

TRADE MARK  
LINO TYPE

## 7 POINT No. 2 EXCELSIOR with GOTHIC No. 3

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LINO TYPE

**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.

### What Are Fine Types?

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9 Point Body

8 Point Body

7½ Point Body

7 Point Body

## 6 POINT EXCELSIOR with GOTHIC No. 3

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tool in the hands of a person expert in its use: by a person, moreover, who was an artist (i.e., a person equipped to make sound judgments about lines, curves, proportions, etc.).

The artist of that moment when printing was invented who furnished the fine written patterns for type was (luckily for printing) working at the top notch of a fine tradition of calligraphy. He was making sound judgments about lines and curves and proportions of letters. He had resurrected an ancient distinguished style of writing and had added to it the quality of his own fine taste. His letters

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5 1/2 POINT EXCELSIOR with GOTHIC No. 3

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FOREIGN BONDS

Sales (000 omitted)	High.	Low.	Last.	Net chge.
34 Athin B. & P.	68 1/4	65 1/4	67 1/2	1/4
22 Andri Mfg Bk	23 1/2	23 1/2	23 1/2	0
10 Andri N Corp	171	172	172	+26
7 do 6s w	99 1/2	99	99 1/2	1/2
7 Ant R Col 7s	92	92	92	1/2
21 Buen Air 7s	27	27	27	1/2
11 Bur & Wa 6s	95	94	95	1/2
29 Cny Brk 5s	35	34 1/2	34 1/2	1/2
22 Con M Bg 7s	95 1/2	95 1/2	95 1/2	1/2
53 Cuba II 7 1/2s	97	97	97	1/2
1 Cen C Mfg 7 1/2s	97	97	97	1/2
9 Fiat 7s	93 1/2	93 1/2	93 1/2	1/2
26 Fr S By 6 1/2s	93 1/2	93 1/2	93 1/2	1/2
22 Ger C Mn 7s	98	97 1/2	97 1/2	1/2
22 Gt C & E 6 1/2s	88	87 1/2	88 1/2	1/2
8 Hn Ld In 7s	98	98 1/2	98 1/2	1/2
5 Ilesrd Stl 7s	98	97 1/2	97 1/2	1/2
125 Irl P U C I 7s	91	90 1/2	90 1/2	1/2
7 King Den 5s	100 1/2	100	100 1/2	1/2
2 King Nth 6s	100 1/2	100 1/2	100 1/2	1/2
2 Man Ndx S 7s	99 1/2	99 1/2	99 1/2	1/2
5 Mex Cn 6s	102 1/2	102 1/2	102 1/2	1/2
5 Prod SA 6s	96 1/2	96 1/2	96 1/2	1/2
7 do 7s	92	91 1/2	92	1/2
21 do 7s	92	91 1/2	92	1/2
6 Rep Peru 7s	100 1/2	100 1/2	100 1/2	1/2
13 Rm C Ch 6s	15 1/2	15 1/2	15 1/2	1/2
10 Russian 6 1/2s	15 1/2	15 1/2	15 1/2	1/2
1 do 5s	91	91	91	1/2
83 Saar Basn 7s	91	91	91	1/2

Total sales bonds, \$2,341,000.  
Total sales stocks, \$79,700 shares.

BANK CLEARINGS

(000 omitted)	Five days	Week	Per cent.
Boston	\$186,132	\$242,700	31
Philadelphia	229,000	290,000	42
Baltimore	43,479	54,319	19
Pittsburgh	63,046	88,170	28
Buffalo	18,300	33,400	45
Chicago	152,500	230,700	33
Detroit	41,627	70,100	41
Cleveland	51,170	64,303	20
Cincinnati	32,490	42,216	23
St. Louis	44,800	65,800	32
Kansas City	50,896	68,148	25
Minneapolis	42,720	45,893	31
Omaha	42,480	49,138	33
Richmond	24,400	29,136	17
Atlanta	26,500	30,468	11
Louisville	18,095	20,468	11
New Orleans	26,395	42,974	38
Dallas	25,674	28,796	10
San Francisco	70,900	93,000	23
Portland	14,790	23,112	36
Seattle	15,793	20,405	22

Total \$1,190,768 \$1,608,756 -25.9  
New York..... 2,205,001 3,810,446 -42.1  
Total all..... \$3,395,769 \$5,419,202 -37.3

