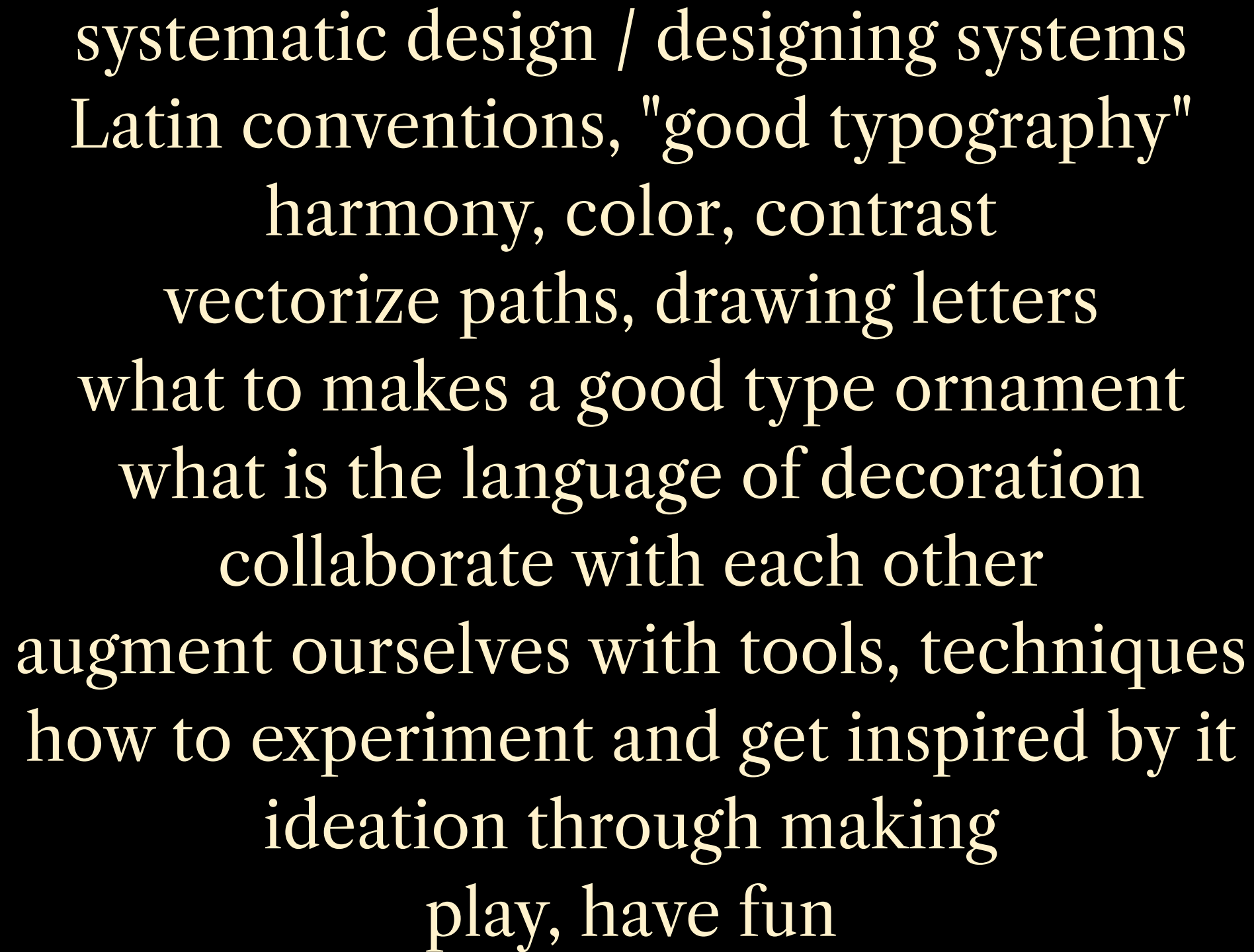


☞ ☝ ✨ ⤿ 🍃 👑 ☞ =



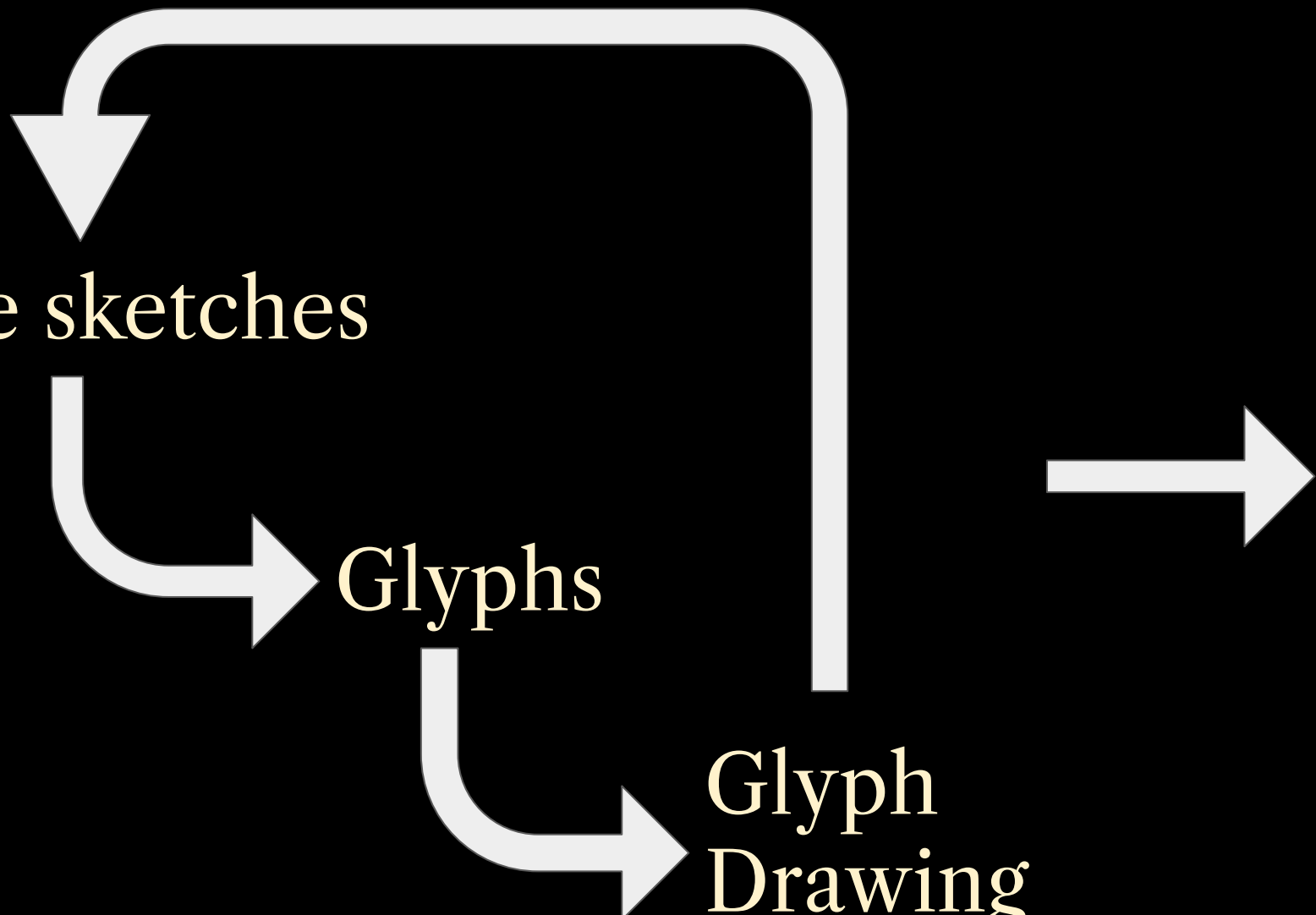
systematic design / designing systems
Latin conventions, "good typography"
harmony, color, contrast
vectorize paths, drawing letters
what to makes a good type ornament
what is the language of decoration
collaborate with each other
augment ourselves with tools, techniques
how to experiment and get inspired by it
ideation through making
play, have fun

Type sketches

Glyphs

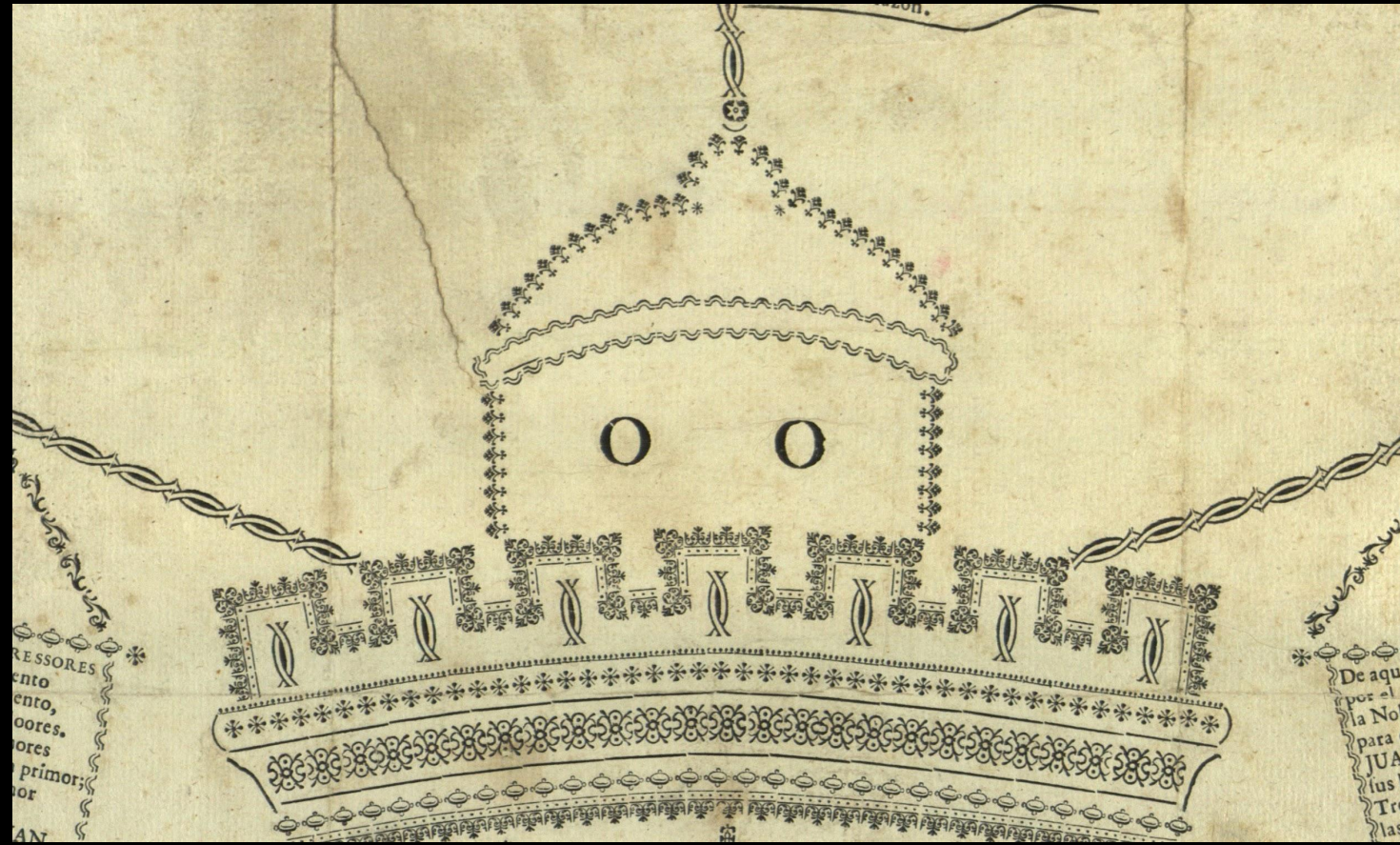
Glyph
Drawing
Club

Happy
accident!



A decorative border with a repeating pattern of stylized floral and geometric motifs in white and grey, framing the central text.

WINDOW

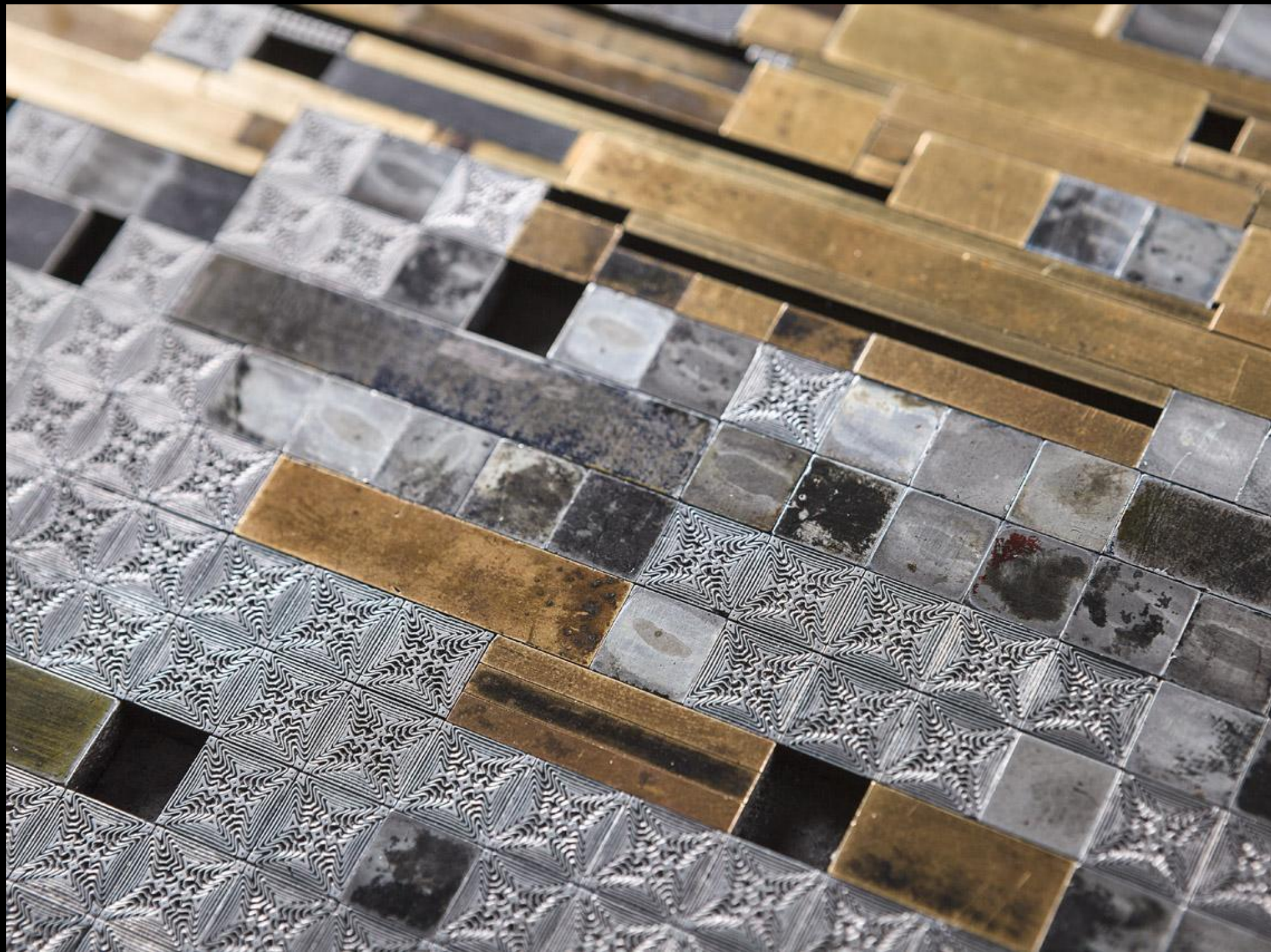


Joseph y Thomas Orga y Gomez (1767)



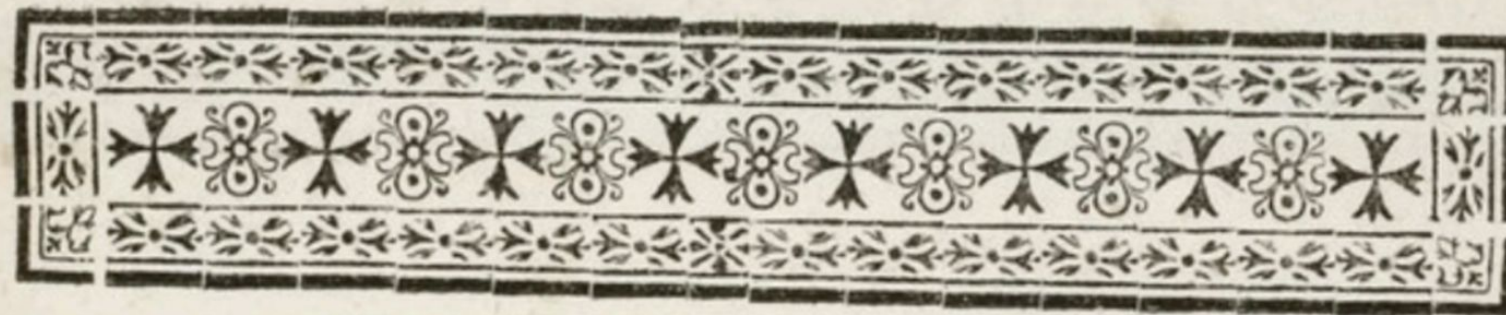
Daniel Maclise - Caxton Showing the First Specimen of His Printing to King Edward IV





AUTRES ASSEMBLAGES
en forme d'Ornemens,

Que l'on pourroit nommer VIGNETTES COMPOSÉES,
afin de distinguer des assemblages simples, toutes ces
différentes combinaisons.



