Davis (G.A.) Printing Company, ltd.
Alphabetical index to type faces
ON the following pages are listed the most distinguished type faces that are in vogue today. For ease of location they are arranged in alphabetical order as to names, thereby providing an automatic index.

A complete showing of the available sizes of any one of these faces in series will be found on the page of the number designated under the name of type.

At the end of the original index, we have a supplementary index of new types that have been added since this catalogue was printed.

As new types are added from time to time, we will furnish additional index and specimen sheets punched loose leaf style for ease of insertion.

G. A. DAVIS PRINTING COMPANY, LTD.
| Advertising Printers and Typographers |
| 30 Duncan Street | Toronto, Canada |
| Telephone ADelaide 1425 |
DISTINCTIVE TYPE FACES OF TODAY AND TOMORROW

CORVINUS Light with Italic

8 Point with Italic
THE SELECTION OF TYPE IS JUST AS IMPORTANT AS the choice of words, in conveying your message to the mind of the reader, it portrays subtle grace and delicate refinement, or a rugged stability. Those who create business building literature are giving more and more attention to the character and design of the lettering. The selection of type is just as important as the choice of words, in conveying your message to the mind of the reader, it portrays subtle grace and delicate refinement, or sturdy, rugged stability. Those who create business building literature are giving more and more attention to the character and design of the lettering.

10 Point with Italic
THE SELECTION OF TYPE IS AS IMPORTANT as the choice of words, in conveying your message to the mind of the reader, it portrays subtle grace and delicate refinement, or sturdy, rugged stability. Those who create business building literature are giving more and more attention to the character and design of the lettering.

12 Point with Italic
THE SELECTION OF TYPE IS JUST AS IMPORTANT AS THE choice of words, in conveying your message to the mind of the reader, it portrays subtle grace and delicate refinement, or sturdy, rugged stability. Those who create business building literature are giving more and more attention to the character and design of the lettering.

14 Point with Italic
THE SELECTION OF TYPE IS JUST AS IMPORTANT as the choice of words, in conveying your message to the mind of the reader, it portrays subtle grace and delicate refinement, or sturdy, rugged stability. Those who create business building literature are giving more and more attention to the character and design of the lettering.

18 Point with Italic
THE SELECTION OF TYPE IS AS IMPORTANT AS THE CHOICE OF words in conveying your message to the mind of the reader; portrays subtle grace and delicate refinement, or sturdy, rugged stability. Those who create business building literature are giving more attention to the character and design of the lettering.

24 Point with Italic
THE ART OF PRINTING IS MATCHLESS AMONG the arts of men. In its higher influence it is the chief servant of all that is divine in man. If we would, we may through printing

30 Point
THE LARGE BUILDING ACTIVITIES IN cities absorb an immense amount of labor the building trades especially have their say

G. A. DAVIS PRINTING CO., LIMITED - ADVERTISING PRINTERS AND TYPOGRAPHERS
DISTINCTIVE TYPE FACES OF TODAY AND TOMORROW

CORVINUS Medium

8 Point
THE SELECTION OF TYPE IS JUST AS IMPORTANT as the choice of words, in conveying your message to the mind of the reader, it portrays subtle grace and delicate refinement, or sturdy, rugged stability. Those who create business building literature are giving more attention to the character and design of lettering used

10 Point
THE SELECTION OF TYPE IS JUST AS important as the choice of words, in conveying your message to the mind of the reader; portrays subtle grace and delicate refinement, or a rugged stability. Those who create business building literature

12 Point
THE SELECTION OF TYPE IS AS important as the choice of words in conveying your message to the mind of the reader; portrays subtle grace and delicate refinement, or sturdy, rugged stability. Those who

14 Point
THE SELECTION OF TYPE IS AS IMPORTANT as the choice of words, in conveying your message to the minds of the readers; it portrays subtle grace and delicate refinement, or sturdy, rugged stability

18 Point
THE SELECTION OF TYPE IS JUST as important as the choice of words, in conveying your message to the mind of

24 Point
THE SELECTION OF TYPE IS just as important as the choice of words, in your message to

30 Point
PLANTS BLOOMING MERRILY ARE a feature in a rock garden of beauty

36 Point
SUMMER-TIME PLEASURES with out-door activities become

48 Point
FLOWERS with nature

60 Point
COMPLETE series

G. A. DAVIS PRINTING CO., LIMITED - ADVERTISING PRINTERS AND TYPOGRAPHERS

page two
DISTINCTIVE TYPE FACES OF TODAY AND TOMORROW

CORVINUS Medium Italic

8 Point
THE SELECTION OF TYPE IS JUST AS IMPORTANT AS the choice of words, in conveying your message to the mind of the reader; it portrays subtle grace and very delicate refinement, or sturdy, rugged stability. Those who create business building literature are giving the utmost attention to the character and design of letters

10 Point
THE SELECTIONS OF TYPE ARE JUST AS important as the choice of words, when conveying your message to the mind of the reader; it portrays subtle grace and very delicate refinement, or rugged and sturdy stability. Those who create literature for

12 Point
THE SELECTION OF TYPE IS AS important as the choice of words in conveying your message to the mind of the reader; portrays subtle grace and delicate refinement, or sturdy, rugged stability. Those who

14 Point
THE SELECTIONS OF TYPE ARE AS IMPORTANT as the choice of words, in conveying your message to the mind of the reader; it portrays subtle grace and delicate refinement, or sturdy, rugged stability

16 Point
THE SELECTION OF TYPE IS JUST AS important as the choice of words, when conveying your message to the mind of

18 Point
THE SELECTION OF TYPE IS JUST AS important as the choice of words, when conveying your message to the mind of

20 Point
THE SELECTION OF TYPE IS just as important as the choice of words, in your message to

24 Point
THE SELECTION OF TYPE IS just as important as the choice of words, in your message to

30 Point
FOUND GOOD COMPANIONS AMONG the rocks of the northern wastelands hungry and ragged but not down by

36 Point
A PRICE IN PROPORTION TO the skill, time, expense, and risk

48 Point
MAGNIFICENT CHARM adorable in its beautiful

G. A. DAVIS PRINTING CO., LIMITED - ADVERTISING PRINTERS AND TYPOGRAPHERS
CORVINUS Bold

8 Point
THE SELECTIONS OF TYPE ARE AS IMPORTANT as the choice of words, in conveying messages to the mind of the reader; they portray subtle grace and delicate refinement, or sturdy and a

10 Point
THE SELECTION OF TYPE IS JUST AS important as the choice of words, in conveying your message to the mind of the reader; it portrays delicate

12 Point
THE SELECTIONS OF TYPE ARE as important as the choice of words, in conveying the ideas

14 Point
THE SELECTION OF TYPE IS as important as the choice

16 Point
SNOW DESCENDING GIVES feeling of goodwill and joy

18 Point
THE SELECTIONS OF TYPE ARE AS important as the choice of words, in conveying your message to the

24 Point
THE SELECTION OF TYPE IS as important as the choice

30 Point
THE SELECTIONS OF types, important as

36 Point

48 Point
PRESENT decade has

60 Point
POPULAR guides

72 Point
SHOES of fine

G. A. DAVIS PRINTING CO., LIMITED - ADVERTISING PRINTERS AND TYPOGRAPHERS
page four
DISTINCTIVE TYPE FACES OF TODAY AND TOMORROW

Gloria Bold — Signal

Managing nicely

Advertisements

Accomplish

Mathematics

Workman Survived

Lack-a-day

Advancement made

Wonder

Commercial trades

Business on the move

Various occasions

G. A. DAVIS PRINTING CO., LIMITED - ADVERTISING PRINTERS AND TYPOGRAPHERS
BODONI

The selection of a type face is just as important as the choice of words when conveying your messages to the minds of the readers; it portrays subtle grace, and delicate refinement, or sturdy, rugged stability. Those who create business building literature have

The selection of type is equally as important as the choice of words conveying your message to the mind of the reader; it portrays subtle grace, delicate refinement, or a sturdy, rugged stability. Those who create the

The selection of type is just as important as choice of words when conveying the

How many times have friends and clients said that they could not have

We are ever on the alert to keep one step in advance of the

Sample lines that are in this

Insisted on having done
DISTINCTIVE TYPE FACES OF TODAY AND TOMORROW

BODONI Italic

8 Point
THE PROPER SELECTION OF TYPE IS just as important as the choice of words when conveying your messages to the minds of the readers; it portrays subtle grace, and delicate refinement, or sturdy, rugged stability. Those who create business building literature have

