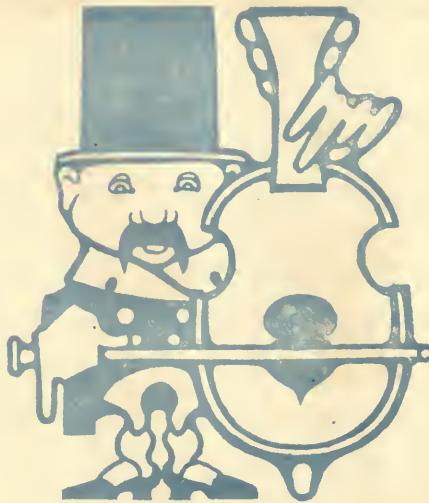
M 152 \$ .75



M 93 \$ .60



M 106 \$ .85



M 135 \$1.25



M 111 \$1.00



M 96 \$ .85



M 108 \$1.25



L 205 \$ .75

Above prices are for electrotypes, size as shown





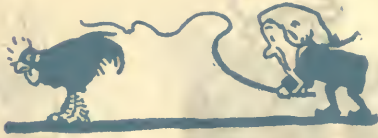
L 26 \$1.00



L 235 \$1.00



M 76 \$1.25



L 210 \$.85



L 114 \$.65



L 57 \$1.00



M 54 \$.75



L 39 \$.75



L 139 \$.85



L 50 \$1.00



M 75 \$.60



L 17 \$.75



EL 108 \$1.25



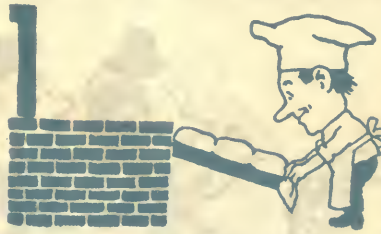
L 315 \$1.00

Above prices are for electrotypes, size as shown.

Will Bradley's Art Service for Advertisers



L 92 \$ .85



L 97 \$1.00



L 100 \$1.25



L 93 \$ .85



L 88 \$1.00



L 55 \$1.00



L 118 \$1.00



L 3 \$ .75



M 84 \$ .60



L 190 \$1.00



L 202 \$1.00

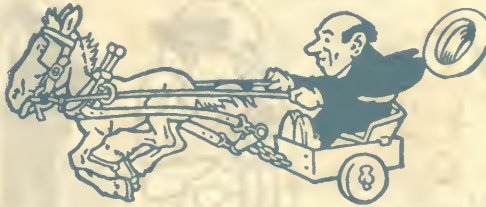


L 164 \$1.00

Above prices are for electrotypes, size as shown.



L 171 \$ .60



M 92 \$1.00



L 167 \$ .60

I



L 206 \$ .75



M 33 \$ .75



L 5 \$ .75



M 100 \$ .75



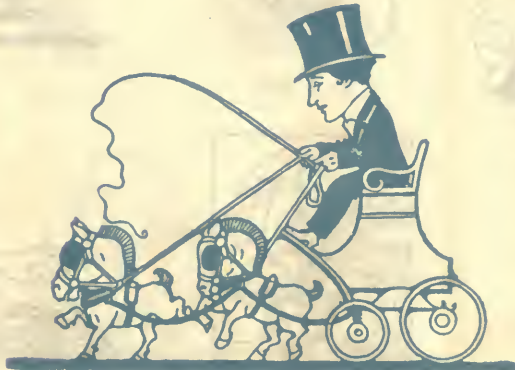
M 88 \$1.35



M 87 \$ .75



L 65 \$1.00



L 291 \$1.35

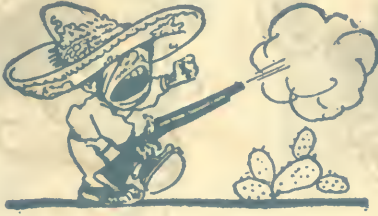


M 38 \$ .85

For special sizes see current price list.



Will Bradley's Art Service for Advertisers



L 73 \$1.00



M 59 \$.75



M 27 \$.75



L 154 \$1.00



M 69 \$.75



M 67 \$.75



L 85 \$.75



M 46 \$.60



M 44 \$.60



M 66 \$1.25



L 123 \$.75



M 68 \$.85



L 52 \$1.00



L 61 \$1.00

Above prices are for electrotypes, size as shown.





L 269 \$1.25



M 79 \$1.00



M 80 \$1.00



L 75 \$1.00



L 8 \$ .75



L 14 \$ .75



L 6 \$1.00



L 16 \$ .75



L 145 \$ .75



M 77 \$1.25



L 51 \$1.00



M 78 \$1.25

For special sizes see current price list.

Will Bradley's Art Service for Advertisers



L 158 \$ .75



L 136 \$ .75



L 124 \$ .75



L 143 \$ .75



L 162 \$ .75



L 128 \$ .75



L 131 \$ .75



L 137 \$ .75



L 147 \$ .75



L 142 \$ .75



L 156 \$ .75



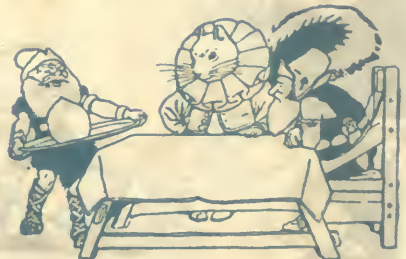
L 149 \$ .75



L 127 \$ .75



L 28 \$ .75



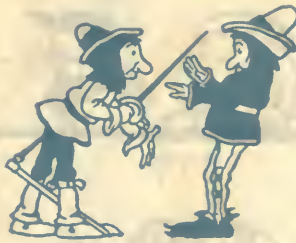
L 79 \$1.00

Above prices are for electrotypes, size as shown.

131 East 23rd Street New York



L 115 \$.75



L 89 \$.75



L 10 \$.75



L 29 \$.75



L 1 \$.75



L 33 \$.75



L 83 \$.85



L 96 \$.85



L 30 \$.75



M 65 \$1.00



L 109 \$.60



L 90 \$.75



L 67 \$1.00



L 143 \$.75



M 45 \$.60

For special sizes see current price list.



