

<i>Baron's Boston Newsletter*</i>	1904	Corporate Font	
Bodoni Light	1923	Ludlow	
ABCDEFGHIJKLMNOPQRSTUVWXYZ& abcdefghijklmnopqrstuvwxyz 1234567890			
Bodoni Light Italic	1923	Ludlow	
<i>ABCDEFGHIJKLMN</i> <i>OPQRSTUVWXYZ&</i> <i>abcdefghijklmnop</i> <i>qrstuvwxyz 1234567890</i>			
Bodoni Bold	1925	Ludlow	
Bodoni Bold Italic		Ludlow	
Caslon Catalog		Advance Type Foundry	
Caslon Clearface	1913	Western Type Foundry	
ABCDEFGHIJKLMNOPQRSTUVWXYZ& abcdefghijklmnopqrstuvwxyz 1234567890 \$,-:;'!/?			
Caslon Clearface Italic	1913	Western Type Foundry	
<i>ABCDEFGHIJKLMN</i> <i>OPQRSTUVWXYZ&</i> <i>abcdefghijklmnop</i> <i>qrstuvwxyz \$1234567890 .,-:;'!/?</i>			
Caslon Light Italic	1922	Barnhart Bros.&Spindler	
<i>Centaur*</i>	1914	Metropolitan Museum	Linotype
<i>Collier Old Style*</i>	1919	Corporate Font	
Engravers Litho		Barnhart Bros.&Spindler	
Engravers Litho Bold Cond.	1914	Barnhart Bros.&Spindler	
ABCDEFGHIJKLMN OPQRSTUVWXYZ& abcdefghijklmnop qrstuvwxyzffffiiffiiffll,-:;'!/?			
Engravers Roman	1899	Barnhart Bros.&Spindler	
ABCDEFGHIJKLMNOPQRSTUVWXYZ &\$1234567890 .,-:;'!/?			
Engravers Roman Bold		Barnhart Bros.&Spindler	
Farley	1907	Western Type Foundry	
später Steelplate Gothic Extra Light Extended			
<i>Forum Title*</i>	1911	Lanston Monotype	Linotype

<i>Goudy Modern*</i>	1918	Village Letter Foundry	Linotype
<i>Goudy Modern Italic*</i>	1919	Village Letter Foundry	Linotype
<i>Goudy Newstyle*</i>	1921		
<i>Goudy Open*</i>	1918	Village Letter Foundry	
<i>Goudy Open Italic*</i>	1919	Village Letter Foundry	
<i>Hadriano Title*</i>	1918	Lanston Monotype	Linotype
Invitation Text	1914	Western Type Foundry	
<i>American Secretary Report Marital Rite Now Legally Performed</i>			
<i>Kennerley Old Style*</i>	1911	Lanston Monotype	Linotype
<i>Kennerley Old Style Italic*</i>	1918	Lanston Monotype	Linotype
<i>Klaxon*</i>	1914	Corporate Font	
Laclede Old Style**	1922	Laclede Type Foundry	
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890\$&			
Munder Venezian Italic	1926	Barnhart Bros.&Spindler	
ABCDEFGHIJKLMNOPQRSTUVWXYZ& abcdefghijklmnopqrstuvwxyz \$1234567890 ,.-:;!?"			
Munder Venezian Bold	1925	Barnhart Bros.&Spindler	
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890\$&			
Munder Venezian Bold Italic	1927	Barnhart Bros.&Spindler	
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 12345678			
** von BB&S übernommen und in <i>Munder</i> umbenannt			
<i>Lining Gothic*</i>	1921		
<i>Marlborough*</i>	1925	unveröffentlicht	
Modern Text	1913	Advance Type Foundry	
Eight National Bank Wind Blows Fresh Regards Designing Practical			
<i>Nabisco*</i>	1921	Corporate Font	

<i>Norman Capitals*</i>	1910	Corporate Font
<i>Pabst Old Style*</i>	1902	American Type Founders
<i>Pabst Old Style Italic*</i>	1903	American Type Founders
Perry Perry Italic später Steelplate Gothic		Western Type Foundry Western Type Foundry
Rogers Roman später Engravers Litho Bold	1915	Western Type Foundry
<i>Seymour*</i>		
Square Gothic	1920	Laclede Type Foundry
ABCDEFGHIJKLMNOPQRSTUVWXYZ& abcdefghijklmnopqrstuvwxyz 12345678		
Steelplate Gothic Extra Light	1907	Western Type Foundry
Steelplate Gothic Light		Western Type Foundry
Steelplate Gothic Bold		Western Type Foundry
Steelplate Gothic Heavy		Western Type Foundry
Steelplate Gothic Light Cond		Western Type Foundry
Steelplate Gothic Heavy Cond		Western Type Foundry
Steelplate Gothic Shaded	1918	Western Type Foundry
<i>Tiffany Script*</i>	1902	American Type Founders
<i>True-Cut Bodoni*</i>	1928	Ludlow
<i>True-Cut Bodoni Italic*</i>	1928	Ludlow
<i>Village*</i>	1903	Village Letter Foundry

* Diese Schriften wurden von Wiebing geschnitten nach Entwürfen anderer Typedesigner

Literatur:

Consuegra, David: *American Type Design & Designers*, New York 2004, S. 260–261

ADVERTISERS GOTHIC

72 Point

3 A 4 a

Nice RIDE

60 Point

3 A 4 a

MADE Bold

48 Point

3 A 4 a

Huge PROFITS

42 Point

3 A 5 a

BIG Mail

6 Point Advertisers Border 707

Because of non-descenders permitting
casting on TITLE line Advertisers Gothic
faces are all larger than normal

