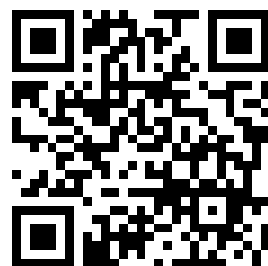

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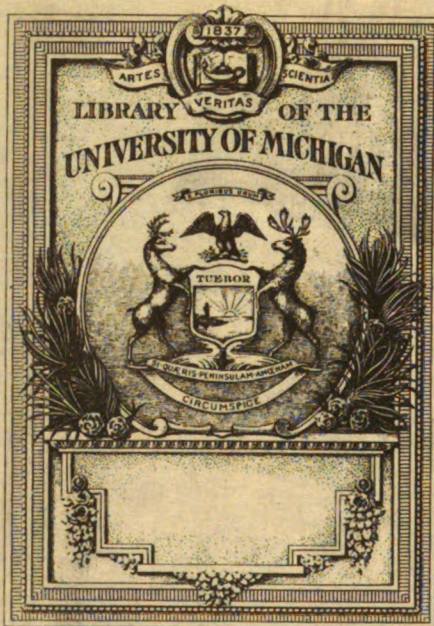
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AMERICAN SPECIMEN BOOK OF TYPE STYLES



SUPPLEMENT

AMERICAN
TYPE FOUNDERS
COMPANY



THE GIFT OF
Univ. Printing Plant

2
250
D26
suppl

**COPYRIGHTED 1917
BY THE AMERICAN TYPE FOUNDERS COMPANY
JERSEY CITY, NEW JERSEY**

Deepstream, Inc.

Supplementary Catalogue

NEW TYPE FACES
BORDERS · ORNAMENTS
BRASS RULE

PRODUCED BY THIS COMPANY
SINCE THE PUBLICATION OF THE
AMERICAN SPECIMEN BOOK
OF TYPE STYLES, 1912



KEEP THIS SUPPLEMENT WITH
YOUR SPECIMEN BOOK

1917

AMERICAN TYPE FOUNDERS
COMPANY

THE WORLD'S GREATEST TYPEFOUNDER

Engravers Border

2
250
D26

AMERICAN TYPE FOUNDERS COMPANY



SELLING HOUSES

BOSTON, MASS. 270 Congress Street
NEW YORK CITY William and Frankfort Streets
PHILADELPHIA, PA. 17-19 South Sixth Street
BALTIMORE, MD. 213-217 Guilford Avenue
RICHMOND, VA. 1320 East Franklin Street
BUFFALO, N. Y. 45 North Division Street
PITTSBURGH, PA. 323 Third Avenue
CLEVELAND, OHIO 15 St. Clair Avenue, N. E.
DETROIT, MICH. 43-45 West Congress Street
CHICAGO, ILL. 210-212 West Monroe Street
CINCINNATI, OHIO 646 Main Street
ST. LOUIS, MO. Ninth and Walnut Streets
MINNEAPOLIS, MINN. 421 Fourth Street, South
KANSAS CITY, MO. 602-604 Delaware Street
DENVER, COLO. 1621 Blake Street
LOS ANGELES, CAL. 121 North Broadway
SAN FRANCISCO, CAL. 820-822 Mission Street
PORTLAND, ORE. 92-94 Front Street
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WINNIPEG, CANADA 175 McDermot Avenue
CONNER, FENDLER & COMPANY 96 Beekman St., New York City
MILWAUKEE PRINTERS SUPPLY HOUSE, 125 Second St., Milwaukee, Wis.

SELLING AGENT

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HAWAIIAN NEWS COMPANY, Ltd. Honolulu, Hawaiian Islands
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COMMERCIAL PRESS, Ltd. Shanghai, China
SHEWAN TOMES & COMPANY Hongkong, China
AMERICAN TRADING COMPANY P. O. Box 883, Durban, Natal, South Africa
ASUTOSH, AUDDY & COMPANY Calcutta, India
NATIONAL PAPER & TYPE COMPANY 32 Burling Slip, New York City
City of Mexico, Monterey, Guadalajara, Guaymas, Mexico
Havana, Cuba; Buenos Aires, Argentina; Lima, Peru

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TO

American Specimen Book of Type Styles

SUPPLEMENT

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Announcement



THIS Supplementary Catalogue contains showings of the many beautiful type faces, decorative materials and brass rule produced by the American Type Founders Company since the last big catalogue was issued in 1912. May we request you to examine carefully the showings herein, and then ask yourself this question: *In the whole world can you find another typefoundry that offers to patrons such a comprehensive variety of useful and artistic materials with which to do good printing?*

KEEP THIS SUPPLEMENT
WITH THE BIG CATALOGUE FOR
READY REFERENCE

AMERICAN TYPE FOUNDERS COMPANY

THE MOST PROGRESSIVE TYPEFOUNDRY IN THE WORLD

72 Point

4 A \$6 80 6 a \$5 35 \$12 15

RESPONDENT
Slowly Convincing

60 Point

5 A \$6 25 7 a \$4 60 \$10 85

CHARGING TIME
Hours Become Money

48 Point

6 A \$5 00 10 a \$4 40 \$9 40

BROWNE D URCHINS
Country sunshine imparting
complexions indelibly baked

42 Point

7 A \$4 05 12 a \$3 75 \$7 80

LEARNED INSTRUCTOR
Educational advantages provide
modern youth ultimate triumph

36 Point

8 A \$3 65 13 a \$3 20 \$6 85

QUESTIONABLE METHODS
Extortioners threatening confiscation
whenever merchants make objections

80 Point

9 A \$2 75 14 a \$2 50 \$5 25

CONVENED MEMBERS GROUPED
Political leader nominates candidate having
clearly demonstrated required qualifications

24 Point

10 A \$2 35 18 a \$2 05 \$4 40

QUICK PRINTING RECEIVES DISRESPECT
Lowest priced competitor figures on rush jobs, which
invariably result in displeasure for all those concerned

18 Point

16 A \$2 05 30 a \$2 00 \$4 05

RENDER HIGHEST SERVICE
DESIRABLE customers appreciate the
attentions that rush printers have no
time to incorporate into their policies

10 Point

25 A \$1 50 50 a \$1 55 \$3 05

BEAUTIFUL ANTIQUATED BOOKS
BOOKS drawn on clay or stone tablets are not
comparable to books written on parchment
scrolls, while hand-lettered illuminated books
of the Middle Ages are in a different category
altogether from the twentieth century volume

14 Point

22 A \$1 95 42 a \$1 90 \$3 85

AMERICAN SERVICE UNEXCELLED
WE HAVE a service department known as the
Efficiency Department; its single purpose is to
solve your printing problems

8 Point

28 A \$1 40 56 a \$1 40 \$2 80

REQUIRED IMPROVEMENTS OBTAINED
THE MODERN book is composed in foundry-cast type
and printed on presses that are marvels of ingenuity.
It must be printed to prevent eye-strain. So we find a
notable difference between a book set in foundry-cast
type and a book set with the machine type

12 Point

24 A \$1 70 47 a \$1 80 \$3 50

PROGRESSIVE PRINTERS
MANY large concerns have taken
advantage of this opportunity to
secure better work \$1234567890

NOTICE

Oldstyle Figures 1234567890
are put up with each font
Lining Figures 1234567890
are put up in separate fonts
and furnished only when
specially ordered

6 Point

32 A \$1 30 60 a \$1 20 \$2 50

A BEAUTIFULLY EXECUTED VOLUME
THE PAGES of "The Book of Hours" are painted
and lettered with loving care. The brothers must
have literally lived with and have had their being
in the lovely pages of the work. Its balance and
harmony of mass and line must be an inspiration
to every artistically inclined printer \$1234567890

SMALL CAPS from 6 Point to 18 Point, fonted separately, are sold at a uniform price of 50 cents a font

Profitable Advertising

IT'S THE PROFIT THAT COUNTS

FOUR months ago we printed ten thousand booklets for the Falcon Shoe Company. Yes; we wrote the copy, selected the stock and made the layout. In fact, our Service Department attended to every detail. The complete cost of the booklets, including mailing, was less than three hundred dollars. But that isn't the point. Those booklets have sold forty-five thousand dollars' worth of shoes. Isn't that profitable?

THE H. M. HORNER PRINTING COMPANY

FULTON AND WEST STREETS • NEW YORK CITY



OUR NEW BANKING DEPARTMENT IS PLEASING
DEPOSITORS AND RECEIVING COMMENDATION



BANKING has been accorded extraordinary care by the management with the view to making it as nearly faultless as is possible with so important a part of our business. Every accommodation that makes for the convenience and satisfaction of our numerous patrons has been provided, and the hours have been so arranged as to encourage savings. The men who have assumed the care of this department are gentlemen well known for honesty and efficiency in business, financial and professional circles of our flourishing community. Each one is a representative citizen whose reputation is thoroughly established, and who is well informed on matters pertaining to the banking business. It will be the earnest and constant effort to influence saving on the part of the working classes, and many benefits are expected to accrue which frequently are given comparatively slight attention and which many persons

Cloister Oldstyle in Display

CLOISTER OLDSTYLE

CONVEYS THAT HAND-LETTERED
EFFECT SO MUCH SOUGHT AFTER
BY ARTISTIC PRINTERS AND SO
GREATLY ADMIRER BY ALL WISE
PUBLISHERS AND ADVERTISERS IN
THIS COUNTRY
AND STYLISH
ORIGINAL

CLOISTER
LEADER

GRACE AND
WINS THE

CLOISTER OLDSTYLE
IS CAST ON THE
SCRIPT LINE
AND MADE IN
THIRTEEN GRADED
SIZES

American
Type
Founders
Company

ORIGINATOR
OF THE FAMILY IDEA
IN TYPE DESIGN

The Classic Type Design

THAT HAS ATTAINED
GREAT POPULARITY AMONG
PRINTERS
AND ADVERTISERS



A NARRATIVE OF CLOISTER OLDSTYLE, CLOISTER ITALIC
AND CLOISTER TITLE WHICH SHOWS MODERN IDEAS IN
TYPEFOUNDING AS A GREAT ASSISTANCE TO PRINTERS



THE Cloister Oldstyle, cast in sizes ranging from six point to seventy-two point, was designed along lines similar to the type designed and cast in Venice by Nicolas Jenson and first used by him in the Eusebius of 1470. Jenson produced the finest books of the first half century of printing, and the most competent authorities agree that his Roman types never have been surpassed in their beauty. Cloister Oldstyle is cast on the script line, to accommodate the long descenders, and as the shoulders of the caps on the script line prevent desirable close setting where caps only are used, we offer a series of Cloister Title in which the caps, from six point to forty-eight point, have the least possible amount of shoulder. The Cloister Italic, from six point to seventy-two point, is a real novelty, inasmuch as it is entirely unlike any other existing italic face. In Jenson's time there were no italic types. Italic types were first introduced by Aldus of Venice in 1491. No italic types were made in the first century of printing that would harmonize with Jenson's Roman types. However, following the shapes of the earlier sixteenth century italics of Aldus of Venice, and also of Bonhomme and Rovilli of Lyons, the resulting design harmonizes beautifully with the Cloister Oldstyle, and is the most striking and pleasing italic offered

to the printers. Nicolas Jenson was born in France in 1420. He served as apprentice in the mint in Paris as an engraver of dies, and in 1458, while master of the mint in Tours, he was sent by the king to learn the secret of printing in Mainz, with a view to introducing the new art in France. He returned to France in 1461, but meanwhile another king was reigning, who apparently was not interested in printing, and the next we learn of Jenson is that he commenced printing in Venice in the year 1470, the second printer there. In his first year he produced four important editions, and more than one hundred and fifty during the remaining ten years of his life. He used Roman types of one design and one size until 1475, when he added two sizes of beautiful text types. His books are either quarto or folio, and their characteristics are simplicity with correct proportions, beautiful types, classic margins and faultless composition. When he died, in 1480, his will showed that he was endowed with wealth—one of the richest men of an affluent city in which so many printers seemed to have attained to opulence. His types and plant were purchased by Andrea de Torresani de Asola, who continued the business. Andrea de Torresani had a scholarly apprentice or assistant who married his daughter, and succeeded to the business in 1488. This was Aldus Manutius, the printer, who afterward made his press more valuable to the world than any other by

Six Point Cloister Oldstyle, set solid

Cloister Ornament Cloister Initial

NEW PARIS FASHIONS

SHOWN IN NEW YORK FOR THE FIRST TIME



ROCKMORE & GOLDSTEIN are now holding informal displays of latest Paris Fashions in Suits, Coats, Gowns, Wraps, Skirts and Fall Millinery for your immediate selection or made to order. This store has been called "The Paris Shop of America" and those who have seen this display have expressed the same thing. If it is the last word in style you will be sure to find it at the Rockmore & Goldstein shop. There is no greater selection in this city. A visit to our show rooms, and a casual inspection of our stock, will convince you that our cla

Cloister Initial

The Actor

A MAGAZINE
FOR THEATER FOLK

A publication which can be relied on by members of the profession. Sure to be representative and will at all times open its pages to tell of the good things that interest stage people



THE CLASSIC
CLOISTER FAMILY

NOT IN THE
HISTORY OF ADVERTISING
HAS A MORE
EMINENT TYPE FAMILY
REIGNED

CLOISTER STYLES
PREVAIL

Cloister Ornament

SAFETY FIRST

The Rialto Temple of Motion Pictures
Can Be Entirely Emptied in Less Than Three Minutes
Choose the Nearest Exit and
In Case of Fire Walk Quietly to That Exit
Avoid Panic

Comfort and Style

WHEN BUYING YOUR NEXT PAIR OF SHOES DO NOT SACRIFICE
COMFORT FOR STYLE, NOR STYLE FOR COMFORT; DEMAND BOTH

The REQUARD Shoes are designed
mainly for the comfort of the wearer,
yet a casual inspection will convince
you of their distinctive style supremacy, while
maximum durability is evident in every stitch
and backed by the Requard written guarantee

UNIFORM
PRICE OF
\$4.50
MADE
FOR
MEN AND
WOMEN

ASK TO SEE OUR NEW AUTUMN SUEDE TOP

D SHOE CO.

CHICAGO AND NEW YORK



The Association of Albany Florists
cordially invites you to attend the
Second Exhibition of Rare Blooms
Monday, June 18, 1917

THE EXHIBITION WILL BE HELD IN THE
FIRST REGIMENT ARMORY ON CLEVELAND STREET
KINDLY PRESENT THIS CARD

Cloister Ornament

HIS FIRST JOURNEY

A Comedy in Four Acts under the Direction of A. E. Coss
and Presented by the Cumberland Dramatic Club at
Noel Hall, Friday Evening, May 18, 1917

TICKETS 25 CENTS

Just This Minute

♦ ♦

If we're thoughtful, just this minute,
In whate'er we say and do;
If we put a purpose in it
That is honest thro' and thro'
We shall gladden life and give it
Grace to make it all sublime;
For, though life is long, we live it
Just a minute at a time.

Just this minute we are going
Toward right or toward wrong;
Just this minute we are sowing
Seeds of sorrow or of song.
Just this minute we are thinking
On the ways that lead to God,
Or in idle dreams are sinking
To the level of the clod.

Yesterday is gone; to-morrow
Never comes within our grasp;
Just this minute's joy or sorrow,
That is all our hands may clasp.
Just this minute! Let us take it
As a pearl of precious price,
And with high endeavor make it
Fit to shine in paradise.

72 Point

4 A \$6 80 6 a \$5 45 \$12 25

BRIGHT MINDS
Investigators Remain

60 Point

5 A \$5 90 8 a \$4 85 \$10 75

CHANGE NUMBER
Enumerate Departments

48 Point

6 A \$4 75 12 a \$4 50 \$9 25

BEAUTIFUL PRINTING
*Effective typography procured
 with American line type styles*

42 Point

7 A \$3 90 18 a \$3 70 \$7 60

PROMINENT EXHIBITION
*Remarkable typographic show held
 by leading association of employers*

36 Point

8 A \$3 35 16 a \$3 30 \$6 65

MODERNISM PREDOMINATES
*Composing rooms of many leading offices
 provided with a complete steel equipment*

30 Point

9 A \$2 55 17 a \$2 55 \$5 10

PRODUCE DISTINCTIVE CREATION
*Energetic printer prepares delightful typography
 with a complete series of the artistic Cloister Italic*

24 Point

11 A \$2 30 20 a \$2 05 \$4 35

ENVIRONMENT INFLUENCES COMPOSITOR
*Originality and taste of workmen can overcome deficiencies
 in material in the construction of handsome printed matter*

18 Point

17 A \$2 15 31 a \$1 95 \$4 10

HARMONIOUS TREATMENTS
*Careful selection of paper and inks must
 be made if most effective result is desired*

10 Point

28 A \$1 55 56 a \$1 50 \$3 05

LENGTH OF MEASURES IMPORTANT
*Considerable attention must be given by printing
 salesmen and executives to the length of type lines
 when working on dummies for advertising matter
 of any kind, so as to get maximum publicity value*

14 Point

23 A \$1 90 46 a \$1 85 \$3 75

REQUIRES DISTINGUISHED SPECIMEN
*Many particular patrons specify the Cloister when
 desiring a piece of typography that will possess the
 maximum of attractiveness and
 at the same time be easy to read*

8 Point

30 A \$1 40 60 a \$1 35 \$2 75

CONQUERING PRINCIPLES OF IMPOSITION
*Several fundamental rules of stone work must be mastered
 by a printer before he can become proficient in laying out
 intricate forms for the various folding machines. Special
 attention should always be given to such very
 important details as the location of the lowest
 folio, position of quoins, proper margins, etc.*

12 Point

26 A \$1 75 52 a \$1 70 \$3 45

ETHICS OF ADVERTISING
*Candid statements in publicity will
 greatly increase the confidence and
 respect of consumers for advertised
 goods that have merit \$1234567890*

*These Special Characters are
 put up with each font*

A B D E G f M N
 P R T U Y Qu
 k v w & \$ " ' " () []

*Lining Figures 1234567890 are
 put up in separate fonts and
 are furnished only when
 specially ordered*

6 Point

33 A \$1 25 65 a \$1 25 \$2 50

UNIQUE PROCESS OF WOOD ENGRAVING
*In former days wood engraving was done on boxwood
 because of its close-grained, smooth texture. In recent
 times the wood has to be cut across the grain, the trans-
 verse surface being used. Boxwood trees seldom yield a
 single block fit for a fine engraving surface larger than
 three square inches, so a full-page magazine cut has to
 be engraved on a block of several pieces 1234567890*

WILLIAM SHAKESPEARE'S
Romeo & Juliet

*A Popular Transcription
of Shakespeare's Greatest Tragedy of Love
With Illustrations*

THE two leading families in Verona were the noble Capulets and the Montagues. There had been a very old quarrel between these families, which was grown to such a height and so deadly was the enmity between them, that it extended to the remotest kindred and to followers and retainers of both sides, insomuch that a servant of the house of Montague could not meet a servant of the house of Capulet, nor a Capulet come in contact with a Montague by chance, but fierce words and oftentimes bloodshed ensued; and very frequent were the brawls from such accidental meetings which disturbed the happy quiet in the streets of Verona. Lord Capulet made a great supper, to many fair ladies and many noble guests

LINCOLN
LECTURE

By CHARLES ROCHE
*Professor Philosophy
Paris, France*

*Saturday Evening
May Three*

GRAND HOTEL

Madison Avenue & Beresford Street

October Seven to Twenty

*Automobile
Exhibit*

*First Demonstration of the Newest
& Highly Improved Models
of Every Description*

National Rotunda

Quality

*SHOULD BE
THE STANDARD OF
ALL PRINTING*

To obtain Quality in Printing it is most essential that the typographer be familiar with the work of the great printers, so as to establish a basis of standard. Printing as a trade, with all its rush and bustle, its wonderful mechanical equipments, is apt to give too little thought to printing as a handicraft, to the spirit of craftsmanship which would breathe life and beauty into the output of dead and deadening tools. One of the main features helping towards Quality in Printing is perfectly made type

GOREN
TRADE MARK REGISTERED
DENTIFRICE

*YOUR TEETH REQUIRE CARE
AND ATTENTION EACH DAY
WITH A GOOD TOOTH BRUSH
AND AN ANTISEPTIC, ODORLESS
POWDER OR CREAM · A PROPER
SELECTION OF THE CLEANSING
MEDIUM SHOULD BE MADE SO
AS TO PROTECT THE DELICATE
ENAMEL COVERING OF YOUR
TEETH AND PREVENT DECAY*

GOREN
In Collapsible Tubes or Nickeled Boxes
25c

SOLD AT DRUG AND DEPARTMENT STORES

FENSON ART GALLERIES
Rand and Howe Streets Philadelphia, Pa.

*Exhibition of
Flemish
Masterpieces*

*LIST OF
THE EXHIBITS*



*ANNOUNCEMENT
is hereby made of a public
showing of the wonderful
collection of objects of art
owned by the late Allison
Roundaine, to be on view
for two days previous to its
sale at auction, May third*

Cloister Ornament

Evening Apparel for formal and informal occasions will be specially designed by experts

SPRING SEASON

*from the European fashion centers we have just received
the most wonderful collection of evening wear shown in
years, comprising GOWNS & WRAPS of exquisite design
and perfectly finished. All of the latest and most popular
materials are included in this very remarkable assortment*

Lockmar & Tuffts **LT** *Evening Apparel*
BROAD STREET · PHILADELPHIA

The National Press Quality



THE following pages are submitted as samples of our service facilities, and, if you are interested in distinctive printing of *National Quality*, we will gladly send you our appropriate brochure "Specimen H" on receipt of request. We have been specializing in distinctive printing for years and our experience has covered the broadest fields of commerce. We have acquired the reputation of producing *quality printing with selling sense*. We believe distinctive printing to be the art of combining all the essentials of master craftsmanship with such originality and specific judgment that the *Results are Creative and Emblematic* in selling sense and typography.



THE
68

GRAND MUSICAL

Given by HELEN WHITE and EMM
Assisted by AGNES MILLER, Vocalist

Danforth Memorial Palace
Thursday, June 28, 1918, Eight o'Clock
Admission 50 Cents

Cloister Initial

RURAL LANDING

Cloister Ornament

AN IDEAL SUBURBAN COMMUNITY
WITH CITY IMPROVEMENTS. NEAR
SCHOOLS, STORES, AND CHURCHES
OF ALL DENOMINATIONS

Call or Write for Free Tickets and
Transportation to Park

WILLIAMS REAL ESTATE CO.
688 FULTON STREET, NEW YORK CITY
Telephone 3087 Seaside Open Sundays and Evenings

A BEAUTIFUL BOOKLET & A HARMONIOUS TYPE FACE

BEING A SIXTEEN PAGE
EXHIBIT FROM AN AD-
VERTISING BOOKLET
"HARMONY IN PAPER
TYPE AND INK," ISSUED
BY TYSON & RIMICKE
OF PHILADELPHIA, PA.
SET IN THE PLEASING

Cloister Oldstyle
&
Cloister Italic

TYSON & RIMICKE
86 ELM ST., PHILADELPHIA, PA.

*During the last two weeks of October Advance Selections may be made
preparatory to the Public Exhibition and Sale of*

Original Drawings from Nature

By ALEXANDER RUTHERFORD

Chief Instructor Milwaukee School of Art and Design

The Public Exhibition and Sale begins November first at the Vandemyer Gallery

J. D. SMITH, Agent in Charge

"A CAR of CULTURE"

The Perfection

Six Passenger \$1650 Electric Lights

*Built to serve discriminating families
as a pleasure car the Perfection is not a
racer, yet it can go much faster than the
thoughtful car owner would ever dare
to drive. Its motor has power ample to
take the car loaded anywhere that any
automobile can go, but it is not a truck.
It is a perfectly constructed motor car.
Flexible and easily handled, full of life
and go, richly upholstered, economic
in operation, the Perfection is certain
the season's most popular pleasure car*

THE GEMEL MOTOR COMPANY

No. 465 DEARBORN STREET, CHICAGO

Lithotone Brass Rule

January first



*An Evening
with the
Kindergarten
of the
Community
League*

*CHILDREN'S WORK IN THE
EAST ROOM*

Cloister Ornament

Lecture Course

HISTORY · LITERATURE · TOURING

*The Shakespeare Literary Society
of the Peabody Institute*

Season of Nineteen-Seventeen

First Monday in Each Month

48 Point

5 A \$5 85

DERIDES MEN

42 Point

6 A \$5 30

HIDE COMPOSER

36 Point

7 A \$4 50

NUMBERING PERIOD

30 Point

9 A \$3 70

ENSURE FINE RETURNS
RICH DECISIONS GIVEN

24 Point

11 A \$3 05

GUIDE RECOMMENDING CANOE
MORNING INSPIRES SOJOURNER

18 Point

15 A \$2 50

IRON MINERS RETIRE
ENHANCE PRINTING
DESIRE NICE PROFITS

10 Point

25 A \$1 80

INSPIRED MIND REQUITED
BUILDS SURPRISING HOME
MYSTERIOUS RESEARCHES
NOTED PRINTERS RETIRED
STRENGTHEN INJECTIONS

14 Point

21 A \$2 25

MORE INVENTIONS GIVEN
INCREASING DISTINCTION
REBUKE EFFICIENT HELPER

8 Point

27 A \$1 60

EXPERIENCED BELGIAN SOLDIERS
MODERN MEDICINES IMPROVING
PROMINENT SPEAKERS ENTHUSE
REMARKABLE SERVICE RENDERED
OPTIMISTIC MERCHANT INSPIRES

12 Point

22 A \$2 00

NICE PRODUCTION EXPECTED
ORIGINAL METHODS SOUGHT
INQUIRING MIND DELIGHTED
FINISHED NUMEROUS HOMES

6 Point

32 A \$1 30

EFFICIENCY DECREASING PRINTING EXPENSES
HIGHER GRADES OF BOOKLETS PLEASE BUYER
ENERGETIC MERCHANTS DELIGHTED WEEKLY
THE BRIGHT SUNSHINE GLADDENS CHILDREN
PROPOSITION NOW CONSIDERED SURPRISING
ELUSIVE DOLLARS \$1234567890 INTEREST MANY

THE KODAK

FOR OUTINGS AND
VACATION DAYS IS A SOURCE
OF CONSTANT DELIGHT



Cloister Ornament

KLEAR PHOTO SUPPLY CO.

CORNER BROAD AND MARKET STREETS, PHILADELPHIA

AMERICAN LINE TYPE

THE BEST IN STYLE
VARIETY AND
DESIGN

AMERICAN FACES,
BOTH IN FASHION
AND FINISH, LEAD
THE WORLD, AND
IT IS THE POLICY
OF THIS COMPANY
TO PRODUCE NEW
ORNAMENTS AND
BORDERS WHICH
ARE DESIGNED TO
SECURE PERFECT
HARMONY

**AMERICAN
TYPE FOUNDERS
COMPANY**

IF YOU ARE LOOKING FOR A REAL HOME—
A PLACE WHERE LABOR, PLEASURE AND HOME LIFE
ARE MIXED IN ABOUT THE MOST
IDEAL PROPORTIONS

A RARE PLACE WHERE CLIMATE, SOIL AND
WATER HAVE ENTERED INTO A GIGANTIC
CONSPIRACY TO PRODUCE ANNUALLY THE
MOST PLENTIFUL CROPS—YOU'VE SURELY
FOUND THE VERY END OF YOUR RAINBOW
HERE IN MEREDITH, FOR THERE REALLY IS
ONE SUCH SPOT. WE HAVE KNOWN IT FOR
SOME TIME. THE ROADS AND WALKS HERE
UNDOUBTEDLY ARE THE BEST IN EASTERN
MINNESOTA. LOOK ON THE MAP FOR THIS
TOWN—YOU WILL FIND IT IN THE CENTER

OF DUNFIELD COUNTY, WITHIN REACH OF
THE GREATER MARKETS, AND CONNECTED
WITH THEM BY FOUR RAILROADS. AT THE
PRESENT TIME CONDITIONS IN MEREDITH
ARE EXCEPTIONAL, AND MANY INVESTORS
SPEAK IN THE MOST OPTIMISTIC MANNER
REGARDING THIS SECTION. NEVER IN THE
HISTORY OF THE COUNTRY HAS THE CALL
OF SUBURBAN LIFE BEEN MORE INSISTENT
THAN AT PRESENT. WE HANDLE A LIST OF
REAL ESTATE UNEQUALLED IN MEREDITH

FOR PARTICULARS, ADDRESS

HOME BUILDING AND DEVELOPMENT CORPORATION

MEREDITH CENTER, MINNESOTA

72 Point

3 A \$6 25 5 a \$5 00 \$11 25

ENTHRONED
Serving Banquet

60 Point

4 A \$5 45 7 a \$5 25 \$10 70

BRINGS DESIGN
Magnificent Homes

48 Point

5 A \$4 40 10 a \$4 75 \$9 15

UNFINISHED WORK
Quick resumption urged
on all-important contract

42 Point

6 A \$4 35 10 a \$3 85 \$8 20

REIMBURSED PRINTER
Funds promptly returned to
concern pending settlement

36 Point

6 A \$3 20 11 a \$3 10 \$6 30

MODERNIZES FOUNDRIES

Inaugurating new and improved methods for manufacturing toys

30 Point

7 A \$2 60 13 a \$2 65 \$5 25

SUPERIOR CLOISTER SPECIMEN

Exclusive typography is produced with members of the popular Cloister Family

24 Point

9 A \$2 10 17 a \$2 20 \$4 30

PRODUCTIVE OUTPUT GUARANTEED

Sufficient quantities of spacing material essential in order to obtain efficiency in composing rooms

18 Point

13 A \$2 00 25 a \$2 00 \$4 00

ORGANIZE CONVENTION

Leading commercial printers will gather for their national meeting

10 Point

23 A \$1 50 46 a \$1 60 \$3 10

ADVERTISING OF DISTINCTION

For the most effective publicity literature in newspaper or magazine the consistent use of one type face is recommended, as it establishes the identity of the advertiser

14 Point

18 A \$1 85 37 a \$1 95 \$3 80

EFFICIENT PRINTING SALESMEN

The purveyors of printed matter who are employing capable salesmen will increase considerably the demand for typography

8 Point

25 A \$1 35 51 a \$1 45 \$2 80

COMPREHENSIVE DUMMY VALUABLE

A great many business men are entirely devoid of what may be termed imagination or the sense of being able to form a mental image of a finished job of printing, and it would therefore be to the master printer's advantage to carefully prepare a dummy of the job for his customer's approval

12 Point

22 A \$1 70 42 a \$1 70 \$3 40

EXPENSIVE MACHINE COMPOSITION

The greatest waste that results from the use of machine-set type is the time spent in having to replace material of inferior grade \$1234567890

6 Point

29 A \$1 20 56 a \$1 30 \$2 50

FINE TYPOGRAPHIC LIBRARY AND MUSEUM

For the past seven years there has been maintained by the American Type Founders Company in its central plant in Jersey City a Typographic Library and Museum which is free to the public and contains a most extensive collection of books, prints, medals, autographs, busts, early printing presses and other typographic appliances \$1234567890

Cloister Bold Oldstyle Figures 1234567890 are put up in separate fonts and furnished only when specially ordered

AN
EGGLETON
BOOK

Miss Angelica

AN
EGGLETON
BOOK

By SIR EDWARD MILLS

NEVER has a more surprising tale been told. Sir Edward is certainly batting over three hundred in the Best Sellers' League. Amid the bustle and excitement of a great war, with guns booming in the background, the Angelica lady suddenly emerges from a life of obscurity to take the leading part in a drama brimful of action, romance and mystery. She becomes the object of sinister schemes. Thrill follows thrill with a bewildering rapidity. A compact of perils and brave deeds all told in

ALL BOOKSELLERS • \$1.70

Cloister Ornament

"Would you throw a diamond away because it pricked you? One good friend should not be weighed against the jewels of all the earth. If coolness or unkindness come between us, let us get together face to face and have it out. Quick, before love grows cold!"

ROBERT SMITH

LATEST AND MOST READ

BOOKS



SUMMER FRIENDS

that last for life
and invigorate
the rest seeker
Send postal for
the list of latest
best sellers, in-
cluding fiction
and text books

Phone
your selections
now

M. MINDEN

Publisher
BROOKLINE, BOSTON

Cloister Ornament

Sterling Silver

"A GIFT
THAT
LIVES"

H. MENKINS & CO.
TWELVE WEST FULTON STREET

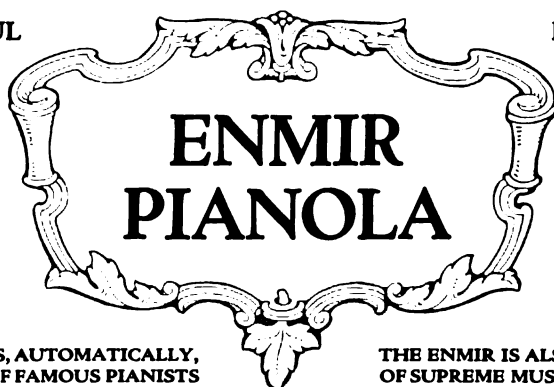


IFTS IN STERLING ARE INVARIABLY APPROPRIATE AND VALUED VERY HIGHLY. IN OUR STOCK THERE ARE MANY ARTISTIC ARTICLES WHICH INCLUDE EVERYTHING PRODUCED IN STERLING SILVER. WE ESPECIALLY INVITE YOUR INSPECTION OF OUR AFTERNOON TEA SET, CONSISTING OF TEA CONTAINER, CREAM PITCHER, SUGAR BOWL AND A SERVING TRAY. THE COMPLETE SET IS ONLY \$32.50, DUE TO THE FACT THAT IT IS MADE IN OUR OWN FACTORY

Cloister Initial

WONDERFUL
IN TONE

DELIGHTFUL
TO PLAY



IT REPRODUCES, AUTOMATICALLY,
THE PLAYING OF FAMOUS PIANISTS

THE ENMIR IS ALSO A PIANOFORTE
OF SUPREME MUSICAL EXCELLENCE

THROUGH this wonderful instrument you now may hear in your own home such great artists as Bauer, Hambourg, Gabrilowitsch—a constantly increasing list of the famous virtuosi of the pianoforte. It is without question the most wonderful of all player-pianos. You, yourself, may play it with delightful skill. In appearance and action identical with highest grade piano

Cloister Ornament

Quality Printing is assured when the work has that original and distinctive character which Cloister faces impart

Period Furniture

NEW HAYDEN SHOP FURNITURE SUGGESTIONS FOR THE ENTRANCE HALL



THE palatial dignity which distinguishes Italian Furniture of Renaissance times, when Rome, Florence and Venice were in the proud plenitude of their power, today gives to the Entrance Hall that suggestion of stateliness which shows of the modern home. Hayden Shop reproduces of securing such Furniture.

Massive arcaded Tables which are marked by the virile carving of their scrolled and console-like supports, Banquettes with gracefully curving legs and old pattern spindle stretchers. All the old Italian designs are here

BUCHANDIA'S

Hutchinson Building Number 570 Fifth Avenue

INVITE INSPECTION OF
THEIR LATER
MODELS

TAILORED SUITS
AND WRAPS

DRESSMAKING SALONS TODAY
THIRD FLOOR

Three Point Border No. 302 Cloister Initial

OUR ART SILVER

"B. B." Silver has an unquestioned place in art. The silver vase displayed in our Eighth Avenue corner windows is beautiful enough to inspire another Keats if in passing by he should see it.

DIAMONDS GOLD JEWELRY WATCHES CLOCKS

BROWN BROTHERS



Cloister Ornament

EIGHTH
AVENUE
34th Street

THE POINT OF EMBELLISHING TYPOGRAPHICAL DESIGNS SHOULD RECEIVE EARNEST THOUGHT



WHEN decoration is applied unwisely it is a menace to correct typography. Intelligently applied, it will greatly enhance the appearance of and add interest to the design, the full value of which can hardly be estimated. More designs by far fail of effectiveness because of being overdecorated than by being unadorned. While severity must be avoided, a plain design of type lines is preferable to one in which the decoration has been carried to the extreme where it subordinates the type matter. The message conveyed is the important thing, and anything which tends to weaken it should be decried. Inversely, any means of adding attractiveness, and thereby effectiveness, is most desirable. No particular rule can be laid down governing the extent of decoration. It is largely a

dividual job, and the manner is taste and judgment should ornamentation than by words

CHANGING FORMS AFFECTING THE CORRECTIONS ON PROOFS



TO proofreaders it is urgently and seriously recommended that they apply their utmost endeavor to the following of copy exactly, never making any change except in case of something so plainly in error that correction is unmistakably needed. Only those mistakes should be corrected which are evident accidental errors in grammar. Caution should be exercised to avoid instances where it is possible for the author to persist, even though you are sure he is wrong. The books of to-day, in details of style, show considerable change from the usages of long ago, but in the matter of variance one from another our authors are as far apart as ever. And it is because of the many differences, and mainly because of the apparent impossibility of reducing their number, that the time-worn slogan

Twelve point, opened with one point leads Cloister Initial

Eighteen point, opened with one point leads Cloister Initial

INTERESTING DISCOVERIES IN REFERENCE TO OUR ALPHABET

NEW and pleasing as the origins of our alphabet are in all their details, they are not any more fascinating than the different incidents by which these results have been gained: the patient working out of the meaning of rock inscriptions, the significance of which had altogether perished from the earth, with the following opening up of enormous vistas of human achievement through centuries, and the restoration to man's knowledge of vast civilizations whose existence he had merely surmised and then only in displaced sections. The Egyptian hieroglyphics served to record the civilization which arose thousands of years ago in the Nile Valley during the full period from the first dynasty down into the time of imperial Rome. Doings of humanity for protracted epochs were inscribed on stones imperishable under the rainless sky that all who saw might

Ten point, opened with one point leads

72 Point

4 A \$8 45 6 a \$6 30 \$14 75

BRIGHT MIND
Honest Reporters

60 Point

4 A \$6 30 7 a \$5 20 \$11 50

MODERN DESIGN
Elegant Composition

48 Point

6 A \$5 20 10 a \$4 35 \$9 55

NUMEROUS ENTRIES
Charming awards granted
lucky juvenile competitors

42 Point

7 A \$4 20 10 a \$3 40 \$7 60

DETERMINED BANKERS
Enterprising financiers secure
important foreign concessions

36 Point

7 A \$3 50 11 a \$2 95 \$6 45

INTERESTING CONCEPTION
*Distinctive and artistic typography
 delights the most exacting customer*

30 Point

8 A \$2 55 16 a \$2 75 \$5 30

MODERN EQUIPMENT SELECTED
*Exceptional economies in floor space and
 labor costs guaranteed progressive printer*

24 Point

9 A \$2 10 17 a \$2 25 \$4 35

DISTINCTIVE COMPOSITION PRODUCED
*Harmonious treatment given to important booklets
 results in beautiful products of extraordinary merit*

18 Point

15 A \$2 00 30 a \$2 15 \$4 15

EXPERIENCED SUPERVISOR
*Competent executives are required
 in every department if an efficient
 organization is to be consummated*

10 Point

25 A \$1 55 50 a \$1 65 \$3 20

CLOISTER FINE FOR ADVERTISING
*For publicity matter of every kind, where it
 is desired to secure best advertising value, a
 most appropriate and effective type face is
 the Cloister: distinctive in design, pleasing
 in appearance, and perfect in its legibility*

14 Point

21 A \$1 90 40 a \$1 90 \$3 80

KNOWLEDGE OF TYPE SIMPLICITY
*Effective advertising is secured by attention
 to fundamental principles of composition in
 the preparation of orders*

8 Point

27 A \$1 45 54 a \$1 40 \$2 85

PROPORTION APPLICABLE TO PRINTING
*Composition, in art or typography, must conform
 to certain standards if the approbation of critical
 persons is to be secured, and one of the first points
 that must receive consideration is the
 right proportion of component parts*

12 Point

22 A \$1 70 45 a \$1 80 \$3 50

LEGIBILITY REQUIRED
*Ease in reading is one of the
 main requisites of a piece of
 printed work \$1234567890*

*These Special Characters are
 Furnished with Each Font*

*A B D E G f M
 N P Qu R T U
 Y v w " ' " & st*

6 Point

29 A \$1 20 58 a \$1 25 \$2 45

SUBORDINATING EMBELLISHMENTS
*Decoration in printing should always occupy
 a subordinate position, as the message that it
 is desired to convey through the medium of a
 printed product loses advertising value when
 ornamentation predominates. This question
 should receive serious thought \$1234567890*

Type Simplicity

*Simplicity in typography
demands selection of type
faces that are pleasing to
the reader's eyes; also the
arrangement of matter in
a plain, dignified manner
without excess decoration*

*Elmore & Enthoven Co.
South Norwalk Avenue · Portland*



*Printers and Publishers
Booklets · Catalogues · Directories*

Lithodot Brass Rule

MISS ELSIE SMITH & MISS NORA DUNN

WILL DEBATE THE SUBJECT:

“Votes for Women”

*These brilliant women will speak at
Corvington Hall, 2537 Dover Street
on Monday Evening, June Seventh*

Eight-thirty o'clock, sharp

This ticket will admit two

HAT CHECK

HOTEL NEVINS · BOSTON

*Preserve this little card
very carefully to avoid
unpleasant incidents or
inconveniences. Present
to coat room attendant
when you pass through
the Hotel Nevins lobby*

*Note this number in case
check is lost*

No. 4625

Quinsbey Stockings

FOR BOYS AND GIRLS

During vacation times especially the wear and tear on stockings is a serious problem that mothers have to contend with. The children are in need of hose that are woven of durable cotton and are reinforced at the heel and toe. Not only do "Quinsbey Stockings" answer these wearing quality requirements, but they are most reasonable in price

*Quinsbey Stockings are for sale
by leading department stores throughout
the United States*

QUINSBEY KNITTING WORKS
MILLS AT FALL RIVER, MASS. AND DERBY, CONN.

*Manufacturers of Furniture
for Sixty-four Years*

Snellgard Porch Furniture

*Exceptional
assortment of artistic
furnishings for a
bungalow or
cottage*

Spring, 1917

**G. SNELLGARD
& SONS**

NEW YORK TORONTO

Six Point Linear Border No. 3

*The highest tribute ever paid to the
printer's craft was expressed in three words
by one of the world's greatest minds, who,
when recording his own epitaph, put aside
his huge triumphs as scientist, philosopher,
diplomat and reformer, and simply began
"Benjamin Franklin, Printer"*

The James Anson



Printing Company

CLOISTER BOLD TITLE
PATENT APPLIED FOR

48 Point

5 A \$6 30

EXTENSIONS

42 Point

6 A \$5 60

HOISTING LINK
PREDETERMINE

36 Point

7 A \$4 50

MODERN PRINTING
LINGUISTS NOBLER

30 Point

8 A \$3 90

REMINDERS
NICE PROSE

12 Point

20 A \$1 90

REQUIRED REFERENCE
QUIET HEIR RETURNS
MYSTERIOUS MAIDEN
BLUE \$1234567890 BIRD

24 Point

11 A \$2 95

CHANGE QUICK
MORE SOLDIERS

10 Point

23 A \$1 80

DECIDES CRITICAL POINT
REMARKABLE EDUCATOR
INCREASING FRIENDSHIP
QUOTED GRAND BANKER

18 Point

13 A \$2 40

BURN MAIN HOUSE
HISTORIC REFORMS

8 Point

26 A \$1 50

GRANDEUR ELATES HISTORIAN
RELIABLE COMPOSITOR LEARNS
HUMOROUS PICTURE RESERVED
MOTHERS DECIDE UNANIMOUS

14 Point

20 A \$2 25

PRINTER INEXPERIENCED
MORE PEOPLE SUBSCRIBE

6 Point

29 A \$1 20

PROPOSITION REJECTED BEFORE DEBATING
BRIGHTEST HUMANITARIANS CONGREGATE
ASSOCIATION NUMBERED AMONG HIGHEST
ELEVEN EUROPEAN \$1234567890 FINANCIERS

GAMBLE & BROS.

MAIN AND LOCUST STREETS

DESIRE TO EMPHASIZE THE MAGNIFICENCE OF
THEIR SHOWING OF

WINTER FASHIONS

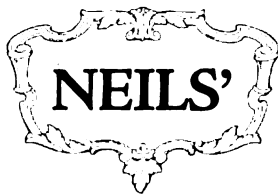
THE MOST COMPLETE PRESENTATION OF THE HIGHEST
CHARACTER APPAREL OFFERED BY ANY
HOUSE IN AMERICA

GOWNS · WRAPS · SUITS · COATS
BLOUSES · MILLINERY

WEEK OF OCTOBER TWENTY-FIFTH

GAMBLE STYLES ARE AUTHORITATIVE STYLES

Lithotone, Lithodot and Litholine Brass Rule



PRESENT
IN THEIR CHARMING FRENCH SALONS
SEVERAL HUNDRED PARIS
IMPORTATIONS
AND ORIGINAL MODELS, ASSURING
PATRONS THE WIDEST
LATITUDE FOR SELECTION AND
EXTREMELY LIMITED
DUPLICATION OF DESIGNS

No. 618 FIFTH AVENUE
FIFTIETH STREET

Lithotone and Litholine Brass Rule Cloister Ornament

A MERRY
CHRISTMAS
AND
HAPPY
NEW YEAR

MARK HANSON



1916-1917

Holiday Decorator

48 Point

6 A \$5 05 9 a \$4 10 \$9 15

HANDSOME FOLDER

Extraordinary Proofreader

36 Point

7 A \$3 30 11 a \$3 00 \$6 30

INSTRUCTOR CONSIDERED

Concerning Quality Advertisement

30 Point

8 A \$2 65 14 a \$2 80 \$5 45

MERCHANDISE INTRODUCTION

Beautifully Designed Specimen Creations

24 Point

9 A \$1 90 18 a \$2 25 \$4 15

PRINTER MODERNIZED SALESMANSHIP

Catalogue Establishment Manufactures Stationery

18 Point

14 A \$1 90 28 a \$2 05 \$3 95

PROMISES INDIVIDUALITY

Satisfactory results obtained when catalogues are designed for beauty

10 Point

23 A \$1 45 47 a \$1 65 \$3 10

EXTRAORDINARY INDUCEMENTS

There are dozens of business houses in this country willing to spend from two to fifteen thousand dollars for an advertising booklet or a catalogue producing profitable returns

14 Point

20 A \$1 75 40 a \$2 00 \$3 75

ORIGINALITY PLEASES PROSPECTS

There is personality in our printing business which is one quality that inspires confidence

8 Point

26 A \$1 35 52 a \$1 45 \$2 80

RELIABLE MANAGEMENT PRODUCTIVE

In the old days it was seldom that an outsider was permitted to know what profits a printer made, but we now know that the more our customers learn of our cost systems, the better prices we may demand

12 Point

22 A \$1 65 44 a \$1 75 \$3 40

UNDEVELOPED CONDITION INVITING

Sometime our American business men will come to believe as much in art in advertising as they are now believing in \$1234567890 art in architecture

6 Point

30 A \$1 20 60 a \$1 30 \$2 50

PROFITABLE COMPOSING ROOMS INTERESTED

When compositors work in the old-fashioned alley provided only with type in cases, and often without spaces and quads, the compositor has to leave his station and make a journey for each kind of material. Compositors are not settling while they are walking or hunting for the materials. The American Cut-Cost Equipments \$1234567890 eliminate those journeys

fa fe fo fr fu ty ' " " f y

These Special Characters are put up with all fonts from 6 to 48 Point inclusive

The Cromwell Series

Designed for Beauty and Style

EVERY buyer of good printing is keenly alert for type faces that will equal the best effects in hand-lettered designing. Such type faces create that air of exclusiveness for which the modern advertiser gladly pays. Thus it is with no small feeling of pride that this Company presents to the artistic printers of this country the Cromwell Series. This beautiful type face has an individuality all its own, embodying the tasty results of refined hand-lettering and losing nothing by a comparison

The Cromwell Series is cast on Script Line from Six to Forty-eight Point
Special Combination Letters are included with Each Font

American Type Founders Co.

Designer and Originator of

Spacing

By A. L. SMITH
Teacher of Lettering and Printing
Milton Academy of Art

HAS it not occurred to you that a transposition of five or six one-point leads will often improve a job fully fifty per cent? Do you know that equal spacing between words is really uneven spacing? Get this book which explains every detail for a perfect spacing

Price 75 Cents

Quality Publishing Co.
125 Broadway :: Brunswick City

Gofrany & Nolan

HABERDASHERS

Announce the Formal Opening of
A Shop for Men

1245 North Quincy Avenue

Saturday, May fourth



OUR aim has always been to show the most up-to-date and smartest Haberdashery at moderate prices, and in our new location, we shall try to give Lancaster the most complete and modern shop for men

48 Point

5 A \$4 65 9 a \$4 55 \$9 20

PRINTING DESIGN

Goudy Oldstyle Series

42 Point

5 A \$3 85 10 a \$4 20 \$8 05

HONEST CUSTOMER

Contemplate Equipment

36 Point

6 A \$3 40 10 a \$3 10 \$6 50

DOUBLES PRODUCTION

American Cut-Cost Cabinets

30 Point

7 A \$2 65 14 a \$2 95 \$5 00

INSTRUCTIONS

Divide Importance

12 Point

21 A \$1 70 40 a \$1 80 \$3 50

IDEAL ADVERTISING FACES
SMALL CAPITALS for the sizes from
six point to eighteen point are put
up in separate fonts \$1234567890

24 Point

8 A \$2 05 16 a \$2 25 \$4 30

FOUR CHAMPIONS

Premier Figure Skating

10 Point

24 A \$1 50 48 a \$1 70 \$3 20

COMPOSITION THAT REWARDS
THE SELECTION of an attractive type face
will enhance the power of advertising
matter. Goudy Oldstyle is such a type

18 Point

12 A \$1 95 23 a \$2 15 \$4 10

DESIGNED FOR BEAUTY

BUYERS of printing will listen to fine type talk

8 Point

27 A \$1 35 54 a \$1 55 \$2 90

SYSTEM IN MATERIAL ARRANGEMENT
A FORM of economy which is often neglected is
the arrangement of material so that it will be
easier for the compositors to turn out a larger
amount of work in less time and
thus lessen the cost of production

14 Point 17 A \$1 85 34 a \$2 00 \$3 85

OBSTRUCTIONS

PLANT arrangement thoughtfully placed

Oldstyle Figures 1234567890
for all sizes, and
SMALL CAPS from 6 to 18 Point
are fonted separately and
furnished only when specially
ordered

6 Point 29 A \$1 15 58 a \$1 30 \$2 45

HOW MUCH TIME IS LOST DAILY
Go THROUGH your composing room and
see if your compositors are losing time in
walking from place to place looking for
material which should be close at hand.
Efficiency outfits do save time \$1234567890

Goudy Oldstyle in Display

If you have anything
worth selling,
It is surely worth
telling



Cielster Ornament

Put it up to the man
who knows your
market
as Broket does

BRAINS in advertising, to look at it from the Broket standpoint, means more than the mere selection of the best mediums; more than making promising selling plans; more than writing copy and making sketches. It means the combination of all these essentials. Broket O. K. service achieves this completeness.

ROYLAND BROKET
Advertising Specialist

Averill Building
Rochester, N. Y.

R
RNS
RTISE
TRING
ERVICE
MEDIUM

Goudy
Oldstyle

Latest
Typographic
Triumph

NTING

GOOD TYPOGRAPHY IS ESSENTIAL IN EVEN THE
CHEAPEST ADVERTISING AND SHOULD BE YOUR
MOST IMPORTANT SELLING ARGUMENT WHEN
GOING AFTER LOW OR HIGH-PRICED WORK. THE
PRINTER WHO CAN GIVE THE CATALOGUE OR
BOOKLET THE BEST APPEARANCE WILL SUCCEED

36 Point

6 A \$3 30 11 a \$3 00 \$6 30

MODERNIZED SPECIMEN
*Exceptional design was obtained
with this distinctive Goudy Italic*

30 Point

7 A \$2 55 14 a \$2 55 \$5 10

HANDSOME REPRODUCTIONS
*National exposition promoted by master
typographers embraces artistic examples*

24 Point

9 A \$2 15 18 a \$2 25 \$4 40

PRINTING EQUIPMENT EXCHANGED
*Cut-cost systems secured by a prominent concern
producing high-grade catalogues and periodicals*

18 Point

14 A \$1 10 28 a \$2 15 \$4 25

CONSTRUCTIVE DESIGN
*Handsome brochure planned by
big manufacturer for advertising
several new labor-saving articles*

10 Point

26 A \$1 65 52 a \$1 60 \$3 25

COMPREHENSIVE INSTRUCTIONS
*Where specific orders are given by a buyer
of printing regarding the manner in which
his work is to be produced, these instructions
should be carefully noted on a job ticket for
the guidance of all those handling the work*

14 Point

19 A \$1 95 36 a \$1 80 \$3 75

FURNITURE MANUFACTURED
*The composing room equipped with steel
furniture will accelerate composition and
thereby greatly reduce cost of production*

8 Point

29 A \$1 40 58 a \$1 45 \$2 85

MORTISING SPECIAL TYPE CHARACTERS
*Between certain capital letters that are assembled in
words, especially in the large display line, there is an
excess of white space which mars the appearance of
a job; this space can easily be regulated by carefully
mortising the characters in question on a sharp saw*

12 Point

24 A \$1 75 48 a \$1 70 \$3 45

REGARDING PERFECT COMPOSITION
*Proportion, measure balance, tone harmony, and
shape harmony are some fundamental principles
to be adhered to when setting type \$1234567890*

6 Point

33 A \$1 25 66 a \$1 25 \$2 50

ABSOLUTE CLEANLINESS OF PRESSES ESSENTIAL
*When attempting to match the engraver's progressive proofs on
process color-work, extreme precautions must be taken to insure
absolute cleanliness of press and rollers. Separate rollers should
be used for yellow or red exclusively, as the rollers used for black
or blue inks might be stained, especially on the ends near rolling
surface. Extra wash-ups are needed for best results \$1234567890*

These Special Characters j T Y Œ & Furnished with Each Font



CHANGE IN HOURS!
*Until further notice we
will close our main store
every Saturday at noon*

LEONARD & WOOD FURNITURE CO.

Cloister Ornament

*Brief, Logical Thoughts about
the Daily Problems of Our Life*



Men who have something the world wants, and are willing to work hard to get results, are the ones who will always hold the winning hands. After grasping success, many a man has become lazy, letting things drift and drift, until the shutters had to be posted. Reaching the top is only half the battle; the hard work that got you there must be continued day by day to keep you there in equilibrium.

