

Bradley Series

Design von Hermann Ihlenburg für American Type Founders.

E. Gursch, Berlin, Deutschland

Altgotisch

Gebr. Klingspor, Offenbach am Main, Deutschland

Altgotisch breit

Haas'sche Schriftgießerei, Basel, Schweiz

Altgotisch fett

D. Stempel AG, Frankfurt am Main, Deutschland

Amerikanische Altgotisch

J. John Söhne, Hamburg, Deutschland

Amerikanische Gotisch

Societa Augusta, Turin, Italien

Ariosto

American Type Founders, USA

Bradley Series	1895	Herman Ihlenburg
Bradley Italic	1898	Herman Ihlenburg
Bradley Extended	1897	Herman Ihlenburg
Bradley Outline	vor 1898	Herman Ihlenburg

Ihlenburg

Ihlenburg Extended

J. Klinkhardt, Leipzig, Deutschland

Britannia Gotisch

Bauersche Gießerei, Frankfurt am Main, Deutschland

Britannia Gotisch fett

W. Simmelkiaer, Kopenhagen, Dänemark

Gammel-Gotisk

Flinsch, Frankfurt am Main, Deutschland

Kloster Gotisch fett

B. Krebs, Frankfurt am Main, Deutschland

Mammut Gotisch

Ludwig Wagner, Leipzig, Deutschland

Original Gotisch

Bradley

is one of the most useful as well as one of the most stylish of modern type faces. • Based on the lettering of ancient manuscripts, it is one of the most legible and tasteful text letters of the day. • Its several imitations by other letter founders attest its worth and popularity.

18 POINT 8 A 25 a \$3 25

Leads the Styles in Black Letter It is cast in eight sizes and ranges from six point to forty-eight point.

48 POINT 3 A 8 a \$6 75

Bradley Initials

54 Point . . . 3 A \$4 25
Single Letter, 25 cts.
42 Point . . . 3 A \$3 00
Single Letter, 20 cts.

12 Point Collins Border No. 224. Font measuring 30 inches, \$1 50

The American Type Founders' Company have recently added German Characters to the Bradley Series and introduced it to the Trade under the Name of Jhlenburg.

36 POINT 4 A 10 a \$5 00

General application and unsurpassed wearing quality have made the Bradley Series one of the leading letters of the day. No Printing Office should be without it. • Like all leading type styles, this series is original with the American Type Founders' Company, and is on sale at all its Branch Houses and Agencies, which are located in the principal cities of the United States. • In ordering send to the Branch nearest your place of business to insure promptness in filling orders. The Branches carry a full line of Type, all kinds of Printing Machinery, in fact, everything needed in the Printing Office.

12 POINT 15 A 45 a \$3 00

18 Point Collins Border No. 198. Font measuring 30 inches, \$1 50

Magnificence Unadorned!

The Bradley Italic Series

Patented, 1898

This handsome and useful series of letter is exhibited here for the first time, and is shown in practical display on the following page. The Series comprises ten sizes, which are sold as follows:

*8 Point, 16 J 48 a \$2.75
10 Point, 14 J 45 a \$3.00
12 Point, 14 J 40 a \$3.25
15 Point, 12 J 36 a \$3.50
18 Point, 9 J 26 a \$4.00*

*24 Point, 6 J 18 a \$4.50
30 Point, 5 J 12 a \$5.00
36 Point, 4 J 10 a \$5.50
48 Point, 3 J 7 a \$7.25
60 Point, 3 J 5 a \$9.00*

Now Ready and in Stock at all Branches of the

American Type Founders Co.

Order from Branch nearest your place of business

Bradley Extended .

PATENTED 1898

60 POINT

3 A 4a \$10 50

Merry Christmas

24 POINT

6 A 16a \$5 50

15 POINT

12 A 36a \$4 50

**Patriarch & Youngsters
Under Mistletoe Bough**

**Saint Nicholas
Welcomed by Children
Large and Small**

Cable Address: Universe

Telephone, No. 810, North

Kriskingle Brothers

Distributors of

Fancy Goods **COYS** and Novelties

No. 5 Reindeer Avenue
Fairyland Borough

Open Every Day
Mail Orders Receive Special Attention

18 POINT

10 A 28a \$5 00

30 POINT

5 A 12a \$6 00

**Delectation
Tables Redolent with
Savory Odors**

**Compliments of the
1898 Season 1899**

Originated by the
American Type Founders Company

Bradley ~ Outline ~ Series Leads all Contour Styles

24 POINT

5 A 16 a \$3 50



Beautiful Color Effects are produced by printing the Bradley in a Delicate Tint and then registering the Bradley Outline over it in a Darker Color Ink



36 POINT

4 A 10 a \$5 00

Chromatic Type Designs Give Life and Lustre to Otherwise Commonplace Jobs

18 POINT

8 A 25 a \$3 25



Bradley Outline is submitted as an aid to printers who desire to give their customers artistic effects in color harmonies. ~ That office which does not use our beautiful and very useful Bradley Series has deprived itself and customers of a great pleasure



48 POINT

3 A 8 a \$6 75

Makes an Attractive Showing Combining Beauty with Utility

~ Originated by the American Type Founders Company ~