Will Bradley's Art Service for Advertisers



L 141 \$ .75



L 38 \$ .75



L 117 \$ .75



L 160 \$1.00



L 95 \$ .75



L 151 \$ .75



L 144 \$1.00



L 37 \$ .75



L 138 \$ .75



M 18 \$ .60



L 42 \$ .75



L 4 \$ .75



L 86 \$ .75



L 31 \$ .75

Above prices are for electrotypes, size as shown.



L 23 \$1.00



L 64 \$1.00



L 25 \$1.00



L 63 \$1.00



L 70 \$1.00



L 68 \$1.00



L 209 \$ .75



L 183 \$ .60



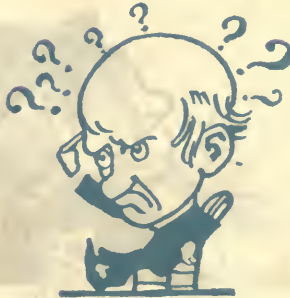
M 81 \$ .75



L 175 \$ .60



L 77 \$1.00



L 170 \$ .75



L 172 \$ .75

For special sizes see current price list.

Will Bradley's Art Service for Advertisers



M 70 \$ .75



L 19 \$ .75



L 11 \$ .75



M 34 \$ .75



L 153 \$ .75



M 63 \$ .75



L 9 \$ .75



L 34 \$ .75



L 54 \$ 1.00



M 72 \$ .75



L 44 \$ 1.00



M 86 \$ .75



L 45 \$ 1.00



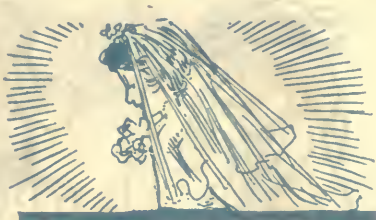
M 71 \$ .75

Above prices are for electrotypes, size as shown.





L 87 \$1.00



L 82 \$ .85



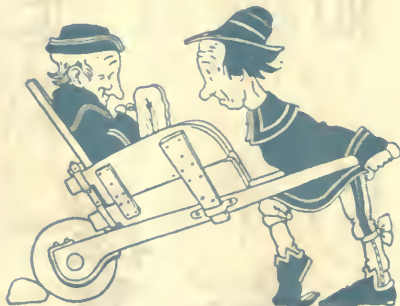
L 20 \$ .75



L 84 \$ .85



FL 9 \$ .75



L 74 \$1.00



L 91 \$ .75



L 15 \$ .75



L 18 \$ .75



L 41 \$ .75



L 107 \$ .85



L 177 \$ .85



L 32 \$ .75

For special sizes see current price list.

Will Bradley's Art Service for Advertisers



L 218 \$ .85



M 40 \$ .85



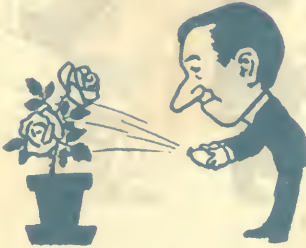
L 21 \$1.00



L 22 \$1.00



L 176 \$ .60



L 13 \$ .75



L 72 \$1.00



L 188 \$ .75



L 216 \$ .75



L 194 \$ .75



M 39 \$ .85



L 76 \$1.00



L 165 \$ .85



L 168 \$ .75

Above prices are for electrotypes, size as shown.



L 254 \$1.00



L 60 \$1.00



L 272 \$.85



L 152 \$.60



L 116 \$.75



L 120 \$.75



L 135 \$.85



L 324 \$.60

L 323 \$.60



L 125 \$.75



L 126 \$.75



L 47 \$1.00



L 48 \$1.00



L 133 \$1.00



L 46 \$1.00

For special sizes see current price list.



Will Bradley's Art Service for Advertisers



L 71 \$1.00



L 296 \$ .85



L 80 \$1.00



L 40 \$ .75



L 2 \$ .75



L 111 \$ .60



L 110 \$ .60



M 10 \$ .75



L 66 \$1.00



L 56 \$1.00



L 27 \$1.00



L 182 \$1.00



M 82 \$ .60



L 199 \$ .85

Above prices are for electrotypes, size as shown.

131 East 23rd Street New York



L.266 \$.85



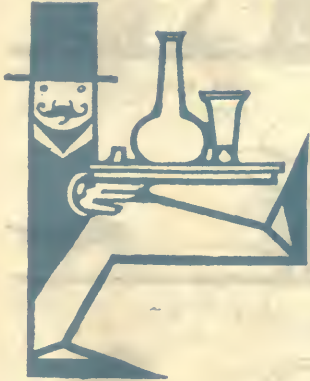
L.81 \$.85



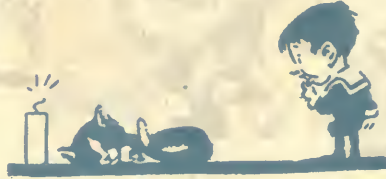
L.265 \$.85



L.211 \$.85



L.268 \$1.00



L.146 \$.85



L.58 \$1.00



M.83 \$.75



L.113 \$1.00



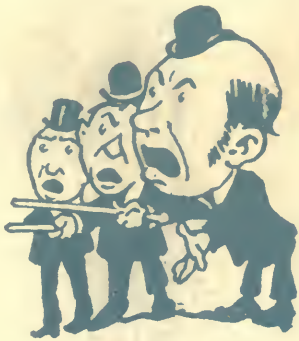
M.33 \$.75



L.256 \$.85

For special sizes see current price list.

Will Bradley's Art Service for Advertisers



L 159 \$1.00



L 213 \$ .75



L 181 \$1.00



L 122 \$ .85



L 215 \$ .75



L 204 \$ .85



L 94 \$ .85



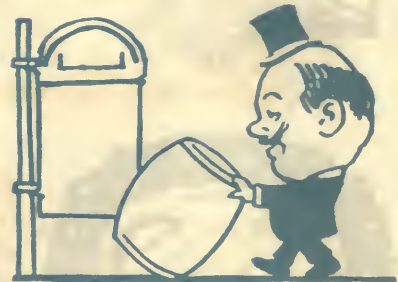
L 130 \$ .85



L 140 \$1.25



L 121 \$ .85



L 62 \$1.00



L 157 \$ .75

Above prices are for electotypes, size as shown.



