Sidney Clyde Gaunt

Geboren ca. 1874, gestorben 1932.
Schriftdesigner bei Barnhart Bros. & Spindler, Chicago.

Adstyle 1906 Barnhart Bros.&Spindler
Adstyle Italic Barnhart Bros.&Spindler
Adstyle Condensed Barnhart Bros.&Spindler
Adstyle Extra Condensed Barnhart Bros.&Spindler
Adstyle Black 1910 Barnhart Bros.&Spindler
Adstyle Wide Barnhart Bros.&Spindler
Adstyle Lightface Barnhart Bros.&Spindler
Adstyle Black Outline 1914 Barnhart Bros.&Spindler
Adstyle Shaded Barnhart Bros.&Spindler

Authors Oldstyle Barnhart Bros.&Spindler
ABCDEFHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz.,-'!$%&123456789
Authors Oldstyle Italic Barnhart Bros.&Spindler
ENGLISH NUMBER Imported 38 Models Tianqu
Kimbirley MONSTER DOG Bought 60 Hearn
Authors Oldstyle Bold Barnhart Bros.&Spindler

Authors Roman 1902 Barnhart Bros.&Spindler
Authors Italic 1902 Barnhart Bros.&Spindler
Authors Bold 1909 Barnhart Bros.&Spindler
Authors Condensed 1915 Barnhart Bros.&Spindler
Authors Bold Condensed 1916 Barnhart Bros.&Spindler
Authors Wide 1902 Barnhart Bros.&Spindler
Barnhart Oldstyle 1906 Barnhart Bros.&Spindler
Barnhart Oldstyle Italic 1907 Barnhart Bros.&Spindler
Barnhart Oldstyle No. 2 1907 Barnhart Bros.&Spindler
Barnhart Lightface Barnhart Bros.&Spindler
Cardstyle 1914 Barnhart Bros.&Spindler

http://www.klingspor-museum.de
Chester Text

ARTIST DESIGNS SUPERB COMMERCIAL TYPE FACE

Engravers Old Black 1910 Barnhart Bros.&Spindler

ENGRAVERS ROMAN SHADED 1914 Barnhart Bros.&Spindler

French Plate 1904 Barnhart Bros.&Spindler

Mission 1905 Barnhart Bros.&Spindler

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ABCDEFGHIJKLMNOPQRSTUVWXYZ$,:;?!
abcdefghijklmnopqrstuvwxyz1234567890
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Old Roman Condensed 1907 Barnhart Bros.&Spindler

Old Roman Bold 1908 Barnhart Bros.&Spindler

Old Roman Bold Condensed 1908 Barnhart Bros.&Spindler

Old Roman Black 1909 Barnhart Bros.&Spindler

Old Roman Black Italic 1909 Barnhart Bros.&Spindler

Old Roman Semitone 1908 Barnhart Bros.&Spindler

Pencraft Oldstyle 1914 Barnhart Bros.&Spindler

Pencraft Oldstyle Italic 1914 Barnhart Bros.&Spindler

Pencraft Oldstyle Bold 1915 Barnhart Bros.&Spindler

Pencraft Shaded 1916 Barnhart Bros.&Spindler

Pencraft Title 1916 Barnhart Bros.&Spindler

Pencraft Text 1916 Barnhart Bros.&Spindler

PUBLICITY GOTHIC

Talisman 1903 Barnhart Bros.&Spindler

SOUVENIR OF RACES Rockaway 38 Luna

Talisman Italic Barnhart Bros.&Spindler

TALISMAN ITALIC GRAND SCENERY
Series Cannot be 58 Overlooked River Canyo

Wedding Plate Script 1904 Barnhart Bros.&Spindler

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ABCDEFGHIJKLMNOPQRSTUVWXYZ$,:;?!
abcdefghijklmnopqrstuvwxyz1234567890
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http://www.klingspor-museum.de
ADSTYLE SHADED

Great MIND
PUREST Metal
Refined BANKER

INTERESTING HOUSES
Great Demands Created

CHOICE EXHIBITS
Compounded Metal

PROCURE IDEAL SPECIMEN
Creating Great Improvement
With Shaded Made Beautiful

EXPRESSING CULTURE
Conveyer of Refinement

EXPRESSIONS REFINEMENT MAKING
It Most Essential in Any Modern Plant
Best Buy on the Market 1234567890

This letter expresses Refinement and will make your printed message well received in an atmosphere of Culture
Rio NINE
HERD Raced
Brave ROMAN
EASTER Carnival
Show Stylish PRINTING
PRODUCTION Manufactured
DEDICATION OF PUBLIC BEACHES
Now Takes Place in Numerous States
HANDSOME SELECTION
Printing Effects Assured
Users Like 1234567890
SPECIMENS ADSTYLE OUTLINE WON
Deserved Commendation When Shown
with Advertising and Commercial Jobs
Bud RUM
HOME Baled
Steals DESIGN
BINDING Material
Spool RUN
BIG Demand
Sanitary SHOE
HEROIC SOLDIERS
Liked Their General
BARNHARTS ADSTYLE
Designed for Job Printing
Blue HUE
NICER Shelf
Models RETURN

HIS Board
Caught BIRD
STORE Mutual
Beautiful BEACH
BANKER Interesting
Good Metals FOR CASTING

SPLENDID MEGAPHONES
Performance Unsurpassed
Demonstrated on Request

ERECTED HANDSOME BUILDING
Reviews Fashionable Department
Displaying Styles $1234567890

CREATES NOTEWORTHY EXHIBITIONS
Exceptionally Good for Job Printing and
Conspicuous Newspaper Advertisements

COMBINING USEFULNESS WITH ARTCRAFT
In typefaces brings attractive results and adds
enviable rewards for desirous master printers

USEFULNESS INCREASED WIDER RANGE OF ATTAINED
Accomplishment to vigorous steadiness and strong lines allied
to superior merit that has so many points of true excellence it

