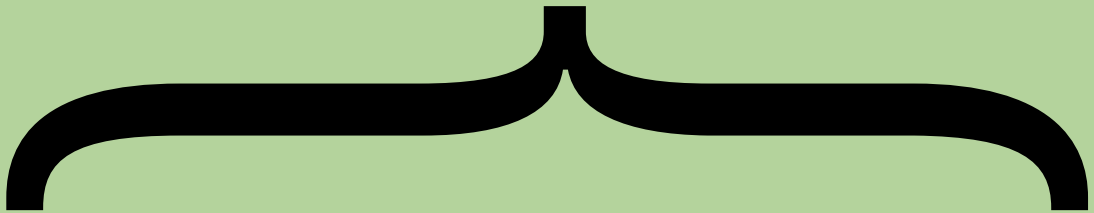


ATF® ALTERNATE GOTHIC



ATF ALTERNATE GOTHIC is a new, significant digital expansion of Morris Fuller Benton's classic 1903 design. Originally available in one bold weight, the typeface came in three widths for flexibility in copy-fitting layouts.

ATF Alternate Gothic has impact at any size. Its letterforms are instantly familiar: Benton's original metal type family was used throughout the 20th century in newspapers, magazines, and advertising, providing "strong and effective display" in a compact space. Monotype issued its own version for machine typesetting, and Alternate Gothic likely served as inspiration for Linotype's Trade Gothic® Bold and Bold Condensed. ATF Alternate Gothic expands on the characteristics that perhaps made Trade Gothic so popular, providing a wider range of weights and widths to address the needs of today's designers and technologies.

The space-saving clarity of ATF Alternate Gothic brings readability to the world of advertising typefaces. With its finely graded range of ten weights, with four widths of each weight (40 fonts total), this extensive family can be used to pack a lot into a narrow space, and the range makes it easy to create variations of an advertisement or announcement for different formats and media.

The tall x-height and narrow proportions, combined with a relatively low waist and springy, tension-filled forms, make ATF Alternate Gothic strong and effective in display. All ten weights have been carefully spaced for readability. Caps and lowercase work well together, while attention-grabbing all-caps settings are clear and never crowded, no matter how narrow.

MORRIS FULLER BENTON, AMERICAN TYPE FOUNDERS, 1903
MARK VAN BRONKHORST, ALAN DAGUE-GREENE, DAVID SUDWEEKS,
IGINO MARINI, & BEN KIEL, 2015

40

FOUR WIDTHS: NORMAL, CONDENSED, EXTRA CONDENSED, & COMPRESSED

PROVERB	REDUCING	MOISTENER	QUADRANGLE
paganism	blasphemy	perspiratory	hypercriticism
BENEDICT	LEMONADE	ENCOUNTER	XENOGENETIC
scavenger	abominably	newsmonger	personification
HANGNAIL	WORKSHOP	VULCANIZER	CONTRAPTION
ambiguous	scragginess	postgraduate	debauchedness
MORPHINE	STORYBOOK	LABORATORY	MERCHANDISE
transaction	overthwartly	kindergartner	correspondence
CANDIDATE	RECREATION	ORGANICALLY	ANTIBACTERIAL
kinetograph	nonresidence	electrogenesis	disproportionally
GUIDEBOOK	CONTIGUOUS	REPUGNANTLY	THERMOGRAPHY
watchmaker	monodimetric	transmissibility	homoeomorphous
VEGETATION	POLYMORPHY	DISADVANTAGE	CONDENSABILITY
endomysium	bleareyedness	circumscribable	microseismometer
ADMINISTER	IRREVERENCE	PROVINCIALISM	SYSTEMATIZATION
incorporative	imperishability	telethermograph	parallelogrammatic
STRUCTURAL	UNEQUALABLE	PHONOGRAPHER	HUMANITARIANISM
magnificence	misinformation	commentatorship	anthropomorphology
ESOTERICISM	BACTERIOLOGY	METAMORPHOSIC	CIRCUMNAVIGATION
governmental	immortalization	haematachometry	hypocraterimorphous

TEN WEIGHTS: THIN, LIGHT, SEMILIGHT, BOOK, REGULAR, MEDIUM, DEMI, BOLD, HEAVY, & BLACK

MENTIONS
 Quiet Night
 SKIRMISHER
 Royal Singers
 DISPLAY FINEST
 Sublime Episode
 CLEVER SCHEMER
 Repeated Question
 CURIOUS LABYRINTH
 Mob Quietly Dispersed
 Girl Withdrew Promise

EXTENDING
 Rome Burns
 monuments
 SNAKE FIGHTS
 Bohemian Girls
 musical sketch
 OLDER COMEDIANS
 Simple Facts Known
 historical document
 FIVE HUNDRED DOLLARS
 Manufacturing Chemicals
 handsome edition printed
 Some Interesting Reading

CONTINUE EARNEST SEARCH
 Manufacturing Improvements
 entering handsome mansions
 Receives Dangerous Crocodile
 beautiful pamphlets reprinted
 Device for Comfort and Safety
 SANITARY REGULATION ENFORCED
 Rare Plants and Bulbs Are Displayed
 international question recapitulated
 Receiving Greatest Attention Abroad
 conventional shouters disembarked
 Determination Always Wins Success
 INDUSTRIOUS PERFORMER REMUNERATED
 Husky Sailors Visited Italy and South America
 inspector examines five gigantic skyscrapers
 Many Charming Designs Recently Introduced
 the work is done on linen or hard finish paper
 SHORTHAND EXPERT FINDS MORE CHARMING DIVERSION
 Methods Among Their Foreign and Domestic Trading Houses
 discouraged shareholders purchased mechanical invention
 Manuscripts Carefully Composed by Authors Were Dignified
 two bankers determine price by means of tiresome figuring
 Spanish Contortionists Amused Massachusetts Chiroprapist
 notorious bank robber escaped from dangerous detectives

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FOR CHARACTER SET & FEATURES SEE PAGE 46

MAGNETIC
Best Home
RESPONDED
Great Empire
STRANGE MIND
Artistic Methods
MECHANIC HIRED
Exhibition of Fruits
STUDIOUS MOTHERS
Rhode Island Scenery
Designing Specimens

REPRINTED
Compounds
sent picture

QUICK PRINTS
Eight Monsters
quaint building

KERNS ABOLISHED
Surprising Gymnast
enterprising friends

TIRED PIGEONS TUMBLE
Advertisers Want Returns
printed handsome leaflet
Visits Southern California

STRANGER DELIGHTS ACTOR
Fine Magazine Advertisement
historic specimens preserved
True Friendship Never Broken
real delightful mystery solved
Erecting Handsome Buildings

PRINTER FOUND WHITE DIAMOND
Real Estate and Government Bonds
results surprised optimistic dealers
Several Prominent Mountain Rivers
wonderful machinery improvement
Shipwreck Sighted off of Fire Island

ENTERPRISING SCHEME QUIETLY REVISED
Beautiful Specimens Reward Neat Students
answer questions of paramount importance
Some Propositions Receive Unanimous Vote
many charming designs recently introduced

MANY LARGE CONTRIBUTIONS QUIETLY ACKNOWLEDGED
Shrewd Farmers Capture Twelve Grizzly Bears Near Denver
significant tendency toward exclusively ornamental design
Prominent Enthusiastic Southern Statesman Corresponds
detective notified headquarters after several days elapsed
Picking for Sorts is an Expensive and Annoying Proposition
reporting extraordinary fantastic evolution of embellishers

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FOR CHARACTER SET & FEATURES SEE PAGE 46

HUNDRED
 Fishermen
 EIGHT HENS
 Reimbursing
 DUTCH FATHER
 Solving Mystery
 MODERN DESIGN
 Yosemite Scenery
 EXPERT LOCKSMITH
 Stupid Teacher Fined
 Humorous Questions

ONE NIGHT
 Big Returns
 intermingle

MEANDERING
 Finding Money
 distinct gothic

SINGLE NUMBERS
 Choicest Rosebush
 superior job printer

REQUIRE NIFTY PRINTS
 Klondike Explorer Frozen
 exhibited artistic picture
 Zealous General Retiring

TYPOGRAPHICAL PRINTING
 Crowded Department Stores
 intelligent catalogue layouts
 Curious Geranium Exhibition
 dreams of mother and home
 Develops Useful Information

BLACKSMITH GIVING RECEPTION
 Miser Uncovers Richest Hoardings
 mutual admiration society formed
 Bright Type Designs for the Printer
 mechanic made grand suggestion
 Improved Contracts Reward Buyer

SARCASTIC REMARKS CREATE DISORDER
 Promoter of Giant Wrestler Receives Medal
 wheels of progress kept turning every hour
 Systematic Production Increases Finances
 stylish printers always pleasing customers

SWIFTEST COMPOSITOR BOUGHT NEW ROLLER SKATES
 Fashionable Society Entertains Visiting Dukes From India
 beautiful specimens reward users of this practical series
 Numerous Vanishing Products Renewed Simultaneously
 the ink of the wise is of more value than blood of martyrs
 Gentle Summer Breezes Refreshing Their Feathered Brows
 the name it possesses the exquisite feature of clearness

