SPECIMENS OF POINT LINE

STEPHENSON, BLAKE & COMPANY

And SIR CHARLES REED & SONS

SHEFFIELD - - ENGLAND



STEPHENSON, BLAKE & Co.

122 BAY STREET, TORONTO

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Ronald Peters





SPECIMENS

OF

POINT LINE TYPE

CANADIAN PRINTERS PLEASE NOTE.

(The Weights of Founts shown in the Specimen Pages are those of complete founts (containing Capitals and Lowercase) as generally sold in England, but small job founts (Capitals and Lowercase put up separately) are stocked for the Canadian Market, and will be supplied unless otherwise ordered.

SPECIMENS

OF

POINT LINE TYPE

BORDERS · ORNAMENTS

BRASS RULES

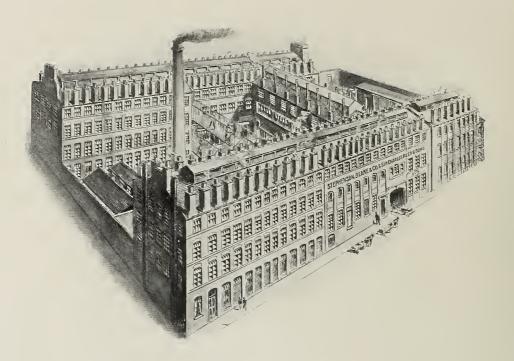
&c. &c.



STEPHENSON, BLAKE & CO. 122 Bay Street, Toronto

Manager - C. H. CREIGHTON

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BIRD'S-EYE VIEW OF FOUNDRY, SHEFFIELD.

SHEFFIELD:

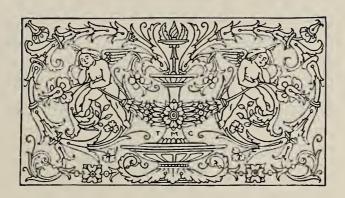
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122 BAY STREET (C. H. Creighton, Manager).



INTRODUCTORY NOTICE TO THE POINT LINE SPECIMEN BOOK.



E have pleasure in offering to the Printing Trade this new and revised Edition of our Specimen Book, and trust that in respect of matter and arrangement it will be considered far in advance of its forerunners, while equal, if not superior, to them in point of artistic merit.

The title of the book itself bears witness to the changes which have taken place in the system of typefounding during recent years, while its issue also marks an epoch in the histories of two foundries which, sprung from a common origin some century and a half ago, are now once more amalgamated under one management.

To the discriminating printer the most important feature of the book will undoubtedly be the evidence, now offered for the first time in a concrete form, that we can supply our complete collection of Body and Jobbing Types not only on American Point Bodies, but also on a uniform Lining System.

In addition to possessing these economic advantages, we think it will be readily admitted that our Selection of Type Faces—now strengthened by the addition of numerous series from Sir Charles Reed & Sons' Specimen Book—is unapproached by that of any other Foundry in respect of completeness, variety of style, and artistic merit.

In the production of new series of letter of marked beauty and recognised utility, we have of late years been exceptionally prolific, and our selection of Borders has also been increased by the addition of some strikingly effective designs.

Other useful features of this book which we believe will be welcomed, are its division into sections, and the provision of an index. Some page numbers are omitted at the end of each section to allow of the insertion, in their proper sequence, of future specimens, which will bear page numbers for this purpose. We trust our friends will make a note of this arrangement.

Although Specimens of Wood Letter are not included in this book, it may not be out of place to mention that we have pleasure in forwarding our Wood Letter Book on application, and that all orders for Wood Letter will receive our prompt and most careful attention.

We take the present opportunity of thanking those Printers, who in the past have been regular users of our Type, for their loyal support, and we desire to assure them, and the Printing Trade in general, of our determination in the future to leave nothing undone to maintain and, if possible, enhance the reputation which, we have reason to believe, our Type and Material at present enjoys for accuracy, finish and durability.

STEPHENSON, BLAKE & Co.

SIR CHARLES REED & SONS.

Sheffield and London, 1908.



THE AMERICAN POINT SYSTEM.

BODY, LINE AND SET.

ALTHOUGH the American Point System is now generally understood and appreciated by British Printers, it cannot be said to have as yet secured such full adoption in this country as in America. Under these circumstances a few words in explanation of the system may not be out of place.

The American Point System (like the French Didot Point System) was, in the first instance, merely a systematic arrangement of type bodies, each body being a multiple of a common unit. The scope of the "system" has, however, since been extended so as to regulate both the position of type faces on their bodies as regards alignment, and also the thickness of types.

Point Body.—In 1886 the United States Type Founders' Association adopted the present American Point Standard, taking as their unit a pica measuring '166044 inch divided into twelve equal parts which were called points. The American point therefore measures '013837 inch. The above figures are given on the authority of the American Type Founders' Co.

Under the Point System each size of type is cast on a body measuring an exact number of these points. Leads, clumps, brass rules, metal furniture and all similar material, being made both as regards body and length to point measurements, are also in mathematical agreement with all Point bodies—not as under the old dispensation merely with some one particular founder's pica and multiples thereof! The convenience of such an arrangement must be obvious to the most conservative printer.

The gradation of point bodies and their relation to the old bodies is shown in the following table:—

Table Showing Relation of Point to Old Bodies.

5 Point	Rather larger than	Pearl.
6 ,,	Same as S. B. & Co.'s	Nonpareil.
7 ,	Shade smaller than	Minion.
8 ,,	Rather larger than	Brevier.
9 ,,	Rather larger than	Bourgeois.
10 ,,	Rather larger than	Long Primer.
11 ,,	Shade larger than	Small Pica.
12 ,,	Same as S. B. & Co,'s	Pica.
14 .,	Rather larger than	English.
18 ,,	Rather larger than	Great Primer.
24 ,,	Same as S. B. & Co.'s	2 lines Pica.
30 ,,	Rather larger than	2 lines English.
36 ,,	Same as S. B. & Co.'s	3 lines Pica.
48, 60, 72, 84 Poin	t, &c., same as similar multiples of S. I	3. & Co.'s Pica.

Point Line.—This is a term signifying that the distance between the bottom edge of the printing surface or face of the type and the bottom edge of the type body (in other words "the beard") measures a definite number of points, varying according to the size of body.

All type faces of the same class on the **same size** of body have the **same amount** of beard—that is, are cast **to the same alignment**, and **line together accurately** as shown in these lines, without any haphazard justification such as was formerly necessary whenever Antiques or other display founts were required to line with Romans.

Moreover, under the Point Lining System all faces, irrespective of class or size of body, can, with a minimum expenditure of time and trouble, be made to line accurately together by the use of point leads, quads or clumps.

To suit different classes of letter, there are three descriptions of Point Line:—

- 1. **Point Common Line.**—For ordinary founts consisting of both capitals and lowercase.
 - 2. Point Title Line. For founts of full-faced capitals.
- 3. **Point Script Line.**—For Script and similar faces which have long-tailed descending sorts.

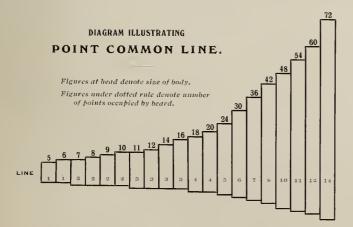
The diagrams appended below show the beards agreed upon by the British Type Founders' Association in 1903 for Point Common and Point Title Lines.

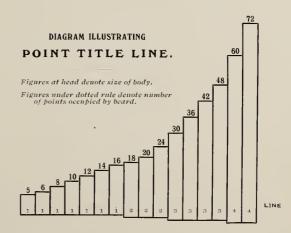
Point Set.—This is the application of the Point System to the thickness of types. Under its provisions every sort in a fount has a definite width of body, which width is a multiple of a given "unit."

This unit varies in magnitude according to size of body from 1 point to $\frac{1}{4}$ -point, or in special cases even $\frac{1}{8}$ -point. The units generally recognised are:—

For 12 Point and smaller bodies $\frac{1}{4}$ point. For 14 Point to 30 Point inclusive $\frac{1}{2}$ point. For all bodies larger than 30 Point 1 point.

A large number of the series shown in this book, including all recent productions, are cast to Point Set.





TO LINE ONE SIZE WITH ANOTHER-

Subtract the beard of the smaller body from that of the larger: the result gives the number of points of spacing required at foot of smaller body. The remaining difference in body must be made up at head.

MISCELLANEOUS INFORMATION.

HOW A BODY FOUNT IS MADE UP.

A fount of body letter is made up in the following proportions, unless any other assortment is specially requested:—

Capitals	9 per cent.	Lowercase, Points and
Small Capitals	4 ,,	Leaders 56 per cent.
Figures	6 ,,	Spaces 15 ,,
		Ouads 10

Rules, accents and fractions are not supplied, except in new complete founts, or when specially asked for. The weight varies according to size of type, the same proportions being used for all. Italic is only supplied when ordered.

When ordering additions and sorts, it will save much time and trouble if a pattern type of each fount required is sent with the order. A Cap ${\bf H}$ and lowercase ${\bf m}$, as little used as possible, are the best to send.

TO ESTIMATE QUANTITY OF BODY LETTER REQUIRED.

To ascertain the quantity of body letter for a newspaper, magazine, book or other work, find the number of square inches in the matter to be set, and divide this by 4; the quotient will be approximately the weight of type required in lbs., but as the cases can never be entirely set out, it is necessary to add an extra 25 per cent. to large founts, and 40 per cent. to small founts, to allow for unused type left in the cases.

NUMBER OF WORDS TO THE SQUARE INCH.

In calculating the number of pages a manuscript will occupy, the following figures may be used as representing the number of words to the square inch:—

18 Point, solid	7	10 Point, solid	. 21	7 Point, solid	 38
14 Point, solid	11	10 Point, leaded	. 16	7 Point, leaded	 27
12 Point, solid	14	9 Point, solid	. 28	6 Point, solid	 47
12 Point, leaded	11	9 Point, leaded	. 21	6 Point, leaded	 34
11 Point, solid	17	8 Point, solid	. 32	5 Point, solid	 69
11 Point, leaded	14	8 Point, leaded	. 23	5 Point, leaded	 50

[&]quot;Leaded," as here used, means "whiting out" with 2-point leads.

QUANTITY OF TYPE REQUIRED TO FILL A CASE.

The following table shows how much type each box in the case will hold when filled:—

acdhimnorstuboxes, each hold 2lb.
b f g l p v w y boxes, each hold 12 oz.
j k q x z and all figure boxes, each hold 6 oz.
e box holds 3 lb,
Cap. and small cap. boxes, each hold 5 oz.
Comma box holds 12 oz.
Full point and other point boxes, each hold 6 oz.
A pair of cases holds about 50 lb of type a double case 20 lb to 25 lb

NUMBER OF ENS IN 1 lb. OF TYPE.

Four square inches $(2 \text{ in.} \times 2 \text{ in.})$ of solid type weighs approximately 1 lb. The number of ens contained in 1 lb. of the various bodies are:—

ENS	.	ENS.	ENS.	ENS.
				11 Point 342 12 Point 288

RETURN OF OLD TYPE.

Old type should be securely packed and plainly addressed (labels for this purpose will be sent if desired), and full advice sent to us when despatched, giving number of boxes and weight. Old types should not be mixed with old leads, clumps, furniture or brass, as these are all credited at different prices. For particulars of allowances, see Price List.

Type melted up, zinc plates, or metal containing zinc, will not be received at any price.

NUMBER OF LEADS TO THE POUND.

The following table indicates the approximate number of metal and brass leads to the pound of the several lengths and thicknesses given:—

T	3-point	2-point		1½-point		1-point	
Length	Metal	Metal	Brass	Metal	Brass	Metal	Brass
3 ems	166	250	313	332	418	500	627
4 ems	125	187	235	250	313	374	470
5 ems	100	150	188	200	251	300	376
6 ems	83	125	156	166	209	250	313
7 ems	71	107	134	142	179	214	268
8 ems	61	94	117	122	156	187	235
9 ems	55	83	104	110	139	166	209
10 ems	50	75	94	100	125	150	188
11 ems	45	68	85	90	114	136	171
12 ems	42	62	78	84	104	125	156
13 ems	38	58	72	76	98	116	144
14 ems	35	53	69	70	89	107	134
15 ems	33	50	62	66	84	100	125
16 ems	31	47	58	62	78	94	117
17 ems	29	44	55	58	74	88	110
18 ems	28	42	52	56	69	83	104
19 ems	26	39	49	52	66	79	99
20 ems	25	37	47	50	62	75	94
21 ems	24	36	45	48	60	71	89
22 ems	23	34	43	46	57	68	85
23 eins	22	33	41	44	55	65	82
24 ems	21	31	39	42	52	62	78
25 ems	20	30	38	40	50	60	75
26 ems	19	29	36	38	48	58	72
27 ems	18	28	35	37	46	55	69
28 ems	18	27	34	35	44	53	67
29 ems	17	26	32	34	43	52	65
30 ems	16	25	31	33	42	50	62

SIZES OF PAPER.

	Broad- side.	Folio.	Com. 4to.	Com. 8vo.	Long 8vo.	16mo.	12mo.
Double Royal	25×40	20×25	$12\frac{1}{2} \times 20$	10×12½	6½×20	$6\frac{1}{4} \times 10$	$6\frac{1}{4} \times 13\frac{1}{4}$
DOUBLE DEMY	$22\frac{1}{2} \times 35$		$11\frac{1}{4} \times 17\frac{1}{2}$			- x	5출× 11출
DBL. LGE. POST	21×33	$16\frac{1}{2} \times 21$	$10\frac{1}{2} \times 16\frac{1}{2}$	$8\frac{1}{4} \times 10\frac{1}{2}$	$5\frac{1}{4} \times 16\frac{1}{2}$	$5^{1}_{4} \times 8^{1}_{4}$	5½×11
Double Crown	20×30	15×20	10×15	$7\frac{1}{2} \times 10$	5×15	$5 \times 7\frac{1}{2}$	5×10
DOUBLE POST	$19\frac{1}{2} \times 31\frac{1}{2}$	$15\frac{3}{4} \times 19\frac{1}{2}$	$9\frac{3}{4} \times 15\frac{3}{4}$	$7\frac{7}{8} \times 9\frac{3}{4}$	$4\frac{7}{8} \times 15\frac{3}{4}$	$4\frac{7}{8} \times 7\frac{7}{8}$	$4\frac{7}{8} \times 10\frac{1}{2}$
Double Fcap.	17×27	$13\frac{1}{2} \times 17$	$8\frac{1}{2} \times 13\frac{1}{2}$	$6\frac{3}{4} \times 8\frac{1}{2}$	$4\frac{1}{4} \times 13\frac{1}{2}$		$4\frac{1}{4} \times 9$
IMPERIAL	22×30	15×22	11×15	$7\frac{1}{2} \times 11$	$5\frac{1}{2} \times 15$	$5\frac{1}{2} \times 7\frac{1}{2}$	$5\frac{1}{2} \times 10$
SUPER ROYAL	$20\frac{1}{2} \times 27\frac{1}{2}$	$13\frac{3}{4} \times 20\frac{1}{2}$	$10\frac{1}{4} \times 13\frac{3}{4}$	$6\frac{7}{8} \times 10\frac{1}{4}$	$5^{1}_{8} \times 13^{3}_{4}$	$5\frac{1}{8} \times 6\frac{7}{8}$	$5\frac{1}{8} \times 9\frac{1}{8}$
ROYAL	20×25	$12\frac{1}{2} \times 20$	$10 \times 12\frac{1}{2}$	$6\frac{1}{4} \times 10$	$5 \times 12\frac{1}{2}$	$5 \times 6^{1}_{4}$	5×8 ¹ / ₄
MEDIUM	18×23	$11\frac{1}{2} \times 18$	$9 \times 11^{\frac{1}{2}}$	$5\frac{3}{4} \times 9$	$4\frac{1}{2} \times 11\frac{1}{2}$		4½×7⅓
Demy	$17\frac{1}{2} \times 22\frac{1}{2}$	$11\frac{1}{4} \times 17\frac{1}{2}$	$8\frac{3}{4} \times 11\frac{1}{4}$	$5\frac{5}{8} \times 8\frac{3}{4}$	48×113	48×58	$4\frac{3}{8} \times 7\frac{1}{2}$
Large Post	$16\frac{1}{2} \times 21$	$10\frac{1}{2} \times 16\frac{1}{2}$	$8\frac{1}{4} \times 10\frac{1}{2}$		$4\frac{1}{8} \times 10\frac{1}{2}$		4½×7
Crown	15×20	10×15	$7\frac{1}{2} \times 10$	$5 \times 7\frac{1}{2}$	$3\frac{3}{4} \times 10$	$3\frac{3}{4} \times 5$	$3\frac{3}{4} \times 6\frac{5}{8}$
SMALL POST	$15\frac{1}{2} \times 19\frac{1}{4}$			$4\frac{3}{4} \times 7\frac{3}{4}$	$3\frac{7}{8} \times 9\frac{5}{8}$	$3\frac{7}{8} \times 4\frac{3}{4}$	$3\frac{7}{8} \times 6\frac{3}{8}$
FOOLSCAP	$13\frac{1}{2} \times 17$	$8\frac{1}{2} \times 13\frac{1}{2}$	$6\frac{3}{4} \times 8\frac{1}{2}$	$4\frac{1}{4} \times 6\frac{3}{4}$	$3\frac{3}{8} \times 8\frac{1}{2}$	$3\frac{3}{8} \times 4\frac{1}{4}$	38×54

SIZES OF CARDS.

Double Large			$2\frac{1}{8} \times 3\frac{1}{2}$ in.
Double Small	35 × 4⅔ in.	Town	2 ×3 in.
Large	$3 \times 4\frac{1}{2}$ in.	Extra Thirds	$1\frac{3}{4} \times 3 \text{ in.}$
Small	$2\frac{3}{8} \times 3\frac{5}{8}$ in.	Third Large	$1\frac{1}{2} \times 3 \text{ in.}$

CHASES.

When ordering chases of any size other than those given as ordinary stock sizes in the Price List, the best and only safe plan is to send a diagram with the order, giving both the "inside" and "outside" measurements. If news chases, give also the width of the folding-bars.

Please do not cut or mutilate this Specimen Book in any way; it is only necessary to give the correct title as quoted in the book, and body of any fount, or number of any border, rule or ornament, to secure the accurate execution of the order.

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BOOK & NEWS LETTER, TITLINGS, &c.

STEPHENSON, BLAKE & CO.

and

SIR CHARLES REED & SONS

Foundry: Sheffield. London: 33 Aldersgate St.

72 POINT.

SPECIMENS Department

60 POINT.

RECOGNISED Nominated British Homes

48 POINT.

FRENCH PRINTS Concentration Master Craftsmen

S6 POINT

GEORGIAN MANSIONS Famous Royal Residence

30 POINT

MODERN HEALTH RESORT Bracing and Equable Climate

24 POINT

EXHIBITION OF ANCIENT RELICS Opening Ceremony 23rd February

18 POINT.

AMERICAN METHOD ENSURES EXPEDITION
Type Cast entirely on the Point System
Facilitates Complicated and Intricate Composition

14_POINT

LABOUR SAVING SYSTEM OF POINT BODY, LINE AND SET
Modern Requirements demand Simplified Production
The Accurate Interchangeability of Spacing Material Guaranteed

12 POINT.

This eighteenth century Old Style will appeal to the Printing Trade on account of the quaint characteristics it embodies

STEPHENSON, BLAKE & Co.

8 POINT.

MODERN imitations of genuine Old Faces belong to the category of Antiques, and however useful for purposes of display, cannot be considered suitable for bookwork. The Lining Old Style No. 5 Series will appeal to Book Printers

ORDER THIS GENERALLY USEFUL SERIES

10 POINT.

NOTE that the strength of the lines, while less bold than in modern imitations, has not the weakness of genuine Old Face when printed under conditions of present day typography.

OUAINT DESIGNS FOR PRINTERS

6 POINT.

Printers will note that in this eighteenth century Old Style Series the strength of the lines, while less hold than in modern imitations, has not the weakness of genuine Old Face when printed under present day conditions. Although essentially a Book Letter, the larger sizes of the Lining Old Style No. 5 will recommend themselves for general Display

MODERN REQUIREMENTS DEMAND ECONOMY

ORIGIN OF THE POINT SYSTEM.

SHEFFIELD was not without a pioneer in the point system, for it is recorded that in 1840 Messrs. Bower Bros., who carried on a type foundry, originally established in that town about the year 1810, published proposals for establishing a graduated scale of sizes for the bodies of printing types, and fixing their height to paper, based upon pica as common

18 POINT.

ORIGIN OF THE SYSTEM.

Sheffield was not without a point system pioneer, for it is recorded that in 1840 Messrs. Bower Bros., who carried on the type foundry originally established in that town about the year 1810, published proposals for establishing a graduated scale of sizes for the various bodies of printing types, and fixing their height to paper, based upon pica as the common standard. Such a scheme was not welcomed by the printer, however, and failed; and in view of the relations which up to that date had existed between printers and type founders, it is clear that the former could have had their founts cast to any point system they liked, by the simple expedient of ordering them upon

ORIGIN OF THE POINT SYSTEM.

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8 POINT.

12 POINT.

REAL ORIGIN OF THE POINT SYSTEM.

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14 POINT

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6 POINT.

ORIGIN OF POINT SYSTEM.

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10 POINT.

48 POINT

THIRD EDITION Nursery Rhymes

36 POINT.

DESIRABLE PREMISES Manchester Cathedral

30 POINT.

HIBERNIAN PERFORMERS Rehearsals every Thursday

24 POINT.

HANDSOME MARINE SPECIMEN European Restaurant Companies

18 POINT.

BRITISH FOUNDERS Accurate Point System

12 POINT

This series of Italic will be welcomed by the printer as an adjunct to the Lining Old Style No. 5 Roman. 1234567890 STEPHENSON, BLAKE & Co.

8 POINT.

This series of Italic will be welcomed by the printer as an adjunct to the Lining Old Style No. 5 Roman, and also on account of its suitability for general display purposes. Both series are cast on the American Point Lining System

RECOGNISED TIME SAVING METHOD

4 POINT.

FURNISHING COMPANIES having Branches established for the convenience of many Clients

10 POINT

This series of Italic should be welcomed by all printers as an adjunct to the series of Lining Old Style No. 5 Roman, or for using by itself LETTER FOUNDRY, SHEFFIELD

6 POINT

This series of Italic will be welcomed by the printer as an adjunct to the Lining Old Style No. 5 Roman, and also on account of its suitability for general display purposes. Both series are cast on the American Point Lining System, which ensures perfect alignment when one size has to be justified with another, by the use of point leads, quadrats and spaces

SPECIMEN TYPES FORWARDED ON REQUEST

72 POINT.

BRITISH Products

48 POINT

BOHEMIANS Fashionable

36 POINT

BRANCH HOUSE Modern Printing

30 POINT

MORNING SERMON Eminent Statesmen

24 POINT.

NORTHERN COUNTIES
Technical Education

18 POINT.

THIS LINING OLD STYLE Series will be found suitable for producing superior work

14 POINT.

THIS DESIRABLE OLD STYLE should be appreciated by Printers on account of its clearness of cut

12 POINT.

THIS POPULAR OLD STYLE SERIES appeals to both small and large Printers, being forceful and attractive 123456789

10 POINT.

THIS USEFUL LINING OLD STYLE FORMS a companion series to Lining Old Style No. 5 which has already been favourably received

8 POINT.

THIS HANDSOME SERIES OF LINING OLD STYLE will be found suitable where a heavy Old Style letter is desired in high-class bookwork to suit the popular taste

6 POINT.

THIS HANDSOME AND USEFUL SERIES OF LINING OLD STYLE although designed as a book fount, lends itself readily to the highest kind of display, especially in Newspaper and Magazine Advertisements

60 POINT

NORMAN RETAINER Historical Romance

REAL ORIGIN OF THE POINT SYSTEM.

SHEFFIELD was not without its point system pioneer, for it is recorded that in 1840 Messrs. Bower Bros., who carried on a type foundry, originally established in that town early in the century, published proposals for establishing a graduated scale of sizes for the bodies of printing types, and fixing the height to paper, based upon pica as the common standard. Such a scheme, however, was not welcomed by printers, and failed; and because of the relations which already existed up to that period

18 POINT

ORIGIN OF THE POINT SYSTEM.

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8 POINT.

12 POINT.

DESCRIPTIVE ACCOUNT OF THE POINT SYSTEM.

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6 POINT

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10 POINT.

MODERN VILLAS

Eight delightfully situated residences of imposing elevation, in one of the best positions of Sutton, on the south side of the Railway, high up on the chalk, and nine minutes from Station



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38 HENDON STREET, S.W.

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STUDENTS

SIXTEENTH NUMBER PRICE ONE SHILLING

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MODERN PASTIMES LIMITED

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Letter Foundry and Printers' Joinery Works; SHEFFIELD .

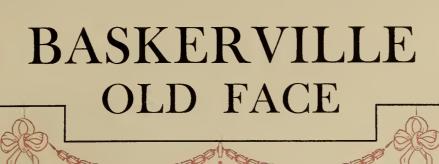
· · · · · LONDON: 33 Aldersgate Street E.C.

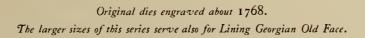
STEPHENSON, BLAKE & Co.

and Sir Charles Reed & Sons

LETTER FOUNDERS .: WOOD LETTER CUTTERS .: BRASS RULE MAKERS MANUFACTURERS OF PRINTERS' CASES, CABINETS, FRAMES, RACKS, ETC., OF THE HIGHEST QUALITY

Type and Material guaranteed to Point Standard · · · Printing Offices Planned and Furnished Throughout on Approved Methods





72 POINT.

DECEMBER Renovation

60 POINT

HARBINGERS Rustic Maiden

48 POINT.

CUSTOM HOUSE Historic Research

LIFE OF DR. JOHNSON.

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Kingdoms of King George The Ætat. 53.
Third opened new and brighter prospects to men of literary merit, who had been honoured with no mark of royal patronage during the preceding reign. His present Majesty's education in this country, as well as his taste and beneficence, prompted him to be the patron of science and the arts; and early this year Johnson having been represented to him as a very learned and good man

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Paragon on Eighteen Point (leaded).

LIFE OF DR. JOHNSON.

HE accession to the throne 1762. of these kingdoms of King Ætat. 53. George the Third opened up a new and brighter prospect to all men of literary merit, who had been honoured with no mark of royal favour during the preceding reign. His present Majesty's education in this country, as well as his beneficence and superior taste, prompted him to be the patron of science and the arts: and early in this year Johnson having been represented to him as a very learned and just man, without any certain provision, his Majesty was pleased to grant him a pension of three hundred

LIFE OF DR. JOHNSON.

341

HE coming to the throne of these 1762. kingdoms of King George THE Ætat. 53. THIRD opened up a new and brighter prospect to men of literary merit, who had not been honoured with any mark of royal favour in the preceding reign. His present Majesty's education in this country, as well as his taste and beneficence, prompted him to be the patron of science and the arts; and early this year Johnson having been represented to him as a very learned and good man, without any certain provision, his Majesty was pleased to grant him a pension of three hundred pounds a year. The Earl of Bute who was then Prime Minister, had the honour to announce this instance of his sovereign's bounty, concerning which, many and various stories, all equally erroneous, have been propagated, maliciously representing it

Fourteen Point.

Twelve Point.

LINING BASKERVILLE OLD FACE.

THE LIFE OF DR. JOHNSON.

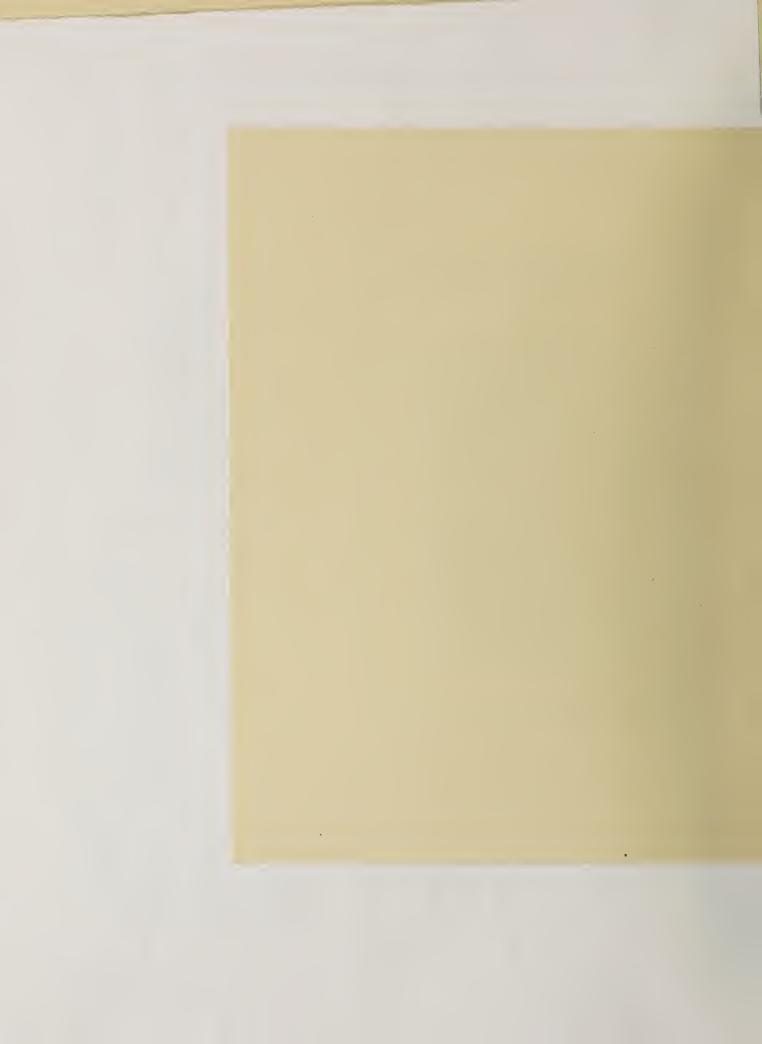
THE LIFE OF DR. JOHNSON.

THE coming of GEORGE THE THIRD to the throne of these kingdoms, opened a new and brighter prospect to men of literary merit, who had not been honoured with a mark of royal favour in the preceding reign. His present Majesty's education in this country, as well as his taste and beneficence, prompted him to be the patron of science and the arts; and early this year Johnson having been represented to him as a very learned and good man, without any certain provision, his Majesty was pleased to grant him a pension of three hundred pounds a year. The Earl of Bute who was then Prime Minister, had the honour to announce this instance of his sovereign's hounty, concerning which many and various stories, all equally erroneous, have been propagated, maliciously representing it as a political bribe to Johnson to desert his avowed principles, and become the tool of a government which he held to be founded in usurpation. I have taken care to have it in my power to refute them from the most authentick information. Lord Bute told me, that Mr. Wedderburne, now Lord Loughborough, was the person who first mentioned this subject to him. Lord Loughborough told me, that the pension was given to Johnson solely as the reward of his literary merit, without any stipulation whatever, or even tacit understanding that he should write for administration. His Lordship added, that he was confident the political tracts which Johnson afterwards did write, as they were entirely consonant with his opinions, would have been written by him, though no pension had been granted to him. Mr. Thomas Sheridan and Mr. Murphy, who then lived a good deal both with him and Mr. Wedderburne, told me, that they previously talked with Johnson upon this matter, and that it was perfectly understood by all parties that the pension was nerely honorary. Sir Joshua Reynolds told me, that Johnson called on him after his Majesty's intention had been notified to him, and said he would not have Sir Joshua's answer till next day, when he would call

Six Point.

STEPHENSON, BLAKE & Co.

SIR CHARLES REED & SONS.



THE LIFE OF DR. JOHNSON.

THE accession of George the Third to the throne of these kingdoms, opened a heat. 53. new and brighter prospect to men of literary merit, who had not been honoured with any mark of royal favour during the preceding reign. His present Majesty's education in this country, as well as his taste and beneficence, prompted him to be the patron of science and the arts; and early this year Johnson having been represented to him as a very learned and good man, without any certain provision, his Majesty was pleased to grant him a pension of three hundred pounds a year, which would

Eighteen Point.

THE LIFE OF DR. JOHNSON.

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THE LIFE OF DR. JOHNSON.

341

341

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Ten Point.

Eight Point.

LINING BASKERVILLE OLD FACE.

Original dies engraved about 1768. The larger sizes of this series serve also for Lining Georgian Old Face.

36 POINT.

Most British printers have heard of the once famous Printing House BIRMINGHAM.

30 POINT

Most British printers have heard of the famous Printing House and Foundry carried on in Birmingham about the

GENUINE OLD FACE

24 POINT

Most British printers have heard of the once famous Baskerville Printing House and Type Foundry which flourished about the middle of the 18th century, carried on

STEPHENSON, BLAKE & Co.

LIFE OF DR. JOHNSON.

341

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Paragon on Eighteen Point (leaded).

THE LIFE OF DR. JOHNSON.

34 I

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Eighteen Point.

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of these kingdoms, opened a new and brighter pros-

pect to men of literary merit, who had not been

1762. Ætat. 53.

Eleven Point.

LINING GEORGIAN OLD FACE.

N.B.—The long f and its com-

binations are included in the founts only when specially ordered.

THE LIFE OF DR. JOHNSON.

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1762.

ENGRAVED IN THE EIGHTEENTH CENTURY.

Twelve Point.

THE LIFE OF DR. JOHNSON.

1762. Ætat. 53.

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Ten Point.

THE LIFE OF DR. JOHNSON.

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Eight Point.

STEPHENSON, BLAKE & Co.

Nine Point.

LINING GEORGIAN OLD FACE.

THE LIFE DR. OF JOHNSON

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1762. Ætat. 53.

HE accession of George the THIRD to the throne of these kingdoms. opened a new and brighter prospect to men of literary merit, who had been honoured with no mark of royal favour in the preceding reign. His present Majesty's education in this country, as well as his taste and beneficence, prompted him to be the patron of science and the arts; and early this year Johnson having been represented to him as a very learned and good man, without any certain provision, his Majesty was pleased to grant him a pension of three hundred pounds a year. The Earl of Bute who was then Prime Minister, had the honour to announce this instance of his sovereign's bounty, concerning which many and various stories, all equally erroneous, have been propagated, maliciously representing it as a political bribe to Johnson to desert his avowed principles, and become the tool of a government which he held to be founded in usurpation. I have taken care to have it in my power to refute them from the most authentick information. Lord Bute told me, that Mr. Wedderburne, now Lord Loughborough, was the person who first mentioned this subject to him. Lord Loughborough told me, that the pension was granted to Johnson solely as the reward of his literary merit, without any stipulation whatever, or even tacit understanding that he should write for administration. His Lordship added, that he was confident the political tracts which Johnson afterwards did write, as they were entirely consonant with his opinions, would have been written by him, though no pension had been granted to him. Mr. Thomas Sheridan and Mr. Murphy, who then lived a good deal both with him and Mr. Wedderburne, told me, that they previously talked with Johnson upon this matter, and that it was perfectly understood by all parties that the pension was merely honorary. Sir Joshua Reynolds told me, that Johnson called on him after his Majesty's intention had been notified to him, and said he wished to consult his friends as to the propriety of his accepting this mark of the royal favour, after the definitions which he had given in his Dictionary of pension and pensioners. He said he would not have Sir Joshua's answer till next day, when he would call again, and desired he might think of it. Sir Joshua answered that he was clear to give his opinion then, that there could be no objection the person who first mentioned this subject to him. Lord Loughborough that he was clear to give his opinion then, that there could be no objection to his receiving from the King a reward for literary merit; and that certainly the definitions in his Dictionary were not applicable to him. Johnson, it should seem, was satisfied, for he did not call again till he had accepted the pension, and had waited on Lord Bute to thank him. He then told Sir Joshua that Lord Bute said to him expressly, "It is not given you for any

Six Point.

THE LIFE OF DR. JOHNSON.

341

1762.

THE accession of GEORGE THE THIRD to the throne of these kingdoms, opened a new and brighter prospect to men of literary merit, who had been honoured with no mark of royal favour in the preceding reign. His present Majesty's education in this country, as well as his taste and beneficence, prompted him to be the patron of science and the arts; and early this year Johnson having been represented to him as a very learned and good man, without any certain provision, his Majesty was pleased to grant him a pension of three hundred pounds a year. The Earl of Bute who was then Prime Minister, had the honour of announcing this instance of his sovereign's bounty, concerning which, many and various stories, all equally erroneous, have been propagated, maliciously representing it as a political bribe to Johnson to desert his avowed principles and become the tool of a government which he held to be founded in usurpation

Fourteen Point.

LINING GEORGIAN OLD FACE ITALIC.

Paragon on Eighteen Point

The matrices from which the types used in this Specimen have been cast have the GENUINE OLD STYLES

Eighteen Point.

The matrices from which the types used in this Specimen have been cast have lain unused and ANTIQUE FURNITURE DEALER

Fourteen Point

The matrices from which types used in this Specimen have been cast have lain unused and all but forgotten

BRITISH INSURANCE COMPANIES

Twelve Point.

The matrices from which the types used in this Specimen have been cast have lain unused and all but forgotten for more than

HISTORICAL DOCUMENTS IN MUSEUMS

Eleven Point

The matrices from which the types used in this specimen have been cast have lain unused and all but forgotten for more than a century, and are now shown

BRANCHES AND AGENCIES ESTABLISHED

Ten Point.

The matrices from which the types used in this specimen have been cast have lain unused and all but forgotten for more than a century, and are now brought from

DIRECTIONS FOR STUDENTS IN PHOTOGRAPHY

Nine Point.

The matrices from which the types used in this specimen have been cast have lain unused and all but forgotten for more than a century, and are now brought from their

BOHEMIAN TOILET PREPARATIONS RICHLY PERFUMED

Eight Point

The matrices from which the types used in these Specimens have been cast have lain LANDSCAPE GARDENING Six Point.

The matrices from which the types used for setting this specimen have been cast have lain unused and all but forgotten for more than a century, and are NUMEROUS ILLUMINATED DESIGNS

LINING OLD STYLE, No. 2.

WE have pleasure in submitting this Series of *Old Style* No. 2 cast upon the American Point Lining System

THE POINT SYSTEM.

SHEFFIELD was not without its point system pioneer, for it has been stated that in 1840 a type foundry, originally established about the year 1810, in that town, published sug-

gestions relating to a graduated scale of sizes for bodies of printing types, fixing also their height to paper, based upon pica as the common standard. This idea, however, was not welcomed by the trade, and failed; and in course of

11 Point

THE FULL RANGE of ten sizes as shown in this specimen includes 5, 7, 9 and 11 Point,

as well as the bodies 18, 24 and 30 POINT, the whole making up a Series of the utmost utility.

18 Point

TECHNICAL EDUCATION.

ESSENTIAL to the proper education of every apprentice is a knowledge of type faces, and of the many considerations that must enter into the manufacture of types. Legible, graceful, symmetrical and beautiful forms are to a large extent the outcome of a *correct application* of certain principles, and it is necessary to know these principles in order that the good may be distinguished from the bad. Popular usage of certain faces will disclose the good, while individual tastes cry out for satisfaction, and not knowing

AMERICAN POINT SYSTEM.

WE are now refitting old Printing Offices completely on this System, all founts (including Body Letter) being cast on American Point Line.

the principles embodied in the construction of the good forms, one is liable to

A Question of Price.—IT has often been said that "Experience must be paid for," but her teachings are made needlessly expensive by the want of forethought sometimes displayed by Printers about to equip new Offices. Specious offers of cheap type on improved principles are apt, on occasion. to deceive the most experienced Printers: how much more tempting, then, must they not appear to the inexperienced beginner?

Whereas, however, an odd fount of inferior quality in an established Office is a matter of small moment, a complete outfit of similar inferiority is certain to severely han-

dicap the beginner in his efforts, if not to foredoom his otherwise successful enterprise to failure.

Prospective purchasers should therefore carefully investigate these tempting offers before closing with them, in order to ascertain whether the slightly lower prices asked are due to the superior philanthropy of the vendor, or to the inferiority of his wares.

9 Point

Stephenson,



RESOURCES

T is frequently urged, on behalf of a new House that its methods and plant are new and up to date, while those of its older established competitors are antiquated and obsolete. A comparison between the Type Foundry and a new one is, however, quite obviously in favour of the older House, seeing that a Type Founder's plant of original steel punches and matrices can only be got together after very many years of patient industry. The new Type Founder must therefore struggle for a long

period with a painfully inadequate plant, or if his conscience be sufficiently dull, resort to the dis-honest expedient of making electrotyped matrices from types surreptitiously obtained from the established Type Founders, whose faces (or rather inferior counterfeits of them) he is thus enabled to offer as his own productions

This nefarious method is adopted by nearly all the so-called cheap houses, who, in their endeavour to undersell the legitimate Type Founders, act the unenviable part of parasites, injuring the body upon which they feed. It appears extraordinary that even a house which most floridly advertises its own original creations should not disdain to be dependent for the majority of those founts which form the foundation of a Printing Office (Antiques, De Vinnes, Sans Serifs, and the like), upon wretched "piracies" of other Founders' faces.

Quality IT may be safely taken for granted that every manufacturer asks for worth his goods the highest price which paying for. he thinks they will obtain in the market. When, therefore, prices for ostensibly the same article vary, it is fair to assume that those makers who sell at lower prices do so only because their goods are admittedly inferior in general estimation to those for which a higher price is asked, and because they cannot, by reason of this inferiority, compete on equal terms. The difference in price thus represents a difference in value, but not necessarily or even generally an equal difference; for while a House supplying first quality goods can maintain its prices only so long as it worthily sustains its

reputation for the excellence of its supplies, the degree of the inferiority of the cheaper larticle is not so easily measured, and, it is to be feared in most cases, greatly exceeds the difference in price. For ourselves, as our friends well know, we have never asked for their support on the plea that our prices are the lowest, but always on the ground that our Type is of the highest quality, its superiority in metal alone often accounting for our higher prices.

Blake & Co.



STYLE No. 2.

LIMITATIONS.

of the Amerian Printers no be expressed founts.

If the Old Style No. 2 of this 5 point size, at the face loses none combined with clear-On this account we a maltam in parvo series who must have a maltam in parvo series who must have a maltam for being able to supply on any system, whether his customers like it or not. The fable of the fox who, himself being without a tail, proclaimed the many evils attaching to tails in general, is irresistibly brought to mind. So far as this Foundry is concerned, the truth is that we are in the fortunate position of being able to supply our Type upon, practically, any known System which may occasionally be required. Moreover, we have always considered ourselves obliged, as a matter of honour, to furnish sorts and additions to what inconvenient system or body that fount may have been cast. So far as our immediate convenience is concerned, nothing would suit us better than that our custom-ONE of the most extraordinary

what inconvenient system or body that fount may have been cast. So far as our immediate convenience is concerned, nothing would suit us better than that our customers should unanimously demand any one system. We have, however, never been in the habit of dictating to Printers as to the system upon which they should order; and though we naturally advocate the American System as mutually beneficial to both Printer and Type Founder, we are well aware that many of the largest offices in the kingdom are unable, at present, to adopt it in its entirety. While, therefore, not refusing to cater for the wants of old Offices, we offer exceptional facilities to the progressive Printer, including a large choice of Lining Body Founts, both Modern and Old Style, complete with Italics and all accessories, such as no House outside the Association can show.

6 Point.

A WORLD WIDE REPUTATION.

THE general use of this Old Style Series by the leading Printers of the day, is in itself a sufficient testimony to its merits, while a careful study of its features will infallibly lead to an endorsement of the favourable opinion which they have pronounced upon it. Its predominant claims to be placed in the front rank may be briefly summarised as being a combination of the following qualities: extreme elegance of outline, marked clearness and legibility, added to an altogether unsurpassed character for durability, which is not the least important factor in its popularity. Nor is this reputation confined to this or any one country: our Agents in various quarters of the globe, with one accord, report the very marked partiality shown by their customers for this Series of Old Style.

The statement has been freely made that none of the Associated Houses would ever be able to supply type on "STANDARD" LINE, because the necessary re-adjustment of their plant for this purpose would be too stupendous a work to be attempted. Speaking for ourselves, however, we have but followed the good example of the American Type Founders, and we ask from Printers no special thanks, except such as may be expressed

in the form of orders for Point Line founts. IN response to many demands received from admirers of the Old Style No. 2 Series, we have recently completed it by the addition of this 5 point size. Although on so small a scale it will be gladly recognised that the face loses none of the well-known characteristics of the series. Elegance, combined with clearness and legibility, are still the distinguishing features. On this account we feel sure that the suitability of the fount, for jobs where a multum in parvo effect is required, will be welcomed by those users of the series who must have often been hard put to it for a smaller size than 6 point. We therefore confidently commend this fount to the notice of Printers, not only as a useful adjunct to the rest of the series, but also on its own merits.



7 Point.

LINING OLD STYLE, No. 4.

N.B.—The 9 and 11 Point of this series are also cast on 8 and 10 Point bodies respectively under the title of 8 and 10 Point Lining Old Style No. 3. The 5, 6 and 12 Point are identical in both series. Printers who have Lining Old Style No. 3 please note.

DESCRIPTIVE ACCOUNT OF THE POINT SYSTEM.

Sheffield was not without its point system pioneer, for it is recorded that in 1840 Messrs. Bower Bros., who carried on a type foundry, originally established about the year 1810, in that town, published proposals for establishing a graduated scale of sizes for the bodies of printing types, and fixing their height to paper, based upon pica as the common standard. Such a scheme was not welcomed by printers, however, and failed; and in view of the relations which already existed up to that date between printers and type founders, it is obvious that the former could have had their founts cast to any point system they liked, by the very simple expedient of ordering them upon that basis; but, as a matter of fact, printers of that day were accustomed to a large choice of bodies, and selected any particular

12 Point.

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of fact, printers of that day were accustomed to a large choice of bodies, and selected some particular body aeeording to the needs of the moment, and without regard either to system or uniformity. Under such eircumstances it is, perhaps, scarcely to be wondered at that they eonsidered the hard and fast gradations of the French, and other suggested point systems, as unaccommodating and inconvenient. It is still less remarkable that the British type founders, accurately gauging this feeling, should refrain from pressing the matter further, but devoted themselves studiously to the introduction and improvement of mechanical appliances, and to the engraving of new type faces; and even then

9 Point.

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STEPHENSON. BLAKE & CO.'S SERIES OF LINING OLD STYLE No. 4.

A USEFUL TIME TABLE FOUNT.

A USEFUL TIME TABLE FOUNT.

THIS face, the first 5 Point Body Fount produced on Point Line in this country, is worthy of special attention. While its elegance of outline and Old Style characteristics render it, as a Book Fount, eminently pleasing to the eye, its great clearness and legibility mark it as exceptionally suitable for tabular matter, such as Railway Time Tables. An example of its use in this form, in conjunction with 5 Point Lining Bold Latin and Bold Latin Condensed Figures, is appended, and will, it is hoped, be found both useful and suggestive. Attention is invited to the use of the Italic figures. These are exceptionally clear and effective, and on this account well suited to the purpose of a Railway Time Table, where it is often desirable to distinguish certain trains from others.

IMPROVED SERVICE BETWEEN SHEFFIELD AND LO



REAL ORIGIN OF THE POINT SYSTEM.

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8 Point.

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18 Point

LINING RONALDSON OLD STYLE.

The Origin of Types and the nomenclature which has grown around them, is a branch of typographical antiquity which has always been shrouded in more or less obscurity. Imagining, as we do, that the moulds of the first printers were of a *primitive construction*, and though conceived on true principles, were adjusted

11 Point (Solid).

HISTORY OF PRINTING.

THE ORIGIN OF ALL TYPES and the nomenclature which has grown around them, is that branch of typographical antiquity which has ever been shrouded in more or less obscurity. Imagining, as we do, that the moulds of the first printers were of primitive construction, and although conceived on true principles were adjusted to the various sizes of letter they had to cast more by eye than by rule, it is easy to understand that founts would be cast on no other principle than that of ranging in body, line and height in themselves, without regard to the body, line and height of other founts used in the same Press. When two or more founts were needed to mix in the same work, the necessity of a uniform standard of height would then become apparent. When two or more founts were wanted to mix in the same line, a uniformity in body, and if possible in alignment, would be found

11 Point (Leaded).

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12 Point (Leaded).

HISTORY AND PROGRESS OF PRINTING.

The Origin of all Type Bodies and the nomenclature which has grown around them, is a branch of typographical antiquity which has always been shrouded in more or less obscurity. Imagining that the moulds of the first printers were of primitive construction, and though conceived on true principles, were adjusted to the various sizes of letter they had to cast *more by eye than by rule*, it is easy to understand that founts would be cast on no other principle than that of ranging in body, line and height in themselves, irrespective of other founts used in the same Press. When two or more founts were required to mix in the same work, then it would

INTRODUCTION OF PRINTING.

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body, line and height of other founts used in the same press. When two or more founts were wanted to mix in the same work, then such a necessity as uniform standard of height would become more apparent. When two or more founts were required to mix in the same line, then uniformity in body as well as in align ment would become necessary. When it

INTRODUCTION

THE ORIGIN OF ALI Type Bodies, and their nomenclature which has grown around them, is a branch of typographical antiquity which has for ever been shrouded in more or less obscurity Imagining as we do, that the moulds of the first printers were of primary construction, and though conceived on true principles, were adjusted to the various sizes of letter they had to cast more by eye than by rule, it is easy to understand that founts would be cast on no other principle than that of ranging in body,

line and height in themselves, irrespective of the body, line and height of other founts used in the same press. When two or more founts were required same press. When two or more founts were required to mix in the same work, then the necessity for a uniform standard of height would become apparent. When two or more founts were required to mix in the same line, uniformity in body, and if possible in alignment also, would then be found necessary. When initials or marginal notes were required to be incorporated with the text, the advantage of a mathe-matical proportion between one body and another matical proportion between one body and another would suggest itself. At first, doubtless, the printer would name his sizes of type according to the works for which they were used. His Canon type would be the largest character in which he printed the canon of the Mass. His Cicero type would be the letter used in his editions of that classical author. His Saint Augustin, his Primer, his Philosophie, his Brevier, his Pica type, would be the names by which INTRODUCTION OF PRINTING.

THE ORIGIN OF ALL TYPES and the nomenclature which has grown around them, is the branch of typographical antiquity which has always been shrouded in more or less obscurity. Imagining as we do that the moulds of the first printers were of a primitive construction, and, though conceived on true principles were then adjusted to the various sizes of letter they had to cast more by eye than by rule, it is easy to understand that the founts would be cast on no other principle than that of ranging in body, line and height in themselves, irrespective of the body, line and height of other founts used in the same press. When two or more founts

were required to mix in the same work, the necessity of a uniform standard height would then be apparent; but if two or more founts were required to mix in the same line, then a uniformity in body, and also, if possible, in alignment, would be found necessary. If either initials or notes were required to be incorporated with the text, the advantages of accurate proportion between one body and another would suggest itself. At first, doubt

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LINING RONALDSON OLD STYLE COMPLETE IN EIGHT SIZES.

10 Point

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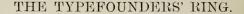
to mix in the same work, then the necessity of a uniform standard of height would soon become apparent. When two or more founts were required two or more founts were required to mix in the same line, uniformity in body, and, if possible, in alignment, would then be found necessary. When initials or marginal notes were required to be incorporated with the text, then the advantage of a mathematical proportion between one body and another would suggest itself. At first, doubtless, the Printer would name his sizes of type according to the works for which they were need. His Canon type would be the large character in which he printed the canon of the Mass. His Cicero type would be the letter need in his editions of that classical author. His Saint Angustin, his Primer, his Brevier, his Philosophie, his Pica type, would be the names by which he would describe the sizes of letter he used for printing the works whose names they bore. It may also be assumed with tolerable certainty that in most of these cases, originally, the names described not only the body, but the "face" of their respective founts. The period at which this confused and haphazard system of nomenclature resolved itself into the definite printer's terminology it is difficult to determine. Probably it was a

STEPHENSON, BLAKE & CO.'S

LINING MODERN SERIES No. 17.

NOTWITHSTANDING the fact that this generation evinces so strong a liking for Old Style faces, this is purely a matter of fashion, and it must not be thought that the day of Modern romans and italics is past. There are indeed many persons of undoubted excellence of taste who distinctly prefer an elegant and well cut Modern letter to an Old Style. To such persons our Lining No. 17 Series here shown will irresistibly appeal as eminently suited for book, journalistic and commercial work, and it is now supplied in common with our other standard faces on the American Lining System, the types used in this specimen being cast on American Point Line.

12 Point.



Most Printers are familiar with the term The Ring, as applied to the Association of British Type Founders. It is popularly supposed that the Ring exists for the sole purpose of upholding prices. It would, however, be more correct to describe it as an association for the preservation of honesty and fair dealing among type founders. The chief difference between the Ring founder and an outside founder is not to be found in their respective price lists, but generally lies in the fact, that while the former offers for sale no face or design to the ownership of which he cannot show a clear title, the "Pirate Founder's" specimen book teems with type faces annexed without payment or acknowledgment from the books of their legitimate owners.

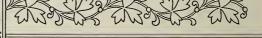
11 Point.



