

Cast on Art Line

72 Point

Sight

3 A 4a

Bodoni Series

PATENTED APRIL 13, 1910 REGISTERED NO. 617,278

18 Point

USED TRACK
REPAIR finished
in time for race

11 A 22a

10 Point

QUESTION METHODS
HAPPY childhood pranks
amused sedate professor
while visiting at nursery

21 A 40a

60 Point

Maple

3 A 5a

14 Point

REMARKS MADE
DEMANDS statement
about large concern

18 A 31a

8 Point

EXHIBIT GREAT SUCCESS
LAVISH business arrangement
in western city amazed visitor
from the slumbering lakeside

23 A 46a

48 Point

IS King

5 A 8a

12 Point

SECURE PRINTING
GETTING qualifications
considered reasonable
under good conditions

18 A 35a

6 Point

PRINTERS GETTING BIG PROFITS
THOSE business men who cannot secure
the elusive dollar nowadays are certain
some morning to awake and realize that
the outlook is rocky and very uncertain
unless they catch up with the crowd and
realize that efficiency means prosperity

25 A 52a

42 Point

MONTH
July One

5 A 8a

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
“ ” . , - ‘ ’ ; : ! ?

30 Point

NUMBER
Third Rig

5 A 10a

SMALL CAPS from 6 to 18 Point, and Oldstyle Figures 12456-890
from 6 to 18 Point, are put up in separate fonts and
furnished only when specially ordered

30 Point

MOULDED
Letter Style

6 A 31a

24 Point

FINE HOUSE
Submit Design

7 A 14a

Bodoni Italic

PATENTED JULY 22, 1915 REGISTERED NO. 837,282

Cast on Art Line

10 Point 21 A 41 a

EXQUISITE SHOWING
*Beautiful sculpture being
commended by numerous
art connoisseurs of repute*

18 Point 11 A 22 a

HIDE DESIGN
*Successful clerk
wins promotion*

72 Point

5 A 4 a
Dark

8 Point 22 A 45 a

DISTINGUISHED HUNTER
*Renowned professors arrange
for an indefinite sojourn with
explorer in uninhabited lands*

14 Point 16 A 31 a

RESTORES BOND
*Prominent financier
builds country home*

90 Point

5 A 5 a
Staple

6 Point 28 A 55 a

GIVES INTERESTING EXHIBITION
*Educational importer expressing great
personal satisfaction with intense display
of ornamental porcelain that proved of
intense interest to home builders as well
as craftsmen. Many unique and artistic
specimens received favorable comments*

12 Point 18 A 33 a

EXPERT DIRECTOR
*Musical society renews
membership campaign
under energetic leader*

48 Point

4 A 8 a
Beyond

42 Point

5 A 9 a
NORTH

Graceful

30 Point

5 A 9 a
REBUKE

Huge Disc

30 Point

6 A 11 a
BRIDGING

Kept Hotels

24 Point

7 A 13 a
NOBLE BIRD

Each Numeral

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 v w w x

y z ff fi fl ffi ffl

" " . , - ' ' : ; ! ?

48 Point

5 A 9a

RESUMING Bring Orders

12 Point

19 A 28 a

COMPOSITION OF DISCOURSE
ENGLISH must follow high standard
of correct usage that is observed in
the writings of the greatest authors

42 Point

5 A 10a

HARMONIZE Simple Reason

10 Point

22 A 42a

THE MODERN SHORT SENTENCE
SENTENCE construction as our ancestors
knew this term is not cause for unmixed
satisfaction among present-time writers

36 Point

5 A 10a

DISTINCTIONS Nicely Decorated

8 Point

34 A 47a

KEEPING OFFICE RECORD FACILITIES
Most managers will find that keeping available
record facilities means reducing the overhead
expenses and the general increase of efficiency

30 Point

6 A 12a

INTRODUCING Graphical Sketch

6 Point

27 A 52a

INDUSTRIAL DISEASE PREVENTION ENCOURAGED
THE FUNCTION and duty of employees to exercise not ordinary
but extraordinary care to prevent occupational diseases is no
longer an arguable or debatable question. Adequate means
are available whereby the spread of disease can be prevented

