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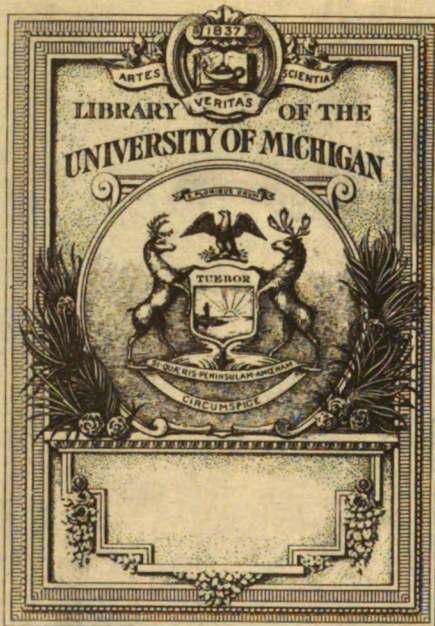
AMERICAN  
SPECIMEN  
BOOK OF  
TYPE  
STYLES



SUPPLEMENT

AMERICAN  
TYPE FOUNDERS  
COMPANY





THE GIFT OF  
Univ. Printing Plant



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JERSEY CITY, NEW JERSEY**



Deupstrom, inc

*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

Engravers Border



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# AMERICAN TYPE FOUNDERS COMPANY



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

KEEP THIS SUPPLEMENT  
WITH THE BIG CATALOGUE FOR  
READY REFERENCE

AMERICAN TYPE FOUNDERS COMPANY

THE MOST PROGRESSIVE TYPEFOUNDRY IN THE WORLD

72 Point

4 A \$6 80 6 a \$5 35 \$12 15

RESPONDENT  
Slowly Convincing

60 Point

5 A \$6 25 7 a \$4 60 \$10 85

CHARGING TIME  
Hours Become Money

48 Point

6 A \$5 00 10 a \$4 40 \$9 40

BROWNE D URCHINS  
Country sunshine imparting  
complexions indelibly baked

42 Point

7 A \$4 05 12 a \$3 75 \$7 80

LEARNED INSTRUCTOR  
Educational advantages provide  
modern youth ultimate triumph



36 Point

8 A \$3 65 13 a \$3 20 \$6 85

QUESTIONABLE METHODS  
Extortioners threatening confiscation  
whenever merchants make objections

80 Point

9 A \$2 75 14 a \$2 50 \$5 25

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

24 Point

10 A \$2 35 18 a \$2 05 \$4 40

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

18 Point

16 A \$2 05 30 a \$2 00 \$4 05

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

10 Point

25 A \$1 50 50 a \$1 55 \$3 05

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

14 Point

22 A \$1 95 42 a \$1 90 \$3 85

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

8 Point

28 A \$1 40 56 a \$1 40 \$2 80

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

12 Point

24 A \$1 70 47 a \$1 80 \$3 50

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

NOTICE

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

6 Point

32 A \$1 80 60 a \$1 20 \$2 50

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

SMALL CAPS from 6 Point to 18 Point, 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

**B**ANKING 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 in Display

# CLOISTER OLDSTYLE

CONVEYS THAT HAND-LETTERED  
EFFECT SO MUCH SOUGHT AFTER  
BY ARTISTIC PRINTERS AND SO  
GREATLY ADMIRER BY ALL WISE  
PUBLISHERS AND ADVERTISERS IN

THIS COU  
AND STYL  
ORIGI

CLOISTER  
LEA

GRACE A  
WINS TH

## The Classic Type Design

THAT HAS ATTAINED  
GREAT POPULARITY AMONG  
PRINTERS  
AND ADVERTISERS



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



**T**HE Cloister Old-  
style, cast in sizes  
ranging from six  
point to seventy-  
two point, was de-  
signed along lines  
similar to the type  
designed and cast  
in Venice by Nicolas Jenson and first  
used by him in the Eusebius of 1470.  
Jenson produced the finest books of  
the first half century of printing,  
and the most competent authorities  
agree that his Roman types never  
have been surpassed in their beauty.  
Cloister Oldstyle is cast on the script  
line, to accommodate the long de-  
scenders, and as the shoulders of the  
caps on the script line prevent desir-  
able close setting where caps only  
are used, we offer a series of Cloister  
Title in which the caps, from six  
point to forty-eight point, have the  
least possible amount of shoulder.  
The Cloister Italic, from six point to  
seventy-two point, is a real novelty,  
inasmuch as it is entirely unlike any  
other existing italic face. In Jenson's  
time there were no italic types. Italic  
types were first introduced by Aldus  
of Venice in 1491. No italic types  
were made in the first century of  
printing that would harmonize with  
Jenson's Roman types. However,  
following the shapes of the earlier  
sixteenth century italics of Aldus of  
Venice, and also of Bonhomme and  
Rovilli of Lyons, the resulting de-  
sign harmonizes beautifully with the  
Cloister Oldstyle, and is the most  
striking and pleasing italic offered

to the printers. Nicolas Jenson was  
born in France in 1420. He served  
as apprentice in the mint in Paris as  
an engraver of dies, and in 1458,  
while master of the mint in Tours,  
he was sent by the king to learn the  
secret of printing in Mainz, with a  
view to introducing the new art in  
France. He returned to France in  
1461, but meanwhile another king  
was reigning, who apparently was  
not interested in printing, and the  
next we learn of Jenson is that he  
commenced printing in Venice in the  
year 1470, the second printer there.  
In his first year he produced four im-  
portant editions, and more than one  
hundred and fifty during the remain-  
ing ten years of his life. He used  
Roman types of one design and one  
size until 1475, when he added two  
sizes of beautiful text types. His  
books are either quarto or folio, and  
their characteristics are simplicity  
with correct proportions, beautiful  
types, classic margins and faultless  
composition. When he died, in 1480,  
his will showed that he was endowed  
with wealth—one of the richest men  
of an affluent city in which so many  
printers seemed to have attained to  
opulence. His types and plant were  
purchased by Andrea de Torresani  
de Asola, who continued the busi-  
ness. Andrea de Torresani had a  
scholarly apprentice or assistant who  
married his daughter, and succeeded  
to the business in 1488. This was  
Aldus Manutius, the printer, who  
afterward made his press more valu-  
able to the world than any other by

Six Point Cloister Oldstyle, set solid

Cloister Ornament Cloister Initial

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

American  
Type  
Founders  
Company

ORIGINATOR  
OF THE FAMILY IDEA  
IN TYPE DESIGN

## NEW PARIS FASHIONS

SHOWN IN NEW YORK FOR THE FIRST TIME



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

Cloister Initial

## 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



THE CLASSIC  
CLOISTER FAMILY

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

CLOISTER STYLES  
PREVAIL

Cloister Ornament

## 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

UNIFORM  
PRICE OF  
**\$4.50**  
MADE  
FOR  
MEN AND  
WOMEN

ASK TO SEE OUR NEW AUTUMN SUEDE TOP

## D SHOE CO.

CHICAGO AND NEW YORK



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

Cloister Ornament

## Just This Minute



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

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

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

## HIS FIRST JOURNEY

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

TICKETS 25 CENTS

72 Point

4 A \$6 80 6 a \$5 45 \$12 25

**BRIGHT MINDS**  
*Investigators Remain*

60 Point

5 A \$5 90 8 a \$4 85 \$10 75

**CHANGE NUMBER**  
*Enumerate Departments*

48 Point

6 A \$4 75 12 a \$4 50 \$9 25

**BEAUTIFUL PRINTING**  
*Effective typography procured  
with American line type styles*

42 Point

7 A \$3 90 18 a \$3 70 \$7 60

**PROMINENT EXHIBITION**  
*Remarkable typographic show held  
by leading association of employers*



36 Point

8 A \$3 35 16 a \$3 30 \$6 65

**MODERNISM PREDOMINATES**  
*Composing rooms of many leading offices provided with a complete steel equipment*

30 Point

9 A \$2 55 17 a \$2 55 \$5 10

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

24 Point

11 A \$2 30 20 a \$2 05 \$4 35

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

18 Point

17 A \$2 15 31 a \$1 95 \$4 10

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

10 Point

28 A \$1 55 56 a \$1 50 \$3 05

**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*

14 Point

23 A \$1 90 46 a \$1 85 \$3 75

**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*

8 Point

30 A \$1 40 60 a \$1 35 \$2 75

**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.*

12 Point

26 A \$1 75 52 a \$1 70 \$3 45

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

6 Point

38 A \$1 25 65 a \$1 25 \$2 50

**UNIQUE PROCESS OF WOOD ENGRAVING**  
*In former days wood engraving was done on boxwood because of its close-grained, smooth texture. In recent times the wood has to be cut across the grain, the transverse surface being used. Boxwood trees seldom yield a single block fit for a fine engraving surface larger than three square inches, so a full-page magazine cut has to be engraved on a block of several pieces 1234567890*

*These Special Characters are put up with each font*

A B D E G f M N  
P R T U Y Qu  
k v w & s " ' " ( ) [ ]

---

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

WILLIAM SHAKESPEARE'S  
*Romeo & Juliet*

*A Popular Transcription  
of Shakespeare's Greatest Tragedy of Love  
With Illustrations*

*THE two leading families in Verona were the noble Capulets and the Montagues. There had been a very old quarrel between these families, which was grown to such a height and so deadly was the enmity between them, that it extended to the remotest kindred and to followers and retainers of both sides, insomuch that a servant of the house of Montague could not meet a servant of the house of Capulet, nor a Capulet come in contact with a Montague by chance, but fierce words and oftentimes bloodshed ensued; and very frequent were the brawls from such accidental meetings which disturbed the happy quiet in the streets of Verona. Lord Capulet made a great supper, to many fair ladies and many noble guests*

LINCOLN  
LECTURE

By CHARLES ROCHE  
*Professor Philosophy  
Paris, France*

*Saturday Evening  
May Three*

GRAND HOTEL  
*Madison Avenue & Beresford Street*

*October Seven to Twenty*

*Automobile  
Exhibit*

*First Demonstration of the Newest  
& Highly Improved Models  
of Every Description*

*National Rotunda*

*Quality*

SHOULD BE  
THE STANDARD OF ALL  
PRINTING

*To obtain Quality in Printing it is most essential that the typographer be familiar with the work of the great printers, so as to establish a basis of standard. Printing as a trade, with all its rush and bustle, its wonderful mechanical equipments, is apt to give too little thought to printing as a handicraft, to the spirit of craftsmanship which would breathe life and beauty into the output of dead and deadening tools. One of the main features helping towards Quality in Printing is perfectly made type*

**GOREN**  
TRADE MARK REGISTERED  
**DENTIFRICE**

*YOUR TEETH REQUIRE CARE  
AND ATTENTION EACH DAY  
WITH A GOOD TOOTH BRUSH  
AND AN ANTISEPTIC, ODORLESS  
POWDER OR CREAM · A PROPER  
SELECTION OF THE CLEANSING  
MEDIUM SHOULD BE MADE SO  
AS TO PROTECT THE DELICATE  
ENAMEL COVERING OF YOUR  
TEETH AND PREVENT DECAY*

**GOREN**  
*In Collapsible Tubes or Nickeled Boxes*  
**25c**

SOLD AT DRUG AND DEPARTMENT STORES

**FENSON ART GALLERIES**  
*Rand and Howe Streets Philadelphia, Pa.*

*Exhibition of  
Flemish  
Masterpieces*

LIST OF  
THE EXHIBITS



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

Cloister Ornament

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

**SPRING SEASON**

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

*Lockmar & Tuffts* **LT** *Evening Apparel*  
BROAD STREET · PHILADELPHIA



# The National Press Quality



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



THE  
68

## GRAND MUSICAL

Given by HELEN WHITE and EMM  
Assisted by AGNES MILLER, Voc

*Danforth Memorial Pala*  
Thursday, June 28, 1918, Eight o'Clock  
Admission 50 Cents

Cloister Initial

## RURAL LANDING

Cloister Ornament

AN IDEAL SUBURBAN COMMUNITY  
WITH CITY IMPROVEMENTS. NEAR  
SCHOOLS, STORES, AND CHURCHES  
OF ALL DENOMINATIONS

*Call or Write for Free Tickets and  
Transportation to Park*

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

## A BEAUTIFUL BOOKLET & A HARMONIOUS TYPE FACE

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

Cloister Oldstyle  
&  
*Cloister Italic*

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 Vandemyer 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, economic  
in operation, the Perfection is certain  
the season's most popular pleasure c*

**THE GEMEL MOTOR COMP**

*No. 465 DEARBORN STREET, CHICAGO*

Lithotone Brass Rule

*January first*



*An Evening  
with the  
Kindergarten  
of the  
Community  
League*

*CHILDREN'S WORK IN THE  
EAST ROOM*

Cloister Ornament

## *Lecture Course*

*HISTORY · LITERATURE · TOURING*

*The Shakespeare Literary Society  
of the Peabody Institute*

*Season of Nineteen-Seventeen*

*First Monday in Each Month*

48 Point

5 A \$5 85

DERIDES MEN

42 Point

6 A \$5 30

HIDE COMPOSER

36 Point

7 A \$4 50

NUMBERING PERIOD

30 Point

9 A \$3 70

ENSURE FINE RETURNS  
RICH DECISIONS GIVEN

24 Point

11 A \$3 05

GUIDE RECOMMENDING CANOE  
MORNING INSPIRES SOJOURNER

18 Point

15 A \$2 50

IRON MINERS RETIRE  
ENHANCE PRINTING  
DESIRE NICE PROFITS

10 Point

25 A \$1 80

INSPIRED MIND REQUITED  
BUILDS SURPRISING HOME  
MYSTERIOUS RESEARCHES  
NOTED PRINTERS RETIRED  
STRENGTHEN INJECTIONS

14 Point

21 A \$2 25

MORE INVENTIONS GIVEN  
INCREASING DISTINCTION  
REBUKE EFFICIENT HELPER

8 Point

27 A \$1 60

EXPERIENCED BELGIAN SOLDIERS  
MODERN MEDICINES IMPROVING  
PROMINENT SPEAKERS ENTHUSE  
REMARKABLE SERVICE RENDERED  
OPTIMISTIC MERCHANT INSPIRES

12 Point

22 A \$2 00

NICE PRODUCTION EXPECTED  
ORIGINAL METHODS SOUGHT  
INQUIRING MIND DELIGHTED  
FINISHED NUMEROUS HOMES

6 Point

32 A \$1 30

EFFICIENCY DECREASING PRINTING EXPENSES  
HIGHER GRADES OF BOOKLETS PLEASE BUYER  
ENERGETIC MERCHANTS DELIGHTED WEEKLY  
THE BRIGHT SUNSHINE GLADDENS CHILDREN  
PROPOSITION NOW CONSIDERED SURPRISING  
ELUSIVE DOLLARS \$1234567890 INTEREST MANY



CLOISTER TITLE IN DISPLAY

# THE KODAK

FOR OUTINGS AND  
VACATION DAYS IS A SOURCE  
OF CONSTANT DELIGHT



Cloister Ornament

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

## AMERICAN LINE TYPE

THE BEST IN STYLE  
VARIETY AND  
DESIGN

AMERICAN FACES,  
BOTH IN FASHION  
AND FINISH, LEAD  
THE WORLD, AND  
IT IS THE POLICY  
OF THIS COMPANY  
TO PRODUCE NEW  
ORNAMENTS AND  
BORDERS WHICH  
ARE DESIGNED TO  
SECURE PERFECT  
HARMONY

**AMERICAN  
TYPE FOUNDERS  
COMPANY**

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

72 Point

3 A \$6 25 5 a \$5 00 \$11 25

**ENTHRONED**  
**Serving Banquet**

60 Point

4 A \$5 45 7 a \$5 25 \$10 70

**BRINGS DESIGN**  
**Magnificent Homes**

48 Point

5 A \$4 40 10 a \$4 75 \$9 15

**UNFINISHED WORK**  
**Quick resumption urged**  
**on all-important contract**

42 Point

6 A \$4 35 10 a \$3 85 \$8 20

**REIMBURSED PRINTER**  
**Funds promptly returned to**  
**concern pending settlement**

36 Point

6 A \$3 20 11 a \$3 10 \$6 30

**MODERNIZES FOUNDRIES**  
Inaugurating new and improved  
methods for manufacturing toys

30 Point

7 A \$2 60 13 a \$2 65 \$5 25

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

24 Point

9 A \$2 10 17 a \$2 20 \$4 30

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

18 Point

13 A \$2 00 25 a \$2 00 \$4 00

**ORGANIZE CONVENTION**  
Leading commercial printers will  
gather for their national meeting

10 Point

23 A \$1 50 46 a \$1 60 \$3 10

**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

14 Point

18 A \$1 85 37 a \$1 95 \$3 80

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

8 Point

25 A \$1 35 51 a \$1 45 \$2 80

**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

12 Point

22 A \$1 70 42 a \$1 70 \$3 40

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

6 Point

29 A \$1 20 56 a \$1 30 \$2 50

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

Cloister Bold Oldstyle Figures 1 2 3 4 5 6 7 8 9 0 are put up in separate fonts and furnished only when specially ordered

AN  
EGGLETON  
BOOK

AN  
EGGLETON  
BOOK

# Miss Angelica

By SIR EDWARD MILLS

**N**EVER 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

Cloister Ornament

**“**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

LATEST AND MOST READ

## BOOKS



**SUMMER  
FRIENDS**

that last for life  
and invigorate  
the rest seeker  
Send postal for  
the list of latest  
best sellers, in-  
cluding fiction  
and text books

Phone  
your selections  
now

**M. MINDEN**


Publisher  
BROOKLINE, BOSTON

Cloister Ornament



**Sterling**  
"A GIFT THAT LIVES"  
**Silver**

**H. MENKINS & CO.**  
TWELVE WEST FULTON STREET

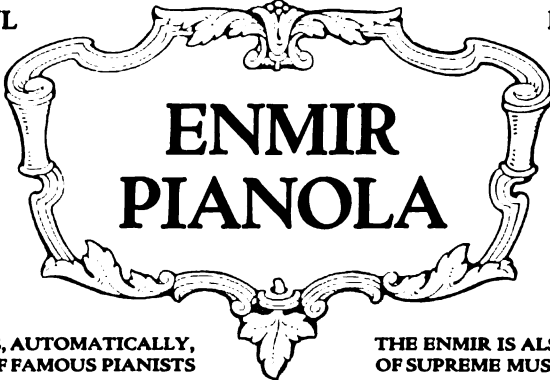


IFTS IN STERLING ARE INVARIABLY APPROPRIATE AND VALUED VERY HIGHLY. IN OUR STOCK THERE ARE MANY ARTISTIC ARTICLES WHICH INCLUDE EVERYTHING PRODUCED IN STERLING SILVER. WE ESPECIALLY INVITE YOUR INSPECTION OF OUR AFTERNOON TEA SET, CONSISTING OF TEA CONTAINER, CREAM PITCHER, SUGAR BOWL AND A SERVING TRAY.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

Cloister Initial

WONDERFUL IN TONE

DELIGHTFUL TO PLAY



**ENMIR PIANOLA**

IT REPRODUCES, AUTOMATICALLY, THE PLAYING OF FAMOUS PIANISTS

THE ENMIR IS ALSO A PIANOFORTE OF SUPREME MUSICAL EXCELLENCE

**T**HROUGH 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

Cloister Ornament

**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



**T**HE 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 shows of the modern home. Hayden Shop reproduces 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

Three Point Border No. 302    Cloister Initial

## 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 Ornament

EIGHTH  
AVENUE  
34th Street

## 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



**T**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

Twelve point, opened with one point leads Cloister Initial

Eighteen point, opened with one point leads Cloister Initial

### INTERESTING DISCOVERIES IN REFERENCE TO OUR ALPHABET

**N**EW 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

Ten point, opened with one point leads

72 Point

4 A \$8 45 6 a \$6 30 \$14 75

**BRIGHT MIND**  
*Honest Reporters*

60 Point

4 A \$6 30 7 a \$5 20 \$11 50

**MODERN DESIGN**  
*Elegant Composition*

48 Point

6 A \$5 20 10 a \$4 35 \$9 55

**NUMEROUS ENTRIES**  
*Charming awards granted  
lucky juvenile competitors*

42 Point

7 A \$4 20 10 a \$3 40 \$7 60

**DETERMINED BANKERS**  
*Enterprising financiers secure  
important foreign concessions*



36 Point

7 A \$3 50 11 a \$2 95 \$6 45

**INTERESTING CONCEPTION**  
*Distinctive and artistic typography delights the most exacting customer*

30 Point

8 A \$2 55 16 a \$2 75 \$5 30

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

24 Point

9 A \$2 10 17 a \$2 25 \$4 35

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

18 Point

15 A \$2 00 30 a \$2 15 \$4 15

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

10 Point

25 A \$1 55 50 a \$1 65 \$3 20

**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*

14 Point

21 A \$1 90 40 a \$1 90 \$3 80

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

8 Point

27 A \$1 45 54 a \$1 40 \$2 85

**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*

12 Point

22 A \$1 70 45 a \$1 80 \$3 50

**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 f M  
N P Qu R T U  
Y v w " ' " & st

6 Point

29 A \$1 20 58 a \$1 25 \$2 45

**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*

Lithodot Brass Rule

**MISS ELSIE SMITH & MISS NORA DUNN**

**WILL DEBATE THE SUBJECT:**

**“Votes for Women”**

*These brilliant women will speak at  
Corvinton 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**

# 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.

*Manufacturers of Furniture  
for Sixty-four Years*

# Snellgard Porch Furniture

*Exceptional  
assortment of artistic  
furnishings for a  
bungalow or  
cottage*

*Spring, 1917*

**G. SNELLGARD  
& SONS**

**NEW YORK TORONTO**

Six Point Linear Border No. 3

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

*The James Anson*



*Printing Company*

CLOISTER BOLD TITLE  
PATENT APPLIED FOR

48 Point

5 A \$6 30

EXTENSIONS

42 Point

6 A \$5 60

HOISTING LINK  
PREDETERMINE

36 Point

7 A \$4 50

MODERN PRINTING  
LINGUISTS NOBLER

30 Point

8 A \$3 90

REMINDERS  
NICE PROSE

12 Point

20 A \$1 90

REQUIRED REFERENCE  
QUIET HEIR RETURNS  
MYSTERIOUS MAIDEN  
BLUE \$1234567890 BIRD

24 Point

11 A \$2 95

CHANGE QUICK  
MORE SOLDIERS

10 Point

23 A \$1 80

DECIDES CRITICAL POINT  
REMARKABLE EDUCATOR  
INCREASING FRIENDSHIP  
QUOTED GRAND BANKER

18 Point

13 A \$2 40

BURN MAIN HOUSE  
HISTORIC REFORMS

8 Point

26 A \$1 50

GRANDEUR ELATES HISTORIAN  
RELIABLE COMPOSITOR LEARNS  
HUMOROUS PICTURE RESERVED  
MOTHERS DECIDE UNANIMOUS

14 Point

20 A \$2 25

PRINTER INEXPERIENCED  
MORE PEOPLE SUBSCRIBE

6 Point

29 A \$1 20

PROPOSITION REJECTED BEFORE DEBATING  
BRIGHTEST HUMANITARIANS CONGREGATE  
ASSOCIATION NUMBERED AMONG HIGHEST  
ELEVEN EUROPEAN \$1234567890 FINANCIERS



CLOISTER BOLD TITLE IN DISPLAY

# 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

Lithotone, Lithodot and Litholine Brass Rule



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

Lithotone and Litholine Brass Rule Cloister Ornament

A MERRY  
CHRISTMAS  
AND  
HAPPY  
NEW YEAR

MARK HANSON



1916-1917

Holiday Decorator

48 Point

6 A \$5 05 9 a \$4 10 \$9 15

# HANDSOME FOLDER Extraordinary Proofreader

36 Point

7 A \$3 30 11 a \$3 00 \$6 30

# INSTRUCTOR CONSIDERED Concerning Quality Advertisement

30 Point

8 A \$2 65 14 a \$2 80 \$5 45

# MERCHANDISE INTRODUCTION Beautifully Designed Specimen Creations

24 Point

9 A \$1 90 18 a \$2 25 \$4 15

# PRINTER MODERNIZED SALESMANSHIP Catalogue Establishment Manufactures Stationery

18 Point

14 A \$1 90 28 a \$2 05 \$3 95

**PROMISES INDIVIDUALITY**  
Satisfactory results obtained when catalogues are designed for beauty

10 Point

23 A \$1 45 47 a \$1 65 \$3 10

**EXTRAORDINARY INDUCEMENTS**  
There are dozens of business houses in this country willing to spend from two to fifteen thousand dollars for an advertising booklet or a catalogue producing profitable returns

14 Point

20 A \$1 75 40 a \$2 00 \$3 75

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

8 Point

26 A \$1 35 52 a \$1 45 \$2 80

**RELIABLE MANAGEMENT PRODUCTIVE**  
In the old days it was seldom that an outsider was permitted to know what profits a printer made, but we now know that the more our customers learn of our cost systems, the better prices we may demand

12 Point

22 A \$1 65 44 a \$1 75 \$3 40

**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

6 Point

30 A \$1 20 60 a \$1 30 \$2 50

**PROFITABLE COMPOSING ROOMS INTERESTED**  
When compositors work in the old-fashioned alley provided only with type in cases, and often without spaces and quads, the compositor has to leave his station and make a journey for each kind of material. Compositors are not settling while they are walking or hunting for the materials. The American Cut-Cost Equipments \$1234567890 eliminate those journeys

fa fe fo fr fu ty ' " " f y

These Special Characters are put up with all fonts from 6 to 48 Point inclusive

# The Cromwell Series

Designed for Beauty and Style

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

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

## American Type Founders Co.

Designer and Originator of

### Gofrany & Nolan

HABERDASHERS

Announce the Formal Opening of  
A Shop for Men

1245 North Quincy Avenue

Saturday, May fourth



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

## Spacing

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

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

Price 75 Cents

Quality Publishing Co.  
125 Broadway :: Brunswick City

48 Point

5 A \$4 65 9 a \$4 55 \$9 20

# PRINTING DESIGN Goudy Oldstyle Series

42 Point

5 A \$3 85 10 a \$4 20 \$8 05

# HONEST CUSTOMER Contemplate Equipment

36 Point

6 A \$3 40 10 a \$3 10 \$6 50

# DOUBLES PRODUCTION American Cut-Cost Cabinets

30 Point

7 A \$2 65 14 a \$2 95 \$5 00

# INSTRUCTIONS Divide Importance

12 Point

21 A \$1 70 40 a \$1 80 \$3 50

IDEAL ADVERTISING FACES  
SMALL CAPITALS for the sizes from  
six point to eighteen point are put  
up in separate fonts \$1234567890

24 Point

8 A \$2 05 16 a \$2 25 \$4 30

# FOUR CHAMPIONS Premier Figure Skating

10 Point

24 A \$1 50 48 a \$1 70 \$3 20

COMPOSITION THAT REWARDS  
THE SELECTION of an attractive type face  
will enhance the power of advertising  
matter. Goudy Oldstyle is such a type

18 Point

12 A \$1 95 23 a \$2 15 \$4 10

# DESIGNED FOR BEAUTY BUYERS of printing will listen to fine type talk

8 Point

27 A \$1 35 54 a \$1 55 \$2 90

SYSTEM IN MATERIAL ARRANGEMENT  
A FORM of economy which is often neglected is  
the arrangement of material so that it will be  
easier for the compositors to turn out a larger  
amount of work in less time and  
thus lessen the cost of production

14 Point 17 A \$1 85 34 a \$2 00 \$3 85

# OBSTRUCTIONS PLANT arrangement thoughtfully placed

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

6 Point 29 A \$1 15 58 a \$1 30 \$2 45

HOW MUCH TIME IS LOST DAILY  
Go THROUGH your composing room and  
see if your compositors are losing time in  
walking from place to place looking for  
material which should be close at hand.  
Efficiency outfits do save time \$1234567890

## Goudy Oldstyle in Display

If you have anything  
worth selling,  
It is surely worth  
telling



Cielster Ornament

Put it up to the man  
who knows your  
market  
as Broket does

**B**RAINS 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.

R  
RNS  
RTISE  
TRING  
ERVICE  
MEDIUM

Goudy  
Oldstyle

Latest  
Typographic  
Triumph

NTING

GOOD TYPOGRAPHY IS ESSENTIAL IN EVEN THE  
CHEAPEST ADVERTISING AND SHOULD BE YOUR  
MOST IMPORTANT SELLING ARGUMENT WHEN  
GOING AFTER LOW OR HIGH-PRICED WORK. THE  
PRINTER WHO CAN GIVE THE CATALOGUE OR  
BOOKLET THE BEST APPEARANCE WILL SUCCEED



36 Point

6 A \$8 80 11 a \$3 00 \$6 30

MODERNIZED SPECIMEN  
*Exceptional design was obtained  
with this distinctive Goudy Italic*

30 Point

7 A \$2 55 14 a \$2 55 \$5 10

HANDSOME REPRODUCTIONS  
*National exposition promoted by master  
typographers embraces artistic examples*

24 Point

9 A \$2 15 18 a \$2 25 \$4 40

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

18 Point

14 A \$2 10 28 a \$2 15 \$4 25

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

10 Point

26 A \$1 65 52 a \$1 60 \$3 25

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*

14 Point

19 A \$1 95 36 a \$1 80 \$3 75

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

8 Point

29 A \$1 40 58 a \$1 45 \$2 85

MORTISING SPECIALTYPE 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*

12 Point

24 A \$1 75 48 a \$1 70 \$3 45

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

6 Point

33 A \$1 25 66 a \$1 25 \$2 50

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 cleanliness 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 \$1234567890*

These Special Characters j T Y Œ & Furnished with Each Font



**CHANGE IN HOURS!**  
*Until further notice we  
will close our main store  
every Saturday at noon*

LEONARD & WOOD FURNITURE CO.

Clolster Ornament

*Brief, Logical Thoughts about  
the Daily Problems of Our Life*



**M**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.

Clolster Ornament



COURTESY  
IS THE  
GULF STREAM  
IN  
BUSINESS  
THAT MELTS  
THE  
TREMENDOUS  
MOUNTAINS  
OF ICY  
INDIFFERENCE  
AND SENDS  
THE OLD SHIP  
OF TRADE  
SAFE  
INTO THE  
HARBOR  
OF  
SUCCESS



Clolster Ornament

48 Point

5 A \$6 00

REFRESHING  
GRAND LINE

42 Point

5 A \$5 25

COMPREHEND  
HUNT SYSTEM

36 Point

6 A \$4 60

REMARK  
FINE SIZE

12 Point

19 A \$2 05

SECURED EXCLUSIVE  
HAND COMPOSITION  
BOOKLET \$1234567890

10 Point

23 A \$1 80

MANY OFFICE EFFICIENCY  
JOURNALS PUBLISHED TO  
RECOMMEND ECONOMIES

30 Point

8 A \$3 75

MENTIONS  
BEST MIND

8 Point No. 2

26 A \$1 55

EXQUISITE SPECIMENS OFFERED  
FOR ENORMOUS COMPETITIONS  
MANUFACTURER HAS PLANNED

24 Point

9 A \$3 05

STRONG TYPE  
NICE DESIGNS

8 Point No. 1

32 A \$1 55

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

6 Point No. 3

30 A \$1 20

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

18 Point

13 A \$2 50

ARTISTIC SAMPLES  
RECEIVE MENTION

6 Point No. 2

36 A \$1 20

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

14 Point

17 A \$2 20

CONSTRUCTIVE WORK  
SALESMEN CONVENING

6 Point No. 1

44 A \$1 20

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

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

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

ANNUAL  
TUITION FEE

**\$650**

INCLUDING  
BOARD  
TEXT-BOOKS  
ETC.

FOR COMPLETE INFORMATION ADDRESS  
REGARDING TECHNICAL COURSE OFFER  
DR. GEORGE HORN

Closter Initial

# TYPE

AND ITS RELATION TO  
PRINTING

A TREATISE  
BY GEORGE NIXON



BALCOLM & SON  
CHICAGO, ILLINOIS

Closter Ornament

SEASON OF 1917 AT ROGNA ACADEMY  
FIRST MONDAY IN EACH MONTH

## JOHN MAURICE DURAN

SHAKESPEAREAN LECTURES  
AND RECITALS



### REPERTOIRE

MERCHANT OF VENICE	KING HENRY III	ANTONY AND CLEOPATRA
TAMING OF THE SHREW	MACBETH	LOVE'S LABOR LOST
ROMEO AND JULIET	TWELFTH NIGHT	MERRY WIVES OF WINDSOR

Extra Condensed Dorsey

72 Point

3 A \$4 95 4 a \$2 95 \$7 80

NUMBER CHASE  
Benevolent Dames

60 Point

4 A \$4 75 5 a \$3 05 \$7 80

COPIES QUESTION  
Handsome Creations

48 Point

4 A \$3 25 7 a \$3 00 \$6 25

ENDORSE PRESIDENT  
Manufactured Envelopes

36 Point

5 A \$2 10 10 a \$2 25 \$4 25

DEMAND IMPROVED STITCHER  
Remarkable Horticulturist Honored  
Secured Modern Printing Specimens

*For other members of the Dorsey Family see pages 430-441 of the American Specimen Book of Type Styles (1912)*

## Extra Condensed Dorsey

30 Point

7 A \$2 05 12 a \$1 95 \$4 00

**BEAUTIFUL DECORATIVE MATERIAL**  
**French Costumer Delighted Society Maiden**  
**Lithographer Praises Typographic Designs**

24 Point

9 A \$1 70 16 a \$1 80 \$3 50

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

18 Point

13 A \$1 55 25 a \$1 70 \$3 25

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

14 Point

18 A \$1 45 36 a \$1 55 \$3 00

**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**

12 Point

23 A \$1 35 44 a \$1 40 \$2 75

**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**

8 Point

30 A \$1 05 60 a \$1 20 \$2 25

**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**

10 Point

26 A \$1 25 49 a \$1 25 \$2 50

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

6 Point

33 A \$0 95 65 a \$1 05 \$2 00

**PROMINENT MERCHANTS CONTEMPLATE SATURDAY CLOSING**  
**Social and Industrial Features are Exemplified in Printers' Organization**  
**Considerable Time Given to Manufacturing and Selling Books of Travel**  
**Thousands Celebrating the Return of Victorious and Courageous Athletes**  
**New Department Maintained Exclusively for Specimens of Typography**  
**Enormous Amount Expended \$1234567890 New Efficiency Department**

*For other members of the Dorsey Family see pages 430-441 of the American Specimen Book of Type Styles (1912)*



# Cheltenham Medium Expanded

PATENT APPLIED FOR

48 Point

3 A \$4 10 6 a \$4 00 \$3 10

# HISTORIC BOND

## Establish Kingdom

42 Point

4 A \$3 40 7 a \$3 30 \$6 70

# KINDRED NUMBER

## Superior Construction

36 Point

5 A \$3 00 8 a \$2 75 \$5 75

# EMINENCE REQUIRED

## Requested Modern Styles

30 Point

6 A \$2 40 10 a \$2 40 \$4 80

# SUPERINTEND

## Modern Printery

12 Point

17 A \$1 55 32 a \$1 60 \$3 15

# BEAUTIFUL TYPE DESIGN

Pleasing and effective results procured with the use of this modern \$1234567890 letter

24 Point

7 A \$1 90 14 a \$2 15 \$4 05

# DESIGN MERITED

## Perfection Obtained

10 Point

18 A \$1 40 36 a \$1 50 \$2 90

# NEW AMERICAN CREATION

Invariably the printer is achieving success when he selects popular American letters in weight fonts

18 Point

11 A \$1 80 21 a \$1 95 \$3 75

# BEAUTIFUL MACHINE

## Superlative Type Designs

8 Point

20 A \$1 20 41 a \$1 30 \$2 50

# ENCOURAGE EFFICIENT PRINTERS

Fashions, or rather changes in fashions, put many extra dollars into the treasury of printers, publishers and manufacturers

14 Point

15 A \$1 55 30 a \$1 80 \$3 35

# EXQUISITE NEW SHOWING

## Cheltenham Medium Expanded is the Latest American Creation

6 Point

22 A \$1 10 44 a \$1 20 \$2 30

# CREATED SERVICEABLE EXPANDED TYPE

Standing jobs from which type has been picked are often pied, which is a waste of valuable time that could be eliminated by the purchase of type styles in the popular \$1234567890 weight font scheme

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

Cheltenham Medium Expanded in Display

The Southern  
Pennsylvania  
Trap Shooter



Giving the  
Complete Record  
Scores for 19

THE OUTDOOR P  
364 Sportsman Street, Philad

Trap Shooter

GALVESTON  
INDUSTRIAL  
EXPOSITION

FEBRUARY THIRD  
TO MARCH SIXTH

EXHIBITS RECEIVED  
FROM EVERY PART  
OF TEXAS, AS WELL  
AS FROM ARIZONA



For \_\_\_\_\_  
\_\_\_\_\_

FREEMAN & SMITH  
864 SOUTH MAIN STREET  
SPRINGFIELD

PRINTERS  
ENGRAVERS

Floral Decorator

**STEINMAN** That oft-expressed  
desire to possess a  
Steinman Grand

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

Versatile Ornament

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

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

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

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

48 Point

4 A \$3 50 7 a \$3 80 \$6 80

**FINEST MANUSCRIPT  
Considering Requirement**

42 Point

5 A \$3 05 8 a \$2 65 \$5 70

**FURNISH MERCHANDISE  
Noted Superlative Investment**

36 Point

5 A \$2 20 10 a \$2 55 \$4 75

**BOUGHT KINDRED MACHINE  
Extraordinary Contralto Returning**

30 Point

6 A \$2 10 12 a \$2 25 \$4 35

**ORDERING IMPROVISED SCHEDULE  
Latest Equipments Increase Printing Profits**

24 Point

9 A \$1 90 16 a \$2 00 \$3 90

**SUPERFINE PRODUCTION COMPLIMENTED  
Manufacturing Concern Recognized Improvements**

18 Point

14 A \$1 80 24 a \$1 80 \$3 60

**REQUESTED MODERN IDEAS  
Improved Typographical Showing**

10 Point

24 A \$1 35 48 a \$1 45 \$2 80

**ADDITION TO CHELTENHAM FAMILY  
New dress of type is a better sign of prosperity than a new dress of cloths. It brings business**

14 Point

17 A \$1 65 34 a \$1 65 \$3 30

**EXTRAORDINARY TYPE CREATION  
Superfine showing receives commendation**

8 Point

29 A \$1 20 55 a \$1 25 \$2 45

**BUY MODERN TYPE FACES IN WEIGHT FONTS  
Most printers have enough old type and old metal lying around their offices to pay for several new stylish faces**

12 Point

22 A \$1 50 43 a \$1 55 \$3 05

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

6 Point

32 A \$1 10 63 a \$1 15 \$2 25

**TO NEGLECT OUR TYPE FASHIONS IS TO LOSE BUSINESS  
Style fixes your status as a printer. Whether style is good or bad depends upon your type. Thousands of printers are making no progress because their type \$1234567890 fashions are out of date**

*For other members of the Cheltenham Family see pages 146-251 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.