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FOR CHARACTER SET & FEATURES SEE PAGE 46

INFRINGE
Finer Print
EXTENDING
Bright Metal
SMOKE HOUSE
Numbers Given
OUTLINED IDEAS
Big Shark Caught
CHARM HUNDREDS
Literary Department
Numbering Machine

DIGS MINE
Champions
typography

EARN MONEY
Train Wrecked
useful camels

MINERAL SEARCH
Exhibition of Fruits
chairs upholstered

PHENOMENAL EXHIBIT
Build Substantial House
satisfactory typography
Enjoyed Reading Novels

HARMONIOUS ORCHESTRA
Pleasant Natural Resources
serious conditions detected
Charming Landscape Scene
confident athlete overtaken
Demanding Modern Gothics

ANNUAL HORTICULTURAL SHOW
Modern Requirements in Building
arranging remarkable exhibitions
Child Graduate Surprises Teacher
perfect workmanship very scarce
Inventor Explained New Schemes

METROPOLITAN AVENUES BEING CLEAN
Banking Question Becoming Complicated
shows creditable type families artistically
Panama Canal Being Dredged Continually
unconquerable blizzards and snowstorms

GIVING MONSTER KINDERGARTEN ENTERTAINMENTS
Detective Discovering Counterfeiters Notifies Inspector
appreciate the splendid type faces recently brought out
General Manifestations Revealed International Interest
beautiful musical entertainments creating enthusiasm
Successful Advertisers Are Demanding Quality Printing
always bear this fact mind when ordering new material

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FOR CHARACTER SET & FEATURES SEE PAGE 46

RECITING
Morpheus
HUNDREDS
Large Fields
ZONE EXEMPT
Gentle Remark
ROAST CHICKEN
Brightly Polished
SOMETHING SOLID
Exceptional Method
Numerous Monkeys

HERMETIC
Undermine
mechanics

REINFORCED
Strange Birds
brighter color

GRAND BANQUET
Nothing is Perfect
first pigeon report

REMARKABLE BEAUTY
Stage Manager Excited
thimble manufacturing
Jerseyite Injured Hyena

LONG ISLAND STEAMSHIP
Daring Explorer Astonished
remarkable printing device
During the Seventh Season
introduce graceful dancing
Notorious Burglar Subdued

ANCIENT HISTORY MENTIONED
Performance Continued Tuesday
desirable weight fonts furnished
Large Insurance Building Ruined
nonsensical statement resented
Congratulates College President

SAN FRANCISCO EXPOSITION DECIDED
Discloses Reason for Exceptional Quality
extraordinary horticultural competitions
Plainly Revolutionizing Printing Methods
sold tremendous shipment of machinery

ANSWER QUESTIONS OF PARAMOUNT IMPORTANCE
Sporty Newspaper Reporters Crowd Training Quarters
photographs rapidly purchased by admirers every day
Remarkable Ingenuity Shown in Artistic Combinations
gentle summer breezes refreshing their fevered brows
Unsophisticated Farmer Decides To Visit New York City
especially recommended for its labor-saving features

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FOR CHARACTER SET & FEATURES SEE PAGE 46

HEARING
Gold Dust
BORDEAUX
Fine Design
REBOUNTING
With Precision
HEROES FOUND
Crockery Broken
SINGLE NUMBERS
Writers Hypnotized
Designs New Types

FINE JOBS
Triumphed
extinguish

INVENTIONS
Horse Exhibit
tenor singers

GREAT DIAMOND
Enduring Designs
ship drifts rapidly

SURPRISED ANIMALS
Newspaper Publishing
desires known method
Most Notorious Family

PRINT ADVERTISEMENTS
Mahogany Furniture Sales
development of industries
Proving Grand Investment
comets arrive on schedule
Stupendous Undertakings

HANDSOME EDITION PRINTED
Appreciation of Quality in Faces
strains of pleasing music heard
Railroad Route to Pacific Ocean
decorous sobriety and restraint
Kings Often Visited Hot Springs

POPULAR STYLES OF AMERICAN TYPE
Receiving Congratulations From Critics
banker expects financial achievements
Contains Attractive and Beautiful Ideas
observant citizens reviewed big parade

GREAT NUMBER OF PEOPLE GATHERING IN PARKS
Beholding Exquisite Conceptions of Pleasing Quality
opinions of the administrators remained unchanged
Interesting and Extensive Paleontological Research
beautiful characters delighting particular customer
Charming Entertainers Score Great Success in Iowa
intelligent schemes conceived and quietly promoted

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FOR CHARACTER SET & FEATURES SEE PAGE 46

**FRIENDS
Grandeur
ADVOCATE
Champions
BURNISHING
House Rented
NOTED SINGER
Quiet Dungeons
BRIGHTER COLOR
Fireman Promoted
Remarkable Flight**

**RECITING
Nice Birds
hot spring**

**FISHERMEN
Biographical
extinguisher**

**MODERN CITIES
Quickest Burglar
studied question**

**GENUINE TRIUMPHS
Superb Material Used
buy modern literature
Projected Exploration**

**DISTINCTIVE HEADINGS
Expenditures Decreasing
many dishonest schemes
Determined Confectioner
some interesting reading
Contrasting Architecture**

**ACROBATIC PERFORMANCES
Crown Another Monarch Today
searching for stolen treasures
Receives Dangerous Crocodile
matrons relieving sickly guest
Enchanting Tropical Countries**

**STRINGENT MEASURE CONSIDERED
Greatest Stadium Being Planned Here
simplicity combined with adaptability
Requirement Sometimes Nonsensical
ancient scientific mineral discoveries**

**GYMNASTIC EVENT UNEXPECTEDLY CONTINUED
Remarkable Feats Splendidly Performed Regularly
boulevards and walks strewn with scented flowers
Typographical Investment is Beyond Expectations
public exhibition of antique furniture and novelties
Secure Reliable Type Faces and Observe the Result
legislature enacts subject of extended discussion**

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FOR CHARACTER SET & FEATURES SEE PAGE 46

**SPECIFY
Remorse
FINE JOBS
Hot Spring
CHAMPIONS
Punishments
SENT PICTURE
Distinct Gothic
TRAIN WRECKED
Handsome Prince
Southern Captain**

**HERDING
Gold Dust
exchange**

**FOREIGNER
Meandering
bright home**

**HOUSE RENTED
Summer Garden
superb strength**

**DISCERNING PRINT
Strength and Beauty
venturesome banker
Five Hundred Dollars**

**INTERESTING SUBJECT
Improved Many Designs
reserve stock enormous
Popular Conventionalist
furnished superb actors
Build Substantial House**

**GEOLOGICAL EXAMINATION
Habits Become International
financial resources procured
Highest Quality Product Sold
beautiful characters popular
Instructions Given Mechanic**

**RECOVERED MANY LOST ARTICLES
The Result of Scientific Study Noted
enterprising scheme quietly revised
Registered Pharmacists Study Drug
fine engraving house complimented**

**EXQUISITE MEDALS PRESENTED CONTESTANT
Tourist Returned from Long Sojourn in Bermuda
modernized steamboats displaying great speed
Aged Mountain Climber Rescues Foreign Tourist
greatest profits realized from small investment
Several Governors Elected During Last Elections
demonstrated practical printing at the academy**

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FOR CHARACTER SET & FEATURES SEE PAGE 46

**ESKIMO
Cocktail
HUNTERS
Extending
MONARCHY
Rods Broken
ENRICHMENT
Hardest Metal
GREAT DEMAND
Unlimited Range
Hiring Bohemian**

**FINDERS
Inserting
grandeur**

**EXCHANGE
North River
train hound**

**PRINTS CLEAR
Lending Money
beautiful hymn**

**NATURAL HISTORY
Important Question
beautiful residence
Police Capture Four**

**DETERMINED CITIZEN
Seven Hundred Dollars
bought useful material
Graceful Dance Sketch
modest advertisement
Fires Destroy Evidence**

**DESIRES KNOWN METHOD
Mentioning Sublime Things
containing modern designs
Detective Captures Burglar
holding rare demonstration
Fashionable Couples Dance**

**UNUSUAL GATHERING EXPECTED
Gambler Swindles Popular Banker
new theaters have grand concerts
Champion Hurdle Racer Competes
great acrobat performed on beach**

**MAGNIFICENT STRUCTURES QUICKLY BUILT
Designing Attractive Typographical Novelties
handsomest designs received highest honors
Important Documents Unearthed Near Colma
disastrous railroad wreck caused much delay
Monster Gathering Has Every Available Space
inspector examines five gigantic skyscrapers**

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FOR CHARACTER SET & FEATURES SEE PAGE 46

HINTED
Remark
EMPIRES
Hold Firm
SMOULDER
Big Returns
QUIET NIGHT
Duped Bandit
MINERAL USED
French Chemist
Factory Opened

EDITION
Strangle
rice king

KITCHENS
Triumphed
cross river

RETURN COIN
Stronger Mind
with precision

FACTORY OPENED
Inherited Mansion
handsome scholar
Charming Designs

ELEGANT RENDITION
Lithographic Printers
send right equipment
Resuming Operations
masterfully designed
Ventilating Appliance

