

48 Point

4 A 7 a

HERB
Spright
Double

42 Point

4 A 8 a

MINER
Rejected
Soundful

36 Point

5 A 9 a

BREACH
Equestrian
Hyperbole

30 Point

6 A 11 a

INSECURE
Spanish boats
brought good
news for man

24 Point

8 A 14 a

REMARKS
Expect more
big buildings
near city line

18 Point

11 A 21 a

ENCOURAGE
Recently erected
homes sought by
cautious persons

14 Point

14 A 27 a

FINE EXHIBITS
Beautiful art display
containing excellent
sketches donated by
famous connoisseur

12 Point

17 A 32 a

PROSPECTING
Engineers sought
guide for gigantic
mining projects in
unexplored forest

10 Point

22 A 44 a

PUBLIC MEETINGS
Several prominent men
request much publicity
shall be given articles of
the highest importance

8 Point

24 A 47 a

TRIBUTE CONSIDERED
Printing, born at the dawn of
the Renaissance, turned the
darkness of the Middle Ages
to light and helped mankind
toward its promised destiny

6 Point

27 A 54 a

MAGNIFICENT SELECTION
Noted workers received honorary
degrees from many universities in
acknowledgment of current efforts
for the cause of popular education
and in the advancement of science

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 fm fn et st. , - ' : ; ! ?

Characters ff fi fl fm fn are furnished
only with 6, 8, 10, 12, 14, 18 and 24 Point sizes.
Kerred and unkerred characters, as shown,
furnished with 30, 36, 42 and 48 Point sizes

12 Point 21 A. 46 n

ENLIGHTENED
Hackneyed phrases
and expressions are
rarely permitted by
leading newspapers

10 Point 30 A. 58 n

REVIEW ELECTIONS
Several candidates speak
at political meetings held
under authority from the
state campaign managers

8 Point 35 A. 70 a

DESCRIBES MONUMENT
Patriotic societies and marine
organizations participated in
a pageant showing important
doings in recent naval history
and colonial settlement period

6 Point 38 A. 75 a

MAGNIFICENT PROMENADES
Leading municipal engineer planning
improvements for progressive airport
which will revolutionize conditions in
that city. Changes to be made in both
incorporation and marketing systems

24 Point 10 A. 18 a

KINGDOMS
Carpet display
awarded prize
at state exhibit

18 Point 14 A. 29 a

DISTINGUISH
Suburban festival
greatly enjoyed by
seashore residents

14 Point 19 A. 38 a

HEROIC LEGION
Nine sportsmen leave
town for the watering
places and mountains
of the eastern country

48 Point 5 A. 10 a

BINDS
Eclipsed
Healthy

42 Point 6 A. 12 a

NOTICE
Sycophant
Reflexible

36 Point 6 A. 12 n

DEIFORM
Interpolated
Magnificent

30 Point 8 A. 14 a

FURLOUGH
Uniform gauge
plans settled by
railroad action

Characters in Complete Font

A A B B C C D D E E
F G G H I J K L L M
N N O P P Q R R
S T U V 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 w
x y z ff fi fl ffi ffl Qu à ß
. , ' - ' : ; ! ?

Presenting American Caslon
and *American Caslon Italic*, a
combination that will insure

Effective Composition
ADVERTISING JOB WORK

better
type

better
paper

better
printing

better
prices

AMERICAN Caslon and *American Caslon Italic* are recent additions to the admirable Caslon Family of type faces made by the American Type Founders Company, and will prove to be a nice work impression.

with those
convention
present

Judge us by the
QUALITY and
VERSATILITY
of our Thought

Everything else
in Advertising
largely depends
on the technical
skill of printers

We will gladly explain
our tested method without
any obligation

GROSE & COMPANY
Advertising
Service

DARTFORD, MICHIGAN

OLD ENGLISH BORDER
AMERICAN BORDER

JAGGISH ORNAMENT
MODERN BRACKET

*American
Type is
the Best
in Any
Case*

*American
Cut-Cost
Equipments
Increase
Profits*

BRUSHED BORDER

MODERN BRACKET

DURING JUNE, JULY & AUGUST

We *CLOSE* on Saturdays
AT NOON

PARAGRAPH BORDER JAGGISH ORNAMENTS


Type

GOOD judgment used in the arrangement of types is one of the best aids to selling by use of the printed word. The compositor should not only be dexterous or concerned with typographic forms for the sake of beauty, but must know how to compose a job that not only looks well but gives to the whole product a new impetus, a kind of final thrust, if it is to be effective in giving to printed advertising matter its full power

