NATIONAL OLDSTYLE
A Goudy Design

Presenting a type face embodying those qualities so essential to the modern requirements of good typography

American Type Founders Company
Printers can hardly expect to please their customers for any length of time who neglect to give type studious consideration, and who lack a generous complement for every demand. Good selection of type is the finger-post pointing to the big difference between the progressive printer and the one who plods along from year to year with a lot of antiquated materials, just getting a living and thinking himself lucky if at the end of the year he has made enough money to just about keep things moving.

Time has not the power to mar the perpetual beauty of Majestic Silverware. Constant use cannot affect its endurance. Inheritance will pay its lasting tribute to those who bequeath it; and because of the memories and daily associations which ever cluster about it, it will become vivid with meaning down through the varying seasons for the many generations of heirs.

A decided acquisition to the modern composing room.

YOU ARE CORDIALLY INVITED TO BE PRESENT AT OUR EXHIBITION OF FINE ETCHINGS AND DRY-POINTS • BY RICHARD EDISON RUTLEDGE

MARCH NINETEENTH TO APRIL SECOND

RICARD & MEREDITH

1860 SOUTH BAINBRIDGE STREET • SAN FRANCISCO, CALIFORNIA
ALL ELSE PASSES
BUT ART ALONE ENDURES
THE BUST OUTLASTS THE
THrone • THE COIN
TIBERIUS

Art has its own position in industry
and it need not necessarily be what
is known as commercial art; it need
only be art. When business men thoroughly
learn that art can be itself and still be useful
to them; when they cease distorting it in the
effort to adapt it to business; then only will
they realize its full commercial value. Let the
artist remain an artist and the business man
a business man; but let them understand each
other thoroughly and always work together
in harmony. Art will then take its rightful
place in American life as a useful factor in all
things worth while; as an ally of business in
advertising and in the designing of products
advertised; and business is almost sure to
profit from the partnership.
Preference for high-class printing is justified from the standpoint of sound business administration as well as from a love of real craftsmanship.

National Oldstyle

A type face of singular vigor and beauty which takes high rank among the types of distinction

AMERICAN TYPE FOUNDERS COMPANY
CHARACTER
THE FOUNTAIN OF ACHIEVEMENT
AN ATTRIBUTE

PRINTING & ENGRAVING AS PRODUCED IN THIS PLANT HAVE THAT SUBTLE ELEMENT OF DISTINCTION KNOWN AS

• CHARACTER •

THOUGHT & INTELLIGENCE CARE & CO-OPERATION ARE REFLECTED IN EVERYTHING OF THE COMPANY'S MOST PRODUCTIVE

BUCKINGHAM, AN
DESIGNERS • PRINTERS
MINNEAPOLIS

REPUTATIONS ARE BASED ON PAST ACCOMPLISHMENTS, BUT THEIR MAINTENANCE DEPENDS ENTIRELY ON PERFORMANCES OF THE PRESENT. BUSINESSES THAT REST ON THEIR REPUTATION EXPECTING THAT REPUTATION TO CARRY THEM ON ARE IN A BAD CONDITION AND HEADING DIRECT FOR DISASTER. SUCCESS COMES BY KEEPING AT IT, AND SO IT IS NECESSARY FOR ANY BUSINESS HOUSE THAT HAS GAINED A REPUTATION TO MAKE ALL ITS EVERYDAY PERFORMANCES LIVE UP TO THE HOUSE'S REPUTATION

SET THE JOB IN NATIONAL OLDSTYLE A Goudy Design
DISJUNCTION
Prominent exhibit secures first prize at agricultural fair

UNEXPERIENCED
Big municipal pageant thrilled large gathering of enthusiastic citizens

MAIN CONCOURSE
Discerning photographer secures wonderful views for suburban newspaper

EXEMPLARY PROGRAMME
Impressive demonstration marked arrival of distinguished foreigners who have come for trade meeting

PROFESSIONAL INFORMATION
Manufacturing companies amalgamated their research departments in order that greater efficiency might be secured. This necessitated many changes in personnel.
MIDNIGHT SERENADERS
Dramatization of the Popular Novel, presented by the
QUEENSBURG THESPIANS
Benefit of the Hospital Relief Fund
FRANKLIN HIGH SCHOOL AUDITORIUM
Thursday Evening, October Sixteenth
TWO DOLLARS
DANCING AT ELEVEN

Ivoryline Toiletware
Milady's dressing table is a true reflection of her personality. In daintiness, charm and good taste Ivoryline Toilet Accessories are unsurpassed. Every article from mirror to jewel box may be had either plain or richly decorated, in a variety of colors and designs.

AT QUALITY SHOPS
Ideal Novelty Company
North Arlington

AN EXHIBITION OF NEW SPRING Styles
THE CITY MAN WHOSE PREFERENCE IS RATHER EXACTING IN CLOTHES WILL FIND OUR STOCK BOTH DISTINCTIVE AND COMPLETE ENOUGH TO SATISFY EVERY DEMAND OF FASHION OR FANCY

Shirts and Neckwear of Superfine Quality
QUIMBY & METZ
North Jackson Boulevard
Cincinnati
Dispatched

Quaint Frock

EXCURSIONS
Make Reduction

RECEIVES MUCH
Important Document

NUMBERS CHANGED
Several Progressive Hotels

BRINGING HUGE ENGINE
Competent mechanics received large contract from government

MANY PICTURESQUE VIEWS
Enthusiastic tourist described beauty and grandeur of western landscape

PUBLIC ENDORSEMENT OF METHOD
Nationally prominent educational officials and business men unanimously endorsed elaborate system of vocational training in public schools

EXERCISE IMPROVES PHYSICAL CONDITION
Healthful recreation, exercise and reasonable habits of living invariably prove their importance to most persons as being efficient builders and preservers of good health

QUALITY SHOES
THE CHOICE OF DISCRIMINATING WOMEN

THE true embodiment of good taste, replete with the freshness of fashion's newest dictates. Distinctly feminine footwear which stylish women prefer and in which choice harmony of line is strengthened by sterling value in shoecraft

HARTUNG COMPANY
GARFIELD STREET NEAR CRANE · NEW YORK
Della Robbia Light

MUSICALE
DUREN SEMINARY ALUMNI
SATURDAY EVENING
NOVEMBER THE FOURTEENTH
AT EIGHT O'CLOCK

GROVENOR AUDITORIUM
EAST SOMMERSVILLE
CONNECTICUT

Home
WHERE hospitality and faith abound and where comfort stands supreme

Rankin Styles
cleverly combine the art of upholstering with true interpretations of period furniture, making it more comfortable, modish and attractive as well. Rankin furniture is invariably the choice of people of taste

COMFORT WORKMANSHIP STYLE
Rankin Brothers
Philadelphia

The American Type Founders Company
ANNOUNCES HEREWITH AN
EXHIBITION OF RARE AND FINELY PRINTED BOOKS
IN THE TYPOGRAPHIC LIBRARY AND MUSEUM
COMMUNIPAW AVENUE
JERSEY CITY
Tokens of Beauty

More captivating than a serenade, more expressive than your ambitious letters and more poetical than a sonnet or ballad. Flowers convey your thoughts and feelings in a pleasant and refined manner. Cary has a most complete display of plants and cut flowers for weddings and other affairs.

CARY'S FLOWER SHOP
MENDHAM ARCADE

Morgan & Hurbank

The immense variety of stock in our shops is such as will meet with the requirements of the most fastidious customer. Neckwear, and shirts of many shades and colors in the season's most approved styles and designs. Stockings of finest wool or silk. Also a full line of accessories for the discriminating men of Boston.

Boston's Vanity Shop for Men
FINE PEARLS

WITH ALL THE RARE LUSTRE
OF THE ORIENTAL GEM

Mystic Pearls are the only acknowledged counterpart of the oriental gem; lustrous with the sea-soft sheen of the deep-water pearl; animated with the kaleidoscopic tints of nature's great original; a small fortune in appearance, but only a tithe of an Oriental Necklace as to cost. For almost any occasion pearls are a charming gift for the fastidious woman.

KENDRICK & FOSTER
FIFTH AVENUE BUILDING
HAMPTON ROADS

TENNIS TOURNAMENT
TO BE HELD AT THE RIVERDALE COURTS

FIRST MATCH
HAROLD JAMES BERINGTON
EVERETT JOHNSON

SECOND MATCH
ROBERT SPENCE CUMMINGS
CLARENCE FORHAM

ARLINGTON COUNTRY CLUB
SATURDAY, SEPTEMBER FIRST

GAMES START AT TWO O'CLOCK
ADMISSION TO GROUNDS, ONE DOLLAR
BRIGADIER
Managerial
DESCENDING
Recapitulation
SPECTROSCOPE
Electric Separator
NUMEROUS POEMS
Pleasant Country Ride
ENJOYING KINDERGARTEN
Beautiful European Cathedral

The original hand-applied motifs exclusively employed in
Hyancinthe Creations
justify their continuous selection by discriminating society women whose clothing must necessarily conform with fashion's demands.

Most exclusive originations designed by our Paris house are exquisitely fashioned by our incomparable modistes.

Importation of Chic Lingerie now being featured

The Hyancinthe Shop
North Bloomfield Center

MANUFACTURING UNDERWEAR
New England mills expect a very stirring season. Numerous orders received during summer months quickly delivered to local retailer.

INTERNATIONAL ORGANIZATION
Beauty and modernity apparently adequately co-operate rather than compete in this remarkable region where mystic mountain peaks vie with unsurpassed turquoise lakes.

Characters in Complete Font

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

You will be most agreeably surprised with the result of Banock portraits. The softness of tone, with an unusual clearness of the smallest detail, has made the name of Banock on a photograph an assurance of all that is distinctively superb.

HOME PORTRAITS A SPECIALTY

BANOCK STUDIOS
30 Charles Street - Providence

Kendelberry Chains
Made in Gold, Silver and Platinum, in various quaint designs

Beautiful Catalogue Sent Upon Request

Edgecomb & Handley
Providence, Ohio
Light Oldstyle

Natural
Eulogized
Stylish Girls
RENOUNCED
Dredged River
BUILDING FOUR
Great Dormitories
HEROES REJOICING
Proud Guest Honored
MERCHANT EXPECTED
Big Retailer Coming Soon
EXHIBIT RACING HORSES
Many Beautiful Ladies Ride
DETECTIVE AGENCY BANKRUPT
Business condition affects concern which usually received large profit
BANKING CLERK BECOMES MANAGER
Good employee supersedes many others for coveted position with woolen concern

Characters in Complete Font

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

RAREST CHINA SILKS
These wonderful creations invariably express a most exceptional style, wizardry of color, inimitable design and a guaranteed service; in other words, silks which have coveted individuality
PUSSY WILLOW SATIN
DRAPELLA SILKETINE

SUPERIOR SILK COMPANY
NEW YORK — SYRACUSE
Modern Sculptor
PUBLISHED MONTHLY FOR THE NORDEN ART SOCIETY

Reflecting art as a great factor in our civilization, this new magazine considers art from every point of view and presents in a clear and extensive manner the artistic impulses and high inspirations of the present time.

HENDER PUBLISHING COMPANY
New Emhorft Building, Philadelphia, Pennsylvania

50 Cents Per Copy
$5.00
For One Year

Announcing
an unusual convenience
for our patrons

THE BALCONY
where you may be served with choice Luncheons, Salads and other dainty refreshments

SPRINGER & ROBERTS
Great Northern Boulevard

BINCHER DECORATIONS
The wall decorations and the arrangement of furniture as well as the color scheme are necessary for beauty in the home and care should be given while selecting these items. The Bincher Service will gladly advise you.

ESTIMATES UPON REQUEST

1847 HURST BUILDING
SOUTH NORDON, GEORGIA
<table>
<thead>
<tr>
<th>Characters in Complete Font</th>
</tr>
</thead>
<tbody>
<tr>
<td>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 &amp; $ 1 2 3 4 5 6 7 8 9 0 a b c d e f g h i j k l m n o p q r s t u v w x y z . , - ' ; ! ?</td>
</tr>
</tbody>
</table>

**Smaller Caps from 6 to 12 Point are put up in separate fonts and furnished only when specially ordered.**

Harris Roman

| 9 and 20 Point carried in stock only at Foundry |

<table>
<thead>
<tr>
<th>Font</th>
<th>Size</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Belt</td>
<td>72 Point</td>
<td>3 A 4a</td>
</tr>
<tr>
<td>SHE</td>
<td>60 Point</td>
<td>3 A 4a</td>
</tr>
<tr>
<td>Nigh</td>
<td>48 Point</td>
<td>3 A 6a</td>
</tr>
<tr>
<td>MIND</td>
<td>42 Point</td>
<td>4 A 7a</td>
</tr>
<tr>
<td>Rustic</td>
<td>DINES</td>
<td>Empire</td>
</tr>
<tr>
<td>HINGE Epistles</td>
<td>30 Point</td>
<td>5 A 10a</td>
</tr>
<tr>
<td>INSPIRE Despatch Banquets</td>
<td>24 Point</td>
<td>6 A 11a</td>
</tr>
<tr>
<td>GRANDEUR Photographic slide pictures</td>
<td>18 Point</td>
<td>10 A 21a</td>
</tr>
<tr>
<td>BIOGRAPHER Straightforward young salesman</td>
<td>14 Point</td>
<td>13 A 28a</td>
</tr>
<tr>
<td>COUNT RETURNS PUBLIC spirited men welcome brave hero from native country</td>
<td>12 Point</td>
<td>17 A 35a</td>
</tr>
<tr>
<td>PERILOUS JOURNEY SEVERAL old travelers explore wild territories seeking buried plunder</td>
<td>10 Point</td>
<td>20 A 40a</td>
</tr>
<tr>
<td>ENTERTAIN SCHOLARS OBILING manager to give children an opportunity of seeing actor perform feats</td>
<td>8 Point</td>
<td>22 A 43a</td>
</tr>
<tr>
<td>SPLENDID MUSICAL HEARD PERFECT articulation and good taste were noticeable. Lady wins encomiums from many listeners</td>
<td>6 Point</td>
<td>24 A 48a</td>
</tr>
<tr>
<td>MOTORISTS ENJOY RECENT TOUR Beautiful highways and picturesque scenery delight travelers. Gathering tourists recall their boyhood pranks</td>
<td>5 Point</td>
<td>25 A 44a</td>
</tr>
</tbody>
</table>
Harris Italic

Characters in Complete Font

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

9 and 20 Point carried in stock only at Foundry

BRIGHTENS HOME
Exquisitely Decorated

HONOR INSTRUCTORS
Noted Educator Eulogized

SUPREME COURT DECIDING
Judge Raised Important Question

GROCERY MERCHANT RETIRES
Devoted Employees Expressed Regret

HARD WORK BRINGS CONTENTMENT
Earnest industry is always the living song of praise, the never-failing source of happiness

EVERY PERSON SHOULD INVENT SOMETHING
The introduction of noble inventions seems to hold by far the most excellent place among all human actions

FOREMOST AMONG OUR POSSESSIONS IS GOOD MEMORY
Human memory is the cabinet of imagination, the treasury of reason, the registry of conscience, the council room of thought

WITH THANKS we acknowledge receipt of your remittance. We bow to the man who pays his bills promptly. He lubricates the wheels of commerce and keeps industry humming. We appreciate your patronage and trust our service will merit a continuance of our cordial relations

REMINGTON PRINTING COMPANY
HIGHBRIDGE, RHODE ISLAND

Mechanics Building

Telephone High 2883
The Secret of Decorating Interiors

Those to whom furniture means more than merely a thing of utility will find in our large display rooms an inspiration in planning the interior decorations for that new home, no matter how simple or elaborate their tastes.

Every object in this great collection of beautiful cabinetry exposes that indefinable touch of the artisan who works in like spirit and who uses the same quality of materials as cabinet makers of years past. Here one will find furniture and other decorative accessories that beautify the home.

Catalogue of Suggestions will be mailed on request.

HADIMAN FURNITURE COMPANY
MILWAUKEE, WISCONSIN

Mr. Typographer

Withdraw to the heart of a silent place, divert the mind from all distracting thoughts and concentrate on the blankness for that will-o-the-wisp—an Idea. The game is worth the candle, for ideas often make deserts bloom, and will, when properly developed, turn printing into Profitable Printing.
We always have on hand a supply of foods that will keep your pets in the best of health and prolong life.

Send for free booklet and samples.

In purchasing birds or animals there are numerous reasons why you should patronize a well-known and responsible dealer. Our store has filled the wants of customers for more than seventy years and we guarantee to give you satisfaction.

HARRIS & MONTGOMERY
123 MICHIGAN BOULEVARD
PORTSMOUTH

CORRESPONDENCE trains salesmen on the road—a salesman is never finished training. The older and experienced salesman is often as much in need of training as is the cub. Recognizing this to be a fact we have originated the MORRIS SALES MANUAL which is educating many of the most experienced traveling men in the fundamental policies of selling every kind of merchandise. It is printed in Harris Roman type upon durable paper. For literature and further details address

THE ROTTERDAM PRESS
126 ABBINGTON STREET
KANSAS CITY

Jones & Smith
Stock Brokers
12 Emerson Street
Chicago

Foreign Exchange
We issue Travelers Checks and Letters of Credit

Branches
CLEVELAND  CINCINNATI
PHILADELPHIA
Freehand Series

Dignified
Clips Bonds
Sixth Hymnal
Industrialism Gave Lawful Date
Healthful Games Fancy Skating Display
Masterpieces Bought Coerce Metropolitan Author
Brochure Won Trophy National Association of Scribes
Seventh Regimental Dance Legislative Manual for Government Insurance Companies
Choicest Educational Literature Philadelphia Friendly League Contended Horticultural Exposition
International Yacht Racing Contest Quarterly Meeting of Southern Philatelic Guild Eighth Financial Statement

Quality Service Printer
I have just hung out my shingle at 32 Dee Place where I shall be delighted to meet those who are in need of superior printing Mail and other modern advertising methods
Phone 564 Worth

John Stanley Hedgman Advertising Typographer Rochester
By the characteristics of the human face one’s qualities are often judged—and so it is with type faces. Being guided by this principle we always try to use only the type faces which are characteristic of the thing to be advertised. Good faces, either human or type, always create a favorable impression.

Freehand is a good type face and has a place in all composing rooms.

American Type Founders Company
Freehand Series

Facts of value for every man who conducts a printing business or the man who intends to enter the field of printing

Facts vividly pictured that take the "blue sky" out of the mysteries of the game

Facts—250 pages of them—presented in a way that makes them easily and thoroughly understood

American Type Faces are the Backbone of Good Printing and increase your profits in the Printing Business

So Say We All of Us

New Rochelle Space & Quad Company Publishers

The stock used on this insert is CHEMCO ANNOUNCEMENT, kid finish. Made by CHEMICAL PAPER MANUFACTURING Co., Holyoke, Mass.
Freehand Series

Only A Word

Tell me something that will be
Joy through all the years to me.
Let my heart forever hold
One divinest grain of gold.
Just a simple little word
Yet the dearest ever heard;
Something that will bring me rest
When the world seems all distressed.

As the candle in the night
Sends abroad its cheerful light,
So a little word may be
Like a lighthouse in the sea.
When the winds and waves of life
Fill the breast with storm and strife,
Just one star my boat may guide
To the harbor, glorified.

Chemco Announcement
(Kid Finish)
22x34 - Sub. 28

Chemco Announcement
is made in the following
colors:
Blue • Violet • Rose
Buff • Grey

To Match:
Chemco Announcement
Bristol
in same colors, size
and finish

American
Type Founders
Company
Freehand

A letter of medium color suggesting Old English

Drawn in imitation of the strokes of a broad pen, the Freehand Series carries an element of the refinement of Black Letter, and yet it is very legible and rich looking for the purposes of modern print. The capitals have slight decorative flourishes which give the page an added touch of beauty. The lower-case alphabet is singularly clear and strong; each letter, although obviously based on Old English, has an unmistakable similarity to the Roman fonts now in general use. And this is of importance, because for general printing the letters should be simply formed.
Profitable Possibilities

The possible development of a printing business by right advertising methods is not appreciated by the majority of printers. To printers properly equipped to handle the work, a rich field, ready for developing, is disclosed herein. The chief use of type to the printer is to attract and to stimulate business. The better class of customers demand Style, and are willing to pay for it; but it must be correct and effective. Printers who most convincingly display new type faces to their customers will derive the greatest profit from them because printing done with popular new type faces is worth more than that done with type faces which are worn or obsolete.

American Type Founders Co.

He who first reduced the labor of copyists by the use of movable types was disbanding hired armies and cashiering most kings and senates and creating a whole new democratic world. He had invented the Art of Printing

CARLYLE
Mink
Hailed
Napkin
Brigades
SECURE
Inquisition
ENDURED
Disrespectful
RESOURCES
Communicated

GOVERNED
Protesting tribe
given privileges

MERCHANTS
Improved method
again thoroughly
surprised retailers

WINTER SCENE
Pretty landscape sold
particular gentleman
from western society

FINISHED GARDEN
Skillful arrangement of
shrubbery and selection
of proper flowers assure
horticultural perfections

SECURED PERFORMER
The most cherished possession
of the great instrumentalist or
vocalist is his proficiency, and
every endeavor is exerted that
perfection be ever maintained

MANY HOUSE ORNAMENTS
The difference between a house that
resembles a square box on the ground
and one that seemingly belongs there
is a good foundation planting. Proper
plants cleverly distributed create just
the beautifying effect usually needed
A BUSINESS CANNOT STAND STILL FOR ANY LENGTH OF TIME

A BUSINESS will either advance or go backward. The difference between growth or decline may be merely a question of advertising. Many a firm meets its overhead expenses and pays higher dividends from the increased volume of business created by ADVERTISING.
KITCHEN GARDENS
Produce choice fresh vegetables for thrifty suburban commuters

EXISTENCE
Night edition was expected

HEMISPHERES
Daring travelers discovered silver

GIFTED MUSICIAN
Contemplates taking extended foreign tour with larger orchestra

HONOR UNIVERSITY PRINCIPAL
Student body of important university tenders farewell banquet to retiring president and presents valuable gift in appreciation of his helpful service

EXISTENCE
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HEMISPHERES
Daring travelers discovered silver

GIFTED MUSICIAN
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HONOR UNIVERSITY PRINCIPAL
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Characters in Complete Font

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

RESERVING SEATS Prevents Crowding

BROKERS INTERESTED New Company Succeeds

ENCOURAGE OPTIMIST Brighter Future Sighted

MADE CREDITABLE SHOWING Amateur actors rehearsing new play delighted patient instructor

PROGRESSIVE MERCHANT RETIRES Reviews remarkable business career and advises those struggling for fame

Characters in Complete Font

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z & $
1 2 3 4 5 6 7 8 9 0 a b c d e f g h i j k l m n o p q r s t u v w x y z , - : ; ! ?
De Vinne No. 2

Nail

Herbs Kindled

Red

Sigh

Mine

Hayti

Ditch

Expert

Usher

Injuries

Band Concert
Numerous critics heard soloist play difficult selection

Peace Negotiated
Statesman considering terms offered declared outlook real promising

Enclosed
Nice Marble

Investment
Municipal bond issued recently

Remarkable Genius
Scholar shows wonderful knowledge of wild animal customs during captivity

Historical Architecture
Beautiful building just finished greatly admired; ancient design followed for exterior decorating was favorably commented upon recently by renowned architect

Characters in Complete Font

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

OUTING GIVEN CHILDREN
Enjoy invigorating breezes rapidly wafted shoreward on restless foaming billow

MAYOR CALLING MEETINGS
Notification officially received giving authority for occupying auditorium during convention

MAGNIFICENT BUILDING ERECTED
Experiences gained from preparations and construction both pleasurable and educational to gentleman supervising recent operations. Structure certainly improves appearance of thoroughfare

54 Point carried in stock only at Foundry
Unusual Type Faces

DESIGNED ESPECIALLY FOR
HIGH-CLASS BOOKS, CATALOGUES, CIRCULARS
AND OTHER COMMERCIAL WORK

American Type Founders Company
SELLING HOUSES IN PRINCIPAL CITIES
Popular Type Faces

DESIGNED ESPECIALLY FOR
HIGH-CLASS OFFICE STATIONERY AND
BUSINESS PRINTING

American Type Founders
Company
SELLING HOUSES IN PRINCIPAL CITIES
OUR BIRTHDAY

While serving the public for the past twenty-five years we have made a reputation for ourselves of which we are proud. To-day we celebrate our

TWENTY-FIFTH ANNIVERSARY

And in honor of the important event patrons of our store will be given the benefit of a thirty per cent reduction on all merchandise in the building. This wonderful offer is for to-day only. Do not fail to take advantage of it.

COURTESY, QUALITY AND PROMPT SERVICE
HAVE BEEN OUR POLICY FOR THE PAST QUARTER OF A CENTURY

BROAD DEPARTMENT STORE
CHESTER, INDIANA

MONDAY, JUNE FIRST
Light Copperplate Gothic

Characters in Complete Font
A B C D E F G H I
J K L M N O P Q
R S T U V W X Y
Z & $ 1 2 3 4 5 6
7 8 9 0 . , ' ; ! ?

6 Point No. 4
PREPARED ELEMENTARY COURSE
SCHOOL TEACHERS DIRECT BOYS

6 Point No. 3
INTERNATIONAL IMPROVEMENT SOCIETY
FOREIGN BRANCH OFFICES CONSIDERED

6 Point No. 2
AMERICAN RAILROADS CHANGE TIME SCHEDULE
COMMUTERS REJOICED WHEN THEY HEARD NEWS

6 Point No. 1
FURNISHED APARTMENT HOUSE NOW BEING REMODELED
WORK TO BE DONE BEFORE THE COLD WEATHER ARRIVES

LOUIS PINE
PRESIDENT

JOHN LIONS
TREASURER

FORD BANK
CAPITAL AND SURPLUS $975,000

AUDITORS' ANNUAL REPORT

NAH-ER-SMITH COMPANY
BROKERS

MAIL EXCHANGE BUILDING
BOSTON

DANCING
KEEP UP WITH THE TIMES. LEARN
ALL THE LATEST DANCES AND ADD
TO THE ZEST OF LIVING. SPECIAL
COURSE OFFERED TO BEGINNERS

SPRING SEASON
Reno Dancing Academy
Hartland, Idaho

335
THE AGATHOI DRAMATIC SOCIETY

A SOCIETY COMPOSED OF MEMBERS OF THE METROPOLITAN CHURCH WILL PRESENT

THE PRODIGAL SON

A COMEDY IN FOUR ACTS

AT THE CHURCH AUDITORIUM

MANHATTANVILLE, NEW YORK

WEDNESDAY AND THURSDAY EVENINGS

FEBRUARY 24TH AND 25TH

AT 8 O'CLOCK

THE PROCEEDS OF THESE ENTERTAINMENTS WILL BE USED FOR THE IMPROVEMENTS WHICH ARE BEING MADE IN THE CHURCH AND PARSONAGE

THE AGATHOI DRAMATIC SOCIETY OF THE METROPOLITAN CHURCH PRESENTS

THE PRODIGAL SON

A COMEDY IN FOUR ACTS

IN THE CHURCH AUDITORIUM, MANHATTANVILLE, NEW YORK

ON WEDNESDAY AND THURSDAY EVENINGS

DECEMBER 24TH AND 25TH

ADMISSION ONE DOLLAR

LIMITED TO SEATING CAPACITY

CHARACTERS IN COMPLETE FONT

ABCDEFGHIJKLMNOPQRSTUVWXYZ

OPQRSTUVWXYZ&$1234567890.,'":!?
BUSINESS HAS FINALLY RECOGNIZED THE FACT THAT ART IS MUCH MORE THAN "BEAUTIFUL FOOLISHNESS"

BUSINESS STIMULATED
AN ARTISTIC PIECE OF PRINTING USUALLY ATTRACTS THE EYES OF BUSINESS MEN IN NOT ONLY YOUR OWN BUT IN EVERY OTHER LINE. WITH OUR FACILITIES FOR PRODUCING ARTISTIC PRINTING YOUR BUSINESS CAN BE STIMULATED NO MATTER WHAT YOU MAKE OR SELL. WE SHALL BE GLAD TO HOLD A CONFERENCE WITHOUT OBLIGATION WHenever IT SUITS YOUR CONVENIENCE.

ARTISTIC PRINTING COMPANY
ADVERTISING DESIGNERS AND TYPOGRAPHERS
POUGHKEEPSIE, NEW YORK
ENSURED

RIGHTHEOUS

INSTRUCTIVE

FOREIGN BIRTH

SMART EXECUTOR

PRODUCING FIGURES

MECHANICS PROSPERING

HISTORIC BANKING CONCERN

ENTHUSIASTIC ADVERTISER SHOWING ARTISTIC DESIGN

IMPORTANT BANQUET ARRANGED MANY NOTED SPEAKERS PRESENT

INTERNATIONAL ROWING CHAMPIONSHIP MAGNIFICENT BRONZE TROPHY AWARDED

CONTEMPLATE REMARKABLE DEMONSTRATION PRESIDENT ATTENDS IMPRESSIVE CEREMONIES

BAKER-RICHARDSON COMPANY INCORPORATED
MADISON SQUARE, SCHENECTADY, KANSAS

OUR MR. JACKSON WILL CALL ON YOU SEPTEMBER 24TH WITH AN UNUSUAL SHOWING OF USEFUL AND ARTISTIC SILVERWARE

MR. JACKSON RANKS AMONG THE LEADING AUTHORITIES ON SILVERWARE. HAVING BEEN ASSOCIATED FOR YEARS WITH NOTABLE EUROPEAN DESIGNERS, AND WE BELIEVE YOU WILL FIND HIS VISIT OF UNCOMMON INTEREST.

BAKER-RICHARDSON COMPANY INCORPORATED

August Ninth
CONCERT SINGERS RETURN BEAUTIFUL WINTER HOMES

ILLUSTRATED WESTERN SCENERY VARIOUS KINDS OF LARGE SHOWS

NEW MACHINE BREAKS RACING RECORD HIGH-GRADE SHOES SOLD REASONABLY

NEW YORK CENTRAL TRAVELS ALONG HUDSON COUNTRY DISPLAY WINDOWS VERY ATTRACTION

MRS. EDNA MAE BROWN
TAKES GREAT PLEASURE IN INVITING YOU TO BE PRESENT AT HER
THIRD VIOLIN RECITAL
MISS LILLIAN JOHNSON SOLOIST

SUNDAY AFTERNOON, JUNE FIRST
THREE FORTY-FIVE O'CLOCK

MENDELESHOW DRAWING ROOMS
NORTHSHORE MANOR

FOR THE BENEFIT OF THE WAR WORKERS
TICKETS SENT ON REQUEST
COPPERPLATE Gothic Italic

HUNDREDS

EXPONDING

MAGNIFICENCE

RECONSTRUCTION

PERMANENT SERVICE

LEGENDARY HAPPENINGS

DASHING OFFICER PROMOTED

ENTHUSIASTIC VOYAGERS RETURN

CATALOGUE

RARE
MEDIEVAL PAINTINGS
AND STATUARY
IN THE HARRESON
COLLECTION

ISSUED BY
The National Art Museum
SAN FRANCISCO
MCMXXV

FOURTH SEASON

DRAMATIC GUILD

DECEMBER
ROMEO AND JULIET
ACADEMY OF MUSIC

JANUARY
MERCHANT OF VENICE
CITY OPERA HOUSE

FEBRUARY
TIMON OF ATHENS
NOBLE THEATRE

SEASON TICKETS ARE NOW ON SALE

CHARACTERS IN COMPLETE FONT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
$1234567890

6 Point No. 54
21 A
STRAIGHTFORWARD APPRENTICE
NOTABLE LEGISLATORS ELECTED

6 Point No. 53
25 A
PROFESSIONAL ACTIVITIES CONDEMNED
STORES ENJOYED PROSPEROUS SEASON

6 Point No. 52
32 A
BRILLIANT ENTERTAINMENT CLOSES PAGEANTRY
MISUNDERSTANDING CAUSES SERIOUS BLUNDER

6 Point No. 51
37 A
WONDERFUL RESULTS SECURED BY SIMPLIFIED PROCESS
ELECTRICIANS DISCUSS NUMEROUS TOPICS OF INTEREST
SUPERINTENDENT ENCOURAGED MECHANIC PATENTED INVENTION

PERIODICAL ILLUSTRATORS BANQUETED
BUILD EXTENSIVE STEEL WAREHOUSES

ESTABLISHED SEVENTEEN NORTHERN BRANCHES
HASTEN ARRANGEMENTS FOR INVITATION DANCE
BUSINESS THOROUGHFARE QUICKLY DECORATED

MANUFACTURING BUILDER SECURES FACTORY CONTRACT
FREIGHT CONFERENCE ADJOURNS AFTER PRELIMINARIES
ARCHITECTURAL SCHOOL POSTPONES THIRD EXHIBITION

Mr. Richard N. Dillingham
Representing
Hunting Banking Company
Pittsburgh

SLOANE & BuchanAn
MANAGING AGENTS AND DIRECTORS FOR THE PRINCIPAL
FOREIGN AND DOMESTIC COMPANIES

CASUALTY RAILROAD
ACCIDENT LIABILITY

BRANCH OFFICES ARE LOCATED IN ALL THE IMPORTANT CITIES OF THE COUNTRY
THE FACILITIES OF OUR ORGANIZATION ALWAYS AT YOUR DISPOSAL

9285-9289 Washington Building
PITTSBURGH

INDIANAPOLIS
CINCINNATI
IN ACCOUNT WITH

GEORGE HENDERSON COMPANY
ORNAMENTAL HARDWARE

TERMS: NET THIRTY DAYS

NINETEEN CHESTNUT STREET

EDGAR CORSON, M.D.
CONSULTING SURGEON

MARCHMONT BUILDING
PITTSBURGH

OFFICE HOURS
9:00 TO 11:30 A.M.
2:00 TO 5:00 P.M.

SOUTHERN MINING COMPANY

DESires to announce that it has lately
obtained the services of

HERBERT RITCHFORD

IN THE CAPACITY OF
ASSAYING CHEMIST

WITH OFFICES AT
COSMOPOLITAN FIRE INSURANCE BUILDING
NINETEENTH AND SYCAMORE STREETS
MINNEAPOLIS
COPPERPLATE
GOTHICS

A DESIRABLE ALL-ROUND TYPE FAMILY
WHICH INCLUDES AN UNUSUAL RANGE OF FACES
IDEOALLY ADAPTED TO PRACTICALLY
ALL GRADES OF COMMERCIAL
AND SOCIAL PRINTING

SHOWING A FEW OF
THE MANY USES FOR THIS
STANDARD FAMILY

AMERICAN TYPE FOUNDERS
COMPANY
NO SHOP IS COMPLETE WITHOUT THIS FAMILY

EDITH MARIE BRYDEN
PUBLIC STENOGRAPHER
IROQUOIS BUILDING
ATLANTIC CITY

HORACE BOTHWICK
INVESTMENTS
KNOX BUILDING
PINESROVE CITY

ADMITTING THE BEARER AND FRIENDS TO AN UNUSUAL EXHIBITION OF RARE PRINTS FROM THE PRIVATE COLLECTION OF BARON MARKHAM

Josiah Rutger Institute
Week of March Second

COPPERPLATE GOTHIC FAMILY

THIS FAMOUS TYPE FAMILY NEEDS NO INTRODUCTION TO ALERT TYPOGRAPHERS. ALTHOUGH DESIGNED FOR STATIONERY AND SOCIETY PRINTING, IT CAN BE USED IN PRACTICALLY ALL KINDS OF COMMERCIAL PRINTING.
KBRIDGE COMPANY
COMBINES
ATTRACTIVENESS
WITH UTILITY

PRESTO CAMERA COMPANY
MANUFACTURERS AND IMPORTERS OF
EQUIPMENT FOR PICTURE MAKING
246 FAIRMOUNT AVENUE
NORTH NEWBURGH

HARD OF A SERIES
AN PLAYS

BROW MABIE
THE BENEFIT OF
NITY CLUB
MBER EIGHTEENTH
DITORIUM

HOTEL CHESTERFIELD
VIRGINIA BEACH

FACING THE OCEAN
CAFETERIA RESTAURANT

LUNCHEON
TENDERED TO
MISS IRENE CAMERON
BY HER ASSOCIATES IN
THE ACCOUNTING DEPARTMENT
OF THE
JOHNSTON-CORNISH
COMPANY

HOTEL MASSACHUSETTS
TURDAY, OCTOBER TWENTIETH
ONE-THIRTY O'CLOCK

POCKET CAMERAS
SUPER LENSES

INTRODUCING
HARRY SEAMAN

Heavy and Light Copperplate Gothic Condensed
THE KENSINGTON PLAYERS PRESENT

HUMORESQUE
A PLAY IN FIVE ACTS

NOVEMBER ELEVENTH AND TWELFTH
IRVINGTON OPERA HOUSE

TWO DOLLARS EIGHT O'CLOCK

ANNouncing the appointment of

THE HOUSTON COMPANY
AS OUR EXCLUSIVE SUSSEX COUNTY REPRESENTATIVE FOR THE JOHNSTON SUPER EIGHT
THE SENSATION OF THE FEBRUARY AUTOMOBILE SHOW

JOHNSTON MOTOR CAR COMPANY
REGENT SQUARE, NEW YORK
THE CENTRAL NATIONAL BANK OF BRIDGEPORT

BUSINESS MEN AND CORPORATIONS HAVING ANY FUNDS WHICH THEY ARE NOT YET READY TO USE IN GREATER BUSINESS ARE INVITED TO CONSIDER THE ADVISABILITY OF DEPOSITING THEM WITH US IN AN INTEREST BEARING CHECKING ACCOUNT OR EXCHANGE THEM FOR CERTIFICATES OF DEPOSIT WHICH WILL BEAR INTEREST AT THE HIGHER RATE. WE ARE THEREFORE IN THE POSITION TO PRESENT SPECIAL OPPORTUNITIES FOR THE EMPLOYING OF FUNDS IN LONG AND SHORT TERM INVESTMENTS.

BRAIDFORD AVENUE AT MORGAN STREET
DIRECTLY OPPOSITE THE UNION DEPOT
SOUTH BRIDGEPORT, PENNSYLVANIA

BEREUX TOILET PREPARATIONS

SOME PEOPLE HAVE THE ASTOUNDING FACULTY OF KEEPING COOL AND ALSO IMMACULATE IN SUMMER. WITH MANY IT IS DUE TO BEREUX TOILET ARTICLES SUCH AS PERFUMED SOAP, FINE FACE POWDER, RICH PERFUMES, FACE CREAMS, LOTIONS AND MANY MORE OF THEIR WORLD KNOWN DELICATE PREPARATIONS.

THE NAME BEREUX IS A GUARANTEE OF QUALITY AND TRUE SATISFACTION.

