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		Barnhart Bros.&Spindler
Adstyle Wide		Barnhart Bros.&Spindler
Adstyle Lightface		Barnhart Bros.&Spindler
Adstyle Black Outline	1910	Barnhart Bros.&Spindler
Adstyle Shaded	1914	Barnhart Bros.&Spindler

Authors Oldstyle Barnhart Bros. & Spindler

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz.,-'?!ctst &\$12345678

Authors Oldstyle Italic Barnhart Bros. & Spindler

ENGLISH NUMBER Imported 38 Models Thanqu Kimbirley MONSTER DOG Bought 69 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
D 1 011 1 7 11	400-	

1906	Barnhart Bros.&Spindler
1907	Barnhart Bros.&Spindler
1907	Barnhart Bros.&Spindler
	Barnhart Bros.&Spindler
	1907

Cardstyle 1914 Barnhart Bros.&Spindler

AABCDEFGHIJKLMNOPQRSTVVWXYZ&1234567890\$.,~:;!?'@LY

Chester Text 1914 Barnhart Bros. & Spindler HRTIST DESIGNS SUPERB GOMMERGIAL TYPE PAGE 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 ABCDEFGHIJKLMNOPQRSTUVWXYZ&\$.,;:'-?! abcdefghijklmnopgrstuvwxyz1234567890fffifl Old Roman Condensed 1907 Barnhart Bros. & Spindler 1908 Old Roman Bold Barnhart Bros. & Spindler Old Roman Bold Condensed 1908 Barnhart Bros. & Spindler 1909 Old Roman Black 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** 1916 Barnhart Bros. & Spindler 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

http://www.klingspor-museum.de

ABCDEFGHIJKLMNOPQRSTUV WX YZ&\$

abcdefgbijklmnopgrotuwwxyz., :: !!? 1234567890 oc / D - b oc r z . ,

Great Minip

PUREST Metal

Refined BANKER

INTERESTING HOUSES Great Demands Created

CHOICE EXHIBITS Compounded Metal

12 Point

PROCURE IDEAL SPECIMEN **Creating Great Improvement** With Shaded Made Beautiful

18 Point

15 A 30 a

EXPRESSING CULTURE Conveyer of Refinement 10 Point EXPRESSES 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 HIERD Raced

Brave ROMAN

EASTER Carnival

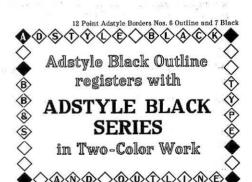
Show Stylish PRINTING

PRODUCTION Manufactured

DEDICATION OF PUBLIC BEACHES
Now Takes Place in Numerous States

HANDSOME SELECTION Printing Effects Assured Users Like 1234567890

12 Point 16 A 30 a SPECIMENS ADSTYLE OUTLINE WON Deserved Commendation When Shown with Advertising and Commercial Jobs



BudRUM

HOME Baled

60 Point

Steals DESIGN

BINDING Material

42 Point

Spool RUN

36 Point

BIG Demand

30 Point

Sanitary SHOE

24 Point

5 A 10 a

HEROIC SOLDIERS Liked Their General

18 Point

BARNHARTS ADSTYLE Designed for Job Printing

14 Poin

12 A 24 a

PRODUCING STRENGTH Intelligent Help Honored Exhibitions 1234567890

12 Point

16 A 30 a

IRRESISTIBLE DESIGN MADE Publisher Bought Our Material Furnish Entire Establishment

10 Point

18 A 36 a

SIMPLIFIES ADVERTISEMENT JOBS Modern conditions greatly simplified terminating the intricate alignments common to a less progressive period

8 Point

0 A 40 a

PRINTING OFFICES ARE NOT COMPLETE Unless equipped with modernized materials and the metals compounded for our durable products result from the intelligent devotion

6 Point

21 A 42 a

PUBLISHERS COMMENDING SUPERIOR FINISH Methods of systematic alignment of type faces on the same or different bodies as employed by us and other leading foundries represent a distinctively advanced

Stock HIRED

DERBY Cashed

Thoughtful HORSE

RICHEST Friend Mill

Master Great PROGRESS

30 Point

NOSE POINTED
Doomed at Post

24 Point

WISE DEALERS BID Smartly Outclassed

18 Point

MARKET PRICE RAISES
Stocks Thoroughbreds Sell

14 Point

HIGHER PRODUCT COMPOSED
Names and Number Department

12 Poin

MODERN LEATHER HARNESS Hand Sewed Beautiful Colored Specimens Harness Makers Art Products Sold at \$1234567890

10 Point

HARNESS SHOWING IN GORGEOUS Colors adorn these animals beautiful in appearance graceful in action and showing equine intellect marvelously

8 Point

20 A 42 a

SOME OTHERWISE INTELLIGENT PRINTERS Do not show horse sense in sticking to the old time worn materials presses office equipment furniture base stone chases racks and so forth

6 Point

20 A 42 a

MAKE ROOM FOR A MODERN CYLINDER PRESS This can be done by reducing the composing cabinet floor spaces every old double twenty four case rack two work frames to be replaced by new ones which

All Fonts contain $m{m}$ special character

ADSTYLE WIDE

Kick SIN

48 Point

DIN Halted

42 Point

3A 4a

Reach MINE

36 Point

NO End

30 Point

3A 5a

Raids SIN

24 Point

A 6a

MENTIONS Best Method

18 Point

5 A 11

BONDS QUICK Graded Material

14 Point

BOLD MAKES Greatest Appeal

12 Point

10 A 18 a

REFUSED HOME Monarchs Dignified

10 Point

12 A 24 a

SELECT EXHIBITION Receives \$1234567890

8 Point

13 A 27 a

RECEIVING RECOGNITION
Obtained Most Useful Material

6 Point

15 A 29 a

HANDSOME OFFERINGS MADE Chastely Fashioned Letter Introduced

SHAPE HARMONY

Wide shaped Space Wide shaped Design Wide shaped Type Face Wide shaped Decorative Units

A SYMPHONY OF FORM

ADSTYLE WIDE

3 A 3 a

CFR S

[odels RET]

