

Modern Type Display

—Published by—

The Inland Printer Co.
CHICAGO and NEW YORK

MODERN TYPE DISPLAY

A BROCHURE containing examples of ARTISTIC TYPE DISPLAY, the same being the work of printers and print shops whose work is of merit and is duly credited and recognized herein.



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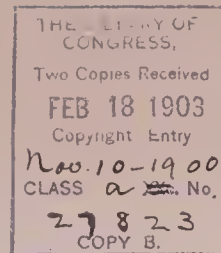
THE INLAND PRINTER COMPANY

AND PRINTED AT THE PRINT SHOP OF THE HENRY O. SHEPARD COMPANY
AT CHICAGO, ILLINOIS, U. S. A., IN THE YEAR MCM. : : : : : :



THE BROCHURE ALSO
CONTAINS A *BRIEF
TREATISE ON TYPE
DISPLAY* BY THE
AUTHOR and COMPILER
ED S. RALPH





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THE INLAND PRINTER CO., CHICAGO, ILL.

PRINTED AND PUBLISHED BY THE INLAND PRINTER CO., CHICAGO, ILL.



Introductory



IN order to meet the demand for representative specimens of practical, up-to-date job composition, the within examples of type display have been compiled. To the printers whose specimens appear in this brochure, the author acknowledges his indebtedness, and expresses his thanks for their generous co-operation.

The specimens are representative of the best classes of practical printing of the present style. They are not “dress parade” specimens. Neither were they prepared with a view of being shown in this brochure. Styles in printing change, as in everything else. These changes have been so radical as to create a demand for a brochure showing practical examples of the present style. Just how long the present style will be in vogue no one can tell. But it is reasonably sure to be the correct thing for some time to come.

There are a few general rules and principles governing type display that must always be adhered to, no matter what the “style” may be. The author has endeavored to set these forth in a clear, brief and simple manner. Compositors are urged to study, to plan, to originate and to be able to give a good, common-sense reason for every display line they set in type. The examples shown in this brochure offer most excellent opportunities for study. They should prove helpful to those who desire to help themselves, and to aid in raising the standard of their chosen art.



Copy Analysis



THOROUGH knowledge of the copy is half the battle in any job of composition. A great many printers are in such a hurry to get at the type-work that they overlook this most important part of the work. This art has been very aptly termed "mixing brains with type." It is an erroneous idea that it requires too much time to analyze the copy from which a job is to be set. In reality, time is saved by an intelligent understanding of the copy. All customers are not competent to rightly underscore the wording of their copy in such a manner that the best results will be obtained by implicitly following the underscoring. Intelligent customers will not object to slight deviations from their written copy. If possible, we would advise our readers to get a general knowledge of the business of their patrons. It will be time well spent, and it only requires a little observation and thought to accomplish the result. The author of this booklet has made this a practice for years and knows from experience that it pays. An intelligent handling of a customer's work means his continued patronage; it means a better price for your work; it means more business; it means your customers will be speaking advertisements for your business, because they will not hesitate to recommend their friends and business acquaintances to patronize "their printer."

After thoroughly understanding the copy, then plan your display. Do not be afraid to make rough sketches. Block out your work. Plan it well. Make provision for plenty of white space. See that the type employed in conjunction is harmonious and that too many type faces do not enter into your compositions. Keep in mind the purpose for which the job is intended. Arrange the display in such a manner that even a casual glance will leave an impression on the mind calculated to accomplish the results for which the job was intended. Results are what advertisers want. If your printing does not accomplish this, then you can not hope to retain the patronage of your customer.



Office Stationery



In this class may properly be enumerated all requisite stationery supplies. The same general rules that apply in one case are applicable to nearly everything that comes under this heading.

ENVELOPE CORNERS.

In envelope corners, the firm name and address should always be accorded the most prominence. The address line is of almost equal importance with the firm name. It makes no difference how much matter there is to go on the envelope, the firm name and address should always be prominently displayed. It is doubtful whether the envelope is a good advertising medium, although a great many firms believe that it is, judging by the vast amount of reading matter placed upon their envelopes. We say "doubtful" advisedly, because the recipients of letters are, as a rule, the only persons interested in the line of goods advertised. In the hurry of mail opening, business men are usually too busy to pay any attention to advertisements printed on an envelope. Nowadays—especially in large concerns—some clerk is usually assigned this work, and the persons intended to be reached by this class of advertising seldom, if ever, see it. But when a profusion of matter is to go on an envelope, never lose sight of the firm name and address. Make everything else less prominent. This is not to be construed into meaning that such matter should be placed in an unattractive and inharmonious manner. Handle matters of this kind intelligently and in such a manner that a harmonious and tasteful job will be the result.

STATIONERY HEADINGS.

This branch of job composition offers excellent opportunities for the display of tact, art, skill and good judgment on the part of the compositor. Neatness, simplicity and dignified display are always commendable. The firm name is the most important thing, with the business engaged in a close second. Everything else, with the exception of the date line, is of minor importance. These three items should never be sacrificed in order to employ meaningless and useless ornamentation. Group everything else around the

firm name and business in such a manner that a well-balanced and harmonious heading will be the result. Pay particular attention to good spacing, judicious whiting out and a good balance. See that the type employed in conjunction is harmonious and avoid a profusion of type faces, as they invariably produce an inharmonious heading. Do not employ such large type that it will eat up all the available white space. White space is of too much value to be taken up in this manner or by the employment of meaningless ornaments. Styles in printing change, as in other things. But these simple rules should always be kept in mind and followed.

Stationery headings may be very properly divided into classes. There is the professional heading for doctors, lawyers and other professional men; the commercial heading for merchants, manufacturers and others; headings for both public and private institutions, schools, societies, etc. Each class should be accorded different treatment. Commercial headings allow more latitude as to treatment than any other class, and the compositor can, with perfect propriety, take liberties, which, in the professional heading, would be entirely out of place. Professional headings should be the embodiment of dignified simplicity. They should be devoid of ornamentation, be absolutely plain, and classic as well. More latitude is allowable in headings for public and private institutions, societies, schools, etc., but care and good judgment should be employed in their construction, in order to avoid elaboration and injudicious ornamentation.

BLANK FORMS.

Conventionality in style should be adhered to in the general-purpose blank form. These forms, while they do not afford the opportunity for display that is offered by other classes of job composition, very often puzzle the compositor. Great care should be exercised in blank-work, especially where there might be a controversy in law as to the proper legal construction which might be placed on them, to arrange the wording in such a manner that no other than the intended construction can be placed upon them. Plainness and neatness should be the rule in this class of work. On blank-work for firms, corporations, etc., there is an opportunity for neat, quiet and artistic display. Sometimes the panel scheme can be taken advantage of by placing something therein relating to the business of the firm. This gives these forms an individuality that is quite desirable, providing the blanks are to be used as a part of the regular office stationery. Color schemes and tint-blocks may be employed with perfect propriety and to good advantage.



Business Cards



THE firm name, in business-card composition, is the most important item. It should be prominently and forcefully displayed, but over-large type should never be employed. The business engaged in is next in importance, but it should not be accorded as much force as the firm name. Next to this comes the address line, but it should not have nearly so much prominence.

Many times some special line of goods is to have forceful display. But this should not be construed into meaning large type. Such items can be made to appear forceful by a judicious placement and a proper amount of white space. It is generally a good plan to isolate these items from the main display, with plenty of white space adjacent thereto. In this manner they will appeal to the eye of the persons intended to be interested. Never hide them by obscure placement.

Good balance and judicious whiting out should always be kept in mind. A card may be ever so well displayed, and yet be practically ruined by careless whiting out and a poor balance.

Dignified simplicity is very desirable in business cards. No honest criticism can be made on work that possesses this merit.

Where there is a profusion of matter to contend with, small light-face type should be employed for the unimportant wording. In conjunction with this, employ a reasonably heavy-face type for the main display. The light-face type will appeal to the eye as white space and nearly always prove of almost equal value.



Cover and Title Pages



NO branch of composition offers more or better opportunities for art than cover and title pages. The work is fascinating and the style can be ever varied to suit the taste of the customer or compositor.

The opportunities for study are unlimited. Cover composition, especially, affords an unbounded field for art. Not only is this true of the type-work, but of the presswork as well. The author of this brochure recalls no time in his experience when such latitude was allowable, neither does he recollect a time when papermakers placed such gems of their art at his disposal for this purpose. Almost every day new and attractive cover-papers are offered the trade. The typefounders are constantly contributing new, stylish and sensible types, ornaments, etc., by the use of which artistically inclined printers can rival the work of the pen-and-ink artist. To such an extent has this branch of composition grown that it is almost a separate and distinct branch of type-work.

To thoroughly harmonize type, ink and cover-stock requires a great deal of thought and considerable experience. Yet these are things that should be thoroughly understood by every up-to-date compositor. He should make a study of inks, and especially of color harmony. The best specimens of cover composition to-day are the essence of simplicity in composition and the embodiment of harmony as regards type, stock and ink. The prevailing style, numerous examples of which appear in this brochure, is constantly gaining favor among the best classes of advertisers, and bids fair to remain in vogue for a long time to come.

The character of a book should always be the compositor's guide as to the treatment accorded the cover and title page. The subject of a book always determines the important display. Never make too many display lines, and be careful of the ornamentation. See that it harmonizes with the type employed as well as the stock, and if possible have the ornamentation indicative to the theme. Never have it antagonistic. Pay strict attention to good spacing, proper balance and judicious whiting out. Above all things, give more than a careless, passing thought to your work. Study is THE thing that most printers need. Learn to analyze, as spoken of in the chapter on "Copy Analysis."



Society Printing



UNDER this heading may very properly be enumerated invitations, announcements, menus, etc. This class of work is usually very conventional as to style and treatment. While some specimens of this work are very elaborate as to stock and embellishment, yet the composition is invariably classic. The opportunities for display work on this class of printing are quite limited. The type that should be employed is, in a great measure, governed by the stock on which the job is to be printed. If plated paper is to be used, the safe rule is to employ light-face type in conjunction, using larger sizes of one series for the important sentences or lines. Where the stock is the rough-finished antique, the type may properly be a heavy face like Blanchard. Colors may be employed sparingly to good advantage.

