# Sold

Eight

Dahlia

Blandly

HERON Madrigal

NUMBER Rhapsodist

UNIFORMS Philanthropy BACKBONE Monthly sales are expanding

LAST EDITION The best books of fiction seldom fail to have good sales

12 Point 20 A 29 a PRODUCTS SOLD Men are interested in all matters pertaining to their own business

23 A 44 a SELECTED CLERK Expensive handmade papers are much used

at the present time for the finest sort of work

EXCITING QUESTION Newsprint is consumed in enormous amounts by the city newspapers especially for the Sunday editions of several bulky supplements

30 A 60 n COMPLICATED MACHINES The wood pulp used for making newsprint contains the original that is why our newspapers turn quite yellow and become brittle

Characters in Complete Font

ABCDEFG HIIKLMN OPQRSTU VWXYZ&\$ 1234567890 abcdefghij klmnopqrs tuvwxyzfffi fl ffi ffl . . - ':;!? Goudy Catalogue Italic

10 Point 24 A 8 a
SENSIBLE ACTION
Only few are qualified
to shine in society; but
it is possible for almost
all men to be agreeable

PROFIT BY MISTAKES

Experience is a safe light to

walk by and he is not a rash man who expects to succeed

in future by the same means

that helped him in days past

FRANCHISE Grand opening for trade school Shift

HARMONIOUS
Enjoyable musical
selections heard by
means of the radio

Reply

6 Point 80 A 60 a
MEDICAL COURSES LIKED
Reading is to our minds the same
as exercise is to our builden. By the
one, health is growtly invigorated
and preserved; by the other, virtue
which is the health of the mind is
host allow and readerly chestified.

22 Point 22 A 22 a CENTER MARGIN Rare manuscripts and books often yield ideas that are very practical

Hybrid

Unfilial

EDITOR Breakfast

DUBIOUS Melancholy

UNSPOKEN
Phantom Ship

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 ff ffi ffl ct., '':;!!





#### TYPOGRAPHY

To begin with, the design of a piece of printing should be considered in its relation to the idea of the thing itself, its sale and use. Obviously, the type faces, color scheme and illustration should be keyed to the end of making it easy for the reader to get the idea of the advertiser, for results are what count. Type should therefore be employed with proper consideration for its force in presenting the copy



# AMERICAN TYPE IS THE BEST

TORY CREAME

# BEN Joint SIGH Rapid

BINDS Exploit

HOUSE Shingled first time

## HOME Quaint

FOUND Musician delighted

NOTICES Unfinished framework

MECHANIC Gives experts usual warning EXPERIMENTS
BRIGHT magician
spent much time
unraveling tricks

GRAND PICTURE RECENT photographs inspire many leading theatrical promoters

10 Point 24 A 48 a
PERFECT SPECIMEN
SIMPLE design exhibited
considered very artistic
for modern typography

8 Point 27 A 54 a
CUT-COST EQUIPMENT
Modean cabinets containing
leads and quads reduce labor
costs considerably. Efficiency
material creates large profits

6 Point 29 A 68 a STIMULATING PRODUCTION PROGRESSIVE princets recognize the fact that economy lies in equipping their plants with modern materials and machinety. Now is the time, as every minuse lost swell but pay roll

Characters in Complete Font

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

SMALL CAFE from 6 to 18 Point, and Oldstyle Figures 1334507850 in all sires, are put up in separate fonts and furnished only when specially ordered 9-0[3-0]0-0[3-0]3-0]3-0[3-0]3-0[3-0]0-0[3-0]3-0[3-0]3-0[3-0]3-0]3-0[3-0]3-0

#### Daintiness

says more for itself than all the fine words you can recruit to its aid

-01+-03+-03+-03+-03+-03+-03+-

To advertise daintiness in jewelry, garments, perfumes, or silverware you must employ the Language of Daintiness, which is the combination of paper, color, illustration and the indicious use of the graceful

