





## Old Fashioned Advertising?

We've got the type for it! Tons of type from the era of elegance, just waiting for imaginative use in today's ads. Would you like a specimen book?

Dan X. Solo, the Horse and Buggy Printer

# SOLOTYPE

ADVERTISING TYPOGRAPHY

298 Crestmont Drive \* Telephone 532-2666

OAKLAND 19, CALIFORNIA

UNRIVALLED ENTERPRISE!



Authentic Horse-and-Buggy

## TYPOGRAPHY

Now Executed Locally.

HAVING now the MOST EXTENSIVE SELECTION of Old Time Printing Types of any Plant on the Coast, I am prepared to execute Orders for this Class of work on the most Reasonable Terms and equal in every respect to that of the finest Eastern Typographic Shops.

BEING thoroughly conversant with the requirements of the Trade, the utmost confidence may be had that Orders will be satisfactorily done.

### DAN X. SOLO,

*The Horse and Buggy Printer.*

No. 298 Crestmont Drive, • Telephone Kellog 2-5379,

Oakland 19, California.



— SPECIMENS SENT UPON APPLICATION. —



# *Introducing* **SOLOTYPE**

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This is a small shop specializing in the use of antique, ornate and exotic type not easily found elsewhere. Our work is good, our service prompt, our prices fair.

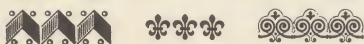
Some of the leading advertisers in the United States use our services. Won't you join them?

## *Resources*

**TYPE.** More than 1,200 varieties of antique, ornate and exotic printing type.



**BORDERS.** Nearly 3,000 ornamental borders, old and new, large and small.



**ORNAMENTS.** Countless thousands of old-time flowers and flourishes.



**CUTS.** Several thousand electros, zincs and woodcuts of old time subjects.



**ARCHIVE.** A large collection of pre-1900 cards, catalogs, handbills and so on, available for art and inspiration.



**SERVICE.** Same day on most orders.  
**QUALITY.** Excellent from most fonts.  
**PRICES.** A bit higher than plain work.  
**SIZES.** We offer EVERY face in ANY size.