*Northern Press
Pelland, Minnesota*

PARAGRAPH TERMINAL

149



L
Trade
Mark

BEAUTY IS WOVEN
INTO LONSDALE
RUGS, AND YOU MAY
DEPEND ON IT, THEIR
BEAUTY IS ALWAYS A
TRUE EXPRESSION OF
THEIR QUALITY

Lonsdale Rugs
Design and
Quality Woven
into One

PARAGRAPH BORDER

JAGGISH ORNAMENT

CASLON TYPES
CREATE AN ATMOSPHERE
OF QUALITY

JUST as the beauty of a military parade consists not in the vast numbers but in the symmetry of formation, so it is with the presentation of facts through proper typographic arrangement. It is through the medium of type that our thoughts are imparted to others, the picture presented to the eye creating a lasting or a fleeting impression accordingly as it is presented vividly or indistinctly. A jumble of badly arranged matter means little to the eye, and seldom secures more than a cursory glance. So, the type that does more than its share of the work is kept busy. Here is where the Caslons excel; it is difficult to arrange a piece of printing in these types that does not contain at least the elements of beauty. Used intelligently, the Caslons will bridge the interval that separates the commonplace from the best

ADVERTISING
is the SUNLIGHT
of BUSINESS

To all that is healthy and vital
in business, it means increased
strength and growth; but ad-
vertising is a fierce heat which
withers and consumes that
which is unsound ☞ ☞ ☞ ☞ ☞
A business which is not a good
business should not be adver-
tised. A business which would
not benefit from widespread
appreciation of its ideals had
better acquire a new
set of ideals

THE AMERICAN ASSOCIATION OF ADVERTISING AGENCIES

AN EFFECTIVE PAGE SET IN AMERICAN CASLON
AND ITALIC. THE SPARTAN BORDER ENCLOSING THE TYPE MATTER
HELPS TO GIVE IT AN INTERESTING ASPECT

SPARTAN BORDER ROSA BODER



Modern Typographical Design



AMERICAN
TYPE FOUNDERS
COMPANY

The American Type Founders Company particularly desires to call the attention of printers to the American Caslon series, a type style of distinctive merit. This beautiful face is especially adapted for use on work which requires strong, clean-cut type

GOOD typography is the selection of type faces which are feelingly expressive of both caption and copy; the choice of borders in which lurk a seemly motive and a silent meaning; ornaments, if necessary, which fit the theme just as felicitously as a scabbard fits its bright blade; and the intelligent distribution of white space

JASBUSH BRASS BELLE ORNAMENTS MODERN BRACKETS

J. B. MEAD COMPANY

Pioneers in the Development of

EQUIPMENT AND
ACCESSORIES

Radio

LATEST OUTFITS
INSTALLED

Demonstrations and Instruction Given

Bradhurst Building - Amsterdam Avenue
New York

PRINTERS who keep pace with the advance in typographic design are assured of increased prosperity. This catalogue will be found a mine of information for progressive printers



A Proclamation

ISSUED BY THE DESCENDANTS OF THE
AMERICAN PATRIOTS TO THOSE WISHING TO OBSERVE
INDEPENDENCE DAY PROPERLY



W E DEPLORE *the decadence of the good, old-fashioned celebration of the Fourth of July, with its reading of the Declaration of Independence; its patriotic music and inspiring addresses, animated with the true spirit of the day; American, just as they should be, in every single syllable, but having a new trend in celebrating this* wherever men duties, and the citizenship for by devotion an

JESSEN ORNAMENT EDUCATIONAL ORNAMENT VANITY INITIAL

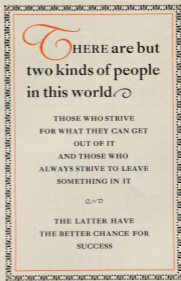
American Type Designs

because of their exceptional merit, are invariably the choice of the country's foremost printers

THERE are but two kinds of people in this world

THOSE WHO STRIVE
FOR WHAT THEY CAN GET
OUT OF IT
AND THOSE WHO
ALWAYS STRIVE TO LEAVE
SOMETHING IN IT

THE LATTER HAVE
THE BETTER CHANCE FOR
SUCCESS



ENCLOSURE BORDER VANITY INITIAL