In menu composition, the wine list, cigars, etc., should invariably be printed in contrast to the remainder of the menu. If the job is a one-color scheme, set these items in an italic or some contrasting, but harmonious, type. Should it be a two-color scheme, then the color of ink can make the contrast. But it is not in bad taste to employ both type and ink for the purpose.

There is no class of printing that requires a more delicate, polite handling than society work. Good balance and judicious whiting out are of the utmost importance. Never employ to exceed two faces of type in work of this character, and be certain to have them harmonious.

The specimens of work of this class appearing on the following pages are excellent examples of correct treatment and afford opportunities for study and analysis.

Examples of Letter=Heads



Reish & Silber Tailoring Co

94 Allen Street :: Peyton-Boswell Building :: Twelfth Landing

N. G. Reish, President and Treasurer Telephone 1234 Tenement D. H. Silber, Secretary

New York City

Letter-head Specimen by Meyer-Rotier Printing Co., Milwaukee, Wis. Heavy rule border printed in bright red, balance in black.

The



Long Distance
Telephone 987

**CALIFORNIA
OLIVE FARM**

FRANK V. PETTIGROVE

SWINTON
El Paso County

San Francisco
Selling Depot
and Warehouse
45 Main Street

Eastern Depot
123 Broadway
NEW YORK

Letter-Head Specimen by Meyer-Rotier Printing Co., Milwaukee, Wis. Underscoring rules in bright red, balance in black.



The Broadway Theater Stock Co.



FARCES AND VAUDEVILLE

400 NIGHTS IN NEW YORK

Summer Season...**Elitch's Gardens**...Denver, Colorado

Letter-head Specimen by Henry A. Anger, Denver, Col.

THE LEADING TRADE JOURNAL OF THE WORLD IN THE PRINTING AND ALLIED INDUSTRIES

PUBLISHED Monthly
\$2.00 per year. *****
Sample copy, 20 cents.
Foreign Postage
\$1.20 per year extra.

Advertising rates sent on
application. *******



H. O. Shepard *President*
A. H. McQuilkin *Editor*
C. F. Whitmarsh *Secretary*
A. W. Rathbun *Treasurer*
J. G. Simpson *Adv. Mgr.*
R. B. Simpson *Eastern Agt.*

NEW YORK OFFICE
701 Morton Building, 116 Nassau Street

212-214 Monroe Street

CHICAGO

Letter-head Specimen by W. H. Shaffer, Chicago, Ill. Top line and words "The Inland Printer" in red, balance in black.

PRES. J. J. SULLIVAN, CASHIER CENTRAL NATIONAL BANK, CLEVELAND.
CHAIRMAN EXECUTIVE COUNCIL, F. R. SHARP, CASHIER STATE SAVINGS BANK AND TRUST CO., COLUMBUS.

VICE-PRES. J. C. REBER, CASHIER WINTERS' NATIONAL BANK, DAYTON

OHIO BANKERS' ASSOCIATION

*Office of
Secretary*

TREAS. H. C. HERBIG, CASHIER COMMERCIAL BANKING CO., COSHOCTON.

SECY, S. B. RANKIN, CASHIER BANK OF SOUTH CHARLESTON, SOUTH CHARLESTON.

South Charleston, Ohio,

Letter-head Specimen by Ed S. Ralph, Winters Press, Springfield, Ohio. Printed on blue bond paper. Rules in light blue tint, balance in concentrated blue.

Max Fruhanf & Co.

Distillers

WHOLESALE LIQUORS



212 EAST SECOND STREET,

CINCINNATI, OHIO.

Letter-head Specimen by The Ebbert & Richardson Co., Cincinnati, Ohio. Trade-mark in red, balance in dark blue.
Wording and trade-mark embossed.

G. H. KIMBALL, PRESIDENT.

J. D. CHAPPELL, SECRETARY AND TREASURER.

The Kimball and Chappell Co

Chicago

Makers of
Brass Beds *and*
Enameled Iron Beds

PHONE
CANAL 487

2834
LOOMIS
STREET

Letter-head Specimen by Ed S. Ralph, Winters Press, Springfield, Ohio. Words "Brass Beds" and "Iron Beds" in red, balance in black.

COR. CAPITAL AVE. AND 15TH ST.
OPPOSITE MAIN ENTRANCE U. P. DEPOT
TELEPHONE 34

The

Depot Exchange Cafe

Restaurant and Lunch Counter

L. KABIS. PROPRIETOR

DELICACIES
OF ALL KINDS

CHEYENNE, WYO., _____ 190_____

Note-head Specimen by Henry A. Anger, Denver, Col.

DR LOUIS E. NILES, PRESIDENT.

THEO. TROUPE, VICE PRESIDENT,

CHAS STOUT, TREASURER.

E. W. THOMPSON, GEN. MGR. OF MINES.

RODNEY W. MOFFETT, SECRETARY.

Capital Stock
\$200,000.

Non-Assessable.

The Champion City Mining Co.

ORGANIZED UNDER THE LAWS OF COLORADO.

Principal Office, 63 Arcade, Springfield, Ohio.

MINES AND BRANCH OFFICE AT SUNSET, COLORADO.

Sunset, Colorado, _____

Letter-head Specimen by Ed S. Ralph, Winters Press, Springfield, Ohio.

Directors.

DR LOUIS E. NILES.
THEO. TROUPE,
CHAS. STOUT,
E. W. THOMPSON,
RODNEY W. MOFFETT,
WM. S. THOMPSON,
CHAS. H. PIERCE,
AMAZIAH WINGER,
JUDGE J. C. MILLER,
B. F. JOHNSON,
JAS. E. ADAMS,
H. W. BURLEIGH.

ESTABLISHED 1864.

"THE BRICKS THAT NEVER DISAPPOINT."

CAPITAL STOCK \$100,000.

THE SCIOTO FIRE BRICK COMPANY.



MANUFACTURERS OF ALL SIZES AND SHAPES OF
FIRE AND PAVING BRICK
FROM THE VERY CHOICEST OF SCIOTO CLAY.

JOHN PEEBLES, PRESIDENT.
C. W. TURNER, SUPT.
SAMUEL REED, SECRETARY.

ALL QUOTATIONS OR AGREEMENTS FOR DELIVERY ARE
CONTINGENT UPON STRIKES, FIRES OR ACCIDENTS
BEYOND OUR CONTROL.

SCIOTOVILLE, OHIO.

Letter-head Specimen by The Keystone Press, Portsmouth, Ohio.

OFFICE OF _____



The Stein-Vogeler Drug Co.

WHOLESALE DRUGGISTS ❖



217, 219, and 221 East Sixth St.

Cincinnati, Ohio,

Letter-head Specimen by The Ebbert & Richardson Co., Cincinnati, Ohio.

DRUGGISTS' SUNDRIES
.. SPONGES AND CHAMOIS ..
.. WINES AND LIQUORS ..
❖ CIGARS ❖



DICTATED BY

PATENTS.
TRADE-MARKS.
PATENT LITIGATION.

BRANCH OFFICE
WASHINGTON, D. C.

R. J. McCARTY,
COUNSELOR AT LAW,

ROOMS 45 AND 46 CALLAHAN BANK BUILDING.

TELEPHONE. 1156

DAYTON, OHIO, _____ 190_____

Letter-head Specimen by Ed S. Ralph, Winters Press, Springfield, Ohio. The firm name in this example is smaller than it should be, but it was so ordered by the customer.

SCIPIO E. BAKER, PRES'T.
DR. ELIAB MYERS, V. PRES'T.
EDGAR N. LUPFER, SEC'Y.
J. ELWOOD MYERS, TREAS.

*The Champion College
of Embalming* ESTABLISHED
1896

ELIAB MYERS, M. D.
LECTURER AND
DEMONSTRATOR

HEADQUARTERS AND GENERAL OFFICES,
SPRINGFIELD, OHIO, U. S. A.

Letter-head Specimen by Ed S. Ralph, Winters Press, Springfield, Ohio.

SPRINGFIELD LEATHER FURNITURE CO.

**LEATHER COUCHES, CHAIRS
AND DAVENPORTS**

SPRINGFIELD, OHIO,

Letter-head Specimen by Ed S. Ralph, Winters Press, Springfield, Ohio.

The O. S. Kelly Mfg. Co.

PORTABLE AND TRACTION ENGINES

THRESHING MACHINERY

GRINDING MILLS

BOARD OF DIRECTORS

O. S. KELLY, PRES.

A. E. SWISHER, V. PRES.

J. B. CARTMELL, SEC'Y.

W. M. WISE, TREAS. AND GEN. MGR.

J. H. MAGGARD, SUPT.

W. MUSSER.

S. COLDREN.

Iowa City, Iowa,

Letter-head Specimen by Ed S. Ralph, Winters Press, Springfield, Ohio. Printed on goldenrod stock. Rules in red, balance black.

CABLE ADDRESS: "POWER-SPRINGFIELD".

W. U. T. CODE USED.

For Gasoline,
Natural and
Illuminating
Gas. & & & &

The Springfield Gas Engine Co.

MANUFACTURERS OF

Gas and Gasoline Engines

*Safety
Economy
Reliability*

ADDRESS ALL LETTERS TO THE COMPANY.

SPRINGFIELD, OHIO.

Letter-head Specimen by Ed S. Ralph, Winters Press, Springfield, Ohio.

REPRESENTING

JACQUES KAHN,
IMPORTER AND MANUFACTURER OF
FRENCH MIRROR PLATES,
NEW YORK.

William Guthardt

426 Pike Building,

Cincinnati.

TELEPHONE 2668.

Letter-head Specimen by The Ebbert & Richardson Co., Cincinnati, Ohio.

