

Caslon No. 540

129 Point

3 A 4a

Bit

96 Point

3 A 4a

Sad

84 Point

3 A 4a

Idyl

72 Point

3 A 4a

Hats

60 Point

3 A 4a

Spick

48 Point

3 A 6a

Kindly

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

Characters ( ) [] scale only in sizes from 6 to 42 Point

SMALL CAPS from 6 Point to 18 Point inclusive and Quaker Characters  
 f ff th fi fk ll ft ff ffi fl et from 6 to 10 Point inclusive are  
 foisted separately and are furnished only when specially ordered. Only  
 the Quaker Characters [ and et are foisted in the 36 and 42 Point sizes

11 Point carried in stock only at Foundry

42 Point

3 A 7a

Maid

18 Point

9 A 19a

FIREMAN  
 JUST Replied

36 Point

3 A 7a

Ratify

14 Point

12 A 27a

IMPROVING  
 GREAT Machine

30 Point

4 A 10a

Unfilial

12 Point

13 A 32a

ANNIVERSARY  
 REMINDS Colonists

24 Point

5 A 12a

DREAM  
 Prologue

20 Point

16 A 44a

DESERVED PRAISE  
 EMINENT authority may  
 review principal records

8 Point

18 A 45a

INHERITED QUALITY  
 PILGRIM honors and respects  
 quaint customs of forefathers

20 Point

7 A 14a

EARNED  
 Generosity

6 Point

22 A 63a

JOINED ANOTHER EXPEDITION  
 Distinguished traveler returns after  
 very unusual privations were celebrated

Characters in Complete Font

A B C D E F G

H I J J̄ K L M N

O P Q Q̄ R S T T̄

U V W X Y 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 Et ff fi fl

ffi ffl . , - ' : ; ! ? ( )

11 Point carried in stock only at Foundry

10 Point 18 A 43 a

**ACTORS CONVENE**

*Perhaps the most original of living comedians is funnier with his atrocious quips than others are with better stories*

8 Point 19 A 45 a

**PECULIAR STRUCTURES**

*Numerous builders attend the illustrated lecture on modern construction of dwellings and discuss other important ideas*

6 Point 21 A 68 a

**INDESCRIBABLE EXPERIENCES**

*Many eccentricists spend a delightful day among the wonders of nature. The views of the beautiful pasture lands and valleys from the towering mountains has amazed youngsters from the big city. Children told of their eventful day to their many friends*

18 Point 8 A 19 a

**NUMBER**

*Checking list located many*

14 Point 12 A 28 a

**FOREIGNER**

*Salesmen quickly made application*

12 Point 14 A 32 a

**REIMBURSED**

*State officers journey to military school for daily review of army*

42 Point 4 A 7 a

**BIRDS**

*Mindful*

36 Point 4 A 8 a

**SMOKE**

*Instructed sales clerk*

30 Point 4 A 9 a

**GUIDES**

*Extinguish forest blaze*

24 Point 6 A 12 a

**DISHONOR**

*Professor seeks new knowledge*

20 Point 7 A 14 a

**URGES HERO**

*Bright child given freedom at outings*

"THE SUREST WAY NOT TO FAIL IS TO  
DETERMINE TO SUCCEED"

## NAPOLEON'S GENIUS APPLIED to ADVERTISING

**W**HETHER OF NOT they do so consciously, the great manufacturers of this country generally employ sales tactics that bear a most striking likeness to the military method of Napoleon. They are always outflanking their competitors; skillfully taking them by surprise. This is particularly true during periods of business depression, when men of little courage think it untimely to advertise. It is also true to lesser degree during times of great prosperity. Men of no foresight imagine that advertising is unnecessary. It is this blindness of his competitors that gives

*THAT is why so many manufacturers  
make the greatest progress during the time  
of depression, and advance because the  
trade channels are not so crowded.*

**MANTING BROS**  
*Typographers · Designers*  
NORTH PHILADELPHIA

CLEVELAND BORDER CASLON SWASH CHARACTER

*American  
Type Founders  
Company*

**I**T is almost impossible to do inferior printing with CASLON TYPES. Use paper of good quality and the effect is admirable.



### *Third Annual* **EXHIBIT of ARTS**

CAREFULLY SELECTED SUBJECTS OF THE  
MOST CHARACTERFUL WORK OF FRENCH  
INDUSTRIAL ARTS ARE BEING EXHIBITED

*Week Commencing October 28th*  
JODAN GALLERIES

**S**INCE it is not feasible for all Americans to go to France, it is for France to take the initiative and come to the States. It is somewhat as if a bit of our country were suddenly transplanted to our friends on the other side of the water—the broad Atlantic. The original exhibit was inaugurated in Nice in the summer of last year with startling success. I can still visualize it as if it were yesterday, tastefully installed in a retired section on the Place des Victoires, in the Palais d'Argent, and now, as in the fairy tales of our childhood, I find it once more luxuriously exhibited in the heart of the greatest business section of this country.

CLEVELAND BORDER ARTIST'S ORNAMENT

## Typographic Borders



**F**IVE out of eight advertisements noted on a daily newspaper page were composed with Typographic Borders. Other pages in the same newspaper disclosed the fact that more than half of the advertisements were designed to include a border of one kind or another.

Typographic Borders have acquired a standing in popular favor, acquired it because they serve a very useful purpose—for a border properly applied to a specific advertisement distinguishes it from a page full of varied pieces of copy or, as the saying goes, makes it “stand out.”