36 Point

3 A 5 a

Holds HIM

14 Point

11 A 21 a

BOLD ADVERTISER
Distinct Letter Good
Mold 1234567890

30 Point

4 A 7 a

PRODUCING
Strong Effect

12 Point

13 A 25 a

EXHIBITS IN STRIKING
Typographical Display
Real Gothic in Ad Work

24 Point

5 A 9 a

HEAVY GOTHIC
Needs Dignified

10 Point

14 A 28 a

PRESENTATION OF SERIES
Helpful to the Purchaser of
More Desirable Equipment

18 Point

7 A 13 a

FEATURES/ MODERN
Making Series Useful

8 Point

16 A 30 a

EXPERIENCED PRINTER BUYING
Material Desires Everything Useful
Have Broader Range of Continued

6 Point

19 A 37 a

STRIKINGLY SUCCESSFUL ADVERTISERS ARE
Obtaining Very Satisfactory Results by Having
Pleasing Displays on Using Advertisers Gothic

All Fonts contain **A O /** special characters

ADVERTISERS GOTHIC CONDENSED

72 Point

3 A 4 a

Against HARM

60 Point

3 A 5 a

MAKES Unafraid

48 Point

4 A 6 a

Compelled READINGS

42 Point

5 A 7 a

NICE Method

6 Point Advertisers Border 711

The novel design of the non-descending
lower case affords a larger face than usual
for all bodies of this series

36 Point

5 A 8 a

Strong DESIGN

14 Point

18 A 27 a

COMBINING WITH LEGIBILITY
Produces Attractive Printing
A Super Gothic \$1234567890

30 Point

6 A 10 a

EXTRAORDINARILY
Adaptable Deposit

12 Point

19 A 33 a

COMPACTNESS CONSISTENT WITH
Pleasing Formation Making an
Effectiveness of Printed Display

24 Point

8 A 13 a

PRINTERS PARTICULAR
Usually Discriminative

10 Point

22 A 39 a

ADVERTISERS GOTHICS DEMANDED BY
Many Successful Promoters of Selling
Campaigns Throughout This Country

18 Point

13 A 20 a

DISTINGUISHED APPEARANCE
Feature Combinations Attract

8 Point

27 A 46 a

ATTRACTIVENESS AND DURABILITY ABSOLUTELY
One of Many Prominent Features Emphasized
Ornamental and Useful Addition to Print Craft

6 Point

35 A 55 a

IS UNIVERSAL NECESSITY AND IS NEEDED BY EVERY MODERN
Advertiser who is desirous to produce most effective printing
and by publishers who are in everything abreast of the times

All Fonts contain A O / o special characters

ADVERTISERS GOTHIC OUTLINE

72 Point

3 A 4 a

Held MEN

60 Point

3 A 4 a

ARE Stalled

48 Point

3 A 4 a

Defend MINER

42 Point

3 A 5 a

BIG Deal

14 Point

11 A 21 a

DESTROY NOTICES
Explain Methodical
Lines 1234567890

36 Point

3 A 5 a

Used ROD

12 Point

13 A 25 a

BUSINESS MANAGERS
Knew Advertising to be
the Life Blood of Trade

30 Point

4 A 7 a

PROMOTER
Earns Home

10 Point

14 A 28 a

INDUSTRIAL LEADERSHIP
Great Advance of this Land
During that Administration

24 Point

5 A 9 a

READ PROOFS
Printers Retain

18 Point

7 A 13 a

QUINTET SELECTION
Sacred and Beautiful

12 Point Tint Dot Borders 1371 Black and 1372 Outline



All Fonts contain 7 A 9 / special characters

ADVERTISERS GOTHIC CONDENSED OUTLINE

72 Point

3 A 4 a

Behold MANSE

60 Point

3 A 5 a

HOME Rule Dead

48 Point

4 A 6 a

Disobeyed KINGDOM

42 Point

5 A 7 a

BIDS Uphold

14 Point

18 A 27 a

FURNISH MORE PRODUCTION
From Advertising Enterprise
Expects Profit \$1234567890

36 Point

5 A 8 a

Consult NOTICE

12 Point

19 A 33 a

DEVELOPMENT OF NOBLER LIFE
Many Have Given Expression to
Earnest Desires to Conquer Evil

30 Point

6 A 10 a

ENDURING RICHES
Modest Debutante

10 Point

22 A 39 a

CONTRAST SECURES STRIKING RESULT
Without Contrast There Would Be Very
Few Methods for Obtaining Emphasis

24 Point

8 A 13 a

RENOUNCED METHODS
Actions Prove Unbelief

18 Point

13 A 20 a

INCREASES DECIMAL COINAGE
Rates the Exchange Abnormal

6 Point Tint Dot Borders 739 Black and 738 Outline

ADVERTISERS
GOTHIC CONDENSED OUTLINE
registers with
**ADVERTISERS GOTHIC
CONDENSED**
in Two-Color Priming

All Fonts contain 7 @ / @ special characters

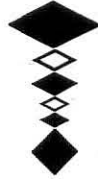
ADVERTISERS GOTHICS IN DISPLAY

Make Home Happier with One of Our

RADIO OUTFITS

SPARKS ELECTRIC COMPANY
PITTSBURGH

You may sit at Home
and Hear the World's
Greatest Stars of the
Opera and the Latest
Popular Selections



Our Outfits cost \$65
to \$200 and we will
be glad to make very
easy terms. Ask for
Catalog Number 20