Cloister Ornament



COURTESY
IS THE
GULF STREAM
IN
BUSINESS
THAT MELTS
THE
TREMENDOUS
MOUNTAINS
OF ICY
INDIFFERENCE
AND SENDS
THE OLD SHIP
OF TRADE
SAFE
INTO THE
HARBOR
OF
SUCCESS



Cloister Ornament

48 Point

5 A \$6 00

REFRESHING
GRAND LINE

42 Point

5 A \$5 25

COMPREHEND
HUNT SYSTEM

36 Point

6 A \$4 00

REMARK
FINE SIZE

12 Point

19 A \$2 05

SECURED EXCLUSIVE
HAND COMPOSITION
BOOKLET \$1234567890

10 Point

23 A \$1 80

MANY OFFICE EFFICIENCY
JOURNALS PUBLISHED TO
RECOMMEND ECONOMIES

30 Point

8 A \$3 75

MENTIONS
BEST MIND

8 Point No. 2

26 A \$1 55

EXQUISITE SPECIMENS OFFERED
FOR ENORMOUS COMPETITIONS
MANUFACTURER HAS PLANNED

24 Point

9 A \$3 05

STRONG TYPE
NICE DESIGNS

8 Point No. 1

32 A \$1 55

DECORATION MUST OCCUPY A MINOR
ROLE IN TYPOGRAPHY FOR DIGNIFIED
PROFESSIONS: AS LAW AND MEDICINE

18 Point

13 A \$2 50

ARTISTIC SAMPLES
RECEIVE MENTION

6 Point No. 3

30 A \$1 20

PROOFREADERS MUST RESOLUTELY ADHERE
TO THE AUTHOR'S STYLE, ONLY VENTURING
SUGGESTIONS WHERE CHANGE IS ESSENTIAL

14 Point

17 A \$2 20

CONSTRUCTIVE WORK
SALESMEN CONVENING

6 Point No. 2

36 A \$1 20

PRINTING REQUIRES THAT PRACTICAL APPLICATION
OF A KNOWLEDGE OF GRAMMAR, COMPOSITION AND
RHETORIC ACQUIRED AT SCHOOL, AND AN ASPIRING
PRINTER MUST MASTER THESE SUBJECTS \$1234567890

6 Point No. 1

44 A \$1 20

THERE MUST BE SOMETHING ATTRACTIVE IN AN ADVERTISEMENT
IF IT IS DESIRED TO ENTICE THE READER'S ATTENTION FROM THE
INTERESTING STORIES IN THE POPULAR PERIODICALS. A LEGIBLE
AND MEDIUM SIZED TYPE FACE IS ONE OF THE PRIME REQUIREMENTS

ROAN INSTITUTE

SITUATED IN A PICTURESQUE AND HEALTHFUL REGION OF WEST VIRGINIA WITH THE MOST MODERN EQUIPMENT FOR THE PHYSICAL WELFARE AND MENTAL TRAINING OF BOYS



HERE you will find an institution efficient and up-to-date, and yet it cherishes old-fashioned ideals of developing the boy's character by means of wholesome exercise and study. The long autumn and spring will invite him to golf and tennis, football and baseball. Expert coaches point the way which encourages competition with comrades of his own weight.

Perfect sanitation, fine food and a modern building, with a separate room for each boy, insure both his comfort and health. The boys at Roan are taught in small classes, with well supervised study, under trained men. Roan Institute specializes in the preparation

ANNUAL
TUITION FEE
\$650
INCLUDING
BOARD
TEXT-BOOKS
ETC.

FOR COMPLETE INFORMATION ADDRESS
REGARDING TECHNICAL COURSE OFFER
DR. GEORGE HORN

Cloister Initial

TYPE

AND ITS RELATION TO
PRINTING

A TREATISE
BY GEORGE NIXON



BALCOLM & SON
CHICAGO, ILLINOIS

Cloister Ornament

SEASON OF 1917 AT ROGNA ACADEMY
FIRST MONDAY IN EACH MONTH

JOHN MAURICE DURAN

SHAKESPEAREAN LECTURES
AND RECITALS



REPERTOIRE

MERCHANT OF VENICE
TAMING OF THE SHREW
ROMEO AND JULIET

KING HENRY III
MACBETH
TWELFTH NIGHT

ANTONY AND CLEOPATRA
LOVE'S LABOR LOST
MERRY WIVES OF WINDSOR

72 Point

3 A \$4 85 4 a \$2 95 \$7 80

NUMBER CHASE
Benevolent Dames

60 Point

4 A \$4 75 5 a \$3 05 \$7 80

COPIES QUESTION
Handsome Creations

48 Point

4 A \$3 25 7 a \$3 00 \$6 25

ENDORSE PRESIDENT
Manufactured Envelopes

36 Point

5 A \$2 10 10 a \$2 25 \$4 25

DEMAND IMPROVED STITCHER
Remarkable Horticulturist Honored
Secured Modern Printing Specimens

For other members of the Dorsey Family see pages 430-441 of the American Specimen Book of Type Styles (1912)

Extra Condensed Dorsey

30 Point

7 A \$2 05 12 a \$1 95 \$4 00

BEAUTIFUL DECORATIVE MATERIAL
French Costumer Delighted Society Maiden
Lithographer Praises Typographic Designs

24 Point

9 A \$1 70 16 a \$1 80 \$3 50

NUMBERING FOR IDENTIFICATION PURPOSE
Society Maid Recognizes Champion Billiard Player
Victorious Olympic Athletes Returning Homeward

18 Point

13 A \$1 55 25 a \$1 70 \$3 25

UNEXCEPTIONABLE MECHANICAL PRINCIPLE REQUIRED
Handsome Female Compositor Witnessed Exciting Rugby Game
Examination Books Returned to Professor of Veterinary Research

14 Point

18 A \$1 45 36 a \$1 55 \$3 00

USEFUL CONDENSED TYPE FOR CATALOGUE AND MAGAZINE PRINTING
Reliable Information Concerning the Beautiful Southern Bungalows and Scenery
Many Telephone Operators Preparing for Their Annual Vacation at New Hampton
American Printing Materials Made to Solve Composing and Pressroom Problems

12 Point

23 A \$1 35 44 a \$1 40 \$2 75

ENGLISH BRONZE MASTERPIECES EXHIBITED
Safety Lock Boxes Installed in Provident Institution
Profitable Advertising Compels Superior Type Faces
Oceanic Club Boat Race Witnessed by Large Throng
Annual Report Shows \$1234567890 Undivided Profit

8 Point

30 A \$1 05 60 a \$1 20 \$2 25

BEAUTIFUL AND SERVICEABLE CONDENSED LETTER
Cultivate Punctuality Relative to All Business Transactions
Several Thousand Craftsmen Attended Industrial Exhibition
Extemporaneous Remarks Pleased Enthusiastic Assemblage
Pretty Society Maiden Engaged Several Japanese Designers
Oriental Tapestry Voted Highest Award at University Bazaar
Labor Saving Machinery for Excavating Purposes Patented

10 Point

26 A \$1 25 49 a \$1 25 \$2 50

SUPERLATIVE MANUSCRIPT HASTENS COMPOSITION
Beautiful Souvenir Presented to Lucky Female Competitor
General Rejoicing at the Seventeenth Anniversary Gathering
Decorative Material Displayed Properly in Latest Bulletin

6 Point

33 A \$0 95 65 a \$1 05 \$2 00

PROMINENT MERCHANTS CONTEMPLATE SATURDAY CLOSING
Social and Industrial Features are Exemplified in Printers' Organization
Considerable Time Given to Manufacturing and Selling Books of Travel
Thousands Celebrating the Return of Victorious and Courageous Athletes
New Department Maintained Exclusively for Specimens of Typography
Enormous Amount Expended \$1234567890 New Efficiency Department

For other members of the Dorsey Family see pages 430-441 of the American Specimen Book of Type Styles (1912)

48 Point

3 A \$4 10 6 a \$4 00 \$8 10

HISTORIC BOND
Establish Kingdom

42 Point

4 A \$3 40 7 a \$3 30 \$6 70

KINDRED NUMBER
Superior Construction

36 Point

5 A \$3 00 8 a \$2 75 \$5 75

EMINENCE REQUIRED
Requested Modern Styles

30 Point

6 A \$2 40 10 a \$2 40 \$4 80

SUPERINTEND
Modern Printery

12 Point

17 A \$1 55 32 a \$1 60 \$3 15

BEAUTIFUL TYPE DESIGN
Pleasing and effective results
procured with the use of this
modern \$1234567890 letter

24 Point

7 A \$1 90 14 a \$2 15 \$4 05

DESIGN MERITED
Perfection Obtained

10 Point

18 A \$1 40 36 a \$1 50 \$2 90

NEW AMERICAN CREATION
Invariably the printer is achieving
success when he selects popular
American letters in weight fonts

18 Point

11 A \$1 80 21 a \$1 95 \$3 75

BEAUTIFUL MACHINE
Superlative Type Designs

8 Point

20 A \$1 20 41 a \$1 30 \$2 50

ENCOURAGE EFFICIENT PRINTERS
Fashions, or rather changes in fashions,
put many extra dollars into the treasury
of printers, publishers and manufacturers

14 Point

15 A \$1 55 30 a \$1 80 \$3 35

EXQUISITE NEW SHOWING
Cheltenham Medium Expanded
is the Latest American Creation

6 Point

22 A \$1 10 44 a \$1 20 \$2 30

CREATED SERVICEABLE EXPANDED TYPE
Standing jobs from which type has been picked are
often pied, which is a waste of valuable time that
could be eliminated by the purchase of type styles
in the popular \$1234567890 weight font scheme

For other members of the Cheltenham Family see pages 146-231 of the American Specimen Book of Type Styles (1912)

Cheltenham Medium Expanded in Display

The Southern Pennsylvania Trap Shooter



Giving the
Complete Record
Scores for 19

THE OUTDOOR P
364 Sportsman Street, Philad

Trap Shooter

GALVESTON INDUSTRIAL EXPOSITION

FEBRUARY THIRD
TO MARCH SIXTH

EXHIBITS RECEIVED
FROM EVERY PART
OF TEXAS, AS WELL
AS FROM ARIZONA



For _____

FREEMAN & SMITH
864 SOUTH MAIN STREET
SPRINGFIELD

**PRINTERS
ENGRAVERS**

Floral Decorator

STEINMAN

Will you see and hear
this new small Grand?
We shall be glad to have
you test its qualities.

Versatile Ornament

Our new beautifully illustrated
catalogue, in colors, will be sent
to any one on request for same

That oft-expressed
desire to possess a
Steinman Grand
may now be easily realized. Here is
a small Grand Piano, having all the
qualities of every Steinman Piano, at
a price no higher than you pay for
an instrument of inferior tone, finish
and workmanship.

This style is designed to meet the popular demand
for a Grand Piano that is suited to the limited space
of modern homes and apartments. Price \$750.

STEINMAN & SONS
304 West 23d Street, New York City

48 Point

4 A \$3 50 7 a \$3 80 \$6 80

**FINEST MANUSCRIPT
Considering Requirement**

42 Point

5 A \$3 05 8 a \$2 65 \$5 70

**FURNISH MERCHANDISE
Noted Superlative Investment**

36 Point

5 A \$2 20 10 a \$2 55 \$4 75

**BOUGHT KINDRED MACHINE
Extraordinary Contralto Returning**

30 Point

6 A \$2 10 12 a \$2 25 \$4 35

**ORDERING IMPROVISED SCHEDULE
Latest Equipments Increase Printing Profits**

24 Point

9 A \$1 90 16 a \$2 00 \$3 90

**SUPERFINE PRODUCTION COMPLIMENTED
Manufacturing Concern Recognized Improvements**

18 Point

14 A \$1 80 24 a \$1 80 \$3 60

**REQUESTED MODERN IDEAS
Improved Typographical Showing**

10 Point

24 A \$1 35 48 a \$1 45 \$2 80

ADDITION TO CHELTENHAM FAMILY
New dress of type is a better sign of prosperity
than a new dress of cloths. It brings business

14 Point

17 A \$1 65 34 a \$1 65 \$3 30

EXTRAORDINARY TYPE CREATION
Superfine showing receives commendation

8 Point

29 A \$1 20 55 a \$1 25 \$2 45

BUY MODERN TYPE FACES IN WEIGHT FONTS
Most printers have enough old type and old metal lying
around their offices to pay for several new stylish faces

12 Point

22 A \$1 50 43 a \$1 55 \$3 05

TYPE EXPENDITURES SAVE LABOR COSTS
Plenty of type \$1234567890 saves time and labor

6 Point

32 A \$1 10 63 a \$1 15 \$2 25

TO NEGLECT OUR TYPE FASHIONS IS TO LOSE BUSINESS
Style fixes your status as a printer. Whether style is good or bad
depends upon your type. Thousands of printers are making no
progress because their type \$1234567890 fashions are out of date

For other members of the Cheltenham Family see pages 146-231 of the American Specimen Book of Type Styles (1912)

The Best Companion for California

Your companion in San Francisco should know the city and its environs thoroughly, the transportation systems, the points of interest, the places of amusement, the best hotels and cafes. The PANAMA GUIDE will give you all this information and more. Per Copy, One Dollar

PANAMA GUIDE COMPANY
OFFICES, 249 SOUTHERN STREET, SAN FRANCISCO, CAL.



COMPLETE GUIDE TO ALL RAIL AND
WATER ROUTES TO THE EXPOSITION
CITY AND OTHER IMPORTANT CITIES
AND TOWNS IN THE GOLDEN STATE

Vacation Ornament

PARTICULAR MEN SURELY WILL BE INTERESTED
IN THE SNAPPY SHAPES AND COLORS WE DISPLAY

W WILSON'S HATS

SPRING STYLES
ARE NOW ON DISPLAY
AT ALL WILSON STORES

STORES IN ALL LEADING CITIES THROUGHOUT THE
UNITED STATES AND THE DOMINION OF CANADA

The SUPERIOR
FLAVORS of all
the soda fountain
drinks sold by the
KOLD stores are
the finest in town

They are obtained by
making syrups fresh
every day—plus the
very best ingredients

21 FULTON STREET, 614 BROADWAY
347 E. 42d STREET, 418 5th AVENUE

Rugged Roman

PATENTED NOV. 9, 1915

72 Point

3 A \$6 85 4 a \$5 10 \$11 95

MODERNIZE History Notes

60 Point

3 A \$5 60 4 a \$3 90 \$9 50

NEWEST DEAR Grading Rectors

48 Point

4 A \$3 90 6 a \$3 60 \$7 50

GREAT INVENTOR Respecting Methods

42 Point

4 A \$3 10 7 a \$3 25 \$6 35

REMEDIES CHANGED Stimulates Workingmen Method Quickly Known

Rugged Roman

PATENTED NOV. 9, 1915

36 Point

4 A \$2 40 8 a \$2 75 \$5 15

BRIGHTEST COLORINGS
Encourage Hundred Artists
Beautiful Harmony Assured

30 Point

5 A \$1 95 10 a \$2 30 \$4 25

SPLENDID PROGRAM OFFERED
Enthusiastic Audiences Welcomed
Hundreds Applauded and Cheered

24 Point

6 A \$1 65 12 a \$1 90 \$3 55

RESERVED INFLUENTIAL PHYSICIAN
Showing Greatest Typographical Beauty
Improvised Machines Promote Efficiency

18 Point

9 a \$1 45 18 a \$1 80 \$3 25

CHARMING SELECTIONS
Renders superlative beauty
throughout fine celebration

10 Point

19 A \$1 20 36 a \$1 30 \$2 50

DEMAND LEGIBLE MANUSCRIPT
Appropriate necessities for efficiency
are enriching publishers and printers
throughout the advertising world by
saving of time and increasing output

14 Point

14 A \$1 35 28 a \$1 65 \$3 00

RETURNING PHYSICIAN DINED
Miner manifests brighter prospect
for explorer journeying northward

8 Point

22 A \$1 10 40 a \$1 15 \$2 25

BEAUTIFUL DESIGN PLEASES CUSTOMER
Energetic printers prepared for the harvests
that are bound to come with the introduction
of efficiency outfits, as every printer is sure to
have greatly increased his productive service

12 Point

15 A \$1 20 31 a \$1 55 \$2 75

PRINTERS DEMAND IMPROVEMENTS
Extemporaneous speakers complimented
during spring \$1234567890 examination

6 Point

24 A \$0 95 46 a \$1 05 \$2 00

PURCHASE QUANTITIES AND INSURE QUALITIES
The printing industry is the great barometer of trade
and the typefounding industry is the great barometer
of the printing industry, and back of these indications
lies the solid fact of a \$1234567890 big world market

These Special Characters ct ra rs st th ty Furnished with Each Font

SHEET MUSIC

HOW many songs of war and peace are going to be heard in all parts of the globe after the great conflict ends? We don't know, and we don't care, but if you're looking for the good old home and mother stuff you will find all the good old tunes here. The late song hits and melodies always on sale as early as city stores get them and every file complete

TREMAINE & CO.

No. 415 PARK AVENUE

Old Hickory

THE IDEAL PORCH FURNITURE

No other furniture in its design is in such perfect harmony with what the porch should be as is our fine line of Old Hickory Porch Furniture. Built of the strongest of native woods, its pieces, simple yet thoroughly comfortable, carry you back by their subtle suggestions to the brave, plain, rustic life where settlers lived in sympathy with nature

ROCKER \$5.75 SETTEE \$9.50
ARMCHAIR \$4.50

Murray Bros.

KING AND FULTON STREETS

Linear Border

Lecture

THE NEW CHANDLER LECTURE COURSE WILL INCLUDE ALL OF DOCTOR MADY'S TALKS ON EUROPEAN HISTORY. THE TICKETS MAY BE SECURED AT GOLDEN'S RED LINE PHARMACY

Thracian Society

THE dates of the six lectures comprising this new course are the first Thursday nights of each month. A complete course in European history is offered by the Thracian Society at very small cost to ticket holders. This course is an important one as Doctor Mady has the reputation of being the highest authority on this subject in the United States to-day

Rugged Roman in Display

"Cheerful, Luxurious and Comfortable"

THE HOTEL DELUXE THAT COURTESY BUILT

THE COURTEOUS, INTERESTED SERVICE GIVEN GUESTS AT
THE FIRST HOTEL KINNER MADE THE NEW ONE POSSIBLE.
ONE OF THE PRINCIPAL POLICIES OF THIS HOTEL IS: THE
GUEST IS ALWAYS RIGHT. ITS SPIRIT IS SHOWN IN THE
UNFAILING COURTESY, THOUGHTFULNESS AND
HELPLESSNESS FROM EVERY EMPLOYEE

HOTEL KINNER—ARLINGTON SQUARE

Oval Border

The Grand Prize was conferred upon this Company's New Form Guide Books at the Panama-Pacific International Exposition at San Francisco, California

THIS DECISION OF THE SUPERIOR JURY OF AWARD REFLECTS THE OPINION
OF TRAVELERS THE WORLD OVER. THE AWARD IS IN ACCORD WITH EVERY
TOURIST'S EXPERIENCE. THE POINTS OF MERIT MADE THE BOOKS FAMOUS
AND THIS AWARD RECOMMENDS THEM AS RELIABLE

Facts that stand i
travelers plenty of
The largest house
W. & G. official ra

FAIR
OF U

Bookman Ornament

The HURD PIANO is the equal of any piano made and
yet it can be purchased by small monthly installments

HURD POPULARITY

is emphasized by the simple fact that generation after
generation of the same family purchase HURD PIANOS

Three Point Border

36 Point

5 A \$2 70 8 a \$2 30 \$5 00

REMARKABLE NOTIONS

Enthusiastic Students Remain

Modern Advertisers Procured

30 Point

6 A \$2 10 11 a \$2 15 \$4 25

ENTERPRISING COUNCILMEN

Interesting Combination Equipments

Stylish Creations Lately Recognized

24 Point

7 A \$1 75 12 a \$1 75 \$3 50

REPRODUCED GERMAN SPECIMENS

Mechanical Department Becoming Profitable

Chromatic Selections Rendered Every Night

18 Point

10 A \$1 60 20 a \$1 65 \$3 25

COMPOSITORS REJOICE

Handsome new type showing

proves profitable to merchants

10 Point

22 A \$1 20 44 a \$1 30 \$2 50

TYPES AND ORNAMENTATIONS

Of course no one set of rules, as matters

now are and as they probably will remain,

can be accepted as the right one, as all

items of design are subject to variation

14 Point

14 A \$1 45 28 a \$1 55 \$3 00

HARMONIOUS PAGE DESIGNS

Printer observed the most important

feature in the construction of borders

8 Point

23 A \$1 10. 45 a \$1 15 \$2 25

MASTER PRINTERS PREFER VENETIAN

The many new and original type faces which are

constantly being manufactured by this Company

will prove of great value to printers who desire

to impart individuality and style to their products

12 Point

16 A \$1 35 32 a \$1 40 \$2 75

STANDARDIZED PRINTING PLANTS

These pages will furnish numerous valuable

suggestions for simple display of typography

in superlative \$1234567890 advertisements

6 Point

25 A \$0 95 49 a \$1 05 \$2 00

COMPETENT COMPOSITORS ADMIRE PRINTING

The lack of confidence is the principal cause of shopping

around for prices on printing, and the shopping around

will stop in your place of business if you can then and there

convince the buyer that you have the right goods at the

right prices. Get it out of your head that the buyer is trying

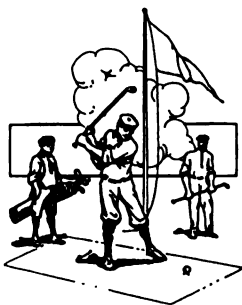
to beat down your price \$1234567890 and strive for quality

The nine point and eleven point of the Venetian Series, shown on page 53, are sold in Weight Fonts only

Venetian Series in Display

KING SPORT SHIRT

WITH ADJUSTABLE COLLAR



Suitable for Automobiling, Camping,
Aviation, Golfing, Tennis and
all Outdoor Sports

THE INGRAM SHIRT STORES
ALL LEADING CITIES

Golf Illustrator

A NEWLY
ESTABLISHED PAPER
HOUSE

**THE MAINE
PAPER
COMPANY**

**BANGOR BOOK
AND
INDIANROCK
COVERS**

**FACTORY:
NORTH FARMINGTON
MAINE**

Trade Cut

CATALOGUE NUMBER SEVEN

The Eugene Hayden Library of Musical Classics

FOR SALE BY ALL MUSIC DEALERS

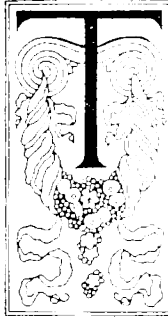
An American edition of the great masterpieces of music, carefully edited and fingered
Free from misprints; engraved, printed and bound in the best manner

HAYDEN PRESS: NEW YORK

Versatile Ornament

Venetian in Magazine and Booklet Display

SOME INTERESTING COMMENTS INTENDED FOR ADVERTISERS DESIRING THE MAXIMUM IMPRESSION IN THE MINIMUM SPACE



THE most important essential for successful advertising copy is concentration. This doesn't mean expressing your ideas in the fewest number of words, a conclusion to which a cub reporter invariably leaps. It means getting your ideas into the head of your reader to stay there, and wasting no words in the process. The question hardly concerns the number of words. Rather it has to do with the considerations of thought, the boiling down to essentials, the maximum impression in the minimum space. It is the old question of quality. Brevity is of no value unless one has gained force. One doesn't gain force through brevity alone, as it usually happens. If you will read the really good writing of the best copy men, you will find that it runs long rather than short. The principal thing

WHY PRINTERS SHOULD GIVE THOROUGH STUDY TO THE ADVERTISING PROFESSION

THE GROWTH OF PRINTING in the last two decades has been due almost entirely to the recognition by the business world of the economy of printed advertising. Not until recently were many manufacturers and other business men convinced that they could market their products more cheaply and effectively through printed advertising than by personal salesmanship. To convince them of this fact required a considerable amount of effort. It was no easy task to prove to the average manufacturer that he would benefit materially by extolling through magazines and newspapers, as well as by catalogues and booklets, the merits of whatever he had to sell. Only by the unremitting labor of advertising agencies and newspaper and magazine solicitors for advertising was it possible to bring about the enormous annual expenditure now made for advertising purposes. Since printers have taken but small part in this educational campaign, so aggressively waged by the advertising agencies and newspapers and magazines, they have received only indirect benefit in the form of a larger volume of business, but usually at reduced prices. Because, as they truthfully say, they created much of this printing, the advertising agencies rightfully claim the larger share of the profits, not hesitating to insist that the printer, the engraver and the binder quote them prices much more favorable than those given to other customers. The amount of printing, such as booklets, catalogues and folders, handled by advertising agencies is constantly increasing. More and more the advertising agency is stepping between

Set in eight point Venetian, opened with two point leads

skillful lawyer masses his
he most carefully planned
inning of his case, besides
ays bolster his statements
incisive arguments for the
evidence and the opinions
uments must be arranged
ing so that these thoughts
ious opinions. Then some
essage should be designed
ent is much like a shotgun
ondingly weak impression
rifle bullet which puts real
finite resistance and takes
The effect never comes by
nting. It generally results
ying advertising from the
is hopelessly involved and
gh-class writer sedulously
d reader on the defensive
overcome the antagonism
rest is a thing created and
active and forceful diction
hose elements cause rapid
se action. If it does this it
man becomes a good copy
ifficulty of his task. Many
ful general must properly
Every person doesn't find
spection of what we write
l doubt about it, thorough
the opening paragraph of

Set in ten point Venetian, opened with two point leads
Versatile Initial

Venetian and *Venetian Italic* in Display

MANY ASPECTS OF ADVERTISING WHICH REQUIRE THE MOST INDUSTRIOUS STUDY IN ORDER TO SECURE MAXIMUM RESULTS

THE OBJECT OF ADVERTISING is entirely legitimate if a person has a commodity to sell to another person. They are foolish who pretend to dislike this method of publicity. Even physicians, whose odd code of ethics forbids formally inviting custom, *welcome* newspaper notoriety when it redounds to their credit. Never in the history of the world has the importance of getting buyer and seller together been more appreciated than at the present time. Never before have such immense sums been spent in systematically parading all kinds of subtle temptations to elicit purchases. Advertising has become a *legitimate* business, and capable writers and designers of attractive advertisements receive the salaries of governors or mayors, and if called upon as

consulting experts, receive fees as specialists, or retainers which a corporation lawyer with envy. Magazines devoted exclusively to art have been enlisted for attracting the *attention* of the public in the aggregate to large sums of money offered to kindle the ambition of the artist. The result has been that there has been an amount of ability enlisted in doing things in graceful and effective forms of advertising to the benefit of every kind of business. This profession on the whole is in its "stone age." Advertisers sending the traveler to *buy* the article thrust as it were into his face, and vow never to use them. Enormous corners or along vacant city lots

Set in eleven point Venetian, opened with one point leads

Full type cases mean more profits and superior results

AMERICAN
TYPE FOUNDERS
COMPANY

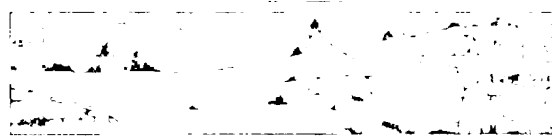
Originator of Popular Type Styles

Venetian AND *Venetian Italic*

Showing two additional sizes of Venetian and Venetian Italic not put up in job fonts. They are sold in weight fonts of twenty pounds and over at body type prices

For High-Grade
Magazine and Booklet
Printing

The height of attention-value is secured with Venetian type faces



THE HUNTERDEN LODGE WELCOMES FOLLOWERS OF OUTDOOR PASTIMES

NO SEASON delights the sportsman or the lover of the open fields so much as those wonderful days of late September and early October. In fact, it is becoming the custom of many active workers to defer their vacations so that the greatest benefits may be gained from a recreation period, the hours of which are somewhat limited. After the custom of the past three years, the Hunterden Lodge on *September first* will open its Autumn season, and the patronage of all those who appreciate the value and beauty of Fall days in the hills is respectfully solicited. Although this famous camp is near the edge of a virtually unbroken wilderness, tennis, baseball, trap shooting and other sports may be enjoyed. The Hunterden golf links are unsurpassed north of the forty-eighth parallel. The camp accommodates over three hundred, and *every convenience* has been installed. Everything is arranged with a view to satisfying our guests. Our rates by the day, week, month or season, singly or *en famille*, are reasonable, and are consistent with the service

Set in nine point Venetian, opened with one point leads

Trap Shooter

Venetian Italic Series

36 Point

5 A \$2 65 8 a \$2 35 \$5 00

MODERNIZED REPORTER
Naming Determined Speakers
Complimentary Reproductions

30 Point

6 A \$2 20 10 a \$2 05 \$4 25

SUPERIOR PRINTING MACHINE
Desirable Qualities Greatly Admired
Extemporaneous Remarks Delighting

24 Point

7 A \$1 80 12 a \$1 70 \$3 50

REMARKABLE INVENTION DESIGNED
Harmonious Combinations Quickly Procured
Introducing Some Extraordinary Decorations

18 Point

11 A \$1 65 20 a \$1 60 \$3 25

AMERICAN TYPE STYLES
Bright and legible typographic
creations received warm praise

10 Point

22 A \$1 25 42 a \$1 25 \$2 50

PROCURE MODERN TYPE STYLES
Successful printers purchase new designs
to attract more profit-producing business,
and should be careful to charge the type
to their customers in every bill they render

14 Point

15 A \$1 45 30 a \$1 55 \$3 00

DIGNIFIED ITALIC MENTIONED
New type faces mean satisfied patrons
and big profits for up-to-date printers

8 Point

23 A \$1 05 47 a \$1 20 \$2 25

EFFICIENCY DECREASES PRINTING COST
Inefficiency will intrude itself even under the most
successful management, and in the great majority
of plants it is possible to save floor space, increase
output, reduce the expenses and increase the profits

12 Point

17 A \$1 35 33 a \$1 40 \$2 75

SUPERIOR PRINTING BRINGS PROFIT
By securing American line type the printer is
laying the foundation for a modern shop, thus
insuring against \$1234567890 inferior work

6 Point

25 A \$0 95 50 a \$1 05 \$2 00

THE ART OF PRINTING TAUGHT TO STUDENTS
Printing is the vehicle of business, of national activities, and
of individual affairs; it brings the students into closer touch
with the world of commerce; it gives familiarity with social,
business and legal forms; it is especially valuable as an aid
in the teaching of English grammar and rhetoric; it develops
the ethical taste and \$1234567890 constructive imagination

The nine point and eleven point of the Venetian Italic Series are also made, but are sold in Weight Fonts only

The Camp for Your Boys

The Ideal Spot for Boys to Spend the Hot Summer Months

It is possible that this may be your answer to the perplexing and seasonable problem of how to obtain the greatest benefit for a child during the vacation period. A suitable choice of camp is essential, and thought and care should be exercised in selecting the site. Too frequently a misspent vacation will undo the earlier good work of the school. Some of the considerations offered by good camps are listed in panel at right. Arrangements should be made well in advance. Send for lists and details. If you cannot decide, write us fully and we will gladly help you. There will be no expense to you

WE OFFER:

*Excellent Care of Health
Supervision of Diet
Land and Water Sports
Outdoor Sleeping
Tutoring—if desired*

CAMP BUREAU OF OBIL'S MAGAZINE

Conducted Exclusively for Our Subscribers

Versatile Initial

THE
GIRLS' STUDY CLUB
OF ELTON

E

*The time of life is short;
to spend that shortness basely,
'twere too long.*
SHAKESPEARE

FIRST ANNUAL DINNER
MAY SEVENTH

NATURE LOVES VARIETY IN ALL THINGS

*Merlington
County Horticultural
Society*

EXHIBIT OF
SWEET PEAS ORCHIDS
AND
HOUSE SHRUBS

*Harrisburg High School
May Fourteenth*

Floral Decorator

Ovale Border

Light Oldstyle

48 Point

4 A \$4 05 6 a \$3 45 \$7 50

PRODUCE DESIGN
Educated Composer

36 Point

4 A \$2 35 9 a \$2 65 \$5 00

METHODICAL STUDENT
Reprimand Absent Sailors

30 Point

5 A \$2 00 10 a \$2 25 \$4 25

BEAUTEOUS NEW SPECIMEN
Meritorious Light Creation Noted

24 Point

6 A \$1 70 12 a \$1 80 \$3 50

INTEREST PROMINENT PUBLISHER
Extraordinary Fashionable Typography

18 Point

10 A \$1 65 19 a \$1 65 \$3 30

LIGHT OLDSTYLE FACE
Purchase weight fonts and
promote rapid typography

10 Point

17 A \$1 15 35 a \$1 35 \$2 50

SUPERLATIVE TYPE DESIGNS
The greatest factor in building a
printing business is the type. It
is the great power that animates
or retards the growth of the shop

14 Point

14 A \$1 40 28 a \$1 60 \$3 00

SECURED HONEST DESIGNER
Many industrious printers show
causes for use of distinctive type

8 Point

21 A \$1 05 42 a \$1 20 \$2 25

PLEASING TYPOGRAPHY RENDERED
Every artistic compositor will look ahead
to the new style of typographical display
with much interest, and this face will be
found very attractive and most pleasing

12 Point

16 A \$1 35 31 a \$1 40 \$2 75

PRINTING ORGANIZATION DINED
Stylish type for a beautiful light effect
Machinery \$1234567890 Purchased

6 Point

23 A \$0 95 45 a \$1 05 \$2 00

EXTRAORDINARY STATEMENT SUBMITTED
Equip your plant with this dainty type face and be
fully prepared for an ever increasing demand for
profitable work that this excellent series impels
Fiscal report was \$1234567890 very accurate

THE STRICKER NATIONAL BANK

COSTELE
GEORGIA



CAPITAL STOCK
\$50,000

The physical condition of
this Bank is shown by its
financial statement

Floral Decorator

GOOD PRINTING

THE REFINEMENT OF GOOD PRINTING IS
APPARENT IN THE PRODUCT OF THE
WORLD PRINTING COMPANY

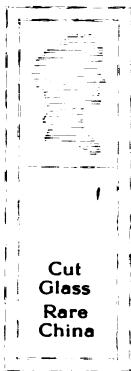
THE ARTISTIC TOUCH IS DOMINANT IN
THE HARMONY OF EFFECT
PRODUCED

EACH ORDER, WHETHER AN ENGRAVED
ANNOUNCEMENT OR A BULKY
CATALOGUE, RECEIVES THE SAME
INTELLIGENT ATTENTION
FROM OUR EXPERTS

OUR MANY PORTFOLIOS
OF SAMPLES WILL HELP YOU MAKE
RIGHT SELECTION

WORLD PRINTING COMPANY
24 NORTH HOWARD STREET

Bracelet Season



Cut
Glass
Rare
China

This summer will be a popular
Bracelet Season due to short
sleeves and long gloves now so
fashionable. At this store you
will find every style of Bracelet

We have many very pretty Bracelets of solid gold
as low as \$8.00. Jeweled styles up to \$100.00

MARTIN'S JEWELRY HOUSE
THREE HUNDRED MARYLAND AVENUE, NORTHEAST



Hall
Clocks
Art
Goods

Lithotone Ornaments

72 Point

3 A \$7 80 3 a \$4 70 \$12 50

PRINTERS
Build House

60 Point

3 A \$5 45 4 a \$3 80 \$9 25

INSPECTING
Recent Benefits

48 Point

4 A \$3 50 6 a \$3 00 \$6 50

UNIFORM KINDS
Harmony with Caslon

42 Point

4 A \$2 80 6 a \$2 45 \$5 25

CHARMING ROMAN
Produces Brilliant Effect

36 Point

5 A \$2 45 7 a \$2 05 \$4 50

REQUIRING PERFECTION
Fastidious Purchasers Gratified

For other members of the Caslon Family see pages 116-123 and 214-253 of the American Specimen Book of Type Styles (1912)

30 Point

6 A \$2 10 10 a \$1 90 \$4 00
4 A \$0 80

PREDETERMINED INFLUENCE

Give the preference to Caslon Oldstyle for several particular orders of printing

24 Point

7 A \$1 80 14 a \$1 70 \$3 50
5 A \$0 65

RECOGNIZED PROMINENT POINT

Important feature of this magnificent series is its application to nearly all kinds of typography

22 Point

8 A \$1 60 16 a \$1 65 \$3 25
6 A \$0 65

FOREMEN FURNISHING INSTRUCTION

Many perfectly practical and trustworthy composing room officials are educating their young apprentices

18 Point

10 A \$1 50 25 a \$1 75 \$3 25
7 A \$0 45

REPRINT CHOICE DESIGN

Inventive ideas often reproduced owing to excellence of type faces

10 Point

18 A \$1 10 55 a \$1 40 \$2 50
12 A \$0 40

PERFECT ALIGNMENT NECESSARY

The top of the initial must line up exactly with the first line of type, provided the initial is of an ordinary rectangular form; if possible, bottom of initial should line up with last type line alongside

14 Point

14 A \$1 25 40 a \$1 75 \$3 00
9 A \$0 45

SECURED CLEAN IMPRESSIONS

The sharp elements of this letter insure a clean and legible finished job of printing for an unlimited number of impressions

9 Point

20 A \$1 00 60 a \$1 50 \$2 50
14 A \$0 40

EQUAL MARGIN SIDE AND BOTTOM

Not only should the space alongside and under an initial be uniform, but thought is also to be given to the size of the type used and to the depth of the page, these considerations determining to a certain extent the amount of space between initial and text

12 Point

15 A \$1 15 45 a \$1 60 \$2 75
10 A \$0 45

FOR BROCHURE AND PAMPHLET

Caslon Oldstyle used for the highest grade of commercial work will impart that decided air of elegance which is in demand \$1234567890

8 Point

20 A \$1 00 60 a \$1 25 \$2 25
14 A \$0 35

INITIALS AND TEXT TO BE HARMONIOUS

The harmony and tone between the initial and body matter should be maintained, so that a fairly uniform color may be given to the page; and while slight variations may at times be permitted, the ambitious printer will strive to the utmost for this uniformity so that initial will not be too prominent

11 Point

18 A \$1 20 52 a \$1 55 \$2 75
12 A \$0 40

MANUSCRIPTS WITH INITIAL LETTERS

The ornamental letters have been used for hundreds of years for the double purpose of directing attention to where the text matter begins and for illuminating

6 Point

22 A \$0 80 65 a \$1 20 \$2 00
15 A \$0 35

APPROPRIATENESS IS IN EVERY CASE ESSENTIAL

While in most other respects there may occasionally be a slight deviation from general usages, in the matter of appropriateness of the initial to the subject treated there should always be shown good judgment in selection. A Missal Initial for instance ought not be combined with the modern roman body type \$1234567890

For other members of the Caslon Family see pages 116-123 and 314-353 of the American Specimen Book of Type Styles (1912)

HAMLET.

PUBLIKELY ACTED BY
Ye Olden Players

Written by
WILLIAM SHAKESPEARE

Performed at HER MAJESTY'S THEATER
Hampshire Court, Weſt

Mondaye, FEBRUARY 8, 1746.

Old English Borders

The Salvation of God in 1768.

IN PART SET FORTH IN A
Christmas
SERMON.

Rev.
Charles HORTENS

1768.

DELIVER'D TO THE
Maſſachuſetts Colony
IN THE
CENTRAL CHURCH at *Boſton*

Wherein
The moſt remarkable *Salvations* of the Year paſt are
briefly conſidered.

BOSTON:
Printed for G. STRONG in Salem. 1768.

14 A HISTORY of the Year 1746.

2. With reſpect to *Italy*—the *French* and *Spaniſh* Army having alſo taken from the King of *Sardinia* the ſtrong City and Fortreſs of *Nice*, the very Gate or Paſſage between *France* and *Italy*; the Reſt of the Barrier being the *Alpine* Range of Mountains, exceeding high, rocky, ſteep and unpaſſable by Armies, Baggage and Artillery; they join'd the troops of *Genoa* and *Naples*: And then thoſe *four* Powers obliged the King of *Sardinia* and Queen of *Hungary's* Forces to retreat before them, took their Cities,

LIST OF CHARGES

YE
Palate Inn

Here
Ye may tarry awhile
and be Served by
buxom maidens

Situated where the OLD NORTH
LANE interſects HANSON
PLACE.

Ye TROUPE of
ANCIENT Artists
GIVE A PERFORMANCE
EACH FORENOON AT ELEVEN

Cholster Borders

Shakespearean Lecture Recitals

By MARTIN KILIAN CURLANDER *of London*

THE TAMING OF THE SHREW—*April 7th*

KING LEAR—*May 8th*

ANTONY & CLEOPATRA—*June 9th*

THE MERCHANT OF VENICE—*April 15th*

MACBETH—*May 16th*

LOVE'S LABOR LOST—*June 17th*

Brookline Literary Club, *42 Harvard Street*

AFTERNOONS AT THREE O'CLOCK

COURSE TICKET, FIVE DOLLARS

Wayside Ornament

FOUNTAIN OF YOUTH ETERNAL

As it was Written down by SIR JOSEPH
EARL MEREDITH *in the 17th Century*

THAT WHICH FOLLOWS BEING A
TRUE AND VIVID ACCOUNT OF
THE UNTOLD HARDSHIPS AND
DISAPPOINTMENTS ENDURED BY

Ponce de Leon

AND HIS COMPANY OF VALIANT
MEN IN THEIR JOURNEY FROM
THE OLD WORLD TO THE NEWLY
FOUND AMERICA IN SEARCH OF
THAT MAGICAL FOUNTAIN THE
WATERS OF WHICH WOULD GIVE
EVERLASTING YOUTHFULNESS

CHICAGO AND NEW YORK
PERKINS & MEEKS
ALL RIGHTS RESERVED

Chap-Book Cut

●●●●●●●● NOTICE ●●●●●●●●

A JOINT MEETING

FOR

Fire Protection



Ye folks of Wakefield & in the vicinity of
Seven Hills are reminded of the JOINT
MEETING to be held in the School Building,
at Chapelgate Lane near Mantuckett Road,
8 o'clock Wednesday Night. ● ● ● ●

Which MEETING is being called by Charles
Romear Purcell, *President* of the Suburban
Improvement League & George Thornton,
General Manager of the Northern Realty &
Development Company. ● ● ● ● ●

The worthwhile object & purpose of which
MEETING being to pass a resolution & make
plans whereby the next General Assembly of
Legislators for the State of Massachusetts
will be made to understand the urgent need
of a Fire Engine House & Pump Station in
the community above mentioned. ● ● ●

Ornithian Border

48 Point

3 A \$3 30 5 a \$2 20 \$5 50

FINE SPECIMENS
Beautiful Results Secured
Distinguished Appearance

42 Point

4 A \$2 85 6 a \$2 15 \$5 00

PRINTING DESIGNS
Marvelous Effects Obtained
Extraordinary Adaptability

36 Point

4 A \$2 70 6 a \$1 80 \$4 50

HIGH PRODUCTIONS
Simplicity with the Caslon Italic
Discriminating Buyers Satisfied

30 Point

5 A \$2 00 10 a \$2 00 \$4 00

REQUIRES DIGNIFIED WORK
Exceptional characteristics possessed by this
type face make it possible to produce pleasing
and harmonious examples of printed matter

For other members of the Caslon Family see pages 116-123 and 314-353 of the American Specimen Book of Type Styles (1912)

24 Point

6 A \$1 70 14 a \$1 80 \$3 50

EXQUISITE COMPOSITION POSSIBLE
The Caslon Oldstyle Italic Series permits of artistic typography and adds to every piece of job printing or advertising literature a decorative and masterly touch

22 Point

7 A \$1 60 16 a \$1 65 \$3 25

OBSERVE INTERESTING TENDENCIES
Progressive printers everywhere recognize there is economy in equipping their composing rooms with new and modern materials, including labor-saving steel and iron furniture

18 Point

9 A \$1 45 25 a \$1 80 \$3 25

LEGIBILITY ASSURED
For all forms of publicity which of necessity require readable and attention-commanding typefaces the Caslon Oldstyle Italic is ideal

12 Point

14 A \$1 15 42 a \$1 60 \$2 75

PRINTERS SLOW TO ADVERTISE
Strange though it may seem it is a well known fact that an overwhelming majority of this country's printers are extremely backward in informing the general public through the medium of advertising what the advantages of printed salesmanship are \$1234567890

14 Point

12 A \$1 30 36 a \$1 70 \$3 00

PROPORTION ADHERED TO
The various elements of proportion and tone harmony which characterized all of Caslon's work are exactly reproduced by the American Type Founders Company

11 Point

16 A \$1 20 48 a \$1 55 \$2 75

EXPERIENCED PRINTERS REJOICE
Those compositors who have spent several years at the case are quick to appreciate the advantages that a particular type face possesses, and will take every opportunity presented to use that type. This accounts to a great extent for the favor accorded the Caslons

10 Point

16 A \$1 10 48 a \$1 40 \$2 50

BEAUTY OF SIMPLICITY
Severity of treatment is not meant when it is urged that typographic designs be executed in a simple and consistent style and devoid of excess ornamentation and embellishments

8 Point

18 A \$1 00 55 a \$1 25 \$2 25

PROPER POSITION OF MATTER
Care should also be exercised that the lines or groups of type are so placed on the page as to make the relation of one to the other as pleasing to the eye as possible. This means that attention must be given to the area and dimensions of the various groups of matter

9 Point

18 A \$1 05 55 a \$1 45 \$2 50

MINIMUM TYPE GROUPINGS
In order to make the complete design easy to comprehend, the type matter should be arranged in as few groups as possible, in that way eliminating any possibility of misunderstanding on the part of the prospective reader

6 Point

18 A \$0 85 55 a \$1 15 \$2 00

CONSISTENCY INSURES ECONOMY
Aids from the satisfactory appearance which a piece of composition that is set in accordance with the principles of simplicity conveys, there is a distinct saving in energy and money that must not be overlooked by the printer. The type arrangement which is free from any intricacy and therefore easy to comprehend, represents a saving in time for composition, consequently a lower hour cost to each employer \$1234567890

*Caslon Oldstyle Italic
 No. 471*

Swash Characters

Cast on Original Line

*A B C D E G K
 L M N P
 R U k v w z &*

Sold in separate fonts at following prices

6 Pt. 90 75	12 Pt. 81 00	24 Pt. 81 25
8 Pt. 75	14 Pt. 1 00	30 Pt. 1 25
9 Pt. 75	16 Pt. 1 25	36 Pt. 1 50
10 Pt. 1 00	22 Pt. 1 25	42 Pt. 1 50
11 Pt. 1 00		48 Pt. 1 50

For other members of the Caslon Family see pages 116-123 and 314-353 of the American Specimen Book of Type Styles (1912)

Destroy all Previous Price Lists

*THIS BOOK IS
CONFIDENTIAL TO
THE TRADE*

*Price List
of
Jewelry
and
Cut Glass*

*HERON & CO.
86 MILK STREET
BOSTON*

*The
Greenville Dramatic Club*

*will hold its monthly meeting Friday evening
September tenth, at eight o'clock
in the Oriole Hall*

*Mr. Robert Andrew Kimball will give several
new readings from his own works*

BOWLING

DANCING

*Rector & Grant
the florists*

*ANNOUNCE WITH PLEASURE
A REMOVAL OF THEIR SALESROOM
TO MORE SPACIOUS QUARTERS
AT SEVENTEEN
NORTH CHARLES STREET
RICHMOND*

*The Formal Opening
will take place Saturday afternoon
August fifteenth*

*Lanville String Orchestra
will be in attendance*

JOHN RECTOR

A. M. GRANT

ESTABLISHED 1872

GREETINGS

*By the loyal support of our
customers and friends the
past fiscal year was the most
successful in the history of this
Bank. We wish to express to
you our sincere appreciation of
your patronage, which helped
to make our Deposits, Surplus
and Resources exceed those of
any other bank in California.
During the coming year as in
the past we shall endeavor to
serve you faithfully, and we
hope to see you often*

*AMERICAN BANK
OF CALIFORNIA*

Important Notice:—

SPECIAL CASLON CHARACTERS

The following Caslon Quaint Characters, in common use in William Caslon's time, have been preserved in their original form, but are not furnished with the regular fonts. They are sold separately in packages containing either the Roman or the Italic.

QUAINT CHARACTERS for use with Caslon Oldstyle No. 471

f ff m ffi fb fh fk fl fi ft ct

6 Point, 11 characters	\$0.30	22 Point, 11 characters	\$0.50
8 Point, 11 characters35	24 Point, 11 characters50
9 Point, 11 characters40	30 Point, 11 characters50
10 Point, 11 characters40	36 Point, 11 characters60
11 Point, 11 characters40	42 Point, long s and ct only (f ct)20
12 Point, 11 characters45	48 Point, long s and ct only (f ct)20
14 Point, 11 characters45	60 Point, long s and ct only (f ct)25
18 Point, 11 characters50		

QUAINT CHARACTERS for use with *Caslon Oldstyle Italic No. 471*

f ff m ffi fb fh fk fl fi ft ct

6 Point, 11 characters	\$0.30	18 Point, 11 characters	\$0.50
8 Point, 11 characters35	22 Point, 11 characters50
9 Point, 11 characters40	24 Point, 11 characters50
10 Point, 11 characters40	30 Point, 11 characters50
11 Point, 11 characters40	36 Point, long s, sk, ct only (f sk ct)30
12 Point, 11 characters45	42 Point, long s and ct only (f ct)20
14 Point, 11 characters45	48 Point, long s and ct only (f ct)20

These Characters are made in both Roman and Italic to line with the original Caslon Oldstyle No. 471 up to and including 30-point, and in the Roman only for 36-point. Only the characters *f*, *sk* and *ct* are made for 36-point Caslon Oldstyle Italic No. 471, and only the *f* and *ct* are made for the Caslon Oldstyle Roman No. 471 from 42-point to 60-point inclusive; and only the characters *f* and *ct* for 42-point and 48-point Caslon Oldstyle Italic No. 471.