131 East 23rd Street New York



M 36 \$ .75



L 217 \$1.00



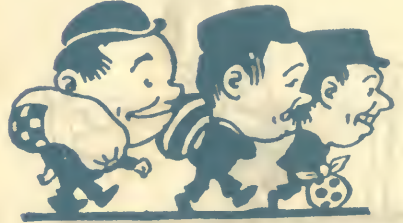
L 75 \$1.00



L 134 \$ .75



L 155 \$ .75



L 59 \$1.00



L 78 \$1.00



L 24 \$1.00



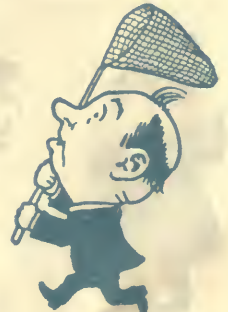
L 69 \$1.00



L 180 \$ .75



L 49 \$1.00



L 150 \$ .75

For special sizes see current price list.

Will Bradley's Art Service for Advertisers



L 201 \$1.00



L 196 \$1.00



L 214 \$.75



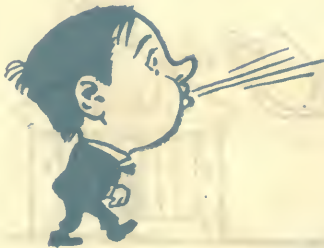
L 191 \$1.00



L 187 \$.85



L 193 \$.85



L 186 \$.85



L 195 \$.75



L 184 \$.60



L 36 \$.75



L 173 \$.75



L 198 \$1.00



L 212 \$.75

Above prices are for electrotypes, size as shown.



L 179 \$1.00



L 200 \$.75



L 169 \$.75



L 178 \$.85



L 207 \$.75



L 203 \$.85



L 192 \$.85



L 197 \$.75



L 174 \$.85



L 101 \$1.00



L 208 \$.75



L 166 \$.75

For special sizes see current price list.



Will Bradley's Art Service for Advertisers



L 103 \$1.25



M 47 \$.75



L 185 \$.60



L 98 \$1.25



L 102 \$1.25



L 260 \$1.25



L 104 \$1.25



M 85 \$1.00



L 243 \$1.35



L 53 \$1.00

Above prices are for electrotypes, size as shown.

131 East 23rd Street New York



M 143 \$1.35



M 142 \$1.25



M 141 \$1.35



M 146 \$1.35



DL 68 \$1.35



M 144 \$1.35

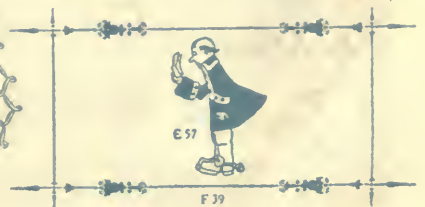
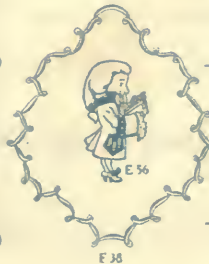
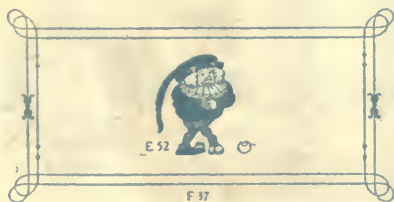
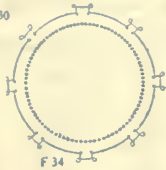
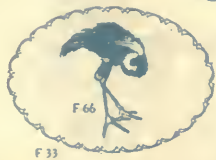
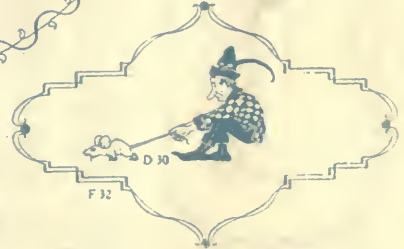
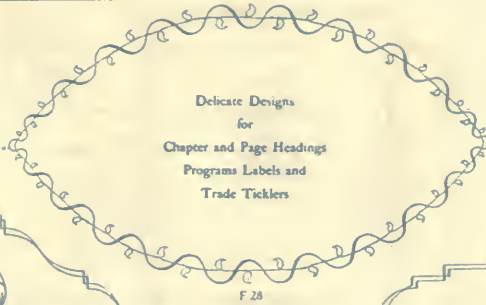
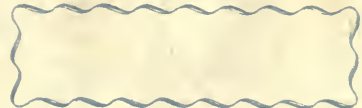
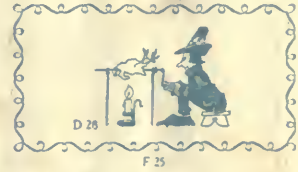
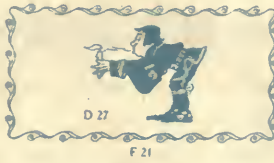
Will Bradley's Art Service for Advertisers