RHODE ISLAND SCENERY
Prominent Speaker Found
desirable condensed type
Produced Beautiful Effect
appoints special delegate
Legible Condensed Series

VISITS SOUTHERN CALIFORNIA
Four Beautiful Buildings Erected
handsome compartment sought
Very Useful Face for Advertisers
forceful shapes and proportions

WRESTLER FAILED TO PERFORM TUESDAY
Scientist Claims Most Original Discoveries
enthusiastic nimrods journeying eastward
Diamond Miners Unearth Richest Treasure
many homes totally destroyed by cyclones
Resorts Unusually Crowded During August
feather factory blown seven hundred miles

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FOR CHARACTER SET & FEATURES SEE PAGE 46

EIGHT HENS
 Strange Men
 PRINTS CLEAR
 Noble Designer
 QUAIN BUILDING
 Honorable Mention
 BRIGHTLY POLISHED
 Resuming Operations
 CATALOGUE DESIGNERS
 Young Bankers Confused
 Modernized Construction

DECIDE RACE
 Printed Finest
 excited crowd

DELIGHTED MEN
 Big Shark Caught
 design producers

DETERMINED CITIZEN
 Exposed Political Deals
 modest advertisement

LATEST FASHION RIDICULED
 Numerous Schemes Outlined
 prosperous young merchants
 Produce Many Lovely Designs

BLACKSMITH GIVING RECEPTION
 Desperate Ribbon Salesman Hired
 circumstantial evidence produced
 Audience Extends Congratulations
 the result of scientific study noted
 Remarkable Measures Announced

PIANO MOVERS PLAYING LAWN TENNIS
 Tried Numerous Remedies for Tired Brain
 interspersed anatomical demonstrations
 Mineral Water for Indigestion and Malaria
 tourist printers helped country proprietor
 Large Pressman Dances Like Grizzly Bear

SCIENTIST CLAIMS MOST ORIGINAL DISCOVERIES
 Public Exhibition of Antique Furniture and Novelties
 beautiful series for booklet and general job printing
 Interesting and Extensive Paleontological Research
 the roll front is fitted with the finest brass desk lock

IT IS ACCURATELY FITTED AND CAN BE INSERTED EITHER SIDE UP
 Heavy Steamships Remodeled and Sent Toward Northern Greenland
 all these cabinets have paneled sides with tastefully moulded edges
 Statesman Denounces Tricky Methods Employed by Crafty Detective
 we will furnish detail information in regard to this feature on request
 For reading? Is his eyesight good? Is he under fifteen years of age? A
 by accepting our aforesaid offer you get immediate use of the range

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FOR CHARACTER SET & FEATURES SEE PAGE 46

BEND RODS
Must Return
LARGE FIELDS
Strange House
LEMON CRUSHED
Wonderful Scholar
PUBLISH MAGAZINE
Humorous Questions
SPECIAL EXPERIMENTS
Extraordinary Document
Acrobatic Performances

FINER PRINT
Duped Bandit
music ending

AUTOMATICALLY
Publisher Retires
noted sculptures

COMBINATION OFFER
Typographical Printing
hundreds enjoy drama

THIMBLE MANUFACTURING
Gymnasium and Field Sports
financial resources procured
Meritorious Designs Secured

PRODIGAL SON RETURNS HOME
Chases Butterflies Through Fields
deliver handsome sample picture
Signify Wonderful Characteristics
disastrous railroad wreck averted
Practical Knowledge of Operation

CULTIVATE ORCHARDS AND MEADOWS
Remarkable Floral Creations Distributed
delivering numerous campaign orations
Modern Printing Office Furniture Bought
tuition payable in quarterly installments
Original Mechanical Contrivance Sought

DISTINGUISHED SCHOLAR RECEIVING MENTION
Beautiful Country Maiden Admired Foreign Counts
they are not printed so much to please as to profit
Mythological Creatures Enthuse Serious Professor
exact fraction of a pica, and this fraction of pica is

NUMEROUS SCHEMES OUTLINED AND SERIOUSLY CONSIDERED
Watch for the big surprise that is sure to come some day this week
this is the age of the fountain pen, and the amount of manuscripts
Of course, all the steel and iron imposing tables have iron surfaces
in this way is an excellent preparative for going to case, or learning
The pointed Gothic school of typography in which they had learned
greater portion of the capital, and assumed control of the financial

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FOR CHARACTER SET & FEATURES SEE PAGE 46

GRANDEUR
 Meandering
 GREAT MUSIC
 Herders Frisky
 ROUND NUMBER
 Guides Explaining
 EXPENSIVE HABITS
 Simple Facts Known
 RESOLUTE COMRADES
 Government Inspection
 Meritorious Performers

GRUMBLING
 Five Hundred
 merchandise

HONORS GIVEN
 Grecian Counsel
 record smashed

FOUND NEW THINGS
 Resuming Operations
 aeronauts undaunted

FIRES DESTROY EVIDENCE
 Doctor Encouraged Student
 busy workers report rumors
 Youthful Elopers Serenaded

POPULAR CONDENSED SERIES
 Securing Numerous Type Orders
 dismounting horsemen pictured
 Letter Design is Assured Sincere
 thoughtful musicians enthusing
 Display Series Effectively Strong

LINGUIST INTRODUCES NOVEL GAME
 Magnificently Colored Pictures Bought
 development of steel and iron industry
 Pedestrian Arriving Within Ninety Days
 need only one hand in their application
 Tourist Enjoying Trip Around Cape Horn

STUDENTS DISCONCERTED CRANKY TEACHER
 Artistic Composition Simple With American Type
 delivered strong forceful argument convincingly
 Prosperous Merchants Disapproved Long Tunnel
 ability is required in purchasing correct material

OPINIONS OF THE ADMINISTRATORS REMAINED UNCHANGED
 These labels are changed from time to time as the jobs progress
 natural history being studied by freshman class at old university
 The labels are removed as the forms are taken to the pressroom
 distribute the process ink on the plate as usual, then put in form
 Bronze statuary will be at once apparent to the observant visitor
 with walking, rowing, and having passed the night without sleep

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FOR CHARACTER SET & FEATURES SEE PAGE 46

MERINGUE
 Fine Design
 SHOPS BUILT
 Modern Cities
 TENOR SINGERS
 Distrusts Burglar
 SPLENDID EDIFICE
 Important Question
 CLIMBING MOUNTAIN
 Grecian Myths Interest
 Pursuing Noble Course

FISHERMEN
 Biographical
 zone exempt

HIGHEST RANK
 Clever Schemer
 solving mystery

HANDSOME CHAIRS
 Prosperity Continues
 emergency hospitals

AMAZON RIVER MANSION
 Extemporaneous Speakers
 helps prominent university
 Education Sadly Neglected

EXTRAORDINARY ADVENTURE
 Public Demanding This Product
 youngsters taken by policeman
 Buys Superior Finished Product
 securing numerous type orders
 Promoted Insurance Enterprise

TYPOGRAPHICAL BEAUTY ABOUND
 Generous Margins Delight the Reader
 grand picnics attract several athletes
 Excursionists Traveled Over Mountain
 extraordinary achievement published
 Notorious Rustler Exiled from Nevada

SYMPATHETIC CROWD DONATED FIVE CENTS
 Humanity Always Did Love Ornament and Color
 secret fountain containing the youth perpetual
 Renowned Achievements Gained from Working
 famous comedian making annual farewell tour

REFORMERS SPEAKING BEFORE TREMENDOUS GATHERING
 Enthusiastic Botanists and Nature Experts Show Exasperation
 interesting research concerning protracted incubating season
 Cabinets have hardwood tops and are made with closed backs
 a year spent in this way is an excellent preparative for going to
 We will send a little pamphlet telling all about them on request
 to take advantage of the opportunities offered in this new field

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FOR CHARACTER SET & FEATURES SEE PAGE 46

BEVERAGE
Great Band
FINE STYLES
Strange Mind
GREAT DEMAND
Artistic Methods
PECULIAR DRIVER
Climbing Mountain
EXQUISITE BEAUTIES
Careful Saving Repaid
Prosperous Goldsmith

NICE BIRDS
Gratuitously
new railroad

MUST RETURN
Birds Find Nest
eight monsters

EXPENSIVE HABITS
Delightful Excursion
special experiments

SUPERB MATERIAL USED
Manufacturing Chemicals
striking designs produced
Some Interesting Reading

ACROBATIC PERFORMANCES
Magnifying Glasses Described
produces beautiful specimens
Largest Collection Ever Shown
superintendent received order
Use Folders, Pamphlets, Cards

HISTORICAL LECTURES RENDERED
Some Remarkably Clever Pamphlets
international question recapitulated
Wisely Avoids Persistent Elaboration
containing distinct original qualities
Mountain Geological Excursion Ends

UNUSUAL RESULTS OBTAINED BY STUDENT
Husky Sailors Visited Italy and South America
handsome designs received highest honors
Giving Monster Kindergarten Entertainments
pedestrians gathering fragrant honeysuckles