10 Point
A PROPER SELECTION OF TYPE is equally as important as the choice of words conveying your message to the mind of the reader; it portrays subtle grace, delicate refinement, or a sturdy, rugged stability. Those who create the

12 Point
THE SELECTION OF A TYPE face is equally as important as the choice of words in conveying your message to the mind of the reader to whom it portrays subtle grace or delicate refinement, or perhaps a

14 Point
THE PROPER SELECTION OF TYPE IS JUST as important as the choice of words in conveying your message to the mind of the reader; it portrays subtle grace and delicate stability. Those who are

18 Point
THE SELECTION OF TYPE IS AS important as the choice of words in conveying your message to the mind

24 Point
THE SELECTION OF TYPE is just as important as choice of words in conveying your

30 Point
THE LAW OF NATURE IS, THAT A certain quantity of work is necessary for

36 Point
READY TO TAKE THE LEAD in race for popularity that is ever

42 Point
SAMPLES for the convenience

48 Point
NORTHERN adventure is

G. A. DAVIS PRINTING CO., LIMITED - ADVERTISING PRINTERS AND TYPOGRAPHERS
DISTINCTIVE TYPE FACES OF TODAY AND TOMORROW

BODONI Bold

8 Point
THE SELECTION OF A TYPE FACE IS just as important as choice of words, when conveying your message to the mind of the reader; portrays subtle grace and a delicate refinement, or sturdy, rugged stability. He who creates business building literature is

10 Point
THE SELECTION OF TYPE FACE is just as important as the choice of words in presenting your message to the mind of the reader; it portrays subtle grace and delicate refinement

12 Point
THE SELECTION OF A TYPE face is just as important as a choice of words in conveying to your reader your message; it portrays

14 Point
THE SELECTION OF A TYPE FACE IS JUST as important as the choice of words to convey your message to the mind of the reader; it can

18 Point
THE SELECTION OF TYPE FACE is just as important as the choice of words, in conveying your message

24 Point
THE SELECTION OF TYPE face is just as important for

30 Point
CONDITIONS of today are considerable

36 Point
ILLUSTRATIONS help printing

42 Point
MAGAZINES are of interest

48 Point
DOMESTIC animals are

60 Point
NUISANCE when a

72 Point
HURRY to men

G. A. DAVIS PRINTING CO., LIMITED - ADVERTISING PRINTERS AND TYPOGRAPHERS

page eight
THE SELECTION OF PROPER TYPE IS JUST AS IMPORTANT AS THE CHOICE OF WORDS IN CONVEYING YOUR MESSAGE TO THE MIND OF THE READER; IT PORTRAY SUBTLE GRACE, DELICATE REFINEMENT, OR A STURDY, RUGGED STABILITY. THOSE WHO CREATE THE BUSINESS BUILDING LITERATURE ARE GIVING MORE AND MORE ATTENTION TO THE CHARACTER AND DESIGN OF THE LETTERING USED. TYPE IS THE TONE OF VOICE IN ADVERTISING; IN THE HANDS OF A MASTERTYPOGRAPHER IT HELPS YOU TO TELL THE SELECTION OF THE TYPE IS JUST AS IMPORTANT AS THE CHOICE OF WORDS IN CONVEYING YOUR MESSAGE TO THE MIND OF THE READER; IT PORTRAY SUBTLE GRACE, DELICATE REFINEMENT, OR A STURDY, RUGGED STABILITY. THOSE WHO CREATE THE BUSINESS BUILDING LITERATURE ARE GIVING MORE ATTENTION TO THE CHARACTER AND DESIGN OF THE LETTERING USED.

CONSIDERATION IN ADVERTISING DESIGN IS APPEARANCE SO THE READER CAN GRASP AT SIGHT THE SELECTION OF TYPE IS JUST AS IMPORTANT AS THE CHOICE OF WORDS IN CONVEYING YOUR MESSAGE TO THE MIND OF THE READER.

LET US, AS TYPOGRAPHERS, HELP YOU, NOT MERELY AS TYPESETTERS, BUT AS LITERARY PEOPLE RECOGNIZE IN POLICY AWAIT THE DECISION.

G. A. DAVIS PRINTING CO., LIMITED - ADVERTISING PRINTERS AND TYPOGRAPHERS
DISTINCTIVE TYPE FACES OF TODAY AND TOMORROW

BODONI Bold Condensed

24 Point

THE SELECTION OF TYPE IS JUST AS IMPORTANT as the choice of words in conveying your message to the mind of the reader; it portrays subtle grace and delicate refinement, or sturdy, rugged stability. Those who create

30 Point

THE SELECTION OF TYPE IS AS IMPORTANT as the choice of words, conveying your message to the mind of the reader; it portrays subtle

36 Point

BUSY MONTH BUSINESS INCREASED tremendously in manufacturing goods that are in demand at this time of year

48 Point

BOLDER LETTERS FOR ADS this is specified by advertising

60 Point

MILLION dollars makes

G. A. DAVIS PRINTING CO., LIMITED - ADVERTISING PRINTERS AND TYPOGRAPHERS

page ten
DISTINCTIVE TYPE FACES OF TODAY AND TOMORROW

Jraflon Script — Raleigh Cursive

Fine Irish linens as a gift

Mineral combustions

Advancement ahead

Becoming a lot warmer

Prospecting money on

Handsomely won

Wonderfully

Representative from large firms

G. A. DAVIS PRINTING CO., LIMITED - ADVERTISING PRINTERS AND TYPOGRAPHERS
DISTINCTIVE TYPE FACES OF TODAY AND TOMORROW

ROCKWELL Medium with Italic

8 Point with Italic

THE SELECTION OF A TYPE FACE IS AS important as the choice of words when you are conveying a message to the mind of the reader; it portrays subtle grace and a delicate refinement or sturdy, rugged stability. He who creates business building literature is giving more attention to the character and design of THE SELECTION OF TYPE IS JUST AS important as the choice of words in conveying your message to the mind of the reader; it portrays subtle grace and refinement, or

10 Point with Italic

THE SELECTION OF A TYPE FACE is just as important as the choice of words, in presenting your message to the mind of the reader; it portrays subtle grace and a delicate refinement, or sturdy, rugged stability. He who creates business building literature are a

12 Point with Italic

THE SELECTION OF TYPE IS JUST AS important as the choice of words, conveying your message to the mind of the reader; portrays subtle grace and delicate refinement, or a rugged stability. Those who create business building literature are a

14 Point with Italic

THE SELECTION OF TYPE IS JUST AS important as the choice of words conveying your message to the mind of the reader; portrays subtle grace and refinement, or

18 Point

THE SELECTION OF TYPE IS JUST AS IMPORTANT as the choice of words in conveying your message to the mind of the reader; portrays subtle grace and with

24 Point

MOST INVENTORS NEED PROMOTION capital, there are millions of useful ideas the minds of men which may never be located

30 Point

CIRCULATION OF PUBLICATION is increasing volume of advertisings

36 Point

SCIENTISTS CONTINUE IN their search after centuries of

G. A. DAVIS PRINTING CO., LIMITED - ADVERTISING PRINTERS AND TYPOGRAPHERS

page twelve
DISTINCTIVE TYPE FACES OF TODAY AND TOMORROW

ROCKWELL Medium Condensed

12 Point

THE SELECTION OF TYPE IS JUST AS important as choice of words in conveying your messages to the minds of the readers it portrays subtle grace and delicate lines or sturdy, rugged stability. Those who are creating business building literature are giving more and more attention to the style

14 Point

THE SELECTION OF TYPE IS JUST as important as the choice of words when conveying your message to the mind of the reader; it portrays subtle grace and delicate lines, or rugged stability. Those who create business

18 Point

THE SELECTION OF TYPE IS as important as the choice of words when conveying your message to the mind of the

