

NORMAN ITALIC SERIES

PATENTED

ORIGINATED BY DICKINSON TYPE FOUNDRY, BOSTON, MASS.

36 POINT

6A 5A 10a \$5 22 6A 5A 24a \$7 24

*Important Question 12 Adjusted Amicably*

*FAVORABLE 34 DECISIONS*

*TECHNICAL POINT EXPLODED*

24 POINT

8A 6A 14a \$4 62 8A 6A 36a \$6 60

*Delightful Promenades \$56 Fascinated Travellers*

*BICYCLE RIDES 56 AROUND FRANCE*

*SPLENDID VIEWS RAPIDLY OBTAINED*

18 POINT

12A 8A 16a \$4 38 12A 8A 50a \$6 07

*ELECTRICAL MACHINERY \$78 CONSTANTLY INVENTED*

*EVAGATORY EPITHITES 78 VISITING GERMANY*

*ALTHOUGH supposed to be good advertisers, printers, as a rule, do not utilize even a fraction of the opportunities that exist for advancing their own interests through advertising. Although constantly getting up more or less attractive and unique devices and novelties for others, or carrying out the original ideas of their customers, it is the exception, rather than the rule, to see something really unique and practical in ads. for themselves. . .*



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10 POINT

24 A 62 a \$3 25

CRITICISM ON

PRINTERS'

ADVERTISING

Although supposed to be good advertisers, printers, as a rule, do not utilize even a fraction of the opportunities that exist for advancing their own interests through advertising. Although constantly getting up more or less attractive and unique devices and novelties for others, or carrying out the original ideas of their customers, it is the exception rather than the rule to see something unique and practical in the way of advertisements for themselves. And what is meant by practical is something that a customer would like to duplicate for his own uses. Curb your passion for elaborate essay and leave off all the flourish. . . .

1234567890 &\$

12 POINT

28 A 16 A 32 a \$4 25 28 A 16 A 60 a \$5 27

HIGHER EDUCATION OF PRINTERS

IT IS NOT REMARKABLE from the nature of their calling that printers should be earnest seekers after education; but generally their opportunities are few, from the sedentary character of their work, which exhausting the nervous forces, is not sufficiently active to call into play those bodily functions that a period of rest will strengthen for the duties of the following day. Printers to maintain their health REQUIRE SOME FORM OF EXERCISE. None but those of a robust constitution can long endure the strain of evening studies. This is a serious problem to an ambitious youth or to those with a love of learning.

1234567890 &\$

&\$ 1234567890

8 POINT

28 A 70 a \$2 75

But a very few of that class known as job compositors seem to think that there is any such thing as science in locking up a form, the large majority doing their work in a hap-hazard way that is largely detrimental to the material and an annoyance to the pressman. It is a common occurrence to see this large class of so-called job compositors take a small form, drop it on the stone carelessly, put a chase around it, some furniture and quoins, and then taking off the string, squeeze the quoins up as much as their strength or that of the chase itself allows, then look for the planer, which not being in sight, they pick up a piece of furniture and pound the face of the type with it until it has impressed on it some of the letters and all the rules in the form. . . .

SCIENCE IN  
LOCKING UP  
TYPE FORMS

1234567890 &\$