LACK OF SPACES AND QUADS CONSUMES GREATEST TIME
Two Bankers Determine Price by Means of Tiresome Figuring
such cards are extensively used by manufacturers of jewelry
Unsophisticated Couple Shadowed Through Northern States
the accurate register of the gauges is absolutely maintained
We have contracted the habit of satisfying all our customers
they are constructed in three sizes like regular type cabinets

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FOR CHARACTER SET & FEATURES SEE PAGE 46

KITCHENS
Red Shrine
GET BEHIND
Discernment
MINERAL USED
Solving Mystery
HANDSOME KING
Surprised Animals
PUBLISH MAGAZINE
Lithographic Printers
Show Highest Quality

BORN RICH
Mend Stock
bands unite

MEANDERING
Knocked Down
quickest judge

NATURAL HISTORY
Best Endorsements
surprising gymnast

GREATEST EXCITEMENT
Mitigating Circumstance
court orders charge daily
Exposed Strange Method

CURIOUS DETECTIVE STORY
 Unsophisticated Campaigner
 determined neighbors confer
 Beautiful Characters Popular
 richest merchandise secured
 Study this Book page by page

CURIOUS GERANIUM EXHIBITION
 Reliable House Painters Demanded
 rare plants and bulbs are displayed
 American Type Founders Collection
 beautiful electrical displays shown
 Consequences of their own neglect

PRAISES LUDICROUS BURLESQUE FIASCO
 Wheels of Progress Kept Turning Every Hour
 highly complimented by department official
 Greatest Marathon Race Proved Interesting
 scenic production revolutionizes stagecraft

YOUNG ARCHITECT WON COVETED GOLDEN MEDALLION
 Prominent Enthusiastic Southern Statesman Corresponds
 picking for sorts is an expensive and annoying proposition
 produce condensed, medium or extended faces. A detailed
 all parts of wood are hardwood, nicely fitted and varnished
 But were slow in improving the shapes of the Roman letter
 The fifteen inch and twenty inch sizes are bench machines

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FOR CHARACTER SET & FEATURES SEE PAGE 46

**RECITING
Nice Birds
MONARCHY
Clear Drinks
PRINTS CLEAR
Eight Monsters
FINDING MONEY
Emphasis Sought
RIVERS MEASURED
Practical Equipment
Society Folks Return**

**STRANGLE
Stone Bank
large fields**

**IRON GIRDER
Automatically
made demand**

**FACTORY OPENED
Boldness Required
export fine clothes**

**EXHIBITION OF FRUITS
Never Forgets Napoleon
requires quaint wording
Expect Early Indictment**

**WYOMING PHILOSOPHERS
Underground Transfers Sold
important documents found
Elegant Structure Complete
develops useful information
Wonderful Production Given**

**UNSOPHISTICATED BOSTONIAN
Compact and Eminently Readable
instantly revealing imperfections
Interesting Experience Described
historical speaker became known
Nine Minutes From Herald Square**

**MAGNIFICENT SPRINGTIME COSTUMES
Pleased Customers Mean Increased Sales
our materials produced great satisfaction
Typographical Journals Becoming Popular
clamp rises four and three-eighths inches**

**HARMONIOUS PROPORTIONS UNIVERSALLY PRAISED
Curious Bystanders Desiring Information Crowd Streets
these are partitioned to accommodate all sizes of liners
General Manifestations Revealed International Interest
justification whatever. In the matter of the correction of
Beautiful Musical Entertainments Creating Enthusiasm
The gripper motion is smooth and noiseless in operation**

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FOR CHARACTER SET & FEATURES SEE PAGE 46

BURNISH
Superfine
INSERTING
Big Returns
LARGE FIELDS
Golden Quality
GREAT DEMAND
Inspired Student
MACHINE BOUGHT
Interesting Subject
Best Endorsements

PRINTERS
Mentioned
burnishing

FINE DESIGN
Highest Rank
music ending

GENTLE REMARK
Sixteenth District
passengers growl

INSPIRATION LACKED
Graceful Dance Sketch
morning brings delight
Wyoming Philosophers

MOB QUIETLY DISPERSED
Stock Exchange Improving
express delightful thought
Nearly Perfect Expositions
bashful maid visits dentist
Distinguished Burlesquers

STUPENDOUS UNDERTAKINGS
Strains of Pleasing Music Heard
gorgeous receptions introduced
Popular Styles of American Type
modern specimens please many
Bold Sailor Granted Shore Leave

PRINTER DEMANDING NEW MATERIAL
Banker Expects Financial Achievements
eastern speculators select fruit country
Honorable Gentleman Worked Every Day
system means everything for prosperity

ENTHUSIASTIC NIMRODS JOURNEYING EASTWARD
Undesirable King Dethroned Without Causing Trouble
prospective investor desired certain new information
Heavyweight Brewery Worker Easily Downed Tuesday
twelve distinguished composers recently competed
History and achievements of all the arts and sciences
It gives a sharp, clear impression over the whole form

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FOR CHARACTER SET & FEATURES SEE PAGE 46

**PRINTED
Hermetic
ADVOCATE
Champions
FIND HERMIT
Makes Engine
STRAIGHT LINE
Very Fine Series
TOURED EMPIRES
Brings Documents
Champion Student**

**INFRINGE
Men Bring
fishermen**

**RED SHRINE
Extinguisher
Reimbursing**

**TENOR SINGERS
Older Comedians
expert locksmith**

**BUNDLES RETURNED
Type Specimen Books
new historical scenes
Aeronauts Undaunted**

**RECEIVES INSTRUCTION
Remarkable Manuscripts
improves turbine engines
Tremendous Jovial Crowd
beautiful seashore resort
Guards Capturing Jailbird**

**SPLENDID FLOWER GARDENS
New York Delegation Received
public demanding this product
Dangerous Forebodings Ahead
enthusiastic members confide
Doctor Inspects Brick Building**

**RAILROAD ROUTE TO PACIFIC OCEAN
Spends Leisure Hours Reading Hamlet
contemplated extensive improvement
American Type Specimens Interesting
many highly imaginary stories printed**

**AMBITIOUS TECHNICAL STUDENTS RECOGNIZED
Unexpectedly and Very Substantially Remembered
showing a sublime beauty throughout entire series
Hundred Soldiers Capture Desperate Border Bandit
public exhibition of antique furniture and novelties
advanced rival claims to the honor of the discovery
enthusiastic demonstrator proved very interesting**

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FOR CHARACTER SET & FEATURES SEE PAGE 46

RUMBLE
Big Shop
FORENSIC
Hot Spring
FINE DESIGN
Merchandise
SENT PICTURE
Distinct Gothic
KNOCKED DOWN
Dusty Individuals
Boys Department

HERDING
Exchange
meringue

MORPHEUS
Rebounding
Monuments

BIOGRAPHICAL
Notes Emphasis
chairs damaged

REPORTS CONFLICT
Historical Document
hiding editor returns
Pleasingly Improved

CONTINUED READINGS
Determined Compositor
suspended membership
Used Profitable Science
marvelous point system
Color Printer and Binder

PRINTING CLEVER DESIGNS
Instructions Given Mechanic
prosperous merchant retired
Southern Girls Coming North
wine dealer remained seated
Highest Quality Product Sold

REMUNERATIVE CONSIDERATIONS
Manufacturer Solves Great Problem
cheerful editor smiling with content
Found Lurking Around Corner Stores
publishers revise subscription rates

STRONGEST CHARACTERS DISPLAYED NEATLY
Serious Problems Come Before Legislative Body
many large contributions quietly acknowledged
Aged Mountain Climber Rescues Foreign Tourist
astronomy students prepared stories on comets
Richest American Railroad Contractors Honored
the ends are paneled with neatly moulded edges

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FOR CHARACTER SET & FEATURES SEE PAGE 46

LARGE FIELDS
 Whistle Broken
 NEATER GARDEN
 Splendid Qualities
 AMERICAN PRODUCT
 Distributing Souvenirs
 THOUSANDS REJOICING
 Record Breaking Athletes
 ARCHITECTURAL EDUCATOR
 Cleverly Established Business
 True Friendship Never Broken

HORSE EXHIBIT
 Summer Garden
 sublime episode

THE SKY WAS HAZY
 Special Experiments
 lithographic printers

STORY OF A WILD CAREER
 Mentioning Sublime Things
 charming landscape scene

MANY INTERESTING ANECDOTES
 Mutual Admiration Society Formed
 jumps from automobile into ocean
 Historical Speaker Became Known

VERY USEFUL FACE FOR ADVERTISERS
 Observant Citizens Reviewed Big Parade
 bright geraniums and magnificent roses
 Tuition Payable in Quarterly Installments
 western bandits ransack fast mail trains
 Wild Flowers and Fragrant Honeysuckles

STYLISH COUNCILMAN DISPLAYING DIAMOND
 Handsome Borders Improve Better Type Designs
 distinguished citizens help great free excursions
 Midnight Serenaders Arouse Handsome Mothers
 experts cheat themselves auditing the accounts
 This is probably impossible in a number of cases

ANGLERS HAUNT QUIET STREAMS AND LEAPING BROOKS
 Notorious Bank Robber Escaped from Dangerous Detectives
 consider the collateral advantages: the form is never heated
 We have contracted the habit of satisfying all our customers
 in the matter of correction of proofs the saving is something