24 Point

8 A 16a

LARGE INDUSTRY Neighbor Enterprises

18 Point

12 A 24a

REPRODUCE MACHINE ELIMINATES Unusual Defect

14 Point

17 A 33a

BRIGHTER GREEN COLORING HANDSOME Masterpieces Exhibited

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 ffi
" " . , - ' : ; ! ? [] ()

Characters [] () not furnished with
24, 36, 42 and 48 Point sizes

SMALL CAPS from 6 to 10 Point are set up
in separate fonts and furnished only
when specially ordered

10 Point

NORTHERN SCENERY INSPIRING
Beautiful fields and enticing mountain trails become wonderfully attractive to sportsmen and vacationists during late summer and early fall. Nature provides numerous recreations during this season

22 A 43 a

36 Point

BURDENSOME
Replace Original

6 A 9 a

8 Point

INTERESTING DISCOVERY RECORDED
Pleasing as the origins of our alphabet are in their details, they are not any more fascinating or interesting than the incidents by which these results have been gained. The patient working out of the meaning of various rock inscriptions has occupied the attention of notable scholars

24 A 46 a

30 Point

DISENCUMBERED
Magnificent Country

6 A 12 a

6 Point

EDUCATION INCREASING MECHANICAL EFFICIENCY
Technical education has proved a propelling force in the search of progress in all parts of the world. It teaches modern business methods in a scientific manner, creates a spirit of self-reliance, and ensures a standard of proficiency that is to-day absolutely essential to the technical architect to become an efficient and skilled craftsman, and who expects to be really successful in life

30 A 56 a

24 Point

SCIENTIFIC METHOD
Bright young prospectors introduced unique system

8 A 15 a

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 v

w x y z ff fi fl ffi ffl

“ ” , - ‘ ’ : ; ! ?

18 Point

INTERESTED COURIER
Spent many delightful days visiting several uninhabited places whilst seeking health

12 A 24 a

14 Point

WONDERING ASTRONOMERS
Observations reporting exceptional planetary activities cause populace many anxious moments during day

16 A 33 a

12 Point

BUILDER CONSERVING GROUND
Delightfully attractive bungalows with spacious basement quarters. Contractors enthusiastic concerning housing people

19 A 39 a

Distinctly Feminine

WINTER AND SUMMER
STYLE CREATIONS DISPLAYED IN
LARGE VARIETY

THE section that has done so much to enhance the reputation of our store as an establishment truly creative is the Women's Department. It is fashioned along lines of the foremost Parisian shops for women. Here our skilled designers, who have visited Paris and studied the recent tendency of the fashions, are prepared to help you in the selection of a gown that will meet the terms of your own personality and figure. Thus the gown becomes a unique confection that expresses in its every line the distinction that is the very essence of art

WORTHINGTON

Famous American

Modiste

FIFTH AVENUE AT GRAND STREET
ROCHELLE PARK

ITALIAN BODICE

BEAUTY

IN ADVERTISING
AND IN THE
THING ADVERTISED
IS A MOST
POTENTIAL AGENT
IN SECURING
RESULTS



READE PRINTING
COMPANY

Metropolitan Building
Chicago, Ill.

ITALIAN BONE

THE MODERN Phonograph

From time immemorial music has been the great giver of delight. Nations were born in the glory of music. Dreams of kings have been shattered and kingdoms uprooted, yet music has sprung from the ruins and flourished. Such is the fine spirit of music which came to us through ages, and which the Modern Phonograph reproduces so feelingly.

THE BODONI FAMILY



BEAUTIFUL Printing is an educator, the same as is any art. The thoughts of an author take on added values by reason of it. The mind is always receptive in proportion as it is helped to comprehend the real meaning of the writer. Nothing will assist more than an effective page of type in enabling the reader to arrive at that meaning quickly and easily; for this purpose the members of the Bodoni Type Family are not surpassed for power and beauty

Giambattista Bodoni

JOHN BAPTIST BODONI, whose works shed lustre on the typographic arts, was born in Italy in the year 1740, at Saluzzo, Piedmont, near the Alps, and learned the printing trade in the small plant of his father in that town. At the age of eighteen he entered the printing house maintained in Rome by the Roman Catholic Church, known as the *Sacra Congregazione de Propa-*