BARR NEWS PICTURES

STIRRING WORLD EVENTS
PORTRAYED IN PICTURES



NO 1258 FOURTH AVENUE
WILMINGTON-DELAWARE

ADVERTISING ARTISTS

· INC ·



689 WEST WILLOW STREET
NEW YORK CITY

ARENA

Week of March 2-9
Presents

The Fourth Annual Photo Revue

Hollywood Follies of 1927

A Riotous Display of Vivid Color
Daring Stunts and
Night Life Revels

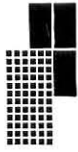
Six Famous Stars · But All Inco



A CLIMAX PRODUCTION

Clean-Cut Vigor of Expression

and physical adaptability
to orderly arrangements
in various pleasing forms
make this new type design
a joy to the skillful builder
of attractive type shapes



**GERVIN
STUDIO
COMMERCIAL
PHOTOGRAPHY**

G

**8 WEST 33 ST
NEW YORK
PHONE 3845
MADISON SQ**

**FREDERICK AND
JOSEPH GERVIN**

SPECIMEN

**CRAFTSMAN
GUILD**

SPECIAL
OFFICE FURNITURE
DESIGN

Signs that Sell

JOHN A. KRAMER

726 So. Derby Street
FORT WORTH

Texas Agent
NATIONAL BILLBOARD Co.
New York City

ARTCRAFT SERIES

72 Point

3 A 4 a

Mottled URN

60 Point

3 A 4 a

HIDES Finished

48 Point

4 A 6 a

Bid Contact MINDS

42 Point

4 A 7 a

NOBLER Gifted Social

36 Point

4 A 8 a

Hardly BURN

14 Point

14 A 29 a

FIRST CLASS PRINTING
Superior Materials Received
Border Effects Quite Helpful

30 Point

5 A 10 a

SOME MODELS
Moulded Endured

12 Point

16 A 32 a

EXHIBITION OF CLOTHING
Stylish Garments for Autumnal
Dealers Exposition \$1234567890

24 Point

6 A 11 a

STUDY PROGRAM
Equipments Dissected

10 Point

20 A 40 a

EXCURSIONS TO THE COUNTRY
Account of the influence of imagination
on old and young persons who declared
with some vehemence that they had not

18 Point

10 A 20 a

STUDENT CONCERNED
Disclaims Refusal to Consult

8 Point

22 A 42 a

FINE CONCERTS GIVEN AT INSTITUTE
Grand opera and classical numbers rendered by
exceptional orchestra which provides pleasure
and elevates the ideals and desires of our minds

6 Point

24 A 47 a

SURPLUS FUNDS OF THE COMMERCIAL BANKS
Excess dividends retained to close up options on purchase
of castle in Spain the high and airy location of which gave
opportunity to see lovely vistas among the clouds having

ARTCRAFT AUXILIARIES

Supplied in separate Font containing all characters of one body. Made only in sizes 6 to 48 Point—not made in 60 and 72 Point

A B D M N O P R c r st Th th w y e o o

ARTCRAFT ITALIC

48 Point

3 A 6 a

Reliable **BUILDER**

42 Point

3 A 6 a

DEALING Hit Noted

36 Point

4 A 8 a

MODEST CHAMPIONS
Like Needles in Haystacks

30 Point

5 A 9 a

HUNTERS BECOME PROUD
Gaining Great Wisdom in School

24 Point

6 A 11 a

BANKING & INVESTMENT BOND
Deflated Market is Efficiently Managed

18 Point

10 A 20 a

UNIFORMED MEMBER
Probably Storms Impended
Staunch Regiments Prevail

10 Point

20 A 40 a

PROGRESSIVE PRINTER FINDS
Multitudes pronounced the Artcraft to
belong to a family by itself with its high
ideals of handsome printing all through
its artistic pleasing effects 1234567890

14 Point

14 A 29 a

CONSIDER MODERN FORCES
Intelligent Public Causing Demand
for Appropriate Faces in Job Work

8 Point

21 A 41 a

KINETOSCOPIC ARTIFICES EXPOSED
Announcing the publication complete and fully
illustrated treatise on the various sciences and
arts now employed in the production of moving
pictures including the many tricks which delude

12 Point

16 A 32 a

REFINEMENT PLUS SUCH NOBLE
Dignity as Artcraft Embodies Places this
Eloquent Family Among the Most Useful

6 Point

24 A 47 a

DELIGHTFUL SPECIMENS PORTRAYED HERE
To all good printers there are vital relations between good
type and good times both are much needed to win success in
meeting the demands of the large and small establishments
beautiful type is essential for modern printing everywhere

ARTCRAFT ITALIC AUXILIARIES

Supplied only in Fonts of each size separately. Characters shown are made in all sizes from 6 Point to 48 Point

C A B D M N P R T & g of r st Th th ty y Œ œ

ARTCRAFT BOLD

72 Point

3 A 4 a

Battles GUN

60 Point

3 A 5 a

MINE Notified

48 Point

3 A 6 a

Cherished BONDS

42 Point

4 A 7 a

FINISH Monk School

36 Point

4 A 7 a

United Order BABCOCK

30 Point

5 A 10 a

DUCK JUNGLE
Automobile Fort

12 Point

16 A 33 a

KNIFE MONTE TINHORNS
Applying Methods to Gain the
Profitable Results at Gambling
Stock Exchanges \$1234567890

24 Point

6 A 13 a

MUSICAL GENIUS
Reporter Disciplined

10 Point

18 A 37 a

ROUTE FROM LAKE TO OCEAN
Strenuous efforts made by number of
engineers and legislators to secure an
able appropriation to carry it forward

18 Point

10 A 21 a

SIMPLE TYPOGRAPHY
Artistic Results Enhanced

8 Point

22 A 45 a

STANDARD AND ATTRACTIVE TYPES
Artcraft type faces can be used for any kind
of job and book printing as they combine an
artistic effect with clearness of plain printing

