

# GEOMETRIC ITALIC

PATENTED

ORIGINATED BY CENTRAL TYPE FOUNDRY, ST. LOUIS, MO.

24 POINT

10 A 16 a \$5 00

*Morning Ramble \$68 During Vacation*  
*UNITED STATES HISTORY*

18 POINT

10 A 24 a \$4 50

*Remarkable Americans 270 Extraordinary Engagement*  
*MUSICAL AND COMEDY COMPANY*

12 POINT

12 A 34 a \$4 00

*ELABORATE DRAWINGS CHEERFULLY FURNISHED*  
*Seventeen Benevolent Gentlemen \$124 Contemplated Building Institutions*  
*Leading Styles of Artistic Printing Type*  
*Our Printing Material is the Most Durable in the Market*

10 POINT

13 A 40 a \$3 50

## *THE SUCCESSFUL FOREMAN.*

*A man to be an entire success as a foreman, must make up his mind to be virtually a student for life, and use every means in his power to acquire knowledge. Education of his heart should never be sacrificed to that of his head but proper discretion at all times should be used. His health must be carefully considered and kept up. 48*

6 POINT

16 A 50 a \$2 75

## *DAILY WRITERS FOR THE PRESS.*

*An English writer says that one may be desultory over one's dinner to some good purpose, or even in the enjoyment of a holiday, but in writing for one's daily bread, never. In the infantine stage of my apprenticeship I would never move towards the ink-pot unless I were impelled by a very vigorous inspiration, such as resulted in my tragedy or my first novel, and I would then write on and on, with utter disregard of the clock. As a natural consequence of this sacrifice of the body's well-being, my work had been very uneven; the spark of genius was smothered in smoke. But now I give up all pretension to the claim of genius, in the routine of my daily work. \$76*

8 POINT

16 A 50 a \$3 50

## *GRADUATES OF PRINTING OFFICES.*

*Among journalists many have received their earlier training at the printer's case. This does not by any means prove that to become an accomplished editor it is necessary to become an accomplished printer. A great proportion of the printers could never write the articles they put in type, and many editors have no knowledge of the art of printing; yet there is something about the printing office that cultivates a taste. 83*

6 POINT NO 2

16 A 16 A 50 a \$3 50

## *GOOD TASTE DISPLAYED IN PRINTING.*

*Printers have good reason to congratulate themselves on the progress of art in their work, because the artistic portion of their labors circulates among the great mass of the people by whom these specimens are appreciated, studied and well preserved. In the past fifteen years the best original talent existing among our printers has been devoted to job work, and with the happiest effects. The pioneers in the new departure made abundant work of the same better kind for their successors by creating a higher public taste in ordinary typography, that is to say, in everyday printing for the million. Men of thirty years of age will readily call to mind the ugly job printing of their boyhood days; there were none others to be seen. The first departure from ugliness was in the direction of extravagance, which we soon overcome. \$250*