HUGO BEREUX COMPANY
IMPORTERS AND MANUFACTURERS
NEW YORK PARIS LONDON

CENTURY CLUB
HOTEL NESTOR

MENU

OYSTER COCKTAIL
CONSOMME EN TASSE
CUCUMBERS OLIVES RADISHES
FRESH CRAB MEAT
BROILED SPRING CHICKEN CURRANT JELLY
BAKED POTATOES CORN ON COB
ASPARAGUS TIPS
FRUIT ICES FRENCH PASTRY
DEMI TASSE
BURN
DANCE
SECTOR
MUSICIAN
INFORMING
SUBTERFUGE
FAMOUS MANOR
GROUP INSURANCE
PRINTING EXHIBITIONS
REWARDING MAINE HUNTER
MICHIGAN BANKERS BANQUETED
PREDICTED BEAUTIFUL WEATHER
LARGE RADIO BROADCASTING STATION
GRECIAN DANCERS DELIGHT AUDIENCE
SPECIAL EXCERNSION RATES FOR DELEGATES
REMARKABLE FRENCH PAINTINGS EXHIBITED
GRAND RECEPTION
GIVEN ON THE OCCASION OF THE THIRD ANNIVERSARY
BY THE ALUMNI SOCIETY AND THE
PUPILS OF THE
BARTON TECHNICAL SCHOOL
GRAND BALLROOM OF HOTEL BURKE
CHESTER BOULEVARD
TUESDAY EVENING, MARCH EIGHTEENTH
NINETEEN HUNDRED
INFORMAL

FLORENCE BRANFORD
ELOCUTIONIST
24 ASTOR PLACE
ELMWOOD STUDIO
NEW YORK

NINTH ANNUAL
BANQUET
OF THE OFFICERS AND MEMBERS OF
THE DEAN MUSIC SOCIETY
HAMPTON, VIRGINIA
CRESCENT GARDENS
JUNE SIXTH

PROFESSOR LOUIS MERIDITH
TOASTMASTER

MRS. MAY HEARN
REQUESTS THE HONOR OF YOUR COMPANY AT A
BIRTHDAY PARTY
IN HONOR OF HER DAUGHTER
LOUISE
AT HER RESIDENCE
27 VINE COURT
FRIDAY AFTERNOON, MAY FIRST
AT THREE O'CLOCK
EIGHT YEARS OLD
ENGRAVERS SHADEd

18 Point No. 1 6A
MODISH

18 Point No. 2 7A
EXPORTS

12 Point No. 1 10A
REGILDING

12 Point No. 2 12A
DESIGNS GIFT
RIGHT BONDS

12 Point No. 3 16A
QUIET NEIGHBOR
INFORMED GUIDE

6 Point No. 1 18A
HANDSOME DESIGNER
BRIGHT SPRING MORN

6 Point No. 2 21A
STUDENT MERITS DIPLOMA
KNOWLEDGE GIVES POWER

6 Point No. 3 25A
COMPLIMENT GREAT LECTURER
FINANCE TYPOGRAPHY COURSE

CHARACTERS IN COMPLETE FONT

A B C D E F G
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O P Q R S T U
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1 2 3 4 5 6 7 8 9 0

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The following overhanging characters are supplied
with each font

A F L P T V W Y

MISS ELANOIE HICKSON

42 BUNKER PLACE

YOURSELF AND FRIENDS ARE CORDially INVITED
TO BE PRESENT AT THE

ANNIVERSARY DINNER
GIVEN BY THE
BINGHAMTON LITERARY SOCIETY
EMERSON AUDITORIUM
MONDAY EVENING, JUNE TENTH
AT FIVE-THIRTY O'CLOCK

R.S.V.P.
Lorenard Country Club
North Decatur, Illinois

The entertainment committee takes great pleasure in announcing the

Meriden Symphony Orchestra

Friday, January Sixteenth
Mountbank Armory

Francis North, Violinist
Edith Cole, Harpist

Carriages at Eleven
The following overhanging characters are supplied with each font:

A P L T V W Y

AMERICAN TYPE FOUNDERS COMPANY

LOUISE MAY BURKE

MILLINER

25 JAY AVENUE

BOSTON

THE INDUSTRIAL ART SOCIETY OF PHILADELPHIA

CORDIALLY INVITES YOU AND YOUR FRIENDS TO BE PRESENT AT ITS TWENTY-SEVENTH ANNIVERSARY DINNER-DANCE

BASEBOOK AUDITORIUM

SATURDAY EVENING, OCTOBER THIRTEENTH

AT HALF AFTER EIGHT

EXCELLENT MUSIC  DANCING AT TEN
DENOUNCED
RANCOROUS

MISDEMEANOR
HARPSICHORD

SUPERABUNDANT
KNICKERBOCKER

BANKS
HEDGE

EMBARK
SECOND

NOMADIC
KINGDOM

RESIDENCE
DIRECTORS

THE NATIONAL ACCOUNTANT
OF NEW YORK
THE LEADING PERIODICAL IN ITS FIELD
ANNOUNCES THE APPOINTMENT OF
MR. ALEXANDER JACKSON
AS THE EDITOR-IN-CHIEF
WITH OFFICES AT 175 PARK LANE
EFFECTIVE
JANUARY FIRST
The following overhanging characters are supplied with each font:

A V W Y

The Society for Medical Research requests the honor of your presence at The Fall Meeting October Twelfth at its rooms Stankope building.

By order of the President
ENGRAVERS BOLD

36 Point
SUM

30 Point
KING

24 Point
MIRTH

18 Point No. 2
ESTATES

18 Point No. 1
DISHONOR

12 Point No. 3
BOLD MINER

12 Point No. 2
IDEAL FRIENDS

12 Point No. 1
MODERN PRICE

12 Point No. 3
PROMINENT DRIVER

12 Point No. 2
MODERN PURCHASE

6 Point No. 6
DISTINGUISHED PAINTER

6 Point No. 4
KNIGHT PROCURES HOME

6 Point No. 3
ARCHITECTURAL SUPERVISORS

6 Point No. 3
REPRODUCED FAMOUS MASTER

6 Point No. 2
AMERICAN CONTRACTORS INSTRUCTED

6 Point No. 2
REMARKABLE SPECIMEN COLLECTIONS

6 Point No. 1
MANY BRIGHT PRINTERS MOVING NORTHWARD

6 Point No. 1
INSTRUCTORS PRESENT VEXATIOUS PROBLEMS

6 Point No. 1
SEVERAL MAGNIFICENT SCENES INSPIRED DESIGHERS

6 Point No. 1
ENTERTAINERS DEMANDED INSURANCE PROTECTION

6 Point No. 1
SOME ROMANTIC ESCAPADES RECENTLY DISCLOSED

The following overhanging characters are supplied with each font except 6 Point Nos. 1 and 2
A F P T V W Y

READINGS FROM
DICKENS

By ALICE N. REID
ELOCUTIONIST

MISS REID HAS BEEN DELIGHTING LARGE AUDIENCES FOR THE PAST FOUR SEASONS AND THE PEOPLE OF MERIDEN ARE VERY FORTUNATE IN THIS ENGAGEMENT

WEDNESDAY EVENING JUNE TENTH
AT THE
BIRGEN AUDITORIUM
SOUTH BURLINGTON STREET
MERIDEN

355
**Invitation Series**

- **24 Point 8A 16a**
  - **MASQUERADING**
  - Exquisite Harmony

- **18 Point 12A 22a**
  - **IMPROVE BROCHURE**
  - Finish Original Specimen

- **14 Point 16A 32a**
  - **MERITORIOUS CHARACTER**
  - Recognizing Distinctive Qualities

- **12 Point 18A 36a**
  - **UNIQUE CREATION PRODUCED**
  - Elicits Several Favorable Comments

- **10 Point 20A 40a**
  - **LIBRARY TRUSTEES HEAR REPORT**
  - Card Holders Receiving Splendid Service

- **8 Point 23A 44a**
  - **BANKERS REMAIN HIGHLY OPTIMISTIC**
  - Monthly Statement Shows General Prosperity

- **6 Point 24A 47a**
  - **NUMEROUS SCHOOL CHILDREN ENTERTAINED**
  - Commercial Teacher Served Luncheon on the Campus

---

**Notable Embroidery Exhibition**

Annual Display of Domestic Needlework from the showrooms of the

**Swiss Manufacturing Company**

Commercial Auditorium, Southern Boulevard
Middletown, Connecticut

During the week beginning Monday, June Sixth

An excellent opportunity to view a fine assortment of Renaissance Laces

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**Characters in Complete Font**

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**Phone 1406**

**MISS ELINOR SMITH**
Manicuring

26 Temple Court Boston, Mass.
Invitation Series

Telephone Intervale 641

EDWARD SIMPSON MORTON

Importer and Collector of Antiques

Statuary / Jewelry
Rugs / Vases

Cable Address
Morston, N.Y.

385 Westchester Avenue
NEW YORK CITY

Phelps & Reynol
Cut Flowers · Plants · Trees · Shrubs
1349 Wadsworth Avenue East
Sacramento

Announce

A new organization now operating greenhouses and nurseries for the production of choice flowers, trees, shrubs and bushes. The manager will strive to give a most complete service for all occasions from their branches and from the showroom

Mr. Phelps for the past fifteen years has been general manager for Harlington & Company

Bertrand Houghton
Dramatic Artist

Highby Building          Rochester
Invitation Shaded
PATENTED MAY 9, 1898 REGISTERED NO. 485,662

ELITE
FINISHING SCHOOL
An organization of unusual excellence which meets every demand of patrons who desire nothing but the best. Every teacher is a leader in his especial field

Chauncey M. Burns
PRINCIPAL
29 East Boulevard
Columbus

BURNISHING
Inspired Singer

SPRING MODELS
Enchanting Damsel

HANDBOME LIBRARY
Quickly Impressed Ladies

DANCING INSTRUCTORS
Lessons Given Each Monday

SOCIETY MAIDENS ELOPED
Purely Unsophisticated Cymbel

Characters in Complete Font
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Desire to notify their customers and the trade in general that they have appointed

Mr. Harbert Bryce
General Sales Manager

The reputation of Mr. Bryce as an expert in his line is so well established that we feel his selection will meet the approval of all our patrons
Invitation Shaded

Earl Sandringham Hotel

Invitation Matinee Dansant
Given for the benefit of the
Mount Pleasant Dispensary
Saturday, October Eighteenth
Mandarin Ballroom

Two Dollars
Three to six o'clock

The Officers and Directors of
The Santa Barbara National Bank
request the honor of your presence at
the opening of its new
Fireproof Safety Deposit Vaults
Saturday, the third day of July
from one-thirty to four-thirty o'clock
Knickersbocker Plaza
Beautiful Parks

Recently Established

Given Delightful Surprise

Honorable Mention

Entertains Celebrated Violinist

Requests Introduction

Diplomatic Methods Solve Problem

Noteworthy Achievement

Popular Artist Displays Masterpiece

Valuable Information Concerning Exhibition

Artistic Paintings Recognised

Betrothed

Marjorie Eleanor Baskerville

and

Raymond Henderson

A most cordial invitation is extended to yourself
and friends to attend our

Mid-Season Fashion Promenade

presenting the originations of our own designers and
those creations produced exclusively for us
by the best Parisian modistes

Wednesday, November the twenty-sixth
in the afternoon

Baron-Taylor Company
Inland Copperplate

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

The Elite Club
extends to yourself
and family an invitation
to their annual
Theatre Party
to witness the comedy
"Nobody"
Friday, May the eleventh
Royal Opera House
New York

Tickets reserved for members

36 Point
Multiple
Right Ideal

30 Point
Delightful
Hotel Styles

24 Point
Simplicity
Useful Article

18 Point
Photographer
Grateful Students

14 Point
Country Residence
Beautiful Winter Resorts

10 Point
Merchants Prospered
Praised Contributing Editor
Effective Medium

10 Point
Foreign Artist Welcomed
Exhibited Remarkable Collection
Completed Galleries

8 Point
Melodious Selection Rendered
Many Society People Attended Concert
Director Complimented
Wedding Text

Quaint Paintings
Enthusiastic Art Critic
Magnificent

Awarded Scholarships
Holding Impressive Ceremony
Made Valedictorian

Characters in Complete Font
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n o p q r s t u v w x y z
\~ ^ _ ` \, \, – : ; ! ~

\textbf{Alm. Lucille}

extends a most cordial invitation to
you to inspect a complete
assortment of

\textbf{Beautiful Gowns}
designed by popular
modistes

Tuesday, October Eighth
Kenilworth Parkway
Sugarville
Mr. and Mrs. Reginald Harrison

announce the marriage of their daughter

Evelyn Ruth

to

Mr. George Shanley

on the afternoon of Tuesday, the sixth of May

at four-thirty o'clock

Central Presbyterian Church

Clayton, Ohio

At Home

after June the fifteenth

The pleasure of your company is requested at a

Graduation Dinner

in honor of

Miss Sarah Helen Rothenberg

on the evening of Wednesday, the tenth of February

at half after six o'clock

Palm Garden, Hotel Martinique
Mr. Henry Pendleton
Formerly of Brown & Pendleton
takes pleasure in
announcing to the jewelry trade
that he has
recently accepted a position
as manager of the
Eastern Jewelry Corporation
Eastern Boulevard
Uniontown
Mr. and Mrs. Edgar T. Harrington
request the honor of your presence
at the wedding breakfast of their daughter
Margaret Louise
and
Mr. Herbert Stuyvesant
on the morning of Tuesday, the twentieth of June
at half after eleven o'clock
Four hundred and six Lincoln Avenue
Ridgefield Park

Mr. and Mrs. Herbert Stuyvesant
will be at home
Wednesday, the twenty-eighth of June
from four to six o'clock
Braedcliff Mountain Cottage
Richmond Hill

365
Repudiated

Decides Position

Enlivening Crowds

Geographic Study
Practical Development

Ardent Support
Begins New Method

Produce Fine Printing
Obtaining Desirable Results

Characters in Complete Font

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z & $ 1 2 3 4 5 6 7 8 9 0 a b c d e f g h i j k l m n o p q r s t u v w x y z a c 

.-':;!

Character `c` made only in sizes from 6 to 18 Point

Permit us to extend the personal services and courtesy of

Miss Elsie May Bosworth
Special Designer of

The Ladies’ Apparel Department

who will assist you and afford you every consideration
in the selection of your hats and gowns

Rodman Company

Please present this card
Specimens of Business and Society Printing

Invitations and cards composed in
Invitation Series • Shaw Text • Wedding Text
Card Bodoni • Engravers Old English
Engravers Old English Open

These faces are among the most popular designs used on this class of printing

American Type Founders Company

At home to all printers and others interested in visiting the central plant at Three Hundred Communipaw Avenue Jersey City

Creator of Distinctive Type Designs

Set In Invitation Series
Mr. and Mrs. Wyndham Kingsland
request the honor of your presence at the
marriage of their daughter

Elizabeth
to

Mr. Ralph Wainswright

on the afternoon of Thursday, the twentieth of April
at four o’clock
at the Second Baptist Church
Newburg, Delaware

Miss Evelyn Fairchild

Special Tene
will be
Church of Saint
Spring B
Sunday, May
at half a

Rev. John Bertlo, Pastor
The Metropolitan Club
of Philadelphia
invites you to be present at the
Spring Musical Carnival
in honor of the Twelfth Anniversary
of the founding of the Club
on Saturday, the twenty-seventh of March
at eight o'clock
Jackson Square Auditorium
Highland Boulevard

Mr. Richard Huntington
University Club
THE OFFICERS AND DIRECTORS DESIRE TO ANNOUNCE THE
REMOVAL OF THE BANKING OFFICES OF THE
BERKSHIRE COUNTY NATIONAL BANK
TO THEIR NEW BUILDING LOCATED AT
NORTH CLINTON AND SEVENTH STREETS
MANCHESTER
MARCH SIXTEENTH

JEROME S. BURBANK
SECRETARY
BRANDON SERIES

CHARACTERS IN COMPLETE FONT

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z & $ 1 2 3 4 5 6 7 8 9 0 . - ' : ; ! ?

No figures made for 6 Point No. 0

COPPERPLATE ROMAN

12 Point No. 555 11 A
FOREIGN MUSICIANS
EXPLOITING EUROPE

12 Point No. 554 16 A
NEPONSIT COUNTRY CLUB
STOCK EXCHANGE CLOSED

6 Point No. 551 24 A
MAINE NATIONAL GUARD REGIMENTS
INTRODUCING NOVEL OFFICE SYSTEM

6 Point No. 552 28 A
COUNSEL DEMANDING THOROUGH RESEARCH
PRESIDENT NAMED JAPANESE AMBASSADOR

6 Point No. 553 31 A
EMINENT SCULPTOR COMPLETES MEMORIAL STATUE
SOUTHERN AMUSEMENT COLONIES ATTRACT CROWDS

24 Point 6 A
HUNTER

18 Point No. 2 8 A
DECOROUS

18 Point No. 1 9 A
INQUISITION
PROSPECTUS

12 Point No. 4 12 A
REMINISCENCE
ENTERPRISING

2 Point No. 3 14 A
HUGE MONUMENT
RETURNED PRIZE

12 Point No. 2 18 A
NOTED MUSIC SOCIETY
BRITISH OCEAN LINER

12 Point No. 1 21 A
MOTION PICTURE STUDIOS
TYPE DESIGNS IMPROVED

6 Point No. 3 18 A
HONORED MARINE REGIMENTS
PRAISE INGENIOUS MECHANIC

6 Point No. 2 22 A
EASTERN COLLEGE HEADS CONVENE
INTERESTING SUBJECTS DISCUSSED

6 Point No. 1 26 A
LARGE FRENCH CRUISER ENTERED HARBOR
DEvised CREDIT SYSTEM FOR MERCHANTS

6 Point No. 9 36 A
MANY SENATORS ATTEND MEMORIAL DAY EXERCISES
HUMOROUS COMEDIANS DELIGHT MIRTHFUL CHILDREN
**Blair Series**

**Characters in Complete Font**

A B C D E F G
H I J K L M N O
P Q R S T U V
W X Y Z & $ 1 2
3 4 5 6 7 8 9 0
. , - ' : ; ! ?

6 Point No. 0 carried in stock only at Foundry

**Condensed Blair**

24 Point No. 2 9 A
ENDING
24 Point No. 1 11 A
MORTISE
18 Point No. 2 14 A
BRUSHED
18 Point No. 1 16 A
HYSTERICS
12 Point No. 4 19 A
PRONOUNCED
12 Point No. 3 22 A
GRECIAN PRINCE
12 Point No. 2 27 A
HISTORIC VOLUMES
STEAMSHIP FRANCE
12 Point No. 1 33 A
INDIAN GUIDE SECURED
GRAPHIC ARTS SOCIETY

**Characters in Complete Font**

A B C D E F G
H I J K L M N O
P Q R S T U V
W X Y Z & $ 1 2
3 4 5 6 7 8 9 0
. , - ' : ; ! ?

6 Point No. 0 carried in stock only at Foundry

---

24 Point No. 2 5 A
NICHE
24 Point No. 1 6 A
URBAN
18 Point No. 2 8 A
SQUIRM
18 Point No. 1 9 A
REPENTS
12 Point No. 4 11 A
MORTGAGE
BIG SIPHON
12 Point No. 3 14 A
INSPIRED HIM
HIDES CHECK
12 Point No. 2 16 A
PRINTING TRUES
MOSSAIC DESIGN
12 Point No. 1 18 A
RAMBLING NOMAD
HELPED CAPTIVES
6 Point No. 4 16 A
MODERN ORCHESTRA
SHIP FOLDERS QUICK
6 Point No. 3 19 A
EXPERIENCED WORKERS
BUILD SUBURBAN SHOP
6 Point No. 2 23 A
PRUDENT ADVERTISERS SAVE
RARE DRAWING GIVEN WRITER
QUAINT FURNITURE EXHIBITS
6 Point No. 1 29 A
NEAT TYPGRAPHIC SPECIMEN BOOK
CANADIAN CRAFTSMEN BANQUETING
IDAHO SENATOR DELIVERED ORATION

---

372
FOURTH ANNUAL
SURPRISE DANCE
OF THE
ROXBURY CLUB
ON WEDNESDAY EVENING
APRIL SIXTH

METROPOLIS THEATRE AND CASINO
NORTH LOMBARD STREET

CARD MERCANTILE
12 Point No. 7

RICH SALESMAN
10 A

12 Point No. 6
13 A

BLUNDER

EULOGIZE

12 Point No. 5
16 A

UNDERBRUSH

MANIFESTING

6 Point No. 4
16 A

DIGNIFIED MIEN

SIMPLE PROCESS

HISTORIC PLACE

18, 24 and 30 Point carried in stock only at Foundry

CHARACTERS IN COMPLETE FONT

| A | B | C | D | E | F | G | H |
| I | J | K | L | M | N | O | P |
| Q | R | S | T | U | V | W | X |
| Y | Z | $ | 1 | 2 | 3 | 4 | 5 |
| 6 | 7 | 8 | 9 | 0 | . | ' | ; |

373
TYPO GOTHIC

24 Point No. 2
FISHERMEN
7A

24 Point No. 1
REMARKABLE
7A

18 Point No. 2
HUNT RESUMED
9A

18 Point No. 1
PRINTING EXHIBITS
12A

12 Point No. 2
NEWBURGH EXCURSION
15A

12 Point No. 2
BEAUTIFYING AND CHARMING
18A

12 Point No. 2
MATHEMATICIANS AMALGAMATE
21A

12 Point No. 1
ENTERTAINING FOREIGN DIPLOMATS
23A

CHARACTERS IN COMPLETE FONT

ABCDEF
IJKLMNOP
QRSTUV
WXYZ&$12
. - ' : ; !

6 Point No. 4
DISTINCTIVE TYPE FACES SHOWN
20A

6 Point No. 3
FOUNDERS PRODUCE SPECIMENS
15A

6 Point No. 3
HIGHEST STANDARD WORK SECURABLE
23A

6 Point No. 2
DEmanded SCIENTIFIC CONSTRUCTION
29A

6 Point No. 1
DISTINCTIVE TYPE FACES SHOWN
34A

6 Point No. 2
AMERICAN PRINTING MACHINERY PRODUCES QUALITY
21A

6 Point No. 1
EXPORT COMPANY REPORTS FOREIGN TRADE INCREASE
37A

---

ROSEDALE BOTANICAL GARDEN

GALA EXHIBIT

A VERY CORDIAL INVITATION IS EXTENDED TO YOURSELF
AND YOUR FRIENDS TO VISIT THE BEAUTIFUL
MODERN GREENHOUSE AND THE
BOTANICAL GARDEN

SUNDAY AFTERNOON, MAY FOUR
FROM TWO TILL HALF-PAST FOUR

BEAUTIFUL PLANTS
EXQUISITE FLOWERS

THIS FAIRYLAND OF FLOWERS IS THE WORK OF C. S. WHITTLE, PROFESSOR OF BOTANY
AT THE ROSEDALE INSTITUTE. MANY OF THE EXHIBITS WERE COLLECTED BY HIM ON HIS
RECENT TOUR THROUGH THE ORIENT

374
CARD BODONI BOLD

CHARACTERS IN COMPLETE FONT

A B C D E F G H I J K
L M N O P Q R S T U V
W X Y Z & $ 1 2 3 4 5
6 7 8 9 0 . , ' ' : ; ! ?

The following overhanging characters are supplied with fonts Nos. 19, 20, 21, 22, 23 and 24

CARD BODONI

6 Point No. 4  28 A  MERCANTILE EXPORTS
6 Point No. 3  29 A  INTERIOR DECORATOR
6 Point No. 2  34 A  SUMMER CLEARANCE SALE
6 Point No. 1  38 A  ENJOY FRATERNAL OUTING

CARD BODONI

6 Point No. 4  25 A  MERCANTILE EXPORTS
6 Point No. 3  24 A  INTERIOR DECORATOR
6 Point No. 2  29 A  SUMMER CLEARANCE SALE
6 Point No. 1  38 A  ENJOY FRATERNAL OUTING

CARD BODONI

6 Point No. 4  28 A  MERCANTILE EXPORTS
6 Point No. 3  29 A  INTERIOR DECORATOR
6 Point No. 2  34 A  SUMMER CLEARANCE SALE
6 Point No. 1  38 A  ENJOY FRATERNAL OUTING

CARD BODONI

6 Point No. 4  28 A  MERCANTILE EXPORTS
6 Point No. 3  29 A  INTERIOR DECORATOR
6 Point No. 2  34 A  SUMMER CLEARANCE SALE
6 Point No. 1  38 A  ENJOY FRATERNAL OUTING
An Exhibition of Paintings by French Artists will be held in the Continental Museum of Art during the month of December and you are very cordially invited to attend any afternoon except Friday between the hours of one-thirty and five.

Present this Card at Door

376
Tudor Black No. 2

Characters in Complete Font

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z & S

1 2 3 4 5 6 7 8 9 0

abc def g hi j k l m n o p q r s t u

vw x y z ff uu mm

., ’ : ; ! ?

42, 48 and 72 Point carried in stock only at Foundry

Amethyst Each Day

30 Point

San Gabriel Choral Fete

24 Point

Golden Legend Harmony Club

18 Point

Choirs Rehearsing Expressive Music

12 Point

Helms Memorial Church International Dramatist

10 Point

Terse Oriental Philosophy Mystical Religious Beliefs Philanthropic Association

8 Point

Invaluable Authentic Manuscript Persian Wisdom Long Recognized Momentous Theological Problems

6 Point

Knowledge Acquired Becomes Quite Profitable Mature Experience Proved Exceptionally Good Comprehensive Reading Hastens Advancement University Trained Executives Now Preferred
Engravers Old English

Bible
Advocate
Banker
Incantation
Holiday Social
Venetians
Explain
Teach
Loadstar
Speak
Handicraft
Refusal
Pyrotechnics
Chorister

Guardianship
Twelve Madistès
Wonderful
Racer Rewarded
Fine Entertainment
Yuletide Tale
Elaborate Reception
One Hundred Thousand
Tenth Pedagogue
Impressive Presentation
Builders Recommend Actor
Dedication Ceremonial
Reports Harmony

Characters in Complete Font

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z & $
1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k l m n o p q r s t u v w x y z
Character '£' made only in sizes from 6 to 18 Point
To You, Old Friend
At the Half Century Milestone

We, who have had the privilege of association with you in your work, are today honored to mark with you the attainment of your Fiftieth Anniversary. We know of no higher tribute to your leadership than to say that we share with you the rich realization of achievement.

We know of no greater pledge for the future than which may catch something of the march of the past years, that which you have built may be carried on through the years.

It is a pleasure to each of us at this time our most sincere or past favors and your continued our deep good wishes or the success that is to come.

Philadelphia Banking Company
Hunnington, President

The flower of youth never appears more beautiful than when it bends towards the Sun of Righteousness.

Matthew Henry
Engravers Old English Bold

Bail
Weld
Magic Note
Rapids
First
Pasquin
Social
Employed
Courier

Dancer
Railroad
Court
Mischief
Subscriber
Guilds
Providence
Typographical
Honored

Testaments
Entire Society
Democrat
Presentation
Greatest Council
Banqueted
Haberdasheries
Christian Literature
Architectural
Dramatic Societies
Regrets Procrastination
Metropolitan Daily
Congressman

Characters in Complete Font

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

O Thou Beneficent Art and Mystery, whose mission is to carry enlightenment to all people from age to age, make us, thy craftsmen, worthy of thee and of all the craftsmen who in times past have glorified thee. Let thy light shine upon our lives and our vocations. May no word or deed of ours, or any of our handiwork, bring dishonor upon thee; but rather may we uphold thy dignity at all times and in all places, and in brotherly love and helpfulness advance thy fame, to the end that all men may be persuaded to acknowledge thee as mightiest among the Arts and Crafts. So let it be!

Music washes away from the soul the dust of everyday life

Royal Studios
Violin and Pianoforte Instruction
East Rutherford

Books are the legacies that genius leaves to mankind to be delivered down as presents to the posterity of those that are yet unborn.
The Story of William and Mary

Written in Italian in the year 1422, translated into French by Raoul Georges a year later, and now done in English by John Watson and Mary Grover Sinclair

MCMXXIV

Publisher's Note

This volume, although in no sense a facsimile of the style of the original work, is designed to embody the chief characteristics of the bookmaking of that period. Quarto in size, and printed on an imported hand-made paper in black letter, with rubrications as in original.

Its illustrations comprise engravings redrawn from the woodcuts that appeared in the original edition and these effectually break up the uniformity of the rather solid pages of text matter.

It is bound entirely uncut in covers of darkish green paper boards with a rough linen back and paper label. Three hundred copies will be printed, after which the plates are to be destroyed.

$15.00 a copy

Prosperity, Health and Happiness now and always. the Love of Friends and the fulfilment of your most cherished desires. What more could I wish you on this your Birthday Anniversary? And I gladly do so.

Richard Mitchell - The Hermitage - Worcester
<table>
<thead>
<tr>
<th>Font Size</th>
<th>Characters</th>
</tr>
</thead>
<tbody>
<tr>
<td>96 Point</td>
<td>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 &amp; $ 1 2 3 4 5 6 7 8 9 0 a b c d e f g h i j k l m n o p q r s t u v w x y z . . . ' ; :) ?</td>
</tr>
<tr>
<td>72 Point</td>
<td>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 &amp; $ 1 2 3 4 5 6 7 8 9 0 a b c d e f g h i j k l m n o p q r s t u v w x y z . . . ' ; :) ?</td>
</tr>
<tr>
<td>60 Point</td>
<td>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 &amp; $ 1 2 3 4 5 6 7 8 9 0 a b c d e f g h i j k l m n o p q r s t u v w x y z . . . ' ; :) ?</td>
</tr>
<tr>
<td>48 Point</td>
<td>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 &amp; $ 1 2 3 4 5 6 7 8 9 0 a b c d e f g h i j k l m n o p q r s t u v w x y z . . . ' ; :) ?</td>
</tr>
</tbody>
</table>
The Printer's Power

Generally speaking, printing has not come into its own. It is young yet, and it is democratic. It has yet to make its great record. Sweeping into its grasp all the skill of the artist, the photographer, the designer, the engraver, the paper-maker, and the bookbinder, and laying its tribute on all the various other arts, it is directly influential in molding the thought of all peoples.

Quaint Furniture

The Hinton Company extends to the public a cordial invitation to call and view a showing of imported furniture, consisting of rare articles of the Chippendale, Jacobean, Georgian and Adam periods, which are now on exhibition in their showrooms.
Texts in Combination

BERNADINE SCHOOL OF DESIGN
GAYLORD AVENUE AT HUDSON STREET
COLUMBUS, OHIO

You are cordially invited by the
Faculty of Bernadine School of Design
to be present at its
Annual Midwinter Entertainment
to be held at the
Mainwright Auditorium
Thursday evening, January sixteenth
at quarter after eight

PLEASE PRESENT THIS CARD AT THE DOOR

FORMAL ANNOUNCEMENT
TO THE PUBLIC IN GENERAL AND TO THE
CRITICAL BUYER IN PARTICULAR

Autumn & Winter Clothes

WE ARE NOW SHOWING AN INTERESTING VARIETY OF
READY-TO-WEAR GARMENTS FOR

Business • Sport • Dress

BUSINESS CLOTHES follow closely the exclusive Benjamen design of previous years. Sport suits include a new group of plaids and solid colors. Dinner and dress clothes are shown in several models for men of all ages. Lightweight fall topcoats in new tweeds and herringbones are also ready

The Benjamen-Stewart Clothing Company
The Williamson Printing Company
Printers & Binders
426 Kentworth Place, near Broadway
Telephone 1141

Buffalo

Before Sailing
Deposit your securities with us and we will collect income due and remit draft

Harbor Park Trust Company

Round the World
By specially chartered steamship Queen Bess of the Regal Line. Fastest liner afloat. Sails June 4th.

Central Travel Bureau
Kentworth Building
Norfolk

The Textile Corporation
Importers and Wholesale Dealers in
GENUINE IRISH LINENS and LACES
61 Pennsylvania Boulevard
Telephone 8z Bradford

South Norwalk
Steel and Wood
Furniture for
Printers
Including Cut-Cost Equipments
Made by the Hamilton Manufacturing Company

Carried in Stock at all our Selling Houses for Prompt Service
American
Type Founders
Company
Correct Society Printing for Letterpress Printers

SINCE the American Type Founders Company first designed types giving the effect of engraved work, correct in style and equaling the softness and the excellence of copperplate printing, many of its customers have successfully entered this uncrowded field in competition with copperplate printers. Especially is this true with printers located in the smaller cities and towns throughout the United States, there being a constant and increasing demand made upon them for wedding invitations, wedding announcements, at-home cards, etc.

Few letterpress printers realize that millions of dollars are expended annually among copperplate printers for Society Printing. Take the item of visiting cards. Are there not more than two million persons carrying these cards, each representing an expenditure of at least one dollar? Add to this the higher priced engraved stationery and the total is truly enormous. The dry goods stores and stationers and canvassers assist the copperplate printers to gather this profitable harvest.

The quality of letterpress work should equal that of the copperplate printer, first in the correctness of the form, cards and paper, and secondly in the clearness of the impression. None but perfect types should be used. The or twenty cents per letter. There is so great a difference in favor of the cost of types that the letterpress printer may easily save the first cost of the types, plus composition, on each order, and still be much below the engraver's charge. In a font of eighteen point script, so much used in Society Printing, the price per letter (A to Z caps and lower-case, not including figures or points) is approximately one cent per letter. If this were doubled as a basis for charging for the use of the types, the letterpress printer would still be far below the engraver's charge per letter.

Card Stock—This should always be pasted stock, because it does not curl. The size is 21 x 33 inches, of which a half inch salvage is waste. It is sold in packages containing one hundred sheets, or may be bought cut to order. For calling cards, two-sheet sixty pound is used; for invitation and announcement cards, three-sheet sixty pound is used. Extreme fashion calls for four-sheet sixty pound paneled cards for invitations and announcements. Cards of the correct size may be

Mr. Harold Burling

A correct size (C) for men. Sizes B and D (see diagram, p. 396) are also correct. D being preferred when address is added.

Dr. Robert Hartington

Office Hours: 9 to 11 a.m. 5 to 7 p.m.
Ninety Church Street

A correct size (C) for professional men. The size may vary according to lettering required. Size D is preferred by many.
Correct Society Printing for Letterpress Printers

bought from the manufacturers or their agents, cut to size and correctly paneled. Paneling is effected by applying a hot blank of the required size to the card on a die press, thus creating a panel, the unpressed edges forming a raised border, generally half inch wide. Envelopes are carried in stock or made to order to match all correct sizes of women’s cards. Beveled or gilded edges should never be used for Society Printing.

**Miss Ruth Burns**

A correct size (F) for a very young miss.

**Miss Annun Stone**

A correct size (G) for young women.

**Mrs. Harold Jay Smyth**

Eighteen North Street

A correct size (H) for women.

**Mrs. Charles Howard Smyth**

**Miss Lucille Smyth**

Wednesdays

A correct size (K) for woman and daughter.

about one-sixteenth inch each six months thereafter. On a widower’s card one-quarter inch (No. 3) is the widest, diminishing gradually from time to time. For other relatives, the band may vary from the thickness of No. 3 to that of "Italian." No. 5 band is now considered excessive, but among the Latin races is held to be moderate, and if preferred, is entirely correct. Envelopes are made to match, when required.

**Paper Stock for Announcements**—A special kind of paper is made for Society Printing. The size is 21 x 33 inches and the preferred weights are seventy pound for the announcements and the inner envelopes and sixty pound for the outer envelopes. It is sold in packages of 240 sheets or in “wedding cabinets” containing fifty to one hundred folded sheets of various cut sizes, with inner or outer envelopes, each in a separate box. The size of paneled stock (folded) is 5½ x 7½ inches, with three-quarters inch border. If the announcement is not paneled a correct size (folded) is 4½ x 6½ inches.

**Correspondence Paper**—Correspondence paper to be correct must be plain, without ruling, preferably white, ranging from pure white to pearl gray, or in soft tones of color, with envelopes to match. There is a wide range of sizes, but the printer should select a few approved sizes and colors to carry in stock. Correct sizes are 5½ x 4½, 5½ x 4⅛ and 6⅛ x 5⅛ inches. The small size is correctly used for short letters and the largest size for general correspondence for both men and women. Envelopes must match the paper.

**Mourning Cards**—The width of black band varies (see page 396 for examples) according to relationship. For a widow’s card a band of about one-third inch (No. 3) during the first year of widowhood, diminishing...
Correct Society Printing for Letterpress Printers

**Delivery**—Copperplate printers deliver Society Printing in neat, stylish boxes. They are compelled to slip-sheet the work with tissue paper, an expense the letterpress printer may avoid, if careful. Boxes, covered with enameled paper for cards and all kinds of Society Printing, are on sale to carry the correct sizes. No matter how excellent your work and quality may be, women who know the correct practice will not be satisfied unless the packages are as neat as those sent out by the copperplate printers. This detail is important.

**Advertising**—The letterpress printer, following the practice of copperplate printers, may enlist the cooperation of stationers, dry goods stores, and others, to take orders for him. Agent should be supplied with the diagram of correct card sizes and samples of correct correspondence papers in frames, together with the formula for making prices.

<table>
<thead>
<tr>
<th>Mrs. Harold Jay Smyth</th>
<th>Miss Ethel Smyth</th>
<th>Miss Grace Smyth</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Fridays</strong></td>
<td><strong>Eighteen North Street</strong></td>
<td>**At home between 8:00 and 6:00 o'clock to receive calls, except Friday of every week; or it may be limited to &quot;First Friday&quot; (of the month). ** <strong>Fridays until April.&quot; First and Third Fridays,&quot; etc. Sizes H, J.</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Mrs. Harold Jay Smyth</th>
<th>The Misses Smyth</th>
<th>Mr. and Mrs. Harold Smyth</th>
</tr>
</thead>
<tbody>
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<td><strong>Eighteen North Street</strong></td>
<td>**At home between 8:00 and 6:00 o'clock to receive calls, except Friday of every week; or it may be limited to &quot;First Friday&quot; (of the month). ** <strong>Fridays until April.&quot; First and Third Fridays,&quot; etc. Sizes H, J.</strong></td>
<td><strong>For sending with wedding gifts, for joint regrets, and returning first calls after marriage. Use of separate cards is better form. Sizes J, K.</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Mr. Herbert Smyth</th>
<th>Mr. Justice Andrew Smyth</th>
<th>Mr. Herbert Smyth</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Black Athletic Club</strong></td>
<td><strong>For a judge of a supreme court, or &quot;Mr. Justice Smyth.&quot; Sizes D, C, D.</strong></td>
<td><strong>Lieutenant, Ninth Infantry United States Army</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Rear Admiral Joseph Smyth</th>
<th>Colonel John Robert Smyth</th>
<th>Laurence Smyth, M.D.</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>United States Navy</strong></td>
<td><strong>North Carolina, United States Army</strong></td>
<td><strong>Hours: 9-11 a.m. 12-4 p.m. 80 Park Place</strong></td>
</tr>
</tbody>
</table>

**Physician’s professional card; or “Dr. Lawrence Smyth.” Size E.**

**Addresses on Correspondence Paper**

Should be in the form printed below, and in plain types, in black ink. There is no good reason why the printer should not develop a demand for printed stationery by advertising, and secure the liberal profits derived from the sale of the paper and envelopes. Spell house numbers in full.

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>OCEAN COTTAGE SEACREST</td>
<td>OCEAN COTTAGE SEACREST</td>
<td>OCEAN COTTAGE SEACREST</td>
</tr>
</tbody>
</table>

391
Correct Society Printing for Letterpress Printers

FORMS OF INVITATION AND ANNOUNCEMENT

The following forms and arrangements of lines are correct, and under the forms correct sizes are given. Sizes may vary according to lettering.

All cards should have envelopes matching in size, but not any outer envelopes. Cards are required, as a general rule, for all daylight functions and paper for evening occasions.

When paper is used both inner and outer envelopes are required.

Sizes of lines should be uniform, with the exception of disconnected address lines and the designation of entertainment, which should be smaller. The rule is to avoid capitals wherever possible. Lines for writing on are not used, except on admission cards.

---

Another form of at-home card. The name of entertainment (if any) will vary. A correct size is 4½ x 3½ inches, or, if paneled, 4½ x 3½ inches; ½ inch panel.

---

Musicale reception at residence; or to avoid writing the name, "request the pleasure of your company at a musicale," etc. For this form a correct size of paper (folded) is 7½ x 5½ inches; ½ inch panel.

---

At-home card. For this form a correct size is 5½ x 3½ inches, or, if paneled, 5½ x 3½ inches; ½ inch panel.
Correct Society Printing for Letterpress Printers

Mr. and Mrs. Charles Howard Smyth request the pleasure of [BLANK LINE] company on Thursday, the fifteenth of July from four until seven o'clock.

Golden Party Nineteen Parkside Avenue

For a dinner party or "coctail," which is the English form of the French word "coupion." Correct size of paper (folded) is 6½x3½ inches, or, if paneled, 7½x3½ inches ¼ inch panel.

Mr. and Mrs. Charles Howard Smyth and the Misses Smyth request the pleasure of your company on the evening of Wednesday, the fifteenth of April at ten o'clock.

Cotillion Nineteen Parkside Avenue

Reception in public hall; or "P.S. A.P. Nineteen Parkside Avenue." For this form correct size of paper (folded) is 6½x3½ inches, or, if paneled, 7½x3½ inches ¼ inch panel.

Mr. and Mrs. Charles Howard Smyth request the pleasure of [BLANK LINE] company at dinner on at o'clock Nineteen Parkside Avenue

For dinners, names and dates to be written in. A correct size of card is 5½x3½ inches, or, if paneled, 6½x3½ inches ¼ inch panel.

To meet Mr. Justice and Mrs. Smyth Mr. and Mrs. Charles Howard Smyth request the pleasure of [BLANK LINE] company at dinner on the evening of Monday, the first of July at eight o'clock Nineteen Parkside Avenue

For a formal dinner, with or without names of guests in whose honor the dinner may be given. A correct size of paper (folded) is 7½x4½ inches ¼ inch panel.

The Regimental Assembly Dances Season of 1829-30 December the third and tenth January the seventh and February the eleventh from nine until ten o'clock Heroncille's Heroncille's

For subscription dances. A correct size of paper (folded) is 7½x4½ inches. When the list of patronesses is very long, it may be printed on the third page.

The pleasure of [BLANK LINE] company is requested at the Fourteenth Regimental Ball at Military Hall on the evening of Tuesday, the third of March at ten o'clock.

P.S. A.P. Joseph Keneally, Adjutant The, January, Madison Street

For a ball. Correct sizes of paper (folded) are 6½x3½ inches and 7½x3½ inches.

The pleasure of [BLANK LINE] company is requested at a dinner to be given in honor of Charles Howard Smyth District Attorney of Ulster County on the evening of February, the eighth of January One thousand nine hundred and thirty at half after seven o'clock at Rielie's Frederick Parkinson Frederick John Paul Justice Brightman Colonel Mark Adams (and other names of committee)

P.S. A.P. Herbert Bashfines, Secretary Eighty-fifth Union Place

For large public banquets, usually made imposing in appearance with large lettering. Correct sizes of paper (folded) are 10½x8½ and 9½x7½ inches.

Dinner tendered to Charles Howard Smyth on Saturday, the eighth of January One thousand nine hundred and thirty at Rielie's

Admit Cards to admit to large banquet. A correct size is 4½x2½ inches. (1)

Mr. James Smyth requests the pleasure of [BLANK LINE] company on the evening of Friday, the first of May at eight o'clock at the Bedford Assembly Rooms Eighty-fifth Union Place

Music

For bachelor's reception. Correct sizes of paper (folded) are 6½x3½ inches and 7½x3½ inches.

