



*The American Type Founders Company*

Takes pleasure in offering to the Printers of the world its first Collective Specimen Book of Plain and Ornamental Type Faces. The Printer is now for the first time enabled to find, collected within one cover, the type faces which have hitherto been found only in local Specimen Books of the MacKellar, Smiths & Jordan, Dickinson, Boston, Central, Cincinnati, Marder, Luse & Co., Benton-Waldo, Conner, Franklin and other leading American type foundries now of the Company.

The American Type Founders Company recognizes the general advance in the art of Typography, the superior quality and enlarged possibilities of printing machinery, and above all the greater taste and ability of the Printers of to-day. This advance it means to encourage and lead. It has improved its machinery and facilities, enlisted the services of experts and designers in America and Europe, and produced new faces superior to any type hitherto produced in any age or country. It will continue to prepare new faces, which will from time to time be shown in Supplements. Its facilities are greater than those of any other type-founding company in the world; its managers and general force include experts well known as having the greatest experience and ability, and its resources enable it to quickly avail of all new opportunities. It pledges to the Printer that the product shall be of the highest grade in design and manufacture, and that the prices shall be as low as consistent with the best quality. A continuance of the generous patronage extended in the past to it and to the individual foundries of the Company is therefore requested.

January, 1896.