COMPLETE GUIDE TO ALL RAIL AND  
WATER ROUTES TO THE EXPOSITION  
CITY AND OTHER IMPORTANT CITIES  
AND TOWNS IN THE GOLDEN STATE

Vacation Ornament

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

W

## WILSON'S HATS

SPRING STYLES  
ARE NOW ON DISPLAY  
AT ALL WILSON STORES

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

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

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

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

Rugged Roman

PATENTED NOV. 9, 1915

72 Point

3 A \$6 85 4 a \$5 10 \$11 95

# MODERNIZE History Notes

60 Point

3 A \$5 60 4 a \$3 90 \$9 50

# NEWEST DEAR Grading Rectors

48 Point

4 A \$3 90 6 a \$3 60 \$7 50

# GREAT INVENTOR Respecting Methods

42 Point

4 A \$3 10 7 a \$3 25 \$6 35

# REMEDIES CHANGED Stimulates Workingmen Method Quickly Known

# Rugged Roman

PATENTED NOV. 9. 1915

36 Point

4 A \$2 40 8 a \$2 75 \$5 15

**BRIGHTEST COLORINGS**  
**Encourage Hundred Artists**  
**Beautiful Harmony Assured**

30 Point

5 A \$1 95 10 a \$2 30 \$4 25

**SPLENDID PROGRAM OFFERED**  
**Enthusiastic Audiences Welcomed**  
**Hundreds Applauded and Cheered**

24 Point

6 A \$1 65 12 a \$1 90 \$3 55

**RESERVED INFLUENTIAL PHYSICIAN**  
**Showing Greatest Typographical Beauty**  
**Improvised Machines Promote Efficiency**

18 Point

9 a \$1 45 18 a \$1 80 \$3 25

**CHARMING SELECTIONS**  
**Renders superlative beauty**  
**throughout fine celebration**

10 Point

19 A \$1 20 36 a \$1 30 \$2 50

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

14 Point

14 A \$1 35 28 a \$1 65 \$3 00

**RETURNING PHYSICIAN DINED**  
**Miner manifests brighter prospect**  
**for explorer journeying northward**

8 Point

22 A \$1 10 40 a \$1 15 \$2 25

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

12 Point

15 A \$1 20 31 a \$1 55 \$2 75

**PRINTERS DEMAND IMPROVEMENTS**  
**Extemporaneous speakers complimented**  
**during spring \$1234567890 examination**

6 Point

24 A \$0 95 46 a \$1 05 \$2 00

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

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



# SHEET MUSIC

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

**TREMAINE & CO.**

No. 415 PARK AVENUE

# Old Hickory

## THE IDEAL PORCH FURNITURE

No other furniture in its design is in such perfect harmony with what the porch should be as 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

Linear Border

# Lecture

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

**Thracian Society**

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

## Rugged Roman in Display

"Cheerful, Luxurious and Comfortable"

# THE HOTEL DELUXE THAT COURTESY BUILT

THE COURTEOUS, INTERESTED SERVICE GIVEN GUESTS AT  
THE FIRST HOTEL 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  
HELPLESSNESS FROM EVERY EMPLOYEE

## HOTEL KINNER—ARLINGTON SQUARE

Ovolo Border

## 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 ra

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

Bookman Ornament

Three Point Border

## Venetian Series

PATENTED DEC. 8, 1914

36 Point

5 A \$2 70 8 a \$2 30 \$5 00

**REMARKABLE NOTIONS**  
Enthusiastic Students Remain  
Modern Advertisers Procured

30 Point

6 A \$2 10 11 a \$2 15 \$4 25

**ENTERPRISING COUNCILMEN**  
Interesting Combination Equipments  
Stylish Creations Lately Recognized

24 Point

7 A \$1 75 12 a \$1 75 \$3 50

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

18 Point

10 A \$1 60 20 a \$1 65 \$3 25

**COMPOSITORS REJOICE**  
Handsome new type showing  
proves profitable to merchants

10 Point

22 A \$1 20 44 a \$1 30 \$2 50

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

14 Point

14 A \$1 45 28 a \$1 55 \$3 00

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

8 Point

23 A \$1 10. 45 a \$1 15 \$2 25

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

12 Point

16 A \$1 35 32 a \$1 40 \$2 75

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

6 Point

25 A \$0 95 49 a \$1 05 \$2 00

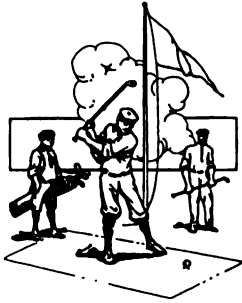
**COMPETENT COMPOSITORS ADMIRE PRINTING**  
The lack of confidence is the principal cause of shopping  
around for prices on printing, and the shopping around  
will stop in your place of business if you can then and there  
convince the buyer that you have the right goods at the  
right prices. Get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

*The nine point and eleven point of the Venetian Series, shown on page 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

Golf Illustrator

A NEWLY  
ESTABLISHED PAPER  
HOUSE

## THE MAINE PAPER COMPANY

BANGOR BOOK  
AND  
INDIANROCK  
COVERS

FACTORY:  
NORTH FARMINGTON  
MAINE

Trade Cut

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

Versatile Ornament

## Venetian in Magazine and Booklet Display

### SOME INTERESTING COMMENTS INTENDED FOR ADVERTISERS DESIRING THE MAXIMUM IMPRESSION IN THE MINIMUM SPACE



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

#### WHY PRINTERS SHOULD GIVE THOROUGH STUDY TO THE ADVERTISING PROFESSION

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

Set in eight point Venetian, opened with two point leads

skillful lawyer masses his  
the most carefully planned  
winning of his case, besides  
says bolster his statements  
concise arguments for the  
evidence and the opinions  
arguments must be arranged  
ing so that these thoughts  
various opinions. Then some  
message should be designed  
ent is much like a shotgun  
undoubtedly weak impression  
rifle bullet which puts real  
finite resistance and takes  
The effect never comes by  
writing. It generally results  
in giving advertising from the  
is hopelessly involved and  
high-class writer sedulously  
leads reader on the defensive  
to overcome the antagonism  
rest is a thing created and  
active and forceful diction  
whose elements cause rapid  
in action. If it does this it  
man becomes a good copy  
in difficulty of his task. Many  
ful general must properly  
Every person doesn't find  
in inspection of what we write  
I doubt about it, thorough  
the opening paragraph of

Set in ten point Venetian, opened with two point leads  
Versatile Initial

## 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 as specialists, or retainers which a corporation lawyer with envy. Magazines devoted exclusively to art and art have been enlisted for attracting the *attention* of the public. In the aggregate to large sums are offered to kindle the ambition of the artist. The result has been that there is a large amount of ability enlisted in doing the work in graceful and effective forms of advertising to the benefit of every kind of business. This profession on the whole is in its "stone age." Advertisers sending the traveler to *buy* the art thrust as it were into his face, will never to use them. Enormous sums are spent in corners or along vacant city lots

Set in eleven point Venetian, opened with one point leads

Full type cases mean more profits and superior results

AMERICAN  
TYPE FOUNDERS  
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 nine point Venetian, opened with one point leads

Trap Shooter



Venetian Italic Series

36 Point

5 A \$2 65 8 a \$2 35 \$5 00

**MODERNIZED REPORTER**  
*Naming Determined Speakers  
Complimentary Reproductions*

30 Point

6 A \$2 20 10 a \$2 05 \$4 25

**SUPERIOR PRINTING MACHINE**  
*Desirable Qualities Greatly Admired  
Extemporaneous Remarks Delighting*

24 Point

7 A \$1 80 12 a \$1 70 \$3 50

**REMARKABLE INVENTION DESIGNED**  
*Harmonious Combinations Quickly Procured  
Introducing Some Extraordinary Decorations*

18 Point

11 A \$1 65 20 a \$1 60 \$3 25

**AMERICAN TYPE STYLES**  
*Bright and legible typographic  
creations received warm praise*

10 Point

22 A \$1 25 42 a \$1 25 \$2 50

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

14 Point

15 A \$1 45 30 a \$1 55 \$3 00

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

8 Point

23 A \$1 05 47 a \$1 20 \$2 25

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

12 Point

17 A \$1 35 33 a \$1 40 \$2 75

**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*

6 Point

25 A \$0 95 50 a \$1 05 \$2 00

**THE ART OF PRINTING TAUGHT TO STUDENTS**  
*Printing is the vehicle of business, of national activities, and  
of individual affairs; it brings the students into closer touch  
with the world of commerce; it gives familiarity with social,  
business and legal forms; it is especially valuable as an aid  
in the teaching of English grammar and rhetoric; it develops  
the ethical taste and \$1234567890 constructive imagination*

The 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

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

## **CAMP BUREAU OF OBIL'S MAGAZINE**

*Conducted Exclusively for Our Subscribers*

Versatile Initial

THE  
GIRLS' STUDY CLUB  
OF ELTON

E

*The time of life is short;  
to spend that shortness basely,  
'twere too long.*  
SHAKESPEARE

FIRST ANNUAL DINNER  
MAY SEVENTH

Floral Decorator

NATURE LOVES VARIETY IN ALL THINGS

*Merlington*  
*County Horticultural*  
*Society*

EXHIBIT OF  
SWEET PEAS ORCHIDS  
AND  
HOUSE SHRUBS

*Harrisburg High School*  
*May Fourteenth*

Ovolo Border

Light Oldstyle

48 Point

4 A \$4 05 6 a \$3 45 \$7 50

PRODUCE DESIGN  
Educated Composer

36 Point

4 A \$2 35 9 a \$2 65 \$5 00

METHODICAL STUDENT  
Reprimand Absent Sailors

30 Point

5 A \$2 00 10 a \$2 25 \$4 25

BEAUTEOUS NEW SPECIMEN  
Meritorious Light Creation Noted

24 Point

6 A \$1 70 12 a \$1 80 \$3 50

INTEREST PROMINENT PUBLISHER  
Extraordinary Fashionable Typography

18 Point

10 A \$1 65 19 a \$1 65 \$3 30

LIGHT OLDSTYLE FACE  
Purchase weight fonts and  
promote rapid typography

10 Point

17 A \$1 15 35 a \$1 35 \$2 50

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

14 Point

14 A \$1 40 28 a \$1 60 \$3 00

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

8 Point

21 A \$1 05 42 a \$1 20 \$2 25

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

12 Point

16 A \$1 35 31 a \$1 40 \$2 75

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

6 Point

23 A \$0 95 45 a \$1 05 \$2 00

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

Floral Decorator

# 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



Cut  
Glass  
Rare  
China

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



Hall  
Clocks  
Art  
Goods

Lithotone Ornaments

72 Point

3 A \$7 90 3 a \$4 70 \$12 50

PRINTERS  
Build House

60 Point

3 A \$5 45 4 a \$3 80 \$9 25

INSPECTING  
Recent Benefits

48 Point

4 A \$3 50 6 a \$3 00 \$6 50

UNIFORM KINDS  
Harmony with Caslon

42 Point

4 A \$2 80 6 a \$2 45 \$5 25

CHARMING ROMAN  
Produces Brilliant Effect

36 Point

5 A \$2 45 7 a \$2 05 \$4 50

REQUIRING PERFECTION  
Fastidious Purchasers Gratified

*For other members of the Caslon Family see pages 116-123 and 311-353 of the American Specimen Book of Type Styles (1912)*

30 Point

6 A \$2 10 10 a \$1 90 \$4 00  
4 A \$0 80

# PREDETERMINED INFLUENCE

Give the preference to Caslon Oldstyle for several particular orders of printing

24 Point

7 A \$1 80 14 a \$1 70 \$3 50  
5 A \$0 65

# RECOGNIZED PROMINENT POINT

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

22 Point

8 A \$1 60 16 a \$1 65 \$3 25  
6 A \$0 65

# FOREMEN FURNISHING INSTRUCTION

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

18 Point

10 A \$1 50 25 a \$1 75 \$3 25  
7 A \$0 45

# REPRINT CHOICE DESIGN

Inventive ideas often reproduced owing to excellence of type faces

10 Point

18 A \$1 10 55 a \$1 40 \$2 50  
12 A \$0 40

# PERFECT ALIGNMENT NECESSARY

The top of the initial must line up exactly with the first line of type, provided the initial is of an ordinary rectangular form; if possible, bottom of initial should line up with last type line alongside

14 Point

14 A \$1 25 40 a \$1 75 \$3 00  
9 A \$0 45

# SECURED CLEAN IMPRESSIONS

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

9 Point

20 A \$1 00 60 a \$1 50 \$2 50  
14 A \$0 40

# EQUAL MARGIN SIDE AND BOTTOM

Not only should the space alongside and under an initial be uniform, but thought is also to be given to the size of the type used and to the depth of the page, these considerations determining to a certain extent the amount of space between initial and text

12 Point

15 A \$1 15 45 a \$1 60 \$2 75  
10 A \$0 45

# 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

8 Point

20 A \$1 00 60 a \$1 25 \$2 25  
14 A \$0 35

# INITIALS AND TEXT TO BE HARMONIOUS

The harmony and tone between the initial and body matter should be maintained, so that a fairly uniform color may be given to the page; and while slight variations may at times be permitted, the ambitious printer will strive to the utmost for this uniformity so that initial will not be too prominent

11 Point

18 A \$1 20 52 a \$1 55 \$2 75  
12 A \$0 40

# 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

6 Point

22 A \$0 80 65 a \$1 20 \$2 00  
15 A \$0 35

# APPROPRIATENESS IS IN EVERY CASE ESSENTIAL

While in most other respects there may occasionally be a slight deviation from general usages, in the matter of appropriateness of the initial to the subject treated there should always be shown good judgment in selection. A Missal Initial for instance ought not be combined with the modern roman body type \$1234567890

For other members of the Caslon Family see pages 116-123 and 214-252 of the American Specimen Book of Type Styles (1912)



**HAMLET.**

PUBLIKELY ACTED BY  
*Ye Olden Players*

Written by  
WILLIAM SHAKESPEARE

Performed at HER MAJESTY'S THEATER  
Hampshire Court, Weſt

*Mondaye*, FEBRUARY 8, 1746.

Old English Borders

*The Salvation of God in 1768.*

IN PART SET FORTH IN A  
Christmas  
**SERMON.**

Rev.  
Charles HORTENS

**1768.**

DELIVER'D TO THE  
*Maſſachuſetts Colony*  
IN THE  
CENTRAL CHURCH at *Boston*

Wherein  
The moſt remarkable *Salvations* of the Year paſt are  
briefly conſidered.

BOSTON:  
Printed for G. STRONG in Salem. 1768.

14 A HISTORY of the Year 1746.

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

LIST OF CHARGES

*YE*  
**Palate Inn**

Here  
Ye may tarry awhile  
and be Served by  
buxom maidens

Situated where the OLD NORTH  
LANE interſects HANSON  
PLACE.

*Ye TROUPE of*  
**ANCIENT Artifts**  
GIVE A PERFORMANCE  
EACH FORENOON AT ELEVEN

Cloister Borders

# Shakespearean Lecture Recitals

By MARTIN KILIAN CURLANDER *of London*

THE TAMING OF THE SHREW—*April 7th*  
KING LEAR—*May 8th*  
ANTONY & CLEOPATRA—*June 9th*

THE MERCHANT OF VENICE—*April 15th*  
MACBETH—*May 16th*  
LOVE'S LABOR LOST—*June 17th*

Brookline Literary Club, *42 Harvard Street*

AFTERNOONS AT THREE O'CLOCK

COURSE TICKET, FIVE DOLLARS

Wayside Ornament

## 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

Chap-Book Cut

●●●●●●●●●● 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. ● ● ●



Obelisk Border

48 Point

3 A \$3 80 5 a \$2 20 \$5 50

*FINE SPECIMENS*  
*Beautiful Results Secured*  
*Distinguished Appearance*

42 Point

4 A \$2 85 6 a \$2 15 \$5 00

*PRINTING DESIGNS*  
*Marvelous Effects Obtained*  
*Extraordinary Adaptability*

36 Point

4 A \$2 70 6 a \$1 80 \$4 50

*HIGH PRODUCTIONS*  
*Simplicity with the Caslon Italic*  
*Discriminating Buyers Satisfied*

30 Point

5 A \$2 00 10 a \$2 00 \$4 00

*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 314-353 of the American Specimen Book of Type Styles (1912)

Caslon Oldstyle Italic No. 471

CAST ON ORIGINAL LINE

24 Point

6 A \$1 70 14 a \$1 80 \$3 50

**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*

22 Point

7 A \$1 60 16 a \$1 65 \$3 25

**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*

18 Point

9 A \$1 45 25 a \$1 80 \$3 25

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

12 Point

14 A \$1 15 42 a \$1 60 \$2 75

**PRINTERS SLOW TO ADVERTISE**  
*Strange though it may seem it is a well known fact that an overwhelming majority of this country's printers are extremely backward in informing the general public through the medium of advertising what the advantages of printed salesmanship are \$1234567890*

14 Point

12 A \$1 30 36 a \$1 70 \$3 00

**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*

11 Point

16 A \$1 20 48 a \$1 55 \$2 75

**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*

10 Point

16 A \$1 10 48 a \$1 40 \$2 50

**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*

8 Point

18 A \$1 00 55 a \$1 25 \$2 25

**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*

9 Point

18 A \$1 05 55 a \$1 45 \$2 50

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

6 Point

18 A \$0 85 55 a \$1 15 \$2 00

**CONSISTENCY INSURES ECONOMY**  
*Aids 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. The 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 to each employer \$1234567890*

Caslon Oldstyle Italic  
 No. 471

Swash Characters

Cast on Original Line

A B C D E G K  
 L M N P  
 R U k v w z &

Sold in separate fonts at following prices:

8 Pt. \$0 75	12 Pt. \$1 00	24 Pt. \$1 25
9 Pt. 75	14 Pt. 1 00	30 Pt. 1 25
9 Pt. 75	18 Pt. 1 25	36 Pt. 1 50
10 Pt. 1 00	22 Pt. 1 25	42 Pt. 1 50
11 Pt. 1 00		48 Pt. 1 50

For other members of the Caslon Family see pages 116-123 and 214-253 of the American Specimen Book of Type Styles (1913)

*Destroy all Previous Price Lists*

*THIS BOOK IS  
CONFIDENTIAL TO  
THE TRADE*

*Price List  
of  
Jewelry  
and  
Cut Glass*

*HERON & CO.  
86 MILK STREET  
BOSTON*

*The  
Greenville Dramatic Club*

*will hold its monthly meeting Friday evening  
September tenth, at eight o'clock  
in the Oriole Hall*

*Mr. Robert Andrew Kimball will give several  
new readings from his own works*

*BOWLING*

*DANCING*

*Rector & Grant  
the florists*

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

*The Formal Opening  
will take place Saturday afternoon  
August fifteenth*

*Lanville String Orchestra  
will be in attendance*

*JOHN RECTOR*

*A. M. GRANT*

*ESTABLISHED 1872*

*GREETINGS*

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

*AMERICAN BANK  
OF CALIFORNIA*

# Important Notice:—

## SPECIAL CASLON CHARACTERS

The following Caslon Quint 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

f ff m ffi fb fh fk fl fi ft ct

6 Point, 11 characters . . . . . \$0.30	22 Point, 11 characters . . . . . \$0.50
8 Point, 11 characters . . . . . .35	24 Point, 11 characters . . . . . .50
9 Point, 11 characters . . . . . .40	30 Point, 11 characters . . . . . .50
10 Point, 11 characters . . . . . .40	36 Point, 11 characters . . . . . .60
11 Point, 11 characters . . . . . .40	42 Point, long s and ct only ( f ct ) . .20
12 Point, 11 characters . . . . . .45	48 Point, long s and ct only ( f ct ) . .20
14 Point, 11 characters . . . . . .45	60 Point, long s and ct only ( f ct ) . .25
18 Point, 11 characters . . . . . .50	

QUAINT CHARACTERS for use with *Caslon Oldstyle Italic No. 471*

f ff m ffi fb fh fk fl fi ft ct

6 Point, 11 characters . . . . . \$0.30	18 Point, 11 characters . . . . . \$0.50
8 Point, 11 characters . . . . . .35	22 Point, 11 characters . . . . . .50
9 Point, 11 characters . . . . . .40	24 Point, 11 characters . . . . . .50
10 Point, 11 characters . . . . . .40	30 Point, 11 characters . . . . . .50
11 Point, 11 characters . . . . . .40	36 Point, long s, sk, ct only ( fjk ct ) .30
12 Point, 11 characters . . . . . .45	42 Point, long s and ct only ( f ct ) . .20
14 Point, 11 characters . . . . . .45	48 Point, long s and ct only ( f ct ) . .20

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 *f*, *fk* and *ct* are made for 36-point Caslon Oldstyle Italic No. 471, and only the *f* and *ct* are made for the Caslon Oldstyle Roman No. 471 from 42-point to 60-point inclusive; and only the characters *f* and *ct* for 42-point and 48-point Caslon Oldstyle Italic No. 471.

SWASH CHARACTERS for use with *Caslon Oldstyle Italic No. 471*

A B C D E G K L M N P R U  
k v w z E

6 Point, per font . . . \$0.75	12 Point, per font . . . \$1.00	24 Point, per font . . . \$1.25
8 Point, per font . . . .75	14 Point, per font . . . 1.00	30 Point, per font . . . 1.25
9 Point, per font . . . .75	18 Point, per font . . . 1.25	36 Point, per font . . . 1.50
10 Point, per font . . . 1.00	22 Point, per font . . . 1.25	42 Point, per font . . . 1.50
11 Point, per font . . . 1.00		48 Point, per font . . . 1.50

72 Point

3 A \$4 15 6 a \$4 10 \$8 25

DESIGNS PRINTING  
Educational Lectures

60 Point

4 A \$4 05 7 a \$3 95 \$8 00

INSURED PRESIDENT  
Boiler Inspectors Retire

48 Point

5 A \$3 15 9 a \$3 20 \$6 35

HOMESICK EXCURSIONIST  
Musical Enterprise Launched

36 Point

6 A \$2 20 10 a \$2 05 \$4 25

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)*



Extra Condensed Caslon

30 Point

7 A \$1 90 14 a \$2 10 \$4 00

**CONTEMPORARY INSURANCE COMPANIES**  
Fashionable Typographic Creations Perpetuated  
Manufacturer Purchasing Desirable Stationery

24 Point

9 A \$1 60 18 a \$1 90 \$3 60

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

18 Point

14 A \$1 55 28 a \$1 70 \$3 25

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

14 Point

21 A \$1 45 40 a \$1 55 \$3 00

**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

12 Point

25 A \$1 30 50 a \$1 45 \$2 75

**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

8 Point

34 A \$1 05 65 a \$1 20 \$2 25

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

10 Point

27 A \$1 20 54 a \$1 30 \$2 50

**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

6 Point

35 A \$0 90 70 a \$1 10 \$2 00

**ADDITIONAL MEMBER OF THE ALREADY POPULAR CASLON FAMILY**  
Designed for the Printers in General and the Caslon Printers in Particular  
Extra Condensed Caslon Long Desired by Publishers and Advertising Men  
Distinctive Features Shown in the Proper Display of Furniture Catalogue  
Gorgeous Celebration Arranged for Homecoming Battle Ships and Sailors  
Souvenir Programme Costing \$1234567890 Shows Typographical Ingenuity

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

48 Point

5 A \$3 85 9 a \$3 80 \$7 65

**ENTERPRISE SOUGHT**  
Procure Splendid Designs

42 Point

5 A \$3 00 10 a \$3 25 \$6 25

**MERCHANT EXHIBITING**  
Increasing Demand Prepared

36 Point

5 A \$2 35 10 a \$2 70 \$5 05

**DISTINGUISHED FOREIGNER**  
Acknowledge Prominent Designer

30 Point

6 A \$2 15 12 a \$2 25 \$4 40

**INCREASE PROFIT**  
Meeting Held Sunday

12 Point

19 A \$1 30 38 a \$1 45 \$2 75

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

24 Point

8 A \$1 65 16 a \$1 90 \$3 55

**FOURTH PRIZE GIVEN**  
Completing Achievements

10 Point

22 A \$1 20 42 a \$1 30 \$2 50

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

18 Point

12 A \$1 50 24 a \$1 80 \$3 30

**IGNORES TRUSTING MAIDEN**  
Disinherit Prominent Composer  
Honest Judge Granting Interviews

8 Point

24 A \$1 05 47 a \$1 20 \$2 25

**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

14 Point

17 A \$1 45 38 a \$1 55 \$3 00

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

6 Point


27 A \$0 95 52 a \$1 05 \$2 00

**MARVELOUS STRUCTURES COMPLETED AFTER DELAYS**  
Steamboat Captain Pilots Large Excursion Party Safely Tuesday  
Noted Harvard Astronomer Discovers New Comet in Eastern Sky  
Charming Burlesque Show Amused Many Ladies and Gentlemen  
Printing Office Superintendents Commend Bodoni Book Designs  
Beautiful Figures Quickly \$1234567890 Observed by Composer

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

Bodoni Book Shown in Practical Display

**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


Strathmore Ornament Three Point Border Linear Border No. 2

ESTABLISHED 1883

**Hudson & Nairn  
Company**

MAKERS OF

**Lithographic Inks and  
Fine Dry Colors**



MAIN OFFICE AND FACTORIES  
PHILLIPSBURG, PENNSYLVANIA  
BRANCHES EVERYWHERE

Collins Floret

**INCREASING TRADE**

A SERIES OF EXAMPLES TAKEN FROM  
THE PRACTICAL TYPOGRAPHIC GUIDE

---

**I**N 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

CITY TELEPHONE 1234

BELL TELEPHONE 5678

**MONSEN & BURNS**

DESIGNERS, MANUFACTURERS AND WHOLESALE DEALERS

**ARTISTIC GOLD JEWELRY**

MONSEN AND BLAKE STREETS  
NEW HAVEN

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

PAGE NINE

72 Point

3 A \$6 05 4 a \$4 20 \$10 25

*NOTED MINDS*

*Get Stylish Italic*

60 Point

3 A \$4 80 5 a \$3 80 \$8 60

*DESIRE BINDING*

*Elect Honest Officer*

48 Point

4 A \$3 55 8 a \$3 95 \$7 50

*INTERESTS NUMBER*

*Modern Booklet Display  
Knightly Acts Regarded*

42 Point

5 A \$3 10 9 a \$3 15 \$6 25

*DISTINCTION SECURED*

*Satisfied Customer Ensured  
Bodoni Italic Charms Artist*

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

36 Point

5 A \$2 45 9 a \$2 55 \$5 00

**PRINTERS HONOR BODONI**  
*Many advertisers require actual  
 printing distinctions in booklets*

30 Point

6 A \$2 10 11 a \$2 20 \$4 30

**INTERESTS EMINENT DESIGNER**  
*Every real printer will admit that here  
 is presented an italic of notable charm*

24 Point

7 A \$1 70 13 a \$1 80 \$3 50

**NUMEROUS PRINTING REQUIREMENTS**  
*This magnificent type family is of inestimable  
 value in the equipment of the progressive plant*

18 Point

11 A \$1 50 22 a \$1 75 \$3 25

**CURIOUS MODERN IDIOMS**  
*Printing office proprietors must  
 strive continually for efficiency*

10 Point

21 A \$1 20 41 a \$1 30 \$2 50

**BLITHE PRINTER INSPIRED MEN**  
*Do not waste your time and the time of  
 your salesman soliciting business of the  
 hapless concern that is unquestionably  
 out of the running; go for the live ones*

14 Point

16 A \$1 45 31 a \$1 55 \$3 00

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

8 Point

22 A \$1 05 45 a \$1 20 \$2 25

**PLANT EQUIPMENT MUST BE STUDIED**  
*American printers must pay many millions of  
 good hard simoleons every year for time in the  
 composing rooms. Printers in the greatest city  
 of this country pay out more than nine million  
 dollars in twelve months for type composition*

12 Point

18 A \$1 35 33 a \$1 40 \$2 75

**EFFICIENCY REQUISITE RECOGNIZED**  
*If you are desirous of increasing profits you  
 should immediately investigate the merits of  
 our ideas about \$1234567890 real efficiency*

6 Point

28 A \$0 90 55 a \$1 10 \$2 00

**THE HISTORY OF PRINTING SHOULD INTEREST YOU**  
*Difficult it is to realize the plight of the civilized world before  
 the invention of printing, when the few books existing were all  
 written by hand. A few stories and legends were passed on by  
 word of mouth, and that 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 68-75 and 378-393 of the American Specimen Book of Type Styles (1912)

72 Point

3 A \$6 80 4 a \$4 35 \$10 65

***PERFECTION***  
***Superb Quality***

60 Point

3 A \$5 10 5 a \$4 30 \$9 40

***CONSIGNMENTS***  
***Design Requested***

48 Point

4 A \$3 90 6 a \$3 60 \$7 50

***BEAUTIFUL MODEL***  
***Prominent Italic Face***  
***Adept Manufacturing***

42 Point

4 A \$2 95 8 a \$3 30 \$6 25

***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)*

36 Point

5 A \$2 55 8 a \$2 45 \$5 00

**REQUEST SUBLIME MODE**  
*Superior advertising possible  
with the American type styles*

30 Point

6 A \$2 00 12 a \$2 25 \$4 25

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

24 Point

6 A \$1 70 12 a \$1 80 \$3 50

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

18 Point

10 A \$1 60 19 a \$1 70 \$3 30

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

10 Point

18 A \$1 20 35 a \$1 30 \$2 50

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

14 Point

15 A \$1 40 29 a \$1 60 \$3 00

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

8 Point

19 A \$1 05 38 a \$1 20 \$2 25

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

12 Point

16 A \$1 30 31 a \$1 45 \$2 75

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

6 Point

24 A \$0 90 48 a \$1 10 \$2 00

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

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

*Bodoni Bold Italic in Display*

*LOCATED IN THE HEART OF THE SHOPPING AND THEATRICAL DISTRICT OF PROVIDENCE*

# *HOTEL BAIR*

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

*A STRICTLY FIREPROOF  
MODERN FAMILY HOTEL  
OF EXCEPTIONAL MERIT*

*The Public Dining Room*

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

*Rooms and Suites de luxe*

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

*FIFTH AVENUE · EIGHTH TO NINTH STREET*

*WITHIN A BLOCK OF THE CENTRAL STATION OF THE UNDERGROUND RAILWAY*

# *FASHIONS*

*THE NEW MAGAZINE OF MODES*

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

*Thirty Cents per Copy  
At all good Department Stores*

*Dance Program of  
the Eighth Annual*

# *Charity Ball*

*For the benefit of the  
Celia Hospital Fund*

*May Ninth*

*Nineteen Sreenteen*

*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**

*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*

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



Italian Bands

**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.*

Bodoni Ornament

**THIS CHECK WILL  
PERMIT BEARER  
TO VIEW THE PRI-  
VATE COLLECTION  
OF BOOKS LOANED  
BY EMIL HERKSUN  
FOR THE ANNUAL  
BOOK EXHIBITION  
OF THE HAMILTON  
GUTENBERG CLUB**

*January Third to February Twelfth  
Hall of Records, Hamilton, Ontario*

Bodoni Border

# CARD BODONI

PATENTED APRIL 13, 1915

24 Point No. 12

8 A \$2 70

6 Point No. 4

25 A \$1 00

**DISTINCTIONS  
CHARM DUKE**

**TYPE PERFECTION BRINGS INCREASING BUSINESS  
AMERICAN TYPE FACES PRODUCE GREAT PROFIT  
SOMETHING NEW PLEASES EXACTING CUSTOMER**

24 Point No. 11

9 A \$2 50

6 Point No. 3

29 A \$1 00

**INTRENCHMENT  
HOLDS PRINTER**

**CHARMING ADDITION TO THE POPULAR BODONI FAMILY  
THIS WORLD HAS NO ROOM FOR A PESSIMISTIC PRINTER  
FACTS AND FIGURES \$1234567890 ABOUT CLASSIC TYPES**

18 Point No. 10

11 A \$2 05

6 Point No. 2

34 A \$1 00

**HISTORIC METHOD  
MASTER SPECIMEN**

**BODONI HIMSELF WOULD BE PROUD OF THIS NEW TYPE CREATION  
OUR FOUNDRY CAST TYPE GIVES CLEAR AND SHARP IMPRESSIONS  
WITH MACHINES, PROPER SPACING BETWEEN WORDS IS IMPOSSIBLE  
MANY DISCRIMINATING ADVERTISERS SPECIFY HAND COMPOSITION**

6 Point No. 1

38 A \$1 00

**DISTINCTIVENESS AND DURABILITY ARE CHARACTERISTICS OF THIS SERIES  
FOR YOUR PROFESSIONAL OR COMMERCIAL STATIONERY USE CARD BODONI  
EVEN IN THE SMALLEST SIZE CARD BODONI RETAINS ITS GREAT LEGIBILITY  
EVERY PROGRESSIVE PRINTER SHOULD POSSESS THIS HANDSOME NEW TYPE**

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

ESTABLISHED 1872

CHARLES H. BRUNSWICK, CASHER  
JOHN C. MARTIN, ASST. CASHER

## HARRISON BANKING COMPANY

ONLY BANK IN HARRISON PAYING INTEREST ON CHECKING ACCOUNTS

CAPITAL \$30,000 SURPLUS \$95,000

HARRISON, MD.

ADDRESS REPLY TO THE COMPANY

18 Point No. 9

13 A \$2 00

**CONCEPTIONS UNIQUE  
DESIGNS PERSONIFIED**

12 Point No. 8

15 A \$1 50

**MAGNIFICENT EXHIBITION  
CHARMING MASTERPIECES**

12 Point No. 7

19 A \$1 50

**SPECIMEN TYPES ENRAPTURING  
UNIQUE PROSPERITY EXPECTED**

12 Point No. 6

22 A \$1 50

**PRINTERS RECEIVE ENCOURAGEMENTS  
CUSTOMER \$1234567890 RESPONSIBLE**

12 Point No. 5

27 A \$1 50

**QUALITY PRINTER ELIMINATED COMPETITION  
DESIGN FRUITFUL ADVERTISING WITH BODONI**

## 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

## CARD BODONI IN DISPLAY

### 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

THE NATIONAL EXTRACT COMPANY  
OPERATING  
THE BALTIMORE PRODUCT COMPANY • THE ILLINOIS VINEGAR COMPANY

FRANKLIN H. DENNIS  
ASSISTANT MANAGER  
THE BALTIMORE PRODUCT COMPANY

215 RIDGELY STREET

BALTIMORE, MARYLAND

### 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

RETIRING PRESIDENT OF

CATONSVILLE MEDICAL  
COLLEGE

THE STODDARD HOTEL  
THURSDAY EVENING, DECEMBER FIFTH  
NINETEEN SIXTEEN

Century Oldstyle Bold Condensed

PATENT APPLIED FOR

120 Point

3 A \$11 20 4 a \$7 25 \$18 45

EMBERS

Kingbird

96 Point

3 A \$9 10 4 a \$6 00 \$15 10

SPECIMEN

Companion

72 Point

3 A \$6 00 4 a \$4 20 \$10 20

INTERESTING

Bought Models

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

Century Oldstyle Bold Condensed

PATENT APPLIED FOR

60 Point

3 A \$4 75 4 a \$3 90 \$8 05

**BUILD KINGDOM**  
**Masterly Showing**

48 Point

4 A \$3 00 5 a \$2 65 \$6 25

**HARMONIOUS REIGN**  
**Charming Manuscripts**

36 Point

4 A \$2 10 7 a \$2 15 \$4 25

**SUPERB MODERN SPECIMEN**  
**Fashionable Typography Noted**

30 Point

6 A \$1 95 11 a \$2 10 \$4 05

**PLEASING DESIGN**  
**Inspired Production**

12 Point

18 A \$1 30 36 a \$1 45 \$2 75

**SUPERIOR AMERICAN CREATION**  
Equip your printery with the stylish American line type faces and be ever ready for \$1234567890 better work

24 Point

7 A \$1 60 14 a \$1 90 \$3 50

**SUPERFINE PRINTING**  
**Merits Greatest Reward**

10 Point

20 A \$1 15 41 a \$1 35 \$2 50

**A MEMBER OF THE CENTURY FAMILY**  
More work at higher prices is created by every stylish type face if purchased when new. This is a letter of exceptional merit

18 Point

11 A \$1 45 22 a \$1 80 \$3 25

**HANDSOME BOLD PRODUCT**  
**Recognized Advertising Letter**

8 Point

24 A \$1 00 49 a \$1 25 \$2 25

**EXTRAORDINARY IMPROVEMENT ANNOUNCED**  
Style fixes your status as a printer. Whether style is good or bad depends upon your type. Many printers let their type styles get behind the fashion of the day

14 Point

16 A \$1 40 30 a \$1 60 \$3 00

**PRINTSHOP INCREASES DIVIDENDS**  
**Purchase of New Type Faces Profitable**

6 Point

26 A \$0 95 52 a \$1 05 \$2 00

**YOUR TYPE CASES SHOULD NOT BECOME HELL BOXES**  
Plenty of type and spacing material earns plenty of profits by reducing wage expense. Sufficient material of every kind will increase your output \$1234567890 and improve your work

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

**THE WEATHER**  
Partly cloudy today, variable winds; rain tomorrow

# Empire St

Vol. XXVI, No. 21

ROCHESTER, TUES

## 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 interferences with American commerce will deal at length with the action of that Gov-

*Continued on page 2*

## STRONG BANKS TO BE MERGED

### Unusual Proceeding to Enable the Security to Acquire Branches

## WILL ABSORB THE GARLAND

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

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

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

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

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

## KEEPS HOSPITAL BOARD

### Convention Rejects Proposal Reorganizing the State's Charities

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

## TRAP AL OF TRU

### Auto Dealer Accu That Robbed

## LOOT TAKEN TO

### Fugitive Caught Wh to Visit His Fianc

Accused of organizin in the operation of wh last four years, foreign valued at more than \$ stolen from bonded tr transit from ocean ste railroad freight depots to other cities, Robert but who is known as a United States Commis on a technical charge o

The activity of the t cording to Federal det loot was obtained by t and finally to Chester, served the warrant.