DOMESTIC BONDS

Sales (000 omitted)	High.	Low.	Last.	Net chge.
1 Alum 7s	33	106	106	1/4
37 Am G&E 6s	100 1/4	100	100 1/4	1/4
2 Am Rtl 6s	100	99 1/4	99 1/4	1/4
20 Am St 6s	99 1/4	99 1/4	99 1/4	1/4
6 Am W 6s	97 1/2	97 1/2	97 1/2	1/4
3 Ana Cop 6s	103	102 1/2	102 1/2	1/4
10 Appala Pr 5s	94 1/2	94 1/2	94 1/2	1/4
16 As G&E 6s	102	101 5/8	101 5/8	1/4
18 As S H 6 1/2s	97 1/2	97 1/2	97 1/2	1/4
5 Atl Fr Inc 8s	19	19	19	1/2
9 Beav Bd 8s	99	98 1/4	98 1/4	1/4
5 Bell T Cn 5s	100 1/4	100 1/4	100 1/4	1/4
1 Buff G El 5s	102	102	102	1/4
2 Cen N Bpp 7s	110 3/4	111 1/4	111 3/4	1/4
29 Citic S 7s	83 1/2	83 1/2	83 1/2	1/4
2 C G B 5 1/2s E	106 1/2	106 1/2	106 1/2	1/4
1 Cons Tx 8s	84	84	84	1/2
6 Cont Cor 6s	98 1/2	98 1/2	98 1/2	1/2
1 Cub Tel 7s	110 1/2	110 1/2	110 1/2	1/2
6 Cudahy 5s	96 1/2	96 1/2	96 1/2	1/2
6 Det C Gas 6s	107 1/2	107 1/2	107 1/2	1/2
10 Duk P 6s	100 1/2	100 1/2	100 1/2	1/2
1 El Per 6s	103 1/2	103 1/2	103 1/2	1/2
6 El Ret 6 1/2s	93 1/2	93 1/2	93 1/2	1/2
10 El P&L 7s	90	90	90	1/2
2 Galna S 7s	94	93 1/4	93 1/4	1/2
110 Gat Pow 5s	99 1/4	99 1/4	99 1/4	1/2
145 do 6s	99 1/4	99 1/4	99 1/4	1/2
1 Gen Pet 6s	101 1/2	101 1/2	101 1/2	1/2
1 Gy T&R 5 1/2s	96 1/2	96 1/2	96 1/2	1/4
3 Gr Tr 6 1/2s	109 1/2	108 1/2	109 1/2	1/4
1 Gulf Oil 5s	105	105	105	1/4
26 Ind Oil 6 1/2s	99	99	99	1/2
1 Ind Lmst 6s	99	99	99	1/2
1 Ind P 6s	97 1/2	97 1/2	97 1/2	1/2
1 In N C 6 1/2s	95	95	95	1/2
16 Ky T P 5 1/2s	89	88 1/2	88 1/2	1/2
3 Leh Pr S 6s	94	93 1/2	93 1/2	1/2
57 Loews Inc 6s	99 1/2	99 1/2	99 1/2	1/2
9 Mass Gs 5 1/2s	102 1/2	102 1/2	102 1/2	1/2
10 Missri Pac 5s	100 1/2	100 1/2	100 1/2	1/2
8 Nat P&L 6s	98 1/2	98 1/2	98 1/2	1/2
1 Nev Cal E 5s	94 1/2	94 1/2	94 1/2	1/2
18 Nev C Cop 5s	94 1/2	94 1/2	94 1/2	1/2
23 N O T 6 1/2s	100 1/2	100 1/2	100 1/2	1/2
5 N S C 6 1/2s	111	111	111	1/2
4 On P 6 1/2s W	99	99	99	1/2
1 On P 6 1/2s W	99	99	99	1/2
10 On P 6 1/2s W	94 1/2	94 1/2	94 1/2	1/2
10 On P 6 1/2s W	94 1/2	94 1/2	94 1/2	1/2
10 On P 6 1/2s W	102	102	102	1/2
73 Pen O Ed 6s	116 1/2	114 1/2	114 1/2	2
3 P P & L 5s	98 1/2	98 1/2	98 1/2	3 1/2
2 do 5s D	98 1/2	98 1/2	98 1/2	1/2
17 Phil E P 5 1/2s	102 1/2	102 1/2	102 1/2	1/2
1 Phil E 5 1/2s	107	107	107	1/2
2 P S N J 5 1/2s	99	98 1/2	99	1/2
13 Pure Ol 6 1/2s	104	104	104	1/2
2 Schie R E 6s	95 1/2	95 1/2	95 1/2	1/2
2 Servi Cor 6s	102 1/2	102 1/2	102 1/2	1/2

