

UNIVERSITY OF TORONTO



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Davis (G.A.) Printing Company, ltd.  
Alphabetical index to type faces

L50

D34



# 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.

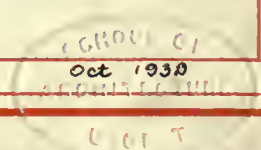
G. A. DAVIS PRINTING COMPANY, LTD.

*// Advertising Printers and Typographers*

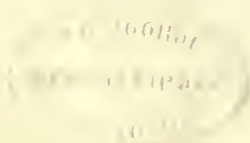
30 Duncan Street

Toronto, Canada

Telephone ADelaide 1425



Z  
250  
D34



## 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 used. Type is the tone of voice in advertising in the hands of a master typographer, it helps you to tell your story most effectively; in unskilled hands, the same type may

*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 lettering used*

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 attention to the character and design

*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 a*

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*

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

## 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

## 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

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

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

18 Point

THE SELECTION OF TYPE IS JUST AS important as the choice of words, when 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

## **CORVINUS Bold**

8 Point

THE SELECTIONS OF TYPES 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

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

**SNOW** DESCENDING GIVES feeling of goodwill and joy

48 Point

**PRESENT** decade has

60 Point

**POPULAR** guides

72 Point

**SHOES** of fine



*Gloria Bold ~ Signal*

60 Point

*Managing nicely*

48 Point

*Advertisements*

30 Point.

*Accomplish*

36 Point

*Mathematics*

42 Point

*Workman Survived*

24 Point

*Pack-a-day*

54 Point

*Advancement made*

24 Point

*Wonder*

72 Point

*Commercial trades*

72 Point

*Business on the move*

72 Point

*Various occasions*

## BODONI

8 Point

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

10 Point

THE SELECTION OF TYPE FACE 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 minds

24 Point

THE SELECTION OF TYPE is just as important as choice of words when conveying the

30 Point

HOW MANY TIMES HAVE FRIENDS and clients said that they could not have

36 Point

WE ARE EVER ON THE ALERT to keep one step in advance of the

42 Point

SAMPLE lines that are in this

48 Point

INSISTED on having done

## *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*

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*

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*

18 Point

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

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*

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*

## 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 as important as a choice of words in conveying to your reader your message; it portrays

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

## **BODONI Bold Italic**

8 Point

*THE SELECTION OF PROPER TYPE 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 giving more attention to the character and design of the lettering used. Type is said to be the voice of advertising in the hands of a master typographer; it helps you to tell*

10 Point

*THE SELECTION OF A PROPER type is as important as the choice of words in presenting your message to the mind of the reader; it portrays subtle grace and delicate refinement or sturdy, rugged stability. He who creates business building literature is giving more and more attention to the character and design of the letter to be used. Type is the tone of voice*

18 Point

*THE SELECTION OF TYPE IS JUST AS IMPORTANT AS the choice of words in conveying your message to the mind*

24 Point

*CONSIDERATION IN ADVERTISING DESIGN is appearance so the reader can grasp at sight*

30 Point

*LET US, AS TYPOGRAPHERS, HELP you, not merely as typesetters, but as*

36 Point

*LITERARY people recognize in*

42 Point

*POLICY awaits the Decision*

## **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**

*Trafton Script — Raleigh Cursive*

72 Point

*Fine Irish linens as a gift*

60 Point

*Mineral combustions*

14 Point

*Rivulets ramble towards the sea*

48 Point

*Advancement ahead*

18 Point

*Matrimonial ties bind a man*

36 Point

*Becoming a lot warmer*

24 Point

*Everyone is interested now*

30 Point

*Prospecting money on*

30 Point

*Fancy gowns adorn winners*

24 Point

*Handsomely won*

36 Point

*Society news stirs interest*

18 Point

*Wonderfully*

42 Point

*Rumanian folk dancing*

48 Point

*Representative from large firms*

## 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 *THE SELECTION OF TYPE IS just as important as the choice of words, conveying your message to the mind of the reader; it port*

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



## 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

---

A B C D E F G H I J  
K L M N O P Q R S T  
U V W X Y Z & \$ 1 2  
3 4 5 6 7 8 9 0 a b c  
d e f g h i j k l m n o  
p q r s t u v w x y z  
. , - ' ' : ; ! ?

