

Cast on Original Line

Caslon Oldstyle No. 471

72 Point

3 A 3 a

Bind

34 Point

7 A 14 a

RED INK  
Displaying

12 Point

15 A 45 a

FINE QUALITY  
CASLON adds dignity  
to beautiful printing

60 Point

3 A 4 a

Eagle

22 Point

8 A 16 a

NICE MEN  
Live Stylish

10 Point

18 A 56 a

PILGRIM ROMANCE  
IDEALIZING historical events  
becomes ridiculous if some  
narrative is unsubstantiated

48 Point

4 A 6 a

PRIDE  
Replied

18 Point

10 A 25 a

EXPEDIENT  
PLENTY of type  
increases profit

8 Point

30 A 60 a

HISTORIC MELODRAMA  
COMPOSERS sometimes take tunes  
lacking in worth and glorify them  
into symphonies; so the alchemy  
of genius has transformed this play

14 Point

14 A 40 a

RENEW DOME  
WORN letters cause  
of expensive delays

6 Point

22 A 66 a

SONGS PRODUCE HAPPINESS  
CHILDHOOD was spent in chasing  
golden butterflies; then came those  
youthful days of dreams. Happiness  
came with the realization of power

9 and 11 Point carried in stock only at Foundry

42 Point

4 A 6 a

HEARD  
Dialogue

36 Point

5 A 7 a

MEN SING  
Help Choir

30 Point

6 A 10 a

NAME USED  
Right Subject

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 fh fl et ( ) [ ]  
. , - ' : ; ! ?

Characters ( ) [ ] made only in sizes from 6 to 48 Point

SMALL CAPS from 6 to 36 Point are put up in separate fonts  
and furnished only when specially ordered

12 Point 14 A 42 a

**ODD SPECIMEN**  
*Leaflet printed in the  
 early day found intact  
 and presented to firm*

10 Point 16 A 48 a

**ANTIQUÉ PICTURE**  
*Brought beautiful painting  
 depicting hostile meeting on  
 frontier with savage Indian*

8 Point 18 A 55 a

**HONORS FOR PURITANS**  
*To break with the past, extracting  
 their lives in the wilds, required  
 a spirit of adventure, challenging  
 the great admiration of the world*

6 Point 18 A 56 a

**COLONIZING AT PLYMOUTH**  
*Pilgrim men and women, from across  
 the ocean, fled with determination to  
 secure freedom, landed upon the stern  
 and forbidding New England coast*

9 and 11 Point carried in stock only at Foundry

22 Point 7 A 16 a

**NOTIONS**  
*Folks acquire  
 strange habits  
 from learning*

18 Point 9 A 25 a

**COLONISTS**  
*Sturdy mariner  
 returning north  
 with sweetheart*

14 Point 12 A 36 a

**CONSIDERED**  
*European professors  
 showed appreciation  
 throughout exercises*

48 Point 7 A 6 a

**SINCE**  
*Mondays*

42 Point 4 A 6 a

**PROUD**  
*Diplomat*

36 Point 4 A 6 a

**BENCH**  
*Judge folks  
 impartially*

30 Point 5 A 10 a

**MINISTER**  
*English prelate  
 journeying east*

24 Point 6 A 14 a

**EXHIBITION**  
*New masterpieces  
 recently discovered*

Characters in Complete Font

A B C D E F G H  
 I J ſ K L M N O P  
 Q R S T 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 b i j k  
 l m n o p q r s t u v  
 w x y z ff fi fl ffi fff et  
 . , - ' : ; ! ?

Special Characters shown on page 132



## *Special Caslon Characters*

THE following Caslon Quaint Characters, in common use in William Caslon's time, have been preserved in their original form, but are not included in the regular fonts. They are sold separately for both the Roman and Italic.

QUAINT CHARACTERS for use with Caslon Oldstyle No. 471

f ff ffi fll fb fh fi fk fl ft et

6 Point to 36 Point fonts contain eleven characters as shown above  
42, 48 and 60 Point fonts contain long s and et only (f et)

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

f ff ffi fll fb fh fi fk fl ft et

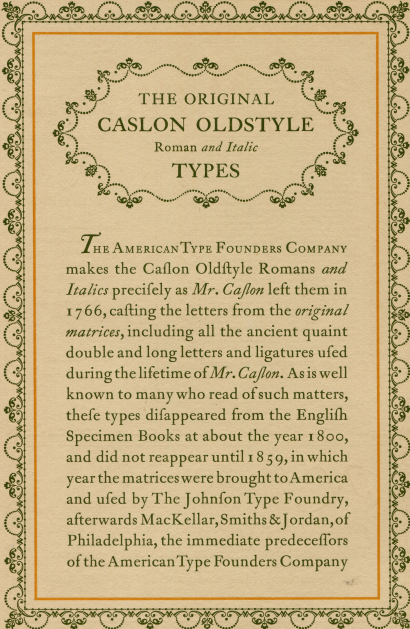
6 Point to 30 Point fonts contain eleven characters as shown above  
36 Point font contains long s, ek and et only (f k et)  
42 and 48 Point fonts contain long s and et only (f et)

