

THE MILAN SERIES

PATENT PENDING

ORIGINATED BY BOSTON TYPE FOUNDRY, BOSTON, MASS.

18 POINT

15 A 23 a \$3 25

THE MOST
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 within his power to acquire knowledge. Education of his heart should never be sacrificed to that of his head, but firmness in requiring perfect . . . 1234567890

12 POINT

20 A 36 A \$3 00

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 practical knowledge of 1234567890

GRADUATES OF
PRINTING OFFICES
IN MANY
INSTANCES

10 POINT

24 A 46 a \$2 75

THE
APPRENTICE
AND THE
ART OF DISPLAYING

Before the apprentice can reasonably hope to become expert in displaying type, it is important that he should have a clear idea of the effect he wishes to produce. He must first know what a good piece of display is, and what are the points that make it good. If he undertakes to study the matter, he will first perceive that in most pieces of display there are various sizes and styles of type. He will rightly infer that contrast is one of the methods by which the effect is produced; he will notice contrasts in the sizes, shapes and shades of the type. He will see that a line of capitals is often followed by a line of lower case 1234567890