A. E. BENSON, President
J. D. HAWES, Vice-President

Telephones: Bell 283 M
Klnloch A 1546

Incorporated 1827

The Princeton Morning Call

WORKRIGHT, DAVIS & CO., Publishers

No. 728 Woolwich Avenue

Bombay, India, _____ 1900.

Letter-head Specimen by Meyer-Rotier Printing Co., Milwaukee, Wis.

American Book Company

Cincinnati

New York

Chicago

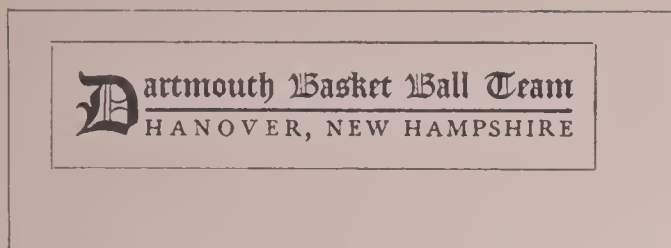
317 Walnut Street

Cincinnati,

Letter-head Specimen by The Ebbert & Richardson Co., Cincinnati, Ohio.

Examples of Envelope Corner Cards





Envelope Corner by Will Crombie, Brattleboro, Vt.

POSTMASTER, PLEASE RETURN AFTER TEN DAYS.

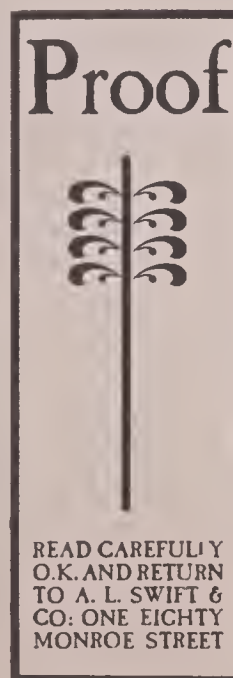
The Champion College
of Embalming SPRINGFIELD,
OHIO, U.S.A.

Envelope Corner by Ed S. Ralph.

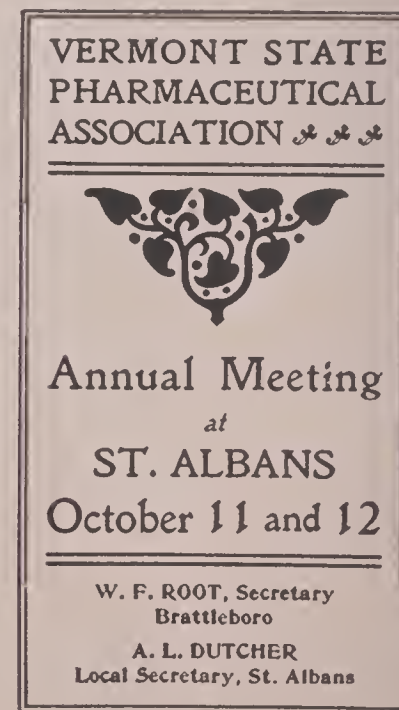
This example is to match letter-head specimen on a preceding page.



Envelope corner by
The H. O. Shepard Co. Chicago, Ill.



Envelope Corner by E. M. Colvin, Chicago.
Rules in red, balance black.



Envelope Corner by
Will Crombie, Brattleboro, Vt.



Envelope Corner by Meyer-Rotier Printing Co., Milwaukee, Wis.
To match letter-head specimen shown on a previous page.
Color scheme to match.



Envelope Corner by Meyer-Rotier Printing Co., Milwaukee, Wis.
To match letter-head specimen shown on a previous page.
Color scheme to match.

The Chicago Latin School

561-563 East Division St.
Chicago, Illinois.

Envelope Corner by The H. O. Shepard Co.,
Chicago, Ill.

Gen. W. Hengst,
Attorney at Law,
609-610 Johnston Building,
Cincinnati, O.

Embossed Envelope Corner by The Ebbert & Richardson Co.,
Cincinnati, Ohio.



W. K. PARTRIDGE
✻ Florist ✻
SUCCESSOR TO F. PENTLAND
LOCKLAND....OHIO



Envelope Corner by The Ebbert & Richardson Co.,
Cincinnati, Ohio.



Envelope Corner by The H. O. Shepard Co.,
Chicago, Ill.

WATSEKA STALWART
PRINTERS OF EVERYTHING.

NORTH THIRD STREET,
WATSEKA, ILLINOIS.....

Envelope Corner by Bruce A. Fields, Watseka, Ill. Rules printed in red. Balance black.

OHIO BANKERS' ASSOCIATION

*Office of
Secretary*

SOUTH CHARLESTON, OHIO.

CARE BANK OF
SOUTH CHARLESTON

Envelope Corner by Ed S. Ralph, Winters Press, Springfield, Ohio.
To match letter-head specimen shown on a previous page.

RETURN IN 5 DAYS TO

Blair's Delivery and
Express Company.

914-918 Davis St., Evanston, Ill.

Envelope Corner by Bert Reed, Evanston, Ill.

IN TEN DAYS RETURN TO

McRUDD & CO....

HOUSE 178-180 MAIN STREET
FURNISHERS OSHKOSH, WIS.
BICYCLES

Envelope Corner by Henry A. Anger, Denver, Colo.

Examples of Bill-Heads and Statements



Chicago Office
21 Plymouth Court

WINTERS
Fine Printing



COMPANY
Lithographing

*All Stones used on
this work remain
the property of the
Winters Company*

Job No. _____

Order No. _____

Your No. _____

Shipped Via _____

Terms _____

Springfield, Ohio, _____

Dr.

Bill-head Specimen by Ed S. Ralph, Winters Press, Springfield, Ohio. Rules, caps "W" and "C," also background of trade-mark, in bright red, balance black. "W" in trade-mark embossed. Printed on goldenrod bond.

American Type Founders Company, 124, 126, and 128
East Sixth Street

Phones { 971
990

**Thoroughly Equipped Electrotpe Foundry • Nickeltypes from Half-Cones
Everything in Type and Material for the Printer • F. B. Berry, Manager**



Your No. _____

Cincinnati _____ **1900**

Sold to _____

Bill-head Specimen by The Ebbert & Richardson Co., Cincinnati, Ohio. Rules and ornament in vermilion, balance in dark blue.

MANUFACTURERS OF

HOPPE'S

LIVE STEAM
FEED-WATER

PURIFIER

AND

EXHAUST STEAM
FEED-WATER

HEATER

Springfield, Ohio, _____ *19*____

BOUGHT OF

HOPPE'S MFG. CO.

Office and Works: BELMONT AVENUE AND BIG FOUR R. R.

Terms

Bill-head Specimen by Ed S. Ralph, Winters Press, Springfield, Ohio.

SPRINGFIELD, OHIO, _____ *190*____

M _____

Bought of **GOODE & HAYWARD,**

DEALERS IN

LUMBER, LATH, and SHINGLES.

OPPOSITE
LITTLE MIAMI
FREIGHT
DEPOT.

132-138 SOUTH LIMESTONE STREET.

PHONE 46.

Bill-head Specimen by Ed S. Ralph, Winters Press, Springfield, Ohio.

IF OUR WORK PLEASES
YOU, TELL OTHERS;
IF NOT, TELL US.

The printing we produce
has won the admiration of
everyone — even of com-
petitors in the printing
business everywhere. We
do not want your words
of praise so much as we
do your business — the
praise will follow — like-
wise your future orders.
It is in the doing of it we
excel and not in the talk-
ing about it. . . .

OUR HOBBY
IS ARTISTIC
PRINTING

OMAHA DAILY HOTEL REPORTER

IRVIN A. MEDLAR & CO., PUBLISHERS, (Incorporated)

1615 FARNAM STREET

(OPP. N. Y. LIFE BUILDING)



190

Sold to

TELEPHONE NUMBER

...1262...

Bill-head Specimen of Omaha "Daily Hotel Reporter." Compositor's name not known.
Printed in red and black on primrose stock.

WATSEKA, ILLINOIS,

1900

MR.

WE Print
any-
thing
you want and
always in the
latest style.

IN ACCOUNT
.....WITH

**THE WATSEKA STALWART,
PRINTERS OF
EVERYTHING.**

IT is no
doubt
we do
the best print-
ing to be had
in the county.

Bill-head Specimen by Bruce A. Fields, Watseka, Ill. Rules in red, balance black.

Branch Office, Chicago.

The Winters Company

Fine Printing and
Lithographing

Springfield, O., 189

Dr.

ALL STONES USED ON THIS WORK REMAIN THE PROPERTY OF THIS COMPANY.

Terms Invoice No. Order No.

Bill-head Specimen by Ed S. Ralph, Winters Press, Springfield, Ohio.

**THE KEYSTONE
PRESS** WILLIAM ESKEW
PROPRIETOR

PRINTING
EMBOSSING
AND RUBBER
STAMPS
FINE OFFICE STA
TIONERY AND CAT
ALOG WORK OUR
GREAT SPECIALTY

ALL OUR TYPE FACES
ARE NEW MODERN AND
STRICTLY UP-TO-DATE
FAST PRESSES

NUMBER TWO FOURTEEN CHILlicothe STREET
PORTSMOUTH OHIO

SOLD TO

ORDER NO.

Bill-head Specimen by Keystone Press, Portsmouth, Ohio.

ALL BILLS DUE ON FIRST OF MONTH
TELEPHONE 82

TALLADEGA, ALA. _____ 190_

M _____

BOUGHT
OF



RIGHT - COWEN
DRUG COMPANY

L. J. WRIGHT
J. W. COWEN

.....DEALERS IN DRUGS, TOILET ARTICLES AND PERFUMES.....

Bill-head Specimen by Lennis Brannon, Talladega, Ala.

To The Henry O. Shepard Co. Dr.

212-214 Monroe Street,
Chicago.

PUBLISHERS,
PRINTERS,
EMBOSSERS AND
BLANK BOOK MAKERS.