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But although an odd fount of inferior quality in an old-established office is a matter of small moment, a complete outfit of similar inferiority is certain to severely handicap the beginner in his efforts, if not to foredoom his otherwise successful enterprise to failure. Prospective purchasers should therefore carefully investigate these tempting offers before closing with them, in order to ascertain whether the slightly lower prices asked are due to the superior philanthropy of the vendor, or to the lower quality of his wares.

10 Point



THE ELECTROTYPE PROCESS.

HE DISCOVERY of the process of depositing metals upon any given surface by means of electricity has proved of great utility. With respect, however, to the type founder's art, this otherwise valuable application of electric force has not been an unmixed blessing, since it has placed in the hands of unscrupulous persons a ready means of counterfeiting, at trifling cost to themselves, the productions of founders who have, at very great expenditure of capital and labour, engraved the original steel punches, metal faces, or matrices, without which originals no type face can, in the first instance, be produced. As the types placed on the market are exact replicas, so far as face is concerned, of the original engravings, the "pirate" type founder has merely to procure, at usual type prices, small founts of the series he purposes to purloin, and by means of the electrotype process make therefrom copper or nickel matrices. From these he easts counterfeit types, of inferior finish and quality of metal, to be unblushingly offered to the public as his own original productions.

9 Point.

STEPHENSON, BLAKE & CO.'S

LINING MODERN SERIES No. 17.

IT MAY BE TAKEN for granted that every manufacturer asks for his goods the highest price which he thinks they paying for. the figurest price which he thinks they will obtain in the market. When, therefore, prices for ostensibly the same article vary, it is fair to assume that those makers who sell at lower prices do so only because their goods are admittedly inferior in general estimation to those for which a higher price is asked, and beeause they cannot, by reason of this inferiority, eompete on equal terms. The difference in price thus represents a difference in value, but not necessarily or even generally an equal difference; for while a House supplying first quality goods can maintain its prices only so long as it worthily sustains its reputation for the excellence of its supplies, the degree of the inferiority of the cheaper article is not so easily measured, and, it is to be feared in most cases, greatly exceeds the difference in price. Type metal is an alloy composed of a number of constituents greatly varying in costliness. It is therefore a comparatively easy matter for a type founder with no particular character for honesty at stake, to so manipulate the respective proportions of these constituent metals as to considerably reduce the cost price of his type, without material alteration to its outward appearance, thus enabling him to undersell Houses of known reputation.

RESOURCES OF OLD TYPE FOUNDRIES.

IT IS FREQUENTLY URGED on behalf of a new House that its methods and plant are new and up to date, while those of its older established competitors are while those of its older established competitors are antiquated and obsolete. A comparison between the resources of an old-established Type Foundry and a new one is, however, quite obviously in favour of the older House, seeing that a type founder's plant of original steel punches and matrices can only be got together after very many years of patient industry. The new type founder must therefore struggle for a long period with a painfully inadequate plant, or if his conscience be sufficiently dull, resort to the disponest expedient of making electrotyped matrices from honest expedient of making electroty ped matrices from types surreptitiously obtained from the established founders, whose faces (or rather inferior counterfeits of them) he is thus enabled to offer as productions of his own to an mususpecting public.

This nefarious method is adopted by nearly all the chean type founders, who in endeavouring to under-

This nefarious method is adopted by nearly all the cheap type founders, who, in endeavouring to undersell the legitimate Houses, act the unenviable part of parasites, injuring the body upon which they feed. It appears extraordinary that even a type founder who most floridly advertises his own original creations should not be ashamed to put himself in such a position, amounting to a tacit confession that as regards the bulk of those founts which form the foundation of a printing office (Antiques, Sans Serifs, De Vinnes, and the like), he is dependent upon the Associated Houses, the fruits of whose capital and enterprise he has appropriated without payment or permission. has appropriated without payment or permission.



LIMITATIONS OF NEW FOUNDRIES.

The Associated Type Founders are often taxed with being behind the times because they still cast types to the old bodies when preferred by their customers, instead of refusing to supply on any but the American Point System. It is surely the strangest claim to celebrity ever put forward by a type founder, that the limitations of his establishment are such that he is able to supply his type on only one system, whether his customers like it or not. The fable of the fox, who, himself being without a tail, proclaimed the many evils attaching to tails in general, is irresistibly brought to mind.

So far as the Associated Founders are concerned, the truth is that they are in the fortunate position of being able to supply their type upon, practically, any known system which may be required. Moreover, speaking for our own foundry, we have always considered ourselves obliged, as a matter of honour, to furnish sorts and additions to any fount we have at any time supplied, no matter on what inconvenient system or body that fount may have been cast. So far as our immediate convenience is concerned, nothing would suit us better than that our customers should unanimously demand any one system. We have, however, never been in the habit of dictating to customers on what system they should order their founts; and though we naturally advocate the American System as mutually beneficial to both printer and type founder, we are quite content that the general adoption of this system should be brought about by a process of evolution, and we are still glad to oblige old friends by supplying old founts on old bodies. While, therefore, not refusing to cater for the wants of old offices, where the difficulties of introducing the Point System are very great, we offer unequalled facilities to the procressive printer, including a large choice of body founts, both Moderu and Old Style, complete with italies and all accessories, cast on the American Lining System.

ACTIONS SPEAK MORE LOUDLY THAN WORDS

THIS SPECIMEN claims attention as showing the first complete Modern series to be produced on Point Line in this country, as onr Lining Old Style No. 3 was the first Old Style to be cast on this principle. Progressive printers will not be slow to recognise from such incidents how hollow are the charges of inaction and want of enterprise occasionally levelled in interested quarters against the Associated Houses. It may, however, be well to impress upon the printers of this country that we are not content with alternation of the printers of this country that we are not content with alternation of the printers of this country that we are not content with alternation of the printers of this country that we are not content with alternation of the printers of this country that we are not content with alternation time, but that we care daily supplying all our leading body Founts, whether Modern or Old Style, on this principle. The 5 Point is exceptionally suitable for tabular matter, such as Railway Time Tables, and an example of its use in this form. In conjunction with 5 Foint Lining Bold Latin and Bold Latin Gondensed Figures, is appended, and will, it is hoped, be found both useful and suggestive. Attention is invited to the use of the italic figures. These are exceptionally clear and effective, and on this account well suited to the purpose of a Railway Time Table, where it is often desirable to distinguish certain trains from others.

SERVICE BETWEEN SHEFFIELD AND LONDON.

Trains leave	a.m.	a.m.	a.m.	a.m.	a.m.	p.m	p.m	p.m	p.m	p.m.
SHEFFIELD	7 45	7 45	9 12	11 14	11 44	1 50	1*51	4 0	4 16	6 14
Worksop	8 9	8 9	9 40	11 88	12 8		1 58	4 20	4 45	6 22
Retford				12 3			2 13			
Tuxford		9 26		12 14	12 23		2 31		5 29	
Dukeries Junc.										
Carlton				12 27						
Newark	8 59	9 54	10 33	12 38	1 9	2 21	3 23	5 9	5 53	7 20
Claypole		10 3			1 17					
Hougham		10 11								
Barkstone					1 35					
Grantham	9 19	10 24	10 53	12 58			1 17			
Peterboro'	10 9		11 36		2 10	3 42	1 23	6 29	6 59	8 5
Hitchin	10 50				3 1	1 16	5 16		7 43	8 51
Hatneld	11 13				3 20				8 10	
Finsbury Park							5 49			
LONDON	11 45	12 30	1 5		3 55	5 16	6 0	8 6	8 50	9 56

Runs on Saturdays only during July and August.

6 Point.

LINING MODERN SERIES No. 16.

12 POINT.

The Emperor Charles the Fifth was certainly the first monarch of the age in rank and dignity, and whether we consider the greatness or the variety of his undertakings, it must be acknowledged that the part which he acted was the most conspicuous. It is from an attentive observation of his conduct, and not from the exaggerated praise of the native or the undistinguishing. A.D. 1560.

HISTORY OF THE EMPEROR.

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HISTORIC REIGN OF THE EMPERGE CHABLES THE EMPTH.

HISTORIC REIGN OF THE EMPEROR CHARLES THE FIFTH.

LINING MODERN SERIES No. 18.

9 POINT.

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HISTORICAL REIGN OF THE EMPEROR CHARLES

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LINING MODERN SERIES No. 20.

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HISTORY OF THE REIGN OF THE EMPEROR.

LINING MODERN SERIES Nos. 16 & 20.

(For smaller sizes see pages 14 and 16.)

48 POINT, No. 20

DISTRICT NOTICE Election of Guardian

36 POINT, No. 20.

TELEPHONE SYNDICATE General Meetings in February

30 POINT, No. 20.

NOTICE IS HEREBY GIVEN that in future Special Meetings of above Companies will be held on *Mondays*

24 POINT, No. 20.

DEPOSIT EMPORIUM has numerous Branches for maintaining thorough

18 POINT, No. 20.

HOME DEPOSIT BANKS with numerous Branches in England for communication with *principal* merchants in

14 POINT No. 20.

PROVINCIAL CREDIT BANKS have numerous Branches open for the convenience of customers under superintendents throughout England and also 2360 Correspondents always

24 POINT, No. 16.

BANKING COMPANIES having many Branches for maintaining most thorough

18 POINT, No. 16.

NORTHERN CREDIT BANKS having numerous Branches both in England and America, undertake *private* communications with

14 POINT, No. 16.

NORTHERN CREDIT EMPORIUM has numerous Branches established for convenience of Customers under thorough supervision throughout many commercial centres and 2680 Correspondents resident

The Guide for Authors and Printers.

TIVE centuries have now passed since Caxton introduced "the noble mystery and craft" into this country, and during all those years writers and printers in England have been wishing for an authoritative Style Book. Mr. F. Howard Collins has filled the void of centuries. The "Author and Printer," however, is more than a mere style book. It is difficult to coin a title which aptly embraces all that the work contains. English words of difficult or doubtful spelling, words and phrases in foreign languages, contractions, principles of punctuation, notes on grammar, typographical rules, capitalisation—all are included in this remarkable "manual for authors, editors, printers, correctors of the press, compositors, and typists." The publication of this volume is an event of great importance, not only in the history of Printing, but also in that of Language and Literature. Mr. Howard Collins has spent several years in its production. Far from the madding crowd, in his quiet country retreat at Torquay, he has toiled at his task with a devotion worthy of the cause. The heavy burden has at last fallen from him—he has created what no other man has more than attempted.

Mr. F. Howard Collins was born at Edgbaston, Birmingham, in the year 1857. Schooldays, in the ordinary sense of the word, he hardly remembers, as his education was entrusted almost entirely to tutors.

Organisation and systematising, it would seem, have always been marked traits of his character; and it is these qualities, combined with unflagging perseverance, that have enabled him to succeed where other men have failed. Until overtaken by a serious illness in 1899, Mr. Collins led a very active life, his holiday pursuits including even Alpine climbing and yachting. The science of navigation, indeed, appealed to him very strongly. Not only has he devised several useful instruments to aid navigation, but he has also written works on the tides of the coasts of Britain, while his analysis (on a new system) of yacht-racing is now an annual feature in the Field. Other journals that have had many contributions of his are Nature and The Times. In 1884 Mr. Howard Collins began his long and intimate acquaintance with the "Synthetic Philosophy" of Herbert Spencer, admiration for it leading him to compile indexes to each work; and with the knowledge thus gained commenced, with Mr. Spencer's approval, the "Epitome of the Synthetic Philosophy of Herbert Spencer." This work, which is now in its fifth English edition, embraces the whole of the Philosophy, as finally revised by Mr. Spencer before his death. An American edition has been printed, and it has also been translated into French, German, Russian, and Austro-Hungarian. All his works are well known and highly valued.



PLANING A FORME.

EARLY every reference to the operation of planing a forme emphasises the need to be "gentle"; but rarely, if ever, do we encounter a remark about the differences existing in formes as regards planing. Perhaps the fear of being misunderstood deters instructors from suggesting that there are occasions when a little more power is required than the "gentle tapping" so often enjoined. To speak of planing a forme as an art will conjure up a smile in many quarters. The office wag may retort that it cannot be the "art preservative," while the man whose frame is next the stone will express his appreciation in his own way. Nevertheless, planing a forme is an art, to which a little more consideration than is generally given will yield ample repayment.

There is as great a difference in the requirements of various formes as in the conduct of those who handle mallet and planer. A blow which, in one case, would break off all the kerned sorts or print fine rules on the face of the planer, would do no harm and be quite necessary on another forme; while a stroke which would be effective on an octavo circular would be utterly use-less in other circumstances. What is the use of teaching a youth to "gently tap the planer," if he sees a frequent exhibition of qualities which might do credit to a village blacksmith? Example is far more potent than precept, but a youth may easily err in trying to follow example without some word of explanation. Hence these notes are addressed to the juniors. To prevent misunderstanding it may be emphasised that we do not advise that Indian clubs and dumb bells be discarded in favour of exercises with a mallet. The immediate object of this article is to make clear the folly of "laying on" in some instances and the necessity in others.

A printing surface requires such a fine degree of accuracy that the units comprising a forme need to be forcibly reduced to a perfect level. Particles of dust and dirt and varieties of compression in a stick or on a galley conspire to raise some of the characters above the normal height, and the most satisfactory way to remedy this defect is to apply sufficient pressure should be taken that the planer is quite true and clean. When should be taken that the planer is quite true and clean. the planer is frequently used on inked formes, and the ink allowed to dry, a sticky accumulation forms on the face, much to the detriment of small type. Unless the face of the planer is clean, true and reasonably hard, it cannot do the work for which it was originally designed. VERNON POSSNETT.

IN CASE OF FIRE.

As the best reply to a correspondent who is anxious to know how he stands in the event of fire on his premises, we may re-quote from the information supplied by the Master Printers' Association:—

1. A printer is not liable for the loss or injury to his customers' goods arising from accidental fire during the period of his having eustody of the goods, including the time during which they are in use for work in property.

in progress.

2. A printer's liability for loss of or damage to goods whilst warehousing them, caused by robbery, damp, vermin, etc., does not differ from his liability in the case of loss or injury from fire.

3. The attention of eustomers is especially drawn to the fact that their property is liable to injury or destruction from numerous causes, and under circumstances in which the consequent loss would not fall upon the printer. These risks are now undertaken by insurance offices either directly or through the trade.

4. Customers' goods generally consist of paper, electro, storeo, and other plates, wood or other blocks, completed work, the value of the re-composition of standing type (the type itself being the property of the printer), and the value of drawings upon stone, etc.

Printing in Russia.

T a time when attention is constantly being directed to the land which bulks so large in the map of Europe, something concerning the conditions attendant on the exercise of the craft of printing amongst its people will be appropriate. An American contemporary states that from the moment a Russian subject petitions the Czar's Government, through the Minister of the Interior, for a concession to conduct either a printing or publishing business, he is subject to the most galling regulations, restrictions and surveillance that the Muscovite mind is capable of conceiving. A most searching enquiry is made by the secret police into the antecedents of the applicant, and if it is found that the slightest suspicion was ever entertained as to the loyalty of any member of the family, this fact is held to be sufficient reason for a peremptory refusal of the concession, even though the life record of the applicant may have been beyond reproach from an official standpoint. The policy of the Russian Government is restrictive in the extreme. Publicity and the dissemination of progressive ideas are most strictly tabooed, and as a precaution,

the Government exercises complete control over every printing office and typefoundry throughout the empire, and neither of these establishments can be opened without first securing very special authorisation, which each year is becoming more and more difficult to obtain.

The Minister of the Interior, next to the Czar the most powerful official in Russia, has absolute sway in the matter of granting petitions, and he may render his decision when he sees fit, and it is no uncommon occurrence for the petition to find a final resting place in an obscure pigeon hole, the applicant having to await this official's pleasure. An appeal would be worse than useless. Should the printer be so fortunate as to obtain the concession, the

EXCEEDINGLY HEAVY RESPONSIBILITIES

that accompany it and the resistive censorship that fetters his every action, and his helpless dependence upon a number of venal officials devoid of scruples of any kind, are sufficient to crush out much of the enterprise with which he may have originally been endowed.

MODERN DISPLAY.

REPUTATION for artistic printing of an advanced class is probably the most valuable asset that any printing firm can possess. It is only to be gained by truly consistent work—far above the ordinary. Many firms have laid themselves out for this particular branch of the trade with more or less success. The greatest difficulty to contend with lies in making the work pay.

In the production of high-class printing there can be no time limit, either for composition or machine. Time is a secondary consideration, the primary object being an excellent result; naturally this increases the estimate difficulty. Many printers complain that their clients will not pay a fair price for jobs of this description, therefore they cannot afford to experiment; they want good ordinary work—jobs that will pay.

But the printer who intends to specialise in art work should not be discouraged with this view, for customers are beginning to realise that good printing can go into any society. He must make his own trade. In order to do this it is necessary to produce in the smartest possible manner, according to his resources, some original up-todate ideas in the way of advertising; something that stands out amongst everyday ordinary stuff, and speaks for itself. When he has sufficient examples ready, post them to prospective customers, together with prices for various quantities. He cannot expect to drive home the

nail the first blow, but he can follow up the first despatch with a second example, and so on, until he hears from the recipient. Of course, all this means sinking a little capital, yet in the end may prove a profitable investment.

The latest demand on our craft is that of writing copy for customers. This was left in the hands of outsiders for some considerable time, but the modern printer has awakened to the fact that there is money in it. The man who has the ability to make type talk, should at least have a good idea of how to put together good forcible advertising matter. R. Worthington.

Sheffield Typographia.

THE Sheffield Printing and Kindred Trades Technical Classes commenced the new session by a lecture from Mr. A. W. Morris, entitled "Four Centuries' Progress in the Realms of Typography," on Saturday, October 1st, 1904. This lecture is a counterpart of that already delivered by Mr. Morris so successfully in London and various other centres, and was much appreciated by the large attendance of members.

THE list of lectures for the session 1904-5 is as follows:-

Nov. 2.-Modern Designs Applied.-Mr. W. SLINN

Nov. 16.—Algraphy, Practical Demonstration.—Mr. Morriss.

Nov. 30.—The Development of Illustration.—Mr. W. Booker.

Dec. 14.—How to Succeed as a Display Compositor.—Mr. Blackshaw. Jan. 18.—Modern Methods in the Caseroom.—Mr. Sambrook.

Feb. 15.—Technical Education as Applied to the Printing Craft.—Mr.

G. J. Belton

Feb. 22.-The Modern Development of the Art of Printing.-Mr.

W. J. EADES.
Mar. 1.—Progress of Lithography.—Mr. F. K. Cooper.

Mar. 15.-Process Block Making.-Mr. W. J. BATES.

THE NORTHERN DAILY

FOREIGN NEWS.

German Financial Press and New Russian Loan.

THE NEUTRALITY OF CHINA.

ARBITRATION AND PEACE.

Statements which seem to reflect the views of parties interested in the successful flotation of the new Russian loan are published in the financial Press, with the admitted object of reassuring the German public regarding the absolute security of the new issue as an investment. The statements are introduced by an ostensibly unreserved confession of the difficulties and dangers with which the State and the Government of Russia are confronted both at home and abroad. It is admitted that the war with Japan has hitherto consisted of

9 Point Lining No. 17.

SECONDARY EDUCATION.

THE NATIONAL FEDERATION OF HEAD TEACHERS AT CAMBRIDGE.

The eighth annual conference of the National Federation of Head Teachers' Associations was opened at Cambridge yesterday afternoon, and was well attended, about eighty representatives being present. In their report the council congratulated the federation upon the increase in membership, which far exceeded that of any previous year. There are now 47 associations, consisting of 4000 head teachers, the increase being due partly to the fact that many associations had opened their doors to admit colleagues from the non-provided schools.

THE PRESIDENTIAL ADDRESS.

The new President, in his address, said that nobody who was interested in education could view the present dearth of teachers with equa-nimity. The federation regarded it with much fear and trembling for the immediate future of the schools, and in London some believed that the calamity was upon them. It was of no use to say that in 15 years' time there would be a great many unemployed teachers, because how is that going to affect the present state of affairs

THE PICTURE GALLERIES.

Special Preliminary Notice of the Watts Display at Burlington House.

Again, as in the case of Leighton and Millais, the death of a great artist has suggested to the Royal Academy to interrupt the regular series of Royal Academy to interrupt the regular series of old Masters Exhibitions and to present instead a representative collection of works of the painter whose loss all are mourning; and again as in the two other cases, the result is astonishing. Twice before, indeed, at the Grosvenor and at the New Gallery, Mr. Watts's pictures have been collected in large numbers; but in neither case was the shows complete and exemple the way of the which show so complete and overwhelming as that which will be open to the public on Monday at Burlington House. From one point of view it is almost

DUCATION AT HOME AND ABROAD.

Messrs. HARRISON & Co. having an intimate knowledge of the BEST SCHOOLS and TUTORS in this Country and on the Continent, will be pleased to aid parents in their selection by sending prospectuses and particulars (free of charge) of reliable and highly recommended Establishments.—HARRISON & Co., Educational Agents, Cannon-street, London, E.C.

OTICE to EXECUTORS and OTHERS. HENRY LEARMONT & Co., 37 Piccadilly, and 140 Strand, Booksellers, PURCHASE LIBRARIES or smaller collections of books in town or country, and give the utmost value in cash. Experienced valuers sent. Removals without trouble or expense to vendors. VALUATIONS FOR PROBATE. Estd. 1816.

7 and 6 Point Lining No. 17

Headings set in Lining Bold Latin Condensed; running Headline in 12 Point Lining Titting No. 9. Other styles of Headings submitted as requested.

THE NORTHERN DAILY

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9 Point Lining No. 16.

HIGHER EDUCATION.

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THE PRESIDENTIAL ADDRESS.

The new President, in his Address, said that nobody who was interested in education could look upon the present dearth of teachers with equa-nimity. The federation viewed it with much fear and trembling for the immediate future of the schools, and in London some believed that the calamity was upon them. It was of no use to say that in 15 years' time there would be many an unemployed young teacher, because how does that affect the present? Teachers they must have in

8 Point Lining No. 16.

THE PICTURE GALLERIES.

Special Preliminary Notice of the Watts Display at Burlington House.

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RDUCATION IN ENGLAND OR ABROAD.
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THE NORTHERN DAILY

FOREIGN AFFAIRS.

German Financial Press and the New Russian Loan.

THE NEUTRALITY OF CHINA.

DESPATCHES FROM THE FRONT.

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9 Point Lining No. 20.

SECONDARY EDUCATION.

NATIONAL FEDERATION OF HEAD TEACHERS CONFERENCE AT CAMBRIDGE.

The Annual Conference of the National Federation of Head Teachers' Associations was opened at Cambridge yesterday afternoon, and was well attended, about eighty representatives being present. The council in their report heartily congratulated the federation upon the increased membership, which exceeded that of any previous year. There are now 47 associations, consisting of 4000 head teachers, the increase being due partly to the fact that many associations had opened their doors to admit colleagues from the non-provided schools.

THE PRESIDENTIAL ADDRESS.

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8 Point Lining No. 20.

LONDON PICTURE GALLERIES.

Special Preliminary Description of the Watts Display at Burlington House.

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7 Point Lining No. 20.

Headings set in Lining Metropole Condensed; running Headline in 12 Point Lining Titling No. 2. Other styles of Headings submitted as requested.

THE NORTHERN DAILY

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9 Point Lining No. 18.

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LINING ITALICS.

OLD STYLE No. 2.

12 POINT.

This bold and striking Series of Old Style Italics are, in addition to their ordinary uses with book letter, suitable for display work. £1234567890.

AMERICAN POINT BODIES.

11 POINT

This bold and striking Series of Old Style Italics, in addition to their ordinary uses with book letter, are very well adapted for general display work. £1234567890.

AMERICAN POINT STANDARD.

10 POINT.

This bold and striking Series of Old Style Italics are, in addition to their ordinary uses with book letter, admirably adapted for many descriptions of display work. £1234567890.

AMERICAN POINT LINE SYSTEM.

9 POINT.

This bold and striking Series of Old Style Italics are, in addition to their ordinary uses with book letter, admirably adapted for all general display purposes. £1234567890.

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8 POINT

This bold and striking Series of Old Style Italics, in addition to their ordinary uses with book letter, are admirably adapted for general display purposes, having marked characteristics. £1234567890.

CAST TO CORRECT POINT STANDARD.

6 POINT.

This bold and striking Series of Old Style Italics are, in addition to their uses with book letter, admirably adapted for general display work, as they combine strongly-marked characteristics with elegance and legibility. £1234567890.

CAST TO CORRECT AMERICAN POINT STANDARD.

5 POINT

This bold and striking Series of Old Style Halics, in additon to their ordinary uses with book letter, are admirably adapted for all general display work, as they combine strongly-marked characteristics, derived from early printed work, with elegance and utility. L1234507890.

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12 POINT.

The Directors are prepared to purchase the interest in Policies issued by the Society, should the holders of them wish to sell. £1234567890.

AMERICAN POINT BODIES.

11 POINT.

The Directors are always prepared to purchase the interest in Policies issued by the Society, should the persons who hold them wish to sell. £1234567890.

AMERICAN POINT SYSTEM.

10 POINT

The Directors are prepared to purchase the interest in any Policies granted by the Society, should the persons holding them be anxious to sell the same. £1234567890.

AMERICAN POINT LINE SYSTEM.

9 POINT.

The Directors are prepared to purchase the interest in any Policy granted by the Society, should the person in whom the interest may be vested wish to sell the same. £1234567890.

CAST ON AMERICAN POINT LINE.

8 POINT.

The Directors are prepared to purehase the interest in Policies granted by the Society, should the persons in whom the interest may be vested wish to sell the same after the lapse of five years. £123£567890.

CAST TO CORRECT AMERICAN STANDARD.

7 POINT.

The Directors are prepared to purchase the interest in any Policies granted by the Society, should the persons in whom the interest may be vested wish to sell the same, premiums having been paid for five years. £1234567890.

$CAST\ TO\ CORRECT\ AMERICAN\ STANDARD.$

6 POINT.

The Directors are prepared to purchase the interest in any Policies granted by the Society, should the persons in whom the interest may be vested wish to sell the same, on condition that premiums have been paid for five years. 42234567890.

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LINING NEWSPAPER TITLINGS.

Cast as Newspaper Initials to line at head with body founts when so ordered; otherwise supplied on Point Title Line.

24 A

16 POINT, No. 5.

About 6 lb.

NORTHERN DAILY RECORD

26 A.

16 POINT, No. 9.

About 6 lb.

STEPHENSON, BLAKE & Co.

26 A

16 POINT, No. 6.

About 6 ib.

POINT SYSTEM LECTURES

28 A.

14 POINT, No. 9.

About 5 lb.

MANCHESTER DIRECTORATE

26 A.

14 POINT, No. 6.

About 5 lb.

EDUCATIONAL CONFERENCES

28.4

12 POINT, No. 6.

Shout 1 lb.

PERFORMANCES DURING MARCH

26 A

12 POINT, No. 2.

About 1 lb.

RESIDENCES IN DORCHESTER

30.4

12 POINT, No. 10.

About 4 th.

MANUFACTURES FROM BIRMINGHAM

34 A.

12 POINT, No. 9.

About 4 lb.

PARLIAMENT AND NATIONAL FINANCE

34 A.

10 POINT, No. 10.

About 3 lb.

LABOUR SAVING FACES FOR PRINTERS

40 .\.

10 POINT, No. 9.

About 3 lb.

FURNISH ON AMERICAN POINT LINING SYSTEM

LINING TITLING, No. 6.

Cast as Newspaper Initials to line at head with body founts when so ordered; otherwise supplied on Point Title Line.

16 A.

24 POINT.

About 8 th

22 POINT.

About 7 lb.

MOUNTAINS

20 A.

20 POINT.

About 7 lb.

PHOTOGRAPH

26 A.

16 POINT.

About 6 lb.

MEDICAL NOTES

28 A.

12 POINT

About 4 lb.

POINT LINE SYSTEM MODERN REFORM

HOUSEMAID

26 A.

18 POINT.

About 7 lb.

FIRST REPORTS

26 A.

14 POINT.

About 5 lb.

EVENING CONCERT

32 A.

10 POINT.

About 3 lb.

WORCESTER CATHEDRAL SERVICES FOR 1906.

LINING TITLING, No. 8.

Cast as Newspaper Initials to line at head with body founts when so ordered; otherwise supplied on Point Title Line,

16 A.

24 POINT.

About 8 fb

MARINERS

20 A.

20 POINT.

About 61 1b.

PERIODICAL

18 A.

16 POINT.

About 5½ lb.

BRITISH HORSE

26 A.

12 POINT.

About 4 lb.

ENGLISH PRINTERS REPEAT ORDERS

16 A.

22 POINT.

About 7 lb.

RESIDENCE

20 A.

18 POINT

About 6 lb.

PRODUCTIONS

24 A.

14 POINT.

About 5½ lb.

PARISH REGISTER

26 A.

10 POINT.

About 3 lb.

RECEIPTS FOR MARCH
AMOUNT TO £680.

LINING TITLING CONDENSED, No. 2.

86 POINT

About 10th.

94 POINT

BEDFORDSHIRE

20 POINT.

FOREIGN MERCHANTS

16 POINT, About 5 lb.

STEPHENSON, BLAKE & Co.

12 POINT.

FURNISH WITH POINT LINE TYPE

56 A

8 POINT

DICTIONARY OF DISTINGUISHED STATESMEN

AMERICAN PAINTERS AND SCULPTORS

30 POINT.

MANCHESTER

22 POINT.

THOROUGHFARES

18 POINT. About 6 lb.

PRACTICE OF MEDICINE

14 POINT.

TOPOGRAPHY OF SHROPSHIRE

10 POINT. About 2½ lb.

EDITED AND COMPILED BY EXPERTS

50 A.

6 POINT.

REMINISCENCES AND ANECDOTES OF FAMOUS SOLDIERS BIOGRAPHICAL NOTICES AND PORTRAITURE, 1830,

LINING TITLING, No. 7.

20 POINT.

FRONTISPIECES

16 POINT. About 5 lb.

MODERN RESEARCH

32 A.

12 POINT, About 3½ tb.

PROBLEMS IN GEOMETRY

CHURCH REPORT

14 POINT. About 4 lb.

MILITARY CAMPAIGNS

48 A.

10 POINT.

SPECIMENS PRINTED IN 1908.

LINING OLD ROMAN.

10 A.

36 POINT.

About 10 lb.

MONARCHIES

18 A.

24 POINT.

bout 8 lb.

FRENCH PUBLISHER

24 A.

18 POINT.

About 6 lb.

STEPHENSON, BLAKE & Co.

32 A.

12 POINT.

bout 4 lb.

LECTURES ON EGYPTIAN LITERATURE

LINING OLD STYLE TITLING.

10 A.

30 POINT.

About 81 lb.

PARIS MODELS

14 A.

24 POINT.

About 7 lb.

MONTHLY REPORTS

22 A.

18 POINT

About 6 lb.

THE SHEFFIELD HOUSE

26 A.

14 POINT.

About 5 lb.

FAMOUS AMERICAN PRINTERS

32 A.

12 POINT.

About 4 lb.

LABOUR SAVING POINT LINE SYSTEM

DISPLAY BOOK LETTER

The various Series of Display Book Lefter included in this Section are sold at ordinary Book Lefter Rates when supplied in Founts of 120 lb. and upwards, including spaces and quads. Smaller weights, lefter only (with spaces and quads at space and quad price) are charged at the same rate as Antiques, Etc.

STEPHENSON, BLAKE & CO.

and

SIR CHARLES REED & SONS

Foundry: Sheffield.

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HALLAMSHIRE

OLD STYLE.

REGISTERED Nos. 425811-2.



STEPHENSON, BLAKE & Co. have much pleasure in submitting this Specimen of Lining Hallamshire Old Style, which will appeal to the Printer as being suitable for either Book or Display Work. The character has been designed to meet the demand for quaintness, combined with bold and striking effect, so fashionable in present-day printing of every description.

18 Point.

26

HISTORY OF HALLAMSHIRE.

Where is now collected a numerous and active population was anciently a deep solitude, the silence of which was broken only by the rivers pouring their waters in natural cascades through the woodland scenery, and by the cries of wild animals.

Who was the first to raise the axe amongst the forests of Hallamshire, or who first established himself and his family in one of its romantic valleys, it is in vain now to aftempt to recover. England boasts to have more and better early native historians than any other country of what may be called modern Europe; and yet we are seldom able to fix, with certainty, the era of the foundation of our cities and towns, much obscurity rests upon the ancient topographical divisions of our country, and even upon many important points of its general polity and history.

Direct historical evidence is wholly wanting: and if from a few existing remains of the ante-Norman period of our history, and by deduction from the view given of

12 Point.

14 Point.

HINTS ON How few compositors recognise the true scope of their art in the meaning of the word, which is the putting together of materials provided by type founders. They are not, and should not endeavour to be, engravers or brass rule finishers. How few comprehend the value of relieving white space about lines of type or cuts. How many times has an elaborately constructed bit of decorative composition, on which the compositor had spent a day, been reset in simpler style to the customer's greater satisfaction in less than half the time. It is comforting to know that filed and twisted brass rules are now out of fashion, and supplanted by flat-faced rules that are cut to join accurately, and to be subdivided in panels of appropriate sizes.



PREFACE TO PANTOGRAPHIA

SOME of the ancients who embraced the Atomic philosophy of Epicurus, and some moderns of very high rank in the republic of letters, think language was the offspring of human invention, after men had lived long enough in a state of society, to perceive the insufficiency of inarticulate cries and gestures to express the increased variety and precision of their ideas. It being thus evident that there is no instinctive, articulate language, it has become an inquiry of some importance, how mankind were first in duced to fabricate articulate sounds, and to employ them for the purpose of communicating their thoughts. Children learn to speak by insensible imitation; and, when advanced some years in life, study foreign languages under proper instructors: but the first men had no speakers to imitate, no formed language to study: by what means they learned to articulate becomes a question on which, I apprehend, only two opinions can be formed. Either language must have been originally revealed from Heaven, or be the fruit of human industry. The greater part of the

6 Point Hallamshire Old Style.

THE ORIGIN OF LANGUAGES

10 Point Hallamshire Old Style.

80 THOMAS CHIPPENDALE.

The earliest of the best-known men of the eighteenth century was Thomas Chippendale. How familiar the name sounds! In point of fact it has become quite a household word. Throughout the United Kingdom everyone with any pretensions to the remotest knowledge of furniture knows this famous master by repute. He is considered by those able to judge as the "King of Designers," in spite of the scathing criticism to the contrary against some of his styles, by his successor—the great Sheraton to wit who regarded his designs as obsolete. Time has, however, proved entirely different. Thomas Chippendale has been avenged since the Renaissance occurred in the latter half of the nineteenth century, and he stands out to-day second to none in his own particular style, to which he gave his name. The record prices obtained for his finest productions at the present day are a striking proof of this.

Chippendale, the date of whose birth is unknown, was of a Worcestershire family, and his father came to London at the beginning of the eighteenth century. He describes himself in 1752 as a cabinet maker and upholsterer, of St. Martin's Lane (in those days an aristocratic quarter of London); and it is worthy of note that No. 60 of this well-known thoroughfare, where the quaintly carved stone doorway existed until quite recently, formed the entrance to his premises, consisting of his dwelling-house, shop, workshops and timber yard. Here Chippendale and his



12 Point Hallamshire Old Style.

INTRODUCTORY CHAPTER.

controversy has raged around the cradle of Typography. Volumes have been written, lives have been spent, fortunes have been wasted, communities have been stirred, societies have been organised, a literature has been developed, to find an answer to that famous triple question: When, where, and by whom was found out the unspeakably useful art of printing books? And yet the world to-day is little nearer a finite answer to this question than it was when Ulric Zel indited that memorable narrative to the Cologne Chronicle in 1499. Indeed, the dust

Hartley Coleridge.

XLVII.

NOT IN VAIN.

Let me not deem that I was made in vain,
Or that my being was an accident
Which Fate, in working its sublime intent,
Not wished to be, to hinder would not deign.
Each drop uncounted in a storm of rain
Hath its own mission, and is duly sent
To its own leaf or blade, not idly spent
'Mid myriad dimples on the shipless main.
The very shadow of an insect's wing,
For which the violet cared not while it stayed
Yet felt the lighter for its vanishing,
Proved that the sun was shining by its shade.
Then can a drop of the eternal spring,
Shadow of living lights, in vain be made?

8 Point Hallamshire Old Style

Published Monthly.

The Typographer

A Journal for Young Printers

JANUARY 1907



Office of The Technical Institute, 130 Gresham Street, London. Henry Donaldson, Editor and Instructor.

New Dishes

Suitable for the Mansion or the Cottage. Compiled by Miss Edith Stanhope.

> Issued gratis with the Compliments of The Rational Association, Nile Street, Glasgow.

TIC RECITALS

MISS JANE DRAYTON

VEN AT THE ST. JAMES'S HALL ST 18th, 1907. ADMIT ONE

HE MOST DISTINGUISHED PATRONAGE

The Hamilton Company's Cases and Material.



The Chandler & Price Co.'s Presses and Cutters.



National Telephone No. 42. Telegrams: Stephenson, Sheffield. AI Code used for Abroad.



LONDON: 33 Aldersgate Street, E.C.

Stephenson, Blake & Co.

LETTER FOUNDERS

Manufacturers of Brass Rule and Material

SHEFFIELD AND LONDON

LINING HALLAMSHIRE OLD STYLE.

Stephenson, Blake & Co.

555555

PRICES.

Job Ft., 24 A, 50 a.

24 POINT

About 18 lb.

The Hallamshire series is cast Point Body, Line & Set

Job Ft., 50 A, 100 a.

14 POINT.

The Hallamshire Old Style gives great legibility when set solid, as in these paragraphs, thus dispensing with leading.

Job Ft., 70 A, 136 a.

10 POINT.

The Hallamshire Old Style Series is suitable for News Advertisements, its unique characteristics being attractive, COMMANDING ATTENTION.

This Series, and also the others shown in the Display Book Letter Section, are sold at the ordinary Book Letter Rates when supplied in Founts of 120 lb. and upwards, (with spaces and quads included). Smaller weights, letter only (with spaces and quads at space and quad price), charged at Antique Rates.

Job Ft., 86 A, 74 a.

18 POINT.

The Hallamshire Old Style well exemplifies the fashion of the day

Job Ft., 60 A, 125 a.

The Hallamshire Old Style Series can readily be supplied by most of OUR COLONIAL AGENTS

The Hallamshire Old Style Series is sold at prices which will enable Printers, who are lovers of the antique, to avail themselves of its pleasing features for Book Work, without pecuniary sacrifice on the part of either themselves or their clients.

Job Ft., 100 A, 200 a.

6 POINT.

About 5 lb.

The Hallamshire Old Style Series is a Genuine Old Style, showing remarkable clearness even in this 6 Point size, and will be found very useful in various kinds of General Jobbing HIGHLY STRIKING IN ARTISTIC DISPLAY

n the American Lining System.

tudy Economy

The American Method at British Prices.

LINING BOOKLET.

STEPHENSON, BLAKE & Co. desire to call attention to the BOOKLET Series, which is introduced to provide an elegant and attractive type for the highest class of Bookwork, Pamphlets, Reports, Price Lists, detailed Catalogues, and Booklets.

2 Point. Job Fount, 48 Λ, 100 α; about 12 lb.

THE USES OF THE BOOKLET SERIES.

INCE its first introduction as a tasteful and refined "Booklet" type, this Series has developed into popular favour as a most useful and attractive letter for bookwork. for which its clear and elegant cut, its open and legible appearance, and its great cleanness and durability in wear eminently qualify it. Being provided with full equipment of SMALL CAPITALS, italics, and all details necessary for book founts, it has been largely adopted by some of the most important houses both in London and the provinces for high class book and magazine printing with very gratifying results, its use for such purposes having given the greatest satisfaction. To meet this condition of things, the prices have been arranged so that while for ordinary jobbing and display purposes small founts are supplied at the usual prices charged for Antiques and similar faces, large founts, such as are required for book and magazine printing, are priced at the same rates as ordinary roman body fountsas shown in current Price List. These rates apply also to the various series included in this section of the Specimen Book.

10 Point

Job Fount, 70 A, 186 a; about 10 lb.

STEPHENSON, BLAKE & CO.

ALICE MEADOWS,
VIOLINIST.

25 Portman Square, W.

CROWN ASSURANCE SOCIETY.

ESTABLISHED 1709.

THE CROWN ASSURANCE SOCIETY is one of the oldest institutions of its kind in the United Kingdom, having been founded in 1709.

At first the Society transacted Fire Insurance business only, but from 1824 its operations have been extended to Life Assurance. The Society has been in existence for nearly two hundred years, and throughout that period has grown in usefulness and in reputation for financial soundness and liberality.

Total Subscribed Capital ... £500,000.
Total Paid up Capital ... £230,000.
Funds to Dec. 31, 1903 ... £3,896,714.

DIRECTORS.

Chairman: Walter Macredy, Esq., J.P., M.P.
Deputy-Chairman: Right Hon. Guthrie Moss.
Sir James Whittaker, Bart.
Sir Thomas Grigson, M.P.
Austin Richard Henderson, Esq.
Frederick B. Putnam, Esq.

6 Point

Job Fount, 77 A, 162 a; about 5 lb,

HOLIDAY RESORTS.

JERSEY is probably the most important of the Channel Islands, and visitors might spend at least a month there without exhausting its many points of interest. The climate is equal to any in Europe, whilst its record of sunshine is unsurpassed anywhere in the British Isles. As he approaches St. Helier's, the attention of the visitor cannot fail to be attracted by that very interesting pile of masonry, Elizabeth Castle, which was erected by Sir Walter Raleigh upon a shoal of rocks to protect the entrance to the port—but which now can only be regarded as useful for garrison purposes. Another equally prominent object, Mount Orgueil Castle, stands out very conspicuously near Gorey, situated on the eastern side of the island—though, like Elizabeth Castle, it is no longer looked upon as a fortification. There are several first-class hotels, boarding houses and lodgings, and there is plenty of amusement thoughout the summer months. Passengers who prefer to go first to either Guernsey or Jersey may do so if they wish, but in fine weather it is considered more convenient to continue the outward journey to St. Helier's, so as to arrive in time for dinner.

Throughout the summer excursions are made almost daily to Alderney, Sark and Herm. Sark has the reputation of having once been the abode of pirates.

Guernsey is 198 miles from Waterloo, 119 miles from Southampton, 30 miles north-west of Jersey, and is the first of the Channel Islands reached when sailing from England. Never excessively hot in summer nor severely cold in winter, the climate is so healthy that many English families have made their permanent place of residence in Guernsey, and they are as enthusiastic in praising its advantages as are the great number of tourists who flock to its shores regularly each summer. St. Peter Port, the principal town of the island, has provided three separate bathing places which have no equal on the British coast

Job Fount, 75 A, 150 n; about 8 lb.

8 Point.

LINING BOOKLET ITALIC.

26 A. 160 a.

12 POINT

About 12 H

PICTORIAL DESCRIPTIONS having become popular among various classes of students in

28 A. 162 a

10 POINT

About 10 lb

THERE ARE THOSE WHO DELIGHT to master the processes of photography and find greater pleasure in producing

30 A, 188 a.

8 POINT.

About 8 lb.

NUMBERS OF THESE WORKERS SELDOM get results, as we usually understand the term, contenting themselves with making technically perfect negatives, from which they promise to

36 A. 224 a.

6 POINT.

About 5 fb.

ARCHITECTURAL STUDIES SOMETIMES PRESENT considerable difficulties, though usually they are neither so formidable nor so numerous but that any determined photographer can master them should the necessity arise

Telephone: 9483 East.

Telegrams: "Exchan

THE NATIONAL EM

Manufacturers and Wholesale Dealers in Artists' Sund

49-58 CORONET SQUARE

LONDON. E.C.

MR. S. GRAINGER, Representative.

PROGRAMME OF MUSIC.

WEDNESDAY, JUNE 10th.

1 March of the Peers Iolanthe Sullivan 2 Overture Les Sirènes Auber Wagner 4 Two Hungarian Dances Brahms 5 Morceau Mignon Salut d'Amour · The Bohemian Girl · 6 Selection . Balfe 7 Two Songs without Words . Mendelssohn 8 Ballet Music . Faust Lo! Here the gentle Lark 9 Duet · · Bishop 10 Nocturne . . The Turkish Patrol Michaelis Henry VIII 11 Three Dances German Morris Dance Shepherds' Dance Torch Dance 12 Reminiscences of all Nations . . arranged by Godfrey Cavalleria Rusticana · Patience 14 Selection Sullivan 15 Coronation March Le Prophète Meyerbeer"GOD SAVE THE KING."

SABLE COATS.

MILLINERY.

GRAHAM & ROBINSON

have the pleasure to announce that their Showrooms are now freely supplied with Novelties suitable for the Winter Season.

COSTUMES.

RIDING HABITS.

LETTER FOUNDRY, SHEFFIELD, and 33 ALDERSGATE STREET, LONDON.

We have pleasure in submitting this Specimen of Booklet Italie, which will appeal to Printers as being suitable for work of a refined character, used either alone or in conjunction with our

POPULAR BOOKLET ROMAN

SHOWN ON PRECEDING PAGE.

Both series are east on the American Lining System, and we venture to think they will form a useful and exceedingly attractive addition to the equipment of a modern printing office.

STEPHENSON, BLAKE & Co.

he Kindest of Thoughts

and all Good Wishes

hristmas and the New Year,

rs. NEIL HOPKINS.

GE, RCESTER.

Christmas, 1908.

LINING ANTIQUE OLD STYLE, No. 2

and LINING ANTIQUE ROMAN (see footnote).

5 A, 10 a. 48 POINT. About 23 lb.

MANCHESTER Borough Elections

9 A, 16 a. 36 POINT. About 21 th

ELECTION NOTICES for the Northern District

14 A, 32 a. 30 POINT. About 21 tb.

ELECTRIC POWER COMPANY has Branch Establishments for the convenience of Customers 234567890

18 A 40 a. 94 POINT About 17 th.

NEWINGTON SUPPLY ASSOCIATION High commercial and financial reputation has secured the thoroughly independent valuation

24 A, 50 a. 18 POINT. About 14 lb

NORTHERN COUNTIES INSURANCE COMPANY The Directors have gratification in announcing that the profits of the year amount to £305,916. This remarkable

This series of Lining Antique Old Style, No. 2 has been shown in recent Specimen Books under the title of Lining Antique Roman, with the following sorts (in the style here printed), namely—E W e in 24 and 30 Point, and E F M W e r s y in 6, 8, 10, 12 and 18 Point—substituted for the corresponding letters used in the present Specimen. In all other respects the series are identical.

The Lining Antique Roman sorts will not be supplied with Founts unless specially ordered.

12 Point 48 A, 160 a; about 12 lb.

LINING ANTIQUE OLD STYLE, No. 2

and LINING ANTIQUE ROMAN (see note on page 108).



HENCE it cometh to this, SANCHO, replied his master, it is highly needful for a knight errant to wander about seeking adventures; that by achieving some he might acquire such fame and renown, that, when he comes

to the court of some great monarch, he shall be known by his works beforehand; and scarcely shall the boys see him

READINGS FROM MICHAEL.

WHENCE it comes to this, Sancho, said his master, it is highly needful for a knight errant to go about in search of adventures; that by achieving some he might acquire such fame and renown, so that, when he comes to the court of some great monarch, he shall be known by his works beforehand; and scarcely shall the boys see him enter the gates of the city, but they shall all follow and surround him, crying aloud, This is the knight of the sun, or of the serpent, or any other device, under which he might have achieved brilliant exploits. This is he, will they one and all say, who overthrew the huge giant Broccabruno of the mighty force in single combat; he who disenchanted the great Mameluco of Persia from that long enchantment, which had held him confined for nearly nine hundred years. Thus from hand to hand they shall go forth blazoning his deeds; and presently at the bustle of the boys, and of the rest of

SELECTIONS FROM WORKS OF MICHAEL CERVANTES

Whence it comes to this, Sancho, replied his master, it is highly needful for a knight errant to go about in search of adventure; that by achieving some he might acquire such fame and renown, so that, when he comes to the court of some great monarch, he shall be known by his works before-hand; and scarcely shall the boys see him enter the gates of the city, but they shall all follow and surround him, crying aloud, This is the knight of the sun, or of the serpent, or any other device, under which he might have achieved brilliant exploits. This is he, will they one and all say, who overthrew the huge giant Broccabruno of the mighty force, in single combat: he who disenchanted the great Persian Mameluco from that long enchantment, which had held him confined for nearly nine hundred years. Thus from hand to hand they shall go forth blazoning his deeds; and presently at the bustle of the boys, and of the rest of the people, the king of that country shall appear at the windows of his royal palace; and as soon as he espies the knight, knowing him by his armour, or by the device on his shield, he must necessarily say that

8 Point.

72 A, 160 a; about * fb.

76 A, 155 a; about 5 lb.

6 Point.

Whence it comes to this, Sancho, replied his master, it is highly needful for a knight errant to go about seeking adventures; that by achieving some he may acquire such fame and renown, that, when he comes to the court of some great monarch, he shall be known by his works beforehand; and scarcely shall the boys see him enter the gates of the city, but they shall all follow and surround him, crying aloud, this is the knight of the sun, or of the serpent, or any other device, under which he might have achieved great exploits. This is he, will they all say, who easily overthrew the huge giant Broccabruno of the mighty force, in single combat; he enchanted

SELECTIONS FROM MICHAEL CERVANTES.

10 Point.

60 A, 130 a; about 10 fb.

LINING ANTIQUE OLD STYLE, No. 2.

FRANK GARSFORD President PERCY BENTLEY
Secretary

NEW CENTURY CLUB

(Limited Membership)

For Study and Recreation

Wolverhampton Mansions,

DN,

19

MENU



. . SOUPS . .

Ox-Tail Gravy St. Julienne

.. JOINTS ..

Sirloin of Beef Shoulder of Mutton Boiled Mutton and Caper Sauce Roast Pork Lamb and Mint Sauce

. . VEGETABLES . .

Fried and Boiled Potatoes Asparagus Green Peas Runners

.. SWEETS ..

Stewed Fruits Iees Custard Cheese and Celery

THE THIRTY-FIFTH
ANNUAL REPORT
OF THE FIRE AND
LIFE ASSOCIATION OF
GREAT BRITAIN WILL
CONTAIN A PROPOSAL
FOR ALTERATION AND
ADDITIONS TO RULES.

GEORGE WILLIAMS.

rland Road, Islington, N.

TRAVELS IN SCOTLAND DURING THE REVOLUTION



London:

THE MACAULAY PUBLISHING CO.

BURGUNDY PRICE LIST

This Series of Lining
Antique Old Style
very suitable for
Booklets and
Price Lists
of every
descrip
tion.

SUPPLY ASSOCIATION

BIRMINGHAM DIRECT

PARTICULARS OF SALE MAY BE OBTAINED ON APPLICATION TO THE AUCTIONEER, MR. WALTER MASON. THE COLLECTION IS MAINLY COMPOSED OF ANTIQUE FURNITURE, OIL PAINTINGS BY VICTORIAN MASTERS. EMBROIDERIES OF TWELFTH CENTURY, &c.

POINT LINE TYPE

Space-Saving Material and Office Furniture of the Best Manufacture. Chandler & Price Co.'s Gordon Platen Presses and Cutting Machines

DURABLE METAL

Stephenson, Blake & Co.,

—— LETTER FOUNDERS, —

Foundry: SHEFFIELD. Sheffield & London.

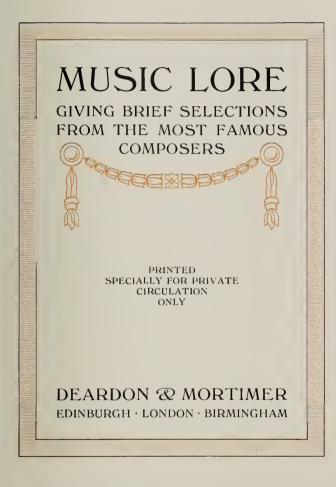
Saint George Series

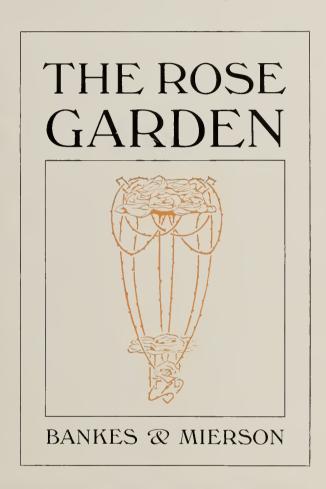
SAINT GEORGE INITIALS

Stephenson, Blake & Co. and Sir Charles Reed & Sons

Letter Foundry and Works: SHEFFIELD.

LONDON: 33 Aldersgate Street, E.C.







HISTORY OF PHRASE @ FABLE

AINT GEORGE was the son of lord Albert of Coventry, according to the ballad quoted by Percy, his mother having died in giving him birth, and the new born babe was spirited away by the weird lady of the woods, who brought him up to deeds of arms. His body had three marks: a dragon on the breast, a garter round one of the legs, and a blood-red cross on the arm. When he grew to manhood, he first fought against the Saracens, and then went to the city of Sylene, in Libya, where was a stagnant lake infested by a huge dragon, whose poisonous breath hath many a city slain, and whose hide no spear nor sword could pierce. Every day a virgin was sacrificed, and at length it came to the lot of Sabra, the king's daughter, to become its victim. She had been tied to the stake and left to be devoured, when St. George came up, and vowed to take her cause in hand. On came the dragon, but St. George thrust his lance into its mouth, and killed it on the spot. The king of Morocco and the king of Egypt, not

8 Point.

THE STORY OF ALADDIN.