Goudy Italic

American Type Founders Company

Characters in Complete Font

## PRINTERS Harpsichord

MECHANIC English Subject

INTRODUCED

Quaint Inhabitant

MODERN SYSTEM
Large Mercantile Firm

EXCURSION STEAMER
Delights Numerous Children

12 Point 24A 46A
BEAUTIFUL COMPOSITION
Hartford Sculttor Awarded Medal

PRINTING LEADING MANKIND Michigan College Students Enlightened

8 Point 29 A 58 a
ENFORCES FIRE PREVENTION RULES
Drastic Regulations Ordered by Advisory Board

6 Point 33 A 65 a
AMERICAN TYPE STYLES INCREASE BUSINESS
National Advertises Demand Latest Typegraphic Designs

## Austral Granslated

Knowledge
Sylvan Gracts

Recapitulate
Colorful Exhibits

\* Point 14A 28\* Admires Display

Unique Folder Given

14 Point 19 A 39 a

Dignified Characters

Winter Harvesting Begun

12 Point 24A 46A

Responsibility Undivided

Delightful Springtime Musical

10 Point 26 A 82 a

Gathering Gwilight Shadows Irreproachable Subtleness Established Graduation Valedictory

Point 29 A 58 a Classic Beauty Delighted Friends

Expressed Admiration During Performance Romantic Songs Appreciated

6 From

Surroundings Created Distinctive Atmosphere

Newer Freduction Excited Duily Comment Almosd
Simplicity Noted Throughout

## Catalogue

Prints Etchings

Rare Books

Fine and Applied

Gelephone

Metropolitan Galleries

Characters in Complete Stons-

A A B C D E F G H 1 1 J K L M X X O P Q R S F U U W X Y Z U 2 Th C \$ 1 2 3 4 5 6 7 8 9 0 a b c d e e f g g h i j

kklmmnnmopqr struvrwwxxyz fffiffiffiouetstß



#### Printers & Publishers

Particular Attention is Called to the Elegant-

## Goudy Cursive Series

≯[Made in Nine Sizes]\*

A Gype Face of Great Merit and Many Possibilities

Original Distinctive Beautiful

American. Gype Founders Company

#### GOUDY TITLE

MEN SICK

14 Point **ENCLOSED** UTILIZING SCHOLARS

8 Point No. 1 99. A PROMINENT PRINTER MAKE PROPOSITIONS INTERESTING OBJECT CAUTION HORSEMEN ADVERTISING BONDS

19 Doing PROUDMEN **OLD CHOIRS** CLEVER BOY 6 Point No. 3 DECIDE CRITICAL POINTS BUSY SCHOLARS RETURN WRITER AIDS MEMORIAL

10 Point 23 A SEND MOTHER URGING DAME OAK MANSION CHIDING KING

MODEST SUBSCRIPTION GIVEN PURCHASING MODERN HOUSE CHILD UNVEILED MONUMENT

RINGS INFER

20.4 HUG INSTRUCTOR BEAUTIFUL SCENE SHOP ORCHESTRA QUESTION YOUTH 6 Point No. 1 44 A

POSING RBAN

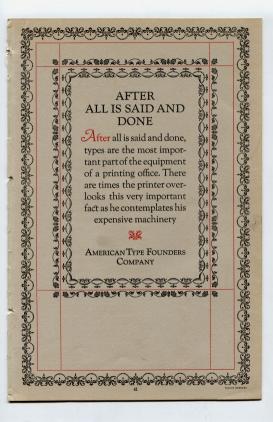
GENUINE

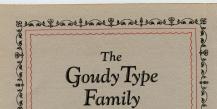
BANQUETED DELIGHTFUL FROLICSOME

CHARACTERS IN COMPLETE FONT

The advantage of Title Line is that it permits

ABCDEF K I MNOPQR TUVWX Z & \$ 1 2 4 5 6 7 8





There is a distinct touch of tomorrow embodied in the Goudy types of today, and this quality which anticipates the future enhances their present day uses