ALWAYS WASH YOUR TYPE-RIBBONS WITH SOAP AND WATER BEFORE USING
 This company is in a position to furnish standards in thirty-two concrete finishes
 always secure your shade before starting to run job, using typewriter color sheet
 of greater delicacy were added. So changed, it became a more salable letter, but
 We are always ready to give quotations on anything special that may be required
 and manganese and is as free from sulphur, phosphorus and other impurities as
 and this fraction of pica is called the unit of measure: all characters, spaces and

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FOR CHARACTER SET & FEATURES SEE PAGE 46

TYPOGRAPHY
 Useful Camels
 STRIKE HARDER
 Entertain Society
 GREAT IMPORTANCE
 Story of a Wild Career
 REMARKABLE METHOD
 Strong Racing Machines
 RELIABLE TYPE FOUNDERS
 Lovely Spring Weather Today
 Curious Geranium Exhibition

GRATUITOUSLY
 Solving Mystery
 splendid edifice

NATURAL HISTORY
 European Physician
 compare selections

FIRES DESTROY LUMBER
 Mahogany Furniture Sales
 beautiful granite mansion

FRAGRANT ROSEBUSH GARDEN
 Practical Knowledge of Operation
 return of the scientific expedition
 Mechanics Encourage Apprentice

WESTERN TOWN INSPIRED AUTHORS
 Describing Life Among the Norwegians
 rehearse theatrical stage performance
 Plowing Started In Northwest Montana
 influential contractors receiving notice
 Return Nineteen Thousand Wednesday

SOFT SHADE OF COLOR RESTFUL TO THE EYE
 Beautiful Dreams Distract the Handsome Hero
 heavy rainstorm stopped football games today
 Encouragement Galore Tendered Brave Heroes
 radiant sunshine delights seaside promenader
 Bluebirds Flying Northward Meet Cold Weather

THE RESULT OF CONTINUED AND PAINSTAKING EFFORT
 Prominent Enthusiastic Southern Statesman Corresponds
 all parts of wood are hardwood, nicely fitted and varnished
 Beautiful Specimens Reward Users of this Practical Series
 both feed and delivery boards can be adjusted or removed

MAGAZINES AND NEWSPAPERS BECOMING PARTICULAR IN ADVERTISING
 Each shelf will hold seventeen blades: any size blade is held in proper position
 strenuous exercises for developing muscles recently advocated by professors
 Four corners comprise one set, and it requires one set to register a color plate
 as soon as cuts are properly laid, a record should be entered in the index book
 Space savers in the fullest sense of the term. All these Cabinets have paneled
 these have positive merit, being artistically bound with cover and well printed

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FOR CHARACTER SET & FEATURES SEE PAGE 46

QUIET NIGHT
Duped Bandit
HONORS GIVEN
American Public
SUBJECT OF STUDY
Huckster Condemns
OPEN DAY AND NIGHT
Famous Circus Acrobat
EXPERIENCED TEACHERS
Comets Arrive on Schedule
Spanish Fencer Challenges

FINDS MONEY
Distinct Gothic
mineral search

MODERN BAKERS
Customers Tickled
disclosed new fact

MEASURE ELECTRICITY
Splendid Flower Gardens
tremendous jovial crowd

EXTRAORDINARY ADVENTURE
Very Useful Face for Advertisers
service is complete and perfect
Magazine Began Fourth Volume

SANITARY REGULATION ENFORCED
Results Surprised Optimistic Dealers
interesting lecture regarding finance
Effective Advertising Material Shown
requirement sometimes nonsensical
Distinctive and Picturesque Conceits

FINE ENGRAVING HOUSE COMPLIMENTED
Concedes Unimportant Historical Precedent
sought deft hands guided by studious heads
Some Propositions Receive Unanimous Vote
designing attractive typographical novelties
Harmonious Proportions Universally Praised

SEVERAL DIGNIFIED LADIES ENTERTAIN REPORTERS
Infuriated College Professor Denounces Clever Student
combination makes it a series which advertisers desire
Numerous Schemes Outlined and Seriously Considered
the patented foot lever is novel and appeals to all users

TWO BANKERS DETERMINE PRICE BY MEANS OF TIRESOME FIGURING
Nothing is left undone to make these tours both enjoyable and instructive
deadly monotony in printing is prevented by installing the newest designs
The present higher standard of typographic taste which has been created
any bar which breaks in this drawing process is thrown aside as defective
the fruits of the constant policy of the American Type Founders Collection
simply that they lacked the qualities which were necessary to make them

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FOR CHARACTER SET & FEATURES SEE PAGE 46

MENTIONED
 Noted Singer
 BROAD MARKS
 Lemon Crushed
 SENATORS GIFTED
 Harmony Enhanced
 PLEASANT MORNING
 Rare Specimens of Art
 RESUMING OPERATIONS
 Grindstones Turned About
 Important Market Opened

DETERMINED
 Extra Machine
 made demand

OUTLINED IDEAS
 Gigantic Elephant
 there are no teeth

NUMEROUS MONKEYS
 Enterprising Merchants
 distinguished president

MITIGATING CIRCUMSTANCE
 Stringent Measure Considered
 this imparts additional rigidity
 Numerous Souvenirs Obtained

SOUTHERN BOULEVARD ELEGANT
 Honored Guests Came From Boston
 manufacturer solves great problem
 Received Large Orders Every Month
 frantic passengers removed hastily
 Hermit Discovers Wonderful Metals

FRAGRANT PERFUMES GENTLY INHALED
 Distinctive Features Are Plainly Noticeable
 crowded thoroughfares cause disturbance
 Much Harmony Embodied Through Studies
 noted literary exponents received mention
 Freight Train Crossing Panama Very Slowly

EXTRAORDINARY HORTICULTURAL COMPETITIONS
 Opinions of the Administrators Remained Unchanged
 dangerous chasms crossed by means of rope bridges
 Intelligent Schemes Conceived and Quietly Promoted
 prospective investor desired certain new information

ADVERTISING TO BE ATTRACTIVE MUST HAVE STYLE AND NEWNESS
 Delighted Children Appreciated Long Trolley-Ride Down Lower Parkway
 wonderful story circulated by tourist about fountain of perpetual youth
 pieces of printing are correlated. The types are of different sizes, but of
 now is the time to send your mail salesman out talking for fall business
 This has been our object ever since we embarked in the paper business
 In appearance it is handsome and it is a mechanically correct machine

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FOR CHARACTER SET & FEATURES SEE PAGE 46

EXTENDING
 Bright Metal
 HEARD CHIME
 Grand Banquet
 DISTINCT GOTHIC
 Champion Student
 DEMANDS HEARING
 Beautiful Homestead
 INSPECTOR PROMOTED
 Desire Wonderful Stories
 Legible Letter for Display

SKIRMISHER
 Royal Singers
 brighter color

QUAINT ANIMAL
 Publisher Retires
 constructs tower

CONTRARY PILGRIMS
 Seven Hundred Dollars
 citizen rejected claims

THE COLOR IS OLIVE GREEN
 Busy Workers Report Rumors
 using several electric motors
 Eastern Excursionists Return

ADVERTISING SEVEN BARGAINS
 Gambler Swindles Popular Banker
 building mechanical contrivances
 Acknowledge Prominent Designer
 typographical novelty everywhere
 Secretary Now Declines Invitation

PHILOSOPHERS QUESTION HISTORIAN
 Great Cricket Game Played During Storm
 the part the eye plays in fast type setting
 Adventurous Explorer Returns Disgusted
 brains and printing make hundreds think
 Mailing Latest Editions with Much Speed

STROLLERS HESITATINGLY RETURN HOMEWARD
 Hundred Soldiers Capture Desperate Border Bandit
 showing a sublime beauty throughout entire series
 Enterprising Measures Drawn by Better Statesmen
 have the press and all its parts immaculately clean

IT WAS DECIDED THAT WEATHER CONDITIONS WERE FAVORABLE
 Elderly Gentlemen Became Excited at Automobile Races Last March
 harmless lemonade causes remorse whenever drunk by the printers
 Heavy Steamships Remodeled and Sent Toward Northern Greenland
 several defeated candidates hastily demand thorough investigation
 the American Type Founders Collection. To say that any printed work
 by accepting our aforesaid offer you get immediate use of the range

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FOR CHARACTER SET & FEATURES SEE PAGE 46

**GOLD DUST
Monuments
CROSS RIVER
Define History
KNOCKED DOWN
Farm Productions
THE SKY WAS HAZY
Remarkable Method
TRAIN JUMPED TRACK
Builders And Architects
Introduction of Printing**

**RING CHIME
Five Hundred
horse exhibit**

**MOCKING BIRD
Stronger Design
comedians faint**

**FOUND NEW THINGS
Type Specimen Books
magnificent numbers**

**FORM GORGEOUS PARADE
Thrilling Adventures of Jack
duplicated every movement
Sunshine Followed Tempest**

**WHITE SPACE IN ADVERTISING
Feature Commercial Typography
selected bright university pupils
Discharged Impudent Carpenter
street musician entertains tutor
Experienced Customers Pleased**