14 Point

15 A 26 a

FRANKLIN & CAXTON PRESS
Designers of Advertising Novelties

6 Point

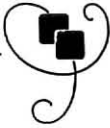
24 A 48 a

MODERN COMPOSITION SHOULD BE ARTISTIC
without resorting to rule twisting and the other foolish
devices so dear to the heart of the printer in the ginger-
bread days of the later part of the Nineteenth Century

EFFECTIVE *for* SCREEN SUBTITLES

**Why worship tradition in the
typographic art? We pay our debt
to the past when we preserve
craft laws and principles the old
typographers handed down;
Progress demands that we add
some achievement of our own to
the heritage**

Artercraft Bold



Artercraft Ornament 4801

12 Point Shaded Border 1337

Our policy is not to revive the letter
styles of the old masters—but, in
full appreciation of the good work of
the past, to encourage our own
modern artists to create meritorious
designs, among which will surely be
some that better serve our times

Artercraft Series



Artercraft Ornament 6001

12 Point Shaded Border 1338

CASLON CATALOG

72 Point

3 A 4 a

Each RING

60 Point

3 A 4 a

SOUND Hand

48 Point

3 A 6 a

Beautiful HOMES

42 Point

4 A 6 a

IMPROVE Classified

36 Point

4 A 7 a

Selling Brief SUPERIOR

30 Point

5 A 9 a

NEW REPORT
Received Record

12 Point

15 A 30 a

LIGHTENED HIS BURDEN
Durable Type Series on Hand
Always Provide Facilities You
Will Find of Great Advantage

24 Point

5 A 12 a

DEMAND GOODS
Lifting Higher Hand

10 Point

16 A 32 a

GREAT LAKES TO THE OCEAN
Strenuous efforts made by numbers
of engineers and legislators to get an
all water way for deep vessels going

18 Point

8 A 16 a

MATERIAL SELECTED
Demand Larger Contracts

8 Point

21 A 42 a

DREADED A TERRIBLE MISFORTUNE
Prominent and egotistical talker being afraid
of a possible loss of his beloved voice in later
years has phonographic records made of those

14 Point

12 A 24 a

PRAISED BUT NEVER READ
Evidence for Years \$1234567890

6 Point

24 A 48 a

FEASTING BY GOURMANDS IS POSTPONED
Because of the present self enforcing campaign for
food preservation due to the skyhigh charges made
for edibles it has changed the hourly allowance for

CASLON CLEARFACE

72 Point

3 A 4 a

Hand MEN

60 Point

3 A 4 a

END Rational

48 Point

3 A 5 a

New Report FINE

42 Point

3 A 6 a

BANKS all Classified

36 Point

4 A 7 a

Late Modes PROCURED

30 Point

5 A 9 a

INDIAN MAID
Heroic Chieftain

12 Point

15 A 32 a

HANDSOME BOOK HEADS
Caslon Clearface Commended
Many Beautiful Designs Result
Printer Desires Series for Plant

24 Point

6 A 11 a

BEST PRESSMEN
Received Pay Boost

10 Point

18 A 36 a

MANY SHOPS REQUIRE SPEED
Which is very easily obtainable when
equipment and materials are easy of
access and handy to its workmen

18 Point

9 A 19 a

HARDEST RUN MADE
Engine Makes Long Haul

8 Point

20 A 40 a

REVEALS BEAUTY OF THE DESIGN
Is unsurpassed for legibility and usefulness
and is recommended to advertising agents
and printers as essential to business success

14 Point

13 A 24 a

DIRECTOR RELIEVES MINE
Using Influence Now 1234567890

6 Point

22 A 44 a

GREAT DEMAND FOR CASLON CLEARFACE
This most useful type series helps progressive firms
produce handsome specimens of printing and wins
reprint orders when Caslon Clearface Series is used

*Weight Fonts of this series 18 Point and smaller
are fonted to the Body Type scheme*

CASLON CLEARFACE ITALIC
NON-KERNING

48 Point

4 A 6 a

Finish SUPERIOR

42 Point

4 A 7 a

DESIRABLE Exhibit

36 Point

5 A 8 a

*FIGHTING DIVISION
Generals Bold & Reviewed*

30 Point

5 A 11 a

*DEMANDS POINT SYSTEM
Publishing House Praises Record*

24 Point

6 A 13 a

*DESIRED SIMPLICITY SECURED
Repeated Attempts Produce Good Result*

18 Point

8 A 22 a

*INSTILL SOLID IDEAS
Design Teaches Treatment
Handsome Frame Extolled*

10 Point

16 A 44 a

*DEMANDS FOR COPPER MIXED
From progressive print shops prove the
remarkable superior finish and durable
wearing qualities of Barnhart materials
justified by long use wherever supplied*

14 Point

11 A 30 a

*BETTER SPECIMENS PROVE
Greater Assistance to Selling Agent
Ideas Need New Dress 1234567890*

8 Point

17 A 49 a

*DESIRE TO OWN HOMES FOSTERED
Printers join building and savings association
and many additions to suburbs are advertised
a delightful country life healthful for children
and fresh vegetables raised in your own garden*

12 Point

13 A 39 a

*DISTINCTIVE SCHEMES PRODUCE
Particularly Pleasing Selling Achievement
Most Desirable of Type for Use in General*

6 Point

20 A 60 a

*PUBLISHERS CONVENTION PRAISES TYPE
Compositor produces notable booklet using Caslon in
display arrangement showing master craftsmanship
with the aid of Barnhart superior types and supplies
designers having produced many novelties of interest*

Modern Conditions Require Modern Types

MUCH misuse of Caslon Oldstyle is seen in catalog body reading matter on enameled stock. That splendid type, with its fine hairlines, was originated for use on soft papers of antique finish. CASLON CLEARFACE has been designed to meet the need of a practical Caslon body type having sufficient weight for use on enamel paper