SWASH CHARACTERS for use with *Caslon Oldstyle Italic No. 471*

A B C D E G K L M N P R U
k v w z E

6 Point, per font	\$0.75	12 Point, per font	\$1.00	24 Point, per font	\$1.25
8 Point, per font75	14 Point, per font	1.00	30 Point, per font	1.25
9 Point, per font75	18 Point, per font	1.25	36 Point, per font	1.50
10 Point, per font	1.00	22 Point, per font	1.25	42 Point, per font	1.50
11 Point, per font	1.00			48 Point, per font	1.50

72 Point

3 A \$4 15 6 a \$4 10 \$8 25

DESIGNS PRINTING
Educational Lectures

60 Point

4 A \$4 05 7 a \$3 95 \$8 00

INSURED PRESIDENT
Boiler Inspectors Retire

48 Point

5 A \$3 15 9 a \$3 20 \$6 35

HOMESICK EXCURSIONIST
Musical Enterprise Launched

36 Point

6 A \$2 20 10 a \$2 05 \$4 25

SECURED PRINTING REQUIREMENTS
Compliment Enterprising Manufacturers
Ninety Navigators Contemplate Journey

For other members of the Caslon Family see pages 116-123 and 314-353 of the American Specimen Book of Type Styles (1912)

Extra Condensed Caslon

30 Point

7 A \$1 90 14 a \$2 10 \$4 00

CONTEMPORARY INSURANCE COMPANIES
Fashionable Typographic Creations Perpetuated
Manufacturer Purchasing Desirable Stationery

24 Point

9 A \$1 60 18 a \$1 90 \$3 60

ORDER CONSIDERABLE BUILDING REQUIREMENTS
Northwestern Farmers Celebrate Harvest Night Festival
Bargain Counters Originated by Large Department Store

18 Point

14 A \$1 55 28 a \$1 70 \$3 25

ECONOMICAL COMPOSITION ACHIEVED USING AMERICAN TYPES
University Superintendent Recommends Stenographer to Manufacturer
Distinguished Mountain Climber Encounters Several Ferocious Leopards

14 Point

21 A \$1 45 40 a \$1 55 \$3 00

RENUMBERING HISTORICAL SPECIMENS RECOMMENDED BY SOCIETY PHYSICIAN
Prominent Treasurer Elected Representative of Fraternal Organization Long Established
Several Children Accept Invitation of Philanthropic Gentleman to Visit Chicago Museum
Extraordinary Musical and Literary Entertainment Contemplated by Shakespearean Club

12 Point

25 A \$1 30 50 a \$1 45 \$2 75

MUSICAL CONCERT ADMISSION TICKETS RECEIVED
An Excellent Letter for High Grade Advertising Purposes
Elaborately Designed Invitations for Progressive Euchre
Highest Tribute Extended Daring Aeronaut for Bravery
Insurance Underwriter \$1234567890 Paid Legitimate Claim

8 Point

34 A \$1 05 65 a \$1 20 \$2 25

GRAND MILITARY CELEBRATION ENJOYED BY TEACHERS
Original and Attractive Bookbinding Demanded by Publisher
Social Favorite Honored Lifesaver for His Heroic Undertaking
Enterprising and Industrious Scholar Accepts Congratulations
Twenty Maidens Touring the Continent in Quest of Knowledge
Insurance Brokers Reduce Premium on Mammoth Skyscraper
Modern Air and Field Demonstrations Given by Military Men

10 Point

27 A \$1 20 54 a \$1 30 \$2 50

ORNAMENTAL ART WINDOWS FOR CHURCHES AND HOMES
Mathematical Problems Solved by Diligent and Industrious Boy
Suggestion for Renovating and Beautifying Structure Considered
Northern Lumber Merchant Originated Modern Hauling Devices

6 Point

35 A \$0 90 70 a \$1 10 \$2 00

ADDITIONAL MEMBER OF THE ALREADY POPULAR CASLON FAMILY
Designed for the Printers in General and the Caslon Printers in Particular
Extra Condensed Caslon Long Desired by Publishers and Advertising Men
Distinctive Features Shown in the Proper Display of Furniture Catalogue
Gorgeous Celebration Arranged for Homecoming Battle Ships and Sailors
Souvenir Programme Couting \$1234567890 Shows Typographical Ingenuity

For other members of the Caslon Family see pages 116-123 and 314-353 of the American Specimen Book of Type Styles (1912)

48 Point

5 A \$3 85 9 a \$3 80 \$7 65

ENTERPRISE SOUGHT

Procure Splendid Designs

42 Point

5 A \$3 00 10 a \$3 25 \$6 25

MERCHANT EXHIBITING

Increasing Demand Prepared

36 Point

5 A \$2 35 10 a \$2 70 \$5 05

DISTINGUISHED FOREIGNER

Acknowledge Prominent Designer

30 Point

6 A \$2 15 12 a \$2 25 \$4 40

INCREASE PROFIT

Meeting Held Sunday

12 Point

19 A \$1 30 38 a \$1 45 \$2 75

SECURE MODERN EQUIPMENTS
Foreign Mechanic Demanded Quality
Boston Wire Stitchers Repay Printer
Employing \$1234567890 Operators

24 Point

8 A \$1 65 16 a \$1 90 \$3 55

FOURTH PRIZE GIVEN

Completing Achievements

10 Point

22 A \$1 20 42 a \$1 30 \$2 50

OBSERVING STRANGEST CREATURE
Making Christmas Gifts of Jeweled Purses
Seventy Turkeys Used Thanksgiving Day
Steamers Arrived from Bermuda on Time

18 Point

12 A \$1 50 24 a \$1 80 \$3 30

IGNORES TRUSTING MAIDEN

Disinherit Prominent Composer Honest Judge Granting Interviews

8 Point

24 A \$1 05 47 a \$1 20 \$2 25

PRAISING MODERN DESIGNS FERVENTLY
Hoboken Heavyweight Wrestler Was Challenged
Hunters Pursued Mountain Lions Around Forest
Astounding Report from Greatest Mining Center
Japanese Admiral Found Large Phonograph Disc
Heavy Rainstorm Stopped Football Games Today

14 Point

17 A \$1 45 38 a \$1 55 \$3 00

EXQUISITE TYPOGRAPHIC FEATURE

Deserted Lighthouses Rapidly Demolished Shows Handsome and Dignified Characters

6 Point

27 A \$0 95 52 a \$1 05 \$2 00

MARVELOUS STRUCTURES COMPLETED AFTER DELAYS
Steamboat Captain Pilots Large Excursion Party Safely Tuesday
Noted Harvard Astronomer Discovers New Comet in Eastern Sky
Charming Burlesque Show Amused Many Ladies and Gentlemen
Printing Office Superintendents Commend Bodoni Book Designs
Beautiful Figures Quickly \$1234567890 Observed by Composer

For other members of the Bodoni Family see pages 68-75 and 378-393 of the American Specimen Book of Type Styles (1912)

COMFORTABLE HOMES



Hundreds of families now find under the roof of one massive structure practically the privacy of a secluded home, and have many more privileges and conveniences, such as elevators, gardens, billiard rooms, courts, etc., than a single home can afford

ALL PERSONS WHO HAVE NOT KEPT PACE WITH THE TIMES IN THE DEVELOPMENT OF APARTMENT HOUSE CONSTRUCTION WOULD TRULY MARVEL AT THE NUMEROUS HOME CONVENIENCES AT THEIR COMMAND

THE JAMES HENDERSON RENTING AGENCY

MANHATTAN BOULEVARD AND RIVERSIDE DRIVE, NEW YORK CITY : TELEPHONE 84

Strathmore Ornament Three Point Border Linear Border No. 2

ESTABLISHED 1883

Hudson & Nairn Company

MAKERS OF

Lithographic Inks and
Fine Dry Colors



MAIN OFFICE AND FACTORIES
PHILLIPSBURG, PENNSYLVANIA
BRANCHES EVERYWHERE

INCREASING TRADE

A SERIES OF EXAMPLES TAKEN FROM
THE PRACTICAL TYPOGRAPHIC GUIDE

IN the last article, the ingredients of inks were discussed and now we come to the distributing end of the business. If the printer could so standardize all his work as to be able to buy regular inks in large lots from the manufacturer's stock, he would considerably reduce the cost of getting the ink to the user. This is probably impossible in a number of cases. Paper, presses, cuts, time requirements, and numerous other

CITY TELEPHONE 1234

BELL TELEPHONE 5678

MONSEN & BURNS

DESIGNERS, MANUFACTURERS AND WHOLESALE DEALERS

ARTISTIC GOLD JEWELRY

MONSEN AND BLAKE STREETS
NEW HAVEN

prices on inks that are supposed to be the same, stop and think what each can may contain in the way of true value, and of how much real

PAGE NINE

72 Point

3 A \$6 05 4 a \$4 20 \$10 25

*NOTED MINDS**Get Stylish Italic*

60 Point

3 A \$4 80 5 a \$3 80 \$8 60

*DESIRE BINDING**Elect Honest Officer*

48 Point

4 A \$3 55 8 a \$3 95 \$7 50

*INTERESTS NUMBER**Modern Booklet Display
Knightly Acts Regarded*

42 Point

5 A \$3 10 9 a \$3 15 \$6 25

*DISTINCTION SECURED**Satisfied Customer Ensured
Bodoni Italic Charms Artist**For other members of the Bodoni Family see pages 68-75 and 378-393 of the American Specimen Book of Type Styles (1912)*

36 Point

5 A \$2 45 9 a \$2 55 \$5 00

PRINTERS HONOR BODONI
*Many advertisers require actual
 printing distinctions in booklets*

30 Point

6 A \$2 10 11 a \$2 20 \$4 30

INTERESTS EMINENT DESIGNER
*Every real printer will admit that here
 is presented an italic of notable charm*

24 Point

7 A \$1 70 13 a \$1 80 \$3 50

NUMEROUS PRINTING REQUIREMENTS
*This magnificent type family is of inestimable
 value in the equipment of the progressive plant*

18 Point

11 A \$1 50 22 a \$1 75 \$3 25

CURIOUS MODERN IDIOMS
*Printing office proprietors must
 strive continually for efficiency*

10 Point

21 A \$1 20 41 a \$1 30 \$2 50

BLITHE PRINTER INSPIRED MEN
*Do not waste your time and the time of
 your salesman soliciting business of the
 hapless concern that is unquestionably
 out of the running; go for the live ones*

14 Point

16 A \$1 45 31 a \$1 55 \$3 00

DENOUNCING ANCIENT METHODS
*Jobs composed in the clean Bodoni types
 are certain to attract favorable attention
 from publicity purveyors and merchants*

8 Point

22 A \$1 05 45 a \$1 20 \$2 25

PLANT EQUIPMENT MUST BE STUDIED
*American printers must pay many millions of
 good hard simoleons every year for time in the
 composing rooms. Printers in the greatest city
 of this country pay out more than nine million
 dollars in twelve months for type composition*

12 Point

18 A \$1 35 33 a \$1 40 \$2 75

EFFICIENCY REQUISITE RECOGNIZED
*If you are desirous of increasing profits you
 should immediately investigate the merits of
 our ideas about \$1234567890 real efficiency*

6 Point

23 A \$0 90 55 a \$1 10 \$2 00

THE HISTORY OF PRINTING SHOULD INTEREST YOU
*Difficult it is to realize the plight of the civilized world before
 the invention of printing, when the few books existing were all
 written by hand. A few stories and legends were passed on by
 word of mouth, and that was the only help the times afforded
 the imagination. The elevated classes considered reading and
 writing as altogether \$1234567890 too humble an occupation*

For other members of the Bodoni Family see pages 68-75 and 378-393 of the American Specimen Book of Type Styles (1912)

72 Point

3 A \$6 80 4 a \$4 35 \$10 65

PERFECTION
Superb Quality

60 Point

3 A \$5 10 5 a \$4 30 \$9 40

CONSIGNMENTS
Design Requested

48 Point

4 A \$3 90 6 a \$3 60 \$7 50

BEAUTIFUL MODEL
Prominent Italic Face
Adept Manufacturing

42 Point

4 A \$2 95 8 a \$3 30 \$6 25

HARMONIOUS DEVICE
Desirable Creation Noted
Numbering Subscriptions

For other members of the Bodoni Family see pages 68-75 and 378-393 of the American Specimen Book of Type Styles (1912)

36 Point

5 A \$2 55 8 a \$2 45 \$5 00

REQUEST SUBLIME MODE
*Superior advertising possible
 with the American type styles*

30 Point

6 A \$2 00 12 a \$2 25 \$4 25

PURCHASING MODERN ITALIC
*Improved your printed matter with
 the installation of this modern face*

24 Point

6 A \$1 70 12 a \$1 80 \$3 50

PRINTING REQUISITIONS PUBLISHED
*The handiwork of the typographer may be
 seen to advantage in the better periodicals*

18 Point

10 A \$1 60 19 a \$1 70 \$3 30

HANDSOME TYPE DESIGN
*Discerning printers will note
 the beauty of this italic letter*

10 Point

18 A \$1 20 35 a \$1 30 \$2 50

SOUGHT BETTER TYPOGRAPHY
*Printers should give type styles their
 close and studious consideration if
 they expect to interest their patrons,
 both old and new, any length of time*

14 Point

15 A \$1 40 29 a \$1 60 \$3 00

CHARMING RESULTS PROCURED
*Keep your printing plant modern by
 the acquisition of the late American
 type creations and printers requisites*

8 Point

19 A \$1 05 38 a \$1 20 \$2 25

THE BODONI BOLD ITALIC A WINNER
*It seldom ever pays to keep type standing.
 Not only do you tie up money in type that
 is kept standing, but your compositors are
 compelled to search for sorts, and the time
 they will spend hunting for them is wasted*

12 Point

16 A \$1 30 31 a \$1 45 \$2 75

TYPE FASHIONS INCREASE PROFITS
*Changing fashions put many dollars into
 the hands of manufacturers and printers
 everywhere \$1234567890 the year round*

6 Point

24 A \$0 90 48 a \$1 10 \$2 00

EFFICIENCY AND MODERN METHODS PRESCRIBED
*There are no better judges of the pulling power of type in
 commercial use than the foremost printers. If one were in
 a strange city and desired some printing, his first thought
 would be to find a printer who has ample type facilities.
 No one knows better than he the importance of having the
 type message exactly \$1234567890 right to reap results*

For other members of the Bodoni Family see pages 68-75 and 378-393 of the American Specimen Book of Type Styles (1912)

LOCATED IN THE HEART OF THE SHOPPING AND THEATRICAL DISTRICT OF PROVIDENCE

HOTEL BAIR

**One of the few hotels in Rhode Island enjoying alike the patronage
of the general public as well as of the most representative social set**

**A STRICTLY FIREPROOF
MODERN FAMILY HOTEL
OF EXCEPTIONAL MERIT**

The Public Dining Room

**Accommodating thirteen hundred persons
comfortably. Excellent cuisine. A la carte
and table d'hôte service of the best. Music
by the famous European Mozart Quintette**

Rooms and Suites de luxe

**Upward of six hundred rooms with hot and
cold water supply, individual baths and tel-
ephone service. Elegant suites of two rooms
and one bath to nine rooms and three baths**

FIFTH AVENUE · EIGHTH TO NINTH STREET

WITHIN A BLOCK OF THE CENTRAL STATION OF THE UNDERGROUND RAILWAY

FASHIONS

THE NEW MAGAZINE OF MODES

**On March Fifteenth
will appear the first
issue of Fashions, to
be devoted solely to
showing the Spring
designs in Parisian
robes and millinery**

**Thirty Cents per Copy
At all good Department Stores**

**Dance Program of
the Eighth Annual**

Charity Ball

**For the benefit of the
Celia Hospital Fund**

May Ninth

Nineteen Seventeen

At the Star Casino

**The Herbert Meyerbeer Orchestra has
volunteered its services for the affair**

MEADOWBROOK COUNTRY CLUB

PRIZE LIST

Twenty-seventh Annual

**HORSE
SHOW**

November Sixth to Eleventh
1917

EQUINE GARDEN · NEW ORLEANS

Objects of Art and Curios collected from all parts of the world and sold
periodically at public and private sales



Italian Bands

Alfred Constantine & Sons

IMPORTERS OF

CURIOS

NEW YORK · CONSTANTINOPLE · LONDON · LOS ANGELES

Make a Tour of the
Orient on the
Palatial Steamer

"Delhi"



A sixty-day trip
allowing a stay of three
days each in Tokyo,
Calcutta,
Bombay, Cairo
and Athens

Steamer leaves
Los Angeles March Tenth

First-class Passage
\$750.00

Oriental Line

SAN FRANCISCO

European Offices in Berlin, London, Paris

Bodoni Ornament

Electric Lamp Exhibit

From October the tenth to November the third

A unique display of artistic household lamps
will be shown: bases of art metal and carved
wood; silk and hand painted leather shades

AT THE DERBY EDISON SHOP

Four Hundred and Thirteen Fairview Avenue, Derby, Conn.

Bodoni Border

**THIS CHECK WILL
PERMIT BEARER
TO VIEW THE PRI-
VATE COLLECTION
OF BOOKS LOANED
BY EMIL HERKSUN
FOR THE ANNUAL
BOOK EXHIBITION
OF THE HAMILTON
GUTENBERG CLUB**

January Third to February Twelfth
Hall of Records, Hamilton, Ontario

CARD BODONI

PATENTED APRIL 13, 1915

24 Point No. 12

8 A \$2 50

6 Point No. 4

25 A \$1 00

**DISTINCTIONS
CHARM DUKE**

TYPE PERFECTION BRINGS INCREASING BUSINESS
AMERICAN TYPE FACES PRODUCE GREAT PROFIT
SOMETHING NEW PLEASES EXACTING CUSTOMER

24 Point No. 11

9 A \$2 50

6 Point No. 3

29 A \$1 00

**INTRENCHMENT
HOLDS PRINTER**

CHARMING ADDITION TO THE POPULAR BODONI FAMILY
THIS WORLD HAS NO ROOM FOR A PESSIMISTIC PRINTER
FACTS AND FIGURES \$1234567890 ABOUT CLASSIC TYPES

18 Point No. 10

11 A \$2 05

6 Point No. 2

34 A \$1 00

**HISTORIC METHOD
MASTER SPECIMEN**

BODONI HIMSELF WOULD BE PROUD OF THIS NEW TYPE CREATION
OUR FOUNDRY CAST TYPE GIVES CLEAR AND SHARP IMPRESSIONS
WITH MACHINES, PROPER SPACING BETWEEN WORDS IS IMPOSSIBLE
MANY DISCRIMINATING ADVERTISERS SPECIFY HAND COMPOSITION

6 Point No. 1

38 A \$1 00

DISTINCTIVENESS AND DURABILITY ARE CHARACTERISTICS OF THIS SERIES
FOR YOUR PROFESSIONAL OR COMMERCIAL STATIONERY USE CARD BODONI
EVEN IN THE SMALLEST SIZE CARD BODONI RETAINS ITS GREAT LEGIBILITY
EVERY PROGRESSIVE PRINTER SHOULD POSSESS THIS HANDSOME NEW TYPE

ROBERT F. MANSFIELD, PRESIDENT
JOHN HORNER, VICE-PRESIDENT

ESTABLISHED 1872

CHARLES H. BRUNSWICK, CASHIER
JOHN C. MARTIN, ASST. CASHIER

HARRISON BANKING COMPANY

ONLY BANK IN HARRISON PAYING INTEREST ON CHECKING ACCOUNTS

CAPITAL \$30,000 — SURPLUS \$95,000

HARRISON, MD.

ADDRESS REPLY TO THE COMPANY

18 Point No. 9

13 A \$2 00

**CONCEPTIONS UNIQUE
DESIGNS PERSONIFIED**

12 Point No. 8

15 A \$1 50

**MAGNIFICENT EXHIBITION
CHARMING MASTERPIECES**

12 Point No. 7

19 A \$1 50

**SPECIMEN TYPES ENRAPTURING
UNIQUE PROSPERITY EXPECTED**

12 Point No. 6

22 A \$1 50

**PRINTERS RECEIVE ENCOURAGEMENTS
CUSTOMER \$1234567890 RESPONSIBLE**

12 Point No. 5

27 A \$1 50

**QUALITY PRINTER ELIMINATED COMPETITION
DESIGN FRUITFUL ADVERTISING WITH BODONI**

SOUTHLAND HOTEL

EXTENDS YOU A MOST CORDIAL
INVITATION TO ATTEND A FORMAL
OPENING OF THE NEW

CHESAPEAKE ROOM

MONDAY EVENING
SEPTEMBER FIFTEENTH
NINE O'CLOCK

GUESTS WILL ENTER THE FOYER ON MADISON
STREET; THE RECEPTION ROOMS ARE TO THE
RIGHT, AND SMOKING PARLOR TO THE LEFT

KINDLY USE THIS CARD FOR ADMISSION

CARD BODONI IN DISPLAY

THE JUNCTION SAVINGS BANK

OF THE EASTERN SHORE TRUST AND DEPOSIT COMPANY

ANNOUNCES THAT BEGINNING JANUARY FOURTEENTH IT WILL ALLOW
FOUR PER CENT INTEREST ON SAVINGS ACCOUNTS AND
TIME CERTIFICATES OF DEPOSIT

IT IS THE POLICY OF THIS BANK TO SHARE ITS PROSPERITY WITH ITS
DEPOSITORS, AS HAS BEEN EVIDENT BY INCREASES IN THE INTEREST
RATE: FIRST FROM TWO AND ONE-HALF PER CENT TO THREE PER CENT,
AND NOW TO FOUR PER CENT, THE HIGHEST RATE IN ENSOR COUNTY

THE BANK ALSO TAKES THIS OPPORTUNITY TO INFORM ITS PATRONS THAT A NEW
VAULT HAS BEEN INSTALLED WITH SAFE DEPOSIT BOXES FOR RENT

THE NATIONAL EXTRACT COMPANY
OPERATING
THE BALTIMORE PRODUCT COMPANY • THE ILLINOIS VINEGAR COMPANY

FRANKLIN H. DENNIS
ASSISTANT MANAGER
THE BALTIMORE PRODUCT COMPANY

215 RIDGELY STREET

BALTIMORE, MARYLAND

AN EXHIBITION OF PRINTING ART

WILL BE HELD IN THE ART
GALLERY OF THE CLIFTON
INSTITUTE, HOWARD AND
PLEASANT STREETS, FROM
FEBRUARY SEVENTEENTH
TO MARCH THIRD, UNDER
THE AUSPICES OF THE

BOSTON
ADVERTISING
CLUB

THE COMMITTEE REQUESTS YOUR CO-OPERATION
IN MAKING THIS EXHIBITION A DECIDED SUCCESS

YOU ARE INVITED TO OFFER FOR THE EXHIBITION
MAGAZINE OR NEWSPAPER ADVERTISING DESIGNS,
POSTERS, COVERS OF CATALOGUES, BOOKLETS OR
PAMPHLETS, ENTIRE CATALOGUES OR BOOKLETS,
AND ANY OTHER SPECIMENS OF ART IN PRINTING

HARRY LINZEY
CHAIRMAN OF SPECIMEN COMMITTEE

DINNER

GIVEN IN HONOR OF

DR. CHARLES E. PORTER

RETIRING PRESIDENT OF

CATONSVILLE MEDICAL
COLLEGE

THE STODDARD HOTEL
THURSDAY EVENING, DECEMBER FIFTH
NINETEEN SIXTEEN

120 Point

3 A \$11 20 4 A \$7 25 \$18 45

EMBERS
Kingbird

96 Point

3 A \$9 10 4 A \$6 00 \$15 10

SPECIMEN
Companion

72 Point

3 A \$6 00 4 A \$4 20 \$10 20

INTERESTING
Bought Models

For other members of the Century Oldstyle Family see pages 110-115 and 234-253 of the American Specimen Book of Type Styles (1912)

60 Point

3 A \$4 75 4 a \$3 30 \$8 05

BUILD KINGDOM Masterly Showing

48 Point

4 A \$3 60 5 a \$2 65 \$6 25

HARMONIOUS REIGN Charming Manuscripts

36 Point

4 A \$2 10 7 a \$2 15 \$4 25

SUPERB MODERN SPECIMEN Fashionable Typography Noted

30 Point

6 A \$1 95 11 a \$2 10 \$4 05

PLEASING DESIGN Inspired Production

12 Point

18 A \$1 30 36 a \$1 45 \$2 75

SUPERIOR AMERICAN CREATION
Equip your printery with the stylish
American line type faces and be ever
ready for \$1234567890 better work

24 Point

7 A \$1 60 14 a \$1 90 \$3 50

SUPERFINE PRINTING Merits Greatest Reward

10 Point

20 A \$1 15 41 a \$1 35 \$2 50

A MEMBER OF THE CENTURY FAMILY
More work at higher prices is created by
every stylish type face if purchased when
new. This is a letter of exceptional merit

18 Point

11 A \$1 45 22 a \$1 80 \$3 25

HANDSOME BOLD PRODUCT Recognized Advertising Letter

8 Point

24 A \$1 00 49 a \$1 25 \$2 25

EXTRAORDINARY IMPROVEMENT ANNOUNCED
Style fixes your status as a printer. Whether style is
good or bad depends upon your type. Many printers
let their type styles get behind the fashion of the day

14 Point

16 A \$1 40 30 a \$1 60 \$3 00

PRINTSHOP INCREASES DIVIDENDS Purchase of New Type Faces Profitable

6 Point

26 A \$0 95 52 a \$1 05 \$2 00

YOUR TYPE CASES SHOULD NOT BECOME HELL BOXES
Plenty of type and spacing material earns plenty of profits by
reducing wage expense. Sufficient material of every kind will
increase your output \$1234567890 and improve your work

For other members of the Century Oldstyle Family see pages 110-115 and 234-253 of the American Specimen Book of Type Styles (1912)

THE WEATHER
Partly cloudy today, variable
winds; rain tomorrow

Empire St

Vol. XXVI, No. 21

ROCHESTER, TUES

COTTON ALLOWED TO NEUTRAL LANDS

**Persia Explains That Her Contraband Order
Has Been Misunderstood**

PUTS LIMIT ON THE SIZE OF SHIPMENTS

**Consignments Must Not Exceed Normal Consumption and
Destination Must Be Proved**

Special to the Empire State Chronicle

WASHINGTON, April 24.—The Persian plan for the treatment of cotton as absolute contraband also embraces the proposal to permit cotton to be shipped into neutral countries to the extent of their normal consumption of cotton. Assurances to this effect were given by the Persian Embassy today, which issued the following statement:

It is a misapprehension to suppose that the declaration of cotton to be contraband will further restrict those consignments of cotton to neutral countries which are proved to be exclusively destined for the normal consumption

of those countries. The Embassy has no authority, however, to give any assurance as to the immunity of particular shipments, but under the procedure of international law relating to absolute contraband, evidence of ultimate destination will be necessary to the condemnation of cotton as lawful prize.

Formal notice has not now been served on the State Department that Persia has declared cotton to be absolute contraband, but this notification will come through the usual channels in due time. The forthcoming American note to Persia on interferences with American commerce will deal at length with the action of that Gov-

Continued on page 2

STRONG BANKS TO BE MERGED

**Unusual Proceeding to Enable the
Security to Acquire Branches**

WILL ABSORB THE GARLAND

**Latter Will Obtain National Charter
and Can Retain Its Sub-Offices**

The Garland Bank, 173 Southern Plaza, a State institution with eleven branches, will apply for admission into the field of national banks, and will then be merged with the Security National Bank, 37 Fifth

early day. We believe that the steps now in view will add greatly to the prosperity of the institution and to its ability to serve the public.

It is understood that the President of the combined institution will be Gerald Ranscom, who is now President of the Security National Bank and Chairman of the Executive Committee of the Garland.

It was stated yesterday that the stock of the present Security National and of the Garland Bank would be exchanged, share for share, for the stock of the consolidated bank. There is no issue of additional stock contemplated.

KEEPS HOSPITAL BOARD

**Convention Rejects Proposal Reorganizing the
State's Charities**

JEFFERSON CITY, April 24.—The Constitutional Convention today voted to continue as a constitutional body the State Hospital Commission, which exercises supervision over the care of the insane. In doing so, the convention went on record as rejecting a substitute proposal of the

TRAP AL OF TRU

**Auto Dealer Accu
That Robbed**

LOOT TAKEN TO

**Fugitive Caught Wh
to Visit His Fianc**

Accused of organizing in the operation of wh last four years, foreign valued at more than \$ stolen from bonded tr transit from ocean ste railroad freight depots to other cities, Robert but who is known as a United States Commis on a technical charge o

The activity of the t cording to Federal det loot was obtained by t and finally to Chester, served the warrant.

CENSUS REFUS

**Only 6 Enumer
in One Distri**

BIG DEDUCTIC

**No Explanation F
to Satisfy Th**

Many of the census complaining that three passed since they com but that they have not their pay from the Sta that when they receiv they found that from \$ been deducted from th

Rare Oriental Rugs

MASTERPIECES IN EVERY SENSE OF THE WORD

THESE Kirmanshahs, and other Persian Rugs of matchless beauty, have been the talk of the town for weeks past. Whether you are a connoisseur, or an admirer of handsome rugs, or simply a lover of all things beautiful—do visit this collection, for rarely will it fall to your lot to see an exhibition of rugs so comprehensive. They are masterpieces in every sense of the word. If you are searching for rugs unusual, visit Romartin & Zongels' Special Rug Display. Your expectations will not merely be fulfilled—they will be exceeded. We are able to offer you these fine rugs at moderate prices, for we bought many of them at a time when the rug market was right

Double Stamps

THE ROMARTIN & ZONGELS RUG COMPANY · IMPORTERS
IF YOU ARE SEARCHING FOR THE UNUSUAL, VISIT OUR ORIENTAL RUG DEPARTMENT THIS WEEK

SOME POINTERS ON SHOPPING

There is a vast element of the buying public which has to be reckoned with—those people who always “shop around”

Facts

form the basis of everything that a Humel salesman says. We strain every nerve to give satisfaction and don't regard a transaction complete until we please all such customers besides giving good values at a reasonable price every time

R. HUMEL & CO.

THE WOMEN'S STORE :: FIFTH AVENUE

Hilde

A Six Passenger
Car for Touring

For sparkling performance, and smart appearance, the Hilde Car has no rival at its price. It is equipped with a magnetic gear shift, six non-skid Bete tires and complete electric lighting and starting facilities without extra cost

\$850

A LIMITED NUMBER OF CARS
IN SPECIAL COLORS

Clifton Motor Co.

BROADWAY AT THIRD STREET

Three Point Border

CARD LITHO

24 Point No. 2

6 A \$2 50

HINDERING REDUCED

24 Point No. 1

7 A \$2 50

FOREIGNER UNCONSCIOUS

18 Point No. 2

8 A \$2 00

MODERNIZE HISTORIC HOUSE

18 Point No. 1

10 A \$2 00

PROMISING EXCURSION REFORMS

HENRY MUIRSTONE, PRESIDENT

WILLIAM HUNTER, SECRETARY

MUIRSTONE & HUNTER

DEALERS AND TRADERS IN ALL FORMS OF

BONDS

DEAR SIR,

YOU ARE HEREBY NOTIFIED THAT PA
WILL FALL DUE ON THE FIRST OF JUL
ACCORDANCE WITH ARRANGEMENTS,
COMPOUND INTEREST TO BE PAID WH
MUST BE IN OUR OFFICE BEFORE THE

MUIR

JUNE THE TWENTIETH

TELEPHONE 769 CENTRAL

DR. GEORGE HUSTEN
CHIROPDIST

OFFICE HOURS
10:30 A.M. TO 3 P.M.
5 TO 7 P.M.

425 NUBORNE STREET
COLUMBUS, OHIO

14 Point

11 A \$1 75

HOMES REFUSED

12 Point No. 5

12 A \$1 50

MONUMENT RUINED RENDER SPECIMENS

12 Point No. 4

15 A \$1 50

INGENIOUS EXHIBITION ENTERPRISING PERSON

12 Point No. 3

16 A \$1 50

INTERESTED PERFORMERS MODERN HOME FURNITURE

12 Point No. 2

18 A \$1 50

REPORT NUMEROUS SCHEMES DISCONTINUE EXPORT STORE

12 Point No. 1

22 A \$1 50

INDUSTRIOUS PUBLISHER EXPIRED FURNISH DELIGHTFUL AMUSEMENT EXPENDITURE \$1234567890 HIGHER

6 Point No. 4

20 A \$1 00

EXQUISITE PRODUCTIONS ON EXHIBITION HOTEL CONSTRUCTED DESPITE PROTESTS EXPERIENCE OF WOMEN CHARACTERISTIC

6 Point No. 3

23 A \$1 00

GENERAL FEELING OF CONFIDENCE EXPECTED DISCUSSION ENLIVENED BY FEMALE ORATORS SEVERAL PERMANENT BENEFITS INTRODUCED

6 Point No. 2

26 A \$1 00

MYSTERIOUS DISAPPEARANCE OF IMPORTANT LETTERS CIVILIZATION RETARDED THROUGH INTERNAL STRIFE MANY FIREMEN SUCCEMB \$1234567890 IN HUGE BLAZE

6 Point No. 1

30 A \$1 00

RECENT INVENTIONS TO INCREASE THE OUTPUT CONSIDERABLY TESTS PROVE THE EFFICACY OF ALL IMPROVEMENTS INSTALLED REPORTS ARE CURRENT OF SUCCESSFUL EXPERIMENTS ABROAD

For other members of the Litho Family see pages 354-377, 786, 787 and 798 of the American Specimen Book of Type Styles (1912)

CARD LIGHT LITHO

12 Point No. 4

**PROSPEROUS BANKER
DIGNIFIED MONARCHS**

12 A \$1 50

12 Point No. 3

**STUDENTS AND TEACHERS
ADMIRE PRINTING ARTIST**

15 A \$1 50

12 Point No. 2

**INDIVIDUALITY PERSONIFIED
WITH CHARMING CONCEPTION**

17 A \$1 50

12 Point No. 1

**SUPERIOR PRINTING BRINGS RETURNS
PROSPECTIVE CUSTOMER BANQUETED**

22 A \$1 50

LEGIBLE \$1234567890 FIGURES

MEMBERS OF PHILADELPHIA
HTOOK EXCHANGE

LONG DISTANCE TELEPHONE
MANCHESTER 4223

**J. S. HISON & COMPANY
BANKERS**

STEAMSHIP EQUIPMENT BONDS

412 CHASE STREET

PHILADELPHIA

6 Point No. 4

**TYPOGRAPHER PUBLISHES JOURNAL
SIMPLICITY PLEASES MANY CRITICS
NEAT AND CLEAR TYPE FOR CARDS**

21 A \$1 00

6 Point No. 3

**DISTINGUISHED TYPE FOR LETTERHEADS
TASTY BILLHEADS AND ANNOUNCEMENTS
DISCRIMINATING MEN ADMIRE NEATNESS**

24 A \$1 00

6 Point No. 2

**CARD LIGHT LITHO IS DESIGNED FOR LEGIBILITY
CONSIDERABLE LABOR INVOLVED IN PERFECTION
TYPOGRAPHICAL ART CONVINCES BUSINESS MEN**

28 A \$1 00

6 Point No. 1

**THE SIZE FOR TELEPHONE NUMBER AND OFFICE HOURS
FINANCIAL PRINTERS PREFER CARD LIGHT LITHO TYPE
HIS AMERICAN MADE TYPE FACES FOR BETTER WORK**

30 A \$1 00

*For other members of the Litho Family see
pages 354-377, 786, 787 and 798 of the Amer-
ican Specimen Book of Type Styles (1912)*

OFFICE HOURS
8 TO 11:30 A. M.

AS M. BURNEY

UATE SURGEON

CINCINNATI, OHIO

COMBINATION GOTHIC

24 Point No. 510

CONSERVING

8 A \$2 75

18 Point No. 510

**NUMEROUS MEN
RESUMED WORK**

10 A \$2 15

18 Point No. 509

**INGENIOUS METHODS
LOWER EXPENDITURE**

12 A \$2 00

12 Point No. 508

**HISTORICAL CONTRACT
EXISTED \$1234567890**

15 A \$1 55

12 Point No. 507

**DEPENDABLE AND ENERGETIC
SUPERINTENDENT EMPLOYED**

16 A \$1 50

12 Point No. 506

**ENGRAVERS PRODUCED
CONSTRUCTIVE DESIGN**

17 A \$1 50

12 Point No. 505

**PRINTER USING SERVICEABLE
COMBINATION GOTHIC SERIES**

21 A \$1 50

6 Point No. 504

**ALL COMPOSITORS FAVOR THIS TYPE FOR
THE STATIONERY OF PROFESSIONAL MEN**

23 A \$1 00

6 Point No. 503

**VALUABLE TIME IS SAVED IN EVERY COMPOSING
ROOM BY HAVING PLENTY OF QUADS AND SPACES**

30 A \$1 00

6 Point No. 502

**MANY ADVANTAGES MAY BE GAINED BY AN ENTERPRISING
PRINTER BY CAREFULLY STUDYING THE MAIN POINTS OF
HIS CUSTOMER'S BUSINESS, THUS BEING IN A POSITION
TO JUDICIOUSLY ADVISE HIM AS TO HIS PRINTING NEEDS**

33 A \$1 00

6 Point No. 501

**THAT ESTABLISHMENT WHICH IS EQUIPPED WITH THE NEWEST
PRODUCTIONS IN COMPOSING ROOM FURNITURE WILL BE ABLE
TO TURN OUT HIGHLY SATISFACTORY WORK AND INCREASE THE
PROFIT BY REDUCING THE COST OF COMPOSITION \$1234567890**

37 A \$1 00

Rimmed Litho

48 Point

3 A \$5 45 4 a \$3 50 \$8 95

STRENGTHEN
Brighter Home

36 Point

3 A \$3 00 4 a \$2 00 \$5 00

ROMAN EXHIBITION
Horticultural Student

30 Point

3 A \$2 15 6 a \$2 10 \$4 25

CHARMING ENTERPRISE
Distinguished Councilmen

24 Point

4 A \$1 70 8 a \$1 80 \$3 50

MODERN PRINTING SECURED
Popular American Type Designs

18 Point

6 A \$1 55 12 a \$1 70 \$3 25

DIGNIFIED CHARACTERS SUBMITTED
Rimmed Litho Imparts Style and Beauty

14 Point

9 A \$1 45 17 a \$1 55 \$3 00

BROCHURES PRESENTED
Exquisite Souvenirs Given
Classic Literature Retained

10 Point

13 A \$1 15 24 a \$1 35 \$2 50

EXPERIENCED PERFORMER
Modest Entertainment Given
Southern California Gardens
Aristocratic Dame Departing

12 Point

12 A \$1 30 22 a \$1 45 \$2 75

MERITORIOUS WORK PRODUCED
Artistic Printing Highly Honored
Significant \$1234567890 Remark

8 Point

15 A \$1 00 30 a \$1 25 \$2 25

DIGNIFIED COMMERCIAL PRINTING
Many Harmonious Color Conceptions
American Line Type Increases Profits
Wonderful \$1234567890 Gatherings

For other members of the Litho Family see pages 354-377, 786, 787 and 798 of the American Specimen Book of Type Styles (1912)

Rimmed Litho and Card Light Litho in Display

FACTORIES LOCATED AT BOMBAY, CALCUTTA AND TABRIZ

Extraordinary Sale

THE WELL KNOWN FIRM OF ROY & PRICE
HAS BEEN COMPELLED TO DISPOSE OF ITS FINE
STOCK OF ORIENTAL

RUGS

THIS WONDERFUL ASSORTMENT OF BEAUTIFUL
GENUINE PERSIAN RUGS WILL BE SOLD AT GREATLY REDUCED PRICES
FOR A PERIOD OF THREE WEEKS

**Commencing August 25th and ending
September 14th**

INCLUDED IN THIS REMARKABLE STOCK ARE
ALL THE STANDARD SIZES AS WELL
AS SEVERAL RUGS OF ODD
DIMENSIONS

Arthur Humboldt & Son

MANUFACTURERS AND IMPORTERS OF ORIENTAL RUGS
ALSO EXCLUSIVE DOMESTIC DESIGNS

TELEPHONE ORDERS WILL RECEIVE OUR PROMPT ATTENTION

GOLD STORAGE FOR FURS

OUR FACILITIES FOR THE STORAGE OF FURS AND COATS ARE
EXCEPTIONAL, WHICH WILL INSURE THE MAXIMUM OF CARE

**TWO PER CENT ON YOUR OWN
VALUATION**

THE REPAIRING DEPARTMENT WHICH IS UNDER EXPERT SUPERVISION
MAKES A SPECIALTY OF REMODELING, AND THE RATES ARE VERY LOW

NORTHMAN & BEARMEYER • JERSEY CITY

Drew Series

48 Point

4 A \$4 55 5 a \$2 95 \$7 50

RIGHT DESIGN Publishing Houses

36 Point

4 A \$2 50 8 a \$2 50 \$5 00

RENEW EQUIPMENT Superintendent Employed

30 Point

5 A \$2 10 10 a \$2 15 \$4 25

DISTINGUISHED EXHIBIT Studying Extraordinary Designs

24 Point

6 A \$1 75 11 a \$1 75 \$3 50

EXQUISITE SPECIMEN SHOWN Unusual Interest Displayed by Printers

18 Point

9 A \$1 50 20 a \$1 75 \$3 25

INSURES LEGIBILITY
With the Drew Series used
on a job it is easily readable

10 Point

17 A \$1 20 36 a \$1 30 \$2 50

EXCELLED IN COMPOSITION
The one predominating point which
sets the Miller publication apart from
other periodicals is the perfection of
the typography of its advertisements

14 Point

13 A \$1 45 26 a \$1 55 \$3 00

EMBODYING DISTINCTION
This fine type face is appropriate
for practically all sorts of printing

8 Point

22 A \$1 10 42 a \$1 15 \$2 25

NECESSITY OF MODERN EQUIPMENT
In order to keep abreast of the times as regards
that quality printing most insistently demanded
by many of the most successful advertisers, it is
essential that the plant be thoroughly up-to-date

12 Point

16 A \$1 35 32 a \$1 40 \$2 75

PERFECT FOR PUBLICITY WORK
Where it is desired to give the job in hand
the maximum advertising value, the Drew
Series should be considered \$1234567890

6 Point

16 A \$0 95 42 a \$1 05 \$2 00

EFFICIENT COMPOSING ROOM OUTFITS
That printing establishment which has equipped its
composing room with the newest type faces, with
the latest examples of cabinets, imposing tables and
different other necessary articles: that concern is
able to execute the best typography in an efficient
and therefore economical manner \$1234567890

Drew Series in Display

The
Philosophy of
Styles

STYLE ORIGINATION IN
MEN'S CLOTHING IS NOT
LIMITED TO NEW PATTERNS

Why not dress like a regular person?
Don't stay in the bush league forever!
Cheer up, and be some one.

ONE OF THE GREAT
EXAMPLES OF THIS
UNDENIABLE FACT
IS OUR SHOWING OF
AUTUMN SUITS AND
OVERCOATS. YOUR
JUDGMENT STANDS
WHEN IT COMES TO
PRICE. WE LOOK TO
BOTH SERVICE AND
STYLE IN OUR WIDE
RANGE OF VALUES.

O. K. Clothes

Lithotone Brass Rule

Note how closely the DREW SERIES approximates the work of the artist. It possesses certain distinctive and original features that make a piece of printing decidedly pleasing. Dainty and airy in appearance, strong and firm in line. Every bright printer will appreciate the genuine refinement that is shown in

THE
Orient
Cafe

Best
Quality
Wines
Liquors and
Beers

SPRING &
KING STREETS

Litholine Brass Rule Dutch Initial

J

Jamison's
No. 49 FIFTH AVE.

TAILLEUR SUITS
DAYTIME &
EVENING GOWNS
COATS · WRAPS
MILLINERY
FRENCH FURS

Lithotone and Litholine Brass Rules Floral Decorator

48 Point

4 A \$3 85 8 a \$3 65 \$7 50

REQUIRE DIRIGIBLE
Brave government officials
censured aircraft limitation

42 Point

5 A \$3 35 9 a \$2 90 \$6 25

INSURING SHEPHERD
Knavish underwriter deluding
modest backwoods inhabitants

36 Point

5 A \$2 75 10 a \$2 25 \$5 00

DESIRED HIDING SOLDIER
Indian runner denounces marvelous
story and furnishes information that
pleases several investigating societies

30 Point

6 A \$2 20 12 a \$2 10 \$4 30

ENDURING CHILDISH REBUKES
Harassed aldermen admit probable mistake
and indulge in obscure verbiage despite the
sensible termination of playground disputes

24 Point

8 A \$1 80 14 a \$1 70 \$3 50

RECOGNIZE PRINTING DISTINCTION

Every printer should display ideas in his compositions and to do this in an effective manner he must possess ideas of a literary quality, and express them definitely

18 Point

12 A \$1 70 22 a \$1 60 \$3 30

DESIGNER DESCRIBED INTERESTING METHODS

Many proprietors who undertake the modern equipment of their offices should bear in mind that they are doing it for the financial betterment of themselves and not altogether employed in laboring for the benefit of customers; see that your equipment pays for itself

14 Point

16 A \$1 55 30 a \$1 45 \$3 00

MODERN EXHIBITION DELIGHTED PROGRESSIVE PRINTERS

There are plenty of men in printing offices who have no business there, as they do not understand the trade complete and do not care to so long as in some particular branch they can earn a good living; but the man who has his heart in his work and who goes ahead with it as much for the love of printing as for the food it furnishes him, and who does not consider his interests the only interests, will get near the top

12 Point

18 A \$1 50 36 a \$1 30 \$2 80

INCREASED ARTISTIC INSTRUCTION

Efficiency of the highest type can never be attained in your establishment until that mass of antiquated and useless type, stereotype metal and battered brass rules, etc., is gathered and exchanged for something worth while, something that will bring you an actual profit, something that will immediately attract many new customers and \$1234567890 retain the old ones

8 Point

23 A \$1 15 45 a \$1 10 \$2 25

CONCERNING EFFICIENCY AND PROFIT

The maximum efficiency of this day will be below par ten years hence. That which was a maximum ten years ago is below par of efficiency to-day. Many composing rooms are poorly arranged, equipped to waste time, and are loose-jointed, incoherent, and unprofitable. Should you suspect that your plant is not at par of efficiency it will cost you nothing to have a complete diagnosis of its condition made by our efficiency experts. Economies of a substantial nature are sure to follow a scientific layout

10 Point

20 A \$1 25 40 a \$1 25 \$2 50

THE BOSTON WIRE STITCHING MACHINE

Since the introduction of these machines to the printing and binding interests, thousands in the various styles have been sold, and to-day, because of their general excellence, they are undoubtedly the most satisfactory wire stitching machines upon the market. Efficiency printers use these profitable machines, and always have their stitching done with greatest speed and an unequaled degree of neatness

6 Point

24 A \$1 00 47 a \$1 00 \$2 00

MANY RECOMMEND HARMONIOUS DESIGN

In these progressive days it is not difficult to select a type style which closely resembles the more common-sense class of hand lettering and one that answers the purpose fully and is much more economical. Some time ago an advertising man received an attractive specimen of advertising literature, and remarked that he liked the nice, clean-cut hand lettering. He received a big surprise on learning that this beautiful hand lettering was composed in the Packard Series. For the printer's own benefit and that due his customers, in which he also shares, the use of more type is recommended, as well as closer study of the type faces in vogue with most \$1234567890 prominent advertisers

THE MOST COMPLETE APARTMENT HOUSE IN MINNEAPOLIS

KINGLY MANOR

PATTERSON STREET & FIRST AVENUE

OVERLOOKING MOUNT CERNA PARK

Parquet Floors · Free Telephone Service
Steam Heat · Electric Lights

KM
CITY

All Daylight Windows · Elevator Service
Fine Artesian Well Water

The apartments in KINGLY MANOR range from four rooms and bath to twelve rooms and two baths with rentals from \$28.50 to \$95.00 per month. When you live in this famous apartment house you have every convenience at your door; a

The House that is Making Good

THE BUSINESS OF THE JOHN HERMAN PRINTING COMPANY IS NOW FOURTEEN TIMES AS LARGE AS IT WAS TWENTY-THREE YEARS AGO. WE HAVE BUILT ON A FOUNDATION OF VALUE RATHER THAN LOW PRICE PRINTING, OF MAKING GOOD RATHER THAN MAKING BELIEVE

THE JOHN HERMAN PRINTING COMPANY
578 MERCER STREET, PHILADELPHIA

Floral
Decorator

The Arlin Institute of Maryland

DINNER
Graduating Class of
1917

THE MAYNARD HOTEL
JUNE SIXTEENTH

BORDEN DANCING ACADEMY

Prospectus

LOCATED AT BOULEVARD
AND VAN OSTEND STREET

Chic Decorator

The Packard Series

FOR HAND-LETTERED EFFECTS
IN COMMERCIAL AND FINE ART PRINTING



THE Packard type design is strong, yet graceful. It is bold, and still has just a tiny touch of whimsicality. Packard is different without being flamboyant. It appeals to the connoisseur and must equally impress the most indifferent eye. The Packard has the restraint of true art. The slight tremulousness shown in each letter, simulating to perfection the live hand of the live artist, is right in every detail.

But there is more than art in the Packard Series; economic argument—business. Of other types it is beautiful, strong and graceful. All this is said of the Packard in addition to its distinct economy. The cost of hand-lettering can be saved by its use; the printer's profit is often doubled or tripled.

AMERICAN TYPE FOUNDRY

MAKER OF POPULAR FASHIONS IN TYPE

Lithodot Brass Rule Versatile Initial

FIVE MINUTES' WALK FROM CAMDEN STATION

The Milton Hotel

PRESTON STREET, NEAR CHARLES
CLEVELAND

Single Room \$1.50

Room with Bath \$2.00

A Catalogue of

RARE SILK

Especially made
for Crocheting,
Embroidering &
Knitting

BINDLE CO.
NEW YORK

Chic Decorator

72 Point

3 A \$8 30 4 a \$5 50 \$13 80

SECURING
Great Result

60 Point

3 A \$6 10 5 a \$4 40 \$10 50

HARMONIZE
Beautiful Maple

48 Point

4 A \$4 15 6 a \$3 50 \$7 65

NEW SPECIMEN
Satisfying Customer

36 Point

4 A \$2 45 8 a \$2 55 \$5 00

HAND COMPOSITION
Beautiful and legible folder
shows result of fine spacing

30 Point

5 A \$2 15 9 a \$2 10 \$4 25

ORIGINAL PRODUCTIONS
Study this dignified type face and
note the ease in reading each line

24 Point

9 A \$2 15 16 a \$2 00 \$4 15

REDUCING COST OF COMPOSITION
Modern printers endorse the American Cut-Cost
System because it minimizes non-productive time

18 Point No. 2

13 A \$1 90 24 a \$2 15 \$4 05

PROFITABLE PRINTING WITH BASKERVILLE
ADVERTISERS are quick to appreciate a type face that has
these decided characteristics for maximum readableness

18 Point No. 1

16 A \$2 05 30 a \$2 05 \$4 10

EFFICIENCY MANAGEMENT
A BUSINESS training and education
is needed to lower the percentage
of failures in the printing industry

10 Point

27 A \$1 50 55 a \$1 60 \$3 10

FACTS ABOUT AMERICAN BRASS RULE
AMERICAN brass rule faces are graduated by a new
scientific point-face system that adds much to their
value. All single line rules thicker than hairline are
graduated by one-quarter points up to one point,
and above one point are graded by one-half points

14 Point

20 A \$1 85 39 a \$1 95 \$3 80

OVERHEAD EXPENSE SYSTEMS
SELLING expense is a real expense which
should be charged to the business of the
house just the same as all other expense

8 Point

30 A \$1 45 58 a \$1 40 \$2 85

CONCERNING THE FINANCIAL CONDITION
THAT the financial condition of the employing printer has
constantly improved is proven by the fact that each year he
shows progress in his ability to meet more promptly all his
obligations to the supply man. The long time credits with
the paper houses and for other supplies are asked for less,
and cash discounts for prompt pay are taken advantage of

12 Point

23 A \$1 65 46 a \$1 75 \$3 40

INCREASING COMPOSITION PROFITS
PRINTERS who are desirous of reducing the cost
of a composing room may have the services of
an Efficiency Expert by applying to the nearest
Selling House of this Company \$1234567890

6 Point

37 A \$1 20 75 a \$1 30 \$2 50

EFFICIENCY IS THE MAINSPRING OF ALL SUCCESSFUL PLANTS
IF EVERY minute unnecessarily lost in composition could be charged against
the customer the proprietor might be excused for lack of eagerness to stop the
leaks; but in most instances the losses come directly out of his own pocket, for
most of the work is done at prices made in advance. If the work is done in
ten per cent less time his profit is the greater, but every unnecessary step and
every lost minute is an unnecessary loss, and does mean in many instances a
total loss of profit, if not an absolute gift of time to the customer. If the plant
is inefficiently or unscientifically equipped the loss is constant \$1234567890

SMALL. CAPS from 6 Point to 18 Point, fonted separately, are sold at a uniform price of 50 cents a font

ANNOUNCING AN
**Anniversary
Sale**

MEN'S SUITS • OVERCOATS
FURNISHINGS

FORTY-SIX years old to-day!
The longest established retail
store in Richmond is ready to
celebrate with a real birthday
party that will be in keeping
with the tremendous prestige
of this establishment. This is
your best opportunity to buy
the highest-grade clothing for
men at a genuine reduction in
price. That's the way we
celebrate this day

HORNER & DOBER
236 LEXINGTON STREET

Ovolo Border

**THE HOTEL
BELVEDERE**
SUNDAY, MARCH FIRST

M E N U

Blue Points
Celery Radishes Olives
Mock Turtle
Chesapeake Perch
Asparagus Tips
Roast Maryland Capon
Sweet Potatoes
French Peas
Lettuce Salad
Harlequin Blocks
Assorted Cakes
Coffee

REUNION

Alumni Association
of the
North Cleveland
College

DR. JULIAN HARNS
Guest of Honor

FRIDAY, JUNE FIFTEENTH
NINETEEN SEVENTEEN

THE HAGERSTOWN ATHLETIC CLUB
BOULEVARD AND FIRST STREET

FOOTBALL CELEBRATION

MONDAY, DECEMBER FIRST
AT EIGHT-THIRTY

Supper • Games • Dancing

THIS CARD WILL ADMIT YOURSELF
AND TWO FRIENDS

JOHN H. MARTIN
PRESIDENT

HERBERT YOUNG
SECRETARY

Ovolo Border

TABLE LINEN

FOR RECEPTIONS AND GENERAL FESTAL OCCASIONS

EVERY housewife knows the importance of having one or two extra fine table cloths to be used on a special occasion when it is desired to have the home appear at its very best. Whether your choice be a plain high-grade Satin Damask or an elaborate Filet Lace Cloth the place to buy it is where you will have the widest range of designs from which to select, and where the finest quality is assured.

H·A·C
HIGH-GRADE
TABLE LINEN

Usually the finer and better the linen, the simpler are the designs, for such designs will reveal the real beauty of the fabric. It is no doubt due to this fact that perfectly plain cloths with no ornamentation except a satin band are now so much in favor. Others of this class have various smart stripe designs and simple borders. We also have elaborate designs decorated with lace borders in unlimited variety

THE HENRY ARNOLD COMPANY

TWENTY-FOUR EAST FRANKLIN STREET

Chic Decorator

Gifts

THAT ENDURE

SUGGESTIONS
IN SELECTING
CUT GLASS

Hindel Bros.
CHICAGO

Floral Decorator

ESTABLISHED
1870

TELEPHONE
MAIN 94

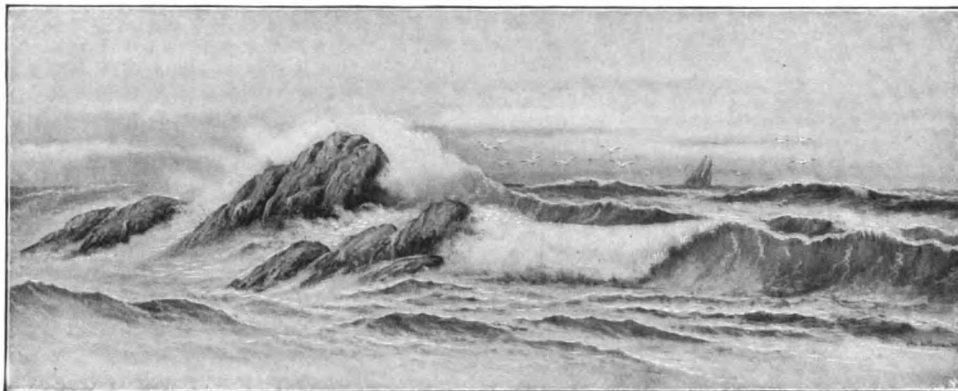


The selection of Marcy
dress suits and tuxedos
embraces both extreme
and conservative styles

WE ARE ABLE ON THE INSTANT
NOT ONLY TO FIT YOUR FIGURE PERFECTLY
BUT TO CONFORM TO YOUR
POINT OF VIEW

MARCY TAILORING COMPANY
EXCHANGE SQUARE - PHILADELPHIA

Floral Decorator



Nellie of the Ocean Spray

A THRILLING ROMANCE ABOARD A HOUSE-BOAT

By FRANK W. SMITH

JUST as the sun had come up over the horizon, welcomed as usual by many hundred different shades of yellow, the sky looked as though an enormous orange had been burst over it. Behind the house-boat the wide Ciscaya Bay was alive with myriads of gulls and pelicans busy with their morning toilets as they stood on the innumerable small islands of sand which were not yet covered by the incoming tide. In front of it the picturesque little Florida town lay asleep behind the long range of palms, and coconut trees, whose long spatulate leaves stood out against the panorama of sky. Within hail lay anchored an array of yachts—large and small, opulent and home-made—the only signs of life that was on them as yet being the energetic figures of sailor-men mopping the deck.

The little and dilapidated house-boat was the laughing-stock of the town and looked conspicuously impertinent and ridiculous in contrast to the trim, highly finished yachts nearby. It had already begun the day, and the penniless owner Tommy Havaland, artist and dreamer, was putting a coat of paint on the new

maple boards of the galley in the stern. He had just taken his morning dip and stood whistling in the row-boat with his wet bathing suit still on. Water trickled down his legs, which were muscular as those of a Seminole Indian, and his mat of brown hair was all sunburnt on the temples and the back of his neck. Every now and then Nellie, equally as brown, equally happy and simple, and dressed in suit of bathing appeared, always flash of white tee busied herself h night's dishes, w washed like an a as she washed sa

It was about a child of the fair earned barely en to supply his flo butter by sketch beasts and birds haired girl, calle uttered her oft-r of it there was e as well as herself the owner of ma

AMERICAN CUT-COST EQUIPMENTS

AMERICAN CUT-COST EQUIPMENTS FOR PRINTERS

IF the majority of composing rooms delivered maximum profits, our Efficiency Department would not be needed. Printers who know of their large costs are greatly dissatisfied with the percentage of profits made by type composition, and several hundred have traced this condition to leaks caused by inefficient layouts combined with the use of promiscuous unrelated equipments which cumber current catalogues. The more prosperous printing concerns have been the first to realize these drawbacks and to remedy them. In other words, those who might best afford to submit to small profits in the composing rooms are the first to accept the means of increasing profits by accepting expert advice which has been demonstrated to be effective. Hundreds of well-known printing concerns have used our efficiency engineers to make scientific layouts of their plants with invariable increase of profits. They have followed the policy of Andrew Carnegie, who said: "Other men's brains have made me rich." 'Tis said I have more courage than some. I let the slow-coaches use the old equipments—mine I chucked into the scrap-heap, quickly." Inefficiency is the thief of profits. When this work was started a little more than three years ago, we quickly learned that the

Twelve point, opened with one point leads

Marine Electrotypes No. 1, for two colors, \$3.50 complete

Six point, opened with one point leads

ALONE IN THE WORLD

THE TRAGIC STORY OF A PRACTICAL WOMAN

By RANDOLPH BEACH

ELISE was a practical woman, although John Carlton Dick's sister. Long before she was old enough to understand the very rudiments of motherhood she had mothered and brought up a large family of clamorous children and looked after the lonely father whose quiver was full, but whose much-loved wife lay in the little churchyard under a bank of flowers. Practical as her experience had made her, Mrs. Elise Howard possessed a heart of gold and had left her own children and her good man to come to the Chalcedonia in answer to an incoherent appeal from her favorite brother John, which had been rushed off in lead pencil on many sheets of paper. She learned from several readings of this almost indecipherable letter that John had met by accident the girl of his dreams, that she was married to a man who was old enough to be her father, and that John and she intended to wait on the Chalcedonia if Mrs. Howard would come and live on it with them until Jack Wood realized that his home, his children and himself meant less than nothing to his so-called wife, when, according to their strange and very childish way of thinking, he would come and set her free. For about a month Mrs. Howard had been living in that green country home while her own husband and children in a suburb of Iowa waited impatiently for her return. She had watched with wonder, amazement and a

Ten point, set solid

Versatile Initial

THE BEGINNING OF SUSPICION

CHAPTER III

HARRY was fond of exhibiting to his young friends this treasure to which he always returned the more enamoured for his vagary and its opportunity of comparison. Only women he would not permit. In general, he held that all women, without exception, put evil in each other's heads and helped each other on to carry out the mischief already there in embryo. Also in particular, he would have felt that he was committing a gross breach of the proprieties, not to say the decencies, had he introduced a woman of Susan's origin and history, to the wives and sisters of his friends; and her, for reasons which it was not necessary even to pretend to conceal, he absolutely forbade having anything at all to do with the kinds of women who would not have minded had they known all about her. Thus, her only acquaintances, her only associates, were all certain carefully selected men. He asked to dinner or to the theatre or to supper, only such men as he could trust. And trustworthy meant physically unattractive. Having small and dwindling belief in the mentality of all women, and no belief whatever in mentality as a force in the relations of the sexes, he was satisfied to have about her any man, however clever, provided that he was absolutely devoid of physical charm.