24 Point

TALL, SLENDER AND GRACEFUL IS this headline type, modern in every

30 Point

BEAUTIFUL FORMS CREATED by experts take time, patience

36 Point

FLOOD THREAT CAUSES fear among thousands and

48 Point

BOASTING IS BAD when you falter and

60 Point

THE LAWS OF nature are sure

72 Point

PEP business

G. A. DAVIS PRINTING CO., LIMITED - ADVERTISING PRINTERS AND TYPographers

page thirteen
DISTINCTIVE TYPE FACES OF TODAY AND TOMORROW

ROCKWELL Bold

8 Point
THE SELECTION OF A TYPE FACE IS just as important as the choice of words in conveying your message to the mind of the reader; it portrays subtle grace and a delicate refinement or sturdy and rugged stability. He who creates business

10 Point
THE PROPER SELECTION OF a type face is just as important as the choice of words, when conveying your message to the mind of the reader; it portrays subtle

12 Point
THE SELECTION OF TYPE is just as important as the choice of words in conveying your message to the minds of the readers; it portrays a

14 Point
THE SELECTION OF TYPE IS AS important as the choice of words conveying your message to the minds of the readers; it portrays subtle grace

18 Point
THE PROPER SELECTION of type is just as important as the choice of words in answer

24 Point
THE SELECTION OF type is as important as

30 Point
DESIGNS of numerous coloring

36 Point
STRONG type faces used

48 Point
COLD north winds

60 Point
BETTER built

72 Point
HOME made

G. A. DAVIS PRINTING CO., LIMITED - ADVERTISING PRINTERS AND TYPOGRAPHERS

page fourteen
ROCKWELL Bold Italic

THE SELECTION OF TYPE IS JUST AS IMPORTANT as the choice of words convey your message to the minds of the readers. Portray subtle grace and refinement, or a rugged stability. Those who create business building literature are giving more attention to the character and the design of lettering used. Type is the tone.

THE SELECTION OF TYPE IS JUST AS IMPORTANT as the choice of words in conveying your message to the mind of the reader; it portrays subtle grace and delicate refinement, or a rugged stability. For those who create business building literature are giving more attention to art work it is good judgment to use the finest hand composition to attract more interest.

IT’S INTERESTING TO NOTICE that numerous ideas which have been buried in the oblivion past.

IT’S MORE DISTINCTIVE printing that is required a
DISTINCTIVE TYPE FACES OF TODAY AND TOMORROW

ROCKWELL Extra Bold

14 Point
THE SELECTION OF TYPE IS JUST AS IMPORTANT AS the choice of words in conveying your message to the mind of the reader; it portrays subtle grace and refinement, or a rugged, sturdy stability. Those who create business building

18 Point
THE SELECTION OF TYPE IS IMPORTANT AS the choice of words in conveying your message to the mind of the reader; portrays subtle grace

24 Point
THE SELECTION OF TYPE IS JUST as important as the choice of words

30 Point
THE PRESENT DECADE HAS witnessed more advancement

36 Point
STUDY OF TYPE FACE very interesting to artist

48 Point
MODERN printing

60 Point
SMART homes

G. A. DAVIS PRINTING CO., LIMITED - ADVERTISING PRINTERS AND TYPOGRAPHERS

page sixteen
DISTINCTIVE TYPE FACES OF TODAY AND TOMORROW

ROCKWELL Extra Bold Condensed

14 Point
THE SELECTION OF TYPE IS JUST AS IMPORTANT AS THE CHOICE OF WORDS in conveying your message to the mind of the reader; it portrays subtle grace and delicate refinement, or sturdy, rugged stability. Those who create business building

18 Point
THE SELECTION OF TYPE IS JUST AS IMPORTANT AS THE CHOICE of words in conveying your message to the mind of the reader; it portrays subtle grace and delicate refinement, or a rugged stability

24 Point
THE SELECTION OF TYPE IS JUST AS IMPORTANT AS THE CHOICE of words in conveying your message to the mind of the reader; it portrays subtle grace and delicate refinement, or a rugged stability

30 Point
THE SELECTION OF TYPE IS JUST AS IMPORTANT AS THE CHOICE of words in conveying your message to the mind of the reader; it portrays subtle grace and delicate refinement, or a rugged stability

36 Point
PRODUCE EXCELLENT TYPOGRAPHY IN A recently printed booklet displays a unique

48 Point
PRESENT decade has witnessed far

60 Point
BOWLING commences on

72 Point
STRONG narrow bin

CONDENSED bold

G. A. DAVIS PRINTING CO., LIMITED - ADVERTISING PRINTERS AND TYPOGRAPHERS
DISTINCTIVE TYPE FACES OF TODAY AND TOMORROW

METROPOLIS

8 Point
THE SELECTION OF TYPE IS AS important as the choice of words in conveying messages to the minds of the readers; it portrays a subtle grace and delicate refinement, or a rugged stability. Those who create

10 Point
THE SELECTION OF TYPE is as important as the choice of words in conveying your message to the mind of the reader; it portrays subtle grace or a sturdy stability

12 Point
THE SELECTIONS OF type are as important as the choice of words in conveying the message to the reader; portrays subtle grace or delicate

14 Point
THE SELECTION OF TYPE IS AS important as the choice of words in conveying your message to the mind of the reader; it portrays a

18 Point
THE SELECTIONS OF TYPE are just as important as the choice of words in conveying

24 Point
THE SELECTIONS OF types are as important as the choice of words

30 Point
THROUGH THE PRINTED word thoughts of the writer

36 Point
ARE CONVEYED TO the minds of readers

48 Point
HOCKEY games

60 Point
NOTE the din

G. A. DAVIS PRINTING CO., LIMITED - ADVERTISING PRINTERS AND TYPOGRAPHERS

page eighteen
BASKERVILLE with Italic

8 Point with Italic
THE SELECTION OF TYPE IS JUST AS important as the choice of words in conveying your message to the mind of the reader; it portrays subtle grace and delicate refinement or sturdy, rugged stability. Those who create business building literature are giving more and more attention to the character and the

10 Point with Italic
THE SELECTION OF TYPE IS AS important as the choice of words in conveying your message to the mind of the reader; it portrays subtle grace and delicate refinement or sturdy, rugged stability. Those who create the

12 Point with Italic
THE SELECTION OF TYPE IS IMPORTANT as the choice of words, in conveying your message to the mind of the reader; it portrays subtle grace and delicate refinement, or a rugged stability. Those who create business building literature are giving more of

14 Point
THE SELECTION OF TYPE IS JUST AS important as the choice of words, in conveying your message to the mind of the reader; portrays subtle grace and delicate refinement, or sturdy rugged stability. Those who create business building literature are giving more attention to the character and design of lettering used. Type

18 Point
THE SELECTION OF TYPE IS JUST AS IMPORTANT AS the choice of words, in conveying your message to the mind of the reader; it portrays subtle grace and delicate refinement, or a rugged

24 Point
ADVERTISEMENTS MAY BE REMARKABLY proportioned and beautifully illustrated. They make good impressions at first sight, but all the

30 Point
PICTURES SPEAK OF UNIVERSAL language and need only to be seen to be

36 Point
SLY ADVERTISERS ALWAYS follow the modern trend of which
BOOKMAN with Italic

6 Point with Italic
THE SELECTION OF TYPE FACES IS JUST AS IMPORTANT AS THE CHOICE OF WORDS in conveying your message to the mind of the reader; portrays subtle grace and delicate refinements, or that sturdy, rugged stability. Those who create business building literature are giving more and more attention to the character and the selection of type faces; portrays subtle grace and delicate refinements, or that sturdy, rugged stability.

8 Point with Italic
THE SELECTION OF TYPE IS JUST AS IMPORTANT AS THE CHOICE OF WORDS in conveying your message to the mind of the reader; portrays subtle grace and delicate refinements, or that sturdy, rugged stability. Those who are creating business building literature are giving more and more attention to the character and the selection of type faces; portrays subtle grace and delicate refinements, or that sturdy, rugged stability.

10 Point with Italic
SELECTING TYPE FACES IS AS IMPORTANT AS THE CHOICE OF WORDS when conveying your message to the mind of the reader; portrays a subtle grace and delicate refinements.

12 Point with Italic
THE SELECTION OF A TYPE FACE IS JUST AS IMPORTANT AS THE CHOICE OF WORDS in conveying your message to the mind of the reader; it portrays subtle grace, delicate refinements, or that sturdy, rugged stability.