IS Board

Caught B

STORE Mutua

Beautiful BEAC

BANKER Interesting

Good Metals FOR CASTIN

SPLENDID MEGAPHONES Performance Unsurpassed Demonstrated on Request

14 Point

18 A 36 a

ERECTED HANDSOME BUILDING Reviews Fashionable Department Displaying Styles \$1234567890

12 Point

23 A 44 a

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 in vigorous sturdiness and strong lines allied to superior merit that has so many points of true excellence it

32 A 65 a

INCREASED WIDER RANGE OF ATTAINED ACCOMPLISHMENT GIVING Vigorous sturdiness and strong lines allied to superior merit has many points of true excellence that has won general popularity among those

Tube KUS

NERS Jailed

Consider MACHIN

USE Debated

Reduced M

ORSE Contested

Advertised DAMP

DEMANDS Constituti

RENOWNED CHARACTER Exhibited Advertisement

18 Point

MANUFACTURERS PRODUCING **Prompt Results Easily Obtained**

14 Point

STERN BOLD CONDENSED LETTERS Decreasing Experiment \$1234567890

12 Point

PRINTER SEEKING BARNHART PRODUCTS Does Various Other Kinds of Good Artistic Work Expressive and Impetuous with that Convincing

MOST POWERFUL DESIGNS FOR FINE PUBLISHING Money Used Purchasing This Fine Design is Well Spent And the Investment Keeps a Producing Pace that Makes

Sold K

96 Point HID Black

Suited HOSE

BIKES Niftiest

Contested RIGHTS

RESUMES Delightful

Seeks Higher NOMINEES

MAGAZINES Report Detailed

USEFULNESS PRONOUNCED Greatest Utility Represented

DISTINCTIVE RESULTS MAINTAINED **Beautiful Condensed Types Displayed**

ENTERPRISING PRINTERS ORGANIZATION Individual Questions Printed \$1234567890

12 Point

PRODUCTS CONSTANTLY BECOMING VERY POPULAR Satisfy Desirable Customers of Greatest Discernment

10 Point

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

narrow space narrow design narrow typeface narrow decorative units:

AN AGREEABLE CONCORD

BOND HOUSE

REDUCES BUSH

MANSION 3 A

ENQUIRES

DEMADITAL.

48 Point 6 A

MOUNTAIN GUN

DESIGN RESERVE

36 Point

RAILROADS DO FINER SERVICE

20 Point

BUILDING RUINED MOVING BIG GUNS

24 Point

15 A

SPECIAL INSTRUCTS FOR SERVICE TROOP

20 Point

19 A

PRESIDENT SPENDS WEEK NEAR AMERICAN DIVISIONS

18 Point

22 A

THE TROOPERS CROSS BORDER BATTLESHIP HELPS WIN FIGHT

[172]

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

8 Point 18 A 36 a
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

6 Point 20 A 40 a
CHARACTERISTIC HARMONIOUS EFFECTS
PRODUCED By 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

5 Point 19 A 38 a
BARNHART BROTHERS SELECTED SPECIMENS WHICH
APPEAR ON THE PAGES of this book display a great number of
new and unique type faces that have never been seen before
in any work of this kind and will assist in producing a superior
and more pleasing effect which in turn will always prove the
most profitable not only to the printers but to the advertisers

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

UNDERGOES
Make Merited

EXPERIENCES
Printing Designs

FIGURE RESPOND
Battles for Business
Secured New Result

REMOVING PHONES
Clear Distinct Designs
Because Easiest Read

4A 7a

NOWHERE SURPASSED Dignity Being Personified

30 Point

A 9a

DISCRETION IN PURCHASES Makes Customer More Satisfied

24 Point

A 10 a

DEMANDS PROVEN MERCHANDISE Elegant Design Assures High Grade Job

18 Point

A 18 a

SECURES MUCH PRAISE
CHOICE Economical Printers
It Facilitates Effective Work

20 A 40 a

MAKE THESE SOME OF HIS DUTIES REQUIRING HIM to familiarize himself with the methods so that the system may be correctly kept and so neatly arranged as to locate anything wanted \$1234567890

16 Point

11 A 20 a

PLETHORA IN MATERIALS PLACES Pep in Production thus Enabling Publishers to Expand 8 Point

22 A 44 a

USEFUL DESIGN FOR GENERAL PURPOSES FREQUENTLY USEFUL on special forms constantly broadens the scope of carefully selected plants and assists in banishing the unproductive face materially for the relief of latent investments thus increasing the output and profits thereby

14 Point

3 A 26

PEACE LEAGUE PUT PRINTING WITH LUCRATIVE and Remunerative Trades by Preventing Price Cutting 6 Point

24 A 48 a

IF THE PRINTERS OF THE PRESENT DAY WERE TO GLANCE BACKWARD over the many faces and styles of type that have enjoyed a brief popularity and quickly became obsolete they would spend a lifetime in the glancing only be ever afterward immune from novelty or from devotion and thoroughly disgusted with former amateurish things

12 Point

16 A 32 a

NEVER FIND ERRORS IN SALESMAN Nor Complain in Regard to Customers but Simply Explain Manner of Figuring Cost 5 Point

19 A 38 a

ATTRACTIVE STYLES DELIGHTTHE PURCHASER DESIRING THE FINEST GRADE OF WORK and will guarantee continued patronage only to those shops properly equipped with material for such artistic execution for he knowsonly too well that their competitors cannot deny their claim that the work they turn out is much superior because of latest materials and the rapidly increasing tendency toward a more conservative tone

ENDURING Unfold Effort

RECOGNIZES
Italic Beautiful

HOUSE SENIOR Simple Art Design Fine Bright Colors

FINER SPECIMEN
Create Great Demand
Selects Authors Italic

Sizes 24 to 72 Point cast in Offset Mold

DESIRED PRODUCTS Bringing in Large Profits

PROGRESSIVE PRINTER Strives Persistently for Effect

24 Point

RENDERS IMPRESSIVE DESIGNS (hicago Company is Arbitrating Wages

REFORMING SECTIONS Newest Practical Methods The (haracters Onforming) 10 Point

17 A 34 a

SUITED 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

EXPENSIVE LIMOUSINE Daily Newspaper Distributed Modern Advertising Methods

FIRST AMERICAN BROKERS

Bought Reliable Merchandise and

Sold and Exchanged 1234567890

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

21 A 40 a

6 Point 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

HIGHLY ARTISTIC PRODUCTIONS Delightfully Expressive Advertising and Many Effective Combinations Resulting 5 Point