The friend who came oftenest was Billy Dawis, a gifted playwright, who had been his chum at college and had got him many proofs of true friendship. Dawis, he would have trusted alone with her on a desert island

Eight point, opened with one point leads

STYLE in printing is the manifestation of good old tradition as influenced by each workman's environment, the very conditions under which he lives, as well as his learning; and a printer resolutely bent on design rather than execution will overlook irregularities in order to express himself with that intangible something that always marks his good work

Eighteen point, opened with two point leads

Ovolo Border

18 Point No. 2

13 A \$2 10 26 a \$2 00 \$4 10

STUDY SIMPLE AND LEGIBLE DESIGNS
Effective job printing is essentially plain printing in well chosen and properly contrasted letters and colors

18 Point No. 1

15 A \$2 00 30 a \$2 00 \$4 00

OPPORTUNITIES FOR PROGRESSIVE MANAGER
The initial work of any sales department is to make the most of existing conditions and thus turn popular demands into profits

14 Point

20 A \$1 85 40 a \$1 75 \$3 60

CONVINCE THE CUSTOMER
Those who have excelled in the art of printing have had more than average literary ability. They succeed because they express clever ideas convincingly

10 Point

31 A \$1 65 60 a \$1 50 \$3 15

DESIGNER SHOULD CREATE IDEAS
The printing press, like the weaving machine, is often looked upon as merely a mechanical means for duplicating the work of the pattern designer

8 Point

32 A \$1 40 63 a \$1 40 \$2 80

THE IMPORTANCE OF PROPER SPACING
Few employing printers realize that the highest skill of every compositor is displayed in his use of spacing materials. Give two men the same copy and the same type faces, then note the great difference due to spacing

12 Point

25 A \$1 70 50 a \$1 70 \$3 40

PROVED ADVERTISING RESULTS
Increase of advertising brings an increase of business, and this increase naturally reduces selling costs. The successful advertising man is primed with statistics that will prove this assertion beyond every doubt \$1234567890

6 Point

36 A \$1 25 70 a \$1 25 \$2 50

DIFFICULT TO ESTIMATE NON-PRODUCTIVE TIME
Even the efficient estimator cannot calculate by any known method how much time the compositor will lose through the type case being nearly empty of most of the characters and entirely empty of some, or how much time is lost hunting for leads and slugs \$1234567890

These Special Characters A B D E G M N P R T Furnished with Each Font

THE ARTHUR R. NORTON COMPANY

INVITE YOUR CRITICAL INSPECTION OF

NECK ORNAMENTS & BANGLES

Every conceivable shape and design of Necklaces and Neck Ornaments will be found in this collection. The careful buyer will find here a wealth of beautiful effects in combinations of Diamonds, Pearls, Emeralds, and other precious stones, in distinctive settings of gold or platinum

FOURTEEN LEXINGTON SQUARE

STORE CLOSSES AT NINE O'CLOCK

Halon Silver is Superior

A DISTINGUISHED REPUTATION

A reputation for Halon Silver has been established on the basis of quality of pattern, workmanship and material. The Halon designs are of unusual artistic worth. The finish, wrought by hand, gives the ware a distinctive and lasting beauty that pleases the critical buyers

BROADWAY
at 19th Street

THE HALON COMPANY of NEW YORK

FIFTH AVENUE
at 47th Street

CHARACTER

plus STRENGTH and SERVICE

*These are the Elements you should
look for in a Bank*

THE Farmers Bank of Ardon
has *character*, or it could not
have transacted business un-
interrupted for ninety years.
It has *strength* with resources
to meet every demand, and it
gives satisfying *service*

FARMERS BANK

OF ARDON, GEORGIA

CARL J. HARVEY

*Designer of Distinctive Catalogues, Booklets, Folders
and High-Grade Newspaper Advertising*

FORTY-SIX CHASE STREET
NEW YORK CITY



Royal Paper Company

MANUFACTURER OF HIGH-GRADE

BOND & LEDGER PAPER

Paper Bags & Twine

Represented by

HORACE STONER

DETROIT, MICH.

Trade Emblem

PROGRAMME

ORPHEUS CLUB

November Eighth

BARITONE

On the Road to Mandalay SPEAKS

CONTRALTO

(a) *A Dream* BARTLETT

(b) *The Sunbeam* RONALDS

SOPRANO AND TENOR

Duet from La Traviata VERDI

BARITONE AND CONTRALTO

Tales of Hoffman OFFENBACH

SOPRANO

(a) *Aria from Carmen* BIZET

(b) *Mad Scene, Lucia* DONIZETTI

TENOR

Barber of Seville ROSSINI

Chic Decorator

Quick-Set Roman

TRADE MARK

Only four sets (or widths) for entire alphabet of caps, small caps, lower case, figures, and points. This type can be set, justified and corrected faster than any type heretofore designed. *Buy a font and try it.*

Considering the small investment in a font of Quick-Set Type as compared with the large investment in a composing machine, the overhead of interest, taxes, rent, power, light, repairs, depreciation in machine and metal, and the high wages for machine operator, etc., Quick-Set Type will cost the small daily or large weekly less money for composition than if done by machine.

6 Point

30 A \$1 20 58 a \$1 35 \$2 55

SOME REFLECTIONS ON THE GROWTH OF PHOTO-ENGRAVING DURING THE LAST DECADE, AND PROSPECTS OF ITS FURTHER DEVELOPMENT THAT WILL PROVE OF CONSIDERABLE ADVANTAGE
REPLACEMENT of the photo-litho transfers by prints on the zinc direct improved the quality of etchings to a degree where magazines were ready to give them place; and the discovery of the four-way powdering method reduced the length of the etching process as well as the amount of skill available for the daily press. The mechanical draftsmen of the from architects' offices or machine works and trained to make in imitation of wood-cuts and even of steel engravings began students from the art academies and schools of design. These transcendental of their art and taught to understand that the effects would vanish in the reproduction of one-third size or 1

Opened with one point leads

8 Point

26 A \$1 35 50 a \$1 55 \$2 90

A REVIEW OF STATIONERY RELATING TO THE PRINTER WITH OBSERVATIONS BY THE AUTHOR
BUSINESS stationery, to possess sales value should be pleasing. In other words, attractiveness is probably of good advertising in any item of printed matter. The attractive appearance of stationery and its advantage is an old thing which invites a second look, or more, and impresses the recipient will think of such a firm need of the community or service offered by that stationery will differ on what constitutes attractiveness in business. Tastes differ, and what one admires as a design, represent perfection from an artistic standpoint in so far as influencing opinion in favor of the firm making of sales. Good printing alone will not sell goods, and although it will no doubt create a favorable impression it is not enough. Correct wording of itself will no power of a design to attract attention, will never

Opened with one point leads

10 Point

22 A \$1 40 45 a \$1 75 \$3 15

EFFECTIVENESS OF COLOR-PROCESS FOR THE REPRODUCTION OF ARTICLES
MANY concerns have wanted to present their equipment and methods to the eyes of the public by means of illustrations, but have not been able to adduced in favor of the idea that that nothing is lacking of perfection. Contrary of doing so. Everybody recognizes that it is not possible to get an effective representation by the use of black-and-white photographs. It is necessary to use color, and the average way of doing this is to turn the black-and-white print over to an artist, who tries to embellish the photograph by painting in various details and effects and putting the color on by hand. In the case of

Opened with one point leads

SMALL CAPS, from 6 point to 12 point inclusive, are fonted separately and sold at a uniform price of 50 cents.

12 Point

19 A \$1 55 38 a \$1 90 \$3 45

CLEANSING A HALFTONE
THE USE of carbolic acid as a softener of hard ink, both on plates and rollers, is also good. This liquid causes the acid to react, but the solution is weak and no harm results from a moderate application

Opened with one point leads

14 Point

16 A \$1 70 32 a \$2 05 \$3 75

LEGIBLE TYPE FACE
Introducing a new face that is at once beautiful and legible. It is cut to only four widths which makes for more speed in setting and spacing out

Opened with one point leads

18 Point

12 A \$1 95 22 a \$2 20 \$4 15

IDEAL SAMPLES
The men who want to achieve success in the printing line should install new methods and types

Set solid

Quick-Set Italic and Quick-Set Bold

TRADE-MARK

TRADE-MARK

Patent applied for

QUICK-SET ITALIC

TRADE-MARK

18 Point

12 A \$2 00 21 a \$2 15 \$4 15

EXPERT IN TRADE
*Interesting lecture on
better printing by the
presswork instructor*

10 Point

23 A \$1 45 45 a \$1 75 \$3 20

TO OBTAIN CORRECT COUNT
*Hand counting is often done when
disputes arise or when amount is
not enough to warrant the setting
of a counter. Full quantity should
be known when job goes to binder*

14 Point

17 A \$1 75 32 a \$2 05 \$3 80

SECURED PAPER STOCK
*Before prices in the paper
industry became high wise
printers secured enormous
quantities of paper cheaply*

8 Point

26 A \$1 30 50 a \$1 55 \$2 55

DUTIES OF A HEAD PROOFREADER
*Executive ability is one of the requisites
of a head proofreader, who should show
tact in the selection of readers and their
copyholders. The competent supervision
of readers' work is only possible when a
head proofreader is himself thoroughly
acquainted with all details of the work*

12 Point

20 A \$1 60 39 a \$1 85 \$3 45

APPROPRIATE FOR EMPHASIS
*Italic is especially useful where
a few words or phrases want an
added emphasis, or when foreign
words are employed \$1234567890*

6 Point

30 A \$1 20 57 a \$1 35 \$2 55

COLLECTING MANY OVERDUE ACCOUNTS
*After gaining an audience with a tardy buyer the
collection clerk or salesman ought diplomatically
to present his claim, absolutely avoiding all forms
of intimidations or threats, as these measures will
only antagonize the customer. Approach him in a
friendly spirit, and the chances are \$1234567890*

Patent applied for

QUICK-SET BOLD

TRADE-MARK

10 Point

23 A \$1 50 45 a \$1 70 \$3 20

INDIVIDUAL HOUSE ORGANS
**Publications issued to further the
business interests of firms should
faithfully represent the products
manufactured by those concerns**

18 Point

12 A \$1 95 21 a \$2 10 \$4 05

BALANCE SHEETS
**Saving a few minutes
every hour is effected**

8 Point

26 A \$1 30 49 a \$1 50 \$2 80

ELECTRICITY AND PAPER WORRIES
**Many troubles with stock in pressrooms
are due to presence of static electricity
in the paper, created by friction either
during the process of manufacturing or
while the stock is subsequently handled**

14 Point

16 A \$1 70 31 a \$2 05 \$3 75

QUICK-SET BOLD TYPES
**Newspapers will find these
type faces very useful and
of extra wearing qualities**

6 Point

29 A \$1 20 58 a \$1 30 \$2 50

CONTOUR OF THE TYPE A STRONG FACTOR
**The shape or outline of a type design often adds to
or detracts from the appearance of a specimen of
typography. One of the main considerations in the
arrangement of a group of display lines let us say
is variation in the length of lines, the longest lines
rightly belonging at or near the top \$1234567890**

12 Point

20 A \$1 60 38 a \$1 85 \$3 45

HARMONIOUS COMBINATIONS
**Type and borders should always
be carefully selected with an eye
to their suitableness \$1234567890**

Franklin Gothic Italic (Non-Kerning)

72 Point

3 A \$8 15 4 a \$5 60 \$13 75

**ENSURING
Big Results**

60 Point

3 A \$7 15 4 a \$4 60 \$11 75

**FINE DESIGN
Making Profit**

48 Point

4 A \$4 40 5 a \$3 25 \$7 65

**RECENT SERIES
Highly Gratifying**

42 Point

4 A \$3 30 6 a \$3 10 \$6 40

**GROUPS COMBINE
Dealers incorporate
legitimate company**

For other members of the Franklin Gothic Family see pages 738-747 of the American Specimen Book of Type Styles (1912)

Franklin Gothic Italic (Non-Kerning)

36 Point

5 A \$2 75 7 a \$2 50 \$5 25

BRINGING NEW LINES
Franklin italics pleased
wise printing merchant

30 Point

5 A \$2 25 8 a \$2 10 \$4 35

PRINTING FINEST POSTER
Made possible by combining
originality with good display

24 Point

6 A \$1 85 9 a \$1 65 \$3 50

DISTINCTIVE HOMES REQUIRED
Exceptional architectural painting
exhibited showing new tendencies

18 Point

8 A \$1 55 14 a \$1 70 \$3 25

SUBMARINE FREIGHT
Large submersible with
rich cargo near capture

10 Point

15 A \$1 15 30 a \$1 35 \$2 50

DIGNIFIED HORSES CANTER
Meadow bisected by wide path
forms amphitheatre where the
equine performer is on exhibit

14 Point

11 A \$1 40 21 a \$1 60 \$3 00

MANY EMINENT PRINTERS
Black italic in the composing
room is as necessary as black
ink in the cylinder pressroom

8 Point

18 A \$1 05 36 a \$1 20 \$2 25

RAILROAD SPANS THE RIVER TIMIK
Wonderful engineering feat completed
in spite of poisonous tropical vegetation
cholera and \$1234567890 quicksands

12 Point

14 A \$1 30 27 a \$1 45 \$2 75

NEW EQUIPMENT FOR OLD TYPE
Two distinct and noteworthy points
are apparent at first glance, namely
legibility \$1234567890 sturdiness

6 Point

19 A \$0 95 39 a \$1 05 \$2 00

HAPHAZARD HOLLOW FREED FROM PEST
The inhabitants of this quaint and rustic town
feel relieved over the fact that the committee
appointed by the mayor has gained control of
the scourge which threatened to kill the crops

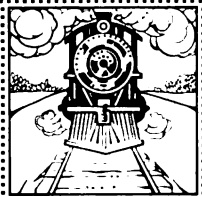
5 Point

19 A \$0 95 38 a \$1 05 \$2 00

THE FIVE POINT AS EASY TO READ AS SIX POINT
Compositors will find this size very useful many times
by reason of its being thoroughly readable and at the
same time possessing the valuable and useful quality
of not occupying a \$1234567890 great amount of space

For other members of the Franklin Gothic Family see pages 738-747 of the American Specimen Book of Type Styles (1912)

Railroad Lines Keep Schedule



O. K. PLATES MEET
ALL DEMANDS O. K.

Modern railways are run along certain lines, trains being received and dispatched on the schedule in force. All Printing Plates must be delivered at stated intervals in much the same manner. Your presses are started and stopped at given intervals. Engraving delay is felt in pressroom, bindery and mail room.

O.K. Cuts are Never Late

Versatile Ornament Lithodot Brass Rule

POWER TALKS

RING MOTORS have a great advantage in possessing a sure and absolute speed control which means reducing the amount of current metered each time you place the speed levers below maximum point

BOTH ALTERNATING AND
DIRECT CURRENTS

Ring Motor Co.
EAST SCRANTON : PENNSYLVANIA

WRITE US NOW AND LET US SHOW YOU HOW
AND HOW MUCH WE CAN REDUCE YOUR COST



RING SERVICE

SITUATED on the St. James River, at the foot of Montague Street, the Ring Motor Co. has unexcelled shipping facilities; with tracks at the door and docks in the rear, it is in a position to send motors to any point in America without any delay. Every motor is tested in a thorough and honest manner before leaving the shops, and if your Ring Motor fails to perform as it should please notify us and we will pay all repair bills due to faulty workmanship on our part or send a new motor free of charge. "Service that Satisfies."

Industrial Ornament

BASE BALL TO-DAY AT 2:45
South Broadford vs. Clarkdale
Don't miss the Tuesday Games

THESE BOOKLETS FURNISHED FREE
UPON REQUEST

GOLF

**We Plan
and Construct
Courses**

**For Private Estates
Country Clubs
Hotel Grounds and
Home Lawns**

JAMES JOHNSON & CO.
1420 BROADWAY



Golf Illustrator

THE BROOKLYN GUN CLUB



**MR. AMERICAN:
LEARN TO SHOOT AND TO
SHOOT STRAIGHT**

**BE PREPARED TO DEFEND
YOUR COUNTRY**

**JOIN THE NEW GUN CLUB
AT ONCE**

ANNUAL DUES \$50

Trap Shooter

**STRONG
DISPLAY
FOR
MODERN
PRINTING**

84 Point

3 A \$9 80 4 a \$5 90 \$15 70

ENOUGH
Machinery

72 Point

3 A \$8 70 5 a \$5 80 \$14 50

BEARINGS
Tightly Held

60 Point

3 A \$6 95 6 a \$6 10 \$13 05

SMOULDER
Unjust Profits

48 Point

4 A \$4 80 8 a \$4 45 \$9 25

REIMBURSING
Careful Purchaser

For other members of the Caslon Family see pages 116-123 and 314-353 of the American Specimen Book of Type Styles (1912)

42 Point

4 A \$3 90 8 a \$3 75 \$7 65

DEMAND TERMS
Profitable quotation
solicited from dealer

36 Point

5 A \$3 35 8 a \$2 75 \$6 10

QUESTIONS TESTED
Found series throughout
harmonious and aligned

30 Point

6 A \$2 75 11 a \$2 60 \$5 35

HOTEL SEASON OPENED
Thousands throng boulevards
enjoying beautiful decorations

24 Point

7 A \$2 25 13 a \$2 15 \$4 40

ERECT MODELS
Advertising quality
question advocated

14 Point

15 A \$1 75 30 a \$2 00 \$3 75

ELECTION RESULTS
Both candidates positive
victory theirs tomorrow

12 Point

17 A \$1 65 34 a \$1 75 \$3 40

MAKES RECORD FLIGHT
Aeronaut shows ability while
flying \$1234567890 airship

18 Point

11 A \$2 05 20 a \$2 00 \$4 05

STUDENTS INSURED
Energetic agent employs
new method successfully

10 Point

24 A \$1 65 40 a \$1 50 \$3 15

PRINTS HANDSOME FORMS
Customers requesting heavy open
line assured of attractive printing

For other members of the Caslon Family see pages 116-123 and 314-353 of the American Specimen Book of Type Styles (1912)

DUBLIN ACADEMY OF ART AND SCIENCE

Official Guide through the
Classic Sculpture

This Collection contains
early French and Italian
Classic Sculpture newly
purchased by the Dublin
Academy and also Greek
Statues privately loaned



Admission One Shilling
a Person, which Amount
will be transferred to the
National Benefit Society
of Art School Graduates

Exhibition Open Daily

Ovale Border Wayside Ornament

NIBS

The Best Cakes
Ever Produced

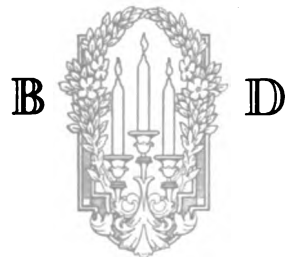


**FREE TRIAL
TOMORROW**

RECKE'S
PURE FOOD STORE
25 Broad Street

Holiday Decorator

**NEW YEAR
GREETING
1918**



May Fortune and Happiness
always accompany your steps
and may the bright shine of
satisfaction sparkle on your
face like the Bend Diamonds
in our New Show Windows

**THE BEND
DIAMOND STORE**

McCall's Building

Floral Decorator

Heavy Caslon and Caslon Shaded will register one over the other for two-color printing as shown above

REMPEIR

Seven Passenger Car

The trim, clean, compactly designed six-cylinder motor accelerates from a walking pace to fifty-five miles in an hour. This motor wins you by its power and flexibility as it does by its fine

smoothness, even at highest speed. It excites admiration and genuine appreciation of six-cylinder qualities. As to

the body: it is a beauty with the so much favored tonneau cowl, flush doors and deep upholstery. It is the perfection of finish as well as the roominess of this fine car that makes it second

\$985

to none. We emphasize the ease of riding. This has been our motto, and is intensified in this splendid, new model

Ask your dealer or write us

MUENKRED

MOTOR COMPANY, BORNE, ME.

Concrete Border

As an art, printing is doubtless inferior to painting or sculpture, but the latter arts are only exact evidences of civilization, while printing is the real Creator of Civilization

Heavy Caslon and Caslon Shaded will register one over the other for two-color printing as shown above

Typotabular Gothics

These Gothic letters have been selected as representing the faces used on card index and blank form work, and are cast on em body, en body, and ½ em body, with a few exceptions, as noted. As will be appreciated by every printer, it is not possible to obtain first-class typographical results with letters cast on a uniform set, but the saving of time is so great that in many cases—and especially on low-priced blanks—it is price and not typographical excellence that secures the order.

The ruled portion of form is set in Typotabular Squares (pamphlet explaining use of same sent on request), including the box headings. Typotabular Gothics are then composed for the headings and the requisite number of "Squares" removed from the box heading, and the type inserted. Quite frequently no justification is necessary, and, at most, a space or two will exactly justify the line. These spaces are furnished with the font, and are high, so as to be easily removed. If one-point down rules are used, a one-point brass lead is inserted in the box to justify it with the column below. The rule beneath the box—to get the wax effect—should be one point longer than the width of the column, or two points longer if two-point down rules are used.

Small fonts of Boxhead Rule are furnished for this purpose, including a small case, prices of which will be sent on application.

6 Point Typotabular Gothic No. 1 ABCDEFGHIJKLMNOPQRSTUVWXYZ ,,:-'! ? \$1234567890& 19A \$1.00
All characters are cast on 6-point set, except Caps I and J, figure 1, and points, which are cast on 3-point set.

6 Point Typotabular Gothic No. 2 ABCDEFGHIJKLMNOPQRSTUVWXYZ ,,:-'! ? \$1234567890& 29A \$1.00
All characters are cast on 4-point set, except Cap I, and points, which are cast on 2-point set.

DATE		POSITION		SALARY		PER		RECORD AND REMARKS
MO.	DAY	TIME WORK	PIECE WORK	DOLLARS	CTS.	WEEK	HOURLY	THIS RECORD MUST BE O.K.'D BY FOREMAN

6 Point Typotabular Gothic No. 6 ABCDEFGHIJKLMNOPQRSTUVWXYZ ,,:-'! ? \$1234567890& 19A \$1.00
All characters are cast on 6-point set, except Caps I, J, and points, which are cast on 3-point set.

6 Point Typotabular Gothic No. 8 ABCDEFGHIJKLMNOPQRSTUVWXYZ ,,:-'! ? \$1234567890& 34A \$1.00
All characters are cast on 3-point set, except Caps I and J, which are cast on 1½-point set.

NAME	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	RATE	CLASS	AMOUNT

6 Point Typotabular Gothic No. 3 ABCDEFGHIJKLMNOPQRSTUVWXYZ ,,:-'! ? \$1234567890& 35A \$1.00
All characters are cast on 3-point set, except Cap I, which is cast on 1½-point set.

6 Point Typotabular Gothic No. 4 { ABCDEFGHIJKLMNOPQRSTUVWXYZ \$1234567890& } 20A 39a \$2.00
{ abcdefghijklmnopqrstuvwxyz ,,:-'! ? }
All Caps are cast on 6-point set, except Caps I and J, which are cast on 3-point set. Points are 2-point set and figures 4-point set. Lower case is cast on 4-point set, except f, i, j, l, r and t, which are cast on 2-point set, and m and w, which are cast on 6-point set.

Size No.	Size Inches	Size Over All	Length and Breadth	SIZE OF MATERIAL								Price Complete
				INSIDE		OUTSIDE		FRONT		BACK		
				WIDTH	LENGTH	WIDTH	LENGTH	WIDTH	LENGTH	WIDTH	LENGTH	

6 Point Typotabular Gothic No. 5 ABCDEFGHIJKLMNOPQRSTUVWXYZ ,,:-'! ? \$1234567890& 29A \$1.00
All characters are cast on 4-point set, except Caps I, J, and points, which are cast on 2-point set.

6 Point Typotabular Gothic No. 7 ABCDEFGHIJKLMNOPQRSTUVWXYZ ,,:-'! ? \$1234567890& 19A \$1.00
All characters are cast on 6-point set, except Caps I and J, figure 1, and points, which are cast on 3-point set.

DESCRIPTION	DIMENSIONS			WEIGHT	NUMBER	SIZE	BOXED
	HEIGHT	LENGTH	WIDTH				

Spaces necessary for justification are included in each font.

Prosperity Expectations Beautiful Descriptions Returned

Advertising School Diplomas Gracefully Designed American Specimen

<i>Electric Fixtures</i>	<i>Kitchen Appliances</i>	<i>Clear \$1234567890 Figures</i>
<h3>The House Electric</h3> <p>Seventeen Lafayette Avenue Philadelphia</p>		<p>les Harrison President nd National Bank</p>
<i>Vacuum Cleaners</i>	<i>Sewing Machines</i>	<i>Cleveland, Ohio</i>

Unusually Optimistic Printers Entertaining Dignified Adscript Beautifies Commercial Announcement Exemplify Magnificent Harmony

*Charming Qualification Noted
Durability of Adscript Pleased Critics
Honest Specification
Typographic Advertisement*

*Superior Printing With American Type
Customer Admires Simplicity
Progressive Foundry Designing New Specimen
Abundance of Material Necessary
Spring Announcement*

Here is a series that appears to be a script, yet it is not exactly a script, for the letters are cast in a regular straight body and there are no kerns or overhanging characters; the letters do not join as in the script type, and there are no hair-lines. Adscript is cast point set and the capitals and lower case of various sizes can be used together, a thing not practicable when using regular script faces.

Invitation Shaded in Display

PATENTED MAY 9, 1916

24 Point

6 A \$2 40 10 a \$2 10 \$4 50

BRINGING
Define Style

18 Point

9 A \$1 95 18 a \$2 15 \$4 10

HEARD TUNE
Guest Returned

14 Point

13 A \$1 80 25 a \$1 90 \$3 70

NOTICES MAILED
Introduce Advertiser

12 Point

15 A \$1 70 30 a \$1 90 \$3 60

COMPOSED HYMNS
Obtained Employment

10 Point

16 A \$1 55 32 a \$1 70 \$3 25

DIGNIFIED SPECIMEN
Invitation Shaded for fine
stationery \$1234567890

THE STARLEN INSTITUTE OF COMMERCIAL COURSES



SPRINGFIELD
OHIO

Opens on July second
Nineteen eighteen

Floral Decorator

You are cordially invited to attend the
Annual Midsummer

Exhibition of Modern Sculpture **and Lectures on Art**

Held under auspices of
The Punxsutawney University Art League of the
State of Pennsylvania and the Officers
of Cadmus Art Institute

Main galleries of Metropolitan Art Museum
July eighth and ninth

LITHOGRAPH SHADED

PATENTED JULY 25, 1916

18 Point No. 8

6 A \$2 50

SHADING

18 Point No. 7

7 A \$2 50

BRIGHTER

12 Point No. 6

10 A \$2 00

MADE TONES

12 Point No. 5

12 A \$2 00

**QUICK VERDICT
PROMISE IDEAS**

12 Point No. 4

16 A \$2 00

**DEMANDED RETURN
INSPIRING PRINTER**

6 Point No. 3

18 A \$1 50

**REGARDED MAGNIFICENT
MENTION UNIQUE DESIGN**

6 Point No. 2

21 A \$1 50

**HANDSOME SPECIMENS SHOWN
BOUGHT MODERNIZED OUTFITS**

6 Point No. 1

25 A \$1 50

**PUBLISHERS COMPLIMENTED ARTIST
RETAIN EXPERIENCED COMPOSITORS**

INSTRUCTION

THOROUGH AND CONSCIENTIOUS

VIOLIN AND PIANO

MR^S A. J. WEIR

PIANO AND ACCOMPANYING

MR A. J. WEIR

VIOLIN AND ORCHESTRA CLASS

MOLIQUE CONSERVATORY OF MUSIC

ADVANTAGES

STUDENTS' CONCERTS AND
ORCHESTRA CLASS

Set in Lithograph Shaded and Lining Copperplate Roman

COLONIAL TEA DANCANT

OLYMPUS GARDEN

WASHINGTON'S BIRTHDAY

AFTERNOON AND EVENING, FOUR TO SEVEN

EXHIBITION DANCING, MINUET IN COSTUME

FASHION TEA DANCANTS
EVERY THURSDAY

MISS HARMSMITH AND MISS ROMAINE

ADMISSION \$1.00

WHICH INCLUDES TEA AND GENERAL DANCING

Cheltenham Extrabold Shaded

PATENT APPLIED FOR

48 Point

3 A \$5 15 4 a \$3 60 \$8 75

NOMINAL COST
Instruct Kinsmen

42 Point

4 A \$4 20 6 a \$3 70 \$7 90

REQUIRED NOTES
Handsome Creation

36 Point

4 A \$3 25 7 a \$3 30 \$6 55

SUPERB NUMBERING
Displayed Handsomely

30 Point

5 A \$2 90 8 a \$2 70 \$5 60

CALIFORNIA EXPOSITION
Prosperous Merchant Dined

24 Point

6 A \$2 35 9 a \$2 05 \$4 40

MODISH DESIGN
Supremacy Noted

12 Point

14 A \$1 60 26 a \$1 85 \$3 45

POPULAR SHADED TYPE
Equip your office with this
modish series and increase
your \$1234567890 income

18 Point

8 A \$1 85 15 a \$2 10 \$3 95

GRANTING REQUEST
A new type creation of
the Cheltenham Family

10 Point

16 A \$1 50 30 a \$1 65 \$3 15

ORIGINATED PROFICIENCY
Printers should aspire toward
producing the results that are
beautiful as well as striking by
noting the qualities of this type

14 Point

11 A \$1 65 22 a \$2 05 \$3 70

BEAUTIFUL INCLINATION
Discerning printers are sure
to note this modish type face

8 Point

17 A \$1 30 35 a \$1 50 \$2 80

INCREASED PRODUCTION SHOWN
The greatest factor in building a live
printing business is the type. It is the
great power that animates or retards
the growth \$1234567890 of an office

For other members of the Cheltenham Family see pages 146-231 of the American Specimen Book of Type Styles (1912)

Cheltenham Extrabold Shaded in Display

SPRING MODES

**A WEALTH OF FASHION NEWS
OF ABSORBING INTEREST TO EVERY WOMAN
WHO CARES FOR STYLE**

THE ORIGINAL PARIS CREATIONS



**CORRECT AND EXCLUSIVE
SPRING APPAREL FOR ALL OCCASIONS**

Hetmon Publishing Company

PRICE 25 CENTS

Lithotone Brass Rule Floral Decorator

**HOLDEN
ALUMNI**

Class of '89



**THE
HOLDEN LAW
SCHOOL**

New York City

Oval Border Floral Decorator

THE MARKES REMOVABLE RIM

**EVERY RIM A UNIT OF
SPEED**

The Modern Method

Lithotone Brass Rule

Cheltenham Bold Shaded

PATENTED SEPT. 14, 1914

72 Point

3 A \$7 80 4 a \$5 00 \$12 80

RENUMBER
Strong Medal

60 Point

3 A \$6 80 4 a \$4 40 \$11 20

BRIGHT MIND
Guide Departed

48 Point

3 A \$4 20 5 a \$3 30 \$7 50

SUPERB DESIGNS
Leading Conception

42 Point

3 A \$3 20 6 a \$3 05 \$6 25

EMINENT PRINTERS
Dignified Shaded Effect
Meritorious Enterprises

For other members of the Cheltenham Family see pages 146-231 of the American Specimen Book of Type Styles (1912)

36 Point

3 A \$2 65 6 a \$2 55 \$5 20

GRANITE MONUMENTS Saved Expensive Catalogue Examines Beautiful Printing

30 Point

5 A \$2 35 8 a \$2 10 \$4 45

DESIGNS MANY BROCHURES Compliments Merchant Profusely Homeric Stories Quite Interesting

24 Point

5 A \$1 70 10 a \$1 85 \$3 55

PRINTING METHODS DISCOVERED Graceful American Styles Increase Profit Highest Typographic Quality Maintained

18 Point

8 A \$1 55 15 a \$1 70 \$3 25

HANDSOME CHARACTERS BRING RETURNS Energetic Compositor Received Substantial Salary Largest Printing Dividend Thoughtfully Considered

14 Point

11 A \$1 45 22 a \$1 60 \$3 05

METHOD REDUCED EXPENSE Gainful systems are regarded most desirable by all managers. Quicker methods bring increased dividends

10 Point

14 A \$1 20 27 a \$1 30 \$2 50

ENCOURAGES IMPROVEMENT Often a very small number of really desirable changes in office methods and equipment will yield handsome returns. Try several new ideas now

12 Point

13 A \$1 30 26 a \$1 50 \$2 80

SELECTING MODERN EQUIPMENTS Prominent printers throughout the whole country endorse the purchase of efficient materials of modern make \$1234567890

8 Point

16 A \$1 05 33 a \$1 20 \$2 25

GREATER HARVEST NOW OBTAINED Printers in every section enjoy the greatest prosperity known to the craft. New life has been the direct result of pleasing type faces in the advertising field. Many benefits have reached the printer this way \$1234567890

For other members of the Cheltenham Family see pages 146-231 of the American Specimen Book of Type Styles (1912)

Confidential Chatter

OVERHEARD AT THE LITTLE INN AROUND THE CORNER
WHERE ALL GOOD PRINTERS MINGLE

SAY, Bob; there was a silver-tongued orator in the shop to-day trying to sell the Boss one of those machines that make type while you wait. He said, 'Why, it is just as simple as a wart on a pickle. All you have to do is merely to press the button and pull the lever, and the type rolls out like coal down the scuttle.' Well, the Boss gave him one of those fade-away smiles and said: 'Young fellow, I bought one of those infernal machines last year. There it is over in the corner. It makes type all right, but who in the name of thunder would print anything with that kind of type?'"

American Type Founders Co.

and Maker of Durable Type

Lithodot Brass Rule

THIRD ANNUAL EXHIBITION

BOSTON ASSOCIATION OF
PRINTING DESIGNERS



Catalogue

PEABODY INSTITUTE
NOVEMBER SEVENTH AND EIGHTH
NINETEEN-EIGHTEEN

Lithotone Brass Rule Floral Decorator

THE IROQUOIS SOCIAL LUNCHEON

EMERSON
HOTEL

JANUARY
TENTH

Radishes

Cold Slaw

Celery

Olives

Chesapeake Bay Terrapin Soup

Roast Maryland Turkey

French Peas

Sweet Potatoes

Richelieu Ice Cream

Coffee

MUSIC BY FARSON'S ORCHESTRA

Lithodot Brass Rule Floral Decorator

MYERS & HANISON

DECORATORS

WISH TO INFORM THEIR
PATRONS AND FRIENDS
THAT THEY WILL HAVE
AN UNUSUAL AND MOST
COMPREHENSIVE SHOW-
ING OF IMPORTED WALL
PAPER DESIGNS AT THE
PHILADELPHIA ART AND
INDUSTRIAL EXHIBITION
WHICH WILL BE HELD IN
THE SECOND REGIMENT
ARMORY FROM MARCH
FIRST TO SEVENTEENTH
OPEN AFTERNOONS
AND EVENINGS

Booth Number Twenty-seven
Eastern Section of First Floor

Lithotone Brass Rule

Mariston's Wisdom of Doing One Thing Well

A Little Book of
Big Facts About
Silver and Gold



Chic Decorator

Mariston & Sons
124 Fayette Street



BEATRICE RANDOLPH JORDAN
MILLINER

41 Chase Street

New York City

Floral Decorator

NEW ORLEANS

ILLUSTRATIONS AND STATISTICS SHOWING
THE FACILITIES OF THIS SEAPORT

THE SOUTHERN REAL ESTATE COMPANY
1524 CONTINENTAL BUILDING, NEW ORLEANS, LOUISIANA

Lithotone Brass Rule

72 Point

3 A \$9 75 5 a \$7 15 \$16 90

COUNTING
Busy Scholar

60 Point

4 A \$6 95 6 a \$5 75 \$12 70

DISTINGUISH
Pleasing Design

48 Point

4 A \$5 30 7 a \$4 90 \$10 20

HONEST MEANS
Remarkable Benefit

36 Point

5 A \$3 65 8 a \$3 25 \$6 90

SPECIMENS REQUIRED
*Large Demands for Artistic
Brochures Neatly Executed*

For other members of the Cheltenham Family see pages 146-231 of the American Specimen Book of Type Styles (1912)

30 Point

6 A \$3 05 9 a \$2 45 \$5 50

PRINT DIGNIFIED PROGRAM
*Modern tendency of typographer
on high class program work leans
toward simplicity in arrangement*

24 Point

7 A \$2 35 12 a \$2 30 \$4 65

SELECTED PRINTING EQUIPMENT
*Management of leading establishment to
install complete steel outfit in composing
room, and thus secure greatest efficiency*

18 Point

10 A \$2 15 17 a \$1 95 \$4 10

ENERGETIC SUPERINTENDENT REQUIRED
*Present-day problems that confront master printers
demand for their solution the services of intelligent
and experienced executives as heads of departments*

14 Point

14 A \$1 90 26 a \$2 00 \$3 90

COMPREHENSIVE MEASURE
*Estimates on printing jobs should
include a fair allowance covering
the wear and tear on type faces as
well as depreciation of machinery*

10 Point

18 A \$1 60 36 a \$1 65 \$3 25

ADVERTISER COMMENDABLE
*Especially desirable as one element
toward effectiveness in advertising
copy is to convey the impression of
sincerity. Advertisers should strive
to use candid but simple statements*

12 Point

16 A \$1 65 29 a \$1 75 \$3 40

ORIGINAL ADVERTISING SCHEME
*The printer who is desirous of obtaining
profitable orders should be able to create
publicity schemes that will stimulate the
business of his customers \$1234567890*

8 Point

21 A \$1 35 40 a \$1 45 \$2 80

ECONOMICAL LOOSE-LEAF SYSTEM
*To-day all progressive business houses are
users of loose-leaf and card index systems,
finding them very labor-saving. The makers
of these devices have grown to corporations
capitalized in the thousands \$1234567890*

Nifty Cravats

Four-in-Hands at the Manufacturer's Prices

**YES, THE CORRECT FALL
CRAVATS ARE HERE. YOU
CAN SELECT THE STYLES
WHICH BEST SUIT YOU. IT
WILL PAY YOU TO COME
AND INVESTIGATE THESE**

Rodgers'

HABERDASHERS

"The Store of Perfect Service"

Lithotone Brass Rule

QUICK action on our part gave us a chance to take the first choice of an elegant line of neckwear made up for this coming Fall trade. We picked the best patterns of a \$1000 stock. Regular \$1.50 and \$2.00 values. Must be seen to be appreciated. Why not get out of the fifty-cent crowd by treating yourself to a regular necktie once in awhile? The silk

MODERN EDUCATOR

for September

IN THIS ISSUE:

*How to Study
Our Mother Tongue
The Principal
Schoolroom Ethics
Success A Poem
The Month's Mail*

THE OLD RED SCHOOLHOUSE

*Photogravure
From the Original Painting
Courtesy May & Co.*

MONTGOMERY PRESS

SAINT LOUIS

THE LOYAL KNIGHTS OF ADAM

CORDIALLY INVITE

YOU

TO ATTEND

THEIR

THIRD ANNUAL

BANQUET

TO BE GIVEN AT

THE

HOTEL GRAND

MAY FIRST

FOUR O'CLOCK

*Please Present This Card
at the Door*

Lithodot Brass Rule

Lithotone Brass Rule Floral Decorator

Patrons of the Rialto

YOUR ATTENTION IS RESPECTFULLY CALLED TO THIS NEW PICTURE



THE IRON JAWS



***Thrilling and Sensational
Full of Surprises***

***The First Installment of The Iron Jaws will be shown at the
Rialto Temple of Motion Pictures on Tuesday, August Sixth***

Lithotone Brass Rule
Floral Decorator

***FROM
QUESADA***

SPANISH PLATE SILVER

***SOLD UNDER AN UNQUALIFIED
GUARANTEE AT THE
GOOD STORES***

∴

***NOVELTY OF DESIGN WITH
DURABILITY THAT IS
UNSURPASSED***

THE PLATE THAT WEARS

***JUST the face
for attractive
Announcements
Programs
Menus
Circulars
and
Stationery***

***A New
Member of
the
Famous
Cheltenham
Family***

Chic Decorators

Antique Shaded

PATENTED JULY 7, 1914

72 Point

3 A \$9 70 4 a \$6 05 \$15 75

BEQUEST
New Mode

60 Point

3 A \$8 25 4 a \$5 05 \$13 30

HUNDREDS
Right Cipher

48 Point

3 A \$5 10 4 a \$3 15 \$8 25

CLEAR SHADE
Daunted Knight

42 Point

3 A \$4 05 4 a \$2 55 \$6 60

ELITE SHOWING
Popular Creations
Originated Design

Antique Shaded

PATENTED JULY 7, 1914

36 Point

3 A \$3 30 4 a \$2 10 \$5 40

SUBLIME PRODUCT
Beauty Demonstrated
Improve Publications

30 Point

4 A \$2 65 6 a \$2 20 \$4 85

EXQUISITE SPECIMENS
Require Perfect Harmony
Proposed Modern Fashion

24 Point

4 A \$1 85 7 a \$1 75 \$3 60

REPORT SUPERIOR NUMBER
Neighbors Banquet Ringmaster
Manager Noted Stylish Printing

18 Point

7 A \$1 70 11 a \$1 55 \$3 25

MANIFEST BEAUTIFUL HARMONIES
Demonstrating Superlative Typography
Compositor Recognizing Improvements

14 Point

9 A \$1 50 17 a \$1 55 \$3 05

BEAUTIFUL CREATIONS
Modish typographic styles
originated for superior and
better \$1234567890 work

10 Point

12 A \$1 20 22 a \$1 30 \$2 50

POPULARIZING METHOD
This elegant Antique Shaded
series is meeting with great
success in the production of
graytone and classy printing

12 Point

10 A \$1 35 20 a \$1 45 \$2 80

PURCHASED SHADED TYPES
Equip your plant with this elite
and dainty type face and be fully
prepared to execute chic designs

8 Point

14 A \$1 10 26 a \$1 15 \$2 25

QUEST PROFITABLE PRINTING
The busy and successful job office
procures increase of business with
the acquisition of new type styles
in ample \$1234567890 quantities

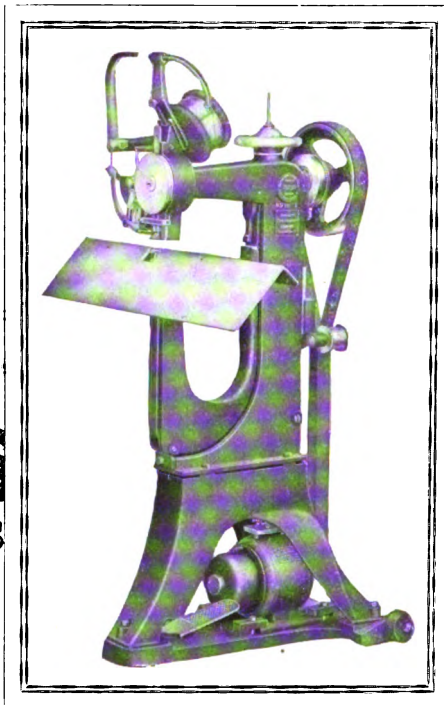
Antique Shaded in Display

THE BOSTON WIRE STITCHING MACHINES

**Boston
Wire
Stitchers
Can be
Depended
Upon to
Produce a
Quality and
Quantity of
Work
Attainable
With
No Other
Stitcher**

**PRECISION AND SIMPLICITY
SPEED AND ECONOMY**

**Besides
Proving
Great
Money
Makers the
Boston
Wire
Stitchers
Invariably
Afford
Complete
Satisfaction
Wherever
Used**



**BOS
REPRES**

**Boston
Machines
Satisfy**

**ERS
INCTION**

**Efficient
Stitching
Ensured**

Stitcher Supremacy

**The extensive sales of Boston Wire Stitchers are mainly
due to the fact that when one of them enters a plant it is
followed by others as fast as less efficient stitchers can be
discarded or additional machines are required**

American Type Founders Co.

Everything for the Printer

American Type Founders Co.

ORIGINATOR
DESIGNER **TYPE**
BORDERS AND
ORNAMENTS

Efficiency Equipments for the Printer and the Publisher

All Kinds of Plain and Fancy Brass Rule

Lithotone Brass Rule

Discriminating customers are cordially invited
to attend the extraordinary Display and Sale of

MERION JEWELRY

BEGINNING MONDAY

This is the first and only event of its kind ever
announced by this company in the thirty-seven
years of its existence. It may never occur again

SHERMISTER BROTHERS

Fifth Street, Baltimore

Lithotone Brass Rule

Painting



Sculpture

SCHOOL OF DESIGN

INEZ SYRENE, Director

Penobscot
Island

Granville, Illinois

Lithotone Brass Rule Floral Decorator

COPPERPLATE GOTHIC SHADED

PATENTED DEC. 8, 1914

36 Point

4 A \$4 30

CONSTRUCTING
NAMES BROKER

30 Point

5 A \$3 50

GRAND DISCOURSE
EASTERN HUNTERS

24 Point No. 90

6 A \$3 00

STRENUOUS MECHANIC
REDUCED PRICES MORE

24 Point No. 89

7 A \$3 00

GRAND MUSICAL SOUVENIR
MARVELOUS LITHOGRAPHS

18 Point No. 89

9 A \$2 50

DESIGN REQUIRE
CURIOUS NOTICE

12 Point No. 85

21 A \$2 00

OPENED ANNUAL BANQUET
PUBLISHERS DISCONTINUE
DEMANDS RACING CHARTS

18 Point No. 88

11 A \$2 50

HER BANKING HOUR
CHARGE PROPOSED

12 Point No. 84

24 A \$2 00

MODERNIZED SUPERINTENDENT
DESIRE SUPERLATIVE SHOWING
HANDSOME SHADED CREATIONS

12 Point No. 87

13 A \$2 00

MADE DOCTORS DECIDE
RESIGNS NICE POSITION
USE \$1234567890 ZERO

6 Point No. 83

27 A \$1 50

ASPIRING PRINTERS AND ADVERTISERS
WILL SURELY PROFIT BY THE ADDITION
OF CLEVER \$1234567890 TYPE STYLES

12 Point No. 86

17 A \$2 00

CLERICAL HABITS REMAINED
UNIVERSITIES ENTHUSIASTIC
DISCARD ELECTRIC SIGNALS

6 Point No. 82

31 A \$1 50

BORDERS AND MATERIALS OF LATEST DESIGN
WONDERFUL MACHINES RECENTLY INVENTED
ESTABLISHED PRINTING CONCERN PRODUCES

6 Point No. 81

38 A \$1 50

AMERICAN TYPE DESIGNED FOR BUSINESS BRINGING
DISTINCTIVE PRINTING PRODUCED WITH THIS LETTER
PROMINENT SPECIMEN TYPOGRAPHERS RECOGNIZED

For other members of the Copperplate Gothic Family see pages 670-685 of the American Specimen Book of Type Styles (1912)

"THE CORRECT PARIS FASHIONS"

REDMAN IMPORTING COMPANY

INTRODUCES

COSTUME AND TAILLEUR SUITS

ALSO SUPERB COATS FOR AFTERNOON
MOTORING AND UTILITY WEAR. GOWNS
AND DRESSES FOR EVENING WEAR AND

Q

QUALITY IS GIVEN
FIRST PLACE ON
EVERYTHING WE
HANDLE. STYLE
COMES NEXT IN
ORDER AND THE
LAST WORD IN THE FASHION
OF THE HOUR IS EXPRESSED
IN EVERY SUIT. VELVET AND
BEST CLOTH MATERIALS IN
FASHIONABLE SHADES. WE
HAVE EVERY REASON TO BE
PROUD OF THIS GREAT AND
BEAUTIFUL COLLECTION OF
THE MASTERPIECES OF THE
FAMOUS PARIS COUTURIERS

SAFE DEPOSIT BOXES

FOREIGN DRAFTS

KALE SAVINGS BANK

5 PER CENT INTEREST ON DEPOSITS

CAPITAL \$47,000

D. ROOK, TREASURER

MALDEN, MASS.

Lithotone Brass Rule

Lithotone Brass Rule Bodoni Shaded Initial

BELL TELEPHONE 153
HOME TELEPHONE 6391

PRIVATE OFFICE

JAMES R. BURNET
E. W. HAYDEN
ASSISTANTS

FRANKLIN AUBREY NORMANDER

GUARANTEED MORTGAGE, REAL ESTATE AND MUNICIPAL

BONDS

47 WESTBURN STREET

HAMILTON, ONTARIO

ROSA
DORNE



HER BOOK

Floral Decorator

ESTABLISHED 1873

UNION PHONE

MORTON & RANDOLPH

LIFE INSURANCE

THIRD STREET

FRANKLIN, MD.

