

84 Point

Safe

3 A 4 a

72 Point

King

3 A 4 a

60 Point

Brick

3 A 4 a

48 Point

Mystic

4 A 6 a

42 Point

PRICE
Bargain

4 A 7 a

36 Point

FINISH
Notables

4 A 8 a

Recut Caslon

30 Point

UNITE
Identical

5 A 30 a

24 Point

BROKER
Captivated

6 A 13 a

18 Point

MARITIME
Sailors report
calm weather

10 A 18 a

14 Point

EXPERIENCE
Journeymen give
entire satisfaction

13 A 27 a

12 Point

PRAISE SINGER
Delightful program
pleases young folks
who attend concert

15 A 32 a

10 Point

SENSIBLE ADVICE
College graduates hear
final address regarding
social and business life

18 A 38 a

8 Point

BUSINESS IMPROVING
Directors approve statement
which shows stockholders
the excellent financial condition
now prevailing in local banks

21 A 42 a

6 Point

FINE HABITS CONTAGIOUS
Example has more followers than
reason, and folks generally imitate
what pleases them most. Habits of
thought and action very often carry
with them an incalculable influence

24 A 47 a

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 f g h i j k
 l m n o p q r s t u v
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The following characters are furnished with all fonts
from 6 Point to 18 Point inclusive

ff fi fl ff fl

SMALL CAPS from 6 to 18 Point are put up in separate fonts
and furnished only when specially ordered

Recut Caslon Italic

10 Point

15 A 43 a

ENTERS HARBOR
Gigantic new steamship receives cordial welcome after completing maiden voyage very successfully and making speed record

18 Point

8 A 21 a

SUBJECTS
Refreshments were provided during march

48 Point

4 A 6 a

NICE
Bridge

8 Point

16 A 50 a

CHARMING PROGRAM
Nothing in modern music ever quite attains the natural grace in rhythm and melody found in the passionate love songs of the Latin races, now enriched and refined by centuries of romance and an inborn musical passion

14 Point

11 A 39 a

PROSPERING
Industrial centers can optimistically anticipate colossal business activities

36 Point

4 A 9 a

MODES
Highland sheepdogs

6 Point

18 A 53 a

DELIGHTFUL MOUNTAIN
July vacations spent camping close to nature's heart will rejuvenate a sluggish mind and body. Come and feast your eyes on snow-clad peaks hanging in the sky and reflected in the crystal depths of sublime alpine lakes; admire the silvery waterfalls and inhale the delightful pine odor

12 Point

13 A 36 a

NIGHTINGALES
A nocturnal songster whose florid whistling enhances the mystical twilight enchantment

30 Point

4 A 12 a

DRENCH
Imperialists believe radio use essential

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 &

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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 . , - ' : ; ! ?

The following characters are furnished with all fonts from 6 Point to 18 Point inclusive

ff fi fl ff fi fl

24 Point

5 A 15 a

EMERGED
Kindly person bequeaths bird study grounds

Recut Caslon and Recut Caslon Italic

GENERAL approval quite often follows artistic leadership. The proof of this fact is the brilliant welcome that the PHONOLA has been given. It stands alone, the faultless phonograph. The great artists who produce records for the PHONOLA praise its beauty

The
Phonola

*In the charming period styles
and other popular models*



John Borin Compar

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Los Angeles

TWENTIETH CENTURY ORNAMENT

Two very
useful members
of the distinguished
Caslon Family

Gardens

By EDGAR SELDON

THE pages that follow are mostly a condensed record for flower time, just a little garden wisdom which may help those people who give love-labor to green things growing, whose garden of pretty flowers is ever the heart's desire

Beyton Public Library

RHETORIC AND POETRY

*An Instructive Series
of Debates and Lectures conducted
in the Interest of and for the
Betterment of Speech*

WINTER
COURSE

Under the direction of
The Beta Gamma Society
of EVERET COLLEGE



SUCCESS

consists not so much in

sitting up nights

AS BEING AWAKE

IN THE DAYTIME

Recut Caslon & *Italic*



The CASLON Family

Recut Casl

Thirty-second Revised Edition

The STUDY of
MODERN COLOR
PRINTING

Compiled by
FRANK J. MORLEY

Illustrated with colored
charts showing various effects
and combinations

Published by
PIGMENT & BRONZE
PITTSBURGH, MASS.