14 Point with Italic
THE SELECTION OF A TYPE FACE is just as important as the choice of words conveying your message to the mind of the reader; it portrays subtle grace, delicate refinements, or that sturdy, rugged stability.

18 Point
THE SELECTION OF TYPE is just as important as the choice of words, in conveying the idea to

24 Point
THE WIND is one of the chief factors

30 Point
READABLE and outstanding this

36 Point
ENGLAND stands firm on

48 Point
NOBLEMEN are the

60 Point
GOOD printing is

G. A. DAVIS PRINTING CO., LIMITED - ADVERTISING PRINTERS AND TYPOGRAPHERS
DISTINCTIVE TYPE FACES OF TODAY AND TOMORROW

FRANKLIN Bold Condensed

8 Point
THE SELECTION OF TYPE IS JUST AS IMPORTANT as the choice of words in conveying your message to the mind of the reader; portrays subtle grace and delicate refinement, or sturdy, rugged stability. Those who create business building literature are giving more attention to the character and design

10 Point
THE SELECTION OF TYPE IS IMPORTANT as the choice of words in conveying your message to the mind of the reader; portrays subtle grace and delicate refinement, or a rugged stability. Those who create business building literature are giving as

12 Point
THE SELECTION OF TYPE IS JUST AS IMPORTANT as the choice of words, in conveying your message to the mind of the reader; portrays subtle grace and delicate refinement, or sturdy, rugged stability. Those who create business

30 Point
THE SELECTION OF TYPE IS JUST AS IMPORTANT as the choice of words, conveying your message

36 Point
ADVANCEMENT in printshop is good type

42 Point
MAGAZINE and newspaper readers

48 Point
ADVERTISING display attracts

60 Point
CONFEDERATION stores

G. A. DAVIS PRINTING CO., LIMITED - ADVERTISING PRINTERS AND TYPOGRAPHERS
DISTINCTIVE TYPE FACES OF TODAY AND TOMORROW

GARAMOND Light

6 Point
SELECTION OF TYPE IS JUST AS IMPORTANT as choice of words in conveying your message to the mind of the reader; it portrays subtle grace and delicate refinement, or sturdy, rugged stability. And those who create business building literature are giving more and more attention to the character and design of the lettering used. Type is the tone of voice in advertising; in the hands of

8 Point
THE SELECTION OF TYPE IS EQUALLY as important as the choice of words in conveying your message to the mind of the reader; it shows subtle grace and delicate refinement or a sturdy and rugged stability. Those who create business

10 Point
THE SELECTION OF TYPE IS JUST as important as your choice of words in conveying your message to the mind of the reader; it portrays subtle grace and a delicate refinement or sturdy and rugged

12 Point
THE SELECTION OF TYPE IS IMPORTANT AS THE choice of words in conveying your message to the mind of the reader; it portrays subtle grace and delicate refinement, or sturdy, rugged stability. Those who create business building literature are giving more and more attention to the design and character of the lettering used. Type is the tone of voice

14 Point
THE SELECTION OF TYPE IS IMPORTANT as the choice of words in conveying your message to the mind of the reader; it portrays subtle grace and delicate refinement, or sturdy, rugged stability. Those who create business building literature are giving more and more attention to

18 Point
THE SELECTION OF TYPE IS JUST AS IMPORTANT AS the choice of words in conveying your message to the mind of the reader; it portrays subtle grace and delicate refinement, or a rugged stability. Those who create business building literatures

24 Point
WE ARE ALWAYS ON THE ALERT SO AS to keep one step in advance of the latest ideas by installing new type faces as fast as they meet public

30 Point
READY IS A TREMENDOUS TASK and when we finally get it finished will

36 Point
WISE TO HAVE THE SERIES complete this common failing in
DISTINCTIVE TYPE FACES OF TODAY AND TOMORROW

GARAMOND Light Italic

6 Point

SELECTION OF TYPE IS JUST AS IMPORTANT as choice of words in conveying your message to the mind of the reader; it portrays subtle grace and delicate refinement, or sturdy, rugged stability. And those who create business building literature are giving more and more attention to the character and design of the lettering used. Type is the tone of voice in advertising; in the hands of

8 Point

THE SELECTION OF TYPE IS EQUALLY as important as the choice of words in conveying your message to the mind of the reader; it shows subtle grace and delicate refinement or a sturdy and rugged stability. Those who create business

10 Point

THE SELECTION OF TYPE IS JUST as important as your choice of words in conveying your message to the mind of the reader; it portrays subtle grace and a delicate refinement or sturdy and rugged

12 Point

THE SELECTION OF TYPE IS IMPORTANT AS THE choice of words in conveying your message to the mind of the reader; it portrays subtle grace and delicate refinement, or sturdy, rugged stability. Those who create business building literature are giving more and more attention to the design and character of the lettering used. Type is the tone of voice

14 Point

THE SELECTION OF TYPE IS IMPORTANT as the choice of words in conveying your message to the mind of the reader; it portrays subtle grace and delicate refinement, or sturdy, rugged stability. Those who create business building literature are giving more and more attention to the design and character of the

18 Point

THE SELECTION OF TYPE IS JUST AS IMPORTANT AS the choice of words in conveying your message to the mind of the reader; it portrays subtle grace and delicate refinement, or a rugged stability. Those who create business building literature are giving more attention

24 Point

IN THE GENERATIONS YET TO COME AS this great industry carries on and on with the almost innumerable type designs being introduced all the time

30 Point

THE IMPORTANT FEATURES IN the use of beveled furniture are the savings of

36 Point

IN GOOD COMPOSING ROOM equipment there should be cabinets in
DISTINCTIVE TYPE FACES OF TODAY AND TOMORROW

GARAMOND Bold

8 Point
THE SELECTION OF TYPE IS JUST AS important as the choice of words in conveying your message to the mind of the reader; it portrays subtle grace and delicate refinement or sturdy, rugged stability. Those who create business building literature are giving more

10 Point
THE SELECTION OF TYPE IS JUST as important as the choice of words in conveying your message to the mind of the reader; it portrays subtle grace and stability. Those who create business building literature are giving more and

12 Point
THE SELECTION OF TYPE IS just as important as the choice of words in conveying your message to the mind of the reader; portrays subtle grace and delicate refinement

ADVERTISING world is quick to show

36 Point
INDIVIDUAL savings are policies

42 Point
SATISFIED customers return

48 Point
HEALTHY nourishment

60 Point
STRONG and sound

72 Point
Corrects Drums

84 Point
SATISFIED customers return

G. A. DAVIS PRINTING CO., LIMITED - ADVERTISING PRINTERS AND TYPOGRAPHERS
DISTINCTIVE TYPE FACES OF TODAY AND TOMORROW

GARAMOND Bold Italic

8 Point
TO PRODUCE MAXIMUM SALES FROM your advertising copy you should select distinctive type faces. Their chief function is to convey ideas which will cause readers to buy the merchandise offered in the copy. Many excellent sales messages lose effectiveness and

10 Point
TO PRODUCE MAXIMUM RESULTS from your advertising copy you should select distinctive type faces. Their chief function is to convey ideas which will cause the reader to buy the merchandise

12 Point
TO SECURE MAXIMUM SALES from advertising copy you should select distinctive type faces. Their chief function is to convey thought

14 Point
TO SECURE MAXIMUM SALES FROM YOUR advertising copy you should select distinctive type faces. Their chief function is to convey ideas which will cause readers to buy merchandise described in

18 Point
THE SELECTION OF TYPE IS AS important as the choice of words, when conveying your messages to the minds of

24 Point
THE SELECTION OF TYPE is as important as the choice of

30 Point
HISTORY repeats itself as the years pass

36 Point
INTERNAL injuries are weakening

42 Point
INJURIOUS statements make

48 Point
YONDER river flows fast

60 Point
SPIRIT of the season

72 Point
SPECIAL kind to

G. A. DAVIS PRINTING CO., LIMITED - ADVERTISING PRINTERS AND TYPOGRAPHERS

page thirty-one
DISTINCTIVE TYPE FACES OF TODAY AND TOMORROW

Romany

12 Point
The selection of type is important as the choice of words, conveying your messages to the mind of the reader; portrays subtle grace and delicate refinements, or a rugged sturdy stability. Those who create

18 Point
The selection of type is as important as the choice of words, in conveying your message to mind of the reader; portrays subtle grace and refinements, or sturdy