Admit Me. 270

Anniversary Banquet

The Club of Printing Art Craftsmen

Archambeau's French Cafe

Saturday, the eighteenth of January at eight o'clock

Present this card at door of Banquet Room

Admission ticket to club dinner. A correct size of card is 6½x3 inches.
WEDDING STATIONERY

Each invitation printed on paper has its own envelope, matching in size and stock. The whole set is enclosed in an outer envelope of the same stock. When a single invitation or announcement is sent out, printed on paper, both inner and outer envelopes are required.

Mr. and Mrs. David Jay Smyth
request the honor of your presence at the marriage of their daughter
Lucille

Mr. Frank Hunt

on the afternoon of Thursday, the first of June
at four o'clock
at the First Presbyterian Church
Pleasant Valley

For subscription ball. Lettering usually larger than for private invitations. The list of patrons and patronesses is very long it may be printed on third page. A correct size of paper (folded) is 4½x2½ inches.

The pleasure of your company is requested
at the marriage of
Miss Charles Smyth

Mr. John Angle

on the afternoon of Friday, the first of July
at a quarter after four o'clock
at the residence of
Mr. and Mrs. James Smyth

Ninety Five Place
Oakwood

Mr. and Mrs. Charles Howard Smyth
request the pleasure of
[BLANK LINE]
company on Friday, the sixth of April
at half after four o'clock
at Six Elm Lane

A preferred form of reception card after church ceremony, to be enclosed with the invitation. A correct size for this form is 4½x2½ inches. Another correct form of exception card is shown on the next page.

Train leaves Pennsylvania Station for Bordentown at 3:20 p.m.
Returning, leaves Bordentown at 8:18 p.m.
Please present this card at the train

Ceremony at hall after six o'clock

For train cards, to be enclosed with the invitation. A correct size for these two forms is 4½x2½ inches. Lines are centered. Train cards may require very full directions, and size will vary accordingly, up to 5½x3½ inches. In cases where a special car is provided, the name of gang or sometimes written on card, after the directions, and followed by the words, "will please present this card at the station door and to the conductors." Another form ends, "Please present this card instead of a ticket to the gatemen and conductors." The phrase "carriages will convey the guests to the house and return them to the train" is sometimes added after the train information.

For wedding ceremony in residence of friends of the bride.

For card for wedding at residence, to accompany the invitation to reception.
Reception
from eight until ten o'clock
at the Laurel Bloom
Oakdale

For reception card after church ceremony, to be enclosed with the invitation. A correct size is 3½ x 2½ inches.

Please present this card
at the First Presbyterian Church
on Thursday, the seventeenth of September

For admission card, to be enclosed with church invitation. A correct size for this form is 3½ x 2½ inches. Another form is "Please present this card at the Church," in one line, a correct size for which is 6½ x 4 inches, or, if printed, 7½ x 5½ inches. An extreme form has the guest's name written at top of card, followed by "will please present this card" at the first Presbyterian Church, Bergendale, on Thursday, the seventeenth of September. For such a card a correct size is 6½ x 2½ inches.

Will be at home
Tuesday, the tenth of August
at Seventy-seventh Metropolitan Boulevard
Bergendale

For at-home card, to be enclosed with the invitation, or "on the afternoons of Tuesdays, the tenth and seventeenth of September, etc." Correct sizes are 5¼ x 3½ and 3½ x 2½ inches.

Mr. and Mrs. David Jay Smith
request the pleasure of your presence
at the wedding reception of their daughter
Lucille
and
Mr. Frank Hoyt
on the evening of Thursday, the first of June
at eight o'clock
at Eight Prospect Avenue
Bergendale

For reception card after residence. Correct sizes of paper (folded) are 6½ x 4½ or 6½ x 5½ inches, or, if printed, 7½ x 5½ inches ½ inch panel.

Mr. Frank Hoyt
and
Miss Lucille Smith
have the honor
of announcing their marriage
on Thursday, the first of June
One thousand nine hundred and thirty-one

For a wedding announcement; private ceremony, when the bride has no near relatives; the name of the church may be added. A correct size of paper (folded) is 6½ x 4½ inches.

Owing to the death of Mrs. Smith's sister
Mr. and Mrs. David Jay Smith beg to recall
the cards issued for the wedding reception of
their daughter Lucille

For recall of invitations. A correct size of black-bordered card is 4½ x 3½ inches.

Mr. and Mrs. David Jay Smith
have the honor of announcing
the marriage of their daughter
Lucille
to
Mr. Frank Hoyt
on Thursday, the first of June
One thousand nine hundred and thirty-one
at the First Baptist Church
in Bergendale

For announcement of wedding; if the residence, substitute the address for name of church, or either may be omitted properly. Another correct form has the name written in, and reads "have the honor of announcing to [here write name of church] the marriage," etc., as above. Correct sizes of paper (folded) are 6½ x 4½ or 6½ x 5½ inches, or, if printed, 7½ x 5½ inches, ½ inch panel.

Mr. and Mrs. Frank Hoyt
Will be at home
Highway Five Park Street
Bergendale

For at-home card, to be enclosed with the invitation. A correct size is 5½ x 3½ inches.

Mr. and Mrs. John Smyth
request the pleasure of your company
at the
twenty-first anniversary of their marriage
on the evening of Friday, the fifteenth of June
from half after eight until eleven o'clock
at Eighty-one Park Lane
Charlottesville

For a wedding anniversary. Correct sizes of paper (folded) are 6½ x 4½ inches, or 6½ x 5½ inches, or, if printed, 7½ x 5½ inches, ½ inch panel.

Mr. and Mrs. John Smyth
will be at home
on the evening of Friday, the fifteenth of June
from half after eight until eleven o'clock
at Eighty-one Park Lane
Charlottesville

For a wedding anniversary. Correct sizes of paper (folded) are 6½ x 4½ inches, or 6½ x 5½ inches, or, if printed, 7½ x 5½ inches, ½ inch panel.

1923—1933
Mr. and Mrs. John Smyth
request the pleasure of your company
at the
twentieth anniversary of their marriage
on the evening of Friday, the fifteenth of June
from half after eight until eleven o'clock
at Eighty-one Park Lane
Charlottesville

For a wedding anniversary. Correct sizes of paper (folded) are 6½ x 4½ inches, or 6½ x 5½ inches, or, if printed, 7½ x 5½ inches, ½ inch panel.

1923 J.S. 1933
Mr. and Mrs. John Smyth
will be at home
on the evening of Friday, the fifteenth of June
from half after eight until eleven o'clock
at Eighty-one Park Lane
Charlottesville
Announcements of Death and Acknowledgments of Condolences—These forms are much used, as relieving the bereaved from the painful task of writing individual acknowledgments.

The cards and envelopes must have mourning borders, the width and the usage in regard to which are printed below.

**The family of the late**
Charles Howard Smyth

gratefully acknowledge your kind thought
and expression of sympathy

For acknowledgment of condolences, the address may be added in the right-hand lower corner, but usually is not. A correct size of card is 4 ⅞ x 3 ⅜ inches, with ¼ inch (No. 3) black border, and envelopes to match.

**Mr. Charles Howard Smyth**

and family

acknowledge with grateful appreciation
your kind expression of sympathy

Another form of acknowledgment of condolences. A correct size of card is 4 ⅞ x 3 ⅜ inches, with ¼ inch (No. 3) black border, and envelopes to match.

Announcement of demise. A correct size of paper (folded) is 6 ⅞ x 3 ⅝ inches, with ⅛ inch (No. 2) black border and envelopes to match.

**Examples of Mourning Bands**

**Diagram**

**Correct Sizes of Cards**

A Young Master
B Man, without address
C Man, with address
D Man, with address
E Man, professional
F Young Miss
G Miss
H Mrs. or Miss
J Mr. and Mrs.
K Mrs. and Miss
L Reception following church ceremony
M At-home
N Reception
O Invitation or Announcement

This insert is printed on **BLUE CHESTERFIELD PAPER**
Basis 21 ½ x 33 – 76 lb.
Made by the **AMERICAN WRITING PAPER CO.**
Holyoke, Mass.
Script Type
Faces

Selected designs adapted for use on correct society printing and for high-grade office stationery

American Type Founders Company
This insert is printed on BLUE BISCAY WEDDING, plane finish
Basis 214x33—76 lbs.
Made by the AMERICAN WRITING PAPER CO.
Holyoke, Mass.
Script Type

The manufacture of script type faces is still a very important part of our business. There are various kinds of highly profitable printing to which script faces are better adapted than any other types, hence the constant demand. The beautiful script faces shown in this catalogue meet every requirement for all kinds of printing where the use of script type is desirable.

American Type Founders Company
Best Encyclopedia

Metropolitan Theatres

Smart Handwriting Expert

Beautiful Engravings Duplicated

Customers Admire Aristocratic Letter

Noted Foreigner Given Agreeable Surprise

The Elite Milliners Company
Grassden Square East, New York

Beginning Monday mornings April first, at nine-thirty o'clock
we will show the most recent creations in

Spring Hats

Hours 7 to 9 p.m.

Dr. Edmund Wright
Chiropractor

736 Fifth Avenue  Newport, Ohio
Typo Upright Bold

Remarkable Testimony
Extraordinary Metamorphosis

Distinguished
Acknowledgment

Inspect Brilliant Cascade
Formidable Undertaking Accomplished

Recent Classification Quite Difficult
Versatile Electrician Shows Ressourcesfulness
Great Mathematician Honored

You are cordially invited to attend the
fourth subscription

Festival of Hungarian Music
produced under the auspices of the
Musical Art Society at Stanchley Lyceum on
Friday evening, June fourth
Hesperian

Rhapsodical

Beautiful Girls

Captivated Knight

Delightful Atmosphere

**Type Script**

Mighty Behemoth
Invited Everybody Out
Bought Automobile

**Remarkable Personality**
Famous English Psychologist
Cordial Reception
Entertained Vast Assemblage

**Characters in Complete Font**

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z 
$ 1 2 3 4 5 6 7 8 9 0$

a b c d e f g h i j k l m n o p q r s t u v w x y z ; : ' , ! ?

Annual Theatre Party
tendered to the employees of the
Mechanicsburgh Banking Company
to be held at
Coyles Century Roof Garden
Monday evening, September first
at eight o'clock sharp
The Croydon Galleries
Rochester

Showcasing Early
Italian Engravings

From the private collection of
Baron Jean de Clevis
Paris, France

April Seventh to Twelfth
Ten to Four-thirty

Catalogues may be had for a small fee

Mr. Horace Latimer
Washington, D.C.

Majestic

Knapsack

Synchronize

Redfield Bank

Large Aeroplanes

Delightful Chat

Pleasant Surroundings

Manufactured Fabric
Building Terminal Extension

Preferred Stockholders
Marine International Companies

Characters in Complete Font

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z 0 1 2 3 4 5 6 7 8 9 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 . , - : ; ! ?
Informal Dance
Given for the benefit of the Metropolitan Welfare League
Society of Philanthropists
Friday Evening, April 4th
Eight-thirty o'clock
Ball Room, Hotel Walheim, Independence Square
Providence, Rhode Island
Elizabeth Rembrandt
Philadelphia

Announcing a special showing of
Dainty Lingerie
in the latest and most distinctive designs

Exhibited on the third floor in the Fashion Department

Wednesday, May fifth
Half after three

Characters in Complete Font

ABCDEFGHIJKLMNOPQRSTUVWXYZ
KL MNOPQRSTUVWXYZ
& $ 1234567890
abcdefghijklmnopqrstuvwxyz

48 Point
Reproduce
Magnificent

36 Point
Lithographed
Design Pleasing

30 Point
Highest Quality
Kentucky Tobaccos

24 Point No. 1
Suspend Judgment
Night Editions Helped

24 Point No. 2
Invention Safeguarded
Royalty Cheered Aerobats

18 Point
Extraordinary Manuscript
Delightful Country Residences Important Structures

14 Point
Wonderful Encyclopedias Bought
Unprejudiced Photographer Exonerated Remarkable Demonstrations
Roundhand Series

Characters in Complete Font

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

English

60 Point

Republic

48 Point

Delightfully

36 Point

Exhibited

5 A 13 a

Great Courage

30 Point

Anniversary

5 A 18 a

National League

24 Point

Remarkable

5 A 25 a

Valedictory Oration

18 Point

College Diplomas

7 A 25 a

Beautifully Engraved

14 Point

Inspiring Reception

9 A 32 a

Society Honors Foreigner

12 Point

Exquisite Lettering

10 A 32 a

Pleases Handwriting Expert

Pearls

A Necklace of genuine Pearls
is one of the most charming
gifts that one can give
to womankind

Gifts of Nature

Kaleideo Pearls
New York
EXAMPLES
OF
Announcements, Invitations, Society and Business
Printing

SET IN SCRIPT AND OTHER FACES IN A
VARIETY OF PLEASING COMBINATIONS
SELECTED FOR THE GUIDANCE OF THE
LETTERPRESS PRINTER

American Type Founders
Company
THE LEADING TYPE FOUNDER
OF THE WORLD

This insert is printed on
DORRINGTON PAPIERIE WHITE WEDDING, plate finish
Made by the AMERICAN WRITING PAPER Co.
Holyoke, Mass.
A Special Invitation to become a Life Member of the Metropolitan Country Club Pinheurst Manor

in accordance with the unanimous action of The Board of Governors

is hereby extended to John L. Bathurst

This invitation is one of a limited number issued to representative men in business and in the professions. It is earnestly desired that the restricted roster of life members be completed without issuing further invitations. An early response is therefore most essential.

Metropolitan Country Club

Charles Dwight Birmingham
President
Raymond Page Montague
First Vice-President
George Edeard Whitehouse
Second Vice-President
Herbert Franklin Adamson
Secretary and Treasurer

Nota Bene
The names of the selected Founder Life Members of the Metropolitan Country Club are to be perpetuated on a fine bronze tablet to be placed in the Main Club Building. It is therefore requested that on the acceptance of this invitation to membership such member will plainly write his name below just as he wishes it reproduced.
Quincy Alumni Association
cordially invites you to attend its
Twentieth Annual
Graduation Subscription Dance
Thursday evening, April eighth
eight-thirty o'clock
Hotel Iroquois Ballroom

Telephone Montrose 4974

University Stationery Company
FINE SOCIETY PRINTING
East Birchwood

Announcements
Invitations
Cards

Represented by
ERNEST JOHNSON

Telephone South 3436

Dr. Royal Davenport
NERVE SPECIALIST

Medical Arts Building
Detroit, Michigan
Mr. and Mrs. George Ringwood
request the honor of your
presence at the marriage of their daughter
Evelyn Margaret

to
Mr. Philip Edgar Dudley

on the evening of Thursday, the first of June
at seven o'clock

at Dwight Street Reformed Church
Burlington, Virginia

Reception
from eight until eleven o'clock
at the Hotel Stratford
Burlington
The Directors of the Fairfield National Bank
Announce the Opening of the Roslyn Branch
Fourth and Halsey Streets
Fairfield, Ohio
and invite your inspection
Wednesday afternoon, September thirtieth between the hours of one and four.

This fine structure will be devoted entirely to the interests of our patrons and every service will be offered consistent with sound banking practice.
The honor of your company is requested at the

Testimonial Dinner

to be tendered to

Mr. Henry Lewis Boulton

by business associates and friends

on the occasion of the opening of the

New Library

on Saturday, the twentieth of November
One thousand, nine hundred and twenty-three
at six-thirty o'clock

Hotel Palais Royal

Committee:

Miles Sherman, Chairman  Perry Remey, Treasurer

Bernard Amend  William F. Johnston  Burton D. Rich
Harrey N. Blaomer  Abraham Klein  Edgar Schermerson
Charles Blythe  Gay O. Masterson  Irving M. Thayer
J. Francis Clarke  Seymour J. Marley  Sturgessant Tyler
Lester Emerson  Howard Oliphant  Maxwell Wyckoff
Richard Halbrook  Frank S. Rathburn  Leslie Young

Acceptances must be received before Monday, the tenth of November
Please reply on the enclosed card.
Annual Charity Ball
under the auspices of
Kingsley Musical Association
to be held in the
Ball Room, Hotel Loraine
Friday evening, the fourteenth of April
at nine o'clock

Proceeds for the
Home for Aged Musicians
Regal Orchestra

November

Perry Remey, Treasurer
Essex Building, Rochester

Dear Sir:
Enclosed herewith is my check for $________
for______ covers for the dinner to be given in honor
of Henry L. Boulton, at the Hotel Palais Royal,
Saturday evening, November twentieth, at six-thirty

Name___________________________________
Address_________________________________
BUILD YOUR HOME AMONG THE PINES

Independent Realty Company
EXCLUSIVE SUBURBAN HOMES
725 Cabot Street, Mapleton

Roderick Foster

Wolverine State Agency
Eureka Manufacturing Company
Cedar Rapids

HENRY BOND
SALES MANAGER

White
Dorrington Wedding
PLATE FINISH
Is the Correct Paper to use for Society and Business Printing
Oriental Department

We wish to announce an interesting exhibition of Prayer Rugs and Art Objects just received from abroad that will surely appeal to the most exacting connoisseur.

Thornton’s Oriental Bazaar

100 Bonner Boulevard, Washington

Maison Renard

The Paris Shop of America

A shop of quality where styles are created as in Paris

Some exquisite Tea Gowns are shown in this booklet

New Marquette Building Philadelphia

Bernhardt Company

Fine Gold Jewelry

327 Dwight Avenue, Holyoke, Mass.
Adscript Series
PATENTED MAY 9, 1916 REGISTERED NO. 655,641

48 Point
Perfected Independent

36 Point
Advertising School Diploma

24 Point
Beautiful Gowns Finest Lace Embroidery

18 Point
Reliable Customers Expecting Unusual Originality Soliciting Brought Results

12 Point
Prosperous Retail Merchants Purchase Handsomely Bound Encyclopedia Exquisite characteristic

Winter Fashion Exhibition
November Sixth
An exceptional assortment of stylish gowns imported for this occasion
Dainty Parisian Modes
Roberson Building
Monteclair, Idaho

Adscript
Here is a series that appears to be a script, yet it is not exactly a script, for the letters are cast in regular straight body and there are no kerns or overhanging characters; the letters do not join as in 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, something not practicable when using the regular script faces.

American Type Founders Company

Characters in complete font
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z $ 1 2 3 4 5 6 7 8 9 0 a b c d e f g h i j k l m n o p q r s t u v w x y z . , - ; ! ?

416
Commercial Script

18 Point 6 A 19 a

Introduced
European Diplomats

14 Point 8 A 23 a

Illustrated Lecture
Graduating Class Exercises

12 Point 8 A 32 a

Musical Entertainment
Women’s Symphony Orchestra
Grandville Auditorium

Characters in Complete Font

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z 0 1 2 3 4 5 6 7 8 9 0 

a b c d e f g h i j k l m n o p q r s t u v w x y z

.,;,

The Northern Banking Company
Our Business Policy

Like certain professions, banking creates an atmosphere of
dignity. We do not, however, let dignity overplay its part in
satisfying the requirements of our various clients, but solve
their banking problems by hearty and intimate co-operation

January Second
Melvin Smith, President

417
We hereby announce the opening of the Buffalo branch of the Seventh National Bank of San Francisco.

All our customers are cordially invited to visit this office at any time.

Archibald Partridge, President
You are cordially invited
to attend the service
given in
Unity Church
Sunday, May First
to celebrate the
Seventieth Anniversary
of its organization
Special Organ Music
Rev. Paul Hyman
Rector

48 Point
Exhibition of Work
Bond Trade School
Rochester
July First to Tenth
Ten to Four-thirty
A display of the best work turned out during the last term

36 Point
Metaphysic

24 Point
Split Infinitive

18 Point
Unsatisfactory
Architectural Designs

12 Point
Holiday Pantomime
Complimentary Endorsement

8 Point
Newspaper Owner Honored
Remarkable Journalistic Enterprise

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

<table>
<thead>
<tr>
<th>Characters in Complete Font</th>
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<tbody>
<tr>
<td>A A B C D E F G</td>
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<tr>
<td>H A J K L M N</td>
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<td>O P Q R S T U</td>
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<td>V W X Y Z A M &amp; N</td>
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<td>A Th Wh C Ho &amp; $</td>
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<td>w x y z . , ’ : ; ! ?</td>
</tr>
</tbody>
</table>

### Semi-Annual Conference

**of the**

**Hampshire Engineering Society**

to be held on

**Wednesday Afternoon and Evening**

**September Twenty-fourth**

**Topic for Discussion:**

**The Rapid Development of Hydraulic Engineering**

*Dr. Charles Smithers, Leader*
An interesting display of the latest Winter Fashions awaits your approval and offers great variety at The Elite Shop Broadway and Grand San Francisco

Lucille Harmon

Miss Florence Burke

Defended
36 Point 4A 11a

Magniloquent
30 Point No. 551 4A 12 a

Lids Replaced
30 Point No. 552 4A 12 a

Beautiful Home
24 Point No. 551 6A 18 a

Stylish Decorators
24 Point No. 552 6A 18 a

New Samples Given
18 Point No. 551 7A 21 a

Regular Customer
Admire Ideal Proposal
12 Point No. 551 9A 36 a

Distinguished Gentleman
Merchants Entertaining Diplomat

Characters in Complete Font

A B C D E F G H I J J K L M N O P Q R S T U V W X Y Z & $ 1 2 3 4 5 6 7 8 9 0

a b c d e f g h i j k l m n o p q r s t u v w x y z , . , ': ; ! ?

421
Steelplate Script

Hydraulic Test
Magnificent Estate

Indignant People
Serious Autobiography

National Jurisprudence
Brilliant Speakers Heard

Elaborate Costumes and Scenery
Wonderful Shakespearean Productions
Supersb Acting Throughout

Characters in Complete Font
A B C D E F G
H I J K L M
N O P Q R S T
U V W X Y Z & $
1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k l
m n o p q r s t u v w x
y z . , ; ! ?

Tenth Semi-Annual Meeting
Board of Directors
of the
Cartwright Pulp and Paper Company
will be held on
Wednesday, October Twenty-third
At two o'clock

A resolution to increase the capital stock of this corporation and other
matters of importance will be brought up for consideration
at the meeting

422
The Frank Maryland Company desires to announce that their Spring Stock of Imported Millinery will be ready for your inspection on Wednesday, February Twenty-fourth from one-thirty to five-thirty.

Madame Yvette Palay extends a cordial invitation to yourself and friends to visit her newly decorated Cafeteria and Tea Shoppe which will be formally opened to serve patrons on the afternoon of Wednesday, March twenty-second.

Mr. and Mrs. Louis Drouil At Home after March twenty-second
Exercises and Formations

given by cadets of the

Jutger Military School

Wednesday, February Nineteenth

From two to three

Grove City, North Dakota

Enrollments will be open at this time
Huntington Service Bureau
SPECIALISTS IN BUSINESS-BRINGING PUBLICITY
FOR MAKERS OF STAPLE PRODUCTS
Brighton, Ohio

NEW YORK OFFICE

The Alpenbigher Corporation
INVITE YOUR ATTENTION
TO THEIR LATEST AND EXCLUSIVE DISPLAY
WHICH INCLUDES
Unique Spring Creations
Direct from Paris
TAILLEURS · GOWNS · LINGERIE
MANTEAUX · MILLINERY
SPORT CLOTHES

LATEST EASTER РеSS
MEZZANINE FIRST FLOOR

North Youngmiller
Burlington

Miss Emily Highton
Acknowledged

Thousands upon thousands of printers and publishers acknowledge the American Type Founders Company to be the world's leading manufacturer and seller of superior job and body type.

For more than thirty years it has diligently served the trade with its best productions in type, borders, ornaments, brass rule, metal leads and slugs, metal furniture, printing presses, paper cutters and all other requirements of the printing office.
Shaded Type Faces

SUITABLE DESIGNS to meet the requirements of printers who wish to obtain exclusive grey-tone or engraved effects. These shaded faces are especially desirable for the office specializing in high-class stationery and society printing

AMERICAN TYPE FOUNDERS COMPANY
This insert is printed on BLUE BISCAY WEDDING, plate finish
Basis 21 1/2 x 33 7/8 lbs.
Made by the AMERICAN WRITING PAPER CO.
Holyoke, Mass.
Shaded Faces

VERY EFFECTIVE WHERE THE TOUCH OF FRESHNESS AND EXCELLENCE IS DESIRED IN PRINTING

American Type Founders Company

Everything for the Printer
MODERNIZED
Scientist sought rare implements

DEBONAIR BOYS
Pick business office where lead concern reported conditions

REMARKS SIGNED
Excellent address was made protecting many people of rural district

ENGINEER PRODUCED
Severe objection when the contracts for paving roads caused disturbance before gathering of indignant men

Characters in Complete Font

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

430
Cheltenham Bold Italic Shaded

MICROSCOPE
Grave scientists
describe marvel

NICE MUSICIAN
Considerate leader
raised contribution
for weary laborers

SIMPLE GARDENS
Clever orchard effect
obtained at daybreak
amuses timely tourist

EXCHANGE BUILDING
Many conveniences lately
installed reported feasible
and delighting our tenants

BONDS
Delights
children

CHosen
Elaborate
formation

RESPONSE
Six members
debate order

RIG
End

BUD
Sight

MINE
Uprise

HOMES
Grayling

Characters in Complete Font

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

431
THE KENMORE

Luncheon Shop and Soda Fountain

French Pastries, Fancy Ices, Cooling Drinks
Candies, Salads and Sandwiches
Remembrance Gifts

CONNECTED WITH THE HOTEL KENMORE
Main Entrance, Congress Street
NEW HAVEN, CONN.

Gifts in Silver

Distinctive style and rare beauty for which Blake Silver is famous will assure truly pleasing gifts

Merton Blake Co.
Philadelphia

Eighth Annual BANQUET

Chamber of Commerce

HOTEL FRANCOISE
November the Eighteenth
The Rostand School for Girls

Secretarial Training
History of Art
Music

Miss Helen J. Nearing
Principal

Henri Sydel

Wishes to announce the opening of a new studio, where he will extend his service in the capacity of Decorative Artist

516 New Station Building
San Francisco

Spring Showing

JUST received from Paris, the very newest importation in Spring Hats for Madame and also Mademoiselle

Beginning March Fifth

The Robert M. Hartinger Co.
Seventh Street and Montgomery Avenue
Cheltenham Extrabold Shaded

Characters in Complete Font

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

TWENTIETH CENTURY EDITION

Ballads

This set contains three volumes of all the time-tried rhymes, and will make a good gift

Seven Dollars
The Set

Milton Nordile
Compiler
North Detroit

48 Point
Sleigh

42 Point
Reptile

36 Point
Minstrel

30 Point
Distribute

24 Point
Bright Clerk

18 Point
HEROIC DEAN
Choir Gathered

14 Point
EMBERS BURNED
Plated Implements

12 Point
KNIGHT ENTHRONED
Distinguished Members

10 Point
NEIGHBOR RESPONDED
Quietness Prevailed Daily

8 Point
GOLDENROD ADORNS PORCH
Colorful rural garden gladdened many children of the larger cities
HEMINFORD
GRAND PIANOS

Used exclusively by most of the great singers appearing before the public

Renowned throughout the world for their sterling merit

CHICAGO
126 New Street

PARIS
10 Rue Royale

LONDON
513 Kingsway

Anniversary Plate

Special showing of new designs in this extremely attractive silverware

Thursday, September twenty-second

RICHARDSON & BENDERHURST
Main Floor near Grand Street Entrance
Antique Shaded

Hot Musing an hour

Map EMBERS Boy scout tends fire

Rigor MUSICALE Big receipts benefit poor

NOUN Quack

SHOCK Employ

BONDER Irate Man

NUMBERING Inventor likes the intricately fitted machine to work nicely

INSTRUCTORS Reads literature containing most beautiful phrase written in years

MERCHANT SAILS Around the world in about seven months combining pleasure with business spirit

Characters in Complete Font

ABCDEFGHIJKLMNOPQRSTUVWXYZ
HIJKLMNOPQRSTUVWXYZ
OPQRSTUVWXYZ$12
34567890
abcdefghijklmnopqrstuvwxyz
.:; '!'
Antique Shaded

Merdox Lamps
Many New and Pleasing Designs on Exhibition at the Utica Electric Show

Westminster Electrical Corporation
Booth Nineteen, Main Floor

HUTCHING & ROBENSON

wish to announce the change of their address and telephone number to

734 Portchester Street
Telephone Broad 5709

It is hoped that this new location will prove more convenient for their clients

SECURITIES - STOCKS - BONDS - MORTGAGES
Heights

Biplicate

Dislodged

ENHANCES

Reproduced

NIGHTSHADE

Knickerbocker

REGULAR HELPS

Private Conference

TEACHINGS RESUMED

Many Followers Instruct

BEAUTIFUL EXHIBITION

Displays Several Specimens

PROMINENT SALES WOMEN

Superintendent Bestows Honor

MOST REMARKABLE FEATURES

Extraordinary Performance Scored
Characters in Complete Font

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

REMINGTON
FASHION BOOK

Embracing the latest style creations for the well dressed woman

PRICE 20 CENTS

Issued by the
PRINCESS FASHION GUILD
Jacksonville, Mich.

Magical Hydrants Intelligent Skylark Flew

RECONSTRUCT Giant Buildings

EDITORS HONORED Journalism Student

PHOTOGRAPH CAMERA Exhibits Elegant Picture

NEW SCHEDULE OPERATES Railroad Officials Announce

SOCIAL CLUB GIVES BANQUET Friendly Helpers Enjoy Speech

LARGEST AEROPLANE MAIL CARRIER Government Bought Powerful Airship
Characters in Complete Font

A B C D E F G H  
I J K L M N O  
P Q R S T U V  
W X Y Z & $ 1 2  
3 4 5 6 7 8 9 0  

a b c d e f g h i  
j k l m n o p q r  
s t u v w x y z  

A.H.M.N.F.T.U.C.T.  
M.I.N.S.  
R.M.G.R  

Ye Olde Curiosity Shoppe  

Established 1863  

Books  
Curios  
Silverware  
Furniture  
Antiques  

BRIGHTON - MICHIGAN  

Noted physician explained theories of new invention
Characters in Complete Font

A B C D E F G
H I J K L M N
O P Q R S T U
V W X Y Z @ $
1 2 3 4 5 6 7 8 9 0
a b c d e f g h
i j k l m n o p
q r s t u v w x
y z f f i fi fl f nl
., - ; ; ! ?

The following special characters are supplied with 12 and
14 Point fonts. They are sold in separate fonts
from 18 Point to 72 Point inclusive

The of a of si fl
E O R S y

54 Point carried in stock only at Foundry

18 Point 6 A 10 a
HINDER
Gigantic
silos kept

30 Point 3 A 5 a
NECK
Dispel

14 Point 7 A 12 a
REMINDS
Urges boy
to explain
cub rules

24 Point 4 A 6 a
SURGE
Behind
anglers

42 Point 3 A 4 a
BUSH
Eaglet

12 Point 8 A 15 a
NOTED BROKER ELECTED
Many prominent people sign
petition asking governor for
his strong support of project

36 Point 3 A 4 a
PROBE
Critical
Announcement

The members and their friends are very cordially invited to attend the

Annual Dinner and Ball

Roselle Sport Club
Rochester, Maryland

Friday Evening, May Sixth
Washingtonian Assembly Rooms
Stanford Place

Reservations must be made before May first
Sir Raymond Broadhurst
will give a Shakespearean
lecture on the

Merchant of Venice

Benefit of the Theatrical Pension Fund

Wednesday Afternoon
May Eleventh

International Dra
Eighty-first Street
One Dollar

Mlle. Louise Beleau

Parisian Modes
in Millinery

Hotel Santiago
Riverside

Anniversary
Dance

Monday, October Eighth
Eight-fifteen o'clock

Greenwich Village Dance
Orchestra

Charlemagne Reception Salon
Mill Street Entrance
Comstock Series

Characters in Complete Font

Compressed Comstock

48 Point 4A 15A

NOTED WRITER

12 Point No. 4
12 Point No. 3 17A

MAGAZINE COVER

12 Point No. 2 21A

ENSURED PHYSICIAN

12 Point No. 1 25A

REMARKABLE SPECIMENS

INVENTED MINING DEVICE

12 Point No. 3 18A

EUROPEAN COSTUMERS

ORCHESTRAS ENGAGED

HUMOROUS COMEDIANS

444
# Johnson & Bostwick

**DRUGGISTS**

62 Stuyvesant Terrace

Elmford, Md. 192

---

## Statement

Elmford, Md. 192

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To Johnson & Bostwick, Dr.

**DRUGGISTS**

62 Stuyvesant Terrace

<table>
<thead>
<tr>
<th>JAN.</th>
<th>FEB.</th>
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<th>APR.</th>
<th>MAY</th>
<th>JUNE</th>
<th>JULY</th>
<th>AUG.</th>
<th>SEPT.</th>
<th>OCT.</th>
<th>NOV.</th>
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</table>

Hello Cuts

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445
Webb Series

Characters in Complete Font

A B C D E F G H
I J K L M N O P
Q R S T U V W
X Y Z & $ 1 2
3 4 5 6 7 8 9 0
a b c d e f g h i
j k l m n o p q r
s t u v w x y z
. , : ; ! ?

84 Point carried in stock only at Foundry

30 Point:

RECUMBENCE
Hands Extended

5 A 9 a

34 Point

NUMBERS GIVEN
Deceiving Members

6 A 11 a

18 Point

CONSTRUCTS BRIDGE
Unusual Problems Solved

9 A 18 a

14 Point

PROVIDENT
Intelligent men render service

13 A 26 a

12 Point

MERCHANDISE
Great stock being steadily imported

16 A 30 a
**DORCHESTER STUDIOS**

**ANNOUNCE**

AN EXHIBITION OF GENRE STUDIES
IN PASTEL AND OIL COLORS
BY THE TALENTED

**Jean Armand**

Hungarian Artist

ADVANCE SHOWING
BY SPECIAL ARRANGEMENT
WITH ARTIST

**OPENS MARCH SIXTH**

CATALOGUE SENT ON REQUEST

---

<table>
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<tr>
<th>Characters in Complete Font</th>
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<th>3A 4a</th>
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<td></td>
</tr>
<tr>
<td>K L M N O P Q R S</td>
<td></td>
<td></td>
</tr>
<tr>
<td>T U V W X Y Z &amp; S</td>
<td></td>
<td></td>
</tr>
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<td>1 2 3 4 5 6 7 8 9 0</td>
<td></td>
<td></td>
</tr>
<tr>
<td>a b c d e f g h i j k</td>
<td></td>
<td></td>
</tr>
<tr>
<td>l m n o p q r s t u v</td>
<td></td>
<td></td>
</tr>
<tr>
<td>w x y z . , ' : ; ! ?</td>
<td></td>
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</tr>
</tbody>
</table>

---

**Sprat**

36 Point

**Gospels**

30 Point

**Infringed**

24 Point

**ETCHINGS**

Blackberry

18 Point

**REQUISITION**

Systematizing

14 Point

**DISFIGUREMENT**

Unexplored Ocean

12 Point

**NEIGHBORING CITIES**

Picturesque horsemen
furnished atmosphere

10 Point

**MIDSUMMER SUNSHINE**

Suburban flower gardens
feature chrysanthemums

8 Point

**ROADS THROUGH BERKSHIRES**

Exceptional opportunities await
summer camper and automobilist
MOUNDS
Handicap
loses race

ENRICHED
Searchlight
directs ship

BOISTEROUS
Campers have
joyous month
near Hillcrest

MUSH.
Dough
SMOKE
Expand

Set
Ibis
Hide
Night
MUSK
Dough

Characters in Complete Font

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

The following Special Characters are supplied with all fonts from 6 to 14 Point inclusive. They are sold in separate fonts from 18 to 72 Point inclusive, and furnished only when specially ordered.
Post Condensed

Arts & Crafts
Showing

Candlesticks
Chests · Baskets · Clocks
Rustic Furniture
Novelties

Take elevator to the
fifth floor

CHAMBERLIN BROTHERS
19 Dunlap Street

Characters in Complete Font

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

The following Special Characters are put up with all fonts from
8 to 14 Point inclusive. They are sold in separate
fonts from 18 to 72 Point inclusive

a u suff fl

Brigade

Girl Sailed

Bright Maids

DISCOUNTING
Banker Pleased

CHOICE GARDENS
Especially Inviting

GRANGE MENTIONED
Husbandman Manager

RECEIVING AMBASSADOR
Plenipotentiary Residence

QUESTION HUMANE RULING
Stricter interpretation would
delight pessimistic moderator

MODERN CONSTRUCTIONS SOUGHT
Several inadequate buildings razed
in congested districts of large cities

MARVELOUS NEW PAINTINGS EXHIBITED
Clever art collectors pronounce collection
recently shown grandest in many respects
SEVERAL COURSES NOW OFFERED TO STUDENTS
Every man receives two educations: one is given to him, and the other he gives to himself. Of the two, the latter is far more valuable, for it brings out whatever merit there may be in him.

APPROPRIATE SELECTIONS
Many rare designs used today are derived from Latin inscriptions on ancient monuments and buildings.

APPROPRIATE SELECTIONS
Many rare designs used today are derived from Latin inscriptions on ancient monuments and buildings.

POSITIVE INFORMATION DESIRED
Positive information is the issue of exclusive egotism and vain ostentation; it is trifling and fantastical, tied to no rule, and bound to conform to all the whims of the moment.

HYPERBOLE
ELaborate banquet closes clothing trade convention

RELINQUISHED
Nautical Prophecy

BEWILDERING SCHEDULES
Real earnestness is an important factor in the cultivation of a good style whether speaking or writing.

KNOWLEDGE IMPROVES THE MIND
Helpful books generally make people think the most. The hardest way of learning is by easy reading, but a great book from a great thinker should always be found interesting.

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Helpful books generally make people think the most. The hardest way of learning is by easy reading, but a great book from a great thinker should always be found interesting.
Pen Print Open

Just One Way

Outline Arrows

May be Effectively Used with Pen Print Open Series

48 Point
DANCER Enjoyable

36 Point
REINFORCE Hemispherical

30 Point
MODERATION Universal Reform

24 Point
CHILDISH GAME

Character in Complete Font

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

36 Point
BRIGHTER
Neckerchief

30 Point
REBUILDING
Machine Shop

24 Point
GUIDES REGAIN
Distinguished Men

18 Point
SHREWD INVESTOR
County Disbursements

14 Point
IMPROVES FURNISHING
Inspect College Auditorium

12 Point
HANDSOME SHIP DESIGNS
Foreign Manufacturers Pleased

8 Point
REQUIRE BUSINESS TECHNIQUE
Superintendent Prevented Deficiency

6 Point
MAGNIFICENT GOLDEN SUNSET HOURS
Beautiful Shadows Delight Outdoor Enthusiast

Characters in Complete Font

A B C D E F G H I J
K L M N O P Q R S
T U V W X Y Z & $
1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k l m n
o p q r s t u v w x y z
 ff ff ff ff ff ff ff ff ff ff f , ' : ; ! ?
Recital of
Romantic Italian Music
Given by
MR. JOHN M. LIVERMORE
Under the auspices and direction of the Sophomore
Class of Bellwood University
November twenty-seventh at eight-thirty
Music Hall

This is the first of a series of six recitals to be given by Mr. Livermore during the winter

EFFECTIVE
ADVERTISING
PRINTING
Is the necessary hand-
maiden of any
educational selling
propaganda or, in fact,
of every sales
campaign regardless
of its nature
Motto Series

Characters in Complete Font

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

MINES
Refusal

BRUISED
Expiration

MARINERS
New Cottage

DISCERNIBLE
Question Guest

ECONOMICS
Magnificently

NICE BARGAIN
Generous Knight

BEAR SURPRISED
Represented Soldier

HOLDING RECORD
Splendid competition
during amateur trials

MYSTERIOUS BRAIDS
Institution exhibiting fine
display found by surveyor

HOUSE BUILDERS ACTIVE
Sales constantly recorded from
dealers offering lots. Improved
property along river selling fast

A WONDERFUL THING

ENTHUSIASM is the dynamics of personality. Without it
all abilities you may have lie dormant. You may possess
the soundest judgment, knowledge and good reasoning
faculties, but no one will know it until you discover how
to put your heart into thought and action

SELECTED
An Appreciation

Your Good Will

To our Old Friends, Loyal and True, to Valued New Friends, and to those whose Friendship We Strive to Serve, Do We Most Heartily Wish Unmeasured Success and Good Fortune throughout this Year and the Many Years to Come With Grateful Appreciation for all the Favors Received by Us from Them, and for that Priceless though Intangible Asset, Your Good Will, which We Esteem Beyond Measure

AMERICAN TYPE FOUNDERS COMPANY

SELECTED

COUNT FOR EACH LINE A KINDLY WISH,
YOU’LL FIND HERE ONLY FOUR—
BUT IF YOU’LL READ BETWEEN THE LINES
YOU’LL FIND A THOUSAND MORE
The Achievement of Success by the Kelly Press Route

R. JONES, we'll call him, a Maryland printer, operating a shop with a platen press or two, decided that he would install another machine. He called at our selling house in his locality and met our enterprising salesman, who suggested that Jones purchase a Little Kelly. Jones knew nothing about the money-making qualities of the Little Kelly, and when the cost was mentioned it seemed to be entirely out of the question for him to put so much money into one press. However, our enterprising salesman knew what he was talking about and induced Jones to place the order.