Spectatori

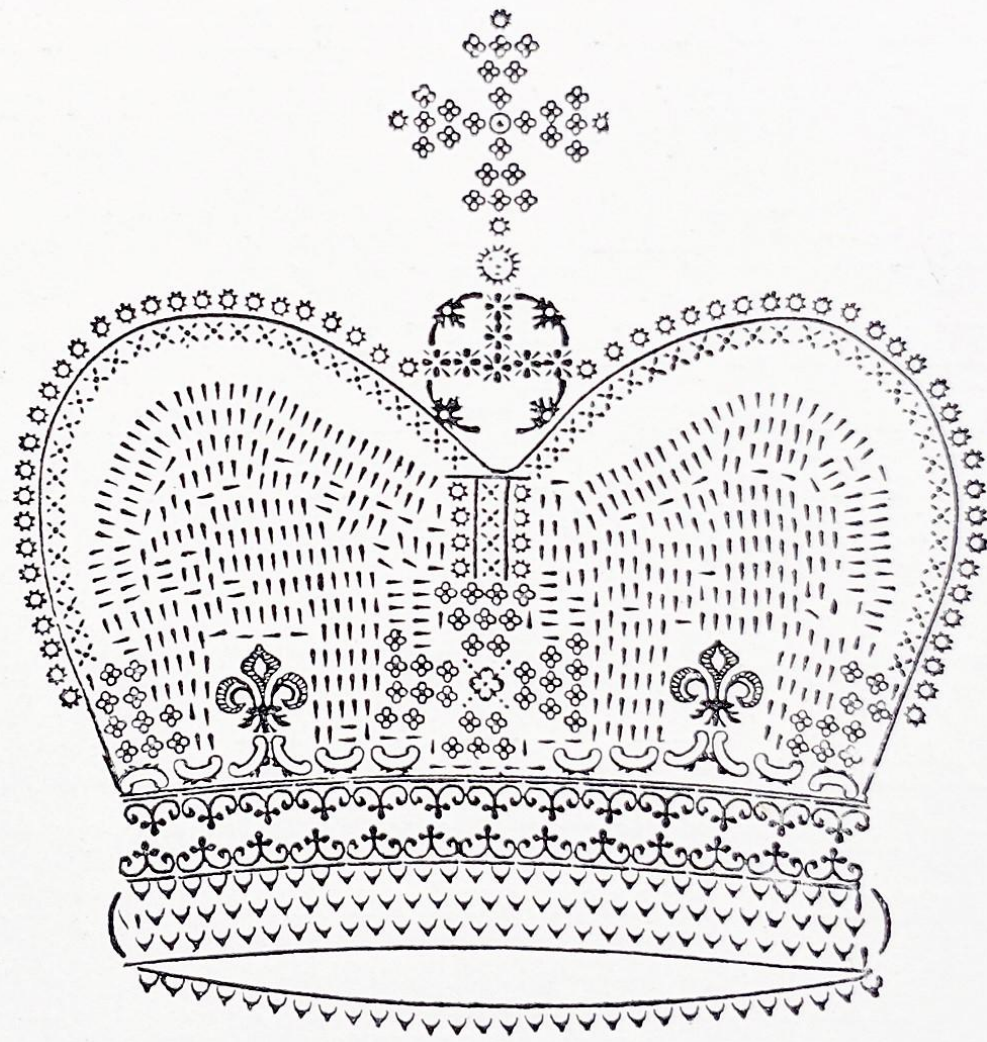


Vas olim veteris cecinere volumina legis,
Quæ Testamenti sunt vel umbra noui:
Hic tanquam in speculo positis ex ordine sacras
Historias breuiter, Candide lector, hæes.
Principium sumunt quenam fabricator Olympi
Fecerit ex nihilo, quicquid in orbe latet.
In quo nec valdas regni patefecit habenas,
Nec declarauit se sine fine Deum.
Eloquij Princeps non hoc tamen ille videat,
Non hoc cum socijs nouerat ipse Plat.
Hanc sequitur, quod fratre Caino, extinctus Abelus
Æuum cum Superis omne beatus aga
Tum miranda nimis Babilonis culmina urris,
Tempore & in cineres quam citò veni breui.
Deinde quid in vita venerandus gessit Aramus
Antiquæ ndei qui pater esse potest.
Tum Lotus, fratresque duo, quorum alter Iacob
Alter & est Esau, nomina fama teret
Et bis sex numero Patriarchæ, vitæque Diæ
Vita, pudicitia, nec pietate minor.
Casus Iosephi varius, qui pandere visa
Nouerat, hinc odio fratribus vnus et.
Gesta ducis Mosi, virtus quoque digna ratu
In genus Isacidum quam grauis ira hari.
Lesaque quod Domini tandem clemena fastu,
Creditor huic multas imposuisse plias.
Adde quod è cælo (dictu mirabile) Mana
Isacidum genti miserit ipse Deus.
Quodq. Dei nutu patrias dum tenditi oras,

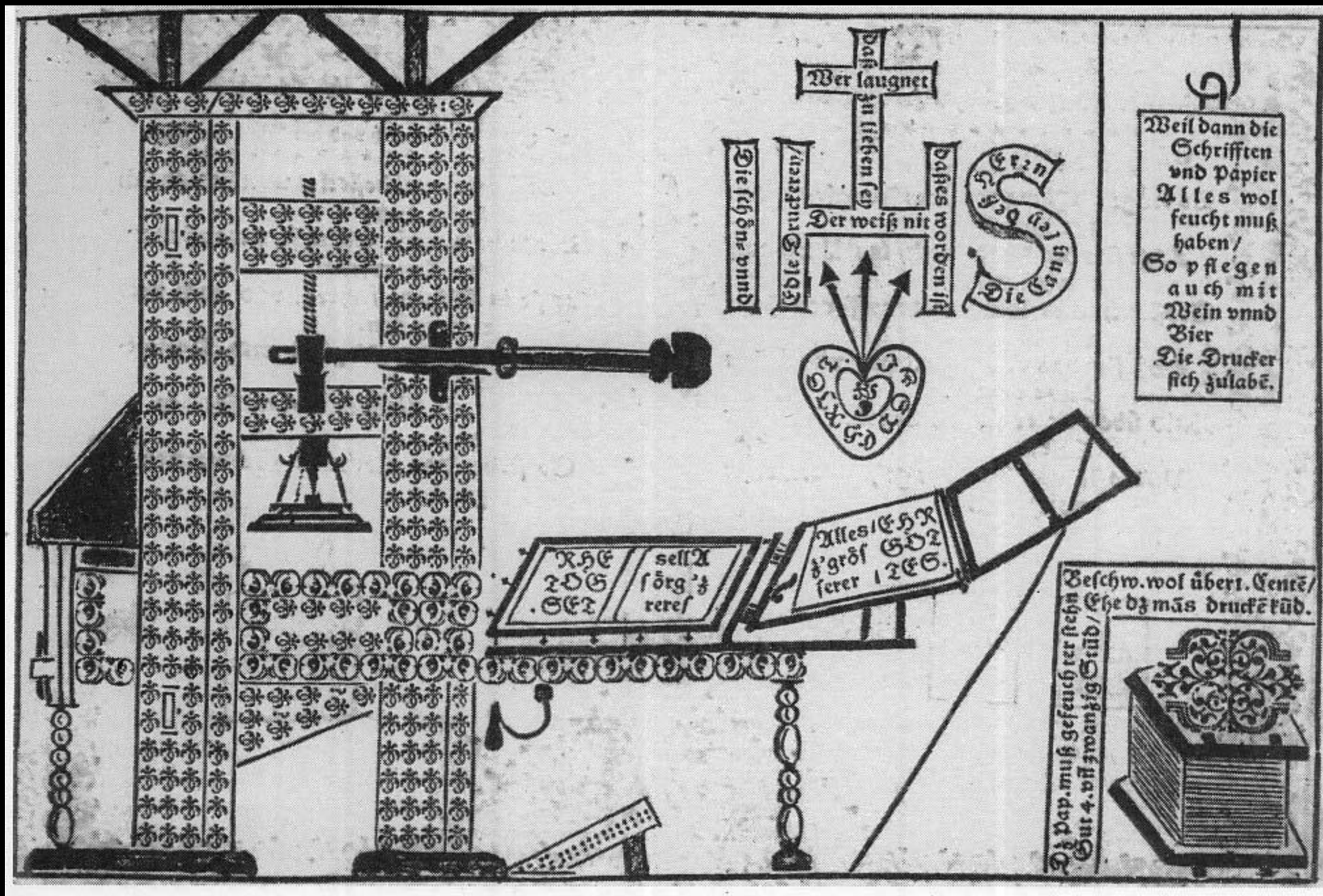


Candido.

Libera purpuri per maris iuit aquas.
Et ducis Isacidum, fuerint quæ facta Boori
Et septæ valida, prælia gesta manu.
Historia eximij Dauidis, & aspera Sauli
Bella, Philistæis qui modo præda fuit.
Reginæ Athaliæ, Salamonis & acta potentis,
Et qualis Roboam, Ieroboamque fuit.
Quantus & Helias per cuius vota, ministros.
Quindenos Balaam succubuisse ferunt.
Atque Helisei miracula nota Prophetæ,
Persica quàm varias sceptræ tulere vices.
Et pia facta senis Tobix acta inclita Iudihæ
Abstulit Assirij quæ ducis ense caput.
Consilium Hesteræ, iusti patientia Iobi,
Omnibus exemplo quæ satis esse potest.
Historiæ, bis sex Vatum, castumque Susannæ
Coniugium, falsò quæ rea facta fuit.
Et quicquid Daniel Vates prædixit, Iudas
Qui vicit multos non sine laude duces
Pectore quæ nostro debemus pingere lector,
Nos omnes etenim pagina sacra docet,
Lex antiqua, nouæ est velut occultatio legis,
Atque noua antiquum lex manifestat opus.
Possumus hic clarè non solum exempla videre,
Tempore quæ nostro sunt imitanda malo.
Verum etiam quænam studio vitabimus omni,
Omnibus & quænam sint fugienda modis.
Nam bene gesta Patrum sunt exemplaria nobis
Ad quæ nos vitam composuisse decet.



[From the 1785 Specimen Book.]



"Koska musteen ja paperin on oltava kosteita / niin myös painajat voivat kostuttaa itsensä kaljalla ja viinillä."

Georg Wolffger (1673)

Der Kaiser ALBERT hat erlaubt
Gnaden Briefe
Auf unsre Kunst, die noch mitrer Kindheit war.
So wuchs die Kunst durch Fleiß. Doch, ach!
en hart Geschick
Ward ihnen Sommer früh auf seine Todten
Bühn.

Der III. FRIDERICH hat sie auch
hoch zu schätzen
Durch seinen Gnaden-Brief, steht sie durchs
teutsche Land.
In ihren Wapen läßt Er seinen Adler sehen,
Und die Genossen ehrt ein Adel-gleicher
Stand.

Die Exer Kunst ist sehr zu
ein Ruhm, gelanget
Sie hat sich Andern gleich, in
höhe Ansehungen.

Und wenn der Greif mit Macht
die Beute schütz und hält,
So macht der Drucker Fleiß das
diese Kunst nicht fällt.

Wachse durch der hohen Kunst,
Aller Künste schönste Kunst.
Fahre fort die Welt zu lehren,
Jeder Kluge wird dich ehren.

Die Quell der Weisheit, stimmen alle
Dies Jahr ein frohes Danklied an
Man lobt mit frohen Jubel-Schalle
Das du der Welt die Gnad gethan,
Das in der Einsalt dunklen Nacht,
Du diese Kunst aus Licht, gebracht.

**Ehren-
Bedahtnis**

Der Edlen, höchst-nützlichen und durch die ganze
Welt berühmten

Buchdrucker = Kunst,

Zur Ausbreitung ihrer Würde, Ehre ihrer
Kunst-Verwandten, und zum Zeugnis
wohlverdienter Hochachtung,

Auf das Dritte frohe Jubel-Fest,

Welches
unter erwünschtem Frieden des ganzen Teutschlandes, wie an andern Orten, also auch in der
Kaiserlichen und des Reichs freyen Stadt

Bremen,

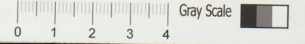
am Johannis-Tage 1740. vergnügt und Christlich gefeyret wurde,
gesetzt und aufgerichtet,

allen resp. hohen Eönnern und Freunden, wie auch allen Buchdrucker-Herren
wohl-verdienten Factoren, und werthgeschätzten Kunst-Verwandten,
übergeben und mitgethelet,

von
P. H. Struwe,
der Janschen Officin vorordneten Factoren.

CVM DEO
ET
DIE.

DIGNA
POSTERITATE
GRATA



Wachse durch der hohen Kunst,
Aller Künste schönste Kunst.
Fahre fort die Welt zu lehren,
Jeder Kluge wird dich ehren.

יהוה

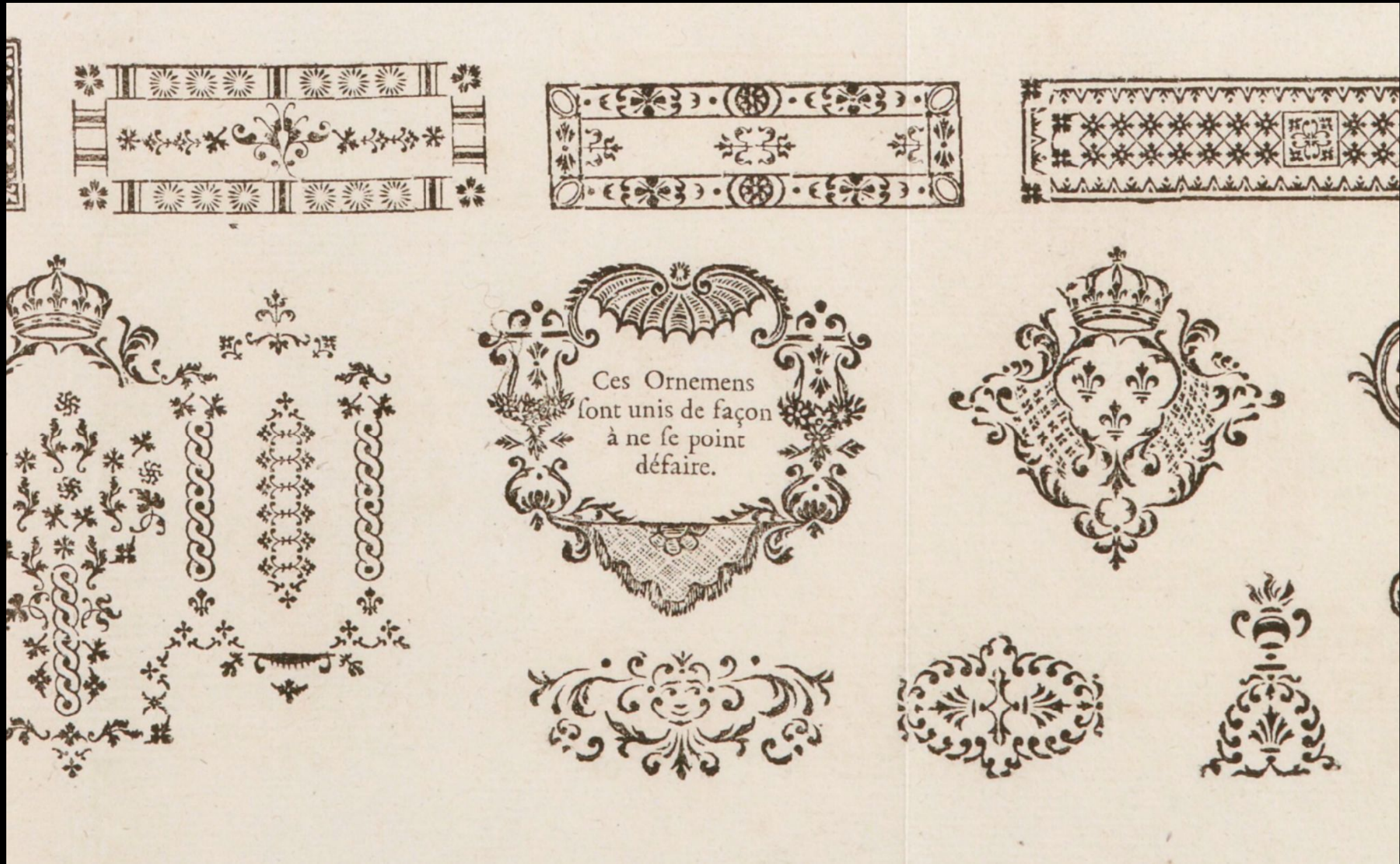
Die Quell der Weisheit, stimmen alle
Dies Jahr ein frohes Danklied an
Man lobt mit frohen Jubel-Schalle
Das du der Welt die Gnad gethan,
Das in der Einsalt dunklen Nacht,
Du diese Kunst aus Licht, gebracht.