BODONI developed lofty ideals and he visualized anew the intrinsic beauty of typography. He introduced a distinct and beautiful style into his types which was the forerunner of all modern faces

ganda Fide (Propaganda of the Faith), where religious books in many languages were printed. He was thus led to learn a number of languages, including Arabic and Greek. This historic plant had its own typesfoundry, and this type-

foundry was the first to issue a type specimen book. That was in 1628, over a century before Bodoni was born. Bodoni was greatly interested in typefounding, and he applied himself to it, and became an expert punch cutter and matrix maker, besides learning or teaching himself the other main branches. But always the thing he was most intent to do was to print beautifully. Bodoni laid the foundations of his undying fame during his four years' study and work with the *Propaganda Fide*

BODONI changed the typographic standard of taste entirely. His style is always chaste, relying upon suitable spacing, good proportions, proper margins and clean presswork, rather than upon the use of the decorative effects then in vogue

Printer · Typefounder

In 1762 he established a small printing plant, and began to acquire a good reputation, so that in 1766 the Duke of Parma invited him to that city, offering him a very liberal subsidy and a free hand. Henceforth Parma was the home of Bodoni, and there he flourished. He had conceived the idea of making Roman type faces quite different to the faces which were then in use—the Roman face now called Old Style—and he established a typefoundry which did not cast any Roman faces like those of earlier times. From the year 1469 to 1785 Roman types were all of the design of which the Caslon Oldstyle is representative.

The types of the earlier times were many of them beautiful, but the whole civilized world was heartily tired of the monotony produced by their exclusive use, just as we would get thoroughly tired of the beautiful Greek architecture if every house and store and factory were built like a Greek temple. The printers and their customers realized that they had had too much of

One of the changes which Bodoni introduced into the forms of his Roman letters was in the serifs. Those of the capitals he reduced to single sharp lines of about the same weight as the thin strokes of the letters, while the serifs of his lower-case characters are raised to an almost horizontal position at right angles with the upright strokes of the letter

these ancient good types when Bodoni's new Roman types appeared, and this is proved by the fact that in the year 1805 there was not a single typefoundry in the world making the old style Roman types. The new design was called Modern Roman. The attempt is made in old style Roman letters to reproduce the effect of calligraphy, whereas the Modern Romans are undisguisedly the work of steel engravers—sharp, clear, clean cut and precise. The types in which this page is set are extreme Modern Roman in design, and are truly representative of Bodoni's invention. The characteristics are perfectly flat and sharp horizontal serifs with extreme contrast of the main and minor lines

No printer or typefounder has exercised a greater influence on the style of printing or the form of all Roman letters than the famous Italian, Giambattista Bodoni, for all of the Modern Roman types follow more or less closely his plain designs. Before Bodoni began, in the latter part of the eighteenth century, to improve the forms of letters then in use, legibility was a feature that had received scant consideration at the hands of letter designers. So great was the beauty of his type faces, so widespread was the influence of his style of printing, that it was not long, even in England, before Caslon and other old style faces went out of use and disappeared entirely from type specimen books. Printing took an altogether different form, and because only who have had access to a collection of books printed by Bodoni agree, however, that the faults of his pupils do not appear in the works of the great master. The open pages with generous margins and the style and beauty of his type faces make the old volumes printed by him a real pleasure to read. His works show that Bodoni never printed anything in an indifferent manner.

Set in 14 Point Bodoni Book. Leads in 8 Point and 6 Point Bodoni Book.
Heading in Bodoni Bold, Modern Booklets and Dash.