INCOMPARABLE DESIGNS FOR PRINTED WORKMANSHIP Assured of instantaneous recognition from the appreciative readers those pleasing and attractive effects are easily obtainable which are expressive of exclusiveness and quality in all your printed literature order immediately our handsome new faces guaranteed to produce the results derived only from the use of best kinds of modern faces

AUTHORS ITALIC AUXILIARIES

Supplied in separate Font containing all characters of one body, except in the 60 and 72 Point the characters We and 🖘 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 1952 are offered at 94 to yield 6.50%

National Securities Company

Service for Investors

68 North Superior Street, Frederick, Ohio

9 Point Art Design Rule 5520

Monthly Statement

BOSWORTH BROTHERS & HARDWICK

WHOLESALE GROCERS

	TELEPHONE MIS	SOURI 6926		
		Date	117	
- F	· · · · · · · · · · · · · · · · · · ·			
	- Involved neid midkin 10 Dans of Invoi	3-1-		
ash Discount of	n Invoices paid within 10 Days of Invoic	ce date	× 1	
	To Account Rendered	540		
	To Current Purchases		I U	

AUTHORS ROMANS IN DISPLAY

Six Cterling, O Series

Florida Office **Everglades Trust Building** Miami

Otto & Clark

Specialists in Florida Farm Lan

Telephone Main 2463

Cle

ith 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 may 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

12 Point Classic Art Border 180

System and Efficiency



System too-systemized soon defeats its aim By it becoming thus the chiefest 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 thoroness: Efficiency is growth, and loss the wage of Guess

> Quoted from THE INLAND PRINTER



Safety Deposit Boxes \$3.50 to \$8.50 per Month

OPEN THURSDAY AND



Diamond MINER

PRINTING Increased

Good Colonial MISSIONS

HONORED Example Offered

Demands Historical SELECTIONS

HIGHEST QUALITY PRINTING DEMANDS Proper Selection of a Characteristic Letter

HUMOROUS PERSON Makes Fun at Socials

Extensive Collections for Desirable Styles Combined with Accessories \$1234567890

PROSCRIBED INVENTION Moving Pictures Released

10 Point

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

18 Point

MASTER PRINTER CONCLUSIONS Extra Facilities Installed Increase 8 Point

26 A 50 a

MOST COMPOSING ROOMS HAVING A PLETHORA OF FACES Many uselessly obsolete purchased on the suggestion of some freakish customer and burdening cases with non-productive junk resulting in a scarcity of the more necessary material

14 Point

30 A 54 a

RECORDS OF EARLIEST PRINTING DEVICES Durability is required in Printing Materials

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

60 Point

RUMORS Extracted

48 Point

Kings Reliable MOTORS

MEMBERS Refused Secret

Highest Artists PERFORMING

SMOKE REMINDER Depositors Asserted

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

PROMOTERS REMARKS Groceries Establishment 10 Point

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

18 Point

EXECUTION AND EXPRESSION Should Continually be Prevalent 8 Point

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

14 Point

DEMONSTRATED FOUNDATION WORKS Machinists Astonished Mechanical World

28 A 54 a

HANDSOME AUTHORS ROMAN BOLD CONDENSED TYPE SERIES Thoroughly established for themselves the reputation for clearness and convenience which renders would be challengers 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

12 Point Art Design Rule 5565

Dodd Tractors



Manufactured by
Dodd Tractor Company
842 Mechanic Street
Detroit

Automotive Commercial Typecut 72283

6 Point Triple Rule 5315

DODD TRACTORS

1

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 AtlanticandNewEnglandStates. About one-third of this number came from the State of Pennsylvania, a third from the

The Wayne Gurier Waynesville, Missouri		
	e, Missouri	
Received of	Φ.	
Payment in full for subscription from $_$	to	
	ORTON PUBLISHING COMPANY	
Date	Per	

6 Point Linotone Rule 6019

PLYMOUTH ROCK

Spend your vacation this summer in old New England. Plant your feet on the firm rock of Plymouth where our sturdy ancestors first landed from the good ship Mayflower, in the Thanksgiving year 1820, and there resolve to become an ever more steadfast American persistent in the struggle to overcome those things that oppose the betterment of your life condition



Down East—along that sweep of rugged shore where America had its beginning—is spot after spot of historic and patriotic interest. Visit here the places of hallowed memory, enjoy the pleasures the most ancient and populous part of the country has provided, and be rejuvenated by the ideal summer climate at the hundred and one resorts reached by our lines

For Descriptive Booklet, write Summer Tours Agent

NEW ENGLAND RAILROADS CORPORATION

NEW YORK OFFICE: 262 NASSAU STREET

BOSTON OFFICE: 368 TREMONT STREET

12 Point Art Design Brass Rule 5571

Junge Thanksgiving Decorator 108762

(harles & Com

Announce

Special Sales of Modern Eng Ommencing Wednesday, Au until September 5th This Free Booklet May Save Costly Errors

Fifth Income Tax Booklet

Now Ready

A complete reliable guide for making out Income Tax reports. It contains the latest information and rulings together with individual

Latest Income Tax Tables

Showing total tax and convenient methods for the computation of various incomes—

Sent Free on Request

John Hope Dodge Company

Investment Securities

210 South La Salle Street, CHICAGO MILWAUKEE: Wisconsin Bank Building

LINCOLN LECTURES

THE INSPIRING STORY OF HIS LIFE TOLD BY

DR. GEORGE W. HENDRICKS

MUSIC HALL WEDNESDAY EVENING MARCH 26



ADMISSION \$1.25 PER PERSON

Mottled BIRD

DRUG Collected

Standard DESIGNS

USING Bond Material

36 Point

4A 88

MESSENGER Bag Restored

30 Point

5A 9a

DREAMY EYES Sugar Butternut

24 Point

6 A 11 a

ENTRANCING BOYS Northeast Workmen

18 Point

9A 19a

DEPORTMENT EXCELLED Knowledge is Most Helpful

14 Point

13 A 26 a

RECENT ORDERS MAILED Profits Assured Purchaser by This New Series of Type

12 Point

17 A 35 a

DESIGN OF PLEASING FORCE The Sharpness of These Letters Insures Legibility \$1234567890