---

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

## 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 conveyin your message to the minds of the readers; it portrays a

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

## **ROCKWELL Bold Italic**

8 Point

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

10 Point

*THE SELECTION OF TYPE IS just as important as the choice of words, conveying your message to the minds of the readers; port rays subtle grace and refinement or a rugged stability. Those who create business building are not*

12 Point

*THE PROPER SELECTION OF TYPE IS JUST as important as the choice of words, conveying your message to the minds of the readers; port rays subtle grace and delicate refinement, or a rugged stability. For those who create business building literature are giving more attention to*

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 rugged stability*

18 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 rugged stability. Those in*

24 Point

*WITH COSTLY SPACE AND COSTLY art work it is good judgment to use the finest hand composition to attract more*

30 Point

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

36 Point

*IT'S MORE DISTINCTIVE printing that is required a*

## **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**

## 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 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 AS IMPORTANT AS the choice of words conveying your message to the**

30 Point

**PRODUCE EXCELLENT TYPOGRAPHY IN A recently printed booklet displays a unique**

36 Point

**PRESENT** decade has witnessed far

48 Point

**BOWLING** commences on

60 Point

**STRONG** narrow bin

72 Point

**CONDENSED** bold

## 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 subile 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 subile 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 subile 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**

## 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

*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*

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

*THE SELECTION OF TYPE IS 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*

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 choice of words in conveying your message to the mind of the reader; portrays subtle grace and delicate refinements or a sturdy, rugged stability. Those who create business building literature are giving more and more attention to the character and the

*THE SELECTION OF TYPE FACES IS JUST AS important as choice of words in conveying your message to the mind of the reader; portrays subtle grace and delicate refinements or a sturdy, rugged stability*

8 Point with Italic

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

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

10 Point with Italic

SELECTING TYPE FACES IS AS important as a choice of words, when conveying your message to the mind of the reader; portrays a subtle grace and

*SELECTING TYPE FACES IS AS important as a choice of words, when conveying your message to the mind of*

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

12 Point with Italic

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 portrays subtle grace, delicate refinements, or that sturdy, rugged *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 portrays subtle*

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 *THE SELECTION OF A TYPE FACE is just as important as the choice of words*

18 Point

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



## 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

## 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

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

## 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

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

## 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

30 Point

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

## 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*

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*

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*

## 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

SYLVAN ~ ORPLID

60 Point

MORE PLAYS

42 Point

AUTOGRAPHERS

36 Point

MODERNISTIC

18 Point

DISPLAY

30 Point

PRODUCTIONS

24 Point

SOUND=PROOF

24 Point

INCREASED

36 Point

GORGEOUSLY

36 Point

AND ARRANGEMENT

48 Point

RAILROADS WANT

PHOSPHOR  NEULAND

54 Point

**WINTER WINDS**

42 Point

**LARGE DISTINCTIVE**

36 Point

**DISCRIMINATING CLIENT**

30 Point

**TEMPERAMENTAL**

18 Point

**UNIVERSAL**

24 Point

**CONSTRUCTIONS**

24 Point

**PHOTOGRAPHER**

18 Point

**POPULARITY**

30 Point

**CONVERSATION**

42 Point

**WONDERFUL TRAY**



# 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; it 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

## 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. One who creates business building literature is 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 are creating

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

24 Point

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

36 Point

DESTRUCTION AND RUIN follow in the wake of every hurricane

48 Point

PRINCE charming is he

60 Point

DANCE for exercise

72 Point

FANCY creations

## 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; 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 deli

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 cheapness and not for excellence of workmanship is the most frequent and certain cause of rapid decay and entire destruction of arts and manufactures. We say that it is 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 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 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 cheap. 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, expense, time 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 cheap. Beautiful creations and compositions are not made by chance nor

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

## FUTURA Extra Bold Condensed

10 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, or a rugged stability. Those who create business building literature are giving more attention

12 Point

THE SELECTION OF TYPE IS AS IMPORTANT as the choice of words, when conveying your message to the mind of the reader it can portray subtle grace and delicate

14 Point

THE SELECTION OF TYPE FACE IS JUST AS IMPORTANT AS the choice of words, when conveying your message to the minds of the readers; it portrays subtle grace and delicate refinement, or sturdy, rugged stability. Those

18 Point

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

24 Point

THE SELECTION OF TYPE FACE IS JUST AS IMPORTANT AS THE choice of words, in conveying your message to the minds of