TERMS, NET CASH

Bill-head Specimen by The H. O. Shepard Co., Chicago, Ill.

TELEPHONE, MAIN 555.

John C. Dawson
Robert Kenton

STATEMENT

Folio.....

Carondelet, Mo.,1900

In Account with

**Dawson & Kenton
Packers**

Main Offices
Virginia and Itaska Streets

Slaughter House
South of Jefferson Barracks

Statement Specimen by Meyer-Rotier Printing Co., Milwaukee, Wis. Word "Packers" in red, balance black.

STATEMENT

DATE

DR. TO



THE KEYSTONE PRESS

WILLIAM ESKEW PROPRIETOR

HIGH GRADE JOB PRINTING AND
SUPERIOR RUBBER STAMPS

214 CHILlicoTHE STREET PORTSMOUTH OHIO

Statement Specimen by Keystone Press, Portsmouth, Ohio.



The Keystone Press, Highest Grade Job
Printing, Embossing and Superior Rubber Stamps
Office Stationery and Catalogue Work a Specialty
214 Chillicothe Street, **Portsmouth, Ohio**

Date _____ Sold to _____

Order No. _____

Bill-head Specimen by Keystone Press, Portsmouth, Ohio. Printed on goldenrod bond. Outside rules and words "The Keystone Press" and "Portsmouth, Ohio," in red, balance black.

J. H. STEARNS, PROPRIETOR.

F. B. ALVORD, MANAGER.

PINE GROVE SPRINGS,

LAKE SPOFFORD.

..

P. O. Spofford, N. H., _____ 1899.

In account with _____

Statement Specimen by Will Crombie, Brattleboro, Vt.

Examples of Receipts or Blank Forms



Rubber Stamps, Etc.

Per _____

Application for Active Membership in The Master Car Builders' Association.

(See Extracts from Constitution, on back.)

Date, 19

The undersigned wishes to become an Active Member of THE MASTER CAR BUILDERS' ASSOCIATION, and hereby agrees to conform to the requirements of membership, and authorizes the Secretary to sign the Constitution for him.

(Signature of Applicant).....

(Occupation of Applicant)

(P. O. Address).....

(Name of Company }
employed by) {

Application Blank Specimen by The Henry O. Shepard Co., Chicago, Ill.

Woman's Art Club,
Cincinnati.



Woman's
Art Club



Cincinnati, Ohio,

Received of

Initiation Fee, \$

Annual Dues,

Fines, etc, \$

TREASURER

Receipt Blank Specimen by The Ebbert & Richardson Co., Cincinnati, Ohio.

\$

Detroit, Mich., 1900

BUREAU COUNTY BANK

Pay to

..... DOLLARS

In payment for services.

DETROIT SHOE COMPANY

No.

Per.

Receipt Blank Specimen by Meyer-Rotier Printing Co., Milwaukee, Wis.

Office:
420 West Seventh Street.
TELEPHONE 7789.

Cincinnati,

M

Dr. to James M. French, M. D.

For Professional Services, \$

Received Payment,

Receipt Blank Specimen by The Ebbert & Richardson Co., Cincinnati, Ohio.

**Examples of Covers, Title Pages, Cards,
Menus, and other work**



OUTLINE
HISTORY
of the LIFE
OF CHRIST
for BOYS' BI
BLE CLASSES

By W. H. DAVIS

Secretary Bedford Branch Brooklyn
Young Men's Christian Association
with the advice of JOHN ANGUS
MACVANNELL, PH. D., Columbia
University and Pratt Institute



NEW YORK *The* International Committee
of Young Men's Christian Associations

CARPENTER
ORGANS



E. P. CARPENTER COMPANY
BRATTLEBORO, VT., U. S. A.

Title-page Specimens by Will Crombie, Brattleboro, Vt.

FLORENCE

COLORADO



The Oil City of the Centennial State

*A Booklet of Facts com-
piled by Hunter Woodson*



Published by THE
CARSON-HARPER
CO., of Denver, in
conjunction with The
Florence *Citizen*,
C. H. Bissell, editor.

Printed by THE CARSON-HARPER Co.
at the Golden Griffin Print Shop in
Denver. 

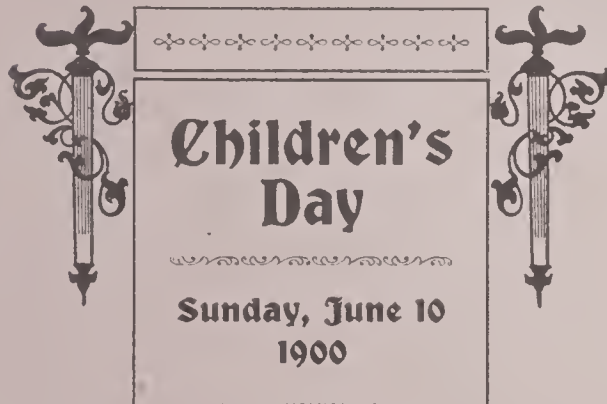
Title-page Specimen by Henry A. Anger, Denver, Colo.

SUNDAY-SCHOOL



FIRST PRESBYTERIAN CHURCH

WALNUT HILLS



REV. WILLIAM McKIBBIN, D. D., Pastor.
G. C. MILLER, Superintendent

Cover-page Specimen by The Ebbert & Richardson Co.,
Cincinnati, Ohio.

Hollister
Brothers
148 Monroe Street
Print the programs 
for the leading musical events



We do other classes of printing
equally well

Advertisement Specimen by E. M. Colvin, Chicago, Ill.
Initial "H" and lines above and below ornament in red,
balance dark green.

HOLLISTER
BROTHERS



148 MONROE
ST.
TELEPHONE
CENTRAL
THIRTEEN



*Printing
for
all purposes
where
good work
is
required*



Advertisement Specimen by E. M. Colvin, Chicago, Ill.
Ornaments in panel, also rules, in red, balance dark green.

The Thursday
Evening Club

NEW YORK



219 Madison Avenue
December 15th, 1898

Cover-page Specimen by the Lotus Press, New York.
Ornaments and caps in red, balance black.

THE LINK-BELT MACHINERY COMPANY'S MODERN METHODS

COALING LOCOMOTIVES
HANDLING CINDERS

*Compliments to Convention of
the Association of Railway
Superintendents of Bridging
and Buildings, held at Minne-
apolis, October 21 to 23, 1902*

Cover-page Specimen by The H. O. Shepard Co., Chicago, Ill.,



THE LOOSE-LEAF BOOK SYSTEM

ITS SIMPLICITY
ITS UTILITY
ITS PRACTICABILITY
ITS ADVANTAGES

SHEPARD LOOSE-LEAF BOOK CO.

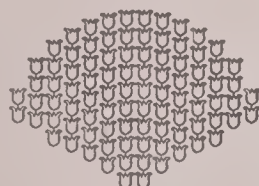
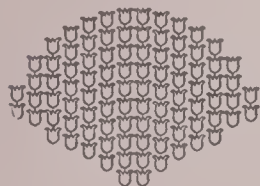
(FAIFER PATENTS)

212-214 Monroe Street.

CHICAGO, ILL.,
U. S. A.

Title-page Specimen by The H. O. Shepard Co., Chicago, Ill.

CHICAGO
ORCHESTRA
THEODORE THOMAS
CONDUCTOR • EIGHTH
SEASON — 1897-1898



The
Auditorium
Friday
afternoon
Oct. 14
Saturday
evening
Oct. 15

Book No. 1 with historical and
descriptive notes by Hubbard
W. Harris • Published by the
Orchestra Association • Miss
Anna Millar, Manager • 1301
Auditorium Tower — Chicago

Cover-page Specimen by E. M. Colvin,
Chicago, Ill.

MEMORIES OF OUR CHURCH
By Minnie W. Baines-Miller



HIGH STREET M. E. CHURCH
SEMI-CENTENNIAL JUBILEE

Title-page Specimen by Ed S. Ralph. Inside panel rules and
wreath in red, balance black.

REPORT
OF THE
FIFTH AUXILIARY
COT EQUIPMENT



MAY TO DECEMBER
1898

NATIONAL RED CROSS
RELIEF COMMITTEE

Cover-page Specimen by the Lotus Press, New York.
Cross in red, balance black.

SOUTHERN STUDENT
CONFERENCE

*At The Bingham School
Asheville, N. C.
June 16 to 25
1899*



Instructions to Delegates

Cover-page Specimen by Will Crombie, Brattleboro, Vt.

The Paddington Coal Company

Berkly Station

ENGLISH AGENTS FOR
*Scranton
Coal & &*

*The Standard White
Valley Anthracite*

NOW MINED BY THE
PAISLY, LEWISHAM
& SOUTHWESTERN
RAILWAY COMPANY

*Kensington Standard Lump
Edbrook Medium Size Egg*

Cover-page Specimen by Meyer-Rotier Printing Co., Milwaukee, Wis.
"Scranton Coal" and ornaments in red, balance black.

CORRECT
ATTIRE

Kahn Tailoring
Company
INDIANAPOLIS, IND

Cover-page Specimen.
Designed by Charles Austin Bates, New York.
Rules in red, balance dark green.

Union M. E.
Church • •
Covington



Programme of
Entertainment

• •
tendered by
the Choir of
the Church •

Fifth and Greenup Sts.
Tuesday Eve., March 6,
• • Eight o'Clock. • •

Profitable Printing

Some facts which may be used to
successfully increase your busi-
ness, prefaced by an announcement,
for which your consideration is asked



The White-Evans-Penfold Company

PRINTING AND ENGRAVING
AND THE KINDRED BRANCHES

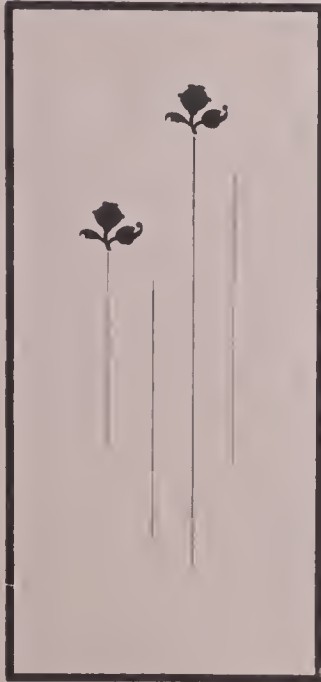
302 Main Street, Buffalo, New York

Cover-page Specimen by
The Ebbert & Richardson Co., Cincinnati, Ohio.