10 Point

19 A 38 a

EFFECTIVE AND PROFITABLE LOAN Make arrangements for all parties that especially choice line of birthday rings

8 Poin

0 A 40 a

COMPLETE INSTRUCTION FOR PRINTERS Examine this series with unusual care and make it valuable and distinctively original

6 Point

3 A 44 a

SERVICEABLE TYPES REMARKABLY APPEALING To the man who presides over the financial destiny casually inspecting the Authors Roman family will

5 Point

25 A 50 a

TYPOGRAPHY HAD TO WAIT FOR THE INVENTION OF THE PAPER Which is the only material that is mechanically adapted for printing and the only material that was required to free the world from all the

BARNHART OLDSTYLE

72 Point Behind SIGN

60 Point IRON Imported

Disclosing HONOR

HORSE Development

Definite Result SECURE

FINE CHASES Lockups Bettered

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

SQUARED FORMS

Printers Being Pleased

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

ELECTRICAL WELDED Press Chase Forms are Solid 8 Point 25 A 50 a 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 spoiling job pullouts deposit on rollers possibility of plates smashed

14 Point 15 A 29 a STONEMEN REQUEST MORE Workmen Rendering Output Speeds 6 Point 26 A 50 a 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 wise let experience be the best teacher put BARNHART OLDSTYLE ITALIC

Mailed URN

RIM Displaced

Shepherd SCENE

CHIME Bells Restful

Record Best METHODS

NINE HOMES
Buildings of Steel

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

KINGS MENDING
Butterflies Cultivated

10 Point 20 A 40 a
INCREASE SUCH KNOWLEDGE
That has proved valuable in the education
and development of an individual member
of society and then national growth results

NUMBERS REDUCED
Highest Interest Subscribed

8 Point 22 A 44 a
RECEIVED OVATION FROM FRIENDS
Audience greeted distinguished resident with lavish
acclaim recognizing his great attainments and those
beneficial civic accomplishments that mean success

ENDORSE SEVEN COLORS
Shade of Graded Quality Selected

6 Point 24 A 46 a
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

CARDSTYLE SERIES

18 Point No. 2

10.4

CARDSTYLE ARTISTIC TYPE DISTINCTIVELY NECESSARY

18 Point No.

14 A

CHARMINGLY EFFECTIVE FACES MAKE DESIRABLE STATIONERY

12 Point No. 3

-0.1

PROVIDENTIAL ASSURANCE COMPANY CAPITAL AND SURPLUS \$1234567890

12 Point No. 2

18 A

SOCIETY OF QUAKERS GOVERNED BY WM PENN AT PHILADELPHIA A CITY OF BROTHERLY LOVE 12 Point No. 1

20 A

THE WOMEKINLEY MEMORIAL UNIVERSITY FOUNDED JUNE 16TH BY THE GRAND ARMY OF THE REPUBLIC AND AMERICAN LEGION

6 Point No. 3

24 A

COSMOPOLITAN ASSOCIATION OF COMMERCE DEMANDING
LOWER PASSENGER AND FREIGHT RATES REQUESTS YOU
TO ATTEND THE MONTHLY MEETINGS OF THE GOVERNING
BOARD HELD EVERY SECOND SATURDAY AFTERNOON IN

6 Point No. 2

34 A

ANNOUNCING THE GRAND OPENING OF THE METROPOLITAN SCHOOL OF MODERN COMMERCIAL SCIENCE. AN INSTITUTION DEVOTED ENTIRELY TO ADVANCING THE DOMESTIC AND FOREIGN TRADE RELATIONS WITH PARTICULAR ATTENTION GIVEN TO MANUFACTURING AND EXPORTING

6 Point No. 1

40 A

CARDSTYLE THE DISTINCTIVE TYPE FACE PARTICULARLY USEFUL FOR PROPERLY COMPOSING HIGHEST GRADES OF STATIONERY PRINTING AND MAKES A WONDERFULLY EFFECTIVE SERIES FOR HAKING UP ATTRACTIVE LETTERHEADS AND CARDS BESIDES WORS STIMLAR NATURE GUARANTEED BY BARNIART REOTHERS & SYNDIEST HIE FANDUS MID-WEST TYPE FOUNDERS

All fonts contain Co. LY MC TH WM special characters

RESIDENCE TELEPHONE
VICTORY 9824

ANDREWS LUMBER COMPANY

AIR DRIED AND KILN DRIED

NORTHERN HARDWOODS SOUTHERN

MAHDGANY AND WALNUT PANELS CRATING LVMBER

HENRY O. WINTERGREEN

CLEVELAND

DR.WM C. CONNE

1230 LYCEVM BUILDIN

OFFICE HOVRS 9:30 TO 11:45 A.M. 2:00 TO 5:00 P.M.