An Abundance of Type

THE many advantages of an abundance of type are very apparent. There is no waiting for distribution and no picking for sorts, with attendant evils; no delay for sorts which have to be cast specially at an extra expense. Full cases are a sure sign of efficient plants

THE BODONI TYPE FAMILY
MEETS ALL THE REQUIREMENTS OF THE
AVERAGE PRINTING OFFICE

*American Type Founders
Company*

Brochure Reader Modern Dash

FOR
BOOKLETS AND
CIRCULARS
THERE
IS NOTHING
BETTER

Bodoni Types

Have a singularly alert,
forceful look, and never
fail to add life and color
to the printed page

Deckle d'Aigle provides for
modern use
a paper of the richly beautiful appearance
and sterling, old-time characteristic of the
fine papers hand-fashioned
by the craftsmen of the 15th
century. Like them, it has a
natural deckle on four sides

Deckle d'Aigle
can be furnished in
light and heavy
weights
12 1/2 x 19 and 19 x 25



ANNOUNCEMENT

The Temple of the Fathers of Faith
announces a great revival meeting
for January sixteenth, at which the
Rev. Dr. Stephen Light will preach

EVERYONE WELCOME

JACOBSON ORNAMENT

*YOUTH is the golden season of
foolishness for which the wise
would barter all their wisdom,
the rich all their wealth, and call it a
bargain, knowing the value of youth*

VANITY INITIAL

Cast on Art Line

Bodoni Bold

PATENTED JUNE 23, 1914. REGISTRATION NO. 627,274

72 Point

3 A 4 a

Holy

18 Point

10 A 20 a

FIND TRADE
Exported idea
to get business

10 Point

19 A 36 a

PRINTER INVENTIVE
Ambitious students will
display modern designs
for unusual typography

60 Point

5 A 5 a

Begin

14 Point

15 A 30 a

LOST INTEREST
Continues practice
of ignoring orders

8 Point

21 A 41 a

AN INVALUABLE SERIES
Bodoni is adaptable to every
class of work and is selected
by those demanding the best

48 Point

4 A 8 a

Repaid

12 Point

17 A 32 a

SOLVES PROBLEM
Discuss new schemes
for combining seven
banking associations

6 Point

25 A 49 a

TASTE IN SETTING COVER PAGE
Much of the real advertising value of
any book, pamphlet or brochure lies
in the cover design, and on carefully
selecting an appropriate type series
hinges the success of the entire effort
no matter what color or stock is used

42 Point

4 A 8 a

FOUND Injuries

36 Point

5 A 8 a

RETURN Masterful

30 Point

6 A 10 a

EMBARKS Army Band

24 Point

6 A 12 a

SOUTH END Higher Juries

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 fl " " . , - ' : ; ! ?

Bodoni Bold Italic

PATENTED JUNE 23, 1914 REGISTERED NO. 627,273

Cast on Art Line

10 Point 18 A 35 a

DEFINED SENTENCE
*Oakland supreme court
judge delivered oration
at leading country club*

18 Point 10 A 19 a

ENTERPRISE
*Maine scientist
received medal*

72 Point

3 A 4 a

Nigh

8 Point 19 A 38 a

INSURES AUTOMOBILES
*Noted youthful underwriter
inaugurates modern system
for securing office efficiency*

14 Point 15 A 29 a

HUGE BUILDING
*Beautiful entrance
lends enchantment*

60 Point

3 A 5 a

Effort

6 Point 24 A 46 a

PRODUCING MOTION PICTURES
*Several manufacturing concerns take
advantage of new advertising novelty
by having motion picture films made
showing methods of producing goods
made by them. This plan creates civic
pride and is also a business stimulant*

12 Point 16 A 31 a

FOREIGN ARTISTS
*Danish military band
rendered remarkable
descriptive overtures*

48 Point

4 A 6 a

Striped

48 Point

4 A 8 a

HOMES
Diligent

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 " " . , - ' ' : ; ! ?

96 Point

5 A 8 a

BOUNCE
Rejection

80 Point

6 A 12 a

NUMBERS
Proficiency

24 Point

6 A 12 a

HISTRIONIC
Fine Mansion

CARD BODONI

24 Point No. 12 8 A
RECOGNITION

24 Point No. 11 9 A
PREDESTINATED

18 Point No. 10 11 A
EXCHANGE GOWNS

18 Point No. 9 13 A
COMPLETED STEAMER

12 Point No. 8 15 A
PRINTED FINEST BOOKLET

12 Point No. 7 19 A
BUILDING BEAUTIFUL MANSION

12 Point No. 6 22 A
DISTINGUISHED NOBLEMAN HONORED

12 Point No. 5 27 A
IMPROVED TYPOGRAPHICAL ARRANGEMENTS

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 & 8
 1 2 3 4 5 6 7 8 9 0
 . , - ' " : ; ! ?

