

## Parsons Bold

72 Point 3A 4a

Said

60 Point 3A 4a

Eclat

48 Point 3A 6a

HOSE

Bigots

36 Point 3A 7a

DESIGN

Rapidly

30 Point 4A 9a

WISDOM

Midnight

24 Point 4A 11a

EIGHT ships  
expect to sail

18 Point 6A 19a

HOMESICK  
Noted artiste  
enjoyed trip

14 Point 8A 24a

UNIQUE tribute  
given to famous  
opera composer

12 Point 10A 30a

SEVERAL dramatic  
productions will be  
given their premier  
showing next week

10 Point 12A 36a

SOME WELL KNOWN  
Actors are included in  
the company shortly to  
present classical plays

8 Point 12A 36a

MANAGERS REGARD THE  
Present outlook with perfect  
equanimity They intend to  
start rehearsals immediately  
on important musical pieces

6 Point 16A 48a

A REMARKABLE NUMBER OF  
Popular plays have gone on the  
road and are playing to packed  
houses. Many large cities in the  
West and the Pacific Coast will  
be visited before the companies  
return to the metropolitan arena

### Characters in Complete Font

A B C D E F G H I J  
K L M N O P Q R  
S T U V W X Y Z GJ  
& \$ 1 2 3 4 5 6 7 8 9 0  
a b c d e f g h i j k l m  
n o p q r s t u v w x y z  
. , ' : ; ! ? - [ ]  
\_

All fonts contain a few of the long Ascenders and Descenders. These are cast on double the regular body, excepting those for the 12, 60 and 72 point, which are cast on 36, 108 and 144 point bodies

b d g h k l p y

All sizes are very easily justified with spaces and quads, thus assuring quick and perfect alignment

Parsons Bold

# The Parsons Family



WITH the Parsons types a great many pleasing results may be obtained. The long characters, with swash initials and initial decorators, afford the printer a varied range of display. When using long ascenders or descenders it is advised not to use more than two in any line of display. They should never be used double except where the long strokes come close together and at no time should ascenders or descenders be used for one of a double-letter combination.

COMBINES RICHNESS OF DESIGN  
WITH A TOUCH OF THE UNUSUAL

American Type Founders  
Company

## Parsons Series

72 Point

3 A 4a

Hold

18 Point

7 A 21a

EXHIBITION  
New products  
put on display

10 Point

12 A 36a

MANY NEW FEATURES  
Embodied in the Parsons  
design have made it liked  
by clever advertising men

60 Point

3 A 4a

Stylish

14 Point

9 A 27a

MOST Delightful  
Originality marks  
the Parsons types

8 Point

14 A 42a

THOSE LONG ASCENDERS  
And descenders help to give  
effects that are certainly very  
novel and also very attractive  
if used with pleasing restraint

48 Point

3 A 7a

HANK  
Exploit

12 Point

10 A 30a

FINE Complimentary  
Things have been said  
of this series by all the  
printing trade papers

6 Point

16 A 46a

FOR CERTAIN FORMS OF JOB  
Work, in which there are not too  
many lines, this type provides all  
the most important advantages of  
hand lettering; that is, informality  
and distinction, qualities that are  
of value in securing the attention

36 Point

3 A 8a

ROMAN  
Neighbor

30 Point

4 A 30a

BRIGADE  
Defenders

24 Point

5 A 12a

VASE designs  
Undeveloped

### Characters in Complete Font

A A B C D E F G H I J  
K L M N O P Q R  
S T U V W X Y Z Q  
& \$ 1 2 3 4 5 6 7 8 9 0  
a b c d e f g h i j k l m n  
o p q r s t u v w x y z ff  
fi fl ffi fl . , ' : ; ! ? - [ ]

All fonts contain a few of the long Ascenders and Descenders. These are cast on double the regular body, excepting those for the 14, 60 and 72 point, which are cast on 30, 108 and 120 point bodies

b d g h k l p y

All sizes are very easily justified with spaces and leads, thus assuring quick and perfect alignment

Characters ffi fl ffi fl made only in 6 to 18 point sizes

Parsons Italic

8 Point 18 A 40 n  
**DESIGNERS WHO RECEIVE**  
 Their motifs through medieval  
 sources have a field of almost  
 unknown wealth from which to  
 gather ideas and suggestions  
 that may prove very valuable

6 Point 20 A 44 n  
**PICTURES AND DECORATIONS**  
 Used in the current magazines are  
 the work of the leading artists and  
 illustrators. They all show different  
 techniques and it takes but a short  
 time to make readers familiar with  
 an artist's special style of drawing

10 Point 16 A 38 n  
**THE ENORMOUS INCREASE** that has taken place in  
 the volume of display advertising matter has been the  
 most important factor in the growth and expansion of  
 our modern metropolitan magazines and newspapers