SITUATIONS WANTED—FEMALE

Commercial—Miscellaneous  
 BILLER, typist, stenographer, experienced, young, rapid, switchboard. Southern Agency, MEHROSE 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. EDGEMORE 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-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, references. Fenwick Agency, Cortlandt 7-3927.  
 CASHIER, experienced, young lady, attractive, typist, stenography. 2,013A Jerome Ave. Ytefont 2-4167.  
 DENTAL, assistant, 20, willing to learn; typewriting, stenography. 117 Times Washington Heights.

LEGAL NOTICES

Foreclosure Sales  
 SUPREME COURT, COUNTY OF NEW YORK — GORLEY MORTGAGE COMPANY, Plaintiff, against KATHERINE M. TURNER, also known as 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 1934, day of October, 1932, and the undersigned, will sell at public auction, to the named, will sell at public auction, to the 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 direct by said judgment to be sold and therein described as follows:

SITUATIONS WANTED—FEMALE

Commercial—Miscellaneous  
 DOCTOR'S ASSISTANT, intelligent, 34, Christian; switchboard; small salary. Bender, 4,582 Park Ave.  
 SECRETARY - STENOGRAPHER, switchboard, knowledge comptometer, filing, conscientious, accurate; excellent references; desires position; preferably Florida, H 74 Times.  
 SECRETARY, college graduate of unusual ability; efficient, rapid, accurate; excellent references; moderate salary. Tel. Warren School, Vanderbilt 3-3896.  
 SECRETARY - STENOGRAPHER, thoroughly capable, relieve executive details; exceptional qualifications. Perkins, TRafalgar 7-6400.  
 SECRETARY, stenographer, assistant; medical experience hospital, office; excellent record 10 years; live in if necessary. H 64 Times.  
 SECRETARY - STENOGRAPHER, intelligent, thoroughly experienced; good appearance; finest references. N 269 Times.  
 SECRETARY, bookkeeper, college graduate, references; attractive. Joan Brown, Metropolitan Institute, Ashland 4-7201.  
 SECRETARY, bookkeeping knowledge, college graduate, 3 1/2 years' experience, reliable. Phone UNIVERSITY 4-5739.  
 SECRETARY, intelligent, dependable, nice appearance, personality moderate salary. Center School, Plaza 3-2858.  
 SECRETARY-STENOGRAPHER, assistant bookkeeper, 5 years' experience; college graduate; ediphone. Plaza 3-7715.  
 STENOGRAPHER, knows bookkeeping, accurate typist; anxious, alert, good judgment; moderate salary. Evelyn Lave, Murray Hill 2-9190.

LOST AND FOUND

PEKINGESE DOG, vicinity of Flatbush and Fulton, brown, male, skin disease, no hair hindlegs. Reward, Goucher, 524 West 72d.  
 WATCH, lady's marcasite, pendant, initials T. N.; lost Saturday afternoon between 64th, Steinyway Hall or taxi; reward. BUTTERFIELD 8-9021.  
 \$100 REWARD  
 Wrist watch diamond and platinum. Liphaut, Lost September 23 between Park av. and 34th st. and Fifth av. shopping district, or in theatrical district, possibly in taxi. Return to J. N. Lennert, 138 John st. BEckman 3-3572.

