

Here's How Easy it is to Order

SORTS

SORTS ORDER

Please ship sorts as follows to:

Name **Metropolitan Press**
 Address **143 W. Tenth Street**
 City **Detroit** State **Mich.**

Series No. **102** Point Size **14**

Use separate sheet for each Series No. and Point Size.

California Double Triple Italic
 Job Case Cap Case Cap Case Job Case
 Please check kind of case in which type is held. In event of failure to specify, we will assume that of California Job Case is used.

Caps	Small Caps	Lower Case	Ligatures & Pairs	Other Characters
A	Period
B	Comma
C	Hyphen
D	Apostrophe
E	Colon
F	Semi-colon
G	Question
H	Exclamation
I
J
K
L
M
N
O
P
Q
R
S
T
U
V
W
X
Y
Z
..
..

See reverse side for method of ordering sorts.

This form is a reproduction of our "Sorts Order" in which we have illustrated the method for ordering sorts of 14 point Airport Gothic, Series No. 102, Font Scheme 22A Cap, 42a Lower Case.

An order made out in this way would be filled in the following manner:

Cap A is single checked. A job font contains 22 A's..... We ship 22.
 Cap B is marked 4. A job font contains 8 B's..... We ship 36.
 Cap C is single checked. A job font contains 18 C's..... We ship 18.
 Cap D is double checked. A job font contains 7 D's..... We ship 14.
 Lower case h is double checked. A job font contains 28 h's..... We ship 56.
 Period is single checked. A job font of caps contains 22 periods..... We ship 22.

NOTE: Where large quantities of sorts are wanted and there is not sufficient space on the order blank to make the desired number of "checks," indicate by figure instead. For example: If you need 36 cap B of 14 pt. No. 102, place the figure "4" opposite the character instead of ✓✓✓✓ (four check marks), a job font contains 9 B's, and we will ship 4 times the amount or 36. Please avoid character count, as this type of order will be charged on the "running inch" basis, consequently it is more expensive. Minimum charge 50¢ for each size and face.

Write for a SUPPLY of "SORTS ORDER" BLANKS AND TRY IT OUT. THEY WILL BE SENT PROMPTLY.

BALTOTYPE
SORTS
SERVICE

PROBABLY the greatest single asset for the efficient management of any composing room is an adequate supply of type and spacing material. It means more and better work from your compositors with consequent economies, and entirely eliminates "picking" live jobs, "turning" characters and the danger of jobs going to press without the "turned" characters being replaced.

- Realizing this, we have developed a sorts supply which has proven to our customers to be one of the most valuable and important features of our service.
- Promptness and flexibility are the keystones.
- Sorts orders are filled and shipped the same day your order reaches us . . . from a large manufactured stock . . . and not made up to order as received. Our large stock of type and materials, plus an easy method of ordering, makes this service available to printers everywhere with the same speed and satisfaction that we have been offering local printers for years.
- Non-distribution is a proven economy on small sizes (12 point and under) as the cost of new type is actually less than the cost of distributing used type. Non-distribution on larger sizes also is used successfully by a number of our customers whose shop conditions make this advisable. Non-distribution, however, is only possible and profitable when an adequate and prompt sorts service is available. The fact that our sorts service is being used with entire satisfaction by some of the most efficient plants, large and small, in the East, South, and Mid-West, leads us to believe that you, too, will find our service to your entire satisfaction. We urge you to try it!

- The pages following show our "Schedule of Font Schemes" together with examples of the most efficient and economical method of ordering that has been developed by us in cooperation and with the advice of a large number of printers.
- May we urge that you read carefully the fourth page of this insert. It tells you how to get your sorts quickly and at the lowest possible cost.

Selling prices for sorts are shown with each Series in this Price List

Be Sure it's

BALTOTYPE