Caslon Clearface Italic
is non-kerning—does not overhang
will not break off

3 Point Caslon Modern Border 20

3 Point Tint Dot Rule 5895

6 Point Contrast Double Rule 5196

NOTE

Caslon Italic Specials
may be used with
Caslon Clearface Italic

Dawson & Howell
Accountants

1026 Monadnock Building
Telephone Race 3625

Saint Petersburg

HARDWOOD of MAHOGANY

Do you know that Genuine Mahogany trim and doors can be secured at only a slightly higher cost than trim and doors made of other hardwoods and at no higher cost than of some hardwoods? The next time you have occasion to specify hardwood for doors, banisters, or interior trim, provide for an alternative bid on mahogany, and advise the local lumber dealer

MAHOGANY DEALERS of the UNITED STATES

Headquarters: 243 Equity Building, NEW YORK CITY

6 Point Caslon Modern Border 114

4 Point Triple Rule 5323

The Drexel Arms

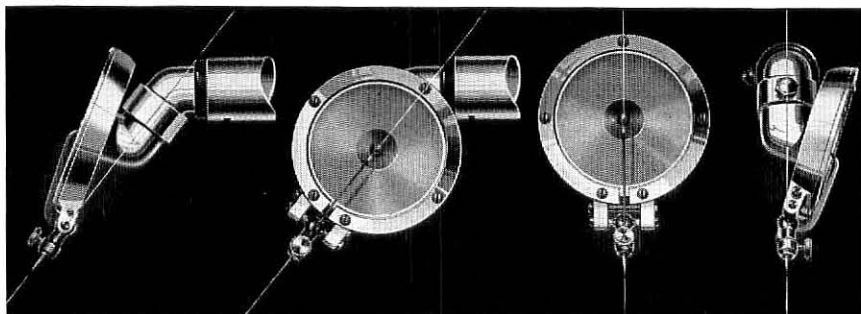
Newest Residential Hotel

Apartments of 2, 3 and 5 Rooms with
Kitchenette. Complete hotel service
Special winter rates are now in effect

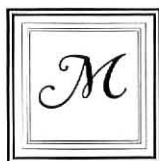
On the Lake Shore at Drexel Boulevard & Sixtieth

4 Point Art Design Rule 5482
with Corner from Caslon Modern Border 1397

12 Point Caslon Period Border 428



"The tone—without the scratch"



MUSIC LOVERS are not alone in their appreciation of the superb tone of the Superior. The dealer who chooses a phonograph to sell because it is backed by national advertising, and assumes that the general public does not know genuine music anyway, and will not object to the sharp metallic tone, is reckoning without his host. The great host of home and apartment dwellers are learning how to "shop" and compare values—they are learning to compare phonographs. And he or she that has an ear cannot fail to appreciate the extraordinary difference in tone when the Superior is compared with others. Tone of genuine music—warm, rich and mellow with sweetness of the original rendition—and almost complete elimination of surface "scratch"—the Superior is invariably chosen as the instrument that will bring lasting pleasure into their lives. The secret of the Superior's success is *Insulation*—there cannot be any metallic effect in the tone, nor can the surface scratch be magnified. It plays all records, and in the turning from one position to the other the needle remains on exactly the same point and at the same correct angle

Initial Box made of 9 Point Art Design Rule 5521

ENGRAVERS LITHO BOLD

48 Point

3 A 4 a

**BIG INCOME
Company Fund**

42 Point

3 A 5 a

**NOTE MAILED
Debenture Bonds**

36 Point

3 A 6 a

**ROUTE OPENING
Excursions Planned**

30 Point

4 A 8 a

**BEST FIRM
Fine Material**

12 Point

12 A 25 a

**BETTER EFFECTS IN
Higher Class Commercial
Banks Printed Matter and
Job Work \$1234567890**

24 Point

5 A 9 a

**SERIES BOLD
Design Graceful**

10 Point

15 A 28 a

**SECURE THEIR CUSTOM
Serve Your Patrons the Best
Using Engravers Litho Bold
On Many Classes of Printing**

18 Point

8 A 14 a

**PLEASING WELL
Balanced Bold Faced**

8 Point

18 A 34 a

**HANDMADE LACE EXHIBITED
Fancywork Emporium last Tuesday
received a big shipment of Irish and
finest Swiss laces and embroideries**

14 Point

12 A 20 a

**IMPLEMENT BONDING
Royal Insurance Company**

6 Point

20 A 38 a

**MARKETING SUPERFLUOUS FRUITS
County associations of housewives formed
to further the gathering and preservation of
the million tons of fruit of all the good kinds**

All fonts contain **ny** special character

Display of Engravers Litho Bold

Benham & Slaton Company

Nebraska State Distributors

ENDICOTT AUTOMOBILES

Four and Six Cylinder Pleasure Cars

Trucks and Tractors

LINCOLN

JOHN COPEWELL

Manager Truck Department

PLEASURE CARS
Automotive Industries Building

TRACTORS
36 Easton Boulevard

TRUCKS
Belton and Landis Streets

SECURITY AND

8%

NOT A LOSS IN OVER 60 YEARS

Your principal will
be safe when you
exchange it for the
securities we offer
in choice business
and fine apartment
properties of this
staunch, solid city

We specialize
in First Mortgage
Gold Bonds

**HAMILTON BUILDING
AND LOAN COMPANY**

LEE ALEXANDER & SON **INSURANCE**

928 ROOKERY BUILDING
CHICAGO

HENRY E. CARR

**Dignity and
Strength of Character**

Types that Talk

Plans and Copy by Our
**Service
Department**

are among the essentials for effective advertising
provided in all desirable varieties in the equipment
of this plant. If your catalogue or announcement be
intended to appeal directly to women of refinement
or to sporting men or farmers, we have type faces
that will harmonize with the subject and send forth
your message attired so as to assure the welcome
and interested attention appropriate ads command