## CENSUS REFUS

### Only 6 Enumer 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 receiv they found that from \$ been deducted from th

# Rare Oriental Rugs

MASTERPIECES IN EVERY SENSE OF THE WORD

**T**HESE 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

**Double Stamps**

**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 salesman 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

# CARD LITHO

24 Point No. 2

6 A \$2 50

# HINDERING REDUCED

24 Point No. 1

7 A \$2 50

# FOREIGNER UNCONSCIOUS

18 Point No. 2

8 A \$2 00

# MODERNIZE HISTORIC HOUSE

18 Point No. 1

10 A \$2 00

# PROMISING EXCURSION REFORMS

<small>HENRY MUIRSTONE, PRESIDENT</small>	<small>WILLIAM HUNTER, SECRETARY</small>		
 <b>MUIRSTONE &amp; HUNTER</b> <small>DEALERS AND TRADERS IN ALL FORMS OF</small>  <b>BONDS</b>  			
<p><b>DEAR SIR,</b></p> <p><b>YOU ARE HEREBY NOTIFIED THAT PA</b> <b>WILL FALL DUE ON THE FIRST OF JUL</b> <b>ACCORDANCE WITH ARRANGEMENTS,</b> <b>COMPOUND INTEREST TO BE PAID WE</b> <b>MUST BE IN OUR OFFICE BEFORE THE</b></p> <p style="text-align: right;"><b>MUIR</b></p> <p><small>JUNE THE TWENTIETH</small></p>	<p style="text-align: center;"><small>TELEPHONE 769 CENTRAL</small></p> <p style="text-align: center;"> <b>DR. GEORGE HUSTEN</b> <b>CHIROPODIST</b>  </p> <table border="0" style="width: 100%;"> <tr> <td style="width: 50%; text-align: center;"><small>OFFICE HOURS 10:30 A. M. TO 3 P. M. 5 TO 7 P. M.</small></td> <td style="width: 50%; text-align: center;"><small>425 NUBORNE STREET COLUMBUS, OHIO</small></td> </tr> </table>	<small>OFFICE HOURS 10:30 A. M. TO 3 P. M. 5 TO 7 P. M.</small>	<small>425 NUBORNE STREET COLUMBUS, OHIO</small>
<small>OFFICE HOURS 10:30 A. M. TO 3 P. M. 5 TO 7 P. M.</small>	<small>425 NUBORNE STREET COLUMBUS, OHIO</small>		

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

12 Point No. 1

22 A \$1 50

## 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 FIREMEN SUCCEMB \$1234567890 IN HUGE BLAZE

6 Point No. 1

30 A \$1 00

## RECENT INVENTIONS TO INCREASE THE OUTPUT CONSIDERABLY TESTS PROVE THE EFFICACY OF ALL IMPROVEMENTS INSTALLED REPORTS ARE CURRENT OF SUCCESSFUL EXPERIMENTS ABROAD

*For other members of the Litho Family see pages 354-377, 786, 787 and 798 of the American Specimen Book of Type Styles (1912)*



## CARD LIGHT LITHO

12 Point No. 4

12 A \$1 50

**PROSPEROUS BANKER  
DIGNIFIED MONARCHS**

12 Point No. 3

15 A \$1 50

**STUDENTS AND TEACHERS  
ADMIRE PRINTING ARTIST**

12 Point No. 2

17 A \$1 50

**INDIVIDUALITY PERSONIFIED  
WITH CHARMING CONCEPTION**

12 Point No. 1

22 A \$1 50

**SUPERIOR PRINTING BRINGS RETURNS  
PROSPECTIVE CUSTOMER BANQUETED**

LEGIBLE \$1234567890 FIGURES

MEMBERS OF PHILADELPHIA STOCK EXCHANGE	LONG DISTANCE TELEPHONE MANCHESTER 8223
<h3 style="margin: 0;">J. S. HISON &amp; COMPANY</h3> <p style="margin: 5px 0 0 0;"><b>BANKERS</b></p> <p style="margin: 5px 0 0 0;">STEAMSHIP EQUIPMENT BONDS</p>	
412 CHASE STREET	PHILADELPHIA

6 Point No. 4

21 A \$1 00

**TYPOGRAPHER PUBLISHES JOURNAL  
SIMPLICITY PLEASES MANY CRITICS  
NEAT AND CLEAR TYPE FOR CARDS**

6 Point No. 3

24 A \$1 00

**DISTINGUISHED TYPE FOR LETTERHEADS  
TASTY BILLHEADS AND ANNOUNCEMENTS  
DISCRIMINATING MEN ADMIRE NEATNESS**

6 Point No. 2

28 A \$1 00

**CARD LIGHT LITHO IS DESIGNED FOR LEGIBILITY  
CONSIDERABLE LABOR INVOLVED IN PERFECTION  
TYPOGRAPHICAL ART CONVINCED BUSINESS MEN**

6 Point No. 1

30 A \$1 00

**THE SIZE FOR TELEPHONE NUMBER AND OFFICE HOURS  
FINANCIAL PRINTERS PREFER CARD LIGHT LITHO TYPE  
BUY AMERICAN MADE TYPE FACES FOR BETTER WORK**

*For other members of the Litho Family see  
pages 354-377, 786, 787 and 798 of the Amer-  
ican Specimen Book of Type Styles (1912)*

OFFICE HOURS 8 TO 11:30 A. M.
<h3 style="margin: 0;">AS M. BURNEY</h3> <p style="margin: 5px 0 0 0;">CLINICAL SURGEON</p>
CINCINNATI, OHIO

## COMBINATION GOTHIC

24 Point No. 510

8 A \$2 75

**CONSERVING**

18 Point No. 510

10 A \$2 15

**NUMEROUS MEN  
RESUMED WORK**

18 Point No. 509

12 A \$2 00

**INGENIOUS METHODS  
LOWER EXPENDITURE**

12 Point No. 508

15 A \$1 55

**HISTORICAL CONTRACT  
EXISTED \$1234567890**

12 Point No. 507

16 A \$1 50

**DEPENDABLE AND ENERGETIC  
SUPERINTENDENT EMPLOYED**

12 Point No. 506

17 A \$1 50

**ENGRAVERS PRODUCED  
CONSTRUCTIVE DESIGN**

12 Point No. 505

21 A \$1 50

**PRINTER USING SERVICEABLE  
COMBINATION GOTHIC SERIES**

6 Point No. 504

28 A \$1 00

**ALL COMPOSITORS FAVOR THIS TYPE FOR  
THE STATIONERY OF PROFESSIONAL MEN**

6 Point No. 503

30 A \$1 00

**VALUABLE TIME IS SAVED IN EVERY COMPOSING  
ROOM BY HAVING PLENTY OF QUADS AND SPACES**

6 Point No. 502

33 A \$1 00

**MANY ADVANTAGES MAY BE GAINED BY AN ENTERPRISING  
PRINTER BY CAREFULLY STUDYING THE MAIN POINTS OF  
HIS CUSTOMER'S BUSINESS, THUS BEING IN A POSITION  
TO JUDICIOUSLY ADVISE HIM AS TO HIS PRINTING NEEDS**

6 Point No. 501

37 A \$1 00

**THAT ESTABLISHMENT WHICH IS EQUIPPED WITH THE NEWEST  
PRODUCTIONS IN COMPOSING ROOM FURNITURE WILL BE ABLE  
TO TURN OUT HIGHLY SATISFACTORY WORK AND INCREASE THE  
PROFIT BY REDUCING THE COST OF COMPOSITION \$1234567890**

## Rimmed Litho

48 Point

3 A \$5 45 4 a \$3 50 \$8 95

**STRENGTHEN**  
**Brighter Home**

36 Point

3 A \$3 00 4 a \$2 00 \$5 00

**ROMAN EXHIBITION**  
**Horticultural Student**

30 Point

3 A \$2 15 6 a \$2 10 \$4 25

**CHARMING ENTERPRISE**  
**Distinguished Councilmen**

24 Point

4 A \$1 70 8 a \$1 80 \$3 50

**MODERN PRINTING SECURED**  
**Popular American Type Designs**

18 Point

6 A \$1 55 12 a \$1 70 \$3 25

**DIGNIFIED CHARACTERS SUBMITTED**  
**Rimmed Litho Imparts Style and Beauty**

14 Point

9 A \$1 45 17 a \$1 55 \$3 00

**BROCHURES PRESENTED**  
**Exquisite Souvenirs Given**  
**Classic Literature Retained**

10 Point

13 A \$1 15 24 a \$1 35 \$2 50

**EXPERIENCED PERFORMER**  
**Modest Entertainment Given**  
**Southern California Gardens**  
**Aristocratic Dame Departing**

12 Point

12 A \$1 30 22 a \$1 45 \$2 75

**MERITORIOUS WORK PRODUCED**  
**Artistic Printing Highly Honored**  
**Significant \$1234567890 Remark**

8 Point

15 A \$1 00 30 a \$1 25 \$2 25

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

*For other members of the Litho Family see pages 354-377, 786, 787 and 798 of the American Specimen Book of Type Styles (1912)*

## Rimmed Litho and Card Light Litho in Display

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

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

**Commencing August 25th and ending  
September 14th**

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

## Arthur Humboldt & Son

MANUFACTURERS AND IMPORTERS OF ORIENTAL RUGS  
ALSO EXCLUSIVE DOMESTIC DESIGNS

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

48 Point

4 A \$4 55 5 a \$2 95 \$7 50

# RIGHT DESIGN Publishing Houses

36 Point

4 A \$2 50 8 a \$2 50 \$5 00

# RENEW EQUIPMENT Superintendent Employed

30 Point

5 A \$2 10 10 a \$2 15 \$4 25

# DISTINGUISHED EXHIBIT Studying Extraordinary Designs

24 Point

6 A \$1 75 11 a \$1 75 \$3 50

# EXQUISITE SPECIMEN SHOWN Unusual Interest Displayed by Printers

18 Point

9 A \$1 50 20 a \$1 75 \$3 25

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

10 Point

17 A \$1 20 36 a \$1 30 \$2 50

**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

14 Point

13 A \$1 45 26 a \$1 55 \$3 00

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

8 Point

22 A \$1 10 42 a \$1 15 \$2 25

**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

12 Point

16 A \$1 35 32 a \$1 40 \$2 75

**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

6 Point

16 A \$0 95 42 a \$1 05 \$2 00

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

## Drew Series in Display

The  
**Philosophy of**  
Styles

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

ONE OF THE GREAT  
EXAMPLES OF THIS  
UNDENIABLE FACT  
IS OUR SHOWING OF  
AUTUMN SUITS AND  
OVERCOATS. YOUR  
JUDGMENT STANDS  
WHEN IT COMES TO  
PRICE. WE LOOK TO  
BOTH SERVICE AND  
STYLE IN OUR WIDE  
RANGE OF VALUES.

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

O. K. Clothes

Lithotone Brass Rule

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

THE  
**Orient**  
Cafe

Best  
Quality  
Wines  
Liquors and  
Beers

SPRING &  
KING STREETS

Litholine Brass Rule Dutch Initial

J

**Jamison's**  
No. 49 FIFTH AVE.

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

Lithotone and Litholine Brass Rules Floral Decorator

48 Point

4 A \$3 85 8 a \$3 65 \$7 50

REQUIRE DIRIGIBLE  
 Brave government officials  
 censured aircraft limitation

42 Point

5 A \$3 35 9 a \$2 90 \$6 25

INSURING SHEPHERD  
 Knavish underwriter deluding  
 modest backwoods inhabitants

36 Point

5 A \$2 75 10 a \$2 25 \$5 00

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

30 Point

6 A \$2 20 12 a \$2 10 \$4 30

ENDURING CHILDISH REBUKES  
 Harassed aldermen admit probable mistake  
 and indulge in obscure verbiage despite the  
 sensible termination of playground disputes

24 Point

8 A \$1 80 14 a \$1 70 \$3 50

**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

18 Point

12 A \$1 70 22 a \$1 60 \$3 30

**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

14 Point

16 A \$1 55 30 a \$1 45 \$3 00

**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

12 Point

18 A \$1 50 36 a \$1 30 \$2 80

**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

8 Point

23 A \$1 15 45 a \$1 10 \$2 25

**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

10 Point

20 A \$1 25 40 a \$1 25 \$2 50

**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 unequalled degree of neatness

6 Point

24 A \$1 00 47 a \$1 00 \$2 00

**MANY RECOMMEND HARMONIOUS DESIGN**  
 In these progressive days it is not difficult to select a type style which closely resembles the more common-sense 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

PATTERSON STREET & FIRST AVENUE

OVERLOOKING MOUNT CERNA PARK

Parquet Floors · Free Telephone Service  
Steam Heat · Electric Lights

KM  
C. O. J.

All Daylight Windows · Elevator Service  
Fine Artesian Well Water

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

## The House that is Making Good

THE BUSINESS OF THE JOHN HERMAN PRINTING COMPANY IS NOW FOURTEEN TIMES AS LARGE AS IT WAS TWENTY-THREE YEARS AGO. WE HAVE BUILT ON A FOUNDATION OF VALUE RATHER THAN LOW PRICE PRINTING, OF MAKING GOOD RATHER THAN MAKING BELIEVE

THE JOHN HERMAN PRINTING COMPANY  
578 MERCER STREET, PHILADELPHIA

Floral  
Decorator

## 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 beautiful, strong and graceful. All this is said of the Packard in addition to its distinct economy. The cost of hand-lettering can be saved by its use and the printer's profit is often doubled or tripled.

AMERICAN TYPE FOUNDRY  
MAKER OF POPULAR FASHIONS IN TYPE

Lithodot Brass Rule Versatile Initial

## A Catalogue of RARE SILK

Especially made  
for Crocheting,  
Embroidering &  
Knitting

BINDLE CO.  
NEW YORK

Chic Decorator

FIVE MINUTES' WALK FROM CAMDEN STATION

### The Milton Hotel

PRESTIN STREET, NEAR CHARLES  
CLEVELAND

Single Room \$1.50

Room with Bath \$2.00

Baskerville Roman

72 Point

3 A \$8 30 4 a \$5 50 \$13 80

SECURING  
Great Result

60 Point

3 A \$6 10 5 a \$4 40 \$10 50

HARMONIZE  
Beautiful Maple

48 Point

4 A \$4 15 6 a \$3 50 \$7 65

NEW SPECIMEN  
Satisfying Customer

36 Point

4 A \$2 45 8 a \$2 55 \$5 00

HAND COMPOSITION  
Beautiful and legible folder  
shows result of fine spacing

30 Point

5 A \$2 15 9 a \$2 10 \$4 25

**ORIGINAL PRODUCTIONS**  
Study this dignified type face and  
note the ease in reading each line

24 Point

9 A \$2 15 16 a \$2 00 \$4 15

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

18 Point No. 2

13 A \$1 90 24 a \$2 15 \$4 05

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

18 Point No. 1

16 A \$2 05 30 a \$2 05 \$4 10

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

10 Point

27 A \$1 50 55 a \$1 60 \$3 10

**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

14 Point

20 A \$1 85 39 a \$1 95 \$3 80

**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

8 Point

30 A \$1 45 58 a \$1 40 \$2 85

**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

12 Point

23 A \$1 65 46 a \$1 75 \$3 40

**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

6 Point

37 A \$1 20 75 a \$1 30 \$2 50

**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 eagerness to stop the  
leak; 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 \$1234567890

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

ANNOUNCING AN

# Anniversary Sale

MEN'S SUITS • OVERCOATS  
FURNISHINGS

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

## HORNER & DOBER

236 LEXINGTON STREET

Ovolo Border

## 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

Supper • Cavalry • 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

Ovolo Border

# TABLE LINEN

FOR RECEPTIONS AND GENERAL FESTAL OCCASIONS

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

H·A·C  
HIGH-GRADE  
TABLE LINEN

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

## THE HENRY ARNOLD COMPANY

TWENTY-FOUR EAST FRANKLIN STREET

Chic Decorator

# Gifts

THAT ENDURE

SUGGESTIONS  
IN SELECTING  
CUT GLASS

Hindel Bros.  
CHICAGO

Floral Decorator

ESTABLISHED  
1870

TELEPHONE  
MAIN 94



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

Floral Decorator



# Nellie of the Ocean Spray

A THRILLING ROMANCE ABOARD A HOUSE-BOAT

By FRANK W. SMITH

**J**UST 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 flash of white tee busied herself h night's dishes, w washed like an a as she washed sa

It was about a child of the fairi earned barely en to supply his flo butter by sketch beasts and birds haired girl, calle uttered her oft-r of it there was e as well as herself the owner of ma

## AMERICAN CUT-COST EQUIPMENTS

### AMERICAN CUT-COST EQUIPMENTS FOR PRINTERS

**I**F 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 promiscuous unrelated equipments which cumber 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. 'Tis said I have more courage than some. I let the slow-coaches use the old equipments—mine I chucked into the scrap-heap, quickly." Inefficiency is the thief of profits. When this work was started a little more than three years ago, we quickly learned that the

Twelve point, opened with one point leads

Marine Electrotype No. 1, for two colors, \$3.50 complete

Six point, opened with one point leads

## ALONE IN THE WORLD

THE TRAGIC STORY OF A PRACTICAL WOMAN

By RANDOLPH BEACH

**E**LISE 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

Ten point, set solid

Versatile Initial

## THE BEGINNING OF SUSPICION

### CHAPTER III

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

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

Eight point, opened with one point leads

**S**TYLE 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

Eighteen point, opened with two point leads

Ovolo Border

18 Point No. 2

13 A \$2 10 26 a \$2 00 \$4 10

**STUDY SIMPLE AND LEGIBLE DESIGNS**  
*Effective job printing is essentially plain printing in well chosen and properly contrasted letters and colors*

18 Point No. 1

15 A \$2 00 30 a \$2 00 \$4 00

**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*

14 Point

20 A \$1 85 40 a \$1 75 \$3 60

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

10 Point

31 A \$1 65 60 a \$1 50 \$3 15

**DESIGNER SHOULD CREATE IDEAS**  
*The printing press, like the weaving machine, is often looked upon as merely a mechanical means for duplicating the work of the pattern designer*

8 Point

32 A \$1 40 63 a \$1 40 \$2 80

**THE IMPORTANCE OF PROPER SPACING**  
*Few employing printers realize that the highest skill of every compositor is displayed in his use of spacing materials. Give two men the same copy and the same type faces, then note the great difference due to spacing*

12 Point

25 A \$1 70 50 a \$1 70 \$3 40

**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*

6 Point

36 A \$1 25 70 a \$1 25 \$2 50

**DIFFICULT TO ESTIMATE NON-PRODUCTIVE TIME**  
*Even the efficient estimator cannot calculate by any known method how much time the compositor will lose through the type case being nearly empty of most of the characters and entirely empty of some, or how much time is lost hunting for leads and slugs \$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 CLOSSES 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*

BROADWAY  
at 19th Street

THE HALON COMPANY of NEW YORK

FIFTH AVENUE  
at 47th Street

## 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 un-  
interrupted for ninety years.  
It has *strength* with resources  
to meet every demand, and it  
gives satisfying *service*

## FARMERS BANK

OF ARDON, GEORGIA

## CARL J. HARVEY

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

FORTY-SIX CHASE STREET  
NEW YORK CITY



## Royal Paper Company

MANUFACTURER OF HIGH-GRADE

BOND & LEDGER PAPER

*Paper Bags & Twine*

Represented by  
HORACE STONER

DETROIT, MICH.

Trade Emblem

## PROGRAMME

### ORPHEUS CLUB

*November Eighth*

BARITONE

*On the Road to Mandalay* SPEAKS

CONTRALTO

(a) *A Dream* BARTLETT

(b) *The Sunbeam* RONALDS

SOPRANO AND TENOR

*Duet from La Traviata* VERDI

BARITONE AND CONTRALTO

*Tales of Hoffman* OFFENBACH

SOPRANO

(a) *Aria from Carmen* BIZET

(b) *Mad Scene, Lucia* DONIZETTI

TENOR

*Barber of Seville* ROSSINI

Chic Decorator

# 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.

**6 Point** 30 A \$1 20 58 a \$1 35 \$2 55  
**SOME REFLECTIONS ON THE GROWTH OF PHOTO-ENGRAVING DURING THE LAST DECADE, AND PROSPECTS OF ITS FURTHER DEVELOPMENT THAT WILL PROVE OF CONSIDERABLE ADVANTAGE**  
 REPLACEMENT of the photo-litho transfers by prints on the zinc direct improved the quality of etchings to a degree where magazines were ready to give them place; and the length of the etching process as well as the amount of skill available for the daily press. The mechanical draftsmen of t from architects' offices or machine works and trained to mak in imitation of wood-cuts and even of steel engravings began students from the art academies and schools of design. These transcendentals of their art and taught to understand that th effects would vanish in the reproduction of one-third size or l

Opened with one point leads

**8 Point** 26 A \$1 35 50 a \$1 55 \$2 90  
**A REVIEW OF STATIONERY RELATING TO T PRINTER WITH OBSERVATIONS BY THE AU**

**BUSINESS stationery, to possess sales value shou**  
 pleasing. In other words, attractiveness is prob of good advertising in any item of printed matte attractive appearance of stationery and its adv old thing which invites a second look, or more, l impresses the recipient will think of such a firm need of the community or service offered by thou tion will differ on what constitutes attractiveness business. Tastes differ, and what one admires a design, represent perfection from an artistic sta in so far as influencing opinion in favor of the fi making of sales. Good printing alone will not se goods, and although it will no doubt create a fa it is not enough. Correct wording of itself will n power of a design to attract attention, will neve

Opened with one point leads

**10 Point** 22 A \$1 40 45 a \$1 75 \$3 15  
**EFFECTIVENESS OF COLOR-PROCE FOR THE REPRODUCTION OF ARTIC**

**MANY concerns have wanted to present t**  
 equipment and methods to the eyes of th public by means of illustrations, but ha could be adduced in favor of the idea th that nothing is lacking of perfection. Cr of doing so. Everybody recognizes that it is not possible to get an effective representation by the use of black-and-white photographs. It is necessary to use color, and the average way of doing this is to turn the black-and-white print over to an artist, who tries to embellish the photograph by painting in various details and effects and putting the color on by hand. In the case of

Opened with one point leads

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

**12 Point** 19 A \$1 55 38 a \$1 90 \$3 45  
**CLEANSING A HALFTONE**

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

Opened with one point leads

**14 Point** 16 A \$1 70 32 a \$2 05 \$3 75  
**LEGIBLE TYPE FACE**

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

Opened with one point leads

**18 Point** 12 A \$1 95 22 a \$2 20 \$4 15  
**IDEAL SAMPLES**

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

Set solid

# Quick-Set Italic and Quick-Set Bold

TRADE-MARK

TRADE-MARK

Patent applied for

## QUICK-SET ITALIC

TRADE-MARK

18 Point

12 A \$2 00 21 a \$2 15 \$4 15

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

10 Point

23 A \$1 45 45 a \$1 75 \$3 20

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

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*

8 Point

26 A \$1 30 50 a \$1 55 \$2 85

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

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*

6 Point

30 A \$1 20 57 a \$1 35 \$2 55

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

Patent applied for

## QUICK-SET BOLD

TRADE-MARK

10 Point

23 A \$1 50 45 a \$1 70 \$3 20

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

18 Point

12 A \$1 95 21 a \$2 10 \$4 05

**BALANCE SHEETS**  
**Saving a few minutes every hour is effected**

8 Point

26 A \$1 30 49 a \$1 50 \$2 80

**ELECTRICITY AND PAPER WORRIES**  
**Many troubles with stock in pressrooms are due to presence of static electricity in the paper, created by friction either during the process of manufacturing or while the stock is subsequently handled**

14 Point

16 A \$1 70 31 a \$2 05 \$3 75

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

6 Point

29 A \$1 20 58 a \$1 30 \$2 50

**CONTOUR OF THE TYPE A STRONG FACTOR**  
**The shape or outline of a type design often adds to or detracts from the appearance of a specimen of typography. One of the main considerations in the arrangement of a group of display lines let us say is variation in the length of lines, the longest lines rightly belonging at or near the top \$1234567890**

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 suitability \$1234567890**

**Franklin Gothic Italic (Non-Kerning)**

72 Point

3 A \$8 15 4 a \$5 60 \$13 75

**ENSURING**  
**Big Results**

60 Point

3 A \$7 15 4 a \$4 60 \$11 75

**FINE DESIGN**  
**Making Profit**

48 Point

4 A \$4 40 5 a \$3 25 \$7 65

**RECENT SERIES**  
**Highly Gratifying**

42 Point

4 A \$3 30 6 a \$3 10 \$6 40

**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 (1912)*

**Franklin Gothic Italic (Non-Kerning)**

36 Point

5 A \$2 75 7 a \$2 50 \$5 25

**BRINGING NEW LINES**  
**Franklin italics pleased**  
**wise printing merchant**

30 Point

5 A \$2 25 8 a \$2 10 \$4 35

**PRINTING FINEST POSTER**  
**Made possible by combining**  
**originality with good display**

24 Point

6 A \$1 85 9 a \$1 65 \$3 50

**DISTINCTIVE HOMES REQUIRED**  
**Exceptional architectural painting**  
**exhibited showing new tendencies**

18 Point

8 A \$1 55 14 a \$1 70 \$3 25

**SUBMARINE FREIGHT**  
**Large submersible with**  
**rich cargo near capture**

10 Point

15 A \$1 15 30 a \$1 35 \$2 50

**DIGNIFIED HORSES CANTER**  
**Meadow bisected by wide path**  
**forms amphitheatre where the**  
**equine performer is on exhibit**

14 Point

11 A \$1 40 21 a \$1 60 \$3 00

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

8 Point

18 A \$1 05 36 a \$1 20 \$2 25

**RAILROAD SPANS THE RIVER TIMIK**  
**Wonderful engineering feat completed**  
**in spite of poisonous tropical vegetation**  
**cholera and \$1234567890 quicksands**

12 Point

14 A \$1 30 27 a \$1 45 \$2 75

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

6 Point

19 A \$0 95 39 a \$1 05 \$2 00

**HAPHAZARD HOLLOW FREED FROM PEST**  
**The inhabitants of this quaint and rustic town**  
**feel relieved over the fact that the committee**  
**appointed by the mayor has gained control of**  
**the scourge which threatened to kill the crops**

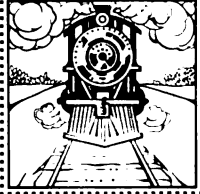
5 Point

19 A \$0 95 38 a \$1 05 \$2 00

**THE FIVE POINT AS EASY TO READ AS SIX POINT**  
**Compositors will find this size very useful many times**  
**by reason of its being thoroughly readable and at the**  
**same time possessing the valuable and useful quality**  
**of not occupying a \$1234567890 great amount of space**

*For other members of the Franklin Gothic Family see pages 738-747 of the American Specimen Book of Type Styles (1912)*

# Railroad Lines Keep Schedule



O. K. PLATES MEET  
ALL DEMANDS O.K.

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

Versatile Ornament Lithodot Brass Rule

# POWER TALKS

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

BOTH ALTERNATING AND  
DIRECT CURRENTS

**Ring Motor Co.**  
EAST SCRANTON : PENNSYLVANIA

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



### RING SERVICE

**S**ITUATED 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."

Industrial Ornament

**Franklin Gothic Italic in Display**

**BASE BALL TO-DAY AT 2:45**  
**South Broadford vs. Clarkdale**  
**Don't miss the Tuesday Games**

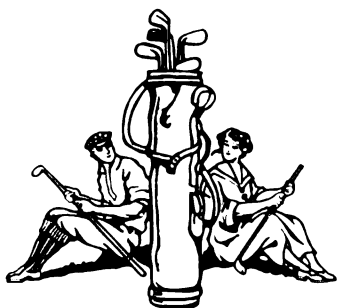
THESE BOOKLETS FURNISHED FREE  
UPON REQUEST

**GOLF**

**We Plan  
and Construct  
Courses**

**For Private Estates  
Country Clubs  
Hotel Grounds and  
Home Lawns**

**JAMES JOHNSON & CO.**  
1420 BROADWAY



Golf Illustrator

**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**

Trap Shooter

**STRONG  
DISPLAY  
FOR  
MODERN  
PRINTING**

Caslon Shaded

PATENT APPLIED FOR

84 Point

3 A \$9 80 4 a \$5 90 \$15 70

ENOUGH  
Machinery

72 Point

3 A \$8 70 5 a \$5 80 \$14 50

BEARINGS  
Tightly Held

60 Point

3 A \$6 95 6 a \$6 10 \$13 05

SMOULDER  
Unjust Profits

48 Point

4 A \$4 80 8 a \$4 45 \$9 25

REIMBURSING  
Careful Purchaser

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



Caslon Shaded

PATENT APPLIED FOR

42 Point

4 A \$3 90 8 a \$3 75 \$7 65

DEMAND TERMS  
Profitable quotation  
solicited from dealer

36 Point

5 A \$3 35 8 a \$2 75 \$6 10

QUESTIONS TESTED  
Found series throughout  
harmonious and aligned

30 Point

6 A \$2 75 11 a \$2 60 \$5 35

HOTEL SEASON OPENED  
Thousands throng boulevards  
enjoying beautiful decorations

24 Point

7 A \$2 25 13 a \$2 15 \$4 40

ERECT MODELS  
Advertising quality  
question advocated

14 Point

15 A \$1 75 30 a \$2 00 \$3 75

ELECTION RESULTS  
Both candidates positive  
victory theirs tomorrow

12 Point

17 A \$1 65 34 a \$1 75 \$3 40

MAKES RECORD FLIGHT  
Aeronaut shows ability while  
flying \$1234567890 airship

18 Point

11 A \$2 05 20 a \$2 00 \$4 05

STUDENTS INSURED  
Energetic agent employs  
new method successfully

10 Point

24 A \$1 65 40 a \$1 50 \$3 15

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

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

## Caslon Shaded in Display

**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



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

Exhibition Open Daily

Ovolo Border Wayside Ornament

**NIBS**

The Best Cakes  
Ever Produced

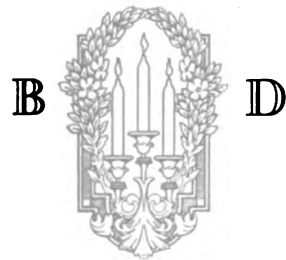


FREE TRIAL  
TOMORROW

RECKE'S  
PURE FOOD STORE  
25 Broad Street

Holiday Decorator

**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

Floral Decorator

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

# 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

\$985

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.

Concrete Border

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 3/4 em body, with a few exceptions, as noted. As will be appreciated by every printer, it is not possible to obtain first-class typographical results with letters cast on a uniform set, but the saving of time is so great that in many cases—and especially on low-priced blanks—it is price and not typographical excellence that secures the order.

The ruled portion of form is set in Typotabular Squares (pamphlet explaining use of same sent on request), including the box headings. Typotabular Gothics 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 **ABCDEFGHIJKLMN OPQRSTUVWXYZ .,:;'!?** \$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 **ABCDEFGHIJKLMN OPQRSTUVWXYZ .,:;'!?** \$1234567890& 29A \$1.00  
All characters are cast on 4-point set, except Cap I, and points, which are cast on 2-point set.

DATE		POSITION		SALARY		PER		RECORD AND REMARKS
MO.	DAY	TIME WORK	PIECE WORK	DOLLARS	CTS.	WEEK	HOURLY	THIS RECORD MUST BE O.K.'D BY FOREMAN

6 Point Typotabular Gothic No. 6 **ABCDEFGHIJKLMN OPQRSTUVWXYZ .,:;'!?** \$1234567890& 19A \$1.00  
All characters are cast on 6-point set, except Caps I, J, and points, which are cast on 3-point set.

6 Point Typotabular Gothic No. 8 **ABCDEFGHIJKLMN OPQRSTUVWXYZ .,:;'!?** \$1234567890& 34A \$1.00  
All characters are cast on 3-point set, except Caps I and J, which are cast on 1 1/2-point set.

NAME	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	RATE	CLASS	AMOUNT

6 Point Typotabular Gothic No. 3 **ABCDEFGHIJKLMN OPQRSTUVWXYZ .,:;'!?** \$1234567890& 35A \$1.00  
All characters are cast on 3-point set, except Cap I, which is cast on 1 1/2-point set.

6 Point Typotabular Gothic No. 4 { **ABCDEFGHIJKLMN OPQRSTUVWXYZ \$1234567890&** } 20A 39a \$2.00  
{ **abcdefghijklmnopqrstuvwxyz .,:;'!?** }

All Caps are cast on 6-point set, except Caps I and J, which are cast on 3-point set. Points are 2-point set and figures 4-point set. Lower case is cast on 4-point set, except f, i, j, l, r and t, which are cast on 2-point set, and m and w, which are cast on 6-point set.

Size No.	Size Inches	Size Over All	Length and Breadth	SIZE OF MATERIAL								Price Complete	
				INSIDE		OUTSIDE		FRONT		BACK			
				WIDTH	LENGTH	WIDTH	LENGTH	WIDTH	LENGTH	WIDTH	LENGTH		

6 Point Typotabular Gothic No. 5 **ABCDEFGHIJKLMN OPQRSTUVWXYZ .,:;'!?** \$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 **ABCDEFGHIJKLMN OPQRSTUVWXYZ .,:;'!?** \$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.

DESCRIPTION	DIMENSIONS			WEIGHT	NUMBER	SIZE	BOXED
	HEIGHT	LENGTH	WIDTH				

Spaces necessary for justification are included in each font.

*Prosperity Expectations  
Beautiful Descriptions Returned*

*Advertising School Diplomas  
Gracefully Designed American Specimen*

<i>Electric Fixtures</i>	<i>Kitchen Appliances</i>	<i>Clear \$1234567890 Figures</i>
<i>The House Electric</i> <i>Seventeen Lafayette Avenue</i> <i>Philadelphia</i>		
<i>Vacuum Cleaners</i>	<i>Sewing Machines</i>	<i>Charles Harrison</i> <i>President</i> <i>and National Bank</i>
		<i>Cleveland, Ohio</i>

*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.

## Invitation Shaded in Display

PATENTED MAY 9, 1916

24 Point 6 A \$2 40 10 a \$2 10 \$4 50

**BRINGING**  
Define Style

18 Point 9 A \$1 95 18 a \$2 15 \$4 10

**HEARD TUNE**  
Guest Returned

14 Point 18 A \$1 80 25 a \$1 90 \$3 70

**NOTICES MAILED**  
Introduce Advertiser

12 Point 15 A \$1 70 30 a \$1 90 \$3 60

**COMPOSED HYMNS**  
Obtained Employment

10 Point 16 A \$1 55 32 a \$1 70 \$3 25

**DIGNIFIED SPECIMEN**  
Invitation Shaded for fine  
stationery \$1234567890

## THE STARLEN INSTITUTE OF COMMERCIAL COURSES



SPRINGFIELD  
OHIO

Opens on July second  
Nineteen eighteen

Floral Decorator

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

PATENTED JULY 25, 1916

18 Point No. 8 6 A \$2 50

**SHADING**

18 Point No. 7 7 A \$2 50

**BRIGHTER**

12 Point No. 6 10 A \$2 00

**MADE TONES**

12 Point No. 5 12 A \$2 00

**QUICK VERDICT  
PROMISE IDEAS**

12 Point No. 4 16 A \$2 00

**DEMANDED RETURN  
INSPIRING PRINTER**

6 Point No. 3 18 A \$1 50

**REGARDED MAGNIFICENT  
MENTION UNIQUE DESIGN**

6 Point No. 2 21 A \$1 50

**HANDSOME SPECIMENS SHOWN  
BOUGHT MODERNIZED OUTFITS**

6 Point No. 1 25 A \$1 50

**PUBLISHERS COMPLIMENTED ARTIST  
RETAIN EXPERIENCED COMPOSITORS**

**INSTRUCTION**  
THOROUGH AND CONSCIENTIOUS

**VIOLIN AND  
PIANO**

MRS A. J. WEIR  
PIANO AND ACCOMPANYING

MR A. J. WEIR  
VIOLIN AND ORCHESTRA CLASS

**MOLIQUE  
CONSERVATORY  
OF MUSIC**

ADVANTAGES  
STUDENTS' CONCERTS AND  
ORCHESTRA CLASS

Set in Lithograph Shaded and Lining Copperplate 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 HARMSMITH AND MISS ROMAINE**

**ADMISSION \$1.00**

WHICH INCLUDES TEA AND GENERAL DANCING

# Cheltenham Extrabold Shaded

PATENT APPLIED FOR

48 Point

3 A \$5 15 4 a \$3 60 \$8 75

**NOMINAL COST**  
**Instruct Kinsmen**

42 Point

4 A \$4 20 6 a \$3 70 \$7 90

**REQUIRED NOTES**  
**Handsome Creation**

36 Point

4 A \$3 25 7 a \$3 30 \$6 55

**SUPERB NUMBERING**  
**Displayed Handsomely**

30 Point

5 A \$2 90 8 a \$2 70 \$5 60

**CALIFORNIA EXPOSITION**  
**Prosperous Merchant Dined**

24 Point

6 A \$2 35 9 a \$2 05 \$4 40

**MODISH DESIGN**  
**Supremacy Noted**

12 Point

14 A \$1 60 26 a \$1 85 \$3 45

**POPULAR SHADED TYPE**  
Equip your office with this modish series and increase your \$1234567890 income

18 Point

8 A \$1 85 15 a \$2 10 \$3 95

**GRANTING REQUEST**  
A new type creation of the Cheltenham Family

10 Point

16 A \$1 50 30 a \$1 65 \$3 15

**ORIGINATED PROFICIENCY**  
Printers should aspire toward producing the results that are beautiful as well as striking by noting the qualities of this type

14 Point

11 A \$1 65 22 a \$2 05 \$3 70

**BEAUTIFUL INCLINATION**  
Discerning printers are sure to note this modish type face

8 Point

17 A \$1 30 35 a \$1 50 \$2 80

**INCREASED PRODUCTION SHOWN**  
The greatest factor in building a live printing business is the type. It is the great power that animates or retards the growth \$1234567890 of an office

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



**Cheltenham Extrabold Shaded in Display**

# 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**

Lithotone Brass Rule Floral Decorator

**HOLDEN  
ALUMNI**

**Class of '89**



**THE  
HOLDEN LAW  
SCHOOL**

**New York City**

Ovolo Border Floral Decorator

**THE  
MARKES  
REMOVABLE  
RIM**

**EVERY RIM A UNIT OF  
SPEED**

**The Modern Method**

Lithotone Brass Rule

Cheltenham Bold Shaded

PATENTED SEPT. 14, 1914

72 Point

3 A \$7 80 4 a \$6 00 \$12 80

RENUMBER  
Strong Medal

60 Point

3 A \$6 80 4 a \$4 40 \$11 20

BRIGHT MIND  
Guide Departed

48 Point

3 A \$4 20 5 a \$3 30 \$7 50

SUPERB DESIGNS  
Leading Conception

42 Point

3 A \$3 20 6 a \$3 05 \$6 25

EMINENT PRINTERS  
Dignified Shaded Effect  
Meritorious Enterprises

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

## Cheltenham Bold Shaded

PATENTED SEPT. 14, 1914

36 Point

3 A \$2 65 6 a \$2 55 \$5 20

**GRANITE MONUMENTS**  
**Saved Expensive Catalogue**  
**Examines Beautiful Printing**

30 Point

5 A \$2 35 8 a \$2 10 \$4 45

**DESIGNS MANY BROCHURES**  
**Compliments Merchant Profusely**  
**Homeric Stories Quite Interesting**

24 Point

5 A \$1 70 10 a \$1 85 \$3 55

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

18 Point

8 A \$1 55 15 a \$1 70 \$3 25

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

14 Point

11 A \$1 45 22 a \$1 60 \$3 05

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

10 Point

14 A \$1 20 27 a \$1 30 \$2 50

**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**

12 Point

13 A \$1 30 26 a \$1 50 \$2 80

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

8 Point

16 A \$1 05 33 a \$1 20 \$2 25

**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

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

## American Type Founders Co.

and Maker of Durable Type

Lithodot Brass Rule

### THIRD ANNUAL EXHIBITION

BOSTON ASSOCIATION OF  
PRINTING DESIGNERS



Catalogue

PEABODY INSTITUTE  
NOVEMBER SEVENTH AND EIGHTH  
NINETEEN-EIGHTEEN

Lithotone Brass Rule Floral Decorator

### 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

Lithodot Brass Rule Floral Decorator

# MYERS & HANISON

DECORATORS

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

Booth Number Twenty-seven  
Eastern Section of First Floor

Lithotone Brass Rule

# 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

Floral Decorator

# NEW ORLEANS

ILLUSTRATIONS AND STATISTICS SHOWING  
THE FACILITIES OF THIS SEAPORT

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

Lithotone Brass Rule

**Cheltenham Bold Italic Shaded**

PATENT APPLIED FOR

72 Point

3 A \$9 75 5 a \$7 15 \$16 90

**COUNTING**  
*Busy Scholar*

60 Point

4 A \$6 95 6 a \$5 75 \$12 70

**DISTINGUISH**  
*Pleasing Design*

48 Point

4 A \$5 30 7 a \$4 90 \$10 20

**HONEST MEANS**  
*Remarkable Benefit*

36 Point

5 A \$3 65 8 a \$3 25 \$6 90

**SPECIMENS REQUIRED**  
*Large Demands for Artistic  
Brochures Neatly Executed*

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

**Cheltenham Bold Italic Shaded**

PATENT APPLIED FOR

30 Point

6 A \$3 05 9 a \$2 45 \$5 50

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

24 Point

7 A \$2 35 12 a \$2 30 \$4 65

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

18 Point

10 A \$2 15 17 a \$1 95 \$4 10

**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*

14 Point

14 A \$1 90 26 a \$2 00 \$3 90

**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*

10 Point

18 A \$1 60 36 a \$1 65 \$3 25

**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*

12 Point

16 A \$1 65 29 a \$1 75 \$3 40

**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*

8 Point

21 A \$1 35 40 a \$1 45 \$2 80

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

# *Nifty Cravats*

*Four-in-Hands at the Manufacturer's Prices*

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

## *Rodgers'*

**HABERDASHERS**

*"The Store of Perfect Service"*

Lithotone Brass Rule

**Q**UICK 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

## *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**

**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*

Lithotone Brass Rule

Lithotone Brass Rule Floral Decorator

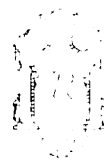


# *Patrons of the Rialto*

*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*

Lithotone Brass Rule  
Floral Decorator

*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*

Chic Decorators

*JUST the face  
for attractive  
Announcements  
Programs  
Menus  
Circulars  
and  
Stationery*