**RAILROAD ROUTE TO PACIFIC OCEAN
English Mariners Described Expedition
best cash prize for enterprising farmer
Printers Anticipated a Prosperous Year
showing many favorable results herein
Presents Greatest Electrical Discovery**

**ENGRAVING BUSINESS CONDITIONS NORMAL
Modernized Steamboats Displaying Great Speed
delivered strong forceful argument convincingly
Modern Ponce de Leon Highly Rewarded Publicly
shorthand expert finds more charming diversion**

**SUCCESSFUL ADVERTISERS DEMAND UP-TO-DATE PUBLICITY
Favorable Chances Being Grasped by the Enterprising Advertiser
natural history being studied by freshman class at old university
a turn for reading? Is his eyesight good? Is he under fifteen years
all substitutes are subject more or less to the conditions of wood
with a small outlay. A single unit will often provide the additional
it occupies no more space in length when locked than when open**

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FOR CHARACTER SET & FEATURES SEE PAGE 46

ADVOCATE
Champions
GREAT BAND
Highest Rank
DESIGN NEATLY
Unlimited Range
EARNEST CRITICS
Climbing Mountain
GIGANTIC ELEPHANT
Retire Brainy Foreman
Unfortunate Authority

REPRINTED
Decide Race
former price

QUICK PRINTS
Northern Home
perfect studies

MERITED TRIUMPH
Pleasingly Improved
special experiments

INTERESTING ROMANCE
Desirable Condensed Type
girl dancer caused trouble
Political Situation Certain

BEAUTIFUL CONCERT ORGAN
Made World-Wide Reputations
hotel guests scared proprietor
Gentlemen Burglar Stole Pearl
enthusiastic members confide
Arrangements Now Concluded

NICELY DISPLAYS GOOD FEATURES
Construction Bridges Along Railroad
invigorating enjoyment through surf
Mountain Geological Excursion Ends
inspiring orations delight thousands
Receiving Greatest Attention Abroad

ALWAYS PRODUCES AN AGREEABLE EFFECT
Demands Incorporating Arbitrary Resolutions
the result of continued and painstaking effort
Material and Workmanship the Highest Grade
renowned achievements gained from working

GREATEST PROFITS REALIZED FROM SMALL INVESTMENT
Large Orders Given Houses Featuring Tried and Proven Goods
its field of usefulness in all branches of the trade is unlimited
Consider the collateral advantages: The form is never heated
the material used depends upon the colors and finish desired
Such cards are extensively used by manufacturers of jewelry
The accurate register of the gauges is absolutely maintained

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FOR CHARACTER SET & FEATURES SEE PAGE 46

**PRINTERS
Mentioned
HOT SPRING
Great Empire
BIOGRAPHICAL
Notes Emphasis
GRAND BANQUET
Remarkable Flight
AMERICAN CAPTAIN
Monstrous Theatrical
Undesirable Bachelor**

**RAMBLERS
Train Hound
monuments**

**SAME DESIGN
Cane Returned
whistle broken**

**SPLENDID EDIFICE
Beautiful Showings
surprising gymnast**

**PRACTICAL EQUIPMENT
New Machines on Market
the advertising literature
Hoarded Numerous Coins**

**SECOND EMINENT MEMBER
Technical Scholar Graduating
largest collection ever shown
The Decoration of Catalogues
confectioner bought fountain
Prosperous Merchant Retired**

**COUNSEL ADVISED YOUNG JUROR
New Theaters Have Grand Concerts
humorous answer causes comment
Considering Separate Negotiations
job printer pleased cranky old critic
Exposition Started With Great Hope**

**LIGHT BLUE AND GOLD COVER ORNAMENT
Prospective Members Becoming Very Active
nothing accomplished with ancient material
Enthusiastically Received Handsome Singer
builder refused special inducements offered**

**ALL STEEL CONNECTIONS ARE HARDENED AND GROUND
Shrewd Farmers Capture Twelve Grizzly Bears Near Denver
large orders given houses featuring tried and proven goods
Bostonians Entertain Delegates From Ecuador and England
two bankers determine price by means of tiresome figuring
The common widths of book pages, miscellaneous jobs and
manuscripts carefully composed by authors were dignified**

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FOR CHARACTER SET & FEATURES SEE PAGE 46

**AMUSING
Finer Print
GONDOLIER
Must Return
METAL BRIDGE
Before Exercise
STRANGE HOUSE
Pleasant Morning
HONESTY REMAINS
Strength and Beauty
Explanations Sought**

**RESOURCE
Quiet Night
comprising**

**COMPOUNDS
Made Demand
with precision**

**PECULIAR DRIVER
Repeated Question
electric machinery**

**INTERESTING SUBJECT
Listing Broken Generous
distinctly characteristic
Design Handsome Cover**

**HARMONIOUS ORCHESTRA
Unusual Gathering Expected
convention reports progress
Many Interesting Anecdotes
recovered many lost articles
New England Printer Retired**

**HELPS PROMINENT UNIVERSITY
Springtime Memories Encouraged
recognized leader in type fashions
Many an Interesting Conversation
unprecedented multitudes remain
Acknowledge Prominent Designer**

**MUTUAL ADMIRATION SOCIETY FORMED
Resorts Unusually Crowded During August
many handsome features contained within
London Haberdasher Condemns Old Tavern
crowded thoroughfares cause disturbance**

**HARMONIOUS COLOR SCHEMES DECORATING PAPERS
Fashionable Society Entertains Visiting Dukes From India
these machines are remarkable for a great many reasons
Hungry Gorillas Display Wonderful Agility Climbing Trees
the freshest and choicest flowers obtainable will be used
Always Bear This Fact Mind When Ordering New Material
errand boy, he is told the hours at which he is to come and**

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FOR CHARACTER SET & FEATURES SEE PAGE 46

ENDORSE
Reprinted
HUNDREDS
Fine Imprint
BRIGHT HOME
Great Diamond
DISPLAY FINEST
Printer Examines
DELIGHTFUL CHILD
Select Modern Type
Phenomenal Exhibit

LIBERTINE
Undermine
mechanics

SKIRMISHER
Heroic Knight
brighter color

JACKALS ESCAPE
Largest Syndicate
refining character

NIGHT EDITORS HIRED
Distinguished Kingdom
geological examination
Build Firmest Structure

NEWSPAPER PUBLISHING
Remarkable Sea Expedition
demands honest statement
Dynamiting Historic Bridge
secured ambitious workers
European Merchant Sought

VISITS SOUTHERN CALIFORNIA
Excited Population Gesticulating
desperate ribbon salesman hired
Displays Exquisite Workmanship
firm secured generous contracts
Physical Instructor Scolds Youth

OLDEST DETECTIVE GIVEN PREFERENCE
Assembled Throns Honoring Noble Hero
a judicious use of white space is pleasing
Requiring Every Important Consideration
big contractor erected beautiful libraries

BENEFIT FOR CHILDREN'S SUMMER VACATION FUND
Sufficient Material Enables Compositors to Make Good
it is accurately fitted and can be inserted either side up
Detachable front side gauge can be adjusted in and out
the patented foot lever is novel and appeals to all users
The restaurant is the finest in this city, or in all America
they are sure to prove very interesting to the boy or girl

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FOR CHARACTER SET & FEATURES SEE PAGE 46

MAKING PLATES
 Product Exported
 ARTISTIC PRINTING
 Prosperity Continues
 VENTURESOME BANKER
 Hard Problems Elucidated
 MARVELOUS POINT SYSTEM
 Observing Strangest Creature
 ASKED MATRIMONIAL QUESTION
 Praising Modern Designs Fervently
 Circumstantial Evidence Produced

FACTORY OPENED
 Choicest Rosebush
 honorable mention

REMARKABLE BEAUTY
 Exchange Compliments
 brother declared insane

LEGIBLE CONDENSED SERIES
 Inspect Automobile Mechanism
 enthusiastic pedestrian chosen

EFFECTIVE AND PROFITABLE RESULTS
 Conspicuous Philanthropist Enthusiastic
 dim moonlit lanes and inviting meadows
 Excellent Sanitary Conditions Noticeable

BEAUTIFUL HOMESTEAD FINELY DECORATED
 Captains Investigate Strange Automobile Flight
 wonderful and magnificent spectacular display
 Sunbeams Deteriorate Wonderful Performance
 can be tilted back and held in reversed position
 Newly Opened Theatre Showing Dramatic Stars

DELIGHTFUL EXCURSION PARTY RETURNED TUESDAY
 Great National Sport Opens on Westminster Cricket Field
 beautiful specimens reward users of this practical series
 Fashionable Society Entertains Visiting Dukes From India
 these cases occupy same space in runs as regular cases
 Floor space twenty-eight by seventy and one-half inches

DETECTIVE DISCOVERING COUNTERFEITERS NOTIFIES INSPECTOR
 The hand wheel is graduated to measure the movement of back gauge
 in appearance it is handsome and it is a mechanically correct machine
 Pieces of printing are correlated. The types are of different sizes, but of
 now is the time to send your mail salesman out talking for fall business