Gageman Printing Company

Printers and Engravers

Los Angeles, California

ENGRAVERS LITHO BOLD CONDENSED

48 Point

3 A 3 a

Bonds SECURED

42 Point

3 A 4 a

HE Raved

14 Point

11 A 20 a

NUMBERS MACHINES

Procured \$ 1234567890

36 Point

3 A 5 a

Index SIGN

12 Point

15 A 29 a

BEST PRODUCT SUPPLIED

Increased Production Results

30 Point

4 A 7 a

USES Methods

10 Point

15 A 30 a

SECURE MODERN EQUIPMENT

Union Mechanic Demanded Raise

24 Point

5 A 10 a

Requires GRAND

8 Point

20 A 38 a

THE ELECTRIC WELDED STEEL CHASE

Methods Employed in the Joining Together

18 Point

8 A 17 a

COMPOSITION Beautiful

6 Point

21 A 44 a

REDINGTON COUNTERS ARE VERY ACCURATE

Neat in Appearance and Counting Accurate and Rapid

5 Point

17 A 34 a

IMPELLING LETTERS LURE AND INFLUENCE READERS

Progressive Printers Will Surely Appreciate Something Useful

On Special Order the 5 Point will be cast on 6 Point body as 6 Point No. 1

Franklin Trust Company

Wills Administered
ESTATE AND TRUSTEE SERVICE
Investments Selected



Unisteel Equipment
SAFETY DEPOSIT VAULT SERVICE
Day and Night Access

Barnhart Brothers & Spindler

Designers and Makers of
Superior Copper-Mixed

TYPE



Selling Houses Conveniently Located in
Eight Principal Cities

Chicago Washington Dallas Saint Louis
Kansas City Omaha Saint Paul Seattle

Richmond

Franklin Typecut No. 3602

Rooms \$2.00 Per Day

Free Sample Rooms

Hotel Randall and Cafeteria

JOHN GREETER
Proprietor

Dalzell, Utah

ENGRAVERS ROMAN

24 Point

5 A

DIGNIFIED SERIES
FINE PRODUCTION

18 Point

8 A

NEW METHODS POPULAR
PERFECT LINING SYSTEM

12 Point No. 43

11 A

DESIRABLE DESIGN
SUPERIOR LETTERS

6 Point No. 43

18 A

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

12 Point No. 42

13 A

SELECTIONS AGREEABLE
CHOICE WORK \$1234567890

6 Point No. 42

23 A

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

12 Point No. 41

17 A

IMPROVED MODERN CONDITIONS
FACILITATES GOOD COMPOSITION

6 Point No. 41

34 A

HANDSOME FACES CAN BE DISPLAYED ON EXCELLENT WORK
ENLARGEMENT OF OPPORTUNITY FOR ENORMOUS PROFITING
REVOLUTION IN THE METHODS OF PRODUCING NEW DESIGNS

ENGRAVERS ROMAN SHADED

36 Point

3 A

ENTIRE RANGE

24 Point

4 A

RICHER COMPOSITION

18 Point No. 52

7 A

MONEY SAVING
IN BANK NOTES

12 Point No. 53

13 A

SECURING MUCH PRAISE
IMPRESSION CONVEYED
MORE REFINED PRINTER

18 Point No. 51

9 A

BLACKSTONES HOME
PRINTING EDUCATES

12 Point No. 52

14 A

INVESTIGATE OUR SYSTEM
PURCHASE ORIGINAL TYPE
DESIGNS NOW \$1234567890

12 Point No. 55

10 A

DISPLAYED AMONG THE
BEST EQUIPPED PLANTS

12 Point No. 51

15 A

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

12 Point No. 54

12 A

DISTINCTIVE TYPE FOR THE
BEST KINDS OF JOB WORK IS

6 Point No. 51

16 A

SMALLER SIZES VERY APPROPRIATE FOR
THE PROFESSIONAL CUSTOMER DESIRING
BEST POPULAR SHADED EFFECTS IN FACES

Invitation Text

48 Point

4 A 10 a

Prince Royal Guest Brought

42 Point

4 A 11 a

Held Eighty-Sixth Annual Ball

36 Point

4 A 13 a

Marital Rite Now Legally Performed

30 Point

5 A 15 a

New Blackstone Hotel

14 Point

13 A 40 a

Everybody is Cordially Invited
Church Lectures on 1234567890

24 Point No. 2

6 A 18 a

American Secretary Report

12 Point

12 A 45 a

New Invention of Music Improved
Actually Delightful New Renditions

24 Point No. 1

7 A 19 a

May Party and Dance Formal

10 Point

15 A 50 a

Enduring Hardships Sometimes Strike
Your Door by Not Conveying Big Ideas

18 Point No. 2

9 A 30 a

Great Creative Power of Civilization

8 Point

16 A 54 a

Dignity and Good Taste Are Embodied in Formal
Printing when This Propitious Type Face is Used

18 Point No. 1

10 A 30 a

Modern Texts are Always in Demand

6 Point

18 A 60 a

Plans of the Amalgamated United States Railway Company
Committee of Twelve Financiers Issues Glowing Prospectus