*Southern Cross*

SOLOTYPE ADVERTISING

*Colibree*

SOLOTYPE A

*Bella Union*

SOLOTYPE ADVERT

*Norman Condensed*

SOLOTYPE ADVERTISING TY

*Copperplate Roman*

SOLOTYPE ADVE

*Freehand*

Solotype Advertising Typograp

*Roycroft*

SOLOTYPE Advertisin

*Ralston*

SOLOTYPE A

*Gutenberg*

SOLOTYPE Advertising Typog

*Hobo Light*

SOLOTYPE Advertising 7

*Hobo*

SOLOTYPE Advertisin

*All specimen lines above are 18 point.*







*Ideal*

SOLOTYPE ADVERT

*Washington*

SOLOTYPE ADVERTIS

*Pekin*

SOLOTYPE Advertising Typography is

*Arboret*

SOLOTYPE ADVERT

*Mikita*

SOLOTYPE ADVERTISI

*Tuscan Floral*

SOLOTYPE ADVERTISIN

*P. T. Barnum*

SOLOTYPE Advertising Typogr

*Bond Script*

*Solotype Advertising Typography is*

*Fry's Ornamented*

SOLOTYPE ADVERT

*University Script*

*Solotype Advertising Typography is*

*Scroll Shaded*

SOLOTYPE ADVERT

*EVERY face available in ANY size.*



*Bamboo*

SOLOTYPE Advertising

*Caslon Antique*

SOLOTYPE Advertising Ty

*Rustic*

SOLOTYPE ADVERTISING

*Japanette*

SOLOTYPE Advertising Ty

*Ecclesiastic*

Solotype Advertising Typogr

*Gold Rush*

SOLOTYPE ADV

*Ringlet*

SOLOTYPE Advertising J

*Crayonette*

Solotype Advertising Ty

*Rubens*

SOLOTYPE Advertising Typography is the ans

*New Orleans*

SOLOTYPE ADVERTISH

*Condensed Latin*

SOLOTYPE Advertising Typography is tl

*All specimen lines above are 18 point.*





*Lafayette*

**SOLOTYPE Advertising Typography is**

*Gentry*

**SOLOTYPE ADVERTISING**

*Facade Condensed*

**SOLOTYPE Advertising Typography is the answer for**

*Adstyle Circles*

**S O L O T Y P E A D**

*Adstyle Diamonds*

**S O L O T Y P E A D**

*Adstyle Squares*

**S O L O T Y P E A D**

*Marshall*

**SOLOTYPE Advertising Typogr**

*Bradly*

**Solotype Advertising Typograph**

*Lubeck*

**SOLOTYPE Advertising Typogra**

*Galena*

**SOLOTY**

*Telephone Gothic*

**SOLOTYPE ADVERTISING**

*EVERY face available in ANY size.*





*Columbia Text*

**Solotype Advertising**

*Aquatint*

**SOLOTYPE Advertising Ty**

*Bracelet*

**SOLOTYPE ADVE**

*Steelplate Gothic Shaded*

**SOLOTYPE ADVE**

*Moyen Age*

**Solotype Advertising Typography**

*Coply*

**SOLOTYPE ADVERTI**

*Bizarre*

**SOLOTYPE ADVERTIS**

*Civilite*

**Solotype Advertising Typography is the**

*American Text*

**Solotype Advertising Typography is**

*Roman Shade*

**SOLOTYPE ADVI**

*Quaint Open*

**SOLOTYPE ADVER**

*All specimen lines above are 18 point.*







*Columbia Text Open*

**SOLOTYPE Advertising**

*Mormon*

**SOLOTYPE ADVERTISING**

*Egyptian Expanded Open*

**SOLOTYPE**

*Shaded Barnum*

**SOLOTYPE Advertising Typog**

*Saphir*

**SOLOTYPE ADVERTISING**

*Marble Heart*

**SOLOTYPE ADVERTISING TY**

*Chamfer Gothic*

**SOLOTYPE ADVERTISING TYPOGRAPHY IS THE**

*Tuscan Wide*

**SOLOTYPE**

*Skiddoo*

**SOLOTYPE ADVERTISING**

*Heavytree*

**SOLOTYPE ADVERTISING TYPOGRA**

*Buckeye*

**SOLOTYPE**

*EVERY face available in ANY size.*





*Rimmed Litho*

**SOLOTYPE ADVERTISING**

*Cincinnati*

**SOLOTYPE ADVERTISING**

*Kansas*

**SOLOTYPE Advertising Typography is**

*Tiffany Slope*

*Solotype Advertising Typography is the*

*Thunderbird*

**SOLOTYPE**

*Laclede*

*Solotype Advertising Typography*

*Lexington*

**SOLOTYPE ADV**

*Bunting*

**SOLOTYPE ADVERTISING TY**

*Obelisk*

**SOLOTYPE Advertising Typography is the**

*Tuscan Shaded*

**SOLOTYPE ADVERTISING**

*Antique Condensed*

**SOLOTYPE Advertising Typography**

*All specimen lines above are 18 point.*





*Lithotint*

**SOLOTYPE Advertising**

*Engraver's Old English*

**Solotype Aduertizing Typo**

*Spangle*

**SOLOTYPE ADVERTISING**

*Old Bowery*

**SOLOTYPE ADVERTISING**

*Jim Crow*

**SOLOTYPE ADVERTISING**

*Delmonico*

**SOLOTYPE ADVEI**

*Nightshade*

**SOLOTYPE ADVE**

*Ancient Gothic*

**SOLOTYPE ADVERTISING TYPOGI**

*Carnival*

**SOLOTYPE ADVER**

*Grant Antique*

**SOLOTYPE ADVERTISING 1**

*Mandarin*