LAUGH  
and the  
World Laughs  
with You

Plates can be furnished in any size required





Plates can be furnished in any size required

# Will Bradley's Art Service for Advertisers

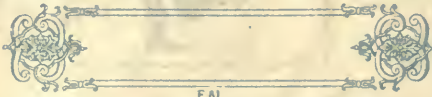


F 110



E 96

C 28



E 81



F 111



E 82



E 90



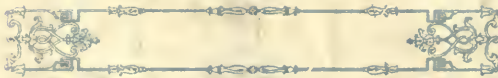
E 91



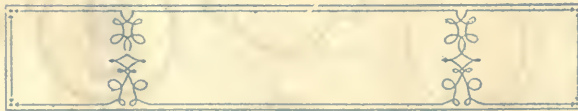
E 92



E 93



E 94



E 95



F 112



F 113



D 60



E 97

C 29



E 99

C 30



E 98



E 100



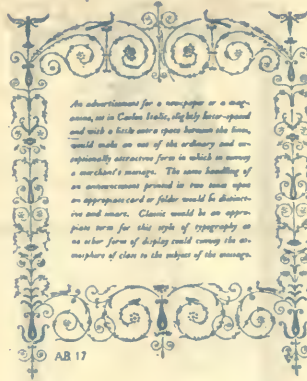
E 101

Plates can be furnished in any size required



E 44

AB 16

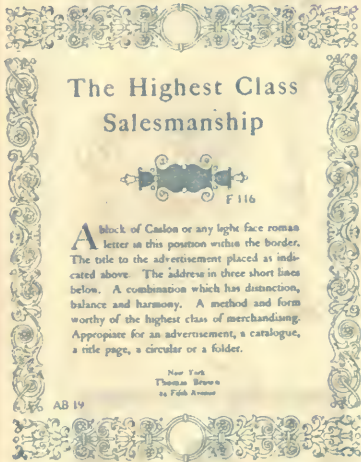


AB 17



E 45

AB 18



F 116

New York  
Thomas Brown  
& Fish Avenue

AB 19



F 57

AB 20



F 115

The Leading Printer  
Classic City

AB 21



D 19

AB 22



AB 23



D 20

AB 24



Will Bradley's Art Service for Advertisers



This would be Effective for an

D 14  
Announcement of a Millinery Opening or any Society Event

B 10



D 15  
Used with Card or any of the Hair Line Types these Old French Copper Plate Engraved Effects are very High Class

B 11



Suggesting a Garden Scene and

D 16  
Just as Appropriate to any Advertising Message which requires the Atmosphere of Refinement

B 12



E 14



These combined Dainty Pictures and Frames suggest many uses in Fine Printing They may be had in any desired size to fit a special job after which their stock uses are unlimited

E 18



E 15



E 16  
Copy written to fit this Picture would tie up to any line of Advertising or Society Printing in which the appeal is one of Good Taste

B 13



E 17  
For a Musical or any Entertainment these Designs printed on Wedding or Announcement Card would tempt any Savvy London and they are just as appropriate in Advertising

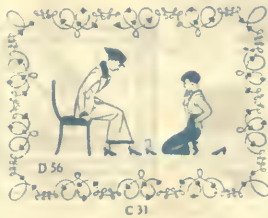
B 14



E 18  
Consider what would be the effect of any of these designs in full size printed with proper margins and good color or as page advertisements in magazines

B 15

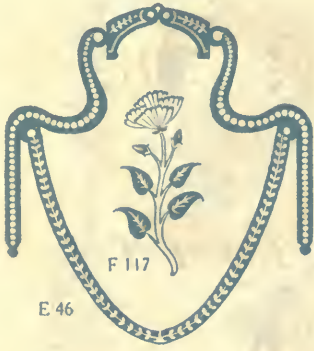
Plates can be furnished in any size required



Plates can be furnished in any size required



Will Bradley's Art Service for Advertisers



E 46



C 19



D 21



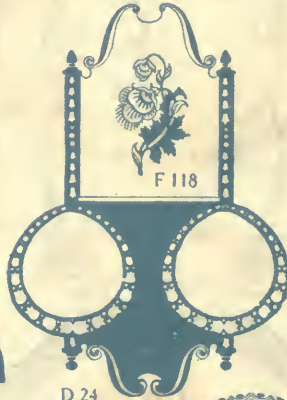
D 22



F 57



E 47



D 24



D 23



E 48



F 58



F 60



D 26



F 61



E 49



F 62



F 59



F 63



D 25

Plates can be furnished in any size required





Label Containers and Trade Ticklers

SOMETHING TO CROW ABOUT

These designs would be very effective as borders to surround type for cover medallions or labels. For tint background effects they can be engraved with solid centers or with lettering in white on solid centers. The Trade Ticklers have innumerable uses, especially when tied up to such slogans as "A Thirst Begger", "On Time" and "Catching the Spy".