American Type Founders
Company

## American Gype Founders Company

#### GOUDY TYPE FACES

Goudy Oldstyle - Goudy Italic - Goudy Bold - Goudy Bold Italic Goudy Handtooled - Goudy Handtooled Italic - Goudy Cursive Goudy Catalogue - Goudy Catalogue Italic - Goudy Title

### To Printers and Advertisers:

Variety in type designs is the spice of typography. There was a period from the early sixteenth to the end of the eighteenth century when all printing was done with type designs of the order of which Caslon Oldstyle and Garamond are the present day representatives. These are superb designs, but the printers became so fearfully tired of being compelled to use them, that, when Bodoni introduced his modern roman design, the old style types were abandoned with one accord. Almost a century elapsed before the old style types were restored to favor.

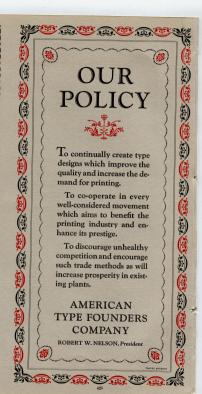
There must be variety to keep the higher order of type designs from growing stale through too constant use. A good parent type design, such as Goudy Oldstyle, is therefore developed in various interpretations into a type family, all to the end that printing may be kept forceful and lively.

## lers Company

ACES

ce of typography, sixteenth to the n all printing was rof which Caslon resent day repress, but the printers compelled to use aced his modern were abandoned ty elapsed before of avor.

e higher order of hrough too conn, such as Goudy various interpreend that printing



# The GOUDY Fami

GOUDY TYPES in their shapes have the classic roman letters of early The ancient models are enlivened by of main and minor lines, and by more modernizations increase the effective uses and give a free, flowing quality we chief reasons for the popularity of the light shines through each character, esclearness in mass effects. Goudy types

American Type Founder

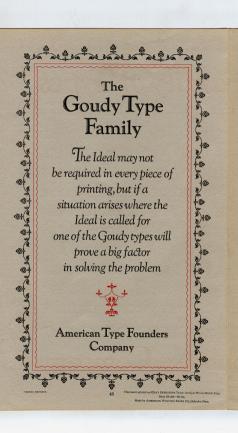
and give dignity with strength to ever

# DY Family of Types

their shapes have a close affinity with an letters of early Venetian printers. In a re enlivened by increased contrast lines, and by more acute serifs. These rease the effectiveness for present day and the flowing quality which is one of the epopularity of the Goudy types. The heach character, establishing unusual fects. Goudy types are for all purposes th strength to every piece of printing

ype Founders Company

A:A:A:A:A:A:A:A:A



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Ton thy pros The John his p dark igno the

type the a un to

Ant

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#### THE PRINTING PRESS VOICE OF ALL PROGRESS AND WORLD THOUGHT

Much hath printing wrought for thy well-being and for all mankind. To movable types thou art debtor for thy knowledge, thy liberty, and thy prosperity or thy hope of prosperity. The foremost human benefactor is John Gutenberg. Four centuries ago his printing types first pierced that darkness of superstition and dense ignorance which prevailed through the many cycles of centuries. Those types of Gutenberg are now as ever the pillars of fire leading us toward a universal civilization that is sure to come when mental and moral darkness shall be no more

#### BERKSHIRE TEXT

Antique - Deckle Edge Basis 25x38-60 and 80 Lbs.

Made in French Gray, White and India - Wove and Laid

A Quality Paper Chat Will Appeal to Buyers of Good Printing

# The GOUDY TYPE FAMILY at a Glance

ata eta eta kata keta keta eta eta eta

A Composite Picture of the complete GOUDY TYPE
FAMILY is here shown for the first time.