*A New  
Member of  
the  
Famous  
Cheltenham  
Family*

**Antique Shaded**

PATENTED JULY 7, 1914

72 Point

3 A \$9 70 4 a \$6 05 \$15 75

**BEQUEST**  
**New Mode**

60 Point

3 A \$8 25 4 a \$5 05 \$13 80

**HUNDREDS**  
**Right Cipher**

48 Point

3 A \$5 10 4 a \$3 15 \$8 25

**CLEAR SHADE**  
**Daunted Knight**

42 Point

3 A \$4 05 4 a \$2 55 \$6 60

**ELITE SHOWING**  
**Popular Creations**  
**Originated Design**

# Antique Shaded

PATENTED JULY 7, 1914

36 Point

3 A \$3 30 4 a \$2 10 \$5 40

**SUBLIME PRODUCT**  
**Beauty Demonstrated**  
**Improve Publications**

30 Point

4 A \$2 65 6 a \$2 20 \$4 85

**EXQUISITE SPECIMENS**  
**Require Perfect Harmony**  
**Proposed Modern Fashion**

24 Point

4 A \$1 85 7 a \$1 75 \$3 60

**REPORT SUPERIOR NUMBER**  
**Neighbors Banquet Ringmaster**  
**Manager Noted Stylish Printing**

18 Point

7 A \$1 70 11 a \$1 55 \$3 25

**MANIFEST BEAUTIFUL HARMONIES**  
**Demonstrating Superlative Typography**  
**Compositor Recognizing Improvements**

14 Point

9 A \$1 50 17 a \$1 55 \$3 05

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

10 Point

12 A \$1 20 22 a \$1 30 \$2 50

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

12 Point

10 A \$1 35 20 a \$1 45 \$2 80

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

8 Point

14 A \$1 10 26 a \$1 15 \$2 25

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

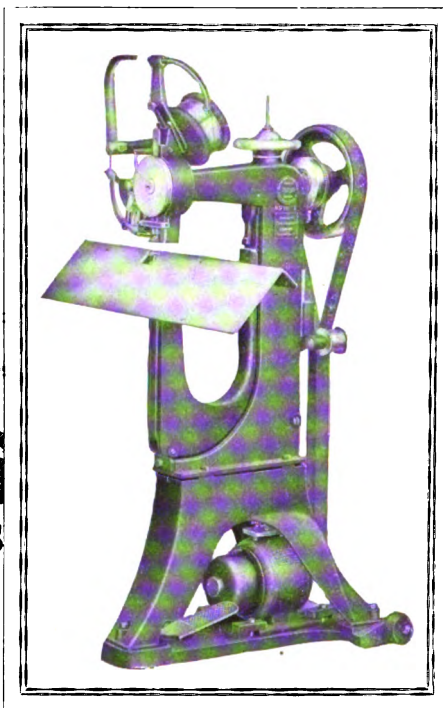
**Antique Shaded in Display**

# **THE BOSTON WIRE STITCHING MACHINES**

**Boston  
Wire  
Stitchers  
Can be  
Depended  
Upon to  
Produce a  
Quality and  
Quantity of  
Work  
Attainable  
With  
No Other  
Stitcher**

**PRECISION AND SIMPLICITY  
SPEED AND ECONOMY**

**Besides  
Proving  
Great  
Money  
Makers the  
Boston  
Wire  
Stitchers  
Invariably  
Afford  
Complete  
Satisfaction  
Wherever  
Used**



**BOS  
REPRES**

**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**

# 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

Lithotone Brass Rule

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

## MERION JEWELRY

BEGINNING MONDAY

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

**SHERMISTER BROTHERS**

Fifth Street, Baltimore

Lithotone Brass Rule

Painting Sculpture



## SCHOOL OF DESIGN

INEZ SYRENE, Director

Penobscot Island

Granville, Illinois

Lithotone Brass Rule Floral Decorator

# COPPERPLATE GOTHIC SHADED

PATENTED DEC. 8, 1914

36 Point

4 A \$4 30

CONSTRUCTING  
NAMES BROKER

30 Point

5 A \$3 50

GRAND DISCOURSE  
EASTERN HUNTERS

24 Point No. 90

6 A \$3 00

STRENUOUS MECHANIC  
REDUCED PRICES MORE

24 Point No. 89

7 A \$3 00

GRAND MUSICAL SOUVENIR  
MARVELOUS LITHOGRAPHS

18 Point No. 89

9 A \$2 50

DESIGN REQUIRE  
CURIOUS NOTICE

12 Point No. 85

21 A \$2 00

OPENED ANNUAL BANQUET  
PUBLISHERS DISCONTINUE  
DEMANDS RACING CHARTS

18 Point No. 88

11 A \$2 50

HER BANKING HOUR  
CHARGE PROPOSED

12 Point No. 84

24 A \$2 00

MODERNIZED SUPERINTENDENT  
DESIRE SUPERLATIVE SHOWING  
HANDSOME SHADED CREATIONS

12 Point No. 87

13 A \$2 00

MADE DOCTORS DECIDE  
RESIGNS NICE POSITION  
USE \$1234567890 ZERO

6 Point No. 83

27 A \$1 50

ASPIRING PRINTERS AND ADVERTISERS  
WILL SURELY PROFIT BY THE ADDITION  
OF CLEVER \$1234567890 TYPE STYLES

12 Point No. 86

17 A \$2 00

CLERICAL HABITS REMAINED  
UNIVERSITIES ENTHUSIASTIC  
DISCARD ELECTRIC SIGNALS

6 Point No. 82

31 A \$1 50

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

6 Point No. 81

38 A \$1 50

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

*For other members of the Copperplate Gothic Family see pages 670-685 of the American Specimen Book of Type Styles (1912)*

**COPPERPLATE GOTHIC SHADED IN DISPLAY**

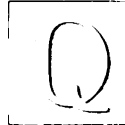
**"THE CORRECT PARIS FASHIONS"**

**REDMAN IMPORTING COMPANY**

**INTRODUCES**

**COSTUME AND TAILLEUR SUITS**

**ALSO SUPERB COATS FOR AFTERNOON  
MOTORING AND UTILITY WEAR. GOWNS  
AND DRESSES FOR EVENING WEAR AND**



**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**

**SAFE DEPOSIT BOXES**

**FOREIGN DRAFTS**

**KALE SAVINGS BANK**

**5 PER CENT INTEREST ON DEPOSITS**

**CAPITAL \$47,000**

**D. ROOK, TREASURER**

**MALDEN, MASS.**

Lithotone Brass Rule

Lithotone Brass Rule Bodoni Shaded Initial

**BELL TELEPHONE 153  
HOME TELEPHONE 6391**

**JAMES R. BURNET  
E. W. HAYDEN  
ASSISTANTS**

**PRIVATE OFFICE**

**FRANKLIN AUBREY NORMANDER**

**GUARANTEED MORTGAGE, REAL ESTATE AND MUNICIPAL**

**BONDS**

**47 WESTBURN STREET**

**HAMILTON, ONTARIO**

**ROSA  
DORNE**



**HER BOOK**

Floral Decorator

**ESTABLISHED 1873**

**UNION PHONE**

**MORTON & RANDOLPH**

**LIFE INSURANCE**

**THIRD STREET**

**FRANKLIN, MD.**

# Franklin Gothic Condensed Shaded

PATENT APPLIED FOR

48 Point

5 A \$4 70 8 a \$4 35 \$9 05

**EMPIRES NUMBERED**  
**Bright Demonstration**

42 Point

5 A \$3 55 9 a \$3 70 \$7 25

**MERITORIOUS KINGDOM**  
**Charming Souvenir Given**

36 Point

5 A \$2 90 10 a \$3 45 \$6 35

**COMPOSITOR ENTHUSIASTIC**  
**Handsome American Creation**

30 Point

6 A \$2 50 12 a \$2 80 \$5 30

**DISTINGUISHED PRINTERS RETURN**  
**Bright Shaded Faces Secure Notice**

24 Point

8 A \$2 15 14 a \$2 35 \$4 50

**PUBLISHERS PLEASED**  
**Shaded Letters Attract**

12 Point

17 A \$1 60 34 a \$1 85 \$3 45

**DESIRABLE SHADED TYPE FACE**  
Progressive advertisers demand  
new and attractive type designs  
neatly \$1234567890 displayed

18 Point

11 A \$1 90 21 a \$2 15 \$4 05

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

10 Point

19 A \$1 45 38 a \$1 70 \$3 15

**DESIGNS PLEASE THE ADVERTISER**  
Progressive printers prepare for the  
harvest which is bound to come with  
the introduction of efficiency outfits  
which save time and increase profits

14 Point

15 A \$1 65 30 a \$2 05 \$3 70

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

8 Point

22 A \$1 35 42 a \$1 50 \$2 85

**ORDER THIS BEAUTIFUL SERIES AT ONCE**  
And be fully prepared for an ever increasing  
demand for profitable work that its advent  
impels. The greatest factor in developing a  
printing business 1234567890 is the type

*For other members of the Franklin Gothic Family see pages 738-747 of the American Specimen Book of Type Styles (1912)*



**Franklin Gothic Condensed Shaded in Display**

**EDWARD FISKE  
PRESENTS**

**Faustina  
Welles**

**In a New Play  
"Red Rock"**

**ACKNOWLEDGED THE GREAT  
SUCCESS OF 1916**

Three Point Border

**THE WEARING QUALITIES OF THIS  
NEW AND ELEGANT SHADED FACE  
ARE WHAT MAKE IT PROFITABLE  
TO ANY PLANT. THE FACE IS CAST  
IN TEN SIZES ON AMERICAN LINE**

**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**

Lithotone Brass Rule

**FOR MILADY**

**Glass  
Bonbon Jars**

**Telephone  
Elbow  
Cushions**

**Knitting Bags**

**AT GEMBLE'S  
FIFTH AVENUE**

Lithotone Brass Rule



**Lavender  
Water**

**Romaine Chemical Co., Boston**

Three Point Border Floral Decorator

36 Point

4 A \$3 30 10 a \$3 10 \$6 40

Producing Handsome Invitations  
Shaded Design Charms Customer

30 Point

5 A \$2 85 12 a \$2 60 \$5 45

Great Demand for Fine Society Printing  
Beautiful and Distinctive Announcement

24 Point No. 1

6 A \$2 35 14 a \$2 00 \$4 35

Approximated Wonderful Example of Engraving  
Refined Specimens Pleased Most Critical Buyer

24 Point No. 2

7 A \$2 35 16 a \$2 10 \$4 45

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

18 Point No. 1

9 A \$1 85 26 a \$2 20 \$4 05

Simple Ornamentation Charming  
Great Results from Dainty Types  
Dividend Maturing Unexpectedly

12 Point

13 A \$1 60 39 a \$1 80 \$3 40

Efficient and Progressive Managers  
Printing Exhibition Attracts Throng  
Composing Room Increasing Profit  
Estimating \$1234567890 the Deposit

18 Point No. 2

10 A \$2 00 28 a \$2 10 \$4 10

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

10 Point

15 A \$1 50 43 a \$1 65 \$3 15

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

14 Point

12 A \$1 85 34 a \$1 90 \$3 75

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

8 Point

17 A \$1 45 48 a \$1 40 \$2 85

Annual Statement Illustrates Big Production  
New Salesman Convinces Obstinate Customer  
Unnecessary Steps Decrease Productive Work  
Legible Figures \$1234567890 Pleased Buyers

For other members of the Wedding Text Family see pages 800-801 of the American Specimen Book of Type Styles (1912)

The Entertainment Committee  
of the  
Federation of Grade Teachers

extends you a cordial invitation to attend  
the celebration of their

Sixteenth Anniversary

Academy of Music  
Saturday afternoon, December twenty-second  
nineteen hundred and seventeen  
at three o'clock

Honorable Russell Meredith

will deliver the a

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

48 Point

4 A \$4 30 8 a \$4 90 \$9 20

**PRINTING DESIGNS**  
**Some Bright Fashions**

42 Point

4 A \$3 25 8 a \$3 75 \$7 00

**INCREASING PROFITS**  
**Honorable and Impartial**

36 Point

5 A \$3 20 8 a \$3 10 \$6 80

**DISTINGUISHED CITIZENS**  
**Received Legible Manuscript**

30 Point

6 A \$2 70 10 a \$2 70 \$5 40

**COMPLETE MODERN METHOD**  
**Encouraging Juvenile Compositor**

24 Point

6 A \$1 95 12 a \$2 20 \$4 15

**INDUSTRIOUS MAID**  
**Comic Opera Manager**

12 Point

17 A \$1 70 32 a \$1 80 \$3 50

**ATTRACTIVE COMPOSITION**  
Several newspapers use dry mats for all editions with unexcelled success \$1234567890 and profit

18 Point

10 A \$1 90 20 a \$2 10 \$4 00

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

10 Point

19 A \$1 50 36 a \$1 65 \$3 15

**EXTRAORDINARY STATEMENTS**  
The careless answering of questions is faulty salesmanship and accounts for the losing of orders much more frequently than the matter of prices

14 Point

15 A \$1 65 30 a \$2 05 \$3 70

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

8 Point

21 A \$1 40 41 a \$1 60 \$3 00

**WONDERFUL COMBINATION SHOWN**  
A printing plant equipped with new type not only has the advantage of turning out work of the highest grade, but half of the time is saved \$1234567890 on make-ready

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

## Bodoni Bold Shaded in Display

**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

**S**TYLE 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

Bodoni Shaded Initial

Fifth  
Avenue



New  
Orleans

"1886-1916"

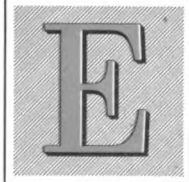
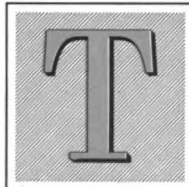
## HUBENI INTERIOR DECORATOR

ORIGINATES  
COMPLETE  
DECORATIVE  
SCHEMES

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

Floral Decorator

## Bodoni Bold Shaded in Display



Stock your composing  
Room with a quantity of

the **LATEST** and  
**BEST FASHIONS**  
IN TYPE

and be prepared to give  
your patrons the kind  
of printing they will ap-  
preciate. 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

Bodoni Shaded Initials

A NEW CONFECTION



DELICIOUS FLAVOR

FOREVER THE SAME  
SPLENDID QUALITY  
AND ADMIRABLE TO  
COMPLETE DAINTY  
LUNCHEONS

Lithotone Ornament

Moderate in Price

**REX CANDY CO.**  
Philadelphia

Lithotone Ornament Bodoni Shaded Initials

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

Lithotone Brass Rule

# Bodoni Shaded Initials

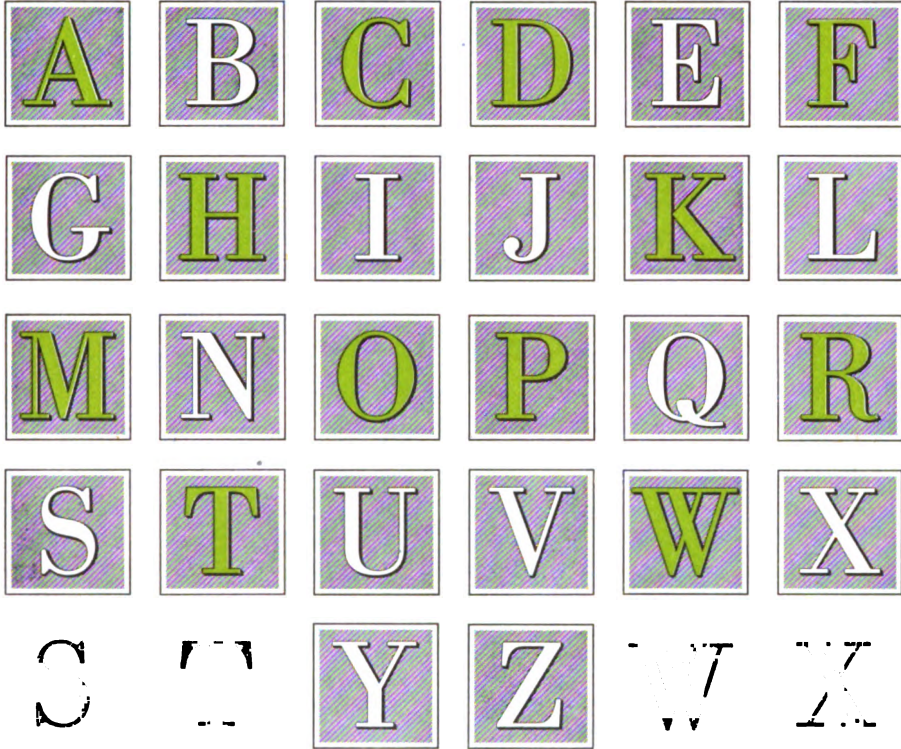
## 48 Point Bodoni Shaded Initials

Price per font, 3 A ..... \$4.50

Single character of either ..... 20 cents

Color, per font, 3 A ..... \$4.50

Single character, two colors ..... 40 cents



MADE FOR ONE OR TWO COLORS

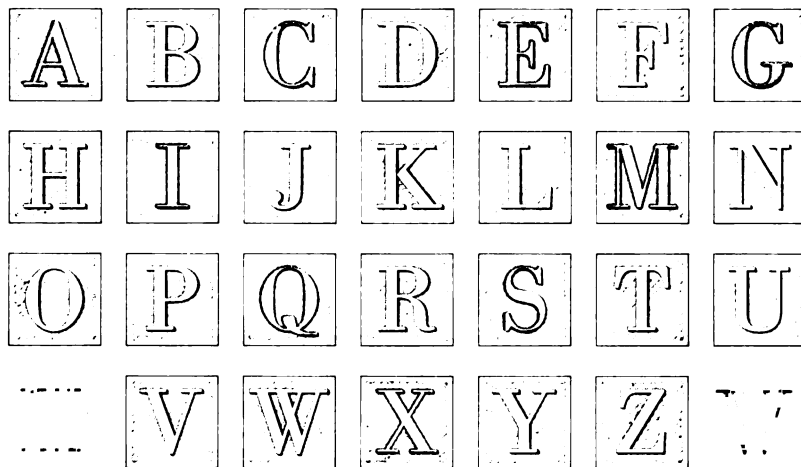
## 36 Point Bodoni Shaded Initials

Price per font, 4 A ..... \$3.50

Single character of either ..... 15 cents

Color, per font, 4 A ..... \$3.50

Single character, two colors ..... 30 cents

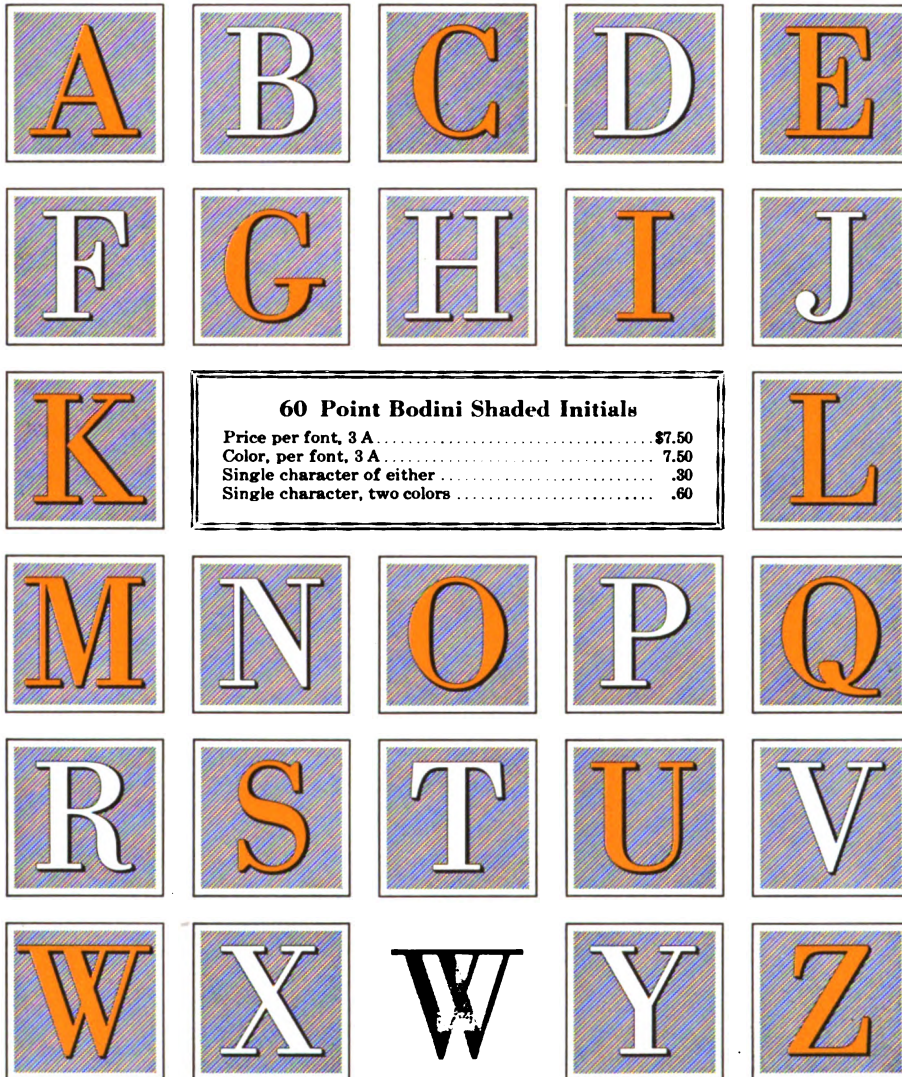


MADE FOR ONE OR TWO COLORS



# Bodoni Shaded Initials

MADE FOR ONE OR TWO COLORS

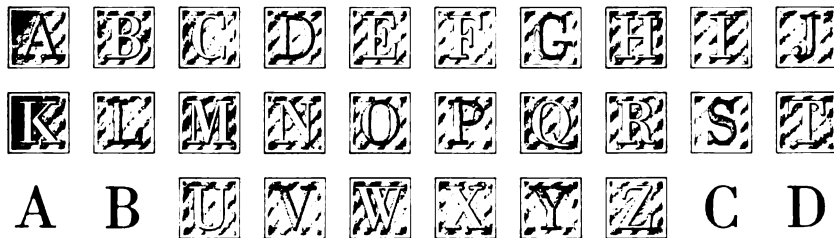


## 60 Point Bodini Shaded Initials

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 Bodini Shaded Initials

Price per font, 5 A .....	\$2.00	Color, per font, 5 A .....	\$2.00
Single character of either .....	10 cents	Single character, two colors .....	20 cents

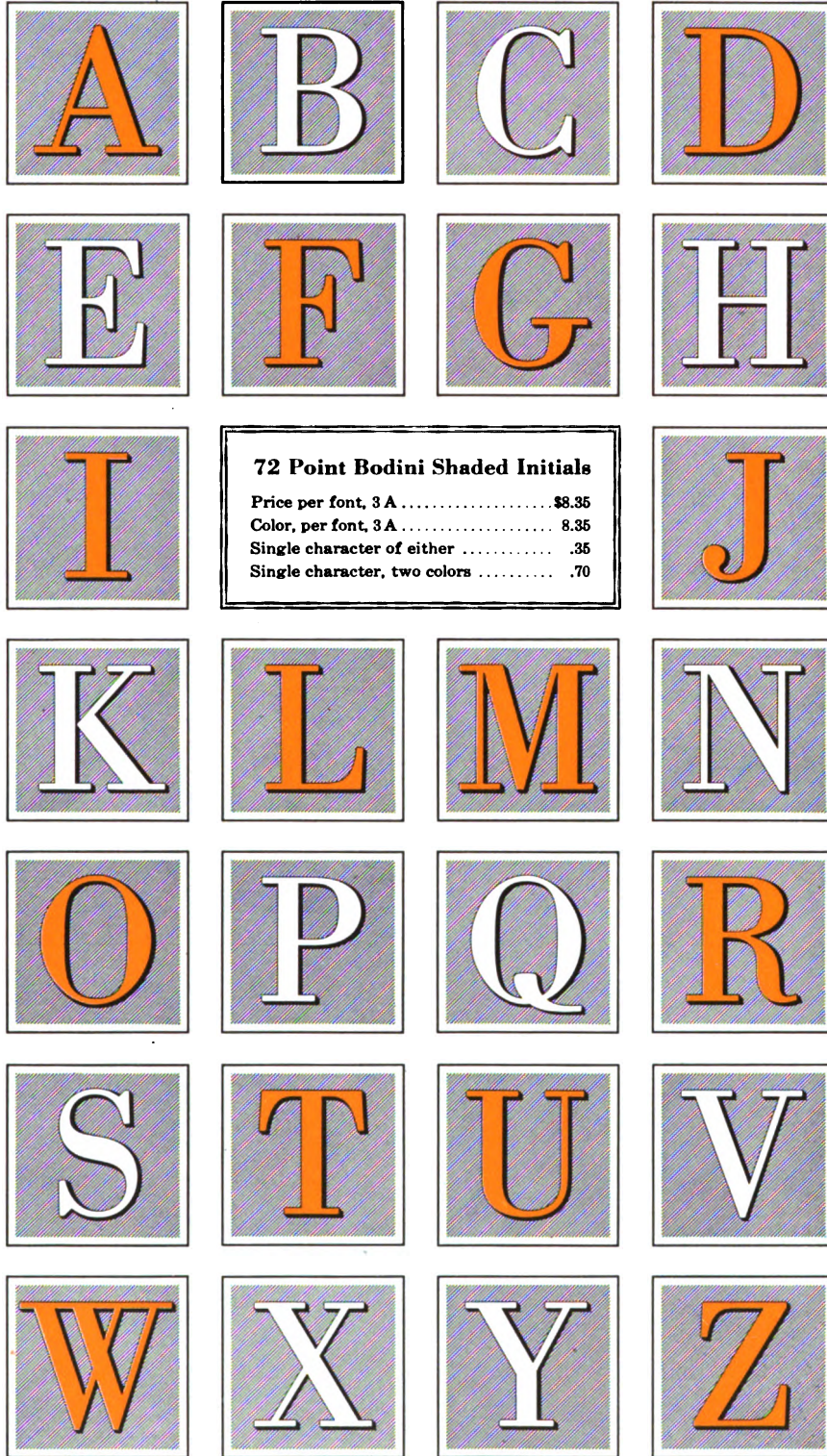


MADE FOR ONE OR TWO COLORS



# Bodoni Shaded Initials

MADE FOR ONE OR TWO COLORS



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



# CLOISTER INITIALS

60 Point, per set (including blanks) \$4.50

Single character 35c



**CLOISTER INITIALS**

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

*Several blanks to be used for tints are put up with each font*

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



# CLOISTER INITIALS

72 Point, per set (including blanks) \$6.00

Single character 40c





# CLOISTER INITIALS

84 Point, per set (including blanks) \$7.50

Single character 45c

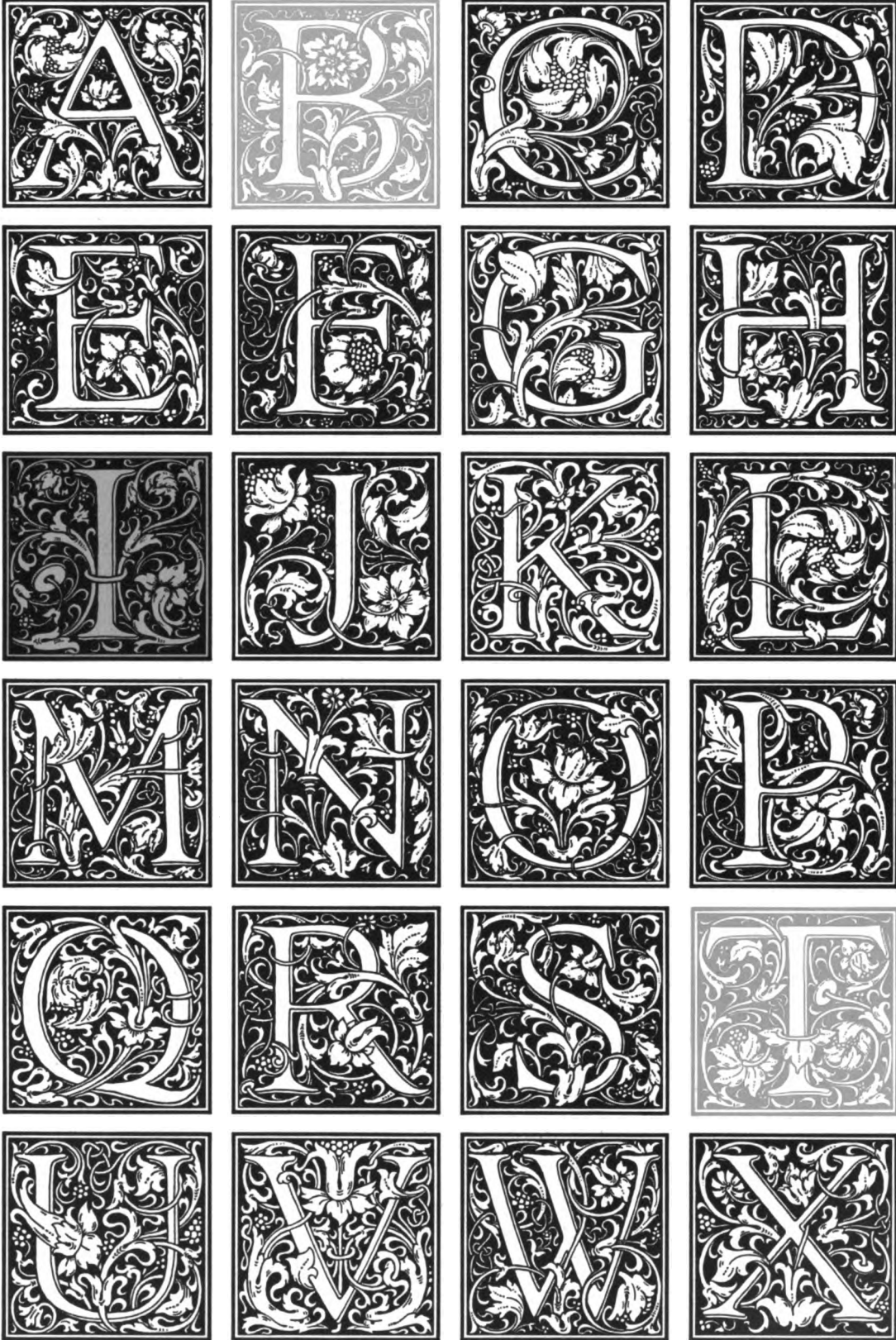


84 POINT CLOISTER INITIALS ARE MADE IN TWENTY-SIX CHARACTERS  
ALL FONTS INCLUDE A LIBERAL SUPPLY OF BLANKS FOR COLOR WORK

# CLOISTER INITIALS

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

Blanks, for color, each 50c



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



# CLOISTER INITIALS

120 Point, single characters, each 60c (Not put up in sets)

Blanks, for color, each 60c



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



# Cloister Initials



144 Point  
single  
characters  
each 75c

Not put up  
in sets

Blanks  
for color work  
each 75c



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



American  
Type  
Founders  
Company

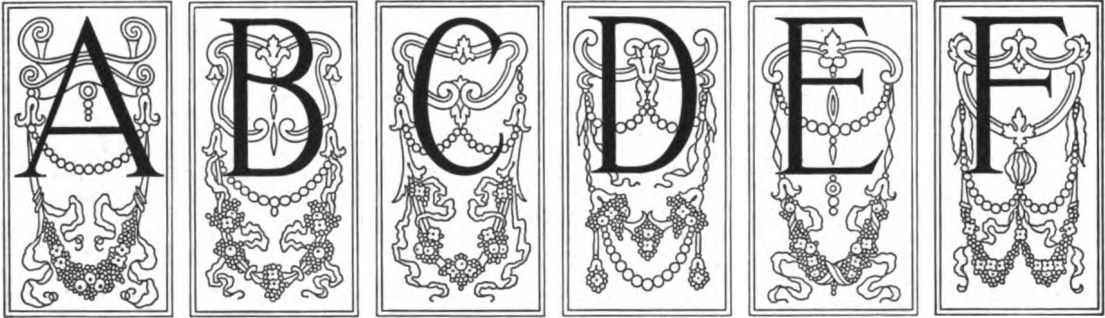
Designer  
and Maker of  
Artistic  
Decorative  
Material



# Versatile Initials

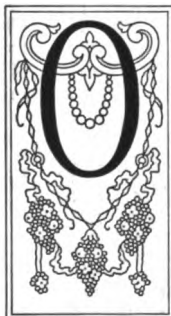
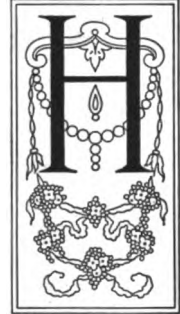
120 Point, single character 50c

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



## 120 POINT VERSATILE INITIALS

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

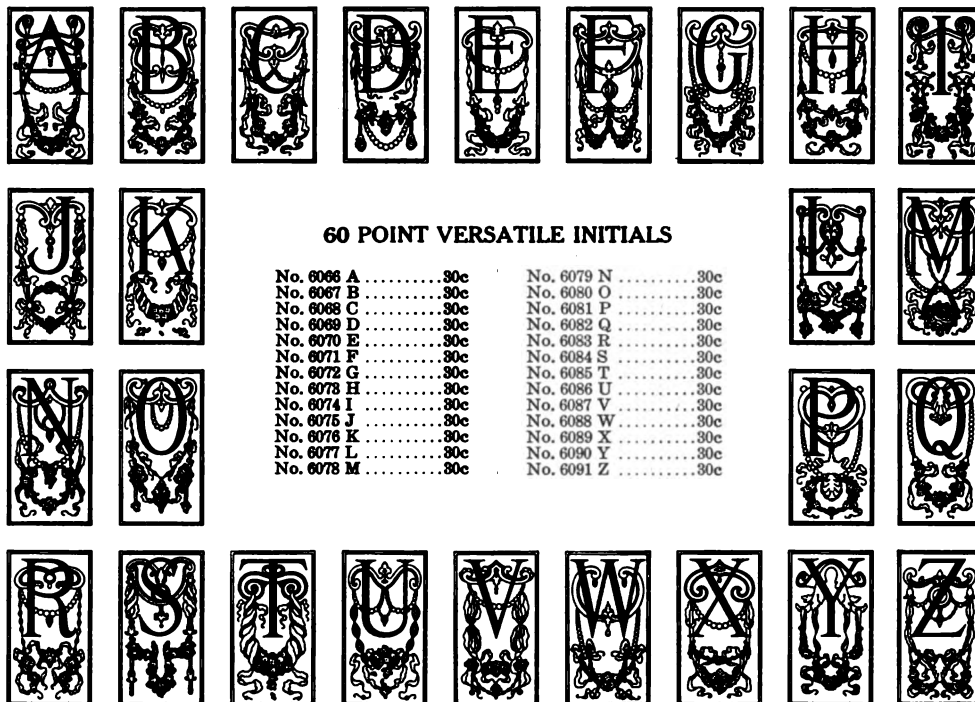




# Versatile Initials

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

Single character 30c



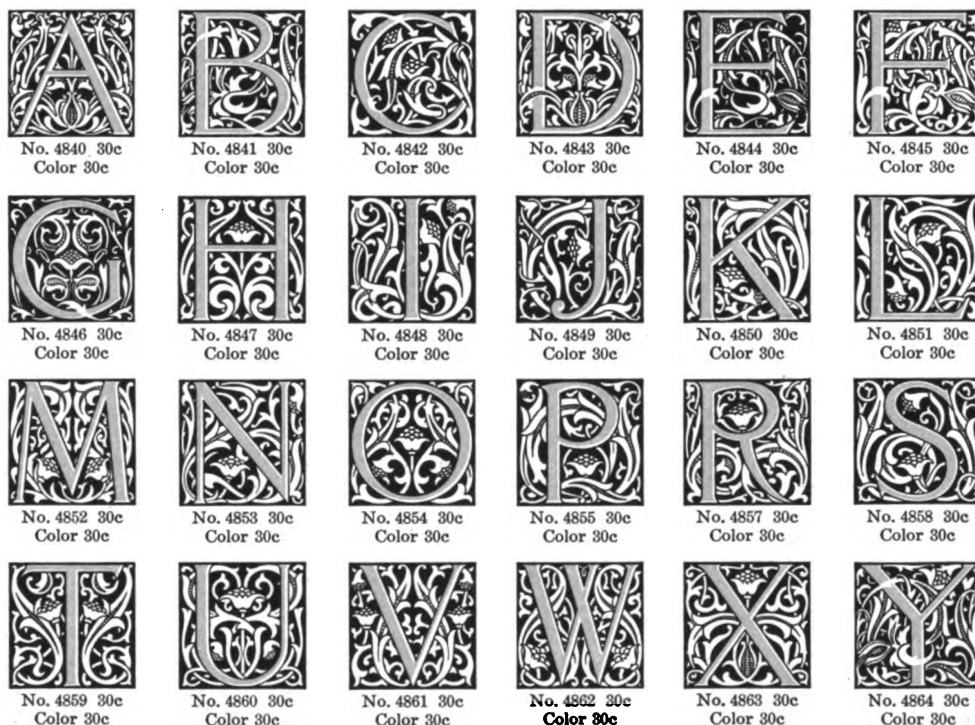
## 60 POINT VERSATILE INITIALS

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



# 72 Point Versatile Initials

72 Point, per set (twenty-four characters) \$4.50

Color, per set (twenty-four characters) \$4.50



No. 7240 40c Color 40c



No. 7241 40c Color 40c



No. 7242 40c Color 40c



No. 7243 40c Color 40c



No. 7244 40c Color 40c



No. 7245 40c Color 40c



No. 7246 40c Color 40c



No. 7247 40c Color 40c



No. 7248 40c Color 40c



No. 7249 40c Color 40c



No. 7250 40c Color 40c



No. 7251 40c Color 40c



No. 7252 40c Color 40c



No. 7253 40c Color 40c



No. 7254 40c Color 40c



No. 7255 40c Color 40c



No. 7257 40c Color 40c



No. 7258 40c Color 40c



No. 7259 40c Color 40c



No. 7260 40c Color 40c



No. 7261 40c Color 40c



No. 7262 40c Color 40c



No. 7263 40c Color 40c



No. 7264 40c Color 40c



# Versatile Initials

## 120 POINT VERSATILE INITIALS

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

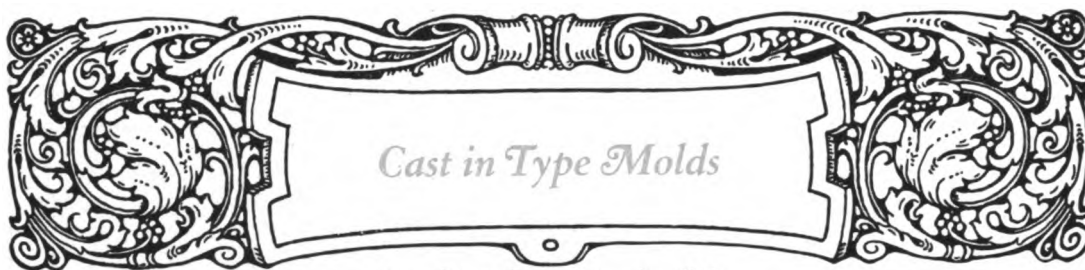
Color, per set (twenty-four characters) \$9.00