INCREASED WIDER RANGE OF ATTAINED ACCOMPLISHMENT GIVING
Vigorous steadiness and strong lines allied to superior merit has many
points of true excellence that has won general popularity among those
Rube RUSH
MINERS Jailed
Consider MACHINES
USE Debated
Reduced MINES
HORSE Contested
Advertised DAMPER
DEMANDS Constitutional
USEFULNESS PRONOUNCED
Greatest Utility Represented

DISTINCTIVE RESULTS MAINTAINED
Beautiful Condensed Types Displayed

ENTERPRISING PRINTERS ORGANIZATION
Individual Questions Printed $1234567890

PRODUCTS CONSTANTLY BECOMING VERY POPULAR
Satisfy Desirable Customers of Greatest Discernment

REFASHIONED AND HIGHLY IMPROVED FAVORABLE DESIGNS
Supplements the Extensions of Necessary Progress for Typical

SHAPE
HARMONY
narrow space
narrow design
narrow typeface
narrow decorative units:
AN AGREEABLE CONCORD

MAGAZINES Report Detailed
ADSTYLE HEADLETTER SERIES

BOND HOUSE
REDUCES BUSH
MANSION
ENQUIRES
REMARKING
MOUNTAIN GUN
DESIGN RESERVE

RAILROADS DO FINER SERVICE
BUILDING RUINED MOVING BIG GUNS
SPECIAL INSTRUCTS FOR SERVICE TROOP
PRESIDENT SPENDS WEEK NEAR AMERICAN DIVISIONS
THE TROOPERS CROSS BORDER BATTLESHIP HELPS WIN FIGHT
AUTHORS ROMAN WIDE

Diamond RINGS

NOTICE Command

HONORING CHURCH Standards Established

UNIQUE DESIGN MISSED Loss Considered Enormous

SECURING MINE Required Material

EASY READING QUALITIES IN Distinctive fine cut characters are constantly in particular demand because of their distinctive effect on better printing $1234567890

WESTERN RAILROAD SEARCHING the Far West Buffalo Hunting Depart

PRINTERS RECOGNIZE IMPORTANT Points which make this series so highly popular and attractive to the sharp eye of the appreciative and criticising public and use it extensively for their job work and book forms as do publishers of high

BRIGANDAGES NOTORIOUS INDISPENSABLE Toward Robbery Suffered Untold Miseries Result

CHARACTERISTIC HARMONIOUS EFFECTS Phorecay av use of this impressive wide letter which commends itself to progressive printers because of its distinctive usefulness in elegant commercial work and as a superior advertising face and will bring to the advertiser the prestige

SPECIMENS OF ELEGANT FACES SUCH AS CONTAINED in This New Book Excel in Originality and Appearance

Small Caps are supplied separately, sold by weight of approximately ¾ Pound 5 Point, 1½ Pounds each size 6 to 18 Point Inclusive

Weight Points of this series 18 Point and smaller are faceted to the body type scheme
UNDERGOES
Make Merited

EXPERIENCES
Printing Designs

FIGURE RESPOND
Battles for Business
Secured New Result

REMOVING PHONES
Clear Distinct Designs
Because Easiest Read
NOWHERE SURPASSED
Dignity Being Personified

DISCRETION IN PURCHASES
Makes Customer More Satisfied

DEMANDS PROVEN MERCHANDISE
Elegant Design Assures High Grade Job

SECURES MUCH PRAISE
CHOICE Economical Printers
It Facilitates Effective Work

PLETHORA IN MATERIALS
Places Pep in Production thus
Enabling Publishers to Expand

PEACE LEAGUE PUT PRINTING
WITHLucrative and Remunerative
Trades by Preventing Price Cutting

NEVER FIND ERRORS IN SALESMAN
Nor Complain in Regard to Customers but
Simply Explain Manner of Figuring Cost
ENDURING
Unfold Effort

RECOGNIZES
Italic Beautiful

HOUSE SENIOR
Simple Art Design
Fine Bright Colors

FINER SPECIMEN
Create Great Demand
Selects Authors Italic
AUTHORS ITALIC

DESIRED PRODUCTS
Bringing in Large Profits

PROGRESSIVE PRINTER
Strives Persistently for Effect

RENDERS IMPRESSIVE DESIGNS
Chicago Company is Arbitrating Wages

REFORMING SECTIONS
Newest Practical Methods
The Characters Conforming

EXPENSIVE LIMOUSINE
Daily Newspaper Distributed
Modern Advertising Methods

FIRST AMERICAN BROKERS
Bought Reliable Merchandise and
Sold and Exchanged 1234567890

HIGHLY ARTISTIC PRODUCTIONS
Delightfully Expressive Advertising and
Many Effective Combinations Resulting

SUITE FOR EACH KIND OF JOB
Printing where valuable results may
be expected and possibly additional
orders from all of your old customers
demanding most printing satisfaction

PROGRESSIVE PUBLISHER DESIGNS
Elegant type obtaining results that easily
stimulated orders for printers using them
rendering conspicuous service for patrons
producing a unique and distinctive display

EIGHTH GRAND MOTOR TRUCK EXHIBITION
Makes of all kinds of motor trucks will be displayed
showing the wonderful developments of the gasoline
driven heavy hauling vehicle from the first inception
to this marvelously powerful commercial giant that
performs such important work in the industrial world

INCOMPARABLE DESIGNS FOR PRINTED WORKMANSHIP
Approved of spontaneous recognition from the appreciative reader
these pleasing and attractive effects are easily obtainable which are
expression of exclusiveness and quality in all your printed literature
order immediately our handsome new forms guaranteed to produce
the results derived only from the use of best kinds of modern forms

AUTHORS ITALIC AUXILIARIES
Supplied in separate Font containing all characters of one body, except in the 60 and 72 Point the characters Č and Čč are not made
Testing the Value of the Bond by Judging the Market

The market for the product of a company is one of the prime considerations in judging the value of its bonds. Among the tests that the National Investors Service applies, in giving a character reference to any bond, is the stability of demand and the balance of market for the product of the company. This service is protection to investors.