All fonts contain **Th nd rd st th** special characters

Cable Address: Upcar

Phone 482 Bradock

Miss Cathar
Teach

Room 800
Steinway Building

Updike Brothers & Carl
Diamond Importers

26 East Baltimore Avenue

Room 24 Duke Building

St. Louis, Missouri

Display of Invitation Text

George Lewis Watson
William Olson Brunswick

Telephone Walnut 9583

Watson & Brunswick

Fire Insurance

8th Floor Empire Building : Philadelphia

Invitation Text

Most Practical and Popular Old English
Type for Dignified Business
Stationery

Correct for All Social Forms and a Refined Style for
Commercial Announcements

General Agents

New England Underwriters Company
Floyds Special Contracts

Junge Valentine Decorator No. 72110



Pioneer Society of Oakland

invites you to attend an informal

Valentine Dinner Dance

at the Native Sons Country Club

Friday Evening

February the twelfth, nineteen hundred thirty-eight
seven o'clock

Your friends will be welcome provided the secretary
is notified of the number of reservations

Stanley Brothers and Randall

INCORPORATED

Announce

REMOVAL TO THEIR NEW LOCATION AT NUMBER
3642 EAST MADISON STREET IN THE CONGRESS
BUILDING WHERE ENLARGED QUARTERS NOW
PERMIT CARRYING A MORE EXTENSIVE STOCK
OF THE HARDIN-MOXLEY LINE OF MEN'S WEAR
IT IS TO BE HOPED THAT OUR CUSTOMERS WILL
APPRECIATE THIS PROGRESSIVE CHANGE AND
CONTINUE THEIR VALUED PATRONAGE OF THIS
PREMIER CHICAGO CLOTHING FIRM



The 1928 Easter Suitings

embrace the handsomest new Scotch Tweeds and Worsteds
it has ever been our pleasure to proudly present
at this season

Early inspection and selection is advised

Junge Easter Decorator No. 72101

Master Percival Gibbons

Mr. and Mrs. Frederick Boyd Horton

*At Home
after the first of March*

*Seven hundred and twelve Redleaf Street
Delavan, Illinois*

72 Point

3 A 4 a

Grand RUISE

60 Point

3 A 6 a

ZION Judgment

48 Point

5 A 9 a

CORNER STONE
Noble Roman Maid

42 Point

5 A 10 a

OLYMPIAN GAMES
Marathon Rivals Spurt

36 Point

6 A 10 a

JENSON STYLES USED
Oldstyle Romans Designed

30 Point

7 A 14 a

DESIRE ANGULAR FORMS
Pleasing Character Made Useful

MUNDER VENEZIAN

24 Point

8 A 16 a

FOUND GENUINE INCUNABULA
Bibliomaniac Unearthed Rare Specimen
Disclosed by Search of Musty Book Shop

18 Point

12 A 23 a

MODEST GIRLS LOVED
Boldness Discounting Virtue
Gentle Maidens Are Desired

10 Point

24 A 48 a

MAKE COUNTRY EXCURSIONS
Showing the influence of imagination
on old and young persons who declare
with some vehemence that they have
spent a glorious time away from town

14 Point

17 A 34 a

INTERESTED GOLF DEVOTEE
Strokes Considered Hard to Master
Count the Number of \$1234567890

8 Point

27 A 54 a

ANCESTRAL SEARCH NOT GENERAL
Undoubtedly it is due to their having no family
pride or no family or no station of which they
may be proud that numerous Americans do not
concern themselves one iota about genealogy

12 Point

21 A 40 a

FURNISHED MUSICAL PROGRAM
Committee Employs Entertaining Actors
Delightful Advertising a Most Expressive

6 Point

29 A 58 a

REACHING THE SUMMIT OF HIGHEST PEAKS
Authentic account of hazardous exploits of adventurers
who seek fame and fortune and jeopardize their lives in
ascension and exploration of the world's most prominent
mountain of today modern science has learned this fact

All Fonts contain C R U ct st special characters

MUNDER

DEAN OF PRINTERS is a title awarded to but few in the history of the graphic arts in America. Franklin certainly earned it, and DeVinne in his period rightfully received and gracefully wore the mantle. In our time, those who know the man and esteem his works, bestow the laurel upon Norman T. A. Munder, of Baltimore. That Munder typographic art and something of Munder methods and success in creating and selling fine "Printed Salesmanship" might become more widely set before the craft for its emulation and advancement, we name this type for him and commission him to design and print a specimen showing how Munder type may be most effectually used in the day's work of every typographer and advertising professional. Adding to its value as a type of excellent design is the assurance that a great printer takes a special interest in it and will demonstrate its best use for the benefit of all

MR. MUNDER WILL COLLABORATE IN
DEVELOPING AN ITALIC AND OTHER VARIATIONS TOGETHER
WITH APPROPRIATE DECORATION

MUNDER BOLD

72 Point

3 A 4 a

Hailed ZEUS

60 Point

3 A 5 a

BIND National

48 Point

4 A 8 a

Marketed CHECK

42 Point

5 A 9 a

CRUDE Oil Rejected

36 Point

5 A 10 a

Gold Plates INCLOSED

30 Point

6 A 12 a

ROUND SIGN
Check Relished

12 Point

20 A 38 a

SECURE MORE RETURNS
Make Handsome Displays and
Produce Better Printed Effects
Improved Equipment Showing

24 Point

8 A 14 a

SCORING BUILD
Holds Skilled Mold

10 Point

23 A 44 a

BETTER PRINTING REQUIRES
Standardized comproom equipment
and modern type faces assure steady
patronage from particular customer

18 Point

12 A 23 a

BRIGHT MIND LEADS
Submit Interesting Report

8 Point

25 A 48 a

NEWER BUSINESS NEED OF PUBLIC
This forceful and legible type face is valuable
for adwork and all display uses which should
make appeal because of its utility in printing