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

120 Point (color), per character 60c

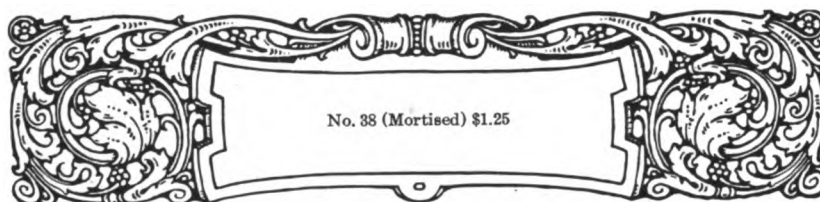
# Cloister Ornaments



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



No. 11  
Two for  
25c



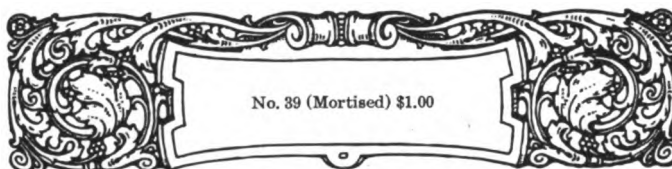
No. 38 (Mortised) \$1.25



No. 10 (Mortised)  
50c



No. 5 35c



No. 39 (Mortised) \$1.00



No. 2 (Mortised) 55c



No. 25 75c



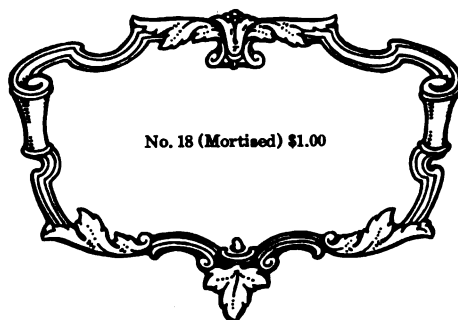
No. 6 (Mortised) 60c



No. 4 40c



No. 19 (Mortised) \$1.25



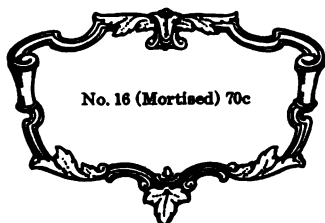
No. 18 (Mortised) \$1.00



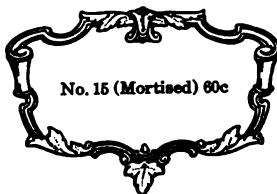
No. 9 25c



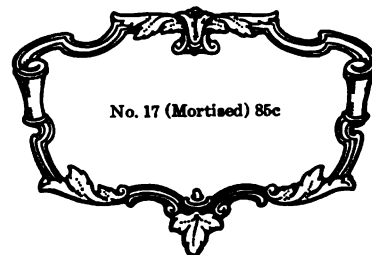
No. 8 30c



No. 16 (Mortised) 70c

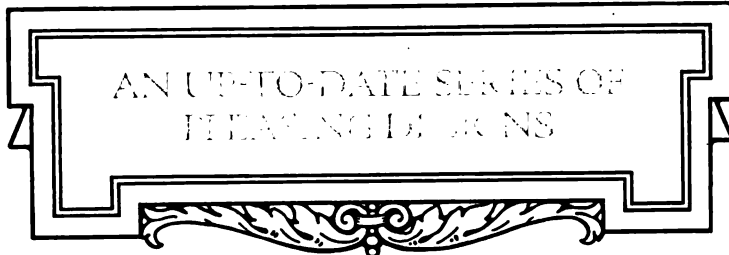


No. 15 (Mortised) 60c



No. 17 (Mortised) 85c

# Cloister Ornaments



No. 41 (Mortised) \$1.25



No. 43 25c

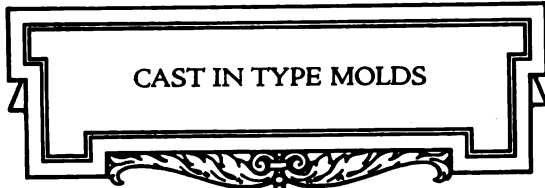


No. 44 30c

ACCURATELY  
CAST  
TO POINTS



No. 45 35c



No. 42 (Mortised) 90c



No. 58 35c



No. 46 40c

CUT EXTRA DEEP



No. 57 30c



No. 56 25c



No. 55  
2 for 25c



No. 48 50c



No. 54  
4 for 25c



No. 3 45c



No. 47 35c



No. 49 40c



No. 1 50c

APPROPRIATE FOR  
ANY JOB



No. 53 75c



No. 52 60c



No. 50 45c



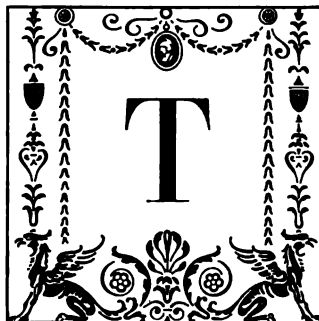
No. 51 50c



# Bodoni Mortised Ornaments and Bodoni Ornament



120 Point No. 12002 60c



120 Point No. 12003 60c



120 Point No. 12001 60c



96 Point No. 9602 50c

Master-  
pieces  
of  
Grace  
and  
Neatness



96 Point No. 9603 50c

The  
Finishing  
Stroke  
to  
the  
Printed  
Page



96 Point No. 9601 50c



72 Point No. 7202 40c



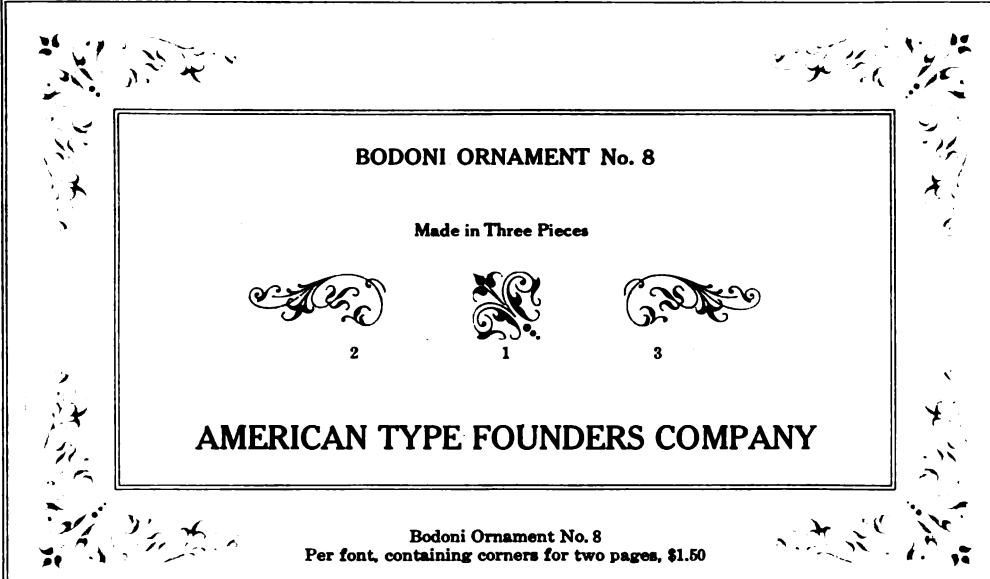
84 Point No. 8408 45c



72 Point No. 7203 40c




72 Point No. 7201 40c




**BODONI ORNAMENT No. 8**


Made in Three Pieces



2



1



3

**AMERICAN TYPE FOUNDERS COMPANY**

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

# Bodoni Cast Ornaments and Arrow Ornaments No. 1

**BODONI CAST ORNAMENTS**

120 Point No. 1 \$1.00

96 Point No. 2 70c

72 Point No. 3 50c

72 Point No. 7 35c

96 Point No. 9 40c

72 Point No. 4 50c

60 Point No. 5 40c

120 Point No. 6 50c

Accurately Cast in Type  
Molds to Points

**ARROW ORNAMENTS No. 1**

60 Point, per font \$2.30

60060 D 60060 B 60060 C 60060 A

Arrow Ornaments may be used as borders or as pointers

36 Point, per font \$1.75

36060 D 36060 B 36060 C 36060 A

They will rivet attention on any particular word or phrase

24 Point, per font \$1.75

24060 A 24060 C 24060 B 24060 D 24060 E

6 Point, per font \$1.50

6060 A 6060 C 6060 B 6060 D 6060 E

12 Point, per font \$1.50

12060 A 12060 C 12060 B 12060 D 12060 E

18 Point, per font \$1.65

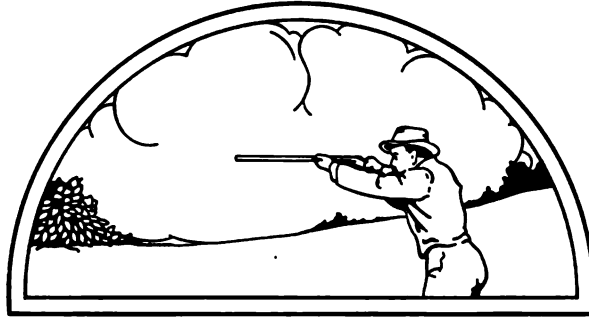
18060 A 18060 C 18060 B 18060 D 18060 E



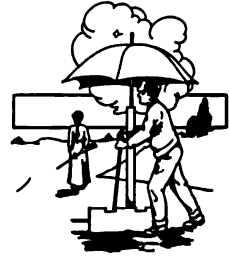
# Trap Shooter Series



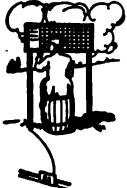
No. 14 40c



No. 24 96c



No. 11 50c



No. 1 35c

THE TWENTY-SEVENTH ANNUAL FIELD TRIAL

MARCH 19, 1918

Held Under the Auspices of the  
**CLEVELAND ROD AND GUN CLUB**  
 CLEVELAND, OHIO



No. 15 35c

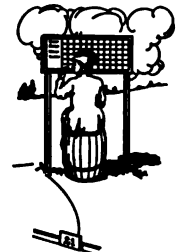


No. 28 35c



No. 20 55c

Ovolo Border



No. 2 40c

A SELECTION OF TRAP SHOOTERS  
 WILL PROVE A GOOD  
 INVESTMENT



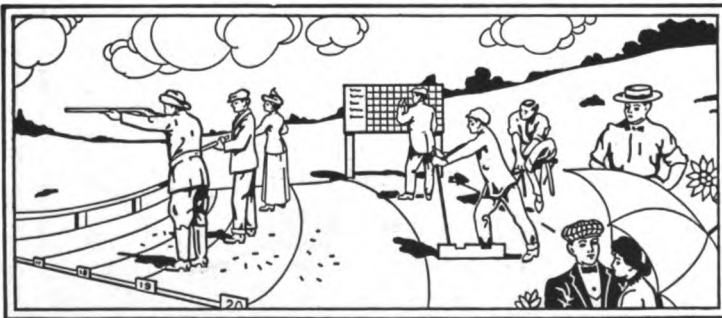
No. 12 80c



No. 27 40c



No. 5 80c



No. 22 \$1.00



No. 16 80c

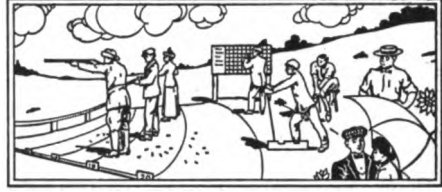
# Trap Shooter Series



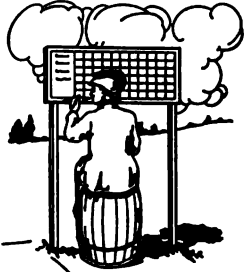
No. 18 55c



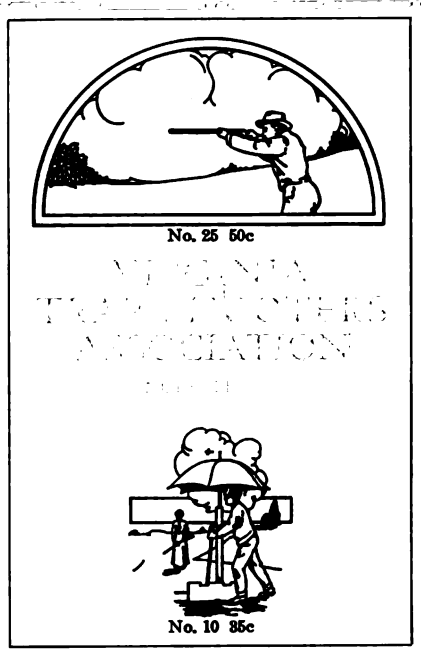
No. 6 35c



No. 28 55c



No. 3 60c



No. 25 50c

No. 10 85c

Ovalo Border



No. 13 70c



No. 4 45c



No. 17 40c



No. 21 90c



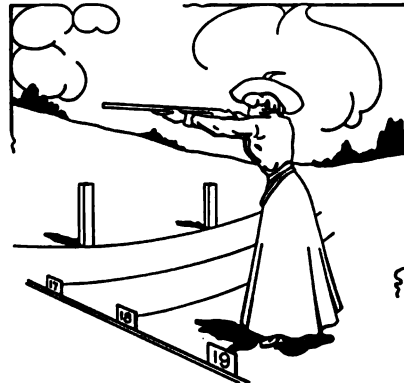
No. 9 40c



No. 26 85c

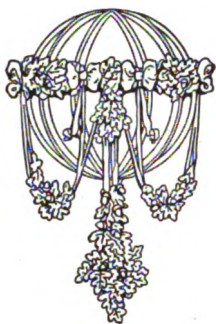


No. 7 50c

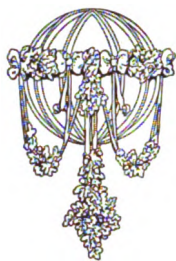


No. 8 75c

# Floral Decorators



No. 15 60c



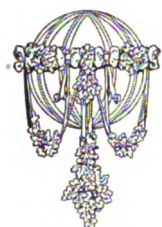
No. 16 45c



No. 22 40c



No. 20 60c



No. 18 40c



No. 17 30c



No. 19 35c



No. 23 35c



No. 24 30c



No. 21 35c



No. 46 (Mortised) 45c



No. 63 85c



No. 40 45c  
(Mortised)



No. 62 75c



No. 48 40c  
(Mortised)



No. 64 65c



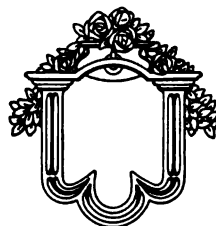
No. 39 (Mortised) 60c



No. 49 35c  
(Mortised)



No. 65 45c



No. 45 (Mortised) 60c



No. 47 (Mortised) 40c



No. 41 30c



No. 38 (Mortised) 75c

# Floral Decorators



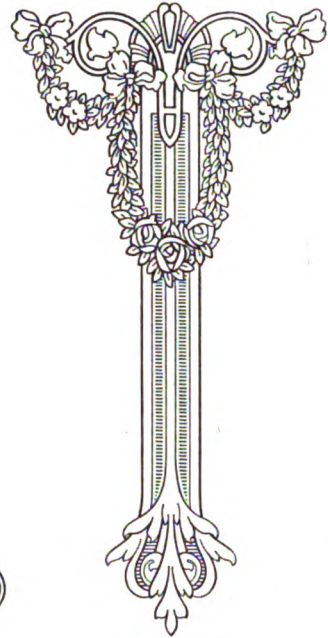
No. 74 \$1.00



No. 77 50c



No. 81 50c



No. 78 \$1.00



No. 57 45c



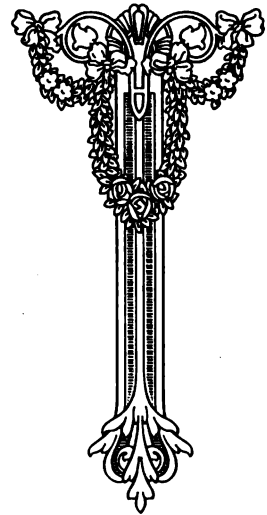
No. 56 60c



No. 75 90c



No. 55 65c



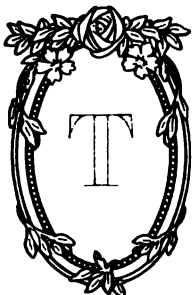
No. 79 90c



No. 58 35c



No. 38 40c  
(Mortised)



No. 85 70c  
(Mortised)



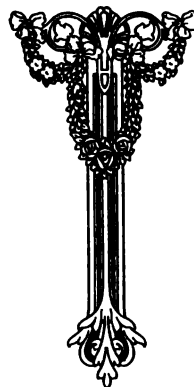
No. 76 60c



No. 37 35c  
(Mortised)



No. 33 45c  
(Mortised)



No. 80 60c



No. 34 50c  
(Mortised)

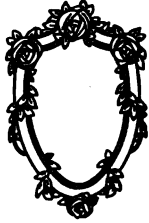
# Floral Decorators



No. 14 35c



No. 4 35c



No. 26 50c  
(Mortised)



No. 25 70c  
(Mortised)

No. 50 95c



No. 2 45c



No. 11 45c



No. 51 85c



No. 27 40c  
(Mortised)



No. 13 30c



No. 3 60c



No. 12 60c



No. 52 65c



No. 28 35c  
(Mortised)

EXCELLENT  
DESIGNS  
FOR  
ARTISTIC  
PRINTING



No. 10 85c



No. 53 50c



No. 1 75c



No. 54 40c



# Floral Decorators



No. 85  
40c



No. 59 70c



No. 89  
50c



No. 60 60c



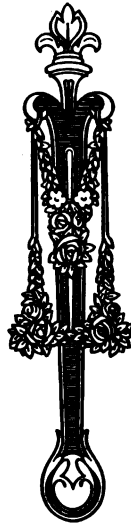
No. 82 70c



No. 83 60c



No. 84  
40c



No. 88 60c



No. 87 70c



No. 86 \$1.00

No. 87 75c



No. 69 80c



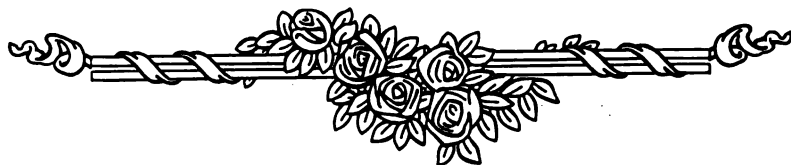
No. 44 (Mortised)  
40c



No. 43 (Mortised) 50c



No. 42 (Mortised) 60c



No. 66 90c

# Floral Decorators



No. 6 90c



No. 7 75c

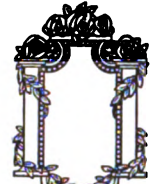
FLORAL DECORATORS  
LEND TONE AND HARMONY TO  
PRINTING



No. 31 40c  
(Mortised)



No. 5 \$1.00



No. 30 45c  
(Mortised)



No. 73 25c



No. 8 60c



No. 72 60c



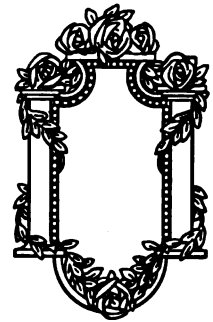
No. 32 35c  
(Mortised)



No. 71 (Mortised) 85c



No. 70 (Mortised) \$1.00



No. 29 (Mortised) 70c

THE LARGE FIELD OF USEFULNESS COVERED BY  
FLORAL DECORATORS MAKES THEM INDISPENSABLE TO THE  
PROGRESSIVE PRINTER WHO DESIRES TO SECURE THE PATRONAGE OF  
THAT CLASS OF CUSTOMERS WHOSE AIM IS TO POSSESS  
THE ACME OF PERFECTION IN SPECIMENS OF  
MODERN TYPOGRAPHIC ART



# Vacation Ornaments and Bookman Ornaments

## VACATION ORNAMENTS



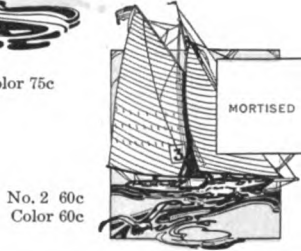
No. 5 75c Color 75c



No. 3 \$1.00 Color 45c



No. 4 65c Color 65c



No. 2 60c  
Color 60c

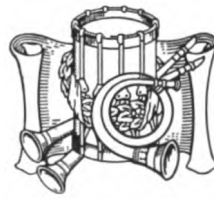


No. 1 75c Color 75c

## BOOKMAN ORNAMENTS



No. 14401 90c



No. 7201 40c



No. 12001 75c

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



No. 4201 35c



No. 8401 85c



No. 12002 70c



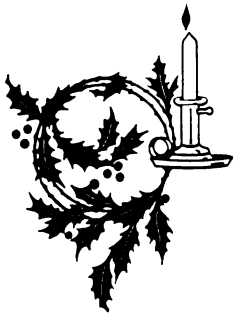
No. 8402 50c



No. 8403 95c

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



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



No. 226 (Green) 35c  
No. 227 (Red) 35c



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



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



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



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



No. 248 (Green) 35c  
No. 249 (Red) 25c



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



No. 246 (Green) 30c  
No. 247 (Red) 20c



No. 278 (Green) 60c No. 280 (Red) 40c  
No. 279 (Blue) 60c



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



No. 268 (Green) 25c  
No. 259 (Red) 25c



No. 250 (Green) 30c No. 251 (Red) 30c



No. 260 (Green) 45c No. 261 (Red) 45c



No. 270 (Green) 60c No. 271 (Red) 60c

For other Holiday Decorators see pages 961-968 and 1015 of the American Specimen Book of Type Styles (1912)

# Holiday Decorators



No. 294 (Green) 40c  
No. 295 (Red) 40c



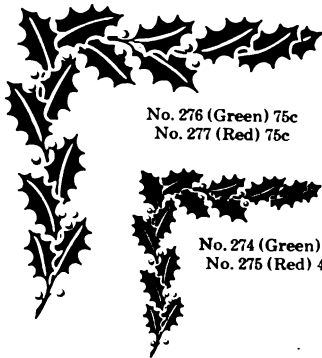
No. 292 (Green) 30c  
No. 293 (Red) 30c



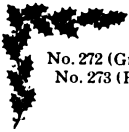
No. 266 (Green) 75c  
No. 267 (Red) 50c



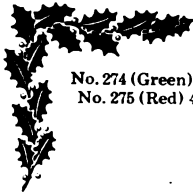
No. 214 (Green) 50c  
No. 215 (Red) 50c



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



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



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



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



No. 210 (Green) 30c  
No. 211 (Red) 30c



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



No. 262 (Green) 30c  
No. 263 (Red) 20c



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



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



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



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



No. 288 (Green) 75c  
No. 289 (Red) 75c



No. 230 (Green) 30c  
No. 231 (Red) 30c



No. 290 (Green) 90c  
No. 291 (Red) 90c



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



No. 254 (Green) 25c  
No. 255 (Red) 25c



No. 256 (Green) 55c No. 257 (Red) 55c

For other Holiday Decorators see pages 961-968 and 1015 of the American Specimen Book of Type Styles (1912)

# Post Card Embellishers



No. 4 35c



No. 9 35c



No. 3 25c



No. 10 50c



No. 8 50c



No. 6 50c

CAN BE EASILY JUSTIFIED  
WITH ORDINARY  
QUADS



No. 7 35c



No. 5 35c



No. 12 (Black) 60c No. 11 (Red) 60c



No. 1 35c



No. 14 (Black) 45c No. 13 (Red) 45c



No. 2 45c

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



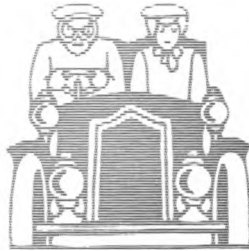
No. 10 30c



No. 2 35c



No. 11 30c



No. 23 60c



No. 30 30c



No. 18 30c



No. 12 30c



No. 28 30c



No. 19 30c



No. 3 30c



No. 7 30c



No. 25 25c



No. 27 30c



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. 29 30c



No. 20 30c



# Three Point Borders and Chic Decorators

Characters in Complete Font  
1 4 3 2  
3 Point Border  
No. 308, 66 inches, \$1.50

All borders are cast on three point body

All characters are cut to even points

**THREE POINT BORDERS**

Characters in Complete Font  
1 4 3 2  
3 Point Border No. 307, 66 inches, \$1.50

3 Point Border No. 303  
66 inches, \$1.50

3 Point Border No. 304, 66 inches, \$1.50

3 Point Border No. 302, 66 inches, \$1.50

3 Point Border No. 306  
66 inches, \$1.50

3 Point Border No. 305, 66 inches, \$1.50

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

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

**CHIC DECORATORS**  
Series No. 1

1 10 2

5 6

8 9 4

7 8

Per Font \$2.25

**CHIC DECORATORS**  
Series No. 2

11 20 12

15 16

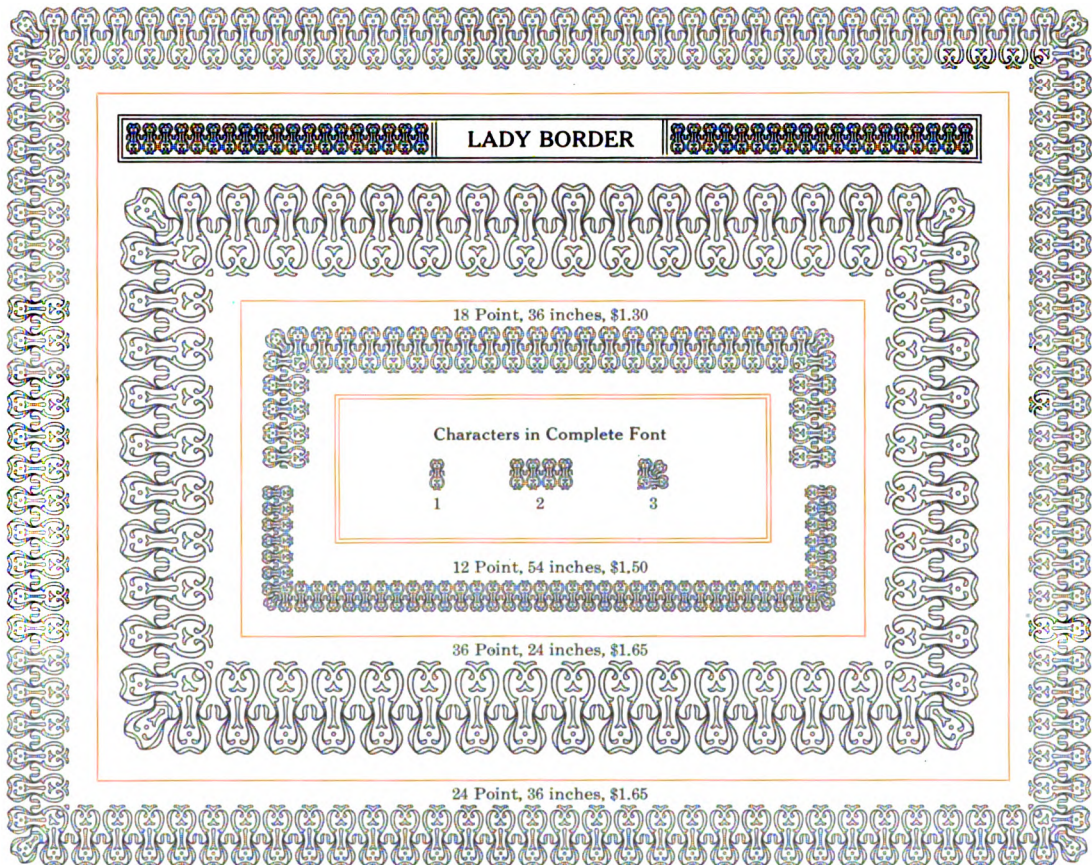
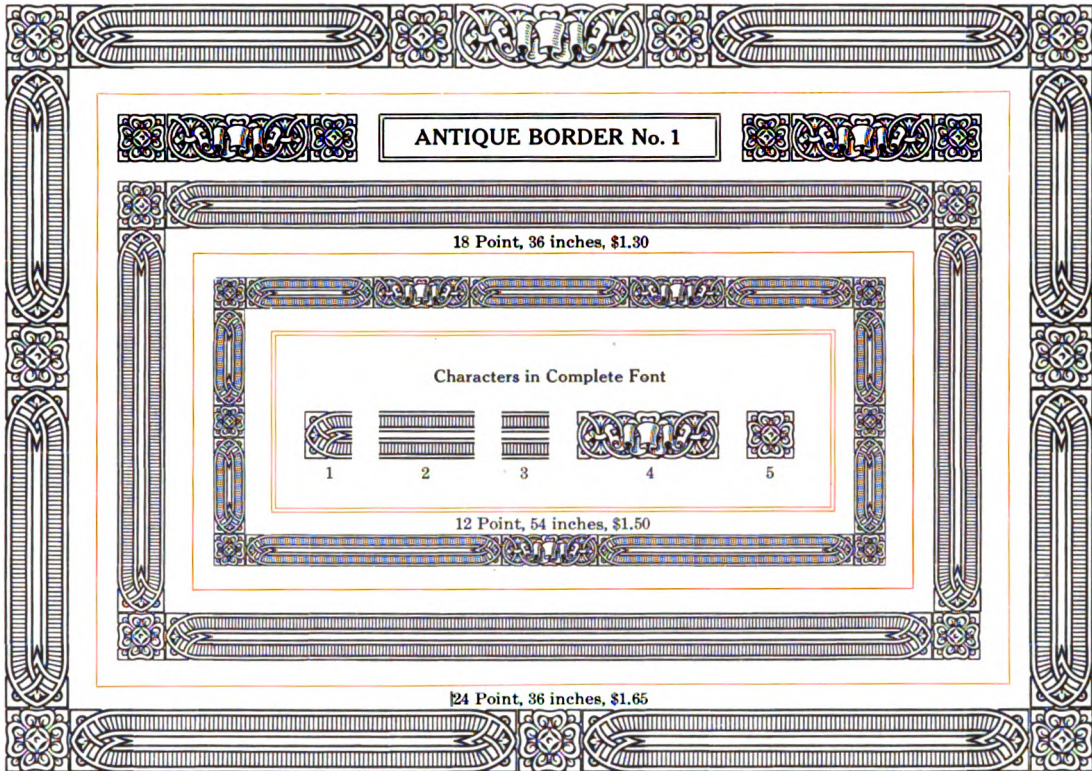
13 19 14

17 18

Per Font \$2.25

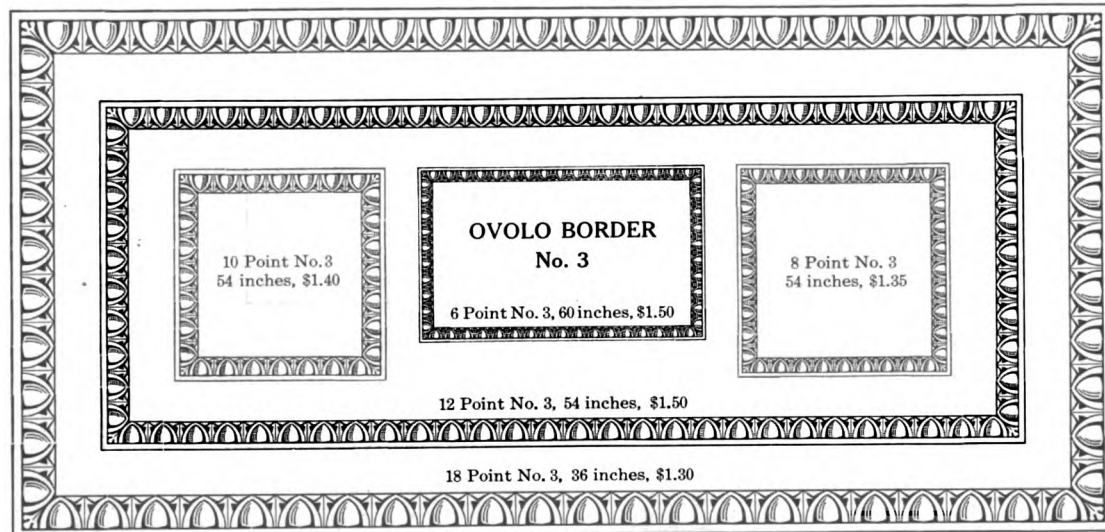
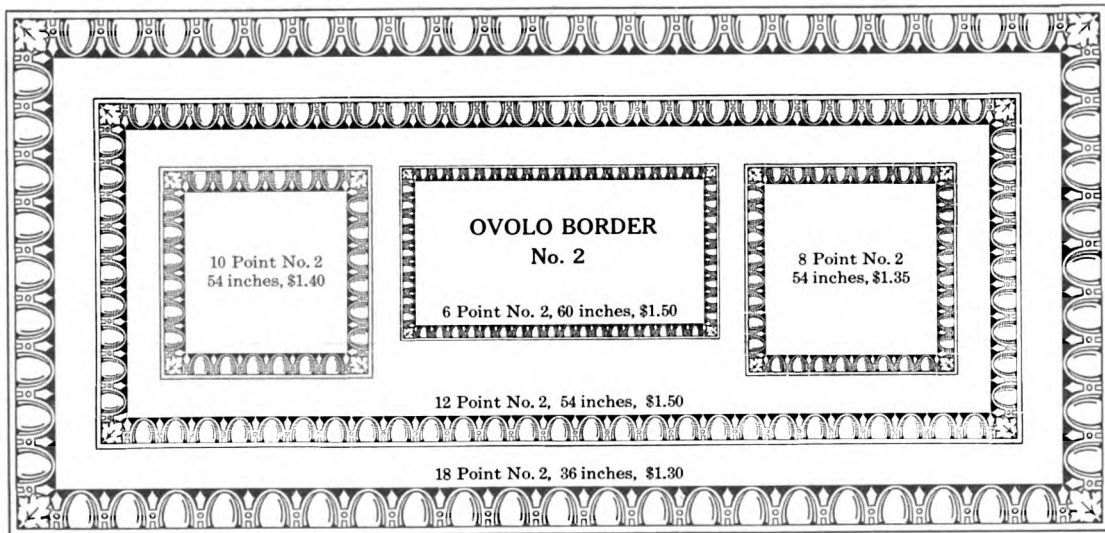
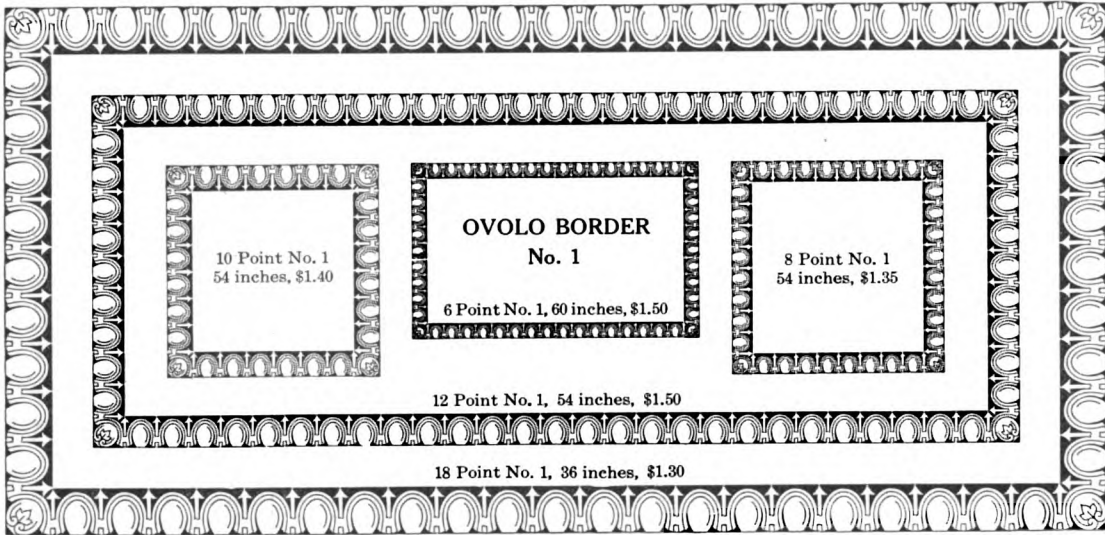