Goudy Catalogue

Goudy Catalogue Italic

Goudy Oldstyle

Goudy Italic

Goudy Cursive

GOUDY TITLE

Goudy Bold

Goudy Bold Italic

Goudy Handtooled

Goudy Handtooled Italic

American Gype Founders Company

# Dial

# Sight

Baked

Ringlet

MINOR
Epitaphs

PENSION Bright Day

SCHEDULE Ouaint Road

#### NEIGHBOR Help another general cause

DESIGN BOND
Exhibit beautiful document before critical audiences

12 Point 20 A 8 a
HIGH POSITIONS
Commission desired
doctors having large
influential following

10 Point 23 A 44 a

EXPERTS DECIDE Gathering in lyceum creates development regarding imports of foreign merchandise

8 Point 25 A 48 a
MAKES FINAL PLANS
Passenger resumes travel
after long and wearisome
months spent in locating
wonderful marble quarry
for building corporations

6 Point 29 A 57 a
THRONGED MAIN STREET
Downpour of rain disastrously
interferes with joyous carnival
and celebration that had drawn
immense crowds. After waiting
considerable time the majority
went to their respective homes

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

klm nopqrs tuvw x y z ff fi

fl ffi ffl . , - ' : ; ! ?

92 A 45 m TENTH LECTURE Most knowing judges

continue granting the youth letters traising comprehensive theme

8 Point ENTHUSE BUILDERS

Prosperous manufacturer recently notified employes who contemplate erecting houses immediately of his indiscriminate assistance

29 A 58 a FINEST ENTRANCE GATE The thought commonly coupled with a gate is its intention as a barrier stopping the entrance of unwelcomed guests, yet in these days a flowery garden entrance may attract rather than restrict

CONQUERS Several tender vines matured

NICE SERVICE Prominent mayor from remote town craves ceremonies

21 A 41 a 12 Point ENJOY OUTINGS Kindergarten lecture receives compliments from grateful batron

79 Point Bird

Graft

Nectar

Helbful

DINERS Engulfed

FURNISH Neat Styles

MUNCHED Risked Claim

Characters in Complete Font

ABCDEFG HIJKLMN OPQRSTUV WXYZ881 3 4 5 6 7 8 9 0 abcdefghijk lmnopgrstu vwxvzff fi fl ffi fl a . , . ' ' : ; ! ? Goudy Handtooled

Dial

RECIPE Nymphs

opera with fine

14 Point BURLESOUE European light

BEN Sight HOCKEY Ice skating quite early

NEIGHBOR Helpful hints about buying

music featured INDEPENDENT Remote little isles

given opportunity to obtain freedom from foreign king 10 Point

MEN GRADUATE Students from many states complete their courses and graduate from popular college

PINK Epoch

DINES Hybrid

MINOR **Epitaphs**  Characters in Complete Font

ABCDEFG IKLMN OPORSTUV W X Y Z & \$ 1 2 4 5 6 7 8 9 0 bcdefghij 1 m n o p q r s uvwxvzfffi fl ffi ffl . , - ' : ; ! ? Goudy Handtooled Italic

MODERNIZE
Improved ways
of manufacture
being employed

10 Point

ed

an

ON

ine

SUBSCRIPTION Notable magazine increasing number of pages because of additional interest

10 Point 28 A 45 a
HUNTING HORSE
Southern equestrians
display unusual skill
in handling imported
steeds in circus arena

## FROND Naughty

GNOMES Responded after lunch

DECEMBER Quaint dance was approved

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 ff ffi
ffl ct., ''; ! ?

# Bird

HER Eight

MINE Judges

KINGS Spirited

DRONE Northern

## MODERN DISPLAY TYPES

for Strength and Beauty

THE possibilities of producing wonderful effects in typography with the beautiful type faces and unusual decorative material shown in this specimen book are limited only by the cleverness of the compositor. The display here shown is one of the various ways in which the material can be used

American Type Founders Company

# The UNDYING CHARM of COLONIAL FURNITURE

No vogue of the moment will ever rival the lasting appeal of Early American Furniture. Its dignity and richness, its simple artistic beauty and sincerity, set it apart from any modern style and therein lies the popularity

NELSON FURNITURE COMPANY

Goudy
Handtooled

for
Distinctive
Printing

American Type Founders Company

