

Caslon Antique and *Caslon Antique Italic*

Temporary
Revival

<p>48 Point</p>	<p>CONFIDING Betrayed Secrets</p>	<p>48 Point</p>	<p><i>EMPIRE</i> <i>Reforming</i></p>
<p>36 Point</p>	<p>FORTUNE MADE Strange Philanthropist</p>	<p>36 Point</p>	<p><i>PERFUME</i> <i>Strange Odor</i></p>
<p>24 Point</p>	<p>MODERN ADVENTURER American explorer related stories of hardships endured in traveling</p>	<p>24 Point</p>	<p><i>CONSPICUOUS</i> <i>Excellent showing of</i> <i>useful publicity types</i></p>
<p>18 Point</p>	<p>SPECIAL EXCURSION TRAINS Good Opportunity to Visit Mountains \$ 1 2 3 4 5 6 7 8 9 0</p>	<p>18 Point</p>	<p><i>BARGAIN HOUSE</i> <i>Hats Moderately Priced</i> <i>\$ 1 2 3 4 5 6 7 8 9 0</i></p>
<p>12 Point</p>	<p>DISTINGUISHED LEADERS ORGANIZING BAND Monthly rehearsals under the direction of professional musical directors who give free instruction to members will soon begin</p>	<p>12 Point</p>	<p><i>GIVE BUSINESS PUBLICITY</i> <i>Many firms pay large dividends from</i> <i>business that is created by advertising</i></p>
<p>10 Point</p>	<p>EVERY PRINTER SHOULD HAVE A DOMINANT IDEAL All advertising should be so well planned and printed that it will be in keeping with the quality and service expected by prospective customers</p>	<p>10 Point</p>	<p><i>REAL PROSPERITY EVERYWHERE</i> <i>Several of the leading manufacturers report</i> <i>large increase in business for the fiscal year</i></p>
<p>8 Point</p>	<p>KEEPING PROMISES AN IMPORTANT FACTOR IN BUSINESS That business which is founded upon the admirable principles of justice and fair dealing and is planned to establish a reputation for reliability is sure to prosper</p>	<p>8 Point</p>	<p><i>HELPS STIMULATE DESIRABLE TRADE</i> <i>With proper facilities for producing good printing</i> <i>business will come no matter where you are located</i></p>

EXAMPLES of CASLON ANTIQUE & ITALIC

Y^e Antiquarian Art Shoppe



At ye signe
of ye olde Dutch
windmill

Dealers in ANTIQUES for
the home of Furniture & Rugs
Carpets : Tapestries : Paintings
Bronzes : Andirons : Bric-a-Brac

Bought & Sold

AMSTERDAM IMPORTING COMPANY

35² East 42^d Street Telep

Caslon Antique and *Italic*

predate the types designed by
William Caslon, but serve to show
his inspiration and the excellence of his
engraving as compared with these
crude but worthy old faces.



TYPES of the Early Printers

NOT one of the millions of types founded
in the fifteenth century period has been
preserved, neither is there in any old book an
engraving or a description of a type body. This
information, so neglected, has been unwittingly
furnished by a careless pressman in the office of
Conrad Winters, who printed at Cologne in
1476. This pressman, or his mate, when inking
a slackly justified form, permitted the inking ball
to pull out a thin-bodied type, which dropped
sideways on the face of the form. The accident
was not noticed; the tympan closed upon the
form, and the bed was drawn under the platen.
Down came the screw and platen, jamming the
unfortunate type in the form, and embossing it
strongly in the fibres of the thick wet paper, in
a manner which reveals to us the shape of the
Winters types more truthfully than it could
have been done even by special engraving. The
full height of this type is a little less than one
American inch. It agrees exactly with the old
French standard [of 1723] for height of type.
In all the more important features the types of
the early printers very closely resembled ours.

Caslon Antique and *Italic* are in
themselves expressive of

DIGNITY
HONESTY
CHARACTER
Antiquity
Simplicity
Quality
RELIABILITY
Sincerity



In the use of these types
bear in mind
the subject or properties of the message
so that the result may be fitting
and convey
to the customer and his clients
evidence of the printer's
intelligent service