LADDIN was just ready to go, when the magician knocked at the door, and came in loaded with wine and all sorts of fruit, which he brought for a dessert. After he had given what he brought into Aladdin's hands, he saluted his mother, desiring her to show him the place where his brother Mustapha used to sit on the sofa; and when she had done so, he fell down and kissed it many times, crying out, with tears in his eyes, My poor brother! how very unhappy am I, not to have come soon enough to give you one final embrace. Aladdin's mother requested him to sit down in the same place, but he declined. No, quoth he, I shall not do so; but give me leave to sit opposite to it, that although I see not the master of a family so dear to me, I may at least behold the place where he used to sit.

When the magician had made choice of a place, and sat down, he began to enter into discourse with Aladdin's mother. My good

10 Point.

THE ARABIAN NIGHTS.

OING in early the next morning the magician called for Aladdin, and said he would take him for a day in the country, and on the next he would buy the shop. He then led him out at one of the gates of the city, to some magnificent palaces, each with lovely gardens, into which anyone might enter. At every building he came to, he asked Aladdin if he did not consider it fine: and the youth was ready to answer when any presented themselves, crying aloud, Here is a grander house, uncle, than any we have seen. By such artifice, the magician took Aladdin some way into the country; and as he meant to carry him farther, to execute his plan, he took an opportunity to sit down in

12 Point.

STORY OF SINDBAD THE SAILOR.

EANWHILE I enjoyed much liberty, so that scarcely any notice was taken of what I did, and this gave me an opportunity one day to get at a distance from the houses, and to make good my escape. An old man who saw me, and suspected my design, called to me as loud as he could to return. but instead of obeying him, I redoubled my speed and quickly got out of sight. At that time, there was no one but the old man about the houses, the rest being abroad, and not to return till night, which was usual with them. Therefore, being sure that they could not arrive in time to pursue me, I went on till night, when I stopped to rest a little, and to eat some of the provisions 1 had secured; but 1 speedily set forth again and travelled seven days, avoiding the places which seemed to be inhabited, and lived for the most part upon cocoa-nuts, which served me both for meat and drink. On the eighth day I came near the sea, and saw some white people like myself, gathering pepper, of which there was great plenty in that place. I took to be a good omen, and went to them without any scruple. The people who gathered pepper came to meet me as soon as they saw me, and asked me in Arabic, who I was, and whence I came. I was overjoyed to hear them speak in my own language, and satisfied their curiosity, by giving them a short account of my shipwreck, and of how I became the prisoner of the negroes. Those negroes, said they, eat men; and by what miracle did you escape their cruelty? I related to them the circumstances I have just mentioned, at which they were greatly surprised

6 Point.

LINING SAINT GEORGE.

Regd. No. 572433.

5 A. 6 a.

72 POINT.

About 30 lb.

RICH Models

28 A, 60 a

18 POINT.

About 15 lb

UNIQUE BRANDS Modern Material

40 A, 85 a.

14 POINT

About 13 fb.

GRECIAN ORNAMENT Antiquarian Research

52 A, 110 a.

12 POINT.

About 12 lb.

SAINT GEORGE SERIES
Attractive in Display
Booklet or General Printing

56 A, 115 a.

10 POINT.

About 10 lb.

STEPHENSON, BLAKE & CO. Letter Founders, Sheffield and 33 Aldersgate Street, London

72 A. 162 a. 8 POINT. About 8 lb.
All Printers should Apply for the Latest
CATALOGUE OF PRINTING MATERIAL
Illustrating our Modern Woodwork

80 A, 165 a. 6 POINT. About 5 lb.

HANDSOME BOOKLET OF THE SAINT GEORGE

Now Ready showing its Suitability for

Highest Class of Bookwork and Artistic Jobbing

GROUND Resident

10.3.20.0

36 POINT.

About 98 th.

DOMINANT Photograph

12 A, 24 a.

30 POINT

About 20 lb.

HARBINGERS Winter Course

18 A. 40 a

24 POINT.

About 18 fb.

GARDEN DESIGN Flemish Retreats

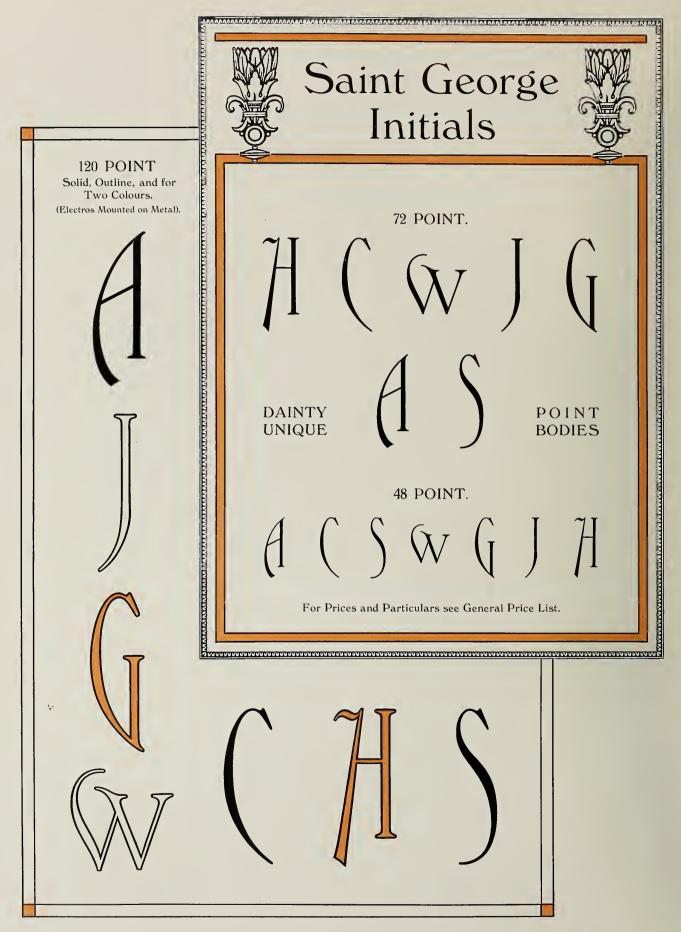
5 A, 8 a

60 POINT.

About 26 lb.

FURNISHERS Noted Produce

Spaces and Quads are sent with Founts (at space and quad price) unless otherwise ordered.



THE

WINCHESTER FAMILY

Lining Winchester Old Style

Lining Winchester Old Style Italic

Lining Winchester Bold

Lining Winchester Bold Condensed



STEPHENSON, BLAKE & Co.

AND

Sir Charles Reed & Sons

Letter Foundry and Works: SHEFFIELD.

LONDON:
33 Aldersgate Street, E.C.

ECCENTRICITY IN COMPOSITION.

PERHAPS it is only the expression of revolt against orthodoxy which shows itself in the eccentric arrangements of lines of type. Types are made square to be used square, but there is a spirit abroad which is ever prompting us to use material in a different way. When compositors have learnt the lesson that this sort of thing may be a great consumer of time, the day is not far distant when they will meekly return to things orthodox. Then the daily time-note ceases to haunt, and resumes its place amongst the nebulæ

18 POINT.

MEMORY AND SUCCESS.

In the pressure and strain of modern life, success becomes every day a matter more difficult of attainment, for in the pursuit of success, various factors play a part, among the more prominent being trustworthiness, industry, and a readiness of resource. But, important as are these qualifications, there is one which is even far more indispensable, and that is a thoroughly good memory. It is probably safe to assert that no man ever has, or ever will, attain success on his own merits unless he possesses a decidedly sound memory. And yet, strange as it may seem, although memory is of the first necessity in striving for success, few faculties are more inexcusably neglected in cultivation. This circumstance no doubt arises from the prevalent, though entirely erroneous, impression that a man's memory is a quantity definitely fixed by nature and incapable of improved

THE CORNISH RIVIERA IN WINTER.

Three quarters of a century and more have passed since this rare and curious little volume made its appearance, but the struggle for supremacy between foreign and home health and pleasure resorts still continues, and it is only comparatively recently that the dwellers in London, the Midlands, and further afield, have, to any appreciable extent, realised the fact that the blessings of warmth, sunshine, and a mild climate may be enjoyed during the winter months without crossing either the Channel or the Continent, or incurring toil and expense of a sojourn in Egypt, a visit to Algiers, or even a trip to Nice or San Remo. It is obviously in the best interests of the British householder and taxpayer that the favourable climatic conditions of Cornwall between September and April should be made as widely known as possible. To this end reliable statistics on the subject of the winter climate of Cornwall have been added to a brief account of the prominent features of this old world county, which have rendered it an object of supreme interest both to English and foreign travellers from time immemorial. The once prevalent idea that Cornwall was to be visited only in summer or autumn is fast disappearing. ¶ Englishmen, and also English women, at the commencement of the twentieth century, have realised the truth of what had been boldly asserted at the beginning of the nineteenth, but the dangers and difficulties of that far-off epoch have long since vanished. A pleasant journey of eight hours only divides London from Penzance, and carefully organised services of motors bring different points of interest within easy reach.

8 POINT.

12 POINT.

SIMPLICITY OF TREATMENT IN DISPLAY.

NDOUBTEDLY a great deal of truth lies in the remark that no royal road leads to the attainment of a thorough knowledge of the art of job display work. Comparatively few workmen reach even a moderate degree of efficiency in this branch of the composing department, for the simple reason that very few indeed will devote the amount of thought and study, outside the ordinary office routine, which is necessary to the subject, if success is to be secured. At the present time it is generally recognised that every job or advertisement of importance should first of all be designed; in other words, that a rough, more or less perfect, sketch should be made of the wording, which sketch is to act as a guide to the compositor for the arrangement and whiting-out of the job.

14 POINT.

PROFITABLE INVESTMENT IN SUPPLIES.

Just as the successful investment in type, paper and ink is by no means the selection of the cheapest, but rather the power to choose the one quality which is the most economical and at the same time fulfils its required purpose, so it is in dealing with blocks, when the prices for the same class of work may vary as much as 50 per cent. There is bound to be a difference in the quality somewhere, for the increase, although it may partly but cannot altogether represent more profit, high rent and poor organization, must mean that the expenses of production have somehow been reduced by means of much cheaper material and labour, and a lack of that thoroughness which, for best work, is most essential. The pence saved on a cheap block frequently means the losing of as many shillings when on the machine. false and expensive policy to let price be too big a factor in the purchase of blocks. Of course, buy as cheaply as you can, but first see that the quality is right. ¶ These points should be left with the man who is in touch with the actual printing, but seeing that usually this is not so, it behaves everyone who has the ordering of blocks to put himself in that position as far as possible, and to ascertain carefully the conditions under which each block will be worked, the number of copies to be printed, the class of paper to be used, and whether it will be kept for stereotyping or electrotyping. The wood mounts are the most common cause of difficulties in the machine room, for if they are of new, soft wood, they perceptibly yield in due time to the constant pressure of the platen or cylinder, thus defeating the object of the overlay. If stored for any little time they warp or shrink under atmospheric conditions, so that not only is the wood out of truth, but the metal is curved also and remounting is not the simple remedy it would seem. The best timber for mounts is a hard and close-grained wood, such as mahogany or oak; neither of these, if well seasoned, change much with storing, whilst a thin coat of varnish to the base is a further protection. A warped block is such a time-waster that a number of special mounting woods have been introduced to take the place of the ordinary timber. The best known is the laminated wood, which consists of several sheets of wood being glued together with the grains all lying in different directions, thus preventing warping.

6 POINT.

HOLIDAY TOURS ABROAD.

For many years the Swiss tours have been a dominant feature of the Polytechnic programme, and certainly they can offer unique facilities, for they possess a beautifully wooded estate of over seventy acres on the shores of Lake Lucerne, on which have been erected some very fine buildings. The estate is most conveniently situated a little over a mile from the town of Lucerne, and accommodation is provided for six days, and a return ticket from London for the charge of five guineas. The travellers also have the advantage of the Polytechnic special train, which obviates the tiresome changing of carriages and Customs formalities at Basle. The week can be profitably occupied in carrying out a unique series of excursions, including the ascents of the Rigi and Pilatus, and the trip on the wonderful Gotthard railway, besides a visit to the interesting sights of Old Lucerne. The extra charge for this series is extremely moderate. ¶ A well-arranged tour to Paris has also proved very popular, facilities for everything in the way of sightseeing, under the superintendence of experienced conductors,

10 POINT.

LINING WINCHESTER OLD STYLE.

5 A, 8 a. 72 POINT. About

HOME Product

36 A, 66 a.

18 POINT.

About 16 lb.

NATURE STUDIES Winter in the Country

48 A 100 a

14 POINT.

About 13 fb.

PICTORIAL SPECIMEN Printed by British Labour

60 A, 140 a.

12 POINT.

About 12 fb.

STEPHENSON, BLAKE & Co. Letter Founders, Sheffield London: 33 Aldersgate Street, E.C.

70 A, 156 a.

10 POINT.

About 10 lb

PRINTING OFFICES FURNISHED throughout on the latest and most approved Labour Saving Methods

90 A, 190 a.

8 POINT. About 8 lb.

Highest Quality Type and Spacing Material
THE AMERICAN POINT LINING SYSTEM
Guaranteed cast to Correct Standard

90 A. 190 a.

6 POINT.

About 5 lb.

THE WINCHESTER OLD STYLE SERIES DESIGNED and Engraved in Great Britain for producing Bookwork and General Printing of the very highest class DURABLE

Fashionable

12 A, 24 a.

36 POINT.

About 23 lb

WINCHESTER
Old Style Series

14 A, 34 a

30 POINT

About 20 lb

BRITISH GOODS

Moderate in Price

24 A, 50 a

24 POINT.

About 19 lb.

MODERN PRINTING
Commands Recognition

5 A, 10 a.

60 POINT

About 23 lb.

CHOICE SERIES Economic Designs

Spaces and Quads are sent with Founts (at space and quad price) unless otherwise ordered.

LINING WINCHESTER OLD STYLE ITALIC.

5 A, 8 a. 60 POINT. About 21 ib.

SPRING Costume

5 A. 10 a.

18 POINT

About 18 lb

HEROICS Architecture

IO A, 22 a.

30 POINT

About 14 lb.

PERFORMING Evening Concerts

32 A, 66 a.

18 POINT.

About 16 lb.

EMINENT MUSICIANS Bradford Cricket Festival

56 A, 120 a.

12 POINT.

About 12 lb.

WINCHESTER OLD STYLE ITALIC Companion to the Winchester Old Style

90 A, 186 a

8 POINT.

About 8 lb.

LINING WINCHESTER OLD STYLE ITALIC FORMS an adjunct to the Lining Winchester Old Style Roman series, besides serving the purpose of a high-class jobbing letter. All members of the

7 A, 16 a. 36 POINT, About 15 fb.

CENTURIES Modern House

18 A, 40 a

24 POINT.

About 14 lb.

BRITISH SOLDIER Picturesque America

44 A. 90 a

14 POINT.

About 13 th.

WINCHESTER ITALIC MUST appeal to all Printers on account of its suitability in various classes of display.

68 A, 150 a.

10 POINT.

About 10 lb.

THE WINCHESTER OLD STYLE ITALIC forms an adjunct to the Winchester Old Style, besides being a high-class letter for display. £1234567890\$

96 A, 200 a.

6 POINT.

About 5 fb.

THE WINCHESTER OLD STYLE ITALIC FORMS AN ADJUNCT to the Winchester Old Style Roman series, besides serving the purpose of a high-class jobbing letter. All members of the Winchester family work harmoniously together, being cast on the popular American Point Lining System, which ensures accurate alignment

Spaces and Quads are sent with Founts (at space and quad price) unless otherwise ordered.

Note that Capitals \mathcal{A} \mathcal{B} \mathcal{D} \mathcal{E} \mathcal{F} \mathcal{M} \mathcal{N} \mathcal{P} \mathcal{R} \mathcal{T} and lowercase r are supplied in duplicate—plain and ornamental.

Specimen from Stephenson, Blake & Co.

— and SIR CHARLES REED & SONS —

Letter Founders · Wood Letter Cutters · Brass Rule Makers Manufacturers of Superior Cases, Frames, Cabinets, Racks, &c.

LETTER FOUNDRY: SHEFFIELD.

LONDON: 33 ALDERSGATE STREET.

LINING WINCHESTER BOLD.

5 A. 6 a. 72 POINT. About 29 ib.

RIGHT Design

28 A. 66 a.

18 POINT.

About 15 lb

MODERN DISPLAY demands recent faces

40 A, 90 a.

14 POINT.

About 13 lb.

THIS SERIES ENRICHES and brightens all classes of work, and brings in orders.

56 A, 110 a.

12 POINT.

About 12 lb.

LINING WINCHESTER BOLD will be found effective when used with Lining Winchester Old Style

64 A, 130 a.

10 POINT.

About 10 Ib

WINCHESTER BOLD EMBRACES those characteristics which appeal most to printer and public. £1234567890\$

84 A. 164 a.

8 POINT.

About 8 lb

THE LINING WINCHESTER FAMILY MUST become popular in both Magazine and Newspaper Advertisements, for which it is eminently suitable

80 A, 170 a.

6 POINT.

About 5 1

MEMBERS OF THE LINING WINCHESTER FAMILY should find their way into all Printing Offices, because each series is useful if shown either by itself or in combination

PRINTING Enhanced

IO A 90 a

6 POINT.

About 22 th.

BOHEMIANS Entertainers

14 A, 34 a

30 POINT.

About 21 th

MANOR HOUSE Health Resorts

20 A, 44 a

24 POINT.

About 18 lb

ENGLISH PRODUCT Winchester Family

5 A, 8 a.

60 POINT.

About 23 lb.

GRAND HOMES Dramatic Recital

Spaces and Quads are sent with Founts (at space and quad price) unless otherwise ordered.

LINING WINCHESTER BOLD CONDENSED.

5 A, 6 a. 72 POINT.

HOMES Furnished

5 A, 10 a.

4× POINT

About 15 lb.

PROMENADE Manchester

9 A, 16 a.

36 POINT

About 14 th

MODEL PRINTER Eastern Resorts

10 A, 22 a

30 POINT

About 12 lb

HISTORIC MANSION Norman Residence

14 A, 32 a

24 POINT.

About 10 tb.

HANDSOME MONUMENTS Antique Inlaid Furniture

20 A, 40 a

18 POINT.

About 8 lb.

About 94 th.

DESIRABLE SPECIMENS Coronation Splendour

80 A 56 a

14 POINT.

About 7 lb.

FOURTH DRAMATIC RECITAL
Numerous Bohemian Artistes

36 A, 64 a.

12 POINT.

About 6 lb.

ELECTRIC LIGHTING CONTRACTORS
Estimates and Specifications
Superior Freehold Estate, £3250

44 A, 84 a.

10 POINT.

About 5 lb.

LINING WINCHESTER BOLD CONDENSED
Stephenson, Blake & Co. Sheffield
Handy Booklet Forwarded on Application

48 A, 94 a.

8 POINT.

About 4 lb.

Announcement of Metropolitan Phonograph Company
MUSICAL MASTERPIECES ACCURATELY REPRODUCED
Magnificent Orchestra of English Performers

52 A, 120 a.

6 POINT.

About 8 th

PANORAMIC REPRESENTATION OF LEADING EUROPEAN CAPITALS

Numerous Testimonials from Educational Authorities

Particulars of Entertainments with Programme sent on Request

5 A. 10 a

60 POINT

About 19 lb.

BEDFORD GARDENS Diamond Ornament

Spaces and Quads are sent with Founts (at space and quad price) unless otherwise ordered.

SOUTH AFRICAN



SELECTED LOTS NOW ON VIEW AT GRAND HOTEL, SHEFFIELD.

IMPERIAL DIAMONDS

Expert Representative will be in attendance during June and July.

(TIARAS)

CHOICEST STONES

ROBERT MARTIN Reliable Modern Furniture Artistic—Substantial—Inexpensive. We are daily receiving appreciative letters from our customers referring to Goods bought at the CORONATION Household Stores SPECIAL BARGAINS. and we recommend with confidence every article supplied from our stock or made to order. Visitors to the City are requested to call and inspect our Enlarged Premises, and at the same time to enquire for a copy of our recently published FREE PICTORIAL CATALOGUE. MARINE PARADE

WHEN YOU ARE THINKING ABOUT YOUR

Christmas Numbers

bear in mind that the British Magazine is the leading Journal for Gentlewomen.



The Special Number this year will excel in the variety of its Stories and Pictures.



STYLE LETTER AND ORNA-MENTS OFFERS TO EVERY ENTERPRISING PRINTER FACILITIES HITHERTO UN. KNOWN FOR CREATING A NEW AND PLEASING FORM OF DISPLAY, WHICH SHALL COMBINE THE ALWAYS DESIRED FEATURES OF DISTINCTNESS AND TELLING EFFECT WITH TRULY ARTISTIC SURROUND INGS. BOTH THE LETTER, AND THE VARIOUS ORNAMENTS INCLUDED IN THE SERIES-BORDERS, FESTOONS, & PAGE ORNAMENTS, ALSO INITIALS-POSSESS GENUINE ORIGINALITY AND RICHNESS OF DESIGN, AND COMBINE SOME OF THE EARLIEST OLD STYLE CHARACTERISTICS WITH CHASTE & CONSISTENT ELEGANCE, THIS FINE INSPIRATION HAVING BEEN DRAWN FROM A FAMOUS FLORENTINE ARTIST & SCULPTOR OF THE 15TH CENTURY

HIS BEAUTIFUL SERIES OF OLD



SYNOPSIS OF FOUNTS.

A Synopsis of the complete Series of Lining Westminster Old Style, which is cast on the American Point System, Body, Line and Set, will be found on the third of these specimen pages, showing the full gradation of sizes from 6 to 60 point. A most pleasing result is produced by the use of this Series either as a Book or Display letter, owing to the admirable effect of the combination of Type, Ornaments and Initials, all of which have been designed in harmony with each other.

PRICES OF FOUNTS.

STEPHENSON, BLAKE & Co., in introducing this Series of Lining Westminster Old Style, have so arranged the prices that, while for all ordinary jobbing and display purposes small founts are supplied at the usual prices of Antiques and similar faces, larger founts, such as are required for book and magazine work, and including the usual proportion of spaces and quads, are priced at the same rates as ordinary roman body founts.



A separate Booklet has been prepared giving complete details of the whole Series—including the Ornaments, Festoons, Borders, and Initials—together with various displayed examples illustrating their uses in practically every variety of printed work. Copies of this Booklet will be forwarded to our customers upon application.

FULL SPECIMENS OF THE WESTMINSTER PAGE ORNAMENTS, BORDERS, FESTOONS AND INITIALS WILL BE FOUND IN THEIR RESPECTIVE SECTIONS—SEE INDEX AT BEGINNING OF BOOK.



STEPHENSON, BLAKE & Co.

SHEFFIELD AND LONDON.

Registered No. 407841.





LINING WESTMINSTER OID STYLE COM





NYONE who considers the history of Westminster will observe with some surprise that he is reading about a city which has no citizens. In this respect Westminster is alone amongst cities and towns of the English speaking race: she has had no citizens. Residents she has had-

tenants, lodgers, subjects, sojourners within her boundaries—but no The sister city within sight, and almost within hearing, can show an unequalled roll of civic worthies, animated from the beginning by an unparalleled tenacity of purpose, clearly seeing and understanding

what they w and why, an could obtain their desires.



10 Point. nowledge had been ded down er to son. Freedom. has been ieved and ssured by ese things.

12 Point.



HISTORY OF WES RELATION TO CA

To write about Westminster and not to speak of Caxton would be well nigh

impossible. As well write upon America

and forget Columbus. Even at the risk of doing again what has already been

done by the antiquary or by the historian, even though one may have found little to

add to the investigations and discoveries

of those who have gone before, we must still speak of Caxton, because through his

agency was effected the change—that of printing for manuscript-which has

proved the most momentous, the most

far-reaching, the most fruitful of all the

HISTORIC BUILDINGS IN WESTMINSTER.

HE Houses of Parliament, their constitution, their history, their buildings, all belong to the history of the Empire. They happen to stand in the City of Westminster, but their history does not form part of the City History. The House of Commons has been called to Westminster almost without interruption for about six hundred years. It sat for three hundred years in the Chapter House of the Abbey: then for three hundred years more in the Chapel of St. Stephen: when that was burned down, the site was preserved and set

apart f the ne buildin



HEN I am in a serious humour I very often walk by myself in Westminster Abbey, when the gloominess of the place, and the uses to which it is applied, together with the solemnity of the building and the con-

a tale never truly and properly told. Antiquaries, or rather historians who have to depend on antiquaries, are apt to follow each other blindly. Thus, we are informed

by everyone who has treated of this beginning, that the place upon which the Abbey stands was selected originally as a fitting place for a monastic foundation,

because of its seclusion, silence and remoteness. There is no doubt as to the

was of a place deliberately chosen by the founders of the first Abbey, and adopted

by Edward the Confessor, as a wild, deserted, secluded place, difficult of access,

remote from the ways of men, where in silence and peace the holy men might work and meditate. Let us examine into this assumption; the result, we venture to think, will upset many cherished opinions. In the examination of ancient sites

there are five principal things to ascertain before any conclusion is attempted-

that is to say before we attempt to restore the place as it was, or to identify it.

ditions of the people who lie in it, are apt to fill the mind with a kind of melancholy or rather thoughtfulness that is not disagreeable. When I look upon the tombs of the great, every emotion of envy dies within me: when I read the epitaphs of the beautiful, every inordinate desire goes out: when I meet with The beginning of the City and Abbey of Westminster is an oft-told tale, but

meaning of some of the earlier writers upon this subject.

changes and inventions of modern days. The Reformation threw open the door for freedom of thought; the Renaissance restored to the world the literature and philosophy of the past. Printing scattered broadcast the means of acquiring knowledge. The humble beginnings of this revolution, the life and achievements of the man by whose hands it was effected in this country, are not so widely known that they may be assumed as common knowledge. Let us ask, for instance, who was Caxton i

> STEPHENSON, BLAKE & Co. SHEFFIELD AND LONDON

8 Point.

STEPHENSON, BLAKE & Co.

6 Point.

The idea in their minds

LINING WESTMINSTER OLD STYLE.

Job Fount, 5 A. 8 a.

or Job Work

vestminster Old Style is a Quaint and Effective Letter

Job Fount, 48 A, 100 a.

14 POINT.

Westminster Old Style having no delicate Hair Lines, possesses Exceptional Wearing Qualities, a consideration with the Printer ELEGANCE AND UTILITY

Job Fount, 72 A, I40 a.

10 POINT.

Westminster Old Style works in harmony with the Westminster Series of Ornaments, Borders, Festoons, &c., the whole forming a Unique and Valuable Artistic Combination SPECIMEN SENT ON APPLICATION

Job Fount, 80 A, 160 a.

6 POINT.

I Westminster Old Style, when used in conjunction with the Series of Ornaments, Borders, &c., provides the Modern Printer with a fine range in the field of Typography. I The Compositor with up-to-date ideas can, with the aid of this Series, get up many Highly Attractive Designs which would otherwise have to be specially done by an artist. I This means a considerable saving in time and cost of composition,

RECENT · DEVELOPMENT · IN · PICTORIAL · TYPOGRAPHY

HGH GRADE Lining Series at Moderate Price

Westminster Old Style suits all Classes of Work and pleases all Customers by its tasteful proportions REGISTERED DESIGN

Job Fount, 60 A, 124 a.

Westminster Old Style is produced in 11 sizes, from 6 to 60 Point inclusive, cast on American Point Lining System, the many advantages of which will be freely admitted by all Printers who can appreciate the introduction of a System

STEPHENSON, BLAKE & Co.

Job Fount, 86 A, 176 a.

8 POINT.

 ${\mathbb Q}$ Westminster Old Style will be warmly welcomed by the Advertisers, who now recognise the importance of choosing their own Type and Borders for use in setting their Advertisements, selecting faces that are attractive to the eye, and preferring embellishments which appeal to the public taste. The Advertiser who takes advantage of his opportunities for contact with practically the whole of the world, must consider every phase and aspect of the work he puts forth.

WESTMINSTER SERIES FOR ADVERTISEMENTS

About 25 16.

Stephenson, Blake & Co

STEPHENSON, BLAKE & Co.

113

SIR CHARLES REED & SONS.

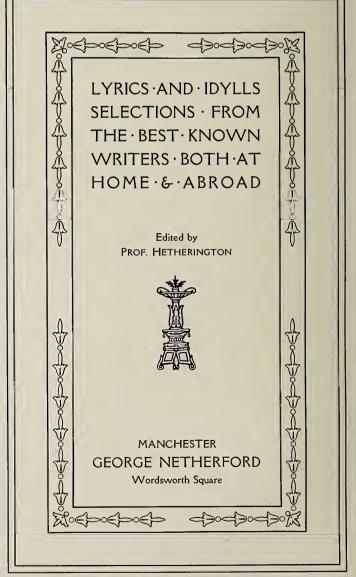
LINING WESTMINSTER OLD STYLE.











REED'S LINING ITALIAN OLD STYLE,

ROMAN AND ITALIC.

THE POPULAR SERIES

Lining Italian
Old Style

7

THIS SERIES of Lining Italian Old Style is sold at ordinary Book Letter Rates when supplied in Founts of

OLDE ENGLISHE FANCYE FAYRE

A.

Dancing round the Maypole.

Egg and Spoon Race.

Obstacle Race.

Point Body, Line and Set.

Popular Series of

ITALIAN OLD STYLE

Roman and Italic.

FOUNDRY: SHEFFIELD.

ઝ

LONDON: 33 ALDERSGATE STREET. Stephenson, Blake & Co.

And SIR CHARLES REED & SONS.

120 lb. and upwards, including spaces and quads. Smaller weights, letter only (with the spaces and quads at space and quad price), charged at same rate as Antiques, &c.

y y y

STEPHENSON, BLAKE & Co.

SIR CHARLES REED & SONS,

Letter Founders.

Foundry, SHEFFIELD. 33 Aldersgate Street, LONDON.

* SPECIAL WINE LIST. *

		Per doz	• Per bot•
		S. C	1. s. d.
Sherry, Amontillado Dry .	•	40 (3 6
Dítto, Rích Brown		46 (0 4 0
Claret, Bordeaux		17 (1 5
Dítto, Larose 1893		28 E	5 2 6
Burgundy, Volnay, 1893.		34 6	3 0
Chablis, Montrachet		36 (3 3
Hock (Dienhard), Oppenheim		28 0	2 6
Moselle, Berncastler Doctor.		42 (0 4 0
Port, Light Tawny		40 0	3 6
Ditto, Dow's 1890 Vintage.	•	63 0	5 6

REED'S LINING ITALIAN OLD STYLE.

Job Fount, 9 A, 14 a.

48 POINT.

About 95 th

THE ORIGIN OF TYPE and the nomenclature £123

ob Fount, 18 A, 36 a.

30 POINT

About 20 lb

★ THE ORIGIN and nomenclatures of all Type having grown around £23

Job Fount, 24 A, 50 a

24 POINT.

About 18 th

THE ORIGIN OF all Type Bodies and the nomenclature which has grown around them, is a branch of typographical antiquity which £12345

Job Fount, 32 A, 60 a.

18 POINT.

About 15 lb.

THE ORIGIN OF TYPE Bodies and the nomenclature which has grown around, is the branch of Typographical antiquity which has always been shrouded in more or less obscurity. Imagining, as we do, that moulds of the first Printers were most primitive in construction and conceived on true principles, they were

ITALIAN OLD STYLE

LINING SERIES

Job Fount, 12 A, 24 a

36 POINT

About 21 lb,

STEPHENSON, BLAKE & Co. Sir Charles Reed & Sons, 33 Aldersgate Street, London, E.C.

* REED'S LINING ITALIAN OLD STYLE *

Job Fount, 50 A. 90 a.: about 13 lb

HERE SHOWN AS A BOOK LETTER

14 Point.

THE ORIGIN AND NOMENCLATURE OF TYPE.

Imagining, as we do, that the moulds of the first Printers were of a primitive construction, and, though conceived on true principles, were adjusted to the various sizes of letter they had to cast more by eye than by rule, it is easy to understand that founts would be cast on no other principle than that of ranging in body, line, and height in themselves, irrespective of the body, line, and height of other founts which were used in the same Press. When two or more founts were required to

be used in the Job Fount, 72 A, 140 a; about 10 th. height would same lines, a When initials with the text

10 Point.

THE ORIGIN OF TYPE BODIES.

" Imagining, as we do, that the moulds of the first printers were of a primitive construction, and, though conceived on true principles, were adjusted to the various sizes of letter they had to cast more by eye than by rule. it is easy to understand that founts would be cast on no other principle than that of ranging in body, line and height in themselves, irrespective of other founts used in the same Press. When two or more founts were required to mix in the same work, then the necessity

standard of mix in the is necessary are wanted between its itself. And his sizes of ncorporated Hís Canon



THE ORIGIN OF TYPE BODIE

" Imagining, as we do, that the moulds of the first printers were of a primitive

construction, and, though conceived on true principles, they were adjusted to the

various sizes of letter they had to cast

more by eye than by rule, it is easy to understand that founts would be cast on

no other principle than that of ranging

in body, line and height in themselves, irrespective of the body, line and height

of other founts used in the same Press.

When two or more founts were required to mix in the same work, the necessity

of a uniform standard of height would

become apparent. When two or more

founts were required to mix in the same line,

a uniformity in the body, and, if possible, in

of unifor Job Fount, 60 A, 124 a; about 12 lb. construct

THE ORIGIN OF TYPE BODIES.

* Imagining, as we do, that the moulds of the first printers were of a primitive construction, and, though conceived on true principles, were adjusted to the various sizes of letter they had to cast more by eye than by rule, it is very easy to understand that founts would be cast on no other principle than that of ranging in body, line and height in themselves, irrespective of the body, line and height of other founts used

Imagining, as we do, that the moulds of the first printers were of a primitive construction, and, though conceived on true principles, were adjusted to the various sizes of letter they had to cast more by eye than by rule, it is easy to understand that founts were cast on no other principle than that of ranging in body, line and height in themselves, irrespective of the body, line and height of other founts used in the same Press. When two or more founts were mixed in the same work, then the necessity of a uniform standard of height would become apparent. When two or more founts were wanted to mix in the same line, then a uniformity in body, and, if possible, in alignment, would become necessary. When initials or marginal notes were required to be incorporated with the text, then the advantage of a mathematical proportion between one

THE ORIGIN AND NOMENCLATURE OF TYPE BODIES

alignment, would be found necessary. When initials or marginal notes were required to be incorporated with the text, then the advantage of a mathematical proportion between one body and another would suggest itself. At first, doubtless, the Printer would name

his sizes of type according to the work for which they are used. His Canon type then

8 Point

Job Fount, 76 A, 160 a.; about 8 th.

Job Fount, 90 A, 190 a; about 5 lb.

6 Point.

REED'S LINING ITALIAN OLD STYLE ITALIC.

5 A, 8 a. 48 POINT.

ORIGIN OF Type Bodies

7 A, 12 a.

36 POINT.

About 12 lb.

THE ORIGINAL nomenclature £23

10 A, 18 a

30 POINT.

About 11 lb.

THE ORIGIN AND nomenclature of our Type Bodies £23456

12 A, 24 a

24 POINT.

About 10 lb.

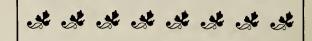
THE ORIGIN OF TYPE as well as the nomenclature which has grown £23456

16 A. 34 a.

18 POINT.

About 0 fb.

*THE ORIGIN OF ALL TYPE Bodies and the nomenclature which has grown around them, is a branch of Typographical antiquity £3456



24 A, 50 a

14 POINT

About 7 fb

THE ORIGIN OF TYPE Bodies with the nomenclature which has grown around them is the branch of typographical antiquity which has ever been

24 A, 50 a.

12 POINT.

About 6 lb.

*THE ORIGIN OF ALL TYPE Bodies and the nomenclature which has grown around them, is a branch of typographical antiquity which has always been shrouded in more or

32 A, 70 a

10 POINT.

About 5 lb.

*THE ORIGIN OF ALL TYPES AND
the nomenclature which has grown around
them, is a branch of typographical antiquity
which has always been shrouded in more or
less obscurity. Imagining, as we do, that the
moulds of the first Printers were primitive

38 A, 80 a

8 POINT.

About 4 lb.

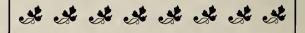
*THE ORIGIN OF ALL TYPES AND THE nomenclature which has grown around them, is a branch of typographical antiquity which has been shrouded in more or less obscurity. Imagining, as we do, that the moulds of the first Printers were of a primitive construction, and though conceived on true principles, were adjusted to the £3457890

38 A, 80 a.

6 POINT.

About 3 fb.

ATHE ORIGIN OF TYPES AND THE NOMENCLATURE which has grown around them, is a branch of typographical antiquity which has always been shrouded in more or less obscurity. Imagining, as we do, that the moulds of the first printers were of a primitive construction, and, though conceived on true principles, were adjusted to the various sizes



PLAIN DISPLAY LETTER

STEPHENSON, BLAKE & CO.

and

SIR CHARLES REED & SONS

Foundry: Sheffield. London: 33 Aldersgate St.

LINING OLD STYLE CONDENSED.

9 A. 14 a

42 POINT

About 16 lb.

ELEGANT GARMENTS Fashionable Costume

14 A. 24 a.

94 DOINT

About 10 H

USEFUL DESIGN Title Page Series

18 A, 36 a.

20 POINT.

About 8 lb.

MODERN PRINTERS Peruse Specimens Judiciously Displayed

24 A, 44 a.

18 POINT.

About 8 fb.

HANDSOME PRODUCTION

Decorated Screens

Building Estimate, £68o.

32 A, 70 a.

12 POINT.

About 6 lb

Returns for March and April
RESTORATION OF MONUMENTS
Directions for Secretary

ANCIENT ROME:
THE PANTHEON

Extracts from Four Papers read before the Royal Historical Society in Bradford



THE ANTIQUARIAN PRESS NORTH BERWICK

12 A, 18 a.

30 POINT

About 12 I

STEPHENSON, BLAKE & Co. Furnish Offices Completely





LINING SPARTAN.

7 A, 12 A.

24 POINT (CAPS, AND SM. CAPS.)

About 11 1

DIAMONDS BRIGHTON

10 A, 18 A.

18 POINT (CAPS. AND SM. CAPS.)

About 81 lb.

FRENCH MINER NOTED BANDS

14 A, 28 A.

12 POINT (CAPS. AND SM. CAPS.)

About 61 th.

BEAUTIFUL SPECIMEN PRINTING EXHIBITION

24 A, 36 A.

10 POINT (CAPS, AND SM. CAPS.)

About 5 lb.

MODERN ENGLISH RESIDENCE HANDBOOK ON FLOWERS, 2/6

32 A. 52 A.

6 POINT (CAPS, AND SM. CAPS.)

thout 2 H

DESIRABLE SERIES FOR CHOICE PRINTINGS EMINENTLY SUITABLE FOR TASTEFUL STATIONERY, INVITATIONS AND PROGRAMMES

32 A, 56 A.

5 POINT ON 6 POINT (CAPS. AND SM. CAPS.)

About 2 lb.

GUARANTEED ACCURATE TO THE AMERICAN POINT STANDARD

MANUFACTURED OF DURABLE METAL IN SHEFFIELD

STEPHENSON, BLAKE & CO. AND SIR CHARLES REED & SONS

LINING SPARTAN BOLD

7 A 12 A

24 POINT (CAPS, AND SM. CAPS.)

About 101 lb

MERCHANTS FURNISHING

10 A. 18 A.

18 POINT (CAPS. AND SM. CAPS.

About 8 th.

MANSION HOUSE EASTER RESORT

18 A. 28 A.

12 POINT (CAPS, AND SM. CAPS.)

About 6 lb.

EUROPEAN MONUMENTS MARCH DONATION, £25

24 A, 40 A

10 POINT (CAPS. AND SM. CAPS.)

About 41 fb.

HANDSOME CHRISTMAS PRESENT DESIRABLE LEASEHOLD PREMISES

36 A. 60 A.

6 POINT (CAPS, AND SM, CAPS,)

About 3 fb.

PARISIAN FASHIONS FOR DECEMBER FESTIVALS
NUMEROUS TESTIMONIALS FROM NOBILITY
BRANCHES IN MANCHESTER AND BOURNEMOUTH

32 A, 56 A.

5 POINT ON 6 POINT (CAPS. AND SM. CAPS.)

About 2 lb.

MUSICAL PROMENADE CONCERTS ON WEDNESDAYS AND THURSDAYS

REFRESHMENTS AT MODERATE PRICES IN RESTAURANT

PARTICULARS FROM HONORARY SECRETARIES OR THE TREASURER

Spaces and Quads are sent with Founts (at space and quad price) unless otherwise ordered.

CONCERNING THE

ENTERPRISE MOTOR

AND ITS CONSTITUENT PARTS
IN COMPARISON WITH
OTHER MAKES

RONALDSON & COMPANY

FARRINGDON ROAD, LONDON
WORKS: COVENTRY

NATIONAL TELEPHONE 73985

COURTNEY & BRANSON

DESIGNERS OF HIGH-CLASS

PRINTING

AND ADVERTISEMENT WRITERS

MANAGER NORMAN FORBES OFFICES

ROUNDHAY, LEEDS

I INING SPARTAN BOLD ITALIC.

7 A 12 A

24 POINT (CAPS, AND SM. CAPS.)

About 11 lb.

RESIDENCE MONARCHS

10 A. 18 A.

18 POINT (CAPS. AND SM. CAPS.)

About 85 lb.

BRITISH MANSE DUTCH GARDEN

14 A, 28 A.

12 POINT (CAPS. AND SM. CAPS.)

About 6½ lb.

HANDSOME BROCHURE BRIGHOUSE MUSEUMS

24 A 86 A.

10 POINT (CAPS. AND SM. CAPS.)

About 5 th

DESIRABLE PRINTING MATERIAL FROM STEPHENSON, BLAKE & CO.

32 A. 52 A.

6 POINT (CAPS, AND SM. CAPS.)

About 3 lb.

PIANOFORTE RECITAL BY MASTER HERICKSON

PROCEEDS TO BIRMINGHAM CHARITIES

SATURDAY MORNING, NOVEMBER 23RD, 1912

32 A, 56 A.

5 POINT ON 6 POINT (CAPS, AND SM. CAPS.)

About 2 lb.

DESCRIPTION OF CHRISTMAS NOVELTIES AND BIRTHDAY PRESENTS

DELICATELY PERFUMED EASTERN TOILET PREPARATIONS

DELICATELY PERFUMED EASTERN TOILET PREPARATIONS

ENGRAVINGS AND DRAWINGS OF BRITISH MONUMENTS AND CASTLES

LINING SPARTAN EXTRA BOLD.

7 A. 12 A.

24 POINT (CAPS, AND SM. CAPS.)

About 11 lb.

MARGARINE DESIRABLE

10 A. 18 A.

18 POINT (CAPS, AND SM. CAPS.)

About 85 th.

DANISH REPORT PERFORMANCES

16 A, 28 A.

12 POINT (CAPS. AND SM. CAPS.)

About 6 lb

ELABORATE SPECIMEN NORTHERN PRINTERIES

24 A, 40 A.

10 POINT (CAPS, AND SM. CAPS.)

About 5 lb.

GENUINE CLEARANCE BARGAINS DONATIONS FOR MARCH £280

36 A, 64 A.

6 POINT (CAPS. AND SM. CAPS.)

About 3 lb.

THIS SPARTAN FAMILY IS CAST THROUGHOUT

ON POINT TITLE LINE, THUS ENSURING

ACCURACY IN LINING TOGETHER ALL BODIES

36 A, 60 A

5 POINT ON 6 POINT (CAPS, AND SM. CAPS.)

About 2 lb.

JUSTIFICATION IS NOT REQUIRED FOR THE FOUR SMALLEST FACES

WHICH LINE AUTOMATICALLY DN SAME BODY

POINT LINE DIAGRAMS FURNISHED GRATIS TO ALL PRINTERS

Spaces and Quads are sent with Founts (at space and quad price) unless otherwise ordered.

NORMAN BURNSIDE & COMPANY

HAVE MUCH PLEASURE IN SUBMITTING TO THEIR CLIENTS THIS CATALOGUE SHOWING ILLUSTRATIONS OF THE NEW

COURT MODELS

WHICH HAVE BEEN SELECTED BY THEIR REPRESENTATIVE FROM THE LATEST PRODUCTIONS OF LONDON AND PARIS

NORTH STREET EMPORIUM, HEREFORD

ENGLISH ROSE SOCIETY



TENANTS OF GARDENS AND ALLOTMENTS ARE FREE EXHIBITORS



PROGRAMME

OF ANNUAL

EXHIBITION

MEMORIAL BUILDING, BRADFORD

FRIDAY & SATURDAY, SEPT. 27 & 28, 1912



THOMAS DENTON

DENTON & MA

ESTATE AGEN

23 SOUTHAMPTON STREET EASTBOURNE

TELEPHONE No. 25

ESTABLISHED 1863

FRANCIS ROBERTS

BURNHAM STREET, MANCHESTER

SUPERIOR ARTISTS' MATERIALS DECORATOR

HERBERT MARSDEN

CHARLES HARRISON

ERNEST ROBERTS

BRITISH PRINTING HOUSE

SCHOOL BOOKS
TECHNICAL WORKS
OFFICE BOOKS



BOOKS



INVOICE FILES
TYPISTS' SUPPLIES
JOB PRINTING

REQUISITES FOR CORRESPONDENCE SCHOOLS

TELEPHONE NOS. 328 & 2590 TELEGRAMS: BOOKS, BOURNEMOUTH BOURNEMOUTH

LINING ATHENIAN.

HANDSOME SPECIMEN

STEPHENSON, BLAKE & Co. +X ENGLISH+DESIGN XX+

RUSTIC + HOMES *PRINTER*

EMINENT FRENCH DECORATOR

AMERICAN METHODS ≪NEW·STYLES!

12 POINT.

BIRMINGHAM COMPANIES ANNUAL MEETING

18 A, 26 A. 10 POINT (CAPS. AND SM. CAPS.)

POPULAR · ATHENIAN · SERIES SON POINT BODIES KON

24 A, 36 A. 8 POINT (CAPS. AND SM. CAPS.) About 4 lb.

FACILITATES ACCURATE ALIGNMENT APPROVED POINT TITLE LINE

6 POINT (CAPS, AND SM. CAPS.)

About 25 lb.

DEMONSTRATING PLAINLY THE CONVENIENCE, ECONOMY AND

ADAPTABILITY CLAIMED FOR THE AMERICAN POINT SYSTEM 10.

LINING ATHENIAN CONDENSED.

GARDEN PRODUCE MERCHANTS

FASHIONABLE COSTUME SPRING NOVELTIES

16 POINT. About 4 lb.

ENTERPRISING PRINTERS → SORDER FOUNTS 2 →

SAMPLE BOXES POINT LINE TYPE SENT ON APPLICATION

10 POINT.

CHANDLER & PRICE PLATEN MACHINE ್ಲ STOCKED IN LONDON ೨ ಸಂ

8 POINT.

About 2 fb.

STEPHENSON, BLAKE & CO., LETTER FOUNDERS → SHEFFIELD AND LONDON +

LINING ATHENIAN EXPANDED

REGISTERED No. 427452.

PRINTERS

REFURNISM

YOUR OFFICES

MODERN PRODUCT

ECONOMIC ENTERPRIS

About 6 lb.

DETAILED CATALOGUE FREE

12 POINT. INTRODUCTION

About 5 lb.

10 POINT. About 4 lb. CONTEMPORARIES MANUFACTURE

8 POINT.

FURNISMED

LATEST DEVELOPMENT POINT LINING SYSTEM

6 POINT (CAPS, AND SM. CAPS.)

About 3 fb.

COMPETITIVE ADVERTISEMENTS ENTIRELY REVOLUTIONISED

CAPITALS AND SMALL CAPITALS

29 BUCKLERSBURY, E.C.

FACTORY: BRISTOL

RICHARD SCRIVENER.

SOLE AGENT FOR THE

SPEEDY PMOTOGRAPMIC FILMS.

LONDON,

LINING LATIN.

5 A.

co point

About 19 th

RESIGN

9 A. 36 POINT

About 8 lb.

PENSIONER

18 A.

24 POINT.

About 6 lb.

POINT LINE TYPE

40 A.

12 POINT.

About 4 lb.

CORRECT AMERICAN SYSTEM

7 A.

48 POINT.

About 10 fb.

EDITIONS

12 A.

ON DOINT

About 7 th

NORTH DEVON

96 A

8 POINT

About 5 lb.

FRENCH BIOGRAPHIES

44 A.

16 POINT.

About 3 fb.

NOVELTIES IN PRINTING MATERIAL

50 A.

8 POINT.

About 2 lb.

REPORTS ON NATIONAL EDUCATION IN 1906

LINING LATIN EXPANDED.

5 A, 6 a

86 POINT

About I2 lb.

MINOR Homes

14 A. 18 a.

18 POINT

About 8 lb.

USEFUL SERIES Desirable Method

32 A, 44 a.

10 POINT.

About 5 lb.

MODERN LABOUR SAVING
Novelties for Printers
By Stephenson, Blake & Co.

9 A, 12 a.

24 POINT.

About 10 fb

MEDICATED Perfumery

24 A, 82 a.

12 POINT.

About 6 lb.

PERIODICAL NOTICES
Farming Returns
Epitaphs in Bedfordshire

40 A, 50 a.

8 POINT.

About 4 fb.

May be had from Sheffield,

Or 33 Aldersgate Street, London.

LINING EXPANDED.

20 A.

18 POINT.

About 8 lb

STEPHENSON, BLAKE & Co. SHEFFIELD & LONDON

30 A.

12 POINT.

About 6 tb.

FURNISH PRINTING OFFICES UPON LABOUR SAVING PRINCIPLES

36 A.

10 POINT.

About 5 lb.

SUPERIOR TYPE, ORNAMENTS AND BORDERS

AMERICAN SYSTEM

ACCURACY IS GUARANTEED

IN EVERY DETAIL

48 A. 6 POINT. About 2 lb.

LETTER FOUNDERS, SHEFFIELD

LONDON PREMISES:

33 ALDERSGATE STREET, E.C.

SUPERIOR LACES

OF DESIRABLE WIDTHS,
AND MOST SUPERB

EMBROIDERIES

IN THE LATEST DESIGNS.

CHESTERFIELD & COMPANY,
REGENT ST., LONDON.

LINING EXPANDED, No. 2.

30 A, 44 a.

12 POINT.

About 10 lb.

HAMILTON COMPANY'S LABOUR SAVING American Cases, Cabinets, Furniture, &c.

36 A, 54 a.

10 POINT.

About 8 lb.

CHANDLER & PRICE Co.'s PRESSES AND CUTTERS
Stitching and Punching Machines by Various Makers

42 A, 64 a

8 POINT.

About 6 lb.

In Sheffield, with the Greatest Accuracy and of Superior Finish

STEPHENSON, BLAKE & Co.

144

SIR CHARLES REED & SONS.

REED'S LINING WIDE ROMAN.

Types need a generous white space not only without those LINING WIDE ROMAN

Types need a generous relief of white space not only within but without each character

HANDSOME DISPLAY SERIES

24 A, 32 a.

12 POINT

About 7 lb.

Types require a generous relief of white space both within and without all the

10 POINT. Types require a generous relief

of white space both within and

without each character to give

proper value to their broadest

TASTEFUL PRINTINGS

MODERN NAMES

8 POINT

Types need generous relief of white space both within and without each character, to give proper value to the black lines, and every reader notices

STEPHENSON, BLAKE & Co.

Types require a generous relief of white space not only within but without each character, to give proper value to their black lines. Every reader notices that a display line in condensed type is not so

LETTER FOUNDRY, SHEFFIELD

BEST WORK.

ROBINSONS.

Photographers,

BIRMINGHAM.

Fair Prices.

Masterman Brothers

are now showing their New Fashions in

GLOVES

selected from Leading Manufacturers.

urlington Arcades, Brighton.

MISS GRANT.

The Cedars, Normanton.



LINING WINDSOR.

Regd. No. 427900.

NUMBERS Reduction

HUNGARIAN Contrivance

BOURNEMOUTH Manufacturers

NORTHERN HERALD Insurance Policies Holiday Arrangements

LINING WINDSOR.

Regd. No. 427900.



16 A, 34 a.

24 POINT.

BOLD ADVERTISEMENT DISPLAY American Point Lining System Tabular Composition Revolutionised

12 POINT.

The WINDSOR Series when displayed is unequalled for the clear and telling effect which is required in the production of ATTRACTIVE PRINTING

56 A. 114 a.

The WINDSOR Series is of very important interest to the Printer who does work for Advertisers, that increasing class of modern business men who value new and STRIKING TYPE FACES

68 A. 150 a.

8 POINT.

The WINDSOR Series is supplied at prices which put it within the reach of small as well as large printers. In this respect it compares favourably with certain other series of British and American origin. £123 WINDSOR CAPITALS FOR HEADINGS

70 A, 150 a.

6 POINT.

About 5 lb.