# Antique Border No. 1 and Lady Border





# Ovolo Borders



# 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

Attractive and Pleasing Designs

Characters in Complete Font

1 2 3 4

Interesting and Appropriate Borders

**6 POINT LINEAR BORDER No. 3**

Characters in Complete Font

1 2 3 4

5 6

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

60 inches, \$1.50

**12 POINT LINEAR BORDER No. 3**

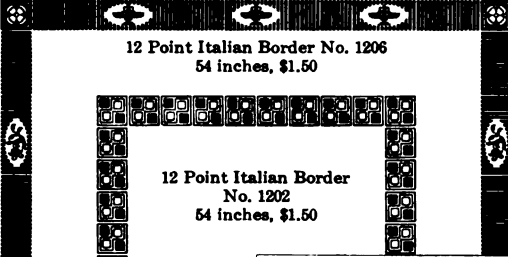
Characters in Complete Font

1 2 3 4

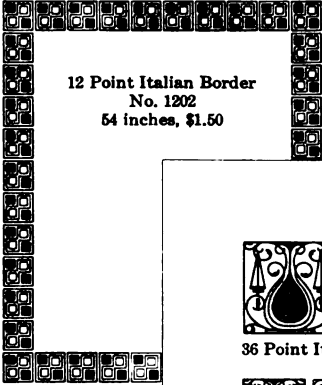
5 6

54 inches, \$1.50

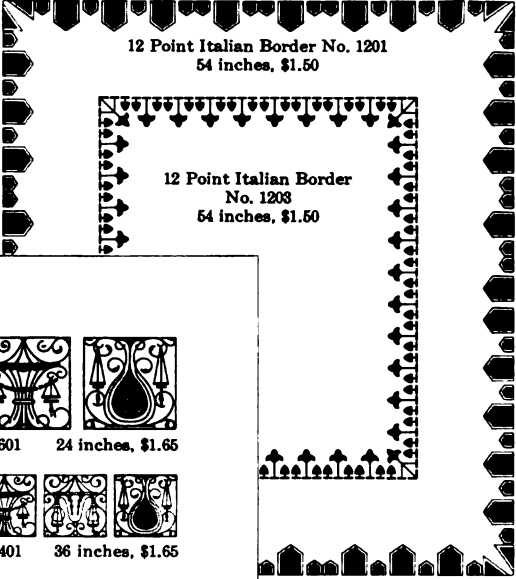
# Italian Borders and Italian Bands



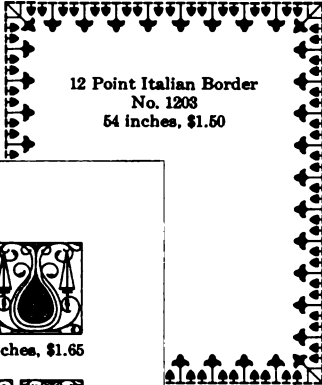
12 Point Italian Border No. 1206  
54 inches, \$1.50




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




12 Point Italian Border No. 1201  
54 inches, \$1.50



12 Point Italian Border  
No. 1203  
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



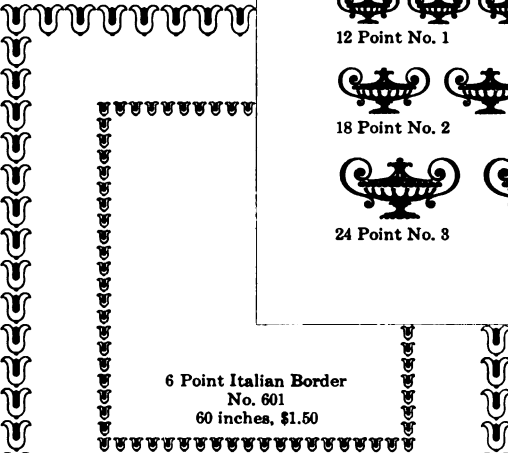
12 Point No. 1  
54 inches, \$1.50




18 Point No. 2  
36 inches, \$1.30



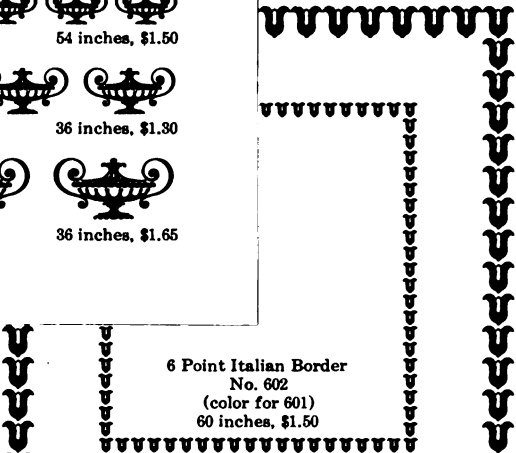
24 Point No. 3  
36 inches, \$1.65




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



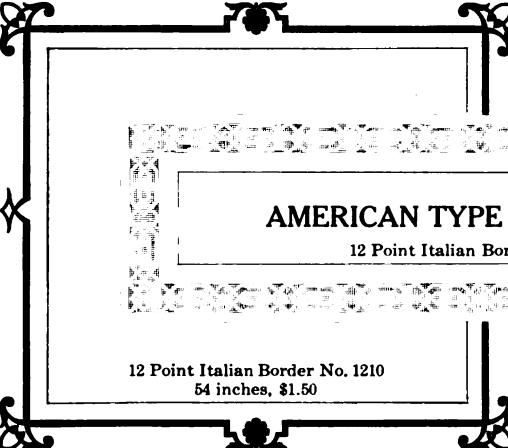
12 Point Italian Border No. 1204  
54 inches, \$1.50



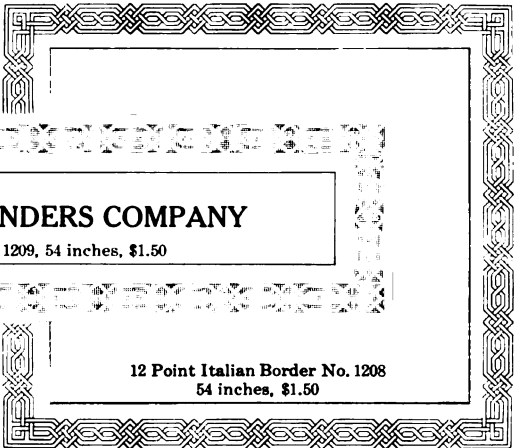
6 Point Italian Border  
No. 602  
(color for 601)  
60 inches, \$1.50



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



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

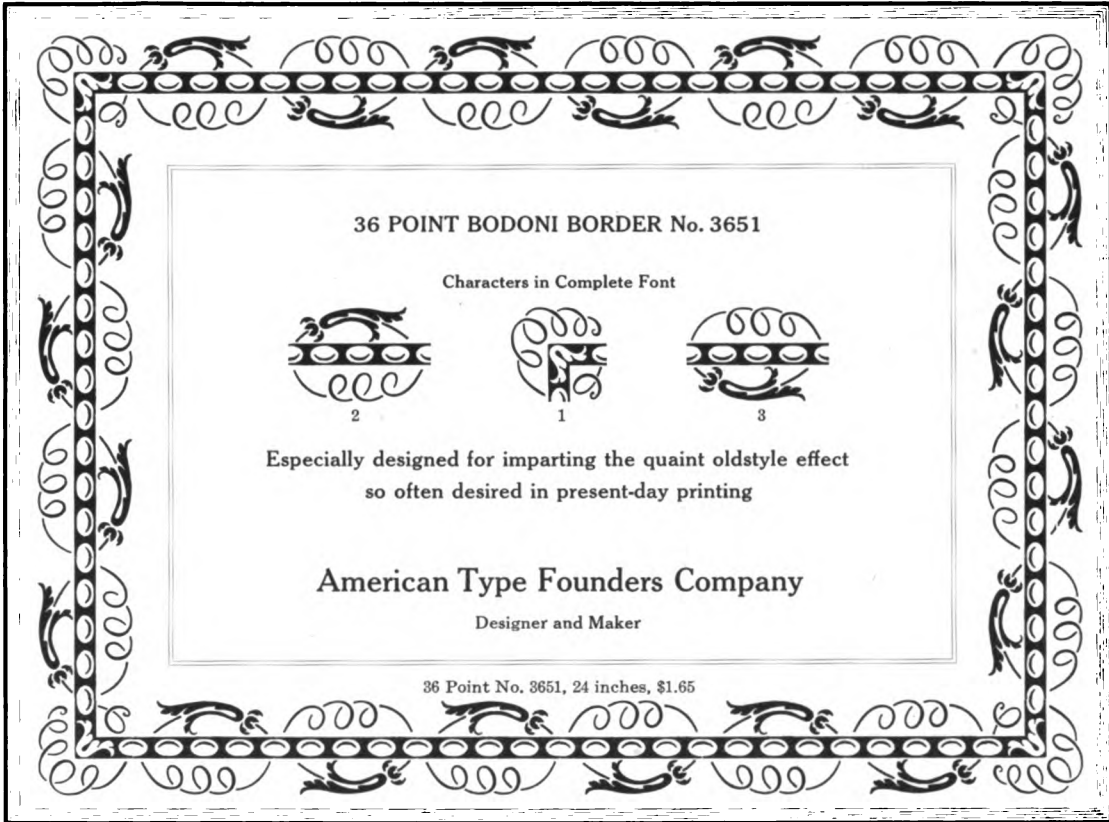


12 Point Italian Border No. 1208  
54 inches, \$1.50

**AMERICAN TYPE FOUNDERS COMPANY**


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

# Bodoni Borders



36 POINT BODONI BORDER No. 3651

Characters in Complete Font

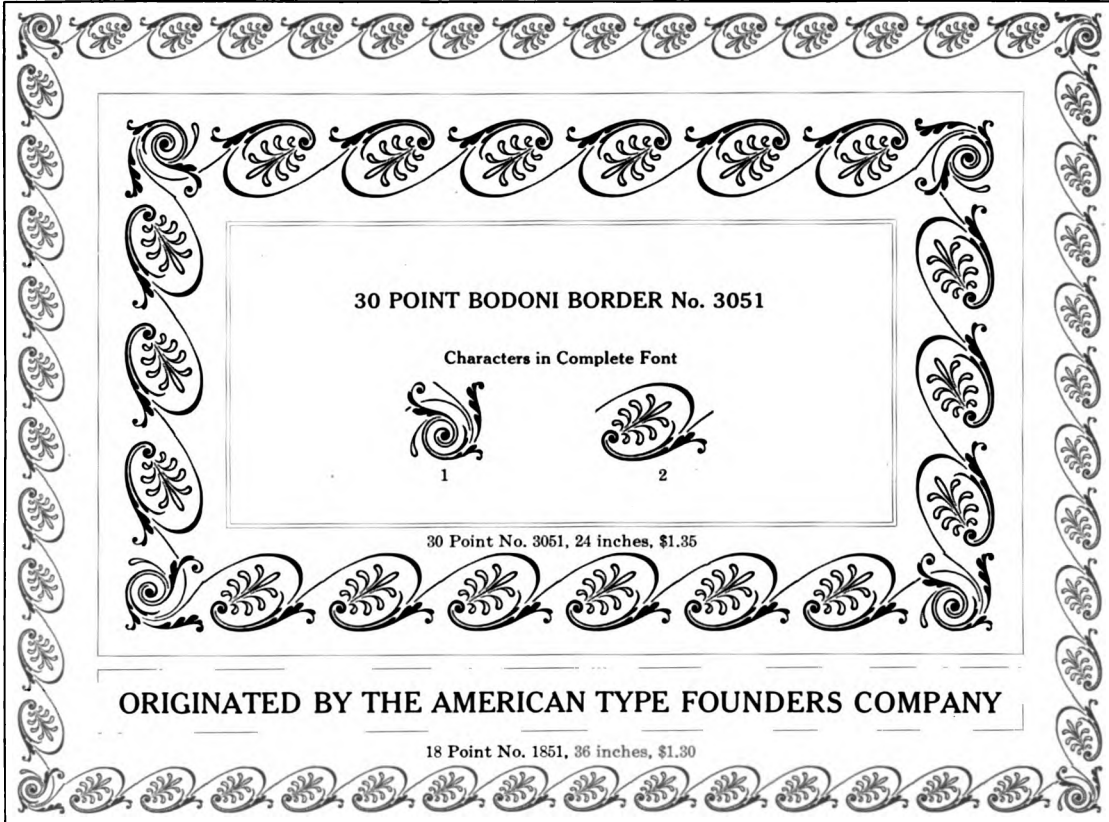


2 1 3

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



1 2

30 Point No. 3051, 24 inches, \$1.35

ORIGINATED BY THE AMERICAN TYPE FOUNDERS COMPANY

18 Point No. 1851, 36 inches, \$1.30



# Borders for Shaded Printing

**GRECIAN SHADED BORDER**

- 18 Point, 36 inches, \$1.30
- 24 Point, 36 inches, \$1.65
- 12 Point, 54 inches, \$1.50
- 6 Point, 60 inches, \$1.50

**DIAGONAL SHADED BORDER**

- 10 Point, 54 inches, \$1.40
- 8 Point, 54 inches, \$1.35
- 6 Point, 60 inches, \$1.50
- 12 Point, 54 inches, \$1.50

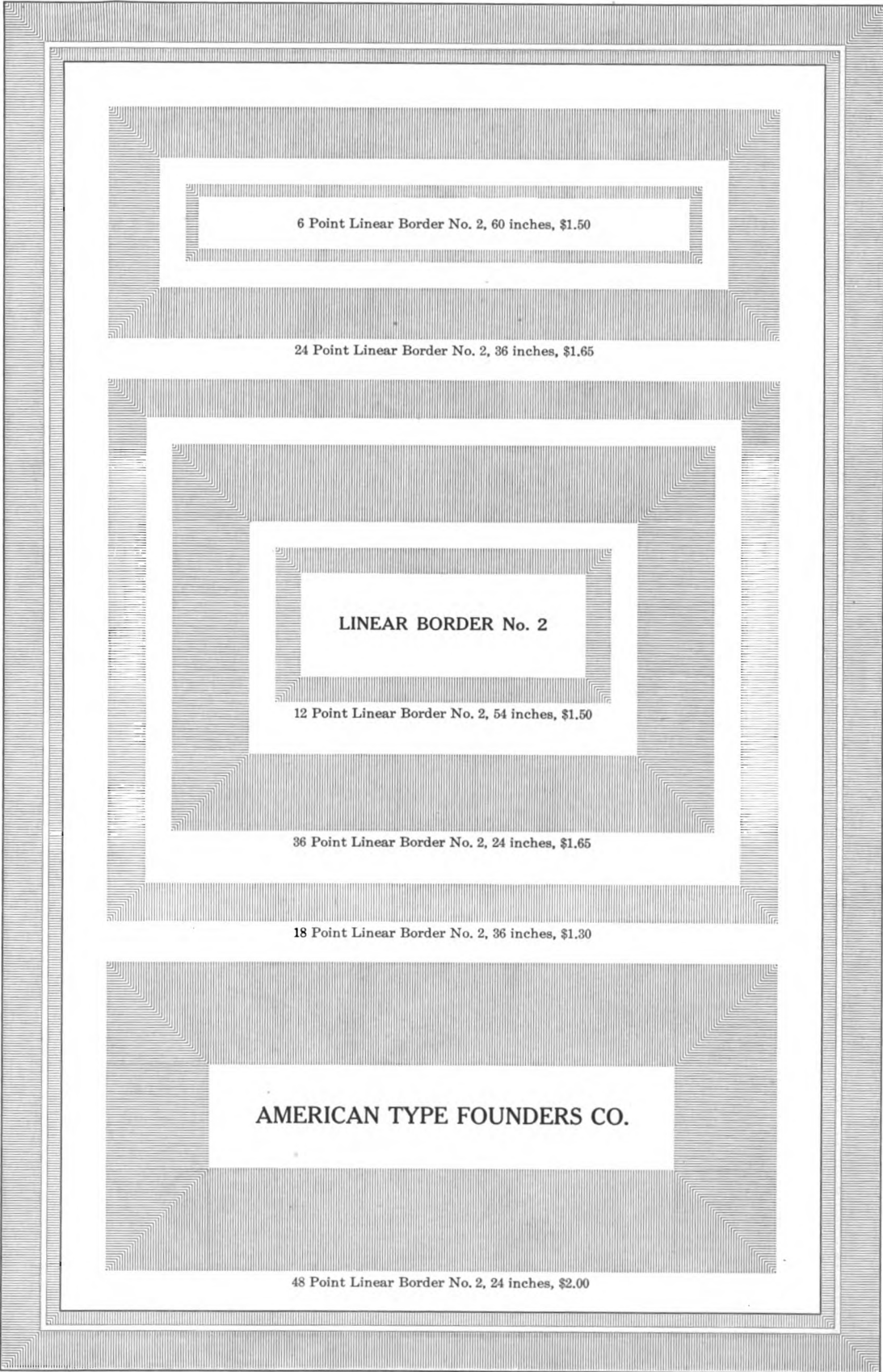
**GRAY OPEN SQUARE BORDER**

- 8 Point, 54 inches, \$1.35
- 10 Point, 54 inches, \$1.40
- 6 Point, 60 inches, \$1.50
- 12 Point, 54 inches, \$1.50

**GRECIAN OUTLINE BORDER**

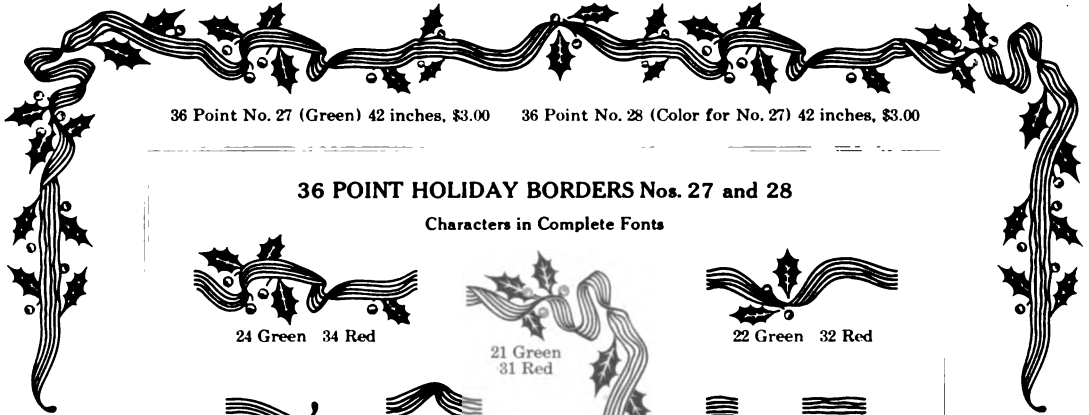
- 12 Point, 54 inches, \$1.50
- 24 Point, 36 inches, \$1.65
- 18 Point, 36 inches, \$1.30

# Linear Border No. 2





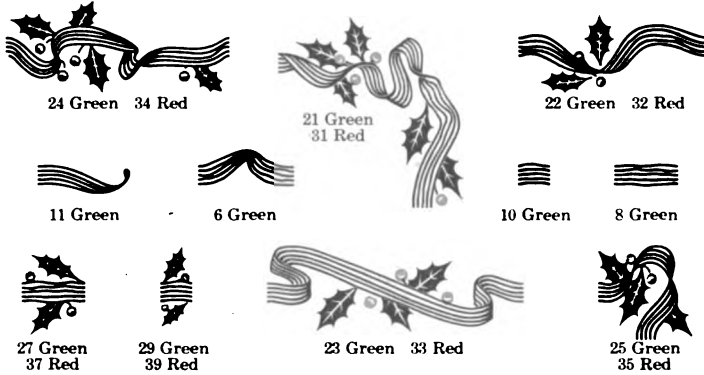
# Holiday Borders



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



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. 26 (Made for One Color) 42 inches, \$3.00



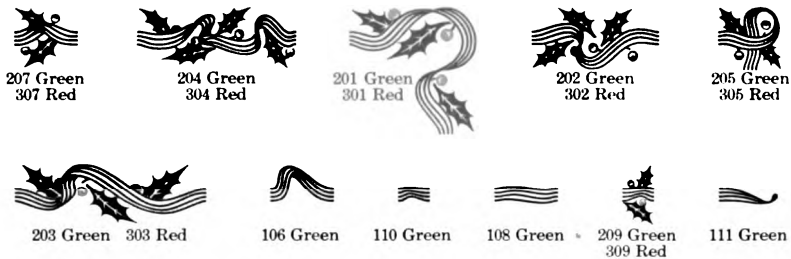
For other Holiday Borders see pages 1053-1055 of the American Specimen Book of Type Styles (1912)



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



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

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



# Orange Borders

**18 POINT ORANGE BORDER—For Three Colors**  
Per font \$4.00

Complete font for three colors will set two pages, each 114 ems (12 point) outside or 102 ems (12 point) inside

**Characters in Complete Font**

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

**ORANGE BORDER No. 2—For One Color**

Characters for the 18 Point size are same as those numbered 1, 2, 3, 4, 5, 6 and 7, shown above

Characters for the 24 Point size are same as those numbered 31, 32, 33, 34, 35, 36 and 37, shown below

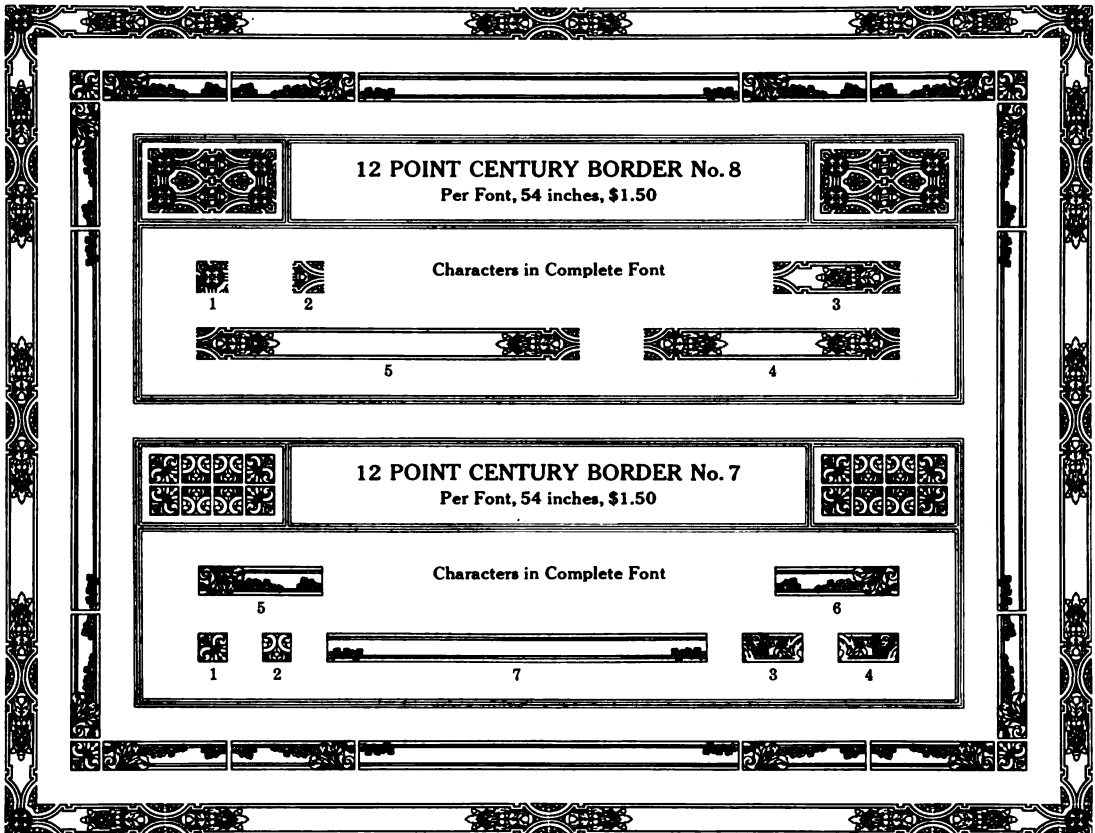
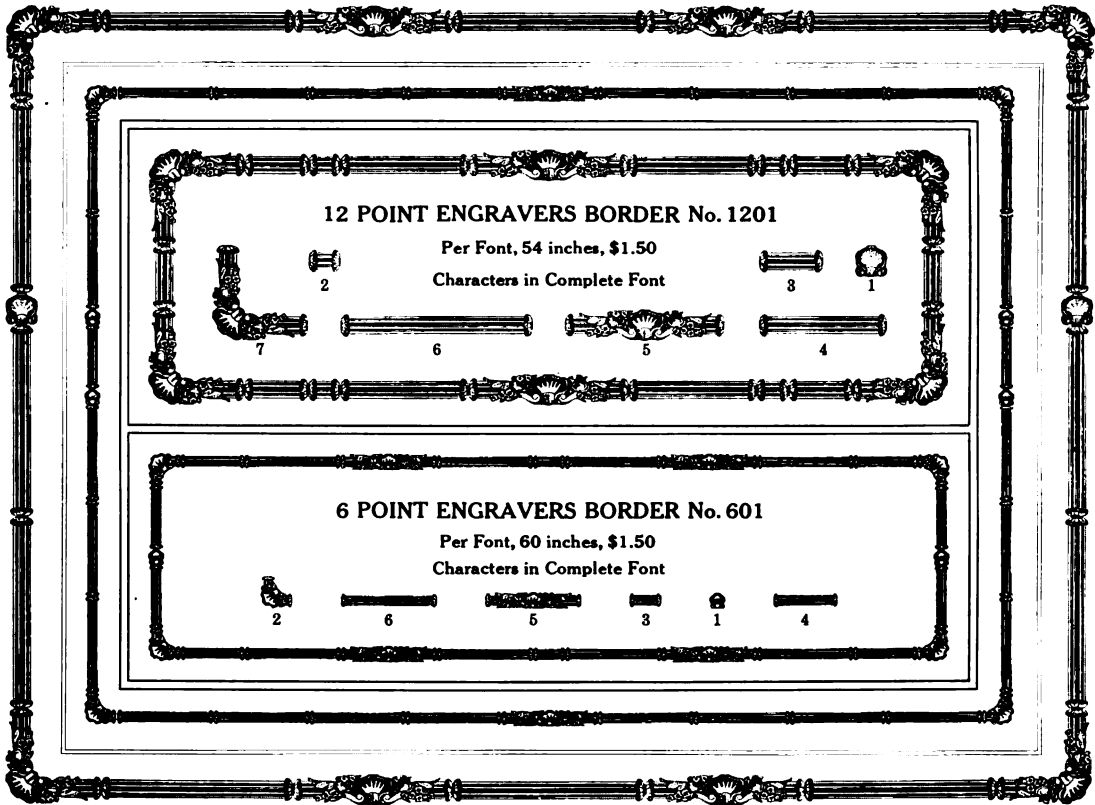
24 Point No. 2 (One Color Only) Per font \$1.75

**24 POINT ORANGE BORDER—For Three Colors**  
Per font \$5.00

Complete font for three colors will set two pages, each 116 ems (12 point) outside or 100 ems (12 point) inside

**Characters in Complete Font**

# Engravers Border and Century Border



For other Century Borders see pages 1049-1052 of the American Specimen Book of Type Styles (1912)

# Crisscross Border, Agatha Border, Concrete Border

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

**CRISSCROSS BORDER**

Two Characters Only

12 Point, 54 inches, \$1.50

18 Point, 36 inches, \$1.30

**AGATHA BORDER**

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

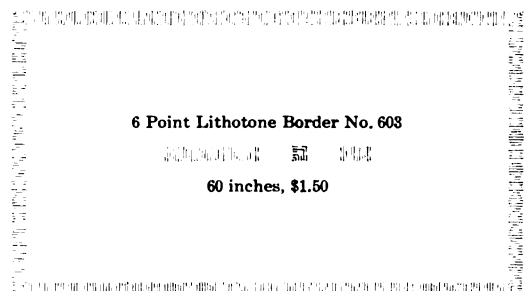
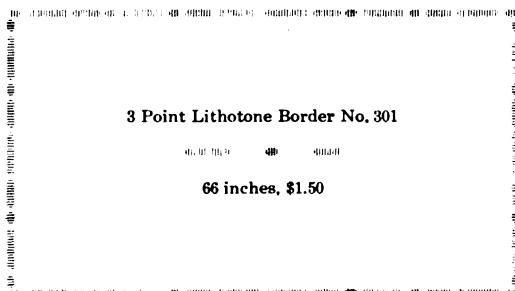
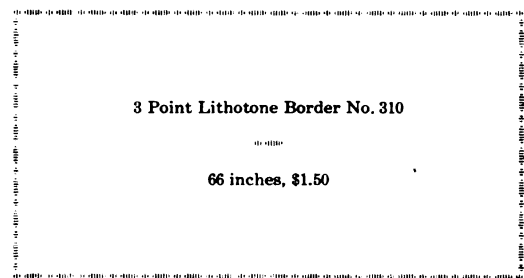
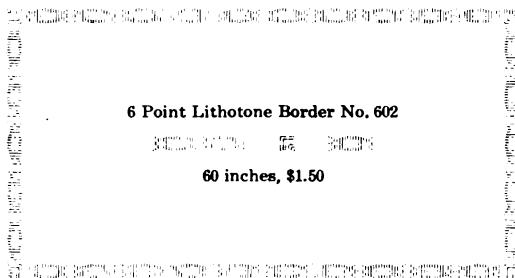
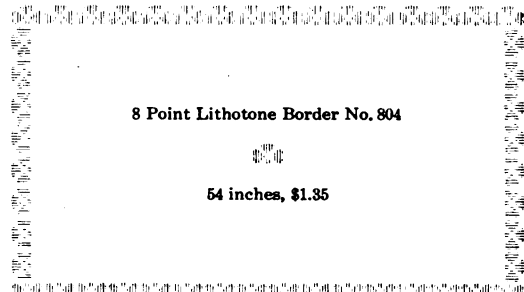
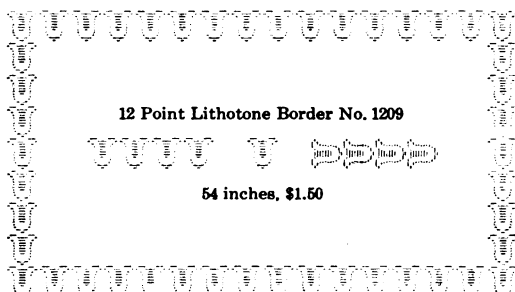
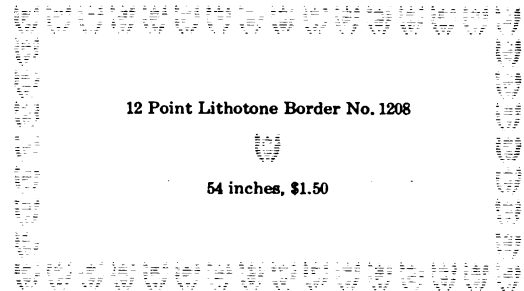
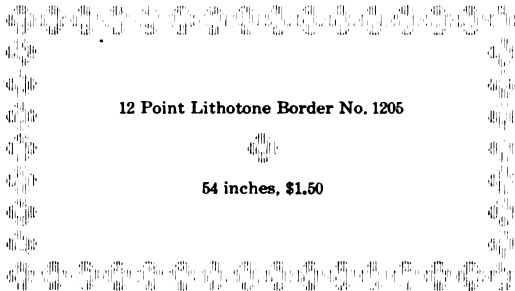
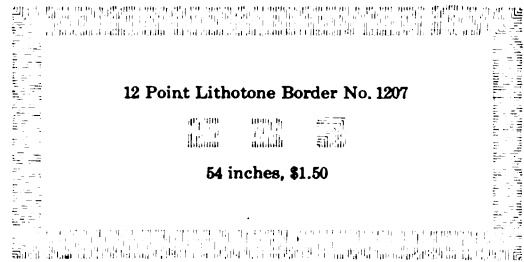
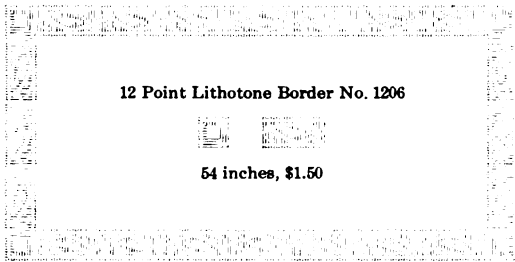
6 Point, 60 inches, \$1.50

12 Point, 54 inches, \$1.50

18 Point, 36 inches, \$1.30

Characters in Complete Font

# Lithotone Borders



## 24 POINT MEDIAL SCRIPT

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

## 4 POINT FRANKLIN GOTHIC

**THERE IS A PROFITABLE FIELD FOR PRINTERS WHO WOULD CARE TO INSTALL STAMPING AND ENGRAVING DEPARTMENTS FOR PRODUCING FINE SOCIAL AND COMMERCIAL WORK**

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

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



# 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:

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 A B C D E F G H I J K L M N O P Q R  
S T U V W X Y Z 1 2 3 4 5 6 7 8 9 0 & \$ %  
/ @ # ( ) . , : ; - ° \_ ' " ! ? \*  $\frac{1}{4}$   $\frac{1}{2}$   $\frac{3}{4}$

VICTORIA UNDERWOOD TYPEWRITER

12 point 20 A \$1 85 100 a \$5 50 \$7 35

Justifiers furnished in 1 and 5 pound fonts

### TO THE WIDE-AWAKE PRINTER:

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

### UNDERWOOD TYPEWRITER

The following characters are furnished with each complete font:

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 A B C D E F G H I J K L M N O P  
Q R S T U V W X Y Z 1 2 3 4 5 6 7 8 9 0 &  
\$ % / @ # ) . , : ; - \_ ' " ! ? \*  $\frac{1}{4}$   $\frac{1}{2}$   $\frac{3}{4}$

UNDERWOOD TYPEWRITER

12 Point 8 A \$0 85 34 a \$1 90 \$2 75

Justifiers furnished in 1 and 5 pound fonts

# AMERICAN TYPE FOUNDERS COMPANY

DESIGNER AND MAKER OF ARTISTIC

TYPE · BORDERS · ORNAMENTS · BRASS RULE

## 12 POINT HEBREW TYPEWRITER No. 1221

Per font 29 N \$2 25

רעפאזיטס וועררען אנגענומען צאהלכאר געגען טשעקס אין  
וויא ווייט דער מיטעל געגען דיא פארשפרייטונג פון קראנקע  
רעפארט פון באארד אוו העאלטה האט איבערצייגט אז אויף  
דיא פערקלענערונג פון טויטען פערע און דיא פערמעהרונג

The following characters are furnished with each font:

אבגדהוזחטיכלמנסעפצקרשתךםןףץבפאאוו"י

## 12 POINT HEBREW TYPEWRITER No. 102

Per font 65 A \$6 00

דעס גאנצען פון מענשליכע וויסענשאפטען קען מען איינמחיי-  
לען אין דריי גרויסע פעלדער: ערשטענס, די דרויסענדיגע  
וועלט אָדער די נאַטור, --אַלץ, וואָס האָט צו טהאָן מיט די אַזוי-  
אַנגערופענע נאַטירליכע ערשיינונגען, צו וועלכע עס געהערט אויך  
דער מענש, ווען מען קוקט אויף איהם מעהר נישט ווי אויף אַ  
קערפערליכע זאַך. צווייטענס, די פסיכישע וועלט, וואָס האָט צו

The following characters are furnished with each font:

אבגדהוזחטיכלמנסעפצקרשתךםןףץבפאאוו"י  
\$1234567890-.,',;:!"