**SOLOTYPE ADYERTI**

*EVERY face available in ANY size.*





*Comstock*

**SOLOTYPE** Advertis

*Comstock Condensed*

**SOLOTYPE ADVERTISI**

*Wide Latin*

**SOLOTYPE A**

*Kismet*

SOLOTYPE Advertising Typ

*Jagged*

SOLOTYPE ADVER

*Latin Title*

**SOLOTYPE ADI**

*Ebony*

SOLOTYPE Advertising 1

*Pointed Barnum*

SOLOTYPE Advertising Typography

*Italian Ornamented*

SOLOTYPE Advertising Typogra

*Steelplate Text*

SOLOTYPE Advertising Typogr

*Celtic Condensed*

**SOLOTYPE ADVERTISI**

*All specimen lines above are 18 point.*







*Grubstake*

SOLOTYPE

*Marquette*

SOLOTYPE

*Quartz Shaded*

SOLOTYPE A

*Rescue*

SOLOTYPE A

*Sentinel*

SOLOTYPE

*All specimen lines above are 72 point.*





*San Francisco*

**SOLOTYPE**

*Mansard Shaded*

**SOL**

*Torpedo*

**SOLOTYPE ADVE**

*Showboat*

**SOLO**

*Quartz Black*

**SOLOTYPE A**





*Currier*

**SOL**

*Express*

**SOLOTYPE**

*Jenny Lind*

**SOLOT**

*Dashaway*

**SOLOTYPE**

*Skiddoo*

**SOLOT**





*Yukon*

**SOLOTYPE**

*Ives*

**SOLOTYPE**

*Sierra*

**SOLOTYPE**

*Golden Era*

**SO**







## PHOTO WORK

An important part of our service is the photographic modification of type. We enlarge, reduce, stretch, squeeze, curve, outline, italicise and otherwise modify type and art work.

Prices for photoméchanical work are based directly on the time involved. Firm quotations gladly given on specific jobs.

A few variations on one original:

<b>SOLOTYPE</b>	Original
<b>SOLOTYPE</b>	Lighter
<b>SOLOTYPE</b>	Bolder
<b>SOLOTYPE</b>	Shadow
<b>SOLOTYPE</b>	Outline
<b>SOLOTYPE</b>	Italic
<b>SOLOTYPE</b>	Backslant
<b>SOLOTYPE</b>	Extended
<b>SOLOTYPE</b>	Condensed
<b>SOLOTYPE</b>	Negative
<b>SOLOTYPE</b>	Curve
<b>SOLOTYPE</b>	Serpentine





*Ornamental Dash No. 20*



*Ornamental Dash No. 21*



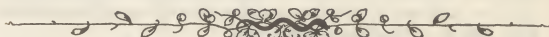
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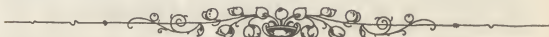
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*Ornamental Dash No. 24*



*Ornamental Dash No. 25*



*Ornamental Dash No. 26*



*Ornamental Dash No. 27*



*Ornamental Dash No. 28*



*Ornamental Dash No. 29*



*Ornamental Dash No. 30*



*Any border, any size.*





*Border No. 2360*



*Border No. 2361*



*Border No. 2362*



*Border No. 2363*



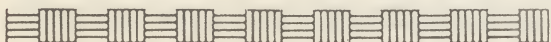
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*Border No. 2365*



*Border No. 2366*



*Border No. 2367*



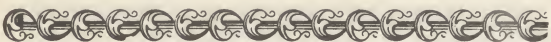
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*Border No. 2369*



*Border No. 2370*



*Any border, any size.*





*Border No. 1041*



*Border No. 1042*



*Border No. 1043*



*Border No. 1044*



*Border No. 1045*



*Border No. 1046*



*Border No. 1047*



*Border No. 1048*



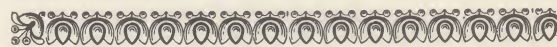
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*Border No. 1050*



*Border No. 1051*



*Any border, any size.*



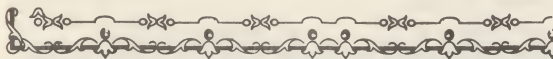




*Border No. 301*



*Border No. 302*



*Border No. 303*



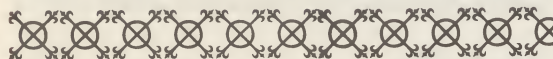
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*Border No. 305*



*Border No. 306*



*Border No. 307*



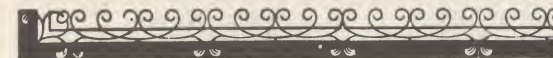
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*Border No. 309*



*Border No. 310*





*Border No. 901*



*Border No. 902*



*Border No. 903*



*Border No. 904*



*Border No. 905*



*Border No. 906*



*Border No. 907*



*Border No. 908*



*Border No. 909*

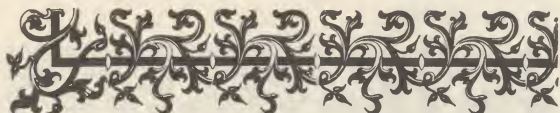




*Border No. 659*



*Border No. 660*



*Border No. 661*



*Border No. 662*



*Border No. 663*



*Border No. 664*



*Border No. 665*



*Order the size you need.*







*Border No. 725*



*Border No. 726*



*Border No. 727*



*Border No. 728*



*Border No. 729*



*Border No. 730*



*Any border, any size.*