WINDSOR SERIES IN GREATER BRITAIN.

AUSTRALIA.-Alex. Cowan & Sons, Ltd., Melbourne and Sydney; Webster & Co. Ltd., Brisbane.

NEW ZEALAND.—Whitcombe & Tombs, Ltd., Wel-lington, Christchurch and Dunedin.

INDIA .- Oakes & Co. Ltd., Madras.

SOUTH AFRICA .- Charles H. Lamb, Capetown. CANADA.—British Type Founders' Agency, Limited, 70 Pearl Street, Toronto.

EFFECTIVE DESIGN

14 POINT.

The WINDSOR Series is now strengthened by the introduction of this size. which fills a gap in gradation, and which will be found of the utmost utility

FOUNTS NOW READY

Popularity Unsurpassed

24 A, 54 a,

18 PO1NT.

TWENTIETH CENTURY PRODUCTION

Printers admire the distinguished appearance of the Windsor Family, now obtainable in Solid, Outline, Condensed, and Elongated

LINING WINDSOR OUTLINE

(Regd. No. 427900.)

DELIGHTS Customers

HARMONISE Two Colours

CHOICE DESIGN Pleasing Result

SUPERIOR PRINTIN Prominence Ensured

STEPHENSON, BLAKE & Co

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SIR CHARLES REED & SONS.

LINING WINDSOR OUTLINE.

(Regd. No. 427900.)

8 A, 16 a

30 POINT

About 13 lb.

LINING WINDSOR FAMILY Solid—Outline—Condensed—Elongated

10 A, 20 a

24 POINT

About 12 lb.

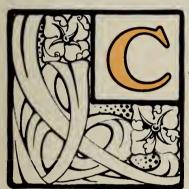
THIS WINDSOR
Outline is cast to
fit Windsor Solid

16 A, 36 a

18 POINT.

About 10 lb.

PRINTERS HAVING Windsor Solid should now order the Outline for Two Colour Work



HANDLER PRESSES

WRITE FOR BOOKLET EXPLAINING THE ECONOMICAL WORKING ADVANTAGES OF CHANDLER & PRICE GORDON PLATENS.

STEPHENSON, BLAKE & Co.

Sir Charles Reed & Sons.

SHEFFIELD.

LONDON.

LINING WINDSOR CONDENSED.

Registered No. 453879.

5 A, 10 a

O POINT.

About 26 lb.

BODY & JOB TYPE Old and New Series

STEPHENSON, BLAKE & Co.

52 A. 100 a

14 POINT

About 18 H

THE phenomenal popularity achieved by our Series of Lining Windsor has created an irresistible demand for a Condensed Letter in the same style, and we have very much pleasure in submitting this companion series of LINING WINDSOR CONDENSED, which is complete in twelve sizes, ranging from 6 to 72 Point.

SHOULD BE IN EVERY PRINTING OFFICE.

WINDSOR CONDENSED IN GREATER BRITAIN.

AUSTRALIA. . .

Alex. Cowan & Sons, Limited, Melbourne and Sydney. Webster & Co., Ltd., Brisbane.

NEW ZEALAND.

Whitcombe & Tombs, Ltd., Wellington, Christchurch and Dunedin.

INDIA.

Oakes & Co., Ltd., Madras.

SOUTH AFRICA.

C. H. Lamb, P.O. Box 382, Capetown.

CANADA. . . .

British Type Founders' Agency, Ltd., 70 Pearl Street, Toronto.

FOUNDERS, Sheffield and London.

7 A, 14 a.

48 POINT.

About 23 lb

Supplied on American POINT LINING SYSTEM

LINING WINDSOR CONDENSED.

Registered No. 453879.

64 A, 130 a.

12 POINT.

About 121 lb.

that we now supply Complete Printing Outfits in the latest American Style, including all Body and Jobbing Founts on a Uniform Lining System.

100 A, 200 a.

8 POINT.

About 81 lb.

BEGINNERS SHOULD NOTE THIS FACT that we regularly supply Complete Printing Outfits in the Latest American Style, including Chandler & Price Platen Machines, Hamilton Cases, Cabinets, &c., and Body and Jobbing Founts cast on a Uniform Lining System, enabling them to be used together in any combination without fudging.

FURNISH ON UP-TO-DATE METHODS

12 A, 24 a

28 DOINT

About 22 lb.

STEPHENSON Blake & Co. can

24 A, 50 a

24 POINT.

About 18 lb.

SUPPLY ALL FOUNTS On American Point Line

5 A. 10 a

72 POINT.

About 33 fb.

POINT BODY Line and Set

72 A, 150 a.

10 POINT.

About 10 lb.

BEGINNERS SHOULD NOTE THE fact that Outfits include not only Lining Body and Jobbing Founts, but also American Pattern Labour Saving Machinery and Office Fittings, on view in London at

33 ALDERSGATE STREET, E.C.

110 A, 220 a.

6 POINT.

About 5 th

BEGINNERS SHOULD NOTE THE FACT THAT WE supply everything for the Progressive Printer, and that our Complete Outfits embody the latest American improvements and labour-saving devices. Both time and money are saved by the use of our Point Lining Type in conjunction with Hamilton Polished Wood Cabinets, which economise space and labour while embellishing an office, and Chandler & Price Gordon Platen Machines, the best of their class.

96 A 74 o

18 POINT

About 16 fb.

THE UP-TO-DATE PRINTER desiring Latest Improvements should write for Sample Types

18 A. 40 a.

80 POINT

About 21 fb.

LABOUR SAVING Point Line System LINING WINDSOR ELONGATED.

Registered No. 479817.

5 A. 6 a.

72 POINT

About 21 th

PRINTED SPECIMENS Windsor Elongated

5 A, 8 a.

60 POINT

About 17 lb.

RECOGNISED RESOURCES Stephenson, Blake & Co.

7 A. 12 a.

48 POINT.

About 15 lb.

MODERN REGISTERED DESIGNS Economic American Methods

9 A, 18 a

86 POINT.

About 12 lb.

GUARANTEED OF BRITISH MANUFACTURE Stocks held in Sheffield and London

LINING WINDSOR ELONGATED.

Registered No. 479817.

18 A. 36 a

24 POINT.

About 10 lb.

PLEASING RESULTS OBTAINED WITH LINING WINDSOR FAMILY Quartette of Popular Series for Modern Artistic Printing

12 A, 22 a

30 POINT

bout 11 lb.

HANDSOME TWENTIETH CENTURY PRODUCTIONS Material and Workmanship of Highest Quality

24 A. 50 t

18 POINT

About 8 lb

LINING WINDSOR ELONGATED MUST appeal to Printers as a useful member of the highly popular Windsor Family

32 A, 64 a. 14 POINT.

About 7 H

LINING WINDSOR ELONGATED IS CAST POINT Body, Line and Set, working in harmony with the other three members of the Windsor Family 44 A, 90 a.

12 POINT.

About 6 lb.

WINDSOR ELONGATED COMPLETES THE FAVOURITE Lining Windsor Family, and Printers will appreciate the convenience of having such a popular character in various widths, all cast on American Point Line. £1234567890.

44 A, 90 a.

10 POINT.

About 5 lb.

LINING WINDSOR ELONGATED IS THE LATEST MEMBER OF the Windsor Family, and Printers will appreciate the convenience of having so popular a character in various widths, especially as all the four series are cast on the American Point Lining System

The WINDSOR

FAMILY

PRACTICAL EXAMPLE

of the Windsor Family shown in Display Form with Manx Outline Border.

COMPLETE IN FOUR SERIES, ALL ON POINT LINING SYSTEM.

Stephenson, Blake & Co.
Sir Charles Reed & Sons.

~!~!~!

WINDSOR Elongated.
WINDSOR Condensed.
WINDSOR Solid.
WINDSOR Outline.

LINING DE VINNE.

5 A 6 a

60 POINT.

About 27 lb.

COMPOSITION rendered easy

48 A, 100 a.

12 POINT.

About 12 lb

UNDIMINISHED POPULARITY
OF DE VINNE SERIES
EFFECTIVE AND DURABLE

64 A, 134 a.

10 POINT.

About 10 lb.

THE POINT LINING SYSTEM AFFORDS
ECONOMICAL AND
LABOUR SAVING ADVANTAGES

CRESCENT

I looked upon his Of guilt or fear He stood as prou As even o'er des

There was a que A spirit that co The deadliest for And dared it for 5 A, 10 a. 48 POINT. About 23 lb.

ROMAN Series De Vinne N WARFARE.

—but not to claim earth-born treasure, ild a vaunting name, in tents of pleasure. at the way is smooth, the thorns are roses;

wishful eye of youth unny beam reposes; sterner work to do, hy passage through: gulfs are burning here is no returning.

Printing Offices Furnished by Modern Methods Stephenson, Blake & Co. The Manipulation of Types and Borders is a pleasure when cast on the American Point Lining System

5 A, 10 a.

54 POINT

About 26 lb.

THE AMERICAN Lining System

STEPHENSON, BLAKE & Co.

154

SIR CHARLES REED & SONS.

LINING DE VINNE.

14 A. 32 a.

30 POINT

About 20 lb

COMPLETE PRINTING OFFICES Equipped on Latest Methods

9 A. 16 a

36 POINT

About 20 lb.

PRINTERS' FURNISHERS Stephenson, Blake & Co.

18 A, 40 ε

24 POINT.

About 18 lb.

THE MAGNIFICENT PROMENADES Roman Buildings suggestive of Architectural Grandeur

28 A, 60 a

18 POINT.

About 15 lb

EXHIBITION OF WATER COLOUR PAINTINGS Subscribers Tickets Free on Application Splendid Representations of several Old Masters

40 A, 80 a

14 POINT.

About 14 lb

AMERICAN POINT LINE IS THE SYSTEM FOR PRINTERS
Types and Borders are Justified Rapidly and Easily
Labour Saving, Economical and Accurate

72 A, 150 a

8 POINT.

About 8 lb.

6 POINT.

About 5 lb.

COMPLETE PRINTING OFFICES FURNISHED ON LATEST AND APPROVED METHODS

Highest quality type, cast on the American point lining system by Stephenson, Blake & Co., who are agents for the world renowned Hamilton Manufacturing Company's space-saving cabinets, cases and material; also for the Chandler & Price Company's Gordon platens and cutters, all of which are on view at their London Showrooms, 33 Aldersgate Street

CONVINCING ARGUMENT WHY EVERY PRINTER SHOULD FAVOUR THE DE VINNE SERIES CAST ON THE AMERICAN POINT LINING SYSTEM

The De Vinne Series prints clearly, wears well, and makes exceptionally sharp, durable electros. Advertisers who prefer the Old Style character, will find in this Series an exceedingly useful variation, and the reading public will be impressively attracted by advertisements when set in this characteristic letter, while the still increasing demand has now established it as a permanent type fashion. An examination of the printed matter produced by printers of all classes will be sufficient evidence of the foregoing

LINING DE VINNE CONDENSED.

5 A. 12 a.

60 POTVT

About 26 th

CONDENSED TYPES for Effective Display

MADE ACCURATELY TO THE AMERICAN POINT STANDARD

Steel - -Furniture

Manufactured in Sheffield, the . . Home of Steel. .



SOME OF THE ADVANTAGES DERIVED BY USING STEEL FURNITURE.

Saves space in the office.
Formes are lighter and truer, and

are more securely locked up.

Ensures greater accuracy, especially

Ensures greater accuracy, especially in colour work.

Does not rise on the machine. Practically indestructible.

Makes six times as much blank space as equal weight of metal furniture in less time.



Full particulars as to prices and assortments will be gladly forwarded by

Stephenson, Blake & Co.

SHEFFIELD AND LONDON.

POINT SYSTEM Type or Borders

20 A. 44 a

30 POINT.

LL --- 4 00 H

COMPLETE PRINTING Offices furnished on the most approved methods

40 A, 82 a.

18 POINT.

About 17 lb.

PRINTERS SHOULD NOT HESITATE TO adopt the American Point Lining System in its entirety. They will be amply repaid

80 A, 150 a.

10 POINT.

About 10 lb.

THE PRIME OBJECT OF ALL PRINTED MATTER IS TO attract attention. How to secure this and thereby add to its value is the study of progressive printers who strive to meet the demands for the best in modern typography

88 A, 186 a.

6 POINT.

About 5 lb.

IF YOU ADOPT THE AMERICAN POINT SYSTEM ENTIRELY THROUGHOUT YOUR COMPOSING Department, including all Types, Borders, Rules, Leads, Chumps and Justifying Material, you will soon recoup yourself for the extra expense, as the Lining System is a great saver of time and labour, besides being absolutely accurate, thus proving more profitable and economical than the Old System which has no particular standard wherewith to recommend itself to the compositor to work upon

LINING DE VINNE CONDENSED.

7 A. 14 a.

54 POINT.

About 26 fb.

POINT LINING SERIES De Vinne Condensed

12 A, 24 a

36 POINT.

About 20 H

FINE RESULTS may be obtained by using this 12

26 A, 54 a

24 POINT.

About 18 lb.

MONEY EASILY SAVED and composing a pleasure by using Type cast on the American Lining System

64 A, 130 a.

12 POINT.

About 12 lb.

HIGH-CLASS ADVERTISING IS CONCEDED to be, without a doubt, the keynote to success in the majority of commercial undertakings, and Stephenson, Blake & Co.'s Type will be found of material assistance in obtaining that effect which will catch the eye of the reader

100 A, 200 a.

* POINT.

About 8 lb.

PRINTERS SHOULD EMBRACE THE OPPORTUNITY AND make a bid for Art Work. Those who are eager to keep pace with the times, are invited to call at the London Warehouse of Stephenson, Blake & Co., 33 Aldersgate Street, E.C., and inspect the Chandler & Price Co.'s Gordon Platen Machine; Paper Cutters, Wire Stitching, and Punching Machines by various makers always on view. If too busy to call, full particulars will be forwarded on receipt of your trade card

You Recognise

There is a difference between book and news paper, and between book and news ink, and you have to pay much more for the former than for the latter. Ink and paper are used but once.

THERE IS A DIFFERENCE

between best and worst type. Type is constantly in use, and if you can effect any saving of labour with it, the best kind is worth many times the worst.

Highest Quality Type, cast to the correct American Point Line Standard, labour saving and durable, is supplied by

STEPHENSON, BLAKE & Co.

Sheffield and London.

CONFER WITH US if you are about to re-organise your Office, or if you are about to start a new Printing Establishment. We shall be pleased to place ourselves at your disposal.

LINING DE VINNE ITALIC.

6 a. 48 I

About 14 lb.

ROMAN Herdsman

5 A, 10 a.

36 POINT.

About 13 lb

PURSUING Exceptional

10 A, 22 a

94 POINT

About 11 lb.

CONSIDERATION Established nearly fourteen years ago

18 A, 40 a

18 POINT.

About 10 lb.

HISTORICAL EVENTS
Invention of Electricity
Spanish=American War
American Point Lining

24 A, 50 a.

12 POINT.

About 6 lb.

EFFECTIVENESS SECURED BY using this popular Series. Cast on the American Point Lining System throughout, all bodies line together by justifying them with Point Lead

32 A, 64 a.

10 POINT.

About 5 lb.

PRICES BASED ON GUESSED FIGURES The check for uncertain estimating is to keep records of every item of expense that enters into the work of all departments and comparing them with the estimates when job is finished, thus showing profit and loss at a glance 1234 36 A, 74 a.

8 POINT.

About 4 lb.

PROGRESS OF PRINTING FROM MOVABLE TYPE There is, perhaps, no craft which has shown more interesting phases of development during the present decade than the printing business, and there has been a feeling that in some of its important sub-divisions there would be unparalleled progress in the near future

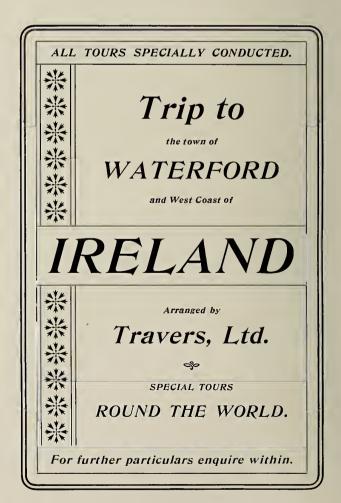
44 A, 96 a.

6 POINT

hout 3 th.

ITALIC CHARACTERS, WHICH ARE USUALLY CONSIDERED accessories of the Roman, have an origin quite independent of that letter, and are thought to be an imitation of the writing of Petrarch, being used by Aldus Manutius for the printing of most beautiful classics. Aldus produced six different sizes between 1501-1558

STEPHENSON, BLAKE & CO., LETTER FOUNDERS
Foundry: Sheffield
London Offices: 33 Aldersgate Street, E.C.



LINING LATIN ELONGATED.

7 A. 10 a.

2 POINT

About 95 H

STEPHENSON, BLAKE & Co. American Point System

7 A. 10 a.

60 POINT

About 18 fb.

PRESENTMENTS Encumbrances

9 A, 12 a

48 POINT

About 15 lb

NORTHUMBERLAND £1234567890 Masonic Remains

12 A, 16 a

36 POINT

About 12 lb.

NATIONAL MANUSCRIPT Benedictine Memorial

ವೊ ವೊ

24 A, 28 a.

24 POINT.

About 101 1b

DESCRIPTIVE CALENDAR Historical Literature Developments of Science

36 A, 50 a.

18 POINT.

About 81 lb.

Democratic Representative Preliminary Financial Statement

50 A, 70 a.

12 POINT.

About 6 fb.

REPERTORY OF MATHEMATICAL TREATISES

Astronomy Notes published 1796

Anecdotes of Famous German Composers

60 A, 74 a.

10 POINT.

About 5 lb.

BENEFIT BUILDING SOCIETIES IN MANCHESTER
Reminiscences of Eminent Contributors

Descriptive Catalogue of Household Furniture

LINING BOLD LATIN CONDENSED.

5 A. 8 a.

72 POINT.

About 38 th

DIRECTORIES Merchandise

5 A, 8 a.

60 POINT.

hout 26 th

BOLD PRINTING Advertisement

7 A, 14 a

48 POINT

About 25 lb

MORNING CONCERTS Debenture Holders Committee of Enquiry

9 A, 20 a

36 POINT

About 22 lb.

NATIONAL CREMATORIUM Afternoon Performance Valuable Freehold Property

LINING BOLD LATIN CONDENSED.

24 A, 50 a. 24 POINT.

THE CHARACTER OF NAPOLEON BONAPARTE Wrapped in the solitude of his own originality, he possessed that bold, independent and decisive mind

18 A, 37 a. 30 POINT. About 20 lb.

SWANSEA HORTICULTURAL SOCIETY The Exhibition Committee announce two Competitions open to Amateur Gardeners

36 A, 68 a. 18 POINT. About 16 lb.

ELECTION ADDRESS TO THE RATEPAYERS OF ISLINGTON Amongst the most important subjects which will in the future affect the welfare of the British nation as a whole, undoubtedly

60 A, 125 a. 12 POINT. About 13 b.

SERIES OF BOLD LATIN CONDENSED Attractive News Headlines are provided by using this letter, which is also suitable for the principal lines of Advertisements

68 A, 136 a. 10 POINT. About 10 fb.

THE FIGURES OF THIS SERIES BEING CAST on an en-quad body, will be found exceedingly effective in railway and every other description of tabular work, catalogues or price lists where bold figures are specially required £1234567890

80 A, 170 a. 8 POINT. About 8½ fb.

THE REPEATED HANDLING OF TYPES IS QUITE AS injurious as the impression of the press or machine. The wear of type in the composing room is far greater than is generally supposed; it is battered in distribution and composition, whilst the compositor inexperienced in planing a forme is universally recognised as the typefounder's friend

76 A, 160 a. 6 POINT. About 5 lb.

STEPHENSON, BLAKE & CO. AND SIR CHARLES REED & SONS Furnish Printing Offices with highest quality Type cast on the latest development of the American Point Lining System, time and space saving Material and Furniture to meet all requirements, Machinery of every description, including the world-famous Chandler & Price Gordon Presses and Cutters, Wire-Stitching and Eyeletting Machines

PRINTING OFFICE

About 18 lb.

FURNITURE

AND MATERIAL

Is unequalled for quality and finish when made by the world-renowned Hamilton Manufacturing Company.

DUST-PROOF CASES

WOOD LETTER CABINETS

DUST-PROOF COMPOSING FRAMES

CASE AND FORME RACKS

ELECTRO CABINETS

These are constructed on labour and space saving principles, and printers should inspect them at the Offices of

STEPHENSON, BLAKE & CO.,

33 Aldersgate St., London, E.C.

LETTER FOUNDRY: SHEFFIELD.

LINING BOLD LATIN.

5 A, 10 a. 48 POINT.

MAGNIFICENT Lining Series

56 A, 114 a.

10 POINT.

About 10 lb.

NEW POINT LINE DIAGRAMS, Simple and Instructive, showing at a glance how to use Point Line Type, forwarded on application to Messrs. Stephenson, Blake & Co.

68 A. 150 a.

8 POINT.

About 9 lb.

POINT LINE IS A TERM SIGNIFYING that the distance from the line to the edge of the Type measures a definite number of Points. All ordinary Body and Jobbing Founts which consist of Capitals and Lowercase are cast upon

64 A, 135 a.

6 POINT.

About 5 lb.

POINT LINE IS A TERM SIGNIFYING THAT the distance from the line to the edge of the Type measures a definite number of Points. All Ordinary Body and Jobbing Founts which consist of capitals and lowercase are cast upon what is called Point Common Line. In this the depth of the beard varies in the case of the

60 A, 125 a.

5 POINT.

About 3 lb.

POINT LINE IS A PHRASE SIGNIFYING THAT THE distance from the line to the edge of the type measures a definite number of points. All ordinary body and jobbing founts which consist of capitals and lowercase are cast upon what is called Point Common Line. In this the depth of beard varies in the case of the different bodies, being just sufficient to carry the descending sorts. The

12 A, 24 a.

30 POINT

About 21 th.

About 26 lb.

BOLD LATIN Durable Type

18 A. 36 a

24 POINT.

About 10 th

FORCEFUL AND attractive display in advertisements

24 A. 50 a.

18 POINT.

About 15 lb.

A BUSINESS AXIOM Honest dealing creates many friends £123456

48 A, 100 a.

12 POINT.

About 13 lb.

THIS EXCELLENT SERIES MAY be used with decided advantage in Advertisements, the Figures being clear and prominent £1234567890

9 A, 16 a

86 POINT.

About 25 lb.

AMERICAN SYSTEM Correct Standard

LINING WIDE LATIN.

5 A, 8 a. 42 POINT. About 28 lb.

ROWANTIC

A, 6 a.

48 POINT.

About 28 lb.

HEROINE Remains

7 A, 10 a.

86 POINT.

About 95 th

BIRMINGHAM French Made

9 A, 12 a.

30 POINT.

About 22 lb.

BEDFORDSHIRE Garden Chairs

14 A, 18 a.

18 POINT.

About 16 lb.

MODERN Reforms

48 A, 60 a.

10 POINT.

About 10 lb.

TYPE AND ORNAMENTS

American Point System

60 A, 80 a.

8 POINT.

About 8 lb.

TYPOGRAPHICAL HARMONY
Colour Schemes Simplified

26 A, 40 a.

14 POINT.

About 14 lb.

DEPARTMENTS Consideration

40 A, 50 a.

12 POINT.

About 12 lb.

WIDE LATIN SERIES
Suits Colour Work

48 A, 74 a

6 POINT.

About 5 lb.

AMERICAN MATERIAL ON VIEW at 33 Aldersgate Street, London

STEPHENSON, BLAKE & Co.

163

SIR CHARLES REED & SONS.

REED'S LINING LATIN OLD STYLE.

5 A, 8 a. 60 POINT. About 25 Ib

RHENISH MUSIC Health Resorts

7 A, 14 a.

48 POINT

About 95 th

ENGLISH ROMANCE Handsome Mansion

7 A, 14 a.

42 POINT.

About 22 fb.

NORMANTON EMPORIUM Western Frontage Modern French Design

9 A, 20 a.

36 POINT.

About 21 lb.

MANCHESTER DISPENSARIES Bournemouth Promenade Estimates and Specifications

REED'S LINING LATIN OLD STYLE.

REVOLUTION IN TYPOGRAPHICAL DISPLAY

Acknowledgment of Modern Principles Correct Interpretation of Original Designs

SO POINT.

About 20 lb.

DIGNIFIED COMMERCIAL PRINTING Appreciated by Manufacturers Harmonious Borders and Ornaments

36 A, 68 a.

18 POINT.

About 16 lb.

ASSOCIATION IS NECESSARY TO STANDARDISE PRICES Which, by their Fairness and Stability, would Benefit equally both the Manufacturer and the Consumer

60 A, 125 a.

12 POINT.

68 A 186 a..

BY THE ADOPTION OF FIXED PRICES Competition is shifted to quality and service; at equal prices those giving best value will secure the most orders

80 A, 170 a.

About 81 lb.

REALLY EFFECTIVE STATIONERY IS NOT SO MUCH the matter of having high-priced paper and expensive copperplates, but simply the application of a little discretion in choosing the paper combined with a dignified type design, the type being specially chosen to meet the requirements of every individual customer's business

quality, reduces wages and degrades Commerce to individual bargaining, in which trickery and untruthfulness often secure better terms than those who would not use such base arguments

10 POINT.

UNREGULATED COMPETITION LOWERS THE

76 A. 160 a.

6 POINT.

About 5 fb.

GREATER WORKING VALUE WILL BE FOUND IN A COMPLETE Series of well-graduated sizes, purchased in founts sufficiently large enough not to disappoint while working out of them, than anyone can possibly derive from a selection costing twice as much and made up of incongruous faces, each selected on account of its own particular merit

STEPHENSON, BLAKE & Co. and SIR CHARLES REED & SONS

Telegrams Stephenson, London

Telephone Nos. 12393 Central and 3420 London Wall

London 33 Aldersgate Street, E.C.

STEPHENSON, BLAKE & Co.

SIR CHARLES REED & SONS =

LETTER FOUNDERS .. WOOD LETTER CUTTERS .. MANUFACTURERS OF BRASS RULE OFFICES COMPLETELY FURNISHED WITH TYPE CAST ON THE POINT LINING SYSTEM

Letter Foundry: Sheffield

London,

REED'S LINING BOLD GROTESQUE.

3 4 4 9 96 POINT About 43 lb.

BRANCH Moulds

PROGRESS Advertise

RESOLUTIONS Constructed

DISCRIMINATION Nomenclature

SIR CHARLES REED & SONS. STEPHENSON, BLAKE & Co.

REED'S LINING BOLD GROTESQUE.

SECONDARY EDUCATION **Executive Government**

DISTINCTIVE SERIES **American Standard**

INTERNATIONAL EXHIBITION **Manufacturers Represented**

24 POINT.

About 18 lb

About 16 lb.

ADVERTISEMENT Display Character

40 A, 80 a.

AMERICAN LINING SYSTEM Facilitates Composition and helps to increase the Output

8 POINT.

THE AMERICAN POINT LINING SYSTEM is thoroughly explained in a little leaflet, which also shows by means of Diagrams the method of justifying one size of type with another to ensure perfect alignment

PRINTING OFFICES equipped throughout

18 POINT.

10 POINT

AMERICAN POINT LINE SYSTEM All Series Line readily with each other, irrespective of size, when justified together with point lead

POINT LINE IS A TERM WHICH SIGNIFIES THAT the distance from the line to the edge of a type measures a definite number of points, and all ordinary body and jobbing founts consisting of Capitals and Lowercase are cast upon what is universally recognised as Point Common Line

Stephenson, Blake & Co. and Sir Charles Reed & Sons regularly FURNISH OFFICES THROUGHOUT On the Latest and Most Approved Principles

REED'S LINING BOLD RUNIC.

5 A, 8 a. 60 POINT.

About 26 lb.

MENSURATION Performances

7 A, 12 a.

48 POINT.

About 25 lb.

GRAND CONCERTS Dramatic Recital

9 A, 16 a.

42 POINT.

About 22 lb.

GOVERNMENT SECURITY Capital Investment Documentary Evidence

12 A, 24 a

30 POINT.

About 20 lb.

FINANCIAL CORRESPONDENCE Branches in Edinburgh Northern Furnishing Company

REED'S LINING BOLD RUNIC.

36 A, 68 a. Is POINT. About 16 lb.

STEPHENSON, BLAKE & Co. and SIR CHARLES REED & SONS
Highest Quality Type on the American Lining System
Printing Offices Completely Furnished on Modern Principles

20 A. 40 a.

24 POINT.

About 18 fb.

AGENTS FOR HAMILTON CO.'S MATERIAL Chandler & Price Co.'s Gordon Platens Improved Metal Furniture and Quotations

52 A, 114 a.

12 POINT.

About 12 lb.

68 A, 134 a. 10 POINT.

About 10 lb.

The origin of our Type Bodies, and the nomenclature which has grown around them will remain shrouded in obscurity

INTRODUCTION OF TYPOGRAPHY

Properly to understand the important question of the Point System, it is necessary to go back to the earlier days of the nineteenth century, when the type founder worked absolutely and

INTRODUCTION OF THE POINT SYSTEM



REED'S LINING RUNIC ELONGATED.

4 A, 6 a. 96 POINT. About 30 lb.

BRIGHT Series

6 A, 8 a.

72 POINT

About 25 lb.

RUNIC ELONGATED Plain Character

5 A, 8 a.

60 POINT.

About 18 lb.

POINT LINING SERIES American Standard

9 A, 12 a

54 POINT.

About 26 lb.

PRINTERS SHOULD SECURE Highest Grade Material

STEPHENSON, BLAKE & Co. 170 SIR CHARLES REED & SONS.

REED'S LINING RUNIC ELONGATED.

A, 20 a.

80 POINT.

About 13 lb.

APPROPRIATE FOR NEWSPAPER HEADINGS Condensed Series for Advertisements

10 A. 14 a.

42 POINT

About 14 th

PROMINENT SHEFFIELD FOUNDRY Specimens of Modern Printing

20 A, 32 a

24 POINT

About 10 ll

LINING RUNIC ELONGATED American Point System

28 A, 40 a.

18 POINT

About 9 tb.

ARTISTIC TYPOGRAPHIC DESIGNS rapidly produced by using Stephenson, Blake & Co.'s Type

88 A, 50 a.

14 POINT.

About 7 lb.

ECONOMY IN MODERN PRINTING OFFICES
Facilitated by the Introduction of
Space and Labour Saving Wood Material

36 A, 54 a.

12 POINT.

About 6 lb

RUNIC ELONGATED FOR MAGAZINE DISPLAY

This Series affords excellent scope in

Headings or narrow measure Advertisements

52 A, 64 a.

10 POINT.

About 5 lb.

DISTINCTIVE PRINTING QUICKLY ATTRACTS ATTENTION
Our Point Line Specimen Book contains many
Types and Borders which should please your Customer

FRAMES

Reduce the
Expenses in your
Composing Room by using
Dust Proof Cabinet Frames

They hold more Cases than Ordinary Frames and are cleaner.

ECONOMISE TIME

Write at once for full particulars to

Stephenson, Blake & Co.

LINING METROPOLE CONDENSED.

48 A. 94 a.

8 POINT. POINT LINE IS A TERM SIGNIFYING THAT

the distance from the line to the edge of the type measures a definite number of Points. All ordinary body and jobbing founts which

consist of capitals and lowercase are cast upon what is called Point Common Line. In this the depth of the beard varies in the case

HARMONIOUS DESIGNS Letterpress productions

ECONOMICAL ADVANTAGE afforded by Point Line type Finish and accuracy proved

THIS CONDENSED SERIES SHOULD find favour with printers desirous of obtaining an effective and useful letter with bold figures 1234567890

32 A. 64 a.

12 POINT.

About 6 lb.

SUITABLE FOR ADVERTISING, COMMERCIAL and other printing. Bold and striking in design and cast on the American Point Line System, its artistic effect and adaptability to the necessities of a modern printing office are self-evident 123

44 A. 84 a.

10 POINT.

About 5½ lb.

EFFECTIVE, HIGH-CLASS ADVERTISING CATCHES THE eyes of readers. The primary object of printed matter is to attract attention, and this may best be done, not by using heavy and tasteless types, but by a more quiet and tasteful style of display, which, while showing a good variety of type, has the necessary amount of white space



AMERICAN POINT LINE SYSTEM

by Stephenson, Biake & Co., who are also agents for the world-renowned Hamilton Manufacturing Company's

AMERICAN PRINTING MATERIAL

which is space-saving and up-to-date in every detail; also the Chandler & Price Company's . . .

GORDON PLATENS and CUTTERS,

all of which may be seen at their London Showrooms.

Stephenson, Blake & Co.,

33 Aldersgate St., London, E.C.

Foundry: Sheffield.



56 A, 112 a.

6 POINT.

PRINTING OFFICES FURNISHED on latest and approved methods

FOUNTS OF FULL FACED CAPITALS WITHOUT LOWER case are cast on a line called Point Title Line, the beards provided for such faces being of course very shailow. Scripts, and other similar faces in which the descending sorts have very long tails, are cast on a line cailed Point Script Line. This line is much higher on the body than Point Common Line, the beards being



Two popular series which should find a place in all Printing Offices



CHATSWORTH

AND

Chatsworth Condensed



This style of letter forms an admirable substitute for the older Antiques and Clarendons, and both series are on Point Body, Point Line and Point Set

STEPHENSON, BLAKE & Co.

and Sir Charles Reed & Sons

LINING CHATSWORTH.

5 A, 6 a. 72 POINT.

PRICE Cards

28 A, 54 a.

18 POINT.

About 15 lb

MODERN DEVICES Uniform Methods

40 A 80 a

14 POINT.

About 13 lb.

ECONOMIC QUESTIONS Save Time and Money

48 A, 100 a.

12 POINT

About 12 th.

THIS CHATSWORTH SERIES
Popular with Clients
Requiring Tasteful Designs

64 A, 120 a.

10 POINT.

About 10 fb.

Offices Completely Furnished SIMPLE POINT LINING SYSTEM Stephenson, Blake & Co.

76 A. 154 a.

8 POINT.

About 8 lb.

CHATSWORTH FOR NEWSPAPER DISPLAY
Prominent Advertisement Series
Favoured by Monthly Magazine Printers

72 A, 150 a.

6 POINT.

About 5 lb.

MATERIAL GUARANTEED TO CORRECT STANDARD
Detailed Estimates sent on Application
Highest Grade Woodwork of Every Description

7 A, 12 a

48 POINT.

About 95 th

REMINDS Donation

A 16 a

POINT.

About 20 lb

MONUMENT Easter Cake

12 A, 24 a.

BO POINT.

About 20 lb.

CHATSWORTH Useful Series

18 A, 38 a

24 POINT.

About 18 lb.

FRENCH GARDENS
Oriental Perfume

5 A, 6 a

60 POINT.

About 26 lb.

MERCHANDISE Danish House

LINING CHATSWORTH CONDENSED.

72 POINT

About 30 lb

BRIGHT Design

7 A. 14 a

48 POINT.

About 23 fb

EDINBURGH Steamship

12 A, 24 a

or DOINT

About 00 th

BIOGRAPHERS Rustic House

18 A, 40 a

30 POINT

About 22 lb.

PERSIAN CARPETS Sewing Machine

24 A, 44 a.

24 POINT

About 18 fb.

CHRISTMAS GREETING Household Furniture

36 A, 74 a

18 POINT

About 16 lb.

BEAUTIFUL COUNTRY Residences within easy distance of Manchester

48 A, 90 a

14 POINT.

About 13 lb.

LINING CONDENSED SERIES forming useful companion to the ever popular Chatsworth

64 A, 180 a.

12 POINT.

About 12 th.

BOTH CHATSWORTH CONDENSED and Chatsworth will be found most useful in General Work 234567890

72 A, 150 a.

10 POINT.

About 10 lb.

NEWSPAPER ADVERTISING ATTRACTS attention when the Chatsworth Family are introduced for the principal lines

96 A, 190 a.

8 POINT.

About 8 lb.

PRINTERS SHOULD PROCURE THE CATALOGUES of Wood Material and Wood Letter now produced in Sheffield on the latest labour-saving principles

5 A, 10 a.

60 POINT.

About 27 lb.

MODERN METHOD Eastern Branch

STEPHENSON, BLAKE & Co.

172 C

SIR CHARLES REED & SONS.

Kentmere Gaslight Ivorettes

MEAN

No Mounting, No Cockling No Dark Room No Trouble, No Waste Wonderful Results

Use Kentmere Gaslight Ivorettes for printing snap-shots, and develop with Kentmere Powder Developer.

Kentmere Gaslight Ivorettes sold in 1/- and 2/6 boxes, any size, any surface.

Kentmere Powder Developer sold in **9d.** bottles, enough for 200 prints.

Ask your dealer for them, or if he

Ask your dealer for them, or, if he does not stock, send direct to the mills and we will forward post free.

KENTMERE LTD.,

STAVELEY, WESTMORLAND. 'Phone: 768 and 4590 East



Wires: "Autogarage London"

MOTORS

LIMITED

Supply all kinds of Motor Cars for Sale, or Hire by the hour, day or week. Competent and reliable Drivers ready any hour of the day or night on demand

Motor Garage and Works:

PORTSMOUTH SQUARE

LEYTONSTONE, E.

YOUR DEALER CAN PROVE THAT

RUDGE-WHITWORTH BICYCLES

POSSESS A WORLD-WIDE REPUTATION

Music Rolls for all Piano Players

Including all the Latest Music, from 9d. per Roll.

Write for Catalogue, stating name of your Piano Player—

THE MUSETTA PIANO PLAYER COMPANY, 83 New Oxford Street, W.; or 258-262 Holloway Road, N.

Turog Bread

Is the best Bread, and is best for you—Doctors and Scientists say so. But be sure it is TUROG, for by its special process of preparation all the nourishment of the Wheat is retained in TUROG Flour. It is light in crumb, cuts without crumbling, and keeps fresh for several days.

OF BAKERS EVERYWHERE.

LINING BRITANNIC.

10 A. 18 a

36 POINT

About 21 lb

STEPHENSON, BLAKE & Co. Sheffield and London

14 A, 28 a.

20 POINT

About 20 lb.

PRINTING OFFICES FURNISHED Entirely on Modern Methods

20 A, 40 a.

24 POINT.

About 18 lb.

HIGHEST QUALITY TYPE AND BORDERS Cast on the American Point System

28 A, 64 a.

18 POINT.

About 16 lb.

68 A, 140 a. 10 POINT.

About 10 lb.

CHANDLER & PRICE Co's
Platens and Cutters

52 A, 104 a. 12 POINT. About 12½ fb.

HAMILTON MANUFACTURING Co.'s Reliable Space-saving Material

At 33 Aldersgate Street, London
Full particulars supplied on application

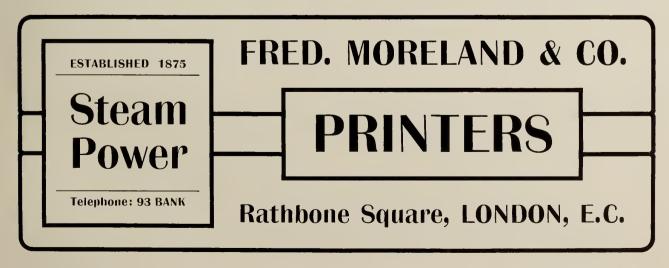
STOCKED BY STEPHENSON, BLAKE & Co.

76 A, 150 a.

8 POINT.

About 8 lb.

ROUND CORNERING AND PUNCHING MACHINES AND WIRE-STITCHERS BY VARIOUS MAKERS
Printers should call and inspect for themselves



LINING BOLD BRITANNIC.

3 A, 6 a. 60 POINT. About 27 lb

PROMENADES Notice Board

10 a. 48 POINT.

About 24 lb.

BRANCH HOUSES Modern Domain

16 a. 36 PO

About 21 lb.

PROMINENT PRINTERS Order Best Faces Guaranteed Accurate

12 A, 24 a,

30 POINT.

About 20 lb.

FORCEFUL DISPLAY LETTER Bold Britannic Series Suitable in Election Work

LINING BOLD BRITANNIC.

18 A, 36 a. 24 POINT. About 19 Ib

USEFUL ORIGINAL MODERN DESIGN Enhances Ordinary Printing Bold Display in General Demand

26 A, 50 a.

18 POINT

About 15 lb.

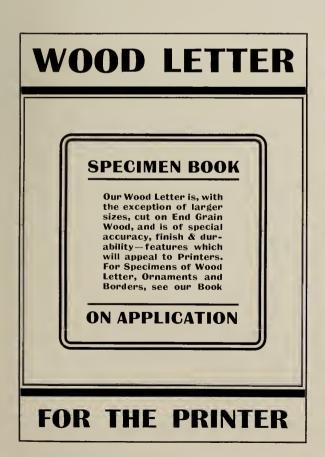
BRITISH PRINTERS SHOULD PURCHASE Composing Room Material on American System Type Cast Point Body, Line and Set

36 A, 70 a

4 POINT.

About 13 lb.

STRIKING FACES NECESSARY IN EVERY PRINTING OFFICE Small or Large Founts are readily Supplied The Bold Britannic Series attracts many Admirers



44 A, 94 a.

12 POINT.

About 10 th

METAL IS GUARANTEED DURABLE in productions from our Foundry a fact of greatest importance to Printers who have large orders

52 A, 110 a.

10 POINT.

About 10 th

PRINTERS OBSERVE HOW SUITABLE this series is for Advertisements and work requiring a Bold and Attractive appearance. Figures are 1234567890

60 A, 130 a

8 POINT

About 8 lb.

ADVERTISEMENT PRINTERS CANNOT DO BETTER than order Bold Britannic Series for their work. Striking effects readily obtained with minimum amount of labour, reducing cost of production, pleasing Customers, and also increasing profits

60 A, 130 a.

6 POINT.

About 5 lb.

PRINTERS IN DOUBT REGARDING THE ADAPTABILITY AND usefulness of this Original and Striking Letter should send at once for Booklet showing many Practical illustrations of every-day work entirely in the Lining Bold Britannic Series

Stephenson, Blake & Co. and Sir Charles Reed & Sons.

LINING BRITANNIC ITALIC.

5 A, 12 a. 42 POINT. About 23 lb.

HANDSOME MODES Smart Costumes

5 A, 10 a.

48 POINT

About 25 lb.

MODERN DESIGN Consideration

7 A, 16 a.

36 POINT.

About 22 lb.

BRIGHT ADVERTISING Increases Business

10 A, 22 a

30 POINT.

About 20 th

AMERICAN POINT SYSTEM Accuracy Guaranteed

16 A, 84 a.

24 POINT.

About 18 lb

GOVERNMENT ADMINISTRATION
Hague Peace Conference
Royal Shakespearian Society

LINING BRITANNIC ITALIC.

About 16 lb. 24 A, 54 a. 18 POINT.

SPLENDID SERIES FOR ADVERTISEMENTS Especially when Used in conjunction with Lining Britannic and Bold Britannic

44 A 90 a

19 POINT

About 18 lb

10 POINT. 48 A 100 a.

About 10 lb.

BRIGHT AND COMMANDING Effects rapidly produced by using the Britannic Family. Cast entirely on Point Line DISTINCTIVE SERIES

striking effect is required. Cast

throughout on the Point System the Series are interchangeable.

THE LINING BRITANNIC FAMILY should be introduced wherever a

STANDARD GUARANTEED

56 A, 130 a.

8 POINT.

About 8 lb.

THE LINING BRITANNIC ITALIC SHOULD be freely introduced wherever bold and striking effect is required. This Series being Cast on the Point System, readily lines with any Member of the Family by justifying varying sizes with Point Lead

ADVANTAGES OF LINING TYPE

64 A, 134 a.

THE BRITANNIC FAMILY SHOULD BE INTRODUCED where Bold and Striking Characters are required. Made of Highest Quality Metal and containing no Serifs, the Lining Britannic, Lining Bold Britannic and Lining Britannic Italic are admirably adapted for long runs on the Machine, such as would often be required when printing Drapery Catalogues, &c.

POINT SYSTEM FACILITATES OUTPUT

SUPERIOR SILKS

COLOURED TAFFETAS and GROS GRAINS. Coupes and Sample Lengths in all Shades. Price per yard

RICH PLAIN SILKS in the following Makes: Peau de Soie, Faille, Satin Mousseline. Price yer yard

3/6

SILK NINON, MARQUESITE AND VOILE. Splendid lot, all colours. About 5000 yds. Price per yard

FROBISHER & MACKINTOSH

LINGERIE HOUSE, 195 REGENT SQUARE, LONDON, W.

LINING GROTESQUE, No. 6.

86 POINT. 9 A, 24 a. About 23 lb.

MODERN IMPROVEMENT The Nineteenth Century has made notable progress with

NORTHUMBRIAN Panoramic Views of Mountains and Rivers supplied on

18 POINT

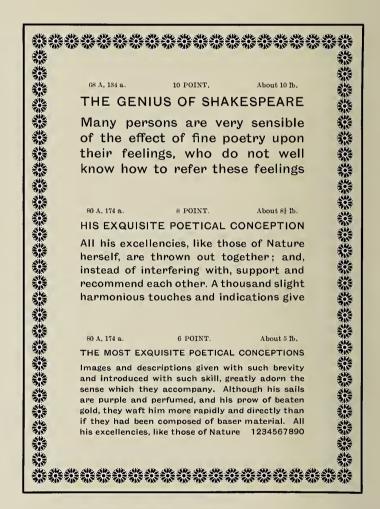
About 15 fb.

RECONSTRUCTIONS American Point Line System only adopted throughout this book

GENIUS OF SHAKESPEARE

Many persons are very sensible

of the effect of fine poetry on their feelings, who do not well know how to refer such feelings to their causes; and it always



INTERESTING REPRODUCTION Photographs Copied and Enlarged with Experience and Promptitude

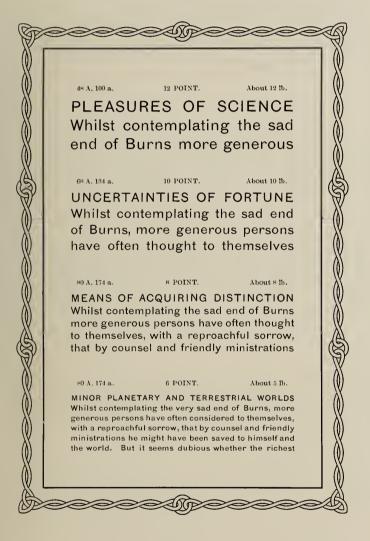
LINING GROTESQUE, No. 10.

(Reed's Grotesque, No. 6.)

18 a.

About 28 th

MORNING COSTUME Fashionable Materials



MANCHESTER
Popular Services
from Ship Canal

28 A. 54 a.

8 POINT.

thant 12 th

SOUTHERN SHORES Frequent Train Service between Edinburgh and Eastbourne via London

44 A, 90 a

14 POINT.

About 13 lb.

BEAUTIFUL DEVONSHIRE Charming and varied scenery may be found in the vicinity of old Clovelly, familiarly known as England's Eden by the sea

14 A, 34 a.

30 POINT

About 22 lb.

NORTH HIGHLAND ROUTE embraces many famous places combining pleasure in Scotland

LINING GROTESQUE, No. 8.

3 A, 4 a.

About 31 th

BOHEMIANNominates

3 A, 6 a.

60 POINT.

About 24 fb.

PRODUCTION Lining Series

5 A, 10 a.

48 POINT.

About 24 fb.

REMEMBRANCE Popular Design

7 A, 14 a

36 POINT.

About 21 th.

EVENING CONCERTSPianoforte Recitals

LINING GROTESQUE, No. 8.

12 A. 24 a. 30 POINT. About 20 lb.

STEPHENSON, BLAKE & CO. Cast Superior Quality Type

18 A, 36 a. 24 POINT. About 18 lb.

ON THE AMERICAN LINING SYSTEM Guaranteed Accurate to Standard

26 A, 50 a.

18 POINT

About 16 fb.

BY THE ADDITION OF new and artistic Types you help out new ideas

44 A, 80 a.

12 POINT.

About 12 lb.

ADVERTISING IS NOW AN ART, dependent upon practice; it is a skilful combination of knowledge and capital £1234567890

52 A, 110 a

10 POINT.

About 104 lb.

LENGTHY ARGUMENT UNNECESSARY. Good business men know that a neat, tasteful job of printing will attract the attention and inspire confidence £123

60 A, 130 a.

8 POINT.

About 81 lb.

HAVING TYPE ATTRACTIVE IN DESIGN IS HALF way towards good printing. You could hardly expect a builder to construct first class houses from the materials of old, dilapidated buildings

60 A. 130 a

6 POINT.

About 5 lb.

FOR MANY YEARS THIS USEFUL GROTESQUE SERIES HAS been in conspicuous usage in nearly every printing office, and is to-day as popular as ever. Its great legibility and effectiveness make it preferred in many places where the less easily read fancy letter would be unsatisfactory

This Series should A perusal

appeal

to . . .

A perusal of this book will be time well

spent.

It contains some neat and attractive designs, for both Printer and Advertiser. It is an Ideal . .

Letter .

Advertising

LINING GROTESQUE, No. 9.

RIGHT PRODUCE Recommended

HANDSOME BORDER Moderate in Price

CUSTOMERS DEMANDING High Grade Printing

GROTESQUE SERIES NECESSARY Popular with General Public

LINING GROTESQUE, No. 9.

24 A, 44 a.

24 POINT.

About 18 lb.

THIS HANDSOME SERIES OF LINING GROTESQUE Cast throughout Point Body, Line and Set

18 A. 40 a.

30 POINT

About 21 lb.

AMERICAN METHODS AT BRITISH PRICES Simple and Accurate Composition

36 A. 74 a

8 POINT

About 15 lb.

48 A, 90 a. 14 POINT.

About 13 fb.

GROTESQUE SERIES SHOULD form an important feature in Magazine Advertisement

64 A, 130 a.

12 POINT.

About 12 tb.

PRINTERS FAVOUR GROTESQUES BECAUSE of their greater durability: there are no serifs to be bruised or hair-lines to gap

96 A, 190 a.

8 POINT.

About 8 fb.

THIS FINE GROTESQUE SERIES POSSESSES AN INDIVIDUALITY which will appeal to both Printers and Advertisers as being clearly cut, forceful and attractive, whilst embodying all the Latest Developments of the American Point Lining System.

ADVERTISERS FAVOUR GROTESQUES because of their great simplicity

because of their great simplicity and readability in all kinds of work

72 A. 150 a.

10 POINT.

About 10 lb.

POINT LINE ENABLES THE COMPOSITOR EASILY to secure the Accurate Alignment of any one size with another without resorting to the use of card or paper. En Quad Figures 1234567890

100 A, 200 a.

6 POINT.

About 5 lb.

PRINTERS WHO EXPERIENCE DIFFICULTY WITH FASTIDIOUS CUSTOMERS regarding the choice of Types to be used in their work will sometimes find it good policy to fall back on the Grotesque character which, amid the constantly changing Fashion in Typography, still finds favour with the general public, and promises to hold its own for years to come.

COMPLETE PRINTING OFFICES FURNISHED



Beginners should note the fact that we are regularly supplying Complete Printing Office Outfits, which embody all the latest American labour-saving devices in Type, Material and Machinery



WITH LABOUR-SAVING TYPE & MATERIAL

LINING CONDENSED SANS SERIFS, No. 7.

5 A, 6 a.

84 POINT

About 24 lb

PERMANENT FASHION Demand Enhanced

5 A, 6 a

TO DOINE

About 21 th

AMERICAN POINT SYSTEM Practical Achievement

5 A, 6 a

60 POINT

About 16 lb.

SPLENDID CONDENSED SERIES Useful Gradation of Sizes

10 A, 12 a

48 POINT.

About 15 lb.

PRODUCTIVE ADVERTISEMENTS CREATED With Forceful and Attractive Letter

STEPHENSON, BLAKE & Co.

184

SIR CHARLES REED & SONS.

LINING CONDENSED SANS SERIFS. No. 7.

20 A. 24 a.

DEVELOPMENT OF INTERESTING TERRITORIAL ARMY SCHEME Proposals of the Government Carried by Large Majority

MANCHESTER ECONOMIC ASSURANCE CORPORATION Representatives of British Theatrical Enterprise

24 A. 34 a.

24 POINT.

BROMSGROVE HORTICULTURAL SOCIETY **Regulations of Metropolitan Police**

40 A. 50 a.

18 POINT.

About 10 tb.

ENGINEERING EXPERIMENTS AT PORTSMOUTH **Photographic Views of Mountain Scenery**

48 A, 60 a.

14 POINT.

About 8 lb.

OBSCURE IMAGININGS AND IMPERFECT DEDUCTIONS The dogmatic speculations of former ages only exist at present in the prejudices of the vulgar. 1234567890

64 A, 90 a.

12 POINT.

IMPROVEMENT IN LOCAL GOVERNMENT BOARD ADMINISTRATION The dogmatic speculations of former ages only exist at present in the prejudices of the vulgar, or in circumstances 234567890

68 A. 94 a.

10 POINT.

About 6 lb.