Ehren-

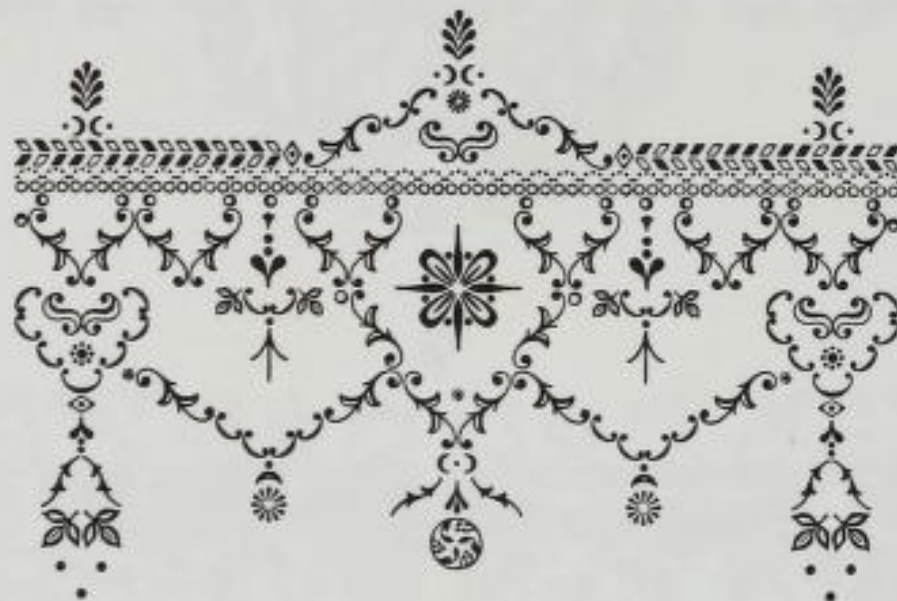
Bedahtnis

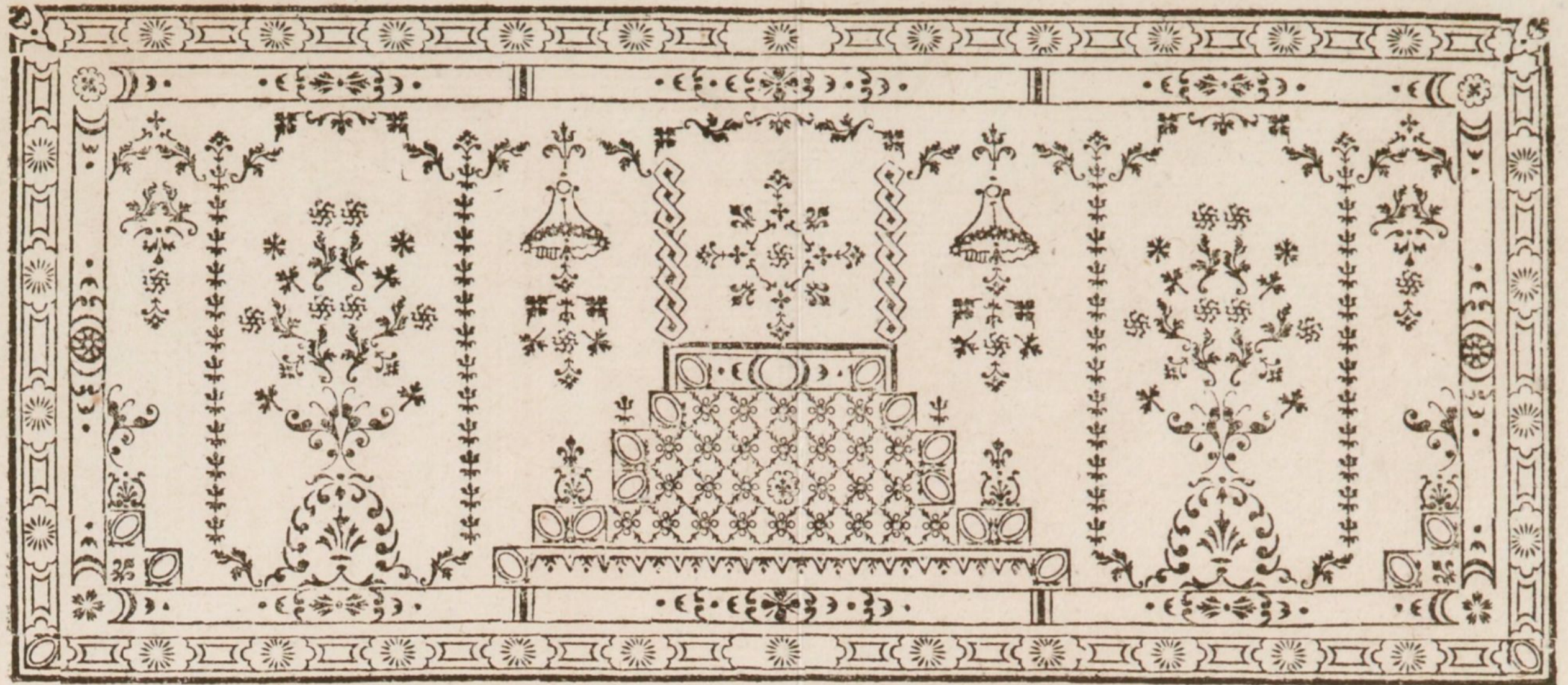
Und wenn der Greif mit Macht
die Beute schütz und hält,
So macht der Drucker Fleiß das
diese Kunst nicht fällt.

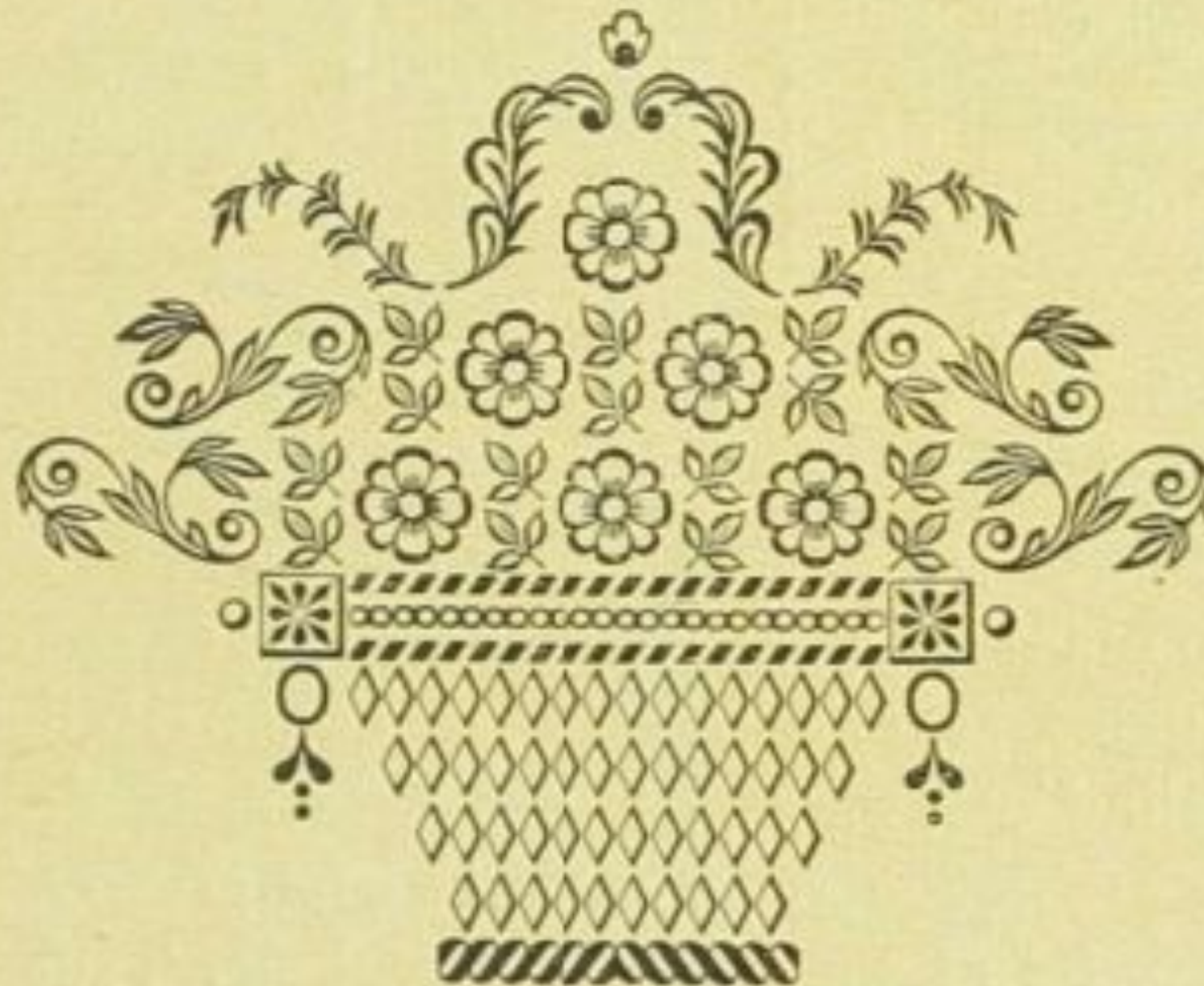
Und der Kunst-Genos-
sen Fleiß
Schaffet ihnen Ruhm
und Preis.



Pierre Simon Fournier (1742)







Blumenkorb aus Weiss-Schmuck der Bauerschen Giesserei (Frankfurt am Main)





282
59 and 49



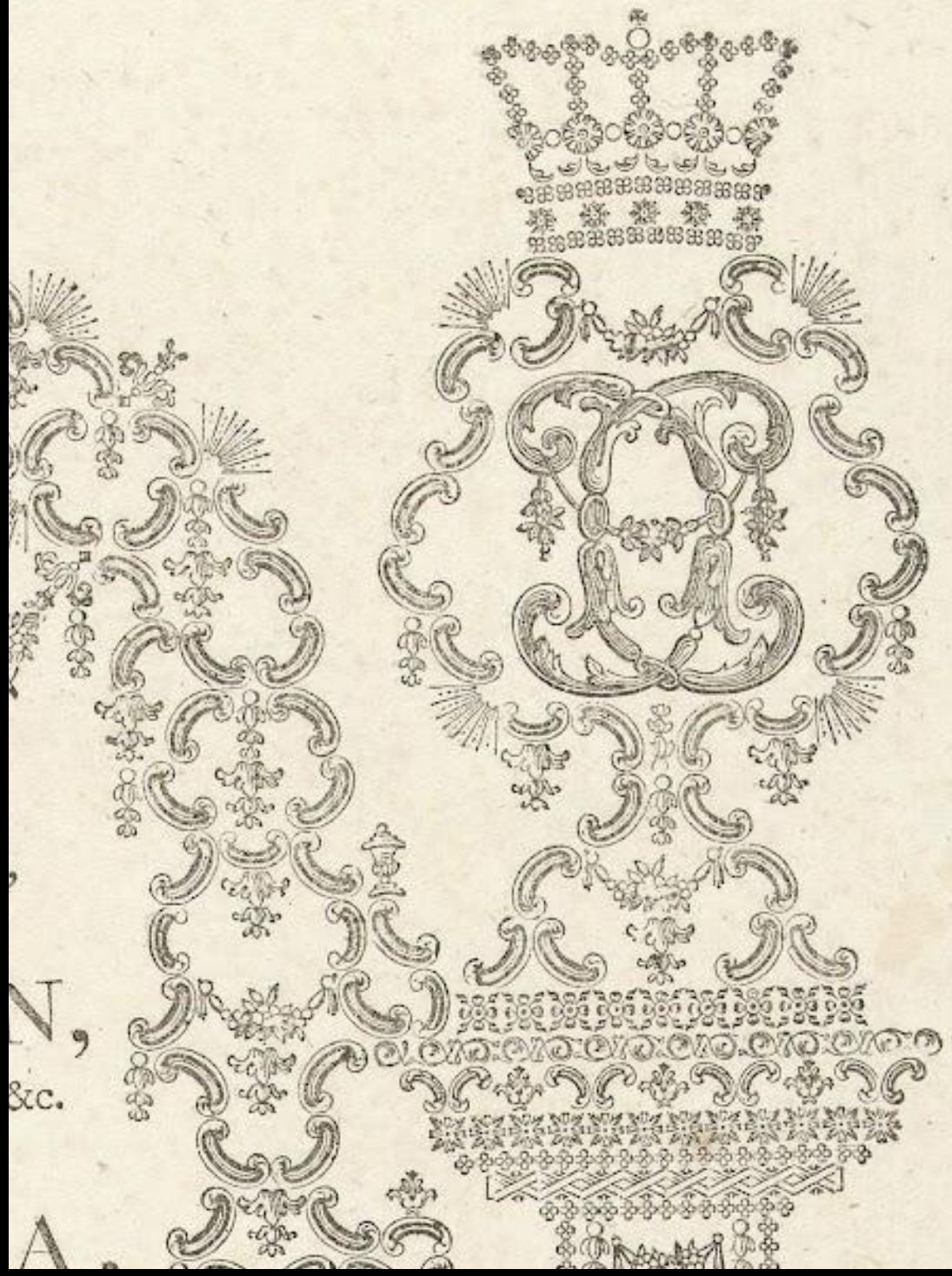
283
5 and 96

Two-Color Combinations.

OP HET
VORSTELYK HUWELYK
VAN HUNNE DOORLICHTIGE HOOGHEDEN,
DEN HEERE
CAREL CHRISTIAAN,
REGERENDEN VORST VAN NASSAU WEILBURG, &c. &c. &c.
EN MEVROUWE
CAROLINA,
PRINCESSE VAN ORANJE EN NASSAU, &c. &c. &c.
*Plichtig Gevierd in 's Gravenhage, den 7. van
Levenmaand, MDCCLX.*

OP GEBENTEDAGERAADT, WAT DAG VOERDT GY ONS AAN!
ORANJE NASSAU SPRUIT HUWD AAN PRINS CHRISTIAAN,
EN NASSAU WEILBURGS VORST AAN SCHOONE CAROLYNE!
O! DAT DIT HUWELYSHEIL NOG LANG DEN STAAT BESCHYNE!
UW DAPPRE VELDHEER, O ROEMRUCHTIG NEDERLANDT,
LEID UW VORSTIN THANS NAAR HET HUWELYSLEDIKANT,
DAT VORSTLYK O PERSCHOT VAN WILHEM VAN ORANJE,
DE SCHOONE ALIENOOTIN, O HANDELRYK BRITTANJE,
VAN UWE TROONVOOGDESS, DIE UWE RYKSGEBOON
ZOO LANG ZY LEEFDE, GAF MET GEORGE, VAN UW' TROON,
O! ERFSTADHOUDER VAN DE STRYDBRE BATAVIËREN,
TERWYL DE MIRTEN DOOR UW ZUSTERS TROUWZAAL ZWIEREN,
IS 'T ONS EENE EER U HEIL TE BIJDEN MET DIEP ECHT,
GUNONS OHERTOG, WIEN DE RYKSKUNST LAUWERSVLECHT,
NU GE EENE VAN UW TWEE ORANJEPOESTERLINGEN,
ZIET VOOR HET ECHTALTAAR, U ZEGEN TOE TE ZINGEN,
JUICH, PRAGTIG GRAVENHAAG! JUICH OM DIT ECHTVERBOND!
DE ORANJEMORGENZON, DIE IN DEN UCHESTONDFOND
VAN HARE DAGEN RYSD ZOO SCHOON UIT HARE KIMMEN,
ZAL HEDEN AAN DEN TOPP DES HUWELYSHEMELS KLIMMEN,
EN AL HET WEERELDROND UIT HAREN GLORYTRANSSE,
'T GEZICHT OPHEMELN DOOR HAREN BRUHOFTSGLANS,
HIER HUVD DE SCHOONHEIDT MET DE DAPPERHEID TE SAMEN,
DE GODVRUCHT MET BELEIDT! DE VORSTELYKE NAMEN
ZYN DE ALGEMEENE LEUZ RONTOM IN NEDERLANDT,
TERWYL BRITTANJE OOK THANS DE WETTE TEERTON BRAND,
STIGT NU VAN BOOG OP BOOG, O HAAG VAN HOLLANDS GRAVEN!
DER OUDREN DEUGD LEGD NOG IN 'T HERT VAN ALLE BRAVEN,
EN GEENE MINDER HOOP GEEFT ONS PRINS CARELS BRUIDT,
ZY MUNT IN VRINDLYKHEID, IN SCHOONTEEN GODVRUCHT UIT,
EN ZIT REEDS OP DEN TROON IN 'T HART DER BURGERYEN,
DE GOEDE HEMEL WIL DEEZ HOOGEN ECHT VERBLYEN
MET BRAVE ZONEN UIT HET WEERZYDSCH NASSAU BLOEDT!
TRIOMF! DE HOREN VAN DEN RYKSTEN OVERVLOEDT,
WORD OP DE SCHEDELS VAN DE VORSTLYKE ECHTGENOOTEN,
EN OP DE KERK EN 'T LANDT DOOR GODT REEDS UITGEGOTEN!