5 1/2 Point Body

5 1/2 Point Body

5 1/2 Point Body, Size of Figures, .046

5 1/2 Point Body, Size of Figures, .046

FOREIGN BONDS

Sales (000 omitted)	High	Low	Last	Net
	chg.			chg.
22 Agri Mfg Bk 7s, 46	23 1/2	23 1/2	23 1/2	23 1/2
27 Am V 6 1/2s, 47	17 3/4	17 1/2	17 1/2	+ 26 1/2
7 do 8s w w	99 1/2	99	99 1/2	+ 1/2
7 Ant R Col 7 1/2s	92	92	92	+ 1/2
11 Bur & Wain 6s	95 1/2	94	95	+ 1/2
20 Can Pac 6 1/2s	94 1/2	94 1/2	94 1/2	+ 5/8
26 Com Bldg 6 1/2s	95 1/2	95 1/2	95 1/2	+ 1/2
25 Cuba Tel 7 1/2s, 41	95 1/2	95 1/2	95 1/2	+ 1/2
55 Dn C Mtn 5 1/2s	97	97	97	+ 1/2
1 do 7s	98 1/2	98	98	+ 1/2
5 Eurp Mtg 7 1/2s	98 1/2	98 1/2	98 1/2	+ 1/2
1 do 8s	98 1/2	98 1/2	98 1/2	+ 1/2
26 Ger C Mun 7s	98 1/2	98 1/2	98 1/2	+ 1/2
22 Gt C&E 6 1/2s	98 1/2	98 1/2	98 1/2	+ 1/2
8 Hn Ld In 7 1/2s	98 1/2	98 1/2	98 1/2	+ 1/2
3 Ilscr St 7s	98 1/2	98 1/2	98 1/2	+ 1/2
17 King D C 7s	100 1/2	100 1/2	100 1/2	+ 1/2
1 Kng Nth 6 1/2s	100 1/2	100 1/2	100 1/2	+ 1/2
2 Mngs M & S 7s	99 1/2	99 1/2	99 1/2	+ 1/2
5 Med Col 8s	102 1/2	102 1/2	102 1/2	+ 1/2
5 Prov B A 7 1/2s	97 1/2	97 1/2	97 1/2	+ 1/2
21 do 7s, 35	96 1/2	96 1/2	96 1/2	+ 1/2
6 Rep Peru 7 1/2s	100 1/2	100 1/2	100 1/2	+ 1/2
13 Rm C Ch 6 1/2s	92 1/2	92 1/2	92 1/2	+ 1/2
10 Russian 6 1/2s	92 1/2	92 1/2	92 1/2	+ 1/2
1 do 8s	92 1/2	92 1/2	92 1/2	+ 1/2
83 Saar Basin 7s, 35	91	91	91	+ 1/2
12 Sdn W 6 1/2s	92 1/2	92 1/2	92 1/2	+ 1/2
14 Sxn P W 6 1/2s	98	98 1/2	98 1/2	+ 1/2
3 S & H 7 1/2s, 28	100 1/2	100 1/2	100 1/2	+ 1/2
21 do 7s, 35	102 1/2	102 1/2	102 1/2	+ 1/2
7 Thy T&S W 7s	102	102	102	+ 1/2
1 do 8s	101 1/2	101 1/2	101 1/2	+ 1/2
Total sales stocks, \$2,341,000.				

BANK CLEARINGS

(000 omitted)	Five days	Week	Per
	Nov. 9, 32	Nov. 11, 31	cent.
Boston	\$386,132	\$242,797	24.2
Baltimore	43,470	28,619	19.0
Pittsburgh	63,046	33,400	28.5
Buffalo	18,300	33,400	45.2
Chicago	152,500	230,700	33.9
Detroit	41,627	70,100	41.1
St. Paul	1,700	2,500	47.1
Cincinnati	32,400	42,216	20.4
St. Louis	44,800	65,300	32.0
Kansas City	50,896	68,148	25.3
Omaha	18,020	25,883	31.4
Minneapolis	42,781	48,519	11.8
Atlanta	25,400	24,536	12.8
New Orleans	18,065	20,468	11.1
Louisville	26,895	42,974	38.6
Dallas	25,674	23,796	10.9
San Francisco	70,900	93,000	23.8
Saraland	14,790	23,112	36.0
Seattle	15,793	20,405	22.6
Total	\$1,190,768	\$1,008,756	25.9
New York	2,205,001	3,310,446	42.1
Total all	\$3,395,769	\$5,419,202	37.3