Sometimes, when several such advertisements surround one lacking a border the same result is gained. The advertisement so surrounded stands out too, not because it has no border, but simply by virtue of the adjacent designs that close it in.

What better proof is wanted of the desirability of borders in intelligent newspaper advertising? If *parts of four different borders* surrounding an advertisement serve to set it off, how much better service a complete border of its own would give.

In this catalogue there are shown many new and distinctive borders which will be found very appropriate for newspaper and magazine advertisements, as well as for commercial printing.

*American Type Founders  
Company*

EVERYTHING FOR THE PRINTER

## CASLON TYPES

THE CASLONS IN THIS CATALOGUE ARE WORTHY OF THE VERY CLOSEST STUDY - EACH SERIES HAS ITS OWN DISTINCT APPEAL

THE opinion of many printers is that one never makes a mistake by composing the job in *Caslon*. *Caslon* TYPE FACES are liked by everyone. They are easy to handle. However, the name *Caslon* has a wide range and the printers should study this catalogue to determine which series of this famous family will best satisfy his requirements

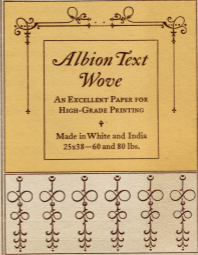
If you have not a good assortment of CASLONS, your composing room is incomplete

## AMERICAN TYPE

JACOBIN ORNAMENTS FAMILY INITIAL



CLELAND ORNAMENT AMERICAN BORDER



MODERN FLOURISHES

**Y**OU will find many new ideas and new materials in this catalogue with which to improve your printing. The type designs in this book include a large number of new and desirable faces

**W**E wish to invite your especial attention to the many new and beautiful typographic ornaments and borders shown for the first time in the display pages of this book

**M**AKE this a book of real value. A study of its pages now and then will help you to impart the touch of excellence to your work

VANITY INITIALS

COMPOSING  
ROOMS  
ARE SELDOM  
OVER  
EQUIPPED

GIVE YOUR COMPOSITORS PLENTY OF GOOD  
MATERIAL WITH WHICH TO WORK AND YOU  
WILL BE HIGHLY GRATIFIED WITH RESULTS

OLD ENGLISH BORDER AMERICAN BORDER



**DEPENDABLE  
MERCHANDISING SERVICE**

The MERCHANDISING SERVICE of the AMERICAN TYPE FOUNDERS COMPANY has the habit of following things through, which makes it indispensable to printers or publishers seeking best results. The best of everything for the printer includes the best of service

*Conveniently Located Selling Houses  
and Selling Agents*

**AMERICAN TYPE FOUNDERS COMPANY**

CRABTREE BORDER AMERICAN BORDER

VOCATIONAL CARES

Caslon No. 540 and Italic



THE CASLON FAMILY

**A**MERICAN printers during recent years have used many admirable type designs, but none of them seems likely to displace the Caslon Family's popularity. Printers and users of printing, influenced by the great natural law, abhor everything which tends toward monotony; and many excellent types, their novelty and freshness a thing of the past, have vanished into a harmless and inconsequent oblivion

**T**HE Caslon Family, however, seems destined to be the one exception to the above rule. The stream of time, which wears away so many worthy type designs, passes over the superb Caslon style without diminishing either its beauty or its utility. "*Set it in Caslon*" is to-day the slogan of many printers whose customers require typographic beauty and freshness, and with a minimum expenditure of time

A M E R I C A N T Y P E F O U N D E R S C O M P A N Y

*The Typographic Library was established in 1908*



American Type Founders Company

JERSEY CITY, NEW JERSEY

**A**N INVITATION  
*is most cordially extended to printers and all other persons interested to visit the Typographic Library & Museum, which was established to perpetuate and honor the memories and achievements of all those who, in any period and in all countries, have advanced the typographic arts.*

*The Library contains more than twelve thousand volumes relating exclusively to printing and its allied arts and is open to visitors during business hours. The collecting and preserving of memorabilia of printing and of printers of all nations is a duty assumed by this Library.*

LIBRARY HOURS

Week Days: 9.00 A.M. to 5.00 P.M.  
Saturdays: 9.00 A.M. to 12.00 M.

*TEXT BOOKS of PRINTING*  
*in all LANGUAGES*

VANITY INITIALS ANTIQUE ORNAMENT



TYPOGRAPHIC  
LIBRARY & MUSEUM

500 COMMUNIPAW AVENUE

JERSEY CITY, N. J.

U. S. A.

VANITY INITIAL OLD ENGLISH BORDER

**P**RINCIPAL  
SECTIONS

Specimens of types used in all countries, from the invention of typography to the present time

Histories of printing and publishing

Biographies of famous printers  
Books printed by famous printers of all periods in all countries

Books of historic interest to printers

Early printed books, newspapers and magazines

Books relating to engraving in wood, with examples of the famous engravers

Books relating to process engraving, with examples of the superseded processes

Portraits and autograph letters of famous printers and type founders

Busts and statues of celebrated typographers

Ancient appliances and apparatus of printing

Medals relating to typography  
Curiosities of typography

Books relating to journalism, editors and journalists

Books relating to paper making  
Specimens of commercial printing of all periods

Collection of trade papers relating to printing, American and foreign, from the earliest to the present time

Publications of printers' societies of all kinds

Textbooks of printing in all languages

**A**merican  
Type Founders  
Company

VANITY INITIALS MODERN BASH