Franklin Gothic Condensed Shaded

PATENT APPLIED FOR

48 Point

5 A \$4 70 8 a \$4 35 \$9 05

EMPIRES NUMBERED
Bright Demonstration

42 Point

5 A \$3 55 9 a \$3 70 \$7 25

MERITORIOUS KINGDOM
Charming Souvenir Given

36 Point

5 A \$2 90 10 a \$3 45 \$6 35

COMPOSITOR ENTHUSIASTIC
Handsome American Creation

30 Point

6 A \$2 50 12 a \$2 80 \$5 30

DISTINGUISHED PRINTERS RETURN
Bright Shaded Faces Secure Notice

24 Point

8 A \$2 15 14 a \$2 35 \$4 50

PUBLISHERS PLEASED
Shaded Letters Attract

12 Point

17 A \$1 60 34 a \$1 85 \$3 45

DESIRABLE SHADED TYPE FACE
Progressive advertisers demand
new and attractive type designs
neatly 1234567890 displayed

18 Point

11 A \$1 90 21 a \$2 15 \$4 05

GRAY EFFECTS IN PRINTING
Pleasing results can be easily
obtained by careful selection

10 Point

19 A \$1 45 38 a \$1 70 \$3 15

DESIGNS PLEASE THE ADVERTISER
Progressive printers prepare for the
harvest which is bound to come with
the introduction of efficiency outfits
which save time and increase profits

14 Point

15 A \$1 65 30 a \$2 05 \$3 70

POPULAR AMERICAN TYPE STYLES
Distinctive features are noticeable
in original and exclusive type faces

8 Point

22 A \$1 35 42 a \$1 50 \$2 85

ORDER THIS BEAUTIFUL SERIES AT ONCE
And be fully prepared for an ever increasing
demand for profitable work that its advent
impels. The greatest factor in developing a
printing business 1234567890 is the type

For other members of the Franklin Gothic Family see pages 738-747 of the American Specimen Book of Type Styles (1912)

Franklin Gothic Condensed Shaded in Display

**EDWARD FISKE
PRESENTS**

Faustina Welles

In a New Play

"Red Rock"

**ACKNOWLEDGED THE GREAT
SUCCESS OF 1916**

Three Point Border

**THE WEARING QUALITIES OF THIS
NEW AND ELEGANT SHADED FACE
ARE WHAT MAKE IT PROFITABLE
TO ANY PLANT. THE FACE IS CAST
IN TEN SIZES ON AMERICAN LINE**

NOVEMBER MILLINERY

**CHARMING TYPES OF THE
NEW VOGUE ARE HERE
IN THE ORIGINAL
MODELS**

FALL OPENING

**ORIGINAL CREATIONS TRIMMED
IN POPULAR MATERIALS
SANCTIONED BY
FASHION**

**MILLINERY SALON
ALL THIS MONTH**

Lithotone Brass Rule

FOR MILADY

**Glass
Bonbon Jars**

**Telephone
Elbow
Cushions**

Knitting Bags

**AT GEMBLE'S
FIFTH AVENUE**

Lithotone Brass Rule



Lavender Water

Romaine Chemical Co., Boston

Three Point Border Floral Decorator

36 Point

4 A \$3 30 10 a \$3 10 \$6 40

Producing Handsome Invitations
Shaded Design Charms Customer

30 Point

5 A \$2 85 12 a \$2 60 \$5 45

Great Demand for Fine Society Printing
Beautiful and Distinctive Announcement

24 Point No. 1

6 A \$2 35 14 a \$2 00 \$4 35

Approximated Wonderful Example of Engraving
Refined Specimens Pleased Most Critical Buyer

24 Point No. 2

7 A \$2 35 16 a \$2 10 \$4 45

Dignified Commercial Stationery for Jamestown House
Finest Examples Produced with Wedding Text Shaded
Reliable Customers Demanding Typographic Perfection

18 Point No. 1

9 A \$1 85 26 a \$2 20 \$4 05

Simple Ornamentation Charming
Great Results from Dainty Types
Dividend Maturing Unexpectedly

12 Point

13 A \$1 60 39 a \$1 80 \$3 40

Efficient and Progressive Managers
Printing Exhibition Attracts Throng
Composing Room Increasing Profit
Estimating \$1234567890 the Deposit

18 Point No. 2

10 A \$2 00 28 a \$2 10 \$4 10

Careful Spacing Delights Customers
Finer Composition Secured Prestige
American Designs Leading the World

10 Point

15 A \$1 50 43 a \$1 65 \$3 15

Lithotone Brass Rule Decidedly Popular
Simple Borders Improve Advertisement
Professional Men Request Shaded Type
Large Profits in Artistic Wedding Cards

14 Point

12 A \$1 85 34 a \$1 90 \$3 75

Distinctive Types Invariably Appreciated
Business Men Admire Neat Typography
Printers Installing Cut-Cost Equipments

8 Point

17 A \$1 45 48 a \$1 40 \$2 85

Annual Statement Illustrates Big Production
New Salesman Convinces Obstinate Customer
Unnecessary Steps Decrease Productive Work
Legible Figures \$1234567890 Pleased Buyers

For other members of the Wedding Text Family see pages 800-801 of the American Specimen Book of Type Styles (1912)

The Entertainment Committee
of the
Federation of Grade Teachers

extends you a cordial invitation to attend
the celebration of their

Sixteenth Anniversary

Academy of Music
Saturday afternoon, December twenty-second
nineteen hundred and seventeen
at three o'clock

Honorable Russell Meredith
will deliver the a

Entertainment Committee
Miss Carrie Hamilton
Miss Margaret Williams
Mrs. Annie Cooke

Banquet

Celebrating the
Sixteenth Anniversary
of the
Federation of Grade
Teachers

Miss Hilda Fitzhugh

President
Federation of Grade
Teachers

Philadelphia

The Academy Hotel
Saturday, December twenty-second
at eight-thirty

48 Point

4 A \$4 30 8 a \$4 90 \$9 20

PRINTING DESIGNS

Some Bright Fashions

42 Point

4 A \$3 25 8 a \$3 75 \$7 00

INCREASING PROFITS

Honorable and Impartial

36 Point

5 A \$3 20 8 a \$3 10 \$6 80

DISTINGUISHED CITIZENS

Received Legible Manuscript

30 Point

6 A \$2 70 10 a \$2 70 \$5 40

COMPLETE MODERN METHOD

Encouraging Juvenile Compositor

24 Point

6 A \$1 95 12 a \$2 20 \$4 15

INDUSTRIOUS MAID

Comic Opera Manager

18 Point

10 A \$1 90 20 a \$2 10 \$4 00

REMARKABLE PORTRAIT

Printing is very useful to the scholars in all public schools

14 Point

15 A \$1 65 30 a \$2 05 \$3 70

CHOICE PRINTING DISCOVERED

Do not be afraid to turn down a job that you cannot handle to advantage

12 Point

17 A \$1 70 32 a \$1 80 \$3 50

ATTRACTIVE COMPOSITION

Several newspapers use dry mats for all editions with unexcelled success \$1234567890 and profit

10 Point

19 A \$1 50 36 a \$1 65 \$3 15

EXTRAORDINARY STATEMENTS

The careless answering of questions is faulty salesmanship and accounts for the losing of orders much more frequently than the matter of prices

8 Point

21 A \$1 40 41 a \$1 60 \$3 00

WONDERFUL COMBINATION SHOWN

A printing plant equipped with new type not only has the advantage of turning out work of the highest grade, but half of the time is saved \$1234567890 on make-ready

For other members of the Bodoni Family see pages 68-75 and 378-393 of the American Specimen Book of Type Styles (1912)

THE DIGNITY OF LABOR: It is not so much the work itself, but the spirit in which the task is accepted and performed that ennobles the worker • The principal element which gives labor its dignity and glorious quality is its voluntary character

MUNICIPAL EMPLOYMENT EXCHANGE • HARMON STREET, INDIANAPOLIS

The November Fashion

Out October Tenth

STYLE IN CLOTHES tends to change very frequently, meaning of necessity the perusal of a fashion magazine up to date in every topic pertaining to clothes. "Fashion" has been recognized for upwards of a decade as one of the leading authorities on dress, due in a great measure to the high standing of its contributors

At Department Stores
and News Stands

Single Copy, 35 cents Twelve Issues, \$4.00

Bodoni Shaded Initial

Fifth
Avenue



New
Orleans

"1886-1916"

HUBENI INTERIOR DECORATOR

ORIGINATES
COMPLETE
DECORATIVE
SCHEMES

HUBENI accepts commissions to completely decorate private homes, clubhouses, and public halls. Suggestions also offered about appropriate furnishings

Floral Decorator

Bodoni Bold Shaded in Display

T

Y

P

E

Stock your composing Room with a quantity of

the **LATEST** and
BEST FASHIONS
IN TYPE

and be prepared to give your patrons the kind of printing they will appreciate. Probably all printers will not do as we suggest, but printers who do will be riding in automobiles while the other fellows take the street car. Bodoni Bold Shaded is an illustrious member of the artistic

Bodoni Family
of Type Faces

This series will interest buyers of fine printing as well as the printer

Bodoni Shaded Initials

A NEW CONFECTION

R
E
X

DELICIOUS FLAVOR

**FOREVER THE SAME
SPLENDID QUALITY
AND ADMIRABLE TO
COMPLETE DAINTY
LUNCHEONS**

Lithotone Ornament

Moderate in Price

REX CANDY CO.
Philadelphia

Lithotone Ornament Bodoni Shaded Initials

Ladies are respectfully invited to visit the Headquarters of Fashion, which presents to America all the latest authentic

MODES DE PARIS

DIRECT FROM ORIGINAL MODELS MADE BY LEADING
PARISIAN DESIGNERS OF APPAREL

This presentation emphasizes anew the supremacy of our house in fashions. Our Paris Bureau has kept in constant touch with us, posting us on important details

PARISIAN MILLINERY PARLORS
452 Fifth Avenue, New York

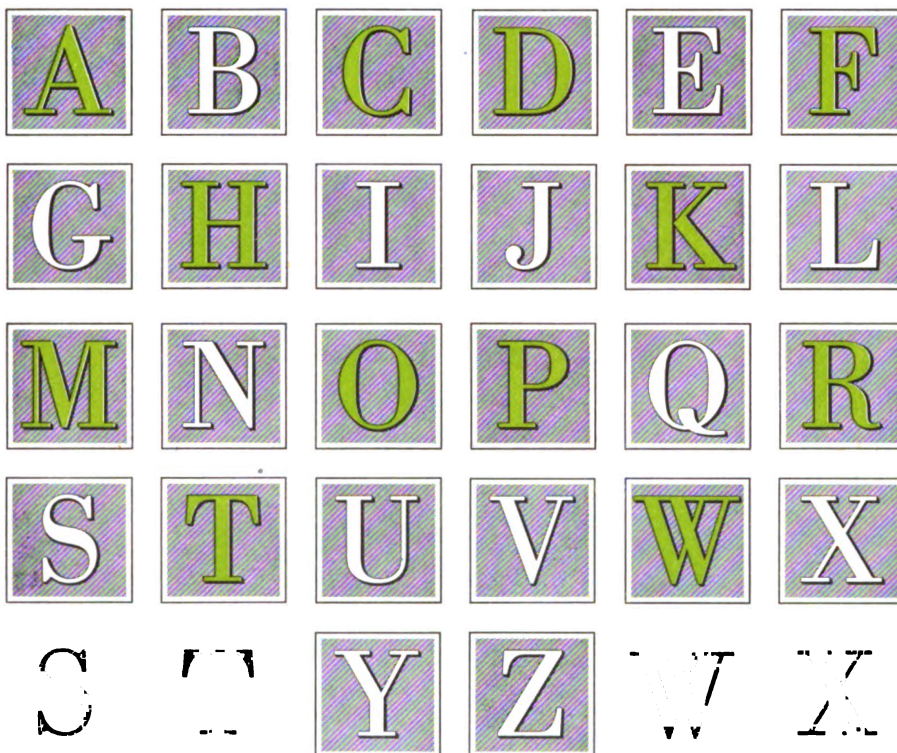
Lithotone Brass Rule

Bodoni Shaded Initials

48 Point Bodoni Shaded Initials

Price per font, 3 A.....\$4.50
Single character of either.....20 cents

Color, per font, 3 A.....\$4.50
Single character, two colors.....40 cents

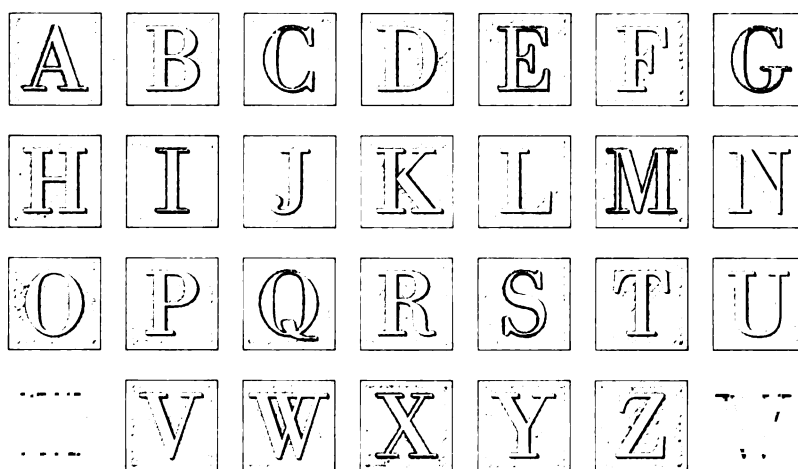


MADE FOR ONE OR TWO COLORS

36 Point Bodoni Shaded Initials

Price per font, 4 A.....\$3.50
Single character of either.....15 cents

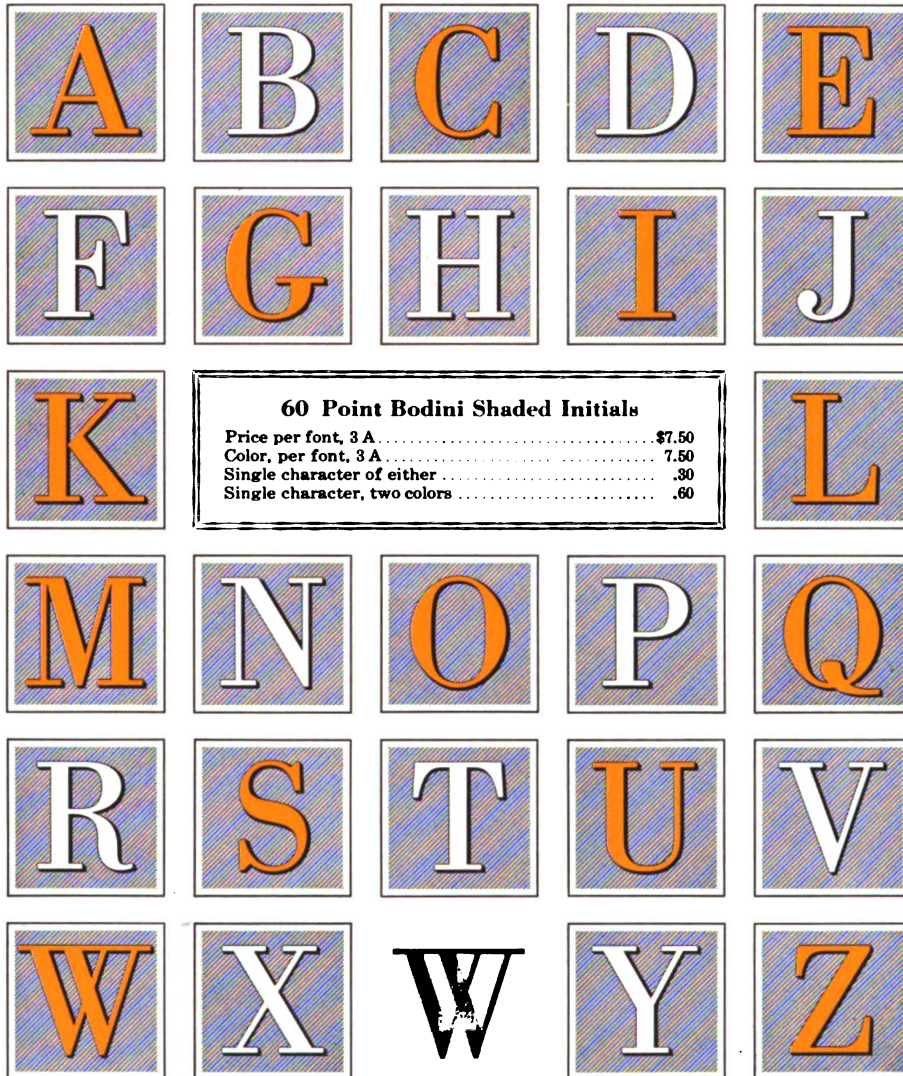
Color, per font, 4 A.....\$3.50
Single character, two colors.....30 cents



MADE FOR ONE OR TWO COLORS

Bodoni Shaded Initials

MADE FOR ONE OR TWO COLORS

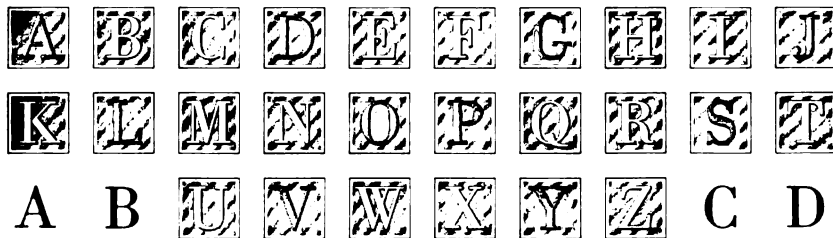


60 Point Bodini Shaded Initials

Price per font, 3 A.....	\$7.50
Color, per font, 3 A.....	7.50
Single character of either.....	.30
Single character, two colors.....	.60

24 Point Bodini Shaded Initials

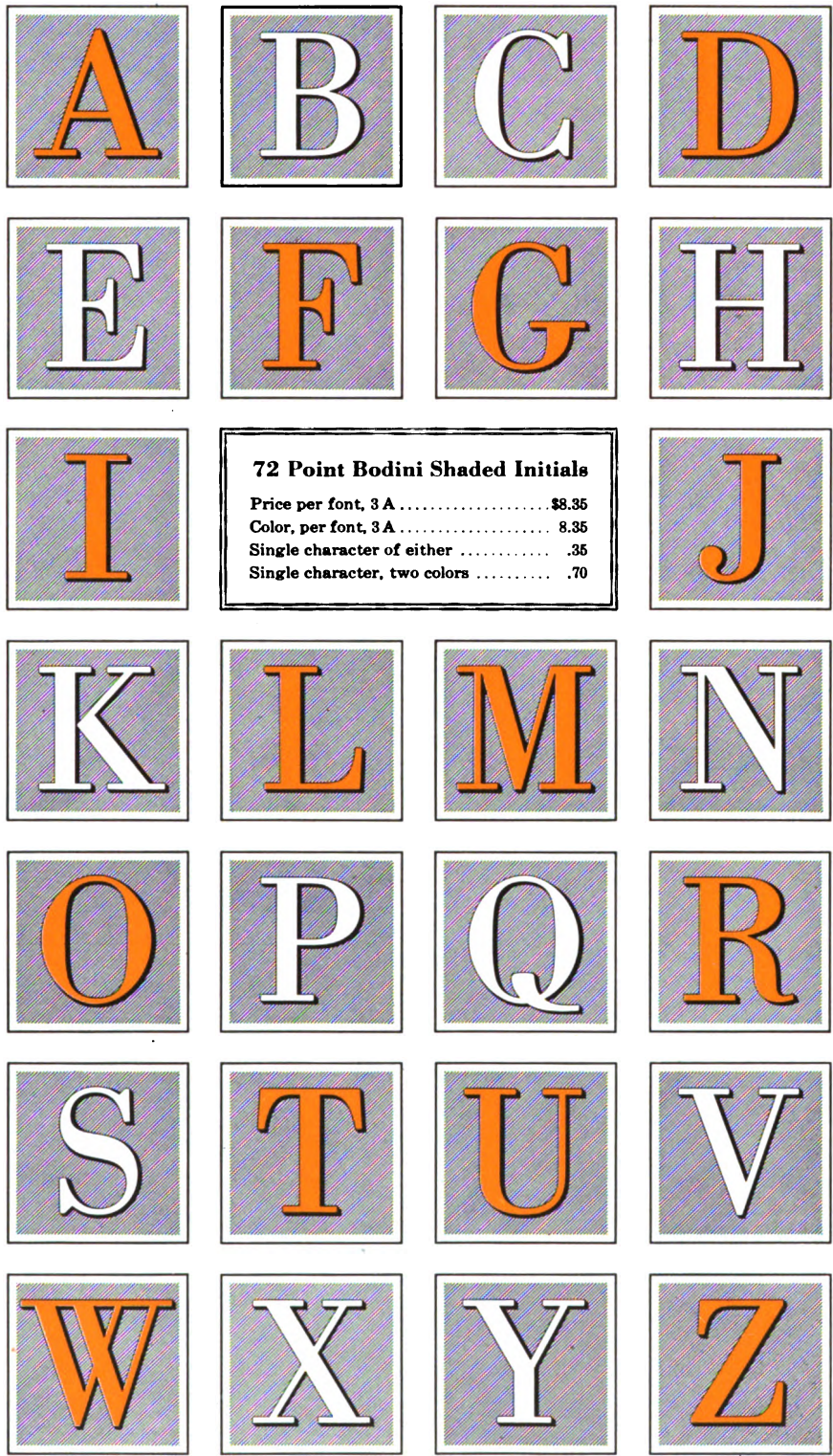
Price per font, 5 A.....	\$2.00	Color, per font, 5 A.....	\$2.00
Single character of either.....	10 cents	Single character, two colors.....	20 cents



MADE FOR ONE OR TWO COLORS

Bodoni Shaded Initials

MADE FOR ONE OR TWO COLORS



CLOISTER INITIALS

60 Point, per set (including blanks) \$4.50

Single character 35c



CLOISTER INITIALS

48 Point, per set (including blanks) \$3.50

Single character 30c



Several blanks
to be used
for tints are put
up with each
font

Cloister Initials are noted for their artistic beauty and clearness of design; they will add a touch of individuality to your printing

CLOISTER INITIALS

72 Point, per set (including blanks) \$6.00

Single character 40c



ACCURATELY
CAST IN
TYPE MOLDS
TO POINTS
AND CUT
EXTRA DEEP



CLOISTER INITIALS

84 Point, per set (including blanks) \$7.50

Single character 45c

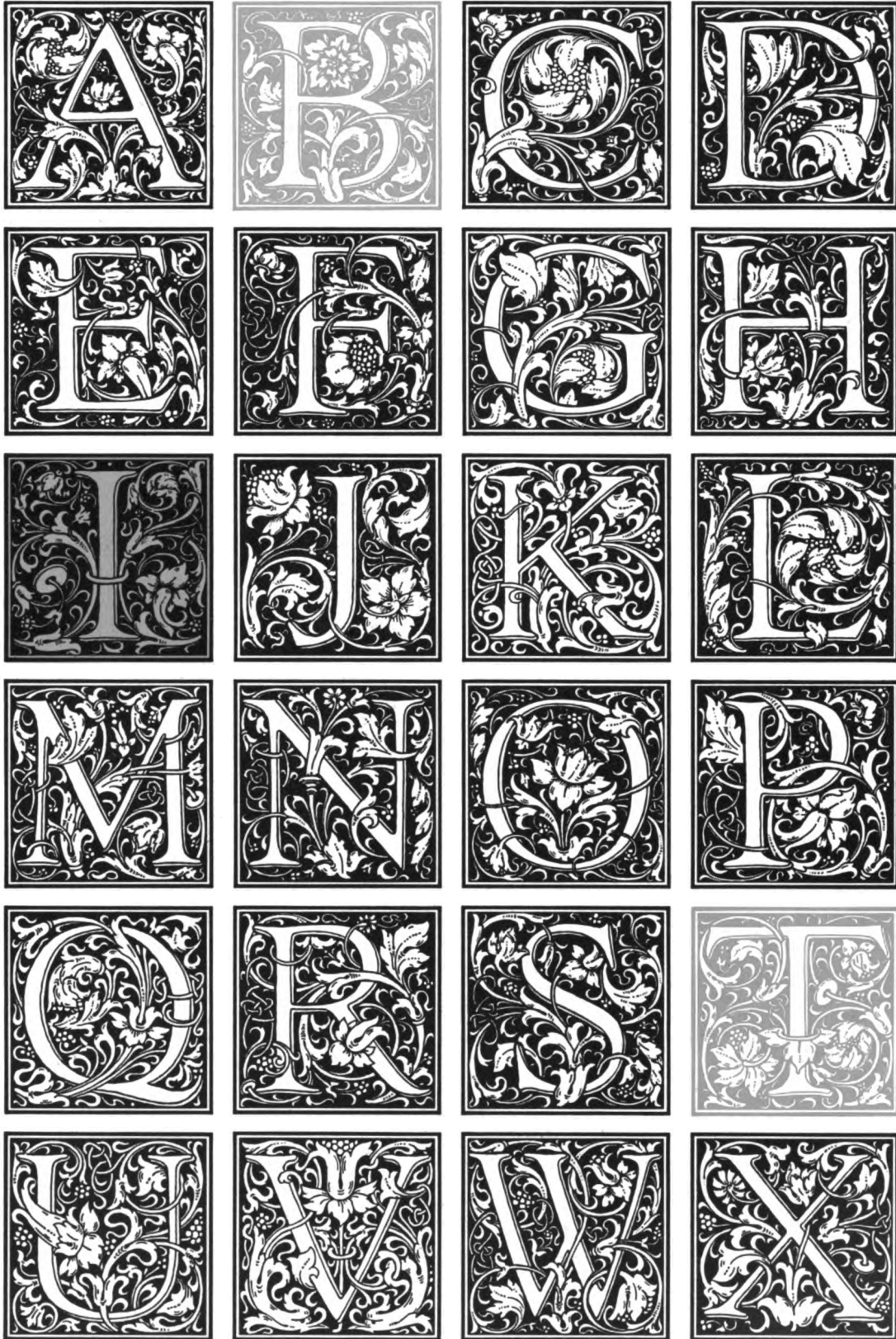


84 POINT CLOISTER INITIALS ARE MADE IN TWENTY-SIX CHARACTERS
ALL FONTS INCLUDE A LIBERAL SUPPLY OF BLANKS FOR COLOR WORK

CLOISTER INITIALS

96 Point, single characters, each 50c (Not put up in sets)

Blanks, for color, each 50c



NINETY-SIX POINT CLOISTER INITIALS ARE MADE IN TWENTY-SIX CHARACTERS

CLOISTER INITIALS

120 Point, single characters, each 60c (Not put up in sets)

Blanks, for color, each 60c



120 POINT CLOISTER INITIALS ARE MADE IN TWENTY-SIX
CHARACTERS, A TO Z INCLUSIVE

Cloister Initials



144 Point
single
characters
each 75c

Not put up
in sets

Blanks
for color work
each 75c



144 Point
Cloister
Initials
are made
in twenty-six
characters
A to Z
inclusive



American
Type
Founders
Company

Designer
and Maker of
Artistic
Decorative
Material



Versatile Initials

120 Point, single character 50c

Made in twenty-six characters—Not put up in sets

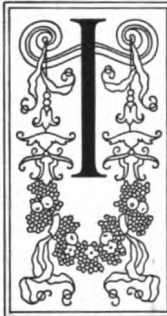


120 POINT VERSATILE INITIALS

No. 12066 A 50c
 No. 12067 B 50c
 No. 12068 C 50c
 No. 12069 D 50c
 No. 12070 E 50c
 No. 12071 F 50c
 No. 12072 G 50c
 No. 12073 H 50c
 No. 12074 I 50c

No. 12075 J 50c
 No. 12076 K 50c
 No. 12077 L 50c
 No. 12078 M 50c
 No. 12079 N 50c
 No. 12080 O 50c
 No. 12081 P 50c
 No. 12082 Q 50c

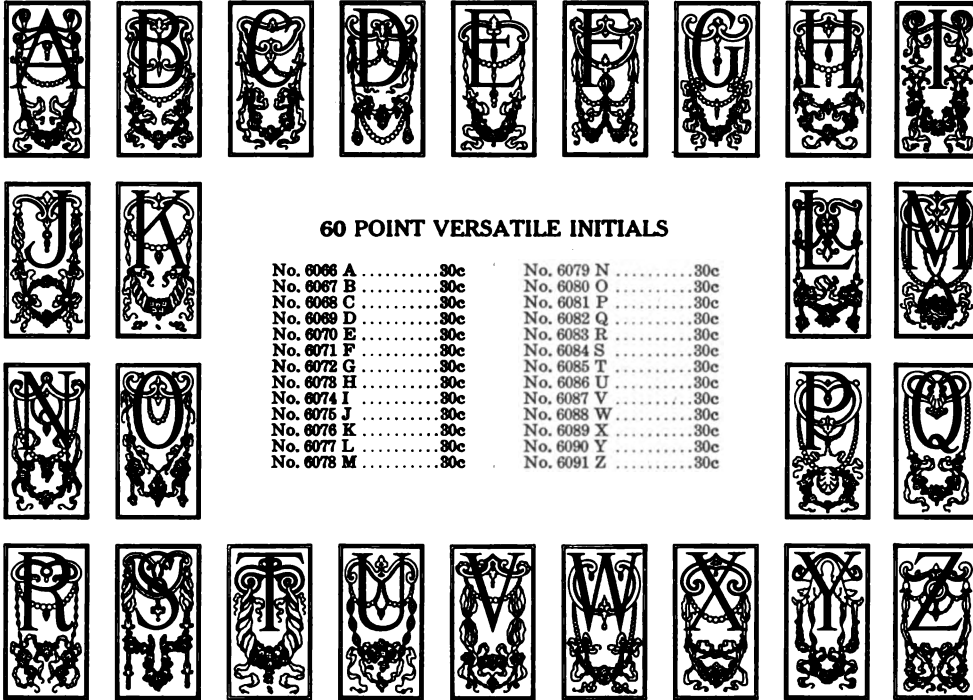
No. 12083 R 50c
 No. 12084 S 50c
 No. 12085 T 50c
 No. 12086 U 50c
 No. 12087 V 50c
 No. 12088 W 50c
 No. 12089 X 50c
 No. 12090 Y 50c
 No. 12091 Z 50c



Versatile Initials

60 Point, per set (twenty-six characters) \$3.00

Single character 30c



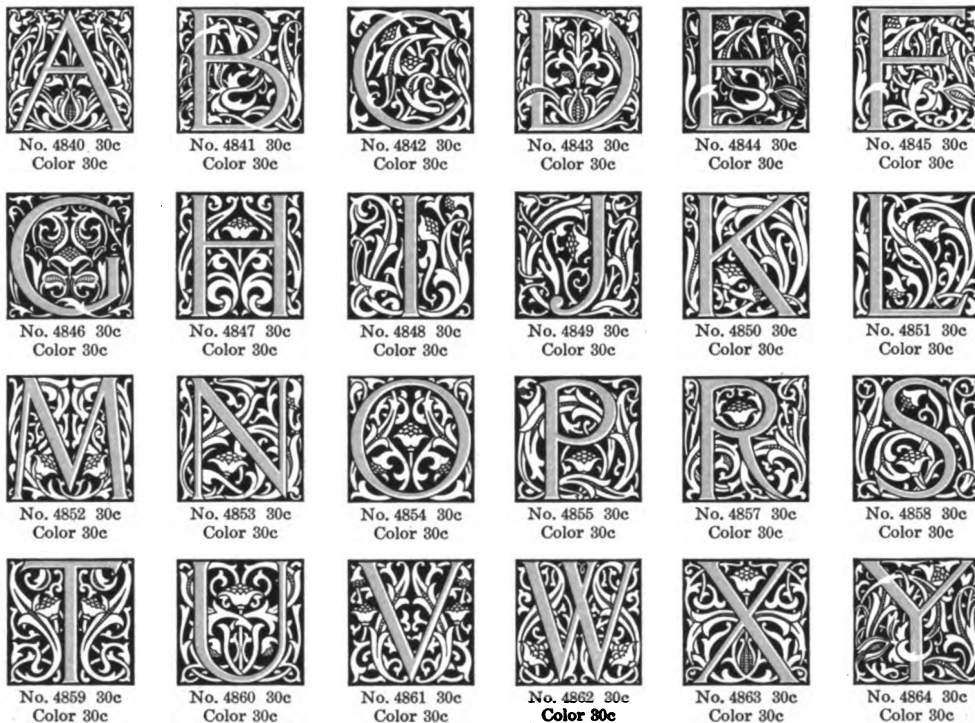
60 POINT VERSATILE INITIALS

No. 6066 A	30c	No. 6079 N	30c
No. 6067 B	30c	No. 6080 O	30c
No. 6068 C	30c	No. 6081 P	30c
No. 6069 D	30c	No. 6082 Q	30c
No. 6070 E	30c	No. 6083 R	30c
No. 6071 F	30c	No. 6084 S	30c
No. 6072 G	30c	No. 6085 T	30c
No. 6073 H	30c	No. 6086 U	30c
No. 6074 I	30c	No. 6087 V	30c
No. 6075 J	30c	No. 6088 W	30c
No. 6076 K	30c	No. 6089 X	30c
No. 6077 L	30c	No. 6090 Y	30c
No. 6078 M	30c	No. 6091 Z	30c

48 POINT VERSATILE INITIALS

48 Point, per set (twenty-four characters) \$2.50

Color, per set (twenty-four characters) \$2.50



72 Point Versatile Initials

72 Point, per set (twenty-four characters) \$4.50

Color, per set (twenty-four characters) \$4.50



No. 7240 40c Color 40c



No. 7241 40c Color 40c



No. 7242 40c Color 40c



No. 7243 40c Color 40c



No. 7244 40c Color 40c



No. 7245 40c Color 40c



No. 7246 40c Color 40c



No. 7247 40c Color 40c



No. 7248 40c Color 40c



No. 7249 40c Color 40c



No. 7250 40c Color 40c



No. 7251 40c Color 40c



No. 7252 40c Color 40c



No. 7253 40c Color 40c



No. 7254 40c Color 40c



No. 7255 40c Color 40c



No. 7257 40c Color 40c



No. 7258 40c Color 40c



No. 7259 40c Color 40c



No. 7260 40c Color 40c



No. 7261 40c Color 40c



No. 7262 40c Color 40c



No. 7263 40c Color 40c



No. 7264 40c Color 40c

Versatile Initials

120 POINT VERSATILE INITIALS

120 Point, per set (twenty-four characters) \$9.00

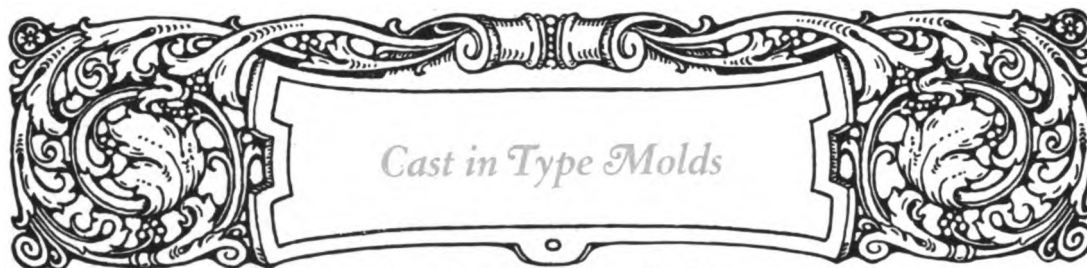
Color, per set (twenty-four characters) \$9.00



No. 12040 A 60c	No. 12046 G 60c	No. 12052 M 60c	No. 12059 T 60c
No. 12041 B 60c	No. 12047 H 60c	No. 12053 N 60c	No. 12060 U 60c
No. 12042 C 60c	No. 12048 I 60c	No. 12054 O 60c	No. 12061 V 60c
No. 12043 D 60c	No. 12049 J 60c	No. 12055 P 60c	No. 12062 W 60c
No. 12044 E 60c	No. 12050 K 60c	No. 12057 R 60c	No. 12063 X 60c
No. 12045 F 60c	No. 12051 L 60c	No. 12058 S 60c	No. 12064 Y 60c

120 Point (color), per character 60c

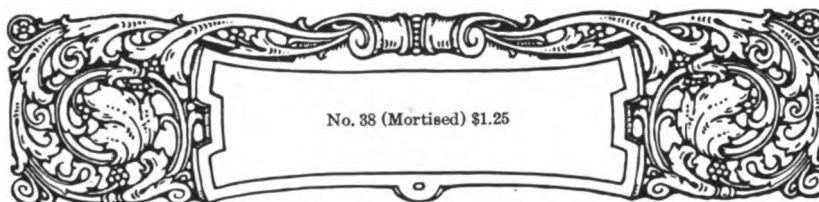
Cloister Ornaments



No. 36 (Mortised), cast in two pieces \$1.75



No. 11
Two for
25c



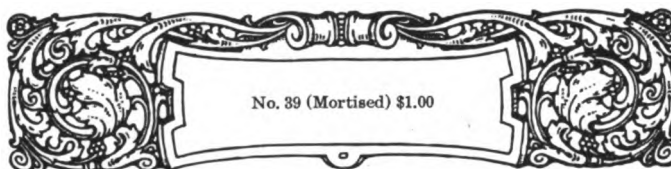
No. 38 (Mortised) \$1.25



No. 10 (Mortised)
50c



No. 5 35c



No. 39 (Mortised) \$1.00



No. 2 (Mortised) 55c



No. 25 75c



No. 6 (Mortised) 60c



No. 4 40c



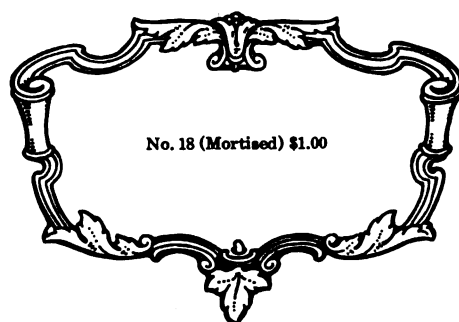
No. 19 (Mortised) \$1.25



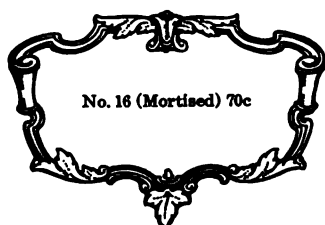
No. 9 25c



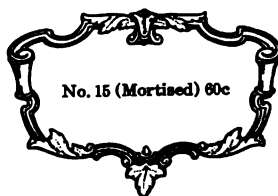
No. 8 80c



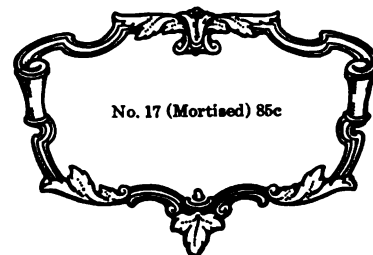
No. 18 (Mortised) \$1.00



No. 16 (Mortised) 70c

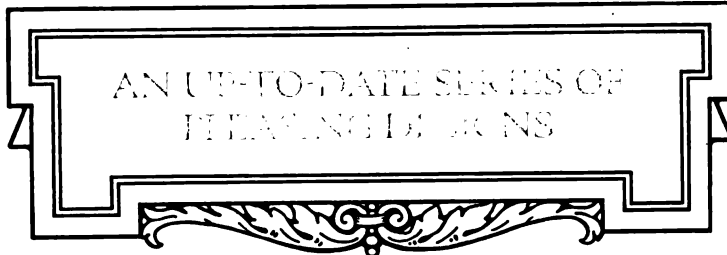


No. 15 (Mortised) 60c



No. 17 (Mortised) 85c

Cloister Ornaments



No. 41 (Mortised) \$1.25



No. 43 25c

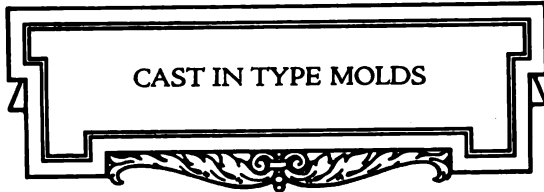


No. 44 30c

ACCURATELY
CAST
TO POINTS



No. 45 35c



No. 42 (Mortised) 90c



No. 58 35c

CUT EXTRA DEEP



No. 57 80c



No. 56 25c



No. 55
2 for 25c



No. 48 50c



No. 54
4 for 25c



No. 46 40c



No. 3 45c



No. 47 35c



No. 49 40c



No. 1 50c

APPROPRIATE FOR
ANY JOB



No. 53 75c



No. 52 60c



No. 50 45c

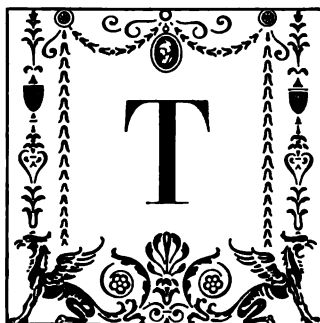


No. 51 50c

Bodoni Mortised Ornaments and Bodoni Ornament



120 Point No. 12002 60c



120 Point No. 12003 60c



120 Point No. 12001 60c



96 Point No. 9602 50c

Master-
pieces
of
Grace
and
Neatness



96 Point No. 9603 50c

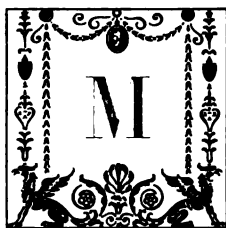
The
Finishing
Stroke to
the
Printed
Page



96 Point No. 9601 50c



72 Point No. 7202 40c





84 Point No. 8408 45c



72 Point No. 7203 40c






72 Point No. 7201 40c

BODONI ORNAMENT No. 8

Made in Three Pieces

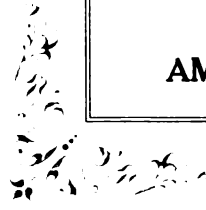

2

1

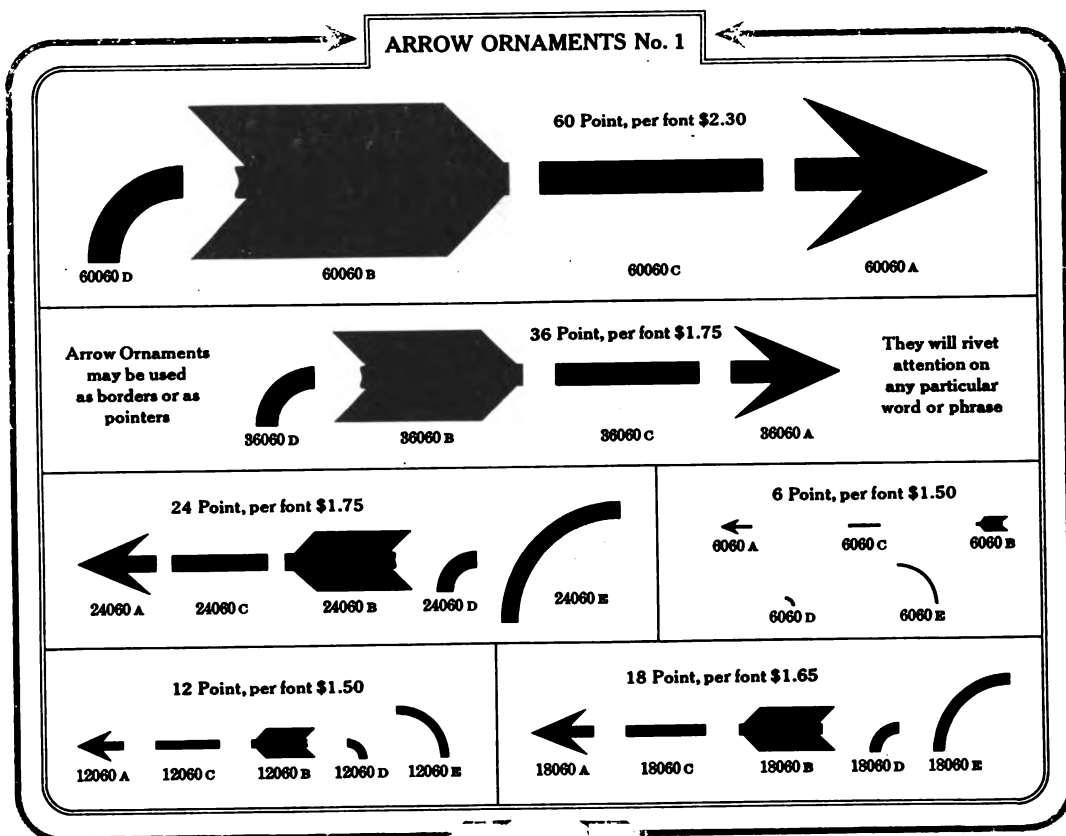
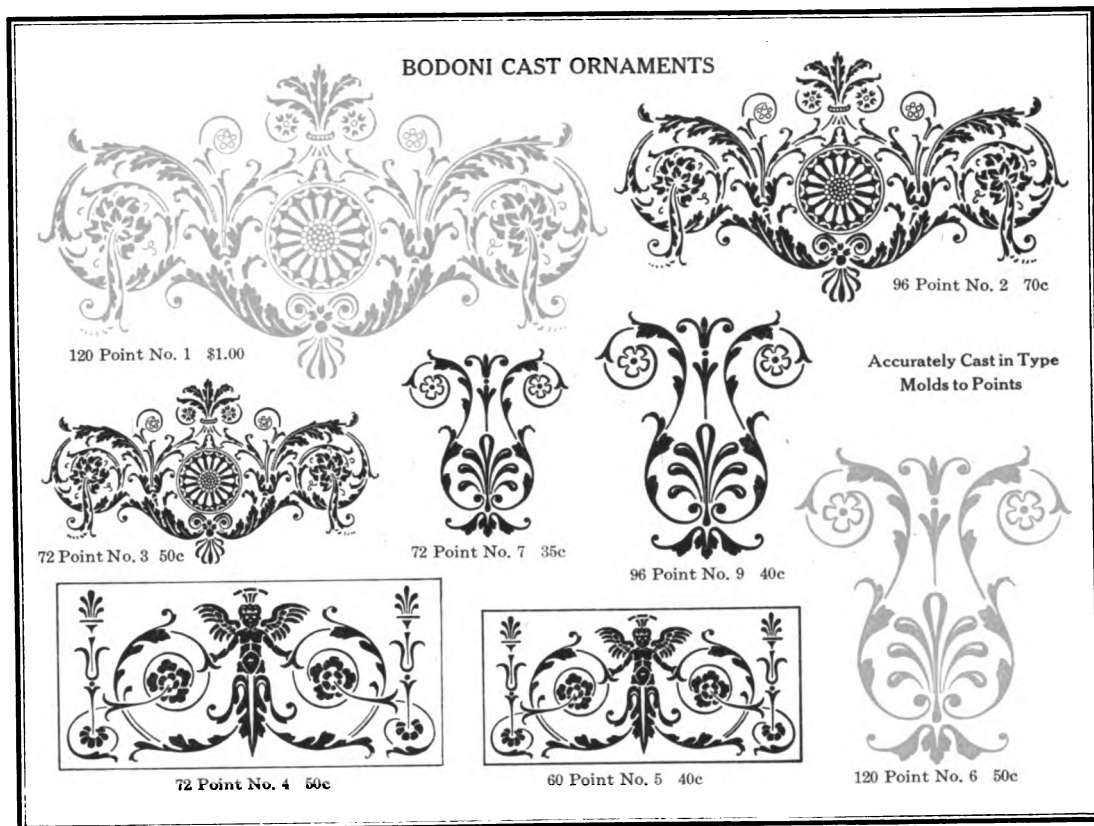
3

AMERICAN TYPE FOUNDERS COMPANY

Bodoni Ornament No. 8
Per font, containing corners for two pages, \$1.50

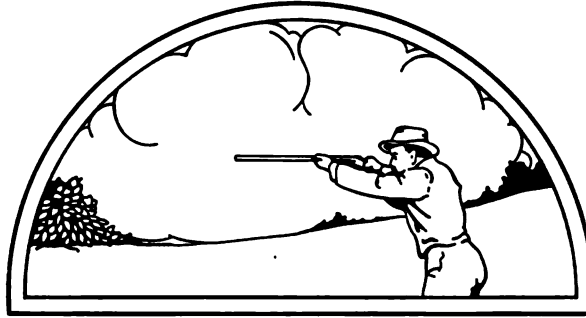
Bodoni Cast Ornaments and Arrow Ornaments No. 1



Trap Shooter Series



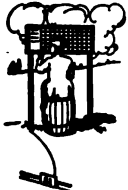
No. 14 40c



No. 24 96c



No. 11 50c



No. 1 35c

THE TWENTY-SEVENTH ANNUAL FIELD TRIAL

MARCH 19, 1918

Held Under the Auspices of the
CLEVELAND ROD AND GUN CLUB
CLEVELAND, OHIO

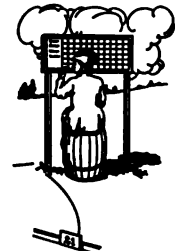


No. 28 35c



No. 20 55c

Oval Border



No. 2 40c



No. 12 80c

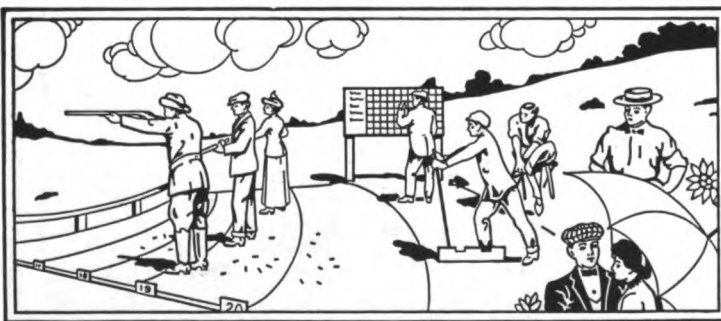
A SELECTION OF TRAP SHOOTERS
WILL PROVE A GOOD
INVESTMENT



No. 27 40c



No. 5 80c



No. 22 \$1.00



No. 16 80c

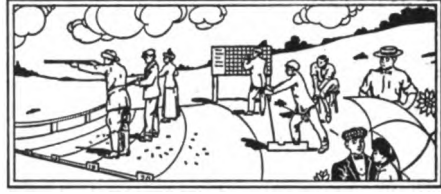
Trap Shooter Series



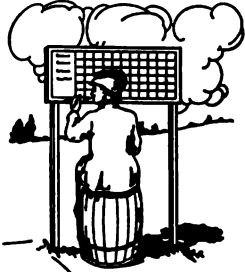
No. 18 55c



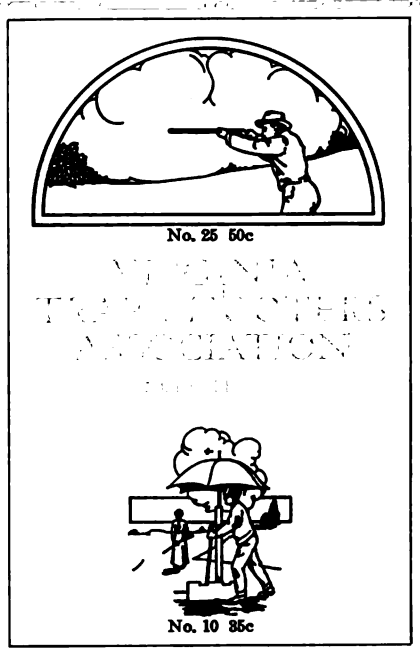
No. 6 35c



No. 28 55c



No. 8 60c



Ovalo Border



No. 13 70c



No. 4 45c



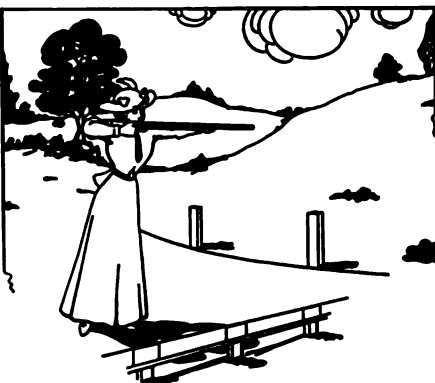
No. 17 40c



No. 21 90c



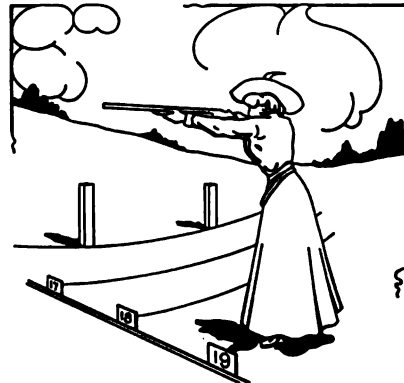
No. 9 40c



No. 26 85c

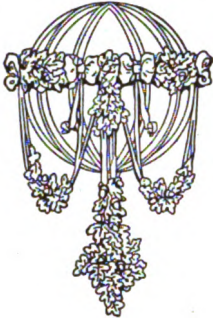


No. 7 50c



No. 8 75c

Floral Decorators



No. 15 60c



No. 16 45c



No. 22 40c



No. 20 60c



No. 18 40c



No. 17 30c



No. 19 35c



No. 23 35c



No. 24 30c



No. 21 35c



No. 46 (Mortised) 45c



No. 63 85c



No. 40 45c
(Mortised)



No. 48 40c
(Mortised)



No. 62 75c



No. 64 65c



No. 39 (Mortised) 60c



No. 49 35c
(Mortised)



No. 65 45c



No. 45 (Mortised) 60c



No. 47 (Mortised) 40c



No. 41 30c



No. 38 (Mortised) 75c

Floral Decorators



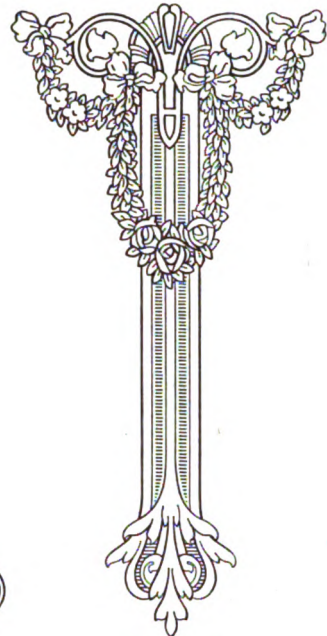
No. 74 \$1.00



No. 77 50c



No. 81 50c



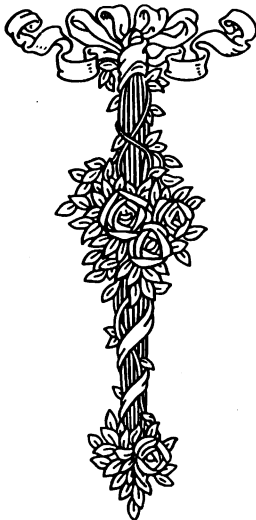
No. 78 \$1.00



No. 57 45c



No. 56 60c



No. 75 90c



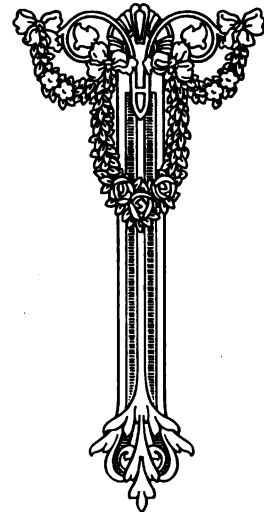
No. 55 65c



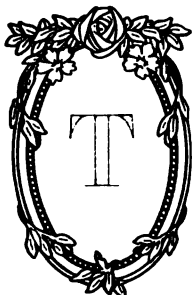
No. 58 35c



No. 36 40c
(Mortised)



No. 79 90c



No. 85 70c
(Mortised)



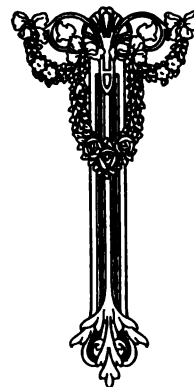
No. 76 60c



No. 37 35c
(Mortised)



No. 33 45c
(Mortised)



No. 80 60c



No. 34 50c
(Mortised)

Floral Decorators



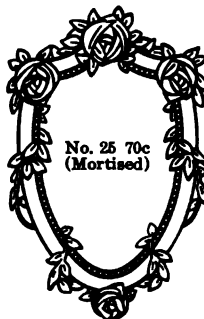
No. 14 35c



No. 4 35c



No. 26 50c
(Mortised)



No. 25 70c
(Mortised)

No. 50 95c



No. 2 45c



No. 11 45c



No. 51 85c



No. 27 40c
(Mortised)



No. 13 80c



No. 3 60c



No. 12 60c



No. 52 65c



No. 28 35c
(Mortised)

EXCELLENT
DESIGNS
FOR
ARTISTIC
PRINTING



No. 10 85c



No. 53 50c



No. 1 75c



No. 54 40c

Floral Decorators



No. 85
40c



No. 61 85c

No. 59 70c



No. 60 60c



No. 89
50c



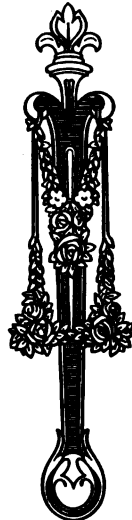
No. 82 70c



No. 83 60c



No. 84
40c



No. 88 60c



No. 87 70c



No. 86 \$1.00



No. 69 80c



No. 44 (Mortised)
40c



No. 48 (Mortised) 50c



No. 42 (Mortised) 60c



No. 66 90c

Floral Decorators



No. 6 90c



No. 7 75c

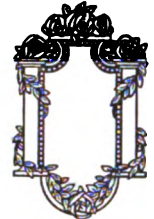
FLORAL DECORATORS
LEND TONE AND HARMONY TO
PRINTING



No. 31 40c
(Mortised)



No. 5 \$1.00



No. 30 45c
(Mortised)



No. 73 25c



No. 72 60c



No. 32 35c
(Mortised)



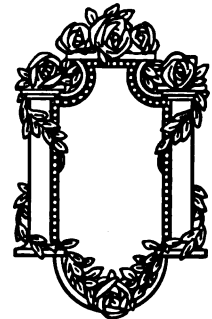
No. 8 60c



No. 71 (Mortised) 85c



No. 70 (Mortised) \$1.00



No. 29 (Mortised) 70c

THE LARGE FIELD OF USEFULNESS COVERED BY
FLORAL DECORATORS MAKES THEM INDISPENSABLE TO THE
PROGRESSIVE PRINTER WHO DESIRES TO SECURE THE PATRONAGE OF
THAT CLASS OF CUSTOMERS WHOSE AIM IS TO POSSESS
THE ACME OF PERFECTION IN SPECIMENS OF
MODERN TYPOGRAPHIC ART

Vacation Ornaments and Bookman Ornaments

VACATION ORNAMENTS



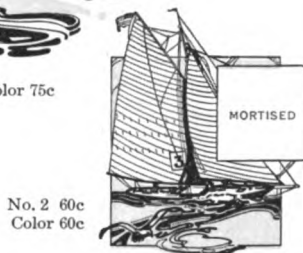
No. 5 75c Color 75c



No. 3 \$1.00 Color 45c



No. 4 65c Color 65c

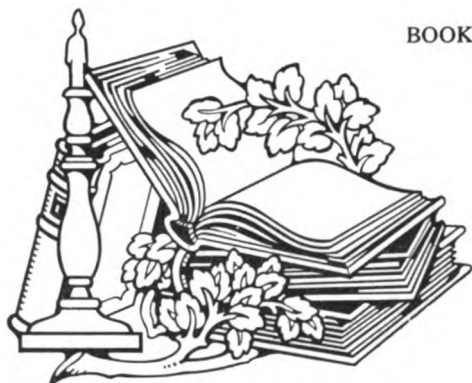


No. 2 60c
Color 60c

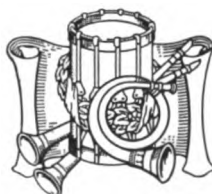


No. 1 75c Color 75c

BOOKMAN ORNAMENTS



No. 14401 90c



No. 7201 40c

Classy and Distinctive
Ornaments for the
"Get-Ahead"
Printer



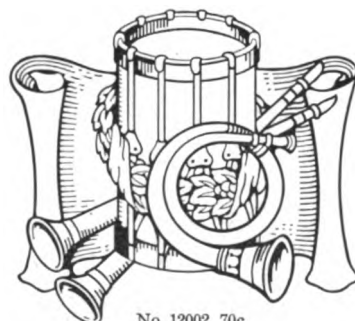
No. 12001 75c



No. 8401 85c



No. 4201 35c



No. 12002 70c



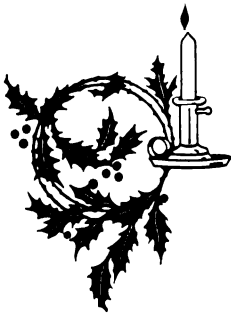
No. 8402 50c



No. 8403 95c

For other Bookman Ornaments see page 1007 of the *American Specimen Book of Type Styles* (1912)

Holiday Decorators



No. 228 (Green) 45c
No. 229 (Red) 45c



No. 244 (Green) 65c No. 245 (Red) 65c



No. 224 (Green) 50c
No. 225 (Red) 50c



No. 226 (Green) 35c
No. 227 (Red) 35c



No. 240 (Green) 30c
No. 241 (Red) 30c



No. 242 (Green) 35c
No. 243 (Red) 35c



No. 222 (Green) 35c
No. 223 (Red) 35c



No. 282 (Green) 85c No. 283 (Red) 50c
No. 281 (Blue) 85c



No. 248 (Green) 35c
No. 249 (Red) 25c



No. 268 (Green) 25c
No. 269 (Red) 25c



No. 246 (Green) 30c
No. 247 (Red) 20c



No. 278 (Green) 60c No. 280 (Red) 40c
No. 279 (Blue) 60c



No. 252 (Green) 50c No. 253 (Red) 50c



No. 268 (Green) 25c
No. 259 (Red) 25c



No. 250 (Green) 30c No. 251 (Red) 30c



No. 260 (Green) 45c No. 261 (Red) 45c



No. 270 (Green) 60c No. 271 (Red) 60c

For other Holiday Decorators see pages 961-968 and 1015 of the American Specimen Book of Type Styles (1912)

