

**LINOTYPE AIDS FOR SETTING
RETAIL PRICE DISPLAY AND**

FOOD STORE TYPOGRAPHY



FOOD STORE LOGOTYPES

GOTHIC No. 16

METROBLACK No. 2 · GOTHIC No. 13

PABST EXTRA BOLD CONDENSED

VERTICAL GOTHIC

NAME PLATE LOGOTYPES



**MERGENTHALER LINOTYPE COMPANY, BROOKLYN, N. Y.
NEW YORK CITY, CHICAGO, SAN FRANCISCO, NEW ORLEANS. CANADIAN
LINOTYPE, LIMITED, TORONTO. Representatives in the Principal Cities of the World**

12 point BOLD FACE No. 2

These logotypes are made as one-letter matrices (12△494) and cast in the center of a 12 point slug. Separate sorts matrices of individual characters are also available. In ordering, give triangle number as well as character number.

No. 3	No. 4	No. 5	No. 6	No. 7	No. 8	No. 19
Lb.	Lbs.	Pkg.	Pkgs.	Can	Cans	For

14 and 18 point BOLD FACE No. 2

These logotypes are made as one-letter matrices (14△222) (18△365) and cast in the center of 14 and 18 point slugs. They are also made as two-letter matrices (18△82) to be used in conjunction with two-letter display faces. Separate sorts matrices of individual characters are also available. In ordering, give triangle number as well as character number.

No. 1	No. 2	No. 3	No. 4	No. 5	No. 6	No. 7	No. 8	No. 9	No. 10
Each	Doz.	Lb.	Lbs.	Pkg.	Pkgs.	Can	Cans	Jar	Pt.
No. 11	No. 12	No. 13	No. 14	No. 15	No. 16	No. 17	No. 18	No. 19	No. 20
Qt.	Bar	Bars	Box	Cakes	and	for	Oz.	For	Qts.
No. 21	No. 22	No. 23	No. 24	No. 25	No. 26	No. 27	No. 28	No. 29	No. 30
Ea.	Pts.	No.	Bot.	Ozs.	No. 1 Can	No. 2 Can	No. 2½ Can	Pairs	Jars
No. 31	No. 32	No. 33	No. 34	No. 35	No. 36	No. 37	No. 38	No. 39	No. 40
Jug	Pair	Bunches	Yd.	Yds.	Pr.	Prs.	Heads	Boxes	Roll
No. 41	No. 42	No. 43	No. 44	No. 45	No. 46	No. 47	No. 48	No. 49	No. 50
Gal.	Gals.	Head	Bunch	Bottles	Bottle	Pint	Quart	Stalk	Stalks