HAGUE PEACE CONFERENCE DISCOURSES ON INTERNATIONAL DISARMAMENT The dogmatic speculations of former ages only exist at present in the prejudices of the vulgar, or in circumstances where, as if conscious of their weakness, they willingly keep themselves in the shade 67890

88 A, 120 a.

8 POINT.

About 5 th.

STEPHENSON, BLAKE & Co. AND SIR CHARLES REED & SONS, LETTER FOUNDERS The dogmatic speculations of former ages only exist at present in the prejudices of the vulgar, or in circumstances where, as if fully conscious of their weakness, they willingly keep themselves in the shade. They also maintain themselves 1234567890

HIGH-CLASS. ARTISTIC

IS SELDOM SATISFACTORILY PRODUCED WITH INFERIOR MATERIAL.

STEPHENSON, BLAKE & Co. are continually furnishing Offices throughout on most approved methods, and with Material which cannot be excelled for quality.

TYPES and BORDERS are cast on the latest development of the American Point System, of highest quality metal.

FRAMES are built on space-saving principles, and combine strength with durability.

CASES embody all the modern ideas, including three-ply bottoms and best finish.

BRASS RULE entirely on Point Bodies, and a great variety of faces.

MACHINERY by the best makers, embracing Wharfedales, Platens, Cutters, &c.

BEGINNERS SHOULD ENTER INTO

immediately with

STEPHENSON, BLAKE & Co.

And SIR CHARLES REED & SONS and

Sheffield

London

LINING CONDENSED SANS SERIFS, No. 5.

5 A, 6 a. 72 POINT. About 25 th

ELEGANT DESIGN Durable Material

7 A, 10 a

48 POINT.

About 17 tb.

FURNISHER Harmonium

9 A, 12 a.

36 POINT

About 13 lb.

MEMORANDUM Demonstration

14 A, 20 a.

24 POINT

About 91 th

MORNING PERFORMER
Physical Deportment

24 A, 40 a

18 POINT.

bout 8 fb.

STEPHENSON, BLAKE & Co. have pleasure in submitting this Favourite Series cast on

40 A, 60 a.

12 POINT.

About 7 lb.

AMBITIOUS COMPOSITORS SHOULD carefully study the various Specimens issued by the Type Founder, as well as the Advertisement pages £1234567890

48 A, 64 a.

10 POINT.

About 5 fb,

TECHNICAL EDUCATION PROVES VALUABLE when the student determines to overcome the difficulties and to learn something of the Principles and Theory of the Art Preservative, and

60 A, 85 a.

8 POINT.

About 4 lb.

PUBLIC TASTE IS BEING SILENTLY EDUCATED AND improved, and will not tolerate bad printing, thus giving striking demonstration of this important progress in art. The advertiser must command the attention of the public

5 A, 8 a

60 POIN

About 26 lb.

BRITISH PRODUCTION Everywhere Popular

STEPHENSON, BLAKE & Co

186

SIR CHARLES REED & SONS.

LINING CONDENSED SANS SERIFS, No. 10.

(Reed's Condensed Grotesque, No. 2.)

12 A. 16 a

BO POINT.

About 10 th

EMINENT HIBERNIAN PRODUCE MERCHANTS Metropolitan Musical Society Regulations



AUTOMOBILES LIMITED

Kingsway Garage, London

CONDENSED SANS SERIFS are popular because simplicity

28 A. 40 a.

18 POINT.

About 8 fb.

CONDENSED SANS SERIFS HIGHLY popular on account of their readability

48 A, 60 a.

14 POINT.

About 7 th

CONDENSED SANS SERIFS ARE VERY POPULAR because of their readability, and the Printer knows that in years to come they will ever hold a place

64 A, 90 a.

12 POINT.

About 6 lb.

CONDENSED SANS SERIFS REMAIN POPULAR BECAUSE of their readability, and the Printer knows that in years to come they will always hold a foremost place in Typography

68 A, 94 a.

10 POINT.

About 5 lb.

CONDENSED SANS SERIFS ARE POPULAR BECAUSE OF THEIR readability, and the Printer knows that in years to come they will ever hold a foremost place in Typography. There is room in every printing

88 A, 120 a

8 POINT.

About 4 lb.

CONDENSED SANS SERIFS ARE POPULAR BECAUSE OF THEIR READABILITY and the Printer knows that in years to come they will always hold a foremost place in Typography. There is room in every printing establishment for several variations

10 A, 12 a

42 POINT

About 12 lb.

DESIRABLE MODERN RESIDENCE Handsome Parisian Ornaments

STEPHENSON, BLAKE & Co. 187 SIR CHARLES REED & SONS.

LINING CONDENSED SANS SERIFS, No. 1.

12 A.

36 POINT

About 11 lb.

CONTINENTAL ENGRAVINGS

16 A.

30 POINT.

About 8 fb.

ORIGINAL BORDERS AND NOVEL DESIGNS

24 A.

94 DOINT

hout 6 th

IMPROVED FACILITIES FOR DISPLAY COMPOSITION

99.4

18 POINT

About 5 fb.

CONDENSED SANS SERIFS WILL ENHANCE AN ADVERTISEMENT

59 A.

48 A

12 POINT.

About 4 fb.

About 8 th

ADOPT POINT SYSTEM THROUGHOUT AND ENSURE MATHEMATICAL PRECISION

60 A.

8 POINT.

About 2 fb.

NEW POINT LINE DIAGRAMS MAY BE OBTAINED ON APPLICATION TO STEPHENSON, BLAKE & CO., AT SHEFFIELD OR LONDON ARE SUITABLE FOR TABULAR WORK 123456

COMPLETE PRINTING DFFICES FURNISHED WITH THE HIGHEST QUALITY TYPE
CAST DN THE AMERICAN POINT LINING SYSTEM
TYPES AND BORDERS ARE GUARANTEED CORRECT TO STANDARD

6 POINT.

10 POINT.

THESE FIGURES BEING CAST ON NUT QUAO BODIES

59 4

12 POINT LINING CONDENSED SANS SERIFS, No. 3.

About 4 th

OFFICES PLANNED AND FITTED THROUGHOUT ON LATEST AND APPROVED PRINCIPLES SPACE AND LABOUR SAVING FURNITURE AND MATERIAL OF EVERY DESCRIPTION

ANGELUS-BRINSMEAD PIANO ——

UNIQUE COMBINATION OF TWO WORLO-FAMEO INSTRUMENTS.

The established reputation and high standard of the ANGELUS Player and BRINSMEAD Piano ensure pre-eminent artistic qualities of tone and expression and the perfection of touch and repetition; also the maximum of reliability and durability. Any make of Piano taken in part exchange for the ANGELUS PLAYER PIANO, which may be purchased for cash, or by deferred payment.

Kindly call, or write for Catalogue and full particulars to

HERBERT MARSHALL,

ANGELUS HALL, REGENT HOUSE, 233 REGENT STREET, LONDON, W.

G.N.R.

EXPRESS EXCURSIONS

FROM KING'S CROSS TO

HUNTINGDDN, PETER-BDRD', SPALDING, BDSTDN, GRIMSBY, GRANTHAM, NDTTINGHAM, NEWARK, and RETFDRD.

NDTTINGHAM, LEEDS, NEWCASTLE, LINCDLN, MIDDLESBORD', BRADFDRD, SHEFFIELD,

GRIMSBY, and 500 other Stations.

NOTTINGHAM, WDRKSDP, SHEFFIELD, and MANCHESTER. EVERY SUNDAY, for Half-Day at 11.30 a.m.

SATURDAYS, NOVEMBER 16 & 30, for periods varying from 1 to 8 days.

WEDNESDAY, NDV. 20, for 2, 3, or 4 days, and FRIDAY, NDV. 22,

and MANGHESICE. for 2 days.

For full particulars of these and regular weekly Excursions to numerous other Great Northern Stations, apply to the Chief Passenger Agent, Great Northern Railway, King's Cross, London, or to any G.N. Station or Office.

OLIVER BURY, General Manager.

LINING ELONGATED SANS SERIFS.

LEASEHOLD BUILDING GROUND

DESIGNER OF HOUSEHOLD FURNITURE

EMIGRATION AGENCIES IN MANCHESTER

DESIRABLE FURNISHINGS MARINE PROMENADE

36 A.

About 5 lb.

DIRECTIONS FOR PRINTING HANDSOME SPECIMENS

MODERN SCIENTIFIC RESEARCH

20 POINT.

NORWEGIAN STEAMSHIP COMPANIES

18 POINT.

D POINT

ENTERPRISE REMUNERATED

EDINBURGH AND SUNDERLAND

ESTABLISHED BRANCH IN NORTHUMBERLAND

MUSICAL DEMONSTRATION THROUGHOUT GREAT BRITAIN AMERICAN FARMING PROSPECTS DURING 1908

10 POINT.

EXTENSIONS UNDER CONSIDERATION

6 POINT.

PRESENTATION OF TESTIMONIALS TO THE AUSTRALIAN FISHERMEN REMINISCENCES OF NUMEROUS VOYAGES TO TASMANIA

SECOND ANNUAL EXHIBITION OF CHRYSANTHEMUMS FOR SCARBOROUGH AND DISTRICT MUSEUM OF REMARKABLE BOTANICAL CURIOSITIES RECENTLY PRESENTED

THE PIONEER



RECOGNISED IN ENGLAND AS THE FOREMOST ADVERTISING MEDIUM

FOUR SHILLINGS MONTHLY

The increased circulation of this unique Journal since its introduction to the public over twenty years ago has enabled the Proprietors to reduce the Rates for Advertisements, full particulars of which will be found in the Christmas Number published early in December, or Leaflets will be sent on application.

PUBLISHING COMPANY, LIMITED, NORTH STREET, MANCHESTER

44 A 60 A

LINING GROTESQUE, No. 7A.

6 POINT (CAPS, AND SM. CAPS.).

About 3 th.

5 POINT on 6 POINT (CAPS, AND SM. CAPS,). PRELIMINARY ANNOUNCEMENT OF DEMONSTRATIONS THROUGHOUT WIGAN

ORCHESTRA OF CONTINENTAL PERFORMERS SELECTIONS DAILY DURING MARCH

SOUTH KENSINGTON TECHNOLOGICAL EXAMINERS FULL PARTICULARS ON APPLICATION

COMPARISONS OF ENGLISH AND AMERICAN TRADE PUBLICATIONS

COMPENDIUM OF PENMANSHIP CONTAINING DRIENTAL PRODUCTIONS

ESTABLISHED 1893,

THE GRAMOPHONE COMPANY,

17-25 DORCHESTER STREET,

CUMBERLAND AVENUE,

LONDON, W.C.

ANNOUNCEMENT.

HAVING BEEN FAVOURED BY THE BEST OPERATIC SINGERS DF THE DAY, WE HAVE GREAT PLEASURE IN INVITING YOU TO OUR GRAMOPHONE CONCERT HELD EVERY WEDNESDAY AFTERNOON AT 3,3D. POPULAR BANDS, LEADING TENORS AND INSTRUMENTAL SOLOS A SPECIAL FEATURE. AGENTS CORDIALLY INVITED TO EXAMINE MACHINES AND RECORDS.

THE GRAMOPHONE COMPANY.

LINING GROTESQUE, No. 12.

(Four sizes cast on 10 Point body, all lining at foot; designed specially for Stationery Work, etc.)

MR. PRIOR.

10 POINT (CAPS.).

About 2 lb.

10 POINT (SM. CAPS.). **ACCURATE AND EASY ALIGNMENT**

HARMONIOUS PRODUCTION ARTISTIC JOB DESIGNS

8 POINT on 10 POINT (SM. CAPS.).

CORRECT AMERICAN SYSTEM

About 15 lb.

8 POINT on 10 POINT (CAPS.). FORCEFUL MAGAZINE ADVERTISEMENTS POPULAR FOR CATALOGUE WORK

PROGRESSIVE PRINTERS FAVOUR THE GROTESQUE SERIES FOR BUSINESS STATIONERY ON ACCOUNT OF CLEARNESS AND DURABILITY

MECHANICAL APPLIANCES, LIMITED.

WORKS. EDMONTON.

39 MERIONETH SQUARE,

FINSBURY, E.C.

FRANK CRO

"NORMANTON," 3 BRUCE GROVE, W. THE GRANGE,

BROWNSWOOD ROAD,

CLISSOLD PARK, N.

LINING CONDENSED SANS SERIFS, No. 4A.

7 A. 60 POINT. About 15 lb.

MODERN METHOD

PRINTE AMER

A.

36 POINT.

PERFECT MANUF

16 A.

30 POINT.

DURABLE AN MAGAZINE

24 A.

24 POINT.

TECHNICAL EDUC REFORMATION 6 A.

About 5 lb.

STEPHENSON, BLAKE & Co. SHEFFIELD & LONDON

52 A.

12 POINT.

About 4 lb.

MANUFACTURERS OF POINT LINE
TYPE OF HIGHEST QUALITY

60 A.

10 POINT.

About 8 lb.

OFFICES FURNISHED THROUGHOUT WITH EVERYTHING TO CORRECT STANDARD

60 A.

8 POINT.

About 2 lb.

About 3 lb.

POINT LINE ENABLES THE PRINTER TO WORK ALL BODIES ACCURATELY TOGETHER

44 A, 60 A. 6 POINT (CAPS. AND SM. CAPS.). About 2 lb. POINT LINE DIAGRAMS, SHOWING AT A GLANCE HOW TO

USE POINT LINE TYPE, FURNISHED ON APPLICATION

FDUNDRY, SHEFFIELD; AND 33 ALDERSGATE STREET, LONDON.

48 A. 5 POI

f on 6 POINT.

COMPLETE PRINTING OFFICES PLANNED AND FURNISHED ON THE LATEST AND MOST

LABOUR SAVING FURNITURE AND MATERIAL OF SUPERIOR MANUFACTUR

2 POINT.

A hour 10 H.

POINTS MODE

36 POINT

About 10 th

IGNMENT METAL

30 POINT.

About 8 lb.

RTISEMENTS TERATURE

24 POINT.

About 6 lb.

PRINTING TRADE RCUMSTANCES

9 A.

48 POINT.

About 14 lb.

POINT LINING SYSTEM

LINING GROTESQUE, No. 4A.

3 A. 60 POINT. About 17 fb.

8 POINT.

About 3 lb.

HIMES

AUTOMATIC ALIGNMENT

6 POINT (CAPS, AND SM. CAPS.).

THIS SERIES IS CAST THROUGHOUT UPON

POINT TITLE LINE, ENABLING THE PRINTER

TO LINE ALL THE SIZES ACCURATELY TOGETHER

THE AMERICAN POINT SYSTEM

PERFECT ADJUSTMENT SECURED

48 POINT.

About 15 lb.

ROMAN

40 A . 60 A .

48 A.

About 1 lb.

About 8 th.

POINT LINE DIAGRAMS, SHOWING AT A GLANCE HOW TO USE POINT

5 POINT on 6 POINT.

THE FOUNDRY, SHEFFIELD, OR ALDERSGATE STREET, LONDON,

MARINERS

About 10 fb.

ENRICHMEN

MODERN DESIGN

BRIGHTON HOSPITAL

14 POINT.

About 5 lb.

STEPHENSON, BLAKE & Co.

BIOGRAPHICAL REMINISCENCES

48 A.

10 POINT.

About 4 lb.

OFFICES FURNISHED THROUGHOUT POINT LINE TYPE AND MATERIAL

NORTH BOAT CLUB May 28th, 1908.

Φ

HORS D'ŒUVRE.

CONSOMME PRINTANIER. VELOUTÉ DE TOMATE AU RIZ.

FILETS DE SOLE, FLORENTINE BLANCHAILLE.

=

TOURNEDOS MONTPENSIER. CHAUDFROID DE CAILLES, COLMAR.

SELLE DE MOUTON DE GALLES. HARICOTS VERTS. POMMES DE TERRE DAUPHINE.

SAVARIN AUX FRUITS.

DESSERT.

CAFÉ NOIR.

STEPHENSON, BLAKE & Co

190

SIR CHARLES REED & SONS.

LINING GROTESQUE, No. 3A.

REMOVE

12 A.

30 POINT

About 94 lb.

MENTIONS

20 A

24 POINT.

About 9 th

NORMANTON

24 A.

18 POINT.

About 7 lb.

INCARCERATION

36 A.

14 POINT

About 6 lb

PRONOUNCEMENTS

40 A.

12 POINT.

About 5 lb.

PHONOGRAPH COMPANIES

48 A.

10 POINT.

About 4 lb

APPLICATIONS CONSIDERED

60 A.

8 POINT.

About 3 fb.

REMARKABLE MODERN DISCOVERY

PRINTING

BUSINESS MEN KNOW THAT NEAT, TASTEFUL PRINTING WILL ATTRACT ATTENTION AND INSPIRE CONFIDENCE.

GOOD PRINTERS KNOW THAT BEST QUALITY TYPE & MATERIAL ARE ESSENTIAL TO PRODUCE GOOD PRINTING.

NEW TYPES AND BORDERS, OF SUPERIOR QUALITY AND DESIGN, CAST UPON THE AMERICAN POINT LINING SYSTEM, ARE CONSTANTLY BEING ISSUED BY . . .

STEPHENSON, BLAKE & Co.

40 A, 60 A.

6 POINT (CAPS, AND SM. CAPS.)

About 3 th

INTERESTING DOMESTIC AND COMMERCIAL RELATIONS
ADVENTURES IN THE AMERICAN BACKWOODS
DETERIORATION OF TEXTILE INDUSTRIES IN GERMANY

40 A.

5 POINT on 6 POINT.

About 1 fb.

NUMEROUS DESCRIPTIONS OF ARCHITECTURAL AND MONUMENTAL REMAINS FORMATION OF PHILANTHROPIC SOCIETIES IN WESTERN AUSTRALIA

LINING GROTESQUE, No. 7A.

36 A, 52 A.

6 POINT (CAPS, AND SM. CAPS).

bout 3 fb.

ORCHESTRA OF CONTINENTAL PERFORMERS
SELECTIONS DAILY DURING MARCH

SOUTH KENSINGTON TECHNOLOGICAL EXAMINERS
FULL PARTICULARS ON APPLICATION

4 A, 60 A. 5 POINT o

5 POINT on 6 POINT (CAPS. AND SM. CAPS.).

About 2 lb.

PRELIMINARY ANNOUNCEMENT OF DEMONSTRATIONS THROUGHOUT WIGAN
HANDSOME SPECIMEN VOLUME OF ARCHITECTURAL DESIGNS

COMPARISONS OF ENGLISH AND AMERICAN TRADE PUBLICATIONS

COMPENDIUM OF PENMANSHIP CONTAINING ORIENTAL PRODUCTIONS

PORTFOLIO OF ENGRAVINGS ISSUED IN 1896

ESTABLISHED 1893.

THE GRAMOPHONE COMPANY,

17-25 DORCHESTER STREET.

CUMBERLAND AVENUE.

REPRESENTATIVE:

LONDON, W.C.

ANNOUNCEMENT.

HAVING BEEN FAVOURED BY THE BEST OPERATIC SINGERS OF THE DAY, WE HAVE GREAT PLEASURE IN INVITING YOU TO A GRAMOPHONE CONCERT, HELD EVERY WEDNESDAY AFTERNOON AT 3.30. FAMOUS BANDS, LEADING TENORS, AND INSTRUMENTAL SOLOS IN GREAT VARIETY. AGENTS ARE INVITED TO EXAMINE OUR MACHINES AND RECORDS.

THE GRAMOPHONE COMPANY.

LINING CONDENSED SANS SERIFS ITALIC.

Artistic decorations enhanced by the judicious selection of colours TYPOGRAPHICAL DESIGNS

16 A, 24 a

24 POINT

About 11 lb.

Artistic type designs are enhanced by the judicious harmonising of colours and careful selection of paper SPECIMENS OF LETTERPRESS PRINTING

Marlborough, Son and Bournecastle

75 Westminster Parade, Tooting, S.W.



Great Sale of Swiss Embroidered Curtains, Nottingham and Scotch Net Curtains, Blouses, Household Linen, elegant Broderie Anglaise Muslin Robes, all reduced in price 28 A, 40 a.

18 POINT.

About 8% lb.

Artistic printing is not dependent so much on the selection of high priced paper and expensive copperplates as

SELECTION OF TYPE DESIGNS

40 A, 54 a.

12 POINT.

About 6 fb.

Artistic printing is not dependent so much on the selection of highly priced papers nor of expensive copperplates, but simply the application of a little

DISCRETION IN SELECTING TYPE FACES

48 A, 64 a.

10 POINT

About 5 lb.

Artistic printing is not dependent so much on the selection of highly priced paper nor of expensive copperplates, but is simply the application of a little discretion in the selection of paper combined with dignified type designs. 1234567890

TYPE SPECIALLY CHOSEN TO SUIT REQUIREMENTS

60 A 86 n

8 POINT.

About 4 lb

Artistic printing is not dependent so much upon the selection of highly priced paper and expensive copperplates, but is simply the application of a little discretion in choosing the paper combined with a dignified type design, the type being specially chosen in every instance to meet

REQUIREMENTS OF THE INDIVIDUAL CUSTOMER'S BUSINESS

LINING BOLD ITALIC GROTESQUE.

14 A, 20 a. S0 POINT. About 12 lb.

Printers consider various economical advantages before ordering founts, for recent improvements FACILITATE MODERN COMPOSITION

14 A, 24 a. 24 POINT. About 10 Ib

Printers must consider various economical advantages before ordering new founts, for the improvements recently introduced

EMBRACE NUMEROUS LABOUR SAVING METHODS

28 A. 40 a.

18 POINT

About 8 fb.

Printers must consider every economical advantage when ordering new founts, for the improvements recently introduced are

RECOGNISED AS REMUNERATIVE

41 A, 60 a.

12 POINT

About 6 lb

Printers should consider the economical advantages before ordering new founts, for the improvements recently introduced by the founders are of greatest IMPORTANCE TO PROGRESSIVE EMPLOYERS

48 A, 60 a.

10 POINT

bout 5 lb.

Printers must consider the various economical advantages before ordering new founts, for the improvements recently introduced by the founders are too important to be ignored, reducing as they do the cost of production. 1234567890

FURNISH ON THE AMERICAN POINT LINING SYSTEM

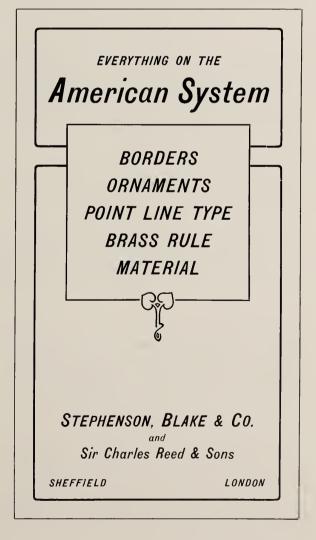
60 A, 84 a.

8 POINT.

About 4 lb.

Printers should consider the various economical advantages before ordering new founts, for the improvements recently introduced by the founders are too important to be ignored, embracing as they do time and labour saving methods, thereby reducing the cost of production

SAMPLE BOXES OF POINT LINE TYPE FORWARDED FREE



LINING SKELETON ANTIQUE, No. 2.

9 A. 12 s

36 POINT.

About 19 th

POINT LINE TYPES Accurate and Durable

LINING SKELETON ANTIQUE, No. 1.

60 A, 130 a.

8 POINT.

About 5 lb.

METROPOLITAN AND PROVINCIAL UNION BANKING COMPANY having various Branch Establishments throughout England, and several Correspondents at home and abroad, presents numerous facilities to parties changing their residence or intending to travel, as well as to Officers of the

46 A, 96 a.

10 POINT.

About 6 lb

METROPOLITAN AND NATIONAL BANKING COMPANY having various Branch Establishments throughout England, and numerous Correspondents at home and abroad, gives great

40 A, 80 a.

12 POINT.

About & H

METROPOLITAN AND NATIONAL COMPANY having various Branch Establishments throughout England, and several Correspondents at home and

28 A, 56 a

18 POINT.

About 10 lb

NATIONAL AND PROVINCIAL BANK has many Branch Establishments among

18 A, 36 a

24 POINT

About 12 l

NATIONAL BANKING HOUSE having many Branches among

14 A, 22 a.

30 POINT

About 13 lb

MUNICIPAL BANKS Established Branches

12 A, 22 a.

O POINT

About 18 lb.

FIRST BANK having Branch

18 A, 40 a.

24 POINT.

About 17 lb.

PERSIAN BANK Branch established

22 A, 50 a.

18 POINT.

About 14th

BANKING COMPANY having several Branches

36 A, 72 a.

12 POINT.

About 10 lb

NATIONAL DEPOSIT BANK having opened many Branches at home and abroad, with over 2408

40 A, 80 a.

10 POINT.

About 8 lb.

MUNICIPAL BANKING COMPANY having Branches established throughout England with numerous Correspondents

44 A, 90 a.

8 POINT.

About 6 lb

METROPOLITAN BANKING CORPORATION having numerous Branches established throughout England, with 3620 Correspondents at home and abroad, this Bank presents unlimited facilities to

-10 A, 18 a

86 POINT

About 15 lb.

COMPLETE PRINTING OUTFITS Stephenson, Blake & Co. Sheffield

LINING ANTIQUE, No. 3.

About 45 fb.

MASON
merchant

I2 A, 24 a.

 $30\,$ POINT.

About 20 lb.

ERITH BANK having branches

26 A, 54 a

18 POINT.

About 15 lb.

PROVINCIAL BANKS having Branches founded for convenience of clients

56 A, 114 a.

10 POINT.

About 10 lb.

MUNICIPAL BANKING COMPANIES having Branch Establishments throughout England, and 230 Correspondents abroad, grant numerous facilities to parties about

70 A, 150 a.

6 POINT.

About 5 lb.

NATIONAL AND PROVINCIAL BANKING COMPANY having numerous Branch Establishments throughout England and 380 Correspondents at home and abroad, this Bank gives several facilities to parties changing their residence or about to travel, as well as to Officers of the Army and Navy for sending

HOME

60 POINT.

mound

A, 16 a.

86 POINT.

About 22 th.

About 33 lb.

BANKING new Branch

20 A. 44 a.

24 POINT,

thanf 1v B

DEPOSIT BANKS having many Branch establishments about

44 A, 90 a.

12 POINT.

About 12 lb.

NATIONAL CREDIT COMPANY having now Branches established in London and 280 Agents abroad, presents great facilities to parties about to change their residence or

66 A, 130 a.

8 POINT.

About 8 lb.

NATIONAL AND PROVINCIAL CORPORATION having many Branch Establishments in England, and 360 Correspondents abroad, presents various facilities to parties who contemplate a change of residence or about to travel, as well as to Officers of the Army and Navy for receiving or sending of

54 A, 110 a.

5 POINT.

About 8 lb

METROPOLITAN AND PROVINCIAL BANKING CORPORATION having numerous Branch Establishments throughout England, and over 290 Correspondents at home and abroad, this Bank gives great facilities to parties changing their residence or about to travel, as well as to Officers of the Army and Navy for receiving or sending their remittances, and last year the aggregate value of guaranteed deposits amounted to £25,470, showing a decided increase above the previous

LINING CONDENSED ANTIQUE, No. 3.

.. 72

Chant 90 th

NOMINATIONS Parliamentary

10 A 18 a

36 POINT

About 21 fb.

PROVINCIAL Deposit Banks

26 A 50 a

24 POINT.

About 18 fb

BIRMINGHAM BANKS having numerous Branches throughout 230 important

56 A, 112 a.

12 POINT.

About 12 fb.

MUNICIPAL BANKING CORPORATION having prosperous Branches established in England, with 2840 Correspondents at home and abroad, gives facilities to any

72 A, 150 a.

8 POINT.

About 8 fb

METROPOLITAN AND PROVINCIAL BANKING COMPANY having numerous Branch Establishments in England, and also 2430 Correspondents at home and abroad, this Bank offers great facilities to parties changing their residence

14 A, 26 a.

30 POINT.

bout 20 fb.

BANKING HOUSE having Branches in over 260 towns and

36 A. 66 a

8 POINT.

About 15 lb.

PROVINCIAL COMPANIES having Branch Establishments and over 2680 Correspondents

64 A, 140 a.

10 POINT.

About 10 fb.

METROPOLITAN AND NATIONAL BANK having a very prosperous Branch Establishment in Amsterdam, and over 2950 Correspondents at home and abroad, gives great facilities to parties

80 A, 170 a.

6 POINT.

About 5 lb.

METROPOLITAN NATIONAL AND PROVINCIAL CORPORATION having numerous Branches established throughout England, and 2830 Correspondents at home and abroad, this Bank gives great facilities to parties about to change their residence or intending to travel, as well as to Officers of the Army and Navy for the receiving or forwarding of

9 A, 16 a

48 POINT.

About 26 lb.

OFFICES FURNISHED Sheffield and London

STEPHENSON, BLAKE & Co.

196

SIR CHARLES REED & SONS.

LINING EXTENDED CLARENDON.

22 A, 46 a.

18 POINT

About 15 H

The ORIGIN of Type-Bodies and the nomenclature which has grown around them is a branch of Typography £678

42 A, 88 a

12 POINT.

About 12 lb.

THE ORIGIN of Type-Bodies and the nomenclature which has grown around them, is a branch of our Typographical antiquity which has always more or less been shrouded in obscurity. Imagining, as we do, that the moulds of the first Printers were £123

48 A, 100 a.

10 POINT.

About 10 lb.

THE ORIGIN of all Type-Bodies and the nomenclature which has grown around them, is a branch of Typographical antiquity which has always been shrouded in more or less obscurity. Imagining, as we do, that the moulds of the first Printers were of a primitive construction, and, though conceived on true priciples, were to £1234

62 A, 128 a.

8 POINT

About 8 D

THE ORIGIN of all Type-Bodies and the nomenclature which has grown around it, is a branch of Typographical antiquity which has always been shrouded in more or less obscurity. Imagining, as we do, that the moulds of the first Printers were of a primitive construction, and, though conceived on true principles, were adjusted to the various sizes of letter they had to cast more by eye than by rule, it is easy to understand that founts would be cast on no other principle than that of body £12345

58 A, 120 a.

6 POINT.

About 5 ft

THE ORIGIN of all Type-Bodies and the nomenclature which has grown around them, is a branch of Typographical antiquity which has always been more or less shrouded in obscurity. Imagining, as we do, that the moulds of the first Printers were of a primitive construction, and, though conceived on true principles, were adjusted to the various sizes of letter they had to cast more by eye than by rule, it is easy to understand that founts would be cast on no other principle than that of ranging in body, and line, and height in themselves irrespective £123

50 A, 104 a.

5 POINT.

About 3 H

THE ORIGIN of Type-Bodies, and the nomenclature which has grown around them, is a branch of Typographical antiquity which has always been shrouded in more or less obscurity. Imagining, as we do, that the moulds of the first Printers were of primitive construction, and, though conceived on true principles, were adjusted to the various sizes of letter they had to cast more by eye than by rule, it is easy to understand that founts would be cast on no other principle than that of ranging in body, and line, and height in themselves, irrespective of the body, height, and line of other founts used in the same Press. When two or more founts were required to £1234

LINING CLARENDON.

A very Useful Series for Sideheads, Dictionaries, Time Tables, Catalogues, Price Lists, &c.

An eminent Austrian Musician residing for a considerable time in our Metropolis, has taken the trouble to communicate several

WESTMINSTER BRIDGE

72 A. 150 a.

10 POINT.

About 10 fb.

Granite embankments have changed the Thames into a pleasant object and a healthy and most agreeable resort. Our roads and pavements are safer, smoother and less noisy, and humanity has provided refuges for the pedestrians threatened by storms 12345678

THAMES EMBANKMENT IMPROVEMENT

60 A 195 a

U POINT

About 11 lb.

There is considerable evidence that such acquired facilities of passing into certain modes of cerebral action can very often be transmitted, more or less complete 12345

TRANSMISSION BY INHERITANCE

12 POINT.

Gardening is both a source of interest and pleasure, and helps to maintain good temper and good health. Moreover 2345

THE PLEASURES OF GARDENING

8 POINT.

The highest characterisation is that where the work has been mentally cartooned beforehand, by a process that is intensely conscious, but patient and silent, an occult evolution of life: then follows the glory of wielding words, and £1234567890

QUALITY OF FINISH IN POETIC EXECUTION

6 POINT.

This Clarendon Series is now cast on the American Point Lining System, and should prove invaluable to Printers who make a special feature of Time Tables, Catalogues, Dictionaries, Price Lists, besides being very useful for Sideheads, Cut-in-Notes, &c. Below will be found a few examples of it used in conjunction with Body Founts also cast on Point Line £1234567890

STEPHENSON, BLAKE & Co. and SIR CHARLES REED & SONS Foundry, Sheffield; and 33 Aldersgate Street, London

9 POINT.

The erudition manifested is extraordinary, almost every page abounding with quotations from Latin authors, the great variety of learning, quotations from scarce and curious books, sparkling with wit

VARIETY OF LITERARY INFORMATION

MANSION HOUSE Blackfriars Temple Charing Cross Westminster St. James's Park	A.M. 7 56 7 59 8 1 8 4 8 6 8 11	A.M. 8 6 8 9 8 12 8 14 8 16 8 18	A.M. 8 16 8 19 8 22 8 24 8 26 8 28	A.M. 8 26 8 29 8 32 8 34 8 36 8 38	A.M. 8 36 8 39 8 42	A.M. 8 46 8 49 8 52 8 54 8 56 8 58	A.M. 8 56 8 59 9 1 9 4 9 6
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TYPE, n. A raised letter, figure, accent or other character, cast in metal or cut in wood, used in printing.

Type-metal, n. A metallic compound of lead, antimony, tin and copper.

STEPHENSON, BLAKE & Co

Printer, n. One who prints, impresses or stamps; especially, one who prints newspapers and books.

Printing-press, n. A press used for printing books, newspapers, bills and the like.

198

POINT LINE signifies that the American distance from the line of the face Lining to the edge of the type measures System. a definite number of points. All type so cast will line correctly at the foot by justifying with point leads, clumps or quads. Founts which consist of upper and lowercase characters are cast upon what is

Point termed Point Common Line, and Common type so cast to any one size, either Line. jobbing or body letter, will line accurately at the foot without justification.

FLOWERIN

3 Achillea Eupatorium, ffat heads, yellow flowers	 1	6	
2 Achillea Mongolica, corymbs white, single flower	0	8	
4 Achillea The Pearl, double white, grand	1	0	
6 Aconitum Napellus bicolor, blue and white	2	0	
5 Aconitum Napellus Albus, fine white	 1	8	
8 Agrostemma Coronaria Flos Jovis, fine rich pink	2	6	
3 Alstromeria Aurantiaca, orange, Peruvian Lily	1	0	
9 Astilbe rivularis, drooping cream plumes	 3	0	
1 Bupthalmum salicifolium, neat bush, yellow	 0	4	
3 Campanula grandis, blue sancer shaped flowers	1	0	
9 Camp. Persicifolia alba, large white	 2	8	
2 Camp, Pyramidalis, Chimney Camp, blue	0	8	
4 Centaurea Montana, true blue, farve	1	0	

CHAMPAGNE.

	CHAMPAGNE.		Per doz.		er doz.
2.	Achille Morat, first quality, sec	Vintage. 1893	bots. . 39/0		bots. 21/6
3.	,, ,, tres sec	1892			25/0
	Bollinger, extra quality, very dry		. 82/0		
	Achille Morat, Vin. Rose Brut				
35.	Desbordes, extra quality, extra dry	1892	70/0	• • •	37/6

Advantages of the Use of Steel Furniture: Saves space in the office; formes are lighter and truer; greater accuracy is ensured, especially in colour work; practically indestructible; makes six times as much blank space as an equal weight of metal furniture at much less eost for time.

FANCY DISPLAY AND CIRCULAR LETTER

STEPHENSON, BLAKE & CO.

and

SIR CHARLES REED & SONS

Foundry: Sheffield.

London: 33 Aldersgate St.

LINING DE VINNE ORNAMENTED.

3 A, 4 a. 72 POINT. About 28 lb

FINE Cards

16 A. 32 a

18 POINT.

About 9 lb.

AMERICAN POINT Lining System will aid the Compositor

24 A, 50 a

12 POINT.

About 6 lb.

AMERICAN POINT LINING System saves both time and labour, and is an invaluable aid to intricate composition

28 A, 60 a.

10 POINT.

About 5 lb.

THE AMERICAN POINT LINING System considerably reduces the intricacy of colour jobs, and is of great assistance in tabular work

36 A, 74 a.

8 POINT.

About 4 lb.

THE AMERICAN POINT LINE SYSTEM is fully explained in a little leaflet, which also shows by means of diagrams how all sizes can be made to line automatically by justifying them together with Point Leads

CHIMES Journal

0 a. 36

About 14 fb.

IRONCLAD Broadside

7 A 16 a

30 POINT.

About 13 lb

HISTORICAL Productions

9 A, 20 a.

24 POINT.

About 11 lb.

NOVEL DESIGNS Conversational

9 A 4 a

60 POINT.

About 19 lb.

BIRMINGHAM Music Stores

LINING DE VINNE ORNAMENTED ITALIC.

a. 72 P

72 POINT.

About 28 lb.

MAIN Points

FURNISH With Care

5 A, 10 a.

86 POINT

About 10g lb.

POINT LINE Economises

7 A, 16 a.

30 POINT.

About 10½ fb.

SAVES MONEY Time & Labour

10 A, 22 a.

24 POINT

About 10 lb.

ENLARGES OUTPUT Reduces Expense 16 A, 32 a

IS POINT

bout 8 fb.

DETAILED ESTIMATE sent for Complete Outfit on the American System

24 A, 50 a.

12 POINT.

About 6 fb.

THIS HIGHLY STRIKING ITALIC forms an artistic companion series to its Roman namesake the recently issued Lining De Vinne Ornamented

32 A, 70 a.

10 POINT.

About 5 fb.

BEGINNERS SHOULD NOTE THIS FACT that we regularly supply Complete Outfits in the latest American style, including all Body and Jobbing Founts cast Point Line.

36 A, 74 a

8 POINT.

About 4 lb.

OUR COMPLETE OUTFITS INCLUDE BOTH BODY and Jobbing Type cast on a Uniform Lining System, together with the latest and best Labour Saving Machinery, Fittings, Cases, Frames, Cabinets, &c.

3 A. 4 a

60 POINT

About 16 lb.

ESTABLISHED
Sheffield House

LINING HOGARTH

5 A. 6 a

O POINT.

About 28 th

LINING SERIES Quaint Design

5 A. 8 a.

48 POINT

About 16 lb.

SUPERIOR PRINTING Artistic Stationery

7 A, 10 a.

36 POINT.

About 13 tb.

MODERN PRODUCTIONS Facilitate Composition

10 A, 16 a

BO POINT.

About 12 lb.

SOUTH KENSINGTON MUSEUM Natural History Department

10 A, 24 a.

24 POINT.

About 10 lb.

DESCRIPTIVE HISTORICAL CALENDARS
Enthusiastic Arctic Explorers
Anecdotes of Celebrated Statesmen

STEPHENSON, BLAKE & Co.

226

SIR CHARLES REED & SONS

LINING HOGARTH.

18 POINT. 18 A. 40 a.

TEMPERANCE DEMONSTRATION IN PORTSMOUTH Detailed Catalogue of Household Furniture Pronouncing Dictionary of the English Language

24 A, 54 a.

12 POINT. DRINTING OFFICES FURNISHED

with Highest Quality Type

on the American Point System

About 6 th.

ECONOMICAL OFFICE FURNITURE AND Wood Material Kept in Stock at Sheffield, and Aldersgate St., London

10 POINT.

40 A. 84 a.

About 4 lb.

44 A. 94 a.

32 A 64 a

6 POINT.

About 3 lb.

About 5 lb.

AMERICAN STANDARD STRICTLY GUARANTEED No other Point Measurement Correct Intending Purchasers should ask for Samples

STEPHENSON, BLAKE & Co., SHEFFIELD AND LONDON Furnish Outfits on the American System Including Body Letter and Display Founts on Point Line



HOGARTH,

The Quaint Old Style.

OGARTH, since its first production, has come into favour as perhaps the most original and artistic of the quaint Old Style display faces now greatly used in the highest class of printed work. It may be observed that the series now comprises a com= plete gradation of sizes from 60 point to 6 point, making it most effective and useful for every style of display.



Systematise your Office.

Have you considered the advisability of installing the

POINT LINE SYSTEM

in your Composing Room?

Types produced on this Principle Economise Labour.

90

Write to STEPHENSON, BLAKE & Co. for particulars.

PRINTING OFFICES

Planned and Fitted throughout with highest quality Point Lining Type, Printing Material of the latest design, reliable Machinery, &c.

STEPHENSON, BLAKE & Co.

Sheffield & London.

227

LINING CHANTREY.

REGISTERED No. 425341.

Home - -Gardener

This Publication was first issued in January 1904

5 A, 8 a.

60 POINT

About 194 th

STEPHENSON Blake & Co.

Westmoreland Avenue,

SALISBURY,

190

.11

Bot. of CORNELIUS STRONG,

Servants' Liveries Made up

Tailor and Habit Maker.

Uniforms Dress Suits Mantles

and immediately met with favour. The CHRISTMAS Number contains

Coloured - -Supplement

Showing Favorite Plants in full bloom, with Hints on Modes of Cultivation.

5 A, 10 a

48 POINT.

About 15½ fb.

THE CHANTREY Protected Series

7 A, 14 a.

36 POINT.

About 11½ lb.

DESIGNED AND CAST In Sheffield, England

LINING CHANTREY.

REGISTERED No. 425341.

10 A. 20 a

30 POINT

About 91 ft

20 A, 40 a

18 POINT.

About 8 th

THIS CHOICE SERIES is named after Sir Francis Chantrey

Sir Francis Chantrey, the famous sculptor, was born in the parish of Norton, a suburb of Sheffield ELECTED ROYAL ACADEMICIAN Genius Fittingly Rewarded

HUNTINGDON ART STORE

WE EXTEND A CORDIAL INVITATION TO YOURSELF AND FRIENDS TO VISIT OUR

FIRST ANNUAL CLEARANCE SALE

Saturday, November 12th.

Music Afternoon and Evening.



E have been making great preparations for the Autumn and Winter trade, and are now fully prepared to cater to the tastes and needs of the most fastidious purchasers of Interior Decorations, Art Metal Work, Bric-a-Brac, &c. We are showing new ideas in Curtains and Draperies.

CORNER OF NEW GRAINGER STREET AND SCOTSWOOD ROAD.

32 A, 64 a

12 POINT.

About 5½ Ib

The proximity of the great Sculptor's birthplace to Sheffield, coupled with the resemblance which the design bears to monumental lettering, make the name chosen most appropriate for the Series

CAST BY STEPHENSON, BLAKE & Co. SHEFFIELD

London: 33 Aldersgate Street, E.C.

Design Registered on 25th January, 1904.

12 A, 24 a.

24 POINT.

About 8 fb.

THE SERIES IS SUPPLIED

American Point Body, Line & Set, warranted

The CORRECT STANDARD

LINING ARABIAN.

9 A. 16 a.

30 POINT.

About 12 lb.

THE AMERICAN SYSTEM Point Body, Line and Set

7 A, 10 a.

36 POINT

About 14 lb.

ADMIRABLE SERIES New Display Letter

10 A, 24 a.

24 POINT.

About 10 lb.

OFFICES COMPLETELY FURNISHED
With Point Type and Material

18 A, 40 a

18 POINT.

About 8 fb.

24 A. 50 a.

12 POINT.

About 6 lb.

Artistic Effects
Elegant and Tasteful

MODERN EMBELLISHMENT

Effective Display Type

Suited to all Styles of Work

32 A, 64 a.

10 POINT.

About 5 lb.

36 A, 74 a.

8 POINT.

About 4 lb.

CASES AND PRINTING MATERIAL

Kept in Stock and on View

London Warehouse: 33 Aldersgate Street

And Letter Foundry, Sheffield

...

AGENTS FOR CHANDLER & PRICE PLATEN

Chandler and Price Paper Cutter

Strongest-built and Best Machines of their Class

Particulars and Prices on Application

LINING ROMANY.

3 A, 4 a. 60 POINT. About 33 lb.

FIOMER Roman

4 a. 36 PC

About 14 lb

FISTORIAN Nominator

A, 6 a. 30 POINT.

About 13 lb.

NORTH MEAD Farm House

5 A, 8 a.

24 POINT.

About 10 fb.

MODERN DESIGN Persian Carpets

9 A, 12 a

18 POINT.

About 9 lb.

ROMANCE American

14 A, 20 a.

12 POINT.

About 6 lb.

FASHION NOTES

Home Chat

Restored 1907

18 A, 24 a.

10 POINT.

About 5 lb.

POPULAR ARTISTS

Highest Grade

Saturday Evening

20 A, 32 a.

8 POINT.

About 4 lb.

NOVEL ROMANY SERIES
Point Line System
Standard is Guaranteed

LINING OLYMPIAN

3 4 4 9

8 POINT

About 14 lb.

MODERN PRINTS American Method

8 A 16 a

24 POINT

About 10 lb

PROFITABLE Investment

12 A, 24 a.

18 POINT.

About 8 lb

ARTISTIC SERIES Lining Olympian

22 A, 44 a.

12 POINT.

About 6½ lb.

ACCURACY GUARANTEED with Type east on the American Lining System

28 A, 60 a.

10 POINT.

About 5½ lb.

COMPLETE PRINTING OFFICES

Furnished on the Latest

and Most Approved Methods

32 A, 64 a.

8 POINT.

About 4 lb.

SPECIMENS OF OUR LATEST TYPES, Borders, Furniture & Material forwarded on receipt of Trade Card STEPHENSON, BLAKE & Co.,

In issuing this book to the trade, have great pleasure in drawing the attention of printers to their new...

TYPES and BORDERS

Of the highest durability, superior both in quality and design, suitable for producing every class of work, and east upon

AMERICAN POINT BODY, LINE and SET.

5 A, 8 a

36 POINT

About 12 lb.

STEEL FURNITURE Made to American Point

LINING FLEMISH EXPANDED.

7 A. 10 a.

TRIOUS

About 8 1b.

MIGHEST QUALITY TYPE American Point System

1 P a

SO POINT

About 10 fb.

PRINTING MATERIAL Write for Catalogue

IO A, IG a

18 POINT

bout 7 lb.

OFFICES FURNISHED THROUGHOUT Modern and Approved Principles

20 A, 24 a.

12 POINT.

About 6 lb.

DUST PROOF FRAMES AND WINDOW CABINETS
Superior Punching and Eyeletting Machines

24 A, 32 a.

10 POINT.

About 4 lb

GORDON PLATEN PRESSES AND PAPER CUTTING MACHINES Stephenson, Blake & Co.'s Chases are Exceptionally True

LINING ETRURIAN.

9 A.

30 POINT

About 8 fb.

AMERICAN METHOD

7 A.

36 POINT

About 10 lb.

BRITISH PRICES

I2 A.

24 POINT

About 61 1b.

16 A.

18 POINT.

About 4 fb.

RECOGNISED FOUNDRY POINT STANDARD GUARANTEED LINING OLD STYLE GROTESQUE.

5 A.

48 POINT.

About 14 lb.

MACHINES

7 A.

36 POINT.

About 10 lb.

DANCE MUSIC

10 A.

30 POINT

bout 9 lb.

MODERN METHODS

16 A.

24 POINT.

bout 8 lb.

FAVOURITE CHARACTER

20 A.

18 POINT.

About 6 lb.

12 POINT.

About 4 lb.

EASTBOURNE COMPANY

32 A.

8 POINT.

About 2 fb.

DESCRIPTIVE MASTERPIECE
PUBLISHED IN 1907.

OCTOBER MEETING
MEMORANDUM

32 A.

28 A.

10 POINT.

About 3 lb.

RATIONAL AMUSEMENT HEALTHY HOMES

COURT HEALTH AND PLEASURE BY VISITING

DOUGLAS

IDEAL PLACE FOR BOATING, BATHING, FISHING AND GOLFING.
CHEAP BOOKINGS BY VARIOUS ROUTES.



LINING OLD STYLE OUTLINED.

(Registered No. 559282.)

8 A.

60 POINT

About 14 lb.

SPECIMENS

5 A.

48 POINT.

About 14 lb

RESIDENCE

7 A.

36 POINT

About 9 lb.

EASTERN PICTURE

10 A.

30 POINT.

About 9 lb

SPRING RESORTS

18 A.

24 POINT.

About 9 lb.

OUTLINED SERIES POPULAR

20 A.

18 POINT

About 6 lb.

PRINTING COMPETITIONS, 1910.

STEPHENSON, BLAKE & Co

234 A

SIR CHARLES REED & SONS.

The New Remedy for Weak or Falling Hair. Ask your Chemist for Free Sample and List.

UNILIGHT

ASSISTS NATURE.

NOURISHES ROOTS.

Royal Arcade, Manchester, 19

BOT. OF HOBBIES LTD.

Specialities in Games and Pastimes.

BRADFORD CHORAL SOCIETY.

Handel House, Regent Street,

PARTICULARS OF MEMBERSHIP FROM HON, SECRETARY.

19

LINING SHADED LATIN.

5 A.

42 POINT.

About 85 lb.

HIGH GRADE NOTE

7 A.

36 POINT

About 7 lb

FURNISHER

12 A.

24 POINT.

About 5 lb.

PARIS COSTUME

22 A.

12 POINT.

About 3 lb

STEPHENSON, BLAKE & Co LETTER FOUNDERS A. 30 POINT,

About 6 lb.

MODEL SERIES

18 A.

18 POINT.

About 4 lb.

POINT LINING FACES LABOUR SAVING

22 A.

10 POINT.

About 21 fb.

AMERICAN POINT STANDARD
WRITE FOR SAMPLES

LONDON,

190

BOT. OF FRED. CARTON

PRINTER AND PUBLISHER

LINING GLORIA AND LINING ALGERIAN.

36 Point-5 A, about 13 lb.

36 POINT LINING GLORIA, with 48 POINT INITIALS.—For Two Colours.

48 Point-2 A. about 81 lb.

POINT LINING METHOD

36 Point—5 A, about 5½ lb.

36 POINT LINING ALGERIAN, with 48 POINT INITIALS.

48 Point-2 A, about 3½ lb

DESIGNS FOR PRINTERS

STEPHENSON, BLAKE & Co

235

SIR CHARLES REED & SONS

LINING ALEXANDRA.

(REGD. No. 392936.)

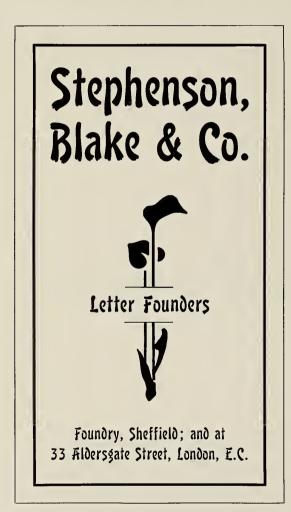
This Quaint Letter

4 A. 24 a

24 POINT.

About 8 lb.

Will appeal to every Progressive Printer Being very suitable for General Artistic Display



Distinctive and Economical

6 A, 44 a.

18 POINT.

About 6 lb

Sample Box of Point Type upon Application Correct American Standard Guaranteed

3 A. 16 a.

6 POINT.

About 12 lb.

Ease, expedition and accuracy attained

8 A. 60 a.

12 POINT.

About 4 lb.

The Alexandra Series is not only most novel and striking in appearance, but has the further advantage of being Cast on the American Point System, Body, Line and Set

American Point System

LINING GRAPHIC.

8 A 14 a.

2 POINT.

About 13 lb.

Northern Amateur Pramatic Society Pistinguished Performances

6 A, 44 a

18 POINT.

About 7 lb.

This Popular Series is cast upon the American Lining System, thereby ensuring true alignment

4 A. 20 a.

30 POINT.

About 11 lb.

Bot. of Charles Hardy Printer & Stationer

2100

en DOINT

About 19 Hs

Stephenson, Blake & Co.

8 A. 60 a.

12 POINT

About 41 lb.

Mr. and Mrs. Edward Turner send Best Wishes for a Right Hearty Christmas and Joyous New Year.

1907.



1908.

4 A, 34 a.

24 POINT

About 81 F

Received from Benson Limited Estimated Cost, £20. Memorandum of Agreement

2 A, 10 a

54 POINT

About 15½ fb.

The Sheffield Foundry London: 33 Aldersgate Street

REED'S LINING SHAKESPEARE.

MUSICAL RECITALS Concerts for September

UNIQUE DESIGNS Brighton Arboretum

About 12 lb.

SOMETHING ATTRACTIVE Restored British Cathedrals

SOCIAL EVENINGS Modern English Song

FAMOUS PARIS Branches in Amsterdam

18 POINT.

EMINENT DRAMATIC AUTHORS Adaptations from Ancient Writers

METROPOLITAN SOCIETY OF HORTICULTURE Members Instructed by Several Competent Teachers

The Hawthorns.

From

Wallington.

"LEST WE FORGET."

Good Wishes

for Christmas

Coming Year

Minnie Palmer.

Greetings

Sincere

and the

and

REED'S LINING MACAULAY.

2 A, 6 a

O POINT

About 15 lb.

Modern Design

3 A, 10 a

6 POINT

About 10 ft

Point System Righ Grade

4 A. 20 a.

24 POINT

About 8 lb.