14 Point
The selection of type is just as important as choice of words in conveying your messages to the mind of the reader; portrays subtle grace and delicate refinement, or sturdy, rugged stability

24 Point
The selection of type is just as important as the choice of words conveying your messages to the

36 Point
The advertising world is quick to show

48 Point
Harmony at the peak having

60 Point
Striking effects secured

72 Point
Modern type faces

G. A. DAVIS PRINTING CO., LIMITED - ADVERTISING PRINTERS AND TYPOGRAPHERS
page thirty-two
DISTINCTIVE TYPE FACES OF TODAY AND TOMORROW

SYLVAN ~ ORPLID

MORE PLAYS

AUTOGRAFPHERS

MODERNISTIC

PRODUCTIONS

SOUND-PROOF

INCREASED

GORGEOUSLY

AND ARRANGEMENT

RAILROADS WANT

G. A. DAVIS PRINTING CO., LIMITED - ADVERTISING PRINTERS AND TYPOGRAPHERS
DISTINCTIVE TYPE FACES OF TODAY AND TOMORROW

PHOSPHOR ~ NEULAND

WINTER WINDS

LARGE DISTINCTIVE DISCRIMINATING CLIENT

TEMPERAMENTAL

CONSTRUCTIONS

PHOTOGRAPHER

CONVERSATION

WONDERFUL TRAY

G. A. DAVIS PRINTING CO., LIMITED - ADVERTISING PRINTERS AND TYPOGRAPHERS

page thirty-four
DISTINCTIVE TYPE FACES OF TODAY AND TOMORROW

NUBIAN

6 Point

THE SELECTION OF TYPE is just as important as the choice of words when conveying your message to the mind of the reader; if portrays subtle grace or sturdy, rugged stability. Those who create business literature are giving a lot more attention to the character and the design

8 Point

SELECTIONS OF TYPE are just as important as the choice of words when conveying your messages to the minds of readers portrays subtle grace or sturdy, rugged stability. Those creating business

10 Point

THE SELECTIONS of types are just as important as choice of words when you convey messages to the minds of readers portrays sturdy and

12 Point

THE SELECTION OF TYPE is as important as the choice of words in conveying your messages to the minds of the readers; it portrays subtle

14 Point

THE SELECTIONS OF type are as important as the choice of words for conveying your message to the minds of readers

18 Point

THE SELECTION of type is as important as the choice

24 Point

THE TYPE CATALOGUE is of great interest to men

30 Point

THIS EXTREMELY bold type stands out

36 Point

MANY PEOPLE play this market

42 Point

EXTRA extra

G. A. DAVIS PRINTING CO., LIMITED - ADVERTISING PRINTERS AND TYPOGRAPHERS
DISTINCTIVE TYPE FACES OF TODAY AND TOMORROW

NICOLAS COCHIN

6 Point
THE SELECTIONS OF TYPE ARE JUST AS
important as the choice of words; when conveying your
messages to the minds of the readers; it portrays subtle
grace and delicate refinement, or sturdy, rugged stability.
Those who create business, building literature, giving
more and more attention to the character and design of

8 Point
THE SELECTION OF TYPE IS JUST
as important as the choice of words in conveying your
message to the mind of the reader; it portrays subtle grace and delicate refinement, or a sturdy, rugged stability. Those who create

10 Point
THE SELECTION OF TYPE IS
just as important as the choice of words in conveying your message to the mind of the reader; it portrays subtle grace and delicate refinement, or a sturdy rugged stability. Those who create fine business

12 Point
THE SELECTIONS OF TYPE ARE JUST AS
important as the choice of words in conveying your message
to the mind of the reader; portrays subtle grace and delicate
refinement, or a sturdy, rugged stability. Those who create

14 Point
THE SELECTION OF TYPE IS JUST AS
important as the choice of words in conveying your
messages to the minds of the readers; portrays subtle

18 Point
THE SELECTIONS OF TYPE
are just as important as choice of words

MILLIONS OF PEOPLE APPRECIATE
the fine way that advertisements are now being shown

DESTRUCTION AND RUIN
follow in the wake of every hurricane

PRINCE charming is he

DANCE for exercise

FANCY creations

G. A. DAVIS PRINTING CO., LIMITED - ADVERTISING Printers and Typographers

page thirty-six
DISTINCTIVE TYPE FACES OF TODAY AND TOMORROW

NICOLAS COCHIN Italic

6 Point
THE SELECTIONS OF TYPE ARE JUST AS important as the choice of words in conveying your message to the minds of the readers; it portrays subtle grace and delicate refinement, or a rugged stability. Those creating business building literature are giving more

8 Point
THE SELECTION OF TYPE IS JUST as important as the choice of words in conveying your message to the mind of the reader; it portrays subtle grace and delicate refinement, or a sturdy

10 Point
THE SELECTION OF TYPE IS just as important as choice of words when conveying your message to the mind of the reader; it portrays subtle grace and delicate refinement, or a sturdy

12 Point
THE SELECTIONS OF TYPE ARE JUST AS important as the choice of words in conveying your message to the mind of the reader; it portrays subtle grace, or delicate refinement, or a sturdy rugged stability. Business building copy

14 Point
THE SELECTION OF TYPE IS JUST as important as the choice of words in conveying your message to mind of reader; it portrays slim lines, or a sturdy, rugged stability. Those who create

18 Point
THE SELECTION OF TYPE IS AS IMPORTANT as the choice of words in conveying your messages to the minds of the readers; it portrays subtle grace and delicate refinement, or a sturdy, rugged stability. Those who create business building

24 Point
IT IS INTERESTING TO NOTE THAT numerous ideas which have been buried in the past are now being dug up and put into use by scientist

36 Point
SNOW APPARENTLY MAY become extinct if the seasons continue to

48 Point
FARMERS WORK from early morn till late at
DISTINCTIVE TYPE FACES OF TODAY AND TOMORROW

CENTURY OLD STYLE with Italic

6 Point with Italic (Solid)
RUSKIN SAYS ALL WORKS OF QUALITY MUST bear a price in proportion to the skill, time, expense and risk attending their invention and manufacture. Those things called dear are, when justly estimated, the cheapest; they are attended with much less profit to the artist than those which everybody calls cheap. Beautiful creations and compositions are not made by chance nor can they ever in any material be made at small expense. A composition for excellence and not for excellence of workmanship is the most frequent and certain cause of rapid decay and entire destruction of skill, expense, time and risk that it in the artist and not the brush—and by the same token it is the

RUSKIN SAYS THAT WORKS OF QUALITY must bear a price in proportion to the skill, time, expense and risk attending their manufacture. Those things that are called dear are, when justly estimated, the cheapest they are attended with much less profit to the artist than

6 Point with Italic (Leaded)
RUSKIN SAYS ALL WORKS OF QUALITY MUST bear a price in proportion to the skill, time, expense and risk attending their invention and manufacture. Those things called dear are, when justly estimated the cheapest; they are attended with much less profit to the calls cheaper than those which everybody calls cheap. Beautiful creations and compositions are not made by chance nor can they ever in any material be made at small expense. A composition for cheapness and not for excellence of workmanship is the most frequent and certain cause of rapid decay and entire destruction

RUSKIN SAYS THAT WORKS OF QUALITY must bear a price in proportion to the skill, time, expense and risk attending their manufacture. Those things that are called dear are, when justly estimated, the cheapest they are attended with much less profit to the artist than

8 Point with Italic (Solid)
RUSKIN SAYS THAT ALL WORKS OF quality must bear a price in proportion to the skill, time, expense and risk attending their invention and manufacture. Those things called dear are, when justly estimated, the cheapest; they are attended with much less profit to the artist than those which every body calls cheaper. Beautiful creations and compositions are not made by chance nor can they ever in any material be made at

RUSKIN SAYS THAT ALL WORKS OF QUALITY must bear a price in proportion to the skill, time, expense and risk attending their invention and manufacture. Those things that

8 Point with Italic (Leaded)
RUSKIN SAYS THAT ALL WORKS OF quality must bear a price in proportion to the skill, time, expense and risk attending their invention and manufacture. Those things called dear are, when justly estimated, the cheapest; they are attended with much less profit to the artist than those which every body calls cheaper. Beautiful creations and compositions are not made by chance nor can they ever in any material be made at