Will Bradley's Art Service for Advertisers



CG 17



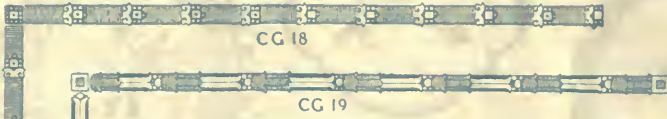
E 19



CG 18



E 20



CG 19



CG 20



F 42

CG 21



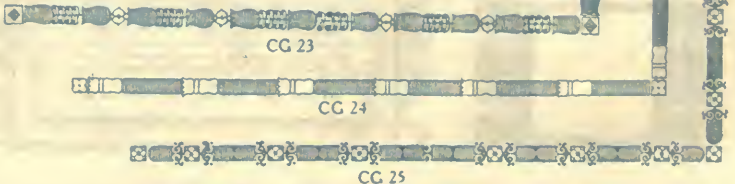
AB 25



F 41



F 40



CG 23



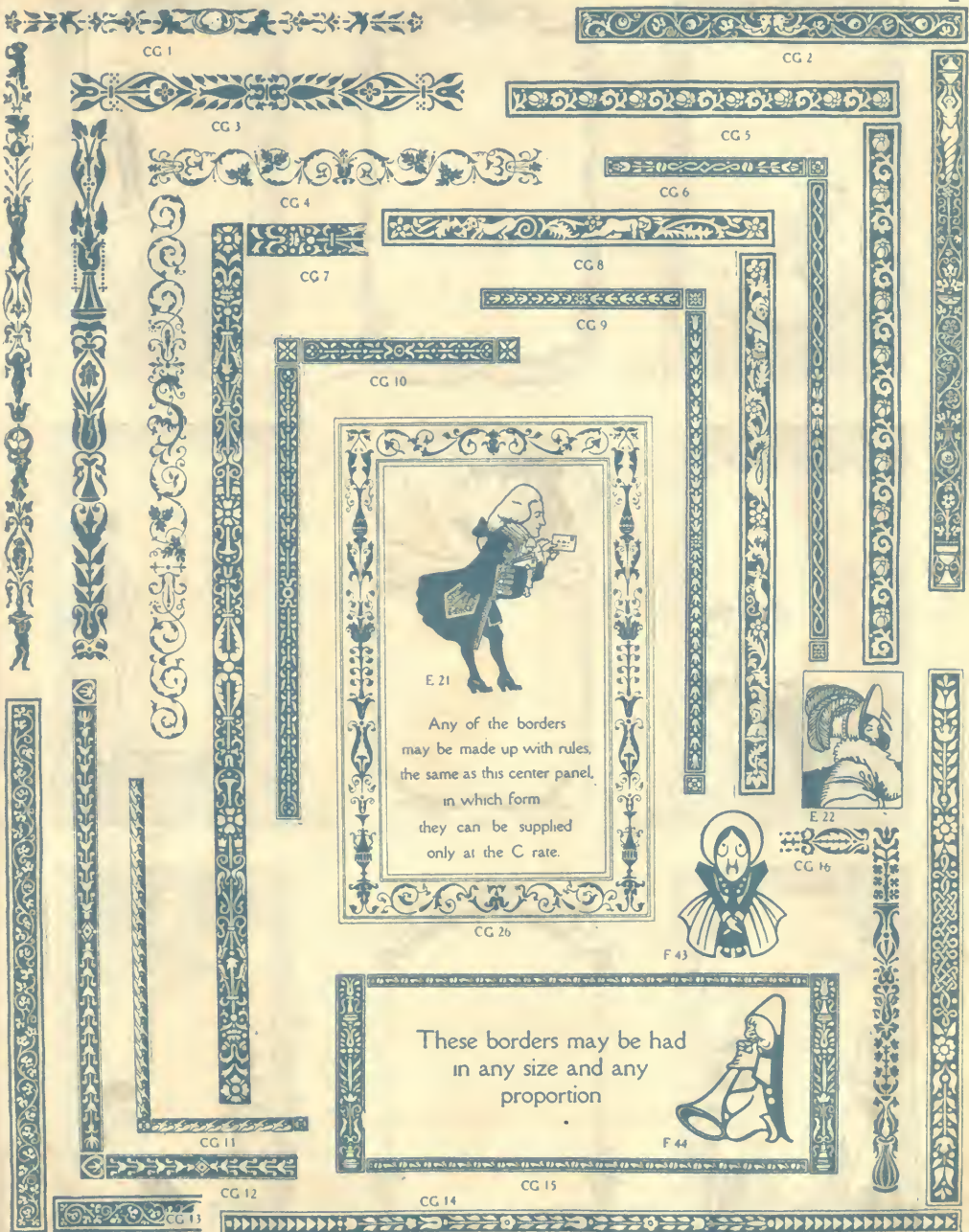
CG 24



CG 25

Plates can be furnished in any size required





E 21

Any of the borders  
may be made up with rules,  
the same as this center panel,  
in which form  
they can be supplied  
only at the C rate.

CG 26



E 22



F 43

These borders may be had  
in any size and any  
proportion

F 44



Will Bradley's Art Service for Advertisers



B 65



B 66



B 67



B 68



B 69



B 70



B 71



B 72



B 73

Plates can be furnished in any size required

131 East Twenty third Street New York



For special sizes see current price list.



P 51 \$1.50

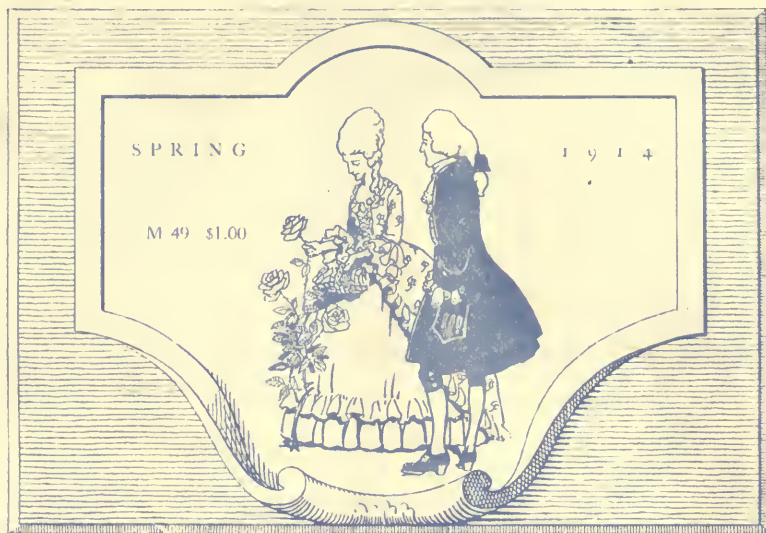


M 117 \$1.35

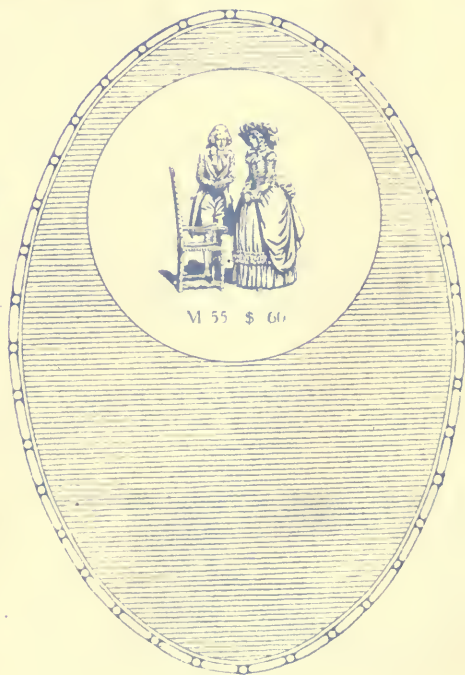
Above prices are for electrotypes, size as shown



131 East Twenty-third Street New York



P 53 \$1.50



P 56 \$1.50

For special sizes see current price list.



M 171 \$1.25



P 25 \$1.50



L 259 \$1.25



P 89 \$1.65



L 283 \$ .85



L 284 \$ .85

Above prices are for electrotypes, size as shown.