Elegant and Durable Macaulay Series

5 A, 34 a

18 POINT

thout 6 th

Repeated handling of types is as injurious as the impression

5 A, 84 a

12 POIN?

About 4 lb

Repeated handling of type is as injurious as the impression of machines, and new type is necessary to obtain good Printing

8 A, 50 a

10 POIN

About 3 H

Repeated handling of types is quite as injurious as the impression of machines, and to obtain Printing with the characters faultless new type is necessary



An Exhaustive Paper relative to the style of present day composers and the predominating method a century ago.



Ernest Walter
London and Paris.

About 13 I

Randsome Bouquet Garden Parties

LINING IONIAN.

3 A 10 a

S POINT

About 15 th

Northern Educational Bureau Picturesque Westmoreland

3 A. 14 a

86 POINT

About 12 lb.

Twentieth Century Endowment Society Restoration of Ancient Carthage

100th Performance

The Mikado

Souvenir

Modern Playhouse Haymarket, W. 4 A, 24 a

30 POINT.

About 10 th

Programme for Wednesday

First Science Course

Typographical Antiquities

5 A, 37 a.

24 POINT.

About 8 lb

Metropolitan Electric Corporation
Sovernment Appointments
Cheap Excursions to Newcastle

Particulars and Catalogue Free

Drake Pianos

258 Westinghouse Street, S.E.

LINING BOLD MERCANTILE ITALIC.

14 a.

About 21 lb.

Continental Machinery Dutch Establishment

4 A. 16 a.

36 POINT

About 15 lb.

Remarkable Flower Cultivation New Dramatic Performance

4 A, 18 a

30 POINT.

About 13 lb.

International Exhibition at Wilmington

Combined Industries Represented

4 A. 24 a.

24 POINT

About 114 lb

Fine Mountain Scene
Smart Fashion
Desirable Building

6 A, 34 a.

18 POINT

About 8 th

Local Government Board
Alexandra Palace
Literary Contributors

7 A, 50 a.

12 POINT.

About 6 lb.

Series of Bold Mercantile Italic Figures 1234567890 American Point Line Lystem Practical Handbook.

S.

Automobiles

and

Steam Power

Enterprise Publication Co. London and York





LINING AURIOL OUTLINE.

30 30 30

24 A, 50 a.

12 POINT.

About 6 lb.

12 A, 22 a.

18 POINT.

About 8 fb.

ARTISTIC PRINTERS MUST appreciate this Dainty Outline Series, which most effectively brightens all high grade work.

AURIOL OUTLINE will be found useful for Society Printing.

9 A, 16 a.

24 POINT.

About 9 lb.

PRINTERS SHOULD FURNISH Their Offices with Economy

5 A, 8 a.

36 POINT.

About 10 fb.

ARTISTIC * DESIGNS Command Attention

For particulars of Auriol Borders and Ornaments used in these pages, see pp. 324 and 325.

The Capitals only of 36 Point and 24 Point can be supplied to work in Two Colours, as shown below.



SHOWN IN TWO COLOURS.

5 A (Solid only).

36 POINT.

About 41 th

MODERN METHOD

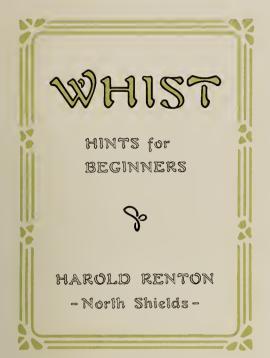
9 A (Solid only).

24 POINT.

About 4 lb.

ELEGANT AND PRACTICAL ELEGANT PRACTICAL





Madame CARDINHAM
has pleasure in intimating
that she is showing Latest
Novelties in Millinery, also Silk
Blouses in Popular Shades.

CHRISTMAS, 1907.

Hearliest Greetings

for a very Happy Christmas and a Prosperous New Year from

BERNARD LESLIE-STEWART.

adysmith Gardens, Stockton-on-Tees.

HERBERT STEPHENS, Pholographer.

North Finchley.

Stephenson, Blake & Co.



and Sir Charles Reed & Sons, LETTER FOUNDERS,



LONDON: 33 Aldersgate Street.

Letter Foundry, SHEFFIELD.

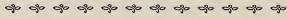


T Lining AURIOL Series.



(REGISTERED No. 419719.)

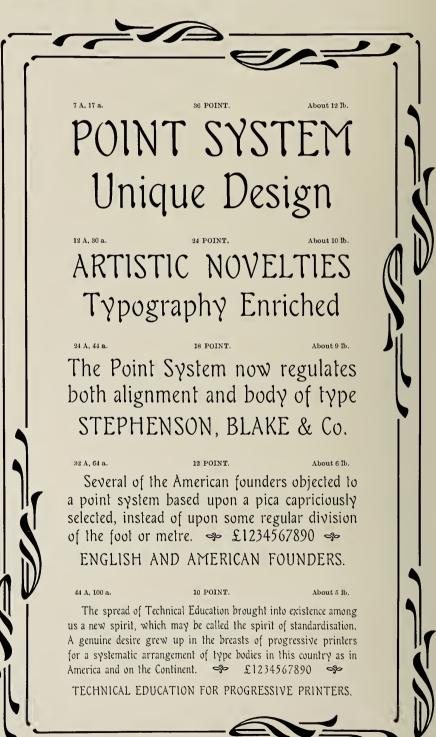
For full particulars of Auriol Borders and Ornaments shown on these pages see pp. 324 and 325.



HE introduction of this elegant and useful series opens up a new era in the history of Typography. The Artist who designed it drew each letter and ornament with a brush, instead of with pen or pencil, the steel punches being cut in faithful imitation of the original drawings. It will be agreed that this interesting departure has yielded extremely gratifying results, and the "Auriol" series will be recognised by all printers as a successful reproduction of artistic brushwork.

5000

The very effective Ornaments, showing a striking originality in design, will form rich embellishments for most occasions, and although introduced in connection with this particular series of letter, they can be appropriately used in all classes of Artistic Display.



LINING AURIOL AND ORNAMENTS.



Mr. and Mrs. Frank Graham
At Home

on the occasion of the Marriage of their daughter Charlotte Marion with Thomas Hetherington, son of Sir John and Lady Hart, of The Grange, Eltham, on 26th September, 1907.

Service will be held at St. George's Church, Hanover Square, at 2 o'clock, conducted by the Bishop of London.

26 Ennismore Gardens.

R.S.V.P.



MENU.

Ox Tail and Clear Soup.

Boar's Head. Sirloin of Beef.

Quarter of Lamb.

Roast and Boiled Chickens.

Bakewell Puddings.

Wine Jelly. Brandy Cream.

Champagne, Claret, Port, Liqueurs.



Mrs. E. Smithson.

Mount Crescent,
Bournemouth.

WILLIAM CARLING,
Photographer.

CHRISTMAS, 1907.

With Heartiest Greetings

and Best Wishes for a very Happy Christmas and a Prosperous New Year,

from

Mr. & Mrs. MILNE-THOMSON.

86 Burlington Avenue,
Newcastle-on-Tyne.

Upper Norwood.

ENGADINE. (NOT ON POINT LINE.)

3 A, 18 a.

POINT.

About 11 It

Elegant Designs from Stephenson, Blake & Ro. Sheffield, and 33 Aldersgate Street, Condon

5 A, 24 a.

30 POINT

About 10 fb

Ornaments from Hungary Summer Fashions

6 A, 36 a.

24 POINT.

About 8 th

Orchestral Concerts on Monday

Handsome Souvenir Edition

8 A. 50 a.

18 POINT

About 6 th.

Branches under Competent Management

Collection of Photogravures

Rambles among Welsh Mountains

9 A. 56 a.

12 POINT.

About 4 fb.

Descriptions of Christmas and Eastertide Services
Estimate for Furniture and Decoration

References to Parents and Guardians supplied

Northam Dialectic Society.

English Literary History

THE COMMITTEE ANNOUNCE A FURTHER

Course of Friday Sectures

DURING THE WINTER.

Historical Review of Elizabethan Poets and Dramatists.

Soldsmith and his Predecessors and Contemporaries.

Comparison of Anglo Saxon and Norman Publications.

Prose Writers from Fourteenth to Sixteenth Centuries.

EDWARD BROUGHAM,

September, 1907.

Monorary Secretary.

Mr. Charles Sewis.

North Stainley.

Our Affectionate Greeting.

 May Heartiest Enjoyment be yours this Merry Phristmastide.

From Philip and Dora Elphinstone.

olmleigh, Bath.

REED'S WAVERLEY. (NOT ON POINT LINE.)

Stephenson, Blake & Co. Letter Founders Printing Offices Furnished Complete

This Waverley Series will be found suitable in various descriptions of modern work

The Waverley Series is popular on account of its suitability in Circular work as well as for Display purposes

The Waverley Series is popular on account of its suitability in Circular work, while for Display purposes it will be found useful and striking, as shown in the examples herewith.

Price Sixpence.

From Gordon Civingstone.

Xmas 1907.

Accept Good Wishes
for a

Bright and Merry Christmastide
and a Happy New Year.

LINING CHARLEMAGNE.

36 POINT.

POPULAR DESIGNS*

10 A.

About 7 lb.

STEPMENSON, # BLAKE # & # CO.

** SMEFFIELD & LONDON &

NOVELTIES



Poeket Books of all Makes
Timepieces from France
Mandsome Japanese Trays
Silver Mounted Cabinets
Magic Isanterns and Slides
Isetter Cases in Moroceo
Dance and Menu Cards
Decorated Indian Screens
American Painted Photos

GEORGE DENT,

FANCY GOODS EMPORIUM.

NORTH PARADE, ROCHESTER,

Embraces this opportunity of thanking the Residents in Roehester and surrounding district for the support accorded him, and solicits inspection of his new Premises.

18 A, 32 a.

24 POINT

About 11 fb.

THIS ELEGANT AND DISTINCTIVE SERIES will enable the Progressive Printer to obtain those Striking Effects in Typography now so much desired by his Patrons

36 A, 74 a,

24 A, 54 a.

18 POINT.

About 9 lb.

12 POINT.

About 61 lb.

PROGRESS OF PRINTING

Perhaps there is no profession which has shown greater development during the present decade than that of Typography THE AMERICAN LINING SYSTEM has undoubtedly been the greatest advancement of all. Since its introduction, paper and eard as means of justification and aids to alignment, have been almost entirely banished from the modern Composing Room

REED'S LINING RECHERCHÉ.

6 A, 34 a

24 POINT.

About 10 lb.

Every Printer realises the necessity of having in his office a letter which will appeal to Customers

8 A, 50 a

10 DOINT

About 8 lb.

Every Printer realises the necessity of having in his office a letter which will appeal to Customers on account of its two-fold merit of beauty and utility, and the series here shown is

10 A, 64 a.

12 POINT.

About 6 lb.

Every Printer realises the necessity of having in his office a letter which will appeal to Customers on account of its two-fold merit of beauty and utility, and the series here shown can be recommended either for special classes of Artistic work, or for use in ordinary Printing. £1234567890

12 A, 80 a.

10 POINT

About 4 fb

Every Printer realises the necessity of having in his office a letter which will appeal to his Customers on account of its two-fold merit of beauty and utility, and the series here shown can be recommended either for special classes of Artistic work, or for use in ordinary Printing, such as Circulars, Programmes, Menu, Invitation and Christmas Cards

Professor Treadwell

Requests the pleasure of your Company on the occasion of his

Seventh Annual Dance

held at the

Terpsichorean Mall, Kentish Town, N.W. Saturday, November 23rd, 1907.

M

6 to 11 p.m.

Wishing You ...a... Merry

Xmas

. . and a . .

Prosperous New Year.

LINING VERONESE. 3 A, 14 a. 36 POINT. About 12 lb. Kritish Souvenir Boi Modern Hashions Handsome Continental Decorations Entertaining Performance German Reproduction of Hamous Picture Establishment at Manchester 12 POINT. 9 A, 54 a. About 5 lb. Stephenson, Blake & Co., Letter Founders, Sheffield A Furnish . on . Mmerican . Lining . System . Full Particulars of Spray Ornament used in this Specimen will be found on page 336.

LINING ELECTRA.

7 A. 44 a.

18 POINT.

About 8 lb

Printing is a great aid to Business and Knowledge

10 A, 64 a.

12 POINT.

About 6 lb.

The Manufacturing Department is organised into divisions, each division in charge of a Manager, assisted by Foremen, all practical and capable

9 A 60 a.

14 POINT.

About 7 lb.

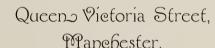
The Printer who ignores this fact is underrating his value to the Community and to himself

12 A, 80 a.

0 POINT.

About 4 lb

All the departments bear practically the same relation to the Job Printing Office that individual concerns do to an average printing bouse, for they are its customers



Graham & Rogerson invite your attention to their unique display of Plovelties in Metal and Leather Goods, Pottery for the Library, also a choice collection of Sterling Silver Ware, all of which present an attractive opportunity for the Christmas buyer. Gatalogues now ready, and copies may be had on applications as above.

December, 1912.



Stephenson, Blake & Co. and Sir Charles Reed & Sons

Letter Foundry, Sheffield 33 Aldersgate St., Londons

Important to Buyers of Moderns Footwear

We invite you to inspect our novel Display of Foot Coverings which we are confident will appeal to all lovers of a really high class article

Orders by Post Solicited

Bradshawe & Gordons
Flanover Street, Bournemouth

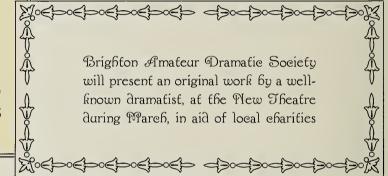
Heartiest Greetings
for a very Happy Christmas and
a Joyous New Year

from

Mr. & Mrs. C. Steadmans

Holly Lodge, Surbitons

Xmas 1912





Madame Agnes Lambert has pleasure in announcing her return from the Continent with the Latest Creations in Ladies' Wear

Marquisette Evening Robes
French Dressing Gowns
Brown Charmeuse Dresses

Matural Tussah Goatings
Parisians Touring Gostumes
Superb Riding Habits

Rensington Areade, London, W.

Spring Seasons 1912

SCRIPTS, BLACKS, &c.

STEPHENSON, BLAKE & CO.

and

SIR CHARLES REED & SONS

Foundry: Sheffield.

London: 33 Aldersgate St.

LINING SCRIPT, No. 3.

This Series is now cast on Sloping Bodies, avoiding risk of breakage.

Bo,5 of Messis. Walsingham & Co.

Fred. Westinghouse of Company, Manufacturers Incorporated by Royal Charter in 1895

Stefrhenson, Blake & Co., Sheffield and London

The Committee of Birmingham Manufacturers immediately placed themselves in direct communication with several Continental Fraders in order to obtain information as to the duties it would be desirable to impose

 $5\,A,\,39~a.$ About $8\,\mbox{fb.}$

The Committees of Birmingham Traders immediately placed themselves in communication with the Continental Manufacturers in order to obtain much

6 A, 54 a. 18 POINT. About 6 lb.

The Committee of the Birmingham Fraders immediately fut themselves in direct communication with the Continental Manufacturers in criber to obtain information as to the duties which it would be desirable to impose on the articles manufactured

Sheffield & London. March, 1908.

Dear Sirs,

We have much pleasure in calling attention to this Series of Imperial Script, which in its general style and finish closely resembles the best copperplate work. The popularity of this Scries is already quite phenomenal, and is due not only to its most elegant appearance, but also to its durable qualities.

The Types are east to American Point Standard on sloping bodies, and, as no sort overhangs, are thus free from an objection usually inherent in Scripts. The utmost care has been taken to ensure accurate junctions, and in this respect also the Scries claims to be superior to most, if not all, other Scripts.

The Dotted Lines ... which are included in each fount, will be found both useful and economical as regards time and labour.

Hoping to be favoured with your esteemed orders, which will receive our most eareful attention,

We remain,

Yours faithfully,

Stephenson, Blake & Co.

18 & 24 POINT LINING IMPERIAL SCRIPT

LINING IMPERIAL SCRIPT.

Bost of Stephenson, Blake & Co. Letter Founders, Sheffield and London.

London Fashion

Continental Railway

Grand Summer Display

41,22a. 24 POINT. About 8 lb.
Memorandum from Armstrong

The famous Royal Hungarian Band performs daily during September

Testimonials from gratified Parents and Guardians

Prospectus and Terms sent on application

Imperial Script.

The important advantages offered by this Series, its elegance of design, great durability (owing to the types being east on sloping bodies), and its remarkable resemblance to copperplate work, have secured for it great popularity, greater perhaps than has been achieved by any other series, and have rendered it an indispensable adjunct to every printing office.

Founts are stocked in the following useful weights as given:

42	Point, in founts of			11, 16, and 20 lb.
36	Point, in founts of			. 9, 13, and 17 lb.
30	Point, in founts of			9, 12, and 15 lb.
24	Point, in founts of			. 8, 12, and 15 lb.
18	Point, in founts of			8, 12, and 15 lb.
10	Daint in founts of			5 9 and 19 lb

pleasure to request

your presence and support at the

Laying of the Foundation Stone

of the New Building by the

Most Hon. the Marquis of Londonderry,

On Wednesday, August 26th, 1907.

Ceremony at 3 p.m.

R. S. V. P.



Rowland & Hayes

Wholesale and Retail

Drupers and House Furnishers, North Church Parade,

Wolverhampton.

Madame Beaumont begs to introduce for inspection the undermentioned Novelties in the Choicest & Newest Fashions:

French Twill Morning Wrappers. Real Lace Handkerchiefs. Plain and Fanoy Lress Fabrics. Embroidered Cashmere Gowns. Travelling Dust and Shower Cloaks. Indian Printed Druperies.

32 Burlington Gardens.

Autumn Season, 1907.

12, 18, 24, 30 & 36 POINT LINING IMPERIAL SCRIPT.

LINING PARISIAN RONDE.

To Printers and Stationers.



PLEASE NOTE.

30

We supply Complete Trinting Outfits on the latest American Methods, Best Quality only

90

Our Complete Outfits include both Body and Jobbing Founts on the Lining System; thus saving Time and Labour.



American Style
Cases and
Wood Cabinets:
Chandler & Arice Co.'s
Gordon Alaten
ONachines and
Cutters, the best
of their class.



Letter Foundry, Sheffield.

Dear Sirs,

We have much pleasure in asking your attention to the O'Cevi Series of type shown in this and the following pages; which we have recently produced with very great success under the name of

Lining Parisian Ronde.

This new style of letter combines the legibility of ordinary Script with the elegance and adaptability of the best work of the engraver; and is largely used both in America and on the Continent as the favourite type for every kind of Society Stationery.

Being cast on the American Zoint Lining System and on square bodies; no difficulty will be experienced in composition; distribution or corrections with this Series:

Yours faithfully, Stephenson, Blake & Co. and Sir Charles Reed & Sons.

London: 33 Aldersgate Street.

Menu.

Friday, March 6th, 1908.

Ox Fail Soup.

Board Head. Sirloin of Beef.

Venison:

Roast and Boiled Chickens.

Fruit Farts.

Bakewell Luddings.

Wine Gelly.

Hotel Metropole; Whitby.

LINING PARISIAN RONDE.

DANCES.

- 1. Country Dance
- 2. Waltz
- 3. Quadrille
- 4. Waltz
- 5. Scotch Reel
- 6. Waltz
- 7. Scholtische

Christmas, 1907.

d Thoughts

Wishes

nd the New Year

zom

Graham:

Corporation, Limited. £10,000.

This is to Certify that

has paid the undermentioned sum on account of Shares in above Company, the Certificate being dated

Rowland Kastings,

Secretary.

£

LINING PARISIAN RONDE.

Cast on Square Bodies.

Lining Parisian Ronde being cast on Square Bodies can be composed or distributed with the same facility as sordinary type: 1234567890 Suitable for Wedding Invitations and every Description of Society Printing

Copperplate Printing may be imitated with this Fine Series

Artistic Printing produced by Kigh Class Material

arles Watson:

Handsome Series of Lining Larisian Ronde

The American Lining System.

Mr. Carr

WEIGHTS OF FOUNTS.

48 Point—2 A, 10 a; about 12 lb. | 24 Point—5 A, 39 a; about 10 lb. 36 Point—3 A, 18 a; about 10 lb. | 18 Point—7 A, 74 a; about 10 lb. 30 Point—5 A, 24 a; about 10 lb. | 14 Point—7 A, 64 a; about 6 lb.

Dotted Lines (as shown in date line below) are included in Founts, together with the following special sorts:

drans. sociality,

Sheffield Letter Foundry

High Class Lining Type and Material,

London: 33 Aldersgate Street Sheffield,....

190

DISPLAY SCRIPT.

These Founts are cast on Sloping Bodies, line with each other, and lock together without any justification.

Bon of Norman Francis

2 A, 5 a. 42 POINT. About 8\land 1b.

Devonshire Insurance Corporation

2 A, 8 a. 36 POINT. About 7 lb.

D^P to Benjamin Greenbank & Company From Stephenson London

LINING FREEHAND.

1907. 1908.

Hearliest Wishes

for a

Joyous Christmastide

_ and _

Glad New Year.

From

Archibald W. Henderson.

24 Lordship Park, Green Lanes, N. 7 A, 74 a. About 12 N

This Script can be composed and distributed like ordinary Type, and is well suited for work in which an imitation of handwriting is desired

10 A, 126 a. 12 POINT. About 10 lb.

Attention is also requested to the novelty of the design, the accurate joining of letters, and simplicity of the Fount, which contains no duplicate or tied sorts. The Dotted Lines included in each Fount will be found useful and economical.

12 A 150 a. About 8 ib

The Upright Style of Handwriting has superseded that of Sloping in the estimation of Educational stathorities, and is also taught in Public Schools. The imitation in Type of this popular style of Penmanship should appeal to every Printer.

REED'S LINING CIVIL SERVICE RONDE.

18 POINT.

Dear Madam.

6 A, 50 a; about 10 lb.

In the accompanying Booklet will be found a few selected designs of artistic Inlaid Linoleums, in the preparation of which neither expense nor effort has been spared to produce the highest quality and best results. From the hygienic point of view, Linoleums are to be preferred to barpets; they do not harbour dust and are quickly and easily cleaned. Assuring you of our best services, Yours faithfully,

MARK RUSHFORD & Co.

REED'S LINING UPRIGHT RONDE.

18 POINT.

Dear Fir.

We beg to remind you that our Eighteenth Annual Gale takes place during the forthcoming week, and should it not be convenient for you to visit our establishment may we assure you that all orders forwarded by post will receive prompt and impartial attention. All goods purchased whilst the Gale is proceeding are subject to a discount of 20 per cent. off prices shown in Catalogue. Hoping to receive your highly esteemed commands, we have the honour to remain,

Yours faithfully,

ROBINSON & WEAVER.

8 A, 60 a; about 10 fb.

LINING COMMERCIAL ITALIC.

14 A, 74 a. 14 POINT. About 10 lb.

The Directors have much pleasure in submitting their Seventh Annual Statement for the consideration of the Shareholders, and though the year 1905 will be remembered by the prostration of many important STEPHENSON, BLAKE & Co., SHEFFIELD AND LONDON.

18 A, 112 a. 10 POINT. About 8 lb

The Directors have much pleasure in submitting their Seventeenth Annual Statement for the consideration of the Shareholders, and though the year 1905 will be remembered by the prostration of many important branches of METROPOLITAN AND PROVINCIAL BANKING CORPORATION.

16 A, 104 a. 12 POINT, About 10 lb.

The Directors have much satisfaction in submitting their Seventeenth Annual Statement for the consideration of the Shareholders, and though the year 1905 will be remembered by the prostration of many important branches of trade and

METROPOLITAN AND PROVINCIAL BANKING CORPORATION.

LINING TYPE-WRITERS.

18 A, 110 a. 12 POINT, No. 2. About 10 lb.

TYPE-WRITING. -- The increase in the use of Type-Writing Machines for correspondence has called for a Type face in close imitation of the same, and we hope that the founts here shown may meet with approval generally. We have the pleasure to submit this Specimen of No. 2 Type-Writer, which has been produced to meet the growing demand for a character which satisfactorily imitates the style of letter used on the most approved and most recent Type-Writing Machines.

18 A, 104 a. 12 POINT, No. 3. About 10 lb.

TYPE-WRITING.--The increase in the use of Type-Writing Machines for correspondence has called for a Type face in close imitation of the same, and we hope that the founts here shown may meet with approval generally. We have the pleasure to submit this Specimen of our "Standard" Type-Writer, which has been produced to meet the the growing demand for a character which satisfactorily imitates the style and of letter used on the most approved Machines.

18 A, 104 a. 12 POINT, No. 4 (RIBBON-FACE). About 10 fb.

TYPE-WRITING. -- The increase in the use of Type-Writing Machines for correspondence has called for a Type face in close imitation of the same, and we hope that the founts here shown may meet with approval generally. We have the pleasure to submit this Specimen of our "Ribbon-Face" Type-Writer, which has been produced to meet the growing demand for a character which satisfactorily imitates the style of letter used on the most recent Type-Writing Machines.

20 A, 130 a. 10 POINT. About 10 fb.

TYPE-WRITING. — The steadily increasing use of Type-Writing Machines for correspondence has called for a Type face in close imitation of the same, and we hope that the founts here shown may meet with the approval of the trade. We would ask attention to the new size of Type-Writer in which this paragraph is set, as it may be preferred for jobs where the get-in is of importance. We have frequently been asked for a smaller face than is generally used, and we trust that this 10 Point will meet a long-felt want, and that we shall be favoured with your esteemed orders.



ypographical
Students are
aware that if
profitable as
well as effective work be
aimed at, the
simplest style
and design is
essential. If
an initial, or
border, ornament, or cut,
be introduced

and a colour judiciously used, the value of a printed page is enhanced without injury to the simplicity of design, but the use of twisted rule, masses of borders, etc., often placed indiscriminately, not only increase the cost of composition, but tend to detract, rather than beautify and enforce the salient features of the work. This Series was designed with the above in mind, and the examples on these pages show to what extent we have succeeded.

Point Body

Notice to Our Clients

On Thursday next, the twenty-eighth of June, at half-past three in the afternoon, our new and spacious premises, replete with beautifully fitted Showrooms, will be opened for inspection, when we hope we may be favoured with your presence

Wardlows, Ttd., Oxford Street, W.

Washington

14 A. 80 a, 2 lb.

6 POIN'

28 A, 160 a, 4 lb.

When a man has become famous, dignified ancestors are sure to be provided for him. Efforts have been made to connect George Washington with more than one family of consequence in England bearing his name. It has only recently been discovered, however, that the two Washington brothers who came to America in Cromwell's day were of

8 A 54 a 3 fb.

10 POINT.

15 A. 110 a. 6½ th.

The last named date is the one that is universally observed as the birthday of Washington. The little George had afterward several brothers and sisters

6 A. 40 a. 45 lb.

14 POINT.

12 A, 80 a, 9½ fb.

It is said that while George was living with his brother he was one day in Alexandria

3 A, 18 a, 61 lb.

at DOINE

C 1 70 - 17 H

Moorland Walks

2 A, 12 a, 9½ lb.

36 POINT.

4 A, 24 a, 19 lb.

Alexandra

2 A, 4 a.

60 POINT.

About 16 th

Yearly

2 A. 4 a.

84 POINT.

About 24 lb

Send

Gext Series

9 A, 70 a, 2½ lb.

8 POINT.

18 A, 140 a, 5 lb.

John Washington marched as Colonel at the head of a number of Virginians in attacking an Indian fort in Maryland. While some white men were holding a parley with some chiefs at

6 A, 50 a, 4 lb.

12 POINT.

12 A, 100 a, 8 lb

Washington's ancestors seem to have been very good businesslike men. Grue Virginian Planters

5 A, 22 a, 5 lb.

18 POINT.

10 A, 54 a, 11 lb.

When not quite sixteen years of age, his mother

9 A 1.1 n 7 l th

30 POINT

4 A, 34 a, 15 lb.

French Court

2 A, 6 a, 12 lb.

48 POINT.

3 A, 12 a, 19½ fb

Vandals

2 A, 4 a

72 PO1NT

About 28 lb

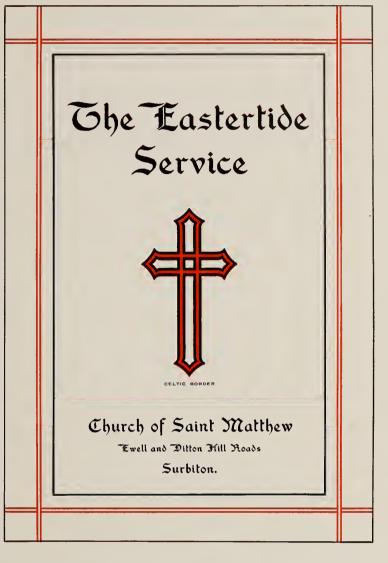
Grite

2 A, 4 a.

96 POINT.

About 32 lb.

Gun



Line & Set



Established A.D. 1813

illiam Dove

Wishes to make known to all his Patrons that at the Opening of his New Premises a big show of

Fancy Waistcoats

for which he is far-famed, will be made; also an entirely new stock in up-to-date Highland Suitings.

No. 234 Martin Street

Chambers, Sanderson & Company

Jewellers

Statuary

Watchmakers, Silversmiths, Diamond Setters Antique Isall Clocks Antiques

Telephone: 258 Oxford.

36 Mountsord Road, Oxford,

190

Menu.

90

Clear Ox-tail Soup Mulligatawny Soup

90

Boiled Turbot and Shrimp Sauce

Filletted Plaice

So

Roast Beef Korseradish Yorkshire Pudding

Boiled Mutton and Caper Sauce

Vegetables in Season

90

Roast Duck Roast Chicken Ham

90

Gooseberry and Currant Tarts Tipsy Cake

Custard Wine and Orange Jellies

೦%೦

Cheese and Salad

Machinery

Of every description for the Printer, including Wharfedales, Cylinder and Rotary Machines, Platens, Guillotine Cutting Machines, &c. &c. Made throughout and on view at our own Works



Rowlands & Co.

Cardigan Street, Edinburgh

No.

London.

190

Great Western Bank

(Strand Branch

Pay to

or Order

the Sum of

£

LINING AUGUSTAN BLACK.

3 A, 24 a. 24 POINT. About 6j ib.

Amalgamated Society of European Coach Builders Preliminary Announcement of Inauguration

Notice is Nereby Given that a meeting of the leading Manufacturers has been arranged to take place on the Second Tuesday in October

Notice is Bereby Given that a Meeting will be called for the purpose of considering Resolutions relating to the admission or otherwise of Manufacturers residing beyond the boundary prescribed

10 A, 74 a.

10 POINT.

Mestminster Mineral Mater Company, Limited

bout 3 fb.

10 A, 74 a.

8 POINT.

About 2 lb.

Notice is Vereby Giben that a Meeting will be held for the purpose of considering certain Resolutions relating to many considering Resolutions relating to the admission or otherwise of certain

Exhibition of Paintings in Water Colours by British Artists

LINING CONDENSED OLD ENGLISH.

Barmouth Times

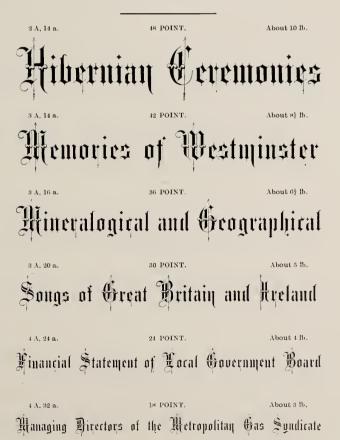
Manchester Observer

Hampstend Borough Counci

Botanical Specimens from North America Exhibition of Electrical Contribunces

Combination of Edlest Australian Mining Companies Promenade Concerts during the Edlinter Months

LINING COLUMBIAN TEXT.



LINING SAXON BLACK.

2 A. 4 a. 72 POINT. About 22 fb.

Malden Times

2 A, 6 a. 60 POINT. About 14 lb.

Birmingham Courier

3 A, 8 a. 48 POINT. About 12 fb.

Corporation Appointment American Productions

A, 12 a. 36 POINT. About 10 lb

Popular Continental Lominations British and Foreign Specimens

4 A, 20 a. 30 POINT. About 9 Pt

Quarterly Appointment of District Inspector Dominican and Benedictine Settlements

4 A, 24 a. 24 POINT. About 7 lb.

Financial Statement of the Oriental Trading Syndicate Prospectuses of the Lancaster Banking Company

STEPHENSON, BLAKE & Co. 286 SIR CHARLES REED & SONS.

LINING SAXON BLACK

5 1 40 n

18 POINT.

About 6 lb.

0 a. 12 POINT.

About 4 lb.

The Directors of the Birkenhead Clectric Railway Company have Popular French Presidents The Directors of the North Devon Electric Railway Company are prepared to consider applications for supplying general stores. Manufacturers' Supply Association

The Letter Founders' Revielv.

Dorthumberland Abenne.

Published Quarterly Price 2/6 Editor: K. A. Staulen

Landan

8 A. 40 a.

10 POINT.

About 3 lb.

8 A. 50 a. 8 PO

thout a th

The Directors of the Liberpool Electric Railway Company are prepared to consider Tenders for the supply of General Stores. Manufacturers and

Appointment of New Sanitary Inspector

The Directors of the Civerpool Glectric Railway Company are prepared to receive Tenders for the Supply of General Stores. Manufacturers and others desirous of tendering for same should apply to the undersigned on the Forms provided

Delson Centenary Celebrated in October, 1905

LINING MISSAL CAPITALS.

5 A.

30 POINT LINING MISSAL CAPITALS.

About 3 lb.

Salisbury Cathedral Mindows

3 A.

24 POINT LINING MISSAL CAPITALS.

About 27 lb.

Quncaton Demonstration British Emblems

5 A.

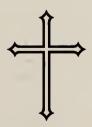
18 POINT LINING MISSAL CAPITALS.

About 2 lb.

Specimen of Restored Painting Austrian Telephone

Dorning Services

Arrangements during Cent



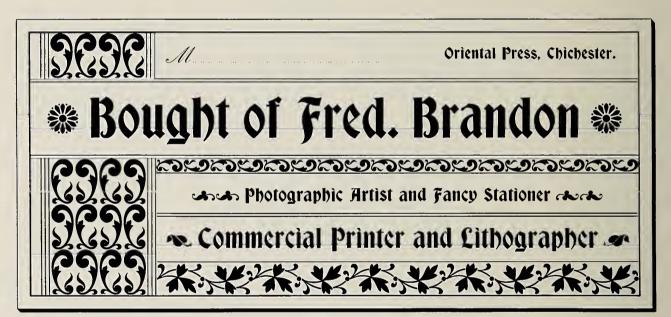
St. Bartholomew's, Highbury

Rector: The Reb. G. Alearson

LINING ABBEY TEXT.

Aberystwith Berald

Black Cetters have for years been conspicuous in Printing



For Specimen of Display Ornaments here used, see page 343.

24 a.

24 POINT.

About 8 lb.

Black Letters have for years been of conspicuous service in Printing Durable and Effective Series

Stephenson, Blake & Co.

LINING ABBEY TEXT.

6 A. 40 a.

18 POINT.

About 7 th

10 A. 60 a.

14 POINT.

About 6 fb.

Black Letters have for years been in conspicuous demand and are to-day most popular Stephenson, Blake & Co. Black Letters have been in conspicuous service for years in nearly every Printing Office throughout the country, and they are to-day more popular than ever before Letter Foundry. Sheffield and London

8 A. 16 a

36 POINT

About 121 th.

Be Popular Evening Concert Be

12 A, 68 a.

12 POINT.

About 5½ lb.

14 A. 78 a.

8 POINT.

bout 3 fb.

Black Letters have been in conspicuous service for many years in nearly every Printing Office in the land, and they are to-day more popular than ever. Che great legibility of this Series

Types and Borders Correct Standard.
Offices Furnished on Point Lining System.

Black Letters have for many years been in conspicuous use in nearly every printing Office in the land, and to-day they are more popular than ever. The very great legibility of this Series makes it preferred where the less easily read old black letter would be unsatisfactory, and consequently Abbey Cext has become a standard fashion in type for general printing.

Superior Printing Material of every Description.
Frames, Cases and Furniture to suit all Requirements.

LINING BLACK, No. 3.

2 A, 12 a

36 POINT

About 10 fb.

Annual Christmas Gathering

3 A, 16 a

24 POINT

bout 6 fb.

Famous Portraits in the Grecian Museum Readings from Ancient Dramatists

4 A, 20 a

18 POINT.

About 5 lb

12 POINT. About

Descriptive Catalogue Recitation from Dickens Morning Recitals

6 A, 40 a.

10 POINT.

About 3 lb.

Presentation of Colours to the Regiment Mechanicians and Statesmen Photographs of English Mountains 6 A. 40 a.

8 POINT.

Dealer in Persian Capestries

Horth American Rambles

About 2 fb.

Revised Edition of the Evagedy of Macbeth Mercantile Stationers in Edinburgh and Glasgow Masterpiece of Roman Literature

STEPHENSON, BLAKE & Co.

289

SIR CHARLES REED & SONS

LINING ALEXANDRIAN BLACK.

3 A. 12 a

48 POINT

About 12 lb

The Origin of Bodies

4 A, 18 a

30 POINT.

About 5 lb.

The Origin of our Type-Bodies, and the names which have grown around them is a

3 A. 24 a.

24 POINT

About 5 lb

The Origin of all Type-Bodies, and the nomenclature which has grown around them is a branch of your

6 A, 36 a.

18 POINT

About 4 lb

The Origin of our Type-Bodies, and the nomenclature which has grown around them, is a branch of Typographical antiquity

8 A, 44 a

14 POINT.

About 21 th

The Origin of Type-Bodies, and the nomenclature which has grown around them, is a branch of Typographical antiquity which has ever been shrouded in more or less obscurity. Imagining, as we do, that the moulds of the first

8 A, 50 a

12 POINT.

About 8 lb

The Origin of our Type-Bodies, and the nomenclature which has grown around them, is a branch of Typographical antiquity which has always been shrouded in more or less obscurity. Imagining, as we do, that the moulds of the earlier Printers were of a primitive construction

8 A, 50 n

* POINT.

About 1 lb

The Origin of all Type-Lodies, and the nomenclature which has grown around them, is a branch of Typographical antiquity which has ever been shrouded in more or less obscurity. Imagining, as we do, that the mouds of the first Printers were of a primitive construction, and, though conceived on true principles, were adjusted to the barious sizes of tetter they had to east, more by eye than by rule, it is been easy to understand that founts would be east on no other principle than that of ranging in body, line and height in themselves, irrespective of the body

INITIALS, BORDERS, TYPE ORNAMENTS, &c.

STEPHENSON, BLAKE & CO.

and

SIR CHARLES REED & SONS

Foundry: Sheffield. London: 33 Aldersgate St.

WESTMINSTER INITIALS. (Electros Mounted on Metal.)

For Prices and Particulars see General Price List.

SERIES No. 1.—Solid, Open, and Two Colours.















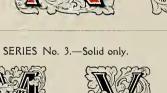


























TEXT INITIALS, With Mortised Ornaments.

(Electros Mounted on Metal.)

SERIES No. 4.—SIX LINE (72 Point), for One or Two Colours.

















SERIES No. 5.—FIVE LINE (60 Point), for One or Two Colours.





















SERIES No. 6.-FOUR LINE (48 Point), for One or Two Colours.

























For Prices of Sets and Separate Initials, see General Price List.

MORTISED INITIAL BLANKS.

(Electros Mounted on Metal.)



1102.



SUPPLIED IN SETS OF

4 Electros, Nos. 1102, 1103, 1104, 1105. 4 ,, Nos. 1106, 1107, 1108, 1109. 3 ,, Nos. 1110, 1111, 1112.

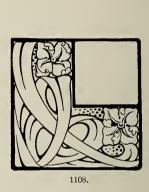
Or may be ordered separately.

For Prices see General Price List.



1107.





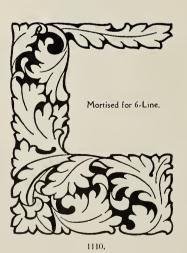
1104.

1109.





STEPHENSON, BLAKE & Co.



316



SIR CHARLES REED & SONS.

FLORAL, LANDSCAPE, AND OLD STYLE INITIALS.

(For Prices of Sets and Separate Initials, see General Price List.)





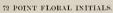






















72 POINT LANDSCAPE INITIALS.













ORNAMENTED INITIALS, No. 1 (ELECTROS).





















48 POINT OLD STYLE INITIALS.



STEPHENSON, BLAKE & Co.





































ORNAMENTED INITIALS, No. 3.

(Electros Mounted on Metal.)

SERIES No. 7.—For One or Two Colours.







SERIES No. 8.—For One or Two Colours.









SERIES No. 9.—For One or Two Colours.















For Prices and Particulars see General Price List.

LINING ROYAL BLACK INITIALS.

H











42 POINT.





















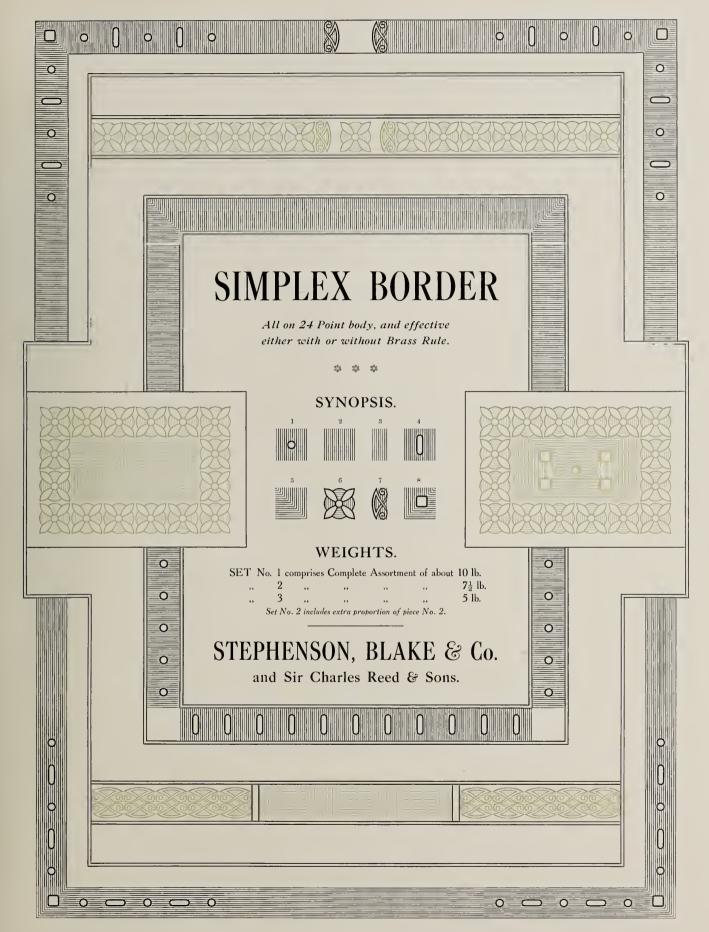








For Prices and Particulars see General Price List.



SIMPLEX BORDER

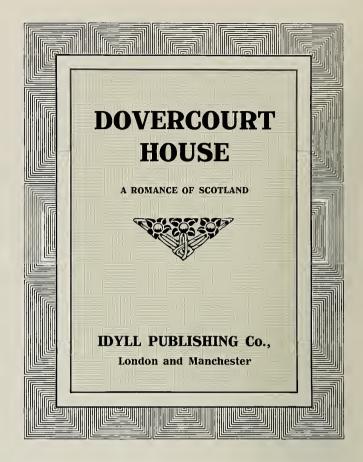
 \mathcal{A} FEW

Practical Suggestions

ILLUSTRATING BORDERS BACKGROUNDS, &c.

\$ \$

Stephenson, Blake & Co.



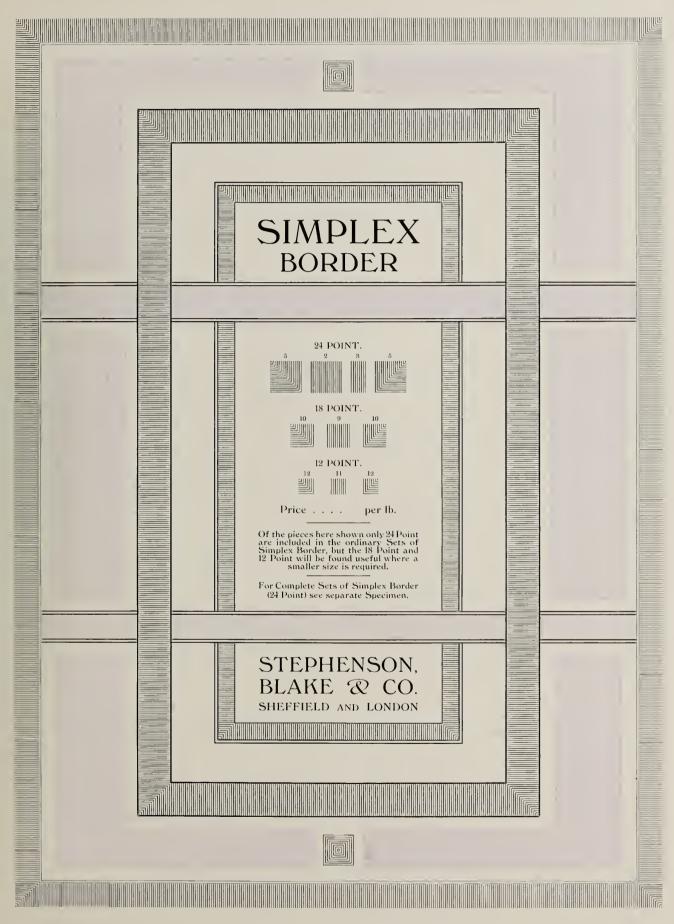
SHEFFIELD CHARITY SPORTS.

THE OFFICIAL

PROGRAMME

(Published by permission of the Sports Committee).

Tuesday, March 25th, 1912.

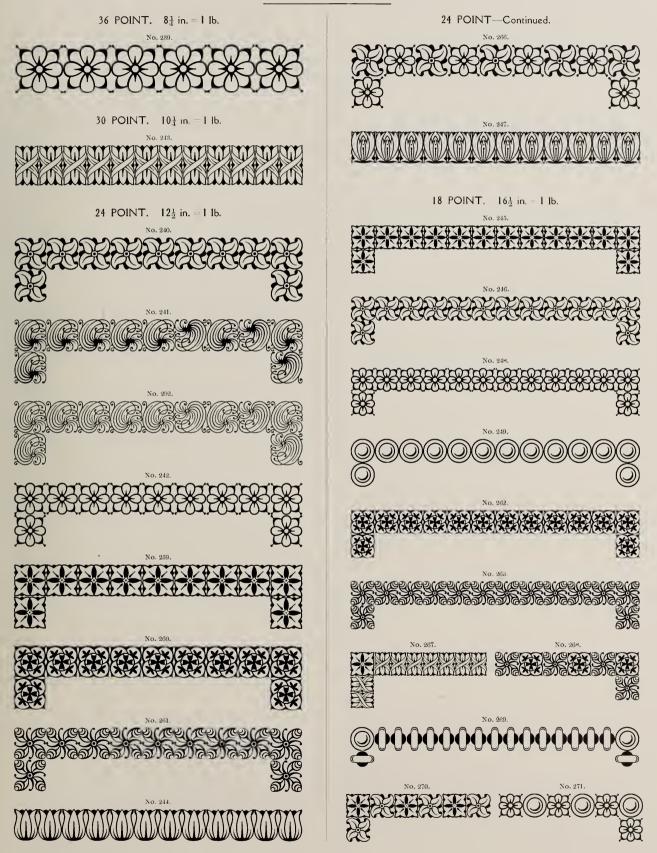




NEW BORDERINGS.

Designed for use in General Artistic Work as Borders and Bands, and specially suitable for Modern Newspaper Display and Cover Borders.

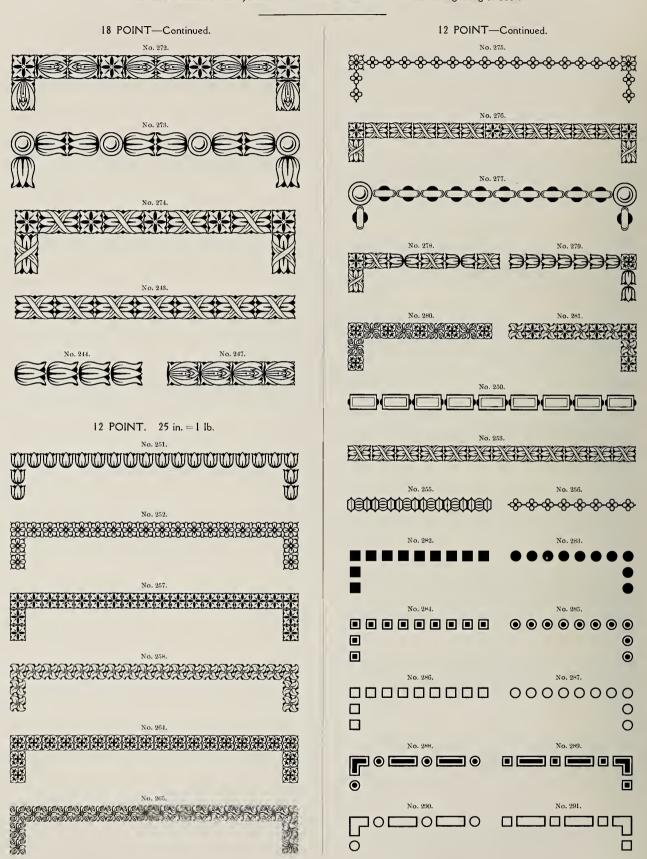
Cast on American Point System. For Prices see General Price List at beginning of book.

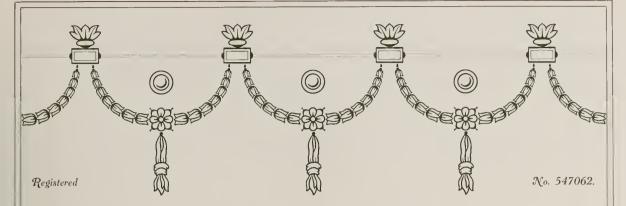


NEW BORDERINGS.

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Cast on American Point System. For Prices see General Price List at beginning of book.

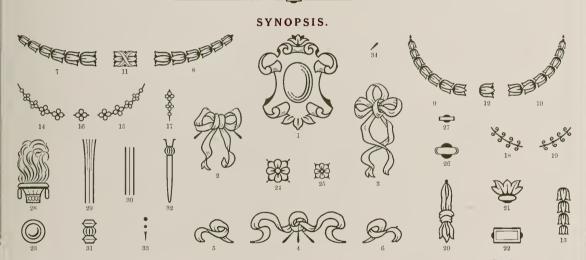




The Garland Ornament

A Reproduction of the Adams Ornament in Movable Types.

TEPHENSON, BLAKE & Co.'s new GARLAND ORNAMENT enables the letterpress printer, for the first time, to reproduce from movable types many of the universally admired designs of the famous Adams style of decoration. All the pieces are cast to multiples of 6 Point on the American Point System; and the simplicity of the designs, facility of composition, and immense variety of effects that can be produced must recommend the Ornament to all printers of taste. Specimen Booklet, giving practical examples of the use of the Ornament, sent on application.



SET No. 1.—Complete Assortment.

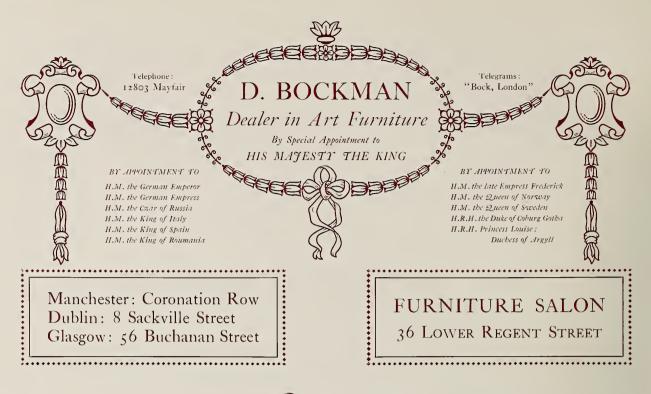
SET No. 2.—Smaller Complete Assortment.
For Prices see General Price List.

Extra pieces at Border prices.

Special Border Cases, size of Half Upper Case (to fit Handy Cabinet), can be supplied.

STEPHENSON, BLAKE & CO. and SIR CHARLES REED & SONS

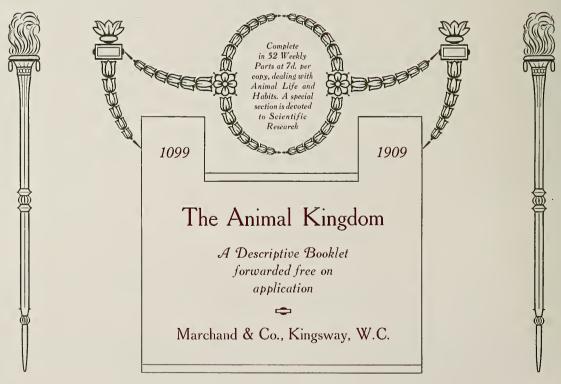
Letter Foundry, Sheffield; and 33 Aldersgate Street, London, E.C.