In 's GRAVENHAGE, by DE ERVEN A. DE GROOT.



ADDRESS
OF THE CARRIER OF
THE NATIONAL AEGIS
TO TIME IN THE PRIMER.
JANUARY 1, 1830.

Oh Time—I pity you—since you were young,
The same dull chime of verses has been rung—
Addresses thick have bayed each new-born year,
And trooped, in howling chorus, its career—
The whining, sickly, sentimental ode
Has yelped before it on the beaten road—
Behind it, chased the stanzas grave or witty,
Like Milton's grand—like Will's, sweet poetry—
As custom governs with supreme command,
And pop-gun-poems echo through the land:
And as the maxim is as safe as true,
Among the *Turks* to do as *turkeys* do—
We'll scrape our fiddle—to increase the noise
That New Year raises with the Printer's boys—
Then sit down, 'Tis a special byer we'll send

You saw, they say, that famous age of Gold,
When streams of plenty down the rivers roll'd;
When nature colored for her simple child,
The spring his cup, his store house in the wild;
When frugal man partook the herbs and roots,
The healthful viands and sublimed fruits,
The old woods yielded or the vales supply,
To tempt the palate or entice the eye,
Where e'er a bird could rest or wild beast roam,
As *Age* as they, he found a happy home—
His waste but low, his wishes quite as eager,
His scanty store as trifling as his care—
The thoughts which crazed, whose burning arrows dart
Fire through the veins and sadness through the heart,
Pride, pomp, and wealth, the palace and the throne,
Hopes, interests, dolls, unthought of and unknown.

You know if comets on their courses run,
To bring or carry fuel for the sun,
Or if they shake contagion on the air,
From the long tresses of their blazing hair.

You've seen a great deal and you know much more
Of men and measures, in the days of yore—
What think you of our times and what of us?
Have you, in all your travels, met with worse?
When merchants shut up shop and farmers fall
And all but cows and oxen go to jail?

You saw, most probably, the Pilgrim band,
First moor the Mayflower on the stormy strand—
What then was our wide land? a realm of woods,
Primeval forests bending o'er the floods:
The fir clad hunter and the bounding deer,
Men and the best divided empire here—
Lo—what a change in nature and in art!
Eye but the shores—delimitate but a chart,
With points for grandeur and a line for space,
The merest border of the prospect trace—
Wide as the shadow on the ocean coast,
From the broad main sail on the towering mast,
Such large expanse the map of woe would fill,
And countless wonders be unnoted still.

When earth its treasure with profusion yields,
And peaceful plenty smiles around our fields,
When the past feuds of party have expired,
The strange the fierce, the discord should be tried—
That friend with friend should mingle in the strife,
And brother meet the brother—with the knife!

THE CARRIER.

Der Allerdurchleuchtigste / Glorwürdigste
und unüberwindlichste Fürst und Herz, Herz /

Leopold der Erste!

Dieses Namens /
Römischer Kaiser / zu allen Seiten Vermehrer des
Reichs / auch zu Böhmen und Ungarn König,
Erz-Herkzog in Oesterreich, u. s. w.



**LEOPOLD, D. G. I. ROMAN.
IMPERAT.**

Es in diese Welt gebohren den 9 Junii/des 1640ten Jahrs/ Leopoldus Igna-
tus benamft. Ein Sohn des glorwürdigsten Kaisers Ferdinandi III durch dessen Großmüthigkeit
und Güte dem in die 30 Jahr betragten Reichthum der eheglaubten Gemahlin wieder geschenkt wor-
den / und Maria, einer Tochter / philippi des III. Königs in Spanien. Obwoln Er aber das Glück
der Erbgüter nicht erlangt / in dem Er unter / Weidern (deren der Erste Ferdinandi Franciscus d. Königs /
Die Andern philippus augustus und Maximilian Thomas hießen) der Jüngste war; so geschah es doch durch Gottes
sonder- und wunderbare Schickung / daß Er durch frühzeitiges Absterben höchstgütlicher Er. Brüder / den Vortzug
des Alters erlangte. Ward zu Königs in Böhmen erwählt im Jahr Ehr. 1644. Kam zur Ungarischen Kron im 1671ten
und erlangte endlich das Kaiserthum im 1679ten Jahr Ehr. Ein Kaiser von solchen Qualitäten die der Laif dieses
großen Reiches würdig sind / und dessen auch von ausländischen und fremden niemals ohne Meldung der Sanft-
müthigkeit und Gütes-Forcht gedacht wird. Demdem Reich Hoffnung zu fruchtigen Erben zuzumachen maß Er
ihn erbenmalis An. 1677 zum Eh / Maria erbenmalis Königs / des II. in Spanien und Maria Anna, Kai-
sers Ferdinandi des II. Tochter / Tochter mit welcher Er eine Prinzeßin gezeigt: Namens Ferdinanda Leopoldus Ver-
celaus, so aber länger nicht als sechs Wochen gelebet / und eine Prinzeßin so noch im Leben. Nachhero unverhofft-
lich den 16. Junii / 1680ten Jahrs / starb Er. In welchem Jahr auch sein Bruder Carlus, ein Sohn von dem Oester-
reichischen Haus / Imperat. Carolus VI. genant / verlannd Ferdinanda Carolus und Anna. Cösm des II. Gro-
ßherzogs in Florenz / Tochter / Tochter. Von welcher Vermählung dieses absonderlich denkwürdig daß
Er selbst als Carlus, als Stam-Vater der Oesterreichischen Kaiser durch Verheirathung seines jüngern
Sohns / Alberti, das Erz-Herkzogthum Oesterreich am ersten an sich gebracht / also nun auch
der noch einig Zwig dieses Stammes in Teutschland durch esergetroffene Dewarth-
hochgedacht-verhergheiltes Haus / wieder vereinbaret / und
Ihm eigen machet.

Gott der Liebe laß Sie Lieben Ehelich liebe lange Jahr /
Gede daß Sie Stiezwige schieden Ihres gleichens eine Schar;
Legen Segen / Sieg und Ruh / Ihrem Adlers-Alder zu.

Zu finden / bey Wolf Eberhard / und Johann Jonathan Zelsedern / 1673.

1841.

N^o. 1.

FREY.

TIDSKRIFT

FÖR

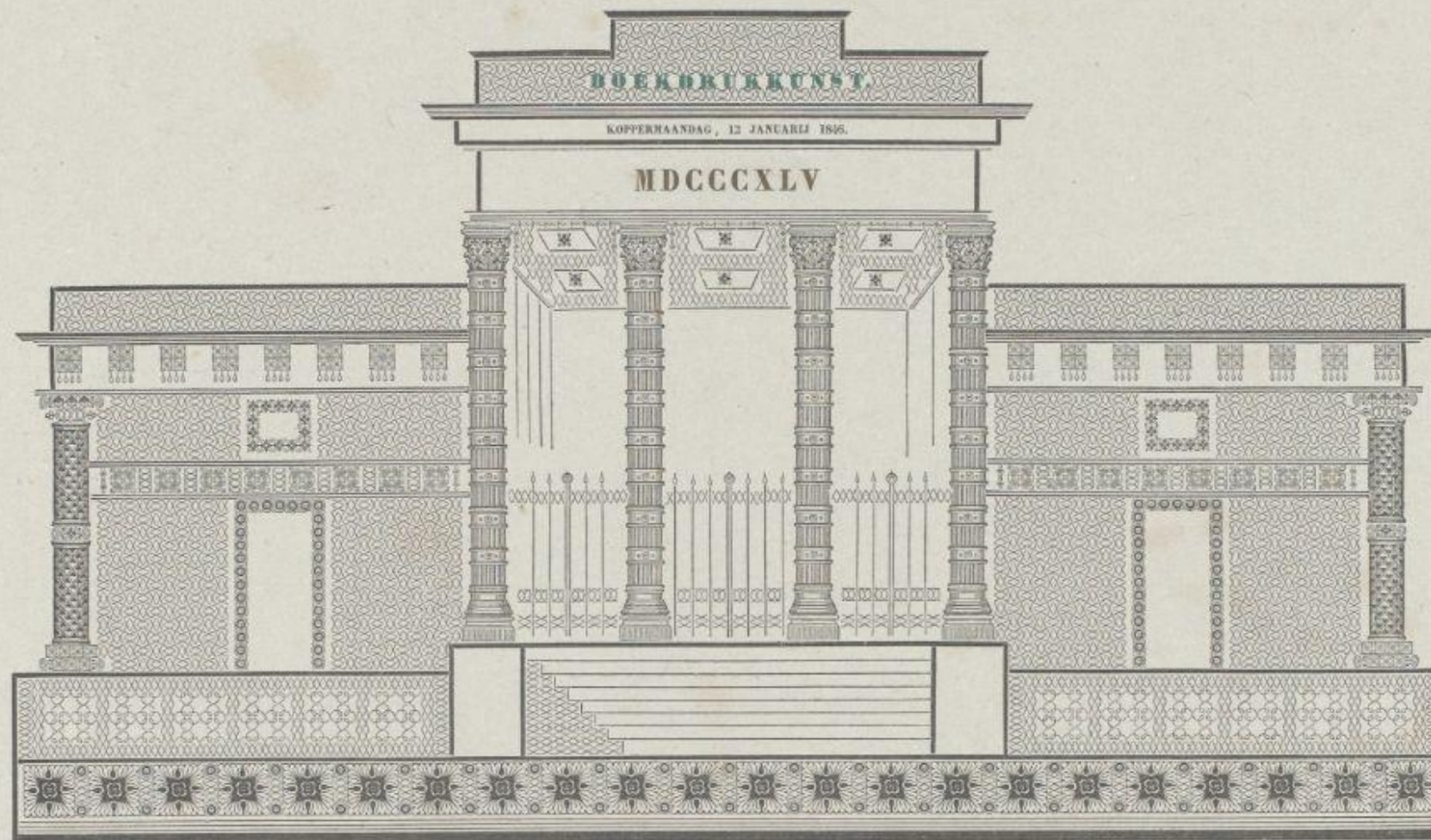
VETENSKAP OCH KONST.

Första Häftet.

Utgivet Midsommarafton 1841.







BOEKDRUKKUNST.

KOPPERMAANDAG, 12 JANUARI 1846.

MDCCCXLV

(Comp. van P. C. ZWEEZAARDT.)

HET NIEUWE BEURSGEBOUW, plegtig Ingeveid, in tegenwoordigheid van Z. M. WILLEM II, 10 September 1845.

GEDRUKT TER BOEK- EN KARTOORWERFDRUKKERIJ VAN A. ZWEEZAARDT EN ZONN.

William
Caxton,
1474.

Typographia

OR THE
Printers' Instructor.

Notary.

Faques.

INCLUDING AN ACCOUNT
of the
ORIGIN OF PRINTING,
with

Wolfe.

*Biographical Notices of the Printers of
England, from Caxton to the close
of the Sixteenth Century :*

Grafton.

Day.

A Series of

Ancient and Modern Alphabets,

Jugge.

and

DOMESDAY CHARACTERS :

Rider.

Together with

*An Elucidation of every Subject con-
nected with the Art.*

Toye.

Wight.

By **J. JOHNSON, PRINTER.**

Barker.

Bonham

Blest Invention, to God alone the praise!
For gifting man this noble Art to raise ;
From thee what benefits do men possess ?
The Pulpit, Bar, and Stage all now confess :
Trace the Historic page and view the time,
Before thou visited our native clime ;
The want of thee kept Arts and Commerce low,
Without thy aid, how little could we know ?
Thou art the means by which we gain redress,
Our Nation's bulwark is, *The British Press.*

Tottel.

Byddell.

Marshe.

Redman

Copland

Vol. I.

Wynk yn
de Worde

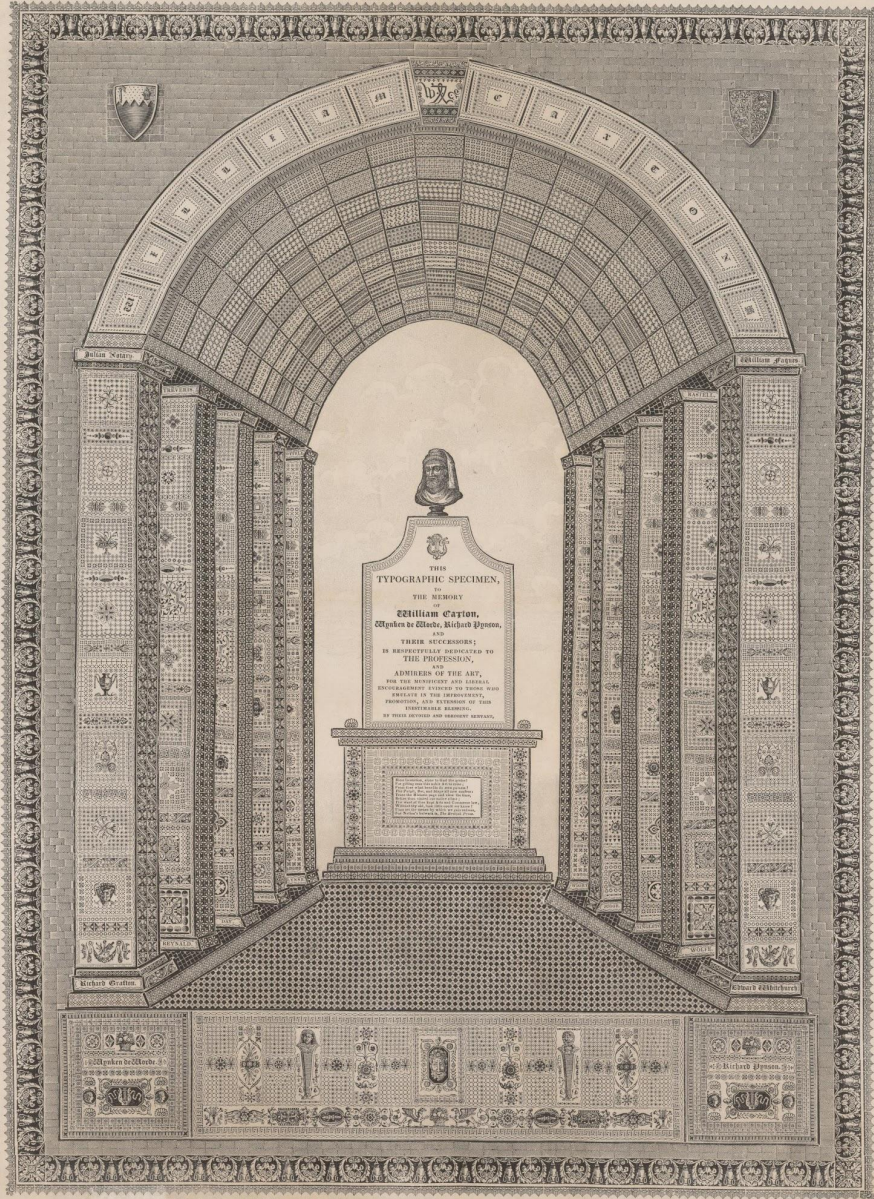
Published by Messrs. Longman, Hurst,
Rees, Orme, Brown & Green, Pater-
noster Row, London.

Richard
Pynson.

1824.