30 Point

MILLIONS of people appreciated the fine ways

36 Point

DESTRUCTION and ruin follow in wake

42 Point

ILLUSTRATIONS help on printing

48 Point

CANCELLATIONS marks stay

60 Point

HARVESTING to better

72 Point

MODERN readable

## 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. Those

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

## FUTURA Medium Italic

8 Point

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

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; it portrays subtle grace and delicate refinement, or rugged stability. Those who created business building are

12 Point

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

14 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, sturdy, rugged stability

18 Point

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

24 Point

THE SELECTION OF TYPE IS just as important as the choice of words, in the conveying your

30 Point

REMEMBER THE ECONOMICAL PART of the printing industry is through sound

36 Point

ADVANCING AHEAD IN THE gothic type faces of all sizes on

48 Point

REPRODUCTION WITH our new series of modern

## 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

14 Point

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

18 Point

THE SELECTION OF TYPE IS JUST choice of words, in conveying your message to the mind of the reader;

24 Point

THE SELECTION OF TYPE IS just important as the choice

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



## FUTURA Bold 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 delicate refinement, or sturdy, rugged stability. Those who create business building literature are giving the utmost attention to the character and design of ors*

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**

## 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 stobility. Those who create business building literature are giving more attention to design

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

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

18 Point

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

12 Point

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

24 Point

THE SELECTION OF TYPE face is just as important

30 Point

**ADVERTISING** and all editorial

36 Point

**BEWARE** of wrong fonts

42 Point

**INDUSTRIAL** processes

48 Point

**HUMIDITY** reduced

60 Point

**STRONG** grains

72 Point

**MORE** books

## **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; it port rays 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**

## 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

ATTRACTIVE and strongly

96 Point

SENSIBLE readers

## 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

18 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

## 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*

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*

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 for*

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*

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*

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*

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*

## **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**

## 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 Type is the tone of voice in advertising in the

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

8 Point

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

12 Point

THE SELECTION OF TYPE FACE 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 stability. Those who create business building literature are giving

*See page 16 for larger sizes*

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## ROCKWELL BOLD OPEN

24 Point

INFORMAL DESIGNS ATTRACTED

30 Point

ARCHITECTURAL SIGNS

36 Point

WINTER FALL FAIR

48 Point

CIRCULARS OF



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# SUPPLEMENTARY INDEX TO NEW TYPE FACES

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*CARTOON LIGHT*  
Page 49

A B C D E F G H I J K L M N O P Q R S T  
U V W X Y Z . , ' : ; ! ? ( 1 2 3 4 5 6 7 8 9 0

*CARTOON BOLD*  
Page 49

**A B C D E F G H I J K L M N O P Q R S T**  
**U V W X Y Z . , ' : ; ! ? ( 1 2 3 4 5 6 7 8 9 0**

*FUTURA MEDIUM*  
Page 42

A B C D E F G H I J K L M N O P Q R S T U V  
W X Y Z & \$ a b c d e f g h i j k l m n o p q r s  
t u v w x y z . , - ' : ; ! ? ( 1 2 3 4 5 6 7 8 9 0

*FUTURA MEDIUM  
ITALIC*  
Page 43

A B C D E F G H I J K L M N O P Q R S T U V  
W X Y Z & \$ a b c d e f g h i j k l m n o p q r s  
t u v w x y z . , - ' : ; ! ? ( 1 2 3 4 5 6 7 8 9 0

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ALPHABETICAL INDEX TO TYPE FACES

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*FUTURA BOLD*  
Page 44

**A B C D E F G H I J K L M N O P Q R S T U V  
W X Y Z & \$ a b c d e f g h i j k l m n o p q r s  
t u v w x y z . , - ' : ; ! ? ( 1 2 3 4 5 6 7 8 9 0**

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*FUTURA BOLD ITALIC*  
Page 45

**A B C D E F G H I J K L M N O P Q R S T U V  
W X Y Z & \$ a b c d e f g h i j k l m n o p q r s  
t u v w x y z . , - ' : ; ! ? ( 1 2 3 4 5 6 7 8 9 0**

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*FUTURA EXTRA BOLD*  
Page 46

**A B C D E F G H I J K L M N O P Q R S T U V  
W X Y Z & \$ a b c d e f g h i j k l m n o p q r s  
t u v w x y z . , - ' : ; ! ? ( 1 2 3 4 5 6 7 8 9 0**

