

Caslon Shaded

PATENTED APRIL 9, 1919 REGISTERED NO. 660,446

84 Point

3A 4a

Idyl

72 Point

3A 5a

Spot

60 Point

3A 6a

DIM
High

48 Point

4A 8a

KING
Ethics

42 Point

4A 9a

POEM
Noisily

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 w x
y z . , - ' : ; ! ?

The following characters are furnished in
10, 12, 14 and 18 Point sizes only

ff fi fl fm fl

36 Point

5A 8a

MEN
Skirts

18 Point

11A 20a

SUBURBS
Generosity

14 Point

15A 30a

MUSTERED
Incomparable
club luncheon

30 Point

6A 11a

BOND
Report

12 Point

17A 34a

RETIREMENT
Steamers proved
quite convenient

24 Point

7A 13a

DUNCE
Esquires

10 Point

24A 40a

EMBROIDERIES
National musicians
please big audience

Reginald Emerson Hackett

TYPOGRAPHIC Service of an unusual standard is my objective. Having been connected with the largest printing and advertising concerns in this country I am now prepared to serve you personally in all matters pertaining to printing and advertising

At home to all who would be interested in calling at
389 GRAPHIC BUILDING · RICHMOND

DESIGN · LAYOUT · ADVE

OLD ENGLISH BORDER VANITY INITIAL

Program
Montmarte
Theatre



Brian Sheldon
Readings

Friday, October Ninth

AMERICAN BORDER

ELZEVIR FLORET



Protection

If you draw up a will you can state your own terms for the division of the estate you built up throughout your life. If you do not make a will you simply delegate the State with the final distribution of your properties.

We stand ready at all times to aid you in these matters

Haleyon Banking
Company
Northford, Illinois

NOTERS ILLUSTRATOR

Caslon Openface

48 Point 3 A 5 a

Halts

42 Point 3 A 5 a

Bridge

36 Point 3 A 5 a

Sophist

30 Point 5 A 5 a

Rejoined

24 Point 6 A 10 a

ENSIGN
Graduating

18 Point 9 A 15 a

BRIGHTER
Cheap Quality

14 Point 15 A 25 a

MERCHANTS
Stationery Bought

12 Point 15 A 30 a

NICE PRINTING
Delightfully Interesting

10 Point 18 A 30 a

REGAINS PRESTIGE
Official Actions Explained

8 Point 20 A 40 a

INSTRUCTIVE SERMON
Distinguished Audience Present

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 fl ll
. , - ' : ; ! ?

Overhanging characters A V W Y furnished in all sizes of Caslon Openface and Caslon Openface Title

CASLON OPENFACE TITLE

42 Point No. 12 3 A 12 Point No. 5 10 A

FIX NOURISHES
12 Point No. 4 11 A
BEFRIENDING

36 Point No. 11 4 A 12 Point No. 3 15 A

BED SUBURBAN ROAD

30 Point No. 10 4 A 12 Point No. 2 16 A

GUN REFINED NEIGHBOR

6 Point No. 1 17 A

MYSTERIOUS BUILDING

24 Point No. 9 5 A

SOME

24 Point No. 8 7 A

HUNTS

18 Point No. 7 8 A

REMIND

18 Point No. 6 9 A

MIXTURE

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
. , - ' : ; ! ?

THE BARINGER INSTITUTE
ANNOUNCES A COURSE IN
FINE PRINTING

AN advanced course in those elements of taste, tradition and technique which constitute the branch of typography and book production known as fine printing. Designed to give the student that special knowledge which will enable him, either as the craftsman or as employing printer, to maintain the very highest standards in the field occupied by master printers

CURRICULUM

| | |
|------------------------|----------------------|
| Hand Composition | Cylinder Presswork |
| Machine Composition | Pamphlet Binding |
| Imposition and Lock-up | Office Organization |
| Proof Reading | Salesmanship |
| Principles of Design | Cost Accounting |
| Lettering and Layout | Estimating |
| Platen Presswork | Advertising Practice |

Letter of inquiry should be addressed to
the Registrar of the Baringer Institute,
Sheridan Street, Jamestown, Michigan

Caslon Openface

You may buy Printing

for less than SMITH QUALITY sells for, but you cannot get greater value than we offer, no matter what price you pay. That's why our printing always costs less in the long run

Estimates Furnished on Request

SMITH & SON
LAND, OHIO

BROCK BORDR MODERN BASH

Announcement

WE BELIEVE we are giving service in a manner that makes it easy for you to do business with us. We are sending under separate cover a souvenir with a view toward the developing of our existing business relations and making new friendships.