For Example:
The Southern Light & Power Company derives all its earnings from residential, agricultural and manufacturing business. Its First Mortgage 6% Bonds due 1932 are offered at 94 to yield 6.50%.

National Securities Company
Service for Investors
68 North Superior Street, Frederick, Ohio

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Monthly Statement
BOSWORTH BROTHERS & HARDWICK
WHOLESALE GROCERS
5648 SOUTH MARKET STREET, KANSAS CITY
TELEPHONE MISSOURI 8925
Date ____________________

2% Cash Discount on Invoices paid within 10 Days of Invoice date

<table>
<thead>
<tr>
<th>To Account Rendered</th>
<th>To Current Purchases</th>
</tr>
</thead>
</table>

[ 46 ]
AUTHORS ROMANS IN DISPLAY

Six Sterling Series

Florida Office
Everglades Trust Building
Miami

Otto & Clark
Specialists in
Florida Farm Land

With these faces as the basis of his outfit, the printer or publisher is well prepared to handle any typographic problem in dignified, conservative and correct style—or with the fancy Auxiliary characters of the Italic map impart a free and graceful touch that is distinctly artistic and pleasing

The AUTHORS FAMILY

Authors Roman
Authors Italic
Authors Roman Wide
Authors Roman Condensed
Authors Roman Bold
Authors Roman Bold Condensed

Common Sense Types

System and Efficiency

System too-systemized soon defeats its aim
By it becoming thus the chiefer aim—
Science is but a name for knowledge classified—
So used it keeps its users satisfied
Thru work well planned before it is begun—
Efficiency sustaining until the job is run—
No doubt assailing, then, of lack of thoriness:
Efficiency is growth, and loss the wage of Guess

Quoted from
The Inland Printer

EASTERN BANKING CONCERN

Safety Deposit Boxes
$3.50 to $8.50 per Month

OPEN THURSDAY AND SATURDAY EVENINGS

3 Points Art Design Rule 550B

24 Point Classic Art Border 278

[ 47 ]
Diamond MINER
PRINTING Increased
Good Colonial MISSIONS
HONORED Example Offered
Demands Historical SELECTIONS
HUMOROUS PERSON
Makes Fun at Socials
PROSCRIBED INVENTION
Moving Pictures Released
MASTER PRINTER CONCLUSIONS
Extra Facilities Installed Increase
RECORDS OF Earliest PRINTING DEVICES
Durability is required in Printing Materials

HIGHEST QUALITY PRINTING DEMANDS
Proper Selection of a Characteristic Letter
Extensive Collections for Desirable Styles
Combined with Accessories $1234567890
WISE BUYER OF TYPOGRAPHICAL EQUIPMENT
Invariably purchases an economical weight font
wherever possible when additions to a full series
may be in contemplation which obviates orders
MOST COMPOSING ROOMS HAVING A PLETHORA OF PAGES
Many useless old obsoleles purchased on the suggestion of some
frenzied customer and burdening cases with non-productive
junk resulting in a scarcity of the more necessary material

USING TIMELY SPECIAL PAGES WILL STIMULATE ADVERTISING
Energetic work in the interest of every wise newspaper publisher
can easily be effected by issuing a timely special page every week
if the publisher would only be observant of opportunity presented
Madison ENTER RUMORS Extracted Kings Reliable MOTORS MEMBERS Refused Secret Highest Artists PERFORMING

SMOKE REMINDER Depositors Asserted

PROMOTERS REMARKS Groceries Establishment

EXECUTION AND EXPRESSION Should Continually be Prevalent

DEMONSTRATED FOUNDATION WORKS Machinists Astonished Mechanical World

PROMINENT EDUCATORS DEMANDED Constant Attentions for Undertakings Suitable for Furniture and Carpet Ads For the Welfare Workers $1234567890

EMPLOYING PRINTERS ARE GETTING WISE To the fact that the secrets of success are not so dependent on large volume of business as the rigorously economical production of each that

MODERN TYPOGRAPHY DEMANDS BEST OF FACILITIES Foundries and supply houses must embrace convenient and meritorious equipments of the very latest and most progressive design and usage for seasonable delineations

HANDSOME AUTHORS ROMAN BOLD CONDENSED TYPE SERIES Thoroughly established for themselves the reputation for clearness and convenience which renders would be challenging for such noble characteristics absolutely inanimate or entirely devoid of rivalry
Authors Romans are yeoman types; they are basic and indispensable in the performance of myriad essential tasks; they are the hard working support of the whole type category.

Dodd Tractors

Manufactured by
Dodd Tractor Company
842 Mechanic Street
Detroit

Survey of Tractor Efficiency

The question as to whether it would not be more profitable to buy a tractor than to spend so much time behind an erratic team of horses is daily becoming a more pressing one in the minds of many of our farmers. The best answers to this query can be obtained only from farmers who have purchased tractors and have tried them out under every possible condition. Several months since the United States Department of Agriculture, in its efforts to enable farmers who were thinking of buying tractors to benefit by the lessons of those who already owned them, made a survey of tractors on eastern farms and had official reports from more than seven hundred and fifty owners in the Middle Atlantic and New England States. About one-third of this number came from the State of Pennsylvania, a third from the
Behind SIGN IRON Imported Disclosing HONOR HORSE Development
Definite Result SECURED

FINE CHASES Lockups Bettered
SQUARED FORMS Printers Being Pleased
ELECTRICAL WELDED Press Chase Forms are Solid
STONEMEN REQUEST MORE Workmen Rendering Output Speeds

PRESSES GET MOST FORMS
By making provision in the lockup room for that time saving material necessary to gain maximum output

IMPOSSIBLE BREAKING CORNER
Danger of this nature may be avoided easily by securing steel chases with electric welded corners that possess strength and durability