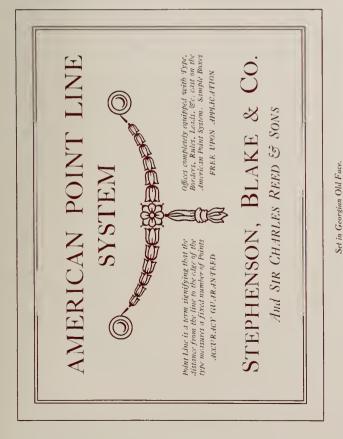
London, W.

19

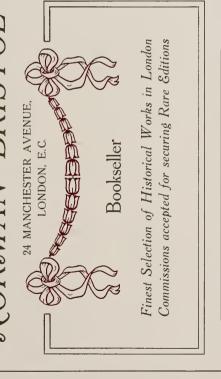
Set in Georgian Old Face and Parisian Ronde.



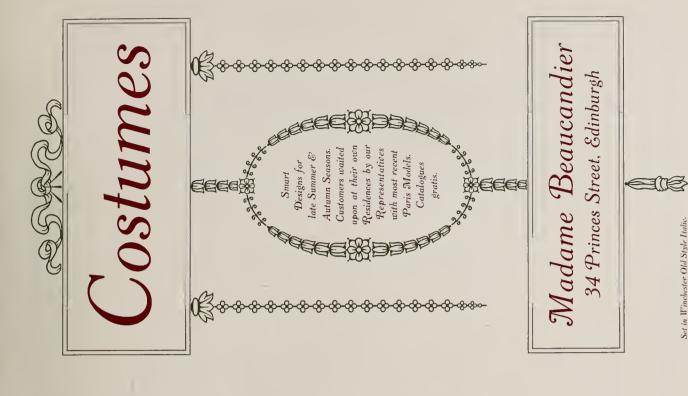
Set in Winchester Old Style.

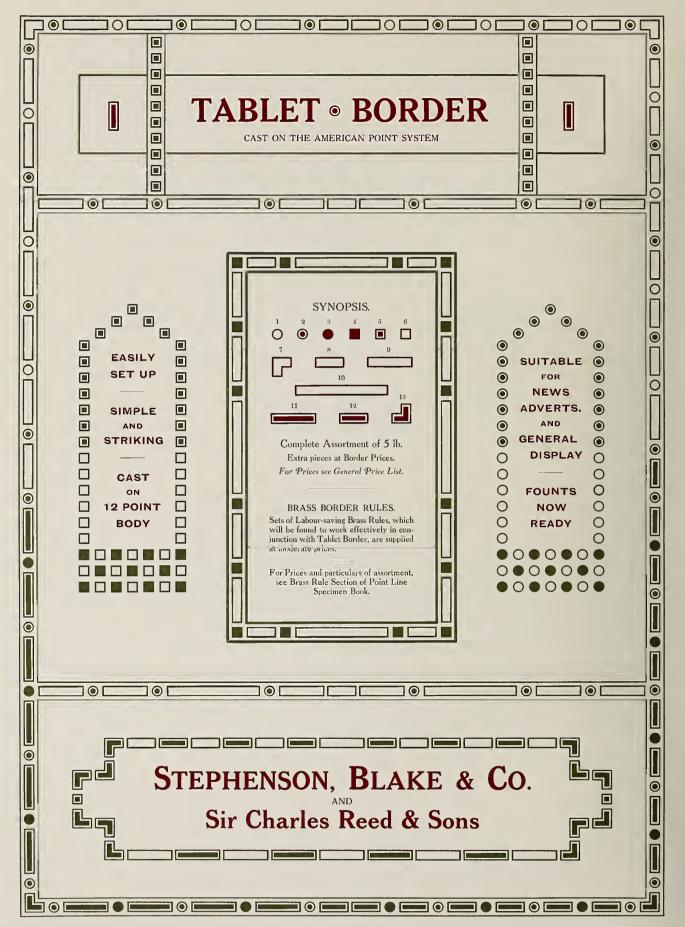


NORMAN BRISTOL



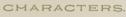
Set in Winchester Old Style

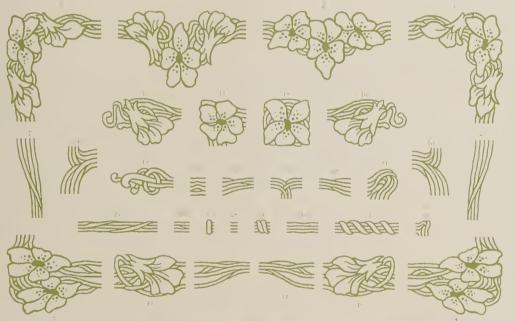




VIOLET · BORDER

THIS ORIGINAL AND HIGHLY ARTISTIC BORDER ENABLES THE PRINTER TO PRODUCE. IN ENDLESS VARIETY AND WITH THE GREATEST FREEDOM THE STYLE OF DESIGN NOW SO POPULAR, WHICH HITHERTO COULD ONLY BE OBTAINED BY ARTISTS DRAWN WORK.





SET NO 1. Complete Assorbin all SET NO 2. Such a Compare soften SET NO Proc No 2 and a to bond Special Border Cases size of Hall Lopes Case to fit our Handy Colored contains be subplied.

For Prices see General Price List.

Stephenson, Blake & Co. and Sir Charles Reed & Sons.

Letter Foundry: Sheffield.

London: 33 Aldersgate Street.



THIS BORDER IS COMPOSED OF A SMALL NUMBER OF PIECES, AND

IS EXTREMELY EASY TO MANIPULATE.

0

The Violet Border

is eminently adapted for

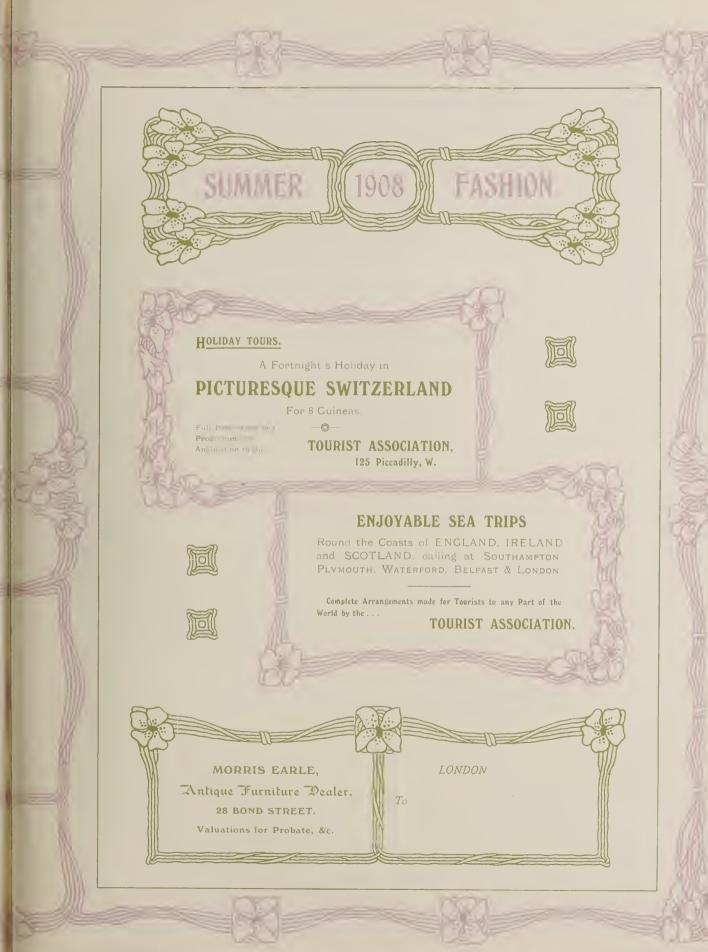
Cover and Front Pages, Head and Tail Pieces, Page Borders, Independent Ornaments, Programmes, Title Head Pieces, Letter Headings, Memorandum Heads, and every Variety of Border.

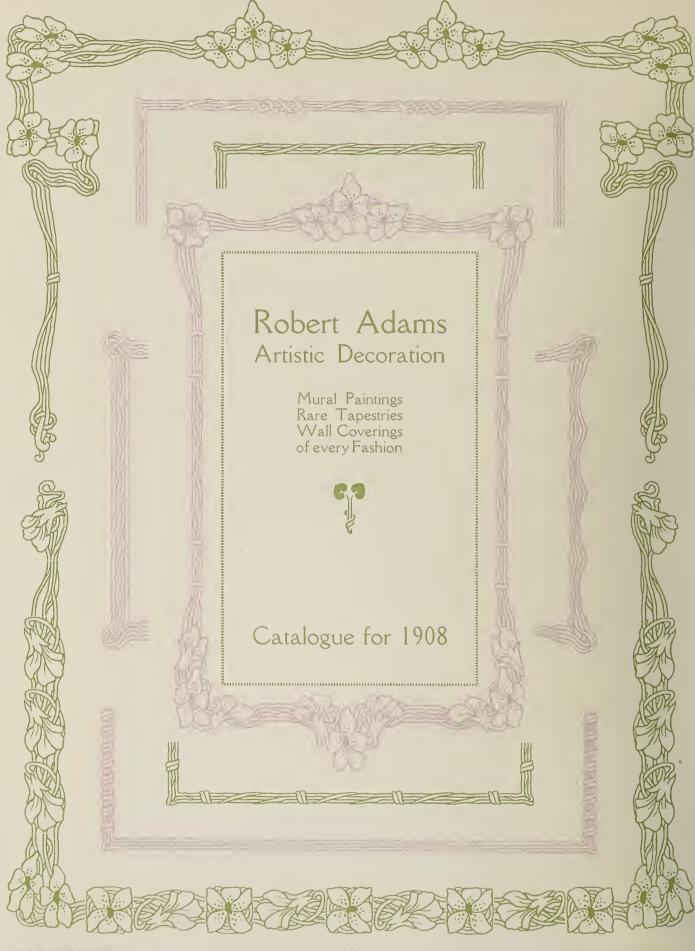
LINES SEEL ESTATE

CAST ON POINT BODIES, AND JUSTIFIED WITH SIX POINT AND TWELVE POINT SPACING.

0









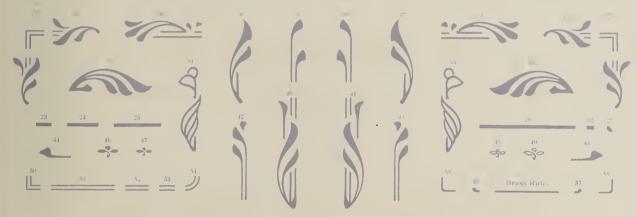


(P)

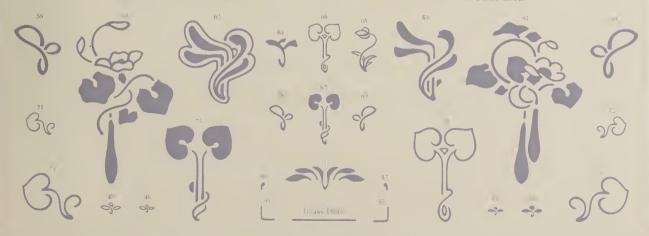
SET No. 1, including Assortment of Brass Rule. For Prices see General Price List.



SET No. 2, including Assortment of Brass Rule. For Prices see General Price List.



SET No. 3, including Assortment of Brass Rule. For Prices see General Price List.



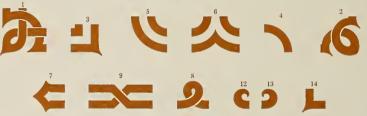
CELTIC BORDER

CAST ON AMERICAN

POINT SYSTEM.

SIMPLY JUSTIFIED. EASILY COMPOSED.

SYNOPSIS OF SECTION 1.



22 10 11 20A 20 19 18 17 16 18

For Prices of Sets see General Price List. Extra pieces at Border Prices.

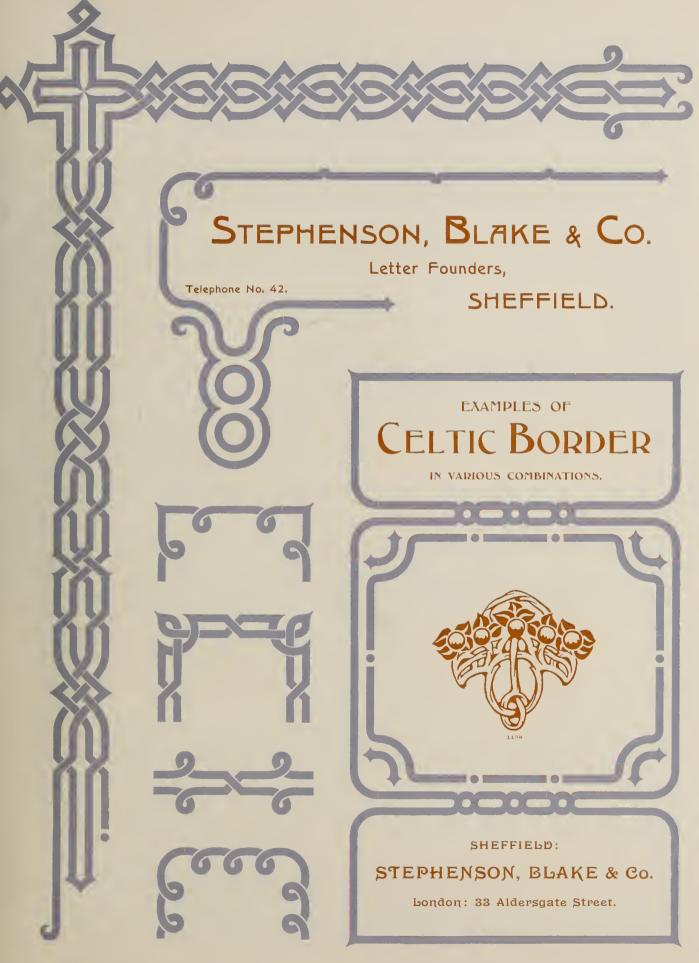
SYNOPSIS OF SECTION 2.

HE 224 25 305 305

For Prices of Sets (pieces 23 to 27 only) see General Price List. Extra pieces at Border Prices.

For prices of Complete Sets, including both Sections, see General Price List.

The great popularity of this Border has necessitated the production of an Outline Series of the same character, which can be used with great effect, either separately, or for Two Colour Work in conjunction with the solid. Specimens of this Outline Series will be found on pages 328-329.





STEPHENSON, BLAKE & Co.'s

CELTIC OUTLINE BORDER

Works in conjunction with Celtic Solid as a Two-colour Border.

SYNOPSIS OF SECTION 3.



For Prices of Sets see General Price List. Extra pieces at Border Prices.

SYNOPSIS OF SECTION 4.



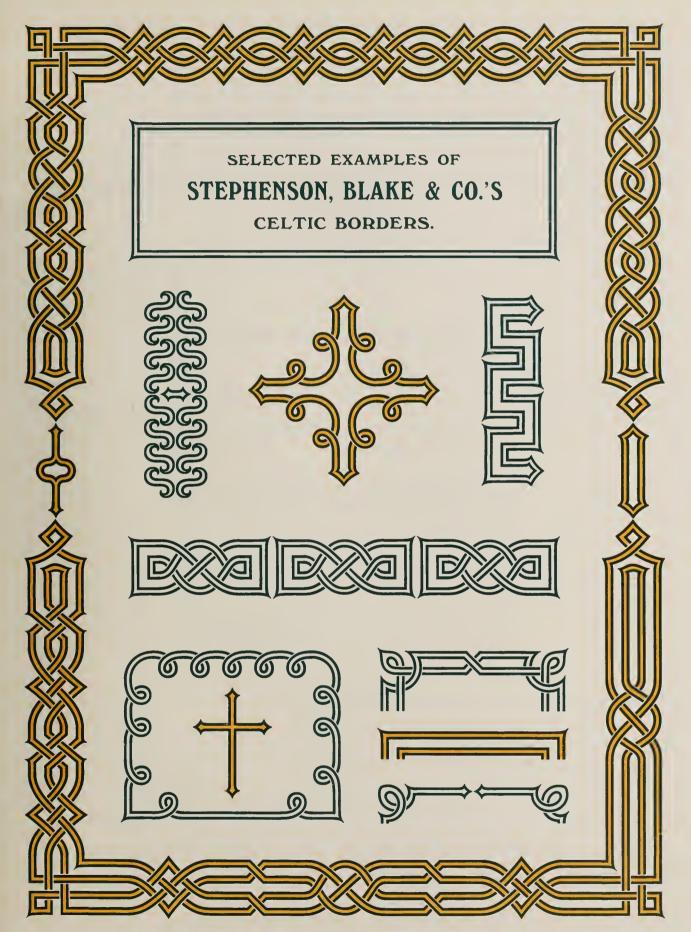
For Prices of Sets (pieces 50 to 54 only) see General Price List. Extra pieces at Border Prices.

For Prices of Complete Sets, including both the above Sections, see General Price List.

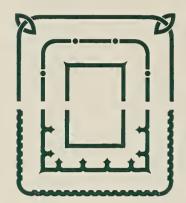
THE CELTIC BORDER.

This popular Border has now been augmented by the Outline Series here shown, which we feel confident will at once appeal to Advertisers and the Printing Trade generally. Either Solid or Outline used alone are highly effective, while together they are specially suitable for two-colour work.

ALL ON THE AMERICAN POINT SYSTEM. EASILY COMPOSED.



This neat Border is cast upon the AMERICAN POINT SYSTEM and presents an unlimited variety of combinations.



Produced to meet the very general demand for Line Borders.

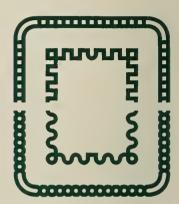
THE . . .

CYMRIC BORDER

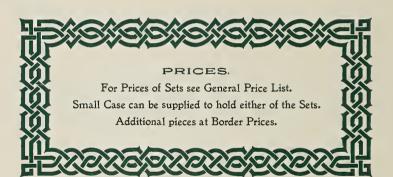
Offices furnished throughout on American Point Lining System.

BORDERS

To suit Any Class of Work, from a Small Label or Large Show Card to an Attractive Advertisement, may be most easily set up.







. The .
Chandler & Price
Company's
GORDON . .
. . PLATENS
and
CUTTERS.

STEPHENSON, BLAKE & CO.

COMPONENT PIECES.

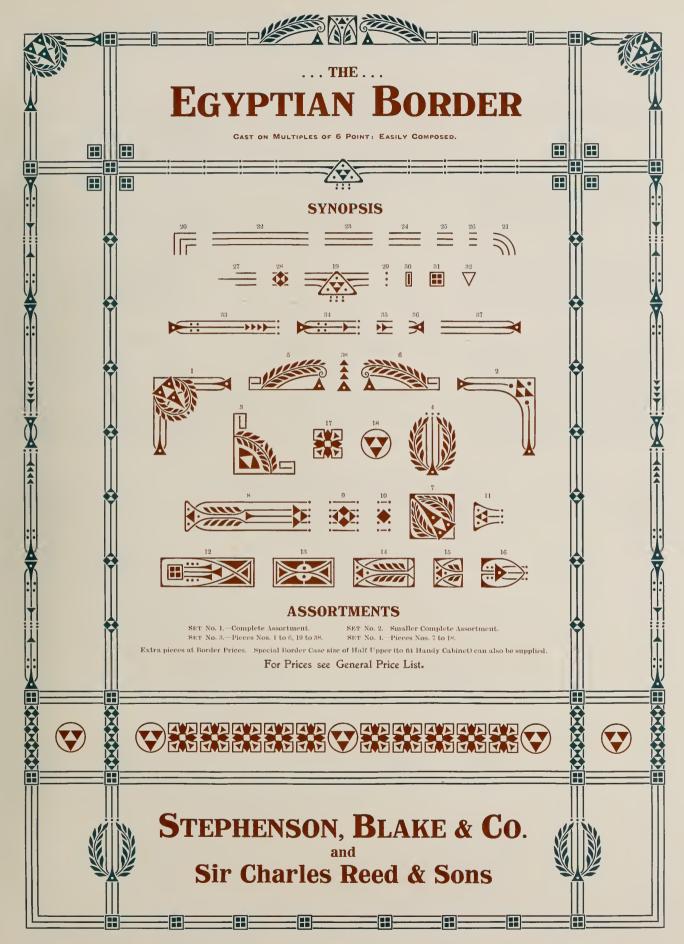
1 2 8 4 5
Founders

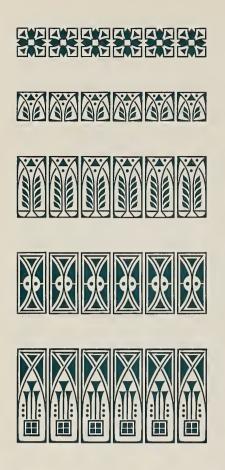
Sheffield

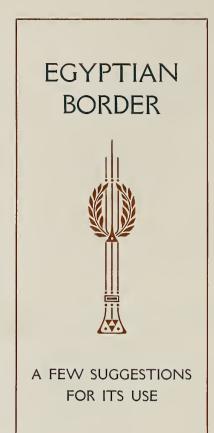
A T 10 11 12 8 9

& London

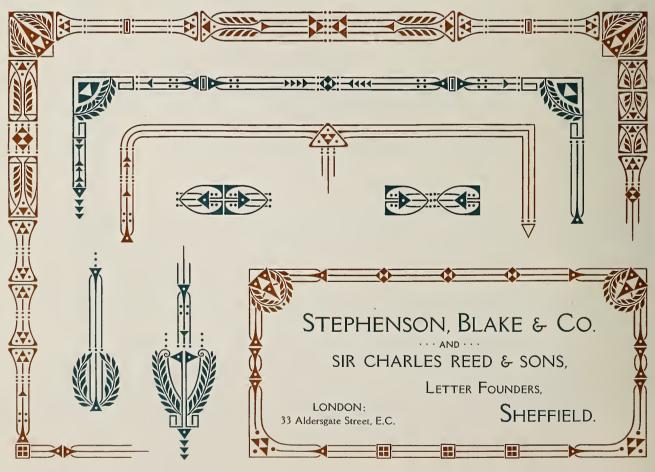
16 17 18 6 6 7 19 20 21 27

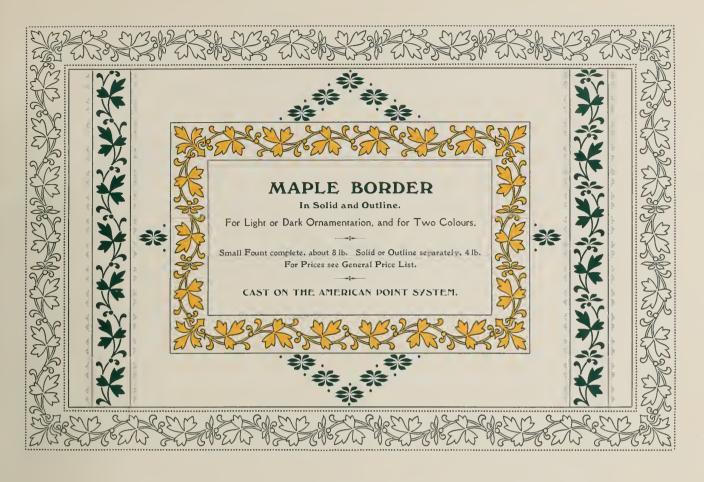


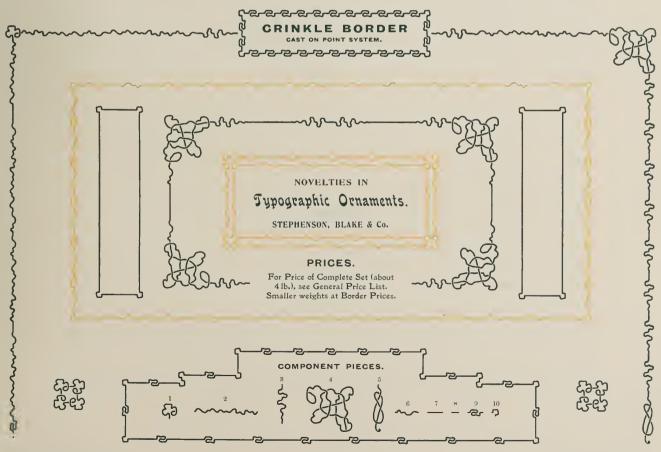


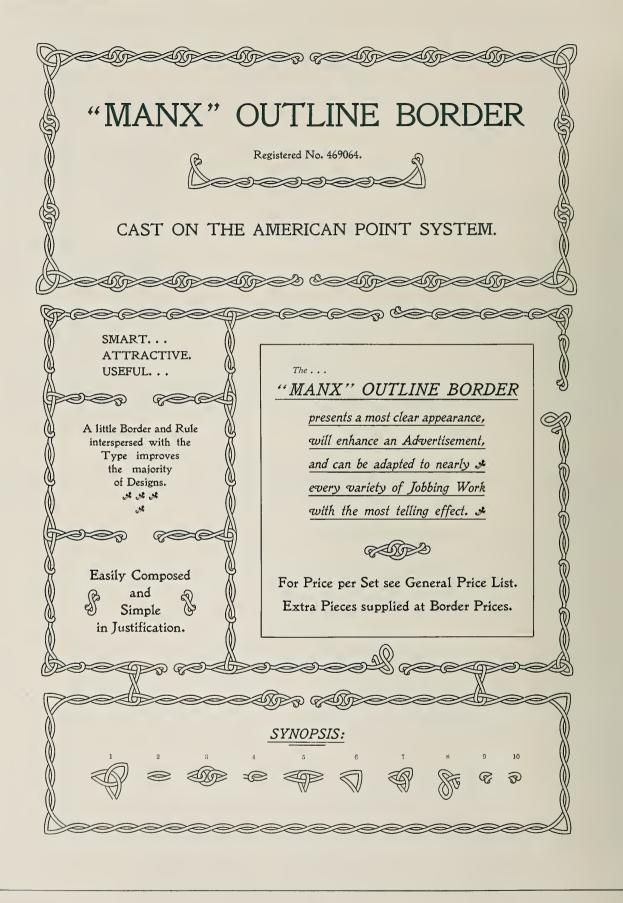




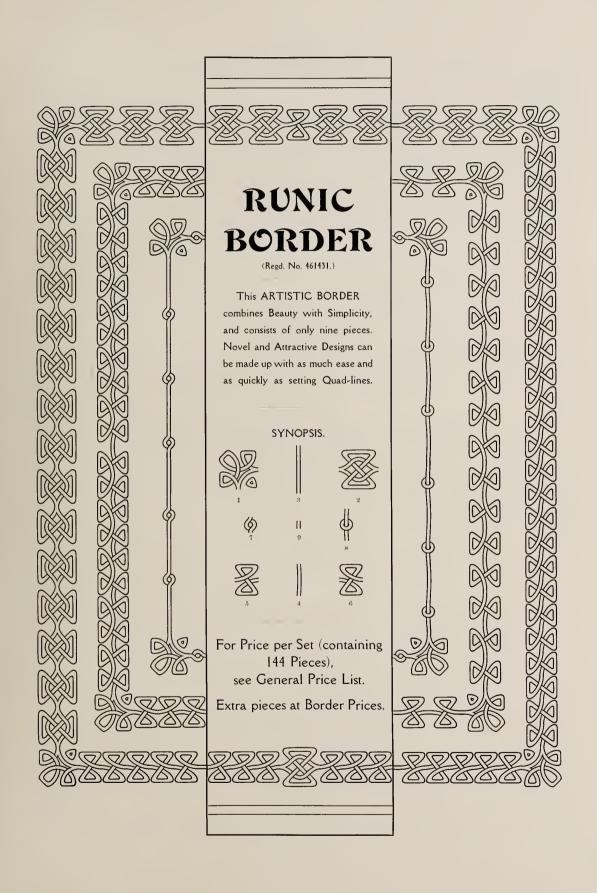








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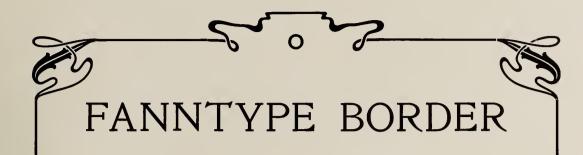


FANNTYPE BORDER

Cast on 6 Points or Multiples thereof, and working with 2 Point and 3 Point Brass Rule.

This Border requires only Point Leads, Spaces, and Quads for justification purposes.





O

For Prices of Sets (about 5 lb.), see General Price List.

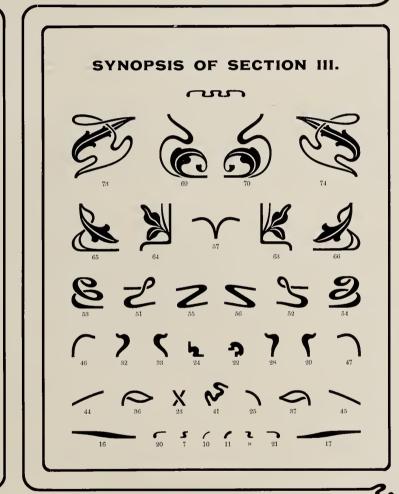
Box can be supplied to hold Rule and Border.

Also put up in 8 lb. and 12 lb. Founts, containing also Section II.

For Prices see General Price List.

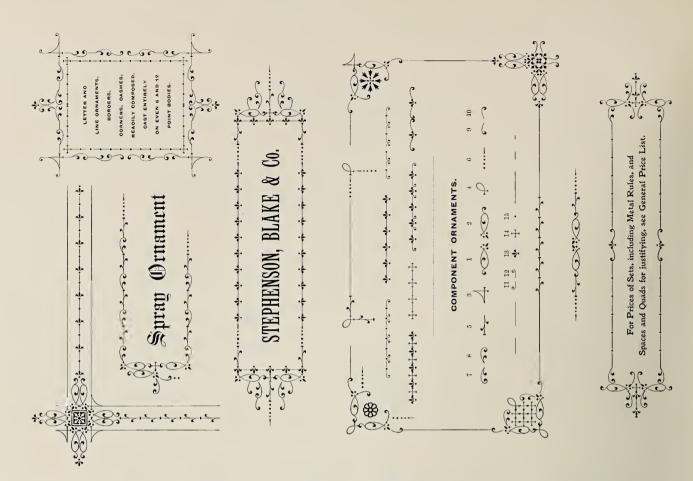
Sets of Brass Rule, on 2 Point and 3 Point & Bodies, to work in conjunction with the & & Fanntype Border, are supplied complete in & Mahogany Box—see & General Price List. &

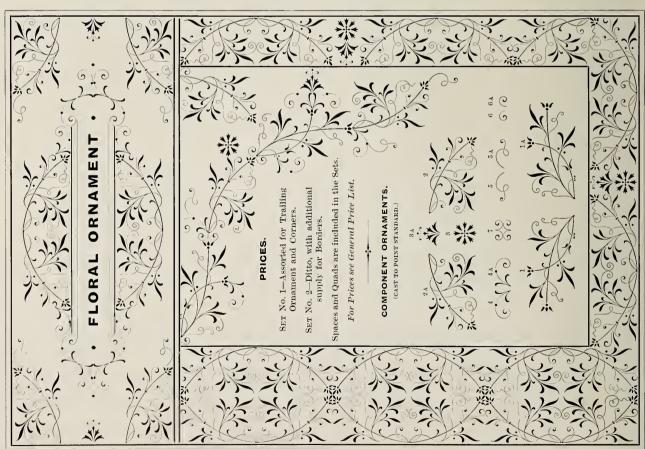
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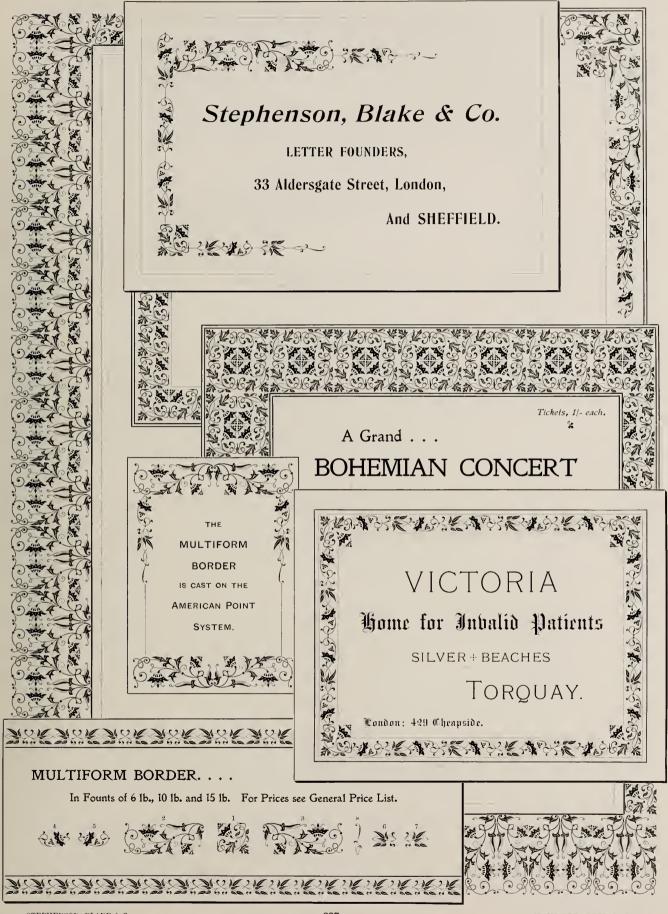


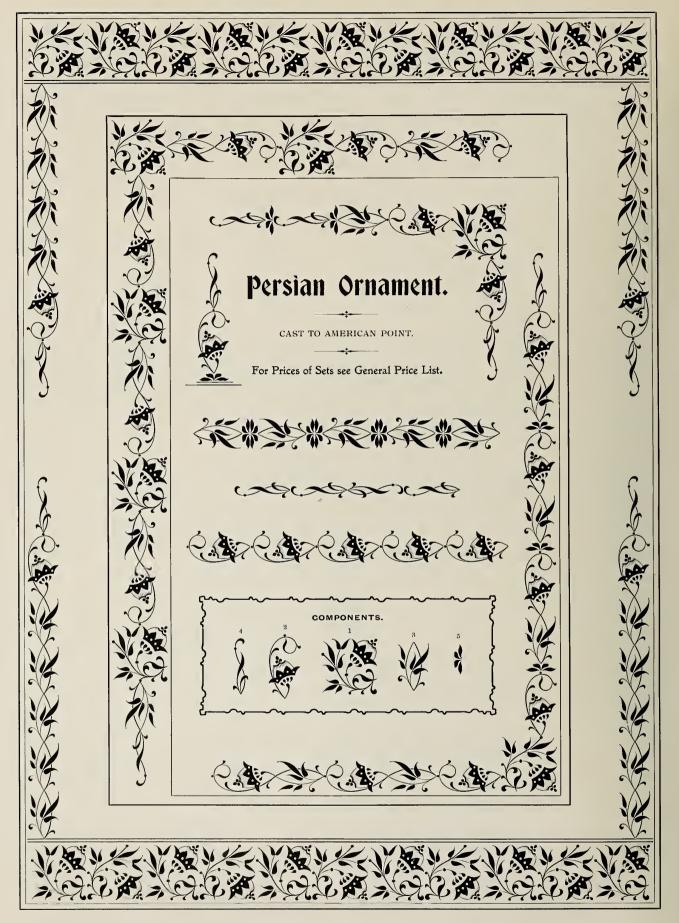
Cast on 6 Points or Multiples thereof, and working with 2 Point and 3 Point Brass Rule.

This Border requires only Point Leads, Spaces and Quads for justification purposes.











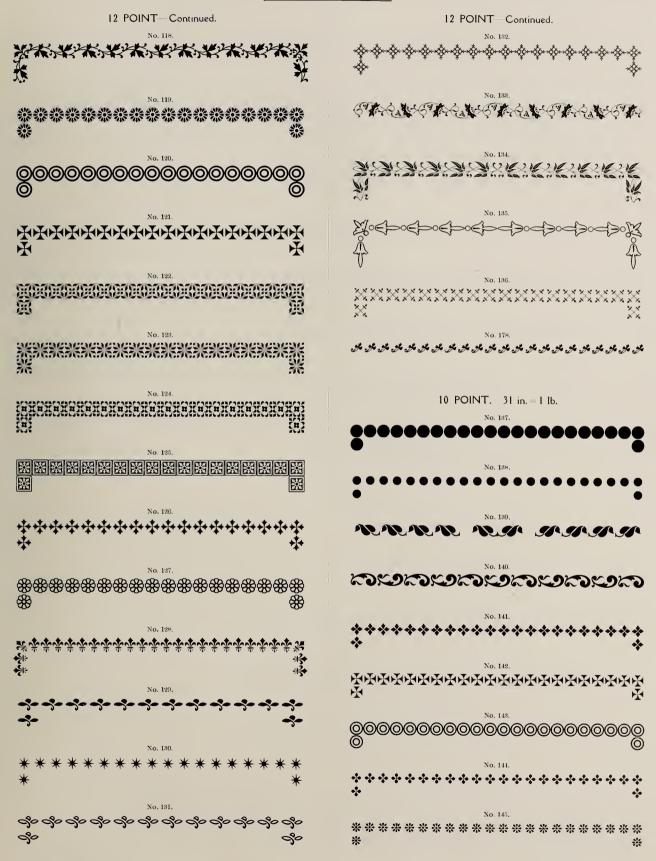
MISCELLANEOUS BORDERS.

Cast on the American Point System. For Prices see General Price List.

36 POINT. $8\frac{1}{4}$ in. = 1 lb. 18 POINT. $16\frac{1}{2}$ in. = 1 lb. 24 POINT. $12\frac{1}{2}$ in. = 1 lb. ****** 12 POINT. 25 in. = 1 lb.

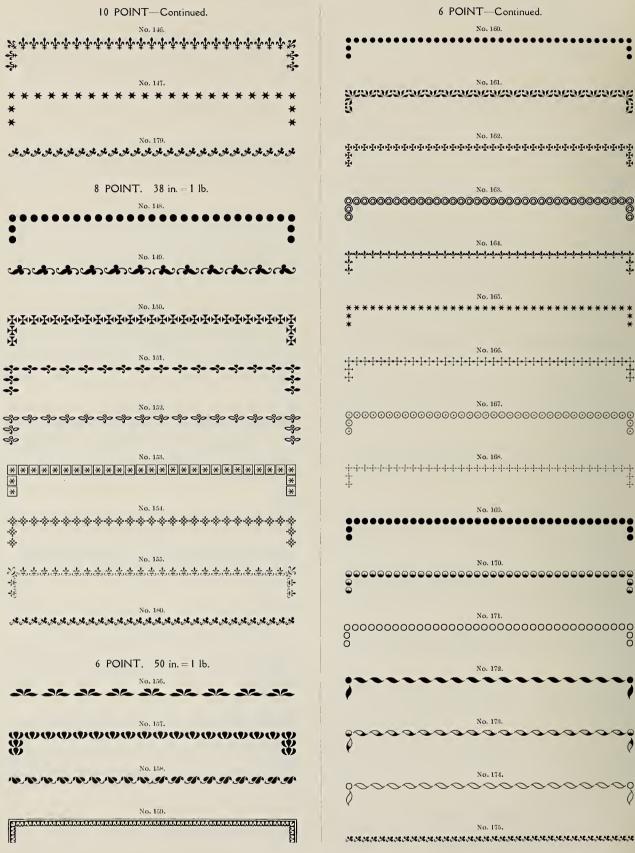
MISCELLANEOUS BORDERS.

Cast on the American Point System. For Prices see General Price List.

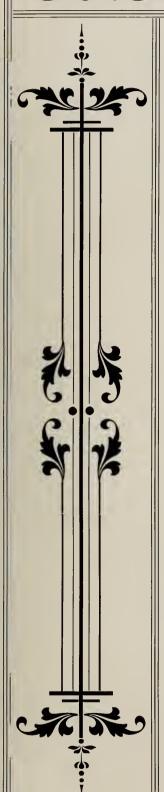


MISCELLANEOUS BORDERS.

Cast on the American Point System. For Prices see General Price List.



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n Display Ornaments so

CAST TO AMERICAN POINT STANDARD.

त्यस्तात्वस्त द्वार क्ष्मिक् ويدويد عيى ******* E A STATE OF THE S ***** *** **たいたりたりとり たったっ** where the state of

Assortments ...

SET No. 1.—Complete Assortment, including sufficient of Nos. 6, 7, 26, 27 (with corners and small pieces), to form borders.

SET No. 2.—Small Complete Assortment for general display purposes.

For Prices see General Price List.

IN IN IN IN IN IN IN IN IN IN

WORD ORNAMENTS (Cast on Point Bodies).



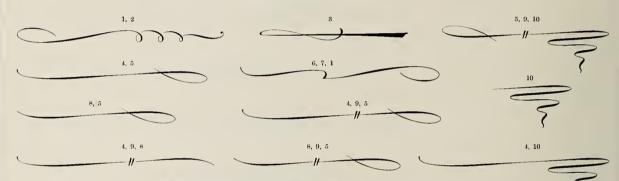
SCAMERICAN20 J

CPOINT 2

For Prices of Sets and Separate Pairs, see General Price List.

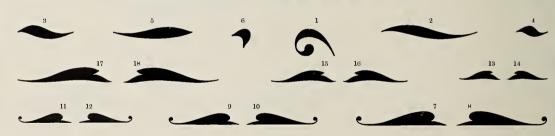
COMBINATION FLOURISHES (Cast on Point Bodies).

FOR SIGNATURES, DASHES, &c.



For Prices of Sets and Separate Flourishes, see General Price List.

WAVE DASHES (Cast on Point Bodies).



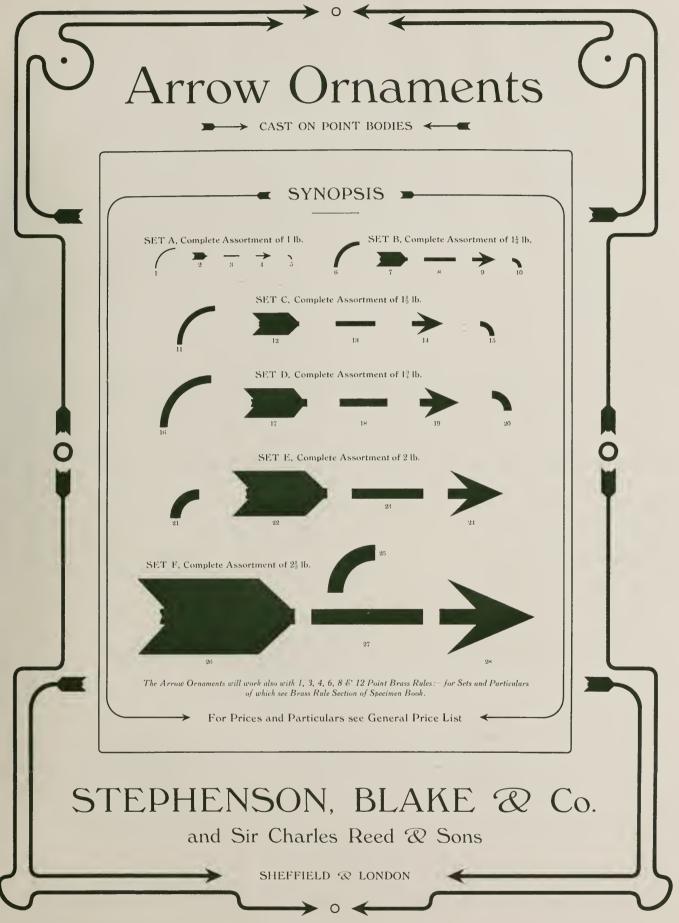
THE FIRST SIX PIECES ARE SPECIALLY ADAPTED FOR CREATING NOVEL AND EFFECTIVE WAVE DASHES AND ADVERTISEMENT BORDERS IN THE PREVAILING BOLD STYLE, WHILE Nos. 7 to 18 WILL BE FOUND USEFUL AS "POINTERS" AND END ORNAMENTS.

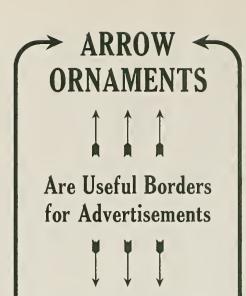
ASSORTMENTS.

Complete Set, Nos. 1 to 18 assorted (170 pieces). Extra pieces of Nos. 2, 3, 4 and 6, for Large Borders, in 3 lb. Assortments.

Set No. 2—Nos. 1 to 6 (90 pieces). Set No. 3—Nos. 7 to 18 (80 pieces).

For Prices see General Price List.





CAST ON POINT BODIES

SERIES OF TYPE

USED FOR THESE TWO PAGES

LINING SAINT GEORGE
LINING WINCHESTER BOLD CONDENSED

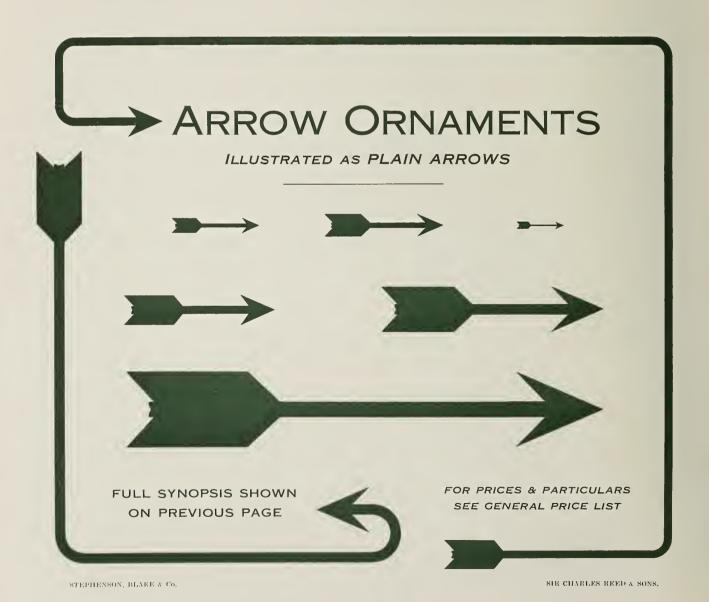
LINING SPARTAN FAMILY



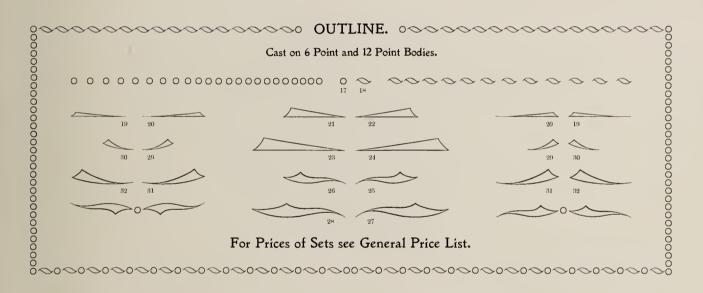
WRITE FOR SPECIMENS

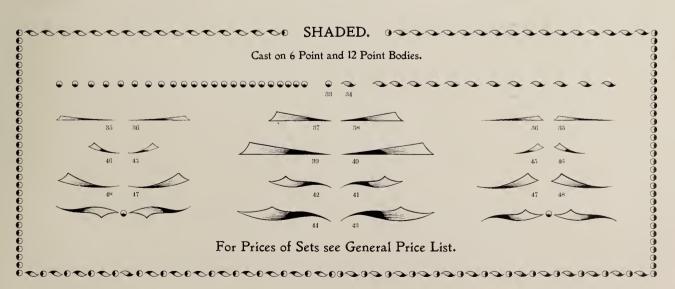
STEPHENSON, BLAKE & CO.

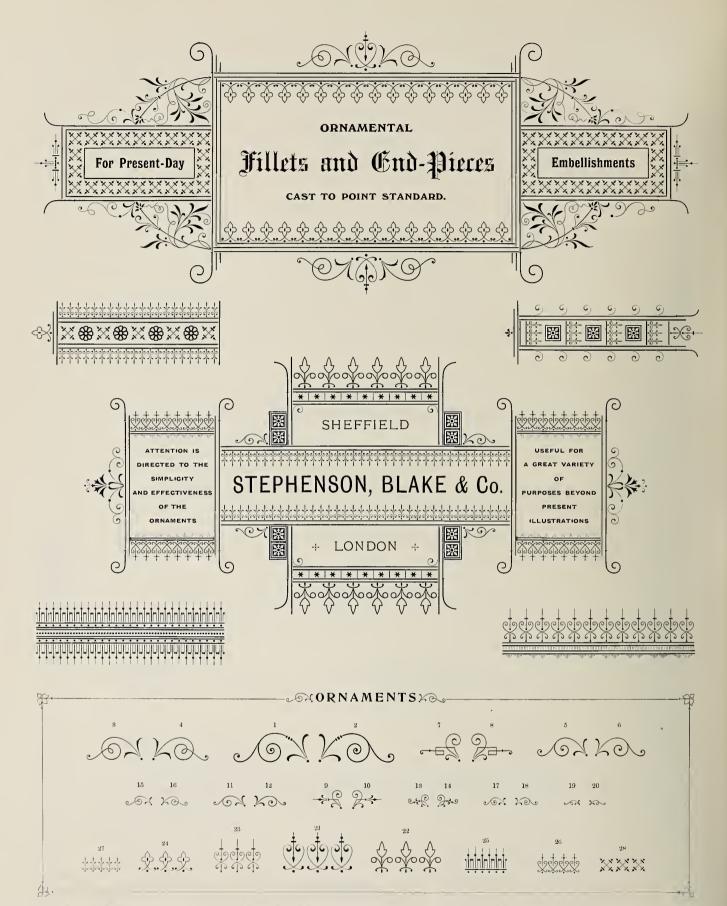
AND SIR CHARLES REED & SONS
LETTER FOUNDERS, SHEFFIELD; AND LONDON





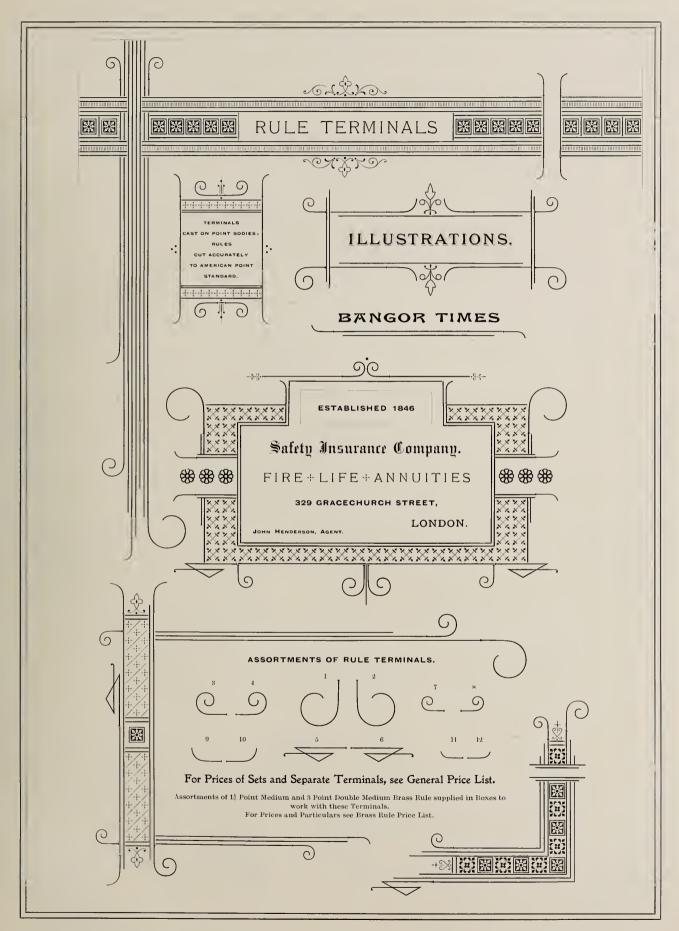


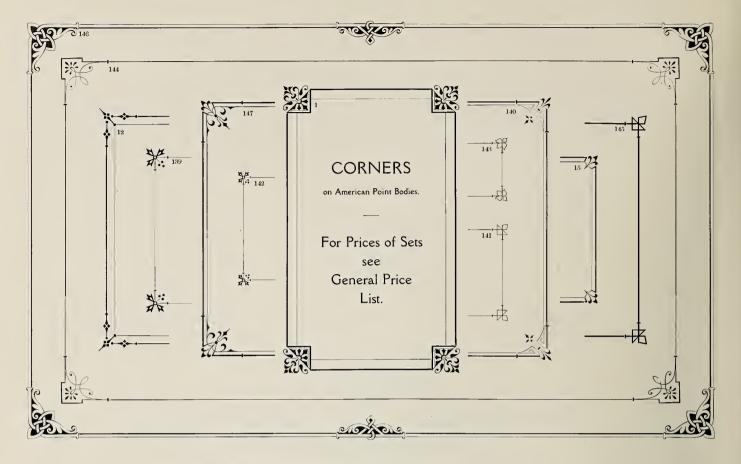




Supplied in Assortments of 10 lb., Nos. 1 to 28; or Assortments of End pieces only (Five Pairs each of Nos. 1-2, 3-4, 5-6, 7-8, and Ten Pairs each of Nos. 9-10, 11-42, 13-14, 15-16, 17-18, 19-20 SCHOLL END PIECES are also supplied separately, at Prices quoted in General Price List. Other numbers charged as Borders for not less than 1 lb. of each.