BROCHURE BORDER

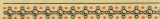
JAMES H. SMYTH

His Book

No. _____

NEW · HAVEN

BROCHURE BORDER



A AMERICAN PRINTING
clean-cut, vigorous
since printing began
than the ability to do the
limited class is the unique
American typography. It
has been the principal factor
for the printer's product;
printing style proceeds more
American typography comes
its present rank if the AMERICAN
COMPANY had not furnished
creating dominating typography
is our chief advertisement
printer's customer to buy
many other printers to accept

ANTIQUE ORNAMENT BROCHURE BORDER

The CASLON Family
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Recut Caslon and Italic



AMERICAN PRINTING is unrivaled for its clean-cut, vigorous style. The best printing since printing began is done here; but better than the ability to do the exceptionally good for a limited class is the unquestioned *higher average* of American typography. Improvement in style has been the principal factor in *increasing* the demand for the printer's product; and no one will deny that printing style proceeds mainly from the types used. American typography could never have reached its present rank if the AMERICAN TYPE FOUNDERS COMPANY had not furnished the basic element by creating dominating type designs. Creative effort is our chief advertisement. A type which impels a printer's customer to buy more printing also impels many other printers to add that style to their outfits

ANTIQUE ORNAMENT BROCHURE BORDER

VANITY INITIAL JAGGISH ORNAMENTAL BRACKETS

The **CASLON** Family stands
the test of time

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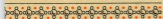
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TING is unrivaled for its style. The best printing is done here; but better exceptionally good for a seasoned *higher average* of improvement in style has in *increasing* the demand and no one will deny that mainly from the types used. could never have reached AMERICAN TYPE FOUNDERS shed the basic element by the designs. Creative effort t. A type which impels a more printing also impels d that style to their outfits



VANITY INITIAL JACQUIN ORNAMENTAL BRACKETS

Family stands
of time

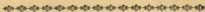
The CASLON Family

INTRODUCTORY

COLOR PRINTING: There are very few printers who do not occasionally turn out a piece of work that is not pleasing, simply because they have used a color of ink that is not in harmony with the tint of the paper. Every such job is a bad advertisement for the printer, just as certainly as an artistic piece of work is a good advertisement. Very often a printer can readily see that the effect is not pleasing, but he knows full well if much time is spent in experimenting the job will prove unprofitable, and so he lets it go. The sole purpose of this little book is to overcome this difficulty by enabling the printer to obtain pleasing results without the waste of time.

In planning this little book, the author first selected the different tints of paper, and then made a selection of the twelve original colors shown on page 6. From these twelve original colors were produced the twenty-four mixed colors shown on page 7. In each case the proportions of the colors used in the mixture are given below the color shown. In the selection of papers and inks the author was governed solely by a desire to obtain a variety of colors which would prove to be the most valuable

— [3] —



CHAPTER XVII

BRUCHEE BORDER

SINCE its introduction, human nature has made great headway, and society experienced great changes; and in this advanced condition of the universe Christianity, instead of losing its application and importance, is found to be more and more congenial and adapted to man's nature and wants. Men have outgrown the other institutions of that period when Christianity first appeared, its philosophy and its policy, its modes of warfare, its private and its public economy; but Christianity has never shrunk

CASLON SWASH CHARACTERS

AMERICAN

THIS NAME ALWAYS STANDS FOR THE FINEST IN PRINTING CRAFTMANSHIP. IT UPHOLDS ALL THE TRADITIONS OF THE PAST AND HELPS SOLVE THE PROBLEMS OF THE PRESENT

*American Type Founders
Company*

TYPE STYLES

Mother Love 30

A MOTHER'S love is indeed the golden link binding youth to age; and he is still but a child, however time may have furrowed his cheek, or silvered his brow, who can happily recall, with a softened heart, the fond devotion or the kind and gentle chidings of the best friend God ever gives us

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