MANUFACTURERS OF UNIVERSAL RADIO RECEIVING APPARATUS

WESTERN MOTOR MANUFACTURING @

UNIVERSAL ELECTRICAL SPECIALTIES @

ANNOUNCES TO ITS WEST SIDE PATRONS THE APPOINTMENT OF

Mr. George A. McWhorter

AS SPECIAL SALESMAN
MOTOR AND FAN DEPARTMENT

UNIVERSAL CUSTOMERS WILL REMEMBER MR. MEWHORTER THROUGH HIS LONG AND IMPORTANT SERVICE TO THE WEST SIDE AS EMERGENCY ENGINEER OF THE OLSON ELEVATOR COMPANY. IN SOLICITING YOUR BUSINESS IT WILL BE THE POLICY OF MR. MEWHORTER TO EARN YOUR BEST CONSIDERATION BY RENDERING EXPERT SERVICE IN CONNECTION WITH SALES

WEST SIDE WAREHOUSE JACKSON STREET AND GARFIELD BOULEVARD TELEPHONE MONROE 8522

MANUFACTURING PLANT
9283 WEST POLK STREET, CHICAGO HEIGHTS
TELEPHONE CALVMET 9823

Exquisite Object of Traftmanship Oriental Deventh Annual Excursion Announcements

24 Point No. 2
Interior Decorations Original
Exclusive Patterns Designed

18 Point 9 A 27 a Purest Diamonds Tiffany Settings Handsome Armour Dieces Exhibited Beautiful Furniture \$1234567890

24 Point No. 1

Lapanese Prints Delight Artists

Special Engagements Announced

14 Point

12 A 33 a

11 agnificent Steel Engravings Acquired

Excellent Specimens of Sheffield Plates

TheFt Insurance Companies Reorganized

GHESTER TEXT

HRTIST DESIGNS SUPERB GOMMERGIAL TYPE PAGE

12 Point No. 2
SHIRT PHILL TRITERMRY GIRGLE

10 Point 9 A 23 A
MRTHIGIME KLOWERS FOR SHILE
MODERD CHTHIOGS FURDISHED

12 Point No. 1

BEHUTIFUL KEORHE DEGORHTION

8 Point 10 A 30 A DESILERS IN ORIENTHIL THYESTRIES MND IMPORTED MATIGUE RUGS 1234567890

MR. ORVILLE TRADER

Mrs. Hrdrew Furstor Miss Farstor

Actors Chub

527 Porth Myerae

Steelplate Text

30 Point Lorth American Rubber Company

State Bank of Missouri

Jederal Impreme Court

[272]

iploma Soud

The Racine Herald

Ryder Park State Bank

he Chicago School of Printing

New Jersey Central

24 Point

Hold Religious Ceremony

Respectively Compare Scholars

Announce the Arrival of Designs Latest

West Mining Directors Association Begin Distribution of \$1234567890

10 Point

14 A 44 a Designers Announce the Fifty-First Annual Fall Festival and Dance at Blackstoné Hotel

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

Miss Harriet Bowers Announces the Opening of an Elegant Hat Parlor with a Handsome Display of Newest Creations

Engravers Old Black Auxiliaries

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



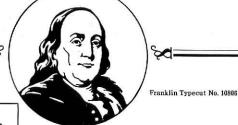






The highest tribute ever paid to the printer's craft was expressed in but three words by one of the world's greatest minds who in writing his own epitaph put aside his triumphs as scientist, philosopher, inventor and diplomat, and began:

"B. Franklin. Brinter"



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



Spaulding Brothers Jewelers and Silversmiths

Downtown at Broadway and Madison Hytown Branch at 29 Wilson Avenue

Thelman Thurch Bell Tompany

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

DIGNIFIED SERIES
FINE PRODUCTION

NEW METHODS POPULAR PERFECT LINING SYSTEM

DESIRABLE DESIGN
SUPERIOR LETTERS

12 Point No. 42

SELECTIONS AGREEABLE

12 Point No. 41 17 A
IMPROVED MODERN CONDITIONS
FACILITATES GOOD COMPOSITION

CHOICE WORK \$1234567890

6 Point No. 43

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

6 Point No. 42 23 A

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

6 Point No. 41 34 A

Handsome faces can he displayed on excellent work

enlargement op oppositunity for engemous profiting

revolution in the meetiods of producing new designs

ENGRAVERS ROMAN SHADED

36 Point

ENTIRE RANGE

RICHER COMPOSITION

18 Point No. 52

MONEY SAVING
IN BANK NOTES

BLACKSTONES HOME PRINTING EDUCATES

DISPLAYED AMONG THE BEST EQUIPPED PLANTS

12 Point No. 54

DISTINCTIVE TYPE FOR THE
BEST KINDS OF JOB WORK IS

12 Point No. 53

SECURING MUCH PRAISE
IMPRESSION CONVEYED
MORE REFINED PRINTER

12 Point No. 52

INVESTIGATE OUR SYSTEM
PURCHASE ORIGINAL TYPE
DESIGNS NOW \$1234567890

12 Point No. 51

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

6 Point No. 51 16 A SMALLER SIZES VERY APPROPRIATE FOR THE PROFESSIONAL GUSTOMER DESIRING BEST POPULAR SHADED EFFECTS IN FACES

[260]

SPECIMEN FORMS

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

CORRECT STYLE FOR INVITATION AND ATHOME CARD ENGRAVERS ROMAN SHADED WITH HAIRLINE RULE TO INDICATE PLATE MARK

Exceptionally Handsome Design Secured Suitable for the Most Uptodate Concern

The Kighly Convincing Recommendation Useful Seeking Employment — a Fine Reliable Branch

24 Point No. 2

Politician Admils Errors Nade

Furnishes Pleasing Explanation

24 Point No. 1 7 A 22 a Beautiful Product Kighly Merited Assuring Positively Increase of Trade 18 Point 9 A 28 a Productive Time Neans Money Systematize Your Printing Plant Minimize Nonproductive Hours

14 Point 10 A 40 a
This Most Particular Summer Resort
Made Ample Provision in Entertaining
Distinguished Guest for Ensuing Season

Wedding Plate Script

36 Point

3 A 10 a

The Spirit of Well Bred Refinement Must Always Pervade Society Work

Let Your Skill Kave Full Play — Use But Such Faces As Impart Qualities You Desired

General Information Obtained
Through Local Departments

24 Point No. 1

Proudly We Display Our Correct

Faces for Very Best Social Usage

Just As Proper Words in Speech Must Be Used to Convey Right Idea So Must Type Be Chosen

14 Point 9 A 35 a
Full Authority Given the Capable Manager
Who Displays Wonderful Executive Ability
Obtained Exceptionally Magnificent Results