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*FUTURA EXTRA BOLD  
ITALIC*  
Page 47

**A B C D E F G H I J K L M N O P Q R S T U V  
W X Y Z & \$ a b c d e f g h i j k l m n o p q r s  
t u v w x y z . , - ' : ; ! ? ( 1 2 3 4 5 6 7 8 9 0**

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*FUTURA EXTRA BOLD  
CONDENSED*  
Page 41

**A B C D E F G H I J K L M N O P Q R S T U V  
W X Y Z & \$ a b c d e f g h i j k l m n o p q r s  
t u v w x y z . , - ' : ; ! ? ( 1 2 3 4 5 6 7 8 9 0**

---

*FUTURA DISPLAY*  
Page 40

**A B C D E F G H I J K L M N O P Q R S T U V  
W X Y Z & \$ a b c d e f g h i j k l m n o p q r s  
t u v w x y z . , - ' : ; ! ? ( 1 2 3 4 5 6 7 8 9 0**

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ALPHABETICAL INDEX TO TYPE FACES

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KAUFMANN BOLD  
Page 39

A B C D E F G H I J K L M N O P Q R S T U V  
W X Y Z & \$ a b c d e f g h i j k l m n o p q r s  
t u v w x y z . , - ' : ; ! ? 1 2 3 4 5 6 7 8 9 0

---

ONYX  
Page 48

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z & \$  
a b c d e f g h i j k l m n o p q r s t u v w x y z . , - ' : ; ! ? 1 2 3

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ROCKWELL MEDIUM  
ITALIC  
Page 50

A B C D E F G H I J K L M N O P Q R S T U V  
W X Y Z & \$ a b c d e f g h i j k l m n o p q r s  
t u v w x y z . , - ' : ; ! ? ( 1 2 3 4 5 6 7 8 9 0

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ROCKWELL BOLD  
OPEN  
Page 52

A B C D E F G H I J K L M N O P Q R S T  
U V W X Y Z . , - ' : ; ! ? ( 1 2 3 4 5 6 7 8 9 0

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ROCKWELL EXTRA  
BOLD  
Page 52

A B C D E F G H I J K L M N O P Q R S T U V  
W X Y Z & \$ a b c d e f g h i j k l m n o p q r  
s t u v w x y z . , - ' : ; ! ? ( 1 2 3 4 5 6 7 8 9 0

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ROCKWELL EXTRA  
BOLD ITALIC  
Page 51

A B C D E F G H I J K L M N O P Q R S T U  
V W X Y Z & \$ a b c d e f g h i j k l m n o p  
q r s t u v w x y z . , - ' : ; ! ? ( 1 2 3 4 5 6 7

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ALPHABETICAL INDEX TO TYPE FACES

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NICOLAS COCHIN  
Page 36

A B C D E F G H I J K L M N O P Q R S T  
U V W X Y Z & \$ a b c d e f g h i j k l m n o p q  
r s t u v w x y z . , - ' : ; ! ? ( 1 2 3 4 5 6 7 8 9 0

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NICOLAS COCHIN  
ITALIC  
Page 37

A B C D E F G H I J K L M N O P Q R S T  
U V W X Y Z & \$ a b c d e f g h i j k l m n o p q  
r s t u v w x y z . , - ' : ; ! ? ( 1 2 3 4 5 6 7 8 9 0

---

NUBIAN  
Page 35

A B C D E F G H I J K L M N O P Q R  
S T U V W X Y Z & \$ a b c d e f g h i j k l  
m n o p q r s t u v w x y z . , - ' : ; ! ? 1 2 3 4 5

---

ORPLID  
Page 33

A B C D E F G H I J K L M N O P Q R S T U V  
W X Y Z . , = ' " " : ; ! ? ( 1 2 3 4 5 6 7 8 9 0

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PHOSPHOR  
Page 34

A B C D E F G H I J K L M N O P Q R S T U V  
W X Y Z & \$ . , ' " " : ; ! ? 1 2 3 4 5 6 7 8 9 0

---

RALEIGH CURSIVE  
Page 11

A B C D E F G H I J K L M N O P Q R S T  
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On the following pages, we present "Distinctive Type Faces of Today and Tomorrow", in series of those sizes in most demand. As new series are added from time to time, we will issue supplementary pamphlets of same to be included in this file.

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