131 East Twenty third Street New York



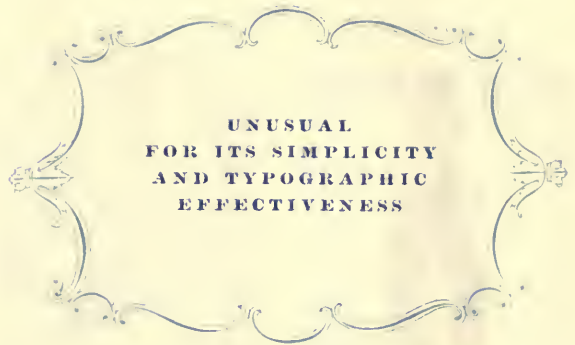
P 57 \$ .75



P 54 \$1.35

THESE  
DESIGNS  
MAY  
BE  
HAD  
IN ANY  
SIZE

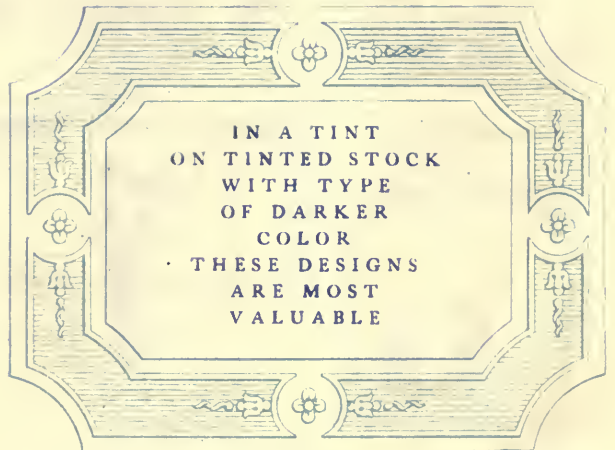
P 81 \$1.35



P 73 \$1.35



P 79 \$ .85

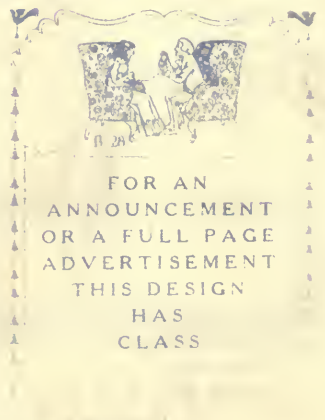
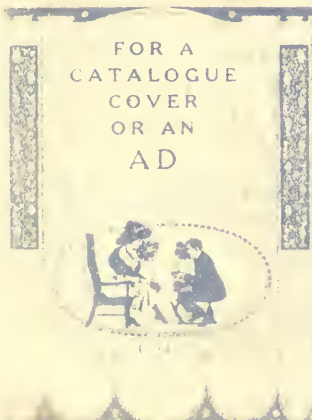
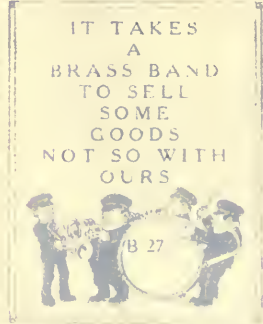


P 50 \$1.35

For special sizes see current price list.



Will Bradley's Art Service for Advertisers

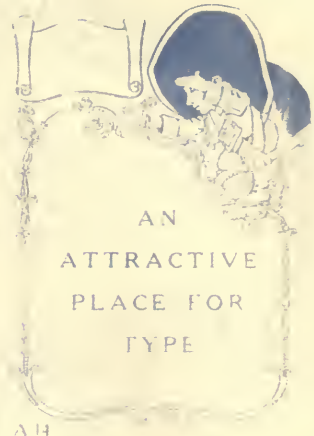




A 12



A 13



A 14



E105

A 15



1914

A 17

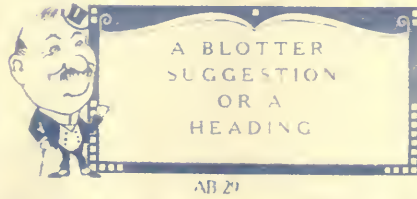


E106

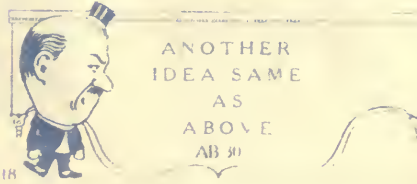
A 16



A 18



AB 29

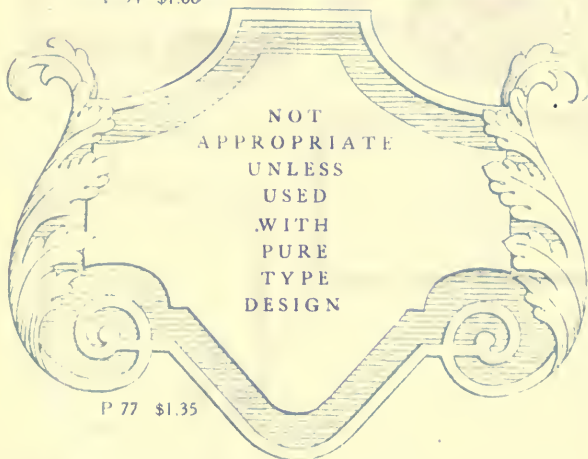
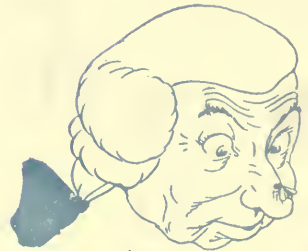
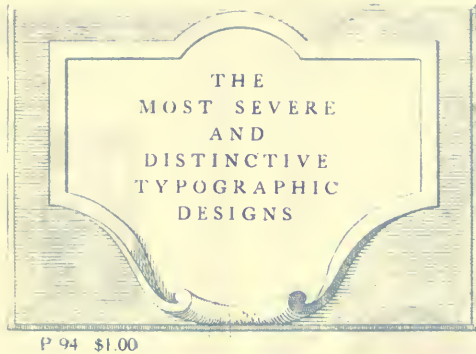
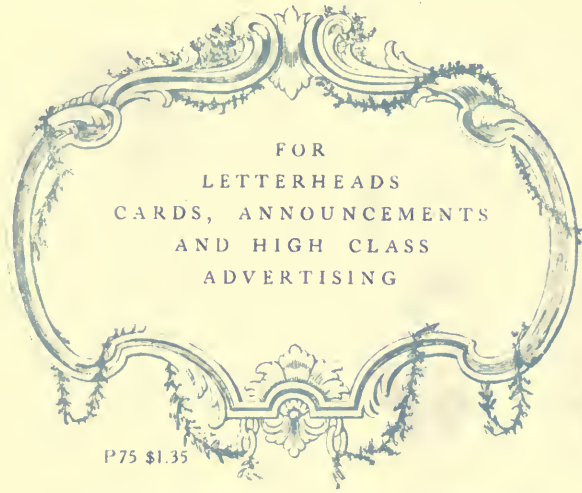


AB 30



A 19

Will Bradley's Art Service for Advertisers



Above prices are for electrotypes, size as shown.