On arriving home that evening Jones reluctantly mentioned the purchase to his wife, who accused him of being insane for having agreed to put so much money into one press. She scolded hubby something awful and prophesied that it would be but a short time until the type founder would be at his shop to take away everything he had. After a sleepless night Jones decided to call on our enterprising salesman and insist upon the contract being voided. He called. But when our enterprising salesman knows he's right, he is very convincing. The result was a Little Kelly was installed and Jones was personally instructed how to operate it. He mastered the machine very quickly. The results obtained astonished him and he found himself at once enabled to give his customers quicker service and also in the position to take on more work and actually making real money. His prosperity began at the moment the Little Kelly was installed. A few months later Jones again called on our enterprising salesman and profusely thanked him for having induced him to purchase the Little Kelly. He also placed an order for a second machine and said that before he put in a Kelly he always had to stop his platen press every time a customer came into his office or whenever the telephone rang or when he wanted to light his pipe or go into the back room. This took a great deal of his time. He now lets the Little Kelly run while he attends to these matters, and it hums along smoothly, making money every day. He says that the Little Kelly needs so little attention that he has time to do many other things, such as looking after books, cutting stock, estimating, etc. Jones is now a happy man, and the wife is riding in a new automobile.

What Kelly Presses have done for others they can surely do for you.

AMERICAN TYPE FOUNDERS COMPANY
GOTHICS

Gothic Type Faces shown in a variety of styles and sizes suitable for that particular class of printing and advertising which requires strong and effective display.

AMERICAN TYPE FOUNDERS COMPANY
Gothic Types

FOR COMMERCIAL PRINTING AND ADVERTISING COMPOSITION

Every composing room, whether equipped for commercial work or newspaper composition, needs a wide variety of good Gothic faces. They are always in style. We show in this catalogue a very extensive assortment of those Gothic types most generally used. These faces may always be obtained promptly at any of our Selling Houses...

AMERICAN TYPE FOUNDERS COMPANY
SECURITIES INVESTIGATED

Many stockholders rejoice on completion of inventory which proved encouraging.

MODERN GUIDE

Gifted Violinist

HONEST MEMBERS

Registers Approval

DOMESTIC ENTERPRISE

Establishments opened long before completion.

PICTURESQUE JOURNEY PLEASING PROFESSORS

There are many beautiful residences along the well-kept mountain highways. How refreshing the atmosphere and pleasing the early sunset after tiresome labors in crowded metropolis.

Characters in Complete Font

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z & $

1 2 3 4 5 6 7 8 9 0 a b c d e f g h i j k l m n o p q r s t u v w x y z . , - ' : ; ! ?
ENTERPRISING CITIZEN
Introduces novel system for finding true valuation after many futile efforts.

HUNDREDS Graduating
Introduces novel system for finding true valuation after many futile efforts.

WONDERFUL GYMNASTICS
Great athletes exhibit skill and daring to amuse people who gaze on in amazement.

MANIFESTED Remonstrate
Great athletes exhibit skill and daring to amuse people who gaze on in amazement.

PRACTICABILITY DEMONSTRATED
Business men manifesting unusual interest in novel heating apparatus which promises great saving of fuel.

INDEPENDENCE BRINGS US CONFIDENCE
Contrary as they seem, two things go together always: manly self-reliance and manly independence. They are inseparable attributes to personal courage and dignity.

INFLUENTIAL
The NEAREST BUILDING Overhauled recently for big athletic club.

DISTINGUISH
The Chamberlains

Encircle
Gesticulate
Independent
Maple
Captivate
Dignify
Splendor
Gymnasts
REMAINDER
Disintegrate

EXCELLENT REPORTS
Promising young man gets highest average in recent history test

RIGHTIEOUS
Headstrong

DISORGANIZED
Restores Order

MEN SHOULD USE DISCRETION
We believe there are many more good traits in the mind of man, but few so useful as discretion

FUTURE IS REPETITION OF THE PAST
History often repeats itself, making only such changes of programme as growths of nations and time require and should direct man in the future

Characters in Complete Font

ABCDEFGHIJKLMNOPQRSTUVWXYZ
DEFGHIJKLMNOPQRSTUVWXYZ

0123456789
abcdefghijklmnopqrstuvwxyz
.

, - : ; ! ?
Shelbey Electric Corporation

Refunding Mortgage Five Per Cent Sinking Fund Bonds

First preferred stock of a large company whose earnings during the adverse business conditions of the past two years amounted to about four times the dividend on the stock under our direction

Circular sent upon request

HERBSOON & GARDINER
Investment Brokers
PORTLAND BOSTON RICHMOND

DANCHESTER HORSE SHOW

PROMOTED BY THE SANDIFORD COUNTY EQUESTRIAN SOCIETY

Suitable Prizes will be given to best entries of each class

August Sixth to Ninth

HENDOIR FAIR GROUNDS
Reddington, Kentucky

leasing Results

Printers who have handled jobs that demanded strong display as well as pleasing appearance know the value of a type face that has been designed with this in mind

ALTERNATE GOTHICS

possess the necessary qualifications for this sort of work. The clear, strong characters are easily deciphered and produce a well-balanced effect which with their unusual versatility enables the printer to create strong, readable advertising matter that will demand attention everywhere, accomplishing results of a more profitable nature for both the printers and their customers

Distinctive Gothic faces that spell success for the progressive typographers of today are shown here in pleasing combinations

AMERICAN TYPE FOUNDERS COMPANY
NIGHTINGALES

Bird sanctuaries become popular for nature study

SUBMERGE BRIDGE

Detour necessitated selecting altogether new homeward route

BRIGHTTEST SUNSHADE

Summer costumes show most amazing display of decidedly new colors and enliven drab city streets

SCREEN PLAY FASCINATING

Fancy runs riot under the spell of motion pictures, for by fairy enchantment shackles of time and space fall away and we live and move amid mystic scenes

QUARTZ BOROUGH

Baby Rejoin

Nuptial Haughty

Characters in Complete Font

<table>
<thead>
<tr>
<th>A</th>
<th>B</th>
<th>C</th>
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WINTER HOMES
New departments showing valuable household design

CONSIDER PROBLEM
Many opportunities for business boys seeking more happy prospects

SPEAKERS APPLAUDED
Prominent editorial writer will deliver daily discourse to former collegians. Some diagrams shown explained

HOME OR OFFICE EFFICIENCY
Frequently this phrase is used in connection with more production but the business man will handle the word with intelligence. There are different phases of efficiency

SPIELDOR
Entertained their guests

HOME GUARD
Enlisted guide gave watchers valuable paper

PICTURE FOUND
Enchanting scene recently restored interested critics

Characters in Complete Font

A B C D E F G
H I J K L M N O
P Q R S T U V
W X Y Z & $
1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j
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fl ffi ffl . , ' : ; ! ?
Dyke

Slight

Months

NOSTRUM
Junior help
impetuous

EXTRACTION
Old countries
partly helped
intrepid sons

KINDERGARTEN
Healthy children
enjoy embryonic
educational year

BRONZE FIGURE
Generous citizen
donates splendid
memorial college

MOUNTAIN TRACK
Great geographers
explore unfamiliar
mountainous trails

ENCHANTED PARADISE
Startling adventures in
remote islands recently
discovered make movie
picture very interesting

PRETTY ORIENTAL VASES
Newest imported novelties
suitable to personal usage
or holiday gifts are found in
greater variety in this store
than ever thought possible

HUMIDOR
Exploiting

NOURISHED
Indigo Gown

Characters in Complete Font!

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POWERFUL ENGINE Displays Character Magnet

ENDURANCE CONTEST Awakened enthusiasm among local amateurs Respited

RESTORED CONFIDENCE Great printing concerns installed new machinery

FIRST DEGREE ADMINISTERED Newly elected members enjoy banquet after being initiated DISCOVERED

INCREASES SUBURBAN BUSINESS Merchants insist that advertising gives business an added stimulus

NEWLY ELECTED MEMBERS NOTED FARMER Invested Capital

CHARACTERS IN COMPLETE FONT

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

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**REIGNED**

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**IMPROVING**

State House

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**HONORARIUM**

English lawyer found evidence

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**MARINE GUARD**

Naval destroyers anchor in harbor to guard interests

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**EMINENT POLITICIAN**

Great crowds welcome soldiers on return from battlefields of Flanders

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**LARGE OFFICE BUILDINGS**

Happy bank clerks take great delight in the coziness of their new quarters. Beautiful view of river may be had from roof

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**DELIGHTFUL SUMMER OUTINGS**

Numerous excursionists line deck of palatial steamboat about to start up the Hudson River. A syncopated jazz band will furnish dance music

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468
EXTENDING MASK
BROKEN ENGINES
DEMANDED HORN

REFRESHING DRINKS
BANKER MAINTAINED
SURPRISING HUNTER

CHARGE MODERATE PRICE
WONDERFUL AUDITORIUM
SIGNIFICANT DISCLOSURE

MAGNIFICENT DECORATION
PUBLISHERS ENTERTAINED
MODERN PRINTING EXPERT

FAMOUS SPORTING ORGANIZER
BRING REMARKABLE BENEFITS
EUROPEAN RULING FORBIDDEN

CHARMING SUMMER SUGGESTIONS
SPECIAL AUTOMOBILE EXCURSION
QUIET SURROUNDINGS BEAUTIFUL

CHARACTERS IN COMPLETE FONT
A B C D E F
G H I J K L M
N O P Q R S
T U V W X Y Z
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5 6 7 8 9 0
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9 and 54 Point carried in stock only at Foundry
DIRECTING CHOIR
CHANGE OBJECTS
REHEARSE OFTEN

MOST ENTHUSIASTIC
INTRODUCED BRIDES
BEGINS CONVENTION

HONOR INTREPID HUNTER
DELEGATE INVESTIGATING
HONOR CLUB EXECUTIVES

REQUIRED DISTINCTIVE SUITE
GIVE MAGNIFICENT SOUVENIR
HUMOROUS CRITICISM HEARD

FOREIGN SCIENTIST PRAISED WORK
DISTINGUISHED SURGEON REMAINS
YOUNG MECHANIC DECIPHERS CODE

MERCHANT REPLENISHED
ENTIRE STOCKS
INGENIOUS MECHANIC EARS PROMOTION
SOME PHILANTHROPIC GENTLEMEN DINED
EXPENSIVE PRODUCTIONS BROUGHT HERE
HOLD MOTORCYCLE RACES
Scores of motorcyclists have now signified their intention of riding in endurance races.

OCEAN LINER CAPACITY TAXED
Large demands for reservation on passenger steamer. Tourists booking ahead for autumn rush

EXHIBITS FINER PORTRAIT PAINTING
Magnificent display of these famous paintings, also steel engravings, which are products of the foreign masters

CROWD AT SEASHORE LARGEST KNOWN
Extraordinary warm weather resulted in the greatest gatherings at the seashore hosteries and resorts ever encountered
MENAGERIE
Big elephant securely tied

ENTERPRISING
Cloth merchant pleasing buyers

RECEIVED NICELY
Brilliant statesman gladly returns after prolonged absence

OBEY INSTRUCTION
Commanding officer teaches recruits how hospital tents should be folded when down

MAKING REAL FRIENDS
Good nature is positively more agreeable than wit. It gives to the face an air more benign than beauty

ROAD TO EMINENCE HARD
Many say greatness is really an eminence, the ascent to which is steep and lofty, and superior men always display unusual boldness and vigor

Characters in Complete Font
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z & $ 1 2 3 4 5 6 7 8 9 0 a b c d e f g h i j k l m n o p q r s t u v w x y z . , ' ; ; ! ?
WORDS BETRAY WISDOM
Consider silently whatever folks say, because speech either conceals or reveals the speaker’s inmost soul.

GOOD BOOKS ARE INSPIRING
Remember that chiefly through books we have intercourse with master minds, and good books are sown within the reach of all.

DUTIES FAITHFULLY PERFORMED
We require from buildings, as from men, two kinds of goodness: doing their practical duties well, and that they be pleasing while doing them, which is itself another form of duty.

INSURED SALES
Advertising idea helped business.

REASON EXPECTED
Our education must depend upon brains.

RESTORE CONFIDENCE
Wonderful strides made toward business revival encouraging merchants.

NOURISHING
Gain Strength.

PERSEVERANCE
Capable Scholar.

HANDSOME COVER
Beautiful Designing.
Relinquish

Enjoyed Ride

Hunting Season

Mysterious Words

ENCOURAGES ORDER

General Reorganizing

INVINCIBLE CHARACTERS

Display Indomitable Spirit

GOLDEN HARVESTING BEGINS

Everybody Enjoying Prosperity

DIGNIFIED ILLUSTRATION
Catalogue shows various designs simply arranged

GREATLY PLEASE INSTRUCTOR
Children studying the histories of many celebrated statesmen

QUESTIONS OF GREAT IMPORTANCE
Shrewd advertisers usually require publications to give facts regarding circulation and territory they cover

JOURNALISM OF BENEFIT TO MANKIND
Newspapers are servants of the human intellect, and their ministry is for good or for evil, according to the standing or character of the folks who direct them

OUR MINDS INCLINE TO DIFFERENT OBJECTS
Many ideas grow better if transplanted into another mind. That which was a weed in one mind soon becomes a flower in the other, and flowers change to weeds in the same manner

HEALTHFUL RECREATION STIMULATES WORKERS
Relaxation is a physical and moral necessity. The toilworn artisan, stooping and straining over his task which taxes eye and brain and limb, ought to have opportunity and means for an hour or two of healthful relaxation when that task is concluded
RANCHER OUTFITS EXPEDITION TO SEARCH FOR HIDDEN TREASURE

South American Gold and Jewels Worth Tremendous Sum Are Buried on Small Canadian Island, According to Legend

FORTUNES WASTED IN OTHER QUESTS

Supposed Treasure Worth Fifty Million Dollars Was Cached Many Years Ago by Mariners

NEW YORK, June 13.—A modern expedition was quietly outfitted at New Jersey recently for the recovery of supposed buried treasure with a traditional value of $50,000,000 and the ship sailed from New York harbor last week.

The undertaking is enshrouded in mystery but what details have leaked out touch on the romantic and recall to mind some of the more thrilling stories of our boyhood days.

A casual observer loitering at the pier while a gang of men hurried to load rusty iron tubes and machinery aboard the steamer obtained some particulars of the enterprise.

It appears that a retired Montana rancher is the directing head and financial backer of the expedition. A Californian who possesses the secret of the treasure and who is said to hold a lease from the Canadian Government on the island where the treasure is supposed to be hidden is another partner in the quest. Several local business men are interested in the venture and accompanied the party. The result of the search is awaited with interest.

The story of how the treasure came to be buried is a very romantic one and goes back to a legend that during one of the frequent wars between two South American countries many years ago the government of one determined to save the national treasure from capture by putting it aboard a ship. The vessel escaped the enemy and reached a small island off the coast of Canada, where the gold is buried.

Another version of the story was that the crew of the treasure ship mutinied and stole the treasure and buried it on the island.

TO HONOR AMERICAN POET

Many Prominent Writers Attend Memorial Service Held Around the Tree Planted for Hero Last Year

Memorial exercises were held yesterday in honor of a promising American poet who was killed while serving in the Foreign Legion of France. The service was held about the tree planted in his memory last year. Many people engaged in the literary field were present. A movement is on foot to erect a statue to him.

Midsummer Bargains in Sporting Goods

GOLF SUITS—Two-piece models, in latest styles, made from selected English fabrics. A smart suit for outdoor wear. During sale $32.95

ACCESSORIES FOR CAMPING, FISHING, GOLFMG ANO TENNIS

WALL TENT—A roomy khaki sleeping tent, just right for week-end trips $5.95

SLEEPING COT—Made to withstand hard use. Only a limited number at $2.39

WALL TENT—A roomy khaki sleeping tent, just right for week-end trips $5.95

We Have Reduced our Entire Line of Golf Bags, Clubs, Belts, Suits and Shoes

THE HERBERT WADSWORTH COMPANY
WASHINGTON AND CONGRESS STREETS OPPOSITE THE PENNSYLVANIA DEPOT
REMIND
STRANGE
NEIGHBORS

STRONG HOUSE
BEAUTIFUL DESIGN

PROMOTION DESERVED
USING PERSUASIVE METHODS

EXTRAORDINARY ENGAGEMENT OF THE FAMOUS
RIGA STOCK COMPANY

WONDERFUL SHAKESPEAREAN TRAGEDY
THE MERCHANT OF VENICE
WITH MARQUERITE GAINSBOROUGH, EUGENE DAWES
AND OTHER DISTINGUISHED ARTISTS

SYMPHONY ORCHESTRA DIRECTED BY JAMES RICARDO

ACADEMY OF MUSIC, SOUTH BIRMINGHAM
WEEK BEGINNING MONDAY, MARCH SIXTH
RICH CROP EXPECTED

GENERAL BUYING OF WHEAT RESPONSIBLE FOR TREMENDOUS RISE
RECENTLY PREDICTED FOR STOCK MARKET VALUES

EXPORTERS OFFERING UNUSUAL PRICES FOR DOMESTIC WHEAT CONSIGNED TO LOCAL MARKET

MILWAUKEE, June 1.—Encouraging reports from wheat growers are considered responsible for the activity among the larger buyers in all parts of the country. These buyers found the market heavily oversold, a condition which brought about the present shortage.

There seems to be little doubt that winter wheat crops will prove satisfactory owing to the lovely weather prevailing, and many of the western buyers show a tendency to hold their orders until the market becomes more settled. In some quarters there is a marked impression that the wheat market will soon become better, but until there is an increase in the buying no sustained change is looked for, and prices will remain as they are.

The bulk of the business is being done by local merchants who are constantly in touch with conditions of the market, which fact is responsible for their present activity.

Chicago operators recently sold more than 120,000 bushels to mills and a large quantity to exporters, although many large operators declare the demand was generally slow, and call attention to the fact that June was just one cent lower than July.

Coarse grains are reported to be in need of rain badly in many sections of the West, and the outlook for oats is not very promising.

Continued on Page Three

REWARD HEROES

LOCAL FIREMEN RECEIVE GOLD MEDALS
FOR BRAVERY AND EFFICIENCY

MAYOR LAUDS ENTIRE VOLUNTEER FIRE DEPARTMENT

Seven men received medals for valor from Mayor Hart at the ceremonies attending the unveiling of the Fireman’s Monument in the city park yesterday. He congratulated them and the entire department on the excellent service they have rendered. The Mayor also took this occasion to compliment the Chief and his staff for the splendid appearance of the men, and the efficient manner in which they discharge their duties.

POLO TOURNAMENT ATTRACTS LARGE CROWDS

The polo tournament held annually at the Hudson Country Club continues to interest the summer colonists, who attend the games daily and display great enthusiasm.

Four more teams will compete to-morrow for the opportunity to play in the finals for a loving cup offered by the club.

A MOST INTERESTING STORY
IN FOUR INSTALLMENTS

Everyone should read THE BRIDE, a story of love by Jerome Hanifin, which will appear daily, beginning with the Tuesday issue.
MAROONED FOR YEAR IN THE ICE MOUNTAINS OF ANTARCTIC

English explorers return after perilous winter in hut on Rainier coast

Claims made that penguins mirror human life even as to courtships

Out to chart Wendel Sea but the glaciers barred way and men awaited leader's trip to Montevideo for vessel

London, June 19.—Two young men, T. Bagley of Cambridge University and M. C. Lester, an officer in the Mercantile Marine, landed yesterday at Dover after being marooned for many months on the Antarctic Continent and passing a dreary winter in a hut made from the wreckage of a vessel.

The British Imperial Antarctic Expedition left London with the intention to chart the western shores of the Wendel Sea, the vast ice stronghold where the late Sir Edward Olsberry's ship Arctic was crushed, and to carry out scientific work. The party undertaking this great task, involving as it did, even if everything went well, a march of almost 1000 miles in the absolutely unknown country, went as far as the Argentine Navy's Officers' Depot at Montevideo.

Continued on Page Four

ONCE RICH TO FACE A CHARITY ASYLUM

RATED AS MILLIONAIRE TWO YEARS AGO

New-made voters are to celebrate

Alien and native alike invited to big get-together reception

In an endeavor to make the Fourth of July celebration throughout the states safe, sane and appropriate, the League of Foreign-Born Citizens is arranging a reception to be tendered to the foreign-born and native-born alike who shall be voters for the first time this year.

4TH OF JULY CELEBRATION AND ATHLETIC MEET

Athletic Contest starts at one o'clock

Gold and Silver Medals Awarded

Scout Exercises Fireworks Display

Games for the Children

Ball Game—Norfields vs. Beachmores

Game starts at three-thirty

By all means don't neglect to attend this big annual event

RECREATION BALL PARK—NORFIELD

NEW-MADE VOTERS ARE TO CELEBRATE

ALIEN AND NATIVE ALIKE INVITED TO BIG GET-TOGETHER RECEPTION

IN AN END EVAR THE FOURTH OF JULY CELEBRATION THROUGHOUT THE STATES SAFE, SANIE AND APPROPRIATE, THE LEAGUE OF FOREIGN-BORN CITIZENS IS ARRANGING A RECEPTION TO BE TENDERED TO THE FOREIGN-BORN AND NATIVE-BORN ALIKE WHO SHALL BE VOTERS FOR THE FIRST TIME THIS YEAR.

MORE CHEAPER AUTOMAN TICKERS RECEIVE NEW DEVICES ARRANG SPEED AND ACCURACY

The apparatus of the ticker board, which the quotation can now be read noticeably and not various minor details away with the Exchanges, hope to increase their business from 15 to 18 cents a few months.

This new system includes the stock ticker, keyboard could be placed, which the quotation can now be read noticeably and not various minor details away with the Exchanges. The machines were designed and built by R. Cartier, a prominent engineer. Many of them have worked more methodically, with large quotations and cut in a transaction; the sales of the ticker, to the senior to the board. Under severe direction for stock ticker to the key trolled its systemat telegraph.

FIND STUDENT COLUMBIA UNIVERSITY

While the students of Hopkins University discovered reports type of vitamin, it of rickets at Columbia. The new method is...
MEMORANDUM

Honest young sailor given bronze plaque for unusual bravery.

UNKNOWN YOUTH

Baronial property sold to statesman.

REMARKABLE ACTOR

Interesting portraits and paintings shown.

CORPORATION PROSPERED

Prominent financier buys country estates. Planning improvements that should certainly prove beneficial.

Characters in Complete Font

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GRAY VARSITY CREW BEATS DAR
Rowing Like Machines Grays Quickly Assume Lead and Finish Three Lengths Ahead of Darien

GRAY varsity crew scored another victory over Darien in their annual four-mile race yesterday afternoon. After one of the most brilliantly rowed races in the history of this colorful regatta, the sons of Gray drove the nose of their slender cedar shell across the finish line three lengths ahead of their exhausted but still fighting Darien opponents, amid the thundering plaudits of thousands of spectators.

Gray covered the distance in 21:53, a figure that was 1 minute and 51 seconds behind the course record made in 1916.

The victory averted for two previous defeats doled out to the Gray camp in the morning when their very promising freshmen were swamped a quarter of a mile from the finish line, after giving the Scarlets a splendid battle up to the point where the shell began to take in water from a freak puff of wind.

Last night the ancient site of the most picturesque boat races in the world was filled with madly excited Gray students whose cup of joy was filled to the brim.

Continued on Sporting Page

BARQUE HALTS BIG LINER TO MAIL THREE LETTERS
Portuguese Skipper Makes Surprising Request That Delays Vessel Twenty-four Minutes

There are no barnacles on American high seas courtesy as might reasonably be supposed in these days of rushing efficiency of transatlantic sailing. The captain of one of the largest steamships of the United States Lines reported that on his last eastbound trip while in mid-ocean he sighted a Portuguese barque flying code signals expressing a desire to talk with him. When abeam of the tiny vessel the engines of his ship were stopped and a dory quickly put off.

Presently the buoyant little craft was alongside the liner and one of its crew said he had three letters that he would like the liner to take to Europe. Words fail to convey any idea of the surprise occasioned, but the letters were passed

DRESS CONTROVERSY MANY CENTURIES OLD
Egyptologist Produces Extraordinary Evidence That Shows It Raged in Pharaohs' Time

PARIS, June 5.—Those who favor the short skirt need not be discouraged by
Elk
Rut
Kite
Build
Sleigh
Depths
Nautical

BORN
Might
SURGE
Evicted
HUMORS
Magician
helps girl
REQUIRING
Honest boys
aided baker

DESCENDING
Noted general
rescues friend
from reservoir

HERBIVOROUS
Required seven
acres of alfalfa
for ninety cows

BRANDING HORSE
Cowboy left young
mare with careful
old blacksmith on
night of departure
for southern coast

SHREW MANEUVERS
Brave artillery officer
helped fellow soldiers
when large aeroplane
bombed their position
near the railroad yard

Characters in Complete Font

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54 Point carried in stock only at Foundry
Nod
Bank
Expert
Mikado
BUNGS
Haughty
RESUME
Qualifying
DECISIONS
Metropolitan

HUNTING
Bought girl
nifty tackle

NEIGHBOR
Companions
encountered
former mate

RESOURCES
Maintain some
mode of saving
for unusual use

NEW METHOD
Company claims
greatly improved
facilities caused
more production

RAILROAD BRIDGES
Engineer arranging the
many necessary details
and superintending the
preliminary regulations
for immediate building

BANKING EQUIPMENT
Model conveniences that
enhance the satisfaction
and accommodations for
many depositors are now
installed. The gentlemen
directing are industrious
GOTHIC CONDENSED No. 521

CHARACTERS IN COMPLETE FONT

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z & $ 1 2 3 4 5 6 7 8 9 0 . , : ; ! ?

SIGNED NOTE BARS REPORT

PROCURE ORDER DESIGN SCENERY

MANAGERS GATHER CLEVER INVENTORS

RESOLUTIONS ADOPTED SHOE MANUFACTURERS

EXTRAORDINARY PHOTOGRAPHER MERCHANT DEMANDED BUILDING

DISTINGUISHED WRITER RETURNED INVENTS WONDERFUL INSTRUMENT

HARDWARE
MATERIALS FOR CONTRACTORS AND MECHANICS

FARMING AND FACTORY SUPPLIES

TRACTOR AND AUTOMOBILE SERVICE STATION

STEPHENER & BUSHSTEIN
OFFICE AND DELIVERY YARD
GUNNISON CENTER, MAINE

485
USE NICK ROAD BENCH

EXPORTED Huge Stock

MEMBERS RESIGN Organize Sport Club

HANSDOME BORDERS Bought Choice Material

DESIGNS INTEREST PUBLIC Spanish Masterpiece Displayed

GIVE COMICAL PERFORMANCE Prominent vaudeville actors make extensive plans for entertainment

HIRE CLEVER MECHANIC UNIQUE MACHINE GIVEN

FURNISH CHARMING MUSIC
HUGE MINE
Brighter Site

MODERN FIRM
Guides Explained

DIRECTOR HOME
Enjoyed Associates

ENTERPRISES BEGUN
Remarkable Constructor

SHORE RESORTS THRIVE
Hostelries Renew Contract

INDIGNANT CITIZEN SIGNED
Dispersed Nightly Gatherings

MERCHANT RENDERED DECISION
Constant advertising increases sales and discourages much unfair rivalry

BROKERAGE HOUSE CONFIRMS REPORT
Several manufacturers are conducting their business more profitably by honest dealings

COLOR COMBINATIONS DEMAND MUCH STUDY
Desirable results may be obtained by using colors which add that lively touch to high-grade printing
PAGEANT
Commemorating the Opening of the
Home for Aged Actors

Kenilworth Auditorium
Newark, Kansas
WEEK OF JUNE FIRST

Under auspices of the
ACTORS' WELFARE LEAGUE
of Hudson County
Hypothesis

Military Band

EXPENDITURE

FOREIGN DICTUM

SOCIAL CONFERENCE

UNINTERESTING STORIES

POPULAR DRAMAS RECALLED

NEWSPAPER PUBLISHERS CONVENE

IMPORTANT MATTERS AWAIT SETTLEMENT

PAPER MANUFACTURERS DESCRIBED CONDITIONS

Hypothesis

Military Band

EXPENDITURE

FOREIGN DICTUM

SOCIAL CONFERENCE

UNINTERESTING STORIES

POPULAR DRAMAS RECALLED

NEWSPAPER PUBLISHERS CONVENE

IMPORTANT MATTERS AWAIT SETTLEMENT

PAPER MANUFACTURERS DESCRIBED CONDITIONS

Give lengthy explanation for increasing contract prices of newprint despite objections from the weekly newspapers.
Monotone Gothic

Characters in Complete Font

<table>
<thead>
<tr>
<th>A</th>
<th>B</th>
<th>C</th>
<th>D</th>
<th>E</th>
<th>F</th>
<th>G</th>
<th>H</th>
<th>I</th>
<th>J</th>
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<tr>
<td>K</td>
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<td>N</td>
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<td>Q</td>
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<td>T</td>
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<td>U</td>
<td>V</td>
<td>W</td>
<td>X</td>
<td>Y</td>
<td>Z</td>
<td>$</td>
<td>1</td>
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<td>6</td>
<td>7</td>
<td>8</td>
<td>9</td>
<td>0</td>
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<td></td>
<td></td>
</tr>
</tbody>
</table>

Monotone Gothic

<table>
<thead>
<tr>
<th>24 Point</th>
<th>7 A 13 a</th>
</tr>
</thead>
<tbody>
<tr>
<td>MENAGERIE</td>
<td>Disciplinarian</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>18 Point</th>
<th>9 A 39 a</th>
</tr>
</thead>
<tbody>
<tr>
<td>REPRODUCING</td>
<td>Engraved Initials</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>14 Point</th>
<th>13 A 26 a</th>
</tr>
</thead>
<tbody>
<tr>
<td>STRONG BRIGADE</td>
<td>Magnificent present graciously accepted</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>12 Point</th>
<th>16 A 31 a</th>
</tr>
</thead>
<tbody>
<tr>
<td>HEARD BIOGRAPHER</td>
<td>Demonstrating engines bought after inspection</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>16 Point</th>
<th>17 A 34 a</th>
</tr>
</thead>
<tbody>
<tr>
<td>REIMBURSING MINERS</td>
<td>Grateful managers praise men who rescued women</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>8 Point</th>
<th>20 A 42 a</th>
</tr>
</thead>
<tbody>
<tr>
<td>STORE OWNERS EMBARKING</td>
<td>Hundreds departing for seaside tents where gentle breezes blow</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>6 Point</th>
<th>22 A 44 a</th>
</tr>
</thead>
<tbody>
<tr>
<td>MUSICIANS BROUGHT DULCIMER</td>
<td>Entertain great assemblage of music lovers before leaving the continent for that wonderful southern ocean resort</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>6 Point No. 3</th>
<th>24 A 47 a</th>
</tr>
</thead>
<tbody>
<tr>
<td>BOUGHT USEFUL MONOTONE GOTHICS</td>
<td>Wise printers made certain that cases were always full of every size of this readable and forceful letter. Every office needs this face</td>
</tr>
</tbody>
</table>
CARD GOTHICS

WEDDING GOTHIC
12 Point No. 7
KENTUCKIAN IMPROVISING
10 Point No. 6
BROWN HOUSE RING SECURED
8 Point No. 5
MOUNT MAJESTIC HISTORIC BRIDGE
8 Point No. 4
NOTED COMPOSITOR EXHIBITS BROCHURE
6 Point No. 3
IMPROVED CREDIT SYSTEMS CIVIL SERVICE COMMISSION
6 Point No. 2
BEAUTIFUL MONUMENT COMPLETED QUEBEC RAILROAD ADMINISTRATION
6 Point No. 1
REORGANIZING MANY GOVERNMENT BUREAUS NORWEGIAN ARCHITECTURE HIGHLY PRAISED

CONDENSED TITLE STAR GOTHIC
5 Point No. 4
HUMOROUS CIRCUS CLOWNS DELIGHT MANY CHILDREN DISTRIBUTING CENTERS REPORT INCREASED BUSINESS
6 Point No. 3
RECENT CHEMICAL DISCOVERY REVOLUTIONIZED PHOTOGRAPHY MAGAZINE PUBLISHERS HOLD ANNUAL CONVENTION IN MICHIGAN
6 Point No. 2
SCHOLARSHIPS AWARDED WORTHY STUDENTS AT CORNELL COLLEGE HANDSOME SOUVENIRS DISTRIBUTED AT CENTENNIAL CELEBRATION
6 Point No. 1
RECENTLY DISCOVERED DECORATIVE NUMBERS DESIGNED TO IMMEDIATELY FULLY ENCRYPT MESSAGES

TITLE GOTHIC
6 Point No. 71
DISTINGUISHED GENERALS HONORED PICTURESQUE FRENCH CHARACTERS
6 Point No. 72
NEW ENGLAND MUSEUM OF NATURAL HISTORY DELIGHTFUL SUBURBAN RESIDENCE
6 Point No. 73
LARGE TELESCOPE COMPLETED AT WESTERN UNIVERSITY NUMEROUS DESCRIPTIVE NUMBERS REVIEWED BY BAND
6 Point No. 74
RETIRING MANAGER PRESENTED WITH HANDSOMELY ENGRAVED CHARM MEMBER OF LEADING FINANCIAL INSTITUTIONS REPORTED FAVORABLY

Larger sizes of Wedding Gothic, Condensed Title Star Gothic, and Title Gothic carried, stock only at Fonteyn
CARD GOTHICS

LIGHT LITHO GOTHIC
6 Point No. 11 19 A 30
RECEIVED WONDERFUL PRESENTS
Linen Shower Surprises Prospective Bride

6 Point No. 12 26 A 46
GIVES SOCIETY PRINTING ENGRAVED EFFECT
Beautiful Character for Delicate and Refined Stationery

6 Point Title No. 2 29 A
EXCLUSIVE SEASIDE RESORTS BEING RENOVATED
MOST DESIRABLE SUITES BEING EAGERLY SOUGHT

6 Point Title No. 1 34 A
EXQUISITE GOTHIC CHARACTERS PLEASED NOTED PRINTER
DELICATE FACE ADMIRE BY DISCRIMINATING CUSTOMERS

GRAND MUSICALE
Given by
NIAGARA MUSIC SOCIETY
BAL MASQUE . . . . SOPHORUS
PIANO: MISS BEATRICE SINGLETON

GYPSY QUEEN . . . . CIPRIMO
SOPRANO: MISS JANE WESTON

SOUTHERN ROSES . . . . STRAUSS
VIOLIN: MASTER ELBERT STANNARD

JERSEY BELLE . . . . MEUSE
PIANO: MISS HORTENSE LOGAN

THE NOMADS . . . . BAYARD TAYLOR
HARP: MISS JACQUELINE LINDSTROM

MERCIANTILE GOTHIC
6 Point No. 4 15 A
MERITORIOUS RECORD
DIGNIFIED SPECIMENS

6 Point No. 3 18 A
NUMEROUS CHANGES MADE
CLERK SOLICITS DONATIONS

6 Point No. 2 19 A
EMINENT WESTERN POLITICIAN
GREAT BANKING FIRMS MERGED

6 Point No. 1 22 A
DOCTOR GIVES RELIABLE INFORMATION
EXPECTING DISTINGUISHED GENERALS

MITCHELL
6 Point No. 1 17 A
MAKING BEAUTIFUL DESIGN
CONSIDERING NEW METHOD

6 Point No. 2 18 A
DISTRIBUTED RARE SOUVENIRS
HOLDING ANNUAL CONVENTION

6 Point No. 4 24 A
INGENIOUS MECHANIC GIVEN BONUS
EXTRAORDINARY MATERIAL Praised

6 Point No. 5 28 A
REMARKABLE PICTURE INTERESTS ARTIST
SOCIETY UNVEILED ANTIQUE MASTERPIECE

6 Point No. 6 37 A
ELABORATE PAGEANT CELEBRATING HISTORIC EVENTS
HISTORIC CONSTRUCTION DEPARTMENT REVIEWED STAND

LINING GOTHIC
6 Point No. 529 26 A
FOREIGN GENTLEMAN SECURING DESIGN
DISCOVERED PICTURESQUE LANDMARKS

6 Point No. 588 33 A
MEMBERSHIP-Campaign Given Desired Publicity
CHARMING ACTORS BEGIN ORIGIN PERFORMANCE

6 Point No. 587 43 A
NOTEWORTHY IMPROVEMENT NOTICED BY PROSPEROUS MEMBER
CONSCIENTIOUS EFFORTS GAINED RECOGNITION FOR STUDENTS

BRANDON GOTHIC
6 Point No. 2 20 A
EXECUTIVE BOARD SUSTAINED CHARGES
FRENCH MUSICIANS ENTERTAINED DUKE

6 Point No. 1 24 A
METROPOLITAN MUSEUM OF NATURAL HISTORY
INSURANCE COMPANY ISSUED NEW YEARBOOK
BROKEN Match
Entertained GUARDIANS
MERCHANDISE Dispatched
DANGEROUS ANIMALS ESCAPE
Negligent Keepers Given Admonition
SHOWING MANY PLEASING DESIGNS
Regular Exhibitions Making Better Record

HEARD PROMINENT SPEAKER
Numerous delegates return in time to vote on most important question

REACHED PERFECTION
ENTERPRISING BANKS BURNED PHOTOGRAPH
BOUGHT HISTORICAL BUILDING ENTUSIASTIC PRINTERS GAIN PRISON BUNGALOWS GUARDED
FAMOUS MASTERPIECE EXHIBITED ESTABLISHED DESIGNING BRANCH PROMINENT PUBLISHER SPEAKING FINISH MAGNIFICENT STRUCTURES

Characters in Complete Font

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

16 and 20 Point carried in stock only at Foundry
Highland Cottage

APPEALS TO A CLIENTELE widely traveled and wisely discriminating—to persons who make a fine art of daily living. Situated high above sea level, the invigorating mountain atmosphere and the splendid cuisine afford an ideal summer or winter stopping place for tourists. Descriptive booklet sent on request.

MILDRED HARDEN
Proprietor
Attleboro, Vermont
<table>
<thead>
<tr>
<th>Characters in Complete Font</th>
</tr>
</thead>
<tbody>
<tr>
<td>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 &amp; $</td>
</tr>
<tr>
<td>1 2 3 4 5 6 7 8 9 0 a b c d e f g h i j k l m n o p q r s t u v w x y z , - ' : ; !</td>
</tr>
</tbody>
</table>

- **RESIGN Senator**
- **INJURED Diplomat**
- **EMBARGO Navigators**
- **BRIGHTENED Retiring court clerk honored**
- **HOME GARDENS Chinese rosebush bloom fading fast**
- **PUBLISH MAGAZINE Noted editorial writer financing corporation**
- **RECORDING MINUTES Maine senators display ingenuity in fine debate**
- **HONORS SWEDISH PREMIER Leading southern university to confer honorary degree. Great reception given foreign envoy**
- **SHOWING CURIOUS COLLECTION Eminent scientist exhibited several fine specimens. Wealthy merchant offered fabulous sum for entire lot**
REFINED METHODS
Celebrated detective makes investigation

DANGEROUS POSTURE
Noted physical culturist delivers interesting talk

PROCURED FINE PICTURE
Clever connoisseur bought famous painting for home

MERCHANDS ORGANIZING CLUB
Several progressive retail dealers have inaugurated a campaign for creating a much better local trade

HIGH OFFICIALS COMPLIMENTED MEN
Department managers received liberal praise together with substantial bonus in recognition of long, faithful service

NICOTINE
Refulgent

EXPOSITOR
Disentangle

RESTRAINING
Husky Doctors

CHANGES BLOCK
Proved proficient transport adviser

Globe Gothic Condensed

Characters in Complete Font

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

Maid

Depth

Herbert

Category

Lone Desert

NICE CLIMATE

Fishing Boats

120 Point

3 A 4 a

14 Point

20 A 40 a

ELEVATED TRAINS COLLIDED

Safety device avoids many accidents, saving thousands of lives yearly in the cities

96 Point

3 A 4 a

12 Point

24 A 49 a

MERCHANDISING DEPARTMENT

Superintendent desires closest investigations regarding every employee about general ability

72 Point

4 A 6 a

10 Point

26 A 52 a

AMERICAN THEATRICAL SENSATIONS

Considerable interest now provoked regarding the great tragedians who delight enthusiastic audiences daily

60 Point

4 A 6 a

8 Point

34 A 68 a

ELABORATES MOTION PICTURES ENTERPRISE

Producers expend fabulous fortunes making wonderful scenic effects. Modern accessories enhance dramas almost to point of perfection

48 Point

6 A 9 a

18 Point

15 A 31 a

AMERICAN STEAMERS

Boats sailing through terrible autumn gales

42 Point

7 A 11 a

6 Point

38 A 75 a

CONDUCTING SUCCESSFUL ADVERTISING CAMPAIGNS

Advertising weaknesses originate through neglect of primary art principles. Successful printers enforcing attention to carefully supervised and executed details

Characters in Complete Font

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

BINDERS Improved avocation

DOMESTIC Novel styles are popular

GOVERNING Maine justice instructs jury

HISTRIONICISM Brilliant juvenile actor performed

MOTION PICTURES Idaho film company secured new stories

Characters in Complete Font

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

MECHANICIANS Unique Invention

EXPERT DIRECTOR Novel Methods Used

RAISE FINEST STOCK Gave Magnificent Prize

BIOPHGRAPHICAL ANECDOTES Humorous incidents described by proficient historical writer

MUTUAL WELFARE CONSIDERED Local business men formulate plans for definite improvement of section

Characters in Complete Font

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z 
$. $1 2 3 4 5 6 7 8 9 0 
abc def ghi jklmnopqrstuvwxyz, ; !?
COUNTRY LANDSCAPE
Many outdoor pleasures benefited folks seeking relief from summer heat.