Notes Gifted SCOPE

RESTORE Gabinet Beautiful

30 Point

○ K T ○

Helpful DESIGNS

24 Point 7 A 12 :

BRONZES Continental

18 Point 11 A 22 a

Lettering Handsome MISSION

14 Point 15 A 5

INDIVIDUAL Conformation Desired

DIGNIFIED MARKINGS INSURE
Modern Printers Clientele of Distinct
Commercial Advantage and Resultant
Prestige Hence Equipment is of Signal

10 Point

22 A 44 a

MORE ADVERTISERS REQUIRING Fine lettering and distinctive typographical display appreciate the advantage of fine and modern type faces offered by \$1234567890

8 Point 25 A 49 a
KEEPING ABREAST OF THE TIMES APPLIES
As specifically to the printing business as to any other
and nowhere does the plant more quickly give evidence
of deterioration than in the composing room production

6 Point 26 A 52 a EXPERIENCED ADVERTISING MEN AND BUYERS OF Printing readily determine the status of your plant and character of your production by specimens of the printed product so bright new clearcut type is substantial evidence of a proper equipment

BELMONT CONSERVATORY FLOWERS

SUBURBAN ORDERS PROMPTLY DELIVERED

TELEPHONES NORTHFIELD 267-68
GLENGOE



Ad-Art Ornament 10816

Fourth Annual Frolic



Employees of

Childs & Company

West End Casino April 26 at eight o'clock

20

Admission Ticket

Social Decorator 72204

YE GRAFTS FURNITURE

Artistic Designs of Simplicity & Beauty in Quartered Oak

> Substantially Built

Moderately Priced

OLD MISSION GABINET MANFG. ASSOCIATION

Factory & Offices: GRAND RAPIDS, MIGHIGAN

Mission Border and Tint Dot Rule

Buckled RISE

KINGS Guarded

Residential BRICKS

CHIMED Knolls Reach

MEND SHOE Black Retouch

SECTION ENDS
Rented Beautified

HONORED EDITION
Select Studies Needful

BROUGHT HIGHER AIMS
Designed Handsome Material

MODERN JOB SEEKS Handsomest Equipment

PROCESS PRINTING AIDS Finer Color Work in Beautiful Hues and Tints \$1234567890

SCORING CUTTING EMBOSSING Hot Stamping or Die Cutting Required Barnhart's National has Surpassed All

10 Point 24 A 48 a
PROPER INK DISTRIBUTION OF PRESS
Two ink cylinders used in the operation large
as well as small and two vibrators of best steel

8 Point 25 A 49 a
FOUNTAINS IMPROVED ADJUSTING SCREWS
Held where set by tension springs having our standard
roller trip system for double inking and the two steel

6 Point 26 A 54 a
PRESS HAS MODERN BOX FRAME DIRECT CONNECTED
Counterweight and sliding steel blocks inside the camway of the
large gear frisket frame grippers are depressible at any point

$Reduced\ HOSE$

CLOSE TIMBER More Ideas Offered

WONDER DESIGN Savings Bank Invested

GENEROUS DEMAND Mortgage Bonds Successful

BIDDING TIME Union Drivers Meet

DESIGNED HARMONIOUS Effective Advertising Features Show Compositors Comprehend Advantages Secured with Italic

EXCLUDE CHANCE Making Returns Assured 10 Point ASSURE HANDSOME PROFITS And promote highest quality of work desired by keener buyers of printing italic faces are of prime necessity in

16 Point SHOWING NEW DESIGN Modern Printers with Careful

EFFECTIVELY PRINTED DISPLAYED Work easily produced where italic is combined harmoniously with its companion roman faces these combinations permit your compositors to

14 Point INDUSTRY DEVELOPMENT Helps Working People 1234567890

6 Point 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

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



MARDI GRAS

and old
NEW ORLEANS



KELLERMAN & COMPANY

PRINTERS AND DESIGNERS 732 SHERMAN STREET TELEPHONE HARRISON 0336

CHICAGO

Point Contrast Double Rule 5208 Graphic Arts Ornament 1804



List of Leading Hotels

SAINT CHARLES GRUNEWALD DE SOTO MONTELEONE



NEW ORLEANS INVITES YOU TO ENJOY A WEEK OF CARNIVAL IN THE ONLY OLD WORLD CITY IN NORTH AMERICA

Social Decorator 72202

Old Roman and Old Roman Italic were first cut and cast by H.W. CASLON & CO., Ltd., of London. We were given the permission to make these types in America. Bold, Black and Semitone are our own exclusive design

Reduced Prices on All Our Handsomest

FURS

All of our handsomest Fur coats and wraps—Furs from foremost designers who are masters in the art, Furs of finest quality which manifest theutmostin workmanship—included in the February Clearance. Mink, Caracul, Mole, Broadtail, Squirrel, and Hudson Seal are some of the quality Furs which are featured. Fur wrap of finest Caracul, soft and pliable, with collar and novel trimming of Kolinsky—at great reduction in price for this clearance only

Fur Sections Sixth Floor, North Wabash

MARSHALL & COMPANY
Manufacturing Furriers

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 Owner

HOWELL THEATRE BUILDING 863 MORSE STREET

Junge Halloween Decorator 7295

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

CALLED CONTROL OF THE PROPERTY OF THE PROPERTY

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 tope, 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 ingrain, 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.



Togs for the Open

All-Wool Scarfs and Sweaters Rob the Chill Wind of Its Sting

NOTHING has been left out to make the out-of-door woman comfortable while enjoying her favorite winter sport. Warm all-wool knitted scarfs and sweaters will protect her from wintry blasts.