RUSKIN SAYS THAT ALL WORKS OF QUALITY must bear a price in proportion to the skill, time, expense and risk attending their invention and manufacture. Those things that

10 Point with Italic (Solid)
RUSKIN SAYS THAT ALL WORKS OF QUALITY must bear a price in proportion to the skill, time, expense and risk attending their invention and manufacture. Those things called dear are, when justly estimated, the cheapest they are attended with much less profit to the artist than those which everybody calls cheap. Beautiful creations and compositions are not made by chance nor can they ever in any material be made at small expense. A composition for

RUSKIN SAYS THAT ALL WORKS OF QUALITY must bear a price in proportion to the skill, time, expense and risk attending their invention and manufacture. Those things

10 Point with Italic (Leaded)
RUSKIN SAYS THAT ALL WORKS OF QUALITY must bear a price in proportion to the skill, time, expense and risk attending their invention and manufacture. Those things called dear are, when justly estimated, the cheapest they are attended with much less profit to the artist than those which everybody calls cheap. Beautiful creations and compositions are not made by chance nor can they ever in

RUSKIN SAYS THAT ALL WORKS OF QUALITY must bear a price in proportion to the skill, time, expense and risk attending their invention and manufacture. Those things

12 Point with Italic (Solid)
RUSKIN SAYS THAT WORKS OF QUALITY must bear a price in proportion to the skill, time, expense and risk attending their invention and manufacture. Those things called dear are, when justly estimated, the cheapest; they are attended with much less profit to the artist than those called cheap. Beautiful forms and compositions are not

RUSKIN SAYS THAT WORKS OF QUALITY must bear a price in proportion to the skill, time, expense and risk attending their invention and manufacture

12 Point with Italic (Leaded)
RUSKIN SAYS THAT WORKS OF QUALITY must bear a price in proportion to the skill, time, expense and risk attending their invention and manufacture. Those things called dear are, when justly estimated, the cheapest; they are attended with much less profit to the artist than those called cheap. Beautiful forms and compositions are not

RUSKIN SAYS THAT WORKS OF QUALITY must bear a price in proportion to the skill, time, expense and risk attending their invention and manufacture
DISTINCTIVE TYPE FACES OF TODAY AND TOMORROW

FUTURA Extra Bold Condensed

THE SELECTION OF TYPE IS JUST IMPORTANT as the choice of words, in conveying your message to the mind of the reader; portrays subtle grace and delicate refinement, or a rugged stability. Those who create business building literature are giving more attention.

THE SELECTION OF TYPE IS JUST AS IMPORTANT as the choice of words, when conveying your message to the mind of the reader; portray subtle grace and delicate refinement, or sturdy, rugged stability. Those

THE SELECTION OF TYPE FACE IS JUST AS IMPORTANT AS THE choice of words, when conveying your message to the minds of the readers; portray

THE SELECTION OF TYPE FACE IS IMPORTANT as the choice of words, when conveying your message to the minds of the readers; portray

MILLIONS of people appreciated the fine ways

DESTRUCTION and ruin follow in wake

ILLUSTRATIONS help on printing

CANCELLATIONS marks stay

HARVESTING to better

MODERN readable

G. A. DAVIS PRINTING CO., LIMITED - ADVERTISING PRINTERS AND TYPOGRAPHERS
DISTINCTIVE TYPE FACES OF TODAY AND TOMORROW

FUTURA Medium

8 Point
THE SELECTION OF TYPE IS JUST AS IMPORTANT as the choice of words in conveying your message to the mind of the reader; it portrays subtle grace and delicate refinement or sturdy, rugged stability. Those who create business building literature are

10 Point
THE SELECTION OF TYPE IS IMPORTANT as the choice of words, when conveying your message to the mind of the reader; it can portray subtle grace and delicate refinement, or a rugged stability.

12 Point
THE SELECTION OF TYPE IS JUST as important as the choice of words in conveying your message to the mind of the reader; it can portray

14 Point
THE SELECTION OF TYPE IS JUST AS IMPORTANT as the choice of words, in conveying your message to the mind of the reader; it portrays subtle

18 Point
THE SELECTION OF TYPE IS JUST AS important as the choice of words, in conveying your message to the mind

24 Point
THE SELECTION OF TYPE IS as important as the choice of

30 Point
THE LARGE BUILDING ACTIVITIES IN cities absorb an immense amount of

36 Point
SLY ADVERTISERS ALWAYS follow the modern trend when

42 Point
TYPOGRAPHY INTERESTS are found in display books

48 Point
CONVINCE YOURSELF and see the world over

G. A. DAVIS PRINTING CO., LIMITED - ADVERTISING PRINTERS AND TYPOGRAPHERS

page forty-two
THE SELECTION OF TYPE IS JUST AS IMPORTANT as the choice of words, in conveying your message to the minds of the reader; portrays subtle grace and delicate refinement, or sturdy, rugged stability. Those who create business building literature are sure giving more attention to the character and design of lettering used. Type is the tone of voice in advertising.

THE SELECTION OF TYPE FACE IS JUST as important as the choice of words, in conveying your messages to the mind of the reader; portrays subtle grace and delicate refinement, or sturdy, rugged stability.

Those who create business building literature are sure giving more attention to the character and design of lettering used. Type is the tone of voice in advertising.

REMEMBER THE ECONOMICAL PART of the printing industry is through sound ADVANCING AHEAD IN THE gothic type faces of all sizes on REPRODUCTION WITH our new series of modern G. A. DAVIS PRINTING CO., LIMITED - ADVERTISING PRINTERS AND TYPOGRAPHERS
DISTINCTIVE TYPE FACES OF TODAY AND TOMORROW

FUTURA BOLD

8 Point
THE SELECTION OF TYPE IS JUST AS IMPORTANT as the choice of words in conveying your message to the mind of the reader; it portrays subtle grace and delicate refinement or sturdy, rugged stability. Those who create business building literature are

10 Point
THE SELECTION OF TYPE IS JUST AS important as the choice of words in conveying your message to the mind of the reader; it portrays subtle grace and delicate refinement, or a rugged

12 Point
THE SELECTION OF TYPE IS JUST important as the choice of words in conveying your message to the mind of the reader; it portrays in

30 Point
WITH COSTLY SPACE AND COSTLY art work it is good judgment to use

36 Point
BUSINESS FOR A MONTH increased tremendously are

42 Point
A PRICE IN PROPORTION to the skill, time, expense

48 Point
WISE TO HAVE SERIES complete this common

G. A. DAVIS PRINTING CO., LIMITED - ADVERTISING PRINTERS AND TYPOGRAPHERS

page forty-four
FUTURA Bold Italic

8 Point
THE SELECTION OF TYPE IS JUST AS IMPORTANT as the choice of words when conveying your message to the mind of the reader; it portrays subtle grace and delicate refinement, or sturdy, rugged stability. Those who create business building literature are giving the utmost attention to the character and design of arts.

10 Point
THE SELECTION OF TYPE IS JUST AS important as the choice of words in the conveying of your message to the mind of the reader; it portrays subtle grace and delicate refinement, or sturdy, rugged stability. Those who create business built

12 Point
THE SELECTION OF TYPE IS JUST as important as the choice of words in conveying your messages to the minds of the readers; portrays subtle grace and delicate refinement, or sturdy, rugged stability. Those who

14 Point
THE SELECTION OF TYPE IS JUST IMPORTANT as the choice of words, when conveying your messages to the minds of the readers; it portrays subtle grace and delicate refinement, or rugged

18 Point
THE SELECTION OF TYPE IS JUST as important as the choice of words when conveying your message to the

24 Point
THE SELECTION OF TYPE IS as important as the choice of words, when conveying your

30 Point
THE SELECTION OF TYPE IS JUST AS important as the choice of words, in conveying your message to the mind

36 Point
SEE THAT YOUR MOTOR IS in perfect condition for winter

48 Point
CONSIDER TYPE FACE in more modern letters

G. A. DAVIS PRINTING CO., LIMITED - ADVERTISING PRINTERS AND TYPOGRAPHERS
FUTURA Extra Bold

8 Point
THE SELECTION OF TYPE IS JUST IMPORTANT as the choice of words, in conveying messages to the minds of the readers; portrays subtle and a delicate refinement, or sturdy, rugged stability. Those who create business building literature are giving more attention to design

