

A first complete display
of the
GARAMOND
Series

after the beautiful XVIth century types
of Claude Garamond,
together with

Garamond Italic



Embellished with the
CLELAND BORDERS AND ORNAMENTS
especially designed for these letters
by T. M. CLELAND

CLELAND ORNAMENT

BRASS ROLL FRAME RITERS

72 Point

4 A 6a

Marks

24 Point

9 A 19a

ROMANCE
Gay songbird
returns at first
sign of spring

12 Point

24 A 47a

INTRODUCING
ENGLISH STYLE
SEVERAL importing
establishments will
show latest designs
in silks and satins by
foreign textile mills

60 Point

5 A 7a

Sighted

18 Point

15 A 29a

MONUMENTS
BEGUN memorial
dedicated to hero
with much pomp

10 Point

26 A 53a

DILIGENCE WITH
TRUTH IS GAINED
ROADS seldom are too
wearisome or lengthy
for one who advances
with patience and care

48 Point

6 A 19a

BUNCH
Eruption

16 Point

17 A 34a

ENTERPRISING
FRENCH musicians
banqueted by local
civic organizations

8 Point

26 A 53a

BROAD INFLUENCE
OF CORDIAL CHATS
REAL enjoyment is never
derived from books until
ideas thus obtained have
been ventilated in sound
conversation with others

36 Point

7 A 12a

INSPIRED
Huge Clock

14 Point

22 A 42a

SIMPLE RULES FOR
BRIGHT PERSONS
NUMBER among your
virtues some unselfish
thoughts about saving

6 Point

30 A 60a

GREAT DANGER MAKES
MEN MORE INFLEXIBLE
STRONG courage increases the
chances of success oftentimes
by creating opportunities and
availing itself of them. It gives
the strength and power to see
and overcome hidden dangers

30 Point

8 A 14a

BRANDING
Unequal Kind

Characters in 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 & \$ 1 2 3 4 5 6 7 8 9 0
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 ff fi fl ffi ll . , - ' ' : ; ! ?

SMALL CAPS from 6 to 18 Point are put up separately and furnished only when specially ordered

12 Point 24 A 48 a

**SECURE DESIGN
FOR MAGAZINE***Display of new styles
in typography proved
interesting exhibit at
recent shows. Student
exhibition very clever*

10 Point 27 A 54 a

**COLONIAL PERIOD
TIME OF PROGRESS***Faithful workers should
evince a continual desire
to surpass their previous
efforts each eventful day*

8 Point 30 A 60 a

**FINER FRENCH TYPE
CAST BY GARAMOND***The very neat work turned
out by printers centuries ago
attracts people to-day and
especially if we consider the
equipment at their disposal*

6 Point 32 A 63 a

**CLEVER ORGANIZATION
SPECIALIZING METHODS***Experience has greatly extended
and rationally broadened ideas
governing the management and
development of business. During
this productive period many fine
records of efficiency were reported*

24 Point 10 A 19 a

DIGESTION*Fine samples of
imported frocks
attract maiden*

18 Point 16 A 28 a

MISCONSTRUE*Conscientious effort
stamps the work of
true craftsmanship*

16 Point 17 A 34 a

GOVERNMENTS*Eastern organization
distributing religious
tracts through station*

14 Point 22 A 44 a

NOBLE PRIVILEGE**DEFINITE SYSTEM***Pleasingly designed type
faces favorably influence
the cause of fine printing*

48 Point

FORCED*Displayed**Straighten*

30 Point 7 A 12 a

METHODS*Unfrequented**Bibliographic*

30 Point 9 A 16 a

ECONOMIZE*Poster effects give**pleasing touch to**color advertising*

CHARACTERS IN 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 & \$ 1 2 3 4 5 6 7 8 9 0
 a b c d e f g h i j k l m n o p q r s t u v w w
 x y z ff fi fl ffi ffl as is us et fr ll sp st tt . , - ' : ; ! ?

The following characters are fonted separately and furnished only when specially ordered

A B C D E G L M N P R T Y &

¶ Garamond ¶

COMBINING the qualities of force and elegance in an exceptional degree, this beautiful letter designed by the first professional type founder in the year 1540 presents opportunities for the widest range of application to the intelligent printer of to-day. Its utility and beauty will make it a standard type of the future.