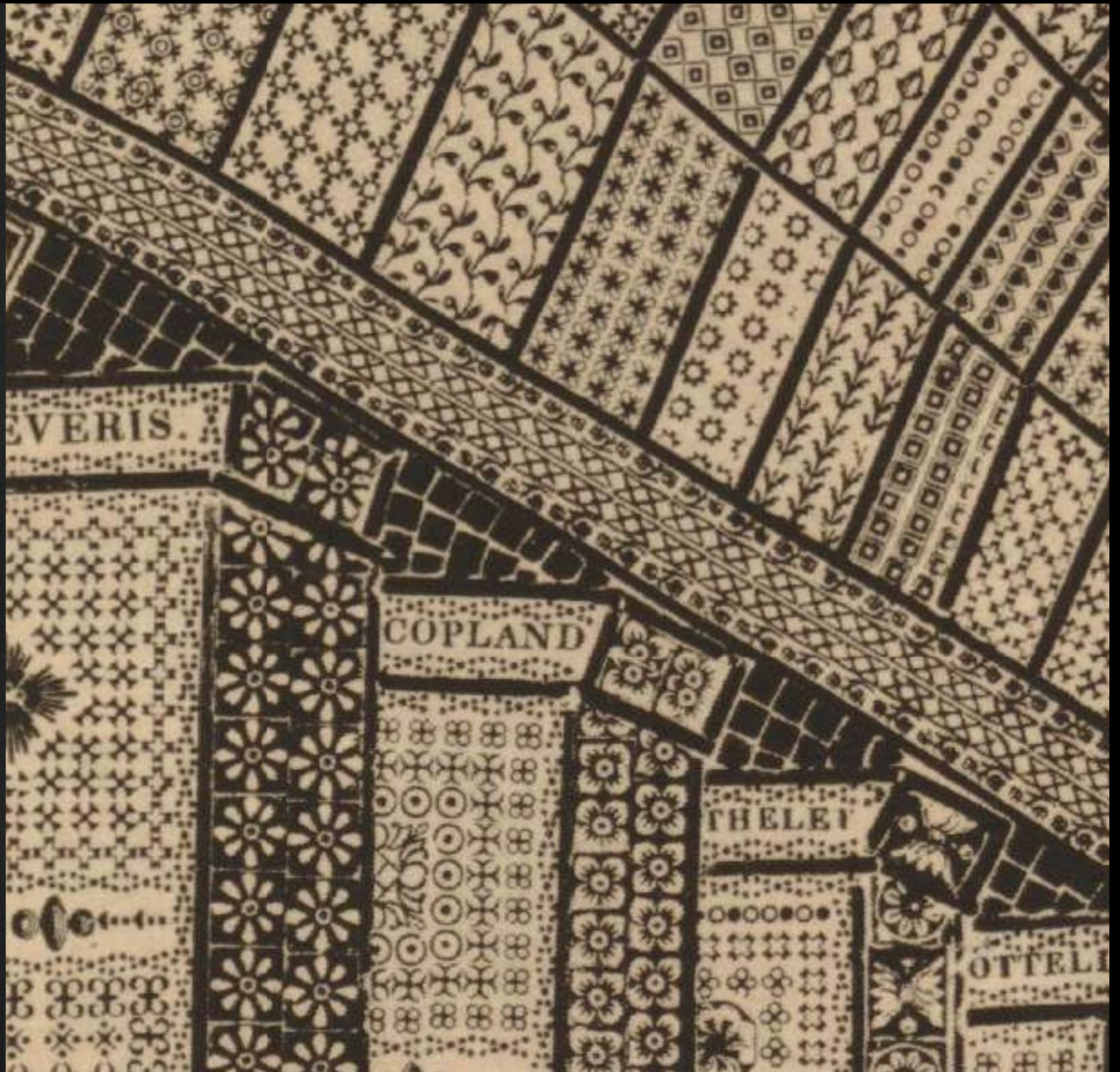
Johnson

Typogra.



This Specimen is composed of Type and Brass Galle, containing upwards of 60,000 movable Pieces of Metal, and above 150 different Patterns of Flowers.

LONDON: PRINTED AND PUBLISHED BY J. JOHNSON, APOLLO PRESS, 10, BROOK STREET, HOLBORN.
SOLD BY ALL BOOK AND PRINT-SELLERS. PRICE FIVE SHILLINGS. 1826.



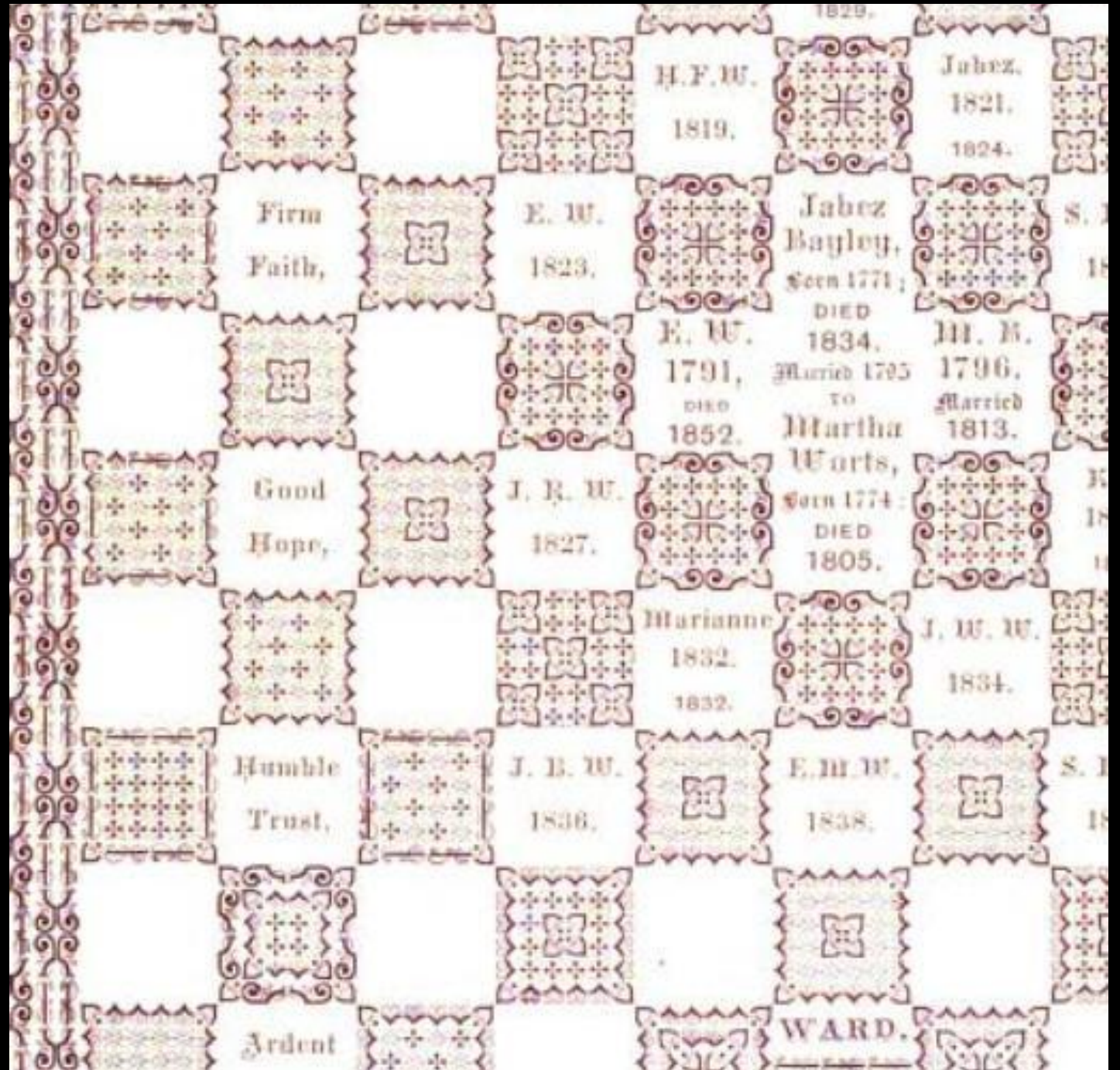
OUR FAMILY QUILT.

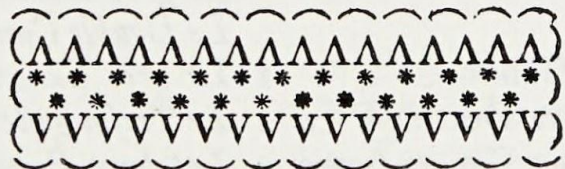
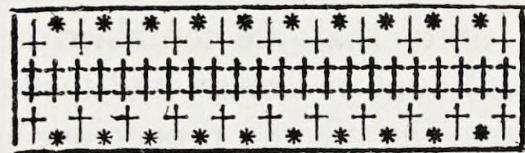
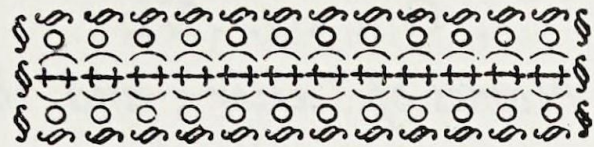
WORKED BY MRS. MARTHA WARD, IPSWICH,
FROM HER OWN DESIGN, 1869.

NOW IN THE POSSESSION OF HER SON JESSE,
THE CHESTNUTS, SOUTH CROYDON.



First Edition for Children and Grandchildren, printed in 1869 by Jesse W. Ward, Advertiser Office, Croydon.
Second Edition for Grandchildren and Great Grandchildren, printed in 1888.





Such are the shifts which sometimes are made, where neither Cuts nor Flowers are provided, to dress the first page of a Work : and therefore a double rule is often used ; the rather, because it takes off the trouble of making up Head-pieces without proper Sorts.

NOUVELLES VIGNETTES - ALBUM

FONDERIE TYPOGRAPHIQUE
GUSTAVE MAYEUR
21, rue du Mont-Parnasse, à Paris

CHARACTÈRES
pour Lettres
INITIALES
CLASSIQUES
Tous Primes et Épreuves

Relevés et Golfeurs
Anglais
**LETTRES
DE FANTAISIE**
VIGNETTES
GRAVURE sur Bois

ESSAIS DE COMPOSITION

ALBUM

Vignettes

Album

SMOGRAPHIE

CONCERT
DU 3 DÉCEMBRE 1870

PROGRAMME

PREMIÈRE PARTIE

1. Le Muetto... ARBIE
2. Pêche... MICHOUVEN
3. Figue... MOZART

DEUXIÈME PARTIE

1. Non Jeune... MOZART
2. Confit... PACI
3. Si Tu n'as... MOZART
4. T'Es... MOZART

voit Voil Avon

Prix de la Collection : 50 fr.

Cette nouvelle collection
de VIGNETTES - ALBUM
remplit admirablement une
place jusqu'ici inoccupée
parmi les applications de
l'Art Typographique.

SPÉCIMEN

Les produits qui ont été créés
dans le domaine de la
Fonderie ou caractères ont
construits à travers à MM.
les Imprimeurs des Travaux
qui, au lieu, s'occupent pas
avec eux-mêmes par leurs presses.

Page 36 M

ANCIENNE MAISON BATTENBERG

Avril 1880

Supplément au n° 5 de la Chronique de l'Imprimerie.

Imprimé chez Schwitz

Source gallica.bnf.fr / Bibliothèque nationale de France

Combination Book Border.

SERIES 87.

CHARACTERS.

Price per Font, \$5.00

Franklin Type Foundry,

339

168 Vine Street, Cincinnati.

Dragon Border.
WITH POINTER SILHOUETTES.

John Ryan Foundry
BALTIMORE, MARYLAND.

TYPE

Banner:
Border
No. 2.
PRICE, PER FONT, \$5.25.

CHARACTERS

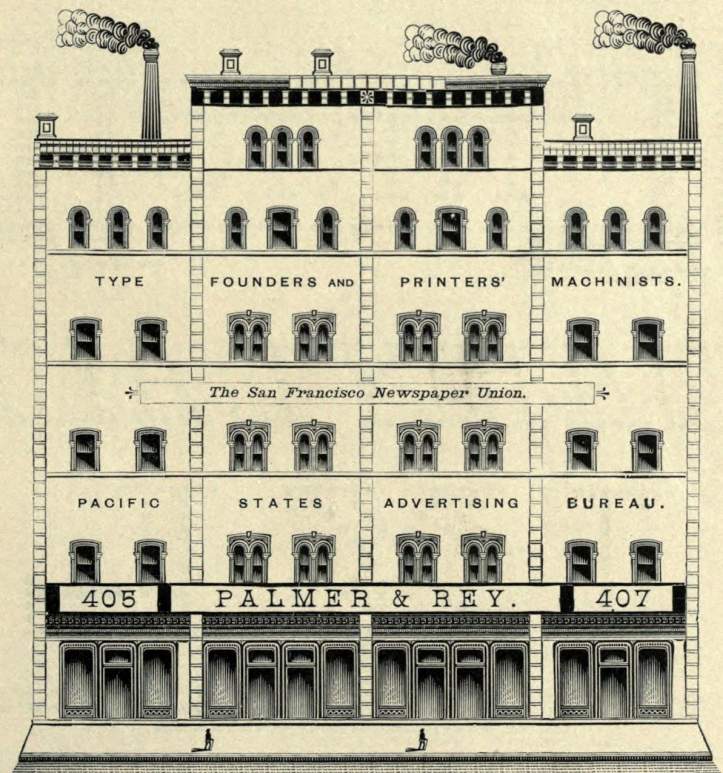
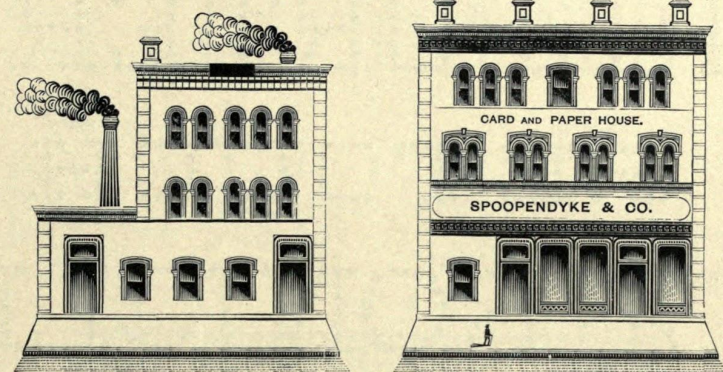
11	2	3	25	1	1½	7	8	8½	9	12
18	4	13	10	22½	5	6	19	23		
14½	28	21½	20½	16½	17	24½	27½	26		

BORDER.

→TYPE←

ARCHITECTURAL COMBINATION.

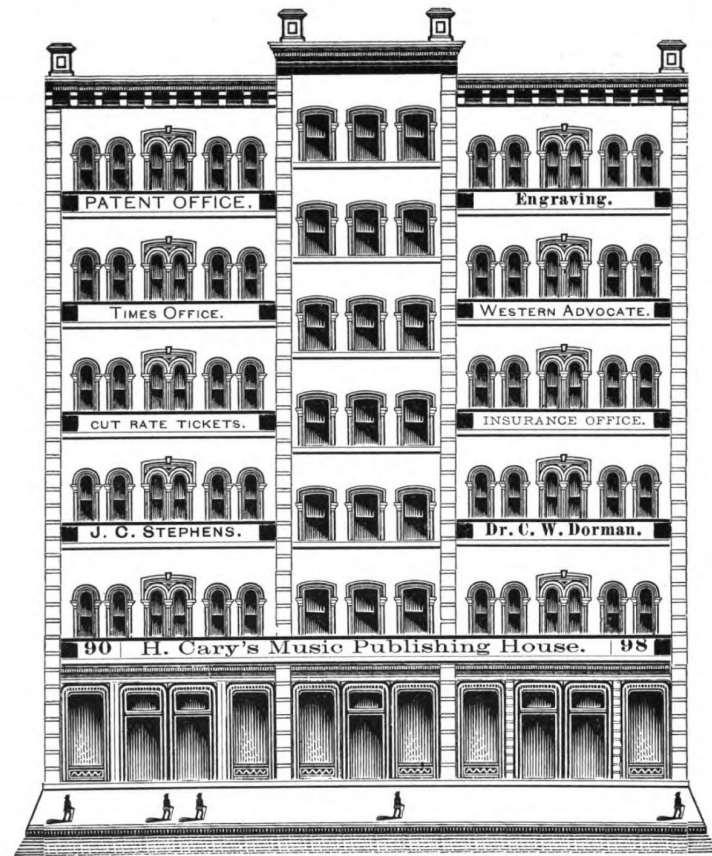
Price, including Brass Rule, \$5.85.



28

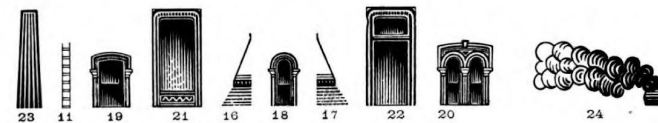
(217)

Architectural Combination



PRICE, INCLUDING BRASS RULE, \$5.85.

CHARACTERS.