No. 51	No. 52	No. 53	No. 54	No. 55	No. 56	No. 57	No. 58	No. 59	No. 60
Yard	Yards	To	Loaf	Peck	¢ Lb.	½¢ Lb.	No. 2 Cans	Lb. Can	Lb. Jar
No. 61	No. 62	No. 63	No. 64	No. 65	No. 66	No. 67	No. 68	No. 69	No. 70
Quart Jar	Large Pkg.	Large Can	No. 1 Cans	No. 2½ Cans	Lbs. For	Bars For	Tall Cans	Lb. Box	Large Cans
No. 71	No. 72	No. 73	No. 74	No. 75	No. 76	No. 77	No. 78	No. 79	No. 80
Small Cans	Pint Jar	24 Lb. Bag	2 Lb. Jar	Pint Bottle	Quart Bottle	1 Lb. Can	2 Lb. Can	1 Lb. Pkg.	2 Lb. Lb.
No. 81	No. 82	No. 83	No. 84	No. 85	No. 86	No. 87	No. 88	No. 89	No. 90
Lb. Bag	Lb. Pkgs.	24½ Lb. Sack	8 Oz. Can	And	Rolls	Lb. Carton	48 Lb. Bag	Tall Can	Small Can
No. 91	No. 92	No. 93	No. 94	No. 95	No. 96	No. 97	No. 98	No. 99	No. 100
Lb. Pkg.	Small Pkg.	1 Lb. Jar	No. 1½ Cans	No. 1½ Can	Cake	Bu.	Bun.	8 Oz.Pkg.	12 Oz.Pkg.
No. 101	No. 102	No. 103	No. 104	No. 105	No. 106	No. 107	No. 108	No. 109	No. 110
¼ Lb.Pkg.	3 Lb.Pail	Tin	Tins	Bushel	½ Lb.	¼ Lb.	Large	Small	Case
No. 111	No. 112	No. 113	No. 118	No. 119	No. 120	No. 121	No. 122	No. 123	No. 125
Sack	Loaves	Tall	12 Lb. Bag	4 Oz. Can	Pk.	Doz. For	Glass	No. 3 Can	lbs.
No. 126	No. 127	No. 128	No. 129	No. 130	No. 131	No. 132	No. 134	No. 135	No. 136
Large Pkgs.	No. 10 Can	No. 10 Cans	Doz. Cans	Lb. Sack	Lb. Sacks	Lg.	Up	Size	Bots.
No. 137	No. 138	No. 143	No. 144	No. 145	No. 146	No. 150	No. 151	No. 152	No. 159
Giant	5th	32 Oz. Jar	16 Oz. Jar	8 Oz. Jar	Bag	Bch.	Lge.	Large Bottle	Small Pkgs.
No. 160	No. 161	No. 162	No. 163	No. 164	No. 165	No. 171	No. 172	No. 173	No. 174
Pints	Quarts	Pint Can	Quart Can	Ounce Bottles	1 Lb. Pkgs.	No. 1 Tall Cans	Med. Cans	Med. Can	No. 1 Tall Can
			No. 175	No. 176	No. 177	No. 187			
			No. 3 Cans	No. 2 Tin	2½ Tins	Lb. Tin			