GARAMOND
AND GARAMOND ITALIC

Cut and cast exclusively by

American Type Founders Company

Chapter Two

*The Pharaoh—Conquest of the beautiful
Irene—Project for a masquerade*

AFTER I was fully awake I remembered the shepherd maid who had danced the furlana so well at the opera ball and I thought of paying her a visit. I was not so much intrigued by her beauty, but I was anxious to know who was that father and that mother who were my old friends. I dressed for the morning and went out on foot to the tavern of *The Three Kings*. I went up, without saying anything, to the room which the girl had indicated to me, and I stood confounded to find myself face to face with the Countess Rinaldi, to whom Zavoki had introduced me at the *Locanda* of Castelletto sixteen years before. The reader will remember how M. de Bragadin had paid her husband the sum which he won from me at cards.

Madame Rinaldi had aged, but not enough to be at all unrecognizable. As I had never had for her more than a passing caprice, I did not linger

Text set in 16 Point Garamond and Italic




THE complete list of concert artists of the highest musical standing whose names are printed here will appear under our personal direction during the coming season. To those who are familiar with the exacting standards of this office and with its reputation in the past no further introduction than the mention of these renowned names will be necessary. Broxton concerts never disappoint



CLELAND BORDER AND ORNAMENTS

Bindings

Meredith, Ronaldson & Company take pleasure in announcing that they now have on exhibition a remarkable collection of fine bindings of the 16th century. There are many exceptional specimens of hand-tooled book covers from the libraries of royal personages, as well as a number of embroidered bindings of this period. A collection of this character has never been shown in America before. This display will remain in progress until August first



BRASS ROLL FRAME KITEYS

Paragraph set in 16 Point Garamond Italic

CLELAND ORNAMENTS

May

1924

MONTHLY
PRICE LIST OF
Rare Books
FIRST EDITIONS
& CLASSICS

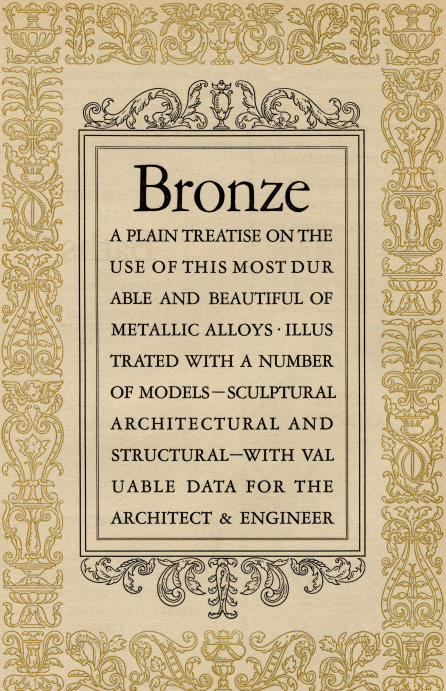
CLELAND BORDER

LOGAN & TURNER



THOSE interested in the drama, classic and contemporary, are sure to find our stock of plays and works on dramatic literature and technique in all its branches unrivalled by that of any establishment in the city. We have specialized in books of this kind for many years and we offer our knowledge in this department to any who care to avail themselves of this service

ADAMS BOOK SHOP
136 HARCOURT STREET



Bronze

A PLAIN TREATISE ON THE
USE OF THIS MOST DUR
ABLE AND BEAUTIFUL OF
METALLIC ALLOYS · ILLUS
TRATED WITH A NUMBER
OF MODELS—SCULPTURAL
ARCHITECTURAL AND
STRUCTURAL—WITH VAL
UABLE DATA FOR THE
ARCHITECT & ENGINEER

NO MORE than a very few suggestions are possible, within the limits of these pages, of the practically limitless uses to which the series of Cleland borders and ornaments may be put with the Garamond Faces. The effects shown here are all simple in construction and within the scope of any compositor. They will prove a source of increased profit to enterprising printers

This package should
be kept in a cool and
dry place to maintain
perfect condition of
contents at all times

CARLTON
PRODUCT

HOTEL
AMBOISE

Twenty-third Season

RICHMOND
CLUB

Baths

THE
MOST LUXURIOUS
AND BEAUTIFUL
ESTABLISHMENT
OF ITS KIND IN THE
COUNTRY

Always Open

Messrs. J. ROAN & SON
HAVE THE HONOUR TO INVITE
AN INSPECTION OF
THEIR LATEST IMPORTATIONS
OF UPHOLSTERY FABRICS
AND RARE HANGINGS

CLELAND BORDERS

CATALOGUE
OF
Rouard Fils
PORCELAINES
AND
FINE
TABLEWARE

ILLUSTRATED CATALOGUE

Porcelaines

and fine tableware

ROUARD FILS
Limoges · France

1926
EDITION

CLEVELAND BORDERS

*A Perfume of
exquisite refinement
especially adapted
to the discreet taste
of those women who
prefer always to be
inconspicuous.*

Lis
DU JARDIN
DE
MON PERE

*Made in the
famous laboratories
of DRAQUIN
46 Rue Garamond
Paris, from the orig-
inal formula in use
for a century.*

CLEVELAND BORDERS

NELSON DEAN & CO.