Prices Greatly Reduced

Outing Typecut 108272

60 Point

48 Point

3A 4a

24 Point

5 A 10 a

OSING SAI Quality Displays

36 Point

3A 5a

18 Point

GIDDINGS STORES

Jewelry Department

Telephone Sunshine J-4685

Established 1886

Ouiet Typewr

A Superior Mach for Business

DENINE & BRINK Art Rugs: Tapestries

ARTHUR HARRIS

2806 Palmetto Street West Palm Beach

JAMES B. CURTIS Repair Department

> In the lexicon of TYPES THAT TALK observe here a type synonym for the soft agreeable voice that can successfully appeal to refined Senses

Herringbone Rule Typecast Rule Corner 1802 3 Point Caslon Modern Border 20

72 Point

Nailed SHOE

HORN Brought

48 Point

3 A 6 a

Elements DENSER

42 Point

4A 7a

PRODUCER Menaced

36 Point

4A 9a

Construction INCREASES

30 Point

5A 10a

SIGNING NOTE Displays Neatest

12 Point

16 A 32 a

DEMANDS MODERN SYSTEM Practical knowledge for printing art comes readily and handsome cover pages presented to careful solicitors by request for the same

24 Point

6 A 12

EXQUISITE BEADSNational Department

10 Point

21 A 42 a

PRINTING HOUSES COMPLIMENTED The sharp elements of this letter insure clean and legible finished jobs of printing for any unlimited number of impressions

18 Point

10 A 19 a

DECREASING EXPENSE Beautiful Styles Displayed 8 Point

22 A 44 a

PROMINENT PUBLISHERS ARE PLEASING The particular customers that they wish to satisfy when they use an appropriate and attractive type face and carefully examining these standard series

14 Point

13 A 26 a

CONSIDER HIGH GRADE WORK From Advertisers \$1234567890 6 Point

24 A 49 a

RETAINING THE BETTER FEATURES OF THE GREAT Proven type designs of the early generations combined with improvements suggested and developed with more modern and finer equipped casting foundries of today and which are

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

12 Point Modern Black and White Border 1225 3 Point Tint Dot Rule 5921

James Haddon Gracewell PRINTER

3816 North Clinton Street CHICAGO



WISCONSIN WHITE PINE

Estimates Furnished

Bridgeman Company

BUILDING MATERIAL

NORMAN CHISWICK, Sales Department 642 North Superior Street

DULUTH

Telephone Main 2648

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 feedtime 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

3A 3a 120 Point

96 Point

MONEY CONDITION **Not Speedily Improved Business Staple Belief**

Meat 0

INVESTMENT SHOULD Find Most Encouragement Letting Prosperity Through

ER Band

14 Point 16 A 32 a INSURANCE COST REDUCTION **Practical Labor Saving Convenient** Best Invention Man 1234567890

URN Deposit

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

Deferred RIS

25 A 50 a 10 Point FIGURE AND COPPER SPACE CASES PLACED Full length upon handy shelving at compositors reach holding forty eight and fifty cases and electric lighted

BONDS Increased

8 Point 27 A 54 a NECESSITY OF MOVING FROM FRAME FOR MATERIALS Greatly eliminated giving proprietors more productive time and much convenience and satisfaction to employees all are pleased

30 Point **Competition FORCE**

STEEL TABLES BETTER AND STRONGER THAN MARBLE TOPPED Equipped with letter boards drawers and sort drawers galley and chase racks furniture and reglet compartments and cupboard or bins for planer and mallet

6 Point

31 A 60 a

[118]

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 famines 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 desecrate 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



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

OLD ROMAN BLACK

Black SKIN

IRON Drilled

Resign OREGON

DINNERS Engaged

Seal Cars NUMBERED

FORMS BANK Money Hustled DESIGNING OUR MODERN Faces of Type Has Converted Our Factory into One of Merit Unqualified \$1234567890

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

RETURNED SUMMER Bring Flowers and Heat 8 Point 20 A 40 a NOTICE BIG DIFFERENCE BETWEEN Machine and foundry composition product perfect clearness of the foundry type is not obtained in letters which are machine set

SOUND MONEY SPEEDING Needs for Confidence Heeded 6 Point 22 A 42 a
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

OLD ROMAN BLACK ITALIC

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

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

MODERN IDEAS DEMAND Modern Letter Treatment With Barnhart Types \$1234567890

8 Point 18 A 36 a
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

STANDS FOR SUPERIOR GOODS
Make Deeply Cut Letters Best Quality
of Metal Cast Carefully Makes the Type

6 Point 21 A 40 a 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

All Fonts contain **Th** special character

During this special offer our Salesrooms will remain open until Nine o'clock

8th Semi-annual Remi-annual 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 suiting 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 suiting 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.



We have the taste and types to invigorate your printing

PRINTING SERVICE CORPORATION

Cincinnati and Cleveland

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 Winterston.

Price, \$4.85

Mitchelson Publishing Company 3458 Stanley Court, Boston

6 Point Advertisers Border 711



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

Tint Dot and Contrast Double Rules

Golf Typecut 6024

AN APPRECIATION

By THOMAS JAY ERWIN

Art Director · J. Walter Thompson Company

HE 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)

PENCRAFT TITLE

RIDER SINGING

HURDLES

CORI

IART SALE

FINE GROCERIES

FRANKLIN-SEDAN

BUYS HISTORIC BOOKS

REPORTS COMPLETED INTERESTING SPEECH

12 Point No. 3

CATALOGUE PUBLISHING INCREASE FINE \$1234567890

12 Point No. 2

OUR SERIES OF TYPE ARE VERY USEFUL IN FIRST CLASS PLANTS

12 Point No. 1

UNIQUE HAND DRAWN LETTER FOR RELIABLE AND CATCHY JOB WORK

NOW IS THE TIME TO EQUIP YOUR OFFICE WITH UP TO DATE MATERIAL IN PRINTING

6 Point No.1

DEMONSTRATIONS IN LATE STYLES AND TYPE FACES SHOWING THE REFINED SIMPLICITY OF TYPOGRAPHY

PENCRAFT SHADED

uys Nine COIN

HOUSE Neatly Rebuilt

Interested Cotton BRO1

24 Point

KING EFFECTS ARE GO Displaying Characters \$1234567890

PENCRAFT ITALIC

Point

3A 6a

Superfine FONTS

HIT Natural

 $Printers\ GAIN$

24 Point 5 A

DESIGN Influential

Choice Selection HEARD

TYPES FOR SERVICE Give Result 1234567890

ONE ROAD TO SUCCESS Aboard the Good Ship Vigilance

10 Point 16 A 32 a

LEADING CRAFTSMEN ALERT

Ever watchful for craft's advancement

8 Point 17 A 34 a
KEEP PACE WITH NEWEST IDEAS
With every tick of the clock the world moves

6 Point 18 A 40 a
PENCRAFT SPECIALS ADD ORIGINALITY
The hiatus between mediocrity and genius is overcome

PENCRAFT ITALIC AUXILIARIES

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

a & n & To W Ch Qu b by ng s st th





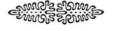
HERE is artistry in every line of the Pencraft Oldstyle, and the Shaded is especially brilliant and pleasing. Pencraft faces fill to exact nicety that demand for a design between the oversevere and the overornate.