F 17



E 6



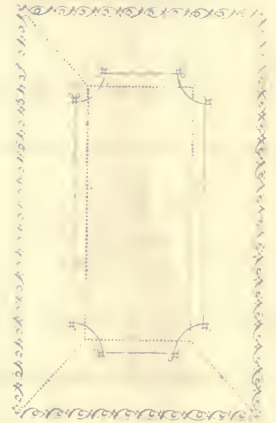
E 7



C 4



C 5



C 7



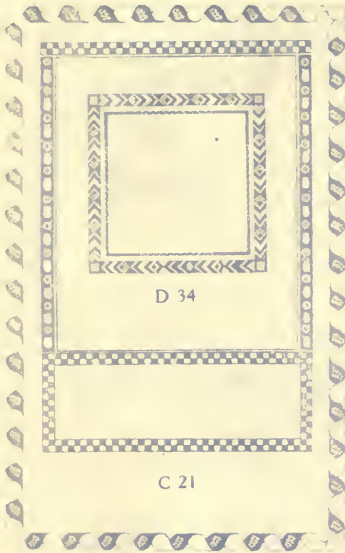
D 1



D 2



C 10



D 34

C 21



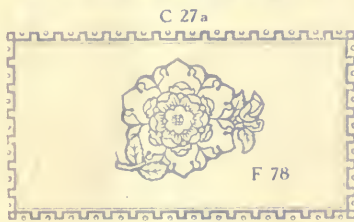
D 35

D 46



E 66

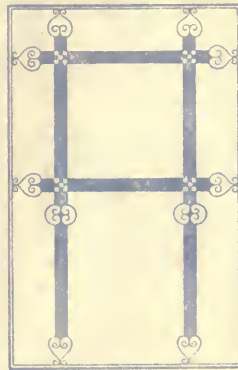
D 37



C 27a

F 78

D 38



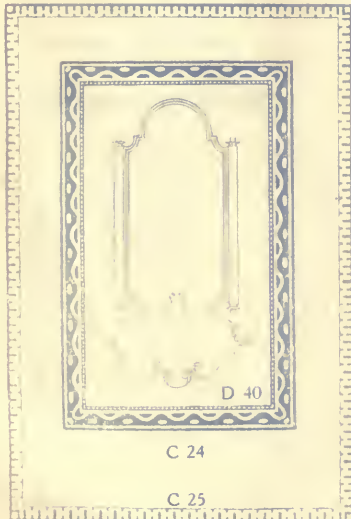
D 36



C 23

E 67

D 39



C 24

C 25



D 41



C 20

D 45



F 79



D 42

D 43

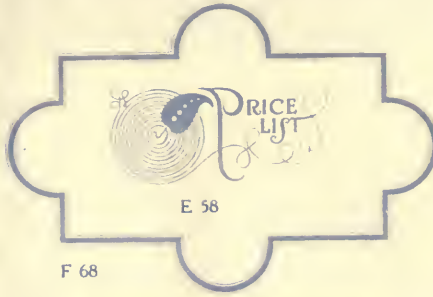
D 44

C 26



F 67

E 65



E 58

F 68



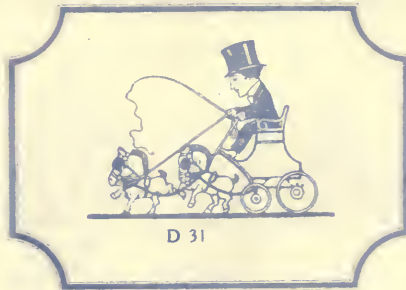
F 69

E 59



E 64

F 70



D 31

F 71



F 72

F 73



F 74

F 75



E 60

B 61



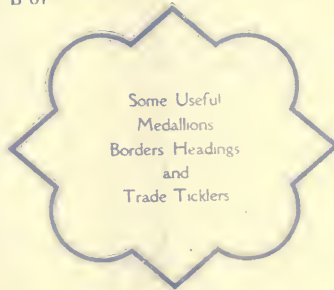
F 76

E 102



E 63

E 61



F 77



E 62

D 33





B 1



E 1



B 3



E 2



F 14

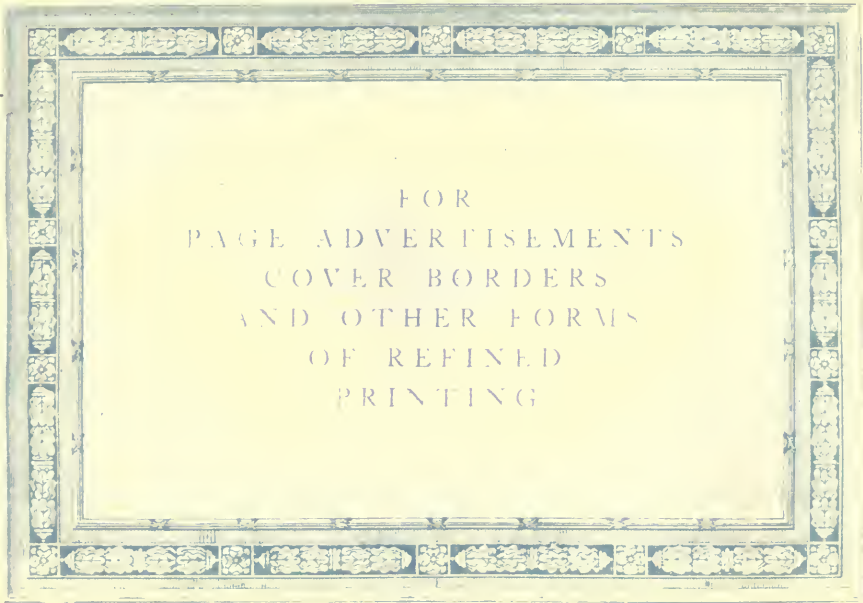
B 5



F 15

B 4

171 East Twenty-third Street New York



FOR  
PAGE ADVERTISEMENTS  
COVER BORDERS  
AND OTHER FORMS  
OF REFINED  
PRINTING

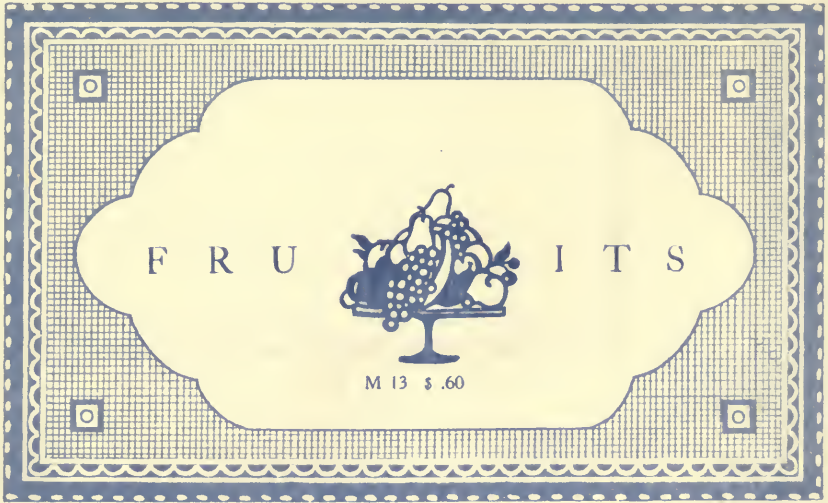
1904 \$175



1904 \$100

1904 \$100

For special sizes see current price list.



P 49 \$1.65




P 4 \$1.75

Above prices for electrotypes, size as shown.



131 East Twenty-third Street New York



M 173 \$ .75

AUTOMOBILE TOGGERY  
OR ANY OTHER  
BOOKLET  
COVER

P 55 \$1.75

PRINTERS & BINDERS



Quality

M 150 \$ .85

P 8 \$1.75

For special sizes see current price list.

Will Bradley's Art Service for Advertisers



M 165 \$1.35



M 149 \$1.00

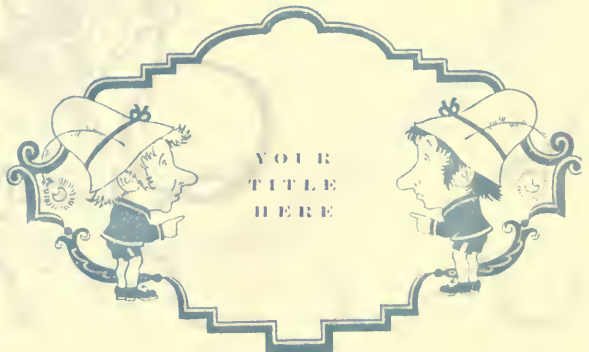


M 110 \$1.00

P 19 \$1.65



M 166 \$ .75



M 167 \$1.35

Above prices are for electrotypes, size as shown.



AB 32



AB 44



AB 33



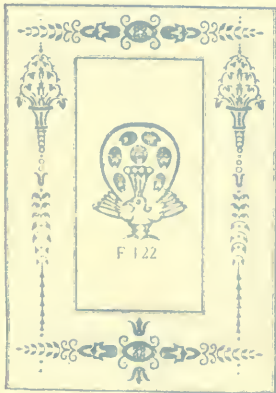
AB 34



AB 35



AB 36



AB 37



B 38



AB 39