18 point CHELTENHAM ITALIC

These one-letter logotypes (18Δ363) cast in the center of an 18 point slug. Separate sorts matrices of individual characters are also available. In ordering, give triangle number as well as character number.

No. 1	No. 2	No. 3	No. 4	No. 5	No. 6	No. 7	No. 8	No. 9	No. 10
<i>Each</i>	<i>Doz.</i>	<i>Lb.</i>	<i>Lbs.</i>	<i>Pkg.</i>	<i>Pkgs.</i>	<i>Can</i>	<i>Cans</i>	<i>Jar</i>	<i>Pt.</i>
	No. 11	No. 12	No. 13	No. 14	No. 15	No. 16	No. 17	No. 18	
	<i>Qt.</i>	<i>Bar</i>	<i>Bars</i>	<i>Box</i>	<i>Cakes</i>	<i>and</i>	<i>for</i>	<i>Oz.</i>	

18 point CHELTENHAM BOLD CONDENSED

These logotypes are made as one-letter matrices (18Δ59) and cast in the center of an 18 point slug. They are also made as two-letter matrices (18Δ24) to be used in conjunction with two-letter display faces. Separate sorts matrices of individual characters are also available. In ordering, give triangle number as well as character number.

No. 1	No. 2	No. 3	No. 4	No. 5	No. 6	No. 7	No. 8	No. 9	No. 10
Each	Doz.	Lb.	Lbs.	Pkg.	Pkgs.	Can	Cans	Jar	Pt.
No. 11	No. 12	No. 13	No. 14	No. 15	No. 16	No. 17	No. 18	No. 19	No. 20
Qt.	Bar	Bars	Box	Cakes	and	for	Oz.	For	Qts.
No. 21	No. 22	No. 23	No. 24	No. 25	No. 30	No. 33	No. 34	No. 35	No. 36
Ea.	Pts.	No.	Bot.	Ozs.	Jars	Bunches	Yd.	Yds.	Pr.
No. 38	No. 39	No. 40	No. 41	No. 42	No. 43	No. 44	No. 45	No. 49	No. 52
Heads	Boxes	Roll	Gal.	Gals.	Head	Bunch	Bottles	Stalk	Yards
No. 53	No. 54	No. 55	No. 86	No. 97	No. 103	No. 104	No. 109	No. 111	No. 113
To	Loaf	Peck	Rolls	Bu.	Tin	Tins	Small	Sack	Tall
No. 120	No. 124	No. 132	No. 133	No. 134	No. 135	No. 136	No. 139	No. 140	No. 141
Pk.	Sm.	Lg.	At	Up	Size	Bots.	to	in	Pound
No. 142	No. 146	No. 147	No. 148	No. 149	No. 150	No. 151	No. 153	No. 154	No. 155
Pounds	Bag	only	in.	Ft.	Bch.	Lge.	lb.	Sale	Sk.
No. 156	No. 157								
Bskt.	Bskts.								
No. 158	No. 166								
Bbl.	Bags								
No. 167	No. 168								
Bchs.	or								
No. 169	No. 170								
In.	Only								
No. 189	No. 190								
Carton	Pail								
No. 191	No. 192								
head	yd.								
No. 193	No. 194								
yds.	sm.								

Del Monte ASPARAGUS TIPS Small Can 13c

MISTLETOE PUMPKIN Large Can 2 for 25c

Gold Seal **FLOUR** 48 Lb. Bag 1.39

DUNKIRK'S GREEN BEANS No. 1½ Can 9c

A Brief Showing of 18 point Gothic No. 16 with Gothic No. 41 Figures, and the 18 point Bold Face No. 2 Logotypes

Pure Cane Granulated Sugar 10 Lbs. 49c

Fruit, Powdered, Brown Sugar 5 Pkgs. 25c

Libby's **Tomato Juice** Qt. Jar 21c

A Brief Showing of 18 point Cheltenham Bold with the 18 point Cheltenham Italic Logotypes

TANGERINES, sweet, juicy 2 Doz. 29c

PRUNE JUICE, *Louella* Pt. Bot. 17c

BORAX SOAP, Kirkman's 5 Cakes 16c

A Brief Showing of 18 point Cheltenham Bold Condensed Logotypes with 18 point Pabst Extra Bold Condensed and 18 point Pabst Extra Bold Figures

GOTHIC No. 16

NEW POTATOES L. I. **15** pounds **23c**

CELERY HEARTS, bch. 7c	PRUNE JUICE, qt. bot. 23c
RYE BREAD Hogarth's Bakery Large, Fresh, Loaf 7c	SWISS CHEESE Imported Fancy-lb. 19c
Sliced Bacon, Smith's 1 lb. pkg. 15c	Mayonnaise, Blue Star 2 Jars 21c
Dill Pickles Full pint jar 2 jars 25c	Corned Beef, Fancy Navel-Lb. 15c
Grapefruit, Finest California-each 4c	Rib Roast, Choice Cuts of Beef-Lb. 23c

First Slug **Raisins** Triangle Brand, Seeded **3 25c**
Second Slug or Seedless, Today only pkgs.

In casting the second line, the 14 point Gothic No. 16 letters and figures become spaces for justifying when raised in the auxiliary position. The small type is 5 point Gothic No. 3.

