

Caslon Lightface

12 Point

3 A 4a

Hob

18 Point

9 A 20 a

DECORUM
Huge crowd
obeyed rules

10 Point

18 A 35 a

MORE EXPORTS
Progressive banker
urged merchants to
increase sales force

60 Point

3 A 4a

Exist

14 Point

12 A 24 a

NUMBERING
Urge author to
clearly explain
his recent book

8 Point

22 A 42 a

COSTUME ADMIRER
Many original creations
received much praise at
annual masquerade ball

48 Point

3 A 5a

Dingle

12 Point

16 A 32 a

BRIGHT PUPILS
Eminent professor
pays liberal tribute
to industrious boy

6 Point

23 A 46 a

REACH HIGH ALTITUDE
During aviator and mechanic
thrill interested spectators by
performing dangerous stunts

42 Point

3 A 7a

Beyond

9 and 54 Point carried in stock only at Foundry

38 Point

3 A 7a

FIGURE
Chaplain

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
ct st . , - ' : ; ! ?

30 Point

5 A 9a

EGOTISM
Rectangles

Two-thirds set \$1234567890 Figures

Both on set and two-thirds set figures are made up to and including
14 Point; above 14 Point the wide figures only are made and each
size in wide uniform set. Up to 14 Point inclusive, regular job and
wickets fonts contain on set figures only; above 14 Point, fonts con-
tain the wide uniform set figures. Both kinds are
furnished separately in 6-point fonts

24 Point

6 A 11a

HUMORING
Directs Game

Castlon Lightface Italic

10 Point 37 A 36 a

MODERN TRUTH
Ideals of man may
always be in dispute
but the wages of sin
are set at a standard

8 Point 22 A 41 a

MUCH BENEFIT LOST
There are a million useful
ideas within the minds of
worthy citizens which will
never be known because of
lack of promotion capital
with invention protection

6 Point 25 A 52 a

ENSURING GOOD SPIRITS
A friend in need may be useful at
times but often may have method
in his acts of kindness. The man
who will lie and tell you that you
are looking fine when you are low
in health and spirit is a real friend

18 Point 9 A 18 a

PROGRAM
Dancing and
variety show

14 Point 12 A 24 a

EUROPEANS
Several visitors
leaving this port
for oriental trip

12 Point 15 A 33 a

DISARMAMENT
Misty subjects much
discussed by men of
political aspirations

48 Point 3 A 6 a

MINE
Height

42 Point 3 A 7 a

ROSES
Nymph

36 Point 3 A 7 a

URBAN
Spectacle

30 Point 5 A 9 a

FURNISH
Generation
with plenty

24 Point 5 A 11 a

DISPERSER
Consequently
makes friends

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
. , - ' : ; ! ?

Caslon Lightface Condensed

72 Point

Bulk

3 A 4 a

24 Point

MOISTURE
Boy brought
urgent news

7 A 13 a

12 Point

RECEIVED NOTICE
Energetic club official
sent announcement of
coming minstrel show

20 A 40 a

60 Point

Right

3 A 4 a

18 Point

SENDS CHECK
Generous judge
makes donation

11 A 22 a

10 Point

NEWEST INVENTION
Clever mechanics design
powerful motorboat and
are awarded gold trophy

22 A 42 a

48 Point

NICHE
Spatula

3 A 5 a

14 Point

MOVES BUILDING
Local official started
elaborate project for
better power service

16 A 32 a

8 Point

BRINGS ENOUGH SAMPLES
Distinguished professors return
with extraordinary collection of
antiques of great scientific value

26 A 50 a

42 Point

HOUND
Equalize

4 A 7 a

54 Point carried in stock only at Foundry

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		
.	,	-	'	:	;	!	?		

36 Point

KINETIC
Migration

4 A 7 a

30 Point

PROBLEMS
Best Market

5 A 11 a

Caslon Lightface Condensed

Let us help you in
the selection of furnishings
for your home



Everything to make
the bathroom cheerful and
comfortable

*W*E have a very complete line of Fixtures
for your Bathroom; original and clever
ideas in Medicine Closets, Looking Glasses,
Towel Racks, Clocks, and numerous other
useful articles that help to beautify the home

JAMES G. HARDING CO.

Monmouth Street at Straight Avenue, Duluth, Michigan

ROTHER ILLUSTRATOR VANITY INITIAL

*R*EMOVAL NOTICE

We beg to announce the removal
of our offices to more convenient
quarters in the Monroe Building,
352 Germania Avenue, Stamford,
New Hampshire, on August 25th

MINTER & JENKINS

Incorporated

INSURANCE

Insurance Placed with
Absolutely Reliable
Companies Only

AUTOMOBILE AND ACCIDENT INSURANCE A SPECIALTY

OLD ENGLISH BORDER VANITY INITIAL

Caslon Bold

96 Point

3 A 4 a

Irk

84 Point

3 A 4 a

Sail

72 Point

3 A 4 a

Belt

60 Point

3 A 4 a

Maid

48 Point

3 A 5 a

North

42 Point

3 A 6 a

Knight

36 Point

3 A 6 a

Election

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 & \$
 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
 ct st . , - ' : ; ! ?

