

Artcraft Bold

72 Point

3 A 4 a

Sigh

18 Point

10 A 21 a

MARITIME
Fine harbors
attract trade

10 Point

18 A 37 a

INSURED RETURNS
Bright merchant found
that advertising is fine
stimulant for return of
trade to normal status

60 Point

3 A 5 a

Built

14 Point

15 A 26 a

BIOGRAPHIES
French librarian
procures volume

8 Point

22 A 45 a

MOTORISTS CONVENE
Louisville automobile clubs
entertain visitors. Eminent
senator opened the meeting
with an address of welcome

48 Point

3 A 6 a

Joyful

12 Point

16 A 33 a

HUNTING DEER
English sportsman
made long journey
to northern forests

6 Point

34 A 68 a

COMPLETE HUGE BUILDING
Great structure to be occupied by
financial institutions is the largest
and most complete office building
in the western metropolis. Lights
situated at the top of the flagpole
will form a beacon visible for miles

42 Point

4 A 7 a

Regard

96 Point

4 A 7 a

HUNTS
Majestic

30 Point

5 A 10 a

INJURED
Bandaging

24 Point

6 A 13 a

DOCTRINE
Legal Papers

Characters in Complete Font

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Important Message

Rust causes far more damage in your house than moths do, and most of it is unnecessary. But luckily there is an easy way to counteract its ravages. In the first place, you should stop thinking of rust as something that comes upon us from without, like the locusts, and destroys property.



• The freedom from impurities of a certain kind of iron is almost as important a matter in the modern home as it is in a modern business.

• Eminent metallurgists, working in one of the largest laboratories of its kind in this country, have been successful in developing a product of superior durability and its use will prove an absolute economy in every case where metal must meet the challenge of air and moisture.

• The scrupulous selection of raw material, the many new additional processes of manufacture, constant vigilance, the rejection of finished product that does not measure up to our standard in every detail, are some of the things which obviously make our product cost just a little more. Yet it so defies time, retards ravages of rust, and lends itself to the many needs of humanity, that it is great economy to use it freely.

• The makings of rust are in the stove you buy, or the roof, or the hot water tank, if these things are built of sheet metal that contains impurities.

• A little knowledge about iron is not a dangerous thing, but just plain common sense, because it is so important to your pocketbook.

• Foreign substances found in ordinary iron or steel are like nests of germs that soon cause corruption. When exposed to the air and moisture, corrosion sets in and the spots of impurities accelerate the rusting of the metal, which vitally influences the life of the material.

JOHN HIGGINSON & COMPANY

Incorporated under the Laws of North Carolina

NEW YORK PHILADELPHIA CHICAGO BOSTON DETROIT ATLANTA
SAN FRANCISCO LOS ANGELES DENVER SEATTLE PORTLAND
CINCINNATI BALTIMORE BUFFALO INDIANAPOLIS SALT LAKE CITY

Artcraft Series

72 Point

Helped

3 A 4 a

14 Point

STUDENTS HONORED
Principal bestowed medals
during the annual exercises

14 A 25 a

60 Point

Sunlight

5 A 4 a

12 Point

MERCHANT DELIGHTED
Praises the commonwealth for
support given the retail stores

16 A 32 a

48 Point

Destroyed

4 A 6 a

10 Point

BEAUTIFUL WINTER GARDEN
Horticulturists seeking floral display
when they enter nature's wonderland

20 A 40 a

42 Point

Imprudence

4 A 7 a

8 Point

MAJESTIC COLORADO MOUNTAINS
Perfection of climate and the natural scenery
surpassed any summer resort in the universe

22 A 42 a

36 Point

Henceforth

4 A 8 a

6 Point

STEAMSHIP COMPANIES ORGANIZE TOURS
Pamphlets are being circulated giving detailed advice
and information of land or sea voyages to the Orient

24 A 41 a

30 Point

NICE HOME
Pleasant Sight

5 A 10 a

Characters in Complete Font

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Artcraft's Auxiliaries, from 6 to 48 Point (inclusive), are featured
separately and furnished only when specially ordered

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Not made in 60 and 72 point

24 Point

DISTRICT LIST
Cleverly Judged

6 A 11 a

18 Point

BROKEN RECORDS
Speeding New Engine

10 A 20 a

Artercraft Italic

14 Point

FLEMISH SKETCHES
Characteristic Decorator

14 A 29 a

48 Point

HINDER

3 A 6 a

12 Point

MYSTICAL WESTERNER
Theatrical Production Bright

16 A 32 a

Displayed

10 Point

BROTHER SCOUT PROMOTED
Complete satisfaction usually comes
from conscientious intelligent effort

20 A 40 a

42 Point

MORTISE

3 A 6 a

8 Point

FOREIGNERS ENJOY RECREATION
Early artisans who labored diligently with
perseverance and fortitude advanced culture

21 A 41 a

Birthrights

6 Point

DISTINGUISHED CABBASSADOR GREETED
The elaborate banquet and brilliant official reception
demonstrated the popularity of the foreign statesman

24 A 47 a

36 Point

NEIGHBOR

4 A 8 a

Springtime

Characters in Complete Font

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k l m n o p q r s t u

v w x y z ff fl fl fl ffl

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Artercraft Italic Assortment, in all sizes, are furnished separately
and furnished only when specially ordered

CA B D M N P R T Th

g r y a e s th v o @ W O

30 Point

DREDGING

5 A 9 a

Beauty Salon

24 Point

JUNE BRIDES

6 A 12 a

Mountain Home

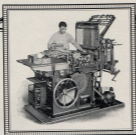
18 Point

FINE HORSEMEN

10 A 20 a

Southland Choristers

THE LITTLE KELLY Automatic Printing Machine



A Big Money Maker

The Little Kelly is a half super-royal two-revolution automatic job printing press with several novel patented features especially designed to expedite make-ready and the changing or alterations of forms. This machine requires only one-third the floor space of three super-royal presses and one man can operate two Little Kelly Presses or divide his time with some other tasks

Manufactured by the
AMERICAN TYPE FOUNDERS CO.

Selling Houses in Principal Cities

THE LITTLE KELLY MINIMIZES PRODUCTION COST

Every operation of make-ready, form alteration and wash-up is made easy on a Kelly. The make-ready is quicker than on a platen press. Form changes are quicker. When you print, you print more than twice as fast, and the quality of work—when finest quality is required—is unexcelled by large cylinder presses

THE Kelly Automatic Job Press was designed to reduce the cost of production of both short and long runs. This it has accomplished in a degree which has astonished the printing trade. In the future the bulk of work in the job pressrooms will be done on the Little Kelly Presses. Many printers, formerly plodding along in the platen press group, have become prosperous by adding Kelly Presses to their equipment. Buy a Kelly and increase your profits

Printing

The Mission of the printer is to
diffuse light and to help progress
by the judicious intermingling of
black with white



*B*LEST be the Power that taught mankind,
To stamp a lasting image on the mind;
Beasts may convey, and tuneful birds may sing,
Their mutual feelings in the opening spring;

*B*ut Man alone has skill and power to send
The heart's warm dictates to the distant friend;
Tis his alone to please, instruct, advise
Ones remote, and nations yet to rise

ENGRAVERS BORDER

Relay Four

A Serviceable All-Season
Motor Car

Dartmouth 2345-E

RELAY MOTORS COMPANY

Benjamin J. Neader

Administration Building
New York

Our Representative
Mr. Benjamin J. Neader
will call on you
early in November, or sooner
should you so desire



We will come prepared to demonstrate our
latest model and will offer information of
great value to everyone interested in
Automobiles