REMONSTRANCE
Banker entertains prominent painter.

REMARKABLE DRAWING
Antique collector recently discovered rare sketches while going through field.

HANDSOME RESIDENCE OPENED
Beautiful apartment with modern improvements declared faultless by leading southwestern builder.

PUBLISHER CONGRATULATED EDITOR
Instructive publications and editorials conscientiously edited in accordance with the views of eminent orthoepist.

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

Neighbor
Right Style
DETHRONED
Honest Guide
BURDENSOME
Explored North
HEARD ORATOR
Marvelous Beach
BURNED RECORDS
Distinguished Guest
Boston Breton

Nut
Sigh
DINE
Hotel

BUSH
Enfold
Hinge
Mortify

REGAIN
Dispatch

ROUND
Capable
Knights

Resource
Noted artist
selected the
new singers

SPRINGTIME
Boy wistfully
looking to the
meadowlands

INVESTORS
Several men
will promote
copper stock

Characters in Complete Font

ABCDEF
HIJKLMNOP
QRSTUVWXYZ
0123456789

abcdefghijklmnopqrstuvwxyz

.,-';!?
MERCHANDISE
Great stock being steadily imported will delight buyer

HOUSE BUILDING
Rich dwellings show colonial architecture with graceful dignity

ADMIRABLE SERVICE
Conveniently situated and recently constructed hotel makes satisfying home for folks seeking real comfort

WONDERFUL INVESTMENT
Owning your home brings much peace and restfulness, enables one to cultivate friendships that last, and is generally profitable

NOISE
Lighten

HUMAN
Ordinary

UNEARTH
Nice Spring

PROVIDENT
Intelligent men render service

Subjects
Roycroft Series

DEIGN
Sleight

BOUGH
Mischief

SOLDIER
Heptagon

RESPOND
Boy scouts travel west

REPRIMANDED
Leader displeased relates grievance

SECURES GUIDE
Mining prospector approved methods

HONORS MERCHANT
Distinguished gathering sought political statistics

Characters in Complete Font

ABCDEFGHIJKLMNOPQRSTUVWXYZ
KLMMNOPQRSTUVWXYZ
$1234567890
abcdefghijklmnopqrstuvwxyz

Character made only for 8, 10, 12, 18 and 24 Point sizes
Clearface Gothic

12 Point 15 A 37 a
SUBURB GROWING
Quick development of beautiful section surprised residents

10 Point 22 A 43 a
DELIIGHTFUL STUDIO
Local contracting firm erected fine structure for progressive artists

8 Point 26 A 48 a
REGISTERED TRADE MARK
Prudent lawyers generously rewarded by grateful clients for securing useful decision

6 Point 26 A 52 a
INDORSED MEMBERSHIP DRIVE
Energetic president of reputable athletic club gave honest opinion of method and praised fine work

Characters in Complete Font

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

Bold Antique

NOISE
REPAID

DESIGN
BURGHER

HEROISM
SIDEBOARDS

MECHANICS
GESTICATION

ENHANCED
Hunters find clear picture

PURCHASER
Consider their yearly income

ORDERS HOUSE
Modern bungalow gives owner many pleasant thoughts

BARREN COUNTRY
Progressive business men investigate plan of eminent engineers for irrigating barren southeast territories

Characters in Complete Font

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

!"#$%&'()*+,-./0123456789:;<=>?@ABCDEFGHIJKLMNOPQRSTUVWXYZ[\]^_`abcdefghijklmnopqrstuvwxyz{|}~
HECTOGRAPH
Inventors raise enough capital

GUARD SAILING
Prodigy receives handsome watch

BUILDERS PLEASED
Iron contractors hear interstate reportorial staff submit statistics

CHERISHED MEMORIES
Several former townsmen pass holidays recollecting the childhood pranks and rambling over mountains to familiar swimming hole

Characters in Complete Font

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

507
Spoilt
Explain
Doughty
Birthright
Metaphysic
Heroic Guards

Recapitulate
Strong Feeling
PREPONDERANCE
Ultimate Decision
ENCOURAGING SIGN
National Assemblage
BENEVOLENT CHARACTER
Melodious Operas Revived

HUMOROUS DEFINITION
Clever performer scores big success with playlet
RESPONSIBLE AUTHORITIES
Municipality begins work on park boulevard for motorists
FIRST ADVERTISING MAGAZINE
Retired journalist starts bright publication to increase interest in newer ideas of salesmanship
BUSINESS ORGANIZATION EXPANDED
Large importing firm reports steadily increasing volume of business. Quite a few unfilled orders are still on hand
HEROIC OFFICER SECURING PROMOTION
Courageous youth honored for remarkable example of bravery carried out under very difficult circumstances. Presented with a silver plaque in recognition of his exploit
MIEHLE EXTRA CONDENSED TITLE

CHARACTERS IN COMPLETE FONT

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z & $
1 2 3 4 5 6 7 8 9 0 
., - ': ; ! ?

14 Point 38 A
MANSION FURNISHED
BROADENED STREETS
PROBES DEPARTMENT

13 Point 35 A
INTERESTING BUILDINGS
GRAND RECEPTION GIVEN
NEWSPAPER ADVERTISER
JUDGE PROCURED LEASE

10 Point 40 A
DISTINGUISHED GATHERING
SEVERAL EXCITING STORIES
DEMONSTRATOR APPROVED
ERECTS MAGNIFICENT HOME

8 Point 45 A
CURIOUS ENTERPRISES THRIVED
FOUND IMPORTANT DOCUMENTS
PRAISED EXPERIENCED SCHOLAR
REVIEWED CHARMING SPECIMEN

6 Point 50 A
YOUNGSTER RECEIVED SPECIAL MENTION
HIGH SCHOOL GRADUATE STUDIED MUSIC
PROMINENT CITIZENS DEMANDED RIGHTS
BETTER RESULTS ACHIEVED BY FOREMAN

RINGS
DRANK
ENDURE
KINGDOM
BROTHER

MENAGERIE
SHAMROCK

509
NEBRASKA CHILDREN
GIVE MUSICAL TREAT

BIG CROWD ATTENDS BAND CONCERT
AND PARK COMMUNITY SINGING

SCHOOLS OBSERVE NATIONAL MUSIC WEEK

The glad chiming of church bells and school children's voices uplifted in song ushered in Music Week, and every day there will be a series of lectures, recitals and concerts, professional and amateur, in which not only musicians and musical clubs will take part, but colleges, clubs, lodges, moving picture theatres, schools and welfare bodies such as the Salvation Army and Y. M. C. A., as well.

Several thousand children and adults gathered near the band stand in Garfield Park yesterday afternoon and sang the fine old hymns and patriotic songs with much vim. The Municipal Band played the accompaniments and Secretary Jay Henry Sexton of the Central Y.M.C.A.

Continued on Page Two

FAMED W. ENCOUR WASHI

BRITISH STATESM
ADMINISTRATION MAKE PROPER PREPARATI

MAY DINE IN LONDON
AND SLEEP IN PARIS

STARLIGHT AIR SERVICE PROVING VERY POPULAR

Special Cable from our London Correspondent

The night flying route between Paris and London is now in daily operation and marks a further step in the progress of aviation. The service has been fittingly named the Starlight Air Route and uses the most powerful type of machine. It now becomes possible to dine in the best part of London and then get a midnight supper on the hill of Mantemortre in the cheery French capital before retiring.

RETURN OF PROSPERITY IS PREDICTED BY CREDIT MEN

PITY FOOLISH PESSIMISTS WHO ARE BEMOANING HARD TIMES AND DO NOTHING CONSTRUCTIVE

Speaking last night at the Steel Club banquet, Willard M. Stanley said that in the iron and steel business the volume of

DEPARTMENT STORE SALES REPORT

Department store sales during the past month were th recorded. They show a considerable advance over last ye may be somewhat accounted for by the lateness of Easte satisfactory showing when everything is taken into cons men's and women's clothing were substantially manufac
Haltered Revelation

MUNICIPAL COUNCIL VOTES TO TABLE RESOLUTIONS SUBMITTED BY THE CITIZENS CALLING FOR RIGID INVESTIGATION OF OIL GRAFT CASE

TO SEARCH FOR LOST TREASURE

MILLIONS of dollars in gold will be recovered from the secret depths of the great South Sea if the elaborate plans of Captain Manuel Anicosta and his daring crew prove successful. They are all veteran deep-sea divers besides being expert seamen and adventurers.

EIGHT HUGE BALLOONS CONTINUE IN BIG RACE

Some Reported Drifting Over Lake Michigan
Others Headed Straight for Texas

SIX ARE FORCED TO DESCEND NEAR START

One, After Reaching Southern Part of Ontario from Milwaukee, Is Driven Back to Indiana

SOUTH BEND, September 20—Fourteen huge balloons started from here Monday afternoon in a race to decide who shall be America's representative at the next big balloon race in Paris. Only eight of them are still aloft and at last reports they were headed in eight different directions. Captain Ronald Simons started out well and was being carried rapidly toward the southern part of Ontario, when the strong winds forced him to descend near the starting point.

Morgan Warns His Political Colleagues That Hasty Action Will Bring Trouble

ALDERMAN COSTELLO REMAINS UNMOVED

Indignant Citizens Plan Monster Meeting of Protest Against Arrogant Misuse of Authority

The Municipal Council, by a vote of 21 to 19, today tabled the citizens' resolution calling for a rigid investigation of the oil graft case. The excuse given was that the evidence thus far submitted was entirely too slim to warrant any further action on their part. Mayor Morgan made an effort during the morning session to break the ranks of the majority, but to no avail. His powerful deep-toned voice could be heard distinctly in every nook and corner of the big densely crowded council chamber. He pleaded with them and warned them that their records would have to stand a close inspection by the voters at the next great city election. But the wonderful influence of this great man could not stir Alderman Costello, municipal leader, or his political henchmen from their position.

So great is the political power wielded by Alderman Costello that his every word is law. Next Thursday evening Mayor Morgan has promised to address a meeting of the new Citizens' Party, formed to oppose the old Municipal Party now in power. Mayor Morgan and many prominent men at one time members of the old party have been loudly praised for the courageous manner...
Hydrate
Relighted
Neckerchief

Bright Method
Delightful Shade

HONORS BOY SCOUT
Charitable Institution

SPLENDID ACHIEVEMENTS
Educated Reporters Promoted

SCENERY CHARMS MANY TOURISTS
Mountainous Country Inspired Artist

DISTINGUISHED INVENTORS RECEIVED
Builders Gathered During Demonstration

Characters in Complete Font

Latin Condensed No. 550

A B C D E F G H I J K L
M N O P Q R S T U V W X
Y Z & $ 1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k l m n o p q
r s t u v w x y z , - : ; ! ?

Latin Antique No. 520

A B C D E F G H I J K L
O P Q R S T U V W X
& $ 1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k l m n o p q
r s t u v w x y z , - : ; ! ?

5-on-6 and 30 Point carried in stock only at Foundry
Antique No. 525

Characters in Complete Font

ABCDEFGHIJKLMNOPQRSTUVWXYZ
KLMNOPQRSTUVWXYZ
&$1234567890
abcdefghijklmnopqrstuvwxyz

5½, 7, 9 and 42 Point carried in stock only at Foundry

Antique No. 524

12 Point
14 A 29 a

RETIRED TEACHER
Given Happy Surprise

10 Point
16 A 35 a

INDUSTRIES PROGRESS
Dealers Indorse Movement

8 Point
18 A 38 a

PLEASING DESIGNS SHOWN
Sculptor Publicly Complimented

6 Point
20 A 44 a

PURCHASED NORTHERN HOMES
Officials Acquired Beautiful Residence

8 Point
18 A 38 a

HONORS ACCORDED SINGER
Distinguished gathering pleased by foreign vocalist seeking fame

6 Point
20 A 40 a

PROFESSOR STUDIED CONDITIONS
Several international problems solved by many prominent college instructors concerning political economies abroad
Inspiration

Beethoven sought his inspiration in the woods; Whistler in the mystic darkness of night; Whitman absorbed from the poor the ideas that made him great.

To such men—the musician, the painter, the poet—do we look for inspiration to guide us toward success. The poet may go to the stars for aid, or the sales manager to his advertiser, the thing which they seek is the same—ideas which will induce the world to look favorably upon their products. As the success of a poem often depends on its power to inspire the people who read it, just so does the success of some commercial products depend upon their power to inspire those who can be expected to buy them.

Burd Printing House
Harrison, Michigan
<table>
<thead>
<tr>
<th>Characters in Complete Font</th>
<th>36 Point</th>
<th>3A 6a</th>
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</thead>
<tbody>
<tr>
<td>A B C D E F G H I J</td>
<td><strong>Magnet</strong></td>
<td></td>
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<tr>
<td>K L M N O P Q R S</td>
<td>30 Point</td>
<td>4A 7a</td>
</tr>
<tr>
<td>T U V W X Y Z &amp; $</td>
<td><strong>Hepatica</strong></td>
<td></td>
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<tr>
<td>1 2 3 4 5 6 7 8 9 0</td>
<td>24 Point</td>
<td>5A 9a</td>
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<tr>
<td>a b c d e f g h i j k</td>
<td><strong>SPENDING Reportorial</strong></td>
<td></td>
</tr>
<tr>
<td>l m n o p q r s t u v</td>
<td>18 Point</td>
<td>7A 16a</td>
</tr>
<tr>
<td>w x y z . , ' ; : ?</td>
<td><strong>NIGHTMARE Garden Swing</strong></td>
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</tbody>
</table>

The following Special Characters are put up with all fonts from 5 to 14 Point inclusive. They are sold in separate fonts from 18 to 36 Point inclusive.

| Use of a h m n o u e |  |

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<table>
<thead>
<tr>
<th>Characters in Complete Font</th>
<th>18 Point</th>
<th>9A 16a</th>
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</thead>
<tbody>
<tr>
<td><strong>Ionic No. 522</strong></td>
<td><strong>HARMONIZING Reported Method</strong></td>
<td></td>
</tr>
<tr>
<td>12 Point</td>
<td><strong>MODERN COMEDIANS Display Rare Judgment</strong></td>
<td></td>
</tr>
<tr>
<td>10 Point</td>
<td><strong>BRINGS CHILDREN HOME Noted Explorer Brought Zebra</strong></td>
<td></td>
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<tr>
<td>8 Point</td>
<td><strong>HELPED STUDIOUS COMPOSITOR Editor Developing Educational System</strong></td>
<td></td>
</tr>
<tr>
<td>6 Point</td>
<td><strong>SERMON INTERESTED CHURCHMEN Unfortunate Incident Spilling Big Carnival</strong></td>
<td></td>
</tr>
<tr>
<td>5 Point carried in stock only at Foundry</td>
<td><strong>CHURCHMEN Grateful Appreciative vestrymen pay old artists substantial reward</strong></td>
<td></td>
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<tr>
<th>Characters in Complete Font</th>
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<tbody>
<tr>
<td>A B C D E F G H I J K L M</td>
<td><strong>PRIZED METHOD Establishing Sales</strong></td>
<td></td>
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<tr>
<td>N O P Q R S T U V W X</td>
<td><strong>BRIGHT MERCHANT Demonstrated Chairs</strong></td>
<td></td>
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<tr>
<td>Y Z &amp; $ 1 2 3 4 5 6 7 8 9 0</td>
<td><strong>LADIES RECOGNIZED Organizations Grateful</strong></td>
<td></td>
</tr>
<tr>
<td>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' ; $</td>
<td><strong>CHOIR SINGERS RETIRING Appreciative vestrymen pay old artists substantial reward</strong></td>
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<th>11A 25a</th>
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<tbody>
<tr>
<td>A B C D E F G H I J K L M N</td>
<td><strong>QUAINT MONMOUTH BEACH Enthusiastic eastern vacationist praised complete arrangements</strong></td>
<td></td>
</tr>
<tr>
<td>O P Q R S T U V W X</td>
<td><strong>EXHIBITED SUPERIOR METHODS Conscientious printer demonstrated wonderful results obtained recently</strong></td>
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<th>Characters in Complete Font</th>
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<th>12A 29a</th>
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<th>12A 29a</th>
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<tr>
<td>A B C D E F G H I J K L M N</td>
<td><strong>QUAINT MONMOUTH BEACH Enthusiastic eastern vacationist praised complete arrangements</strong></td>
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<td><strong>EXHIBITED SUPERIOR METHODS Conscientious printer demonstrated wonderful results obtained recently</strong></td>
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515
CHARACTERS IN COMPLETE FONT

| A | B | C | D | E | F | G | H | I |
| J | K | L | M | N | O | P | Q | R |
| S | T | U | V | W | X | Y | Z | & |
| $ | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 0 |

字符集包括了完整的字母表和标点符号。

VICTORIA ITALIC

CHARACTERs IN COMPLETE Font

| A | B | C | D | E | F | G | H | I |
| J | K | L | M | N | O | P | Q | R |
| S | T | U | V | W | X | Y | Z | & |
| $ | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 0 |

字符集包括了完整的字母表和标点符号。
Classified Advertising Faces

**FREE - The Book of Complete Information About Phonos** - This fascinating book will open up a new world of knowledge and enjoyment to the phonograph, without cost or obligation.adress and mail to our address for free information.


**LUMINOUS PAINT—Make Your Watches, Clocks, Keyholes, Etc. Visible by Night!** - The latest discovery in the scientific field of phosphorescent coloring! The material can be used on any part of your body.


**EARN AT LEAST $50 A WEEK AS A NURSE** - Learn nursing in your home at the famous Bailey School. The course is comprehensive and includes all the necessary skills.


**MAKE MONEY Raising Belglass Hares** - This book will teach you how to select, breed, and manage Belglass Hares for profit. In fact, every known detail of the Belglass hare is explained.


**HERE IT IS! The Vibrator Problem Solved.** - You know that vibration affects new life, health, and beauty. You know it is also Nature's way to balance and to give you new energy and vitality.


**BECOMING AN ARTIST: Simple Rules of Drawing Very Easily Learned at Home.** - If you have ever wished to do so, here is the big opportunity that you have been waiting for. We have brought the principles of drawing down to fundamentals. The book is simple and easy to follow.


**REAL SALARIES FOR PRODUCTION MANAGERS** - The complete information about the potential for a career in production management is published. It is literally the country for the man who knows how to grow. The material and salary opportunities are detailed. The book is available now.


**EVERY PROGRESSIVE EXECUTIVE SHOULD ADVERTISE IN THIS TRADE PAPER** - Advertising during any month must be carefully prepared if it would command attention.


**NEW IDEAS ARE MORE PRECIOUS THAN THE COSTLIEST DIAMONDS** - Space Buyers Demand Distinctive Typography Without Sacrifice Of Readability.
American Type Founders Company

is the largest manufacturer in the world of Type, Borders, Ornaments, Brass Rule, Brass Type, etc., as well as the most important dealer in

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<tbody>
<tr>
<td>Job Type</td>
<td>Galvanized Galleys</td>
</tr>
<tr>
<td>Body Type</td>
<td>Zinc Galleys</td>
</tr>
<tr>
<td>Borders, Ornaments</td>
<td>Special Galleys</td>
</tr>
<tr>
<td>Spaces and Quads</td>
<td>Leads and Slugs</td>
</tr>
<tr>
<td>Cast Cuts</td>
<td>Copper Thin Spaces</td>
</tr>
<tr>
<td>Cast Initials</td>
<td>Electric Welded</td>
</tr>
<tr>
<td>Brass Rule</td>
<td>Chases</td>
</tr>
<tr>
<td>Brass Corners</td>
<td>Bright Steel Chases</td>
</tr>
<tr>
<td>Brass Leads</td>
<td>Radio Iron Surfaces</td>
</tr>
<tr>
<td>Brass Slugs</td>
<td>Steel Furniture</td>
</tr>
<tr>
<td>Brass Galleys</td>
<td>Iron Furniture</td>
</tr>
</tbody>
</table>

The above list comprises a few of the many products sold by this Company to printers throughout the world. The variety and extent of its manufactures is not equaled by any other type foundry and none can give better service.

American Type the best in any case.
Popular TYPEWRITER FACES
with Examples of Imitation Typewriter Printing

American Type Founders Company
This insert is printed on BLUE BICAY WEDDING, plate finish.
Basis 21 1/2 x 33 = 76 lbs.
Made by the AMERICAN WRITING PAPER CO.
Holyoke, Mass.
Dear Sir:

Practically every printing office is obliged to have in its composing room a variety of typewriter faces to meet the demand of its customers for circulars and typewriter letters. Many buyers of printing believe that for certain kinds of advertising, nothing can be more effective than the use of a typewriter face, whether printed through a ribbon to match a certain make of machine or printed directly from the type.

To enable the printer to make a selection that will meet practically every demand made upon him, we show in this section of the catalogue a wide variety of typewriter faces made in appropriate sizes. Some of the faces have been made to match the types used on the modern typewriting machines, and, when printed through ribbon or similar material, closely imitate the original.

The constantly increasing demand for typewriter letters and circulars, in both large and small quantities, leads us to believe that the printer will appreciate our effort to provide him with a variety of styles of typewriter faces that will meet his every requirement.

Very truly yours,

AMERICAN TYPE FOUNDERS COMPANY.
The safety movement, to be effective, must be kept continually before us, as is the case with advertising. You cannot place one advertisement and forever keep the merits of the product before the public. Neither will one "Safety Rule" forever keep us free from accident. The need for intelligent cooperative safety work is greater today than ever. Ten per cent

Characters in Complete Font—\( \frac{1}{10} \) Inch Set

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<tr>
<th>Characters in Complete Font—( \frac{1}{10} ) Inch Set</th>
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<tbody>
<tr>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ&amp;$1234567890abcdefg</td>
</tr>
<tr>
<td>hi jklmnopqrstuvwxyz.,'-&quot;:;!?()-@*%#</td>
</tr>
<tr>
<td>Fractions are founted ( \frac{11}{18} ) and furnished separately</td>
</tr>
</tbody>
</table>

Every intelligent traveler who travels with a purpose outlines his route, selects the places of interest which he desires to visit, and carefully apports his time. If one is to traverse a certain area of territory in a given period, his movements should be guarded by forethought and method. Reading is mental traveling through regions far more various and with

Characters in Complete Font—\( \frac{1}{10} \) Inch Set

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<tbody>
<tr>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ&amp;$1234567890abcdefg</td>
</tr>
<tr>
<td>ghi jklmnopqrstuvwxyz.,'-&quot;:;!?()-@*%#</td>
</tr>
<tr>
<td>Fractions are founted ( \frac{11}{18} ) and furnished separately</td>
</tr>
</tbody>
</table>

Special high period, comma, colon, semi-colon and apostrophe furnished to order

In order to maintain color harmony, and still retain beauty throughout, the advertisement must be planned. The copy and illustrations are to be created—-not simply made to any size, but to fit a given space. This working plan is bound to simplify and reduce to a standard all work that may call for unusual and quick execution. Consider the minor details at every

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<tr>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ&amp;$1234567890abcdefg</td>
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<tr>
<td>defghi jklmnopqrstuvwxyz.,'-&quot;:;!?</td>
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</tbody>
</table>

Justifiers for all typewriter faces are put up in 1-pound and 5-pound fonts and furnished only when specially ordered

NOTE.—The matrices for the Typewriter Faces shown on this page were cut to match closely the characters used on the typewriting machines represented. In order to get satisfactory results in matching, these types should be printed through silk or ribbon with ink made for the purpose. (See examples on pages 525, 526, 527 and 528.)
The choosing of a line of business which shall offer the greatest opportunities, and be of the most interest to you, lies with yourself. No other person can tell what you love to do. Some help there is, from those who can read character and fitness; but your own love is an outreaching toward accomplishment in the direction your Maker intended. Follow the inner lead and do that which comes to hand, as you lean toward your one

Characters in Complete Font—7 Point Set

ABCDEFGHIJKLMNOPQRSTUVWXYZ&$1234567890abcdefgh
ghijklmnopqrstuvwxyz.,':!?()~’‘"":;@*©¢$/#%

Can you imagine a world without printing—a world without books, newspapers, magazines, or literature of any sort? Such a world would be well-nigh uninhabitable, for there would be no civilization as we know it. Without printing, the human race would very quickly go back to the days of clubs and skins. Has it occurred to you that printing is the sun of the human intellectual universe, and the newspapers are giant reflectors which collect and diffuse information to every quarter of the habitable globe. But it is the advertisement that transmutes this information into coin of

Characters in Complete Font—5½ Point Set

ABCDEFGHIJKLMNOPQRSTUVWXYZ&$1234567890abcdefghijklmnopqrstuvwxyz.,':!?()~’‘":;@*©¢$/#%
Fractions are fonted 11/2 and furnished separately

One of the pleasures that has come to Europe and to America in the past is the revelation of the enormous interest to be found in Persian art and literature. The influence of this is seen in the theatre, with its scenery, dances and color schemes; in interior decoration, dress, illustrations; and in textile designs. Our collectors have yielded to the charms of Persian design in faience, textiles, rugs, woodwork.

Characters in Complete Font—½ Inch Set

ABCDEFGHIJKLMNOPQRSTUVWXYZ&$1234567890abcdefghijklmnopqrstuvwxyz.,':!?()~’‘":;@*©¢$/#%
Fractions are fonted 1/2 and furnished separately

Justifiers for all typewriter faces are put up in 1-pound and 5-pound fonts and furnished only when specially ordered.

NOTE.—The matrices for the Typewriter Faces shown on this page were cut to match closely the characters used on the typewriting machines represented. In order to get satisfactory results in matching, these types should be printed through silk or ribbon with ink made for the purpose. (See examples on pages 525, 526, 527 and 528.)
Industries are ingrained with the characters of their founders and directors. Products must partake of the characters in kind, quality and design, of the men responsible for them. Even the employees of organizations reflect the ambitions, ideals and methods of those who direct them. Because public information concerning the character and activities of a business increases and enlarges its success, a powerful institution devotes its vast resources to distribute

Characters in Complete Font—7½ Point Set

ABCDEFGHIJKLMNOPQRSTUVWXYZ&$1234567890abcdefghijklmnopqrstuvwxyz-,.'":;!?()@

The secrets of the soul are published by every face. No one can deceive time, and no one can prevent time from displaying character. Progress requires this safeguard. The meeting of crises, the answers to adversity, the acceptance of victories, the appraisement of the present, the judgment of the past, and preparation for the future—all these enter into the structure of character. The habit of action based on numerous

Characters in Complete Font—8 Point Set

ABCDEFGHIJKLMNOPQRSTUVWXYZ&$1234567890abcdefghijklmnopqrstuvwxyz.-

A great many of our present-day commercial travelers can learn valuable lessons from successful business scouts of past decades. Many of these old-timers know what hard times really are. They had to make business where none existed. They knew how to sell goods to a merchant who did not want to buy. The writer is fortunate in having one of these veterans as a business associate and he is an old-timer in

Characters in Complete Font—7½ Point Set

ABCDEFGHIJKLMNOPQRSTUVWXYZ&$1234567890abcdefghijklmnopqrstuvwxyz.-

NOTE.—The matrices for the Typewriter Faces shown on this page were cut to match closely the characters used on the typewriting machines represented. In order to get satisfactory results in matching, these types should be printed through silk or ribbon with ink made for the purpose. (See examples on pages 525, 526, 527 and 528.)
Messrs. Avery Wiseman & Co.,
Prosperville, North America.

Gentlemen:

Imitation typewritten letters have come to occupy an important place in the industrial world of today, and every printer with business instinct should be prepared to take orders for this class of work. Many offices have found the production of imitation typewritten letters very profitable and have developed what has proved an almost independent business along this line. The accurately designed typewriter faces offered by the American Type Founders Company, in such wide variety, afford every printer the opportunity of engaging in the printing of imitation typewritten letters to whatever extent he chooses.

The type here shown, 12 Point New Model Smith-Premier, is designed to be printed through silk, crepe chiffon or regular ribbon cloth. By varying the quality and amount of cloth used an impression of any weight and character may be obtained. The ribbon cloth is heaviest, and gives most weight to the type face; crepe chiffon is lightest.

If addresses are to be filled in on the typewriter, have the stenographer of the firm for whom the work is to be done write a sample letter. Use this as a color sheet and have the pressman work on it, for the depth of color and the weight of the impression may easily be controlled on the press, while it is impossible to do this on the typewriter.

Very truly yours,

AMERICAN TYPE FOUNDERS COMPANY.
Mr. Live Printer and Binder,
Wherever Located, United States.

Dear Sir:

The Boston Wire Stitchers are gaining in popularity every day because they deliver the goods in an efficient manner. A printer or binder who takes time to investigate the merits of the Boston Wire Stitcher will not hesitate in deciding that this is the one machine that will best meet with all his stitching requirements. There is absolutely nothing complicated about this economical stitcher.

The Boston Wire Stitchers are so simple and easy to operate and to change from one wire to another that the young woman operator can attend to these details without the aid of a machinist. Simplicity and mechanical perfection was the one thought that the inventor of these machines kept in mind. Every little detail was worked out very carefully and was proved to the minutest particular before it was adopted. The result has been the production of perfection in wire stitching machines. The Bostons are in the satisfying class of machinery, and when once used will always be required.

The Boston Wire Stitchers are the favorite machines with operators everywhere. That this is true may be substantiated by investigating the kind of wire stitchers used in any large bindery. It will be found that the Boston has been adopted in preference to any other make of stitching machinery.

Our nearest Selling House will be pleased to send complete information and prices on request.

Yours for larger profits,

AMERICAN TYPE FOUNDERS COMPANY.
The Ewell B. Gaynor Company,
Velvet Street, Speedwell.

Gentlemen:

The Kelly Automatic Job Press with the Extension Delivery is the greatest money-maker of them all. It is absolutely automatic, gives perfect register and unexcelled quality, at a speed of 3600 an hour. The Kelly is a half super-royal plus and is designed to print everything ordinarily printed on any half super-royal platen press, and does it more than three times as fast, at less wage cost, in less floor space, and of better quality.

The Kelly Automatic Feed comes closer to infallibility than any other automatic feed. An operator need not be tied to it. It is completely automatic, and may be changed in a minute to hand-feed without changing the guides.

The Kelly Automatic Feed takes a more varied range of stock than any other automatic feeder. It takes onionskin folio, flat-lying gum papers, flimsy papers, antique-finish and cameo-finish papers, glazed papers and cardboard that will wrap around the cylinder, as well as all the regular grades. It is taking cut-out stock and tinfoil pasted on paper. It takes the bottom sheet of a lift as readily as the top sheet. It does not automatically feed envelopes, but takes them by hand-feed. It does not rub or smutch when feeding printed side up. It is simple and gives no trouble. To sum up: here is a machine which on long and short runs more than fills the field hitherto occupied by half super-royal job presses, with more than treble the output and better quality.

Yours for quality,

AMERICAN TYPE FOUNDER COMPANY.
Mr. Prophett C. Kerr,
Pleasant Avenue, Banksfield.

Dear Sir:

Two things are essential for reducing costs of composition to a minimum, namely, efficient equipment and effective routing of the work. A perfect layout of ineffective equipment does not benefit much—a perfect layout of a pressroom filled with obsolete slow presses will give a comparatively small gain in production. Printers have learned this lesson in their pressroom experience. They are now learning the same lesson in the composing rooms, for the larger part of the equipments in use in composing rooms are ineffective; they retard the work and are wasteful of space and of wage time. This also applies to most of the equipments offered for sale for use in composing rooms.

The first step toward greater economies in composing rooms is to avail oneself of the services of a production engineer of the American Type Founders Company, who will cooperate with you in increasing the productivity of your plant without increasing the wage costs. We have expert engineers whose sole work is to advise with our customers and make layouts of new plants and rearrange old plants or plants about to be moved into other premises. Hundreds of customers have been benefited by the work of our production engineers, yet no charge was made.

We maintain an Efficiency Department with its staff of production engineers for mutual benefit. We are interested in the profits of printers. Our prosperity depends upon theirs.

All that is necessary, if you are seriously interested in reducing the cost of production, and are ready to undertake the comparatively small expenditures which are usually necessary in effecting any sort of an improvement, is to apply to the nearest Selling House of the American Type Founders Company, the manager of which will arrange to give you the services or advice of one of our production engineers, who will furnish a layout where necessary or advise with your architect on the construction of a new building or the remodeling of an old one.

Yours for greater economies,

AMERICAN TYPE FOUNDERS COMPANY.
The house-organ as a business institution is likely
to receive a considerable impetus if newspaper pub­
lishers consistently follow their present tendency to
check the flow of free publicity matter into their
columns. As the newspaper tolerance of this nuisance
diminishes—for an evil it has been declared to be
by not only the publishers in their various associa­
tions but also by the American Association of Adver­
tising Agencies—more and more of this matter will

---

Even a little leak, when allowed to increase itself,
soon grows into a surprising total, and the printing
business has its share of insidious, though tiny,
leaks. For example, every time the job compositor
stops to alter the measure of his stick, when finish­
ing one job and taking up a fresh one, he comes to a
complete halt as a producer. It seems trifling, but
it is not the ten seconds necessary to change his

---

Among the illustrious dynasties of master printers we place the
Didot Family third in greatness, following only the Aldines
and the Estiennes. The Didots at the present time are among the
wealthier printers and publishers of France. During the two
hundred years of the existence of their house the Didots have
been progressively prosperous. Today their headquarters in Paris
occupies the same spot on which in 1705 the first Didot learned
the profession of printer. Their principal works are at Mesnil,

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NOTE.—The matrices for the Typewriter Faces shown on this page were cut to match closely the characters used on the
typewriting machines represented. In order to get satisfactory results in matching, these types should be printed
through silk or ribbon, with ink made for the purpose. (See examples on pages 525, 526, 527 and 528.)
Many of us think of salesmen as people who are traveling around with sample kits. Instead, we are all salesmen every day of our lives, selling our own ideas, plans, energies and enthusiasm to those with whom we come in contact. Naturally we all admire in business the live and successful salesman—one who gets the business. A good salesman, beyond the fact that he must be intelligent, should be properly groomed, neatly dressed, clear spoken and polite in

Characters in Complete Font—71/4 Point Set

Every single dollar spent for advertising by the man or organization who really knows what he or they are after will create increased traffic and reduce overhead sufficiently to more than repay the cost, and perhaps spell lower prices to the consumer. Greed, selfishness, ignorance and lack of courage are the principal stumbling blocks in the business careers of most of those who really have a meritorious article, fairly priced, and for which an enormous demand can

Characters in Complete Font—71/4 Point Set

Much thought and much writing have been devoted to the layout man in the sales departments of printing establishments. His work of preparing dummies, etc., is principally an aid to sales; but rarely has the same thought been given to a system that would insure the production of the idea which is contained in the dummy and which has become fixed in the customer's mind. The office layout man is a necessity, but I offer a brief for a similar man in the composing room. It is too frequently assumed that one man can fill both positions from an office desk. It does not seem practicable to me, except in a rare instance where one combines artistic skill with typographic knowledge gained

Characters in Complete Font—6 Point Set

Justifiers for all typewriter faces are put up in 1-pound and 5-pound fonts and furnished only when specially ordered
Undoubtedly a good many of the ordinary troubles of the proofreader may be overcome by common sense. It is equally true that many of them arise through failure of the same quality on the part of the employers. Employers and employees are alike in their lapses from plain and simple reasonableness. And in this they are like all other human beings. A fair and just employer will not be too arbitrary in matters that are properly open to argument, and his employee certainly should exchange

Characters in Complete Font—7 Point Set

ABCDEFGHIJKLMNOPQRSTUVWXYZ&$1234567890abcdefg
hijklmnopqrstuvwxyz.,-":;!?()-/%#

Time was, and not so long ago, when the printer was not regarded seriously by business men generally. Or to modify this statement slightly, let us say that the commercial printer was not so regarded. And all the time this very same commercial printer was the logical man to develop one of the most valuable and efficient forms of advertising—the selling of goods direct by mail. In spite of the fact that he had a heavy investment in machinery and supplies, the com-

Characters in Complete Font—7½ Point Set

ABCDEFGHIJKLMNOPQRSTUVWXYZ&$1234567890abcdefg
hijklmnopqrstuvwxyz.,-":;!?()-/%#

Every advertiser has at his command at least five of the different elements to help him tell his story in a most progressive and effective manner. They are above all—words, illustrations, color, type, border. These five elements are almost universally effective and generally available. Whether in Patagonia or Iceland, in India or Africa, wherever paper and type are to be found, these are the tools with which the advertiser must develop his markets and direct the

Characters in Complete Font—7½ Point Set

ABCDEFGHIJKLMNOPQRSTUVWXYZ&$1234567890abcdefg
hijklmnopqrstuvwxyz.,-":;!?()-/%#

Fractions are fonted $\frac{1}{2}$, $\frac{3}{4}$, $\frac{5}{6}$, $\frac{7}{8}$, $\frac{1}{2}$, $\frac{3}{4}$, $\frac{5}{6}$, $\frac{7}{8}$ and furnished separately

Justifiers for all typewriter faces are put up in 1-pound and 5-pound fonts and furnished only when specially ordered
It is a wise printer who keeps right on advertising his business, whether his printing shop is dull or busy. As one of the great advertising concerns declares, keeping everlastingly at it brings success. Printers in general may learn much about the science of building business by studying the selling methods of the nationally known printing firms. Note that these firms are continually sending out first-class advertising literature to both their customers and to their prospective customers and are receiving many inquiries which otherwise might never have been.

Characters in Complete Font—4 Point Set

ABCDEFHIJKLMNOPQRSTUVWXYZ&$1234567890abcdefghijklmnopqrstuvwxyz,.-'!":;()*/%

Fractions are fonted and furnished separately

The value of the first impression is well known to all. Your desire to have your business presented to your customers in its true light is reflected in the selection of your office building, your office furniture—in many ways—but no way so surely as an attractive entrance to your place of business. Many times

Characters in Complete Font—6 Point Set

ABCDEFHIJKLMNOPQRSTUVWXYZ&$1234567890abcdefghijklmnopqrstuvwxyz,.-'!":;()*/%

Reading is mental traveling through regions far more various and attractive than any which the longest routes of terrestrial journeyings afford. The tourist annihilates space, the reader destroys both space and time. The world of thought and action is spread out before him, and his greatest difficulty is apt to be that he does not know how to traverse it. He wastes his time in short and unprofitable excursions when he might be taking account of the Antipodes. Many people expend in desultory reading

Characters in Complete Font—4½ Point Set

ABCDEFHIJKLMNOPQRSTUVWXYZ&$1234567890abcdefghijklmnopqrstuvwxyz,.-'!":;()*/%

Fractions are fonted and furnished separately

There are very few really good all-round printers. One printer is clever at brass rule work; another is fast on straight work; another is a good stonehand; another is not so good at these lines, but has cleaner proofs than any of the others—and yet not one of them knows anything about presswork. Then, among pressmen—one is good on job presses; another is good on cylinder cut

Characters in Complete Font—5 Point Set

ABCDEFHIJKLMNOPQRSTUVWXYZ&$1234567890abcdefghijklmnopqrstuvwxyz,.-'!":;()*/%

Justifiers for all typewriter faces are put up in 1-pound and 5-pound fonts and furnished only when specially ordered

Bankers, economists and industrial leaders seem to agree that sane, normal and healthy prosperity is ahead. The necessity for justifying the vast difference between what the farmer receives for his crops and what he has to pay for supplies is the main problem of the agricultural districts; but a general feeling is

Characters in Complete Font—6 Point Set

ABCDEFHIJKLMNOPQRSTUVWXYZ&$1234567890abcdefghijklmnopqrstuvwxyz,.-'!":;()*/%

Justifiers for all typewriter faces are put up in 1-pound and 5-pound fonts and furnished only when specially ordered
Body Type

Modern & Oldstyle Romans

Showing the Popular Type Faces for Newspaper, Booklet and Catalogue Composition

American Type Founders Company
This insert is printed on BLUE BISCAY WEDDING, plate finish
Basis 21 1/2 x 33 — 76 lbs.
Made by the AMERICAN WRITING PAPER CO.
Holyoke, Mass.
ANNOUNCEMENT

IN THIS SECTION of this book is shown a wide variety of the Oldstyle Romans and the Modern Romans, for many years designed by the type founders and printers as body type. The selection represents the recognized standard faces that should be used in newspaper, magazine, catalogue and schoolbook composition; when first-class work is desired. It is not possible to obtain equally good results in printing where any other method of composition is used, a fact admitted by most printers and publishers and buyers of good printing. There are also shown in this book many other type faces of weight and design suitable for catalogues, booklets, etc. Many of these have been produced recently and are generally made in complete series, usually in sizes from six point to seventy-two point, and therefore designated as job type. In most cases the characters in fonts of both the body type and job type series are shown in the job type section of the book.