10 Point
THE SELECTION OF TYPE IS JUST AS important as the choice of words in presenting your messages to the minds of the readers; it portrays subtle grace, delicate refinements

12 Point
THE SELECTION OF TYPE FACE is as important as the choice of words, in conveying your message to the minds of the

14 Point
THE SELECTION OF TYPE IS AS IMPORTANT as the choice of words, in conveying your messages to the minds of the readers; for

16 Point
ADVERTISING and all editorial

18 Point
THE SELECTION OF TYPE IS JUST important as the choice of words in conveying your messages to

20 Point
THE SELECTION OF TYPE face is just as important

24 Point
THE SELECTION OF TYPE face is just as important

30 Point
BEWARE of wrong fonts

40 Point
INDUSTRIAL processes

48 Point
HUMIDITY reduced

60 Point
STRONG grains

72 Point
MORE books
DISTINCTIVE TYPE FACES OF TODAY AND TOMORROW

FUTURA Extra Bold Italic

8 Point
THE SELECTION OF TYPE IS JUST AS IMPORTANT as the choice of words, conveying your message to the mind of the reader; portrays subtle grace and delicate refinement, sturdy stability. Those who create business building literature are giving the utmost attention to the character and design

10 Point
THE SELECTION OF TYPE FACE IS JUST as important as the choice of words in conveying your messages to the minds of the readers; portrays subtle grace and refinement, sturdy, rugged stability. Those who create business

12 Point
THE SELECTION OF TYPE IS AS important as the choice words in conveying your message to the mind of the reader; portrays subtle grace and delicate refinement, or sturdy, rugged

14 Point
THE SELECTION OF TYPE IS JUST IMPORTANT as the choice of words, in conveying your message to the mind of the reader; portrays subtle grace and delicate refinement, sturdy

18 Point
THE SELECTION OF TYPE FACE IS just as important as the choice of words, when presenting readers

24 Point
THE SELECTION OF TYPE IS as important as the choice of words, conveying your

30 Point
THE RESULTS IN PERFORMANCE literally without parallel in most modern motoring and becoming

36 Point
ZERO TEMPERATURES ARE the most inconvenient for

48 Point
POWERFUL HANDLE which struck the bill

G. A. DAVIS PRINTING CO., LIMITED - ADVERTISING PRINTERS AND TYPOGRAPHERS

page forty-seven
DISTINCTIVE TYPE FACES OF TODAY AND TOMORROW

ONYX

30 Point
THE SELECTION OF TYPE FACE IS JUST AS IMPORTANT as the choice of words in conveying your $1234567890&

36 Point
THE SELECTION OF TYPE IS JUST AS IMPORTANT as the choice of words in conveying your $123456

48 Point
SELECTION OF TYPE IS AS IMPORTANT as the choice of words in conveying 12

60 Point
STREAMLINED calls for further

72 Point
ATTRACTION and strongly

96 Point
SENSIBLE readers
DISTINCTIVE TYPE FACES OF TODAY AND TOMORROW

CARTOON LIGHT

8 Point
THE SELECTION OF TYPE IS AS IMPORTANT AS THE CHOICE OF WORDS, IN CONVEYING

10 Point
THE SELECTION OF TYPE IS JUST AS IMPORTANT AS THE CHOICE WORD

12 Point
THE SELECTION OF TYPE FACE IS JUST AS IMPORTANT AS THE CHOICE OF WORDS, WHEN CONVEYING YOUR MESSAGES TO

14 Point
THE SELECTION OF TYPE IS JUST AS IMPORTANT AS IN THE CHOICE OF WORDS, WHEN CONVEYING YOUR

16 Point
THE SELECTION OF TYPE IS AS IMPORTANT

24 Point
ATTENTION IS DRAWING NEAR

CARTOON BOLD

8 Point
THE SELECTION OF TYPE IS AS IMPORTANT AS THE CHOICE OF WORDS, IN CONVEYING

10 Point
THE SELECTION OF TYPE IS JUST AS IMPORTANT AS THE CHOICES

12 Point
THE SELECTION OF TYPE FACE IS JUST AS IMPORTANT AS IN THE CHOICE OF WORDS, IN CONVEYING YOUR MESSAGE

14 Point
THE SELECTION OF TYPE IS JUST AS IMPORTANT AS IN THE CHOICE OF WORDS, WHEN CONVEYING OUR

18 Point
AS THE CHOICE OF WORDS, CONVEYING

24 Point
FOR MORE MODERN DISPLAYS

30 Point
DETERMINATION BOOSTS

36 Point
MARVELLOUS EFFECT

G. A. DAVIS PRINTING CO., LIMITED - ADVERTISING PRINTERS AND TYPOGRAPHERS
DISTINCTIVE TYPE FACES OF TODAY AND TOMORROW

ROCKWELL Medium Italic

8 Point
THE SELECTION OF TYPE IS JUST AS important as the choice of words, when conveying your message to the mind of the reader; it portrays subtle grace and delicate refinement, or a sturdy, rugged stability. All those who create business building literature are giving a lot more attention to the character and the design.

10 Point
THE SELECTION OF TYPE IS AS important as the choice of words in conveying your message to the mind of the reader; it can portray subtle grace and refinement, or a sturdy, rugged stability. All those who create business building literature are giving a lot more attention to the character and the design.

12 Point
THE SELECTION OF TYPE FACE IS JUST AS important as the choice of words, conveying your message to the mind of the reader; it can portray subtle grace and delicate refinement or sturdy, rugged stability. Those who create business building literature are giving a lot more attention to the character and the design.

14 Point
THE SELECTION OF TYPE IS JUST AS important as the choice of words, when conveying your message to the mind of the reader; it portrays subtle grace and delicate refinement, or a sturdy, rugged stability.

18 Point
THE SELECTION OF TYPE IS JUST IMPORTANT as the choice of words, in conveying your message to the mind of the reader; it can portray subtle grace and refinement, or sturdy, rugged stability. For those who create business building literature are giving a lot more attention to the character and the design.

24 Point
THE SELECTION OF TYPE IS JUST AS important as the choice of words or when conveying your message to the mind of the reader; it portrays subtle grace and delicate refinement, or a sturdy, rugged stability.

30 Point
MODERN HIGHWAYS MAKE IT possible for improvements in cities and towns throughout the province.

36 Point
SAFEGUARD YOUR HOME with fire insurance for better

G. A. DAVIS PRINTING CO., LIMITED - ADVERTISING PRINTERS AND TYPOGRAPHERS
DISTINCTIVE TYPE FACES OF TODAY AND TOMORROW

ROCKWELL Extra Bold Italic

6 Point
THE SELECTION OF TYPE IS AS IMPORTANT as the choice of words, when conveying your message to the mind of the reader; it portrays subtle grace and delicate refinement, or sturdy rugged stability. Those who create business building literature are giving more attention to the character and design of the lettering use

8 Point
THE SELECTION OF TYPE IS JUST AS important as the choice of words, in conveying your message to the mind of the reader; it portrays subtle grace and refinement, or a rugged stability. Those who create business building

10 Point
THE SELECTION OF TYPE IS just as important as the choice of words, when conveying your messages to the minds of the readers; portrays subtle grace and refinement, or firm, rugged

12 Point
THE SELECTION OF TYPE FACE IS JUST important as the choice of words, when conveying your messages to the minds of the readers; it portrays subtle grace and

14 Point
THE SELECTION OF TYPE IS AS important as the choice of words in conveying your message to the mind of the reader; in conveying

18 Point
THE SELECTION OF TYPE face is just as important as the choice of words, when

24 Point
THE SELECTION OF TYPE IS JUST as important as the choice of words

30 Point
WINTER SPORTS ARE WELL appreciated when the snow

36 Point
ACCOUNT NOTES ARE from facts collected but

48 Point
THE VALUABLE pictures sold for

G. A. DAVIS PRINTING CO., LIMITED - ADVERTISING PRINTERS AND TYPOGRAPHERS

page fifty-one
DISTINCTIVE TYPE FACES OF TODAY AND TOMORROW

ROCKWELL Extra Bold

6 Point
THE SELECTION OF TYPE FACE IS JUST AS IMPORTANT AS the choice of words, in conveying your message to the mind of the reader; portrays subtle grace and delicate refinement, or sturdy rugged stability. Those who create the business building literature are giving more attention to the character and design of the lettering used.