Two-third Set Six Set
 1234567890 1234567890

Bulk as set and two-third set figures are made up to equal including 12 Point; above 12 Point the wide figures only are made and each also is made uniform; set. Up to 12 Point inclusive, regular job and weight fonts contain no set figures only, above 12 Point, all fonts contain the wide figures set figures. Bulk kinds furnished separately in five-pound boxes.

9 and 54 Point carried in stock only at Foundry

39 Point

4 A 9 a

GRIPS Fragile

12 Point

16 A 30 a

FINE SERMON Energetic pastor much stimulated

24 Point

5 A 11 a

DESIRE Royalist

19 Point

16 A 32 a

HISTORIC SHIPS Our representative prevented disposal

18 Point

8 A 17 a

INSURED Perplexing

8 Point

19 A 38 a

SHREWD MANAGER Northeastern merchant particular disciplinarian

14 Point

12 A 28 a

QUESTIONS Magnificence

6 Point

22 A 41 a

EASTERN RAIL SERVICE Improvements contemplated assure nice accommodations

5 Point

21 A 40 a

GRACEFUL DESERT GARDENS Royal caravan reached wonderful oasis before their meagre supplies and water were entirely exhausted

Caslon Bold Italic

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 rs . , - ' : ; ! ?

The following characters are furnished with all fonts
from 8 Point to 24 Point inclusive

ff fi fl ffi ffl

9 and 54 Point carried in stock only at Foundry

50 Point 16 A 30 a

ECONOMIZING
*Production outlay
honestly curtailed
before organizing*

8 Point 18 A 36 a

CHOICE ORCHARD
*Northwestern farmers
predict enormous crop
from monthly spraying*

6 Point 21 A 40 a

MINIMIZE RESOURCES
*Several housewives making
organized plans to conserve
by forming purchasing guild
among chary acquaintances*

5 Point 19 A 38 a

INTERIOR EFFECTS PLEASE
*Bringing indoors a suggestion of
gay formal gardens and sparkling
water by synthetic treatment of
the innumerable colors assembled*

18 Point 8 A 14 a

MASTER
*Noted and
thoughtful*

14 Point 12 A 20 a

DECORATE
*Gardener has
special flower
at convention*

12 Point 15 A 28 a

ENTHUSIASM
*Quiet performer
modestly roused
loftier sentiment*

60 Point

8 A 4 a

Rink

48 Point

8 A 5 a

ICED
Styles

42 Point

3 A 5 a

MINE
Dorsal

36 Point

3 A 5 a

BRINK
Helping

30 Point

4 A 8 a

UPHOLD
Labyrinth

24 Point

5 A 9 a

NOMINAL
Regulations

Caslon Bold



JUST A LITTLE
REMINDER
THAT
I AM NOW
OPENING
A NEW SHOP
ON THE
BOULEVARD

LOUISA

BOTERS ILLUSTRATOR

Steel TRAPS

designed and made by
the Hays-Moran Steel
and Iron Corporation
are not only effective,
but merciful. Animals
trapped in the strong
steel jaws, feel no pain
because of a patented
mechanical device. It
will be on exhibition
at our store this week

SPORT SHOP

THE DIRECTIONS

TO obtain the most
satisfaction with the
Eagle Polishing Oil,
you must be careful
to prepare the wood
surface that is to be
polished by rubbing
it thoroughly with a
lintless rag. After all
moisture is entirely
eliminated, apply by
brush, giving it one
complete coat first,
and allowing the oil
to dry, then rubbing
with a woolen cloth
until a gloss appears

**EAGLE
POLISHING
OIL**

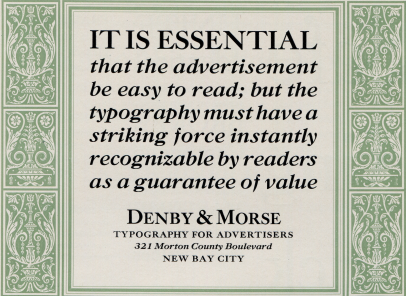
JAGGISH BRASS RULE ORNAMENT

Each Minute 1450 Revolutions

HOW do you think you would feel
in a whirlwind ride at this rate?
Yet you gain all the benefits of such
speed without losing any comfort or
suffering any ill effects during a trip
in the new eight-passenger airplane

AERONAUTS

Caslon Bold and Caslon Bold Italic



IT IS ESSENTIAL
*that the advertisement
be easy to read; but the
typography must have a
striking force instantly
recognizable by readers
as a guarantee of value*

DENBY & MORSE
TYPOGRAPHY FOR ADVERTISERS
321 Morton County Boulevard
NEW BAY CITY

JAGUSH ORNAMENTS



TYPE TALKS

*Type foundry type, set by hand, will tell
the story more beautifully than it may
be told by any other method. The most
discerning advertisers insist that their
appeals be made with foundry-cast type*

AMERICAN TYPE FOUNDERS COMPANY

JAGUSH BRASS RULE ORNAMENTS