

STANDARD TYPE-WRITER

MANUFACTURED BY MACKELLAR, SMITHS & JORDAN FOUNDRY, PHILADELPHIA

12 POINT

20 A 100 a \$7 45

Through the courtesy of the manufacturers of the Remington Standard Type-Writer, we are permitted to present in type (from fac-simile impressions furnished by them) and an exact counterpart of the type-writing of their No. 2 machine.

As the above Type-Writer has the approval of business people in general, and as the number in use far exceeds the those of any other make, the printing craft will doubtless avail itself of the style of type herewith presented as being the latest and correct imitation of the type-writing of that popular machine. The characters are of \neq uniform

REMINGTON STANDARD

MANUFACTURED BY MARDER, LUSE & CO. FOUNDRY, CHICAGO, ILL.

12 POINT

20 A 110 a \$7 25

Advertising is the secret of success. The man who does not liberally advertise is lost. The value of an advertisement is in exact proportion to the influence it exercises upon those who are thereby induced to purchase the articles to which it draws attention. The wording of an advertisement is one of the essential features to be considered in the prepara-

CHELSEA CIRCULAR

MANUFACTURED BY MARDER, LUSE & CO. FOUNDRY, CHICAGO, ILL.

12 POINT

12 A 40 a \$3 00

Life had zest of the old Florentine when he, too, trod the marble steps and shared in those dignities. His politics had an era as wide as his trade, which stretched from Syria to Britain, but they had also the passionate intensity, and the detailed practical interest which could belong only to a narrow scene of corporate action; only to the members of a community shut in close by the hills and by walls