and convey the free-hand appearance much sought by art craftsmen, and admired by all the discriminating advertising professionals

PENCRAFT FACES IN DISPLAY

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

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



Gelephone Chestnut 4281

Betshire Brothers & Spannard DEFOREST RADIO SUPPLIES

Agency Windsor Superior Phonographs and Records

stnut Street

Philadelphia

A restrained use of Pencraft Special Strokes adds a pleasing decorative touch

FORMAL · 3 INCH SPORT · 2 INCH The New RISTA C

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

PENCRAFT FACES IN DISPLAY

Glimpse those diverting twists that have intrigued your eye in many an otherwise uninteresting motion picture subtitle

Pencraft Oldstyle

Pencraft Border Tint Dot Rule

does

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 Chesly



artistic and Unusual Decorations for Social Functions North Greenhouses

AMAMAMAMAMAMAMAMA

Belaire Pottery Works al Designs of Indian Clayware ign for Exterior Pompeian Clayware

Ornamental Designs of Authentic Origin for Exterior & Interior Decoration

The Pottery that Endures

Sales Offices 2624 to 2630 East Midland Avenue Indianapolis

RETURN IN FIVE DAYS TO

Briggs & Marsden Café Royal

LINCOLN · NEBRASKA

HINSDALE SECURITY AND TRUST COMPANY





Quarterly Statement of Condition October 1,1927

PENCRAFT OLDSTYLE BOLD

24 Point

PATENTED 72 Point 60 Point lake esirable

Designed NI

5 A 12 a

ROMANS EDICT Desirably Expressed

14 Point RECORDING ARTISTS Giving Merry Song Recital

15 A 30 a STRENGTH FOR DISPLAYS Combined with Beauty of Letter

DESIRABLE PRINTING EFFECTS Easily Secured and Quickly Produced

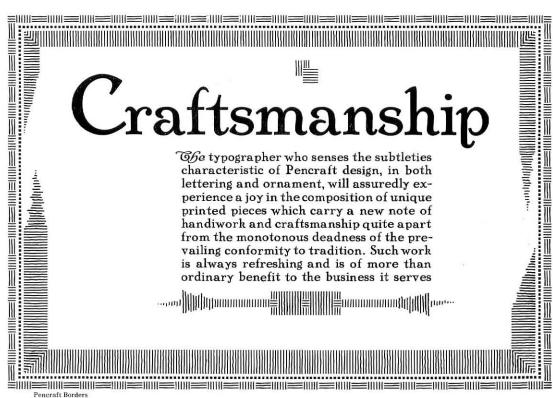
18 A 38 a PROMOTE PLEASING TYPOGRAPHIC Creations by Using Pencraft Bold \$1234567890

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

PENCRAFT OLDSTYLE BOLD AUXILIARIES

Supplied in separate Fonts of each size. Fonts from 6 Point to 60 Point contain all characters shown; 72 Point Font contains all except "The and" which are not made

6)



Pencraft Borders Tint Dot Rule 5921

Gluneville 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

8 Point

Yule Log Oak

A Nymph Playful

The Big May Banquet

8 a 24 Po

Benign Order of Auk Founded by Maldorf

Through the Moonlit World
Little Elfin People Gamboling

12 Point 14 A 42 a Distinguished Landscape Gardener Builds Beautiful Driveway for the Imperial Home

Mills - Wilston Go

Tailors

Dress Suit Specialists

David R. Wilston

Legibility
Novelty
A Different Sort of Text

Miss Duston's

Blue Bird

The Best Place to Eat



First Floor Diamond Exchange Building and 326 Broadway

120 Point

PATENTED

3 A 3 a

Bangy

96 Point

3 A 3 a

Piqued

3 A 3 a

72 Point

6 Point Publicity Border 781

The unique non descending lower case is cast on fullface cap line

g j p QU Y
is a larger face than regular for the body

60 Point

3 A 3 a

Naval

48 Point

3 A 4

Dealing

36 Point

3 A 5

Real Print

90 Daint

4 A 6 a

Big Sale Aid

24 Point

5 A 8 a

Publishing C?

18 Point

8 A 14 a

MAKE MODERN ad faces display

14 Point

10 A 18 a

STRIKING MESSAGE commanded notice

2 Point

12 A 22 a

BOLD AND VIGOROUS type that talks and will

10 Point

15 A 28 a

EYE ARRESTING EFFECTS IN printing are attained by type

8 Point

18 A 32 a

NOTED STRONG PUBLICITY AGENT purchased by publishers who are in

6 Point

20 A 36 a

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

All Fonts contain C? LY R & ST > E V F special characters .

Examples of PUBLICITY GOTHIC

Tot 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 overwhelms the timid throng and makes its message known to all Publicity Gothic

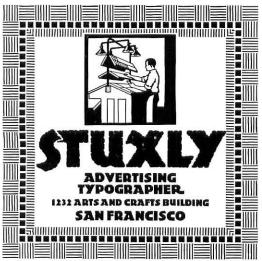
12 Point Publicity Border 1318 [doubled]

36 Point Publicity Initial

Each Font contains Special KERNED Letters

to make close fits for example:

PAYAWATOYA



If your VERTISING is run down and weak Give it the tonic of the UBLIC GOTH treatment which is not TOO TONIC for even the most delicate subjects PUBLICITY COLOR SPOTS and BORDERS are invigorating too

6 Point Publicity Border 751 3, 6 and 12 Point Pencraft Borders Printeraft Illustrate 721 12 Point Shaded Border 1379