American Type Founders Company
OLDSTYLE ROMAN BODY TYPE

CENTURY CATALOGUE

SIX POINT CENTURY CATALOGUE

Matchless in power among the arts of men is our art of printing. In its higher influence it is the chief servant of all that is divine in man. If we would, we may through printing types confer with all the choice spirits of preceding ages and learn all the knowledge acquired by men from the dawn of civilization. This is sober truth. This is a marvelous truth. Fully comprehended it may open to a printer a vista of profound sentiment, and invest his occupation with a sacred character. The most influential product of the printing art is books. There were countless books before the invention of printing, but let it be remembered that typography is merely time-saving inscribing, and that writing is man’s most important invention. By that invention humanity was advanced from a limited instinctive intelligence, inadequate to lift it out of barbarism, into the boundless arena of progressive knowledge and invention, renewing and advancing civilization in every generation wherever the art of inscribing was freely employed. The invention of printing illimitably increased the educative power of books. Pedagogues of every degree are taught by printing. Their real task is to teach their pupils how to assimilate facts and ideas and inspiration treasured in printed books. The printers’ art perpetuates the books from age to age. Every book is an evolution from preceding books. Every author is the creature of the books he has read, fortunate if he may add a little to the world’s treasure of knowledge and ideas. Printing, in addition to its cultural power, has become the most influential force in commerce; the best means of bringing sellers and buyers together. Beginning with Columbus, who found the philosophical theory of a round world printed in a book and became immortal by proving the theory to be a fact, a newer and greater world was discovered, chiefly through incentive found in printed books. The literature of overseas exploration begins with the narrative of Columbus, quickly printed in several countries, stirring men and rulers of men to similar adventures. With discovery came trade. With the introduction of power-driven factories came the necessity for wider markets, too extensive to control by word of mouth.Printing was gradually found to be the most economical and effective sales agent, and the printer thus became premier in the cabinet of King Commerce. Manufacturers greatly flourish who rarely come in contact with a user of their wares, which have been introduced to the buyers by the work of the printers. As the right hand of commerce printing has an illimitable field of usefulness.

EIGHT POINT CENTURY CATALOGUE

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CAPACITY: 30 Rollers, length 31½ in. (length of Kelly Press roller stocks) and all shorter lengths, in adjustable racks; ample assortment of Opened Inks on adjustable shelves; an Imposing Surface, 26¼ x 27¾ in. (iron) or 22¾ x 26 in. (marble); a large removable Ink Mixing Tray, protected from dust; a Drawer and two Racks for Pressman’s Tools; Bin for Mallets, Planers, Brushes, etc.; Shelf for Oil Cans and Cleansers; and two fireproof Bins for Clean and Semi-Clean Rags. This 100 per cent efficient, compact Cut-Cost Platen Pressroom Cabinet occupies a floor area of only 28x35 in. It opens on one side and one end only, and may be placed in a corner or at an end of a stock table used in connection with platen press or with the Kelly Press. It brings all appliances and materials close to the pressmen, holding everything required by platen or Kelly pressmen, except make-ready paper and job tickets, items which could not with safety be kept in a cabinet holding inks and oils. It provides an imposing table on which changes may be made in forms, and for leveling and correcting them.

American Cut-Cost Equipments certainly do increase the productivity of each platen in the pressroom.
do my best. Printing is the poor man's art and the door of her temple is opened wide to ever the humblest. From her shrines come marvelous messengers that take men's desires and hopes and dress them with the glorious raiment of victory.

ACORN PRESS
NEWPORT

Decorative Art Course
Advanced Classes in Applied Design

Beginning with blackboard drawing the course embraces black and white work, simple color work and patterns for applied design. Then follows color work from nature, charcoal and pastel outlines from life and the antique, pen and ink sketches. Advanced classes in applied design for metals and fabrics will be available for qualified students. A study of the history of art is featured with special reference to preparation for European travel. Modern lantern slides and motion pictures are used to illustrate the subject and students are
OLDSTYLE ROMAN BODY TYPE

CENTURY OLDSTYLE

SIX POINT CENTURY OLDSTYLE

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EIGHT POINT CENTURY OLDSTYLE

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NINE POINT CENTURY OLDSTYLE

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Partly opened with two point leads

540
THE PROPERTY

HIGH up among the mountains outside Bennett City is situated the huge gold mine of the Carlton Mining Company. It is reached by a long winding road running out from the city. The railroad is about twenty miles north of the mine on this same road. There is plenty of timber, and enough water for all mining and milling purposes; climate is extremely mild, and work can be carried on throughout the year. This section of the State is well known as being one of the very best mining districts in this great country. In spite of the fact that billions in gold has been mined during the last sixty years from the gold fields of the “forty-niners,” not one single dollar of promotion money was ever used. Another noted peculiarity is the fact that these same fields, the surface of which gave over two billion dollars’ worth of gold from 1849 to 1878, are now keeping this big State second in the production of gold. Still another odd peculiarity is the fact that the

The Garden’s Message

Within my garden, hedged around
With many a fragrant flower, is found,
When summer spreads her azure skies,
A host of brilliant butterflies.

I know not how each rover brings
So much of beauty on his wings;
I only know the dark cocoon
Once hid this joyousness of June.

Such wondrous grace is there, it seems
More like the witchery of dreams;
My eyes behold, yet I am slow
To sense the transcendental glow.

But since these things I see are true,
May not some realm I journey to
Be my all-beauteous life, while this
Is but the cruder chrysalis?

—Nixon Waterman

The People of the Great Desert

YOUTHFUL dreams and the desert sky pierced by myriads of stars, like the shining points of sheiks’ swords. My young friend and I, driving from the city miles and miles, suddenly came upon a Bedouin camp. It had not been there the day before; it would probably not be there a week later. The black bulk of the tents rose from the sand like deep shadows. In the foreground was a glowing fire, about which sat huddled figures. But it was by a tent to the right that our gaze was caught and held. It must have been the women’s tent. Within, close to the doorway, we could see dim shapes. Outside, an Arab who played a sort of lute, was singing love ballads. His voice, the usual Arab voice, was hardly musical; but we forgot the fact in the melody of his songs and the bewitching beauty of the night. Which one of those listening women, I wondered, knew that the songs were for her? This was not only my first glimpse of the magic, the beauty and the mystery of the desert, but also of the
Matchless in power among the arts of men is our art of printing. In its higher influence it is the chief servant of all that is divine in man. If we would, we may through printing types confer with all the choice spirits of preceding ages and learn all the knowledge acquired by men from the dawn of civilization. This is sober truth. This is a marvelous truth. Fully comprehended it may open to a printer a vista of profound sentiment, and invest his occupation with a sacred character. The most influential product of the printing art is books. There were countless books before the invention of printing, but let it be remembered that typography is merely time-saving inscribing, and that writing is man’s most important invention. By that invention humanity was advanced from a limited instinctive intelligence, inadequate to lift it out of barbarism, into the boundless arena of progressive knowledge and invention, renewing and advancing civilization in every generation wherever the art of inscribing was freely employed. The invention of printing illimitably increased the educative power of books. Pedagogues of every degree are taught by printing. Their real task is to teach their pupils how to assimilate...
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Partly opened with two point leads

For complete showings see pages 124 and 178
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In every generation wherever the art of inscribing was freely employed. The invention of printing illimitably increased the educative power of books. Pedagogues of every degree are taught by printing. Their real task is to teach their pupils how to assimilate facts and ideas and inspiration treasured in printed books. The printers' art perpetuates the books from age to age. Every book is an evolution from preceding books. Every author is the creature of the books he has read, fortunate if he may add a little to the world's treasure of knowledge acquired by men from the dawn of civilization.

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**OLDSTYLE ROMAN BODY TYPE**

**Caslon No. 540**

**Six Point Caslon No. 540**

**Eight Point Caslon No. 540**

**Ten Point Caslon No. 540**

**Eleven Point Caslon No. 540**

Partly opened with two point leads

For complete showings see pages 153 and 159

546
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OLDSTYLE ROMAN BODY TYPE

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WORK OF JOSEPH MORDINE
DELIGHTS THE CRITICS

HE recent exhibit of the work of Joseph Mordine at the City Galleries in Dayton brought forth much favorable comment from noted critics. His canvases have been exhibited in nearly every great art gallery in this country. While his production of fine paintings was not large, America is fortunate in having as much as it has from his brush. We have had no artist who excelled him in seeming to catch in his pictures the true spirit of his subject. Mordine had very little to do with the story-telling in his best pictures; his concern was to convey to others the noble emotions their creation stirred within himself.

Throughout the years of his greatest accomplishments he adhered rigidly to the fine technique acquired in his youth. During his whole busy career he was interested in studying natural history and this accounts for some of
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MODERN ROMAN BODY TYPE

CENTURY EXPANDED

SIX POINT CENTURY EXPANDED

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CENTURY EXPANDED

A TYPE WITHOUT HAIRLINES

An attractive design that instantly commends itself for its clearness, symmetry and dignity

AMERICAN TYPE FOUNDER COMPANY, Maker

SEVEN POINT CENTURY EXPANDED

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PARTLY OPENED WITH TWO POINT LEADS

For complete showings see pages 214 and 215
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AMBISSADOR ASSERTS THAT COUNTRY HAS MODEST AIMS

Declares Nation Simply Wants to Resume Its Prewar Standing

NOT MILITARISTIC, HE DECLARES

Envoy Tells University That American Views Rarely Differ From Theirs

New York, January 5.—The actions of one of the leading European nations with respect to reparations, its army, and its participation in the conference, were defended by its envoy at the banquet of the Travel Club, last night.

The speaker denied most vehemently that his country was militaristic, and declared they had been more lenient with their adversaries than the latter had been with them when the situation was reversed, and asserted that the ambitions of his compatriots in the conference were modest and aimed only at regaining the position held previously to the late conflict.

The subject of trade was also touched upon and assurances were given that this country had little to fear from them in that direction because their products are not so very cheap and they do not generally compete with ours. Each country conformed to its own bent and obeying its own interest followed somewhat different lines which seldom conflicted.

Taking up the much discussed question of reparations, he said that some people believe that as victors their demands were too heavy and asked if they could not show more mercy. His country wished she could but somebody must pay for the reconstruction of all ruined areas and naturally it must be done by those responsible for them.

He said the nation was not a militaristic one and is not maintaining an enormous army. In fact, he asserted, year by year it is steadily decreasing in size. Military service has been reduced to eighteen months and will soon be one year, if no untoward event interferes. As the country is normally a thrifty one, it spends considerably less for its defense than the place of men who

Continued on Page Four

BUSINESS STRONG

Building Revival: Account of L

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Continued on Page Four

RISE OF THE HUMBLE CORNCOB

According to recent reports, chemists have practically solved the problem of turning the most useless American product into the most rapidly disappearing American product. That is, they have made corn cobs into a motor fuel and have named this unique product furfural.

APPLE GROWERS PROSPER

Canadian Packing Houses Constructed to Care for Increased Fruit Production

Apple growers in parts of British Columbia are experiencing high prosperity. Increased production from several thousand commercial orchards has resulted in the construction of a large number of packing houses adequately

good morning!

Good Morning, Brother Sunshine;
Good Morning, Sister Song:
I beg your humble pardon
If you've waited very long.
I thought I heard you rapping;
To shut you out were sin;
My heart is standing open—
Won't you walk right in?

Good Morning, Brother Gladness;
Good Morning, Sister Smile;
They told me you were coming,
So I waited for awhile.
I'm lonesome here without you;
A weary while it's been;
My heart is standing open—
Won't you walk right in?

Good Morning, Brother Kindness;
Good Morning, Sister Cheer;
I heard you were out calling,
So I waited for you here.
Some way I keep forgetting
I have to toil and spin.
When you are my companions—
Won't you walk right in?

J. W. Foley, New York Sun
MODERN ROMAN BODY TYPE

CENTURY EXPANDED

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Scotch Roman

**Six Point Scotch Roman**

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Partly opened with two point leads

For complete showings see pages 316 and 317
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MODERN ROMAN BODY TYPE

Six Point Baskerville Roman

MATCHLESS in power among the arts of men is our art of printing. In its higher influence it is the chief servant of all that is divine in man. If we would, we may through printing types confer with all the choice spirits of preceding ages and learn all the knowledge acquired by men from the dawn of civilization. This is sober truth. This is a marvelous truth. Fully comprehended it may open to a printer a vista of profound sentiment, and invest his occupation with a sacred character. The most influential product of the printing art is books. There were countless books before the invention of printing, but let it be remembered, that typography is merely time-saving inscribing, and that writing is man's most important invention. By that invention humanity was advanced from a limited instinctive intelligence, inadequate to lift it out of barbarism, into the boundless areas of progressive knowledge and invention, retaining and advancing civilization in every generation wherever the art of inscribing was freely employed. The invention of printing illumined increased the educative power of books. Pedagogues of every degree are taught by printing. Their real task is to teach their pupils how to assimilate facts and ideas and inspiration treasured in printed books. The printers' art perpetuates the books from age to age. Every book is an evolution from preceding books. Every author is the creature of the books he has read, fortunate if he may add a little to the world's treasure of knowledge and ideas. Printing, in addition to its cultural power, has become the most influential force in commerce, the best means of bringing sellers and buyers together. Beginning with Columbus, who found the philosophical theory.

Ten Point Baskerville Roman

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Eight Point Baskerville Roman

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THE STORY OF CHANTICLEER

GEOFFREY CHAUCER

GEOFFREY CHAUCER, "the father of English poetry," stands in the front rank of those who have told stories in verse. He was born in London about the year 1340. The language in which men wrote five hundred years ago is very different from that in use to-day; many of Chaucer's poems, however, have been modernized. The Canterbury Tales, from which this selection is taken, is his greatest work.

In a tiny cottage, near a strip of woodland, there once lived a poor old woman and her two daughters. Small indeed were her possessions, but she was by nature both thrifty and patient, and she was content with her simple life. Her daily fare was brown bread and milk, with an occasional feast when she allowed herself a slice of bacon and an egg or two.

A yard she had, enclosed all about
With sticks and staves, and a dry ditch without,
In which she kept a cock called Chanticleer,
In all the land of crowing without peer.
His comb was redder than the coral fine,
And toothed like castle turret's topmost line;
His beak was black and as 'bright jet it shone;
His legs and toes were of a bluish tone;
Like lilies were his nails, so white and cold;
In color he resembled burnished gold.
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A RIDE IN THE CARS

Evelyn cars ride one these ticket
two aboard New York all Donald

Characters. May, Grace, Evelyn, George, Donald,
Jack, Will, Frank, Ticket Man

(Arrange chairs for a train of cars, and have one chair with
a table or a desk for a ticket office. Let the children make
tickets for busy work)

Donald. Do you wish to ride in my
cars?

Evelyn. Yes, thank you. I wish to
ride in your cars.
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For complete showings see pages 286 and 287
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**Roman No. 510**

**ELEVEN POINT ROMAN NO. 510**

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**Roman Nos. 524 and 527**

**FIVE POINT ROMAN NO. 524**

**FIVE POINT ROMAN NO. 527**

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Partly opened with two point leads
MODERN ROMAN BODY TYPE

Roman No. 599

**Six Point Roman No. 599**

**MATCHLESS** in power among the arts of men is our art of printing. In its higher influence it is the chief servant of all that is divine in man. If we would, we may through printing types confer with all the choice spirits of preceding ages and learn all the knowledge acquired by men from the dawn of civilization. This is sober truth. This is a marvelous truth. Fully comprehended it may open to a printer a vista of profound sentiment, and invest his occupation with a sacred character. The most influential product of the printing art is books. There were countless books before the invention of printing, but let it be remembered that typography is merely time-saving inscribing, and that writing is man's most important invention. By that invention humanity was advanced from a limited instinctive intelligence, inadequate to lift it out of barbarism, into the boundless arena of progressive knowledge and invention, renewing and advancing civilization in every generation wherever the art of inscribing was freely employed. The invention of printing illimitably increased the educative power of books. Pedagogues of every degree are taught by printing. Their real task is to teach their pupils how to assimilate facts and ideas and inspiration treasured in printed books. The printers' art perpetuates the books from age to age. Every book is an evolution from preceding books. Every author is the creature of the books he has read, fortunate if he may add a little to the world's knowledge and invention, renewing and advancing civilization in every generation wherever the art of inscribing was freely employed. The invention of printing illimitably increased the educative power of books. Pedagogues of every degree are taught by printing. Their real task is to teach their pupils how to assimilate facts and ideas and inspiration treasured in printed books. The printers' art perpetuates the books from age to age. Every book is an evolution from preceding books. Every author is the creature of the books he has read, fortunate if he may add a little to

**Eight Point Roman No. 599**

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**MATCHLESS** in power among the arts of men is our art of printing. In its higher influence it is the chief servant of all that is divine in man. If we would, we may through printing types confer with all the choice spirits of preceding ages and learn all the knowledge acquired by men from the dawn of civilization. This is sober truth. This is a marvelous truth. Fully comprehended it may open to a printer a vista of profound sentiment, and invest his occupation with a sacred character. The most influential product of the printing art is books. There were countless books before the invention of printing, but let it be remembered that typography is merely time-saving inscribing, and that writing is man's most important invention. By that invention humanity was advanced from a limited instinctive intelligence, inadequate to lift it out of barbarism, into the boundless arena of progressive knowledge and invention, renewing and advancing civilization in every generation wherever the art of inscribing was freely employed. The invention of printing illimitably increased the educative power of books. Pedagogues of every degree are taught by printing. Their real task is to teach their pupils how to assimilate facts and ideas and inspiration treasured in printed books. The printers' art perpetuates the books from age to age. Every book is an evolution from preceding books. Every author is the creature of the books he has read, fortunate if he may add a little to

**Twelve Point Roman No. 599**

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Roman No. 599

Many years previous to a settlement in this billy region, a lone hunter brought from thence what was considered by many a vague report of a strange vision seen. This man was all by himself and what part imagination had to do with what he testified to be true, we can judge as we like.

One strange event may serve as a type of many others. In olden times, from far and near came the brave and fair red children of forest and wilderness, to reverently offer, in wild, shadowy glens, their sacrifices of veneration and love to the invisible One. Time and again these mountain footfalls echoed with voices of youth and maid uplifted in song that mingled with the sound of tumbling waterfall and roaring wind of tempest cloud on the snow-crowned rock where it was fervently believed the Great Spirit received their tributes.

When the first white man essayed to climb the top of one of these mountains an old Indian, standing proudly erect, shook his head, saying the Great Spirit dwelt there and no intruder would return. But the explorer’s thirst for adventure overruled these superstitious fears and he succeeded in reaching the top and came back in safety.

Unquestionably, the hunter’s nerves were like steel, but a fanciful influence changed the mist to a great stone church, and within this there was an altar, where from the sparklings censer rose a curling wreath of incense-smoke, and all around it lights dispersed a mellow glow, by which in groups before the altar appeared a tribe of savages kneeling in silence.

Presently, there came a change in the wind; a song cloud and long rose as a voice-offering to the Great Spirit; then glittering church-spire, church and altar all vanished, and down the steep mountain side grimly trailed a long procession of strange-looking men in solemn silence.

Before all, as if borne by some airy sprite, sported a large glittering image of silver, of strange design and unfamiliar workmanship, which in the dense shadows was seen to transform into fairy shape, and with sparkling wings suddenly disappeared into the rent rocks.

Although the hunter’s mysterious experience may be said to be the product of an overwrought brain, it is significant to note that this man was so impressed by his vision that no thing would induce him to return to the spot.

doubtless the profound veneration and respect which prevailed among the various Indian tribes of the northern wilderness for the White Mountains originated primarily from the terrible visitations of avalanches and storms that at intervals shook the very foundation of this wild region.

Dearly all authentic records agree that the aboriginal red-man had a marked superstitious veneration for the hoary White Mountains.

One  considered that they were the holy sanctuary of the invisible One, who by a simple motion of his hand could raise a storm or still a tempest; thus it was deemed a pardonless sacrilege to try to unfold their awful secrets.

Remote tradition teaches that few of them were courageous enough to press their mocassined feet into the moss that grows above the regions of scrub vegetation.

Daring individuals who made the attempt have been doomed to wander forever invisibly among the wild canyons and dreary caverns.

Even to this day one can find those who credulously believe that the mournful weird noises frequently heard among the lonely cliffs come from the wretched lost souls destined to wander there in hopeless, perpetual torment.

up to the top of Agiochook a single sanop and his squaw that the wilderness and all the mountains except this one might be covered for two sums with water, and that they would then return as the only mortals who had come back.

Legends tell of men from far and near who have gazed on the offer, in wild, shadowy glens, and near came the brave and fair red children of forest and wilderness, to reverently offer, in wild, shadowy glens, their sacrifices of veneration and love to the invisible One.

Legendary tales apparently endure generation after generation, as there are folks living in the shadow of these mountains who seem to believe that every fall, on a certain night, a supernatural brightness glows upon a high crag, and the giant ghost of an Indian brave appears there.

Dazzingly arrayed in a deep black bearskin war robe and carrying a bloodystone tomahawk and a broken hornbeam bow, this grim warrior may be observed each year, toward midnight, dancing in the wind, by the unearthly light, to the measure of a self-sung dirge.

Mountain regions are usually very rich in legends but there is no locality in this country around which have been interwoven so many strange and interesting stories as the White Mountains, as they not only represent such a wonderful page in Nature’s book but are closely associated with the eventful pioneer period and the trials and daring exploits of the intrepid hunters and dauntless adventurers.
MODERN ROMAN BODY TYPE

Quick-Set Roman
TRADE-MARK

Six Point Quick-Set Roman

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Eight Point Quick-Set Roman

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Ten Point Quick-Set Roman

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Twelve Point Quick-Set Roman

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Fourteen Point Quick-Set Roman

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Eighteen Point Quick-Set Roman

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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. Regular spaces and quads are used. Buy a font and try it.

Partly opened with two point leads

578
The following Table of Sets of the various sizes of **QUICK-SET ROMAN, ITALIC and BOLD** illustrates how this type may be set, justified and corrected more rapidly than any letter heretofore designed. The Roman, Italic and Bold carry the same set in each size, an advantage that will be readily appreciated by printers doing newspaper, magazine, catalogue and price-list printing. Regular spaces and quads are used.

### TABLE OF SETS FOR SIX POINT QUICK-SET ROMAN, ITALIC AND BOLD

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### FOR EIGHT POINT QUICK-SET ROMAN, ITALIC AND BOLD

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*The sets of the Roman, Italic and Bold are the same in each size*
Matchless for dignity among the arts of men

Matchless for dignity among the arts of men is our art of printing. In its higher influence it is the great servant of all public schools.

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Gresham Manor—The Popular Suburb

The thrifty, and those with a vision of the future, believe Gresham Manor property to be very valuable and with possibilities for greater developments. Many noteworthy projects and plans have been undertaken and brought to a splendid fulfillment. The Board of Trade will shortly open a new campaign of publicity in metropolitan publications, setting forth many of the natural and civic advantages that this borough presents, in order to interest those thinking of buying or renting ideal country places, where the health-producing benefits to be derived by a delightful intercourse with nature may be enjoyed continuously the year round.

Gresham Manor invites inspection and comparison of its paved streets, public library, fine churches, large modern school system, sound banks, public market, convenient park and adequate police and fire protection.

The village government is able and most economically administered by men of influence and experience who through civic pride willingly give of their time that Gresham Manor may be properly governed. Fraternal organizations are well represented, so that no one need feel at all lonesome for want of sociability and friends.

Important Notice

The Board of Trade will hold its first regular meeting on Monday evening, September third, at which time matters of great importance will be brought up. Mills Building—eight o'clock

FRED HAMILTON, Secretary

Enthusia

Old Ho

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FRED HAMILTON, Secretary
GENERAL INFORMATION

How to Buy Type Advantageously

BY ORDERING type in regular fonts (or regular parcels of weight fonts) buyers will get quick delivery and the lowest prices. Orders for less than fonts (or regular parcels of weight fonts) and for type to be put up to irregular schemes or assortments are classified as Sort Orders, and are usually cast to order, involving delay and sometimes necessitating billing at higher prices.

The lowest prices for Job Type are obtained by buying in Weight Fonts in conformity with sizes of Minimum Weight Fonts at the top of page 583. The lowest prices for additions to Body Type Fonts are obtained by buying the regular sections of fonts in conformity with Weight Schemes for Body Type on page 583.

In ordering additions to fonts to match type in use it is necessary to send a cap H and lower-case m (selecting letters that are least worn), in addition to stating (where possible) the correct name and size of face and the name of the manufacturer of the type ordered. Failure to forward specimens of type may make it necessary to hold order while request for samples is sent to customer.

It is important in ordering to use the exact name of type as printed in specimen books, giving name and date of specimen book and page on which the type is shown. So simple a change as ordering “Condensed Gothic” when the printed name is “Gothic Condensed,” or the omission of the correct number, may involve uncertainty and delay.

If any part of an order is required more urgently than the balance of the order, that fact should be stated, for sometimes an unimportant item, which may have to be made to order, may delay delivery of the items urgently needed.

Customers are usually in a better position to select the manner and route of shipping their orders, and can frequently effect economies of time and expense by adding shipping directions to their orders. Small quantities shipped by freight frequently cost as much or more than if shipped by express, are liable to delay, and are frequently lost.

Estimates of the cost of complete and efficient printing plants of any size are furnished in detail upon request, but it is not possible to make an intelligent estimate unless an approximate idea of the amount the inquirer wishes to invest in his enterprise is stated, and also the nature of the work to be produced.

---

Old Metals Taken in Exchange

OLD TYPE made by the regular type-founders; printers’ old brass; electro, stereos, leads and slugs; metal furniture; linotype slugs and Lanston type, if packed separately, unmixed with other metals (particularly zinc), in their original manufactured condition (not melted down), and shipped prepaid or delivered to nearest selling house or foundry, will be accepted at current prices in exchange for new type and other printing materials at our regular discounts as advertised by this Company from time to time.

As old metal cannot be easily identified when several shipments arrive at about the same time, it is necessary to put shipper’s name on each package, and advise us promptly of shipment, sending us a copy of freight receipt showing the number of boxes or other packages, the gross weight thereof and memorandum giving exact weights of each class of metal. Close observance of these suggestions will save time and annoyance and will expedite matters all around.

Stereotype plates and bases made by The American Press Association, Newspaper Unions, or similar manufacturers, being the property of these concerns, are not accepted.
GENERAL INFORMATION

SIZES OF MINIMUM WEIGHT FONTS
Weight Fonts of caps, lower case, figures, and points, with small caps, if made, of one body, face and line, ordered at one time, cast to regular scheme
5 lbs. and multiples, 3 to 4 2/3 Point inclusive.
10 lbs. and multiples, 5 and 5 1/4 Point.
20 lbs. and multiples, 6 to 18 Point inclusive.
25 lbs. and multiples, 20 to 36 Point inclusive.
50 lbs. and multiples, 42 to 72 Point inclusive.
75 lbs. and multiples, 84 and 96 Point.
100 lbs. and multiples, 120 and 144 Point.

Weight Fonts of Title Line faces, caps, figures and points, of one body, face and line, ordered at one time, cast to regular scheme
5 lbs. and multiples, 4 to 5 1/8 Point inclusive.
10 lbs. and multiples, 6 to 18 Point inclusive.
15 lbs. and multiples, 20 to 36 Point inclusive.
20 lbs. and multiples, 42 and 48 Point.
25 lbs. and multiples, 54 to 72 Point inclusive.
40 lbs. and multiples, 84 and 96 Point.
50 lbs. and multiples, 120 and 144 Point.

SCHEME FOR 80-LB. FONT BODY TYPE

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**WEIGHT SCHEMES FOR BODY TYPE**

Body Type in sizes 6 to 18 Pt. is put up in packages of the following approximate weights. This table applies only to faces shown on pages 536-578

<table>
<thead>
<tr>
<th>FONTS</th>
<th>CAPS</th>
<th>SMALL CAPS</th>
<th>POINTS</th>
<th>FIGURES</th>
<th>LOWER CASE</th>
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</table>

Where the face does not show Small Caps, the weight of the Cap package is increased.

Weight fonts of other faces are put up to count schemes and the weight of the separate packages of caps, lower case, figures and points vary with each face.

Body Type Italic is put up in small fonts of the following approximate weights: 5 1/2 Point and smaller inclusive, 24 pounds and multiples; 6 to 18 Point inclusive, 5 pounds and multiples.

**ACCENTED LETTERS**

A table of all the accents regularly made for body and job type, with their designated numbers, is shown on page 586
## GENERAL INFORMATION

The following Table showing the lengths of the alphabet in points of popular series of job type is given for the purpose of making comparison of the various faces and furnishing a basis for computing the amount of type which can be set in a given space.

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**Note:** The numbers represent the lengths of the alphabet in points of popular series of job type.
## GENERAL INFORMATION

### LENGTHS OF ALPHABET

The following Table showing the lengths of the alphabet in points of popular series of body type is given for the purpose of making comparison of the various faces and furnishing a basis for computing the amount of type which can be set in a given space.

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</table>

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585
A GREAT variety of accented letters are made by the American Type Founders Company. It is impracticable to attempt to list the individual characters in this catalogue. Such a list would necessarily be incomplete within a very short time, because important additions are being made almost daily. The list printed herewith is therefore limited to the type faces shown in this specimen book for which accented letters are made. Information regarding additional accents will be supplied upon request.

### ACCENTED LETTERS USED IN VARIOUS MODERN LANGUAGES

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<thead>
<tr>
<th>Language</th>
<th>Accented Letters</th>
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<td>Öäčůřšťžůřšťž</td>
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<tr>
<td>Spanish</td>
<td>Ñẽńōůšő</td>
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<td>Portuguese</td>
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<td>French</td>
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<td>Norwegian and Danish</td>
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<td>German</td>
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### TABLE OF NUMBERS DESIGNATING ACCENTED LETTERS

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<td>Ń</td>
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</tr>
</tbody>
</table>

All accents for capitals, small capitals, and lower case shown in the above table are made for the following type faces in the sizes noted:

- **Century Bold**—Caps and Lower Case: 6, 8, 10, 12, 14, 18, 24, 30, 36, 42 and 48 Point.
- **Century Expanded**—Caps, Lower Case and Small Caps: 6, 8, 10, 12, 14 and 18 Point.
- **Century Oldstyle**—Caps, Lower Case and Small Caps: 6, 8, 10, 12, 14, 18, 24, 30, 36, 42 and 48 Point.
- **Century Oldstyle Bold**—Caps and Lower Case: 6, 8, 10, 12, 14, 18, 24, 30, 36, 42 and 48 Point.
- **Century Oldstyle Italic**—Caps and Lower Case: 6, 8, 10, 12, 14, 18, 24, 30, 36, 42 and 48 Point.
- **Cheltenham Bold**—Caps and Lower Case: 6, 8, 10, 12, 14, 18, 24, 30, 36, 42 and 48 Point.
- **Cheltenham Bold Condensed**—Caps and Lower Case: 6, 8, 10, 12, 14, 18, 24, 30, 36, 42 and 48 Point.
- **Cheltenham Bold Extended**—Caps and Lower Case: 6, 8, 10, 12, 14, 18, 24, 30, 36, 42 and 48 Point.
- **Cheltenham Bold Extra Condensed**—Caps and Lower Case: 6, 8, 10, 12, 14, 18, 24, 30, 36, 42 and 48 Point.
- **Cheltenham Oldstyle**—Caps and Lower Case: 6, 8, 10, 12, 14, 18, 24, 30, 36, 42 and 48 Point.
- **Cheltenham Wide**—Caps and Lower Case: 6, 8, 10, 12, 14, 18, 24, 30, 36, 42 and 48 Point.

Complete list of Piece Accents for job and body type faces will be found on page 595.
ACCENTED LETTERS FOR MODERN LANGUAGES

Type Faces for which Accented Letters are made

In addition to the list given on preceding page, the American Type Founders Company makes an exceptionally liberal number of Accented Letters for its extensive line of popular type faces, as is shown by schedule below.

American Extra Condensed—Caps and Lower Case: 12, 14, 18, 24, 30, 36, 42, 48, 54, 60 and 72 Point.
Blair—Caps: 6 and 12 Point.
Bodoni—Caps and Lower Case: 6, 8, 10, 12, 14, 18, 24, 30, 36 and 48 Point.
Bodoni Book—Caps and Lower Case: 6, 8, 10, 12, 14 and 18 Point.
Bodoni Book Italic—Caps and Lower Case: 6, 8, 10 and 12 Point.
Bookman Oldstyle—Caps and Lower Case: 6, 8, 9, 10, 12, 14, 18, 20, 24, 30, 36, 48, 60 and 72 Point.
Caslon No. 540—Caps and Lower Case: 6, 8, 10, 12 and 14 Point.
Caslon Oldstyle No. 471—Caps and Lower Case: 6, 8, 9, 10, 11, 12, 14 and 18 Point.
Caslon Oldstyle Italic No. 471—Caps and Lower Case: 6, 8, 9, 10, 11, 12, 14 and 18 Point.
Cheltenham Medium Italic—Caps and Lower Case: 6, 8, 10, 12, 14, 18, 20, 24, 30, 36, 42 and 48 Point.
Clearface Bold—Caps and Lower Case: 6, 8, 10, 12, 14, 18, 24, 30, 36, 42 and 48 Point.
Cloister Italic—Caps and Lower Case: 6, 8, 10, 12, 14, 18 and 18 Point.
Cloister Oldstyle—Caps and Lower Case: 6, 8, 10, 12, 14, 18, 20 and 30 Point.
Compact—Caps and Lower Case: 8, 10, 12, 14, 18, 24, 30, 36, 42, 48, 60 and 72 Point.
Curtis-Post—Caps and Lower Case: 12, 14, 18, 24, 30, 36, 42 and 48 Point.
Della Robbia—Caps and Lower Case: 6, 8, 10, 12, 14 and 18 Point.
DeVinne No. 2—Caps and Lower Case: 5/6, 6, 8, 10, 12, 14, 18, 24, 30, 36, 48, 54, 60 and 72 Point.
DeVinne Condensed No. 2—Caps and Lower Case: 6, 8, 10, 12, 14, 18, 24, 30, 36, 42 and 48 Point.
Drew—Caps and Lower Case: 6, 8, 10, 12, 14 and 18 Point.
Engravers Old English—Caps and Lower Case: 6, 8, 10, 12, 14, 18, 24, 30, 36, 42, 48, 60 and 72 Point.
Garamond—Caps and Lower Case: 6, 8, 10, 12, 14 and 18 Point.
Garamond Italic—Caps and Lower Case: 6, 8, 10, 12, 14 and 18 Point.
Gothic No. 544—Caps and Lower Case: 6, 8, 10, 12, 14, 18, 20, 24, 30, 36, 42 and 48 Point.
Gothic No. 545—Caps and Lower Case: 6, 8, 9, 10, 12, 14, 18, 24, 30, 36, 42, 48, 54 and 60 Point.
Gothic Condensed No. 523—Caps and Lower Case: 6, 8, 10, 12, 18, 30 and 36 Point.
Gothic Condensed No. 529—Caps and Lower Case: 12, 14, 18, 24, 30, 60 and 72 Point.
Heavy Caslon—Caps and Lower Case: 6, 8, 10, 12, 14 and 18 Point.

Heavy Copperplate Gothic—Caps: 6, 12 and 18 Point.
Ionic No. 522—Caps and Lower Case: 6, 8, 10 and 12 Point.
New Caslon—Caps and Lower Case: 5, 6, 8, 10, 12, 14 and 18 Point.
New Caslon Italic—Caps and Lower Case: 6, 8, 10, 12, 14 and 18 Point.
New Model Remington Typewriter—Caps and Lower Case: 12 Point.
New Model Smith-Premier Typewriter—Caps and Lower Case: 12 Point.
Oldstyle No. 523—Caps, Lower Case and Small Caps: 5 Point.
Oldstyle Italic No. 523—Caps and Lower Case: 5 Point.
Oldstyle No. 550—Caps, Lower Case and Small Caps: 6, 7, 8, 9, 10 and 12 Point.
Oldstyle Italic No. 550—Caps and Lower Case: 6, 7, 8, 9, 10 and 12 Point.
Oliver Typewriter—Caps and Lower Case: 12 Point.
Post Condensed—Caps and Lower Case: 6, 8, 10, 12, 14, 18, 24, 30, 36, 42 and 48 Point.
Post Monotype—Caps and Lower Case: 5 on 6, 8, 10, 12, 14, 18, 24, 30 and 36 Point.
Post Oldstyle Roman No. 2—Caps and Lower Case: 6, 8, 10, 12, 14, 18, 24, 30, 36, 42 and 48 Point.
Recut Caslon—Caps and Lower Case: 6, 8, 10, 12, 14 and 18 Point.
Recut Caslon Italic—Caps and Lower Case: 6, 8, 10, 12, 14 and 18 Point.
Ribbonface Typewriter—Caps and Lower Case: 12 Point.
Roman No. 510—Caps, Lower Case and Small Caps: 6, 8, 10, 11 and 12 Point.
Roman No. 524—Caps and Lower Case: 5 Point.
Roman No. 527—Caps and Lower Case: 5 Point.
Ronaldson Oldstyle No. 551—Caps, Lower Case and Small Caps: 6, 7, 8, 9, 10, 11, 12 and 14 Point.
Ronaldson Oldstyle Italic No. 551—Caps and Lower Case: 6, 8, 10, 12, 14 and 18 Point.
Scotch Roman—Caps and Lower Case: 6, 8, 10, 11, 12 and 14 Point.
Scotch Roman Italic—Caps and Lower Case: 6, 8, 10, 12 and 14 Point.
Title Shaded Litho—Caps: 6, 12 and 24 Point.
Typo Script—Caps and Lower Case: 14, 18, 24, 30, 36, 48 and 60 Point.
Typo Script Extended—Caps and Lower Case: 12, 14, 18, 24, 30, 36, 48 and 60 Point.
Typo Slope—Caps and Lower Case: 12, 14, 18, 24, 30, 36 and 48 Point.
Typo Text—Caps and Lower Case: 8, 10, 12, 14, 18 and 24 Point.

Complete list of Piece Accents for job and body type faces will be found on page 585.
ARBITRARY SIGNS AND MISCELLANEOUS AUXILIARIES

Below is shown a comprehensive line of Arbitrary Signs and Miscellaneous Auxiliaries. For the convenience of customers we have printed a booklet giving complete details as to the various characters, sizes, and manner in which they are fonted. We will send this booklet to any one interested.

### MATHEMATICAL

1 = Plus
2 = Minus
3 × Multiplied by
4 ÷ Divided by
5 = Equal to
6 : Ratio
7 :: Proportion
8 + Geometrical proportion
9 = Plus or minus
10 < Less than
11 > Greater than
12 ≤ Not less than
13 ≥ Not greater than
14 ≡ Equivalent to
15 ≠ Not equal to
16 = Nearly equal to
17 ∼ Difference
18 ∼ Difference between
19 ∼ Variation
20 ≊ Radical
21 ≊ Cube root
22 ° Degree
23 ′ Minute
24 ′′ Second
25 ○ Circle
26 □ Square
27 □□ Rectangular
28 ∠ Angle
29 Δ Triangle
30 ∫ Integration
31 ∫ Integration of a quaternion
32 – Minus or plus
33 ± Hence, therefore
34 ∴ Because
35 √ Radical (two line)

### ARITHMETICAL

1 = Plus
2 = Minus
3 × Multiplied by
4 ÷ Divided by
5 = Equal to

### NAUTICAL

1 ☉ Sun's center
2 ☉ Sun's upper limb
3 ☉ Sun's lower limb
4 ☉ Moon's upper limb
5 ☉ Moon's lower limb

### MEDICAL

1 ⁢ Ounce
2 ⁢ Dram, drachm
3 ⁢ Scruple
4 R Recipe

### ASTRONOMICAL

#### SIGNS OF THE ZODIAC

1 ♈ Aries
2 ♉ Taurus
3 ♊ Gemini
4 ♋ Cancer
5 ♌ Leo
6 ♍ Virgo
7 ♎ Libra
8 ♏ Scorpio
9 ♐ Sagittarius
10 ♑ Capricornus
11 ♒ Aquarius
12 ♓ Pisces

#### MOON'S PHASES

13 ☉ New moon
14 ☉ First quarter
15 ☉ Full moon
16 ☉ Last quarter
17 ☉ New moon
18 ☉ First quarter
19 ☉ Full moon
20 ☉ Last quarter

### SUN AND PLANETS

21 ☉ Sun
22 ☉ Moon
23 ☉ Mercury
24 ☉ Venus
25 ☉ Earth
26 ☉ Mars
27 ☉ Jupiter
28 ☉ Saturn
29 ☉ Uranus
30 ☉ Neptune

#### SIGNS OF POSITION

31 ω Conjunction
32 ω Opposition
33 Δ Trine
34 □ Quadrature
35 * Sextile
36 ω Variation
37 ω Dragon's head
38 ω Dragon's tail
39 ω Station mark
40 ω Uranus
41 ω Sun
42 ω Ceres
43 ω Pallas
44 ω Juno
45 ω Vesta

### COMMERCIAL

1 ¶ Per
2 @ At, to
3 lb Pound
4 % Per cent
5 % Account
6 ¢ Cent

### MISCELLANEOUS

1 ✠ Maltese cross
2 & Number
3 / Shilling mark
4 → Direction arrow
5 ◊ Male
6 → Direction arrow
7 ♭ Versicle
8 R Response
9 ✠ Sign of the cross

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**American Line Leaders**

American Line Leaders are put up in three and five pound fonts and multiples thereof.