PRESSMEN RATHER USE STEEL CHASES
They lay flat on the bed of the press form is not rocked no chance for workups letters breaking off spooling job pullouts deposit on rollers possibility of plates smashed

TIME IS MONEY THE LOST TIME OF STONEMEN
Pressmen feeders standing time of presses time repairing work together with other expenses caused by a faulty iron chase cuts deep into the profits be wisest experience be the best teacher put
Mailed URN
RIM Displaced
Shepherd SCENE
CHIME Bells Restful
Record Best METHODS
NINE HOMES
Buildings of Steel
KINGS MENDING
Butterflies Cultivated
NUMBERS REDUCED
Highest Interest Subscribed
ENDORSE SEVEN COLORS
Shade of Graded Quality Selected

FORCE ECONOMIC NEEDS
By greater saving in shrewd buying
with efficient labor saving materials
utilized to minimize operating time

INCREASE SUCH KNOWLEDGE
That has proved valuable in the education
and development of an individual member
of society and then national growth results

RECEIVED OVATION FROM FRIENDS
Audience greeted distinguished resident with lavish
ovation recognizing his great attainments and those
beneficial civic accomplishments that mean success

FAVORABLE REPORT INCREASED EXPORTS
Business receiving great impetus with a general trend for an
unprecedented period of universal prosperity due to increase
in production with greatest consumption in foreign countries
Exquisite Object of Craftsmanship Oriental
Seventh Annual Excursion Announcements

Interior Decorations Original
Exclusive Patterns Designed

Japanese Prints Delight Artists
Special Engagements Announced

Magnificent Steel Engravings Acquired
Excellent Specimens of Sheffield Plates
Theft Insurance Companies Reorganized

ARTIST DESIGNS SUPERB COMMERCIAL TYPE FACE

Mr. Orville Trumbull
Members Club

Mrs. Andrew Fanston
Miss Fanston
527 North Avenue

North American Rubber Company

State Bank of Missouri
Federal Supreme Court
Malgin Call
Diploma Sought
The Racine Herald
Ryder Park State Bank
The Chicago School of Printing
New Jersey Central
Hold Religious Ceremony
Respectively Compare Scholars
Announce the Arrival of Designs Latest

West Mining Directors Association
Begin Distribution of $123,456,789

Designers Announce the Fifty-First Annual Fall Festival and Dance at Blackstone Hotel

Bloomberg Brothers Bank and Trust Corporation
Oldest and Most Reliable Printing House in Chicago

Miss Harriet Pomer Announces the Opening of an Elegant Art Picture with a Handsome Display of Nearest Creations

Engravers Old Black Auxiliaries
These characters are made only in sizes 12 to 96 Point inclusive; supplied in separate fonts of each size

[ 278 ]
The highest tribute ever paid to the printer's craft was expressed in but three words by one of the world's greatest minds who in writing his own epitaph put aside his triumphs as scientist, philosopher, inventor and diplomat, and began:

"B. Franklin. Printer"

Western Retail Agents for Boswell & Lamb 
Kodaks for Film and Plates

Spaulding Brothers 
Jewelers and 
Silversmiths

Downtown at Broadway and Madison 
Uptown Branch at 29 Wilson Avenue

Thelma Church Bell 
Company

No. 896 Massachusetts Avenue 
West Baden

New England Piano Manufacturers Club 
reminding the membership of the 
Thanksgiving Banquet

Thursday Evening-November twenty-ninth-at six o'clock 
Hotel Touraine-Boston

Many talks of interest by leading members on outstanding events of the year in the trade with a note of thanksgiving for progress made and some suggestions for advancing the piano makers future interests
ENGRAVERS ROMAN

DIGNIFIED SERIES
FINE PRODUCTION

NEW METHODS POPULAR
PERFECT LINING SYSTEM

DESIABLE DESIGN
SUPERIOR LETTERS

SELECTIONS AGREEABLE
CHOICE WORK $1234567890

IMPROVED MODERN CONDITIONS
FACILITATES GOOD COMPOSITION

AFFORDS THEM PROPER FACILITY
PRODUCING A SUPREME PRINTING
ENABLING THE BEST OF EFFORTS

NOTICE DECREASE OF NEEDLESS LABOR
SIMPLIFYING WORK OF JUSTIFICATIONS
AVOID INTRICATE ALIGNMENTS ON HIGH

HANDSOME DESIGN REVISITED ON EXCELLENT WORK
ENLARGEMENT OF OPPORTUNITY FOR ENORMOUS PROFITING
REVOLUTION IN THE METHODS OF PRODUCING NEW DESIGNS

ENTIRE RANGE
RICHER COMPOSITION

MONEY SAVING
IN BANK NOTES

BLACKSTONES HOME
PRINTING EDUCATES

DISPLAYED AMONG THE
BEST EQUIPPED PLANTS

DISTINCTIVE TYPE FOR THE
BEST KINDS OF JOB WORK IS

SECURING MUCH PRAISE
IMPRESSION CONVEYED
MORE REFINED PRINTER

INVESTIGATE OUR SYSTEM
PURCHASE ORIGINAL TYPE
DESIGNS NOW $1234567890

MOST PLEASING EFFECTS SHOWN
IN STYLISH MODERN TYPE FACES
GOOD WORK AND PROFITS LARGE

SMALLER SIZES VERY APPROPRIATE FOR
THE PROFESSIONAL CUSTOMER DESIRING
BEST POPULAR SHADED EFFECTS IN FACES
MR. AND MRS. CARL JOHNSTON
REQUEST THE HONOR OF