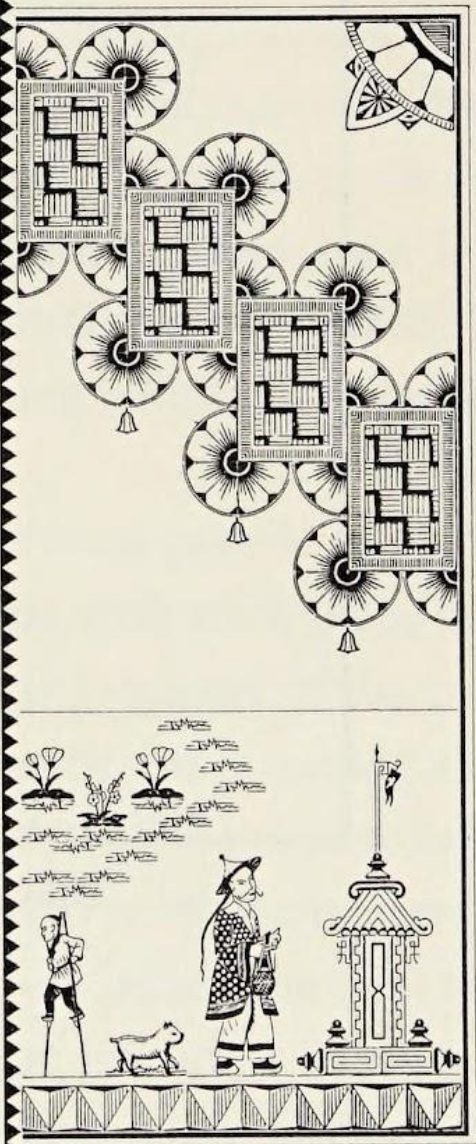
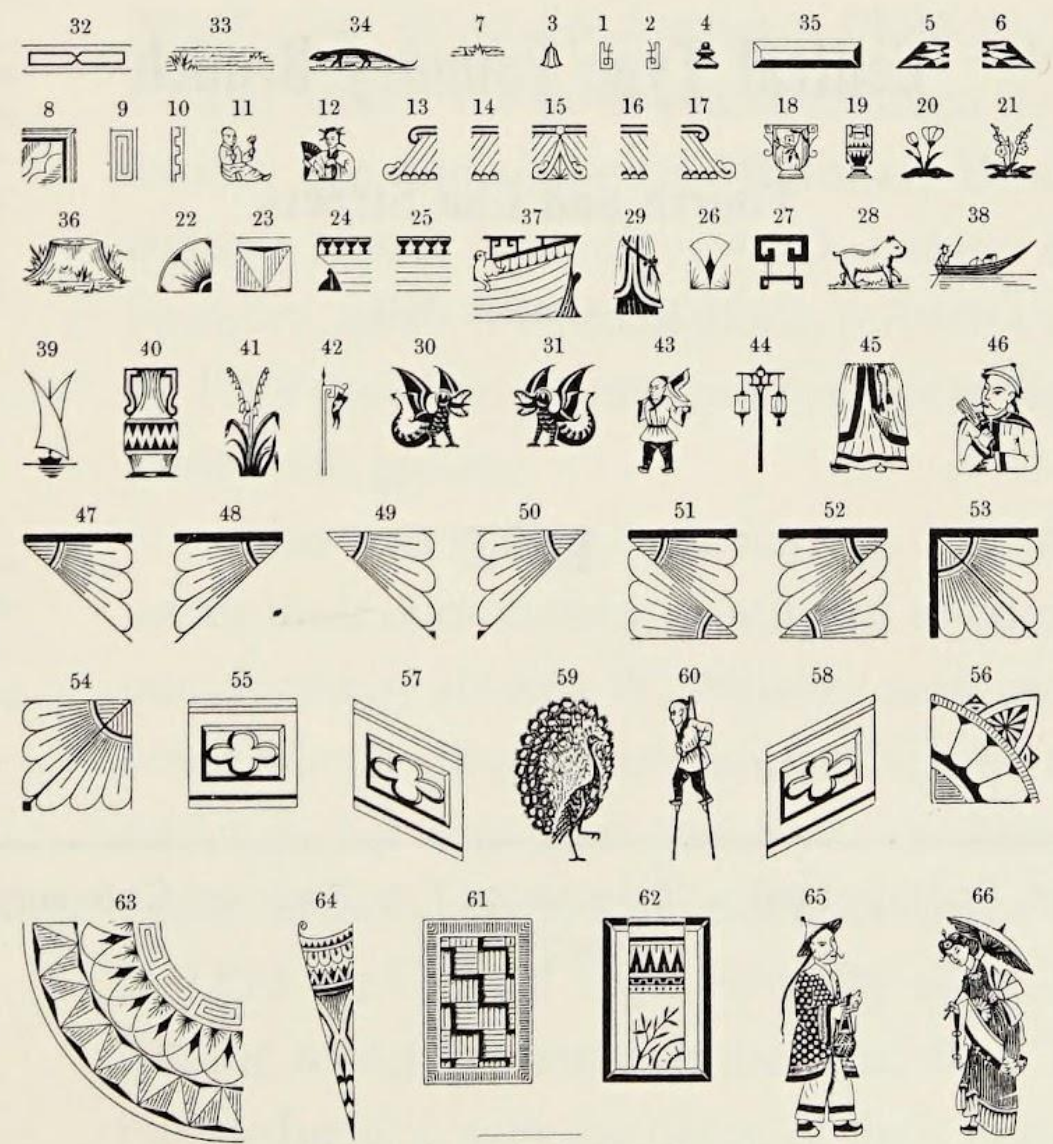
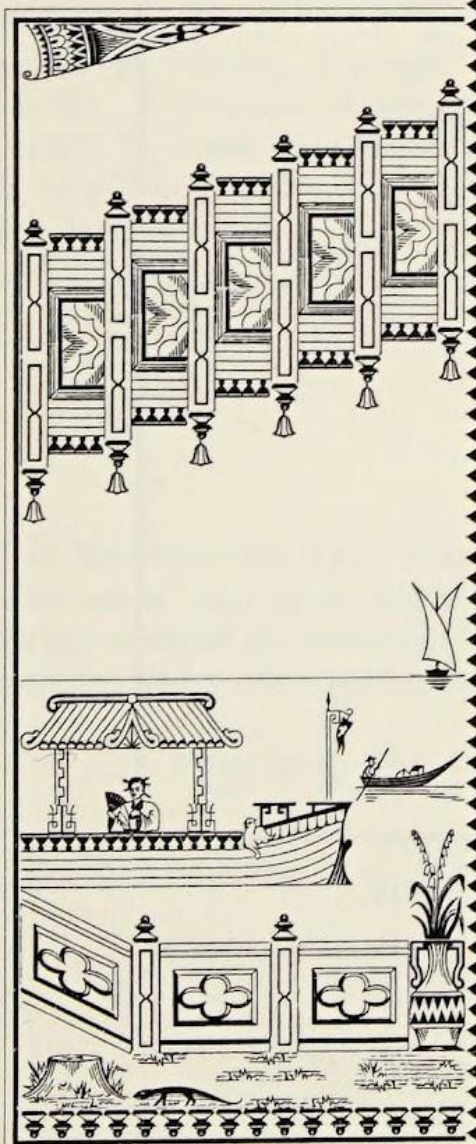


Cleveland Type Foundry,

228

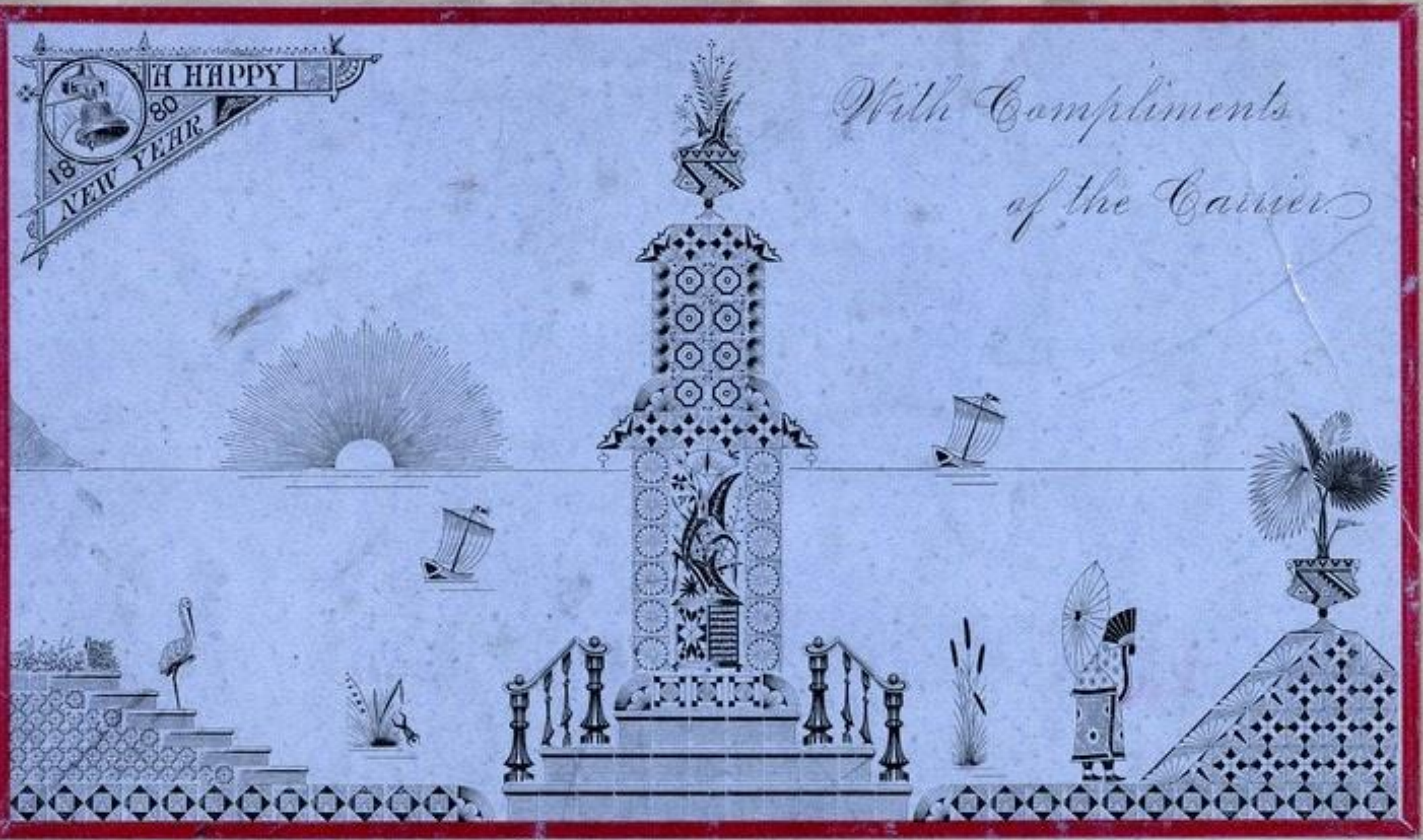
Cleveland, Ohio.

CHARACTERS



Price of Second Section, per font, \$6.75

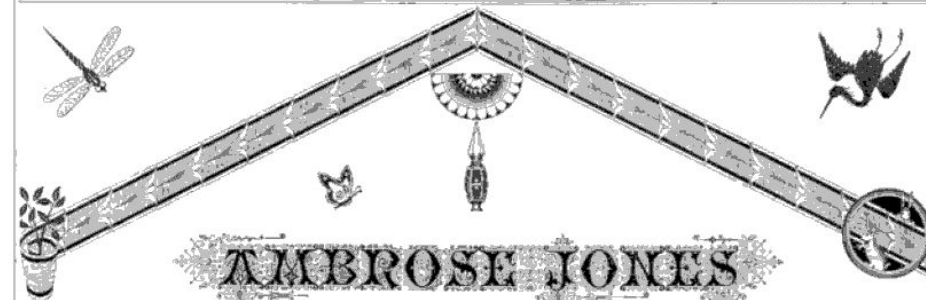
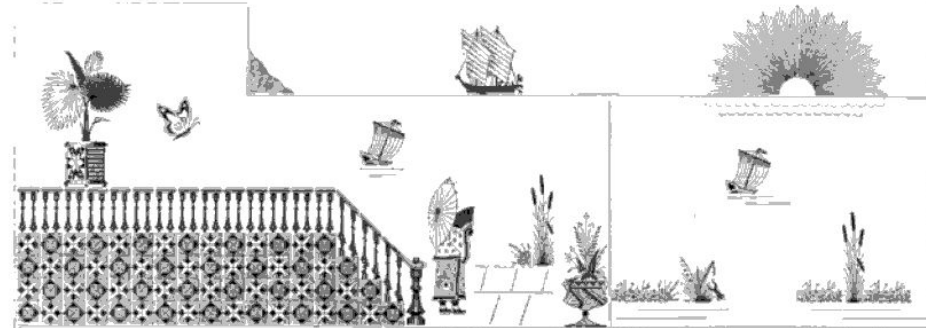
Combination Border Series 91, originated by MacKellar, Smiths & Jordan Foundry, Philadelphia, Pa.



*With Compliments
of the Carrier.*



The Latest Novelties in Printing Materials.



AMBROSE JONES

PRINTER, + STATIONER, + & + BOOKBINDER,

→ * 23 & 25, HOSPITAL ST., NANTWICH. * ←

Extract from THE PAPER AND PRINTING TRADES JOURNAL, December, 1879.

"MR. AMBROSE JONES, 21, Hospital Street, Nantwich:—three-sheet double-demy poster, in three colours, announcing his removal to larger premises: three-sheet double-crown poster, also in three colours, Nantwich Floral and Horticultural Society's Annual Show; both boldly and strikingly displayed, the arrangement of colours is in perfect harmony, and considerably enhanced by one of the largest lines in each bill being printed in rainbow style. The colours used are very good, and the presswork well up to the mark. Mr. Jones's business card is set entirely in monumental type, printed in black on surface enamel card, with a tasteful lithographed border and background, and the presswork is excellent. One of the best printer's business cards received for a long time."

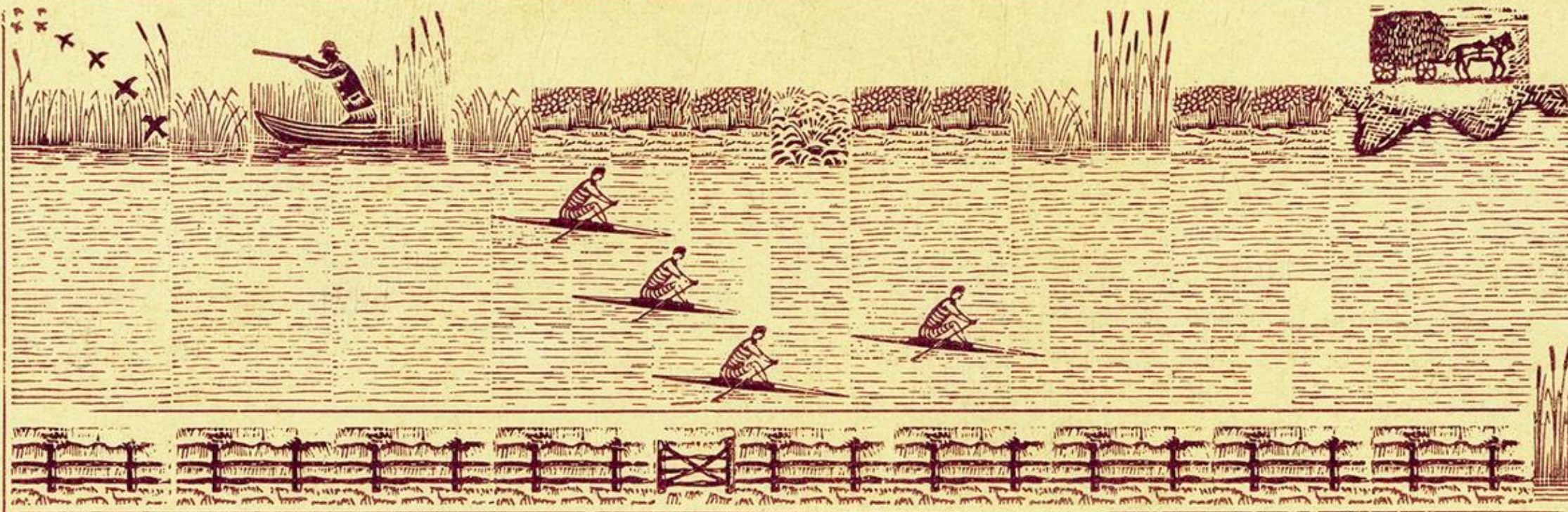
WILSON
Photographer,
 18 North 41st Street,
 West Philadelphia.

AVIL, TELEPHONE PRINT, 4032 MARKET,

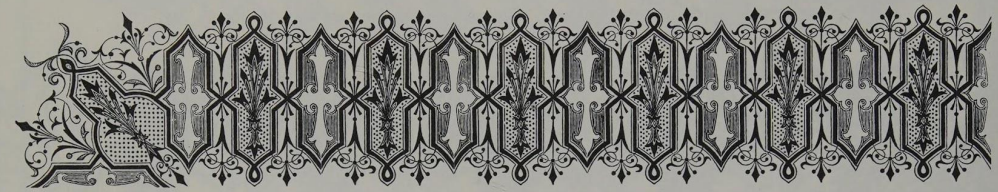
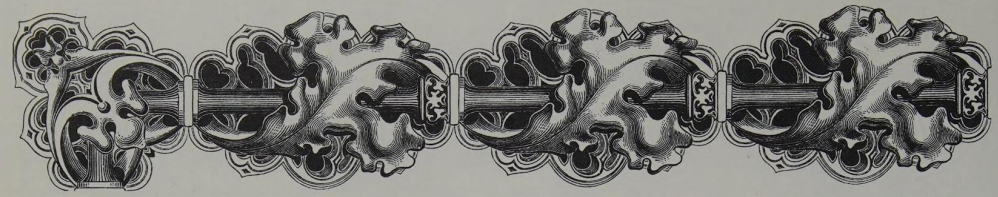
HAYES & CO.,

PRACTICAL PRINTERS,
 NEATNESS. PROMPTNESS.