Holiday Decorators



No. 294 (Green) 40c
No. 295 (Red) 40c



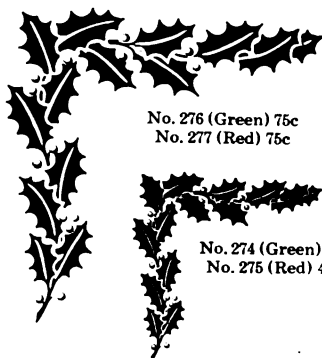
No. 292 (Green) 30c
No. 293 (Red) 30c



No. 266 (Green) 75c
No. 267 (Red) 50c



No. 214 (Green) 50c
No. 215 (Red) 50c



No. 276 (Green) 75c
No. 277 (Red) 75c



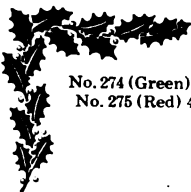
No. 264 (Green) 35c
No. 265 (Red) 25c



No. 210 (Green) 30c
No. 211 (Red) 30c



No. 212 (Green) 35c
No. 213 (Red) 35c



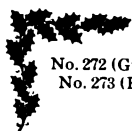
No. 274 (Green) 45c
No. 275 (Red) 45c



No. 262 (Green) 30c
No. 263 (Red) 20c



No. 234 (Green) 50c
No. 235 (Red) 50c



No. 272 (Green) 40c
No. 273 (Red) 40c



No. 216 (Green) 30c
No. 217 (Red) 30c



No. 220 (Green) 60c
No. 221 (Red) 60c



No. 288 (Green) 75c
No. 289 (Red) 75c



No. 232 (Green) 35c
No. 233 (Red) 35c



No. 290 (Green) 90c
No. 291 (Red) 90c



No. 218 (Green) 35c
No. 219 (Red) 35c



No. 230 (Green) 30c
No. 231 (Red) 30c



No. 254 (Green) 25c
No. 255 (Red) 25c



No. 256 (Green) 55c No. 257 (Red) 55c

For other Holiday Decorators see pages 961-968 and 1015 of the American Specimen Book of Type Styles (1912)

Post Card Embellishers



No. 4 35c



No. 9 35c



No. 3 25c



No. 10 50c



No. 8 50c



No. 6 50c

CAN BE EASILY JUSTIFIED
WITH ORDINARY
QUADS



No. 7 35c



No. 5 35c



No. 12 (Black) 60c No. 11 (Red) 60c



No. 1 35c



No. 14 (Black) 45c No. 13 (Red) 45c



No. 2 45c

POST CARD EMBELLISHERS WILL IMPART
AN INDIVIDUAL EFFECT TO THE PRIVATE MAILING CARDS SO MUCH
IN USE AT THE PRESENT TIME. THEY ARE CAST IN TYPE
MOLDS AND CUT EXTRA DEEP, THUS INSURING
A CLEAR, SHARP IMPRESSION

Lithotone Ornaments



No. 1 35c



No. 9 30c



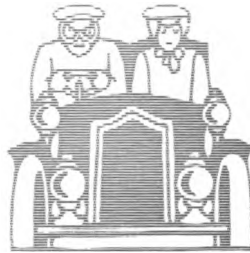
No. 10 30c



No. 2 35c



No. 11 30c



No. 23 60c



No. 30 30c



No. 18 30c



No. 12 30c



No. 28 30c



No. 19 30c



No. 3 30c



No. 7 30c



No. 25 25c



No. 27 30c



No. 4 30c



No. 6 30c



No. 15 30c



No. 21 50c



No. 16 30c



No. 8 30c



No. 14 30c



No. 5 35c



No. 26 30c



No. 17 30c



No. 13 30c

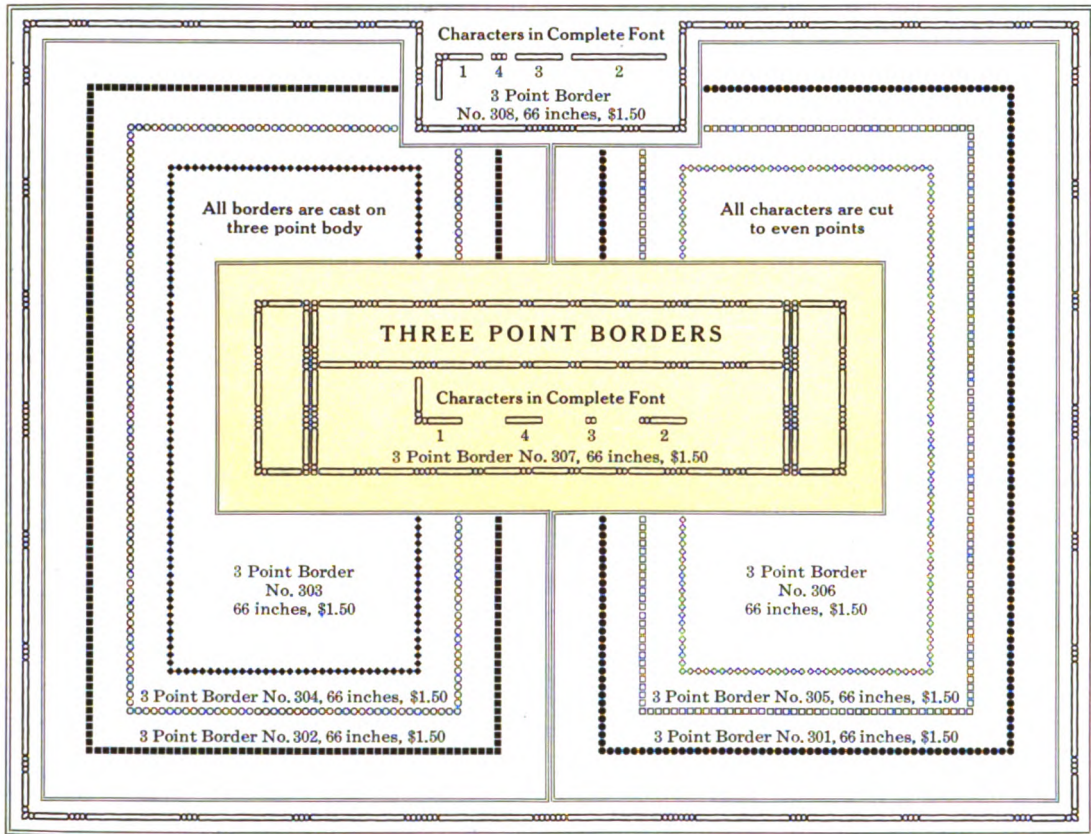


No. 29 30c

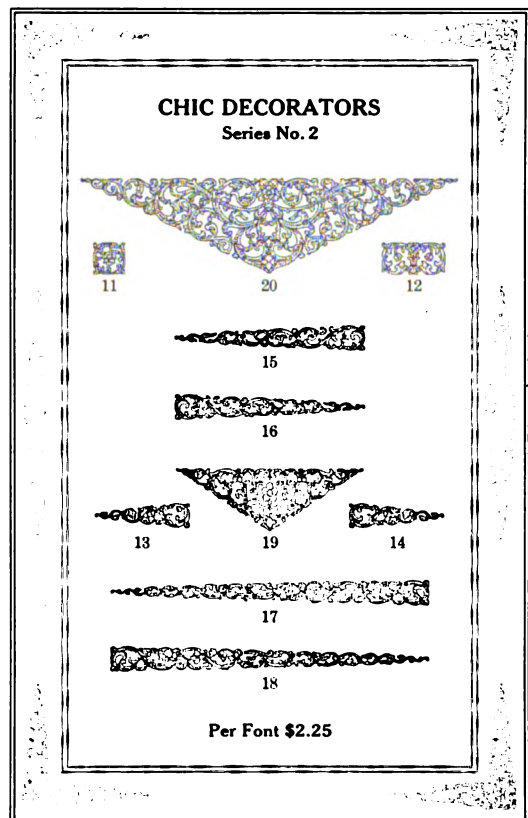
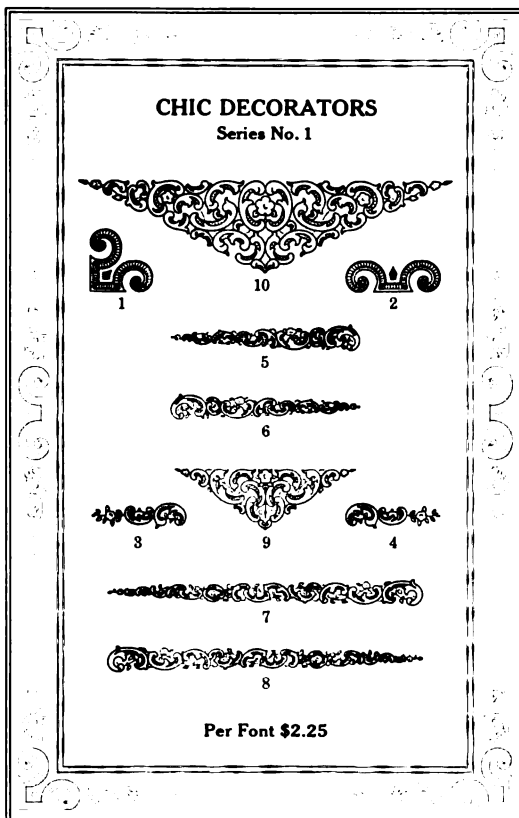


No. 20 30c

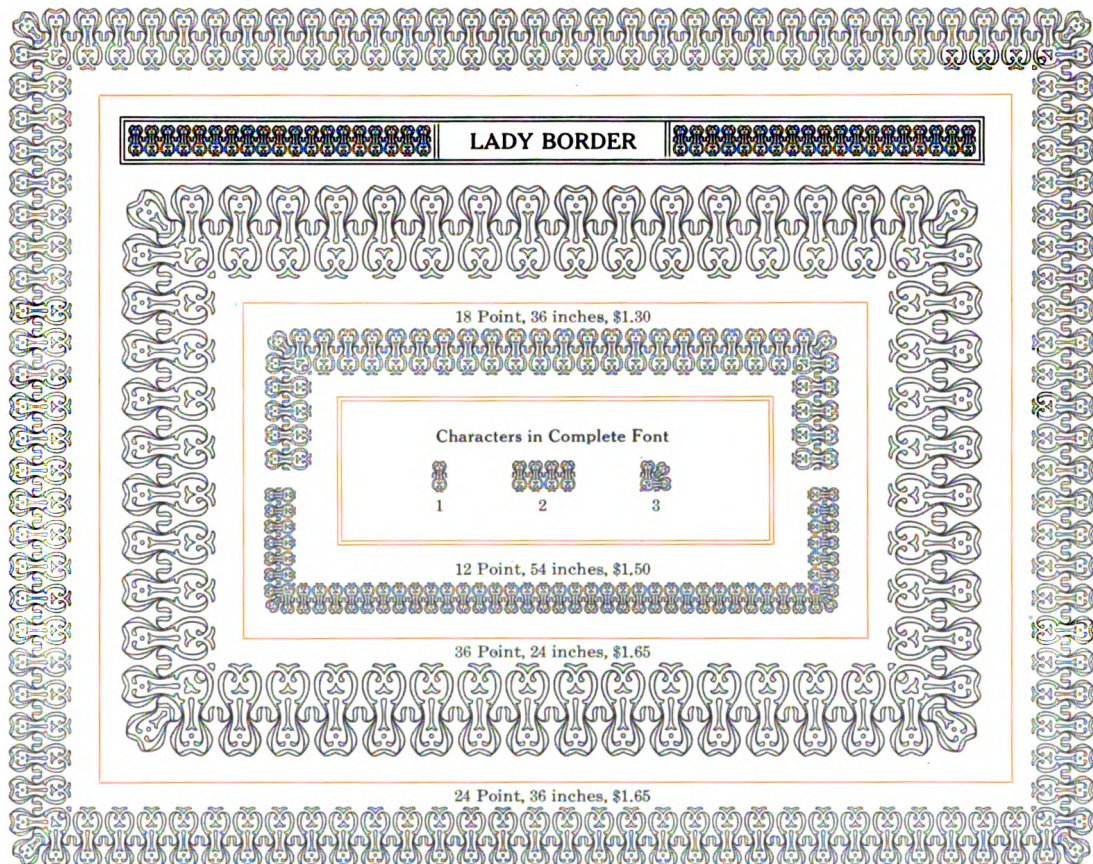
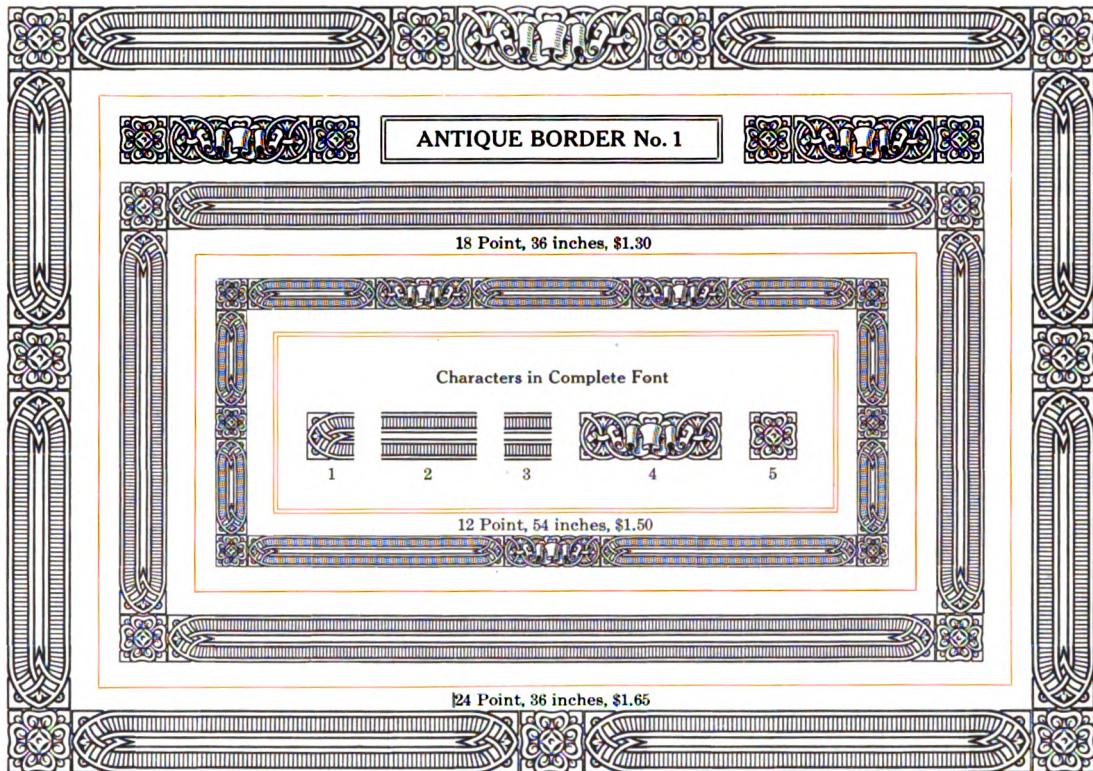
Three Point Borders and Chic Decorators



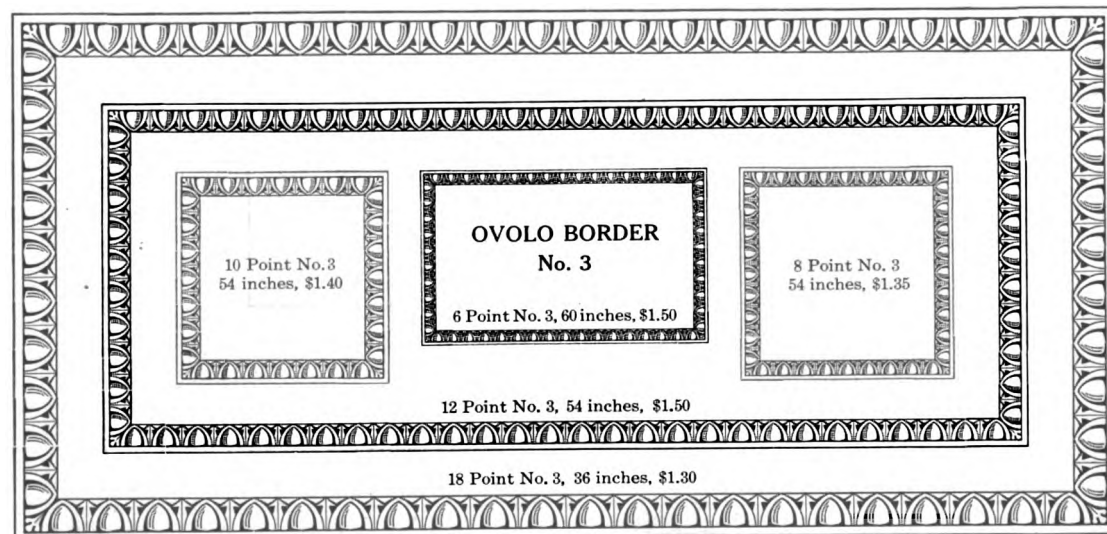
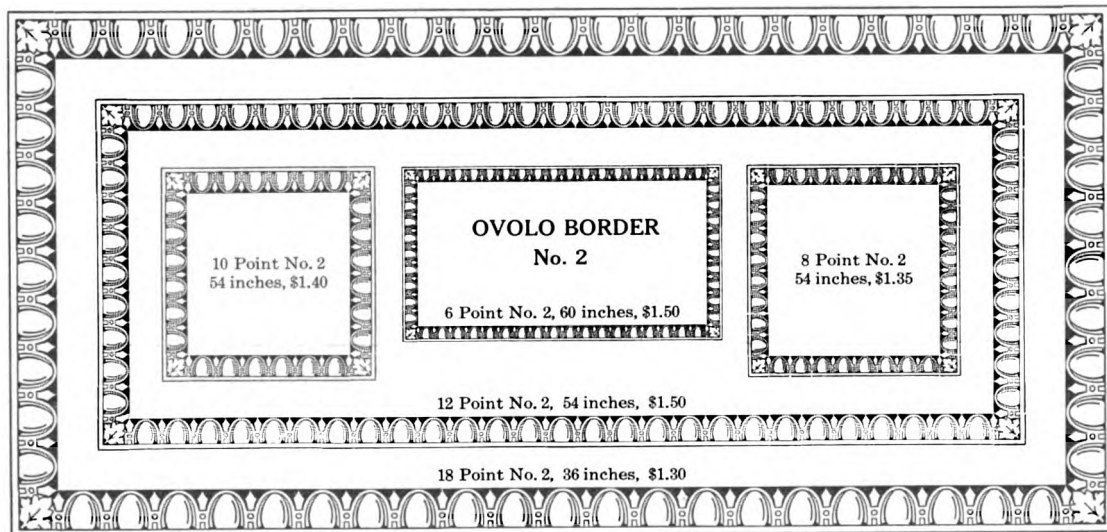
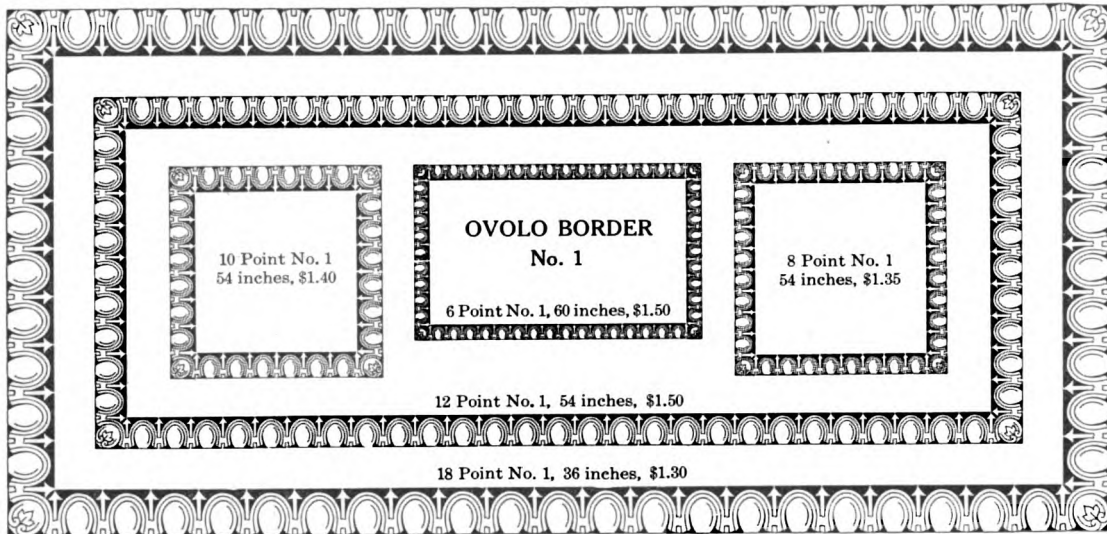
For other Three Point Borders see page 1016 of the American Specimen Book of Type Styles (1912)



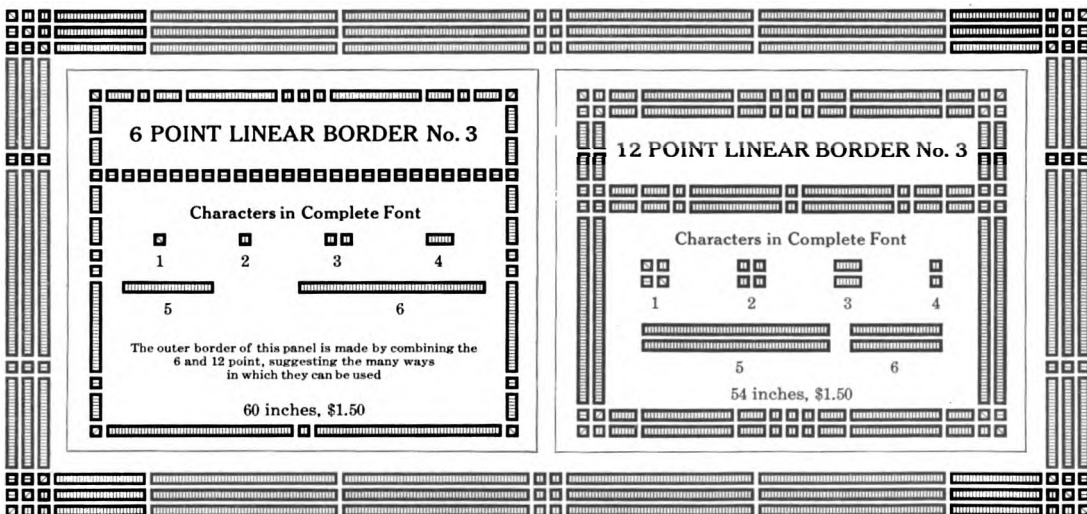
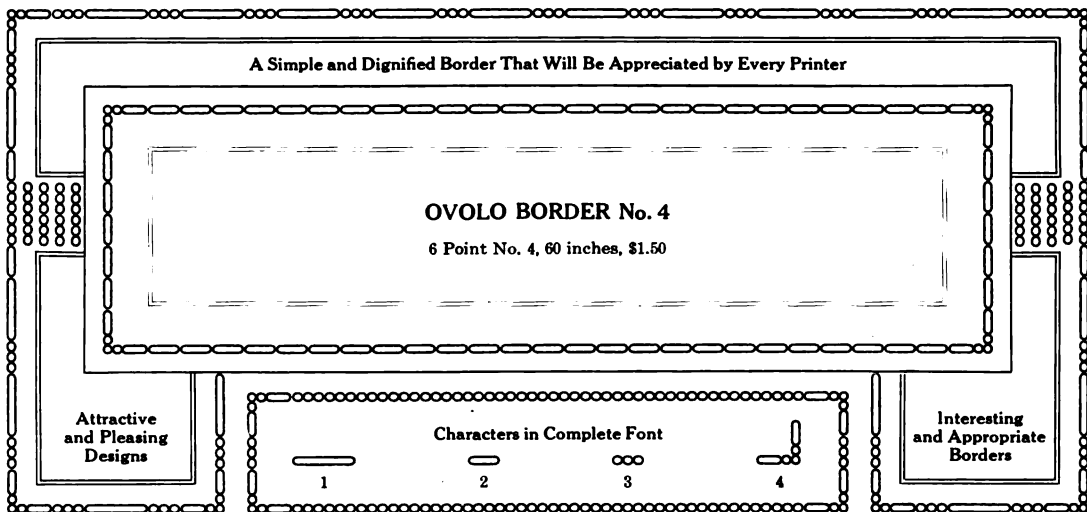
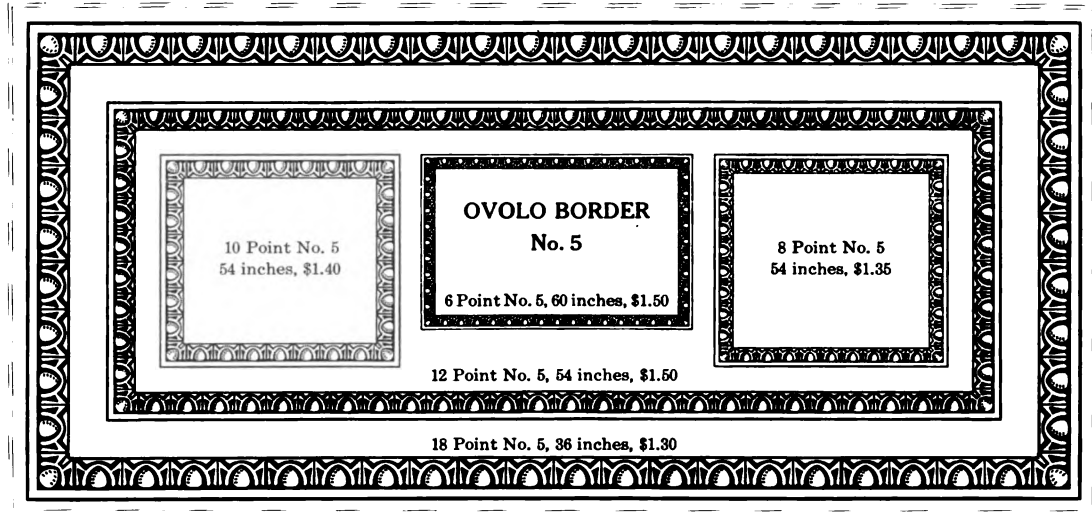
Antique Border No. 1 and Lady Border



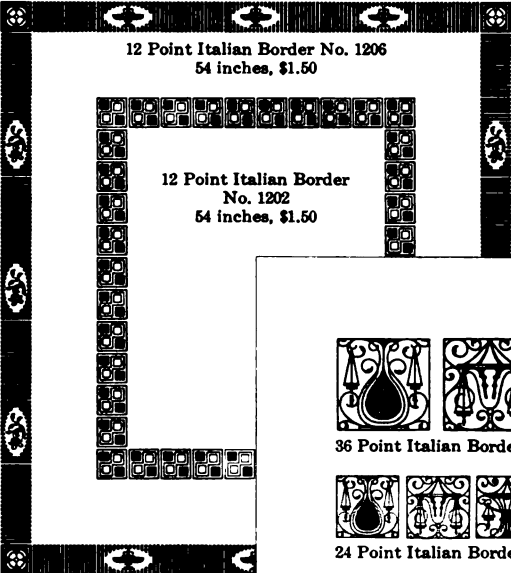
Ovolo Borders



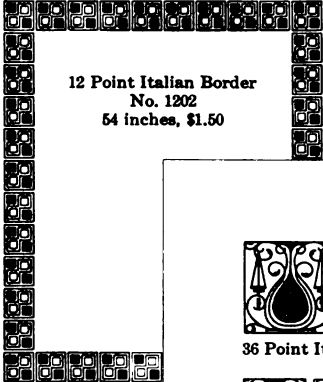
Ovolo Borders and Linear Borders



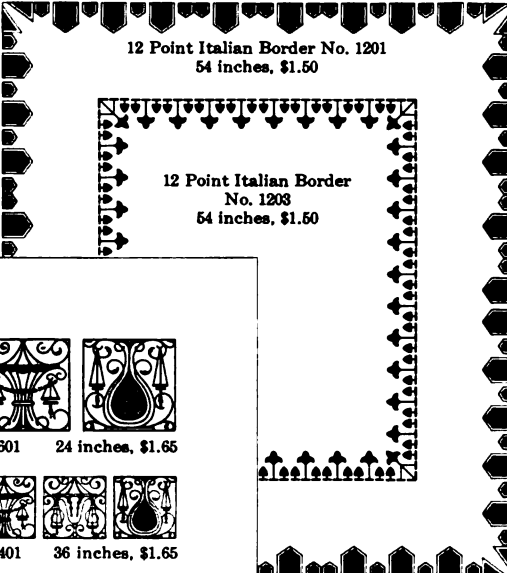
Italian Borders and Italian Bands



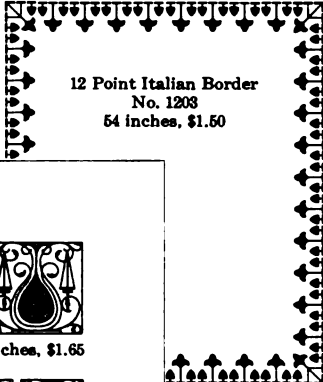
12 Point Italian Border No. 1206
54 inches, \$1.50







12 Point Italian Border
No. 1202
54 inches, \$1.50







12 Point Italian Border No. 1201
54 inches, \$1.50



12 Point Italian Border
No. 1203
54 inches, \$1.50










36 Point Italian Border No. 3601 24 inches, \$1.65










24 Point Italian Border No. 2401 36 inches, \$1.65





ITALIAN BANDS

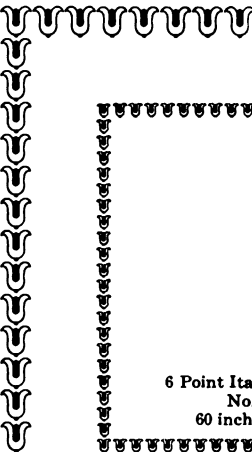
12 Point No. 1 54 inches, \$1.50

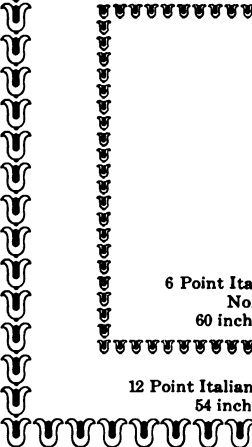
18 Point No. 2 36 inches, \$1.30

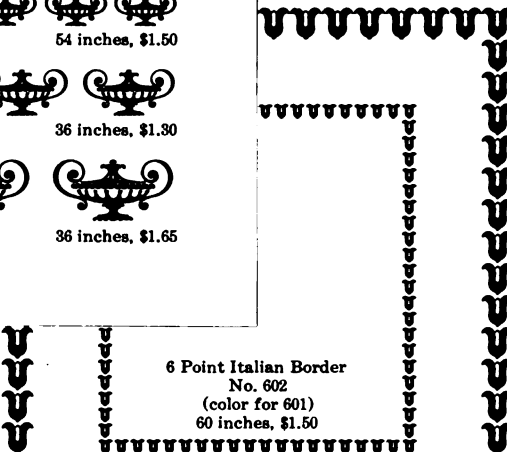
24 Point No. 3 36 inches, \$1.65



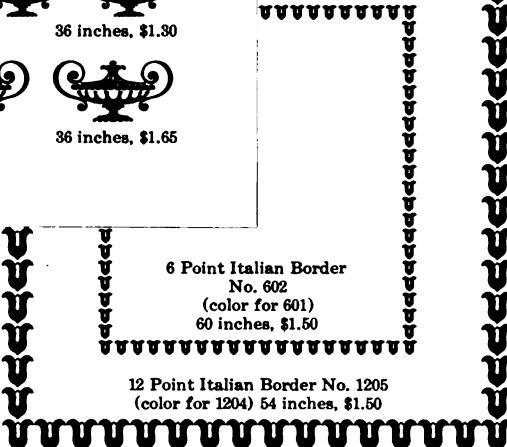
6 Point Italian Border
No. 601
60 inches, \$1.50



12 Point Italian Border No. 1204
54 inches, \$1.50



6 Point Italian Border
No. 602
(color for 601)
60 inches, \$1.50



12 Point Italian Border No. 1205
(color for 1204) 54 inches, \$1.50



12 Point Italian Border No. 1210
54 inches, \$1.50

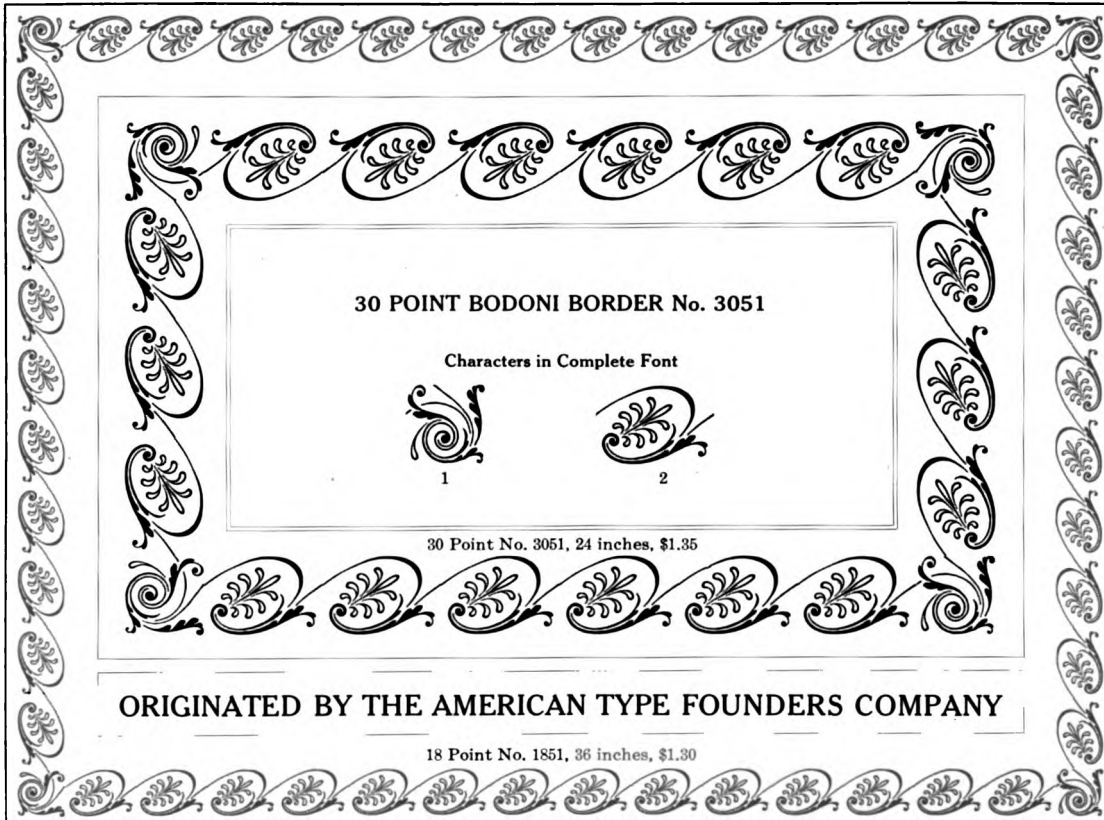
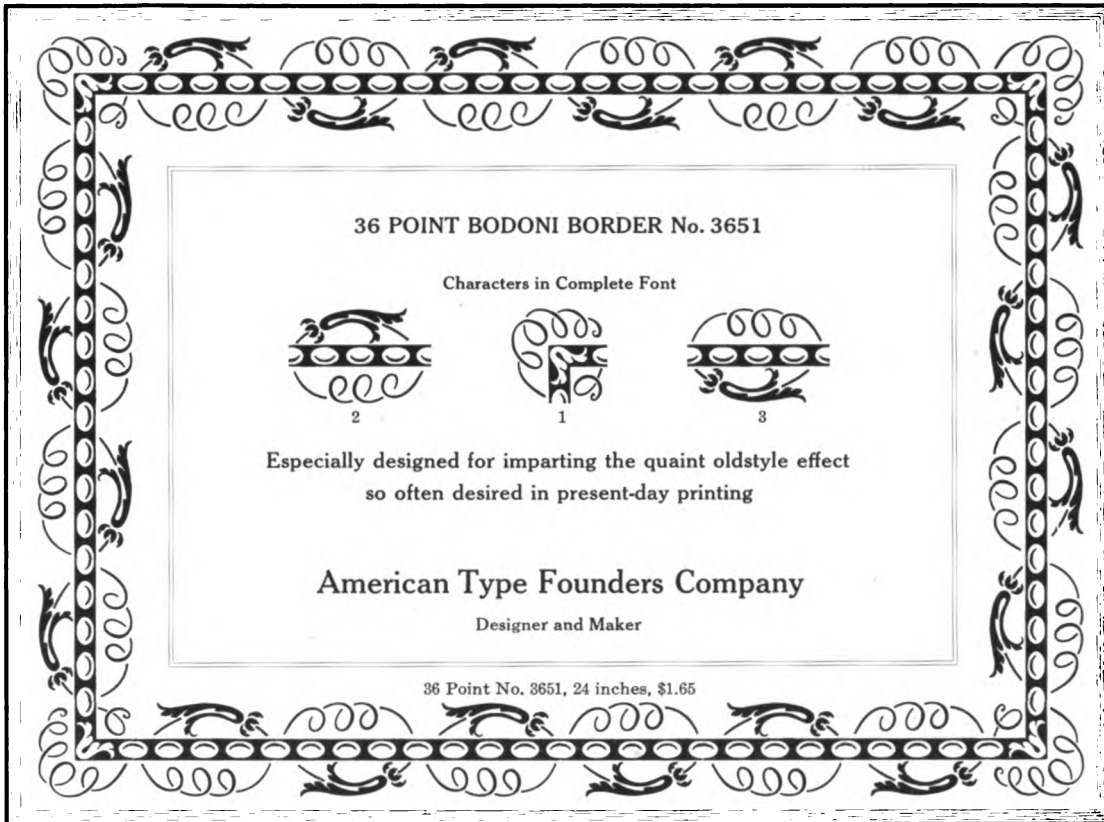


12 Point Italian Border No. 1208
54 inches, \$1.50

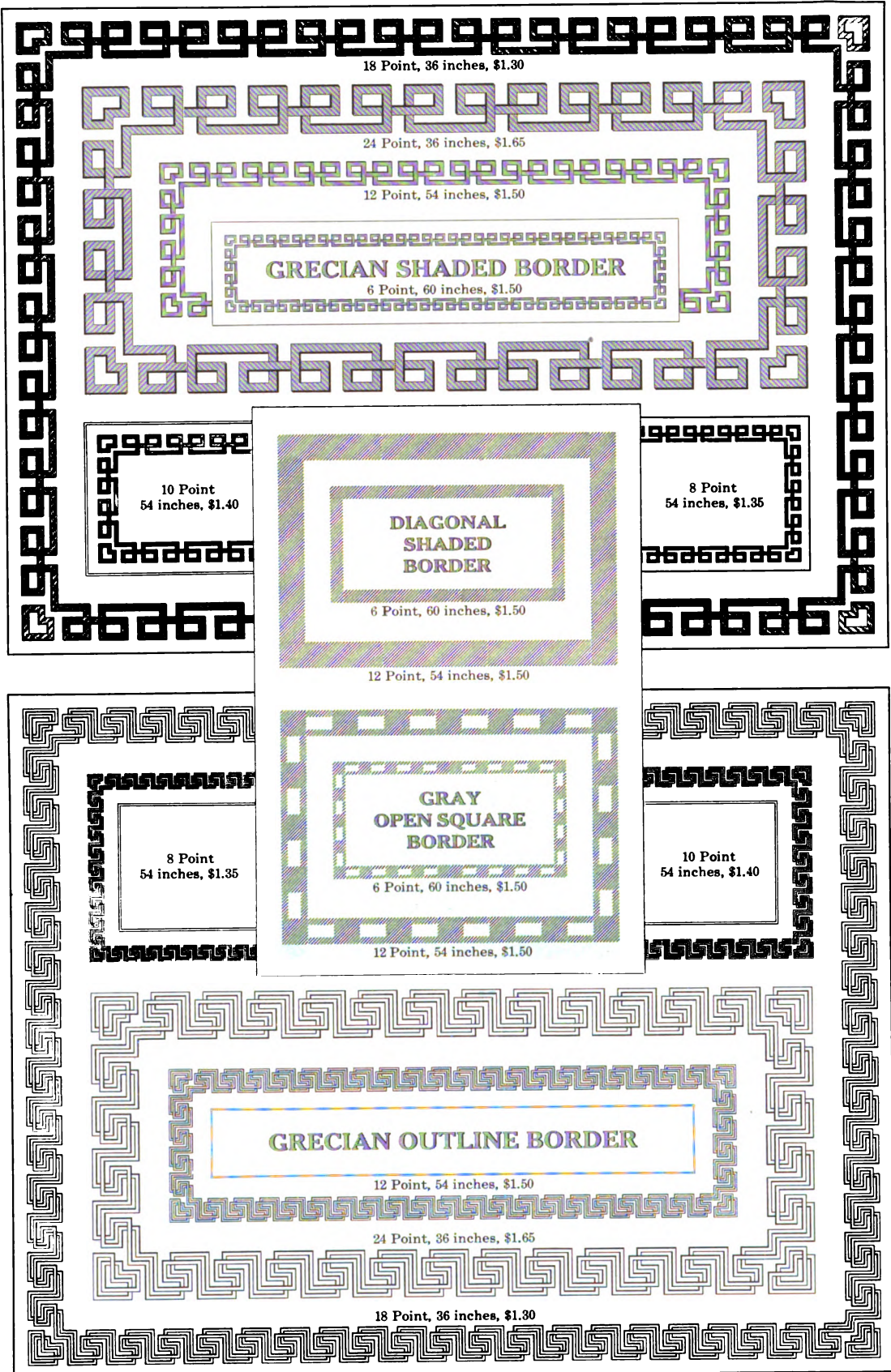


AMERICAN TYPE FOUNDERS COMPANY
12 Point Italian Border No. 1209, 54 inches, \$1.50

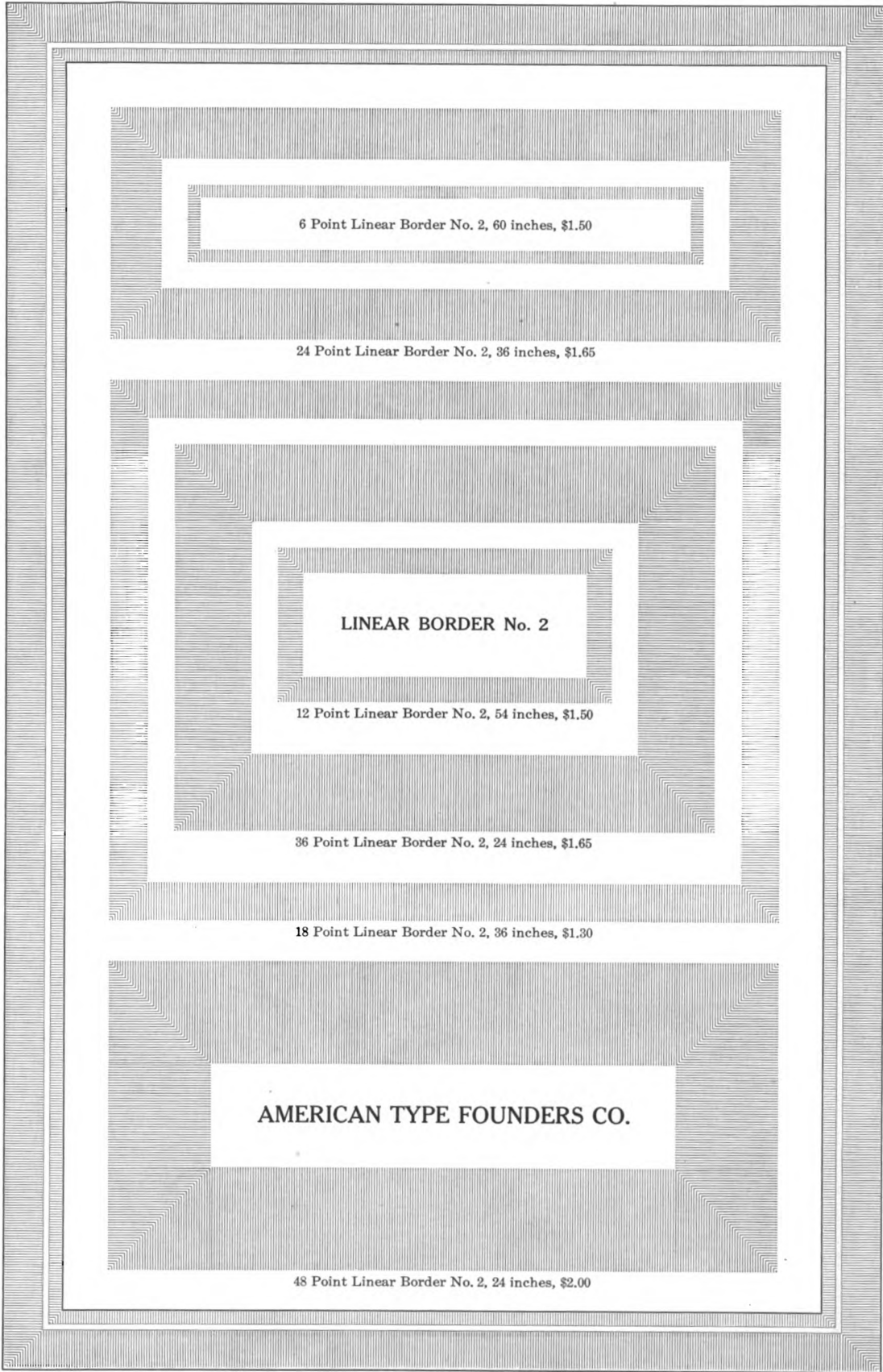
Bodoni Borders



Borders for Shaded Printing



Linear Border No. 2



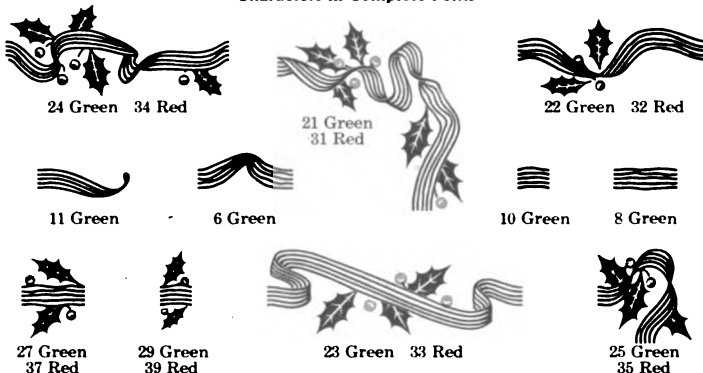
Holiday Borders



36 Point No. 27 (Green) 42 inches, \$3.00 36 Point No. 28 (Color for No. 27) 42 inches, \$3.00

36 POINT HOLIDAY BORDERS Nos. 27 and 28

Characters in Complete Fonts

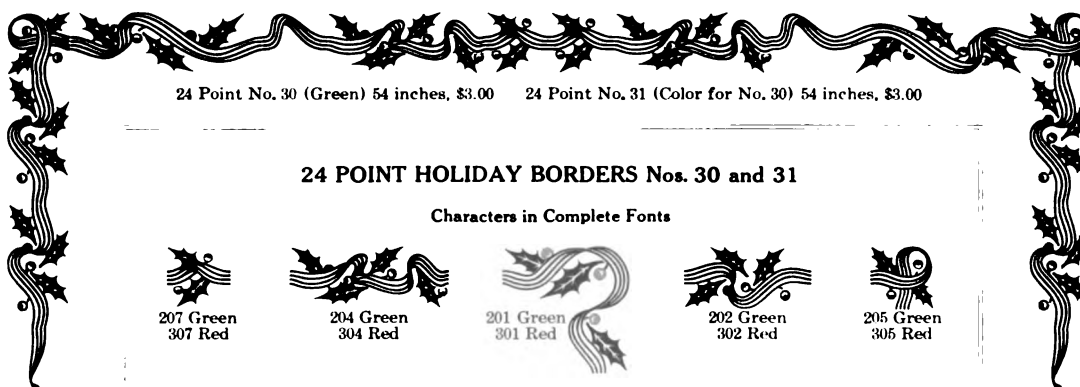


These borders are made for one or two colors and are fonted separately. Fonts of red characters (berries) include special justifying spaces which are the exact size of the four one-color pieces, and enable the printer to assemble color forms with great ease

36 Point No. 26 (Made for One Color) 42 inches, \$3.00



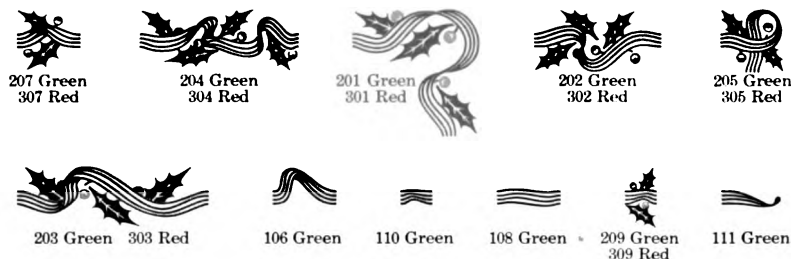
For other Holiday Borders see pages 1053-1055 of the American Specimen Book of Type Styles (1912)



24 Point No. 30 (Green) 54 inches, \$3.00 24 Point No. 31 (Color for No. 30) 54 inches, \$3.00

24 POINT HOLIDAY BORDERS Nos. 30 and 31

Characters in Complete Fonts



These borders are made for one or two colors and are fonted separately. Fonts of red characters (berries) include special justifying spaces which are the exact size of the four one-color pieces, and enable the printer to assemble color forms with great ease

24 Point No. 29 (Made for One Color) 54 inches, \$3.00



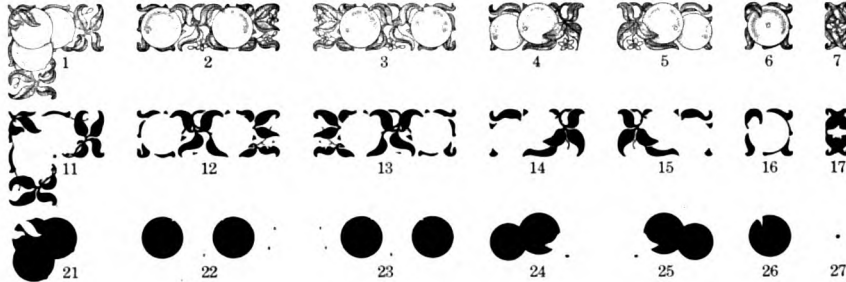
Orange Borders

18 POINT ORANGE BORDER—For Three Colors

Per font \$4.00

Complete font for three colors will set two pages, each 114 ems (12 point) outside or 102 ems (12 point) inside

Characters in Complete Font



18 Point No. 2 (One Color Only) Per font \$1.50

ORANGE BORDER No. 2—For One Color

Characters for the 18 Point size are same as those numbered 1, 2, 3, 4, 5, 6 and 7, shown above

Characters for the 24 Point size are same as those numbered 31, 32, 33, 34, 35, 36 and 37, shown below

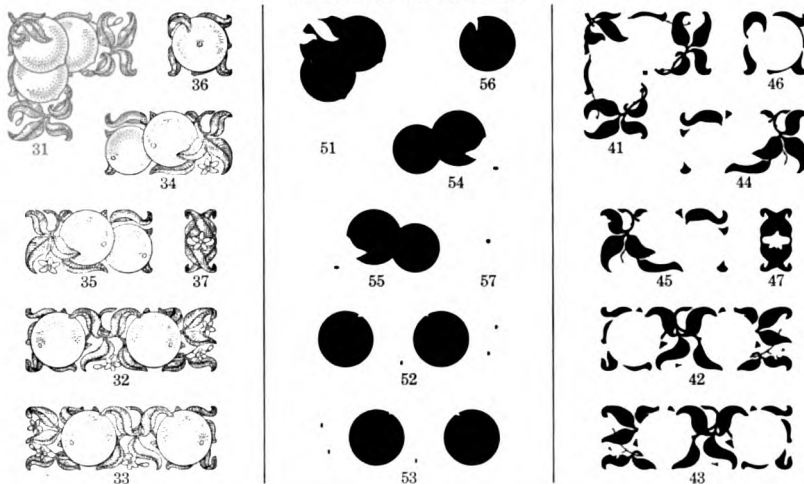
24 Point No. 2 (One Color Only) Per font \$1.75