· ARCHITECTURAL SCULPTORS ·
DESIGNERS AND MODELERS IN ALL
DECORATIVE MATERIALS

6 BEAUVILLE
ESSEX



BOULEVARD
MAINE

CLAREND BROTHERS AND ORNAMENT

PRICE WATCHES & CLOCKS

*Favorably known for more than
a century for their reliability of
materials and workmanship and
for their unsurpassed accuracy in
all circumstances*

PRICE TIMEPIECE COMPANY
ELLDALE, CONN.

Life
& Letters
of
Crane

Vol. 16

SPECIAL
EDITION

GARAMOND IS A CLASSIC OF TYPE FACES

CLAREND BROTHERS

In the preparation of
PERIODICAL
ADVERTISING
PAGES

*Garamond and Garamond Italic
in combination with the Cleland
borders and ornaments, will offer com-
positors and layout men of ingenuity
and taste, inexhaustible means for
the creation of designs at once decora-
tive, dignified and clearly legible.*

IMAGINE this page, for example, in
the advertising section of a popular magazine.
Would it attract your attention? Is it readable?
This page is purposely decorative in order to
show the possibilities of designs of this character.
It is entirely composed of typographic material.

Cast on Art Line

72 Point 4 A 6 a

High

60 Point 5 A 7 a

DINE
Epical

48 Point 5 A 9 a

SERIFS
Majesty

36 Point 6 A 11 a

PUBLISH
Biological

30 Point 8 A 14 a

NUMBERS
Hectograph

24 Point 8 A 17 a

BRIMSTONE
Modern Detail

Garamond Bold

PATENT APPLIES FOR

36 Point 13 A 26 a

DEFINITION
Many problems
thought trifling
were not solved

14 Point 20 A 40 a

UNIQUE DESIGN
Noted foreign artist
exhibited many fine
interior decorations

12 Point 22 A 44 a

BEAUTIFUL HOUSE
Retired coal merchant
from very remote town
purchases cottage near
the highest mountains

10 Point 25 A 47 a

DYNAMITE BLASTS
Unexpected explosion
caused public building
to collapse. Contractor
says faulty construction
investigation will start

8 Point 26 A 50 a

ECONOMIC LECTURES
Newly appointed physical
instructor delights village
students. Many prominent
people attended the dance
that immediately followed

6 Point 28 A 54 a

ELEGANT RESULT SHOWN
Many workers throughout the
country are studying personal
efficiency. Foremost industrial
leaders are highly pleased with
the stronger morale. Economic
society approves of movement
and will readily extend support

Characters in Complete Font

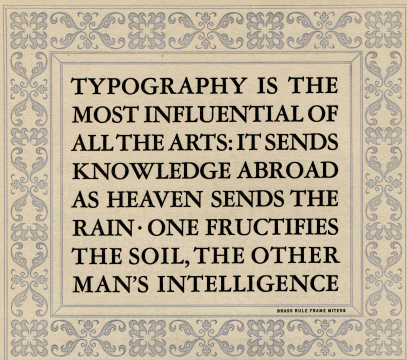
A B C D E F G H
 I J K L M N O P
 Q R S T U V W
 X Y Z & \$ 1 2
 3 4 5 6 7 8 9 0
 a b c d e f g h i j k
 l m n o p q r s t u v
 w x y z ff fi fl ffi ffl
 . , - ' ' : ; ! ?