SPOTTSWOOD
REAL ESTATE
COMPANY, Inc.
EAST BIRMINGHAM - NEW HAMPSHIRE

Our organization enjoys the distinction of being one of the oldest establishments of its kind, and we number among our clients many prominent bankers and merchants. If you will call on us, matters will be so arranged that the resources of our organization will, we feel certain, appear to be working solely for your interests.

A Telephone Call Will Receive
Immediate Attention

BROCHERE BORDR VARIETY INITIAL MODERN BRACKETS

Printing

indifferently done usually advertises a concern as one of the kind which does not consider the importance of the quality of its products

Have SMITH & SON place your printing on the same high standard as your goods

SMITH & SON

Estimates Furnished on Request

Cleveland, Ohio

VARIETY INITIAL MODERN BASH

AMERICAN
TYPE FOUNDERS COMPANY

Manufacturer and
Distributor of **Kelly** Presses

The Machine that Revolutionized the Job Press Room

FOR SELLING PRICES AND TERMS APPLY TO
ANY OF OUR SELLING HOUSES

CLELAND BORDER MODERN DASH

WOOD AND STEEL
Furniture for Printers

INCLUDING A COMPLETE LINE OF
Cut-Cost Printing
Office Equipments

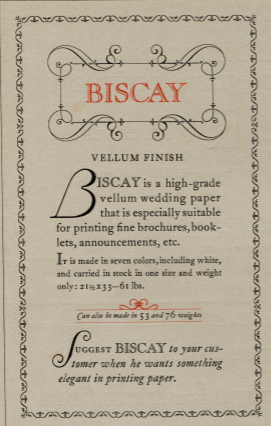
Made by The Hamilton Manufacturing Company

CARRIED IN STOCK FOR PROMPT SERVICE

American Type Founders Company

MODERN FLORENCE MODERN BRACKETS

Caslon Openface



BISCAY

VELLUM FINISH

BISCAY is a high-grade vellum wedding paper that is especially suitable for printing fine brochures, booklets, announcements, etc.

It is made in seven colors, including white, and carried in stock in one size and weight only: 21 $\frac{1}{2}$ x 33—61 lbs.

Can also be made in 53 and 76 weights

SUGGEST BISCAY to your customer when he wants something elegant in printing paper.

DOSS BORDER MODERN FLORESKES VANITY INITIALS

Catalogues Booklets and Folders

BIG business today is done in a big way and the quantity of printing being used by large corporations and manufacturers is tremendous. Orders received for simple folders, catalogues, booklets and other matter

Run into
the thousands
of dollars

ORDERS running all the way from fifteen to thirty thousand dollars are not by any means uncommon. Printing is now being sold in ton and carload quantities and the enterprise shown in this selling is as great as in any other line

Go after
the profitable
orders



ANNOUNCING A NEW IDEA IN
TYPE COMPOSITION

AMERICAN TYPE FOUNDERS COMPANY

BROCHURE BORDER

Enfield Graphic Institute

Designing · Color Process · Lettering

1245 Manchester Building

Enfield, Idaho

Bracelets · Rings · Pendants Chains · Brooches

WHEN in Rochester let us suggest that you visit our showrooms where we have on display a most varied selection of jewelry in many pleasing and novel designs. We will be very glad to show you our offerings

Any service to make your sojourn more pleasant
will be rendered cheerfully



EDMOND HARRINGTON

SHEROD AND BERGEN STREETS
ROCHESTER

ROSA BORDEN VANITY INITIAL