DOMESTIC BONDS

Sales (000 omitted)	High	Low	Last	Net
	chg.			chg.
1 Alum 7 1/2 '33	105	105	105	+ 1/4
37 Am P&L 6s	100 1/2	100 1/2	100 1/2	+ 1/4
21 Am R 6s	100	99 3/4	100	+ 1/4
20 Am Rolling M 6s	103	103	103	+ 1/4
6 Am W 6s	99 1/2	99 1/2	99 1/2	+ 1/4
6 Am W 6 1/2s	97 1/2	97 1/2	97 1/2	+ 1/4
6 Ana C 6s	94 1/2	94 1/2	94 1/2	+ 1/4
16 Asso G&E 6s	102 1/2	101 1/2	101 1/2	+ 1/4
18 Asso S H 6 1/2s	97 1/2	97 1/2	97 1/2	+ 1/4
5 Atl Frl Inc 8s	99	99	99	+ 1/2
9 Beaver Bd 8s	98 1/2	98 1/2	98 1/2	+ 1/2
5 Behl C 6s	100 1/4	100 1/4	100 1/4	+ 1/4
1 CNR Equip 7s	111 3/4	111 3/4	111 3/4	+ 1/4
25 Citie Svc 6s	99	99	99	+ 1/4
1 do 7 1/2 D	112	112	112	+ 1/4
2 Cs G 5 1/2s E	106 1/2	106 1/2	106 1/2	+ 1/2
6 Cont Cor 6s	98 1/2	98 1/2	98 1/2	+ 1/2
1 Cub Tel 7s	110 1/2	110 1/2	110 1/2	+ 1/2
6 Cudaly 5s	96 1/2	96 1/2	96 1/2	+ 1/2
6 Det C Gas 6s	107 1/2	107 1/2	107 1/2	+ 1/2
10 DUK P 6s	102 1/2	102 1/2	102 1/2	+ 1/2
1 EA Refrig 6s	103 1/2	103 1/2	103 1/2	+ 1/2
6 Fisk Rub 5 1/2s	97 1/2	97 1/2	97 1/2	+ 1/2
10 Fla P & L 5 1/2s	93 1/2	93 1/2	93 1/2	+ 1/2
110 Galena S O 7s	91	91	91	+ 1/2
145 Gen. Pet 6s	91 1/2	91 1/2	91 1/2	+ 1/2
1 Gyr T&R 5 1/2s	96 1/2	96 1/2	96 1/2	+ 1/2
3 Gr Tr 6 1/2s	109 1/2	109 1/2	109 1/2	+ 1/4
1 Gulf Oil 5s	105	105	105	+ 1/4
26 Ind Oil 6 1/2s	99	99	99	+ 1/4
1 Ind Plmstn 6s	97 1/2	97 1/2	97 1/2	+ 1/4
5 Int Gr Nor 6s	95	95	95	+ 1/2
16 Int N G 6s w 1	113	117	117	+ 1/2
3 Key T Ph 5 1/2s	89	88 1/2	89	+ 1/2
16 Lev Pr Sec 6s	94	93 1/2	93 1/2	+ 1/2
57 Loews Inc 6s	99 1/2	99 1/2	99 1/2	+ 1/2
10 Miss P 6s	100 1/2	100 1/2	100 1/2	+ 1/2
8 Natl P & L 6s	98 1/2	98 1/2	98 1/2	+ 1/2
18 Nev Cal El 6s	94 1/2	94 1/2	94 1/2	+ 1/2
23 N O P M 5s	94 1/2	94 1/2	94 1/2	+ 1/2
6 N G 6 1/2s	100 1/2	100 1/2	100 1/2	+ 1/2
4 Ohio R Ed 5s	99	99	99	+ 1/2
10 Otis Steel 6s	95 1/2	95 1/2	95 1/2	+ 1/2
4 Pn Am Pet 6s	102	102	102	+ 1/2
73 Penn O El 6s	116 1/2	114 1/2	116	+ 2
3 P P & S	98 1/2	98 1/2	98 1/2	+ 3 1/2
17 Phil E P 5 1/2s, 47	102 1/2	102 1/2	102 1/2	+ 3 1/2
26 P S N J 5 1/2s	99	98 1/2	99	+ 1/2
13 Pure Oil 6 1/2s	104	104	104	+ 1/2
2 Schlte R E 6s	95 1/2	95 1/2	95 1/2	+ 1/2
1 Shawmut 6s	100 1/2	100 1/2	100 1/2	+ 1/2
86 S P & L 6s w w	94 1/2	94 1/2	94 1/2	+ 1/2
58 Sweet G & E 5s	68 1/2	68 1/2	68 1/2	+ 1/4
11 Sweet N Gas 6s	16	16	16	+ 1/4
67 Swift & Co 9s	82	82	82	+ 1/4
10 Ten Cop & Ch 6s	100 1/4	100	100	+ 2

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 above-entitled action and bearing date of the 15th day of October, 1932, I, the undersigned, the Referee in said judgment named, will sell at public auction, at the Exchange Bldg., Nos. 4-16 Grand Street, N. Y. City, on the 16th day of November, 1932, at 11 o'clock noon on that day, by JOHN E. LAINE, Auctioneer, the premises described as follows:

SITUATIONS WANTED—FEMALE

Commercial—Miscellaneous

BILLER, typist, stenographer, experienced, young, rapid, switchboard. Southern Agency. MEBrose 9-1011.