THE
GARAMOND
BOLD

A STUDY of this page as well as the six pages which immediately follow will show that in offering the Garamond Bold type design to the printers of the country the American Type Founders Company has done more than simply to place a new type face upon the market. This important addition to the classic Garamond Family combines, to an unusual degree, distinctiveness of character with beauty of design. It is not a type face limited to any special kind of work, but is suitable for use on a wide range of publicity and commercial printing

Garamond Bold



CLELAND BORDER



CLELAND CORRIDOR ORNAMENTS



SPECIMENS
OF OUR
TYPE FACES
AND
DECORATIVE
MATERIAL



MCMXXIII
BORDEN & RICHARD
Art Printers
24 EAST LIVINGSTON STREET
New York

Garamond Family

Illustration & Lettering

Every detail of these subjects is carefully taught by our competent instructors



For the past forty-one years the Coleman Institute has been teaching *Illustration & Lettering*. Many of our nationally known designers were students of the Coleman Institute. *Enroll Now!* Send for booklet B4

Coleman Institute · North Johnsburgh

CLEVELAND BORDER AND ORNAMENT

IDEAS

WE DESIRE to call the attention of printers to the new ideas in typographic borders which are displayed throughout this book. Many of these borders have been designed by leading decorative artists. These designs should be of great interest to the wide-awake compositor

*The Decorative Materials of the AMERICAN TYPE
FOUNDERS COMPANY are Unexcelled
in Beauty of Design*

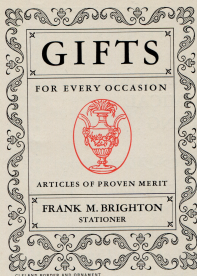
CLEVELAND BORDER AND ORNAMENT

SPOTS


A SPOT OF COLOR
HERE AND THERE
WILL DOUBLE THE
VALUE OF PRINT-
ING · MANY NEW
AND BEAUTIFUL
ORNAMENTS ARE
DISPLAYED FOR
THE FIRST TIME IN
THIS CATALOGUE



Garamond Bold




GIFTS
FOR EVERY OCCASION



ARTICLES OF PROVEN MERIT

FRANK M. BRIGHTON
STATIONER

CLELAND BORDER AND ORNAMENT



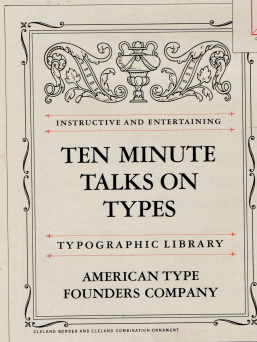
**THE
WRIGHT
WAY**

PRINTING
PROPERLY
EXECUTED

TELEPHONE
BIRGHEN
2879-80

Wright & Co.
PRINTERS

CLELAND ORNAMENT BRASS RULE FRAME WITHS



INSTRUCTIVE AND ENTERTAINING

**TEN MINUTE
TALKS ON
TYPES**

TYPOGRAPHIC LIBRARY

AMERICAN TYPE
FOUNDERS COMPANY

CLELAND BORDER AND CLELAND COMBINATION ORNAMENT

THE REASON
TYPEFOUNDERS
SPECIMEN
PRINTING
SHOULD BE
DECORATIVE IS
OBVIOUS



TYPE
ORNAMENTS
BORDERS
BRASS RULE
ON SALE

ENVELOPE ENCLOSURES
ARE ECONOMICAL
ADVERTISING

WE want to tell *Merchants & Manufacturers* of ONE GOOD WAY to reach a great many people for *but little money*. ENVELOPE STUFFERS, sent with your *Bills* during the month and also with your *Monthly Statements*, that tell of some UNUSUAL SERVICE OF BARGAINS in MERCHANDISE, often start a customer *toward more purchases*. ENVELOPE ENCLOSURES are *economical advertising pieces* and cost *very little to print*. They require NO POSTAGE. Have your office assistants enclose them with letters, bills and statements, and note the result

OUR SERVICE DEPARTMENT

will help you plan a series of these ADVERTISING PIECES that should prove an *excellent investment*

CALL ON US at ANY TIME

MINTER-PECKHAM COMPANY, Typographers

Hawthorne Building, 45 Rockingham Street

PITTSBURG, MICHIGAN

Garamond Family

JOHN SMITH, *Manager*

Telephone BERGEN 3254



SYLVESTER STEPHENS COMPANY

Printers

392 MONTGOMERY STREET

New York

*The
GARAMOND FAMILY
for
Beautiful
Effects*

NATIONAL STUDIOS
INCORPORATED

283 EAST 42ND STREET - NEW YORK

Telephone MANHATTAN 6014

DAVID MORAN
Secretary and Treasurer

Phone MAIN 2903



Jeanette Viola Endey

Harpiß

EIGHTEEN RAYMOND PLACE

New York City

Returns in five days to
DANIEL JONES MITTCOMB
Division of Apartments
ALBANY, GA.

GRAPHIC SPOT

Committee on Active Membership

NATIONAL INSTITUTE OF APPLIED DESIGN

Executive Office - 79 EAST 54TH STREET

Northport, Delaware