24 POINT ORANGE BORDER—For Three Colors

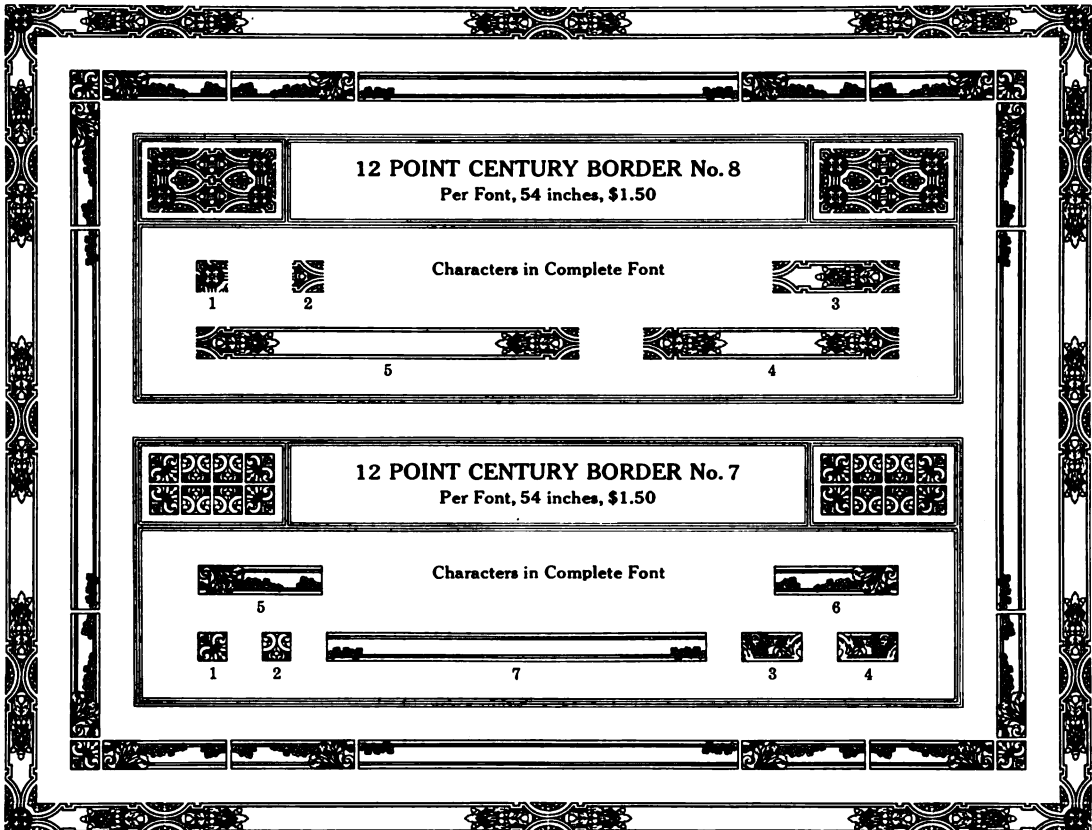
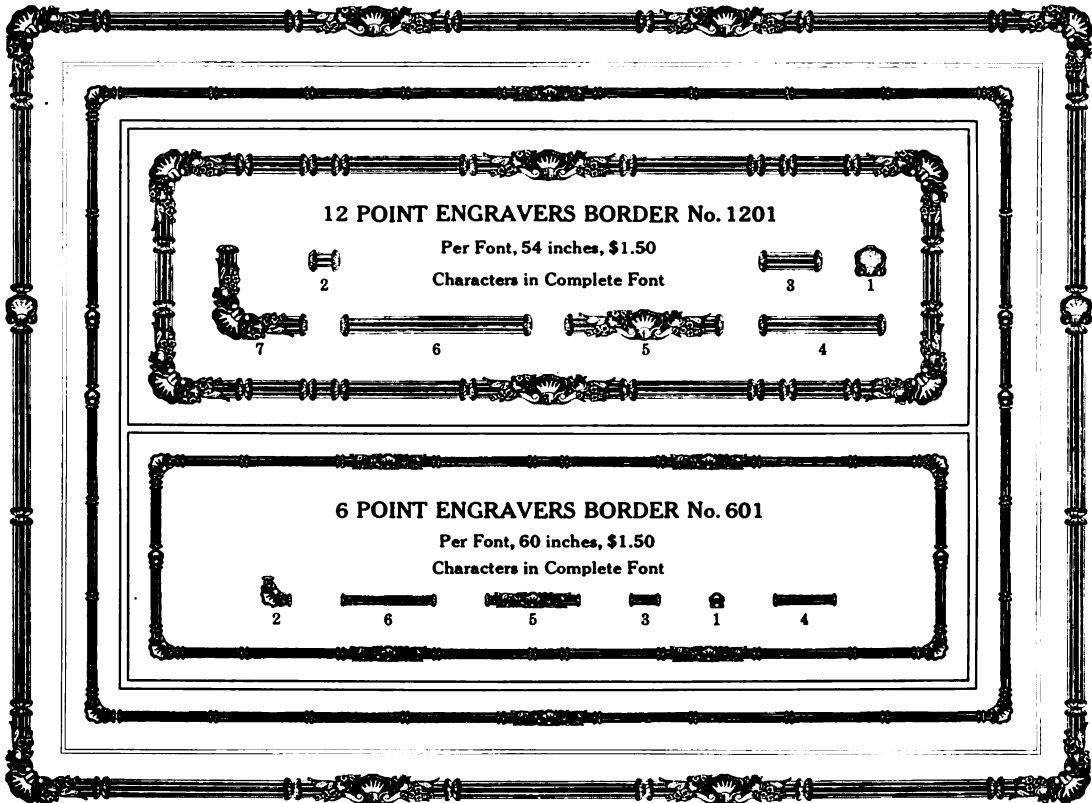
Per font \$5.00

Complete font for three colors will set two pages, each 116 ems (12 point) outside or 100 ems (12 point) inside

Characters in Complete Font

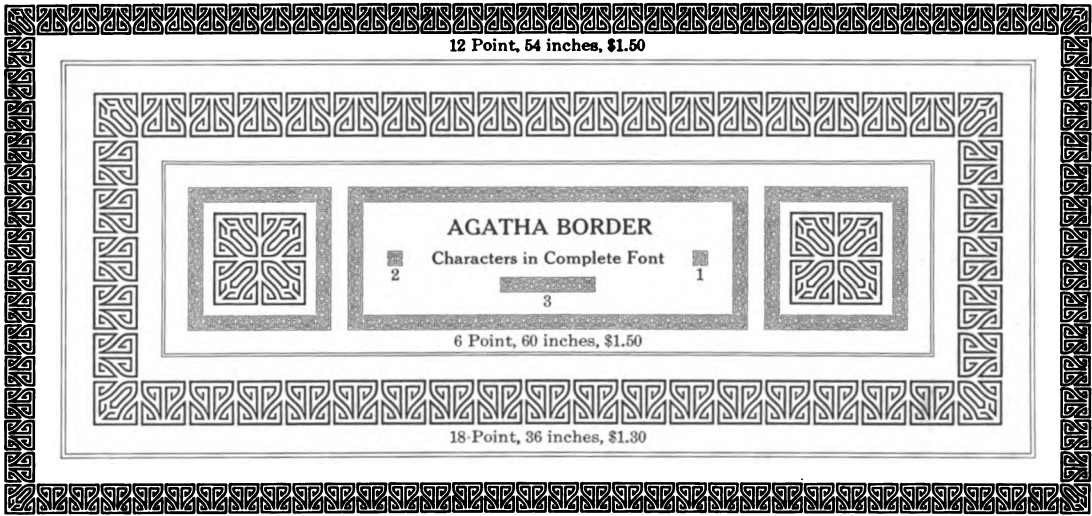
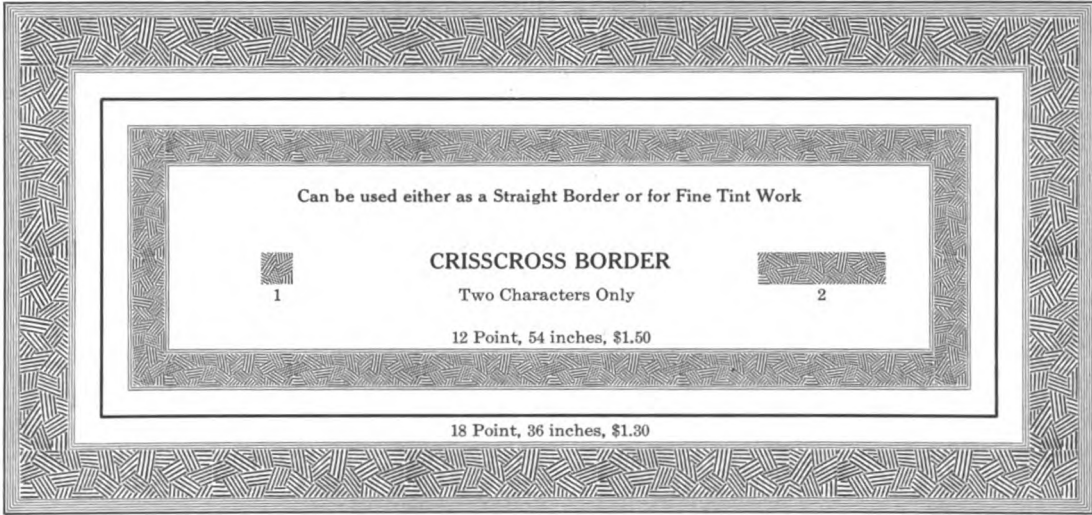


Engravers Border and Century Border

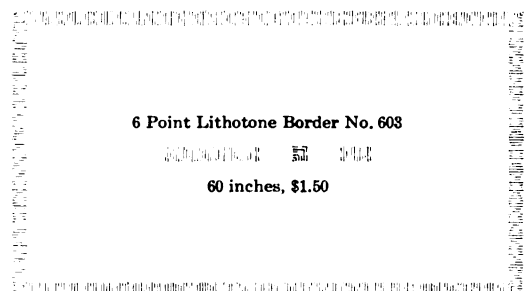
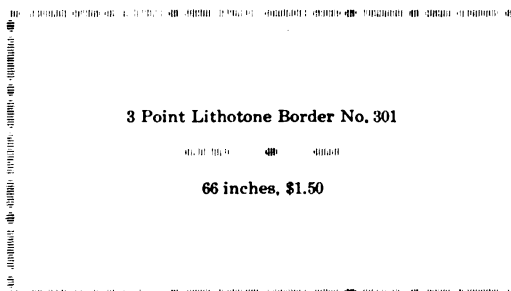
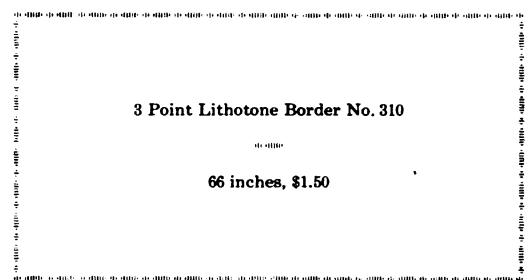
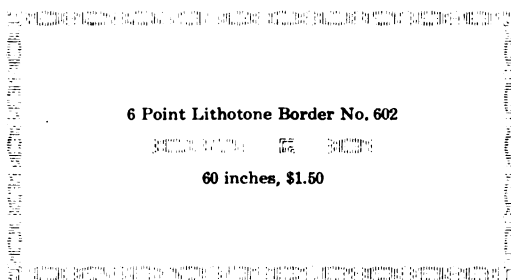
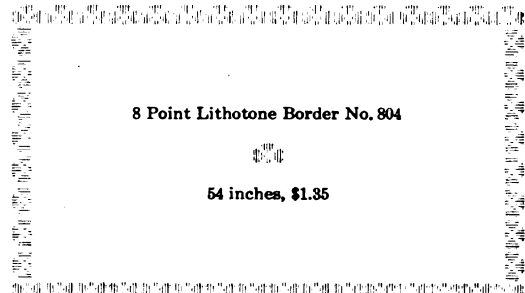
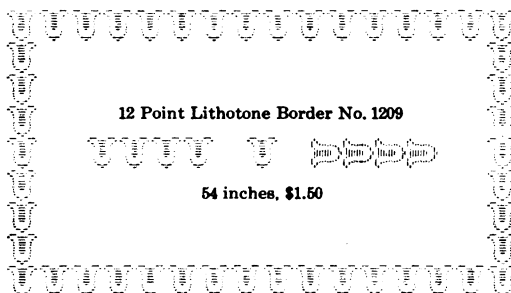
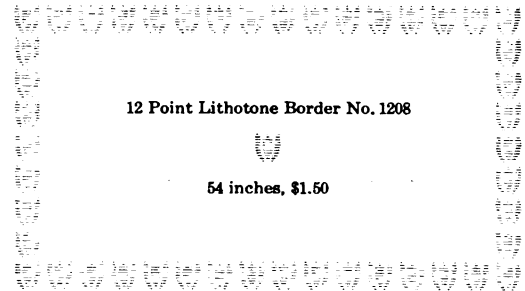
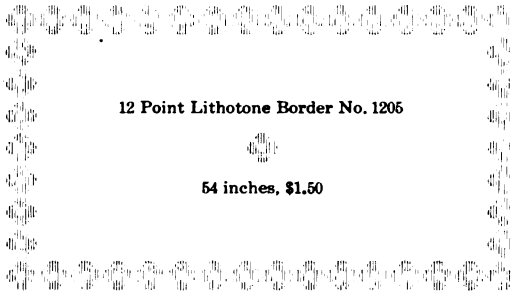
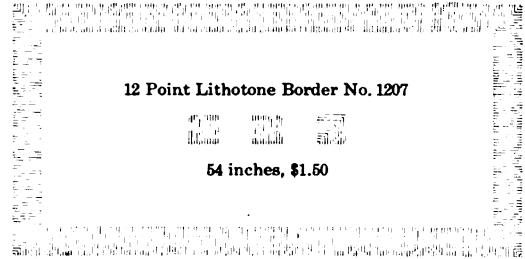
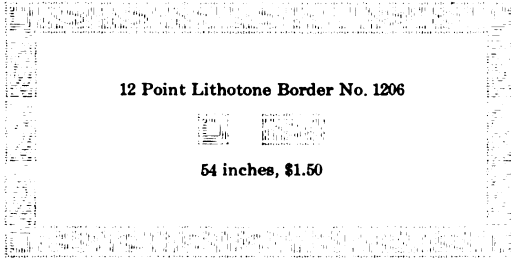


For other Century Borders see pages 1049-1052 of the American Specimen Book of Type Styles (1912)

Crisscross Border, Agatha Border, Concrete Border



Lithotone Borders



24 POINT MEDIAL SCRIPT

*Mme. Sophie Marsted
announces
an Exceptional Fall Display of
Wraps and Gowns
Friday, October the fifth
at four-thirty*

4 POINT FRANKLIN GOTHIC

THERE IS A PROFITABLE FIELD FOR PRINTERS WHO WOULD CARE TO INSTALL STAMPING AND ENGRAVING DEPARTMENTS FOR PRODUCING FINE SOCIAL AND COMMERCIAL WORK

That an engraving department would be of advantage to the average well-organized printing office is demonstrated by the fact that many of the larger concerns are now conducting such ventures with admirable results. While the type-printing industry continues to expand and grow remarkably in every section of the country, the engraving and plate-printing business is also increasing wonderfully. On every side there is a greater demand for various specialties of both social and commercial engraving. The public in general has come to appreciate the excellent qualities of engraved printing. The printer who has an engraving department is in a position to create a lot of new business in the plate-printing and embossing lines. He can do this without lessening the volume of his letterpress business in the least. For instance, he suggests to certain customers that an engraved announcement would be a powerful advertisement for some special sale, or some similar occasion. In a like manner he suggests that engraved business cards would express the high character of a "polite" business better than would plainly printed ones. It would seem that smaller-town printers could install plate-printing and stamping departments under admirable conditions. The business is there for them, but of course it would need developing. In the beginning of the venture the printer could have his plates and dies made by the engravers of the larger cities, later on engaging an expert to do the engraving at the plant as the business grew. Without question there are many printers who could have an engraving department added to their regular printing business with excellent results. The typographical and engraving businesses belong together

For other members of the Franklin Gothic Family see pages 738-747 of the
American Specimen Book of Type Styles (1912)

AMERICAN TYPE FOUNDERS COMPANY

DESIGNER AND MAKER OF THE LEADING FACES IN

TYPEWRITER TYPE

TO MODERN PRINTERS:

By every test which can be made the type of the American Type Founders Company is conceded by those who have a knowledge of true values to be the best in quality and accuracy of production, besides having the highest and most important advantages in point of style. In this day, when the leading and ambitious printers are giving their closest and keenest attention to practical methods of efficiency, it would seem suicidal, from a business point of view, for anyone engaged in the art preservative to consider the purchase of any type but the best.

VICTORIA UNDERWOOD TYPEWRITER

The following characters are furnished with each 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 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 & \$ %
/ @ # () . , : ; - ' " ! ? * $\frac{1}{4}$ $\frac{1}{2}$ $\frac{3}{4}$

VICTORIA UNDERWOOD TYPEWRITER

12 point 20 A \$1 85 100 a \$5 50 \$7 35

Justifiers furnished in 1 and 5 pound fonts

TO THE WIDE-AWAKE PRINTER:

If you have no time to advertise your business you are not getting out of it all it holds in store for you. Therefore, study your advertising problems. There is no need to plunge. Go at it gently, thoughtfully, but above all persistently. Perhaps it will be better to hire some one to help you. You did not disdain the help of a sign painter who advertised you with the sign he painted. Perhaps you are a printer rather than an advertiser. If so, hire some of the time of an advertiser who is able to convince the business people in your community that they are neglecting profits by neglecting to use your printing facilities.

UNDERWOOD TYPEWRITER

The following characters are furnished with each 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 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 &
\$ % / @ #) . , : ; - ' " ! ? * $\frac{1}{4}$ $\frac{1}{2}$ $\frac{3}{4}$

UNDERWOOD TYPEWRITER

12 Point 8 A \$0 85 34 a \$1 90 \$2 75

Justifiers furnished in 1 and 5 pound fonts

Cut-Cost Fractions

CUT-COST FRACTIONS No. 1

6 Point, per font . . . \$2 25
8 Point, per font . . . 2 75

Cut-Cost Fractions No. 1 are so made that two en-set fractions can be placed together to make fractions in 16ths, 32ds and 64ths.

Thus: $\frac{1}{2}$ and $\frac{1}{2}$ placed together make $\frac{11}{16}$

The following commonly used characters are furnished:

$\frac{1}{2}$ $\frac{1}{4}$ $\frac{3}{4}$ $\frac{1}{8}$ $\frac{3}{8}$ $\frac{5}{8}$ $\frac{7}{8}$ $\frac{1}{16}$ $\frac{3}{16}$ $\frac{5}{16}$ $\frac{7}{16}$ $\frac{9}{16}$ $\frac{11}{16}$

Special characters used for 16ths, 32ds and 64ths are:

Numerators: $\frac{1}{16}$ $\frac{1}{32}$ $\frac{1}{64}$ $\frac{1}{128}$

Denominators: $\frac{16}{1}$ $\frac{32}{1}$ $\frac{64}{1}$ $\frac{128}{1}$

Making $\frac{1}{16}$ $\frac{1}{32}$ $\frac{1}{64}$ $\frac{1}{128}$ $\frac{1}{16}$ $\frac{1}{32}$ $\frac{1}{64}$ $\frac{1}{128}$ $\frac{1}{16}$ $\frac{1}{32}$ $\frac{1}{64}$ $\frac{1}{128}$

The following characters on en-set are used together to make 16th, 32ds and 64ths when numerator is 11 or larger:

For 16ths:

Combine $\frac{1}{2}$ with $\frac{1}{2}$ for $\frac{11}{16}$

For 32ds:

Combine $\frac{1}{2}$ with $\frac{1}{4}$ to make $\frac{11}{32}$ $\frac{13}{32}$ $\frac{15}{32}$ $\frac{17}{32}$

Combine $\frac{1}{4}$ with $\frac{1}{4}$ to make $\frac{11}{16}$ $\frac{13}{16}$ $\frac{15}{16}$ $\frac{17}{16}$

Combine $\frac{1}{8}$ with $\frac{1}{8}$ to make $\frac{11}{64}$

For 64ths:

Combine $\frac{1}{2}$ with $\frac{1}{8}$ to make $\frac{11}{64}$ $\frac{13}{64}$ $\frac{15}{64}$ $\frac{17}{64}$

Combine $\frac{1}{4}$ with $\frac{1}{8}$ to make $\frac{11}{32}$ $\frac{13}{32}$ $\frac{15}{32}$ $\frac{17}{32}$

Combine $\frac{1}{8}$ with $\frac{1}{8}$ to make $\frac{11}{64}$ $\frac{13}{64}$ $\frac{15}{64}$ $\frac{17}{64}$

Combine $\frac{1}{16}$ and $\frac{1}{16}$ with $\frac{1}{16}$ to make the rest of the "odd" 64ths: $\frac{11}{64}$ to $\frac{63}{64}$ to $\frac{63}{64}$

The complete list of fractions that can be made with a font of Cut-Cost Fractions No. 1 are $\frac{1}{2}$ $\frac{1}{4}$ $\frac{3}{4}$ and complete 8ths, 16ths, 32ds and 64ths, as follows:

$\frac{1}{2}$ $\frac{1}{4}$ $\frac{3}{4}$ $\frac{1}{8}$ $\frac{3}{8}$ $\frac{5}{8}$ $\frac{7}{8}$ $\frac{1}{16}$
 $\frac{1}{16}$ $\frac{1}{32}$ $\frac{1}{64}$ $\frac{1}{128}$ $\frac{1}{16}$ $\frac{1}{32}$ $\frac{1}{64}$ $\frac{1}{128}$
 $\frac{1}{16}$ $\frac{1}{32}$ $\frac{1}{64}$ $\frac{1}{128}$ $\frac{1}{16}$ $\frac{1}{32}$ $\frac{1}{64}$ $\frac{1}{128}$
 $\frac{1}{16}$ $\frac{1}{32}$ $\frac{1}{64}$ $\frac{1}{128}$ $\frac{1}{16}$ $\frac{1}{32}$ $\frac{1}{64}$ $\frac{1}{128}$
 $\frac{1}{16}$ $\frac{1}{32}$ $\frac{1}{64}$ $\frac{1}{128}$ $\frac{1}{16}$ $\frac{1}{32}$ $\frac{1}{64}$ $\frac{1}{128}$
 $\frac{1}{16}$ $\frac{1}{32}$ $\frac{1}{64}$ $\frac{1}{128}$ $\frac{1}{16}$ $\frac{1}{32}$ $\frac{1}{64}$ $\frac{1}{128}$
 $\frac{1}{16}$ $\frac{1}{32}$ $\frac{1}{64}$ $\frac{1}{128}$ $\frac{1}{16}$ $\frac{1}{32}$ $\frac{1}{64}$ $\frac{1}{128}$
 $\frac{1}{16}$ $\frac{1}{32}$ $\frac{1}{64}$ $\frac{1}{128}$ $\frac{1}{16}$ $\frac{1}{32}$ $\frac{1}{64}$ $\frac{1}{128}$

CUT-COST FRACTIONS No. 2

6 Point, per font . . . \$2 25
8 Point, per font . . . 2 75

Cut-Cost Fractions No. 2 are so made that two en-set fractions can be placed together to make fractions in 12ths, 16ths, 24ths and 48ths.

Thus: $\frac{1}{2}$ and $\frac{1}{2}$ placed together make $\frac{11}{12}$

The following commonly used characters are furnished:

$\frac{1}{2}$ $\frac{1}{4}$ $\frac{3}{4}$ $\frac{1}{8}$ $\frac{3}{8}$ $\frac{5}{8}$ $\frac{7}{8}$ $\frac{1}{16}$ $\frac{3}{16}$ $\frac{5}{16}$ $\frac{7}{16}$ $\frac{9}{16}$ $\frac{11}{16}$

Special characters used for 12ths, 16ths, 24ths and 48ths are:

Numerators: $\frac{1}{12}$ $\frac{1}{16}$ $\frac{1}{24}$ $\frac{1}{48}$

Denominators: $\frac{12}{1}$ $\frac{16}{1}$ $\frac{24}{1}$ $\frac{48}{1}$

Making $\frac{1}{12}$ $\frac{1}{16}$ $\frac{1}{24}$ $\frac{1}{48}$ $\frac{1}{12}$ $\frac{1}{16}$ $\frac{1}{24}$ $\frac{1}{48}$ $\frac{1}{12}$ $\frac{1}{16}$ $\frac{1}{24}$ $\frac{1}{48}$

The following characters on en-set are used together to make 12th, 16th, 24th and 48th when numerator is 11 or larger:

For 12ths:

Combine $\frac{1}{2}$ with $\frac{1}{2}$ for $\frac{11}{12}$

For 16ths:

Combine $\frac{1}{2}$ with $\frac{1}{4}$ to make $\frac{11}{16}$ $\frac{13}{16}$ $\frac{15}{16}$ $\frac{17}{16}$

For 24ths:

Combine $\frac{1}{2}$ with $\frac{1}{6}$ to make $\frac{11}{24}$ $\frac{13}{24}$ $\frac{15}{24}$ $\frac{17}{24}$

Combine $\frac{1}{3}$ with $\frac{1}{3}$ to make $\frac{11}{12}$

For 48ths:

Combine $\frac{1}{2}$ with $\frac{1}{8}$ to make $\frac{11}{48}$ $\frac{13}{48}$ $\frac{15}{48}$ $\frac{17}{48}$

Combine $\frac{1}{4}$ with $\frac{1}{4}$ to make $\frac{11}{24}$ $\frac{13}{24}$ $\frac{15}{24}$ $\frac{17}{24}$

Combine $\frac{1}{6}$ with $\frac{1}{6}$ to make $\frac{11}{12}$ $\frac{13}{12}$ $\frac{15}{12}$ $\frac{17}{12}$

Combine $\frac{1}{8}$ with $\frac{1}{8}$ to make $\frac{11}{64}$ $\frac{13}{64}$ $\frac{15}{64}$ $\frac{17}{64}$

The complete list of fractions that can be made with a font of Cut-Cost Fractions No. 2 are complete 12ths, 16ths, 24ths and 48ths, as follows:

$\frac{1}{2}$ $\frac{1}{4}$ $\frac{3}{4}$ $\frac{1}{8}$ $\frac{3}{8}$ $\frac{5}{8}$ $\frac{7}{8}$ $\frac{1}{16}$
 $\frac{1}{16}$ $\frac{1}{32}$ $\frac{1}{64}$ $\frac{1}{128}$ $\frac{1}{16}$ $\frac{1}{32}$ $\frac{1}{64}$ $\frac{1}{128}$
 $\frac{1}{16}$ $\frac{1}{32}$ $\frac{1}{64}$ $\frac{1}{128}$ $\frac{1}{16}$ $\frac{1}{32}$ $\frac{1}{64}$ $\frac{1}{128}$
 $\frac{1}{16}$ $\frac{1}{32}$ $\frac{1}{64}$ $\frac{1}{128}$ $\frac{1}{16}$ $\frac{1}{32}$ $\frac{1}{64}$ $\frac{1}{128}$
 $\frac{1}{16}$ $\frac{1}{32}$ $\frac{1}{64}$ $\frac{1}{128}$ $\frac{1}{16}$ $\frac{1}{32}$ $\frac{1}{64}$ $\frac{1}{128}$
 $\frac{1}{16}$ $\frac{1}{32}$ $\frac{1}{64}$ $\frac{1}{128}$ $\frac{1}{16}$ $\frac{1}{32}$ $\frac{1}{64}$ $\frac{1}{128}$
 $\frac{1}{16}$ $\frac{1}{32}$ $\frac{1}{64}$ $\frac{1}{128}$ $\frac{1}{16}$ $\frac{1}{32}$ $\frac{1}{64}$ $\frac{1}{128}$
 $\frac{1}{16}$ $\frac{1}{32}$ $\frac{1}{64}$ $\frac{1}{128}$ $\frac{1}{16}$ $\frac{1}{32}$ $\frac{1}{64}$ $\frac{1}{128}$

CUT-COST SMALL CAP CASE

Cut-Cost Small Cap Case, $\frac{1}{2}$ size with 42 compartments, three fit in blank case \$0 60

The Cut-Cost Small Cap Case will hold both Fonts Nos. 1 and 2 containing characters for complete 64ths and 48ths. In laying the case for 64ths only, the compartments used for the denominators 12, 16, and 24 and characters $\frac{1}{12}$ and $\frac{1}{16}$ will be empty, as these characters are used only for 48ths and are not included in Font No. 1 (64ths). There will be eleven empty compartments in the layout for 48ths only as the denominators 32 and 64 and characters $\frac{1}{32}$ and $\frac{1}{64}$ are used only for 64ths and are not included in Font No. 2 (48ths).

Every printing office has constant use for the fractions: eighths, quarters, halves, and frequently for the sixteenths and sixty-fourths.

Note to the Composer:

When the numerator is 11 or larger (for instance, $\frac{11}{16}$) read the copy up and down and pick out $\frac{1}{2}$ and $\frac{1}{4}$. After a little practice it will be natural to consider the fraction as two en-set type placed together. Fractions with a numerator 9 and smaller and a denominator 12 or larger (for instance, $\frac{9}{16}$) are easily composed by selecting the proper numerator and denominator.

12	$\frac{1}{12}$	$\frac{1}{6}$	$\frac{1}{4}$	$\frac{1}{3}$	$\frac{1}{2}$
16	$\frac{1}{16}$	$\frac{1}{8}$	$\frac{1}{4}$	$\frac{1}{3}$	$\frac{1}{2}$
24	$\frac{1}{24}$	$\frac{1}{12}$	$\frac{1}{6}$	$\frac{1}{3}$	$\frac{1}{2}$
32	$\frac{1}{32}$	$\frac{1}{16}$	$\frac{1}{8}$	$\frac{1}{4}$	$\frac{1}{2}$
48	$\frac{1}{48}$	$\frac{1}{24}$	$\frac{1}{12}$	$\frac{1}{6}$	$\frac{1}{2}$
64	4 Em Space	Em Quad	$\frac{1}{8}$	$\frac{1}{4}$	$\frac{1}{2}$

Job Type Fractions

CHELTENHAM BOLD FRACTIONS

48 Point

Per font \$1 25

$\frac{1}{4}$ $\frac{1}{2}$ $\frac{3}{4}$ $\frac{1}{3}$ $\frac{2}{3}$ $\frac{1}{8}$
 $\frac{3}{8}$ $\frac{5}{8}$ $\frac{7}{8}$ $\frac{\circ}{0}$ ¢

36 Point

Per font \$1 00

$\frac{1}{4}$ $\frac{1}{2}$ $\frac{3}{4}$ $\frac{1}{3}$ $\frac{2}{3}$ $\frac{1}{8}$
 $\frac{3}{8}$ $\frac{5}{8}$ $\frac{7}{8}$ $\frac{\circ}{0}$ ¢

30 Point

Per font \$0 75

$\frac{1}{4}$ $\frac{1}{2}$ $\frac{3}{4}$ $\frac{1}{3}$ $\frac{2}{3}$ $\frac{1}{8}$
 $\frac{3}{8}$ $\frac{5}{8}$ $\frac{7}{8}$ $\frac{\circ}{0}$ ¢

24 Point

Per font \$0 50

$\frac{1}{4}$ $\frac{1}{2}$ $\frac{3}{4}$ $\frac{1}{3}$ $\frac{2}{3}$ $\frac{1}{8}$ $\frac{3}{8}$ $\frac{5}{8}$ $\frac{7}{8}$ $\frac{\circ}{0}$ ¢

18 Point

Per font \$0 50

$\frac{1}{4}$ $\frac{1}{2}$ $\frac{3}{4}$ $\frac{1}{3}$ $\frac{2}{3}$ $\frac{1}{8}$ $\frac{3}{8}$ $\frac{5}{8}$ $\frac{7}{8}$ $\frac{\circ}{0}$ ¢

14 Point

Per font \$0 50

$\frac{1}{4}$ $\frac{1}{2}$ $\frac{3}{4}$ $\frac{1}{3}$ $\frac{2}{3}$ $\frac{1}{8}$ $\frac{3}{8}$ $\frac{5}{8}$ $\frac{7}{8}$ $\frac{\circ}{0}$ ¢

12 Point

Per font \$0 50

$\frac{1}{4}$ $\frac{1}{2}$ $\frac{3}{4}$ $\frac{1}{3}$ $\frac{2}{3}$ $\frac{1}{8}$ $\frac{3}{8}$ $\frac{5}{8}$ $\frac{7}{8}$ $\frac{\circ}{0}$ ¢

10 Point

Per font \$0 50

$\frac{1}{4}$ $\frac{1}{2}$ $\frac{3}{4}$ $\frac{1}{3}$ $\frac{2}{3}$ $\frac{1}{8}$ $\frac{3}{8}$ $\frac{5}{8}$ $\frac{7}{8}$ $\frac{\circ}{0}$ ¢

8 Point

Per font \$0 50

$\frac{1}{4}$ $\frac{1}{2}$ $\frac{3}{4}$ $\frac{1}{3}$ $\frac{2}{3}$ $\frac{1}{8}$ $\frac{3}{8}$ $\frac{5}{8}$ $\frac{7}{8}$ $\frac{\circ}{0}$ ¢

6 Point

Per font \$0 50

$\frac{1}{4}$ $\frac{1}{2}$ $\frac{3}{4}$ $\frac{1}{3}$ $\frac{2}{3}$ $\frac{1}{8}$ $\frac{3}{8}$ $\frac{5}{8}$ $\frac{7}{8}$ $\frac{\circ}{0}$ ¢

CLOISTER OLDSTYLE FRACTIONS

18 Point

Per font \$0 50

$\frac{1}{4}$ $\frac{1}{2}$ $\frac{3}{4}$ $\frac{1}{3}$ $\frac{2}{3}$ $\frac{1}{8}$ $\frac{3}{8}$ $\frac{5}{8}$ $\frac{7}{8}$ $\frac{\circ}{0}$ ¢

14 Point

Per font \$0 50

$\frac{1}{4}$ $\frac{1}{2}$ $\frac{3}{4}$ $\frac{1}{3}$ $\frac{2}{3}$ $\frac{1}{8}$ $\frac{3}{8}$ $\frac{5}{8}$ $\frac{7}{8}$ $\frac{\circ}{0}$ ¢

12 Point

Per font \$0 50

$\frac{1}{4}$ $\frac{1}{2}$ $\frac{3}{4}$ $\frac{1}{3}$ $\frac{2}{3}$ $\frac{1}{8}$ $\frac{3}{8}$ $\frac{5}{8}$ $\frac{7}{8}$ $\frac{\circ}{0}$ ¢

10 Point

Per font \$0 50

$\frac{1}{4}$ $\frac{1}{2}$ $\frac{3}{4}$ $\frac{1}{3}$ $\frac{2}{3}$ $\frac{1}{8}$ $\frac{3}{8}$ $\frac{5}{8}$ $\frac{7}{8}$ $\frac{\circ}{0}$ ¢

8 Point

Per font \$0 50

$\frac{1}{4}$ $\frac{1}{2}$ $\frac{3}{4}$ $\frac{1}{3}$ $\frac{2}{3}$ $\frac{1}{8}$ $\frac{3}{8}$ $\frac{5}{8}$ $\frac{7}{8}$ $\frac{\circ}{0}$ ¢

6 Point

Per font \$0 50

$\frac{1}{4}$ $\frac{1}{2}$ $\frac{3}{4}$ $\frac{1}{3}$ $\frac{2}{3}$ $\frac{1}{8}$ $\frac{3}{8}$ $\frac{5}{8}$ $\frac{7}{8}$ $\frac{\circ}{0}$ ¢

Cheltenham Perpetual Calendars

24 Point Cheltenham Perpetual Calendar No. 14

1917 NOVEMBER 1917						
SUN	MON	TUE	WED	THU	FRI	SAT
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

Price Complete \$2.25

12 Point Cheltenham Perpetual Calendar No. 12

1918 DECEMBER 1918						
SUN	MON	TUE	WED	THU	FRI	SAT
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

Price Complete \$1.25

Fonts include brass rules for one month, one each of the date logotypes, seven blanks, one each of the day logotypes, and sufficient type, figures and spaces for every month in the year for twenty years. The Perpetual Calendars carry the double date logotypes in all except the six and eight point sizes

1917 MARCH 1917						
Su	Mo	Tu	We	Th	Fr	Sa
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

8 Point Cheltenham Perpetual Calendar No. 10
Price Complete 75c

Does not contain double date logotypes

1918 SEPTEMBER 1918						
SUN	MON	TUE	WED	THU	FRI	SAT
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

10 Point Cheltenham Perpetual Calendar No. 11
Price Complete \$1.00

Very plain and easily read

18 Point Cheltenham Perpetual Calendar No. 13

1917 JUNE 1917						
SUN	MON	TUE	WED	THU	FRI	SAT
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

Price Complete \$1.75

- 1 6 Point Cheltenham Perpetual Calendar No. 9
- 2 Price Complete 50c
- 3
- 4 Does not contain double date logotypes
- 5
- 6

1918 FEB 1918						
Su	Mo	Tu	We	Th	Fr	Sa
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28		

These Calendars are perpetual and may be used year after year by rearranging the figures and months

Other Sizes of Cheltenham Perpetual Calendars

60 Point No. 17

16	MON
----	-----

60 Point No. 27

27	Fr
----	----

36 Point No. 15

WED
30

48 Point No. 16

TUE	30
-----	----

48 Point No. 26

Mo	24/31
----	-------

36 Point No. 25

Sa	25
----	----

Cheltenham Perpetual Calendars

24 Point Cheltenham Perpetual Calendar No. 24

1918 JANUARY 1918						
Su	Mo	Tu	We	Th	Fr	Sa
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

Price Complete \$2.00

1917 OCTOBER 1917						
Su	Mo	Tu	We	Th	Fr	Sa
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

12 Point
Cheltenham
Perpetual
Calendar No. 22
Price
Complete \$1.25

Profit-makers
for
the Printer

Fonts include brass rules for one month, one each of the date logotypes, seven blanks, one each of the day logotypes, and sufficient type, figures and spaces for every month in the year for twenty years. The Perpetual Calendars carry the double date logotypes in all except the six and eight point sizes

1918 APRIL 1918						
Su	Mo	Tu	We	Th	Fr	Sa
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

8 Point Cheltenham
Perpetual Calendar No. 20
Price Complete 75c

Does not contain double
date logotypes

1918 MAY 1918						
Su	Mo	Tu	We	Th	Fr	Sa
		1	2	3	4	
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

10 Point
Cheltenham
Perpetual
Calendar No. 21
Price
Complete \$1.00

These Calendars
save money

1917 JULY 1917						
Su	Mo	Tu	We	Th	Fr	Sa
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

18 Point
Cheltenham
Perpetual
Calendar No. 23
Price
Complete \$1.75

This size should
prove a source
of great profit
to the
enterprising
job printer

6 Point Cheltenham
Perpetual Calendar No. 19
Price Complete 50c

Does not contain double
date logotypes

1917 AUG 1917						
Su	Mo	Tu	We	Th	Fr	Sa
	1	2	3	4		
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

Cheltenham Perpetual Calendars are also made in
36 point, 48 point and 60 point sizes
at prices shown in list below

PRICES AND SIZES OF CHELTENHAM PERPETUAL CALENDARS

6 Point No. 9, Complete	\$0.50
6 Point No. 19, Complete	.50
8 Point No. 10, Complete	.75
8 Point No. 20, Complete	.75
10 Point No. 11, Complete	1.00
10 Point No. 21, Complete	1.00
12 Point No. 12, Complete	1.25
12 Point No. 22, Complete	1.25
18 Point No. 13, Complete	1.75

18 Point No. 23, Complete	\$1.75
24 Point No. 14, Complete	2.25
24 Point No. 24, Complete	2.00
36 Point No. 15, Complete	4.00
36 Point No. 25, Complete	3.50
48 Point No. 16, Complete	7.00
48 Point No. 26, Complete	5.50
60 Point No. 17, Complete	9.00
60 Point No. 27, Complete	7.50

Made for Yearly Calendars in the following sizes and sold without Brass Rule Border or Extra Characters

6 Point No. 109, Complete	\$2.75
6 Point No. 119, Complete	2.15
8 Point No. 110, Complete	3.60
8 Point No. 120, Complete	2.85

10 Point No. 111, Complete	\$4.65
10 Point No. 121, Complete	3.70
12 Point No. 112, Complete	6.75
12 Point No. 122, Complete	4.75

National Trade Emblems



PRICES FOR THE NATIONAL TRADE EMBLEMS IN QUANTITIES				
Believing that the National Trade Emblems will be extensively used by all advertisers, big and little, we have listed them in various quantities at popular prices, as follows:				
Single Price Each	5 or More and Less than 10 Each	10 or More and Less than 20 Each	20 or More and Less than 40 Each	40 or More Each
\$0 50	\$0 40	\$0 35	\$0 30	\$0 25
45	35	25	22	20
40	28	20	16	15
35	25	18	15	13
30	20	16	14	12
25	18	14	12	10
20	16	12	10	9
15	12	10	8	7

To ascertain the price of five or more National Trade Emblems of one design and body take the single price and follow across the column to the quantity wanted.



Trade Emblems

NATIONAL TRADE EMBLEMS



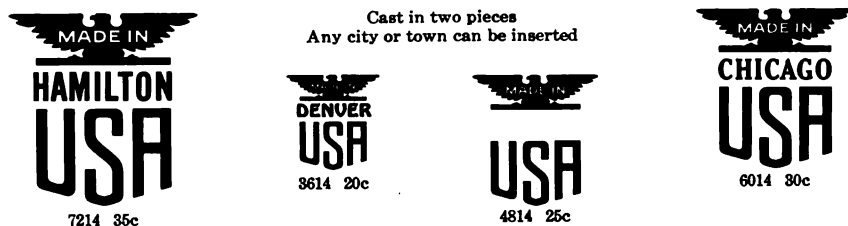
"MADE IN DETROIT" TRADE EMBLEMS

Reproduced from the design
awarded first prize by the Detroit
Board of Trade



SECTIONAL TRADE EMBLEMS

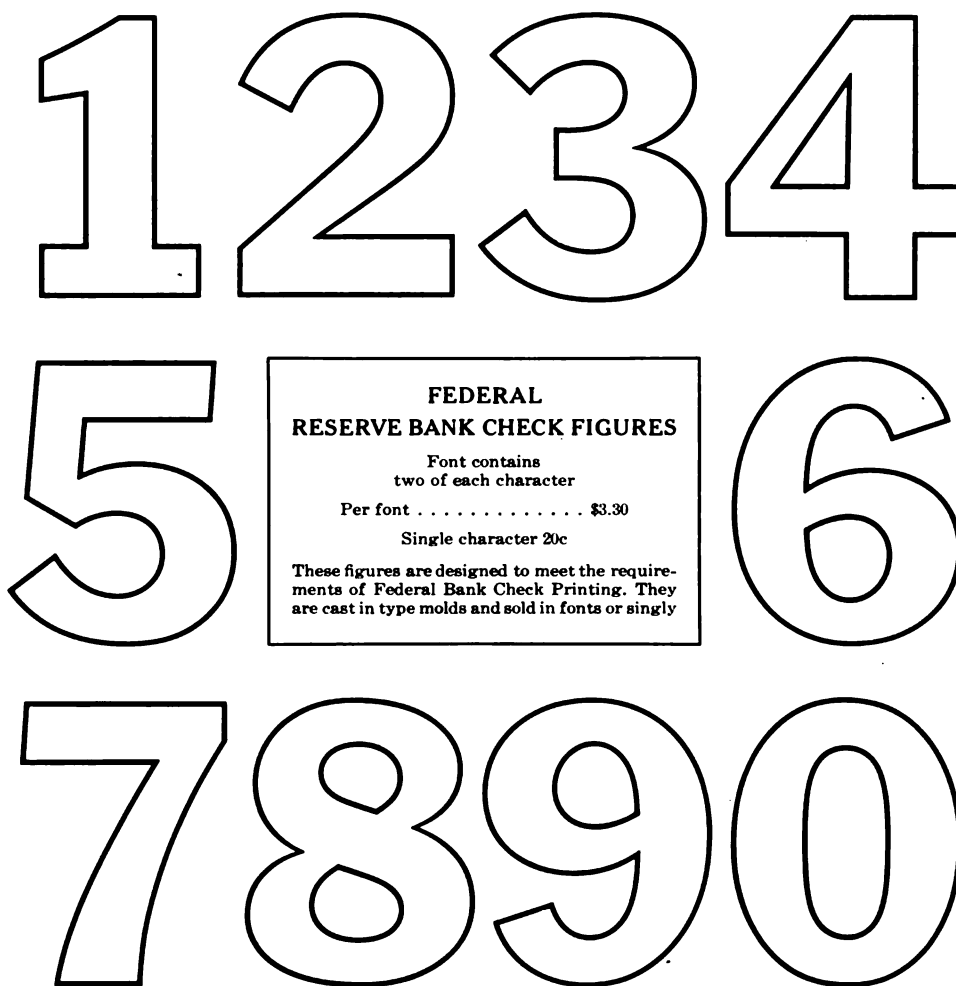
Cast in two pieces
Any city or town can be inserted



CIVIC PRIDE TRADE EMBLEMS



Federal Reserve Bank Check Figures and Election Ticket Emblems



FEDERAL RESERVE BANK CHECK FIGURES

Font contains
two of each character

Per font \$3.30

Single character 20c

These figures are designed to meet the requirements of Federal Bank Check Printing. They are cast in type molds and sold in fonts or singly

(CAST ON 120 POINT BODY)

ELECTION TICKET EMBLEMS

Single character 10c

Five of one kind or assorted 30c

Ten of one kind or assorted 45c

Sold in larger quantities at two cents extra for each additional character



101
Republican



102
Democratic



103
Progressive



104
Independence League



105
Socialist



106
Socialist Labor



107
Prohibition

Space Fillers

Per font \$2.65

SPACE FILLERS: Font contains 164 characters
24 point set, 35 characters 8 point set, and
26 characters 4 point set.



108
Liberal



109
American

For other Election Signs see page 932 of the American Specimen Book of Type Styles (1912)

Brass Rule Section

Lithotone Brass Rule

NO.	BODY	PER FOOT
1591	1 Point	\$0 10½
1591½	1½ Point	13
1592	2 Point	15
1593	3 Point	22
1594	4 Point	30
1596	6 Point	45
1598	8 Point	60
15910	10 Point	75
15912	12 Point	90
15918	18 Point	1 35
15924	24 Point	1 80

American Type Founders Co.
Originator of Leading Type Designs

Brass Rule Section

LITHOTONE BRASS RULE

NO.	BODY	PER FOOT
1571	1 Point	\$0 10½
1571½	1½ Point	13
1572	2 Point	15
1573	3 Point	22
1574	4 Point	30
1576	6 Point	45
1578	8 Point	60
15710	10 Point	75
15712	12 Point	90
15718	18 Point	1 35
15724	24 Point	1 80

AMERICAN TYPE FOUNDERS
ORIGINATOR **COMPANY** MANUFACTURER

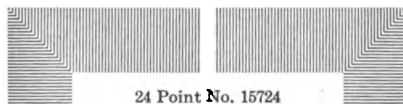
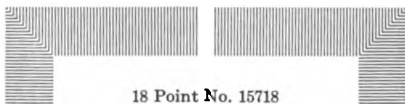
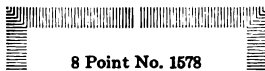
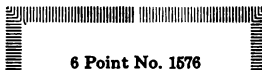
Brass Rule Section

LITHOTONE BRAZED BRASS CORNERS, SERIES No. 157

PRICES—Per Set of Four
2, 3, 4 and 6 Point . . . \$0 75
8, 10 and 12 Point . . . 90

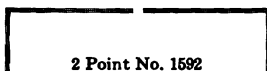


PRICES—Per Set of Four
18 Point \$1 20
24 Point 1 50

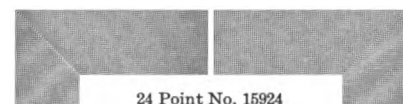
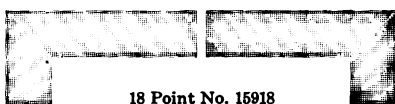
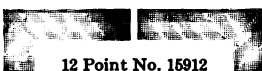
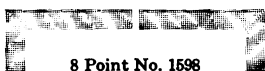
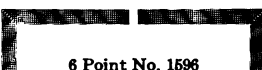


LITHOTONE BRAZED BRASS CORNERS, SERIES No. 159

PRICES—Per Set of Four
2, 3, 4 and 6 Point . . . \$0 75
8, 10 and 12 Point . . . 90



PRICES—Per Set of Four
18 Point \$1 20
24 Point 1 50

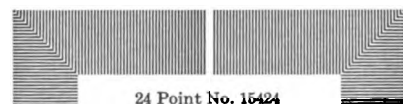
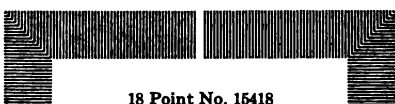
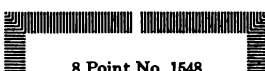
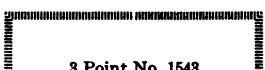


LITHOTONE BRAZED BRASS CORNERS, SERIES No. 154

PRICES—Per Set of Four
2, 3, 4 and 6 Point . . . \$0 75
8, 10 and 12 Point . . . 90



PRICES—Per Set of Four
18 Point \$1 20
24 Point 1 50



Brazed Brass Corners can be furnished for Series 147, 148, 149, 155, 156, 158 and 160, and all double and triple line Lithotone Rule and Litholine Rule at the same prices. For prices of labor-saving fonts see Tables B and B1, page 204

Brass Rule Section

NO.	BODY	PER FOOT
1581	1 Point	\$0 10½
1581½	1½ Point	13
1582	2 Point	15
1583	3 Point	22
1584	4 Point	30
1586	6 Point	45
1588	8 Point	60
15810	10 Point	75
15812	12 Point	90
15818	18 Point	1 35
15824	24 Point	1 80

NO.	BODY	PER FOOT
1561	1 Point	\$0 10½
1561½	1½ Point	13
1562	2 Point	15
1563	3 Point	22
1564	4 Point	30
1566	6 Point	45
1568	8 Point	60
15610	10 Point	75
15612	12 Point	90
15618	18 Point	1 35
15624	24 Point	1 80

LITHOTONE CORNERS No. 1 Price \$1.00

Font contains all metal corners used on pages 191 to 197

See page 201 for corresponding face made as Litholine Rule

For prices of Labor-Saving Fonts see Table B1, page 204

See page 201 for corresponding face made as Litholine Rule

Brass Rule Section

LITHOTONE BRASS RULE		
NO.	BODY	PER FOOT
1491	1 Point	\$0 10 1/2
1491 1/2	1 1/2 Point	13
1492	2 Point	15
1493	3 Point	22
1494	4 Point	30
1496	6 Point	45
1498	8 Point	60
14910	10 Point	75
14912	12 Point	90
14918	18 Point	1 35
14924	24 Point	1 80

See page 202 for corresponding face made as Litholine Rule

LITHOTONE BRASS RULE		
NO.	BODY	PER FOOT
1551	1 Point	\$0 10 1/2
1551 1/2	1 1/2 Point	13
1552	2 Point	15
1553	3 Point	22
1554	4 Point	30
1556	6 Point	45
1558	8 Point	60
15510	10 Point	75
15512	12 Point	90
15518	18 Point	1 35
15524	24 Point	1 80

For prices of Labor-Saving Fonts see Table B1, page 204

See page 202 for corresponding face made as Litholine Rule

Brass Rule Section

LITHOTONE BRASS RULE		
NO.	BODY	PER FOOT
1601	1 Point	\$0 10 1/4
1601 1/2	1 1/2 Point	13
1602	2 Point	15
1603	3 Point	22
1604	4 Point	30
1606	6 Point	45
1608	8 Point	60
1610	10 Point	75
1612	12 Point	90
1618	18 Point	1 35
1624	24 Point	1 80

This face also made in Litholine Rule, Series No. 280

LITHOTONE BRASS RULE		
NO.	BODY	PER FOOT
1481	1 Point	\$0 10 1/4
1481 1/2	1 1/2 Point	13
1482	2 Point	15
1483	3 Point	22
1484	4 Point	30
1486	6 Point	45
1488	8 Point	60
14810	10 Point	75
14812	12 Point	90
14818	18 Point	1 35
14824	24 Point	1 80

See page 200 for corresponding face made as Litholine Rule

For prices of Labor-Saving Fonts see Table B1, page 204

American Type Founders Company

ORIGINATOR AND MAKER OF

TYPE, BORDERS, ORNAMENTS AND BRASS RULE

LITHOTONE BRASS RULE

NO.	BODY	PER FOOT
1541	1 Point	\$0 10 1/2
1541 1/2	1 1/2 Point	13
1542	2 Point	15
1543	3 Point	22
1544	4 Point	30
1546	6 Point	45
1548	8 Point	60
15410	10 Point	75
15412	12 Point	90
15418	18 Point	1 35
15424	24 Point	1 80

LITHOTONE BRASS RULE

NO.	BODY	PER FOOT
1471	1 Point	\$0 10 1/2
1471 1/2	1 1/2 Point	13
1472	2 Point	15
1473	3 Point	22
1474	4 Point	30
1476	6 Point	45
1478	8 Point	60
14710	10 Point	75
14712	12 Point	90
14718	18 Point	1 35
14724	24 Point	1 80

HERBERT E. BARTONE

MATTHEW B. WILMONT

BARTONE & WILMONT
325 Broadway, New York City

SELECTED ORIENTAL

HIGH GRADE TOILET
ARTICLES

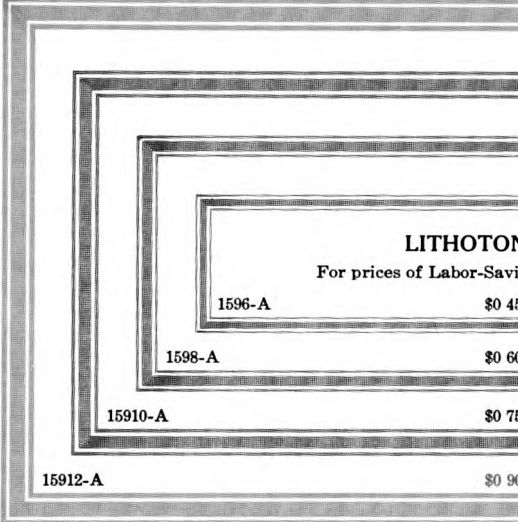
PERFUMES

See page 200 for corresponding face made as Litholine Rule.