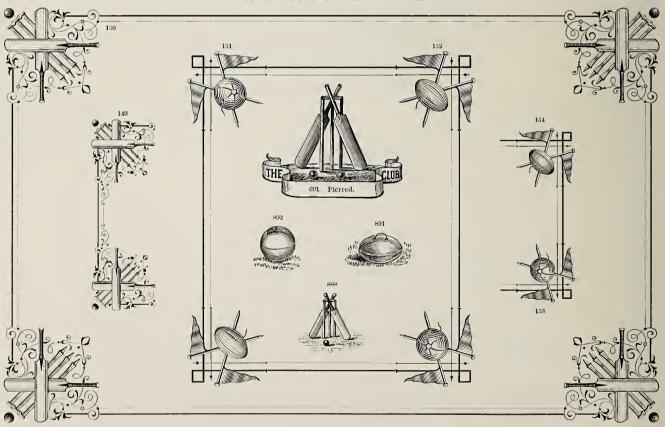
Not being intended for use as Borders, these Ornaments contain no Corners. For Medium Ruie, Terminals, and other accessories, see their respective pages.



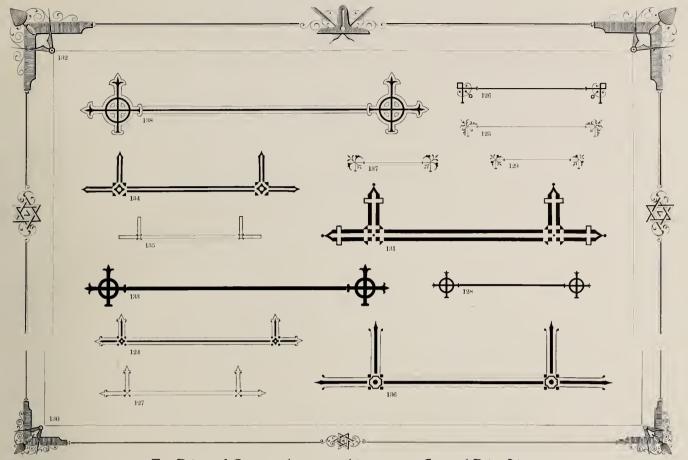


CRICKET AND FOOTBALL CORNERS (On American Point Bodies).

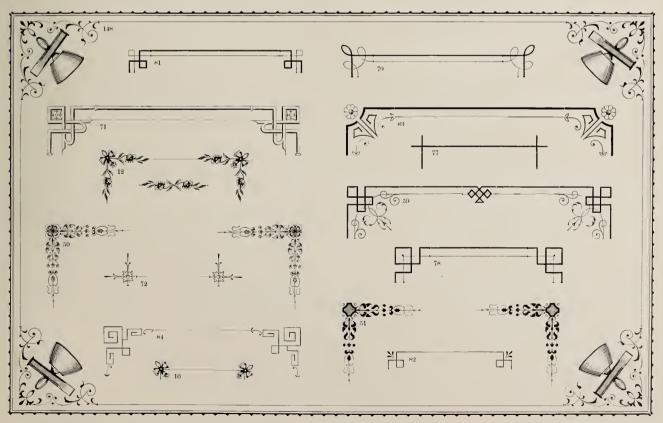
For Prices see General Price List.

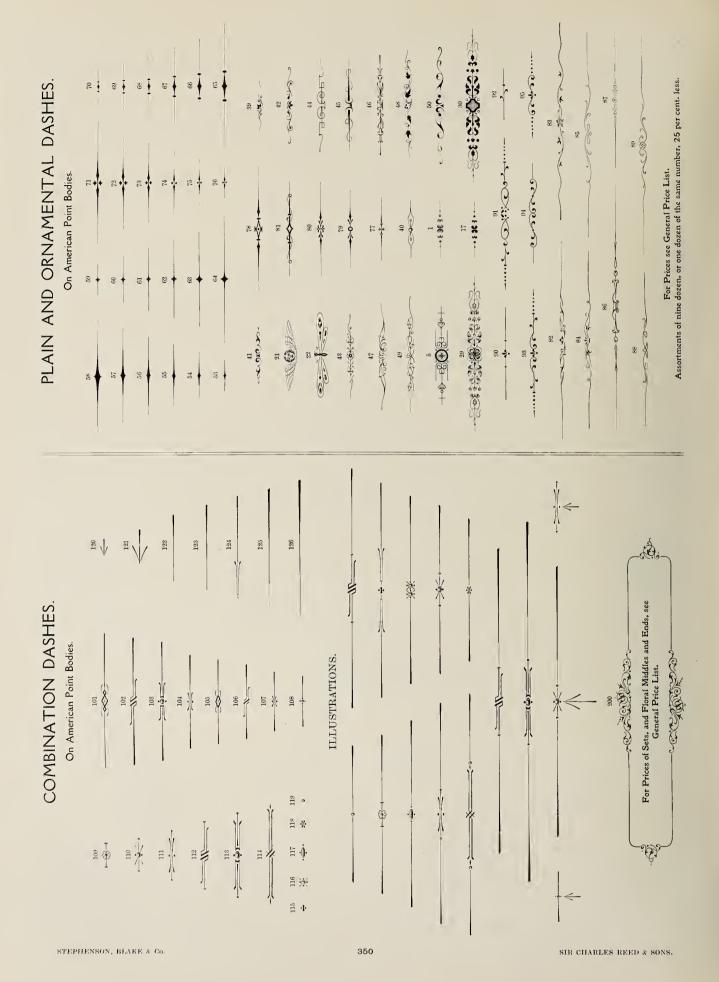


CORNERS. On American Point Bodies.



For Prices of Corners shown on this page see General Price List.





SUNDRY USEFUL FRACTIONS, FIGURES, BRACES, &c.

36 POINT ROMAN AND ANTIQUE FRACTIONS. 12 POINT ANTIQUE FRACTIONS. IO POINT ANTIQUE FRACTIONS. ANTIQUE FRACTIONS. ANTIQUE FRACTIONS. $\frac{1}{4} \frac{1}{2} \frac{3}{4}$ $\frac{1}{4}$ $\frac{1}{2}$ $\frac{3}{4}$ $\frac{1}{4} \quad \frac{1}{2} \quad \frac{3}{4}$ 1 1 3 12 Point Grotesque Fractions. 10 POINT GROTESQUE FRACTIONS. 8 Point Grotesque Fractions. 10 POINT GROTESQUE SPLIT FRACTIONS. $\frac{1}{4} \, \frac{1}{2} \, \frac{3}{4} \, \frac{1}{8} \, \frac{3}{8} \, \frac{5}{8} \, \frac{7}{8} \, \frac{1}{3} \, \frac{2}{3} \, \frac{1}{6}$ Antique Stars and Daggers also for 30, 36, and 48 Point; Antique Diagonals also for 48, 60, and 72 Point. 12 POINT BOLD FIGURES, EN QUAD THICK. 10 ems and below on 6 Point body, above on 10 Point. 1234567890 12345690 23567890 1234567890 1234567890 10 POINT BOLD FIGURES, EN QUAD THICK.
No. 8. 1234567890 1234567890 1234567890 No. 9. 1234567890 1234567890 1234567890 0987654321 8 Point Beld Figures, En Quad Thick. ILLUSTRATION OF BOLD FIGURES, LOGOTYPES, &C., FOR RAILWAY GUIDES. No. 16. No. 17. No. 17. 1234567890 1234567890 (Figures en quad thick.) mrn aft * arr. dep. * gov exp 6 POINT BOLD FIGURES, EN QUAD THICK. * Leader and Rule in one type, on 12 Point body. No. 28. No. 24. No. 25. 1234567890 1234567890 1234567890 NEWS FIGURES AND FRACTIONS. 7 Point.6 Point. £1234567890 £1234567890 1/4 1/2 3/4 1/3 2/3 1/8 3/8 5/8 7/8 £1234567890 £1234567890 £1234567890 OLD STYLE FRACTIONS. II Point. In Point. 9 Point. 1/4 1/2 3/4 1/8 3/8 5/8 7/8 1/3 2/3 1/4 1/2 3/4 1/8 3/8 5/8 7/8 1/3 2/3 1/4 1/2 3/4 1/8 3/8 5/8 7/8 1/3 2/3 6 Point. 1/4 1/2 3/4 1/8 3/8 5/8 7/8 1/3 2/3 1/4 1/2 3/4 1/8 3/8 5/8 7/8 1/3 2/3 CATALOGUE MARKS. (For Prices see General Price List.) Nos. 11, 12, 23, 25, 27, 29, 30, 31, 32, 33 and 38 are not perforated. S.B. M&HBREST LEITH. RAM (E) MARINE \mathbb{H} ф

ACCENTS, SIGNS, PECULIARS, &c.

ACCENTS FOR THE PRINCIPAL EUROPEAN LANGUAGES. $\dot{A} \stackrel{.}{\to} \stackrel{.}{I} \stackrel{.}{O} \stackrel{.}{U} \qquad \dot{A} \stackrel{.}{\to} \stackrel{$

ASTRONOMICAL SIGNS

● ((○) 6888 8 Δ □ * ⊖ Υ 8 п 5 8 mg △ m 1 kg # * *

• (○) 688 8 Δ □ * ⊖ Υ 8 п 5 8 mg △ m 1 kg # * *

Miscellaneous Signs.

□ L ⊥ □ ¬ 〒 ▼ ● ✓ ▼ Ř Ř A """«» ★ * ※ { ∧ !

£ \$ R Rs / /- / % " @ P To H \$ 3

SUPERIORS. Habedefghijklmnopqrstuvwxyz 1234567890 H Medical Signs. R 3 3 9 111 $\begin{array}{c} {}_{\rm ITALIC\ FIGURES.} \\ \pounds\ 1\ 2\ 3\ 4\ 5\ 6\ 7\ 8\ 9\ 0 \\ \\ {}_{\rm Underlined\ FIGURES.} \\ \underline{1\ 2\ 3\ 4\ 5\ 6\ 7\ 8\ 9\ 0} \\ \\ {}_{\rm DOTTED\ FIGURES.} \end{array}$

1234367890

 $\begin{array}{c} \text{Fractions.} \\ \frac{1}{4} \,\, \frac{1}{2} \,\, \frac{3}{4} \,\, \frac{1}{3} \,\, \frac{2}{3} \,\, \frac{1}{8} \,\, \frac{3}{8} \,\, \frac{5}{8} \,\, \frac{7}{8} \,\, \frac{1}{6} \\ \\ \frac{1}{16} \,\, \frac{3}{16} \,\, \frac{1}{16} \,\, \frac{1}{16} \,\, \frac{1}{16} \,\, \frac{1}{16} \,\, \frac{1}{16} \,\, \frac{1}{16} \\ \end{array}$

LEADERS (I, 2, 3 and 4 ems).

ALMANACK SIGNS.

SM TUW TH F S

INFERIORS. $H_{abcdefghijklmnopqrstuvwxyz}$ 1234567890H

Most of the above Accents, &c., can be supplied in all bodies from 6 to 12 Point inclusive.

LOOSE ACCENTS, &c.

LOOSE ACCENTS, on 3 Point Body—(justifying with a 3 Point Lead).

No. 2. No. 1. No. 3.

For Prices of Small Assortments, including spaces for justifying, see General Price List.

LINING FINE DOT LEADERS.

10 Point.

18 Point.

12 Point

10 POINT LOOSE ACCENTS.

114...~

8 POINT LOOSE ACCENTS.

. ~

LOGOTYPES FOR LISTS OF VOTERS, &c.

10 POINT LINING LOGOTYPES.

		10 1 0 1 1	DIMING LOGGITTES.			
George	Thomas	House	dwelling	self	township	of
Henry	$\operatorname{William}$	Houses	Tenement	tenant	Objected	Ditto
James	street	house	buildings	tenants	Math.	ditto
John	yard	liouses	successive	others	stop	do.
Joseph	road	Dwelling-house	occupation	Freehold	and	and or
Patrick	lane	dwelling house	Occupier	freehold	Large	
Richard	land	Dwelling-	occupier	Leasehold	Ex Large	
Robert	shop	Dwelling	occupied	leasehold	as	

11 POINT LINING LOGOTYPES.

Dwelling-house street (successive) Gentleman Grease dwelling house Road mansions Occupier

12 POINT LINING LOGOTYPES.

Charles John dwelling-house street (joint) terrace court Thomas Dwelling office George road place James William (successive) house lane square

LINING OLD STYLE, No. 6.

72 Point.

6890

60 Point

5680

48 Point

345780

36 Point

34567890

80 Point.

234567890

24 Point

1234567890£

18 Point.

1234567890£\$

14 Point

1234567890£\$

12 Point.

1234567890£\$

10 Point.

1234567890£\$

8 Point.

1234567890£\$

6 Point.

1234567890£\$

LINING WINCHESTER OLD STYLE.

72 Point

6890

60 Point

5680

48 Point

245780

26 Point

34567890

30 Point

234567890

24 Point

1234567890£

18 Point.

1234567890£\$

14 Point.

1234567890£\$

12 Point.

1234567890£\$

10 Point.

1234567890£\$

8 Point.

1234567890£\$

6 Point.

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LINING SAINT GEORGE.

72 Point.

6890

60 Point.

5680

48 Point.

345780

00 D-1 -4

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30 Point.

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24 Point

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18 Point.

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14 Point

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12 Point.

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10 Point.

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8 Point.

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6 Point.

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LINING CHATSWORTH COND.

72 Point.

6890

60 Point.

5680

48 Point

345780

36 Point.

34567890

30 Point.

234567890

24 Point.

1234567890£

18 Point.

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14 Point.

1234567890£\$

12 Point.

1234567890£\$

10 Point.

1234567890£\$

8 Point.

1234567890£\$

STEPHENSON, BLAKE & Co.

LINING WINCHESTER BOLD.

72 Point

890

60 Point.

680

48 Point

7890

36 Point.

567890

30 Point

4567890

24 Point.

234567890

18 Point.

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14 Point.

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12 Point.

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10 Point.

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a Point.

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6 Point.

1234567890£\$

LINING WINCHESTER BOLD COND.

72 Point.

6890

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48 Point

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36 Point.

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80 Point.

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24 Point.

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18 Point.

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14 Point.

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12 Point.

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10 Point.

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8 Point.

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6 Point.

1234567890€\$

SIR CHARLES REED & SONS.

LINING HALLAMSHIRE OLD STYLE.

72 Point.

4790

35680

34567890

234567890

1234567890£

1234567890£\$

14 Point.

1234567890£\$

12 Point.

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10 Point

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8 Point.

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6 Point

1234567890£\$

LINING ANTIQUE ROMAN.

96 Point

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18 Point.

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LINING ITALIAN OLD STYLE.

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LINING MODERN, No. 20.

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24 Point.

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LINING WINDSOR.

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LINING WINDSOR CONDENSED.

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LINING DE VINNE CONDENSED.

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LINING DE VINNE ITALIC.

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12 Point.

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8 Point 1234567890£\$

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LINING WIDE LATIN.

48 Point.

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14 Point.

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10 Point 67890£

8 Point. 1234567

234567890£

LINING BOLD LATIN.

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24 Point.

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18 Point.

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6 Point 1234567890£

5 Point. 1234567890£ LINING BOLD LATIN CONDENSED.

96 Point

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LINING BOLD GROTESQUE.

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6 Point.

LINING BOLD RUNIC.

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LINING METROPOLE CONDENSED.

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6 Point. 1234567890£ LINING ELONGATED RUNIC.

96 Point.

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40 Doint

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12 Point

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10 Point.

LINING ANTIQUE, No. 3.

84 Point.

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12 Point.

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5 Point 1234567890£

8 Point.

NUMBERED FIGURES.

72 Point

STEPHENSON, BLAKE & Co.

LINING CONDENSED ANTIQUE, No. 3.

72 Point.

567890

4567890

124567890

1234567890£\$

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6 Point. 1234567890£

LINING SKELETON ANTIQUE, No. 2.

24 Point.

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8 Point. 1234567890£ LINING SKELETON ANTIQUE, No. 1.

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LINING LATIN ELONGATED.

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LINING GROTESQUE, No. 8.

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LINING BOLD BRITANNIC.

60 Point.

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36 Point

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24 Point.

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LINING BRITANNIC.

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8 Point.

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LINING BRITANNIC ITALIC.

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42 Point.

5890

36 Point.

46890

30 Point.

347890

24 Point

24567890

18 Point

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12 Point

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10 Point.

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6 Point,

LINING GROTESQUE, No. 4. (Point Title Line.)

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12 Point.

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10 Point.

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8 Point.

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6 Point.

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5 on 6 Point.

1234567890£\$

4½ on 6 Point.

LINING

CONDENSED SANS SERIFS, No. 7.

84 Point.

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18 Point.

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14 Point.

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12 Point.

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10 Point.

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8 Point

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LINING

CONDENSED SANS SERIFS, No. 5.

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10 Point. 1234567890£

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LINING CLARENDON.

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12 Point.

10 Point.

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8 Point.

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6 Point. 1234567890£

LINING CONDENSED SANS SERIFS, No. 1. (Point Title Line.)

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8 Point. 1234567890£\$

6 Point. 1234567890£\$

LINING OLD STYLE GROTESQUE. (Point Title Line.)

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LINING

WESTMINSTER OLD STYLE.

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14 Point.

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12 Point.

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10 Point.

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8 Point.

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6 Point.

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LINING HOGARTH.

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356890

24567890

12345 67890

12 Point.

10 Point.

12345678 234567890

8 Point.

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6 Point.

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LINING CHANTREY.

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567890

12345678

12 Point. 1234567890£

SIR CHARLES REED & SONS.

STEEL FURNITURE.

The great advantages of Steel Furniture are fully recognised, and this most useful addition to the Printing Office is now supplied in convenient assortments as given below. Made in Sheffield, by plant specially laid down for the purpose, from high-class steel, with the greatest accuracy and superior finish, to the American Point Standard, it is finely coated with a special lacquer, to prevent rusting—or can be supplied nickel-plated at a slight advance in price. All the pieces are interchangeable,

and work with each other. Some of the advantages may here be briefly stated:



SET No. 1.

T)1 C 11 .1 .

Saves space in the office.

Saves labour in making up blank spaces in formes.

The formes are lighter, truer, and can be more securely locked up.

Greater accuracy ensured by its use, especially in colour work.

No risk of working up on machine.

Practically indestructible, therefore more economical than any other kind of furniture.

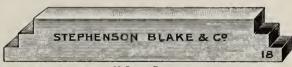
Makes six times as much blank space as an equal weight of metal furniture at much less cost for time.



SET No. 3.



24 POINT BODY.



36 POINT BODY.

The Steel Furniture is made in 24 Point and 36 Point body (which work together); the 24 Point having one notch and the 36 Point two notches, and it is made up in the following useful assortments:

	INCHES.		NCHES.
Set 1.—Complete Set (assorted as below*)	1380	Set 4. —36 Point portion of Set 1	 780
Set 2. Half of Set 1	690	Set 5. —Half of Set 3	 300
Set 3.—24 Point portion of Set 1	600	Set 6. —Half of Set 4	 390

Additional Pieces:—8 to 14 ems, ; 16 to 22 ems, ; 24 to 38 ems, ; 40 to 48 ems, ; 51 to 60 ems, ; 63 to 72 ems.

Extra Prices for Nickel~Plating:—Set 1, ; Sets 2, 3 and 4, each; Sets 5 and 6, each.

*The Complete Assortment consists of 8 pieces each length (24 Point body) 8, 10, 12, 14, 16, 18, 20, 22, 24, 26, 23, 30, 32, 34, 36, 38, 40, 42 ems; and 8 pieces each length (36 Point body) 45, 48, 51, 54, 57, 60, 63, 66, 69, 72 ems; giving a total of 28 lengths, 224 pieces. In addition to these sizes, lengths of 9, 15, and 21 ems can be supplied in the 24 Point body; though not included in the sets, provision is made for them in the cases. Every piece is marked with the size in ems of 12 point.

Cases to hold the Furniture: Large Size, ; Small Size, each.

For Prices see Current General Price List.

IMPROVED LEADS.

Improved Leads are manufactured by patented machinery, and are unapproached for accuracy and finish. They are supplied in full lengths of 36 in. and 18 in.; or will be cut to sizes as required from 4 ems upwards, and in any assortment, at an extra charge of per lb.

Assortments of Leads.—Leads may be ordered in assortments, calculated on the following basis:—

An assortment of 100 lb. gives $2\frac{1}{2}$ inches in height of all the sizes provided for in the Washington Lead Rack.

An assortment of 36 lb. gives 2 inches in height of all the sizes provided for in the Handy Lead Rack.

(See Material Price List for details of these Racks.)

It will be seen that this formula provides a basis of calculation from which the printer may readily determine what weight will be necessary to fill the various divisions to whatever extent he may require; and as 1 inch of height gives, in 3 point—24 leads; in 2 point—36 leads; in 1½ point—48 leads; and in 1 Point—72 leads, the number of leads in any given height is also quickly ascertained.

For Prices, and Reduced Prices for Quantities, see Current General Price List.

IMPROVED CLUMPS.

Cast in all bodies from 6 Point to 12 Point, on the American Point System, and supplied in the assortments described below, or cut to order to any size. They are manufactured with greatly improved accuracy and finish, and the form in which they are now offered will be found very economical and convenient.

The annexed diagram shows 60 lb. assortment in suitable case, and indicates the proportions sent of each length. Other assortments supplied to order.

Scale 1.—60 lb. each of 6 and 12 Point, assorted from 6 to 25 ems, rising 1 em. Total 120 lb. Two Cases for ditto, each.

Scale 2.—30 lb. each of 6 and 12 Point, same lengths. Total 60 lb. Case

Clumps are supplied in all bodies in 36 in. and 18 in. lengths; or will be cut to sizes as required from 4 ems upwards, and in any assortment, at an extra charge of per lb.

19	20		21	22	23	24	25	
6 7	s	9 10			14	13	16 17	18

Metal Corner Clumps, for use with Mitred Borders, east on 12 Point and 6 Point bodies, per lb.

Numbered Clumps for news work, 12 Point body, all widths to 16 ems, per doz.

For Prices, and Reduced Prices for Quantities, see Current General Price List.

For particulars of Lead Racks, and Lead, Clump and Metal Furniture Cabinets, see Material Price List.

IMPROVED METAL FURNITURE.



Accurately cast on the American Point System, every piece being marked with the size in Points or 12 Point ems, and made up in the following assortments, in weights of 60 lb. and 120 lb.:—



- Scale 1.—The following lengths and widths: 4, 5, 6, 7, 8, 10, 12, 14, 15, 16, 18, 20, 22, 24, 25, 30, 35, 40, and 45 ems, by $\frac{1}{2}$, 1, 2, 3, 4, 6, 8, and 10 line.
- Scale 2.—The same widths, but stopping at 25 ems in length. Or,
- Scale 3.—The 6, 8, and 10 line widths may be omitted altogether.

For Prices, and Reduced Prices for Quantities, see Current General Price List.

For particulars of Lead Racks, and Lead, Clump and Metal Furniture Cabinets, see Material Price List.

IMPROVED QUOTATIONS.







Supplied to the following sizes in 12 Point ems: 2×3 , 2×4 , 2×6 , 2×8 , 3×3 , 3×4 , 3×5 , 3×6 , 3×8 , 4×4 , 4×5 , 4×6 , 4×8 , 5×5 —every piece being marked with the size in points.

For Prices and Reduced Prices for Quantities, see Current General Price List.

For particulars of Lead Racks, and Lead, Clump and Metal Furniture Cabinets, see Material Price List.

* For particulars and prices of Wood Reglet and Wood Furniture, see Material Price List.

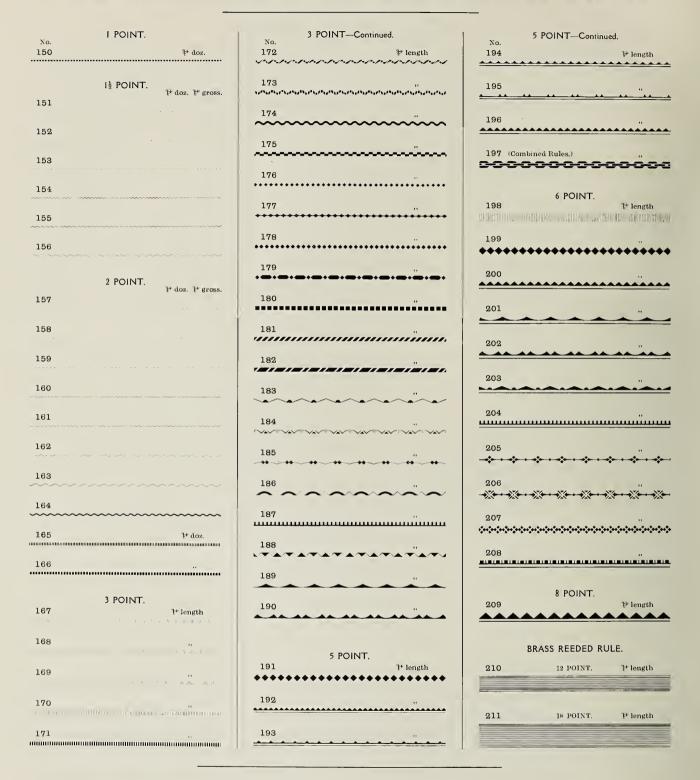
PLAIN BRASS RULES.

In 24 inch lengths. All Rules on the American Point System. Cut or Mitred to order. Quote Number when ordering. For Prices see Current General Price List.

No.	FINE LINE (in centre). †* doz. †* gross.	No.	I POINT	FACE (bevel one side).	No. 107		HADED FACE.
1	1 Point.	59	1½ Point.		107	5 Point.	f. length
2	1½ Point.	60	2 Point.		108	6 Point.	
3	2 Point.	61	3 Point.	_			
4	8 Point.		-		109	8 Point.	
5	4 Point.		I½ POIN	T FACE (in centre).	116	2 Point.	₹* doz.
6	5 Point. F* length	69	2 Point.	† doz. † gross.			
7	6 Point.	70	8 Point.		117	3 Point.	,,,
				_	118	4 Point.	11
	FINE LINE (bevel one side). †* doz. †* gross.		1½ POINT	FACE (bevel one side).			
12	1½ Point.	77	2 Point.	† doz. † gross.	119	5 Point.	† length
13	2 Point.				120	6 Point.	**
14	3 Point.	78	3 Point.				
	COLUMN RULE FACE (in centre). † doz. † gross.	85	DOUE 2 Point.	BLE FINE FACE.	105		REBLE FACE.
22	I Point.	-			125	5 Point.	† length
23	2 Point.	86	3 Point.	12	126	6 Point.	**
24	3 Point.	87	4 Point.	11			
25	4 Point.	88	5 Point.	}⁺ length	127	8 Point.	91
26	5 Point. †* length				130	8 Point.	
27	6 Point.	89	6 Point.	11	150	e roint.	,,
	8 Point				131	10 Point.	
			DOUBL	E MEDIUM FACE.			
0.1	MEDIUM FACE (in centre). † doz. † gross.	90	3 Point.	₹* doz.	133	5 Point.	0
31	1½ Point.	91	4 Point.	***			
32	2 Point.	92	5 Point.	₹* length	134	6 Point.	11
33	3 Point.				135	8 Point.	
35	4 Point.	93	6 Point.	41			
_	5 Point. F length						
36	6 Point.		DOUBL	E I POINT FACE.		I	FOOT FACE. †* doz. †* gross
	MEDIUM FACE (L. L. L.)	94	3 Point.	₹ doz.	139	I Point.	, 400, (9,00
40	MEDIUM FACE (bevel one side), † doz. † gross. 1 point.	95	4 Point.	11	140	1½ Point.	
41	2 Point.	96	5 Point.	†→ length	141	2 Point.	
42	3 Point.	=				210	
-12	0.10.110.	97	6 Point.		142	3 Point.	
	I POINT FACE (in centre).				143	4 Point.	
50	† doz. † gross.		DOUBL	E 1½ POINT FACE.	-		
51	2 Point.	102	5 Point.	₹ length	144	5 Point.	7º length
52	3 Point.	103	6 Point.	"	145	6 Point.	11

FANCY AND COMBINATION BRASS RULES.

In 16 inch lengths. All Rules on the American Point System. Cut or Mitred to order. Quote Number when ordering. For Prices see Current General Price List,



SETS OF RULES (containing the following measures: $1\frac{1}{2}$, 3, $4\frac{1}{2}$, $10\frac{1}{2}$, 12, $16\frac{1}{2}$, 18, $19\frac{1}{2}$, $22\frac{1}{2}$, 24, $25\frac{1}{2}$ and $34\frac{1}{2}$ ems) can be cut out of most of these Rules. This assortment will give sufficient rule to form 74 inches of any of the patterns, and will make up a border of any size from small card to demy folio, or two quarto pages. Corners for use with the Sets can be supplied at a small additional charge. For prices see Current General Price List.

CASES OF BRASS RULE.

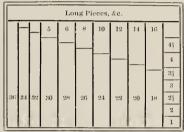
Cases of 1½ point and 2 point Brass Rule can be supplied, cut to any of the following Scales the size being distinctly marked on each Rule:-

- Scale 1. 64 Pieces each from 1 to 15 ems, rising by 6 Points.
 - 40 Pieces ,, $16 \text{ to } 25\frac{1}{2}$,, , 6 Points. 26 to 36 ,, 40 Pieces 12 Points. " 24 Points. 30 Pieces " 38 to 50 ,,
- Scale 2. Half of Scale 1.
- Scale 3. 24 Pieces each from 1 to 15½ ems, rising by 6 Points.
 - 12 Pieces ,, 16 to 25½ ,, ,, 6 Points. 12 Pieces ,, 26 to 36 ,, ,, 12 Points.
- **Scale 4.** 24 Pieces each, 1, 2, $2\frac{1}{2}$, 3, $3\frac{1}{2}$, 4, $4\frac{1}{2}$, and 5 ems.
 - 24 Pieces each from 6 to 18 ems, rising by 24 Points.
 - 18 Pieces ,, 20 to 30 ,, ,, 24 Points.
 - 6 Pieces each 32, 34, and 36 ems.

PLAN OF RULE CASE FOR SCALES 1, 2 AND 3.

	Long Pieces, Double Rules, &c.							
	46	46 48				50		
		40		42		44		
32	32 33			34 35			36	
26	27	28		29		30		31
221	23	$23\frac{1}{2}$		24	$24\frac{1}{2}$	25		$25\frac{1}{2}$
18½	19	19½	20	$20\frac{1}{2}$	21	: :	213	22
13 13½	14 19	$\frac{11}{2}$ 15	15½	16	16½	17	171/2	18
Small Pieces. $3\frac{1}{2}$ 4	41/2 5 3	$5\frac{1}{2} \ 6 \ 6\frac{1}{2}$	7 7	$\frac{1}{2} 8 8 \frac{1}{2}$	9 91	$10 10^{1}_{2} $	11 1112	12 121

PLAN OF RULE BOX FOR SCALE 4.



PRICES (INCLUDING CASE).

- 13 point Rule: Scale 1, SCALE 2.
 - SCALE 3. SCALE 2, SCALE 3,
- SCALE 4, SCALE 4,
- WAVED OF DOTTED RULE.
- 1½ point Rule: Scale 1,

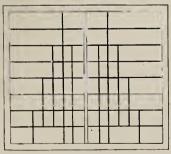
2 point Rule: Scale 1,

- SCALE 2,
- SCALE 3,
- SCALE 4,

- 2 point Rule: SCALE 1,
- SCALE 2,
- SCALE 3,
- SCALE 4,

CASES FOR SETS OF LABOUR-SAVING RULES.

(For Particulars of Sets and Specimens of Rules, see page 366.)



No.2 Case for Two Sets. $16\frac{1}{2}$ in. $\times 14\frac{1}{2}$ in.

The Cases, of which illustrations are here given, are designed to hold the Sets of Labour-Saving Brass Rules, of which particulars are given on page 366. The No. 1 Case will hold any Set up to 6 Point body, and the No. 2 Case will accommodate any two Sets of any

The No. ! Case being small is specially handy, its size enabling the compositor to place it near him wherever desired on the frame or stone.

The No. 2 Case is the size of a half upper case, and is made with straight fronts and cup-handles, so as to fit in a special Dust-Proof Cabinet.



No. 1 Case for 10^{3}_{4} in. $\times 8^{1}_{4}$ in.

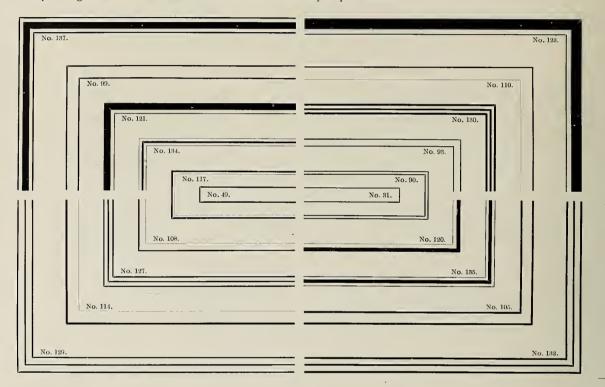
No. 126.

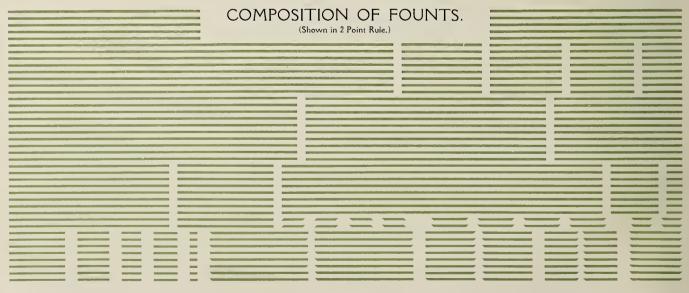
These Sets of Border Rules contain an assortment of various lengths, with mitred pieces for corners, at the following prices:—

Cases to hold One Set, . Cases for Two Sets, . For particulars of Cases, see page 365.

The assortment consists of eight pieces each $\frac{1}{2}$, 1, $1\frac{1}{4}$, $1\frac{1}{2}$, 2, $2\frac{1}{2}$, 3, $3\frac{1}{2}$, 4, $4\frac{1}{2}$ and 5 ems; ten pieces each 6, 8, 10, 12, 15 and 18 ems; eight pieces each 20 and 24 ems; eight pairs each 6, 3 and 2 em mitred pieces; eight pieces each 3 and 2 em double mitres; four pieces 1 em double mitres; 4 pairs $1\frac{1}{2}$ em parallel mitred pieces. See illustration at foot of page.

The Rules shown below are specially recommended for this purpose, but any other patterns are supplied at corresponding rates. Other assortments can be cut to any requirement.

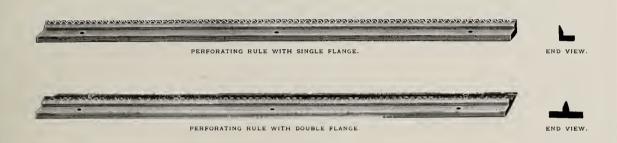




THE PATENT FLANGED RULE.

(Patent Applied for.)

A LABOUR-SAVING INVENTION FOR ELECTRO AND STEREO WORK.



Advantages.—The great advantage this Rule offers will easily be seen from the above illustrations. By means of the Flange it can be pinned on to the same mounting board ready for printing with either electros or stereos, as it is made the same height as the plates—viz., pica.

Styles of Face.—These Rules are made in brass with the usual face for perforating, and also with ordinary fine, medium or thick face.

Examples of Use.—The following few instances will serve to show the great economy obtained by the use of the Flanged Rule. If it is desired to perforate at the same time as printing with a forme arranged to print "eight on," the old method would be to have these eight electros or stereos mounted on separate pieces of wood and imposed in the chase with the ordinary perforating rule. The Flanged Rule would simply be pinned down on the mounting board on which are fixed the electros or stereos—thus saving the expense of cutting the wood into eight pieces (which perhaps could not be used again), mounting the plates separately and imposing in a chase.

This Rule may be used to great advantage in Application Forms, Railway work, and all jobs which require to be perforated, and printed from plates at the same time. If it is desired to perforate between a scroll, the flange can be cut away, leaving sufficient at both ends for pinning down.

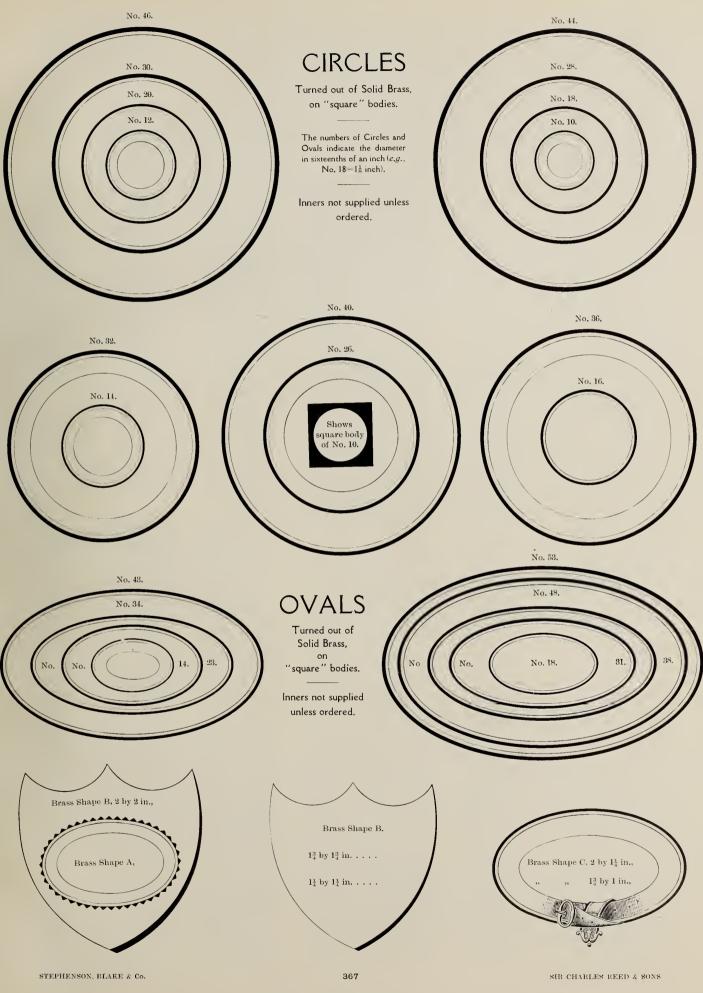
The **Ordinary Face Rule** could be used for Balance Sheets and the like where slanting rules are required, or for two-colour booklets, &c., where the rule border is another colour, as laying on a board is much cheaper than imposing in a chase, and perfect register is more quickly obtained. Even if a few lines of type are to appear in the same colour as the border, it would be cheaper to have them stereotyped and laid down with the border. A much better result is obtained, and in addition there is a great saving in the machine room by printing direct from the brass rule instead of from electros, which wear so easily.

The rules are made either with single or double flange, but the single flange will be found sufficient for most purposes. They are supplied as follows:—

PRICES.

Rules can be cut to sizes as required at a small additional charge. Mitreing, per Border.



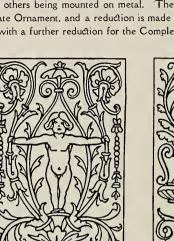




STEPHENSON, BLAKE & Co.'s

WESTMINSTER PAGE ORNAMENTS.

Of this Series of Ornaments, Nos. 1080, 1081, 1082, 1085 and 1086 are mounted on wood, the others being mounted on metal. The prices are quoted for each separate Ornament, and a reduction is made when they are ordered in Sets, with a further reduction for the Complete Series.





1094.

PRICES OF SETS.

	No. 1085)
Set	., 1086 Set
No. 1.	1087 No. 2.
	,, 1088
	No. 1093)
Set	1094 Set
No. 3.	1095 No. 4.
	1096
	.,
	No. 1080.
Set	
No. 5.	Complete Series.
	Set No. 3.

















1099.



1100.



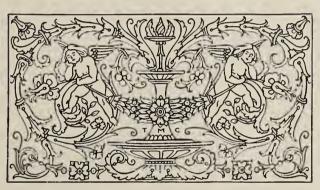
1095.



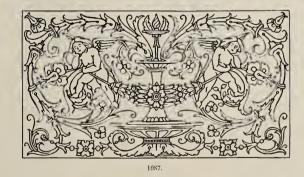
1096.



1092.



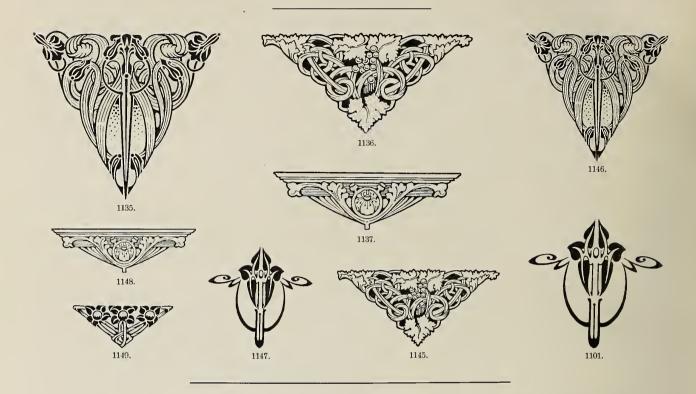




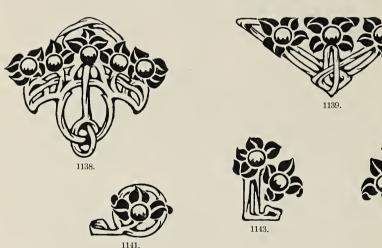


STEPHENSON, BLAKE & Co.

NEW ART ORNAMENTS.



POMONA SERIES, No. 1.







POMONA SERIES, No. 2.













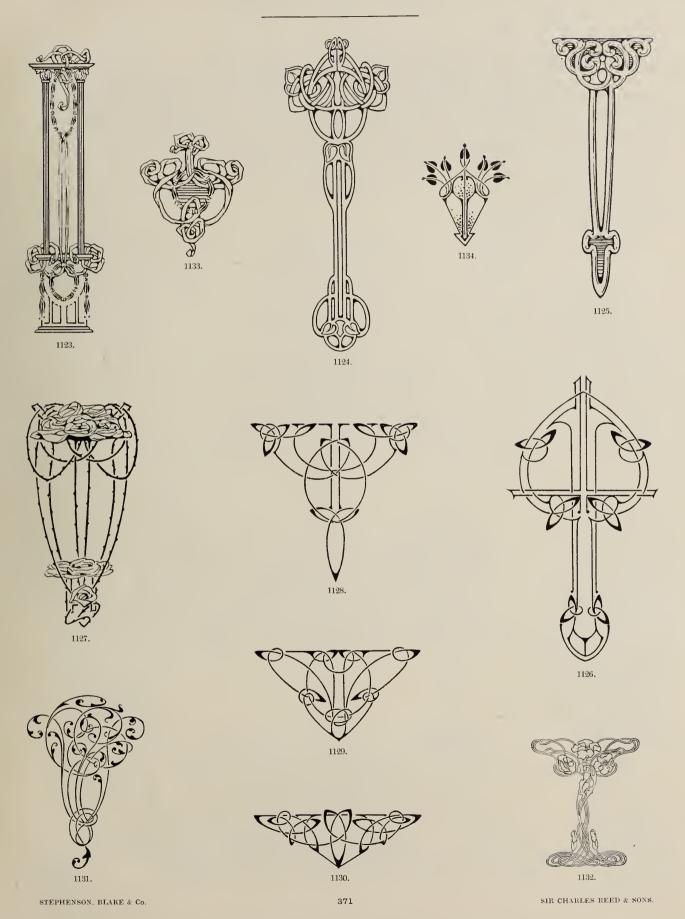


SIR CHARLES REED & SONS.

STEPHENSON, BLAKE & Co.

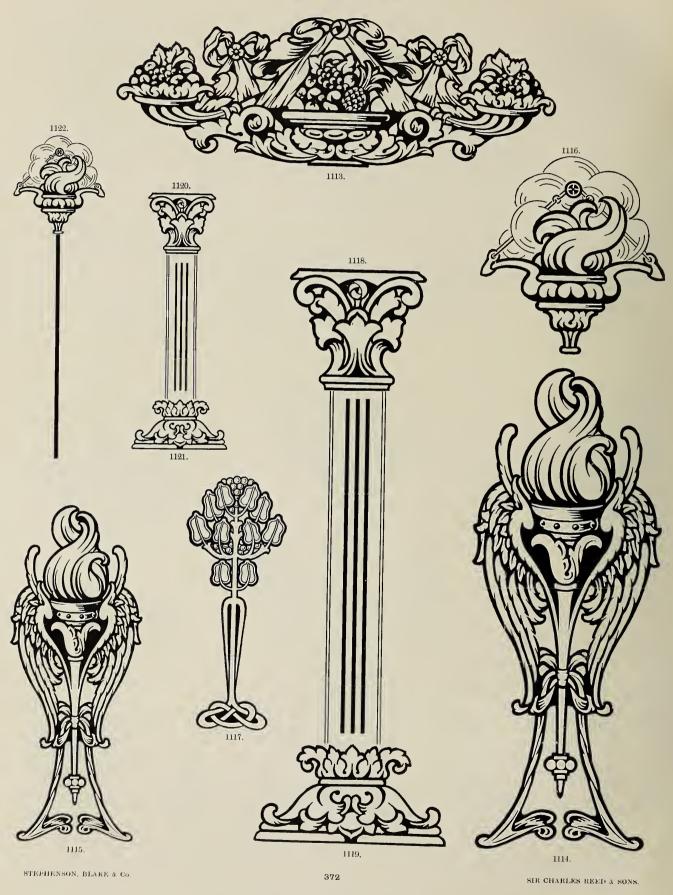
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NEW ART ORNAMENTS.



For Prices see General Price List.

OLD STYLE ART ORNAMENTS.



For Prices see General Price List.

NEW ROYAL ARMS.



Nos. 1171, 1172, 1173, 1174, 1175 and 1176 are the Arms adopted by His Majesty King George V. in 1910, and authorised by H.M. Stationery Office.

Nos. 1178, 1179, 1180 and 1181 are the same design expanded.

Nos. 1182, 1183, 1184, 1185 and 1186 are the later design approved by His Majesty in 1911.











1180.























QUEEN MARY'S ARMS.

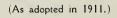








PRINCE OF WALES' ARMS.











UNION OF SOUTH AFRICA ARMS.













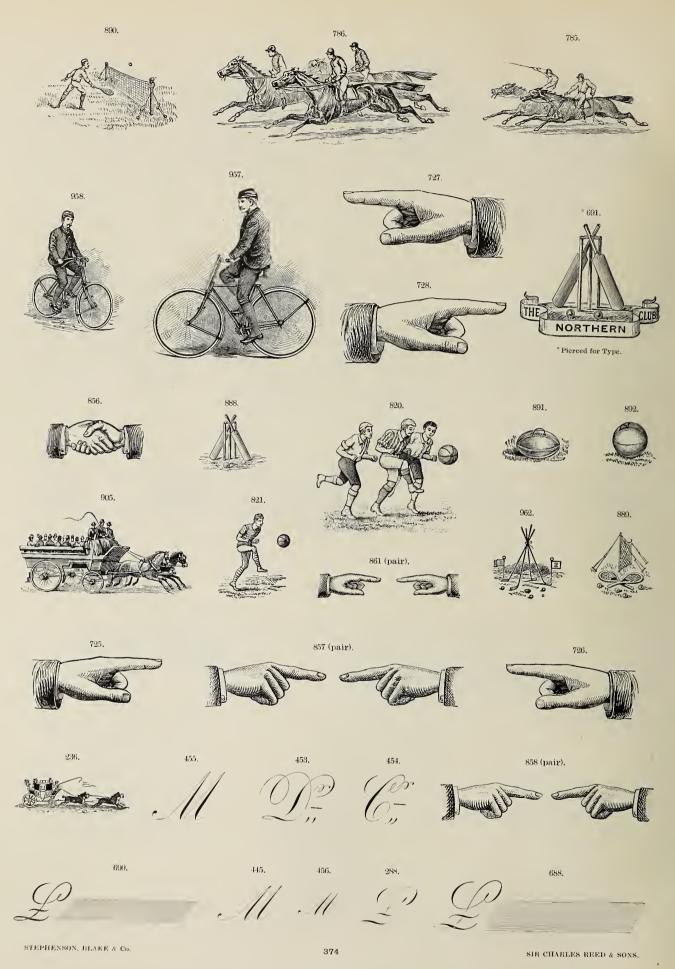
952. 953. 537.

STEPHENSON BLAKE & Co.

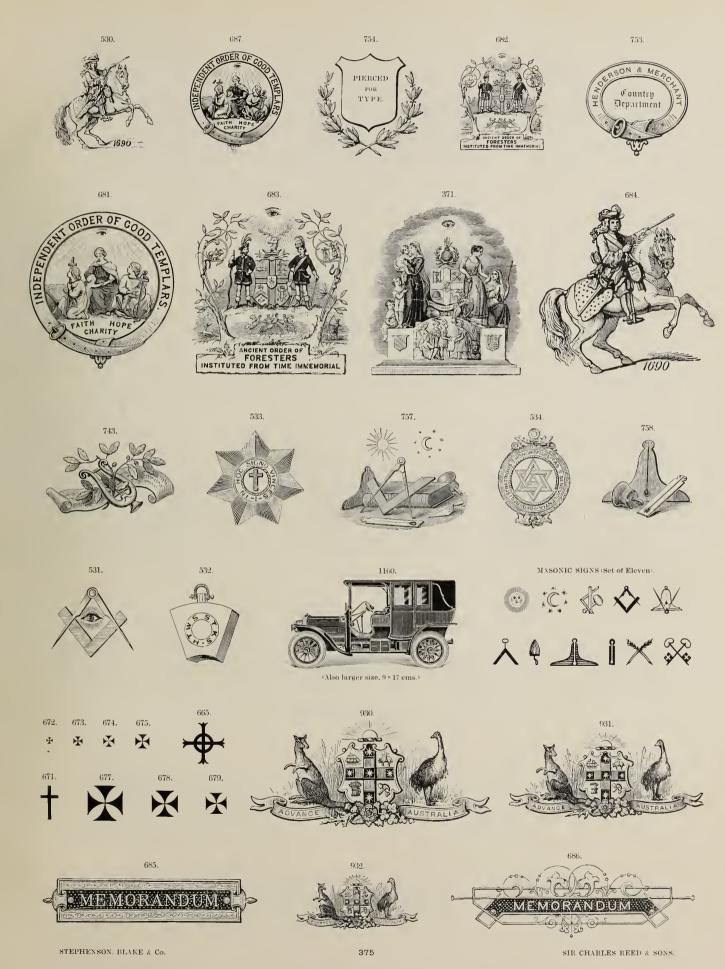
373

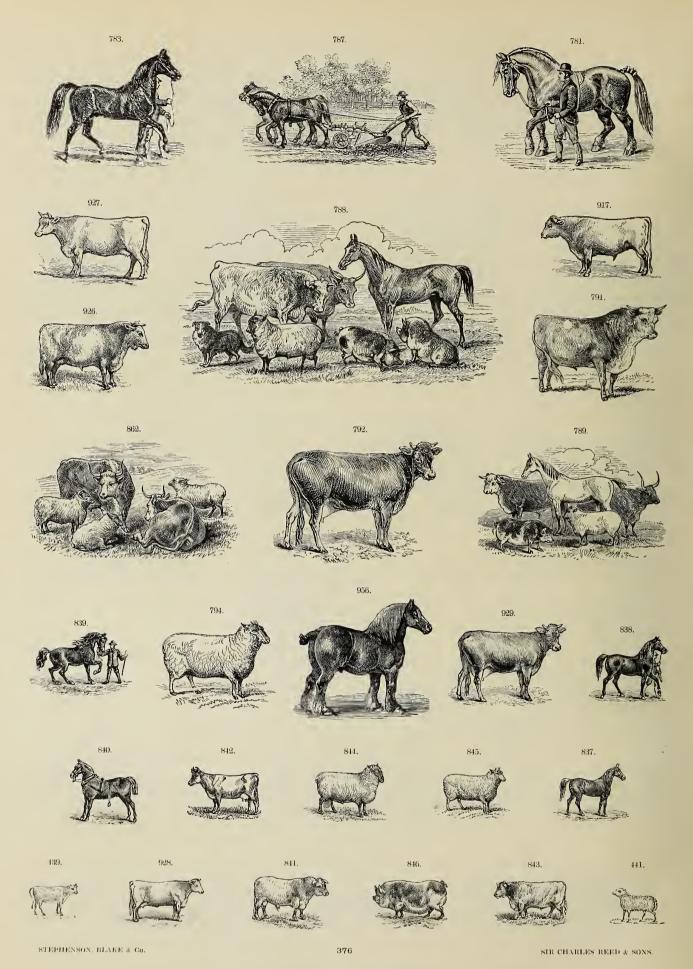
SIR CHARLES REED & SONS.

For Prices see General Price List.



For Prices see General Price List.





For Prices see General Price List.