COMPANY AT THE MARRIAGE OF THEIR DAUGHTER

PENELOPE

TO

MR. GEORGE ARNOLD

ON FRIDAY THE TWENTY-NINTH OF OCTOBER
NINETEEN HUNDRED AND THIRTY
AT TWELVE O'CLOCK
LANSDOWNE, PENNSYLVANIA

WILL BE AT HOME
ON THE AFTERNOON OF SATURDAY
THE TWENTY-SEVENTH OF NOVEMBER
AT FORTY-SIX EAST STREET
French Plate Script

Exceptionally Handsome Design Secured Suitable for the Most Up-to-date Concern

The Highly Convincing Recommendation Useful Seeking Employment ~ A Fine Reliable Branch

Politician Admits Errors Made Furnishes Pleasing Explanation

Beautiful Product Highly Merited Assuring Positively Increase of Trade

Wedding Plate Script

The Spirit of Well Bred Refinement Must Always Pervade Society Work

Let Your Skill Have Full Play ~ Use But Such Faces As Impart Qualities You Desired

General Information Obtained Through Local Departments

Proudly We Display Our Correct Faces for Very Best Social Usage
MISSION SERIES

Notes Gifted SCOPE

RESTORE Cabinet Beautiful

Helpful DESIGNS

BRONZES Continental

Lettering Handsome MISSION

INDIVIDUAL Conformation Desired

BELMONT CONSERVATORY
FLOWERS
SUBURBAN ORDERS PROMPTLY DELIVERED
TELEPHONES NORTHFIELD 267-68
GLENCOE

Fourth Annual Frolic

Employees of Childs & Company
West End Casino
April 25 at eight o'clock

Ad·Art Ornament 1864

Ye CRAFTS FURNITURE
Artistic Designs of Simplicity & Beauty in Quartered Oak
Substantially       Moderately
Built        Priced

OLD MISSION CABINET MANFG. ASSOCIATION
Factory & Offices: GRAND RAPIDS, MICHIGAN

[ 200 ]
Reduced HOSE
CLOSE TIMBER
More Ideas Offered
WONDER DESIGN
Savings Bank Invested
GENEROUS DEMAND
Mortgage Bonds Successful
BIDDING TIME
Union Drivers Meet
EXCLUDE CHANCE
Making Returns Assured
SHOWING NEW DESIGN
Modern Printers with Careful
INDUSTRY DEVELOPMENT
Helps Working People

DESIGNED HARMONIOUS
Effective Advertising Features
Show Compositors Comprehend
Advantages Secured with Italic
ASSURE HANDSOME PROFITS
And promote highest quality of work
desired by keener buyers of printing
italic faces are of prime necessity in
EFFECTIVELY PRINTED DISPLAYED
Work easily produced where italic is combined
harmoniously with its companion roman faces
these combinations permit your compositors to
OLD ROMAN ITALIC SERIES COMPLETING
The universally desirable roman family consisting of
roman, bold, condensed and italic faces and forming
desirable addition for all progressive advertising or

Sizes 24 to 48 Point cast in Offset Mold
without kern
OLD ROMAN on Antique Paper

Designed primarily to meet the need of a body type that would have sufficient weight to be comfortably readable when printed on enameled or other smooth paper [as well as for use in both body and display of advertisements] Old Roman is nonetheless effective on antique or any soft or rough paper. Advertisers prefer it for work that is to be reduced or reproduced by photography. Type faces always lose some of their weight when photographed for zinc etchings—but Old Roman can lose a bit of its weight and still be quite strong enough to save eyestrain.
OLD ROMAN on Enamel Paper

MODERN smooth-finished papers and light-faced types are not a combination for comfortable reading. Masses of matter such as the body of a catalog or department store advertisement will more successfully invite reading if the type has medium weight and carries sufficient ink to the paper to be easy on the eyes. But the design must be such as to meet the practical requirement of printing each letter in plain definition. Old Roman faces have the weight and clearcut style that insure legibility of print—weight enough for enamel, clear enough for antique

BLACK CAT PAPERS & B
MISS SUE DUTTON
HOWELL THEATRE BUILDING
863 MORSE STREET

The World's Greatest Department Store
uses Old Roman and Italic for much of its advertising because of its readability and its conservatism of design—being suited to the great variety of merchandise subjects a department store copywriter must cover

The BRADEN
New Body Designs

NEW MOTOR
with the
NEW PRESSURE AIR-COOLING SYSTEM
MORE POWER—MORE SPEED—MORE ECONOMY

AT THE SHOW
ALSO AT 2526 MICHIGAN AVENUE

ROMAN is known from Italic by the slant of the latter; Oldstyle Roman is distinguished from Modern Roman by certain characteristics observed in the types of the early Italian printers, mainly the bracketed serif. Modern Roman is that later Eighteenth Century development with flat serif and a greater contrast between the thick and thin strokes. Our Old Roman series is a blend of the best features of both
MARSH-FIELD & COMPANY

Autumn Days are Come and the Sear and Yellow Leaf

In garnering Fall and Winter Merchandise our experienced buyers have thoroughly scoured the marts of the world—every place that might yield something of value for our customers. How well they have succeeded in maintaining our high standard of quality and authenticity of materials will be readily apparent to a critical buying public. This is an unusual opportunity for the woman to outfit herself correctly for the coming fall season.

Autumn Fur Sale
15 to 25% Reduction

These values have attracted many women to this Fur Sale, which is by all odds the greatest that has ever been given to the discriminating fur buyers. One of the greatest reasons for the exceptional popularity of this sale is that those who have come and seen our great variety of furs and styles, the pick of the domestic and foreign markets, tell their friends about their discovery of the unprecedented values we are now offering.

There will be a marked return of Alaskan seal, and Persian lamb is attracting interest. For neck pieces fox is excellent—the entire animal may be used—unless one has a short neck or is unusually stout; then squirrel or ermine should be chosen.

Hats for Fall
Smart Styles from Parisian Studios

Our first collection of fall models is illustrative of how genius has been burning in Parisian studios. Proofs of the inherent style instinct of those French artists are manifested in fascinating feather creations of ribbons, flowers and birds, and Oh! such lines!