8 Point
THE SELECTION OF TYPE IS JUST AS IMPORTANT AS the choice of words, in conveying your message to the mind of the reader; it portrays subtle grace and delicate refinement, or sturdy, rugged stability. Those who create business building literature are giving more attention to the character and design of the lettering used.

10 Point
THE SELECTION OF TYPE IS AS IMPORTANT AS the choice of words, in conveying your message to the mind of the reader; it portrays subtle grace and delicate refinement, or a sturdy stability. Those who create business building literature are giving more and more attention to the character and design of the lettering used.

See page 16 for larger sizes

ROCKWELL BOLD OPEN

INFORMAL DESIGNS ATTRACTED

ARCHITECTURAL SIGNS

WINTER FALL FAIR

CIRCULARS OF

G. A. DAVIS PRINTING CO., LIMITED - ADVERTISING PRINTERS AND TYPOGRAPHERS
SUPPLEMENTARY INDEX
TO NEW TYPE FACES

CARTOON LIGHT
Page 49
ABCDEFGHJKLMNOPQRSTUVWXYZ.,':!?1234567890

CARTOON BOLD
Page 49
ABCDEFGHJKLMNOPQRSTUVWXYZ.,':!?1234567890

FUTURA MEDIUM
Page 42
ABCDEFGHIJKLMNOPQRSTUVWXYZ
WXYZ&$abcdefghijklmnopqrstuvwxyz.
,-':!?1234567890

FUTURA MEDIUM ITALIC
Page 43
ABCDEFGHIJKLMNOPQRSTUVWXYZ
WXYZ&$abcdefghijklmnopqrstuvwxyz.
,-':!?1234567890

G. A. DAVIS PRINTING CO., LIMITED - ADVERTISING PRINTERS AND TYPOGRAPHERS
# Alphabetic Index to Type Faces

## Futura Bold
Page 44

| ABCDEFGHIJKLMNOPQRSTUVWXYZ | $abcdefgihijklnopqrs | tuvwxys.,-'":;!? | (1234567890) |

## Futura Bold Italic
Page 45

| ABCDEFGHIJKLMNOPQRSTUVWXYZ | $abcdefgihijklnopqrs | tuvwxys.,-'":;!? | (1234567890) |

## Futura Extra Bold
Page 46

| ABCDEFGHIJKLMNOPQRSTUVWXYZ | $abcdefgihijklnopqrs | tuvwxys.,-'":;!? | (1234567890) |

## Futura Extra Bold Italic
Page 47

| ABCDEFGHIJKLMNOPQRSTUVWXYZ | $abcdefgihijklnopqrs | tuvwxys.,-'":;!? | (1234567890) |

## Futura Extra Bold Condensed
Page 41

| ABCDEFGHIJKLMNOPQRSTUVWXYZ | $abcdefgihijklnopqrs | tuvwxys.,-'":;!? | (1234567890) |

## Futura Display
Page 40

| ABCDEFGHIJKLMNOPQRSTUVWXYZ | $abcdefgihijklnopqrs | tuvwxys.,-'":;!? | (1234567890) |

G. A. Davis Printing Co., Limited - Advertising Printers and Typographers
ALPHABETICAL INDEX TO TYPE FACES

NICOLAS COCHIN
Page 36

ABCDEFHJKLMNOPQRSTUVWXYZ & $abcdefghijklmnopqrstuvwxyz
qrstuvwxyz.,’;!? (1234567890

NICOLAS COCHIN ITALIC
Page 37

ABCDEFHJKLMNOPQRSTUVWXYZ & $abcdefghijklmnopqrstuvwxyz
qrstuvwxyz.,’;!? (1234567890

NUBIAN
Page 35

ABCDEFHJKLMNOPQRSTUVWXYZ&$abcdefghijklmnopqrstuvwxyz
qrstuvwxyz.,’;!?12345

ORPLID
Page 33

ABCDEFHJKLMNOPQRSTUVWXYZ

PHOSPHOR
Page 34

ABCDEFHJKLMNOPQRSTUVWXYZ

RALEIGH CURSIVE
Page 11

ABCDEFHJKLMNOPQRSTUVWXYZ

G. A. DAVIS PRINTING CO., LIMITED - ADVERTISING PRINTERS AND TYPOGRAPHERS
ALPHABETICAL INDEX TO TYPE FACES

GILL BOLD ITALIC
Page 25

ABCDEFGHIJKLMNOPQRSTUVWXYZ & $ abcd efghijklmnopqrstuvwxyz. ’ : ; ! ? ( 1 2 3 4 5 6 7 8 9 0

GILL EXTRA BOLD
Page 26

ABCDEFGHIJKLMNOPQRSTUVWXYZ & $ abcd efghijklmnopqrstuvwxyz. ’ : ; ! ? ( 1 2 3 4 5 6 7 8 9 0

GILL BOLD CONDENSED
Page 21

ABCDEFGHIJKLMNOPQRSTUVWXYZ & $ abcd efghijklmnopqrstuvwxyz. ’ : ; ! ? ( 1 2 3 4 5 6 7 8 9 0

GLORIA
Page 5

ACEGIJKLMNOPQRSTUVWXYZ & $ bdfghijlnpqrstuvxyz. ’ : ; ! ? ( 1 2 3 4 5 6 7 8 9 0

METROPOLIS
Page 18

ABCDEFGHIJKLMNOPQRSTUVWXYZ & $ abcd efghijklmnopqrstuvwxyz. ’ : ; ! ? ( 1 2 3 4 5 6 7 8 9 0

NEULAND
Page 34

ABCDEFGHIJKLMNOPQRSTUVWXYZ & $ abcd efghijklmnopqrstuvwxyz. ’ : ; ! ? ( 1 2 3 4 5 6 7 8 9 0

G. A. DAVIS PRINTING CO., LIMITED - ADVERTISING PRINTERS AND TYPOGRAPHERS
ROCKWELL
EXTRA BOLD
CONDENSED
Page 17

ABCDEF GHJKLM NOPQRSTUVWXYZ
WXZ& $ abcdefghijklmnopqrstuvwxyz
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ROMANY
Page 32

ABCDEF GHJKLM NOPQRSTUVWXYZ
WXZ& $ abcdefghijklmnopqrstuvwxyz
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SIGNAL
Page 5

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prtvx...: ; ! ( 1 2 3 4 5 6 7 8 9 0

SYLVAN
Page 33

ABCDEF GHJKLM NOPQRSTUVWXYZ
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TRAFTON SCRIPT
Page 11

ABCDEJ GHIJKLMNOPQRSTUVWXYZ
WXZ& $ abcdedfghijklmnopqrstuvwxyz
: ; ! ( 1 2 3 4 5 6 7 8 9 0

On the following pages, we present "Distinctive Type Faces
of Today and Tomorrow", in series of those sizes in most de-
mand. As new series are added from time to time, we will issue
supplementary pamphlets of same to be included in this file.

G. A. DAVIS PRINTING CO., LIMITED - ADVERTISING PRINTERS AND TYPOGRAPHERS
# Alphabetic Index to Type Faces

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BASKERVILLE
Page 19

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BASKERVILLE ITALIC
Page 19

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BODONI
Page 6

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BODONI ITALIC
Page 7

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BODONI BOLD
Page 8

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BODONI BOLD ITALIC
Page 9

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Page 29

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0123456789

GARAMOND BOLD
Page 30

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

GARAMOND BOLD ITALIC
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ABCDEFGHIJKLMNOPQRSTUVWXYZ
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0123456789

GILL MEDIUM
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ABCDEFGHIJKLMNOPQRSTUVWXYZ
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GILL MEDIUM ITALIC
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GILL BOLD
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ABCDEFGHIJKLMNOPQRSTUVWXYZ
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0123456789

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CORVINUS LIGHT
ITALIC
Page 1

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CORVINUS MEDIUM
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CORVINUS MEDIUM
ITALIC
Page 3

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CORVINUS BOLD
Page 4

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FRANKLIN GOTHIC
EXTRA CONDENSED
Page 27

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GARAMOND LIGHT
Page 28

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Davis (G.A.) Printing Company, ltd.

Alphabetical index to type faces