

POPULAR TYPEWRITER FACES

6 Point American Typewriter

28 A 85 a

It is a wise printer who keeps right on advertising his business, whether his printing shop is dull or busy. As one of the great advertising concerns declares, keeping everlastingly at it brings success. Printers in general may learn much about the science of building business by studying the selling methods of the nationally known printing firms. Note that these firms are continually sending out first-class advertising literature to both their customers and to their prospective customers and are receiving many inquiries which otherwise might never have been

Characters in Complete Font—4 Point Set

ABCDEFGHIJKLMN O PQRSTU VWXYZ&\$1234567890 abcdefghijklmnop
qrstuvwxyz.,- ' " : ; ! ? () ^ _ * @ # / % #

Fractions are fonted $\frac{1}{2}$ $\frac{3}{4}$ $\frac{5}{8}$ and furnished separately

10 Point American Typewriter (Cast on Original Line)

20 A 100 a

The value of the first impression is well known to all. Your desire to have your business presented to your customers in its true light is reflected in the selection of your office building, your office furniture--in many ways--but no way so surely as an attractive entrance to your place of business. Many times

Characters in Complete Font—6 Point Set

ABCDEFGHIJKLMN O PQRSTU VWXYZ&\$1234567890 abcdefghijklmnop
qrstuvwxyz.,- ' " : ; ! ? () ^ _ * @ # / % #

6 Point Reproducing Typewriter

20 A 78 a

Reading is mental traveling through regions far more various and attractive than any which the longest routes of terrestrial journeyings afford. The tourist annihilates space, the reader destroys both space and time. The world of thought and action is spread out before him, and his greatest difficulty is apt to be that he does not know how to traverse it. He wastes his time in short and unprofitable excursions when he might be taking account of the Antipodes. Many people expend in desultory reading

Characters in Complete Font—4½ Point Set

ABCDEFGHIJKLMN O PQRSTU VWXYZ&\$1234567890 abcdefghijklmnop
qrstuvwxyz.,- ' " : ; ! ? () ^ _ * @ # / % #

Fractions are fonted $\frac{1}{4}$ $\frac{1}{2}$ $\frac{3}{4}$ $\frac{5}{8}$ $\frac{7}{8}$ and furnished separately

8 Point Reproducing Typewriter

18 A 65 a

There are very few really good all-round printers. One printer is clever at brass rule work; another is fast on straight work; another is a good stone-hand; another is not so good at these lines, but has cleaner proofs than any of the others—and yet not one of them knows anything about presswork. Then, among pressmen—one is good on job presses; another is good on cylinder cut

Characters in Complete Font—5 Point Set

ABCDEFGHIJKLMN O PQRSTU VWXYZ&\$1234567890 abcdefghijklmnop
qrstuvwxyz.,- ' " : ; ! ? () ^ _ * @ # / % #

10 Point Reproducing Typewriter

15 A 52 a

Bankers, economists and industrial leaders seem to agree that sane, normal and healthy prosperity is ahead. The necessity for justifying the vast difference between what the farmer receives for his crops and what he has to pay for supplies is the main problem of the agricultural districts; but a general feeling is

Characters in Complete Font—6 Point Set

ABCDEFGHIJKLMN O PQRSTU VWXYZ&\$1234567890 abcdefghijklmnop
qrstuvwxyz.,- ' " : ; ! ? () ^ _ * @ # / % #

Justifiers for all typewriter faces are put up in 1-pound and 5-pound fonts and furnished only when specially ordered