

Original

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

Revised

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

HAHBHC HDHEHFHHGH HHHHHIHHJHHKHHLHHMHH  
HHNH HOHHPHHQHHRH HSHHTHHUHHVHHWHHXHHYHHZHH  
OAOBOOCOODOOE OOF OOGOOHOOIOOJOOKOOLOOMOO  
OONOOOOOPOOQOOROOSOOTOOUOOVOOWOOXOOYOOZOO

# INDIVIDUALITY

THE SELECTION OF APPROPRIATE,  
HIGH QUALITY TYPE FOR EFFECTIVE  
SALESMANSHIP

IF ADVERTISERS WILL DEVOTE JUST A LITTLE MORE PERSONAL INTEREST IN THE SELECTION OF AN APPROPRIATE TYPEFACE FOR THEIR ADVERTISING MATTER, THE ITEM WHICH NOW SEEMS TRIVIAL TO THEM, COULD BE DEVELOPED INTO DEFINITE ADVERTISING POWER THAT WOULD RAPIDLY GENERATE THE DEMANDS FOR THEIR PARTICULAR BRAND OF GOODS. MOST LAZY BUSINESSMEN DELEGATE THE SELECTION OF TYPEFACES USED ON THEIR ADVERTISING TO SOME SUBORDINATE WHO LEANS ON SOMEONE ELSE, AND, IN DOING SO, THEY OFTEN OVERLOOK THE FACT THAT INDIVIDUALITY

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nnannbnnncnndnnennfnngnngnnhinnjnknlnnmnnn  
nnonnpnnqnnrnnsnntnnunnnvnnwnnxnnynnzn  
ooaoboocoodooeofoogooohooioojookooloomoonoooo  
oopooqooroosootoouoovoowooxooyoozoo

# INDIVIDUALITY

## The Selection Of Appropriate, High Quality Type For Effective Salesmanship

If advertisers will devote just a little more personal interest in the selection of an appropriate typeface for their advertising matter, the item which now seems trivial to them, could be developed into definite advertising power that would rapidly generate the demands for their particular brand of goods. Most lazy businessmen delegate the selection of typefaces used on their advertising to some subordinate who leans on someone else, and, in doing so, they often overlook the fact that individuality in advertising is the keynote of the greatest power of publicity. The business house that will issue instructions for the proper and consistent use of appropriate type styles in its advertisnig will transform a detail into a powerful business factor. If

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Small Caps

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HAHBBHCHHDHHEHFFHHGHHHHHHIHHJHHKHHLLHHMHHN

HHOHHHPHHQHRRHSSHHTHHUHHVHHWHHXHHYHHZHH

OOAOOBOOCOODOOEFOOGOOHOOIOOJOOKOOLOOMOONOOOO

OOPOOQOOROOSOOTOOUOOVOOWOOXOOYOOZOO

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