The following non-alphabetic characters are supplied
 for fonts Nos. 6, 7, 8, 9, 10, 11 and 12
 A F L P T V W Y

6 Point No. 4 25 A
 INTERESTING DEVELOPMENTS RECORDED
 COLOR COMBINATION IMPROVES FOLDER

6 Point No. 3 29 A
 APPRECIATES EXTRAORDINARY ENTERTAINMENT
 LARGE METROPOLITAN AUDIENCE CHEERS ARTOR

6 Point No. 2 34 A
 SEVENTEENTH INTERNATIONAL AUTOMOBILE EXHIBITION
 DAILY NEWSPAPER ANNOUNCEMENTS GIVE INFORMATION

6 Point No. 1 38 A
 MANUFACTURING ESTABLISHMENTS CELEBRATING ANNIVERSARY
 SPECIAL COMMITTEE CONSIDERING APPROPRIATE ARRANGEMENT

RIDING HABITS FURNISHED

MONTHLY STATEMENT

TELEPHONE: PENN 942

To **PARK RIDING ACADEMY, DR.**

BENJAMIN JOHNSTON, PROPRIETOR

NORTH BOULEVARD AT CAMPTON STREET
 PHILADELPHIA, PA.

M

TELEPHONE: PENN 942

PARK RIDING ACADEMY
 BENJAMIN JOHNSTON, PROPRIETOR

NORTH BOULEVARD AT CAMPTON STREET
 PHILADELPHIA, PA.

ORIENTAL OBJECTS OF ART

**JADE
 SOUVENIRS**

EXQUISITE TRINKETS
 OF RARE DESIGN SUITABLE FOR
 HOME DECORATION
 OR GIFTS

RIND'S CURIO STORE
 HARTFORD STREET AT FRANKLIN SQUARE

CARD BODONI BOLD

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 & 8
1 2 3 4 5 6 7 8
9 0 . - ' : ; ! ?

The following overbearing
characters are assigned for fonts
Nos. 16, 18, 20, 21, 22, 23, 24
A F L P T V W Y

6 Point No. 16 25 A
MERCANTILE ASSOCIATION CELEBRATES
FRENCH STEAMSHIP COMPANIES MERGE

6 Point No. 15 29 A
REPORTERS SECURED EXCITING NEWS ACCOUNT
DEPARTMENT MANAGER PROMOTES SECRETARY

6 Point No. 14 24 A
EXTRAORDINARY DEVELOPMENT PROJECTS ABANDONED
ILLUSTRIOUS SCULPTORS PLACED WORK ON EXHIBITION

6 Point No. 13 38 A
BRILLIANT YOUNG CHEMIST DISCOVERED WONDERFUL FORMULA
NEGOTIATORS SERMON WITNESSES BEFORE PASSING JUDGMENT

FIRST PUBLIC
MUSICALE
GIVEN BY PUPILS OF
HAMDEN SCHOOL
BALTIMORE

▼

THE AUDITORIUM
THURSDAY EVENING, MARCH THIRD
AT EIGHT-THIRTY

24 Point No. 24 7 A

DETERMINED

24 Point No. 23 9 A

INTRODUCTION

18 Point No. 22 11 A

STRANGE REBUKE

18 Point No. 21 13 A

BOLD MASQUERADER

12 Point No. 20 15 A

HONORABLE ENTERPRISE

12 Point No. 19 19 A

DEMAND POSITIVE SECURITIES

12 Point No. 18 22 A

REMARKABLE SETTLEMENT OFFERED

12 Point No. 17 27 A

NORTHERN POWER CONFERENCE ADJOURNS

POTTERY

WE HAVE RECEIVED
AN EXCELLENT ASSORTMENT
OF POTTERY WHICH WILL
SOON BE PLACED ON
EXHIBITION

❖

WE ALSO HAVE SOME VERY RARE
CHINESE AND JAPANESE PORCELAIN VASES
IN MANY Dainty PATTERNS

SARGENT
IMPORTER OF EXCLUSIVE ART GOODS
RICHARDS AVENUE

PARAMOUNT BORDER