14 Point 12 A 28 n  
**ALL THOSE** who  
 delight in quality  
 products seldom  
 worry about cost

12 Point 14 A 32 n  
**MODERN** books are  
 printed with a speed  
 that would confound  
 all the early printers

48 Point 2 A 5 n  
**DRUG**  
 Simply

36 Point 3 A 7 n  
**RECOIN**  
 Entangle

30 Point 4 A 8 n  
**BURGHER**  
 Hybridous  
 Mayoralty

24 Point 5 A 12 n  
**BENIGN** king  
 has quiet and  
 lengthy reign

18 Point 8 A 20 n  
**NOTED** scholar  
 chosen recipient  
 of coveted prize  
 given by college

Characters in Complete Font

A B C D E F G H I  
 J K L M N O P Q  
 R S T U V W X Y Z  
 & \$ 1 2 3 4 5 6 7 8 9 0  
 a b c d e f g h i j k l m  
 n o p q r s t u v w x y z  
 ff fi fl ffi ffl th to — [ ]  
 . , - ' : ; ! ?  
 —

All fonts contain a few of the long ascenders and  
 Descenders. These are cast on double the regular  
 body, excepting those for 14 point, which are cast  
 on 30 point body

b g h k y

All sizes are very easily justified with spaces and  
 quads, thus assuring quick and perfect alignment

## PARSONS SWASH INITIALS



distinctive and original  
line of Initial Deco-  
rators and Swash Initials

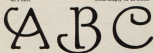


PARSONS Deco-  
rators, in color, will  
invariably impart a  
brightening tone to  
any kind of printing

designed for use with the Parsons Series  
shown on page 84. Many pleasing and  
artistic effects can be obtained by using  
these auxiliaries for the deco-  
ration of programmes, folders,  
letterheads, cards, tickets, etc.

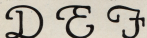
48 Point

Sold singly or in fonts



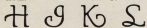
36 Point

Sold singly or in fonts



24 Point

Sold singly or in fonts

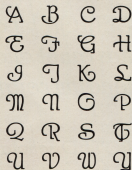


All fonts contain one each of 24 Initial Letters shown,  
see Oblong and two Round One-Color Decorators

### Characters in Complete Font

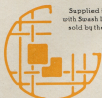
36 Point

Sold singly or in fonts



## PARSONS INITIAL DECORATORS

Supplied in fonts  
with Swash Initials or  
sold by the piece



No. 9010 Round



No. 7211 Oblong



No. 7229 Round



No. 9011 Oblong



No. 6810 Round



No. 6811 Oblong



No. 9010 Round



No. 9011 Oblong

Parsons Initial Decorators are cast on body double the  
body of the initials; for instance, 36 Point Decorators are  
used with 18 Point Initials—48 Point Decorators with 24  
Point Initials—72 Point Decorators with 36 Point Initials—  
96 Point Decorators with 48 Point Initials.

Parsons Family

Field & Edge Company  
Dealers in Rare Statuary and Antiques

PARANOUT BORDER

Oriental  
Novelties

Market Street and Washington Avenue  
Kansas City



You are cordially invited to  
attend a midwinter benefit  
performance given by pupils of  
the National Academy of Music  
503 Bradford Avenue, Chicago  
in aid of a fund to provide three  
scholarships for pupils showing  
the greatest aptitude in musical  
ending of the term

You will Enjoy  
**Classical Nights**

By PROF. LEROY JOHNSON

Every Monday Evening at Clark Hall  
EIGHT O'CLOCK

[Over]

Lincoln High School  
Friday, April Ninth  
Eight-thirty


GRAPHIC SPOT VARIETY INITIAL

BROCHURE BORDER

Parsons Bold

Artistic Type Effects

# An Original Type Design

 **m**ANY artistic as well as exclusive effects in type arrangement without special effort may be obtained with

**P** The Family  
Parsons Series  
Parsons Italic  
Parsons Bold

Parsons types. They are quite different from any other type style and offer such a variety of possibilities that the design will rarely ever grow tiresome to the advertiser or the printer

The quaint auxiliaries accompanying the Parsons Family consist of the Swash Initials and Initial Decorators for one or two colors. Whenever a color is wanted these auxiliaries will add the attractive touch sought by a discerning clientele

The Parsons design is adapted for use in advertisements  
announcements, and all kinds of commercial printing

# The Parsons Bold

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This insert is printed on WHITE PARAGON, antique finish. Size 10x26-50 lbs.  
Made by AMERICAN WRITING PAPER CO., Holyoke, Mass.

## Parsons Family

# Pottery & China—



There is a beauty and originality in the designs and workmanship in our products of pottery and china. Vases and jardinières of Oriental design, Chilean handmade earthen jugs, and a selection of exquisite masterpieces in china

Articles selected for out-of-town patrons

Foreign Agents  
in France, Italy,  
Persia, Greece,  
Siberia, Austria,  
China & Japan

**Robert Whitelock Company**  
Jacksonville, Michigan

SPARTAN BROS.

## BATIK

An artistic material to be  
had in many pleasing  
combinations

A fadeless washable cloth  
suitable for Studio Smocks  
Kimono and Decorations

Samples furnished  
upon request

**Elizabeth Hildrell**  
The Arts & Crafts Shop  
Arlington

## Who Reads Your Advertising?

NUMEROUS pieces of printed matter daily find their way to the waste basket unread. Many are elegant specimens of advertising copy, but, not planned with more care, they are utterly worthless. Hardy Service offers advertisers a combination of typographical layout and copy writing that will eliminate much of this waste

**Wilbur Hardy**  
Newton

Telephone  
John 375