## 12 POINT SILK REMINGTON RUSSIAN TYPEWRITER

Per font 15 A 112 A \$7 50

Слабый Физически, безсильный духовно, и весь во  
власти необузданной Фантази, онъ создаетъ себѣ цѣлый  
миръ таинственныхъ силъ, своихъ Боговъ. Его умъ занимаетъ  
одинъ вопросъ: Что такое праведное? И онъ идетъ къ  
жрецу, чтобъ узнать изъ устъ служителей Бога вѣчную воду

The following characters are furnished with each font:

абвгдежзийклмнопрстуфхцчшщъыьѣѐюяѵ  
АБВГДЕЖЗИЙКЛМНОПРСТУФХЦЧШЩЪЫЬѢѐЮЯѵ  
-.,;:!"\*)1234567890\$&1123456789%/@/¢#

# Cut-Cost Fractions

## CUT-COST FRACTIONS No. 1

6 Point, per font . . . \$2 25  
8 Point, per font . . . 2 75

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

Thus:  $\frac{1}{2}$  and  $\frac{1}{4}$  placed together make  $\frac{3}{4}$   
The following commonly used characters are furnished:

$\frac{1}{2}$   $\frac{1}{4}$   $\frac{3}{4}$   $\frac{1}{8}$   $\frac{3}{8}$   $\frac{5}{8}$   $\frac{7}{8}$   $\frac{1}{16}$   $\frac{3}{16}$   $\frac{5}{16}$   $\frac{7}{16}$   $\frac{9}{16}$   $\frac{11}{16}$

Special characters used for 16ths, 32ds and 64ths are:  
Numerators:  $\overline{1}$   $\overline{3}$   $\overline{5}$   $\overline{7}$   $\overline{9}$   $\overline{11}$

Denominators:  $\underline{16}$   $\underline{32}$   $\underline{64}$   
Making  $\frac{1}{16}$   $\frac{3}{16}$   $\frac{5}{16}$   $\frac{7}{16}$   $\frac{9}{16}$   $\frac{11}{16}$   $\frac{1}{32}$   $\frac{3}{32}$   $\frac{5}{32}$   $\frac{7}{32}$   $\frac{9}{32}$   $\frac{11}{32}$   $\frac{1}{64}$   $\frac{3}{64}$   $\frac{5}{64}$   $\frac{7}{64}$   $\frac{9}{64}$   $\frac{11}{64}$

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

- For 16ths:  
Combine  $\frac{1}{16}$  with  $\frac{1}{16}$   $\frac{3}{16}$   $\frac{5}{16}$   $\frac{7}{16}$   $\frac{9}{16}$   $\frac{11}{16}$  for  $\frac{11}{16}$   $\frac{13}{16}$   $\frac{15}{16}$
- For 32ds:  
Combine  $\frac{1}{32}$  with  $\frac{1}{32}$   $\frac{3}{32}$   $\frac{5}{32}$   $\frac{7}{32}$   $\frac{9}{32}$   $\frac{11}{32}$  to make  $\frac{11}{32}$   $\frac{13}{32}$   $\frac{15}{32}$   $\frac{17}{32}$   $\frac{19}{32}$   $\frac{21}{32}$   
Combine  $\frac{1}{32}$  with  $\frac{1}{32}$   $\frac{3}{32}$   $\frac{5}{32}$   $\frac{7}{32}$   $\frac{9}{32}$   $\frac{11}{32}$  to make  $\frac{11}{32}$   $\frac{13}{32}$   $\frac{15}{32}$   $\frac{17}{32}$   $\frac{19}{32}$   $\frac{21}{32}$   
Combine  $\frac{1}{32}$  with  $\frac{1}{32}$  to make  $\frac{11}{32}$
- For 64ths:  
Combine  $\frac{1}{64}$  with  $\frac{1}{64}$   $\frac{3}{64}$   $\frac{5}{64}$   $\frac{7}{64}$   $\frac{9}{64}$   $\frac{11}{64}$  to make  $\frac{11}{64}$   $\frac{13}{64}$   $\frac{15}{64}$   $\frac{17}{64}$   $\frac{19}{64}$   $\frac{21}{64}$   
Combine  $\frac{1}{64}$  with  $\frac{1}{64}$   $\frac{3}{64}$   $\frac{5}{64}$   $\frac{7}{64}$   $\frac{9}{64}$   $\frac{11}{64}$  to make  $\frac{11}{64}$   $\frac{13}{64}$   $\frac{15}{64}$   $\frac{17}{64}$   $\frac{19}{64}$   $\frac{21}{64}$   
Combine  $\frac{1}{64}$  with  $\frac{1}{64}$   $\frac{3}{64}$   $\frac{5}{64}$   $\frac{7}{64}$   $\frac{9}{64}$   $\frac{11}{64}$  to make the rest of the "odd" 64ths:  $\frac{23}{64}$  to  $\frac{63}{64}$  —  $\frac{1}{64}$  to  $\frac{63}{64}$  —  $\frac{1}{64}$  to  $\frac{63}{64}$

The complete list of fractions that can be made with a font of Cut-Cost Fractions No. 1 are  $\frac{1}{2}$   $\frac{1}{4}$   $\frac{3}{4}$  and complete 8ths, 16ths, 32ds and 64ths, as follows:

$\frac{1}{2}$	$\frac{1}{4}$	$\frac{3}{4}$	$\frac{1}{8}$	$\frac{3}{8}$	$\frac{5}{8}$	$\frac{7}{8}$	$\frac{1}{16}$
$\frac{3}{8}$	$\frac{5}{8}$	$\frac{7}{8}$	$\frac{1}{16}$	$\frac{3}{16}$	$\frac{5}{16}$	$\frac{7}{16}$	$\frac{9}{16}$
$\frac{11}{16}$	$\frac{13}{16}$	$\frac{15}{16}$	$\frac{1}{32}$	$\frac{3}{32}$	$\frac{5}{32}$	$\frac{7}{32}$	$\frac{9}{32}$
$\frac{11}{32}$	$\frac{13}{32}$	$\frac{15}{32}$	$\frac{1}{32}$	$\frac{3}{32}$	$\frac{5}{32}$	$\frac{7}{32}$	$\frac{9}{32}$
$\frac{11}{32}$	$\frac{13}{32}$	$\frac{15}{32}$	$\frac{1}{64}$	$\frac{3}{64}$	$\frac{5}{64}$	$\frac{7}{64}$	$\frac{9}{64}$
$\frac{11}{64}$	$\frac{13}{64}$	$\frac{15}{64}$	$\frac{1}{64}$	$\frac{3}{64}$	$\frac{5}{64}$	$\frac{7}{64}$	$\frac{9}{64}$
$\frac{11}{64}$	$\frac{13}{64}$	$\frac{15}{64}$	$\frac{1}{64}$	$\frac{3}{64}$	$\frac{5}{64}$	$\frac{7}{64}$	$\frac{9}{64}$
$\frac{11}{64}$	$\frac{13}{64}$	$\frac{15}{64}$	$\frac{1}{64}$	$\frac{3}{64}$	$\frac{5}{64}$	$\frac{7}{64}$	$\frac{9}{64}$

## CUT-COST FRACTIONS No. 2

6 Point, per font . . . \$2 25  
8 Point, per font . . . 2 75

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

Thus:  $\frac{1}{2}$  and  $\frac{1}{4}$  placed together make  $\frac{3}{4}$   
The following commonly used characters are furnished:

$\frac{1}{2}$   $\frac{1}{4}$   $\frac{3}{4}$   $\frac{1}{12}$   $\frac{1}{16}$   $\frac{1}{24}$   $\frac{1}{48}$

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

Numerators:  $\overline{1}$   $\overline{3}$   $\overline{5}$   $\overline{7}$   $\overline{9}$   
Denominators:  $\underline{12}$   $\underline{16}$   $\underline{24}$   $\underline{48}$   
Making  $\frac{1}{12}$   $\frac{1}{16}$   $\frac{1}{24}$   $\frac{1}{48}$   $\frac{2}{12}$   $\frac{3}{12}$   $\frac{4}{12}$   $\frac{5}{12}$   $\frac{7}{12}$   $\frac{11}{12}$   $\frac{1}{16}$   $\frac{3}{16}$   $\frac{5}{16}$   $\frac{7}{16}$   $\frac{9}{16}$   $\frac{11}{16}$

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

- For 12ths:  
Combine  $\frac{1}{12}$  with  $\frac{1}{12}$  for  $\frac{11}{12}$
- For 16ths:  
Combine  $\frac{1}{16}$  with  $\frac{1}{16}$   $\frac{3}{16}$   $\frac{5}{16}$   $\frac{7}{16}$   $\frac{9}{16}$   $\frac{11}{16}$  to make  $\frac{11}{16}$   $\frac{13}{16}$   $\frac{15}{16}$
- For 24ths:  
Combine  $\frac{1}{24}$  with  $\frac{1}{24}$   $\frac{2}{24}$   $\frac{3}{24}$   $\frac{4}{24}$   $\frac{5}{24}$   $\frac{7}{24}$   $\frac{11}{24}$  to make  $\frac{11}{24}$   $\frac{13}{24}$   $\frac{15}{24}$   $\frac{17}{24}$   $\frac{19}{24}$   $\frac{23}{24}$   
Combine  $\frac{1}{24}$  with  $\frac{1}{24}$  to make  $\frac{11}{24}$
- For 48ths:  
Combine  $\frac{1}{48}$  with  $\frac{1}{48}$   $\frac{2}{48}$   $\frac{3}{48}$   $\frac{4}{48}$   $\frac{5}{48}$   $\frac{7}{48}$   $\frac{11}{48}$  to make  $\frac{11}{48}$   $\frac{13}{48}$   $\frac{15}{48}$   $\frac{17}{48}$   $\frac{19}{48}$   $\frac{23}{48}$   
Combine  $\frac{1}{48}$  with  $\frac{1}{48}$   $\frac{2}{48}$   $\frac{3}{48}$   $\frac{4}{48}$   $\frac{5}{48}$   $\frac{7}{48}$   $\frac{11}{48}$  to make  $\frac{11}{48}$   $\frac{13}{48}$   $\frac{15}{48}$   $\frac{17}{48}$   $\frac{19}{48}$   $\frac{23}{48}$   
Combine  $\frac{1}{48}$  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:

$\frac{1}{2}$	$\frac{1}{4}$	$\frac{3}{4}$	$\frac{1}{12}$	$\frac{1}{16}$	$\frac{1}{24}$	$\frac{1}{48}$
$\frac{2}{12}$	$\frac{3}{12}$	$\frac{4}{12}$	$\frac{5}{12}$	$\frac{7}{12}$	$\frac{11}{12}$	$\frac{1}{16}$
$\frac{3}{16}$	$\frac{5}{16}$	$\frac{7}{16}$	$\frac{9}{16}$	$\frac{11}{16}$	$\frac{1}{24}$	$\frac{2}{24}$
$\frac{3}{24}$	$\frac{4}{24}$	$\frac{5}{24}$	$\frac{7}{24}$	$\frac{11}{24}$	$\frac{1}{48}$	$\frac{2}{48}$
$\frac{3}{48}$	$\frac{4}{48}$	$\frac{5}{48}$	$\frac{7}{48}$	$\frac{11}{48}$	$\frac{1}{48}$	$\frac{2}{48}$

## CUT-COST SMALL CAP CASE

Cut-Cost Small Cap Case, 1/2 size with 42 compartments, three fit in blank case . . . . . \$0 60

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  $\underline{12}$   $\underline{24}$  and  $\underline{48}$  and characters  $\frac{1}{12}$   $\frac{1}{16}$  and  $\frac{1}{24}$  will be empty, as these characters are used only for 48ths and are not included in Font No. 1 (64ths). There will be eleven empty compartments in the layout for 48ths only as the denominators  $\underline{32}$  and  $\underline{64}$  and characters  $\frac{1}{32}$   $\frac{1}{64}$   $\frac{3}{32}$   $\frac{3}{64}$   $\frac{5}{32}$   $\frac{5}{64}$   $\frac{7}{32}$   $\frac{7}{64}$   $\frac{9}{32}$   $\frac{9}{64}$   $\frac{11}{32}$   $\frac{11}{64}$  are used only for 64ths and are not included in Font No. 2 (48ths).

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

12	$\overline{1}$	$\frac{1}{8}$	$\frac{1}{8}$	$\frac{1}{4}$	$\frac{1}{2}$	$\frac{1}{2}$
16	$\overline{3}$	$\frac{3}{8}$	$\frac{3}{8}$	$\frac{3}{4}$	$\frac{1}{2}$	$\frac{3}{2}$
24	$\overline{5}$	$\frac{5}{8}$	$\frac{5}{8}$	$\frac{5}{4}$	$\frac{3}{2}$	$\frac{5}{2}$
32	$\overline{7}$	$\frac{7}{8}$	$\frac{7}{8}$	$\frac{7}{4}$	$\frac{3}{2}$	$\frac{7}{2}$
48	$\overline{9}$	$\frac{9}{8}$	$\frac{4}{8}$	$\frac{9}{4}$	Em Quad	$\frac{9}{2}$
64	4 Em Space	Em Quad	$\frac{8}{8}$	$\frac{2}{4}$	$\frac{1}{4}$	$\frac{2}{2}$

**Note to the Compositor:**  
When the numerator is 11 or larger (for instance,  $\frac{11}{16}$ ) read the copy up and down and pick out  $\frac{1}{16}$  and  $\frac{11}{16}$ . After a little practice it will be natural to consider the fraction as two en-set type placed together. Fractions with a numerator 9 and smaller and a denominator 12 or larger (for instance,  $\frac{9}{12}$ ) are easily composed by selecting the proper numerator and denominator.

# Job Type Fractions

## CHELTENHAM BOLD FRACTIONS

48 Point

Per font \$1 25

$\frac{1}{4}$   $\frac{1}{2}$   $\frac{3}{4}$   $\frac{1}{3}$   $\frac{2}{3}$   $\frac{1}{8}$   
 $\frac{3}{8}$   $\frac{5}{8}$   $\frac{7}{8}$   $\%$   $\text{¢}$

36 Point

Per font \$1 00

$\frac{1}{4}$   $\frac{1}{2}$   $\frac{3}{4}$   $\frac{1}{3}$   $\frac{2}{3}$   $\frac{1}{8}$   
 $\frac{3}{8}$   $\frac{5}{8}$   $\frac{7}{8}$   $\%$   $\text{¢}$

30 Point

Per font \$0 75

$\frac{1}{4}$   $\frac{1}{2}$   $\frac{3}{4}$   $\frac{1}{3}$   $\frac{2}{3}$   $\frac{1}{8}$   
 $\frac{3}{8}$   $\frac{5}{8}$   $\frac{7}{8}$   $\%$   $\text{¢}$

24 Point

Per font \$0 50

$\frac{1}{4}$   $\frac{1}{2}$   $\frac{3}{4}$   $\frac{1}{3}$   $\frac{2}{3}$   $\frac{1}{8}$   $\frac{3}{8}$   $\frac{5}{8}$   $\frac{7}{8}$   $\%$   $\text{¢}$

18 Point

Per font \$0 50

$\frac{1}{4}$   $\frac{1}{2}$   $\frac{3}{4}$   $\frac{1}{3}$   $\frac{2}{3}$   $\frac{1}{8}$   $\frac{3}{8}$   $\frac{5}{8}$   $\frac{7}{8}$   $\%$   $\text{¢}$

14 Point

Per font \$0 50

$\frac{1}{4}$   $\frac{1}{2}$   $\frac{3}{4}$   $\frac{1}{3}$   $\frac{2}{3}$   $\frac{1}{8}$   $\frac{3}{8}$   $\frac{5}{8}$   $\frac{7}{8}$   $\%$   $\text{¢}$

12 Point

Per font \$0 50

$\frac{1}{4}$   $\frac{1}{2}$   $\frac{3}{4}$   $\frac{1}{3}$   $\frac{2}{3}$   $\frac{1}{8}$   $\frac{3}{8}$   $\frac{5}{8}$   $\frac{7}{8}$   $\%$   $\text{¢}$

10 Point

Per font \$0 50

$\frac{1}{4}$   $\frac{1}{2}$   $\frac{3}{4}$   $\frac{1}{3}$   $\frac{2}{3}$   $\frac{1}{8}$   $\frac{3}{8}$   $\frac{5}{8}$   $\frac{7}{8}$   $\%$   $\text{¢}$

8 Point

Per font \$0 50

$\frac{1}{4}$   $\frac{1}{2}$   $\frac{3}{4}$   $\frac{1}{3}$   $\frac{2}{3}$   $\frac{1}{8}$   $\frac{3}{8}$   $\frac{5}{8}$   $\frac{7}{8}$   $\%$   $\text{¢}$

6 Point

Per font \$0 50

$\frac{1}{4}$   $\frac{1}{2}$   $\frac{3}{4}$   $\frac{1}{3}$   $\frac{2}{3}$   $\frac{1}{8}$   $\frac{3}{8}$   $\frac{5}{8}$   $\frac{7}{8}$   $\%$   $\text{¢}$

## CLOISTER OLDSTYLE FRACTIONS

18 Point

Per font \$0 50

$\frac{1}{4}$   $\frac{1}{2}$   $\frac{3}{4}$   $\frac{1}{3}$   $\frac{2}{3}$   $\frac{1}{8}$   $\frac{3}{8}$   $\frac{5}{8}$   $\frac{7}{8}$   $\%$   $\text{¢}$

14 Point

Per font \$0 50

$\frac{1}{4}$   $\frac{1}{2}$   $\frac{3}{4}$   $\frac{1}{3}$   $\frac{2}{3}$   $\frac{1}{8}$   $\frac{3}{8}$   $\frac{5}{8}$   $\frac{7}{8}$   $\%$   $\text{¢}$

12 Point

Per font \$0 50

$\frac{1}{4}$   $\frac{1}{2}$   $\frac{3}{4}$   $\frac{1}{3}$   $\frac{2}{3}$   $\frac{1}{8}$   $\frac{3}{8}$   $\frac{5}{8}$   $\frac{7}{8}$   $\%$   $\text{¢}$

10 Point

Per font \$0 50

$\frac{1}{4}$   $\frac{1}{2}$   $\frac{3}{4}$   $\frac{1}{3}$   $\frac{2}{3}$   $\frac{1}{8}$   $\frac{3}{8}$   $\frac{5}{8}$   $\frac{7}{8}$   $\%$   $\text{¢}$

8 Point

Per font \$0 50

$\frac{1}{4}$   $\frac{1}{2}$   $\frac{3}{4}$   $\frac{1}{3}$   $\frac{2}{3}$   $\frac{1}{8}$   $\frac{3}{8}$   $\frac{5}{8}$   $\frac{7}{8}$   $\%$   $\text{¢}$

6 Point

Per font \$0 50

$\frac{1}{4}$   $\frac{1}{2}$   $\frac{3}{4}$   $\frac{1}{3}$   $\frac{2}{3}$   $\frac{1}{8}$   $\frac{3}{8}$   $\frac{5}{8}$   $\frac{7}{8}$   $\%$   $\text{¢}$







# Cheltenham Perpetual Calendars

24 Point Cheltenham Perpetual Calendar No. 14

1917 NOVEMBER 1917						
SUN	MON	TUE	WED	THU	FRI	SAT
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

Price Complete \$2.25

12 Point Cheltenham Perpetual Calendar No. 12

1918 DECEMBER 1918						
SUN	MON	TUE	WED	THU	FRI	SAT
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

Price Complete \$1.25

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

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

8 Point Cheltenham Perpetual Calendar No. 10  
Price Complete 75c

Does not contain double date logotypes

1918 SEPTEMBER 1918						
SUN	MON	TUE	WED	THU	FRI	SAT
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

10 Point Cheltenham Perpetual Calendar No. 11  
Price Complete \$1.00

Very plain and easily read

18 Point Cheltenham Perpetual Calendar No. 13

1917 JUNE 1917						
SUN	MON	TUE	WED	THU	FRI	SAT
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

Price Complete \$1.75

- 1 6 Point Cheltenham Perpetual Calendar No. 9
- 2 Price Complete 50c
- 3
- 4 Does not contain double date logotypes
- 5
- 6

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

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

## Other Sizes of Cheltenham Perpetual Calendars

60 Point No. 17

16

MON

60 Point No. 27

27

Fr

36 Point No. 15

WED

30

48 Point No. 16

TUE

30

48 Point No. 26

Mo

24/31

36 Point No. 25

Sa

25

# Cheltenham Perpetual Calendars

24 Point Cheltenham Perpetual Calendar No. 24

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

Price Complete \$2.00

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

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

Profit-makers for the Printer

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

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

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

Does not contain double date logotypes

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

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

These Calendars save money

- 1
- 2
- 3
- 4
- 5

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

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

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

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

6 Point Cheltenham Perpetual Calendar No. 19  
Price Complete 50c

Does not contain double date logotypes

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

## PRICES AND SIZES OF CHELTENHAM PERPETUAL CALENDARS

6 Point No. 9, Complete . . . . .	\$0.50	18 Point No. 23, Complete . . . . .	\$1.75
6 Point No. 19, Complete . . . . .	.50	24 Point No. 14, Complete . . . . .	2.25
8 Point No. 10, Complete . . . . .	.75	24 Point No. 24, Complete . . . . .	2.00
8 Point No. 20, Complete . . . . .	.75	36 Point No. 15, Complete . . . . .	4.00
10 Point No. 11, Complete . . . . .	1.00	36 Point No. 25, Complete . . . . .	3.50
10 Point No. 21, Complete . . . . .	1.00	48 Point No. 16, Complete . . . . .	7.00
12 Point No. 12, Complete . . . . .	1.25	48 Point No. 26, Complete . . . . .	5.50
12 Point No. 22, Complete . . . . .	1.25	60 Point No. 17, Complete . . . . .	9.00
18 Point No. 13, Complete . . . . .	1.75	60 Point No. 27, Complete . . . . .	7.50

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

6 Point No. 109, Complete . . . . .	\$2.75	10 Point No. 111, Complete . . . . .	\$4.65
6 Point No. 119, Complete . . . . .	2.15	10 Point No. 121, Complete . . . . .	3.70
8 Point No. 110, Complete . . . . .	3.60	12 Point No. 112, Complete . . . . .	6.75
8 Point No. 120, Complete . . . . .	2.85	12 Point No. 122, Complete . . . . .	4.75

# National Trade Emblems



8401 40c



7201 35c



6001 30c



4801 25c



3601 20c



2401 15c



2402 15c



3602 20c



4802 25c



6002 30c



7202 35c



8402 40c



8404 40c



7204 35c



6004 30c



4804 25c



7210 35c

**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:

Single Price Each	5 or More and Less than 10 Each	10 or More and Less than 20 Each	20 or More and Less than 40 Each	40 or More Each
\$0 50	\$0 40	\$0 35	\$0 30	\$0 25
45	35	25	22	20
40	28	20	16	15
35	25	18	15	13
30	20	16	14	12
25	18	14	12	10
20	16	12	10	9
15	12	10	8	7

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.



8403 40c



7203 35c



6003 30c



4803 25c



4808 50c



3608 40c



2408 30c



4810 25c



3610 20c



3609 20c



4809 25c



7209 35c

# Trade Emblems

## NATIONAL TRADE EMBLEMS



8407 40c



7207 35c



6007 30c



4807 25c



3607 20c



2407 15c



4805 25c



2411 15c



3611 20c



4811 25c



6011 30c



7211 35c



3606 30c



7205 35c



3605 20c



7206 45c



4806 35c

## "MADE IN DETROIT" TRADE EMBLEMS

Reproduced from the design awarded first prize by the Detroit Board of Trade



7213 35c



3613 20c



4813 25c



6013 30c

## SECTIONAL TRADE EMBLEMS

Cast in two pieces  
Any city or town can be inserted



7214 35c



3614 20c



4814 25c



6014 30c

## CIVIC PRIDE TRADE EMBLEMS



1 25c



2 20c

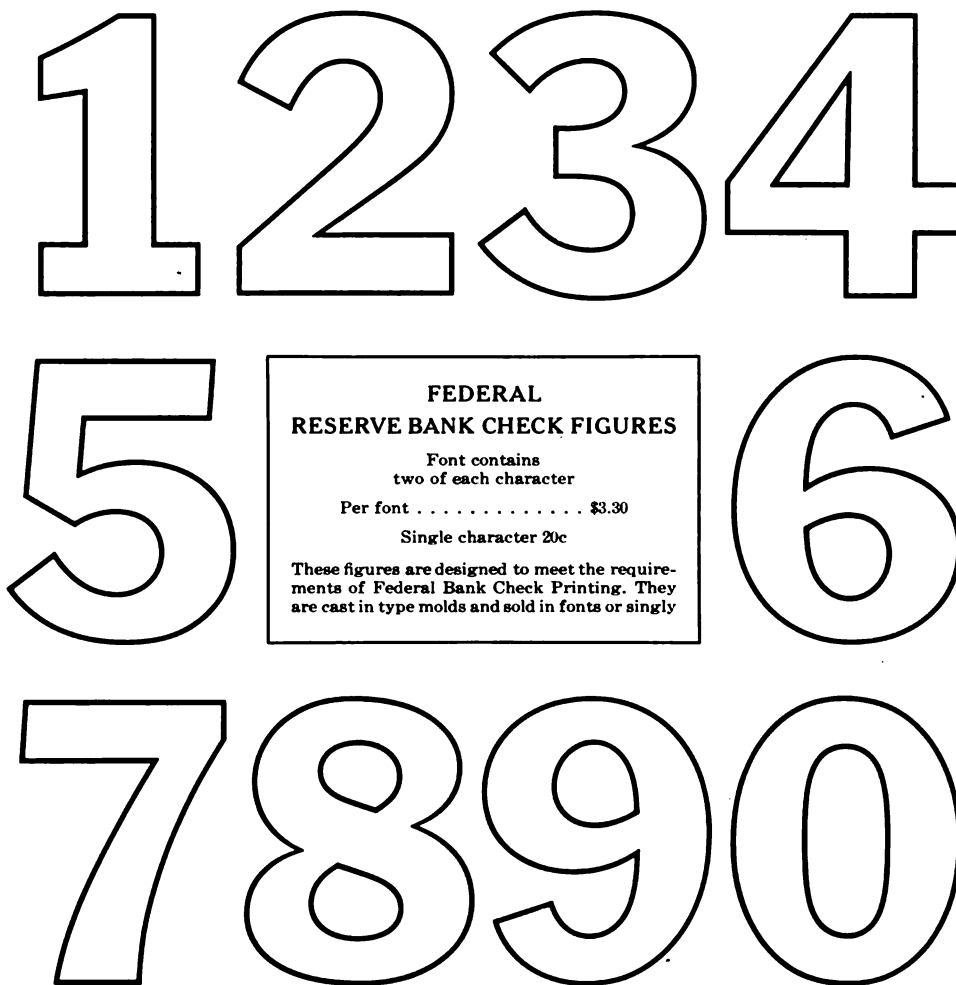


3 20c



4 25c

# Federal Reserve Bank Check Figures and Election Ticket Emblems



**FEDERAL  
RESERVE BANK CHECK FIGURES**

Font contains  
two of each character

Per font . . . . . \$3.30

Single character 20c

These figures are designed to meet the require-  
ments of Federal Bank Check Printing. They  
are cast in type molds and sold in fonts or singly

(CAST ON 120 POINT BODY)

## ELECTION TICKET EMBLEMS

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



101  
Republican



102  
Democratic



103  
Progressive



104  
Independence League



105  
Socialist



106  
Socialist Labor



107  
Prohibition

### Space Fillers

Per font . . . . \$2.65

SPACE FILLERS: Font contains 164 characters  
24 point set, 35 characters 8 point set, and  
26 characters 4 point set.



108  
Liberal



109  
American

*For other Election Signs see page 932 of the American Specimen Book of Type Styles (1912)*

## Brass Rule Section

# Lithotone Brass Rule

NO.	BODY	PER FOOT
1591	1 Point	\$0 10½
1591½	1½ Point	13
1592	2 Point	15
1593	3 Point	22
1594	4 Point	30
1596	6 Point	45
1598	8 Point	60
15910	10 Point	75
15912	12 Point	90
15918	18 Point	1 35
15924	24 Point	1 80

**American Type Founders Co.**  
Originator of Leading Type Designs

# Brass Rule Section

## LITHOTONE BRASS RULE

NO.	BODY	PER FOOT
1571	1 Point	\$0 10½
1571½	1½ Point	13
1572	2 Point	15
1573	3 Point	22
1574	4 Point	30
1576	6 Point	45
1578	8 Point	60
15710	10 Point	75
15712	12 Point	90
15718	18 Point	1 35
15724	24 Point	1 80

**AMERICAN TYPE FOUNDERS**  
ORIGINATOR **COMPANY** MANUFACTURER



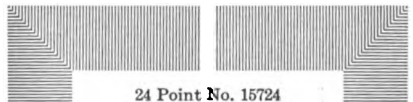
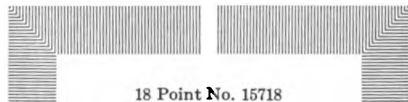
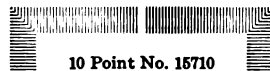
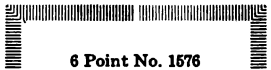
# Brass Rule Section

## LITHOTONE BRAZED BRASS CORNERS, SERIES No. 157

**PRICES—Per Set of Four**  
 2, 3, 4 and 6 Point . . . \$0 75  
 8, 10 and 12 Point . . . 90



**PRICES—Per Set of Four**  
 18 Point . . . . . \$1 20  
 24 Point . . . . . 1 50

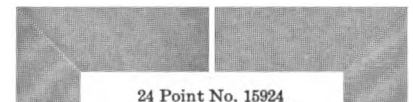
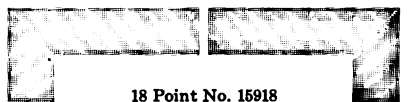
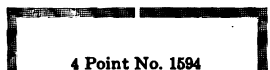
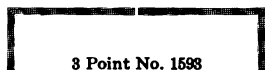


## LITHOTONE BRAZED BRASS CORNERS, SERIES No. 159

**PRICES—Per Set of Four**  
 2, 3, 4 and 6 Point . . . \$0 75  
 8, 10 and 12 Point . . . 90



**PRICES—Per Set of Four**  
 18 Point . . . . . \$1 20  
 24 Point . . . . . 1 50

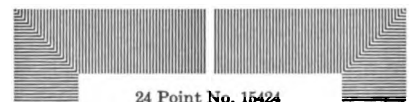
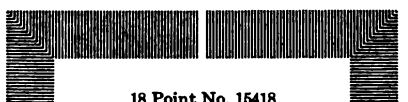
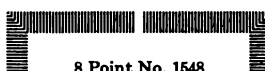


## LITHOTONE BRAZED BRASS CORNERS, SERIES No. 154

**PRICES—Per Set of Four**  
 2, 3, 4 and 6 Point . . . \$0 75  
 8, 10 and 12 Point . . . 90



**PRICES—Per Set of Four**  
 18 Point . . . . . \$1 20  
 24 Point . . . . . 1 50



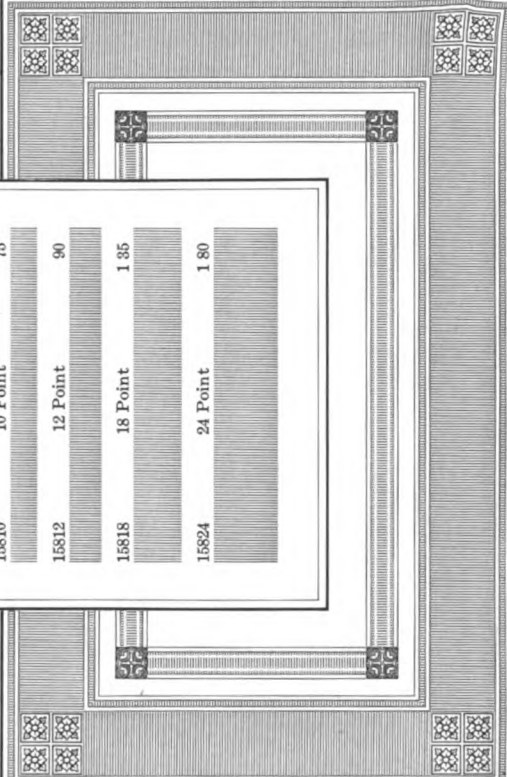
Brazed Brass Corners can be furnished for Series 147, 148, 149, 155, 156, 158 and 160, and all double and triple line Lithotone Rule and Litholine Rule at the same prices. For prices of labor-saving fonts see Tables B and B1, page 204

# Brass Rule Section

**LITHOTONE BRASS RULE**

NO.	BODY	PER FOOT
1581	1 Point	\$0 10½
1581½	1½ Point	13
1582	2 Point	15
1583	3 Point	22
1584	4 Point	30
1586	6 Point	45
1588	8 Point	60
15810	10 Point	75
15812	12 Point	90
15818	18 Point	1 35
15824	24 Point	1 80

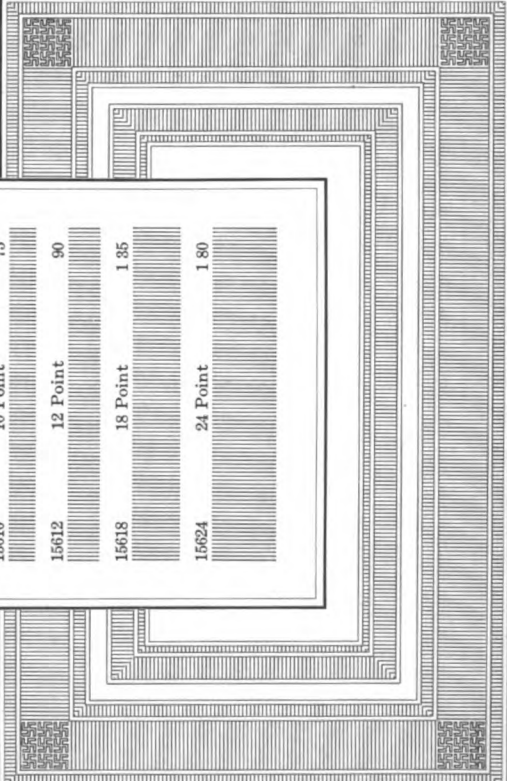
**LITHOTONE CORNERS No. 1 Price \$1.00**  
Font contains all metal corners used on pages 191 to 197



**LITHOTONE BRASS RULE**

NO.	BODY	PER FOOT
1561	1 Point	\$0 10½
1561½	1½ Point	13
1562	2 Point	15
1563	3 Point	22
1564	4 Point	30
1566	6 Point	45
1568	8 Point	60
15610	10 Point	75
15612	12 Point	90
15618	18 Point	1 35
15624	24 Point	1 80

**LITHOTONE CORNERS No. 1 Price \$1.00**  
Font contains all metal corners used on pages 191 to 197



See page 201 for corresponding face made as Lithotone Rule

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

See page 201 for corresponding face made as Lithotone Rule

# Brass Rule Section

LITHOTONE BRASS RULE		
NO.	BODY	PER FOOT
1551	1 Point	\$0 10 1/2
1551 1/2	1 1/2 Point	13
1552	2 Point	15
1553	3 Point	22
1554	4 Point	30
1556	6 Point	45
1558	8 Point	60
15510	10 Point	75
15512	12 Point	90
15518	18 Point	1 35
15524	24 Point	1 80

LITHOTONE BRASS RULE		
NO.	BODY	PER FOOT
1491	1 Point	\$0 10 1/2
1491 1/2	1 1/2 Point	13
1492	2 Point	15
1493	3 Point	22
1494	4 Point	30
1496	6 Point	45
1498	8 Point	60
14910	10 Point	75
14912	12 Point	90
14918	18 Point	1 35
14924	24 Point	1 80

See page 202 for corresponding face made as Litholine Rule

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

See page 202 for corresponding face made as Litholine Rule

# Brass Rule Section

**LITHOTONE BRASS RULE**

NO.	BODY	PER FOOT
1601	1 Point	\$0 10½
1601½	1½ Point	13
1602	2 Point	15
1603	3 Point	22
1604	4 Point	30
1606	6 Point	45
1608	8 Point	60
16010	10 Point	75
16012	12 Point	90
16018	18 Point	1 35
16024	24 Point	1 80

This face also made in Litholine Rule, Series No. 280

**LITHOTONE BRASS RULE**

NO.	BODY	PER FOOT
1481	1 Point	\$0 10½
1481½	1½ Point	13
1482	2 Point	15
1483	3 Point	22
1484	4 Point	30
1486	6 Point	45
1488	8 Point	60
14810	10 Point	75
14812	12 Point	90
14818	18 Point	1 35
14824	24 Point	1 80

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

See page 200 for corresponding face made as Litholine Rule

# American Type Founders Company

ORIGINATOR AND MAKER OF

## TYPE, BORDERS, ORNAMENTS AND BRASS RULE

### LITHOTONE BRASS RULE

NO.	BODY	PER FOOT
1541	1 Point	\$0 10 1/2
1541 1/2	1 1/2 Point	13
1542	2 Point	15
1543	3 Point	22
1544	4 Point	30
1546	6 Point	45
1548	8 Point	60
15410	10 Point	75
15412	12 Point	90
15418	18 Point	1 35
15424	24 Point	1 80

### LITHOTONE BRASS RULE

NO.	BODY	PER FOOT
1471	1 Point	\$0 10 1/2
1471 1/2	1 1/2 Point	13
1472	2 Point	15
1473	3 Point	22
1474	4 Point	30
1476	6 Point	45
1478	8 Point	60
14710	10 Point	75
14712	12 Point	90
14718	18 Point	1 35
14724	24 Point	1 80

HERBERT E. BARTONE

MATTHEW B. WILMONT

**BARTONE & WILMONT**  
325 Broadway, New York City

HIGH GRADE TOILET  
ARTICLES

SELECTED ORIENTAL  
**PERFUMES**

See page 200 for corresponding face made as Lithotone Rule.

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

See page 200 for corresponding face made as Lithotone Rule

# Brass Rule Section

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

1596-A	\$0 45
1598-A	\$0 60
15910-A	\$0 75
15912-A	\$0 90

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

1596-B	\$0 45
1598-B	\$0 60
15910-B	\$0 75
15912-B	\$0 90

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

1596-C	\$0 45
1598-D	\$0 45
15910-C	\$0 75

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

7586	\$0 45
7588	\$0 60
75810	\$0 75
75812	\$0 90

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

1596-J	\$0 45
1598-K	\$0 60
15910-J	\$0 75
15912-K	\$0 90

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

1594-J	\$0 30
1596-K	\$0 45
1598-M	\$0 60
15912-J	\$0 90



# Brass Rule Section

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

1593-E	\$0 22	1594-G	\$0 30
1596-H	\$0 45	1596-G	\$0 45
1596-E	\$0 45	1596-F	\$0 45
1598-F	\$0 60	15910-F	\$0 75

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

1646	\$0 38	2236	\$0 38	2236-R	\$0 38
2346	\$0 38	2346-R	\$0 38	6496	\$0 38
6496	\$0 38	6496-R	\$0 38		

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

6583	\$0 18	6584	\$0 24
6585	\$0 30	6588	\$0 48
6586	\$0 38	65812	\$0 72
65810	\$0 60		



# Brass Rule Section

LITHOLINE BRASS RULE		LITHODOT BRASS RULE	
For prices of Labor-Saving Fonts of Litholine Brass Rule see Table B, page 204			
2484	\$0 24	3484	\$0 30
2486	\$0 38	3486	\$0 45
24812	\$0 72	34812	\$0 90

Combination of 2482, 3488 and 2482

LITHOLINE BRASS RULE		LITHODOT BRASS RULE	
For prices of Labor-Saving Fonts of Lithodot Brass Rule see Table B1, page 204			
2473	\$0 18	3473	\$0 22
2476	\$0 38	3476	\$0 45
24712	\$0 72	34712	\$0 90

Combination of 2473, 3476 and 2473

LITHOLINE BRASS RULE		LITHODOT BRASS RULE	
Fonts of Lithodot Brass Rule do not need Miters or Brazed Corners			
2542*	\$0 14	3542*	\$0 15
2546	\$0 38	3546	\$0 45
25412	\$0 72	35412	\$0 90

Combination of 2546 and 3546

\*Also Made on 22-5 point body

# Brass Rule Section

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

2593	\$0 18
2596	\$0 38
25912	\$0 72

**LITHODOT BRASS RULE**

3593	\$0 22
3596	\$0 45
35912	\$0 90

Combination of 2596 and 3596

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

2582	\$0 14
2583	\$0 18
2586	\$0 38
25812	\$0 72

**LITHODOT BRASS RULE**

3582	\$0 15
3583	\$0 22
3586	\$0 45
35812	\$0 90

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

2563	\$0 18
2566	\$0 38
25612	\$0 72

**LITHODOT BRASS RULE**

3563	\$0 22
3566	\$0 45
35612	\$0 90

Combination of 2563, 1566 and 2563

# Brass Rule Section

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

2572*	\$0 14
2576	\$0 38
25712	\$0 72

**LITHODOT BRASS RULE**

3572*	\$0 15
3576	\$0 45
35712	\$0 90

Combination of 3576 and 2576

\*Also made on 2 2-5 point body

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

2554	\$0 24
2556	\$0 38
25512	\$0 72

**LITHODOT BRASS RULE**

3554	\$0 30
3556	\$0 45
35512	\$0 90

Combination of 2554, 1554 and 2554

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

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

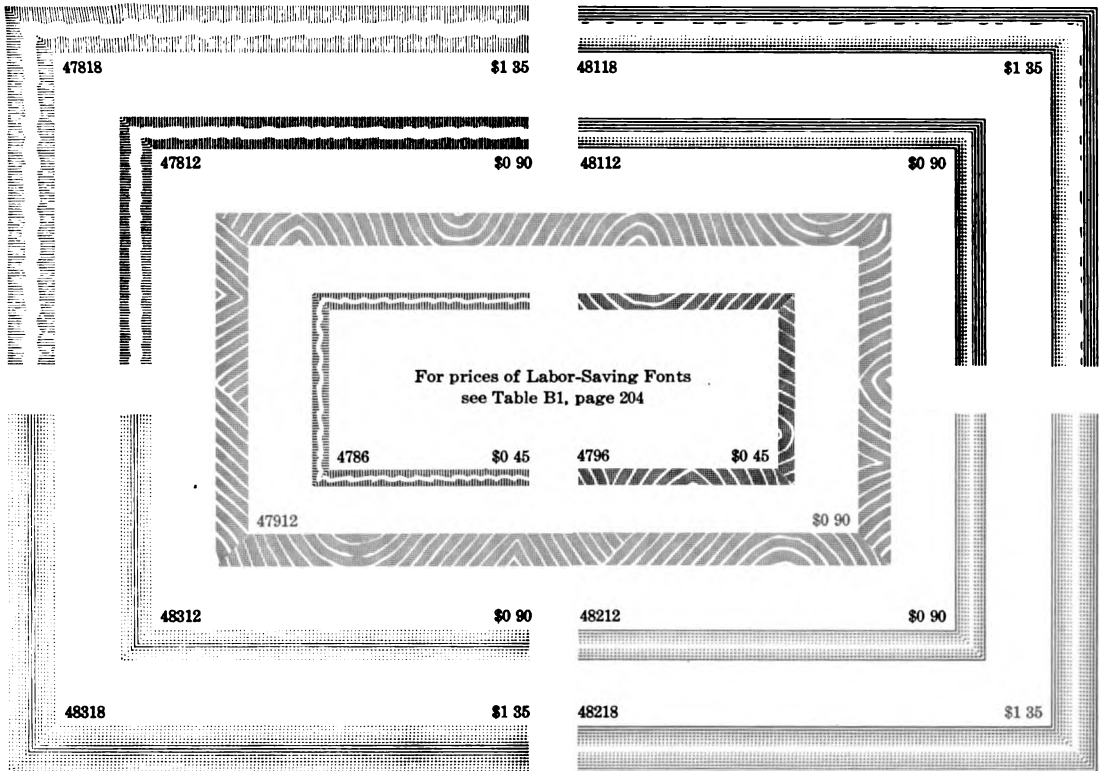
2494	\$0 24
2496	\$0 38
24912	\$0 72

**LITHODOT BRASS RULE**

3494	\$0 30
3496	\$0 45
34912	\$0 90

Combination of Litholine 24912 and Lithotone 14912

# Brass Rule Section



## BRASS INITIAL BOXES

These Initial Boxes are brazed on two corners and mitered on two corners making corner pieces easy to compose



5-1596B 50c



4-1596B 45c



4-1594G 40c



4-1594J 40c



4-1596A 45c



5-1596A 50c

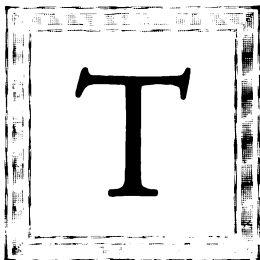


5-1596G 50c

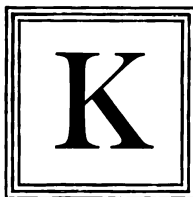
	48 POINT AND SMALLER	72 POINT AND SMALLER	96 POINT AND SMALLER	120 POINT AND SMALLER
2, 3 or 4 Point Rule . . .	\$0 40	\$0 45	\$0 50	\$0 55
6 Point Rule . . . . .	45	50	55	60
8 Point Rule . . . . .	50	60	70	75
10 Point Rule . . . . .	55	65	75	85
12 Point Rule . . . . .	65	75	85	95



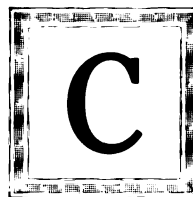
5-1596J 50c



8-15910A 75c



6-1596C 50c



6-1598A 60c



7-1598B 70c

# Brass Rule Section

## LITHOLINE RULE IN STRIPS

**TABLE G** Prices also apply to all Plain Single, Double, and Triple Line Rules

POINT	1	1-2	2	3	4	5	6	8	10	12	18	24	30	36
1 Foot Price . . . . .	9c	12c	14c	18c	24c	30c	38c	48c	60c	72c	\$1 08	\$1 44	\$1 80	\$2 16

## LABOR-SAVING FONTS OF LITHOLINE BRASS RULE

Prices also apply to all Plain Single, Double, and Triple Line Rules

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.