<table>
<thead>
<tr>
<th>Series 541 - One Dot to the Em</th>
<th>Series 542 - Two Dots to the Em</th>
<th>Series 543 - Three Dots to the Em</th>
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<table>
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<td>7 Point</td>
<td>6 Point</td>
<td>6 Point</td>
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<tr>
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<td>7 Point</td>
<td>7 Point</td>
</tr>
<tr>
<td>9 Point</td>
<td>8 Point</td>
<td>8 Point</td>
</tr>
<tr>
<td>10 Point</td>
<td>9 Point</td>
<td>9 Point</td>
</tr>
<tr>
<td>11 Point</td>
<td>10 Point</td>
<td>10 Point</td>
</tr>
<tr>
<td>12 Point</td>
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<td>11 Point</td>
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<tr>
<td>14 Point</td>
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<td>12 Point</td>
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<td>14 Point</td>
</tr>
<tr>
<td></td>
<td></td>
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</tr>
</tbody>
</table>

**Examples Showing How American Line Leaders Print**

Specimen of 12 Point No. 541 used with 12 Point Caslon Italic No. 540

- *King Cotton* .................................. *Sousa*  
- *Mandalay* .................................... *Thomas*  

Specimen of 10 Point No. 543 used with 10 Point Cheltenham Oldstyle

- *Southern Airs* ................................. *Nora Risinge*  
- *Mazurka in B Minor* ........................... *Saint-Saëns*

Specimen of 8 Point No. 544 used with 8 Point Della Robbia

- *The Miracle* .................................. *Beth Marsch*  
- *Halloween Pranks* ............................ *Joel Scott*  

Specimen of 8 Point No. 546 used with 8 Point Century Expanded

- *Night Hymns* .................................. *Thomas*  
- *Allegro* ....................................... *Mansfield*  

Specimen of 8 Point No. 546 used with 8 Point Century Italic

- *The Salesman* .................................. *Birmingham*  
- *Wolverine* ..................................... *Sousa*  

Specimen of 8 Point No. 546 used with 8 Point Century Expanded

- *In Tropical Climes* .......................... *King*  
- *Tales of India* ............................... *Brentwood*
### Century Oldstyle References

**En Set except Fists**

<table>
<thead>
<tr>
<th>Point Size</th>
<th>Char Set</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>18</td>
<td>✠ ✠ ✠ ✦</td>
<td>Put up in ½ lb. fonts</td>
</tr>
<tr>
<td>24</td>
<td>✠ ✠ ✠ ✦</td>
<td>Put up in ½ lb. fonts</td>
</tr>
<tr>
<td>12</td>
<td>✠ ✠ ✠ ✦</td>
<td>Put up in ½ lb. fonts</td>
</tr>
<tr>
<td>10</td>
<td>✠ ✠ ✠ ✦</td>
<td>Put up in ½ lb. fonts</td>
</tr>
<tr>
<td>8</td>
<td>✠ ✠ ✠ ✦</td>
<td>Put up in ½ lb. fonts</td>
</tr>
<tr>
<td>6</td>
<td>✠ ✠ ✠ ✦</td>
<td>Put up in ½ lb. fonts</td>
</tr>
</tbody>
</table>

### Century Oldstyle Commercial Marks

**En Set except Cent Mark**

<table>
<thead>
<tr>
<th>Point Size</th>
<th>Char Set</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>18</td>
<td>☠ ☠ ☠ ☧</td>
<td>Put up in 1 lb. fonts</td>
</tr>
<tr>
<td>14</td>
<td>☠ ☠ ☠ ☧</td>
<td>Put up in 1 lb. fonts</td>
</tr>
<tr>
<td>12</td>
<td>☠ ☠ ☠ ☧</td>
<td>Put up in 1 lb. fonts</td>
</tr>
<tr>
<td>10</td>
<td>☠ ☠ ☠ ☧</td>
<td>Put up in 1 lb. fonts</td>
</tr>
<tr>
<td>8</td>
<td>☠ ☠ ☠ ☧</td>
<td>Put up in 1 lb. fonts</td>
</tr>
<tr>
<td>6</td>
<td>☠ ☠ ☠ ☧</td>
<td>Put up in 1 lb. fonts</td>
</tr>
</tbody>
</table>

### Century Oldstyle Fractions

**En Set**

<table>
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<tr>
<th>Point Size</th>
<th>Fractions</th>
</tr>
</thead>
<tbody>
<tr>
<td>18</td>
<td>1/4 1/2 3/4 1/3 2/3 1/8 3/8</td>
</tr>
<tr>
<td>14</td>
<td>1/4 1/2 3/4 1/3 2/3 1/8 3/8</td>
</tr>
<tr>
<td>12</td>
<td>1/4 1/2 3/4 1/3 2/3 1/8 3/8 5/8</td>
</tr>
<tr>
<td>10</td>
<td>1/4 1/2 3/4 1/3 2/3 1/8 3/8 5/8 7/8</td>
</tr>
<tr>
<td>8</td>
<td>1/4 1/2 3/4 1/3 2/3 1/8 3/8 5/8 7/8</td>
</tr>
<tr>
<td>6</td>
<td>1/4 1/2 3/4 1/3 2/3 1/8 3/8 5/8 7/8</td>
</tr>
</tbody>
</table>

### Century Oldstyle Braces and Dashes

**All fonts contain same number of characters**

<table>
<thead>
<tr>
<th>Point Size</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>18</td>
<td>— — — —</td>
</tr>
<tr>
<td>14</td>
<td>— — — —</td>
</tr>
<tr>
<td>12</td>
<td>— — — —</td>
</tr>
<tr>
<td>10</td>
<td>— — — —</td>
</tr>
<tr>
<td>8</td>
<td>— — — —</td>
</tr>
<tr>
<td>6</td>
<td>— — — —</td>
</tr>
</tbody>
</table>

---

590
### References No. 1
*En Set except Fists*

<table>
<thead>
<tr>
<th>Size</th>
<th>Description</th>
<th>Font Style</th>
</tr>
</thead>
<tbody>
<tr>
<td>18 pt</td>
<td>Put up in ½ lb. fonts</td>
<td><strong>§</strong></td>
</tr>
<tr>
<td>14 pt</td>
<td>Put up in ½ lb. fonts</td>
<td><strong>§</strong></td>
</tr>
<tr>
<td>12 pt</td>
<td>Put up in ½ lb. fonts</td>
<td><strong>§</strong></td>
</tr>
<tr>
<td>10 pr</td>
<td>Put up in ½ lb. fonts</td>
<td><strong>§</strong></td>
</tr>
<tr>
<td>8 pr</td>
<td>Put up in ½ lb. fonts</td>
<td><strong>§</strong></td>
</tr>
<tr>
<td>6 pr</td>
<td>Put up in ½ lb. fonts</td>
<td><strong>§</strong></td>
</tr>
</tbody>
</table>

*7, 9 and 11 pt carried in stock only at Foundry*

### Commercial Marks No. 1
*Em Set except Cent Mark*

<table>
<thead>
<tr>
<th>Size</th>
<th>Description</th>
<th>Font Style</th>
</tr>
</thead>
<tbody>
<tr>
<td>18 pt</td>
<td>Put up in 1 lb. fonts</td>
<td><strong>§</strong></td>
</tr>
<tr>
<td>14 pt</td>
<td>Put up in 1 lb. fonts</td>
<td><strong>§</strong></td>
</tr>
<tr>
<td>12 pt</td>
<td>Put up in 1 lb. fonts</td>
<td><strong>§</strong></td>
</tr>
<tr>
<td>10 pr</td>
<td>Put up in 1 lb. fonts</td>
<td><strong>§</strong></td>
</tr>
<tr>
<td>8 pr</td>
<td>Put up in 1 lb. fonts</td>
<td><strong>§</strong></td>
</tr>
<tr>
<td>6 pr</td>
<td>Put up in 1 lb. fonts</td>
<td><strong>§</strong></td>
</tr>
</tbody>
</table>

*7, 9 and 11 pt carried in stock only at Foundry*

### Braces and Dashes No. 1

<table>
<thead>
<tr>
<th>Size</th>
<th>Description</th>
<th>Font Style</th>
</tr>
</thead>
<tbody>
<tr>
<td>18 pt</td>
<td>Put up in 1 lb. fonts</td>
<td><strong>§</strong></td>
</tr>
<tr>
<td>12 pt</td>
<td>Put up in 1 lb. fonts</td>
<td><strong>§</strong></td>
</tr>
<tr>
<td>8 pr</td>
<td>Put up in 1 lb. fonts</td>
<td><strong>§</strong></td>
</tr>
</tbody>
</table>

*5½, 7, 9 and 11 pt carried in stock only at Foundry*

### Century Expanded Side Sorts

<table>
<thead>
<tr>
<th>Size</th>
<th>Description</th>
<th>Per Font $</th>
<th>Artwork</th>
</tr>
</thead>
<tbody>
<tr>
<td>4 pt</td>
<td><strong>§</strong></td>
<td>$1.50</td>
<td><img src="#" alt="Artwork" /></td>
</tr>
<tr>
<td>4½ pt</td>
<td><strong>§</strong></td>
<td>$1.75</td>
<td><img src="#" alt="Artwork" /></td>
</tr>
<tr>
<td>5 pt</td>
<td><strong>§</strong></td>
<td>$2.00</td>
<td><img src="#" alt="Artwork" /></td>
</tr>
</tbody>
</table>
### FRACTIONS No. 1

<table>
<thead>
<tr>
<th>Em Set</th>
<th>Put up in 1 lb. fonts</th>
</tr>
</thead>
<tbody>
<tr>
<td>18 Point</td>
<td>1/4 1/2 3/4 1/3 2/3 1/8 3/8 5/8 7/8 1/6</td>
</tr>
<tr>
<td>14 Point</td>
<td>1/4 1/2 3/4 1/3 2/3 1/8 3/8 5/8 7/8 1/6</td>
</tr>
<tr>
<td>12 Point</td>
<td>1/4 1/2 3/4 1/3 2/3 1/8 3/8 5/8 7/8 1/6</td>
</tr>
<tr>
<td>10 Point</td>
<td>1/4 1/2 3/4 1/3 2/3 1/8 3/8 5/8 7/8 1/6</td>
</tr>
<tr>
<td>8 Point</td>
<td>1/4 1/2 3/4 1/3 2/3 1/8 3/8 5/8 7/8 1/6</td>
</tr>
<tr>
<td>6 Point</td>
<td>1/4 1/2 3/4 1/3 2/3 1/8 3/8 5/8 7/8 1/6</td>
</tr>
</tbody>
</table>

7, 9 and 11 Point carried in stock only at Foundry

### FRACTIONS No. 2

<table>
<thead>
<tr>
<th>Em Set</th>
<th>Put up in 1 lb. fonts</th>
</tr>
</thead>
<tbody>
<tr>
<td>18 Point</td>
<td>1/4 1/2 3/4 1/3 2/3 1/8 3/8 5/8 7/8 1/6</td>
</tr>
<tr>
<td>14 Point</td>
<td>1/4 1/2 3/4 1/3 2/3 1/8 3/8 5/8 7/8 1/6</td>
</tr>
<tr>
<td>12 Point</td>
<td>1/4 1/2 3/4 1/3 2/3 1/8 3/8 5/8 7/8 1/6</td>
</tr>
<tr>
<td>10 Point</td>
<td>1/4 1/2 3/4 1/3 2/3 1/8 3/8 5/8 7/8 1/6</td>
</tr>
<tr>
<td>8 Point</td>
<td>1/4 1/2 3/4 1/3 2/3 1/8 3/8 5/8 7/8 1/6</td>
</tr>
<tr>
<td>6 Point</td>
<td>1/4 1/2 3/4 1/3 2/3 1/8 3/8 5/8 7/8 1/6</td>
</tr>
</tbody>
</table>

7, 9 and 11 Point carried in stock only at Foundry

### FRACTIONS No. 3

<table>
<thead>
<tr>
<th>Em Set</th>
<th>Put up in 1 lb. fonts</th>
</tr>
</thead>
<tbody>
<tr>
<td>12 Point</td>
<td>1/4 1/2 3/4 1/3 2/3 1/8 3/8 5/8 7/8 1/6</td>
</tr>
<tr>
<td>10 Point</td>
<td>1/4 1/2 3/4 1/3 2/3 1/8 3/8 5/8 7/8 1/6</td>
</tr>
<tr>
<td>8 Point</td>
<td>1/4 1/2 3/4 1/3 2/3 1/8 3/8 5/8 7/8 1/6</td>
</tr>
<tr>
<td>6 Point</td>
<td>1/4 1/2 3/4 1/3 2/3 1/8 3/8 5/8 7/8 1/6</td>
</tr>
</tbody>
</table>

7, 9 and 11 Point carried in stock only at Foundry

### FRACTIONS No. 4

<table>
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<tr>
<th>Em Set</th>
<th>Put up in 1 lb. fonts</th>
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</thead>
<tbody>
<tr>
<td>12 Point</td>
<td>1/4 1/2 3/4 1/3 2/3 1/8 3/8 5/8 7/8 1/6</td>
</tr>
<tr>
<td>10 Point</td>
<td>1/4 1/2 3/4 1/3 2/3 1/8 3/8 5/8 7/8 1/6</td>
</tr>
<tr>
<td>8 Point</td>
<td>1/4 1/2 3/4 1/3 2/3 1/8 3/8 5/8 7/8 1/6</td>
</tr>
<tr>
<td>6 Point</td>
<td>1/4 1/2 3/4 1/3 2/3 1/8 3/8 5/8 7/8 1/6</td>
</tr>
</tbody>
</table>

7, 9 and 11 Point carried in stock only at Foundry

### FRACTIONS No. 5

<table>
<thead>
<tr>
<th>Em Set</th>
<th>Put up in 1 lb. fonts</th>
</tr>
</thead>
<tbody>
<tr>
<td>18 Point</td>
<td>1/4 1/2 3/4 1/3 2/3 1/8 3/8 5/8 7/8 1/6</td>
</tr>
<tr>
<td>14 Point</td>
<td>1/4 1/2 3/4 1/3 2/3 1/8 3/8 5/8 7/8 1/6</td>
</tr>
<tr>
<td>12 Point</td>
<td>1/4 1/2 3/4 1/3 2/3 1/8 3/8 5/8 7/8 1/6</td>
</tr>
<tr>
<td>10 Point</td>
<td>1/4 1/2 3/4 1/3 2/3 1/8 3/8 5/8 7/8 1/6</td>
</tr>
<tr>
<td>8 Point</td>
<td>1/4 1/2 3/4 1/3 2/3 1/8 3/8 5/8 7/8 1/6</td>
</tr>
<tr>
<td>6 Point</td>
<td>1/4 1/2 3/4 1/3 2/3 1/8 3/8 5/8 7/8 1/6</td>
</tr>
</tbody>
</table>

7, 9 and 11 Point carried in stock only at Foundry

### FRACTIONS No. 6

<table>
<thead>
<tr>
<th>Em Set</th>
<th>Put up in 1 lb. fonts</th>
</tr>
</thead>
<tbody>
<tr>
<td>18 Point</td>
<td>1/4 1/2 3/4 1/3 2/3 1/8 3/8 5/8 7/8 1/6</td>
</tr>
<tr>
<td>14 Point</td>
<td>1/4 1/2 3/4 1/3 2/3 1/8 3/8 5/8 7/8 1/6</td>
</tr>
<tr>
<td>12 Point</td>
<td>1/4 1/2 3/4 1/3 2/3 1/8 3/8 5/8 7/8 1/6</td>
</tr>
<tr>
<td>10 Point</td>
<td>1/4 1/2 3/4 1/3 2/3 1/8 3/8 5/8 7/8 1/6</td>
</tr>
<tr>
<td>8 Point</td>
<td>1/4 1/2 3/4 1/3 2/3 1/8 3/8 5/8 7/8 1/6</td>
</tr>
<tr>
<td>6 Point</td>
<td>1/4 1/2 3/4 1/3 2/3 1/8 3/8 5/8 7/8 1/6</td>
</tr>
</tbody>
</table>

7, 9 and 11 Point carried in stock only at Foundry

### FRACTIONS No. 7

<table>
<thead>
<tr>
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<th>Put up in 1 lb. fonts</th>
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</thead>
<tbody>
<tr>
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<td>1/4 1/2 3/4 1/3 2/3 1/8 3/8 5/8 7/8 1/6</td>
</tr>
<tr>
<td>14 Point</td>
<td>1/4 1/2 3/4 1/3 2/3 1/8 3/8 5/8 7/8 1/6</td>
</tr>
<tr>
<td>12 Point</td>
<td>1/4 1/2 3/4 1/3 2/3 1/8 3/8 5/8 7/8 1/6</td>
</tr>
<tr>
<td>10 Point</td>
<td>1/4 1/2 3/4 1/3 2/3 1/8 3/8 5/8 7/8 1/6</td>
</tr>
<tr>
<td>8 Point</td>
<td>1/4 1/2 3/4 1/3 2/3 1/8 3/8 5/8 7/8 1/6</td>
</tr>
<tr>
<td>6 Point</td>
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</tr>
</tbody>
</table>

Caslon No. 540 Figures Shown with Fractions No. 2 and Cent and Per Cent Marks

- $8.95 10¢ 35% 66\%$
- $33\%$ $2.96 12¢ 25\%$
- $99\%$ $1.58 16\% 22\%$
- $47\%$ $1.98 15\% 50\%$
TYPOGRAPHIC ACCESSORIES

THREE POINT NEW METAL BRACES

<table>
<thead>
<tr>
<th>3 Point</th>
<th>Per dozen of any one size $0.85</th>
<th>Per font $1.80</th>
</tr>
</thead>
<tbody>
<tr>
<td>312</td>
<td>315</td>
<td>318</td>
</tr>
<tr>
<td>321</td>
<td>324</td>
<td>327</td>
</tr>
<tr>
<td>330</td>
<td>333</td>
<td>336</td>
</tr>
<tr>
<td>342</td>
<td>348</td>
<td>351</td>
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<td>354</td>
<td>360</td>
<td>366</td>
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<tr>
<td>369</td>
<td>372</td>
<td>375</td>
</tr>
<tr>
<td>384</td>
<td>387</td>
<td>396</td>
</tr>
</tbody>
</table>

Made in 12, 15, 18, 21, 24, 27, 30, 33, 36, 39, 42, 48, 51, 54, 60, 66, 72, 78, 84, 87, 90 and 96 Point lengths

The last two figures of each number indicate the length of brace in points

FOUR POINT NEW METAL BRACES

<table>
<thead>
<tr>
<th>4 Point</th>
<th>Per dozen of any one size $0.85</th>
<th>Per font $1.80</th>
</tr>
</thead>
<tbody>
<tr>
<td>412</td>
<td>416</td>
<td>420</td>
</tr>
<tr>
<td>424</td>
<td>428</td>
<td>432</td>
</tr>
<tr>
<td>436</td>
<td>440</td>
<td>444</td>
</tr>
<tr>
<td>452</td>
<td>456</td>
<td>460</td>
</tr>
<tr>
<td>464</td>
<td>472</td>
<td>484</td>
</tr>
<tr>
<td>488</td>
<td>496</td>
<td></td>
</tr>
</tbody>
</table>

Made in 12, 16, 20, 24, 28, 32, 36, 40, 44, 48, 52, 56, 60, 64, 68, 72, 78, 82, 88 and 96 Point lengths

The last two figures of each number indicate the length of brace in points

SIX POINT METAL BRACES

<table>
<thead>
<tr>
<th>6 Point</th>
<th>Per dozen of any one size $0.70</th>
<th>Per font $1.45</th>
</tr>
</thead>
<tbody>
<tr>
<td>612</td>
<td>618</td>
<td>624</td>
</tr>
<tr>
<td>630</td>
<td>636</td>
<td>642</td>
</tr>
<tr>
<td>660</td>
<td>666</td>
<td>672</td>
</tr>
<tr>
<td>684</td>
<td>690</td>
<td>696</td>
</tr>
</tbody>
</table>

Made in 12, 18, 24, 30, 36, 42, 48, 54, 60, 66, 72, 78, 84, 90 and 96 Point lengths

The last two figures of each number indicate the length of brace in points

COPPER ALLOY IMPRINTS

Cast in one piece: any of the faces here shown at the following prices:

Cost of Matrix:---10 characters or less $3.00; each additional character 25c. Count each letter, figure or point as one character.

EXAMPLE:

JOHN SMITH & CO., 525-527 MAIN ST., PROVIDENCE, R. I. 44 characters, total $11.50

PRICE FOR CASTING IMPRINTS

These prices in addition to cost of matrices. Type cast from Imprint Matrices on 6 Point or smaller body.

<table>
<thead>
<tr>
<th></th>
<th>60 characters or less</th>
<th>100 characters or more</th>
</tr>
</thead>
<tbody>
<tr>
<td>72 Point set or less</td>
<td>$3.50</td>
<td>$6.00</td>
</tr>
<tr>
<td>73 Point set to 69 Point set</td>
<td>$5.00</td>
<td>$8.75</td>
</tr>
<tr>
<td>70 Point set to 109 Point set</td>
<td>$6.50</td>
<td>$11.00</td>
</tr>
<tr>
<td>109 Point set to 144 Point set</td>
<td>$8.50</td>
<td>$14.50</td>
</tr>
<tr>
<td>110 Point set to 151 Point set</td>
<td>$9.50</td>
<td>$17.00</td>
</tr>
<tr>
<td>151 Point set to 216 Point set</td>
<td>$11.00</td>
<td>$20.00</td>
</tr>
<tr>
<td>217 Point set to 249 Point set</td>
<td>$12.00</td>
<td>$20.00</td>
</tr>
</tbody>
</table>

Double or triple line imprints are charged as if each line were a separate imprint.

Maximum length:---6 Point body, 240 points; 4 or 6 Point body, 96 points

STYLE OF IMPRINTS

<table>
<thead>
<tr>
<th>Style</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>10</td>
<td>ARTS PRINTING CO., TROY</td>
</tr>
<tr>
<td>11</td>
<td>WYNDAH PRESS, UTICA</td>
</tr>
<tr>
<td>12</td>
<td>EAGLE'S PUBLISHING CO.</td>
</tr>
<tr>
<td>13</td>
<td>HENRY STILMAN, PRINTER</td>
</tr>
<tr>
<td>14</td>
<td>THE HARTSMAN PRESS</td>
</tr>
<tr>
<td>15</td>
<td>STANDARD PRINTING COMPANY</td>
</tr>
<tr>
<td>16</td>
<td>BRONX PRINT SHOP</td>
</tr>
<tr>
<td>17</td>
<td>HOWES PRINTING CO., N.Y.</td>
</tr>
<tr>
<td>18</td>
<td>PRESS OF W. H. SMITH</td>
</tr>
</tbody>
</table>
TYPOGRAPHIC ACCESSORIES

SUPERIOR AND INFERIOR LETTERS AND FIGURES

The font prices quoted below are for single fonts of either Superior Letters, Inferior Letters, Superior Figures or Inferior Figures.

<table>
<thead>
<tr>
<th>Font</th>
<th>Price</th>
<th>Font</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>12 Point No. 150</td>
<td>Per font $1.75</td>
<td>16 Point No. 150</td>
<td>Per font $2.10</td>
</tr>
<tr>
<td>abedefghijklmnopqrst</td>
<td>abedefghijklmnopqrst</td>
<td>abedefghijklmnopqrst</td>
<td>abedefghijklmnopqrst</td>
</tr>
<tr>
<td>1234567890</td>
<td>1234567890</td>
<td></td>
<td></td>
</tr>
<tr>
<td>12 Point No. 120</td>
<td>Per font $2.85</td>
<td></td>
<td></td>
</tr>
<tr>
<td>abedefghijklmnopqrst</td>
<td>abedefghijklmnopqrst</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1234567890</td>
<td>1234567890</td>
<td></td>
<td></td>
</tr>
<tr>
<td>10 Point No. 120</td>
<td>Per font $3.05</td>
<td></td>
<td></td>
</tr>
<tr>
<td>abedefghijklmnopqrst</td>
<td>abedefghijklmnopqrst</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1234567890</td>
<td>1234567890</td>
<td></td>
<td></td>
</tr>
<tr>
<td>8 Point No. 120</td>
<td>Per font $4.05</td>
<td></td>
<td></td>
</tr>
<tr>
<td>abedefghijklmnopqrst</td>
<td>abedefghijklmnopqrst</td>
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<td></td>
</tr>
<tr>
<td>1234567890</td>
<td>1234567890</td>
<td></td>
<td></td>
</tr>
<tr>
<td>6 Point No. 120</td>
<td>Per font $6.05</td>
<td></td>
<td></td>
</tr>
<tr>
<td>abedefghijklmnopqrst</td>
<td>abedefghijklmnopqrst</td>
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</tr>
<tr>
<td>1234567890</td>
<td>1234567890</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

5½, 7, 9 and 11 Point carried in stock only at Foundry

SUPERIOR AND INFERIOR FRACTIONS

These fonts are supplied with spaces and can be used with any type.

<table>
<thead>
<tr>
<th>Font</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>12 Point</td>
<td>Per font $1.75</td>
</tr>
<tr>
<td>2½</td>
<td>2/5</td>
</tr>
<tr>
<td>1234567890</td>
<td>1234567890</td>
</tr>
<tr>
<td>12 Point Self-Spacing Oldstyle No. 28</td>
<td>Per font $3.50</td>
</tr>
<tr>
<td>1234567890</td>
<td>1234567890</td>
</tr>
<tr>
<td>11 Point Self-Spacing Oldstyle No. 25</td>
<td>Per font $3.50</td>
</tr>
<tr>
<td>1234567890</td>
<td>1234567890</td>
</tr>
<tr>
<td>10 Point Self-Spacing Oldstyle No. 24</td>
<td>Per font $3.50</td>
</tr>
<tr>
<td>1234567890</td>
<td>1234567890</td>
</tr>
<tr>
<td>9 Point Self-Spacing Oldstyle No. 22</td>
<td>Per font $3.50</td>
</tr>
<tr>
<td>1234567890</td>
<td>1234567890</td>
</tr>
<tr>
<td>8 Point Self-Spacing Oldstyle No. 21</td>
<td>Per font $3.50</td>
</tr>
<tr>
<td>1234567890</td>
<td>1234567890</td>
</tr>
<tr>
<td>7 Point Self-Spacing Oldstyle No. 20</td>
<td>Per font $3.50</td>
</tr>
<tr>
<td>1234567890</td>
<td>1234567890</td>
</tr>
<tr>
<td>6 Point Self-Spacing Oldstyle No. 19</td>
<td>Per font $3.50</td>
</tr>
<tr>
<td>1234567890</td>
<td>1234567890</td>
</tr>
<tr>
<td>5½ Point Self-Spacing Oldstyle No. 18</td>
<td>Per font $3.50</td>
</tr>
<tr>
<td>1234567890</td>
<td>1234567890</td>
</tr>
<tr>
<td>4½ Point Self-Spacing Oldstyle No. 17</td>
<td>Per font $3.50</td>
</tr>
<tr>
<td>1234567890</td>
<td>1234567890</td>
</tr>
<tr>
<td>4 Point Self-Spacing Oldstyle No. 16</td>
<td>Per font $3.50</td>
</tr>
<tr>
<td>1234567890</td>
<td>1234567890</td>
</tr>
<tr>
<td>3½ Point Self-Spacing Oldstyle No. 15</td>
<td>Per font $3.50</td>
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<tr>
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<td>1234567890</td>
</tr>
<tr>
<td>3 Point Self-Spacing Oldstyle No. 14</td>
<td>Per font $3.50</td>
</tr>
<tr>
<td>1234567890</td>
<td>1234567890</td>
</tr>
<tr>
<td>2½ Point Self-Spacing Oldstyle No. 13</td>
<td>Per font $3.50</td>
</tr>
<tr>
<td>1234567890</td>
<td>1234567890</td>
</tr>
<tr>
<td>2 Point Self-Spacing Oldstyle No. 12</td>
<td>Per font $3.50</td>
</tr>
<tr>
<td>1234567890</td>
<td>1234567890</td>
</tr>
</tbody>
</table>

Self-Spacing Piece Fractions

These fonts are supplied with spaces and can be used with any type.

<table>
<thead>
<tr>
<th>Font</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>12 Point No. 120</td>
<td>Per font $2.90</td>
</tr>
<tr>
<td>1 2 3 4 5 6 7 8 9 0</td>
<td>1 2 3 4 5 6 7 8 9 0</td>
</tr>
<tr>
<td>2 2 2 2 2 2 2 2 2</td>
<td>1 1 1 1 1 1 1 1 1</td>
</tr>
<tr>
<td>10 Point No. 120</td>
<td>Per font $3.15</td>
</tr>
<tr>
<td>1 2 3 4 5 6 7 8 9 0</td>
<td>1 2 3 4 5 6 7 8 9 0</td>
</tr>
<tr>
<td>2 2 2 2 2 2 2 2 2</td>
<td>1 1 1 1 1 1 1 1 1</td>
</tr>
<tr>
<td>8 Point No. 120</td>
<td>Per font $4.00</td>
</tr>
<tr>
<td>1 2 3 4 5 6 7 8 9 0</td>
<td>1 2 3 4 5 6 7 8 9 0</td>
</tr>
<tr>
<td>2 2 2 2 2 2 2 2 2</td>
<td>1 1 1 1 1 1 1 1 1</td>
</tr>
<tr>
<td>6 Point No. 120</td>
<td>Per font $6.00</td>
</tr>
<tr>
<td>1 2 3 4 5 6 7 8 9 0</td>
<td>1 2 3 4 5 6 7 8 9 0</td>
</tr>
<tr>
<td>2 2 2 2 2 2 2 2 2</td>
<td>1 1 1 1 1 1 1 1 1</td>
</tr>
</tbody>
</table>

7, 9 and 11 Point carried in stock only at Foundry

5½, 7, 9 and 11 Point carried in stock only at Foundry

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**TYPOGRAPHIC ACCESSORIES**

### JOB FACE PER CENT MARKS

<table>
<thead>
<tr>
<th>SERIES NO. 1, THIN</th>
<th>SERIES NO. 2, THICK</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Font A</strong></td>
<td><strong>Font D</strong></td>
</tr>
<tr>
<td>Containing 16 characters of each size</td>
<td>Containing 8 characters of each size</td>
</tr>
<tr>
<td>5 Pt. 6 Pt. 8 Pt. 10 Pt. 12 Pt.</td>
<td>5 Pt. 6 Pt. 8 Pt. 10 Pt. 12 Pt.</td>
</tr>
<tr>
<td>14 Pt. 18 Pt. % % % % %</td>
<td>14 Pt. 18 Pt. % % % % %</td>
</tr>
<tr>
<td><strong>Font B</strong></td>
<td><strong>Font E</strong></td>
</tr>
<tr>
<td>Containing 5 characters of each size</td>
<td>Containing 3 characters of each size</td>
</tr>
<tr>
<td>48 Pt. 42 Pt. 36 Pt. 30 Pt. 24 Pt.</td>
<td>48 Pt. 42 Pt. 36 Pt. 30 Pt. 24 Pt.</td>
</tr>
<tr>
<td>6 Pt. 8 Pt. 10 Pt. 12 Pt. 18 Pt.</td>
<td>6 Pt. 8 Pt. 10 Pt. 12 Pt. 18 Pt.</td>
</tr>
<tr>
<td><strong>Font C</strong></td>
<td><strong>Font F</strong></td>
</tr>
<tr>
<td>Containing 3 characters of each size</td>
<td>Containing 2 characters of each size</td>
</tr>
<tr>
<td>60 Pt. 57 Pt. 48 Pt.</td>
<td>60 Pt. 72 Pt.</td>
</tr>
<tr>
<td>6 Pt. 8 Pt. 10 Pt. 12 Pt. 18 Pt.</td>
<td>6 Pt. 8 Pt. 10 Pt. 12 Pt. 18 Pt.</td>
</tr>
</tbody>
</table>

### PER CENT AND CENT MARKS

<table>
<thead>
<tr>
<th>Font containing 10 characters of each size</th>
<th>$0.70</th>
</tr>
</thead>
<tbody>
<tr>
<td>8 Pt. 10 Pt. 12 Pt. 14 Pt. 16 Pt.</td>
<td>$0.70</td>
</tr>
<tr>
<td>% % % % %</td>
<td>% % % % %</td>
</tr>
<tr>
<td>Font containing 20 characters of each size</td>
<td>$0.70</td>
</tr>
<tr>
<td>6 Pt. 8 Pt. 10 Pt. 12 Pt.</td>
<td>18 Pt.</td>
</tr>
<tr>
<td>% % % % %</td>
<td>% % % % %</td>
</tr>
<tr>
<td>Font containing 4 characters of each size</td>
<td>$0.70</td>
</tr>
<tr>
<td>48 Point 36 Point 24 Point</td>
<td>24 Point</td>
</tr>
<tr>
<td>% % % %</td>
<td>% % % %</td>
</tr>
<tr>
<td>Font containing 2 characters of each size</td>
<td>$0.70</td>
</tr>
<tr>
<td>72 Point 60 Point</td>
<td>60 Point</td>
</tr>
<tr>
<td>% %</td>
<td>% %</td>
</tr>
</tbody>
</table>

### PIECE ACCENTS

<table>
<thead>
<tr>
<th>12 Point No. 6</th>
<th>Per font $1.80</th>
</tr>
</thead>
<tbody>
<tr>
<td>12 Point</td>
<td>Per font $1.80</td>
</tr>
<tr>
<td>12 Point No. 2</td>
<td>Per font $1.45</td>
</tr>
<tr>
<td>10 Point No. 2</td>
<td>Per font $1.45</td>
</tr>
<tr>
<td>9 Point</td>
<td>Per font $1.60</td>
</tr>
<tr>
<td>8 Point No. 2</td>
<td>Per font $1.45</td>
</tr>
<tr>
<td>6 Point</td>
<td>Per font $1.45</td>
</tr>
<tr>
<td>6 Point No. 2</td>
<td>Per font $1.46</td>
</tr>
<tr>
<td>4½ Point No. 2</td>
<td>Per font $1.45</td>
</tr>
<tr>
<td>4 Point set (12 Point body)</td>
<td>Per font $1.06</td>
</tr>
<tr>
<td>2 Point set (6 Point body)</td>
<td>Per font $0.70</td>
</tr>
</tbody>
</table>

### PARENTHESES AND BRACKETS

<table>
<thead>
<tr>
<th>6 TO 18 POINT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bodoni</td>
</tr>
<tr>
<td>6 Pt. 8 Pt. 10 Pt. 12 Pt. 14 Pt. 18 Pt.</td>
</tr>
<tr>
<td>( ) [ ] ( ) [ ] ( ) [ ] ( ) [ ] ( ) [ ]</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Bodoni ITALIC</th>
<th>Bodoni Book ITALIC</th>
</tr>
</thead>
<tbody>
<tr>
<td>6 Pt. 8 Pt. 10 Pt. 12 Pt. 14 Pt. 18 Pt.</td>
<td>6 Pt. 8 Pt. 10 Pt. 12 Pt. 14 Pt. 18 Pt.</td>
</tr>
<tr>
<td>( ) ( ) ( ) [ ] ( ) [ ] ( ) [ ]</td>
<td>( ) ( ) ( ) [ ] ( ) [ ] ( ) [ ]</td>
</tr>
</tbody>
</table>

595
### Bodoni Quotation Marks

<table>
<thead>
<tr>
<th>Points</th>
<th>6 Pt.</th>
<th>8 Pt.</th>
<th>10 Pt.</th>
<th>12 Pt.</th>
<th>14 Pt.</th>
</tr>
</thead>
<tbody>
<tr>
<td>18 Point</td>
<td>~ ~ ~ ~</td>
<td>~ ~ ~ ~</td>
<td>~ ~ ~ ~</td>
<td>~ ~ ~ ~</td>
<td>~ ~ ~ ~</td>
</tr>
<tr>
<td>36 Point</td>
<td>~ ~ ~ ~</td>
<td>~ ~ ~ ~</td>
<td>~ ~ ~ ~</td>
<td>~ ~ ~ ~</td>
<td>~ ~ ~ ~</td>
</tr>
<tr>
<td>48 Point</td>
<td>~ ~ ~ ~</td>
<td>~ ~ ~ ~</td>
<td>~ ~ ~ ~</td>
<td>~ ~ ~ ~</td>
<td>~ ~ ~ ~</td>
</tr>
<tr>
<td>72 Point</td>
<td>~ ~ ~ ~</td>
<td>~ ~ ~ ~</td>
<td>~ ~ ~ ~</td>
<td>~ ~ ~ ~</td>
<td>~ ~ ~ ~</td>
</tr>
</tbody>
</table>

### Heavyface Quotation Marks

<table>
<thead>
<tr>
<th>Points</th>
<th>6 Pt.</th>
<th>8 Pt.</th>
<th>10 Pt.</th>
<th>12 Pt.</th>
<th>14 Pt.</th>
</tr>
</thead>
<tbody>
<tr>
<td>18 Point</td>
<td>~ ~ ~ ~</td>
<td>~ ~ ~ ~</td>
<td>~ ~ ~ ~</td>
<td>~ ~ ~ ~</td>
<td>~ ~ ~ ~</td>
</tr>
<tr>
<td>36 Point</td>
<td>~ ~ ~ ~</td>
<td>~ ~ ~ ~</td>
<td>~ ~ ~ ~</td>
<td>~ ~ ~ ~</td>
<td>~ ~ ~ ~</td>
</tr>
<tr>
<td>60 Point</td>
<td>~ ~ ~ ~</td>
<td>~ ~ ~ ~</td>
<td>~ ~ ~ ~</td>
<td>~ ~ ~ ~</td>
<td>~ ~ ~ ~</td>
</tr>
</tbody>
</table>

Fonts of both Heavyface and Bodoni Quotation Marks contain the following number of each (right and left) of the different characters, the first figure representing the single quotes and the second figure representing the double quotes: 6 pt., 17-55; 8 pt., 15-45; 10 pt., 13-41; 12 pt., 10-32; 14 pt., 8-25; 18 pt., 5-16; 24 pt., 4-13; 30 pt., 5-16; 36 pt., 3-12; 48 pt., 2-6; 60 pt., 2-4; 72 pt., 1-3.

Put up in separate fonts of each body. Sizes 6 Point to 24 Point inclusive, 40 cents per font; 30 Point to 72 Point, 70 cents per font.

### Auxiliaries for New Caslon

- The above characters are also to be had in fonts in the following sizes:
  - 14 Point: Per font $0.70
  - 24 Point: Per font $0.70
  - 30 Point: Per font $0.70
  - 42 Point: Per font $0.70
  - 48 Point: Per font $0.70

### Job Commercial Signs

<table>
<thead>
<tr>
<th>Points</th>
<th>12 Point</th>
<th>18 Point</th>
<th>30 Point</th>
</tr>
</thead>
<tbody>
<tr>
<td>@</td>
<td>$0.70</td>
<td>$0.70</td>
<td>$0.70</td>
</tr>
<tr>
<td>%</td>
<td>7</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>lb</td>
<td>6</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>@</td>
<td>$0.70</td>
<td>$0.70</td>
<td>$0.70</td>
</tr>
<tr>
<td>%</td>
<td>7</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>lb</td>
<td>6</td>
<td>4</td>
<td>4</td>
</tr>
</tbody>
</table>

### Heavy Mathematical Signs

<table>
<thead>
<tr>
<th>Points</th>
<th>18 Point</th>
<th>12 Point</th>
<th>24 Point</th>
</tr>
</thead>
<tbody>
<tr>
<td>+</td>
<td>$0.70</td>
<td>$0.70</td>
<td>$0.70</td>
</tr>
<tr>
<td>-</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>=</td>
<td>5</td>
<td>6</td>
<td>7</td>
</tr>
<tr>
<td>&quot;</td>
<td>8</td>
<td>9</td>
<td>#</td>
</tr>
</tbody>
</table>

The above characters are also to be had in fonts in the following sizes:
- 12 Point: Per font $0.70
- 14 Point: Per font $0.70
- 36 Point: Per font $0.70

### Arrows

For Advertising Purposes. Per font $1.45
### TYPOGRAPHIC ACCESSORIES

#### Recipe Marks

<table>
<thead>
<tr>
<th>1E</th>
<th>2E</th>
<th>4E</th>
<th>8E</th>
<th>16E</th>
<th>32E</th>
<th>1E</th>
<th>2E</th>
<th>4E</th>
<th>8E</th>
<th>16E</th>
</tr>
</thead>
<tbody>
<tr>
<td>12 for 25c</td>
<td>12 for 25c</td>
<td>4 for 25c</td>
<td>4 for 25c</td>
<td>2 for 30c</td>
<td>4 for 25c</td>
<td>25c</td>
<td>25c</td>
<td>25c</td>
<td>25c</td>
<td>25c</td>
</tr>
</tbody>
</table>

#### Election Ticket Signs

- No. 12055, 12 Point body: 12 for 25c
- No. 18055, 18 Point body: 4 for 25c
- No. 18509, 18 Point body: 4 for 25c
- No. 20502, 20 Point body: 4 for 25c

A circular showing Special Election Emblems used by various States will be furnished on request.