14 Point

17 A 32 a

NEWEST SHOWING DESIGN
Secured Park Near \$1234567890

6 Point

29 A 57 a

PLEASING BOLD FACE EFFECTS SECURED
Giving to advertisements and other printed forms a
symmetrical type display that will attract favorable
notice thus insuring greater business to advertisers

All Fonts contain C R U special characters

EXAMPLES OF MUNDER TYPES

MUNDER

A COMPOSITE OLDSTYLE ROMAN

MODELED AFTER THE FINE OLD
VENETIAN TYPES OF JENSONIAN ORIGIN
AVOIDING THE ROUNDNESS OF
MOST MODERN ADAPTATIONS AND ADHERING
TO A DESIRABLE ANGULARITY
OF FORM

Caslon Period Border 74
with Typecast Rule Corners 1213

THE VENETIAN PAGE

"Italia, oh Italia! Thou who hast the
fatal gift of beauty!" —BYRON

ROMAN TYPES known as "oldstyle" are of two distinct kinds: the roman of the early printer in Italy is a monotonous, simplified in the books printed in the Fifteenth Century. The type by greater contrast in the thirteenth century Caslon is an example. Of the two, the Jensonian monotonous is best in the book page. The effect of the page, and when spaced very widely of leading—as in the Venetian—the effect is beautiful, even an eye untrained in typographic art appreciates that the Jensonian page is best—evenness of color in the type making for ideal evenness of color in the page

Henry Dane & Sons
Publishers

Grenitch Magazine

for Connoisseurs and Collectors
of the Fine Arts

26 Washington Square
New York

STEELPLATE GOTHIC SHADED

24 Point No. 72

6 A

PRODUCTS EXTENSIVE

24 Point No. 71

8 A

PRINTED DESIRABLE CARDS

18 Point No. 72

9 A

FINE SELECTION FOR PRINTERS

18 Point No. 71

11 A

CONVEYS FINE EXQUISITE IMPRESSION

12 Point No. 74

14 A

INTEREST COMPOUNDED

12 Point No. 71

23 A

SECURED ENGRAVED EFFECTS LUXURIOUSNESS IS PRODUCED

12 Point No. 73

17 A

CITIZENS NATIONAL BANKING

6 Point No. 74

28 A

USEFUL AUXILIARY FOR OUR SHADED GOTHIC IS STEELPLATE GOTHIC LIGHT

12 Point No. 72

19 A

USE SHADED MOST FOR MAIN LINE

6 Point No. 73

32 A

MOST SUPERBLY HANDSOME LETTER FOR FINE KIND OF WORK IN GOOD PRINTING 1234567890

EACH SIZE OF THIS SERIES HAS A SPECIAL NICK

STEELPLATE GOTHIC EXTRALIGHT

6 Point No. 94

20 A

ESPECIALLY EFFECTIVE RESULTS ARE OBTAINED WHERE EXTRALIGHT ONE IS USED WITH SHADED

6 Point No. 92

28 A

RELIABLE AND HONEST DEALING WILL PAY BIGGER INTEREST IN THE LONG RUN TO ANY BUSINESS MAN

6 Point No. 93

25 A

IMPARTS DISTINCTION INCREASING THE ATTRACTIVENESS RESULTS FROM THE USE OF OUR GOTHICS FOR FINE WORK

6 Point No. 91

33 A

GETTING CUSTOMERS IS VERY EASY TO ALL PRINTERS BUT TO KEEP THOSE CUSTOMERS IS DIFFICULT TO CARELESS PEOPLE

All Fonts contain AT AY ? @ LT LY special characters

No. _____	DALLAS, TEXAS _____	19 _____
SOUTHERN COMPANY CRUDE AND REFINED OILS		
PAY TO THE ORDER OF _____		\$ _____
		DOLLARS
TO FIRST NATIONAL BANK ²⁵⁻¹ }		SOUTHERN COMPANY
DALLAS, TEXAS		PRESIDENT

DISPLAY OF STEELPLATE GOTHIC SHADED

A NECESSARY AUXILIARY FOR
**STEELPLATE GOTHIC
SHADED**

IS OUR STEELPLATE GOTHIC EXTRALIGHT IN THE
SIX-POINT SIZES

**USE SHADED FOR THE
MAIN LINES**

AND THE EXTRALIGHT FOR THE
SECONDARY LINES OR ANY MASS OF READING MATTER AND
THE EFFECT WILL BE THE

CORRECT ENGRAVED STYLE

TYPE DOES TALK

TO THE SUBTLE MIND
STEELPLATE GOTHIC TYPE FACES WILL
APPEAL AS IN THEMSELVES
EXPRESSIVE OF

**STOCKS AND BONDS
BANKING AND FINANCE
BUSINESS EFFICIENCY
COMMERCIAL REFINEMENT
DIGNIFIED FORMALITY
TASTEFUL CONSERVATISM**

BE SURE THAT THE
TYPE FACE IS IN HARMONY WITH
THE SUBJECT—SELECT

TYPES THAT TALK

A NEW ONE

**FOR THE LATEST
ENGRAVED
EFFECTS**



ORIGINATED
FOR

**BARNHART BROTHERS
& SPINDLER**

STYLISH TYPE FASHIONS

Shaded Rule 6150 mitered Moulding Style

WINDSOR MUSIC SHOP

AUTOMATIC PLAYER

ROLLS

2638 EAST SHERIDAN ROAD
MINNEAPOLIS

MR. RICHARD B. ORMES

WILL R. SMALL

305 MERCHANTS BANK BUILDING
INDIANAPOLIS

SPECIMENS OF
STEELPLATE GOTHIC SHADED
AND EXTRALIGHT
IN COMBINATION

INDIANA SALESMAN
BARNHART BROTHERS & SPINDLER
PRINTING EQUIPMENT AND SUPPLIES

PHONE MAIN 6338