

Stylus Series

PATENTED

ORIGINATED BY MACKELLAR, SMITHS & JORDAN FOUNDRY, PHILADELPHIA

24 POINT

8 A 14 a \$5 60

*Avoid Having Lines of Equal Length
Following or Coming in Contact with one Another
Catch-words on a Reduced Scale*

18 POINT

8 A 20 a \$5 05

*Masters in the Art Preservative
Complimentary Notices of Elegance and Finish of Productions
of the MacKellar, Smiths & Jordan Foundry*

12 POINT

12 A 32 a \$3 00

We Offer a Few Suggestions which may Assist the Learner

Having divided the title into lines, and decided upon the size of type suitable for the principal one, begin by composing those of the second and third class, both in ascending and descending order. Close attention should be given to those title-pages which are acknowledged to be displayed with true taste and judgment. Authors should endeavor to make their title-pages as concise as possible; for a crowded title-page can very seldom be displayed with elegance or taste.

9 POINT

12 A 32 a \$2 70

Valuable Hints on the Judicious Application of Ornamental or Display Type

Excerpt from MacKellar's "American Printer"

Ornamental Type may be used to good purpose in Fancy Jobs, and without violating any of the canons of a correct taste. The universal eye is pleased with ornament; and it is well to foster this fancy, just as we cultivate a poetical feeling, or a passion for music, or flowers, or any beautiful thing that God has made. But, as life should not be all music, nor flowers, nor poetry, so printing should not be all ornament. And as men whom nature puts in the fore-front of other men are noted for their simplicity of life and style, so the title-page of a book should be printed in a style of elegance severe and unadorned. All experienced printers incline to this simple style; but publishers sometimes interfere with this province of art legitimate only to a typographer, and insist on the indulgence of a taste which certainly owes no allegiance to any of the laws of beauty, and the printer who executes the book receives credit for a title-page which he would fain utterly repudiate.

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