BOOKKEEPER, full charge, stenographer, experienced, trustworthy, conscientious, content, excellent references. Olivville 5-3243.

BOOKKEEPER-STENOGRAPHER, 10 yrs. experience, charge office. efficient; worth interview. EDGEcomb 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 6-4647.

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

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

BOOKKEEPER—STENOGRAPHER, complete charge, credits, collections, balances. Fenwick Agency, Cortlandt 7-3927.

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

DENTAL assistant, 20, willing to learn, type-writing, stenography, 117 Times Washington Heights.

DOCTOR'S ASSISTANT, intelligent, 34, Christian; switchboard; small salary. Bender, 4,832 Park Ave.

SECRETARY, bookkeeping knowledge, college graduate, 3 1/2 years' experience, reliable. Phone University 4-5739.

SITUATIONS WANTED—FEMALE

Commercial—Miscellaneous

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

SECRETARY college graduate of unusual ability; efficient, rapid, accurate; excellent references; moderate salary. Tel. Warren School, Vanderbilt 3-3896.

SECRETARY-STENOGRAPHER thoroughly capable, relieve executive details; exceptional qualifications. Perkins, TRaifaigar 7-6400.

SECRETARY, stenographer, assistant; medical experience hospital, office; excellent times 10 years; live in if necessary. H 64 Times.

SECRETARY-STENOGRAPHER intelligent, thoroughly experienced; good appearance; finest references. N 299 Times.

SECRETARY bookkeeper college graduate, references; attractive. Joan Brown, Metropolitan Institute, Ashland 4-7201.

SECRETARY, intelligent, dependable, nice appearance, personality; moderate salary. Center School, Plaza 3-2888.

SECRETARY-STENOGRAPHER, assistant bookkeeper, 5 years' experience; college graduate; ediphone. Plaza 3-7715.

STENOGRAPHER, knows bookkeeping, accurate typist; ambitious, alert, good judgment; moderate salary. Evelyn Laye, MURRAY Hill 2-9190.

STENOGRAPHER, accurate typist, good at shorthand, excellent references; moderate salary. Theresa Sunday, Murray Hill 2-9190.

STENOGRAPHER, efficient, rapid typist, initiative, personality, nice appearance; moderate salary. Anna Nesday, Eldon School, Murray Hill 2-9190.

STENOGRAPHER, general office assistant, high school graduate, Christian, reference. BEckman 3-1866.

STENOGRAPHER-TYPIST, assistant bookkeeper, experienced; moderate salary; pleasing personality. BEachview 2-7254.

LOST AND FOUND

PEKINGESE DOG, vicinity of Flatbush and Kings. Reward, Goucher, 524 West 72d.

WATCH, lady's marcasite pendant, initials W.A.T.H., lost Saturday afternoon between 64th, Stearns Hall or taxi, reward. BUTterfield 8-9021.

\$100 REWARD

Wrist watch, gold, platinum, Lilli Putnam, Lost September 23 between Park av. and 34th st. and Fifth av. shopping district, or in theatrical district, possibly in taxi. Return to J. N. Lennert, 138 John st. BEckman 3-3572.

5 Point Body

5 Point Body

5 Point Body. Size of Figures, .0415

5 Point Body

TRADE MARK  
**LLINOTYPE**

**8 POINT TEXTYPE with BOLD FACE No. 2**

TRADE MARK  
**LLINOTYPE**

**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.

**What Are Fine Types?**

10 Point Body

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8 1/2 Point Body

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8 Point Body

7 POINT TEXTYPE with BOLD FACE No. 2

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7½ Point Body

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7 Point Body

TRADE MARK  
**LINOTYPE**

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**6 POINT TEXTTYPE with BOLD FACE No. 2**

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(i.e., a person equipped to make sound judgments about lines, curves, proportions, etc.)

The artist of that moment when printing was invented who furnished the fine written patterns for type was (luckily for printing) working at the top notch of a fine tradition of calligraphy. He was making sound judgments about lines and curves and proportions of letters. He had resuscitated an ancient distinguished style of writing and had added to it the quality of his own fine taste. His letters flowed from his pen easily and simply, without

8 Point Body

7½ Point Body

7 Point Body

6 Point Body

**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?

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10 Point Body

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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.

**What Are Fine Types?**  
That explains, in a way, why

9 Point Body

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TRADE MARK  
**LINOTYPE**

**7½ POINT IONIC No. 5 with BOLD FACE No. 2**

TRADE MARK  
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