**ABCDEFGHIJKLMN OPQRSTUVWXYZ &
 abcdefghijklmnopqrstuvwxy z 1234567890 (\$£,.;:'-?!)**

14 Point Gothic No. 16 (One-Letter) 14Δ119

10 point METROBLACK No. 2

LINK SAUSAGE SMALL, PURE JERSEY PORK CELLOPHANE PACK. POUND 15c	Imported Tea Balls Orange Pekoe or Gunpowder. Pkg. 20 19c
FINE RIB ROAST FANCY EASTERN GRAIN FED STEER, ROLLED. POUND 28c	Rex Roquefort Cheese Tasty, Sharp. Just Imported. ½ Lb. 37c
BEST HAM SLICES LARGE, LEAN, TENDER BONELESS CENTER, EACH 10c	Whipping Cream Moonbeam Farms. Pure Jersey Cream. ½ Pt. 12c
OHIO STEWING HENS GRADE No. 1. DRY PICKED, POUND 23c	Orange Pekoe Tea Apperson Co. ½ Lb. Pkg. 2 Pkgs. 40c
Grapefruit Juice Desert Star or Highland Laddie Brand. Extra Fancy No. 2 Can. Each 9c	Fresh Iceberg Lettuce Fancy Salad Crisp Heads 2 For 9c
Laundry Soap Crystal White, White King, P & G, Cleanup. Giant Size 3 bars 11c	De Luxe Spinach Emerald Green Pack. No. 2 Can 3 Cans 21c

First Slug **COFFEE** OUR POPULAR GREEN CAN BLEND **2 Lbs. 43c**
Second Slug FOR DRIP OR PERCOLATOR USE

In casting the second line, the 10 point Metroblack No. 2 letters and figures become spaces for justifying when raised in the auxiliary position. The small type in the left-hand block is 4 point Gothic No. 16 on a 5 point body. The small type in the first three lines at the right is 5½ point Gothic No. 3, while in the last three lines it is 5½ point Bold Face No. 2, and 12 point Bold Face No. 2 Logotypes.

**ABCDEFGHIJKLMN OPQRSTUVWXYZ &
 abcdefghijklmnopqrstuvwxy z 1234567890 (\$£,.;:'-?!)**

10 Point Metroblack No. 2 (One-Letter) 10Δ153

14 point GOTHIC No. 13

TOMATO CATSUP STAR'S ACE CLUB 14 OZ. BOTTLE 8c	CANNED MILK ALPS, DAIRY CARNATION 3 TALL CANS 20c
POTATO CHIPS USUAL 10c PACKAGE GOLDEN STAR BRAND 7c	PINEAPPLE SLICED No. 1 CAN 9c CRUSHED No. 2½ 19c
Roast Corn Toasties Small Pkg. 6c Large Pkg. 9c	Star Mayonnaise Pint Bottle 14c Quart Bottle 27c
Kennel Dog Food Pkg. 9c 12 Lb. Tin 94c	Brown Bread with Raisins Tall Can 15c

First Slug **I-X-L FRESH BREAD** LARGE LOAF 9c
Second Slug WHITE OR RYE

In casting the second line, the 14 point Gothic No. 13 letters and figures become spaces for justifying when raised in the auxiliary position. The small type in the two top lines on either side is 5½ point Gothic No. 3. 14 point Bold Face No. 2 Logotypes are used in the lower two lines on either side.

**ABCDEFGHIJKLMN OPQRSTUVWXYZ &
 abcdefghijklmnopqrstuvwxy z 1234567890 (\$£,.;:'-?!)**

14 Point Gothic No. 13 (One-Letter) 14Δ61

VERTICAL GOTHIC

For food-store-ad work, a valuable aid both to condensation and economical composition is found in the Vertical Characters of Gothic Condensed No. 2. These characters are cast horizontally on the slug, like this:

6 29c

4 53c

8 27c

The slugs are cut to the proper length and inserted between the large figures, like this:

6 <sup>C
A
N
S</sup> 29c

4 <sup>D
O
Z</sup> 53c

8 <sup>O
Z</sup> 27c

Complete alphabets are available in 6-, 10- and 12-point sizes. The 6- and 10-point sizes cast in the center of a 6-point slug, the 12-point in the center of an 8-point slug.

6 Point (6Δ123)

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

10 Point (10Δ137)

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

12 Point (12Δ153)

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

PABST EXTRA BOLD CONDENSED

PINEAPPLE, SLICED can **13c**

KENS CORN FLAKES 3 pkgs. **12c**

Noodles 2 lge. pkgs. **25c**

Tuna Fish lge. can **21c**

Oranges 3 dozen **20c**

Peaches 2 lge. cans **23c**

Bacon
(SLICED)
15c lb.

