

TRADE MARK
LINOTYPE

8 POINT No. 1 EXCELSIOR with BOLD FACE No. 2

TRADE MARK
LINOTYPE

ALL WELL DESIGNED TYPES ARE ENTIRELY PRACTICAL AND ALWAYS EASY TO READ

How is one to assess and evaluate a type face in terms of its esthetic design? Why do the pacemakers in the art of printing rave over a specific face of type? What do they see in it? Why is it so superlatively pleasant to their eyes?

Good design is always practical design. And what they see in a good type design is, partly, its excellent practical fitness to perform its work. It has a "heft" and balance in all of its parts just right for its size, as any good tool has.

Your good chair has all of its parts made nicely to the right size to do exactly the work that the chair has to do, neither clumsy and thick, nor "skinny" and weak: no waste of material and no lack of strength. And, beyond that, the man who worked out in it his sense of fine shapes and curves and proportions: it may be, actually, a work of art.

The same thing holds for shapes of letters. And your chair, or your letter (if a true artist made it) will have, besides its good looks, a suitability to the nth degree to be sat in, or stamped on paper and read.

10 Point Body

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What Are Fine Types?

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5 1/2 POINT EXCELSIOR with BOLD FACE No. 2

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DOMESTIC BONDS

Sales (000 omitted)	High	Low	Net chge.
1 Alum 7s 33	106	106	1/4
1 Alum G&El 6s	100	100	1/4
37 Am G&El 6s	100	99 3/4	1/4
21 Am P&L 6s	100	99 3/4	1/4
2 Am Sola 6s	100	99 3/4	1/4
26 Am W VLS 6s	100	99 3/4	1/4
3 Ana Cop 6s	100 1/4	99 3/4	1/4
10 Appala Pr 5s	94 7/8	94 7/8	1/8
16 Asso S H 6 1/2 s	102	101 3/4	1/4
18 As S H 6 1/2 s	102	101 3/4	1/4
5 Atl Fr Inc 8s	99	98 1/2	1/2
9 Beav Tr Bd 6s	99	98 1/2	1/2
5 Bell Tr Can 5s	100 1/4	100 1/4	1/4
1 Buff Gen El 7s	111 3/4	111 3/4	1/4
1 C NR Equip 7s	111 3/4	111 3/4	1/4
25 Car Pr & Lt 5s	99	99	1/4
2 Cities Svc 6s	93 3/4	93 3/4	1/4
2 C G B 7 1/2 s	102 3/4	102 3/4	3/8
1 Cons Tex 8s	84	84	3/8
1 Cont Cor 6s	98 1/2	98 1/2	1/2
6 Cudahy 5s	96 1/2	96 1/2	1/2
1 Det C Gas 6s	107 1/2	107 1/2	1/2
1 DUK F 6s	102 1/2	102 1/2	1/2
10 El Refrig 6s	103 1/2	103 1/2	1/2
6 Fla P & L 5 1/2 s	93 1/2	93 1/2	1/2
10 Fla P & L 5 1/2 s	93 1/2	93 1/2	1/2
110 Galena S O 7s	91	90	1/2
14 do	91 1/2	91 1/2	1/2
1 Gyr T & R 5 1/2 s	96 1/2	96 1/2	1/2
1 Gr T & R 6 1/2 s	109 1/2	109 1/2	1/4
1 Gulf Oil 5s	105	105	1/4
26 Ind Limstn 6s	99	99	1/2
1 Ind Pow 6s	97 1/2	97 1/2	1/2
1 Int N G 6s	117	117	1/2
16 Key Tr Sec 6s	89	89	1/2
57 Loews Inc 6s	99 1/2	99 1/2	1/2
9 Mass Gas 5 1/2 s	102 1/2	102 1/2	1/2
10 Miss P & L 6s	98 1/2	98 1/2	1/2
1 Nev Cal El 5s	98 1/2	98 1/2	1/2
1 Nev Cal El 5s	94 1/2	94 1/2	1/2
23 N O T M 5s	100 1/2	100 1/2	1/2
6 N S P cv 6 1/2 s	111	111	1/2
5 O N G 6 1/2 s w 1	99	99	1/2
4 Ohio St Ed 6s	93 1/2	93 1/2	1/2
14 Penn St Ed 6s	102	102	1/2
73 Penn O Ed 6s	114 1/2	114 1/2	1/2
3 P & L 6s	98 1/2	98 1/2	1/2
17 do 5 1/2 s	98 1/2	98 1/2	3 1/2
3 Phila 5 1/2 s	102 1/2	102 1/2	1/2
23 P & L 6 1/2 s	104	104	1/2
23 P & L 6 1/2 s	104	104	1/2
2 Schlte R 6s	95 1/2	95 1/2	1/2
2 Servel Corp 6s	102 1/2	102 1/2	1/2
1 Shawsheen 7s	100	100	1/2
36 S P & L 6s w w	94 1/2	94 1/2	1/2
58 Sweet Gas 5s	98 1/2	98 1/2	1/2
11 Sweet N Gas 6s	116	116	1/4

Set 14 Lines to the Inch (Short Descenders).
Size of Figures, .056.