Veils
Silk veils of the finest of textures and most beautiful shades that will appeal to the well-dressed woman are shown in the veil section. We will delight in showing these wonderful new creations of the weaver's art. As low as $1.

Gloves

The importance attached to this sale is the fact that these Gloves are of fine Milanese silk, in 16-button length. And in addition, the color range is important, including such popular colors as topaz, gray, pongee, beaver, silver, and white. They are carefully made to meet our most exacting specifications, unusual values at $1.35.

Silk Hose

Full-fashioned silk hose, evenly knitted in grain, at this low price, meet with instant success, as they are durable as well as good-looking. They are of a preferred weight, with lisle re-enforcement at heel and soles—excellent values at $2.25.

Wonderful Values in Modish Shoes

Hundreds of pairs of Women's and Misses' low and high shoes; all lasts and sizes. Included are dress, sports and walking oxfords; patent leather, satin and combination strap slippers; and Colonial Pumps. These are real values at $6.75 to $9.
Radio CHIMES

India INK

SILK Desired

CLOSING SALE
Quality Displays

GIDDINGS STORES
Jewelry Department

Telephone Sunshine J-468

DENINE & BRINK
Art Rugs: Tapestries

2806 Palmetto Street
West Palm Beach

In the lexicon of TYPES THAT TALK observe here a type synonym for the soft agreeable voice that can successfully appeal to refined senses
Nailed SHOE HORN Brought
Elements DENSER PRODUCER Menaced
Construction INCREASES

SIGNING NOTE Displays Neatest
EXQUISITE BEADS National Department
DECREASING EXPENSE Beautiful Styles Displayed
CONSIDER HIGH GRADE WORK From Advertisers $1234567890
OLD ROMAN BOLD IN DISPLAY

DIAMOND MACHINE WORKS

GEARS

Superior Cut Gears of Steel, Bronze, Cast Iron and Fiber

Branches and Service Stations
CHICAGO NEW YORK MEMPHIS SEATTLE JACKSONVILLE LOS ANGELES

Foundry and Shops
MOLINE, ILLINOIS

James Haddon Gracewell
PRINTER
3816 North Clinton Street
CHICAGO

WISCONSIN WHITE PINE
Estimates Furnished

Bridgeman Company
BUILDING MATERIAL

642 North Superior Street
DULUTH
NORMAN CHISWICK,
Sales Department
Telephone Main 2048

No matter what the result to your side—

Victory or Defeat

—up and cocky over the big vote scored
by your favorite candidate, or down and
dejected with perhaps a few tail feathers
plucked in the fray—you still must eat.
And when leadtime rolls around, think of
the place where you always win—good
food and quick service at modest prices
Best 65c Lunch in the City

Skyland Vista Restaurant
Roof of the Continental Building
Rest BUM IN Rut Meat ON HER Band URN Deposit Deferred RISK BONDS Increased

MONEY CONDITION Not Speedily Improved Business Staple Belief

INVESTMENT SHOULD Find Most Encouragement Letting Prosperity Through

INSURANCE COST REDUCTION Practical Labor Saving Convenient Best Invention Man 1234567890

FRAME WITH FOUR WORK PLACES Harris Case Places Found Very Convenient Rack for Leads and Slugs Being Attached

FIGURE AND COPPER SPACE CASES PLACED Full length upon handy shelving at compositors reach holding forty eight and fifty cases and electric lighted

NECESSITY OF MOVING FROM FRAME FOR MATERIALS Greatly eliminated giving proprieters more productive time and much convenience and satisfaction to employees all are pleased

STEEL TABLES BETTER AND STRONGER THAN MARBLE TOPPED Equipped with letter bands drawers and cast drawers gallery and chase racks furniture and relet compartments and cupboard bins for planer and marker
Install a JEFFERSON Oil Burner and Heat with Fuel Oil

For THE HOME
The JEFFERSON Oil Burner is used in thousands of private homes and apartment buildings, lessening the cost of heating at least one-third as compared with coal—and besides the satisfaction of cleanliness, reducing the distressing burdens of the annual decorating upheaval. Saves laundry and can be attached to any furnace.

For FACTORIES
Coal fumes are of no concern to the factory using the JEFFERSON. The smoke goes up the chimney just the same—not those heavy black clouds that disfigure our cities, but the thin wispy kind which tells the story of efficiency and economy in the burner extracting the greatest heat energy from the only 100% non-waste fuel.

You will sign a new Declaration of Independence when you sign the order for a JEFFERSON

Write for booklet A on Home Heating Booklet B for Industrial Plants

Jefferson Burner and Fuel Oil Corp.
2846 Branstead Street
FORT WORTH, TEXAS

AWNINGS
WINDOW SHADES
CANOPIES
TENTS
HAMMOCKS
COTTAGE TENTS
PORCH CURTAINS
SLIP COVERS
FLAGS
SPECIALTIES
CANVAS COVERS

MANUFACTURERS OF
PERFECTION AUTOMATIC STORM LOCK
WINDOW AWNINGS

CANVAS PRODUCTS WORKS
TELEPHONE HARBOR 678 : No. 943 HARGRAVE AVENUE

Central 6020
Acquaint yourself with our new telephone number and get the habit of calling it often when you need office supplies of any kind. Quick attention is given to every telephone order received by us, and we make a speedy delivery by our flivver to all parts of the city and vicinity.