1308 CHESTNUT STREET,
 PHILADA.



LANGLEY,
ARTIST IN PHOTOGRAPHY,
780 FLM STREET, CROSBY BLOCK, MANCHESTER, N. H.



Five-line Pica Borders.



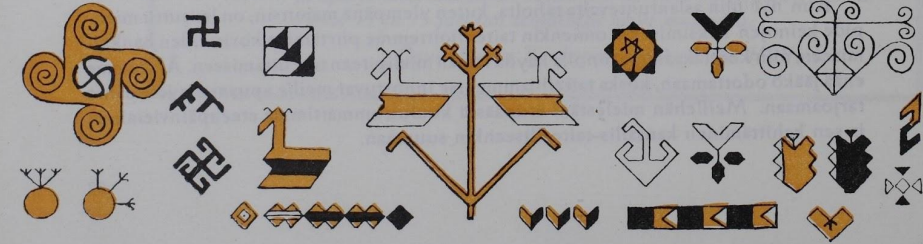


SUOMALaisia KANSALISKORISTEITA

PIIRTÄNYT ATTE SYVÄNNE



SUKULAIKANSOJEN KORISTEITA



Barth Geometrical Borders
Per Font \$3.00 Patent applied for

1 2 3 4 5 6 7
8 9 10 11 12

HENRY BARTH

THIS portrait is an excellent representation of Mr. Henry Barth, Manufacturing Manager of the AMERICAN TYPE FOUNDRERS COMPANY, at Cincinnati, the designer and inventor of the Barth Geometrical Borders. These borders are a new departure in typesetting, enabling the printer to work out his own designs in an elaborate and endless variety. The characters being simple, geometrical in shape, and few in number, their manipulation is as easy as so many quads. The variety of combinations is practically without limit, and a trial font will convince printers of the extraordinary usefulness of this new helper of the typographical art.

American Type Founders Co.
Manufacturer of Barth Borders

In stock and for sale at all of its
Branches and Agencies

18 PRINTING AMERICAN TYPE FOUNDRERS CO MATERIAL 97

8 9 10 11 12
PER FONT, \$3.00 Barth Geometrical Border Patent applied for
1 2 5 6 7 3 4

In stock and for sale at all Branches and Agencies

LETTER-COMBINATIONS.

PICA LETTER-COMBINATIONS—Per foot of about 14½ lbs.

SCOPE

HEROIC

H

CHARACTERS—ON PICA AND NONPAREIL BODIES.

1	2	3	4	5	6	7	8	9
10	11	12	13	14	15	16	17	18
19	20	21	22	23				
24	25	26	27	28	29	30	31	32
33	34	35	36	37	38			

E

SOLIDS

CENTRAL TYPE FOUNDRY (1889)

H

M O

M O

--SPECIMENS OF LETTER-COMBINATIONS--

CARPET

STEER

FINE TYPE

PRICED

STORIES



Letterspecie

Serie Dekora No. 200 f 12.—

Figuur a b c d e f g h i k n l m
Stuks 240 96 48 24 24 48 48 72 48 48 24 24 24

Serie Dekora No. 202 f 18.—

Figuur a c d e k
Stuks 96 16 8 8 16

Figuur g f b h i
Stuks 16 16 36 8 8

Serie Dekora No. 199 f 12.—

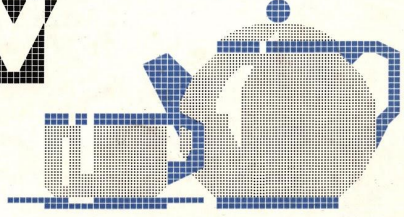
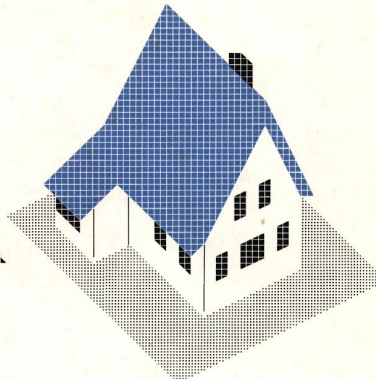
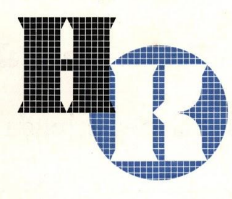
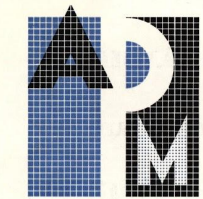
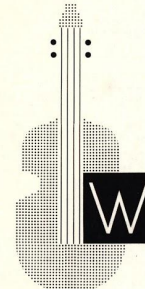
Figuur a b c d e f g h i k n l m
Stuks 240 96 48 24 24 48 48 72 48 48 24 24 24

Serie Dekora No. 201 f 18.—

Figuur a c d e k
Stuks 96 16 8 8 16

Figuur g f b h i
Stuks 16 16 36 8 8

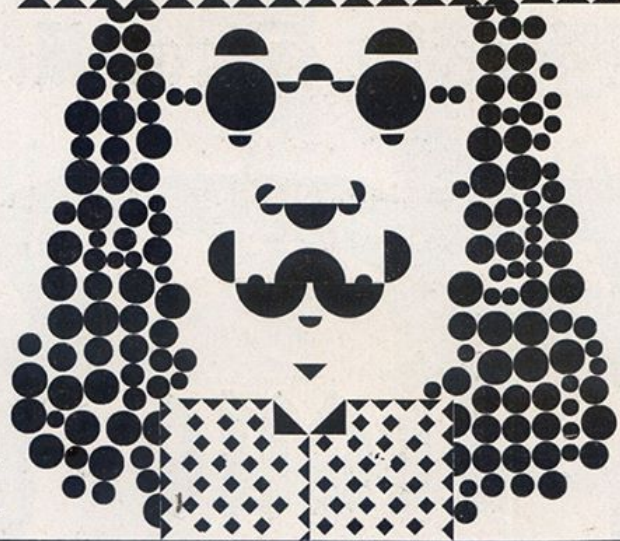
Bij bestelling van de 4 sortimenten compleet f 60.— ontvangt U gratis een prachtig houten opbergkastje voor dit materiaal.



P. VAN DIJK, Warmoesstraat 155, Amsterdam C.



Hutfabrik Carl Sahl

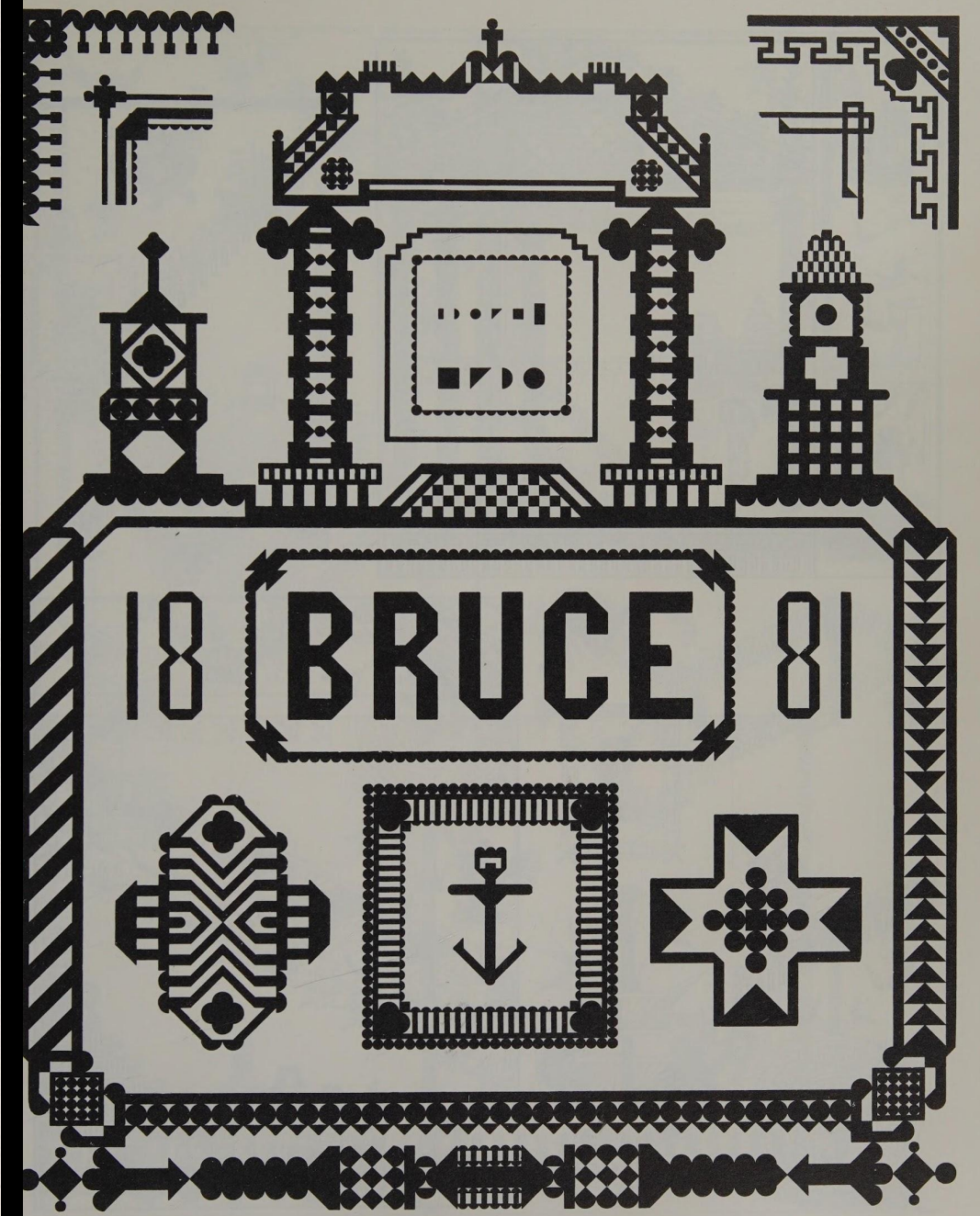


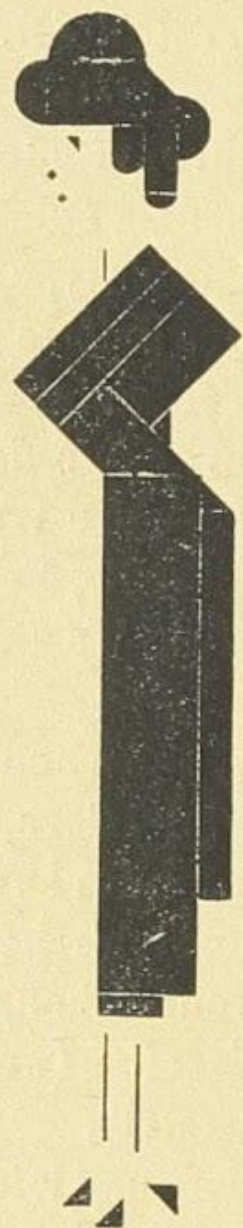
Der Herr Professor
trägt auch Strohüte aus der
Hutfabrik Carl Sahl



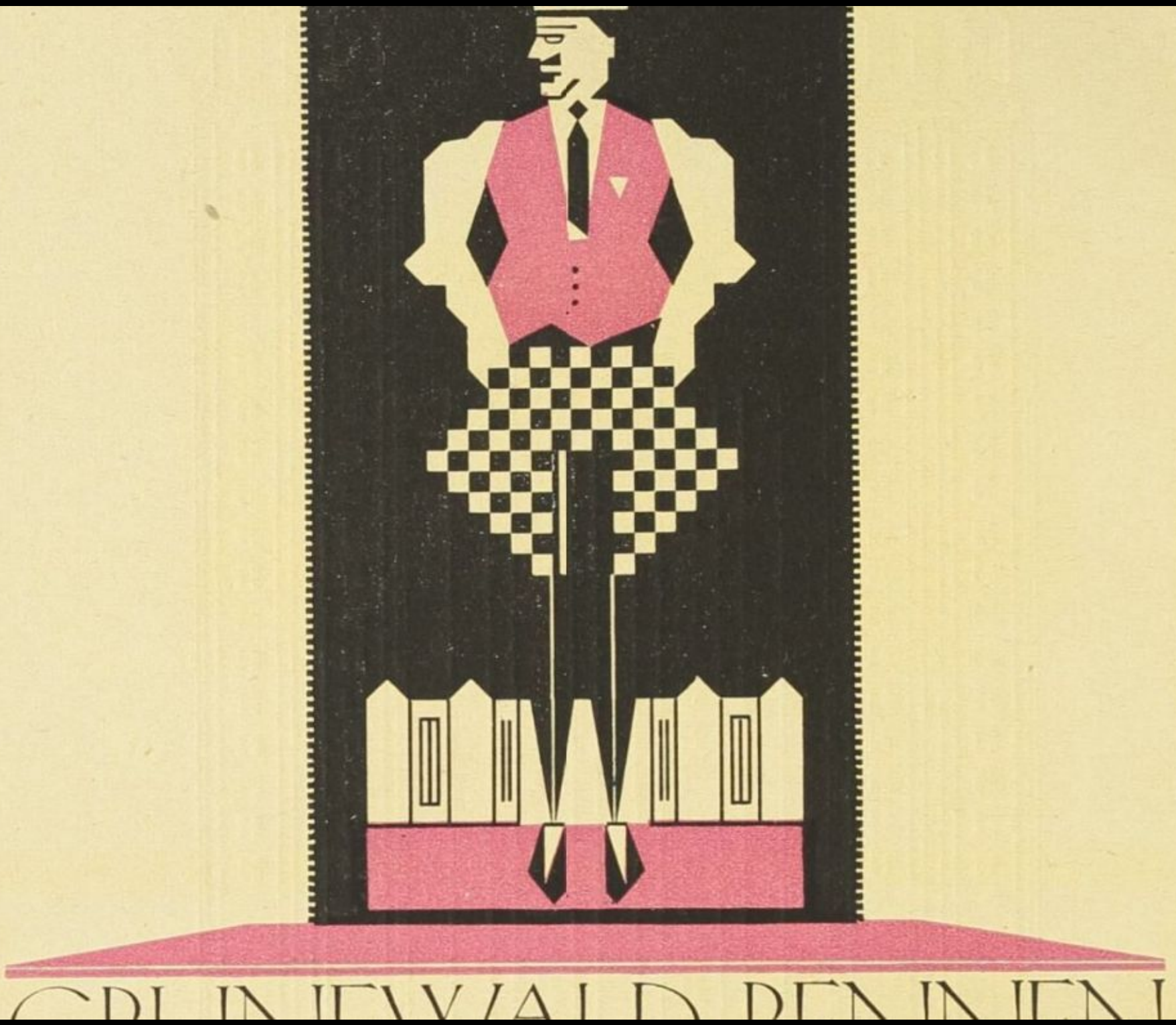
- 1031
- 1032
- 1035
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- 1045
- 1046