DOMESTIC BONDS

Sales (000 omitted)	High	Low	Net chge.
1 Alum 7s 33	106	106	1/4
37 Am G&El 6s	100 1/4	100	1/4
21 Am P&L 6s	100	99 3/4	1/4
2 Am Sola 6s	103	103	1/4
26 Am W VLS 6s	99 1/2	99 1/2	1/4
3 Ana Cop 6s	97 3/4	97 3/4	1/4
10 Appala Pr 5s	94 7/8	94 7/8	1/8
16 Asso S H 6 1/2 s	102 1/2	102 1/2	1/4
18 As S H 6 1/2 s	102	101 3/4	1/4
5 Atl Fr Inc 8s	99	97 1/2	1/2
9 Beav Tr Bd 6s	98 1/2	98 1/2	1/2
5 Bell Tr Can 5s	102	102	1/4
1 Buff Gen El 7s	109 1/4	109 1/4	1/4
1 C NR Equip 7s	111 3/4	111 3/4	1/4
25 Car Pr & Lt 5s	99	99	1/4
2 Cities Svc 6s	93 3/4	93 3/4	1/4
2 C G B 7 1/2 s	112	112	1/4
1 Cons Tex 8s	84	84	3/8
1 Cont Cor 6s	98 1/2	98 1/2	1/2
6 Cudahy 5s	96 1/2	96 1/2	1/2
1 Det C Gas 6s	107 1/2	107 1/2	1/2
1 DUK F 6s	102 1/2	102 1/2	1/2
10 El Refrig 6s	103 1/2	103 1/2	1/2
6 Fla P & L 5 1/2 s	97 1/2	97 1/2	1/2
10 Fla P & L 5 1/2 s	97 1/2	97 1/2	1/2
110 Galena S O 7s	91	90	1/2
14 do	91 1/2	91 1/2	1/2
1 Gyr T & R 5 1/2 s	96 1/2	96 1/2	1/2
1 Gr T & R 6 1/2 s	109 1/2	109 1/2	1/4
1 Gulf Oil 5s	105	105	1/4
26 Ind Limstn 6s	99	99	1/2
1 Ind Pow 6s	97 1/2	97 1/2	1/2
1 Int N G 6s	117	117	1/2
16 Key Tr Sec 6s	89	89	1/2
57 Loews Inc 6s	99 1/2	99 1/2	1/2
9 Mass Gas 5 1/2 s	102 1/2	102 1/2	1/2
10 Miss P & L 6s	98 1/2	98 1/2	1/2
1 Nev Cal El 5s	98 1/2	98 1/2	1/2
1 Nev Cal El 5s	94 1/2	94 1/2	1/2
23 N O T M 5s	100 1/2	100 1/2	1/2
6 N S P cv 6 1/2 s	111	111	1/2
5 O N G 6 1/2 s w 1	99	99	1/2
4 Ohio St Ed 6s	93 1/2	93 1/2	1/2
14 Penn St Ed 6s	102	102	1/2
73 Penn O Ed 6s	114 1/2	114 1/2	1/2
3 P & L 6s	98 1/2	98 1/2	1/2
17 do 5 1/2 s	98 1/2	98 1/2	3 1/2
3 Phila 5 1/2 s	102 1/2	102 1/2	1/2
23 P & L 6 1/2 s	104	104	1/2
23 P & L 6 1/2 s	104	104	1/2
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Set 14 Lines to the Inch (Short Descenders).
Size of Figures, .056.

SITUATIONS WANTED—FEMALE

Commercial—Miscellaneous

BILLER, typist, stenographer, experienced, young, rapid, switchboard. Southern Agency, MEIROSE 5-1011.

BOOKKEEPER, full charge, stenographer, experienced, trustworthy, conscientious, competent; excellent references. OLINVILLE 5-3243.

BOOKKEEPER-STENOGRAPHER, 10 yrs., experience, charge office, efficient; worth interview. EDGEcombe 4-6134.

BOOKKEEPER-TYPIST, complete charge; wholesale butchers and restaurant experience. B 270 Times.

BOOKKEEPER, assistant stenographer, experienced general office work, pleasing personality, alert. Windsor 8-4003.