Main Street Stationers
Main at Clark Square
Columbus, Ohio
Black SKIN IRON Drilled Resign OREGON DINNERS Engaged Seal Cars NUMBERED FORMS BANK Money Hustled BEST BARGAINS Houses Remodeled RETURNED SUMMER Bring Flowers and Heat SOUND MONEY SPEEDING Needs for Confidence Heeded

DESIGNING OUR MODERN Faces of Type Has Converted Our Factory into One of Merit Unqualified $1234567890

PROGRESS OF TIMES DEMAND Newest faces now being everywhere furnished by the modern foundries especially in type made by Barnhart

NOTICE BIG DIFFERENCE BETWEEN Machine and foundry composition product perfect clearness of the foundry type is not obtained in letters which are machine set

MACHINE SET JOBS OFTEN GREATER LOSS Rather than profit because the metal is not as solid as foundry type and airholes directly under face of letter give way thus spoiling job run with machine
Superb DESIGN
ORDERS Resulted
FOUND INSPECTOR
Quaint Ideas Sustained
BANKERS GIVE BONUS
Rendered Assistance Reward
DESIRE RECORD ENTERPRISE
New Business Standards Considered
FIGURES POSSIBLE
Buying Power Increased
Reduced The Living Cost
MODERN IDEAS DEMAND
Modern Letter Treatment With
Barnhart Types $1234567890
STANDS FOR SUPERIOR GOODS
Make Deeply Cut Letters Best Quality
of Metal Cast Carefully Makes the Type
All Fonts contain Ò special character

COMBINE DURABILITY CASTS
Distinctive personality embodied in a
type commands attention at any time
under trying circumstances whatever
they may be and such type really talks

MANY REASONS FOR THE PRINTERS
An italic type with a punch that brings home
the message it carries and still possesses that
appearance of outstanding serene dignity and
also has grace attributed to all other qualities

PRINTED MATTER THAT CAN SPEAK HAS
Life and it stands foremost whenever it encounters a
mass of that material which is continually heralding
the presence of innumerable necessities to everyday
life and the type that convinces most is type that talks

Sizes 24 to 48 Point cast in Offset Mold
without Kern
During this special offer our Salesrooms will remain open until Nine o'clock

8th Semi-annual Remnant Clearance

Disposal of all tag-end yardage from our finest grades—$50 to $60 values

It's here—our biggest sale of the year—complete disposal of tag-end yardage in all fine grades.

Fabrics that we have sold in tens of thousands of suits this past season at $42 and $48—which means $50 and $60 values at retail stores.

But now reduced to $30—because there's only a suit or two left of each pattern.

The flower of our lines of last Spring and last Fall; our "best seller patterns;" that's the reason the yardage of each pattern is so small—only one suit or two left of each style!

We urge you to order, not alone for the present, but for next Winter as well. It is your chance to secure a real $60 suit or overcoat for $30.

Suit or Overcoat $30
Extra Trousers $8

The REGAL MERCHANT-TAILOR COMPANY
New York and Chicago
World's Greatest Values—Sold in 10,000 Cities
Vigor

Vigor is something more than Strength, something more than Force: it is the soul and radiant substance of both. The tribute of admiration that men pay to the charm of a swirling rapids, the magnetism of a master orator, the performance of a great athlete, results from the universally compelling influence of Vigor. Everything else being equal, Vigor wins the day. Vigor in illustration, text and typography becomes an impulse that impels to action. Let your advertisements radiate compelling Vigor.

Robert Sloane: Artist
By George Bradley
An inspirational book that should be read by everyone. Mr. Bradley's long association with the great artist has made it possible for him to describe accurately the moods of the master painter and illustrator as few men could. This book is indispensable to a true estimate of one of the greatest artists of this or any other age. The printing was done by Joseph Wintersten.
Price, $4.65
Mitchelson Publishing Company
3458 Stanely Court, Boston

Golf
CLUBS
Our famous LONGSHOT Driver and Brassie is now used by a greater number of professionals than any other make of wood club on the market; because it gives greater distance in the hands of a real golfer
$8.50
James Stout
Sporting Goods
3628 Dermont Street
AN APPRECIATION
By THOMAS JAY ERWIN
Art Director - J. Walter Thompson Company

THE BEAUTY of fine type pages and elegantly drawn letters has always held for me a pleasure akin to the thrill of a fine painting, so it was natural that I should very early join the enthusiastic admirers of Oswald Cooper's work. No one has done more than he to combat ugliness in American advertising. By utilizing simple, direct means, he has made advertising beautiful, readable and profitable, and has shown the folly of the flamboyance which often passes for quality. Cooper's work is always characterized by a fine restraint and the result appears so perfectly simple and natural one wonders how it could be done any other way.

He has taken the classic letter forms and made them his own by the vigor of his personality. He makes them express whatever he wills—elegance, austerity, whimsical drollery, the still small whisper or lusty shout. He understands the anatomy of letters—their "bones" as he calls them. No matter how free he may draw them, they always have structure and form in contrast to the usual spineless stuff that is termed "hand" lettering.

His letters are never drawn laboriously and mechanically—they are done spontaneously and yet with a facility and finish seldom found in any other artist's work. Only a letter designer can appreciate the subtle finesse of his workmanship—his letters are drawn directly and rapidly, and he has to do very little retouching once they are put down. No Paderewski or Kreisler has a surer, finer touch in the handling of his instrument.

It is regrettable that more of his fine letter forms have not been cut in type. The exacting technical requirements necessary in drawing letter designs for type make it a very arduous task and it is not to be wondered at that he has not found the time to do more of it. The first Cooper types are excellent examples of his style and it is to be hoped that the reception with which they have met will encourage him to perpetuate more of his letters in type form.

Cooper has not made a fetish of lettering—he would never think of using it where type would do the job as well. He has an unerring sense of the fitness of things. His work represents a most valuable contribution to the profession of advertising, and now that some of his designs are available to printers, Cooper typography will assuredly become a favorite style with tasteful printing craftsmen. It is quite conceivable that the future will place the name of Oswald Cooper among the greatest of type designers.