Jello, all flavs. pkg. **5c**

Syrup pt. **15c** qt. **27c**

Tuna Fish 2 lge. cans **23c**

Sweet Pickles **14c**

TENDERLOIN STEAK lb. **14c** **VERMONT TURKEYS** lb. **29c**

Loin of Pork, choice lb. **11c** **Veal Cutlets, milk fed** lb. **12c**

Corned Beef, fancy lb. **15c** **Rib Roast, best cuts** lb. **23c**

TOMATO JUICE Sun Ripe 6 cans **23c**

BARTLETT PEARS No. 2 tall can **18c**

LAMB CHOPS Fine Rib Cuts, No. 1 Grade. lb. **16c**

The first and next to last blocks of type are in 30 point Pabst Extra Bold Condensed, with 36 point Pabst Extra Bold advertising figures, cast overhanging on the Special Advertising Figure Mold. The second slug is in 12 point Pabst Extra Bold.

The second block of type is in 18 point Pabst Extra Bold Caps with 18 point Pabst Extra Bold Condensed lower case, and 18 point Pabst Extra Bold figures, cast overhanging, on the Regular Adver-

tising Figure Mold. The second slug is in 8 point Cheltenham Bold roman and italic.

The matter directly below is in 14 point Pabst Extra Bold Condensed with Italic. The last line is in 48 point Pabst Extra Bold Condensed No. 1, cast overhanging on the Special Advertising Figure Mold. The small type is in 12 point Pabst Extra Bold Condensed Italic.

NAME PLATES

The following standard brand logotypes will cast on the slug size indicated. Special name-plate designs will be made to order at a special price, cost depending entirely upon the intricacy of design. In ordering, give triangle number as well as character number.

CHARACTER No. 220 (△350)

36 Pt. 30 Pt. 24 Pt.
Gold Seal Gold Seal Gold Seal

18 Pt. 14 Pt. 12 Pt. 10 Pt. 8 Pt.
Gold Seal Gold Seal Gold Seal Gold Seal Gold Seal

CHARACTER No. 56 (△350)

36 Pt. 24 Pt. 18 Pt.
Del Monte Del Monte Del Monte

14 Pt. 12 Pt. 10 Pt.
Del Monte Del Monte Del Monte

CHARACTER No. 221 (△350)

36 Pt. 30 Pt. 24 Pt. 18 Pt. 14 Pt. 12 Pt. 10 Pt. 8 Pt.
Louella Louella Louella Louella Louella Louella Louella Louella

CHARACTER No. 15 (△350)

36 Pt. 30 Pt. 24 Pt. 18 Pt. 14 Pt. 12 Pt. 10 Pt. 8 Pt.
ASCO ASCO ASCO ASCO ASCO ASCO ASCO ASCO

CHARACTER No. 230 (△350)

24 Pt. 18 Pt. 14 Pt. 12 Pt. 10 Pt.
S and W S and W S and W S and W S and W

CHARACTER No. 241 (△350)

24 Pt. 12 Pt.
Rexall Rexall

CHARACTER No. 98 (△350)

24 Pt. 18 Pt. 14 Pt. 12 Pt. 10 Pt. 8 Pt.
"J. & N." "J. & N." "J. & N." "J. & N." "J. & N." "J. & N."

CHARACTER No. 233 (△350)

8 Pt. 6 Pt.
KOOL KOOL

CHARACTER No. 229 (△350)

36 Pt. 24 Pt. 18 Pt. 12 Pt.
Libby's Libby's Libby's Libby's

CHARACTER No. 234 (△350)

8 Pt. 6 Pt.
KOOLS KOOLS

CHARACTER No. 225 (△350)

12 Pt. 10 Pt. 8 Pt.
Cambelli. Cambelli. Cambelli.

CHARACTER No. 242 (△350)

12 Pt.
Puretest