BOOKKEEPER-SECRETARY, 10 years' real estate, trial balances, social security. Mansfield 6-4547.

BOOKKEEPER, typist, complete charge of office, alert. A 779 Times Downtown.

BOOKKEEPER-STENOGRAPHER—6 yrs., complete charge, responsible, \$20. Larkspur Agency, Cortlandt 7-8973.

BOOKKEEPER-TYPIST, 7 years' experience, full charge, credits, collections, B 269 Times.

BOOKKEEPER - STENOGRAPHER, complete charge, credits, collections, B 269 Times.

CASHIER, experienced, young lady, attractive, typist, stenography, 2,013A Jerome Ave. TREMONT 2-4187.

COMPTOMETER OPERATORS supplied quickly; many are capable stenographers, switchboard, Elliott-Fisher bookkeepers. Phone Central, Bryant 9-9287, operators school.

LEGAL NOTICES

Foreclosure Sales

SUPREME COURT COUNTY OF NEW YORK, Plaintiff against KATHERINE M. TURNER, and GEORGE BACON, Defendants.

In pursuance of a judgment of foreclosure and sale, duly made and entered in the above-entitled action and bearing date of 15th day of October, 1932, I, the undersigned, the Referee in said judgment, named, will sell at public auction, Grand Exchange Salesroom, Nos. 14-16, Grand Street, in the Borough of Manhattan, City of New York, on the 16th day of November, 1932, at 12 o'clock noon on that day, by JOHN E. LAINE, Auctioneer, the premises directed by said judgment to be sold and

5 1/2 Point Body (Regular Descenders).
Size of figures, .050.

5 POINT EXCELSIOR with BOLD FACE No. 2

DOMESTIC BONDS

Table with columns: Sales (000 omitted), High, Low, Net chge. Lists various bond types like Alum 7s, Am G&E 6s, etc.

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SITUATIONS WANTED—FEMALE

Commercial—Miscellaneous. SECRETARY - STENOGRAPHER, switchboard knowledge, comptometer, filing, conscientious, accurate, excellent references; desires position; preferably Florida, H 74 Times.

LEGAL NOTICES

Foreclosure Sales. SUPREME COURT, COUNTY OF NEW YORK. GORLEY, MORTGAGE COMPANY, Plaintiff, against KATHERINE M. TURNER, and GEORGE BACON, Defendants.

LEGAL NOTICES

Foreclosure Sales. SUPREME COURT, COUNTY OF NEW YORK. GORLEY, MORTGAGE COMPANY, Plaintiff, against KATHERINE M. TURNER, and GEORGE BACON, Defendants.

LEGAL NOTICES

Foreclosure Sales. SUPREME COURT, COUNTY OF NEW YORK. GORLEY, MORTGAGE COMPANY, Plaintiff, against KATHERINE M. TURNER, and GEORGE BACON, Defendants.

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Foreclosure Sales. SUPREME COURT, COUNTY OF NEW YORK. GORLEY, MORTGAGE COMPANY, Plaintiff, against KATHERINE M. TURNER, and GEORGE BACON, Defendants.

LOST AND FOUND

PEKINGESE DOG, vicinity of Flatbush and Hindlegs, Reward, Gouster, 52 West 72d St. WATCH, lady's marcasite, pendant initials, between 64th, Steinway Hall or taxi; reward, BUTENFIELD 8-9021.

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5 Point Body. Size of Figures, .0415

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TRADE MARK
LINOTYPE

8 POINT No. 2 EXCELSIOR with GOTHIC No. 3

TRADE MARK
LINOTYPE

**ALL WELL DESIGNED TYPES
ARE ENTIRELY PRACTICAL
AND ALWAYS EASY TO READ**

How is one to assess and evaluate a type face in terms of its esthetic design? Why do the pace-makers in the art of printing rave over a specific face of type? What do they see in it? Why is it so superlatively pleasant to their eyes?

Good design is always practical design. And what they see in a good type design is, partly, its excellent practical fitness to perform its work. It has a "heft" and balance in all of its parts just right for its size, as any good tool has.

Your good chair has all of its parts made nicely to the right size to do exactly the work that the chair has to do, neither clumsy and thick, nor "skinny" and weak: no waste of material and no lack of strength. And, beyond that, the chair may have been made by a man who worked out in it his sense of fine shapes and curves and proportions: it may be, actually, a work of art.

The same thing holds for shapes of letters. And your chair, or your letter (if a true artist made it) will have, besides its good looks, a suitability to the nth degree to be sat in, or stamped on paper and read.

10 Point Body

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What Are Fine Types?

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7 POINT No. 1 EXCELSIOR with GOTHIC No. 3

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