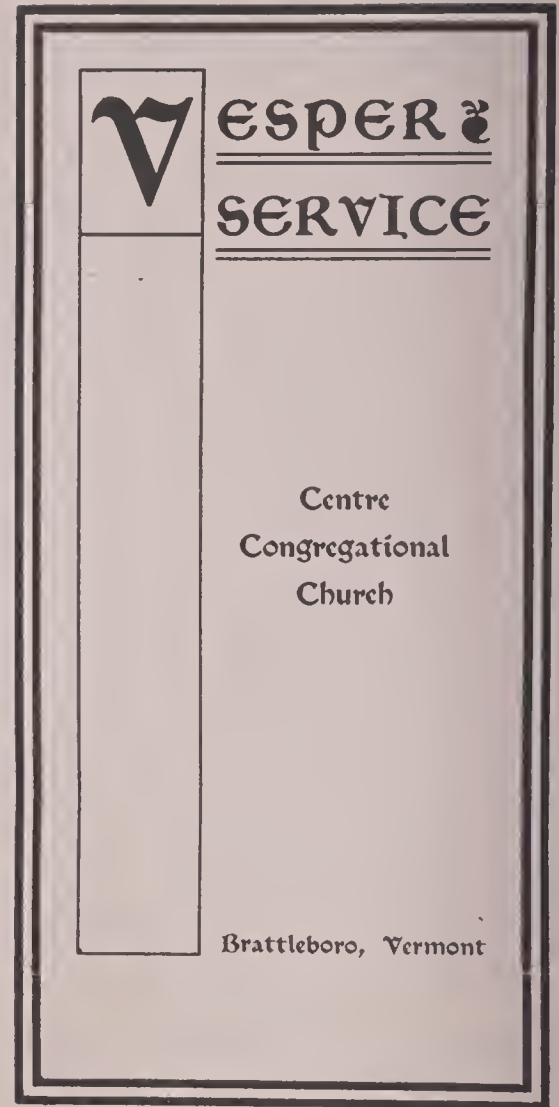
Cover-page Specimen by the White-Evans-Penfold Co.,
Buffalo, N. Y.



The *Average* *Man*



Cover-page Specimen by Henry A. Anger, Denver, Colo.



Cover-page Specimen by Will Crombie, Brattleboro, Vt.



Bookmaking

With
Practical
Illustrations



The Peter Paul Book Company
Buffalo, New York

Except a living man, there is nothing more wonderful than a book!—a message to us from the dead—from human souls we never saw, and who lived perhaps thousands of miles away; and yet these on those little sheets of paper speak to us, amuse us, teach and comfort us. — Kingsley

Title-page Specimen by the Peter Paul Book Co.,
Buffalo, N. Y.



BOOKMAKING in its finer forms is receiving more than ordinary attention from the literary world of recent years. It is an extraordinary fact that in the infancy of printing bookmaking attained—in some respects, at least—a perfection in execution which has never been surpassed, and scarcely equaled, in modern times. In fact, some of the work of this century shows a decided deterioration from the standard of excellence of the work of the early fathers of the “art preservative.” The magnificence of their specially engraved initials, the glossy color and depth of their inks (particularly the black and the red), the richness of the handmade paper, the gorgeous binding, and the superb finish of the whole make the fortunate possessor of one of these rare old volumes feel that he is indeed the possessor of a princely heritage, which he prizes accordingly. It is a matter for reflection that the modern bookmaker, in possession of all the latest and most improved machinery, with the help of the most modern materials and methods of type-casting, and with every facility for making paper, which the early printers never dreamed of having at their command, have not advanced more than they have. To be sure, there have always been some notable exceptions who have dignified their calling, but the general condition is as we have stated. Those who have risen above the average have only succeeded in imitating the early efforts of our old-time predecessors. The late William Morris and his famous Kelmscott Press, with their immense resources, succeeded, at great expense and greater trouble, in turning out volumes from specially cut type which were directly copied—in their best points, at least—from the old volumes of the fifteenth and sixteenth centuries. One of the great illustrators of the day announces in a recent advertisement that he has made a special study of the work of the ancient bookmakers, and guarantees a faithful portrayal of the same in his illustrations; and so it goes. Truly the world and everything in it moves in a cycle.

There were many reasons for the deterioration in the art of making books, chief among which was competition—the desire to sell books at a lower price than somebody else—a very laudable aim, but not if attained at the expense of quality, which is almost always the case. Then, again, in the mad rush of getting the work out as expeditiously as

Reading-matter Page Specimen, taken from book of which
opposite title-page was a part.

THE LITERARY CLUB



SPRINGFIELD, OHIO

1899

1900

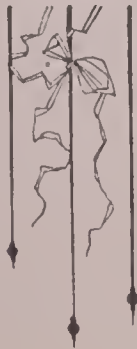
Title-page Specimen by
Ed S. Ralph.



Reins & Meiss

317 and 319 Race St.

CINCINNATI,   OHIO



Hosiery
Underwear
Laces
Embroideries
Fancy Notions
Infants' Wear

Cover-page Specimen by The Ebbert & Richardson Co.,
Cincinnati, Ohio.

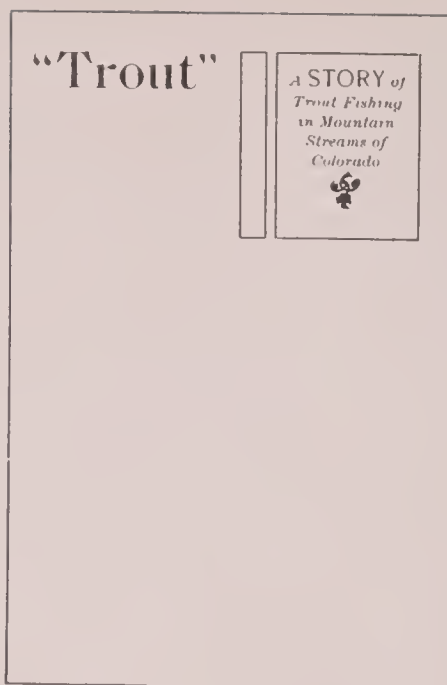
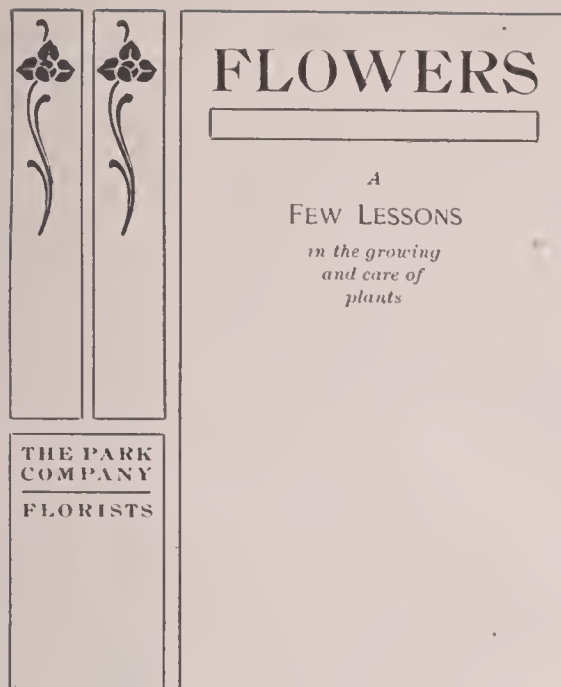
Announcement 
 twenty-seventh  Season

Apollo
Musical Club
of Chicago

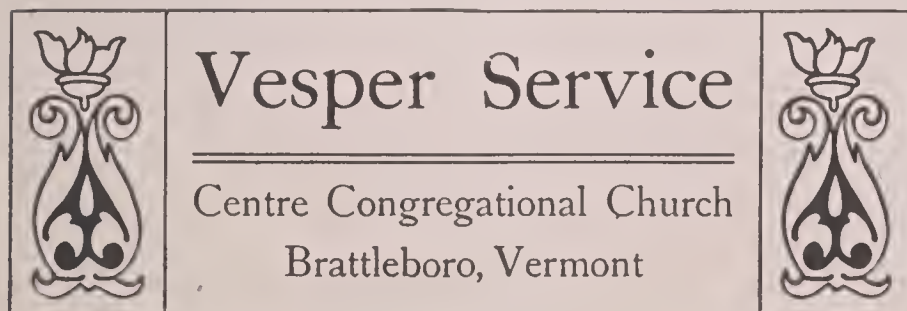


**Secretary's Office, Wabash Ave.
and Adams St., with Lyon & Healy**

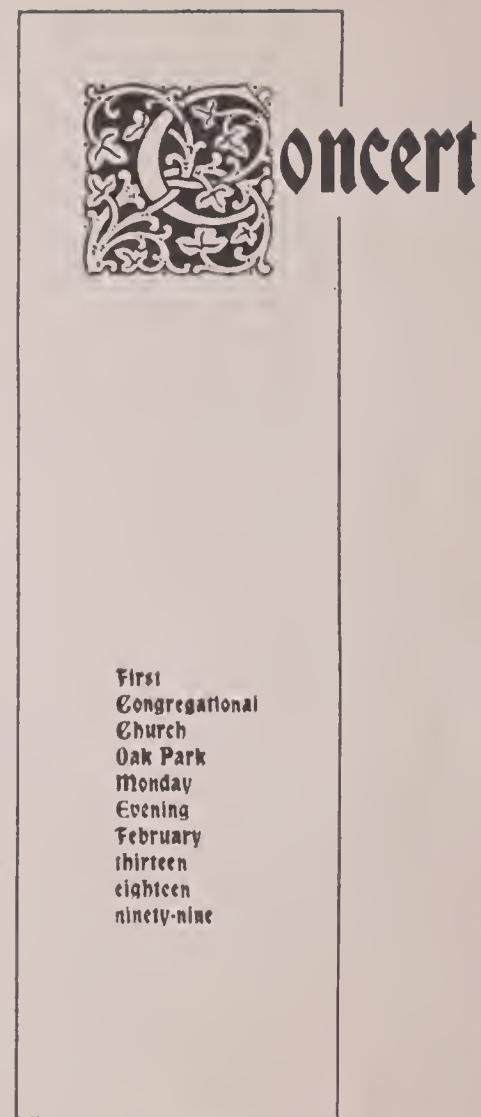
Cover-page Specimen by E. M. Colvin,
Chicago, Ill.