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 Roman only up to and including 36 Point. Only characters *f*, *k* and *et* are made for 36 Point Caslon Oldstyle Italic No. 471; only the *f* and *et* are made for the Caslon Oldstyle Roman No. 471 from 42 Point to 60 Point inclusive; and only the characters *f* and *et* for 42 Point and 48 Point Caslon Oldstyle Italic No. 471.

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

A B C C D E F F G H H K K  
L L M N O P R S U W  
e k v w z gr E<sup>o</sup>

These characters are made in all sizes from 6 to 48 Point inclusive and are sold separately



THE ORIGINAL  
CASLON OLDSTYLE  
Roman and *Italic*  
TYPES

THE AMERICAN TYPE FOUNDERS COMPANY makes the Caslon Oldstyle Romans and *Italics* precisely as *Mr. Caslon* left them in 1766, casting the letters from the *original matrices*, including all the ancient quaint double and long letters and ligatures used during the lifetime of *Mr. Caslon*. As is well known to many who read of such matters, these types disappeared from the English Specimen Books at about the year 1800, and did not reappear until 1859, in which year the matrices were brought to America and used by The Johnson Type Foundry, afterwards MacKellar, Smiths & Jordan, of Philadelphia, the immediate predecessors of the American Type Founders Company

PENDELTIN  
SWARTOUT  
& COMPANY

MARK TWAIN at one time remarked that after years of study and analysis he had come to the conclusion that there were only thirteen original jokes, all other funny stories being based on the circumstances contained in these. An observer of drama has written a book to disclose that there has not been an original plot for centuries, all present-day drama being modeled on the plots unfolded long ago by the ancients. Even music has been reduced to comparatively few motifs. It is given to but few men to be originators. Shakespeare himself is known to have adapted the plots emanating from different countries and sources.

ADVERTISING, which is a young profession, could not hope to be exempt from the universal rule. Most known phases of advertising have been

grouped under very few heads, and rare indeed is the advertiser who can hope to emerge with one absolutely new idea. This is necessarily why he should be discouraged.

SOME of the most successful advertising of the present day has been modeled after some early and thoroughly exploited ideas. It is the method by which these ideas succeed that often determines the success of the advertising. It is perfectly proper for the advertiser to borrow, but he must be able to borrow like Shakespeare, up to him to improve.

WE desire to call your attention to the fact that our method is as distinctive as it is available. It is easily understood. You can readily see it is sound and will want your advertising campaign planned and handled by us once it is explained to you.

*Many*

new and pleasing effects in  
type composition  
are possible with the

*Caslon Types*

here shown, and the  
beautiful

ROSA  
BORDERS

THIS harmonious combination  
gives distinction to  
printing of the better class  
and is being used  
with splendid results  
on the general  
run of every day  
job work



Try this combination on  
your next job

ROSA BORDER ANTIOQUE ORNAMENT

NOT MORE than *one man* in a THOUSAND can  
tell you WHY he *smiles* when he is  
*pleased*, or WHY he *frowns* when *displeased*.  
The other NINE HUNDRED AND NINETY-NINE say  
it is the natural thing to do and *let it go at that*

Caslon Oldstyle No. 471 and Italic

## CASLON TYPES

when used in conjunction with  
the popular

*Caslon Swash*  
*Characters*

and embellished with our  
unusual

DECORATIVE  
MATERIAL

produce the most readable  
and most attractive  
typography



AMERICAN  
TYPE FOUNDERS  
COMPANY

*Spring Season*  
HAMILTON & SANDFORD

CHICAGO SILVERSMITHS BOSTON



## Wedding Gifts

FOR the wedding season many  
articles of beauty and utility  
are offered. Sterling silver dinner  
sets and choice pieces of exquisite  
design are shown in great variety.  
Every article is moderately priced  
and warranted to give satisfaction

*This trade-mark identifies  
Hamilton & Sandford Craftsmanship*

H&S

*The Original*  
CASLON  
OLDSTYLE  
*Roman and Italic*  
No. 471

## ANNOUNCEMENT

*This type face is cast also on the AMERICAN  
POINT LINE. The difference is entirely in  
the shortening of several of the descenders.  
Its catalogue name is CASLON No. 540 and  
Caslon Italic No. 540. The sizes are from  
6 to 120 point in the roman and from  
6 to 42 point in the italic*