SIZE FONT	1 POINT	1-2 POINT	2 POINT	3 POINT	4 POINT	6 POINT	8 POINT	10 POINT	12 POINT
1 Pound . . . . .	\$3 00	\$2 75	\$2 10	\$1 95	\$1 95	\$1 95	\$1 90	\$1 90	\$1 90
2 Pound . . . . .	6 00	5 20	4 20	3 90	3 90	3 90	3 80	3 80	3 80
3 Pound . . . . .	8 70	7 80	6 00	5 55	5 55	5 55	5 40	5 40	5 40
4 Pound . . . . .	11 20	9 80	8 00	7 20	7 20	7 20	7 00	7 00	7 00
5 Pound . . . . .	13 50	12 00	9 50	8 75	8 75	8 75	8 50	8 50	8 50

Sizes larger than 12 point are not sold in regular scheme fonts. Customers will specify lengths desired, which will be sold at prices in Tables H and I.

## LITHOTONE AND LITHODOT RULE IN STRIPS

**TABLE G1** These List Prices are for all Series of Lithotone and Lithodot Rule

POINT	1	1-2	2	3	4	5	6	8	10	12	18	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 Miters or Brazed Corners

These list prices are for all series of Lithotone and Lithodot Rules, and for fonts put up according to our standard schemes. Special scheme fonts differing from our standard schemes, and sorts will be charged according to Tables H and I, plus 25 per cent.

SIZE FONT	1 POINT	1-2 POINT	2 POINT	3 POINT	4 POINT	6 POINT	8 POINT	10 POINT	12 POINT
1 Pound . . . . .	\$3 75	\$3 45	\$2 60	\$2 50	\$2 40	\$2 40	\$2 35	\$2 35	\$2 35
2 Pound . . . . .	7 50	6 50	5 25	5 00	4 80	4 80	4 70	4 70	4 70
3 Pound . . . . .	10 90	9 75	7 50	7 10	6 95	6 95	6 80	6 80	6 80
4 Pound . . . . .	14 00	12 25	10 00	9 20	9 00	9 00	8 75	8 75	8 75
5 Pound . . . . .	16 90	15 00	12 00	11 25	10 75	10 75	10 50	10 50	10 50

Sizes larger than 12 point are not sold in regular scheme fonts. Customers will specify lengths desired which will be sold at prices in Tables H and I plus 25 per cent.

## MITERS FOR LITHOTONE BRASS RULE

**TABLE E2** For prices of Brazed Corners see page 193

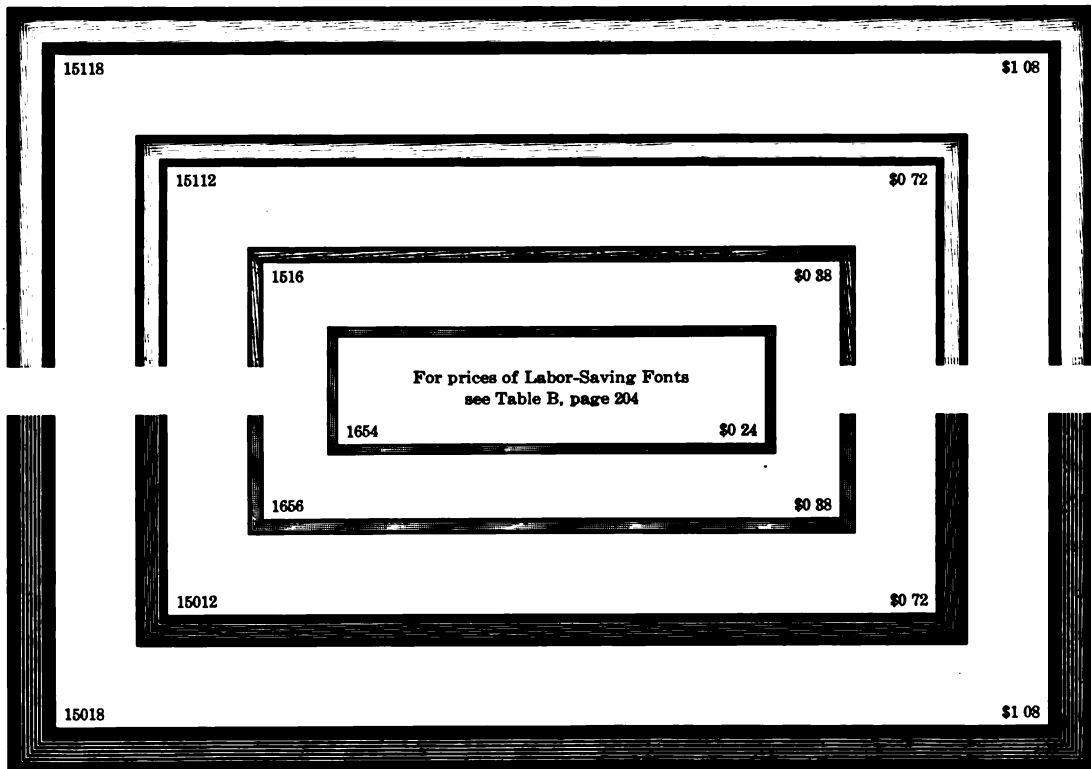
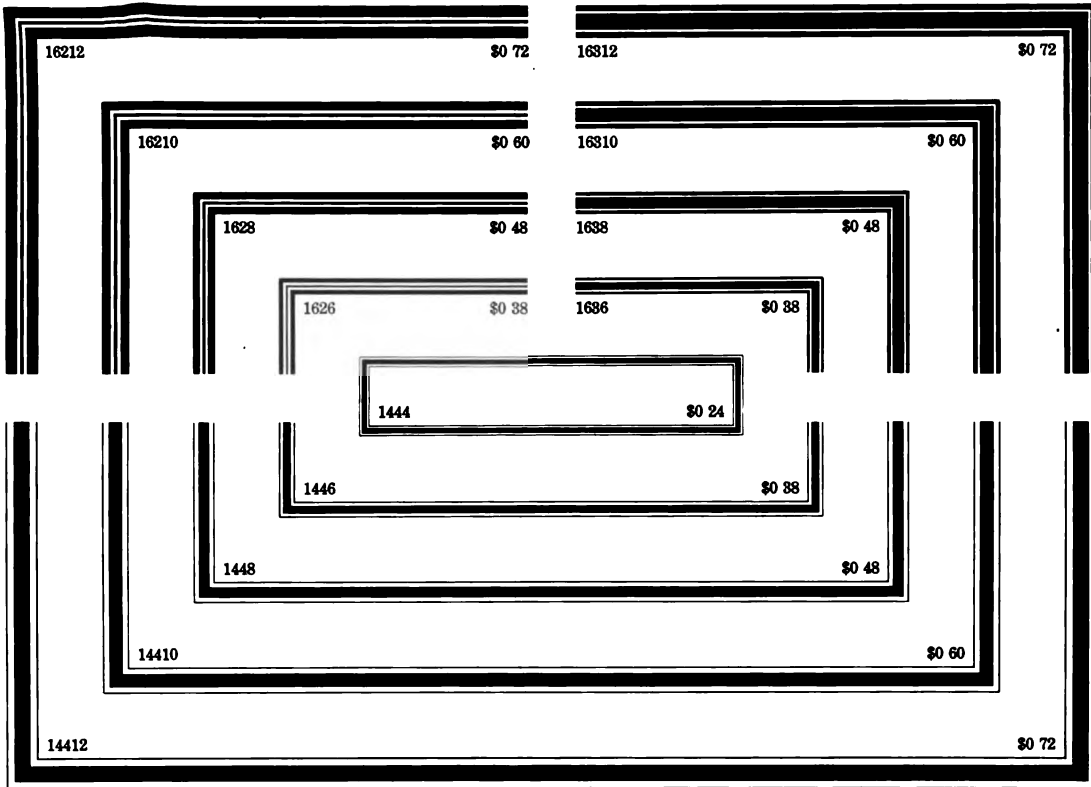
**TABLE D1**

BODY	PRICES PER SET OF 4 RIGHT AND 4 LEFT MITERS					PRICES PER FONT		
	2 1-2 EMS INSIDE	5 EMS INSIDE	3 1-2 EMS OUTSIDE	6 1-2 EMS OUTSIDE	EXTRA FOR INTERLOCKING MITERS	BODY	NUMBER SETS	PRICE
1 to 2 pts.	\$0 20	\$0 20	\$0 20	\$0 20	\$0 10	1 to 2 Point . . . . .	2 sets each 2½ and 5 ems	\$0 80
3 & 4 pts.	25	30	25	30	10	3 & 4 Point . . . . .	2 sets each 2½ and 5 ems	1 10
5 & 6 pts.	30	40	30	40	10	5 to 6 Point . . . . .	2 sets 2½ ems, 1 set 5 ems	1 00
8 pts.	40	55	40	55	10	7 & 8 Point . . . . .	2 sets 2½ ems, 1 set 5 ems	1 35
10 pts.	45	70	45	70	10	9 & 10 Point . . . . .	1 set each 2½ and 5 ems	1 15
12 pts.	50	80	50	80	10	11 & 12 Point . . . . .	1 set each 2½ and 5 ems	1 30
18 pts.	80	1 20	75	1 20	15			
24 pts.	1 10	1 60	95	1 50	15			

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

All prices subject to change without notice

# Brass Rule Section



# Brass Rule Section

Brazed Half-Panel—4 columns wide (53½ ems) with 3 em leg. Per set of two, 12 Point Rule No. 14912, \$2 56

Brazed Half-Panel—3 columns wide (40 ems) with 3 em leg. Per set of two, 8 Point Rule No. 1388, \$1 45

Brazed Half-Panel—2 columns wide (26½ ems). Per set of two, 6 Point Rule No. 1626, \$1 10

## BRAZED HALF-PANELS

Made in one, two, three and four column widths for Rapid Newspaper Composition  
Other sizes made at proportionate prices

		2 Pt.	3 Pt.	4 Pt.	6 Pt.	8 Pt.	10 Pt.	12 Pt.	18 Pt.
Plain Rule	3x13 Ems	\$0 80	\$0 80	\$0 80	\$0 96	\$1 00	\$1 15	\$1 25	\$1 50
All Lithotone	3x13 Ems	85	85	85	1 00	1 10	1 20	1 35	1 75
Plain Rule	3x28½ Ems	90	90	90	1 10	1 25	1 35	1 50	2 00
All Lithotone	3x28½ Ems	96	96	96	1 20	1 35	1 50	1 70	2 25
Plain Rule	3x40 Ems	1 05	1 05	1 05	1 35	1 45	1 65	1 85	2 40
All Lithotone	3x40 Ems	1 10	1 10	1 10	1 45	1 60	1 85	2 10	2 75
Plain Rule	3x53½ Ems	1 25	1 25	1 25	1 50	1 75	2 00	2 25	3 00
All Lithotone	3x53½ Ems	1 35	1 35	1 35	1 65	1 95	2 25	2 55	3 50
*Special Font Half-Panel Rule (Plain Rule)		3 92	4 97	6 35	9 87	12 46	15 70	18 66	27 73

\* Containing 6 pieces each 1 to 4 ems by ¼ 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-Panels



# Brass Rule Section

BRAZED CORNER

This page 84x53 ems, Rule No. 14812, \$3 00 Plain Rule \$2 53

MITERED CORNER

## MITERED PAGES — HALF BRAZED

Open Corners Mitered Plain or Interlocking

BRAZED CORNER

This page 27x30 ems, Rule No. 6588, \$1 25

BRAZED CORNER

This page 6x23 ems, Rule 1336, \$0 77

Just the thing for Single, Double and Triple Column  
Newspaper Department Heads. They are  
great timesavers

BRAZED CORNER

This page 16x23 ems, Rule No. 1574, \$0 68 Plain Rule \$0 61

BRAZED CORNER

These pages, with two corners brazed  
and two corners mitered, are great time-  
savers on large publications using stand-  
ard 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

BRAZED CORNER

BRAZED CORNER

### PRICE LIST

With the open corners mitered plain or interlocking. To the charges below add price per piece as per Tables H and I for the length of rule used. Be sure to state whether measurements given are inside or outside, and if side-face rule whether bevel is inside or outside.

Open corners, plain mitered				Prices per page, not including Rule used	Open corners, interlocking miters			
2, 3 and 4 point	6, 8 and 10 point	12 and 14 point	18 point and thicker		When longest leg is less than	2, 3 and 4 point	6, 8 and 10 point	12 and 14 point
\$0 35	\$0 40	\$0 50	\$0 60	24 ems	\$0 45	\$0 55	\$0 70	\$0 85
40	45	55	65	36 ems	50	60	75	90
45	50	60	70	48 ems	55	65	80	95
50	55	65	75	60 ems	60	70	85	1 00
55	60	70	80	72 ems	65	75	90	1 05

Sixteen pages and more of the same face and size, 5 cents per page less; sixty-four pages, 10 cents per page less.

If made from Lithotone or Lithodot Rule the prices in Tables H and I are increased 25 per cent, to which the above charges per page are added.

MITERED CORNER

BRAZED CORNER

# Squaround Circles

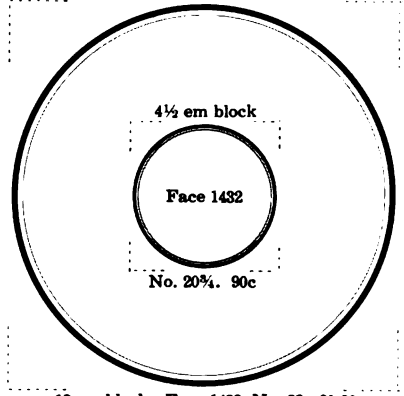
□ Square outside—round inside



## PRICE LIST

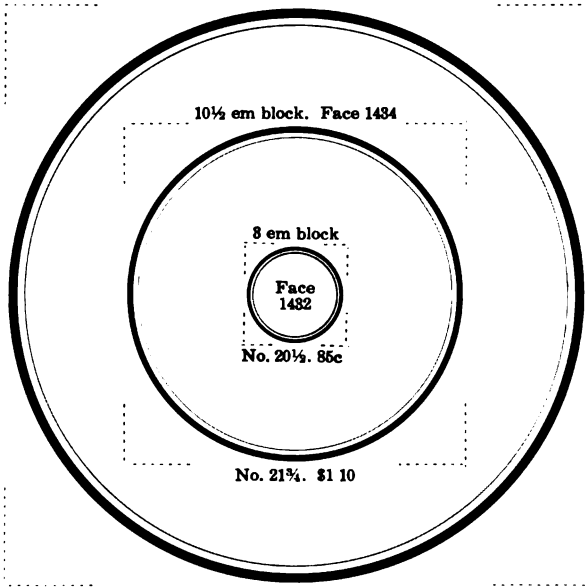
Size	Block	Face	Price Each
8	Em ( 1/2 in)	1432...	\$0 85
4 1/2	Em ( 3/4 in)	1432...	90
6	Em (1 in)	1433...	95
7 1/2	Em (1 1/4 in)	1433...	1 00
9	Em (1 1/2 in)	1433...	1 05
10 1/2	Em (1 3/4 in)	1433...	1 10
12	Em (2 in)	1434...	1 20
13 1/2	Em (2 1/4 in)	1435...	1 30
15	Em (2 1/2 in)	1435...	1 40
16 1/2	Em (2 3/4 in)	1436...	1 50
18	Em (3 in)	1436...	1 60

(The size in inches is given for comparison with the old sizes)



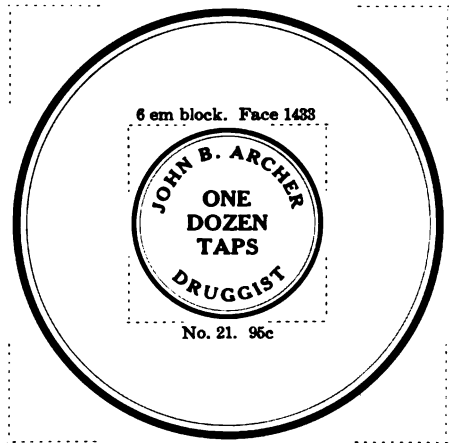
12 em block. Face 1433, No. 22. \$1 20

In the above price list we show the popular double rule series No. 143, 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



18 em block. Face 1436, No. 23. \$1 60

The dotted rule at the four corners shows the size of the square block on which the circle is made

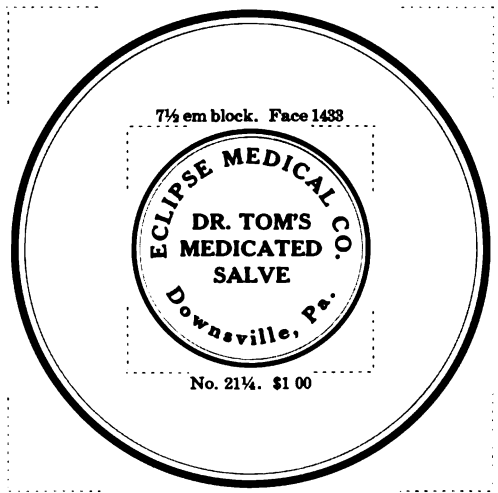


13 1/2 em block. Face 1435, No. 22 1/4. \$1 30

Squaround Circles are trimmed to twelve point ems



16 1/2 em block. Face 1436, No. 22 1/4. \$1 50



15 em block. Face 1435, No. 22 1/4. \$1 40

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

# Mortised Metal Circles

Square outside—mortised inside

ANNUAL  
PETTICOAT SALE

**\$3.89**

BARGAINS ALL THIS  
WEEK

No. 12001 75c

**Mortised  
Metal Circles**

---

PRICE LIST

	Each	5 or more	10 or more
48 Pt.	\$0 35	\$0 25	\$0 18
60 Pt.	40	28	20
72 Pt.	45	30	23
84 Pt.	50	35	25
96 Pt.	55	40	30
108 Pt.	65	50	35
120 Pt.	75	60	45

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AMERICAN  
TYPE FOUNDERS  
COMPANY

SALE OF  
REMNANTS

**DOUBLE  
VALUE**

FOR TEN DAYS  
ONLY

No. 12002 75c

VOTE  
FOR  
**J. DOE**  
ELECTION  
DAY

No. 10801 65c

Dotted Line  
Indicates  
Mortise

No. 10802 65c

No. 9601  
55c

No. 6001  
40c

No. 9602  
55c

No. 8401  
50c

No. 4801  
35c

No. 4802  
35c

No. 8402  
50c

**5c**

No. 7201 45c

BENEFIT  
VICTORIA HOME

**TAG DAY**

JULY 14, 1918

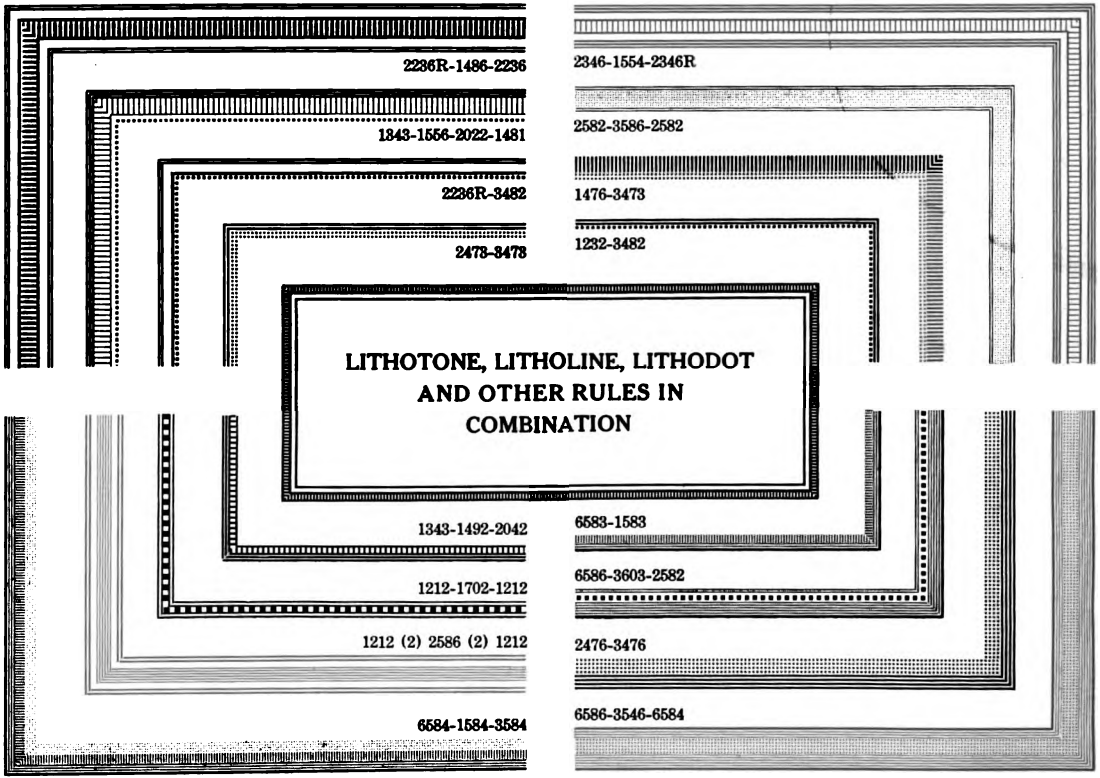
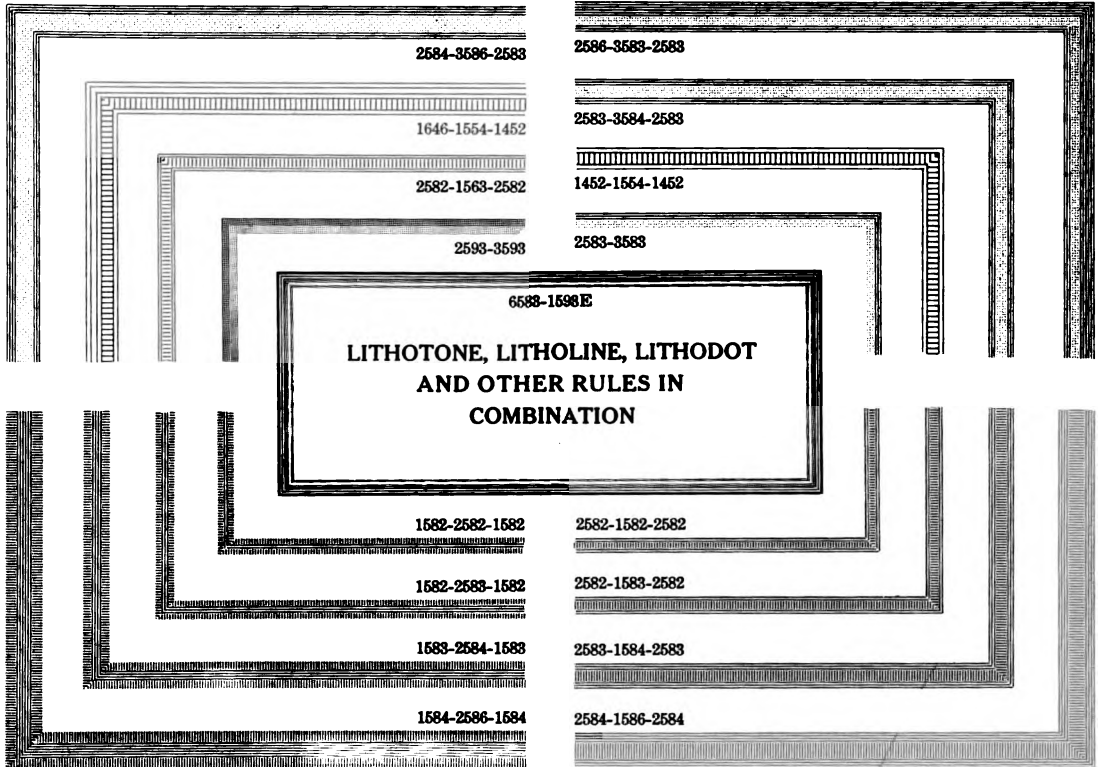
ONE DIME

No. 12003 75c

Put  
This Number  
**25879**  
On Your  
Bill

No. 7202 45c

# Brass Rule Section

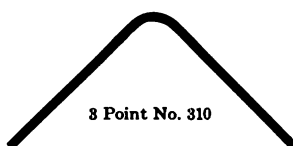


# Brass Rule Section

## BRASS ROUND CORNERS



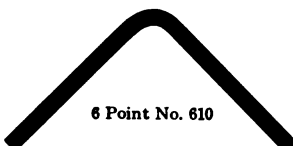
SIZE  
6½ x 6½  
EMS  
OUTSIDE  
MEASURE



Price per set of four, 2, 3, 4 or 6 Point \$0 50



FOR  
NEWSPAPER  
ADS



## 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

1701	1 Point	\$0 12
1701½	1½ Point	15
1702	2 Point	18
1703	3 Point	24
1704	4 Point	30
1706	6 Point	45

## CHECKERBOARD RULE COMBINATIONS

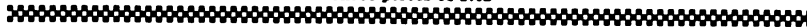
2062-1702-1701-1702-2062



Three pieces of 1703



Three pieces of 1702



Two pieces of 1702

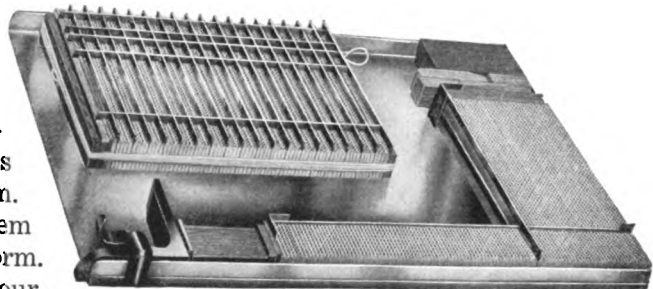


1213-1483-3484-1704-3484-1483-1213

# The Typotabular Squares

PATENTED AUGUST 15, 1916

**T**O 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, bill-heads, 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.*

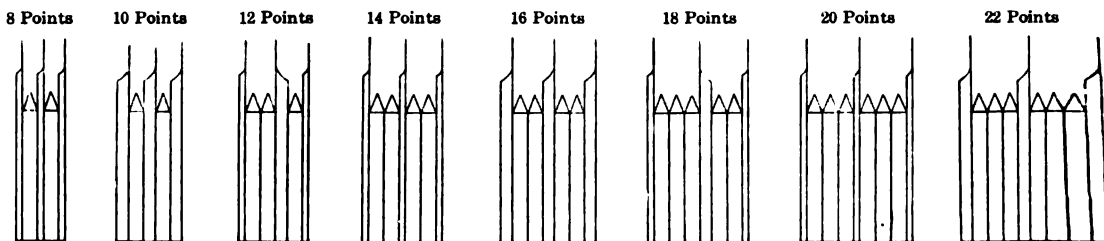
The illustration at the right shows a form, 30x41 ems, composed from an area of "Squares" 36x54 ems, the unused portion being left locked on the galley. After the form is printed the job is brought back to the galley, the rules taken out and replaced in the case and the area of 36x54 ems is again intact, 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.



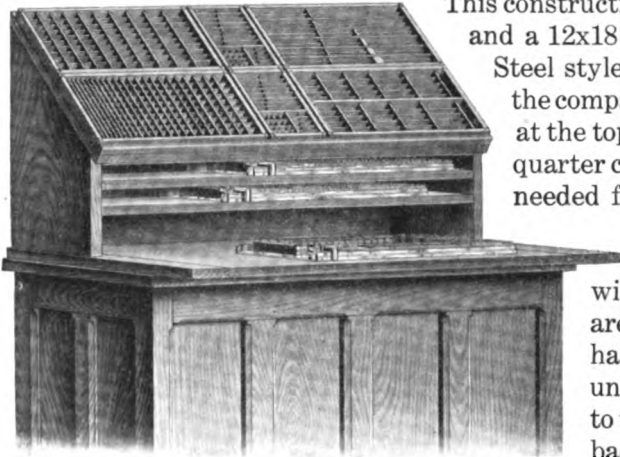
The diagram beginning with 8 point shows graduation by 2 points, viz: 8, 10, 12, 14, 16, 18, 20 and 22 points, by use of 2 and 4 point side-face rules. If intermediate ruling is necessary, 7, 13, 19, 25, 31 points, etc., can be made with 1 point rule, and 9, 12, 15, 18, 21, 24, 27, 30, 33, etc., can be made with 3 point side-face rule.

## A Practical Working Outfit

**T**HE 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.



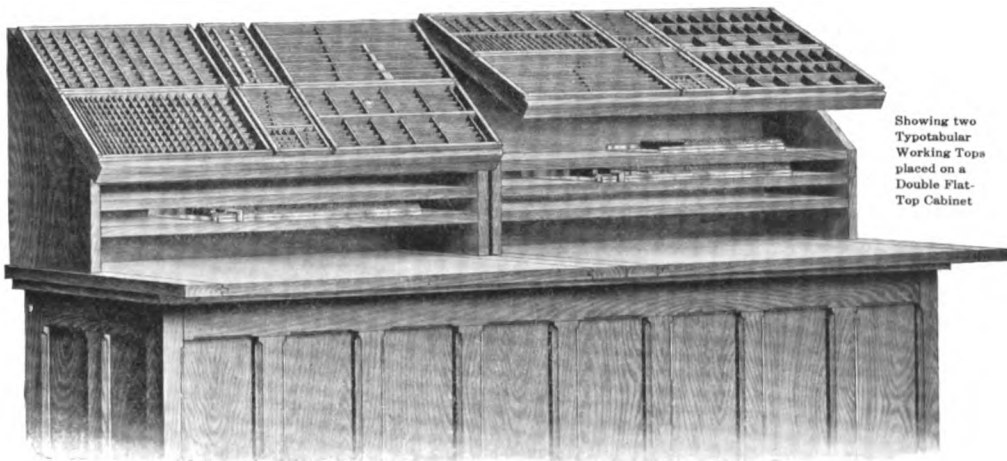
Showing the Typotabular Working Top placed on a Single Flat-Top Cabinet

This construction gives space on each shelf for a 10x16 and a 12x18 galley of the Pressed Brass or Pressed Steel style. Two 8 $\frac{3}{4}$ x13 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 2-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 110 for Typotabular Gothics, made on en and em body especially for tabular blank forms. The capacity of the cases indicated below is based on 2-point rule.



No. 10 TABULAR RULE CASE

Size, 7 $\frac{3}{4}$ x15 $\frac{1}{4}$  inches. Weight, 19 oz. Holds 600 pieces each 1 to 3 ems by  $\frac{1}{2}$  ems, and 400 pieces each 3 $\frac{1}{2}$ , 4, 4 $\frac{1}{2}$  and 5 ems. Price . . . . . \$1 25



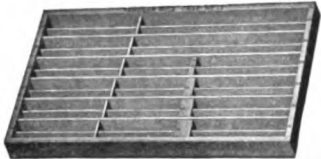
No. 11 TABULAR RULE CASE

Size, 7 $\frac{3}{4}$ x15 $\frac{1}{4}$  inches. Weight, 18 oz. Holds 200 pieces each length 5 $\frac{1}{2}$  to 10 ems by  $\frac{1}{2}$  ems. Price . . . . . \$1 00



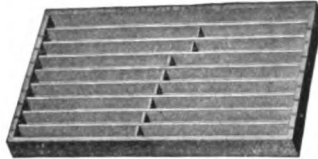
No. 12 TABULAR RULE CASE

Size, 7 $\frac{3}{4}$ x15 $\frac{1}{4}$  inches. Weight, 18 oz. Holds 100 pieces each length 11 to 20 ems by ems. Price . . . . . \$0 90



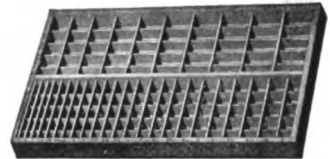
No. 13 TABULAR RULE CASE

Size, 7 $\frac{3}{4}$ x15 $\frac{1}{4}$  inches. Weight, 18 oz. Holds 30 pieces each length 21 to 36 ems by ems. The 35 and 36 em compartments are long enough for 55 and 56 em pieces. Price . . . . . \$0 90



No. 14 TABULAR RULE CASE

Size, 7 $\frac{3}{4}$ x15 $\frac{1}{4}$  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 80



No. 15 TABULAR RULE CASE

Size, 7 $\frac{3}{4}$ x15 $\frac{1}{4}$  inches. Weight, 19 oz. Holds 300 pieces each length 1 to 3 ems by  $\frac{1}{2}$  ems; 200 pieces each length 3 $\frac{1}{2}$ , 4, 4 $\frac{1}{2}$  and 5 ems; 100 pieces each length 5 $\frac{1}{2}$  to 10 ems by  $\frac{1}{2}$  ems. Price . . . \$1 25



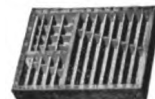
No. 16 TABULAR RULE CASE

Size, 3 $\frac{3}{4}$ x7 $\frac{3}{4}$  inches. Weight, 8 oz. Holds short pieces of rule cut to points. Compartments for 25, 26, 27, 28, 29, 31, 32, 33, 34 and 35 points. Also compartments for pieces 1 and 2 points longer than 3, 3 $\frac{1}{2}$ , 4, 4 $\frac{1}{2}$ , 5, 5 $\frac{1}{2}$ , 6, 6 $\frac{1}{2}$ , 7, 7 $\frac{1}{2}$  ems, these being the usual sizes of box headings. Price . . . . . \$0 60



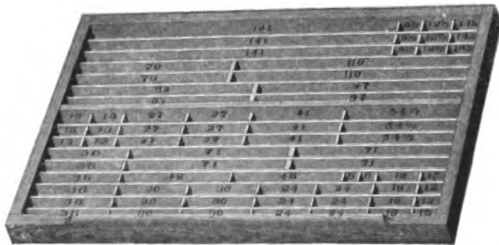
No. 17 TABULAR RULE CASE

Size, 7 $\frac{3}{4}$ x7 $\frac{3}{4}$  inches. Weight, 11 oz. Holds 400 pieces each length 1 to 3 ems by  $\frac{1}{2}$  ems and 200 pieces each 3 $\frac{1}{2}$  and 4 ems. Price . . . . . \$0 60



NEW MIDGET LEAD CASE

Size, 5x7 $\frac{3}{4}$  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 Leads, cut from 1 to 20 ems by  $\frac{1}{2}$  ems. Price, case only . . \$0 70



AD-MAN'S RULE CASE Price \$2 50

## AD-MAN'S FONT No. 3

(Mitered both ends)

- 16 pieces cut 13 picas (single col.)
- 12 pieces cut 26 $\frac{1}{2}$  picas (double col.)
- 4 pieces cut 40 picas (three col.)
- 2 pieces cut 53 $\frac{1}{2}$  picas (four col.)
- 2 pieces cut 67 picas (five col.)
- 6 pieces cut 80 $\frac{1}{2}$  picas (six col.)
- 10 pieces cut 12 picas (two inch)
- 10 pieces cut 18 picas (three inch)
- 10 pieces cut 24 picas (four inch)
- 10 pieces cut 30 picas (five inch)
- 16 pieces cut 36 picas (six inch)
- 4 pieces cut 48 picas (eight inch)
- 6 pieces cut 58 $\frac{1}{2}$  picas (half page)
- 4 pieces cut 118 $\frac{1}{2}$  picas (full page)

In WIDTH it will make eight single-column, six double-column, two three-column, one four-column, one five-column, and three six-column ads.

In DEPTH it will make five two-inch, five three-inch, five four-inch, five five-inch, eight six-inch, two eight-inch, three half-page, two full-page—besides endless other combinations. Price of font 6 point Plain Rule . . . . . \$25 54

## 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 mitered at both ends. The usable assortment (cut to accurate newspaper 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 pica 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.

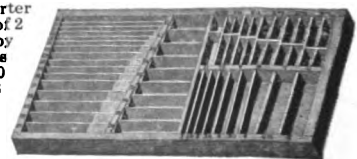
The face of the column rule for a six-column paper measures (not in inches) 119 picas. Allowing a six-point slug under head rule makes it 118 $\frac{1}{2}$  picas for full-length border. The half pages are 58 $\frac{1}{2}$  picas—twice 58 $\frac{1}{2}$  is 117 (one and one-half picas shy). This is necessary 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 15 lb. font of 2 point rule and 75 pieces extra 1 to 5 ems by  $\frac{1}{2}$  ems. This makes a total of 105 pieces each 1 to 5 by  $\frac{1}{2}$  ems; 30 pieces 5 $\frac{1}{2}$  to 10 by  $\frac{1}{2}$  ems; 24 pieces 11 to 20 by ems; 18 pieces 21 to 25 by ems; 12 pieces 26 to 30 by ems, and 6 pieces 31 to 36 by ems. Price of special font, plain rule, \$36 67 Price of case only . . . . . 1 50















AMERICAN  
SPECIMEN  
BOOK OF  
TYPE  
STYLES

♦ ♦ ♦

SUPPLEMENT

AMERICAN  
TYPE FOUNDERS  
COMPANY