Title-page Specimens by Henry A. Anger, Denver, Colo.



Cover-page Specimen by Will Crombie, Brattleboro, Vt.



Cover-page Specimen by E. M. Colvin, Chicago, Ill.

COLORADO SPRINGS TRANSIT CO.



Length of Road, 14 Miles
Capital Stock, \$1,250,000
Daily and Night Service



THOMAS H. MURPHY, Manager

Sam Montague
John Davis
Grant Steaven } Directors

Advertisement Specimen by Meyer-Rotier Printing Co.,
Milwaukee, Wis.

M. CRAFFEY

MANUFACTURER OF
BROOMS AND BRUSHES

WHOLESALE WOODEN AND WILLOW WARE



1552-1554-1556
BLAKE ST.
DENVER
COLORADO



Western Agent

LANA OIL SOAP

A Great Seller

Card Specimen by Henry A. Anger, Denver, Colo.

STRAWBERRY DAY

UNDER AUSPICES OF GROWERS
OF CANON CITY AND BOULDER



**FRIDAY, JUNE 8
BOULDER, COLO.**



THE DENVER & RIO GRANDE
AND COLORADO & SOUTHERN
TRAINS WILL LEAVE UNION
DEPOT AT 6 AND 10 O'CLOCK

TICKETS 50 CTS.

Card Specimen by Henry A. Anger, Denver, Colo.

WESTERN ENGRAVERS SUPPLY COMPANY



INLAND TYPE FOUNDRY

Proprietors
217-219 Pine
Saint Louis
U. S. A.



Manufacturers of
**Machinery and
Appliances for
Electrotypers,
Photo-Engravers
and Stereotypers**

If you are in need
of anything in
this line, write us
for circulars

Advertisement Specimen by Meyer-Rotier Printing Co.,
Milwaukee, Wis.

DAY AND WEEK OF PRAYER FOR YOUNG MEN

APPOINTED BY THE AMERICAN
INTERNATIONAL CONVENTION
AND THE WORLD'S CONFERENCE
OF YOUNG MEN'S CHRISTIAN
ASSOCIATIONS, NOVEMBER
TWELFTH TO EIGHTEENTH
M D C C C X C I X

Title-page Specimen by Will Crombie, Brattleboro, Vt.

REVISED LESSONS IN PRAYER



*For Devotional Bible Classes
and Personal Study* ❁ ❁ ❁

Cover-page Specimen by Will Crombie,
Brattleboro, Vt.

Photo-Beacon Grand Subscription Competition

Open to
Photo-
graphic
Dealers

Closes Dec. 31,
1902

THE PHOTO-BEACON CO.
Security Building
CHICAGO

Cover-page Specimen by The H. O. Shepard Co., Chicago, Ill.

A
Helpful
Agency



What it is Doing

Cover-page Specimen by Will Crombie,
Brattleboro, Vt.

The Southern Ohio
Loan & Trust Co.

Southwest Cor. Fifth and Main Streets, opp. Postoffice

◊ ◊ CINCINNATI ◊ ◊



Twentieth
Semi-Annual Statement

TELEPHONE 2635

W. T. PERKINS.....President.
J. GORDON R. WRIGHT.....Vice-President.
M. S. TODD.....Sec'y and Treas.
SWING, CUSHING & MORSE.....Attorneys.

Cover-page Specimen by The Ebbert & Richardson Co.,
Cincinnati, Ohio.

The Delker Guaranty

Number _____
 Catalogue No. _____ Henderson, Ky. _____ 18 _____
 Invoice _____

The George Delker Company

The _____
 Sold to _____

Is hereby guaranteed for one year from this date.
Should any breakage occur within that time by reason of defective material or workmanship, we will replace it free of charge when such parts are returned to us, prepaid, for our inspection; but in no case will we pay repair bills, unless made by our order and price previously agreed upon.
This Guaranty is not intended to cover breakage by accident or improper handling, or damages to paint or varnish resulting from the action of ammonia or extraordinary exposure to the elements, nor shall we be required to reset tires or renew tires worn out at any time.

This Guaranty is not genuine unless countersigned.
 COUNTERSIGNED BY _____
The George Delker Co.

Every Vehicle we manufacture bears this Guarantee.
 A Signed Copy furnished with each Vehicle when requested.

The PRINCIPAL'S
 REPORT *to the*
 BOARD of TRUS
 TEES of NORTH
 FIELD SEMINARY

1	1
8	9
9	0
9	0



Title-page Specimen by Will Crombie,
 Brattleboro, Vt.

Guaranty-page Specimen by Ed S. Ralph, Springfield, Ohio. The background, together with matter in top and bottom panels, printed in Persian orange, balance concentrated blue.

Operatic Concert



Auditorium
Brattleboro
January 25
1900

Mary Howe - Lavin
Soprano

Harriett Brasor - Pratt
Contralto

William Lavin
Tenor

Clemente Bologna
Basso

Lucien Howe
Accompanist

Cover-page Specimen by Will Crombie,
Brattleboro, Vt.

What to Eat and

Published and Circulated
by

RUMFORD CHEMICAL CO.,
Rumford Baking Powder,
Horsford's Acid Phosphate.

AMERICAN CEREAL CO.,
Quaker Oats,
Pettijohn's Breakfast Food,

JAMES S. KIRK & CO.,
White Cloud Soap,
American Family Soap.

LIBBY, McNEILL & LIBBY,
Libby's Extract of Beef
and Canned Goods.

JAMES S. BURNETT & CO.,
Flavoring Extracts.

WASHBURN & CROSBY CO.,
Whole Wheat Flour,
Superlative Brand.



How to Prepare It

Title-page Specimen by Ed S. Ralph, Winters Press, Springfield, Ohio.
Words "What and How," together with half-tone cut, printed in rich wine color,
balance black.

THE C. W. RAYMOND CO.

**Clay=Working
Machinery  
and Brick=Making
Appliances    **

DAYTON, OHIO,   U. S. A.

*Title-page Specimen by Ed S. Ralph, Winters Press, Springfield, Ohio.

**Corn Harvesters, Shellers, Grinding
Mills and Farmer's Tools.**

SCIENTIFIC

**THE FOOS MANUFACTURING CO.,
SPRINGFIELD, OHIO, U. S. A.**

Cover-page Specimen by Ed S. Ralph, Winters Press, Springfield, Ohio. Rules and word "Scientific" in red, balance black.



WE WANT TO TALK.

WE want to talk to you. We want to talk to you earnestly, and with an effort to secure your patronage. We want to show you that we produce the kind of printing that you want—the distinctive, effective kind. We know that we have the facilities for doing first-class work, and we believe that we possess the requisite knowledge of the art to use them to the best advantage. Yes, we believe in ourselves. We have been forced into this belief by the admiration our productions receive from those who purchase printing, and the rapidity with which our designs and ideas are copied. Through the knowledge we possess regarding the art of printing, we are enabled to produce your work in a skillful manner, and with less expense than the average printer. We want to talk to you whenever you are ready.

“STANDARD PRINTERS.”

Blotter Specimen by H. A. Holmes, Brockton, Mass.

Chicago to St. Louis

HERE is a splendid opportunity for you to visit the city where the celebrated Standard Line Unit Set system of casting type was invented and put into use by

The **INLAND TYPE FOUNDRY**

Advertisement Specimen by Meyer-Rotier Printing Co., Milwaukee, Wis.

R

Miss
Ruth Bedford Moran



will give six readings
from ~~the~~ ~~the~~ ~~the~~
Shakespeare's Plays
on Tuesday afternoons
from half-past four un-
til half-past five o'clock
commencing June the

Folder-page Specimen. Compositor not known.



It has been pro-
posed that the
readers of the
RECORD OF
CHRISTIAN
WORK share
in the popular subscription to the

MOODY Memorial fund

by raising \$100,000.00 of the
amount required, which is three
million dollars.

This fund is for perpetuating the
work at *Northfield* and *Chicago* which
Mr. Moody inaugurated.

The Plan is to make this a popular
fund to which any amount, however
small, may be given. Contributions
have already been received ranging
from twenty cents upwards. All con-
tributions will be acknowledged in
the RECORD OF CHRISTIAN WORK. ✻

Envelope-slip Specimen by Will Crombie,
Brattleboro, Vt.

George H. Betts

Security  
 Permanence
 Profit   

Nothing speculative
 but straight-out bus-
 iness investments
 in good, dividend
 earning industrial
 enterprises    

Solicitor   of  
 **COMMERCIAL
 INVESTMENTS**
 Organizer   of  
 **BUSINESS
 ENTERPRISES**

234-236 Wilcox Island Avenue
 EAST ORANGE   NEW JERSEY

Card Specimen by Meyer-Rotier Printing Co., Milwaukee, Wis.

PRESSING

*PROMPTLY DONE at
 the STEAM LAUNDRY*



LEAVE ORDERS *at the Office*

Card Specimen by Will Crombie, Brattleboro, Vt.