AMERICAN TYPE FOUNDERS COMPANY





## JOHANN GUTENBERG

GUTENBERG IS BELIEVED TO HAVE BEEN BORN AT MAINZ ABOUT 1397 ¶ HE DIED ABOUT 1468 ¶ HIS NAME IS FOUND IN THE RECORDS OF STRASBOURG IN 1434 AND 1436 ¶ IN THAT CITY HE IS SUPPOSED TO HAVE FIRST WORKED ON HIS INVENTION OF TYPOGRAPHY AND CERTAIN FRAGMENTS OF PRINTING, AND PERHAPS THE BEGINNING OF HIS GREAT BIBLE

**G**UTENBERG'S name does not appear on any printed thing, and in only one of the books ascribed to him do we find any allusion to the invention of printing, and in that his name is not mentioned. We think of him as a man of large ideas and small means, accomplishing much, the credit for which was begrudged him by those who achieved fame through their connection with him and his invention.

**W**E THINK Gutenberg's failure in self-advertisement may be explained by assuming that he did not fully realize the importance of his invention. His view, it seems to us, was that typography would compete, because of its economy, with the pen-made and (sometimes) hand illuminated books which in the fifteenth century were produced by influential guilds in those few regions of Europe which had received a stimulus from the new birth of learning, which began in Italy a half century before.

Gutenberg could claim that his method made the cheaper books better, but probably thought that typographic books could not equal the better pen-made books. Later on, Gutenberg had to commence anew, while Fust secured the profits and temporarily (with Schoeffer) usurped the glory which soon attached itself to the new art.

**T**HE FIRST mention of the invention of the art of typography occurs in the 1457 "Psalterium," printed by Schoeffer and Fust, in which they claim to be the inventors. Two years before, they had got rid of Gutenberg and claimed more than they were entitled to. In 1460 the "Catholicon," ascribed to Gutenberg by bibliographers, "contains reference to the invention of printing in Germany, using expressions that seem to indicate that the writer [of the colophon] was the inventor." In 1472, a letter of Guillaume Fichet to Robert Gaguin, printed in Paris, contains the first reference in type to the then uncelebrated Johann Gutenberg.



THE INSCRIPTION ON THE MONUMENT ERRECTED TO GUTENBERG IN THE COURTYARD OF WHAT IS SAID TO HAVE BEEN HIS MOTHER'S RESIDENCE, AS TRANSLATED, READS ¶ "TO JOHN GENSFLEINICH, CALLED GUTENBERG, A PATRICIAN OF MAINZ, WHO FIRST AMONGST ALL INVENTED TO PRINT THE LETTERS BY MEANS OF METAL, AND WHO BY THIS ART DESERVED WELL OF THE WHOLE WORLD, THE ART-UNION OF MAINZ IN CONNECTION WITH THE OWNERS OF THE HOUSE ZUN GUTENBERG HAVE ERRECTED THIS MONUMENT AS AN IMMORTAL MEMORIAL OF HIS NAME, ON THE 4TH OF OCTOBER, 1847" ¶ ¶ ¶





WESTWARD JOURNEYS

**S**OME years ago the interior of California was an almost obscure desert. Herds of native animals roamed over its untilled plains. Its mountain fastnesses had been penetrated by only a very few more venturesome explorers. The foothills, between the plains and the peaks, harbored a handful of white settlers who had been drawn by the lure of gold, or the amazing fertility of the river bottoms, but for the most part remained the hunting grounds of bands of savage red men.

*The Golden West*

JAGREISH ORNAMENT

## The Gobbler

AN APPRECIATION OF THE NOBLEST OF BIRDS

**H**ONOR now this proud old bird; throughout his life he never heard of printer's ink nor devil's "oil"—and in his ignorance he had to die. He never heard the hum nor roar of presses on our first floor; he never smelled—at least we think, he never smelled of printers' ink. He was a small egg once upon a time, worth just about one thin, plain dime; a good, sound, healthy egg, forsooth, from which emerged a cocksure youth, who pompously strutted and eventually grew into a toothsome, sumptuous meal for you.



*Colonial Print Shoppe*  
ART TYPOGRAPHERS  
*Alden, Mass.*

FRANKLINIAN ORNAMENT

## Roberts, Peters & Company

**F**INE CLOTHES FOR MEN—Abnormal values at subnormal prices. Business suits that *could* make a congressman look like a banker. Sporting clothes that *can* make a golfer feel like a par player. We can assure you of some excellent values in each one of them that will permit a dollar to do a dollar job for you every time.

\$30, \$40, \$50—NO HIGHER

*Amsterdam Avenue and Morgan Place, NEW YORK*

WEDGWOOD BORDER, CASLON GREY CHARACTERS