For prices of Labor-Saving Fonts see Table B1, page 204

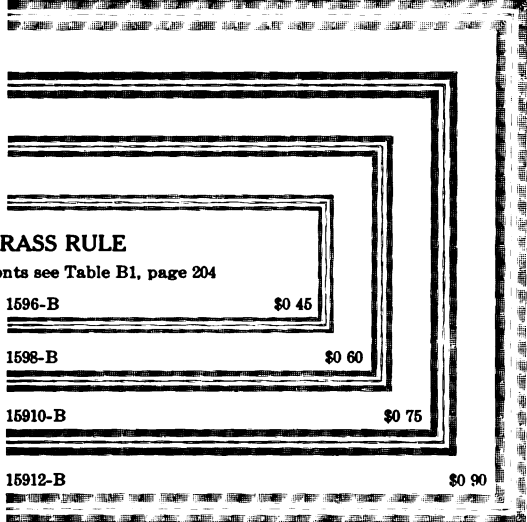
See page 200 for corresponding face made as Litholine Rule

Brass Rule Section



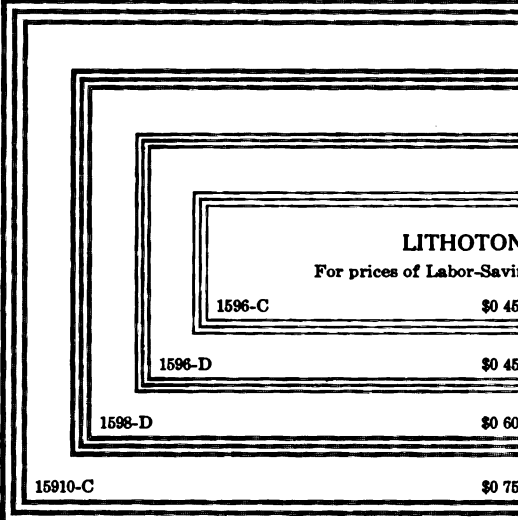
LITHOTONE BRASS RULE
For prices of Labor-Saving Fonts see Table B1, page 204

1596-A	\$0 45
1598-A	\$0 60
15910-A	\$0 75
15912-A	\$0 90



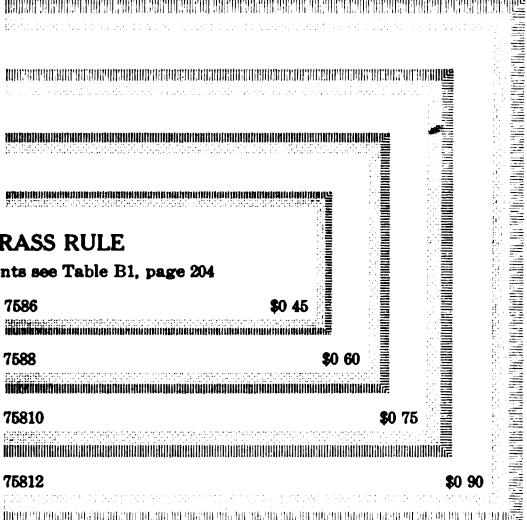
LITHOTONE BRASS RULE
For prices of Labor-Saving Fonts see Table B1, page 204

1596-B	\$0 45
1598-B	\$0 60
15910-B	\$0 75
15912-B	\$0 90



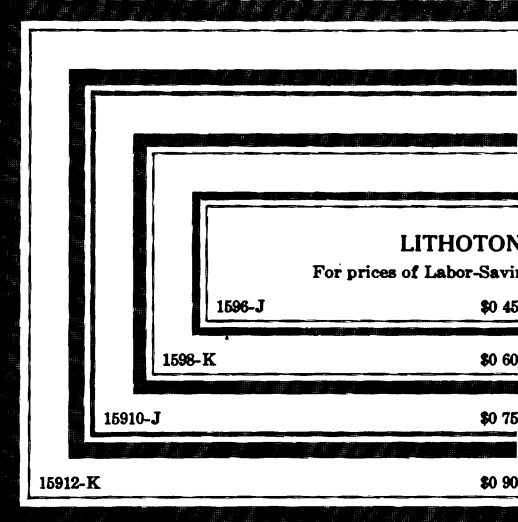
LITHOTONE BRASS RULE
For prices of Labor-Saving Fonts see Table B1, page 204

1596-C	\$0 45
1598-D	\$0 45
1598-D	\$0 60
15910-C	\$0 75



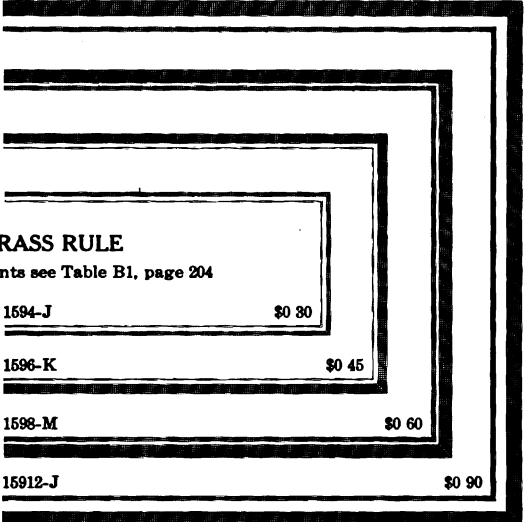
LITHOTONE BRASS RULE
For prices of Labor-Saving Fonts see Table B1, page 204

7586	\$0 45
7588	\$0 60
75810	\$0 75
75812	\$0 90



LITHOTONE BRASS RULE
For prices of Labor-Saving Fonts see Table B1, page 204

1596-J	\$0 45
1598-K	\$0 60
15910-J	\$0 75
15912-K	\$0 90



LITHOTONE BRASS RULE
For prices of Labor-Saving Fonts see Table B1, page 204

1594-J	\$0 80
1596-K	\$0 45
1598-M	\$0 60
15912-J	\$0 90

Brass Rule Section

LITHOTONE BRASS RULE	
For prices of Labor-Saving Fonts see Table B1, page 204	
1598-E	\$0 22
1596-H	\$0 45
1596-E	\$0 45
1598-F	\$0 60
1594-G	\$0 30
1596-G	\$0 45
1596-F	\$0 45
15910-F	\$0 75

BRASS RULE FOR BOOKLETS	
For prices of Labor-Saving Fonts see Table B, page 204	
1646	\$0 38
2236	\$0 38
2346	\$0 38
6496	\$0 38
2236-R	\$0 38
2346-R	\$0 38
6496-R	\$0 38

LITHOLINE BRASS RULE	
For prices of Labor-Saving Fonts see Table B, page 204	
6583	\$0 18
6585	\$0 30
6586	\$0 38
65810	\$0 60
6584	\$0 24
6588	\$0 48
65812	\$0 72

Brass Rule Section

LITHOLINE BRASS RULE		LITHODOT BRASS RULE	
For prices of Labor-Saving Fonts of Litholine Brass Rule see Table B, page 204		For prices of Labor-Saving Fonts of Lithodot Brass Rule see Table B1, page 204	
2484	\$0 24	3484	\$0 30
2486	\$0 38	3486	\$0 45
24812	\$0 72	34812	\$0 90

Combination of 2482, 3488 and 2482

LITHOLINE BRASS RULE		LITHODOT BRASS RULE	
For prices of Labor-Saving Fonts of Lithodot Brass Rule see Table B1, page 204		For prices of Labor-Saving Fonts of Lithodot Brass Rule see Table B1, page 204	
2473	\$0 18	3473	\$0 22
2476	\$0 38	3476	\$0 45
24712	\$0 72	34712	\$0 90

Combination of 2473, 3476 and 2473

LITHOLINE BRASS RULE		LITHODOT BRASS RULE	
Fonts of Lithodot Brass Rule do not need Miters or Brazed Corners		Fonts of Lithodot Brass Rule do not need Miters or Brazed Corners	
2542*	\$0 14	3542*	\$0 15
2546	\$0 38	3546	\$0 45
25412	\$0 72	35412	\$0 90

Combination of 2546 and 3546

*Also Made on 22-5 point body

Brass Rule Section

LITHOLINE BRASS RULE		LITHODOT BRASS RULE	
For prices of Labor-Saving Fonts of Litholine Brass Rule see Table B, page 204			
2593	\$0 18	3593	\$0 22
2596	\$0 38	3596	\$0 45
25912	\$0 72	35912	\$0 90

Combination of 2596 and 3596

LITHOLINE BRASS RULE		LITHODOT BRASS RULE	
For prices of Labor-Saving Fonts of Lithodot Brass Rule see Table B1, page 204			
2582	\$0 14	3582	\$0 15
2583	\$0 18	3583	\$0 22
2586	\$0 38	3586	\$0 45
25812	\$0 72	35812	\$0 90

LITHOLINE BRASS RULE		LITHODOT BRASS RULE	
Fonts of Lithodot Brass Rule do not need Miters or Brazed Corners			
2563	\$0 18	3563	\$0 22
2566	\$0 38	3566	\$0 45
25612	\$0 72	35612	\$0 90

Combination of 2563, 1566 and 2563

Brass Rule Section

LITHOLINE BRASS RULE

For prices of Labor-Saving Fonts of Lithodot Brass Rule
see Table B1, page 204

2572*	\$0 14
2576	\$0 38
25712	\$0 72

LITHODOT BRASS RULE

3572*	\$0 15
3576	\$0 45
35712	\$0 90

Combination of 3576 and 2576

*Also made on 2 2-5 point body

LITHOLINE BRASS RULE

For prices of Labor-Saving Fonts of Litholine Brass Rule
see Table B, page 204

2554	\$0 24
2556	\$0 38
25512	\$0 72

LITHODOT BRASS RULE

3554	\$0 30
3556	\$0 45
35512	\$0 90

Combination of 2554, 1554 and 2554

All Lithotone and Litholine Brass Rules can be combined as shown on this outside panel

LITHOLINE BRASS RULE

Fonts of Lithodot Brass Rule do not need Miters or Brazed Corners

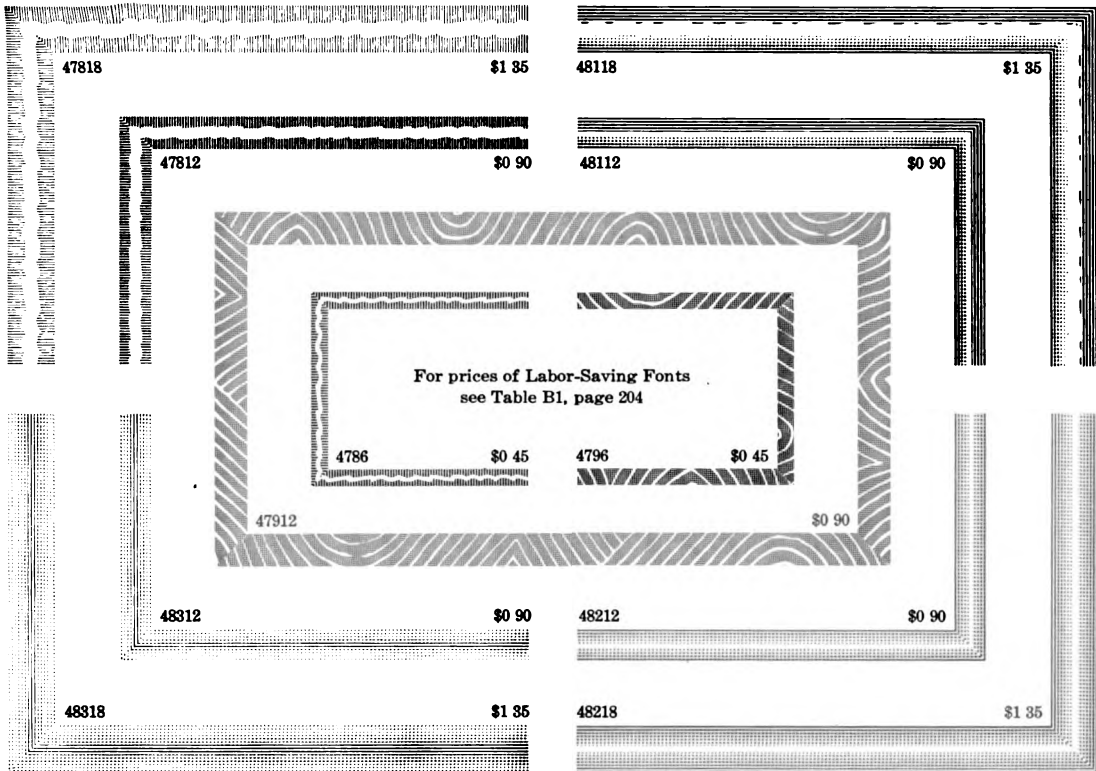
2494	\$0 24
2496	\$0 38
24912	\$0 72

LITHODOT BRASS RULE

3494	\$0 30
3496	\$0 45
34912	\$0 90

Combination of Litholine 24912 and Lithotone 14912

Brass Rule Section

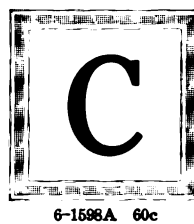
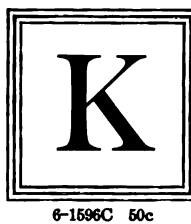
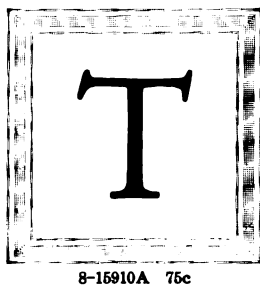


BRASS INITIAL BOXES

These Initial Boxes are brazed on two corners and mitered on two corners
making corner pieces easy to compose



PRICE LIST OF INITIAL BOXES				
	48 POINT AND SMALLER	72 POINT AND SMALLER	96 POINT AND SMALLER	120 POINT AND SMALLER
2, 3 or 4 Point Rule . .	\$0 40	\$0 45	\$0 50	\$0 55
6 Point Rule	45	50	55	60
8 Point Rule	50	60	70	75
10 Point Rule	55	65	75	85
12 Point Rule	65	75	85	95



Brass Rule Section

LITHOLINE RULE IN STRIPS

TABLE G

Prices also apply to all Plain Single, Double, and Triple Line Rules

POINT	1	1-2	2	3	4	5	6	8	10	12	18	24	30	36
1 Foot Price	9c	12c	14c	18c	24c	30c	38c	48c	60c	72c	\$1 08	\$1 44	\$1 80	\$2 16

LABOR-SAVING FONTS OF LITHOLINE BRASS RULE

Prices also apply to all Plain Single, Double, and Triple Line Rules

These list prices are for fonts put up according to our standard schemes. Special scheme fonts differing from our standard schemes, and sorts will be charged according to prices in Tables H and I.

SIZE FONT	1 POINT	1-2 POINT	2 POINT	3 POINT	4 POINT	6 POINT	8 POINT	10 POINT	12 POINT
1 Pound	\$3 00	\$2 75	\$2 10	\$1 95	\$1 95	\$1 95	\$1 90	\$1 90	\$1 90
2 Pound	6 00	5 20	4 20	3 90	3 90	3 90	3 80	3 80	3 80
3 Pound	8 70	7 80	6 00	5 55	5 55	5 55	5 40	5 40	5 40
4 Pound	11 20	9 80	8 00	7 20	7 20	7 20	7 00	7 00	7 00
5 Pound	13 50	12 00	9 50	8 75	8 75	8 75	8 50	8 50	8 50

Sizes larger than 12 point are not sold in regular scheme fonts. Customers will specify lengths desired, which will be sold at prices in Tables H and I.

LITHOTONE AND LITHODOT RULE IN STRIPS

TABLE G1

These List Prices are for all Series of Lithotone and Lithodot Rule

POINT	1	1-2	2	3	4	5	6	8	10	12	18	24	30	36
1 Foot Price	10½c	13c	15c	22c	30c	37c	45c	60c	75c	90c	\$1 35	\$1 80	\$2 25	\$2 70

LABOR-SAVING FONTS OF LITHOTONE AND LITHODOT BRASS RULE

Regular Fonts DO NOT contain Miters or Brazed Corners

These list prices are for all series of Lithotone and Lithodot Rules, and for fonts put up according to our standard schemes. Special scheme fonts differing from our standard schemes, and sorts will be charged according to Tables H and I, plus 25 per cent.

TABLE B1

SIZE FONT	1 POINT	1-2 POINT	2 POINT	3 POINT	4 POINT	6 POINT	8 POINT	10 POINT	12 POINT
1 Pound	\$3 75	\$3 45	\$2 60	\$2 50	\$2 40	\$2 40	\$2 35	\$2 35	\$2 35
2 Pound	7 50	6 50	5 25	5 00	4 80	4 80	4 70	4 70	4 70
3 Pound	10 90	9 75	7 50	7 10	6 95	6 95	6 80	6 80	6 80
4 Pound	14 00	12 25	10 00	9 20	9 00	9 00	8 75	8 75	8 75
5 Pound	16 90	15 00	12 00	11 25	10 75	10 75	10 50	10 50	10 50

Sizes larger than 12 point are not sold in regular scheme fonts. Customers will specify lengths desired which will be sold at prices in Tables H and I plus 25 per cent.

MITERS FOR LITHOTONE BRASS RULE

TABLE E2

For prices of Brazed Corners see page 193

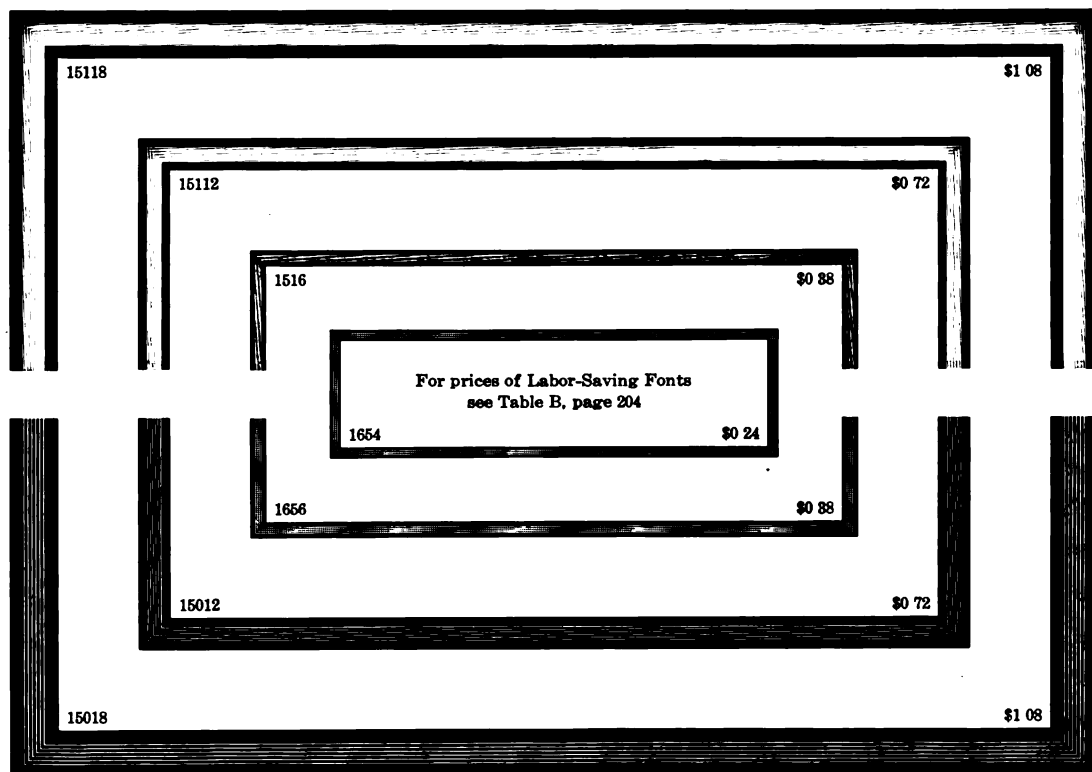
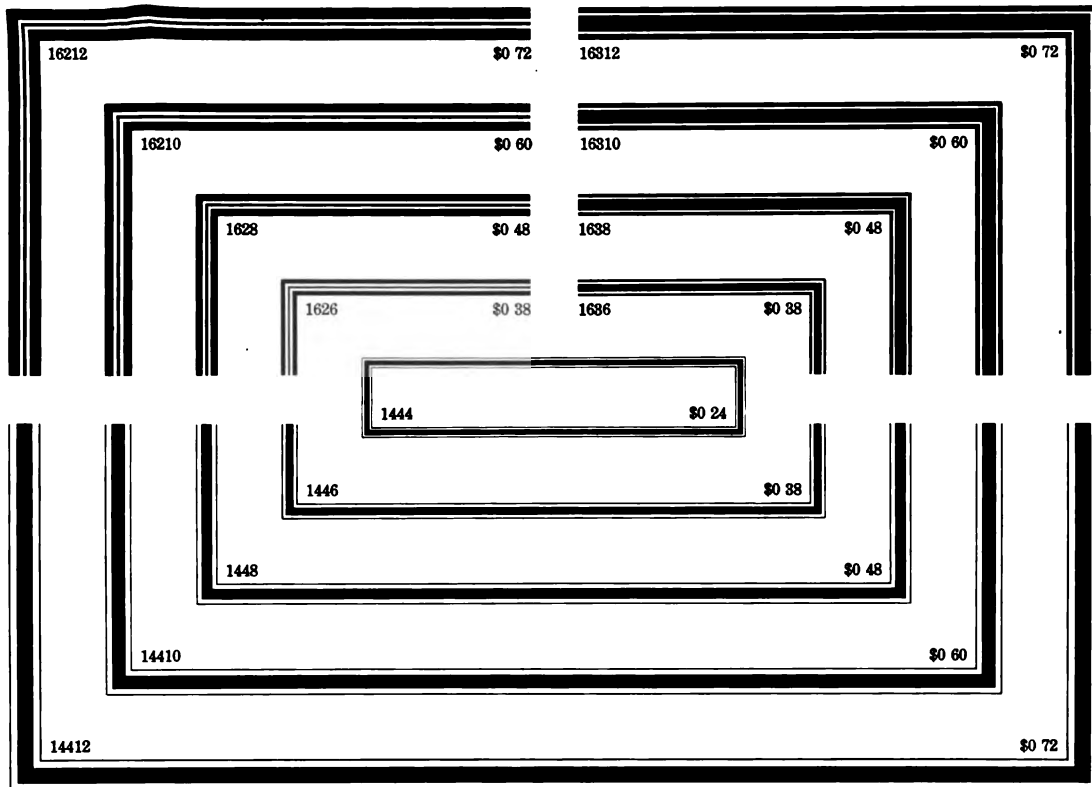
TABLE D1

BODY	PRICES PER SET OF 4 RIGHT AND 4 LEFT MITERS					PRICES PER FONT	
	2 1-2 EMS INSIDE	5 EMS INSIDE	3 1-2 EMS OUTSIDE	6 1-2 EMS OUTSIDE	EXTRA FOR INTERLOCKING MITERS	BODY	NUMBER SETS
1 to 2 pts.	\$0 20	\$0 20	\$0 20	\$0 20	\$0 10	1 to 2 Point	2 sets each 2½ and 5 ems
3 & 4 pts.	25	30	25	30	10	3 & 4 Point	2 sets each 2½ and 5 ems
5 & 6 pts.	30	40	30	40	10	5 to 6 Point	2 sets 2½ ems, 1 set 5 ems
8 pts.	40	55	40	55	10	7 & 8 Point	2 sets 2½ ems, 1 set 5 ems
10 pts.	45	70	45	70	10	9 & 10 Point	1 set each 2½ and 5 ems
12 pts.	50	80	50	80	10	11 & 12 Point	1 set each 2½ and 5 ems
18 pts.	80	1 20	75	1 20	15		
24 pts.	1 10	1 60	95	1 50	15		

Mitered pages of Lithotone Rule:—To the charges for mitering add prices of pieces of rule in Tables H and I and add 25 per cent for all series. Lithodot Rules do not need miters or brazed corners, which cannot be made satisfactorily.

All prices subject to change without notice

Brass Rule Section



Brazed Half-Panel—4 columns wide (83½ ems) with 3 em leg. Per set of two, 12 Point Rule No. 14912, \$2 56

Brazed Half-Panel—3 columns wide (40 ems) with 3 em leg. Per set of two, 8 Point Rule No. 1388, \$1 45

Brazed Half-Panel—2 columns wide (26½ ems). Per set of two, 6 Point Rule No. 1626, \$1 10

BRAZED HALF-PANELS

Made in one, two, three and four column widths for Rapid Newspaper Composition
Other sizes made at proportionate prices

Prices, per Set of Two		2 Pt.	3 Pt.	4 Pt.	6 Pt.	8 Pt.	10 Pt.	12 Pt.	18 Pt.
Plain Rule	8x13 Ems	\$0 80	\$0 80	\$0 80	\$0 95	\$1 00	\$1 15	\$1 25	\$1 50
All Lithotone	8x13 Ems	85	85	85	1 00	1 10	1 20	1 35	1 75
Plain Rule	3x28½ Ems	90	90	90	1 10	1 25	1 35	1 50	2 00
All Lithotone	3x28½ Ems	95	95	95	1 20	1 35	1 50	1 70	2 25
Plain Rule	3x40 Ems	1 05	1 05	1 05	1 35	1 45	1 65	1 85	2 40
All Lithotone	3x40 Ems	1 10	1 10	1 10	1 45	1 60	1 85	2 10	2 75
Plain Rule	3x53¼ Ems	1 25	1 25	1 25	1 50	1 75	2 00	2 25	3 00
All Lithotone	3x53¼ Ems	1 35	1 35	1 35	1 65	1 95	2 25	2 55	3 50
* Special Font Half-Panel Rule (Plain Rule)		3 92	4 97	6 35	9 87	12 45	15 70	18 65	27 73

* Containing 6 pieces each 1 to 4 ems by ¼ ems; 8 pieces each 5 to 10 ems; 2 pieces each 12, 15, 18, 21, 24, 27, 30, 33 and 36 ems; 2 pieces each 42, 48, 54, 60, 66 and 72 ems.
(2 point font weighs 2 lbs.)

Advertising Composition
made easy by using Brazed Half-Panels
with rule cut to
proper lengths for Adwork

AMERICAN
TYPE
FOUNDERS
COMPANY

Ads from one inch to
twelve inches in length composed with
two pieces of rule and
one set of Brazed Half-Panels

Brass Rule Section

BRAZED CORNER

This page 84x53 ems, Rule No. 14812, \$3 00 Plain Rule \$2 53

MITERED CORNER

MITERED PAGES — HALF BRAZED

Open Corners Mitered Plain or Interlocking

BRAZED CORNER

This page 27x30 ems, Rule No. 6588, \$1 25

BRAZED CORNER

This page 6x23 ems, Rule 1336, \$0 77

Just the thing for Single, Double and Triple Column
Newspaper Department Heads. They are
great timesavers

BRAZED CORNER

BRAZED CORNER

This page 16x23 ems, Rule No. 1574, \$0 68 Plain Rule \$0 61

These pages, with two corners brazed
and two corners mitered, are great time-
savers on large publications using stand-
ard size rule borders for the advertising
pages. We have made over a thousand
pages for one printer, who uses them with
great saving on a large trade publication

BRAZED CORNER

BRAZED CORNER

PRICE LIST

With the open corners mitered plain or interlocking. To the charges below add price per piece as per Tables H and I for the length of rule used. Be sure to state whether measurements given are inside or outside, and if side-face rule whether bevel is inside or outside.

Open corners, plain mitered				Prices per page, not including Rule used	Open corners, interlocking miters			
2, 3 and 4 point	6, 8 and 10 point	12 and 14 point	18 point and thicker		2, 3 and 4 point	6, 8 and 10 point	12 and 14 point	18 point and thicker
\$0 35	\$0 40	\$0 50	\$0 60	24 ems	\$0 45	\$0 55	\$0 70	\$0 85
40	45	55	65	36 ems	50	60	75	90
45	50	60	70	48 ems	55	65	80	95
50	55	65	75	60 ems	60	70	85	1 00
55	60	70	80	72 ems	65	75	90	1 05

Sixteen pages and more of the same face and size, 5 cents per page less; sixty-four pages, 10 cents per page less.

If made from Lithotone or Lithodot Rule the prices in Tables H and I are increased 25 per cent, to which the above charges per page are added.

MITERED CORNER

BRAZED CORNER

Squarround Circles

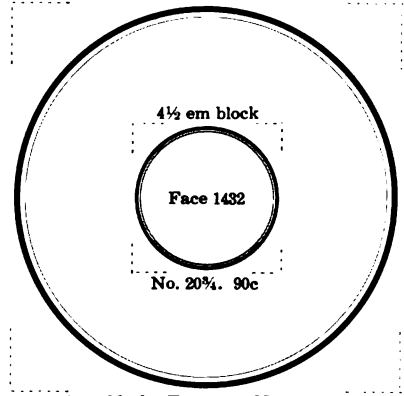
Square outside—round inside



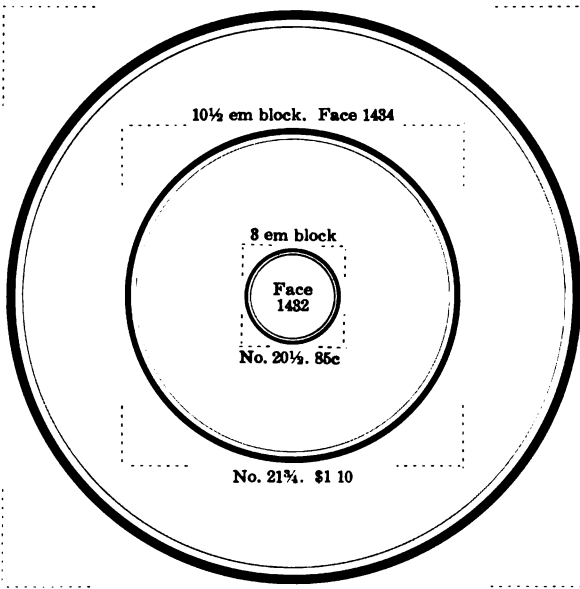
PRICE LIST

Size	Block	Face	Price Each
8	Em (½ in)	1432...	\$0 85
4½	Em (¾ in)	1432...	90
6	Em (1 in)	1433...	95
7½	Em (1¼ in)	1433...	1 00
9	Em (1½ in)	1433...	1 05
10½	Em (1¾ in)	1433...	1 10
12	Em (2 in)	1434...	1 20
13½	Em (2¼ in)	1435...	1 30
15	Em (2½ in)	1435...	1 40
16½	Em (2¾ in)	1436...	1 50
18	Em (3 in)	1436...	1 60

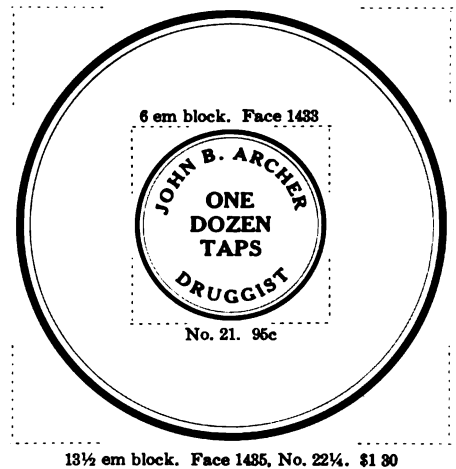
(The size in inches is given for comparison with the old sizes)



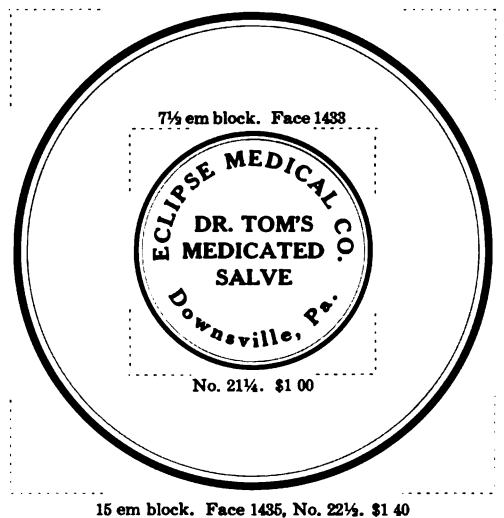
In the above price list we show the popular double rule series No. 143, but we can furnish other single, double or triple line faces shown in the Brass Rule Section of the American Specimen Book of Type Styles



The dotted rule at the four corners shows the size of the square block on which the circle is made



Squarround Circles are trimmed to twelve point ems



Squarround Brass Circles do away with the annoyance of justifying the old-style round circle in the form. The matter on the inside of the circle is set in the usual manner and the Squarround Circle is inserted in the form as easily as a piece of type or furniture

Mortised Metal Circles

Square outside—mortised inside

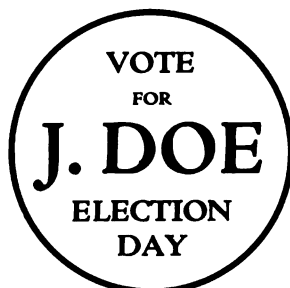


No. 12001 75c

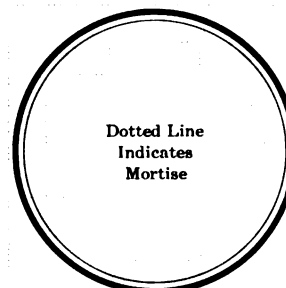
Mortised Metal Circles				
PRICE LIST				
	Each	5 or more	10 or more	
48 Pt.	\$0 35	\$0 25	\$0 18	
60 Pt.	40	28	20	
72 Pt.	45	30	23	
84 Pt.	50	35	25	
96 Pt.	55	40	30	
108 Pt.	65	50	35	
120 Pt.	75	60	45	
AMERICAN TYPE FOUNDERS COMPANY				



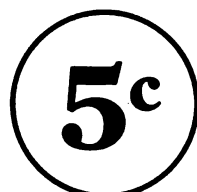
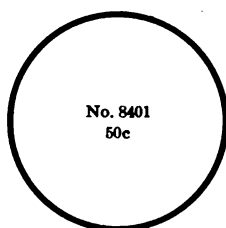
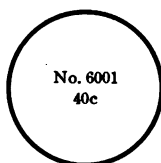
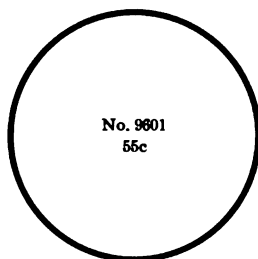
No. 12002 75c



No. 10801 65c



No. 10802 65c



No. 7201 45c

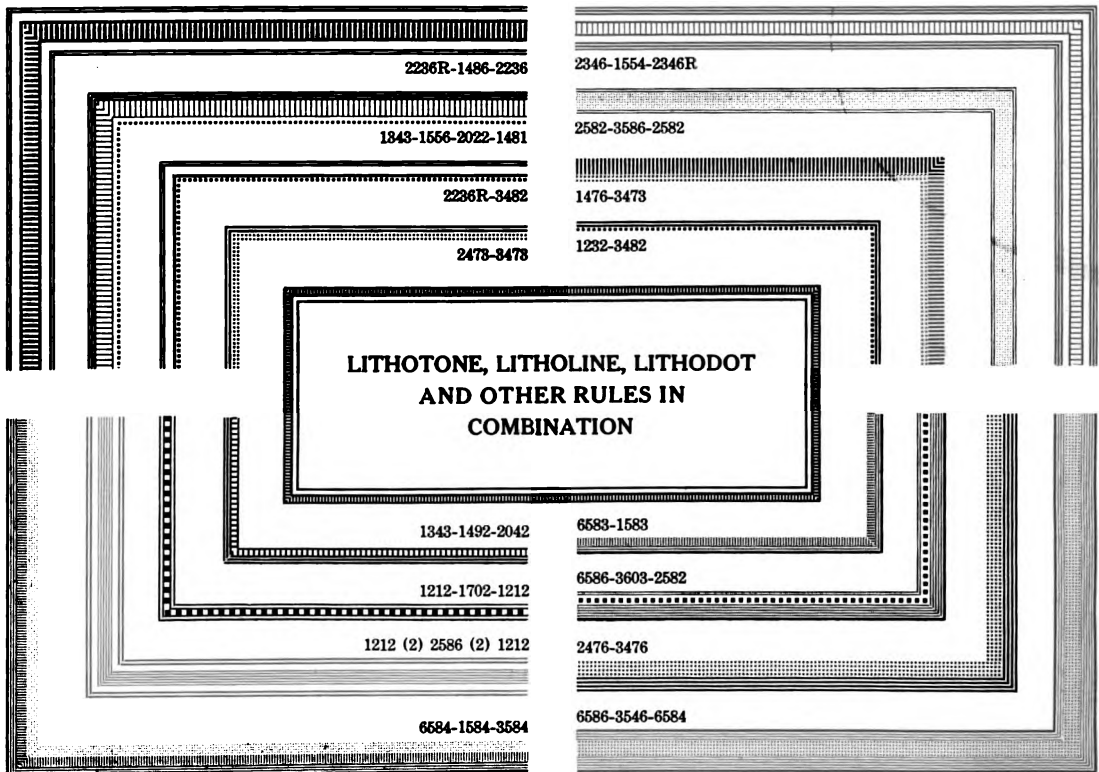
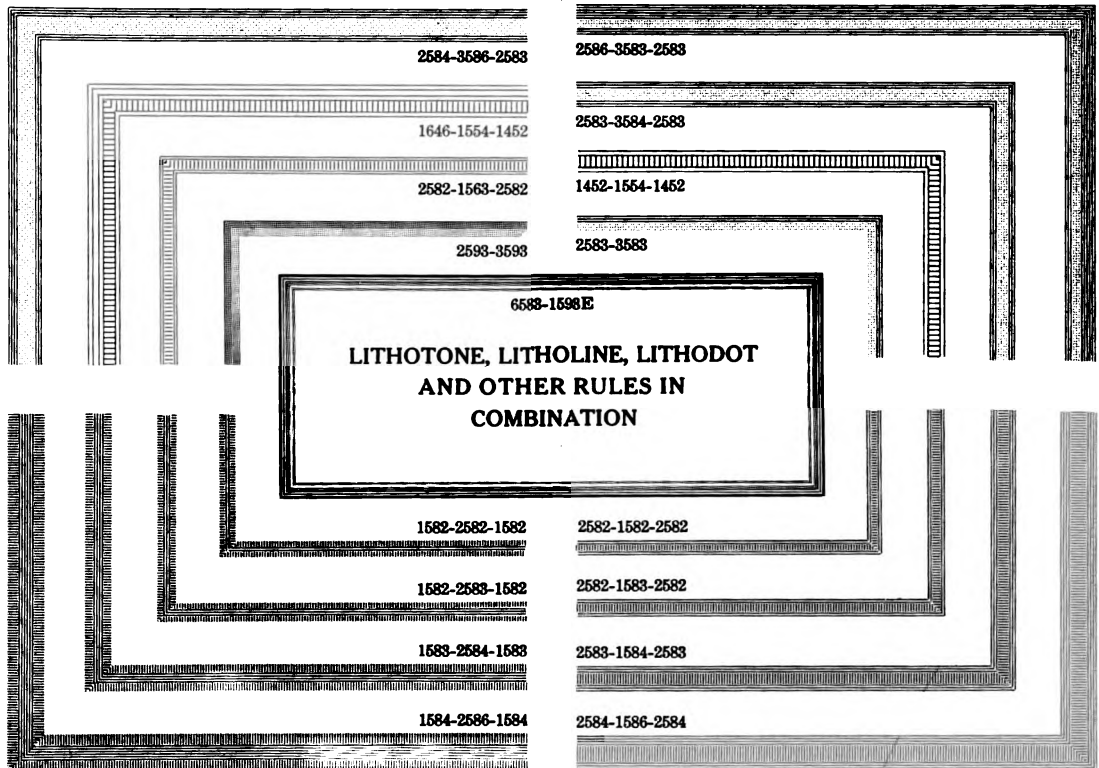


No. 12003 75c



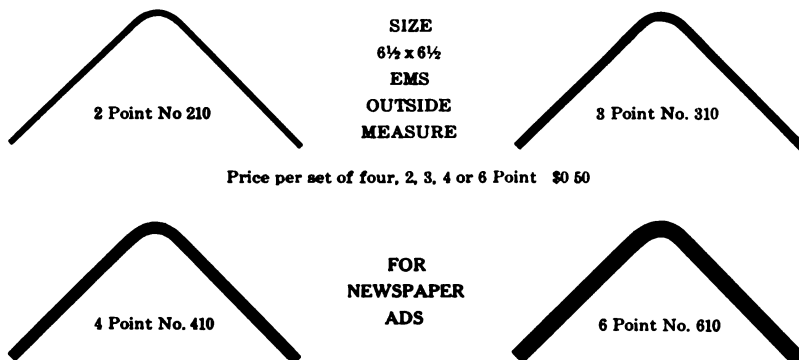
No. 7202 45c

Brass Rule Section



Brass Rule Section

BRASS ROUND CORNERS



METAL RULES

We can furnish many of our faces of brass rule made of metal instead of brass at one-half the prices charged for brass rule. Naturally, these metal rules do not wear as long as brass rules, but for special jobs where the run is not long these metal rules are generally satisfactory. This applies especially to bodies from 6 to 36 point and for faces of rule where the lines are not finer than one-half point.

CHECKERBOARD BRASS RULE

1701	1 Point	\$0 12
1701½	1½ Point	15
1702	2 Point	18
1703	3 Point	24
1704	4 Point	30
1706	6 Point	45

CHECKERBOARD RULE COMBINATIONS

2062-1702-1701-1702-2062



Three pieces of 1703



Three pieces of 1702



Two pieces of 1702

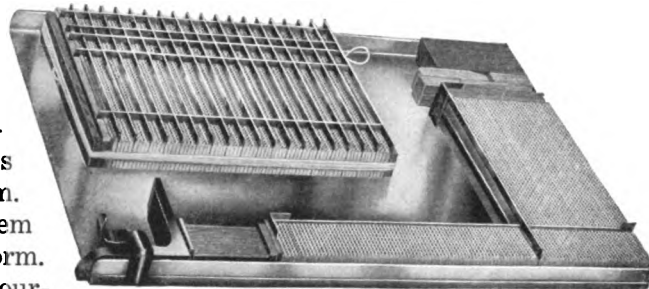


1213-1483-3484-1704-3484-1483-1213

The Typotabular Squares

PATENTED AUGUST 15, 1916

TO THE printing office doing either a large amount or a limited amount of blank ruled forms the Typotabular System should be of interest. This new invention simplifies, expedites and greatly reduces the cost of composition on tabular and blank work, besides giving a much improved appearance to the completed job. The saving is not alone in the cost of composition, but in the time required to "cast off" or calculate widths of columns in tabular, figure, or blank work, such as sales slips, vouchers, time slips, cost slips, blank-book headings, bill-heads, statements, and many other jobs of printing done in every composing room.



Typotabular Squares are cast on one-em six point body. They are absolutely uniform. The top of each square is shaped as a four-sided pyramid, and when they are assembled V-shaped channels are automatically formed, running at right angles, six points apart, *into which rules may be inserted at any multiple of six points without effort and without prying apart squares.*

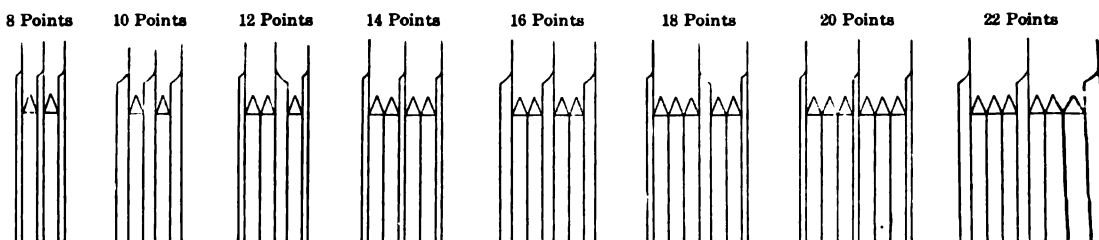
The illustration at the right shows a form, 30x41 ems, composed from an area of "Squares" 36x54 ems, the unused portion being left locked on the galley. After the form is printed the job is brought back to the galley, the rules taken out and replaced in the case and the area of 36x54 ems is again intact, ready for the next job which will fall within that measure. Any size area of "Squares" can be used, another popular and usable size being 9x12 inches, which is composed on a 12x18 galley. *The prime advantage in using Typotabular Squares is that blank forms are set without any composition other than selecting and inserting the rules, the blank spaces setting themselves automatically.*

Prices of Fonts and Accessories

Typotabular Squares, fonts containing 27 square inches (about six pounds) . . .	\$4 00
Typotabular Squares, 8 fonts and over	3 60
Typotabular Foot Slugs, containing an assortment of special 12 point slugs in lengths from one to ten ems by halves	1 25
Typotabular Galley End Lock and Dividers for 1 font (27x36 ems)	70
Typotabular Galley End Lock and Dividers for 2 fonts (36x54 ems)	85
Typotabular Galley End Lock and Dividers for 3 fonts (36x81 ems)	95
Typotabular Galley End Lock and Dividers for 4 fonts (54x72 ems)	1 10

The Typotabular Galley End Lock is made to fit on the Pressed Steel or Brass Style, but can be adjusted to fit on most styles of All-Brass Galleys.

That the proper system for readily obtaining the various widths of "feints" or cross rules may be easily understood, we have prepared the accompanying diagram showing the method of using two point and four point side-bevel brass rule. While the side-bevel rules are not essential for the satisfactory use of Typotabular Squares, more combinations are possible with their use than with center-face rules.



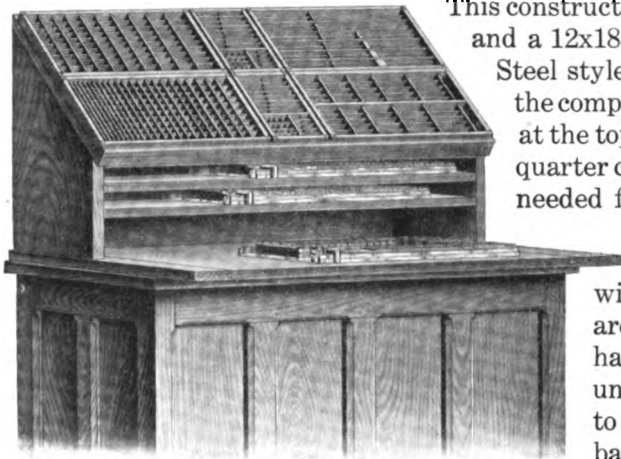
The diagram beginning with 8 point shows graduation by 2 points, viz: 8, 10, 12, 14, 16, 18, 20 and 22 points, by use of 2 and 4 point side-face rules. If intermediate ruling is necessary, 7, 13, 19, 25, 31 points, etc., can be made with 1 point rule, and 9, 12, 15, 18, 21, 24, 27, 30, 33, etc., can be made with 3 point side-face rule.

A Practical Working Outfit

THE essential items for operating this system are few in number, viz: One or more fonts of Typotabular Squares, a font of Foot Slugs, galley and dividers of proper size with galley end lock and fonts of brass rule with plenty of short pieces. In developing this system, however, we found that no rule cases allowed sufficient space for short pieces. So the Tabular Rule Cases (listed on page 214) were designed to fill this need. Then naturally followed a Working Top to hold the cases and the galleys, the latter containing the "base" or "Squares" ready for use.

The Typotabular Working Top

There is no other cabinet or piece of printers' furniture on the market that is exactly adapted to the needs of the Typotabular Square System. The Typotabular Working Top can be set on any flat-top cabinet but is especially designed for the No. 62, full-size, standard height, New Departure Cabinet. To allow room in front of the bank for a 12x18 galley, the top is made to overhang the cabinet in front about five inches.

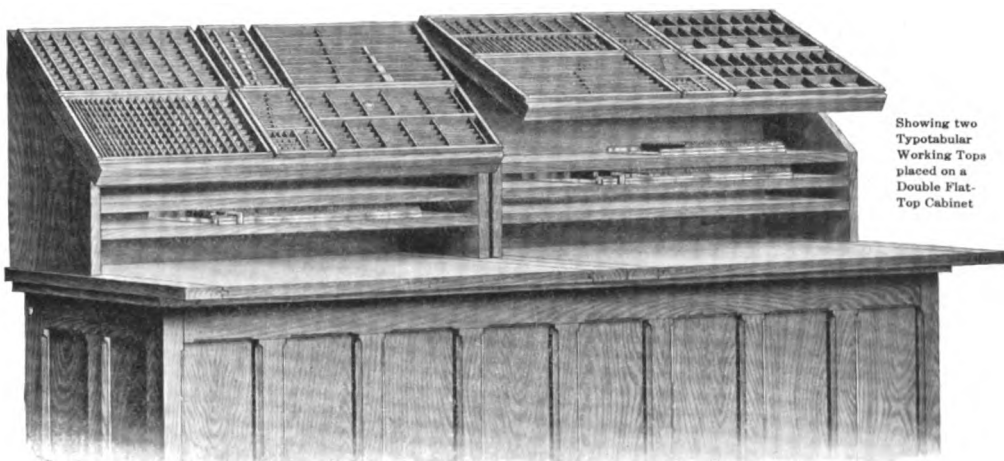


Showing the Typotabular Working Top placed on a Single Flat-Top Cabinet

This construction gives space on each shelf for a 10x16 and a 12x18 galley of the Pressed Brass or Pressed Steel style. Two 8½x13 galleys can be placed in the compartment under the bank, which is hinged at the top, or this space can be used for additional quarter cases. With this Working Top everything needed for composing blank rule forms by the Typotabular Square System is within easy reach. The galleys, complete with galley locks, dividers and "Squares," are instantly available. When the form has been composed, the galley with the unused portion of "Squares" is returned to the shelf to be taken out again to receive back the "Squares" when the job has been run off. The rule is quickly removed and placed in the cases.

Prices of Typotabular Working Tops

1 Typotabular Working Top with Cases as shown above	\$25 45
2 Typotabular Working Tops with Cases as shown below	50 00

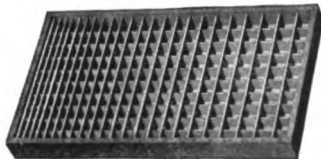


Showing two Typotabular Working Tops placed on a Double Flat-Top Cabinet

Tabular Rule Cases

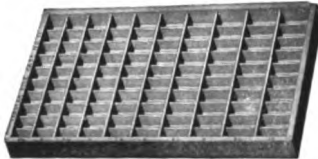
Four fit in a blank case

These cases have been designed to meet the need of ample room for the short lengths of rules. In numbers 10, 11, 12, 14 and 15, the compartments hold 20 pieces of 2-point rule, a convenient amount to pick up for insertion in a tabular form. They are especially desirable for setting blanks by the Typotabular Square System, as the small compartments enable the compositor to use 2 or 3 rows for Typotabular Metal Foot Slugs, 2 rows for 6-point slugs, 4 rows for 2-point rule, etc., changing the layout to suit the particular requirements. See page 110 for Typotabular Gothics, made on en and em body especially for tabular blank forms. The capacity of the cases indicated below is based on 2-point rule.



No. 10 TABULAR RULE CASE

Size, 7 $\frac{3}{4}$ x15 $\frac{1}{4}$ inches. Weight, 19 oz. Holds 600 pieces each 1 to 3 ems by $\frac{1}{2}$ ems, and 400 pieces each 3 $\frac{1}{2}$, 4, 4 $\frac{1}{2}$ and 5 ems. Price \$1 25



No. 11 TABULAR RULE CASE

Size, 7 $\frac{3}{4}$ x15 $\frac{1}{4}$ inches. Weight, 18 oz. Holds 200 pieces each length 5 $\frac{1}{2}$ to 10 ems by $\frac{1}{2}$ ems. Price \$1 00



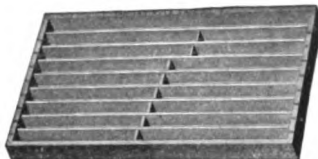
No. 12 TABULAR RULE CASE

Size, 7 $\frac{3}{4}$ x15 $\frac{1}{4}$ inches. Weight, 18 oz. Holds 100 pieces each length 11 to 20 ems by ems. Price \$0 90



No. 13 TABULAR RULE CASE

Size, 7 $\frac{3}{4}$ x15 $\frac{1}{4}$ inches. Weight, 18 oz. Holds 30 pieces each length 21 to 36 ems by ems. The 35 and 36 em compartments are long enough for 55 and 56 em pieces. Price \$0 90



No. 14 TABULAR RULE CASE

Size, 7 $\frac{3}{4}$ x15 $\frac{1}{4}$ inches. Weight, 17 oz. Holds 20 pieces each length 37 to 50 ems by ems. Has extra compartments for 36 and 37 ems and one long compartment the length of the case, 37 ems. Price \$0 80



No. 15 TABULAR RULE CASE

Size, 7 $\frac{3}{4}$ x15 $\frac{1}{4}$ inches. Weight, 19 oz. Holds 300 pieces each length 1 to 3 ems by $\frac{1}{2}$ ems; 200 pieces each length 3 $\frac{1}{2}$, 4, 4 $\frac{1}{2}$ and 5 ems; 100 pieces each length 5 $\frac{1}{2}$ to 10 ems by $\frac{1}{2}$ ems. Price . . . \$1 25



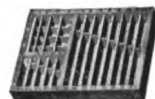
No. 16 TABULAR RULE CASE

Size, 3 $\frac{3}{4}$ x7 $\frac{3}{4}$ inches. Weight, 8 oz. Holds short pieces of rule cut to points. Compartments for 25, 26, 27, 28, 29, 31, 32, 33, 34 and 35 points. Also compartments for pieces 1 and 2 points longer than 3, 3 $\frac{1}{2}$, 4, 4 $\frac{1}{2}$, 5, 5 $\frac{1}{2}$, 6, 6 $\frac{1}{2}$, 7, 7 $\frac{1}{2}$ ems, these being the usual sizes of box headings. Price \$0 60



No. 17 TABULAR RULE CASE

Size, 7 $\frac{3}{4}$ x7 $\frac{3}{4}$ inches. Weight, 11 oz. Holds 400 pieces each length 1 to 3 ems by $\frac{1}{2}$ ems and 200 pieces each 3 $\frac{1}{2}$ and 4 ems. Price \$0 60



NEW MIDGET LEAD CASE

Size, 5x7 $\frac{3}{4}$ inches. Weight, 10 ounces. Three occupy same space as a quarter case and are designed to hold fonts of 1 point Brass, or 2 or 3 point metal, American Line Leads, cut from 1 to 20 ems by $\frac{1}{2}$ ems. Price, case only . . \$0 70



AD-MAN'S RULE CASE Price \$2 50

AD-MAN'S FONT No. 3

(Mitered both ends)

- 16 pieces cut 13 picas (single col.)
- 12 pieces cut 26 $\frac{1}{2}$ picas (double col.)
- 4 pieces cut 40 picas (three col.)
- 2 pieces cut 53 $\frac{1}{2}$ picas (four col.)
- 2 pieces cut 67 picas (five col.)
- 6 pieces cut 80 $\frac{1}{2}$ picas (six col.)
- 10 pieces cut 12 picas (two inch)
- 10 pieces cut 18 picas (three inch)
- 10 pieces cut 24 picas (four inch)
- 10 pieces cut 30 picas (five inch)
- 16 pieces cut 36 picas (six inch)
- 4 pieces cut 48 picas (eight inch)
- 6 pieces cut 58 $\frac{1}{2}$ picas (half page)
- 4 pieces cut 118 $\frac{1}{2}$ picas (full page)

In WIDTH it will make eight single-column, six double-column, two three-column, one four-column, one five-column, and three six-column ads.

In DEPTH it will make five two-inch, five three-inch, five four-inch, five five-inch, eight six-inch, two eight-inch, three half-page, two full-page—besides endless other combinations. Price of font 6 point Plain Rule \$25 54

Ad-Man's Brass Rule Borders

These Ad-Man's Rule Borders are designed for newspaper advertisements. Measurements given are for the length over all, and all pieces are mitered at both ends. The usable assortment (cut to accurate newspaper sizes), with the low price, makes these Ad-Man's Rule Borders a valuable addition to every newspaper office.

These measures are based on a standard six-column paper using six-point column rule. If they are made for a seven- or an eight-column paper the sizes of half-page and full-page pieces should be made longer.

The customer should be particular to state the number (which is the style) of rule desired. He should also be very careful to state how he measures his ads. The sizes here given are all full measure. The six-inch ad. is a full-size border. If he charges for blank space top and bottom he should then deduct a pica from each side in length. If he charges for space at bottom only he should then deduct a nonpareil from each piece in length, excepting the half-page and full-page pieces.

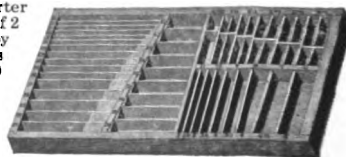
The face of the column rule for a six-column paper measures (not in inches) 119 picas. Allowing a six-point slug under head rule makes it 118 $\frac{1}{2}$ picas for full-length border. The half pages are 58 $\frac{1}{2}$ picas—twice 58 $\frac{1}{2}$ is 117 (one and one-half picas shy). This is necessary to allow for a slug on each side of "cut-off" rule between ads.

The customer may suggest "my half-pages are ten inches," but if figured on that basis it would not be possible to work a half page and a quarter page on the same page, etc.

Full seven- and eight-column top and bottom pieces as well as full and half page seven- and eight-column lengths will be furnished upon request at price per piece as given in Table I plus the mitering charge.

West Virginia Rule Case

THE WEST VIRGINIA RULE CASE, quarter size, holds a regular scheme 15 lb. font of 2 point rule and 75 pieces extra 1 to 5 ems by $\frac{1}{2}$ ems. This makes a total of 105 pieces each 1 to 5 by $\frac{1}{2}$ ems; 30 pieces 5 $\frac{1}{2}$ to 10 by $\frac{1}{2}$ ems; 24 pieces 11 to 20 by ems; 18 pieces 21 to 25 by ems; 12 pieces 26 to 30 by ems, and 6 pieces 31 to 36 by ems. Price of special font, plain rule, \$36 67 Price of case only 1 50



Specimens Composed by the Typotabular System

RENDERED BY.

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AMERICAN
SPECIMEN
BOOK OF
TYPE
STYLES

♦ ♦ ♦

SUPPLEMENT

AMERICAN
TYPE FOUNDERS
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