NUMEROUS DOUBTING SCIENTISTS PLAN INVESTIGATION BEFORE ACCEPTING RECORDS
 Feature issues even and efficient distribution, free from streaking on large and solid surfaces
 this is a very pleasing and appropriate design for free display advertising and catalogue covers
 Forward by mail a shipping receipt or bill of lading, with the net weight of each kind of material
 study of printing as a whole rather than from a concentrated study of a segment of the matter
 This is the most remarkable record of growth ever enjoyed by any banking concern in Vermont
 the cloth from all of the rolls passes down to the bottom of the frame and under a pressure roll

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FOR CHARACTER SET & FEATURES SEE PAGE 46

HOUSE RENTED
 Demands Report
 MARKETING PRICE
 Phenomenal Exhibit
 SPECIAL EXPERIMENTS
 Some Magnificent Styles
 HARMONIOUS ORCHESTRA
 Develops Useful Information
 BROADWAY HOTELS PROFITING
 Interesting Experience Described
 Distinguished Publishers Advised

DISTINGUISHING
 Combination Offer
 premium returned

INHERITED MANSION
 Bought Exquisite Types
 never get disappointed

THIS INSURES EASY MOTION
 Sumptuous Apartment Ruined
 spendthrift exposes historians

ITALIAN DESIGNERS STUDY HISTORY
 Retains Bachelor Quarters in Patterson
 rehearse theatrical stage performance
 Contains Attractive and Beautiful Ideas

ENTHUSIASTIC SPORTSMEN RAMBLE EAST
 Fungus Growth Endangers Coniferous Forests
 the result of continued and painstaking effort
 Best Technical Education Absolutely Required
 several boisterous cowboys returned monday
 Magnificent Automobile Exhibition Concluded

GREATEST MARATHON RACE PROVED INTERESTING
 Photographs Rapidly Purchased by Admirers Every Day
 curious bystanders desiring information crowd streets
 Twelve Distinguished Compositors Recently Competed
 general manifestations revealed international interest
 The machine will print any sheet up to six-column folio

IT WAS DECIDED THAT WEATHER CONDITIONS WERE FAVORABLE
 Heavy Steamships Remodeled and Sent Toward Northern Greenland
 by accepting our afresaid offer you get immediate use of the range
 Specimen Artist Received Diamond Medal While at Rockaway Beach
 all these cabinets have paneled sides with tastefully moulded edges

ALL EXTERIOR SURFACES ARE VARNISHED AND FINISHED IN A FIRST-CLASS MANNER
 Therefore has this edition not only educative value, but has immense historic worth as well
 but one night it lay still upon the water, apparently an enormous whale with a luminous eye
 Round hole punch heads and open hole punch heads are shown on the two following pages
 bowed-up plumbing was abandoned because it was a damp, dark breeding place for germs
 Customers sending in old metal are requested to mark their names on all packages, and to
 printers and binders have resorted to home-made affairs or used an ordinary straight edge

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FOR CHARACTER SET & FEATURES SEE PAGE 46

GREAT EMPIRE
 Very Fine Series
 SHOWED DIGNITY
 Champions Argued
 DISCLOSED NEW FACT
 Never Get Disappointed
 STRANGE LANDS VISITED
 Grocer Distributes Biscuits
 EXTRAORDINARY DOCUMENT
 Public Demanding This Product
 Appreciation of Quality in Faces

DISPLAY FINEST
 Check Numbered
 product exported
 MODERN SPECIMEN
 Stylish Characteristic
 real delightful history
 PURSUING NOBLE COURSE
 Determined Baseball Umpire
 financial resources procured
 REMUNERATIVE CONSIDERATIONS
 Cheerful Editor Smiling With Content
 insures great amusement enterprise
 Rockaway Beach Bathing Refreshing

GAMBLER SWINDLES POPULAR BANKER
 Archives Searched for Ancient Folklore Tale
 ambulances dashing around corner rapidly
 Millionaire Insures His Finest Home Heavily
 this cutting gauge will be found very useful
 American Encouraging Uniform Hospitality

PROVIDES MUCH CHARACTER AND DISTINCTION
 The Clearest Mountain Streams Rushing in Torrents
 beautiful series for booklet and general job printing
 Oratorical Efforts Reconcile Seeming Inconsistency
 a printing plant is no exception to this bit of wisdom
 Training School Pupils Enjoyed Sail on Broad Pacific

CASES RECEIVE REGULAR ATTENTION FROM PROPERTY MAN
 Favorable Chances Being Grasped by the Enterprising Advertiser
 all substitutes are subject more or less to the conditions of wood
 The compartments are all numbered and the Rack is solidly built
 one section can be used for leads and the other section for slugs

HARMLESS LEMONADE CAUSES REMORSE WHENEVER DRUNK BY THE PRINTERS
 Each machine, as shipped from the factory is equipped to do but one style of roughing
 a slight pressure of the foot raises the cover and both hands are free to insert the galleys
 are indispensable. When a lad who possesses these qualities proposes to learn the art
 annoyance it is to the careful man to lift a handful of matter for distribution and find it
 They have wide bosses, which prevent the frames from tipping over under heavy loads
 steadily he forced his monoplane skyward, and in regularly widening circles he soared

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FOR CHARACTER SET & FEATURES SEE PAGE 46

HAND CASTER
 Lending Money
 NEATER GARDEN
 Being Determined
 SECURING MATERIAL
 Kentucky Rider Invited
 NEAT DESIGN SELECTED
 Guests Manifest Pleasure
 COMBINES STRONG MERITS
 Enchanting Tropical Countries
 Somewhat Exceptional Artists

CLEANS BRUSH
 Systems Desired
 there is a reason

EMPHASIS SOUGHT
 Distinctive Headings
 burglar badly injured

BOISTEROUS ENJOYMENT
 Lodged Zealous Confidence
 trustworthy manufacturers

PLEASANT NATURAL RESOURCES
 Real Estate and Government Bonds
 honest dealer contradicting banker
 Coney Island Bathers Rescued Lady

VILLAGE CORNET BANDS PLAY SLOWLY
 Broadway Musical Comedy Stars Retiring
 typographical journals becoming popular
 Sold Tremendous Shipment Of Machinery
 constant friction delays great production
 Gratifying Educational Chance Presented

MODERN VENTILATING APPLIANCE EMPLOYED
 Clothing Manufacturers Holding Long Convention
 typographical investment is beyond expectations
 Harmonious Typographical Conceptions Procured
 it has a raised handle bar twenty-four inches long
 Delivered Strong Forceful Argument Convincingly

YOUNG COUNCILMAN FROM OREGON PRESENTED CLAIMS
 For something more than two years he was comparatively idle
 cabinets have hardwood tops and are made with closed backs
 lengths of the alphabets are the same. Repeated experiments
 its great merit is most convincingly shown by its practical use

NEW JERSEY CONSTABLE HOODWINKED BY NOTORIOUS PHILADELPHIA THIEF
 Making Radical Changes Owing to Demoralized Conditions of Banking Department
 its members are to hold their office two years and then return to their constituents
 They are as light as consistent with strength and are thoroughly braced and ribbed
 the printing industry may be termed the barometer of most commercial prosperity
 When they leave the saw the pieces are passed to the man in charge of the welding
 they are sufficiently heavy for the finest impressions of halftone or heavy tint plate

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FOR CHARACTER SET & FEATURES SEE PAGE 46

MONUMENTS
 With Precision
 DISPLAY FINEST
 Entertain Society
 MODERN SPECIMEN
 Rhode Island Scenery
 MISINFORMED BANDIT
 Distinctly Characteristic
 ENGLISHMEN INTERESTED
 Determined Baseball Umpire
 Highest Quality Product Sold

GREAT EMPIRE
 Very Fine Series
 subject of study

SUBLIME EPISODE
 Numerous Monkeys
 literary department

RESUMING OPERATIONS
 Guarding Ancient Building
 cause many aching hearts

DEMANDING MODERN GOTHICS
 Report Cold Winter On Lake Huron
 richly bronzed antique ornaments
 Stupendous Contract Undertaken

BEAUTIFUL SCENERY ENCOUNTERED
 Receiving Congratulations From Critics
 banker expects financial achievements
 Medical Journals Explain Harmful Drink
 renders beautiful musical number daily
 Extraordinary Scenes Excited Members

PATRONS DESIRING TO RENT OPERA CHAIRS
 Labor-Saving Devices Help Increase the Output
 photography and engraving inseparable chums
 The Rehearsals of Many Dramatic Speculations
 present artistic design of original copy to judge
 Proposed Reconstruction of Complicated Parts

HANDSOME BORDERS IMPROVE BETTER TYPE DESIGNS
 with the new type have shown that the average compositor
 large orders given houses featuring tried and proven goods
 they are fitted with steel runs, and are thoroughly well built
 come in at your convenience and let us talk the matter over

MANY BRIGHT ROSE BUSHES MINGLING WITH SWEET ORANGE BLOSSOMS
 The points of strain in impression are the cylinder, the bed and the bed support
 a prolonged chase began, the unknown object easily keeping ahead of the ship
 There is a cutting groove across the bed, which is lined with steel on both sides
 all exterior surfaces are varnished and nicely finished, like the best of cabinets
 They catch the eye of the reader by a change in form and tone of printed matter
 he had a pleasing personality and in his soliciting he used it to good advantage