SOL. GRAFF

Gents' Furnishing
 Goods

Hats and Caps

Gents,' Boys' and Children's
Clothing

Ladies,' Gents, and Children's Boots and Shoes

804 DAVIS
 STREET

EVANSTON, ILLINOIS

Card Specimen by Bert Reed, Evanston, Ill.

EDWIN I SEAVERNS

Photographer



Studio: Six Hundred Seventeen Davis Street

EVANSTON : ILLINOIS

Card Specimen by Bert Reed, Evanston, Ill.

"Argyle" Chip Soap

Single Barrel 4¾c.

5 Barrels or more 4½c.

Prices subject to change without notice.

CONTAINS Prime Tallow and
 enough Caustic
 Soda to produce a slight excess of Soda.

DOES NOT CONTAIN Silicate of
 Soda, Talc,
 Soapstone, or other ingredients used to
 produce weight without giving the slight-
 est benefit to the washing qualities. 

H. KOHNSTAMM & CO.
 No. 112-114 Franklin St., CHICAGO
 No. 44 West Broadway, NEW YORK

Card Specimen by The H. O. Shepard Co., Chicago, Ill.

Dealers in Church Goods

Semmann-Wangerin Co.

MANUFACTURERS OF

Church Furniture

and Ecclesiastical Art Goods

PRESENTED BY

O. J. H. SEMMANN.

Milwaukee, Wis.

Card Specimen. Compositor unknown.

STRAWBERRY DAY

UNDER AUSPICES OF GROWERS
OF CANON CITY AND BOULDER



**FRIDAY, JUNE 8
BOULDER, COLO.**

THE DENVER & RIO GRANDE
AND COLORADO & SOUTHERN
TRAINS WILL LEAVE UNION
DEPOT AT 6 AND 10 O'CLOCK

TICKETS 50 CTS.

Card Specimen by Henry A. Anger, Denver, Colo.

Phone 1234 Tenement

N. G. Reish
D. H. Silber

Reish & Silber Tailoring Co

94 Allen Street

Peyton-Boswell Building
Twelfth Landing

New York City

Card Specimen by Meyer-Rotier Printing Co., Milwaukee, Wis.

Satisfaction
Guaranteed
in Every
Instance



Patronize
Home
Industry
With Your
Next Order

Blackburn's

...Troy Laundry...

Brown St.. ENNIS, TEXAS

PHONE 54-4

REPRESENTED BY

H. A. MORGAN

Card Specimen by Butcher & Biggers, Ennis, Texas.

DUNHAM BROS.

WHOLESALE DEALERS IN

BOOTS, SHOES AND RUBBERS

SOLE NEW ENGLAND AGENTS FOR
MISHAWAKA ALL-KNIT WOOL BOOTS AND SOCKS
AND BALL BAND RUBBERS

BRATTLEBORO, VT.

Card Specimen by Will Crombie, Brattleboro, Vt.

G. E. BATES.

W. E. SESHONG.

BATES & SESHONG

BAKERS AND CATERERS

216 BELMONT STREET,

BROCKTON, MASS.

Card Specimen by H. A. Holmes, Brockton, Mass.

HEADQUARTERS FOR
CHOICEST BEDDING PLANTS
OF ALL KINDS.

UP-TO-DATE IN OUR
DECORATING AND FLORAL
DESIGNING.

THE
GLOEDE FLORAL CO.

ARTISTS IN DESIGNING, LANDSCAPE,
GARDENING AND LAWNMAKING.

2012-2034 GRAY AVENUE,
EVANSTON, ILLINOIS.
TELEPHONE 404.

PUBLIC AND PRIVATE
GROUNDS LAID OUT AND
EVERYTHING FURNISHED.

THOROUGHBRED DANE DOGS.
BELGIAN HARES LOPS,
FANCY POULTRY AND
PET STOCK, ETC.

Card Specimen by Bert Reed, Evanston, Ill.

LAURENCE W. HAMMOND

CINCINNATI, O.

SECRETARY AND TREAS.
THE PECK-HAMMOND CO.

Card Specimen by The Ebbert & Richardson Co.,
Cincinnati, Ohio.

JOHN M. GOOD,

PRESIDENT
THE GOOD & REESE CO.
THE LARGEST ROSE GROWERS IN THE WORLD
SPRINGFIELD, OHIO.

JNO. T. McGARTHY,

ROOM 4, 1298 BROADWAY,
NEW YORK.
VICE-PRESIDENT
THE MARTINIQUE COPPER COMPANY,
TUCSON, ARIZONA.

Card Specimens by Ed S. Ralph.

Banquet to
the Delegates
attending the



Seventh Annual
Convention
of the Chiefs of
Police of the
United States
and Canada

Hotel Alms
Friday
May 11, 1900
6 p. m.

Cover-page for Menu Specimen by
The Ebbert & Richardson Co., Cincinnati, Ohio.

ANNUAL BANQUET
OHIO STATE MEDICAL SOCIETY,
ARCADE HOTEL,
THURSDAY EVENING, MAY 11, 1899.
ADMIT THE BEARER.

Banquet Ticket Specimen by Ed S. Ralph, Winters Press.
Springfield, Ohio.

MENU



Manuel Misa

Canapes Varies



Little Neck Clams

Radishes Olives Salted Almonds



Clear Green Turtle



Kennebec Salmon, Cardinal

Cucumbers Potatoes Hollandaise



Soft Shell Crabs, Sauce Tartare



Mignons of Spring Lamb, printaniere



Sorbet, en surprise



Spring Chickens, au Cresson

Cold Asparagus, vinaigrette



Vanilla Ice Cream, in forms, and Strawberries

Assorted Cakes



Port, du Salut



Cafe, noir

Cigars

Menu Specimen by The Ebbert & Richardson Co.,
Cincinnati, Ohio.

.. Menu ..

LITTLE NECK CLAMS

Amontillado

CONSOMMÉ XAVIER

AMANDES SALSÉS RADIS OLIVES

FILET DE SOLE MEUNIERE

POMMES DE TERRE A LA DUCHESSE

TOMATES CONCOMBRES

Pontet Canet

FILET DE BOEUF AUX CHAMPIGNONS

ASPERGES EN BRANCHES

POMMES NOUVELLES SAUCE CRÈME

PUNCH CRÈME DE MENTHE

Reidesheimer

PIGEONNEAUX DE PHILADELPHIE DALBUFARD

LAITUE

GLACES MOULÉES

GATEAUX

FRAISES A LA CRÈME

Cigars

ROQUEFORT CAMEMBERT

BISCUITS

Gibson House

April 12, 1899.

"Then the doctors! O to hear
The doctors! O to watch the thirsty ones
Imbibing!" — TENNYSON.

.. Toasts ..

S. E. Allen ... Toastmaster

Reminiscences Wm. H. Taylor, '59

Upon the silent shore of Memory.
— Wordsworth.

The Staff a Quarter Century Ago J. f. Heady, '78

"Honor a physician with the honor due unto
him, for the uses which ye may have of him, for
the Lord hath created him." — Ecclesiasticus.

The Interne in Peace C. P. Judkins, '68

"A man that fortune's buffets and rewards
Hast ta'en with equal thanks." — Hamlet.