Will Bradley's Art Service for Advertisers



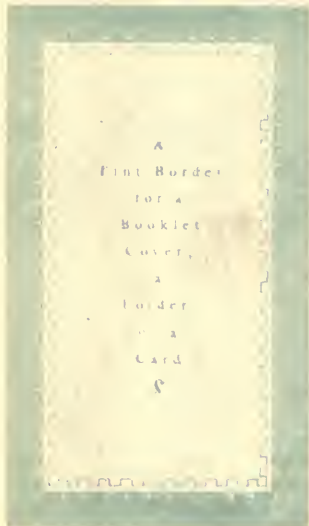
D 2



B 6



E 11



C 12



B 7



C 13



D 4



B 8



D 5



C 14



D 6



C 15



D 3



E 12



B 9



E 13



F 18



F 19



C 16



D 7



C 17



D 13

791  
2339.2  
13704  
.9/4



D 64

**PROGRAM**  
for the  
*Season*  
of  
**1913-1914**

H

AB 42

**W**ON

I HOPE TO HAVE  
THE PLEASURE  
OF  
ACCORDING YOU  
AN ADVANCE  
SHOWING  
OF OUR LINE  
FOR  
NEXT SEASON

M

B 41

GIFTS of  
*Choice*  
**SILVERWARE**  
delicately suggest  
Personality and  
indicate  
Good Taste  
Our Designs are  
*Exclusive, Beautiful*  
and of Refined  
Individuality

H

B 40

**DIAMONDS**  
**PEARLS**  
**JEWELRY**  
**SILVER**  
**WATCHES**  
**CLOCKS**

K

AB 43





## New Price List JANUARY 1915



A blocked zinc etching may be had of any of our designs in any size desired at the following rates:

### Small Sizes

When the longest dimension does not exceed:  
1 inch 75 cents; 2 inches \$1.; 3 inches \$1.50

### Above Three Inches

When the longest dimension exceeds 3 inches:  
\$1 for the use of design, plus eight cents per square inch for plate. Minimum \$2.00

### Alteration

\$1 additional charge for change of proportion.

### Color Plates

Any design may be had for two colors, at double the cost of same for one color.

The above prices are upon the basis of cash with the order. By this plan we offer 5 percent discount on immediate cash payment on any order above \$10, and 10 percent discount on immediate cash payment on any order above \$25. Prices include mailing.

**Will Bradley's Art Service  
for Advertisers**

131 East 23rd Street New York

CUTS  
FROM  
WILL BRADLEY'S  
ART SERVICE  
ARE ALL  
NEW  
AND UP TO DATE  
IN DESIGN