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FOR CHARACTER SET & FEATURES SEE PAGE 46

QUIET NIGHT
Heroic Knight
MOCKING BIRD
Reports Conflict
MERITED TRIUMPH
Increase Knowledge
GREATEST MOUNTAIN
Morning Brings Delight
MOB QUIETLY DISPERSED
Revealed Old Hiding Places
Enjoys Ride to Coney Island

FINDS MONEY
Lending Money
factory opened

BRIGHT STUDENT
Champions Argued
chairs upholstered

INCREASING INTEREST
Reports Terrible Disaster
forceful method admired

IMPROVES TURBINE ENGINES
Grand Reunions Held Frequently
directions gratis with first order
Lightning Strikes Brass Foundry

DEVICE FOR COMFORT AND SAFETY
Forest Stretching Beyond the Horizon
extraordinary muscular development
Effective Advertising Material Shown
humorous comedians please children
Rusticating Musician Studies Melody

RARE PLANTS AND BULBS ARE DISPLAYED
Productive Idaho Orchards Blighted By Pests
interesting resolution immediately endorsed
Twelve Reputable Boston Residents Involved
best technical education absolutely required
Delightful Excursion Party Returned Tuesday

PROGRESS NECESSARILY FORCES NEW INVENTIONS
Sententious Observations Entertain Danish Philosopher
advertising of that character is simply a waste of money
They have hesitated in making the needed improvement
one section can be used for leads and the other for slugs

DETECTIVE NOTIFIED HEADQUARTERS AFTER SEVERAL DAYS ELAPSED
Deadly Monotony in Printing is Prevented by Installing the Newest Designs
numerous doubting scientists plan investigation before accepting records
No matter what time, there will be a new article added or an old one dropped
permanently recognized business-compelling typographic laws necessary
The Truck will turn in its own length, the two end wheels bearing on swivels
the great economic features embodied in our wood goods are unsurpassed

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FOR CHARACTER SET & FEATURES SEE PAGE 46

**EXPENDING
Biographical
SENT PICTURE
Delights Crowd
FRENCH CHEMIST
Climbing Mountain
ENDURING DESIGNS
Magnificent Numbers
TAPESTRIES EXHIBITED
Modernized Construction
Superintendent Returned**

**MADE ROADS
Automatically
reduced stock**

**USEFUL CAMELS
Expert Locksmith
model city visited**

**CLIMBING MOUNTAIN
Government Inspection
mention historical note**

**SHORTENED CANAL ROUTES
Observing Strangest Creature
magnifying glasses described
Exquisite Drawing Discovered**

DO NOT LET THEM GET CARELESS
Printing Specimens Receive Praise
some remarkably clever pamphlets
Jumps From Automobile Into Ocean
the publisher requires modern type
Unprecedented Multitudes Remain

INTERESTING EXPERIENCE DESCRIBED
A Judicious Use of White Space is Pleasing
great number of people gathering in parks
Champion Billiard Players Gave Exhibition
bright individuals demand new legislation
Most Thunderous Tone Ever Audible in City

INTERSPERSED ANATOMICAL DEMONSTRATIONS
Large Composing Rooms Should Have Plenty of Light
giant covered five miles before breakfast during rain
Beautiful Series for Booklet and General Job Printing
secret service force taking extraordinary precaution

APPRECIATE THE SPLENDID TYPE FACES RECENTLY BROUGHT OUT
Midsummer Romances Become Popular on Lovely Moonlight Evenings
dryers are sold complete with supporting racks or loosely by the dozen
In appearance it is handsome and it is a mechanically correct machine
enable them to plan the work rooms so that they will afford all possible
The boon of the modern vacation is used by some and abused by others
this has been our object ever since we embarked in the paper business

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FOR CHARACTER SET & FEATURES SEE PAGE 46

**NICE BIRDS
Gratuitously
FINE IMPRINT
Reduced Stock
MODERN HOUSES
Boldness Required
DEMANDS HEARING
Print Advertisements
SUNSHINE NECESSARY
Legible Letter for Display
Enterprising Councilmen**

**STONE BANK
Display Tubes
brighter color**

**MODERN CITIES
Question Studied
houses furnished**

**CURIOUS LABYRINTH
Reliable Type Founders
that taketh two to bear**

**TREMENDOUS ENTERPRISE
Printer Buys With Confidence
mailing descriptive pamphlet
Construct Greatest Buildings**

ACTOR FOLKS THROG STREETS
Southern Botanist Calmly Retiring
beautiful autumn sunrise pictured
Northern Lights Viewed From Boat
usual questions thoroughly solved
Husky Boilermakers Working Hard

CULTIVATE ORCHARDS AND MEADOWS
Ingenious Navigators Experience Trouble
ambitious technical students recognized
Arkansas Justice Reprimanded Detective
very delightful excursion made by tourist
Meet Varying Tastes and Ideas of Patrons

MUCH HARMONY EMBODIED THROUGH STUDIES
Congressmen Entertaining Senators in Washington
a printing plant is no exception to this bit of wisdom
Delightful Excursion Party Being Entertained Today
all impression screws are in sight and easy to reach

COMBINATION MAKES IT A SERIES WHICH ADVERTISERS DESIRE
Statesman Denounces Tricky Methods Employed by Crafty Detective
added to this efficiency is practical indestructibility in its proper use
Simple Country Gentleman Mourning Loss of Savings for Automobile
regular cases can be put into the racks without plating off the fronts
All these Cabinets have paneled sides with tastefully moulded edges
He hired two men and left school to devote his entire time to his plant

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FOR CHARACTER SET & FEATURES SEE PAGE 46

**SUPERFINE
Distributing
MONUMENTS
Horse Secured
WITH PRECISION
Nothing is Perfect
SPEAKS FOR ITSELF
Humorous Questions
PUBLICATION BOUGHT
Design Handsome Cover
Combines Strong Merits**

**MECHANICS
Heroes Found
music ending**

**STYLE BINDING
Handsome Rings
trucks furnished**

**PRODUCT EXPORTED
Sleighs Manufactured
manufactured novelty**

**DECORATED HANDSOMELY
Crowded Department Stores
foreign delegations entering
Noted Geographers Advance**

**ANCIENT HISTORY MENTIONED
Rish Sister Located in New Jersey
return of the scientific expedition
Nine Minutes From Herald Square
handsomely engraved monogram
Inventor Explained New Schemes**

**POPULAR STYLES OF AMERICAN TYPE
Money Became Useful in Declining Days
eastern speculators select fruit country
Starting Point Crowded with Spectators
dim moonlit lanes and inviting meadows
Generous Individuals Demanding Result**

**RECEIVING CONGRATULATIONS FROM CRITICS
Typographical Investment is Beyond Expectations
large composing rooms should have plenty of light
Kind Gentleman Entertained Many Prominent Men
striking method used by monster printing concern**

**UNSOPHISTICATED FARMER DECIDES TO VISIT NEW YORK CITY
New Jersey Constable Hoodwinked by Notorious Philadelphia Thief
young man returns and finds old homestead devoid of real pleasure
Several kinds of brackets can be used on this stand, as listed below
it is simplicity itself in conception and is a great favorite with many
Unusually low rates are in effect for these tours during the Summer
simple country gentleman mourning loss of savings for automobile**

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FOR CHARACTER SET & FEATURES SEE PAGE 46

**EXCHANGE
Compounds
FIND HERMIT
Automatically
HARDEST METAL
Municipal Guards
UNLIMITED RANGE
Practical Equipment
EXAMINES HUCKSTER
Printing Clever Designs
Modernized Numbering**

**SYMPHONY
Grips Broken
Noted Singer**

**HIGHEST RANK
New Bench Rest
charm hundreds**

**YOSEMITE SCENERY
Declines Introduction
buy modern literature**

**ELECTRICAL CHATTERBOX
Southern Boulevard Elegant
leading concern supervised
Genuine Ruby Quietly Taken**

**MAINTAIN SUPREME QUALITY
Popular Styles of American Type
selected bright university pupils
Philosophers Question Historian
displays exquisite workmanship
Delights Enthusiastic Audiences**

**BEAUTIFUL SCENERY ENCOUNTERED
Great Historians Write Unusual Stories
tried numerous remedies for tired brain
Simplicity Combined With Adaptability
all exterior surfaces are nicely finished
Popular American Faces Widely Known**

**MANY HIGHLY IMAGINARY STORIES PRINTED
Greatest Profits Realized From Small Investment
honest quality and quantity are always universal
Retired Banker Spent Money With Great Masters
distinguished citizens help great free excursions**

**PUBLIC EXHIBITION OF ANTIQUE FURNITURE AND NOVELTIES
None know this so well as those who manufacture for the printers
legislators declare laws invalid after many unnecessary remarks
The rivets have heavy heads and are countersunk into the bottom
always wash your type-ribbons with soap and water before using
This is your clearest proof of their superiority of quality and value
the prices given are for the cabinets, fully equipped, ready for use**

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