#### Cast Index Cuts

**Per font, one of each, 50c**

- 34 Point No. 524: 2 for 30c
- 18 Point No. 522: 4 for 25c
- 12 Point No. 520: 12 for 25c
- 8 Point No. 516: 8 for 25c
- 6 Point No. 514: 12 for 25c
- 6 Point No. 515: 12 for 25c
- 8 Point No. 517: 8 for 25c
- 10 Point No. 518: 8 for 25c

**Fonted Index Cuts**

**Per font, one of each, 65c**

- No. 4001F: 3 for 35c
- No. 4002F: 3 for 35c
- No. 4003F: 6 for 30c
- No. 4004F: 6 for 30c
- No. 4005F: 6 for 30c
- No. 4006F: 6 for 30c
- No. 4007F: 3 for 35c
- No. 4008F: 3 for 35c

#### Cast Index Cuts

- No. 1071E: 30c
- No. 1072E: 30c
- No. 1073E: 30c
- No. 1074E: 30c
- No. 1079E: 30c
- No. 1079E: 30c
- No. 4013F: 2 for 30c
- No. 4014F: 2 for 30c
- No. 4015F: 2 for 30c
- No. 4016F: 2 for 30c

---

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TYPOGRAPHIC ACCESSORIES

16 Point

<table>
<thead>
<tr>
<th></th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
<th>7</th>
<th>8</th>
<th>9</th>
<th>10</th>
</tr>
</thead>
<tbody>
<tr>
<td>13</td>
<td>14</td>
<td>15</td>
<td>16</td>
<td>17</td>
<td>18</td>
<td>19</td>
<td>20</td>
<td>21</td>
<td>22</td>
<td>23</td>
</tr>
</tbody>
</table>

16 Point Chessmen makes board 11 2-3 ems square

24 Point Chessmen (board 17 ems square)
Per font $6.45

20 Point Chessmen (board 14 1-3 ems square)
Per font $6.45

(Prices include One Set of Brass Rules for Border)

CHECKERS

24 Point

24 Point Checkers makes board 17 ems square

11 Point

11 Point Checkers makes board 8 1-3 ems square

(Prices include One Set of Brass Rules for Border)

CARD PIPS, SERIES No. 2

36 Point body, 24 Point set

Per font 52 pieces $6.65

Single character 3 for 30c

CARD INDICATORS

No. 82½ 2 for 30c
No. 83½ 2 for 30c
No. 84½ 2 for 30c
No. 85½ 2 for 30c

Set of four 50c

Set of four 75c

No. 93E 25c
No. 93E 25c
No. 93E 25c
No. 93E 25c

Series No. 1

Series No. 2

Series No. 3

Series No. 4

Card to order on 10 Point or 12 Point body

<p>| | | | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>3</td>
<td>♠</td>
<td>♠</td>
<td>♠</td>
<td>♠</td>
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<tr>
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<tr>
<td>6</td>
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<td>10</td>
<td>♠</td>
<td>♠</td>
<td>♠</td>
<td>♠</td>
</tr>
<tr>
<td>11</td>
<td>♠</td>
<td>♠</td>
<td>♠</td>
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<tr>
<td>12</td>
<td>♠</td>
<td>♠</td>
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<td>♠</td>
</tr>
</tbody>
</table>

Series No. 4

6 Point No. 4 Per font $3.50

Complete for two hands with rules, leads and spaces

WHIST MARKERS

18 Point
Per lb. $0.90
TYPOGRAPHIC ACCESSORIES

BASEBALL BLANKS

18 Point Baseball Blanks Per font $1 10
Contains 72 type—all 18 Point set

Also made in 12 Point Per font $0 70
Contains 90 type—all 12 Point set

In order to save time in printing editions where forms are stereotyped, total runs may be stamped in the blanks by reversed dies.

BASEBALL FIGURES

18 Point Baseball Figures Per font $2 20

Contains 56 figure 1, 20 figure 2, 16 figure 3, 14 figure 4, 12 figure 5, 10 each figures 6, 7, 8, 9, and 120 figure 0, 6 character x, and 12 en blanks—all 9 Point set.

Also made in 12 Point Per font $1 45
Font contains 66 figure 1, 24 figure 2, 20 figure 3, 18 figure 4, 16 figure 5, 10 each figures 6, 7, 8, 9, and 154 figure 0, 8 character x, and 16 en blanks—all 6 Point set.

FIVE-POINTED BLACK STARS

Each body from 5 Point to 12 Point is put up in font containing 50 type (Per font $0 70 each)
No. 211F (14 Pt.) and No. 212F (18 Pt.) are put up in fonts each containing 30 type (Per font $0 70 each)
Nos. 213F and 214F (24 Pt.) and No. 215F (30 Pt.) are put up in fonts each containing 15 type (Per font $0 70 each)
Also made in 36, 48, 60 and 72 Point sizes

FIVE-POINTED OUTLINE STARS

Each body from 8 to 18 Point is put up in font containing 60 type (Per font $0 70 each)
No. 233F (24 Pt.), 234F (30 Pt.) and 235F (36 Pt.) are put up in fonts each containing 10 type, Font $0 70 each. Also made in 42, 48 and 60 Point.

PARENTHESES AND BRACKETS FOR JOB FACES

60 Point Extra Bold 60 Point Bold 60 Point Medium 60 Point Light 60 Point Italic

This series of Parentheses and Brackets is made in four weights in the roman and one weight in the italic, as indicated above. Each weight is put up in fonts. When ordering, give the series number.

Extra Bold—Series No. 44, contains only 54, 60 and 72 point right and left characters... $1 80
Extra Bold—Series No. 43, contains only 36, 42 and 48 point right and left characters... 1 30
Extra Bold—Series No. 42, contains only 14, 18, 24 and 30 point right and left characters... 1 10
Extra Bold—Series No. 41, contains only 6, 8, 9, 10 and 12 point right and left characters... 70
Bold—Series No. 34, contains only 54, 60 and 72 point right and left characters... 1 80
Bold—Series No. 33, contains only 36, 42 and 48 point right and left characters... 1 30
Bold—Series No. 32, contains only 14, 18, 24 and 30 point right and left characters... 1 10
Bold—Series No. 31, contains only 5, 6, 8, 9, 10 and 12 point right and left characters... 70
Medium—Series No. 24, contains only 54, 60 and 72 point right and left characters... 1 80
Medium—Series No. 23, contains only 36, 42 and 48 point right and left characters... 1 30
Medium—Series No. 22, contains only 14, 18, 24 and 30 point right and left characters... 1 10
Medium—Series No. 21, contains only 5, 6, 8, 9, 10 and 12 point right and left characters... 70
Light—Series No. 14, contains only 54, 60 and 72 point right and left characters... 1 80
Light—Series No. 13, contains only 36, 42 and 48 point right and left characters... 1 30
Light—Series No. 12, contains only 14, 18, 24 and 30 point right and left characters... 1 10
Light—Series No. 11, contains only 5, 6, 8, 9, 10 and 12 point right and left characters... 70
Italic—Series No. 53, contains only 36, 48 and 60 point right and left characters... 1 60
Italic—Series No. 52, contains only 14, 18, 24 and 30 point right and left characters... 1 15
Italic—Series No. 51, contains only 6, 8, 10 and 12 point right and left characters... 70
<table>
<thead>
<tr>
<th>Time-Table Logotypes</th>
<th>Special Logotypes</th>
</tr>
</thead>
</table>

**CANCELED FIGURES**

11 Point No. 40 Per font $1 45

1 2 3 4 5 6 7 8 9 0

10 Point No. 40 Per font $1 45

1 2 3 4 5 6 7 8 9 0

9 Point No. 40 Per font $1 45

1 2 3 4 5 6 7 8 9 0

8 Point No. 40 Per font $1 45

1 2 3 4 5 6 7 8 9 0
TYPOGRAPHIC ACCESSORIES

PRIORY PARAGRAPH MARKS
Font No. 11
(Containing 8, 10, 12, 14, 18, 24 and 30 Point sizes) $1.50
Font No. 12
(Containing 36, 48, 60 and 72 Point sizes) $1.50

PRIORY OPEN PARAGRAPH MARKS
Font No. 13
(Containing 8, 10, 12, 14, 18, 24 and 30 Point sizes) $1.50
Font No. 14
(Containing 36, 48, 60 and 72 Point sizes) $1.50

CASLON TEXT PARAGRAPHER MARKS
Font No. 21
(Containing 8, 10, 12, 14, 18, 24 and 30 Point sizes) $1.50
Font No. 22
(Containing 36, 48, 60 and 72 Point sizes) $1.50

DORSEY PARAGRAPH MARKS
Font No. 31
(Containing 6, 8, 10, 12, 14, 18, 24 and 30 Point sizes) $1.50
Font No. 32
(Containing 36, 48, 60 and 72 Point sizes) $1.50

CHELTENHAM PARAGRAPH MARKS
Font No. 4
(Containing 6, 8, 10, 12, 14, 18, 24 and 30 Point sizes) $1.50
Font No. 5
(Containing 36, 48, 60 and 72 Point sizes) $1.50

DELLA ROBbia PARAGRAPH MARKS
Font No. 9
(Containing 6, 8, 10, 12, 14, 18, 24 and 30 Point sizes) $1.50
Font No. 10
(Containing 36, 42, 48, 54, 60 and 72 Point sizes) $1.50

BEWICK PARAGRAPH MARKS
Font No. 6
(Containing 6, 8, 10, 12, 18, 24 and 30 Point sizes) $1.50
Font No. 7
(Containing 36, 48, 60 and 72 Point sizes) $1.50
### Typographic Accessories

#### Miniature Perpetual Calendar Logotypes

<table>
<thead>
<tr>
<th>Year</th>
<th>October</th>
<th>November</th>
<th>December</th>
</tr>
</thead>
<tbody>
<tr>
<td>1927</td>
<td>S M T W F</td>
<td>S M T W F</td>
<td>S M T W F</td>
</tr>
<tr>
<td>2023</td>
<td>S M T W F</td>
<td>S M T W F</td>
<td>S M T W F</td>
</tr>
<tr>
<td>2024</td>
<td>S M T W F</td>
<td>S M T W F</td>
<td>S M T W F</td>
</tr>
</tbody>
</table>

#### Miniature Perpetual Calendars

Easy to Make Up

<table>
<thead>
<tr>
<th>Year</th>
<th>January</th>
<th>February</th>
<th>March</th>
</tr>
</thead>
<tbody>
<tr>
<td>1929</td>
<td>S M T W F</td>
<td>S M T W F</td>
<td>S M T W F</td>
</tr>
<tr>
<td>2025</td>
<td>S M T W F</td>
<td>S M T W F</td>
<td>S M T W F</td>
</tr>
<tr>
<td>2026</td>
<td>S M T W F</td>
<td>S M T W F</td>
<td>S M T W F</td>
</tr>
</tbody>
</table>

#### American Type Founders Company

Gives Printers the Correct Material to Work With

<table>
<thead>
<tr>
<th>Year</th>
<th>January</th>
<th>February</th>
<th>March</th>
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<tbody>
<tr>
<td>1926</td>
<td>S M T W F</td>
<td>S M T W F</td>
<td>S M T W F</td>
</tr>
<tr>
<td>2027</td>
<td>S M T W F</td>
<td>S M T W F</td>
<td>S M T W F</td>
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<tr>
<td>2028</td>
<td>S M T W F</td>
<td>S M T W F</td>
<td>S M T W F</td>
</tr>
</tbody>
</table>

---

**American Type**
Best in Any Case

![Calendar Diagram](image-url)
CHELTENHAM
PERPETUAL
CALENDARS

MADE in nine sizes, six to sixty point, in Cheltenham Bold and Cheltenham Bold Condensed. 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. Perpetual Calendars carry the double date logotypes in all except the six and eight point sizes.
Cheltenham Perpetual Calendars

12 Point Cheltenham Perpetual Calendar No. 22
Price complete $2.00

<table>
<thead>
<tr>
<th>1937 AUGUST 1937</th>
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</thead>
<tbody>
<tr>
<td>Su Mo Tu We Th Fr Sa</td>
</tr>
<tr>
<td>1 2 3 4 5 6 7</td>
</tr>
<tr>
<td>8 9 10 11 12 13 14</td>
</tr>
<tr>
<td>15 16 17 18 19 20 21</td>
</tr>
<tr>
<td>22 23 24 25 26 27 28</td>
</tr>
<tr>
<td>29 30 31</td>
</tr>
</tbody>
</table>

10 Point Cheltenham Perpetual Calendar No. 21
Price complete $1.75

<table>
<thead>
<tr>
<th>1936 NOVEMBER 1936</th>
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</thead>
<tbody>
<tr>
<td>Su Mo Tu We Th Fr Sa</td>
</tr>
<tr>
<td>1 2 3 4 5 6 7</td>
</tr>
<tr>
<td>8 9 10 11 12 13 14</td>
</tr>
<tr>
<td>15 16 17 18 19 20 21</td>
</tr>
<tr>
<td>22 23 24 25 26 27 28</td>
</tr>
<tr>
<td>29 30</td>
</tr>
</tbody>
</table>

12 Point Cheltenham Perpetual Calendar No. 12
Price complete $2.00

<table>
<thead>
<tr>
<th>1930 DECEMBER 1930</th>
</tr>
</thead>
<tbody>
<tr>
<td>SUN MON TUE WED THU FRI SAT</td>
</tr>
<tr>
<td>1 2 3 4 5 6</td>
</tr>
<tr>
<td>7 8 9 10 11 12 13</td>
</tr>
<tr>
<td>14 15 16 17 18 19 20</td>
</tr>
<tr>
<td>21 22 23 24 25 26 27</td>
</tr>
<tr>
<td>28 29 30 31</td>
</tr>
</tbody>
</table>

Prices and Sizes of Cheltenham Perpetual Calendars

6 Point No. 9, complete . . . . . . $1.25
6 Point No. 10, complete . . . . . . 1.50
8 Point No. 10, complete . . . . . . 1.50
8 Point No. 20, complete . . . . . . 1.50
10 Point No. 11, complete . . . . . . 1.75
10 Point No. 21, complete . . . . . . 1.75
12 Point No. 12, complete . . . . . . 2.50
12 Point No. 22, complete . . . . . . 2.50
18 Point No. 13, complete . . . . . . 2.50
18 Point No. 23, complete . . . . . . 2.50
24 Point No. 14, complete . . . . . . 3.25
24 Point No. 24, complete . . . . . . 3.25
36 Point No. 15, complete . . . . . . 5.00
36 Point No. 25, complete . . . . . . 5.00
48 Point No. 16, complete . . . . . . 9.50
48 Point No. 26, complete . . . . . . 9.50
60 Point No. 17, complete . . . . . . 12.50
60 Point No. 27, complete . . . . . . 12.50

Made for Yearly Calendars in the following sizes and sold without the Brass Rule Border and Extra Characters

6 Point No. 109, complete . . . . . . $4.00
6 Point No. 110, complete . . . . . . 3.00
8 Point No. 110, complete . . . . . . 4.50
8 Point No. 120, complete . . . . . . 4.50
10 Point No. 111, complete . . . . . . 5.50
10 Point No. 121, complete . . . . . . 5.50
12 Point No. 112, complete . . . . . . 8.00
12 Point No. 122, complete . . . . . . 7.00

Yearly Calendar Fonts include only the logotypes from 1 to 3 with blanks and the logotypes for days of the week. Any suitable decorative material at hand may be used with the Calendar Figures

Cheltenham Perpetual Calendars carry the double date logotypes in all excepting the six and eight point sizes. Write to us for further information. Carried in stock and for sale at all of our Selling Houses American Type Founders Co.
Per font $4.70

Font consists of figure logotypes (Example 1) for 28-day, 29-day, 30-day and 31-day months sufficient to set any two consecutive years. These logotypes are of two sizes, 20x42 points having five lines of figures, and 24x48 points having six lines of figures. A supply of dotted spacer lines (Example 2) is included to justify to a uniform size of 24x42 points wherever necessary. Font also includes day-of-week logotypes (Example 3) 12x42 points, combination month and day-of-week logotypes (Example 4) 12x42 points, month logotypes (Example 5) 6x10 points and six sets of figures (Example 6) 2% point set, to use for years in one of the styles where the year is set next to the day-of-week logotypes.

Quarter Case No. 3075 has the proper arrangement of boxes to hold this font.

Miniature Perpetual Calendar Logotypes

(Other examples shown on page 602)

The increasing demand for small calendars in general advertising has prompted the introduction of these Miniature Perpetual Calendar Logotypes. These little time-savers are as easy to handle as ordinary quads. Nothing could be simpler. Each month of the year is cast complete in one logotype; headings also are cast in one logotype.

American Type Founders Company
Selling Houses Everywhere
An Example of the striking effect which may be obtained with Cheltenham Perpetual Calendars when used in combination with suitable Decorative Material.
TYPOGRAPHIC ACCESSORIES

SECTIONAL CALENDAR No. 8
Price $5.00
Sectional Calendar Figures are frequently used for baseball scores, and are sold separately at pound prices.

SECTIONAL CALENDAR No. 5
Price $3.50

SECTIONAL CALENDAR No. 6
Price $4.20

PERPETUAL CALENDAR LOGOTYPES No. 3
Per set $4.20

PERPETUAL CALENDAR LOGOTYPES No. 1
Per set $3.45

Larger size of Series No. 3

PERPETUAL CALENDAR LOGOTYPES No. 2
Per set $4.95

Larger size of Series No. 4

PERPETUAL CALENDAR LOGOTYPES No. 4
Per set $3.90

Each set of Perpetual Calendar Logotypes includes fifty-two logotypes, rules and fonts for month and year; can be used for any month in any year.
TYPOGRAPHIC ACCESSORIES

ADVERTISING FIGURES

Series No. 5

12 Point No. 5, 5 lb. fonts
16 Point No. 5, 5 lb. fonts
20 Point No. 5, 5 lb. fonts
24 Point No. 5, 5 lb. fonts
30 Point No. 5, 5 lb. fonts
36 Point No. 5, 5 lb. fonts
42 Point No. 5, 5 lb. fonts
54 Point No. 5, 5 lb. fonts
60 Point No. 5, 5 lb. fonts

Each Font of Series No. 5 contains the following characters:

1 2 3 4 5 6 7 8 9 0 $ c.

Series No. 6

12 Point No. 6, 5 lb. fonts
16 Point No. 6, 5 lb. fonts
20 Point No. 6, 5 lb. fonts
24 Point No. 6, 5 lb. fonts
30 Point No. 6, 5 lb. fonts
36 Point No. 6, 5 lb. fonts
42 Point No. 6, 5 lb. fonts
54 Point No. 6, 5 lb. fonts
60 Point No. 6, 5 lb. fonts

Each Font of Series No. 6 contains the following characters:

1 2 3 4 5 6 7 8 9 0 $ c.

Series No. 1

12 Point No. 1, 5 lb. fonts
16 Point No. 1, 5 lb. fonts
20 Point No. 1, 5 lb. fonts
24 Point No. 1, 5 lb. fonts
30 Point No. 1, 5 lb. fonts
36 Point No. 1, 5 lb. fonts
42 Point No. 1, 5 lb. fonts
54 Point No. 1, 5 lb. fonts
60 Point No. 1, 5 lb. fonts

Each Font of Series No. 1 contains the following characters:

1 2 3 4 5 6 7 8 9 0 $ c.

Series No. 2

12 Point No. 2, 5 lb. fonts
16 Point No. 2, 5 lb. fonts
20 Point No. 2, 5 lb. fonts
24 Point No. 2, 5 lb. fonts
30 Point No. 2, 5 lb. fonts
36 Point No. 2, 5 lb. fonts
42 Point No. 2, 5 lb. fonts
54 Point No. 2, 5 lb. fonts
60 Point No. 2, 5 lb. fonts

Each Font of Series No. 2 contains the following characters:

1 2 3 4 5 6 7 8 9 0 $ c.
<table>
<thead>
<tr>
<th>Font Size</th>
<th>Description</th>
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<tbody>
<tr>
<td>12 pt.</td>
<td>Series No. 60</td>
</tr>
<tr>
<td>16 pt.</td>
<td>Series No. 52</td>
</tr>
<tr>
<td>20 pt.</td>
<td>Series No. 71</td>
</tr>
<tr>
<td>24 pt.</td>
<td>Series No. 61</td>
</tr>
</tbody>
</table>

Each Font of Series No. 60 contains the following characters:

```
1 2 3 4 5 6 7 8 9 0 $ c.
```

Each Font of Series No. 52 contains the following characters:

```
1 2 3 4 5 6 7 8 9 0 $ c.
```

Each Font of Series No. 71 contains the following characters:

```
1 2 3 4 5 6 7 8 9 0 $ c.
```

Each Font of Series No. 61 contains the following characters:

```
1 2 3 4 5 6 7 8 9 0 $ c.
```
TYPOGRAPHIC ACCESSORIES

ADVERTISING FIGURES

Series No. 69

12 Point No. 69, 5 lb. fonts
16 Point No. 69, 5 lb. fonts
18 Point No. 69, 5 lb. fonts
24 Point No. 69, 5 lb. fonts
30 Point No. 69, 5 lb. fonts
36 Point No. 69, 5 lb. fonts
42 Point No. 69, 5 lb. fonts
54 Point No. 69, 5 lb. fonts
60 Point No. 69, 5 lb. fonts
72 Point No. 69, 10 lb. fonts

Each Font of Series No. 69 contains the following characters:

1234567890$c

Series No. 67

12 Point No. 67, 5 lb. fonts
16 Point No. 67, 5 lb. fonts
18 Point No. 67, 5 lb. fonts
24 Point No. 67, 5 lb. fonts
30 Point No. 67, 5 lb. fonts
36 Point No. 67, 5 lb. fonts
42 Point No. 67, 5 lb. fonts
54 Point No. 67, 5 lb. fonts
60 Point No. 67, 5 lb. fonts
72 Point No. 67, 10 lb. fonts

Each Font of Series No. 67 contains the following characters:

1234567890$c.

Series No. 53

12 Point No. 53, 5 lb. fonts
16 Point No. 53, 5 lb. fonts
18 Point No. 53, 5 lb. fonts
24 Point No. 53, 5 lb. fonts
30 Point No. 53, 5 lb. fonts
36 Point No. 53, 5 lb. fonts
42 Point No. 53, 5 lb. fonts
48 Point No. 53, 5 lb. fonts
60 Point No. 53, 5 lb. fonts
72 Point No. 53, 10 lb. fonts

Each Font of Series No. 53 contains the following characters:

1234567890$c.

Series No. 54

12 Point No. 54, 5 lb. fonts
16 Point No. 54, 5 lb. fonts
18 Point No. 54, 5 lb. fonts
24 Point No. 54, 5 lb. fonts
20 Point No. 54, 5 lb. fonts
28 Point No. 54, 5 lb. fonts
36 Point No. 54, 5 lb. fonts
42 Point No. 54, 5 lb. fonts
54 Point No. 54, 5 lb. fonts
60 Point No. 54, 5 lb. fonts
72 Point No. 54, 10 lb. fonts

Each Font of Series No. 54 contains the following characters:

1234567890$c.
### NEW CASLON FRACTIONS No. 2

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<th>Fractions</th>
<th>Characters in Complete Font</th>
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<td>6</td>
<td>1/4, 1/2, 3/4</td>
<td>38</td>
</tr>
<tr>
<td>6</td>
<td>1/8, 1/8, 1/4</td>
<td>24</td>
</tr>
<tr>
<td>6</td>
<td>3/8, 5/8</td>
<td></td>
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<tr>
<td>6</td>
<td>1/6</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>5/6</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>3/8, 3/4</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>5/8, 7/8</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>1/2</td>
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<tr>
<td>6</td>
<td>3/4, 1/2</td>
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### NEW CASLON FRACTIONS No. 1

<table>
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<th>Characters in Complete Font</th>
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<td>6</td>
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<td>24</td>
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<td>6</td>
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### GLOBE GOTHIC FRACTIONS

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<tr>
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</tr>
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<td>6</td>
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<tr>
<td>6</td>
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<tr>
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<tr>
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### LATIN ANTIQUE FRACTIONS

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<td>1/4, 1/2, 3/4</td>
<td>38</td>
</tr>
<tr>
<td>6</td>
<td>1/8, 1/8, 1/4</td>
<td>24</td>
</tr>
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</tr>
<tr>
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### OLDSTYLE FRACTIONS

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<tr>
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<td>6</td>
<td>3/8, 5/8</td>
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<tr>
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<td>5/8, 7/8</td>
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<tr>
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### BOLDFACE FRACTIONS

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<tr>
<td>6</td>
<td>1/8, 1/8, 1/4</td>
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</tr>
<tr>
<td>6</td>
<td>3/8, 5/8</td>
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</tr>
<tr>
<td>6</td>
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<td>5/8, 7/8</td>
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### CASLON FRACTIONS

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<td>38</td>
</tr>
<tr>
<td>6</td>
<td>1/8, 1/8, 1/4</td>
<td>24</td>
</tr>
<tr>
<td>6</td>
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<td></td>
</tr>
<tr>
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</tr>
<tr>
<td>6</td>
<td>3/8, 3/4</td>
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</tr>
<tr>
<td>6</td>
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### DEVINNE FRACTIONS

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<td>38</td>
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<tr>
<td>6</td>
<td>1/8, 1/8, 1/4</td>
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<td>3/8, 5/8</td>
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<tr>
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<td>6</td>
<td>5/8, 7/8</td>
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<tr>
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<td>1/2</td>
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### DEVINNE CONDENSED FRACTIONS

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</tr>
<tr>
<td>6</td>
<td>1/8, 1/8, 1/4</td>
<td>24</td>
</tr>
<tr>
<td>6</td>
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<td>1/6</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>5/6</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>3/8, 3/4</td>
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<td>5/8, 7/8</td>
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### GOTHIC FRACTIONS No. 8

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<tr>
<td>6</td>
<td>1/8, 1/8, 1/4</td>
<td>24</td>
</tr>
<tr>
<td>6</td>
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<td>6</td>
<td>1/6</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>5/6</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>3/8, 3/4</td>
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<td>5/8, 7/8</td>
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</tr>
<tr>
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<td></td>
</tr>
<tr>
<td>6</td>
<td>3/4, 1/2</td>
<td></td>
</tr>
</tbody>
</table>

---

**TYPOGRAPHIC ACCESSORIES**

eral styles, the following table shows typical character weights for various typefaces.
## Typographic Accessories

### Cloister Oldstyle Fractions
- **6 Point**
  - $\frac{1}{6}$, $\frac{1}{4}$, $\frac{1}{3}$, $\frac{1}{2}$, $\frac{2}{3}$, $\frac{3}{4}$, $\frac{5}{6}$, $\frac{7}{8}$, $\frac{9}{8}$
  - Per font $\$ 8.85
- **8 Point**
  - $\frac{1}{6}$, $\frac{1}{4}$, $\frac{1}{3}$, $\frac{1}{2}$, $\frac{2}{3}$, $\frac{3}{4}$, $\frac{5}{6}$, $\frac{7}{8}$, $\frac{9}{8}$
  - Per font $\$ 8.85
- **10 Point**
  - $\frac{1}{6}$, $\frac{1}{4}$, $\frac{1}{3}$, $\frac{1}{2}$, $\frac{2}{3}$, $\frac{3}{4}$, $\frac{5}{6}$, $\frac{7}{8}$, $\frac{9}{8}$
  - Per font $\$ 8.85
- **12 Point**
  - $\frac{1}{6}$, $\frac{1}{4}$, $\frac{1}{3}$, $\frac{1}{2}$, $\frac{2}{3}$, $\frac{3}{4}$, $\frac{5}{6}$, $\frac{7}{8}$, $\frac{9}{8}$
  - Per font $\$ 8.85
- **14 Point**
  - $\frac{1}{6}$, $\frac{1}{4}$, $\frac{1}{3}$, $\frac{1}{2}$, $\frac{2}{3}$, $\frac{3}{4}$, $\frac{5}{6}$, $\frac{7}{8}$, $\frac{9}{8}$
  - Per font $\$ 8.85
- **18 Point**
  - $\frac{1}{6}$, $\frac{1}{4}$, $\frac{1}{3}$, $\frac{1}{2}$, $\frac{2}{3}$, $\frac{3}{4}$, $\frac{5}{6}$, $\frac{7}{8}$, $\frac{9}{8}$
  - Per font $\$ 8.85

### Venetian Fractions
- **6 Point**
  - One pound fonts
- **8 Point**
  - One pound fonts
- **9 Point**
  - One pound fonts
- **10 Point**
  - One pound fonts
- **11 Point**
  - One pound fonts
- **12 Point**
  - One pound fonts
- **14 Point**
  - One pound fonts

### Bodoni Fractions
- **6 Point**
  - Per font $\$ 8.85
  - $\frac{1}{6}$, $\frac{1}{4}$, $\frac{1}{3}$, $\frac{1}{2}$, $\frac{2}{3}$, $\frac{3}{4}$, $\frac{5}{6}$, $\frac{7}{8}$
- **8 Point**
  - Per font $\$ 8.85
  - $\frac{1}{6}$, $\frac{1}{4}$, $\frac{1}{3}$, $\frac{1}{2}$, $\frac{2}{3}$, $\frac{3}{4}$, $\frac{5}{6}$, $\frac{7}{8}$
- **10 Point**
  - Per font $\$ 8.85
  - $\frac{1}{6}$, $\frac{1}{4}$, $\frac{1}{3}$, $\frac{1}{2}$, $\frac{2}{3}$, $\frac{3}{4}$, $\frac{5}{6}$, $\frac{7}{8}$
- **12 Point**
  - Per font $\$ 8.85
  - $\frac{1}{6}$, $\frac{1}{4}$, $\frac{1}{3}$, $\frac{1}{2}$, $\frac{2}{3}$, $\frac{3}{4}$, $\frac{5}{6}$, $\frac{7}{8}$
- **14 Point**
  - Per font $\$ 8.85
  - $\frac{1}{6}$, $\frac{1}{4}$, $\frac{1}{3}$, $\frac{1}{2}$, $\frac{2}{3}$, $\frac{3}{4}$, $\frac{5}{6}$, $\frac{7}{8}$
- **18 Point**
  - Per font $\$ 8.85
  - $\frac{1}{6}$, $\frac{1}{4}$, $\frac{1}{3}$, $\frac{1}{2}$, $\frac{2}{3}$, $\frac{3}{4}$, $\frac{5}{6}$, $\frac{7}{8}$

### Bodoni Book Fractions
- **6 Point**
  - One pound fonts
  - $\frac{1}{6}$, $\frac{1}{4}$, $\frac{1}{3}$, $\frac{1}{2}$, $\frac{2}{3}$, $\frac{3}{4}$, $\frac{5}{6}$, $\frac{7}{8}$
- **8 Point**
  - One pound fonts
  - $\frac{1}{6}$, $\frac{1}{4}$, $\frac{1}{3}$, $\frac{1}{2}$, $\frac{2}{3}$, $\frac{3}{4}$, $\frac{5}{6}$, $\frac{7}{8}$
- **10 Point**
  - One pound fonts
  - $\frac{1}{6}$, $\frac{1}{4}$, $\frac{1}{3}$, $\frac{1}{2}$, $\frac{2}{3}$, $\frac{3}{4}$, $\frac{5}{6}$, $\frac{7}{8}$
- **12 Point**
  - One pound fonts
  - $\frac{1}{6}$, $\frac{1}{4}$, $\frac{1}{3}$, $\frac{1}{2}$, $\frac{2}{3}$, $\frac{3}{4}$, $\frac{5}{6}$, $\frac{7}{8}$
- **14 Point**
  - One pound fonts
  - $\frac{1}{6}$, $\frac{1}{4}$, $\frac{1}{3}$, $\frac{1}{2}$, $\frac{2}{3}$, $\frac{3}{4}$, $\frac{5}{6}$, $\frac{7}{8}$
- **18 Point**
  - One pound fonts
  - $\frac{1}{6}$, $\frac{1}{4}$, $\frac{1}{3}$, $\frac{1}{2}$, $\frac{2}{3}$, $\frac{3}{4}$, $\frac{5}{6}$, $\frac{7}{8}$

### Typewriter Fractions
- **American Typewriter Fractions**
  - 6 Point
    - Per font $\$ 8.5
  - 8 Point
    - Per font $\$ 8.5
  - 9 Point
    - Per font $\$ 8.5
  - 10 Point
    - Per font $\$ 8.5
  - 11 Point
    - Per font $\$ 8.5
  - 12 Point
    - Per font $\$ 8.5
  - 14 Point
    - One pound fonts
  - 18 Point
    - One pound fonts

### New Model Underwood Typewriter Fractions
- 12 Point
  - Per font $\$ 8.5
  - $\frac{1}{6}$, $\frac{1}{4}$, $\frac{1}{3}$, $\frac{1}{2}$, $\frac{2}{3}$, $\frac{3}{4}$, $\frac{5}{6}$, $\frac{7}{8}$

### New Model Elite Remington Typewriter Fractions
- 10 Point
  - Per font $\$ 8.5
  - $\frac{1}{6}$, $\frac{1}{4}$, $\frac{1}{3}$, $\frac{1}{2}$, $\frac{2}{3}$, $\frac{3}{4}$, $\frac{5}{6}$, $\frac{7}{8}$

### New Model Remington Fractions
- 12 Point
  - Per font $\$ 8.5
  - $\frac{1}{6}$, $\frac{1}{4}$, $\frac{1}{3}$, $\frac{1}{2}$, $\frac{2}{3}$, $\frac{3}{4}$, $\frac{5}{6}$, $\frac{7}{8}$

### Silk Remington Typewriter Fractions
- 12 Point
  - Per font $\$ 8.5
  - $\frac{1}{6}$, $\frac{1}{4}$, $\frac{1}{3}$, $\frac{1}{2}$, $\frac{2}{3}$, $\frac{3}{4}$, $\frac{5}{6}$, $\frac{7}{8}$

### Oliver Typewriter Fractions
- 12 Point
  - Per font $\$ 8.5
  - $\frac{1}{6}$, $\frac{1}{4}$, $\frac{1}{3}$, $\frac{1}{2}$, $\frac{2}{3}$, $\frac{3}{4}$, $\frac{5}{6}$, $\frac{7}{8}$

---

616
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:

\[
\begin{align*}
\frac{1}{2} & \quad \frac{1}{3} & \quad \frac{1}{4} & \quad \frac{1}{5} & \quad \frac{1}{6} & \\
\frac{1}{7} & \quad \frac{1}{8} & \quad \frac{1}{9} & \quad \frac{1}{10} & \quad \frac{1}{11} & \\
\end{align*}
\]

The complete list of fractions that can be made with a font of Cut-Cost Fractions No. 1 are complete 12ths, 16ths, 24ths and 48ths, as follows:

\[
\begin{align*}
\frac{1}{2} & \quad \frac{1}{3} & \quad \frac{1}{4} & \quad \frac{1}{5} & \quad \frac{1}{6} & \\
\frac{1}{7} & \quad \frac{1}{8} & \quad \frac{1}{9} & \quad \frac{1}{10} & \quad \frac{1}{11} & \\
\end{align*}
\]
### Cheltenham Bold Fractions

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<th>Per Font</th>
<th>Characters</th>
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<tbody>
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<td>6</td>
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<td>1/4, 1/2, 3/4, 1/3, 2/3, 1/8, 3/8, 5/8, %, ¢</td>
</tr>
<tr>
<td>8</td>
<td>$0.85</td>
<td>1/4, 1/2, 3/4, 1/3, 2/3, 1/8, 3/8, 5/8, %, ¢</td>
</tr>
<tr>
<td>10</td>
<td>$0.85</td>
<td>1/4, 1/2, 3/4, 1/3, 2/3, 1/8, 3/8, 5/8, %, ¢</td>
</tr>
<tr>
<td>12</td>
<td>$0.95</td>
<td>1/4, 1/2, 3/4, 1/3, 2/3, 1/8, 3/8, 5/8, %, ¢</td>
</tr>
<tr>
<td>14</td>
<td>$0.95</td>
<td>1/4, 1/2, 3/4, 1/3, 2/3, 1/8, 3/8, 5/8, %, ¢</td>
</tr>
<tr>
<td>18</td>
<td>$0.95</td>
<td>1/4, 1/2, 3/4, 1/3, 2/3, 1/8, 3/8, 5/8, %, ¢</td>
</tr>
<tr>
<td>24</td>
<td>$0.95</td>
<td>1/4, 1/2, 3/4, 1/3, 2/3, 1/8, 3/8, 5/8, %, ¢</td>
</tr>
<tr>
<td>30</td>
<td>$1.15</td>
<td>1/4, 1/2, 3/4, 1/3, 2/3, 1/8, 3/8, 5/8, %, ¢</td>
</tr>
</tbody>
</table>

Each font of above Cheltenham Bold Fractions contains the following characters:

1/4, 1/2, 3/4, 1/3, 2/3, 1/8, 3/8, 5/8, %, ¢

### Federal Reserve Bank Check Figures

Per font (two of each character, 1 to 0) $4.60  Single character 40c

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)
TYPOGRAPHIC ACCESSORIES

DIAGONAL FRACTION MARKS
Font containing three sizes $1.10

<table>
<thead>
<tr>
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<th>12 Point</th>
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</tbody>
</table>

EXAMPLES

5 1/2  8 3/8  2 7/8  24 1/100
3 4/5  2 3/8  1 1/2  3 1/4  15 1/100
5 1/2  8 7/8  4 2/5  5 3/4  7 3/4  138 7/1000

DIAGONAL FRACTION MARKS
No. 1, containing four sizes

<table>
<thead>
<tr>
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<th>6 Point</th>
<th>4 Point</th>
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<td>/</td>
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</tbody>
</table>

No. 2, containing three sizes

<table>
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<tr>
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<th>18 Point</th>
<th>14 Point</th>
</tr>
</thead>
<tbody>
<tr>
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<td>/</td>
<td>/</td>
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</tbody>
</table>

No. 3, containing three sizes

<table>
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<th>30 Point</th>
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No. 4, containing two sizes

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<tr>
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</tbody>
</table>

EXAMPLES

3 1/2  6 17/32  24/100  2/3
5 1/4  2 5/8  9 1/6
3/8  7 4/5

Copyright Signs

<table>
<thead>
<tr>
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<th>4 Point</th>
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<th>6 Point</th>
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</thead>
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<td>©</td>
<td>©</td>
</tr>
<tr>
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<td>01 60 62</td>
<td>601 602</td>
<td>601 602</td>
</tr>
<tr>
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<td>10 Point</td>
<td>12 Point</td>
<td></td>
</tr>
<tr>
<td>© ©</td>
<td>©</td>
<td>© ©</td>
<td></td>
</tr>
<tr>
<td>801 802</td>
<td>1001</td>
<td>1282 1283</td>
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</tr>
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</table>

CHELTENHAM BOLD

COMBINATION FRACTIONS

<table>
<thead>
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<th></th>
<th>Per font $0.00</th>
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</thead>
</table>

With the above characters all the fraction twelfths, sixteenths, thirty-seconds and sixty-fourths can be made by the combination of two or three characters. The fraction halves, quarters, thirds and eighths are made with one character.

ILLUSTRATIONS

1 with 5/4 and 6 makes 15 1/4
2 with 7/6 and 4 makes 27 1/64
## TYPOGRAPHIC ACCESSORIES

### New Gothic Fractions

<table>
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<th>Per font</th>
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### New Gothic Condensed Fractions

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620
TYPOGRAPHIC ACCESSORIES

**Adcuits**

Trade-marks, Devices, and many special designs suitable for Adcuits, when not too intricate, may be successfully reproduced by our Adcut process. Adcuits are cast in type molds, type high, on point bodies, and when possible to point acts. Adcuits may be made for printing in one or more colors and when desired can be cast with mortises. Copy of designs to be reproduced should be clear and distinct and contain exactly what is to be reproduced. Information regarding sizes and quantities, as well as prices of Adcuts, will be quoted on request.

**THE PULLMAN COMPANY**

**VERIBEST**

**IDE**

**FLORIDA EAST COAST RAILWAY**

**PENNSYLVANIA SYSTEM**

**THE LADIES' HOME JOURNAL**

**CORONA**

**Dennison's**

**NATIONAL BISCUIT COMPANY**

**WHIZ**

**THE NEW YORK TIMES**

**THE SATURDAY EVENING POST**

**THE ADAMS COMPANY**

**Remington**

**Stephens'**

**WE WILL BOND YOU**

**WHAM BANG Crash!**

**DAY TO THE ORDER OF**

**Hammerrill Bond**

**Evans Winter-Hebb**

**THE SATURDAY EVENING POST**

**ADAMS COMPANY**

**5039**

**6030**

**2044**

**2034**

**2310**

**4861**

**5060**

**3662**

**4705**

**2334**

**2313**

**3210**

**4530**

**2302**

**4296**

**621**
THE AMERICAN TYPE FOUNDERS COMPANY
is the largest manufacturer in the world of Type, Borders, Ornaments, Brass Rule, Brass Type, etc. The variety of its manufactures is not equaled by any other type foundry, and none can give better service.

This List
comprises a few of the many products sold by this Company to printers throughout the world.

| American Type | Job and Body Type |
| Best in Any Case | Borders and Ornaments |
| the | Spaces and Quads |

Cast Cuts
Cast Initials
Brass Rule
Brass Corners
Brass Leads
Brass Slugs
Brass Galleys
Galvanized Galleys
Zinc Galleys
Special Galleys
Leads and Slugs
Copper Thin Spaces
Electric Welded Chases
Bright Steel Chases
Radio Iron Surfaces
Steel Furniture
Iron Furniture

Set in Cloister Cursive and Cloister Oldstyle