(\Set in 14 Point Cooper)
RIDER SINGING
HURDLES
RECORDED
SMART SALE
FINE GROCERIES
FRANKLIN-SEDAN
BUYS HISTORIC BOOKS

Buys Nine COINS
HOUSE Neatly Rebuilt
Interested Cotton BROKERS

STRIKING EFFECTS ARE GOOD Displaying Characters $1234567890
PENCRAFT ITALIC
PATENTED

Superfine FONTS
36 Point
HIT Natural
Printers GAIN
24 Point
DESIGN Influential
18 Point
Choice Selection HEARD

PENCRAFT ITALIC AUXILIARIES
Supplied separately in Fonts of each size from 6 Point to 48 Point containing all characters shown

The
PENCRAFTS

There is artistry in every line of the Pencraft Oldstyle, and the Shaded is especially brilliant and pleasing. Pencraft faces fill to exact nicety that demand for a design between the overly severe and the overornate, and convey the free-hand appearance much sought by art craftsmen, and admired by all the discriminating advertising professionals.
PENCRAFT FACES IN DISPLAY

THE EYE
DOES NOT PAUSE ON PLAIN TYPES IN THE MASS OF ADVERTISING
GIVE YOUR MESSAGE THE ENLIVENING TOUCH OF A
UNIQUE BORDER-ORNAMENT OR PICTURE
THEN YOU WILL CATCH AND HOLD THE EYE LONG ENOUGH
FOR THE MIND TO BECOME INTERESTED AND
ABSORB YOUR STORY
PENCRAFT DECORATIONS ARE UNIQUE

FOR YOUR INFORMATION :
IT IS ASSUREDLY
UNNECESSARY FOR US TO
SUGGEST THAT THE
SPARING USE OF LEADS TO
OBTAIN THE HAND-DRAWN
MASSED EFFECT IS THE
BEST TREATMENT FOR
PENCRAFT CAPITALS

The New
ARISTA COLLARS
FORMAL · 3 INCH
SPORT · 2 INCH
as shown for spring have ample space
for a bow or for a four-in-hand knot
The new material is stronger and finer
than that used in our ordinary collars
HUETT · PEASLEY & COMPANY · INC · INDIANAPOLIS

Telephone Chestnut 4281
Betshire Brothers & Spannard
DEFOREST
RADIO SUPPLIES
Agency Windsor Superior Phonographs
and Records
Innut Street
Philadelphia

A restrained use of
Pencraft Special Strokes
adds a pleasing
decorative touch
Glimpse those diverting twists that have intrigued your eye in many an otherwise uninteresting motion picture subtitle

Pencraft Oldstyle

Type does Talk

Type faces are expressive in themselves and the printer or adwriter should select for work in hand a letter style that is in harmony with the subject or properties of the printed message, thus subtly assisting to convey the desired mental impression

An Invitation

to visit our new Flower store in Queen street at corner of Chesty

Artistic and Unusual Decorations for Social Functions

North Greenhouses
PENCRAFT OLDESTYLE BOLD

Deal IS BE Craft Make FIB SICK Restful Desirable ZEST

Designed NICE ROMANS EDICT Desirably Expressed

RECORDING ARTISTS Giving Merry Song Recital

STRENGTH FOR DISPLAYS Combined with Beauty of Letter

DESIRABLE PRINTING EFFECTS Easily Secured and Quickly Produced

PROMOTE PLEASING TYPOGRAPHIC Creations by Using Pencraft Bold $1234567890

PUBLICITY MEN APPRECIATE BETTER TYPE Many Desirable Features Offered on Your Approval

PENCRAFT OLDESTYLE BOLD AUXILIARIES

Supplied in separate Fonts of each size. Fonts from 8 Point to 60 Point contain all characters shown; 72 Point Font contains all except ‘&’ and ‘‘ which are not made.

Craftsmanship

The typographer who senses the subtleties characteristic of Pencraft design, in both lettering and ornament, will assuredly experience a joy in the composition of unique printed pieces which carry a new note of handiwork and craftsmanship quite apart from the monotonous deadness of the prevailing conformity to tradition. Such work is always refreshing and is of more than ordinary benefit to the business it serves.
Specimens of Pencraft Text

Glenenville Gardens
Have engaged for the Delectation of its Patrons during the approaching Winter Season
the Dance Specialty Orchestra of
Ralph and Floyd Willard
The new Maple Floor of One Hundred Thousand square feet in the Annex will be ready
for the opening night, October 8th at 8 o'clock, when the new Orchestra makes its Debut

Pencraft Text

48 Point

Yule Log Oak

24 Point

Benign Order of Auk
Founded by Maldorf

36 Point

A Nymph Playful

18 Point

Through the Moonlit World
Little Elfin People Gamboling

20 Point

The Big May Banquet

12 Point

Distinguished Landscape Gardener Builds
Beautiful Driveway for the Imperial Home

Mills-Wilston Co
Tailors
Dress Suit Specialists

David R. Wilston

Legibility
Novelty
A Different Sort of Text

Miss Duston's
Blue Bird
Tea Room
The Best Place to Eat

First Floor Diamond Exchange Building
and 326 Broadway
PUBLICITY GOTHIC

The unique non-descending lower case is cast on full face cap line

\[ g \ j \ p \ q \ u \ y \]

is a larger face than regular for the body

MAKE MODERN
ad faces display

STRIKING MESSAGE
commanded notice

BOLD AND VIGOROUS
type that talks and will

EYE ARRESTING EFFECTS IN
printing are attained by type

NOTED STRONG PUBLICITY AGENT
purchased by publishers who are in

INTRODUCING A PRODIGIOUSLY SERVICEABLE
letter whose merit and utility added to novelty

All Points contain C R S T A U N special characters
Examples of PUBLICITY GOTHIC

Not necessarily loud—but always strong and forceful—the words of this lusty "type that talks" can be subdued by the tone of the ink admitting it to refined company where its eye-filling form quite overpowers the timid throng and makes its message known to all

Publicity Gothic

Each Font contains Special KERNED Letters

ATVWXYZ to make close fits for example:

PAWAWATOTA

If your ADVERTISING is run down and weak,

Give it the tonic of the PUBLICITY GOTHIC treatment which is not TOO TONIC for even the most delicate subjects.

PUBLICITY COLOR SPOTS and BORDERS are invigorating too.