The Interne in War E. f. Landy, '92

"Give him great meals of beef,
He will eat like a wolf and fight like a devil."
Henry V.

~~~~~

"Now one other health  
To our grand patron, called Goodfellowship,  
Whose livery all our people hereabout  
Are clad in." — Dekker and Ford.

Menu and Toast-page Specimens by The Ebbert & Richardson Co., Cincinnati, Ohio.

L. of C.

# MENU



THE  
OWL  
CAFE  
THIRD  
and  
FIRST  
AVES.

Oysters, Half Shell



Bisque of Lobster

Olives

Celery

Radishes



Salmon, a la Hollandaise  
Potatoes Duchesse



Filet de Boeuf, Pique, Bordelaise  
Green Peas Flageolets



Roman Punch



Roast Game on Toast  
Chicken Salad



Tutti Frutti Ice Cream  
Assorted Fruits



Cheese Cafe Noir

Cigars

Cognac

## .. Menu ..



Blue Points



Green Turtle



Sardellen

Radishes



Olives

Salame

Black Bass with Mussels, Mariniere

Potatoes Dauphine



Filets Mignons, Bouquetiere

Lettuce Salad



Strawberries

Ice Cream

Mille Feuilles Slices



Swiss Cheese, Bent's Crackers

Coffee

Sherry 75c

Cigars 75c

St. Nicholas,

8.30 P. M.

Menu-page Specimen by The Ebbert & Richardson Co.,  
Cincinnati, Ohio.

Menu-page Specimen by the Blanchard Press, New York.

ON MAY 30 (DECORATION DAY) TWO HANDICAP EVENTS WILL BE HELD: THE FIRST, AN EIGHTEEN-HOLE COMPETITION, AT MEDAL PLAY, FOR GENTLEMEN; THE SECOND, A NINE-HOLE FOR LADIES. HANDICAPS WILL BE POSTED ON THE BULLETIN BOARD IN THE CLUB HOUSE. PLAY WILL COMMENCE AT 10 A.M., AND THE PERMANENT GREENS WILL BE USED.

GREENS COMMITTEE.

Announcement Card Specimen by The H. O. Shepard Co.,  
Chicago, Ill.



YOU ARE CORDIALLY INVITED TO ATTEND  
THE SUNDAY SERVICES OF THE UNIVER-  
SALIST CHURCH, CANAL STREET U U U

MORNING WORSHIP AT 10:30 O'CLOCK

SUNDAY SCHOOL AT 11:45 "

EVENING SERVICE AT 7:00 "

Invitation Card Specimen by Will Crombie,  
Brattleboro, Vt.

"For Christ  
and the Church"



GLENARM  
Y. P. S. C. E.

FIRST  
CONGREGATIONAL  
CHURCH  
DENVER, COLO

Programme Cover-page Specimen by Henry A. Anger,  
Denver, Colo.

*Reception.*

TRINITY GUILD HALL  
THURSDAY, MAY 24  
EIGHT P.M.

PRESENT THIS CARD AT THE DOOR

Reception Card Specimen by The Ebbert & Richardson Co.,  
Cincinnati, Ohio.



*You are respectfully invited  
to attend the Banquet in honor of the delegates  
to the*

*Seventh Annual Convention  
Chiefs of Police of the United States  
and Canada*

*to be given at the Hotel Adams  
Friday Evening, May 11, 1900*

*Please reply on the inclosed card*

*Respectfully*

*Phil. Deutsch*

*Superintendent of Police*

*Cincinnati, May 2, 1900*



*Thirteenth  
Annual Commencement  
High School,  
Balke Opera House,  
Friday Evening, June eighth,  
Nineteen hundred,  
Eight o'clock,  
Bellevue, Ky.*

RELIEF BUREAU OF DENVER FOR TRANSIENT MEMBERS

## Knights of Pythias

ELECTRIC HALL, DENVER  
MARCH 30, 1900

### P R O G R A M M E



Address—*The Transient Relief Bureau*

EX-SECRETARY JUDGE W. A. RICE

Tenor Solo

BERT L. HAVENS

SELECTED

Lecture—*The White City*

MRS. J. V. HUKLIN

PROF. J. V. HUKLIN, STEREOPTICON

Music

THE SERENADE MANDOLIN AND GUITAR CLUB  
THE MISSES BESSIE AND JULIA KELLERMAN, LEADERS  
(OF THE ACADEMY OF MUSIC)

Piano Fantasie

PROF. V. M. GRIFFIN

LYBACH

Banjo Trio

MISSES KELLERMAN AND MISS HELEN PETERS

*Between the above numbers, animated pictures will be shown by the Mutograph*

F. H. LITTLE, OPERATOR

EDISON GOODS USED EXCLUSIVELY

Program-page Specimen by Henry A. Anger,  
Denver, Colo.

## COMPLIMENTARY BANQUET

TO THE

## UNITED TYPOTHETAE OF AMERICA

WARNER HALL, NEW HAVEN

FRIDAY EVENING, SEPTEMBER 15, 1899

AT SEVEN O'CLOCK



Title-page Specimen to Banquet Brochure.  
Compositor unknown.

# THE LAGONDA CLUB.

THE ENTERTAINMENT COMMITTEE WILL ENTERTAIN  
WITH A

## "PROGRESSIVE EUCBRE"

FOR MEMBERS AND LADIES,  
ON TUESDAY EVENING, APRIL 25TH,  
AT 8 O'CLOCK.  
PLEASE RESPOND PROMPTLY SO THAT THE COMMITTEE  
MAY KNOW HOW MANY TO PROVIDE FOR.

W. S. RABBITTS, CHAIRMAN.

Invitation Specimen by Ed S. Ralph.

### Menu

Canape Varies     @. @. C. & T.  
Blue Points     Sauferne  
Consomme     @montillado  
Olives     Almonds     Celery  
Shad, Sauce Tartare  
Potatoes     Cucumbers  
Pale of Sweetbreads     @mumm  
Peas  
SberBet  
Teal Duck  
Currant Jelly     String Beans  
Ice Cream Cakes  
Cheese     Coffee  
Cigars

Avondale Athletic Club  
Feb 19, 1900

Menu-page Specimen by The Ebbert & Richardson Co.,  
Cincinnati, Ohio.

## THE SPRINGFIELD MACHINE TOOL CO

INVITES YOU TO INSPECT ITS

## REPRESENTATIVE MACHINE TOOLS

TO BE DISPLAYED AT THE

## PARIS EXPOSITION,

AND ITS

## NEW PLANT

NOW BEING EQUIPPED WITH

MODERN TOOLS AND APPLIANCES,

THURSDAY, FEBRUARY 1<sup>ST</sup> 1900,

12 TO 4.

CIGARS

CLARET PUNCH

Invitation Specimen by Ed S. Ralph.

# LAGONDA CLUB ASSEMBLIES.

THE FIFTH ASSEMBLY  
WILL BE GIVEN THURSDAY EVENING,  
FEBRUARY 22, 1900,  
COMMENCING AT 8:30 O'CLOCK.

SUPPER WILL BE SERVED  
FROM 10:30 TO 12.

|                       |                  |
|-----------------------|------------------|
| W. S. THOMAS,         | W. S. RABBITTS,  |
| F. C. JOHNSON,        | ELWOOD MYERS,    |
| F. C. BARTHOLOMEW,    | GEO. M. FOOS,    |
| ELMORE ROSS,          | PHILLIPS LUDLOW, |
| LUTHER L. BUCHWALTER, | BEN JOHNSON,     |
|                       | COMMITTEE.       |

Announcement Specimen by Ed S. Ralph.

1880.

1900.

*Dr. and Mrs. Geo. W. Fels*  
*request your company at*  
*Five o'clock Dinner,*  
*Saturday, June ninth, nineteen hundred.*

*2822 Highland Ave.*  
*Mount Auburn.*

Invitation Specimen by The Ebbert & Richardson Co., Cincinnati, Ohio.

# The B. Eldredge Automatic

IS A  
SEWING  
MACHINE  
USING A  
SINGLE  
THREAD  
AND  
PRODUCING  
THE  
ELASTIC  
CHAIN  
STITCH



HIS type of machine has for many years been universally regarded as superior to all others, and

has been in vigorous demand wherever its advantages have become known. Owing, however, to the protection of patents, the price has kept the machine beyond the reach of most users. These patents having expired, we are now placing the Automatic upon

the market made up in a manner superior to anything heretofore produced, and at the same time placing the machine before the public at a reasonable and popular price.

*This machine is  
an ideal one  
for family use.*

it is absolutely noiseless; will do twice the amount of work with less than half the power required to operate others. Added to these points the fact that it is entirely automatic and requires no adjustment or setting of tensions, winding of bobbins, etc., etc., appeals very strongly to every lady.

It is a fact, recognized in the sewing machine trade for years, that no other type of machine can be sold to one who has ever used the Automatic.

*The elastic  
chain stitch*

is materially stronger than any made with a double thread; it can be securely locked at the end of the seam, so as to preclude all possibility of ripping or coming unfastened; while at the same time the seam may be unlocked at any point and pulled out. This is a feature of great advantage where garments are to be remodeled, and in itself effectually establishes the superiority of this machine.

There's nothing  
like selling  
the best

That's why you  
should sell

## Warren's Featherbone



The world's  
standard  
dress stiffening

# ELDREDGE BICYCLES

## 1902

### NATIONAL SEWING MACHINE COMPANY

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MANUFACTORY AND HOME OFFICE  
BELVIDERE, ILLINOIS, U. S. A.

---

NEW YORK, 93 READE STREET

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CHICAGO, 49 JACKSON BLVD.

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SAN FRANCISCO, HEARST BLDG.

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The Twenty-five Cents  
will be refunded  
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for Cuts amounting to  
ONE DOLLAR or over



Send 25 CENTS for a Copy of  
**THE INLAND PRINTER**

## Cut and \_\_\_\_\_ Ornament Book

YOU WILL FIND  
WHAT YOU NEED IN IT



9 x 12 Inches  
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Over 1,800 Cuts

**THE INLAND PRINTER COMPANY**

212-214 Monroe Street .. CHICAGO  
116 Nassau Street .. .. NEW YORK

## *The Inland Printer*

*Has the Largest Circulation of any Magazine of its kind in the World.*



### The "WANT AD." COLUMN

OF THE INLAND PRINTER is the place to put your little advertisement if you wish results. It has helped many people to obtain positions, to sell newspaper or job offices, to secure help, to find buyers for secondhand machinery, to purchase special machinery they did not know exactly where to look for, to dispose of some machine that improved devices had thrown out—in fact, to bring employer and employed and buyer and seller together, to the mutual satisfaction of all concerned.

#### *It costs but a trifle*

To use this medium—20 words or less, 80 cents, each additional 10 words or less, 40 cents. Situations wanted—20 words or less, 50 cents, each additional 10 words or less, 25 cents, address to be counted.

#### *Copy should be in*

by the 20th of the month. THE INLAND PRINTER is issued promptly on the first of every month. Answers can be sent in our care if desired, and will be promptly forwarded to parties for whom intended without extra charge. Try this column some time. You will not be disappointed in it.

Address

### **The Inland Printer Company,**

PUBLISHERS,

116 Nassau St., NEW YORK. 212-214 Monroe St., CHICAGO.

Regular advertising rates furnished on application. Make your "Wants" known. Try this column or our regular advertising pages. It will pay you.

## **The Inland Printer.**



### **What it is.**

THE INLAND PRINTER is a monthly magazine of from 120 to 150 pages, 9 by 12 inches in size, devoted to printing, publishing, engraving, electrotyping, stereotyping, bookbinding, papermaking and all the kindred trades. It is a work of art, and should be in the hands of every lover of the typographic art or any one interested in newspaper work or advertising. Issued promptly on the first of every month.

### **What it Contains.**

Its pages are filled with the most instructive and interesting original articles relating to the matters that properly come within its domain, besides an amount of valuable data, trade topics, correspondence, craft items, recent patents, recipes, hints and suggestions that will surprise you. In addition to this, it is copiously illustrated, and the whole make-up and general character of the work is such as to challenge admiration.

**The Illustrations.** The full-page illustrations and those worked in with the text are all of a high order, and include half-tone, zinc etching and other methods of engraving, alike valuable to the engraver, processworker, compositor and pressman. Colored plates, by various processes, are also shown.

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**The Advertisements.** These are as important in a way as any other part of THE INLAND PRINTER, for the reason that they are set in attractive and catchy style, alike beneficial to the compositor and "ad." writer, and printed in the same excellent way that the other part of the journal is. This part will interest you as well as the text.

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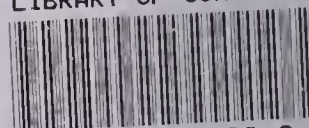
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