Serie „Silhouette“ der Schriftgiesserei Ludwig Wagner A.-G. Leipzig

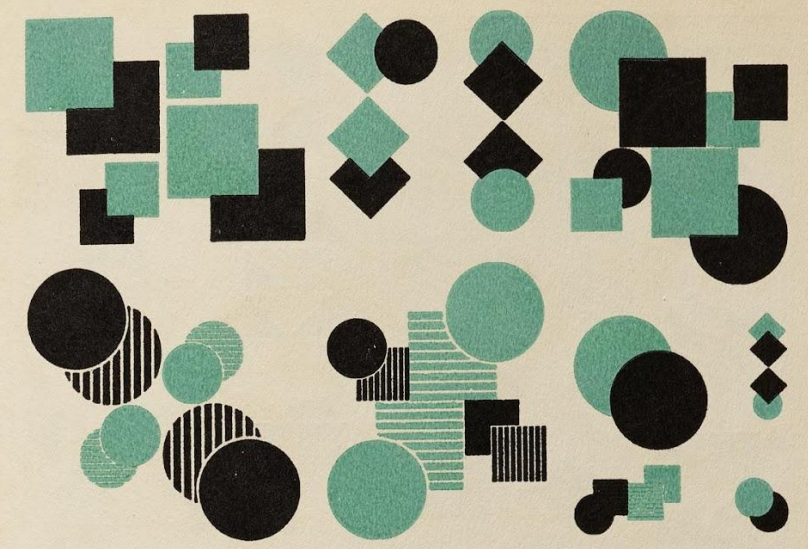


GRI IN IYVVALD DEN INIENI

JAWAHAR DECORATORS SET No. 1

Set of 25 two-colour Pieces

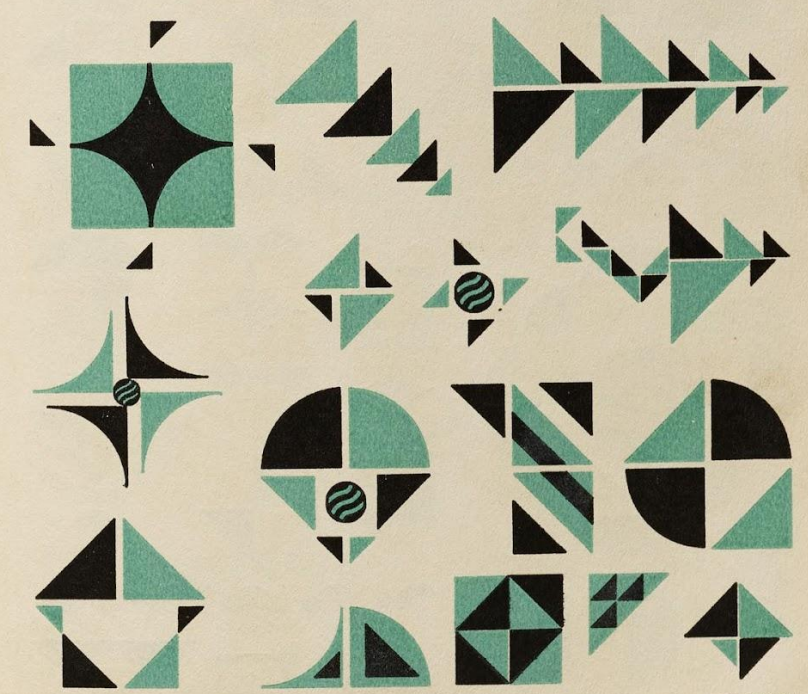
Piece No.	Per piece Re. as.	Pieces in set
31-32	1 12	1
33-34	1 12	1
36-35	1 12	1
36-37	1 12	1
40-41	1 10	1
42-43	1 6	1
44-45	1 6	1
9-10	1 2	1
11-12	1 2	1
14-13	1 2	1
14-15	1 2	1
16-17	0 12	2
18-19	0 12	2
20-21	0 12	2
20-22	0 12	2
23-24	0 12	2
25-26	0 12	2
27-24	0 12	2



JAWAHAR DECORATORS SET No. 2

Set of 49 Pieces

Piece No.	Pieces in Set
1	4
2	4
3	4
4	5
5	5
6	5
7	5
8	5
28	2
29	2
30	2
38	3
39	3



JAWAHAR DECORATORS SET No. 3

Pieces in Set : One each of 46, 47, 48, 49, 60, 61; Two each of 56, 57, 58, 59; Four of 86; Eight each of 62, 63, 85, 87, 88, 89. Sixty-six pieces in all.

For Set Prices see separate Price List

GUJARATI TYPE FOUNDRY 3403 BOMBAY 4

पृथ्वीवरील दरेक धंदा मध्ये कोठ्या ना कोठ्या तरी रीतीने हलक्या प्रतीचा माल तयार करून तो स्वस्त विकणारे लोक नाहीत असे कधी झाले नाही; आणि केवळ विमतीचाच विचार करणारे लोक या लोकांच्या फरवणुकीच्या जाळ्यांत अचुक सांपडावयाचेच !



चांगला बळणदार टाईप, सुंदर छपाई आणि सुशोभित बाईंडिंग ही, महत्त्वाच्या विषयांच्या पुस्तकाची अत्यंत आवश्यक असे आहेत

मीखी यांचा
आर्ट स्टूडिओ

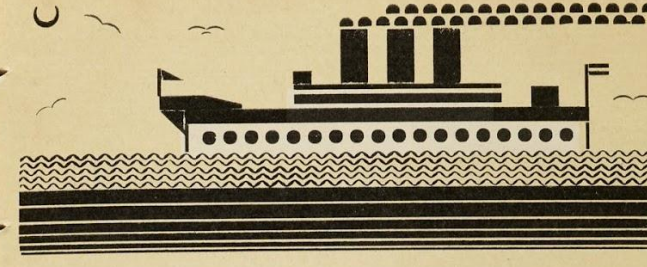


चौपाटी सी फेस
मुंबई

विमानांतील
मौजेची
सफर



एरवे क्लब
एरोड्रोम,
अंधेरी



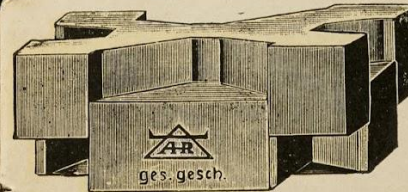
टाईपां वरील कल्पना प्रवास

व तो कसा करावा हे आम्ही जाणतो. आमच्याकडे हिंदुस्थानांत तैयार केलेले सर्व जातीचे टाईप आहेत. शिवाय आमच्याकडे महासागरावरून बोटीने आयात केलेले टाईप आहेत की जे आमच्या कुशल कारागिरांने वर चित्रित केलेल्या युक्तिवाज डिझाइनप्रमाणे चांगले दिसत नाहीत. जर आपण आपला मजकूर सांगण्यासाठी लागणाऱ्या स्थलाकरिता चांगला पैसा खर्च करणार असलांत, तर त्या स्थलाचा आपली जाहिरात लक्षवेधक करून योग्य उपयोग करा. उत्तम मुद्रणकलाच फक्त हे काम करू शकेल.

मॉडर्न एडव्हर्टाईझिंग कंपनी

नं. २२४, खेतवाडी मेन रोड, मुंबई नं. ४

नॅरो लेबल कर्टिंग गेज



इस गेजकी मददसे हरएक मेकरके कर्टिंग मशीनमें छोटे में छोटी साइजके लेबलों कटा सकते हैं.
गुजराथी टाईप फौन्ड्री-बम्बई नं. ४

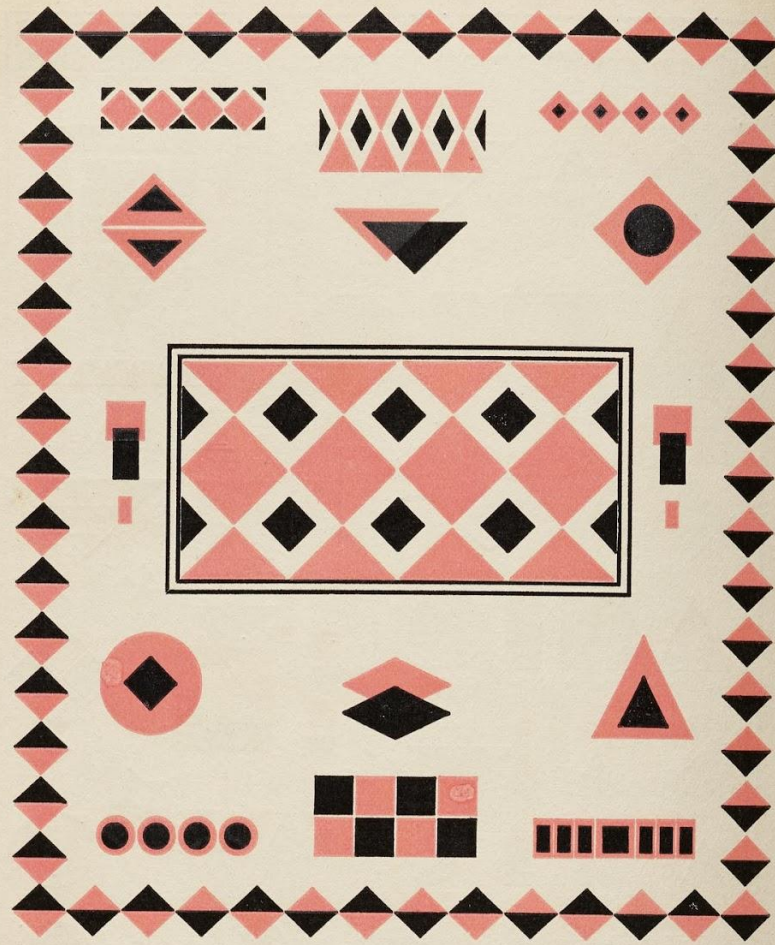
पुष्कळ व कंटाळ-वाणे तास खर्च करून थोडा पगार मिळणाऱ्या कामाच्या मार्गे कां लागतां? ज्यांत कोणी तुमच्याशी फारशी स्पर्धा करणार; नाही असा एकादा फायदेशीर धंदा कां शिकत नाही? थोडे आठवडे रोज कांहीं तास खर्च करून जें काम कोणाला माहित नाही असें काम शिकणें बरें नाही काय ?

कलाकौशल्याच्या कामावर सत्यता व सद्गुण ह्यां बद्दल कधीही न पुसला जाणारा असा शिकवा असतो★ ★

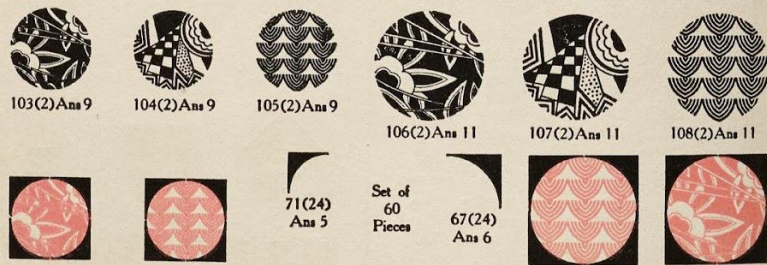
तीच गोष्ट मुद्रणकलेची आहे व ज्याला चांगले मुद्रण केलेले साहित्य मिळाले आहे त्याचे पाठविणारा चांगला माल विकतो अशी तत्काल खात्री पटते.

बेगम आर्ट प्रिण्टिंग वर्क्स, लिमिटेड

नं. १९१, भेंडी बाजार, बेगम बिल्डिंग - मुंबई नं. २



JAWAHAR DECORATORS SET No. 12



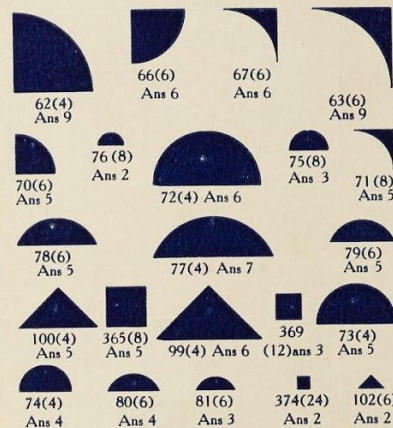
For Set Prices see separate Price List

3408

GUJARATI TYPE FOUNDRY, BOMBAY 4

JAWAHAR DECORATORS SET No. 11

Set of 134 Pieces For Set Price see separate Price List



CORNER ROUNDING MACHINE
 EMBODIES GREATEST ACCURACY of WORK-MANSHIP. IT DOES ROUND CORNERING OF BOOKS, CARDS, FILES, LEAFLETS Etc.

LEAD AND RULE CUTTER
 THE dominant idea in designing and manufacturing these cutters has always been to produce tools that will enable the user to match foundry cut material with utmost accuracy, speed and convenience. Buy the best to-day from
GUJARATI TYPE FOUNDRY - BOMBAY 4

CUTTING MACHINES
 FROM 20 TO 32 INCHES
 FIT FOR HIGH CLASS WORK.
 FOR HAND OR HAND & POWER DRIVE.
 WITH TWO WELL-GROUND KNIVES.
 FAVOURABLE PRICES.
GUJARATI TYPE FOUNDRY
 Girgaon - BOMBAY

DIAMOND

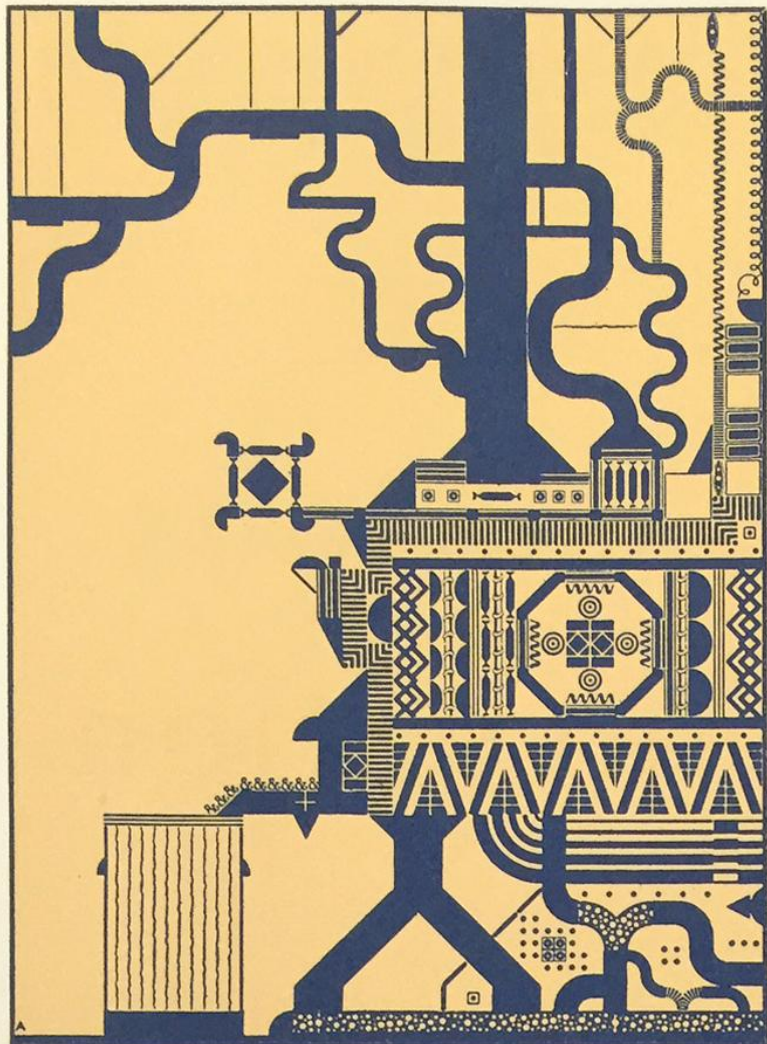
DECORATE YOUR PRINTING WITH THESE NICETIES

NEHRU PRINTING Co.

POSTERS AND LABELS DESIGNING

COLOUR PRINTING A SPECIALITY

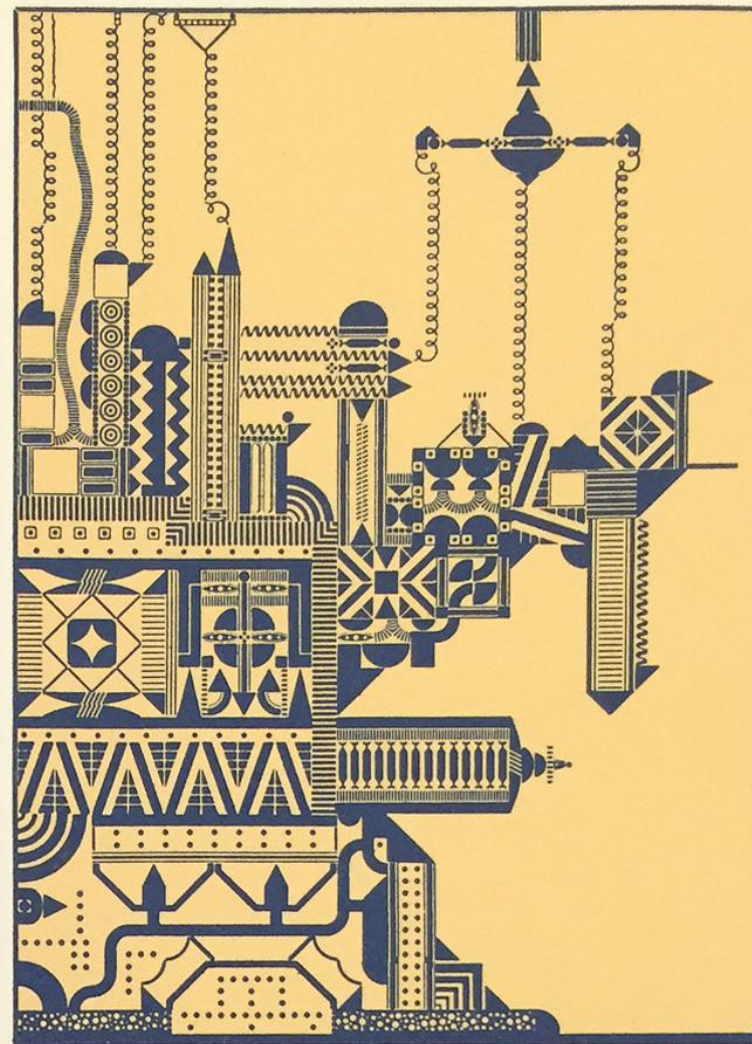
GIRGAON BOMBAY



THE AMPLE

The Curious Invention of Profess. Alb. Ertshil, L. E. R.*. I. D. †. Oky

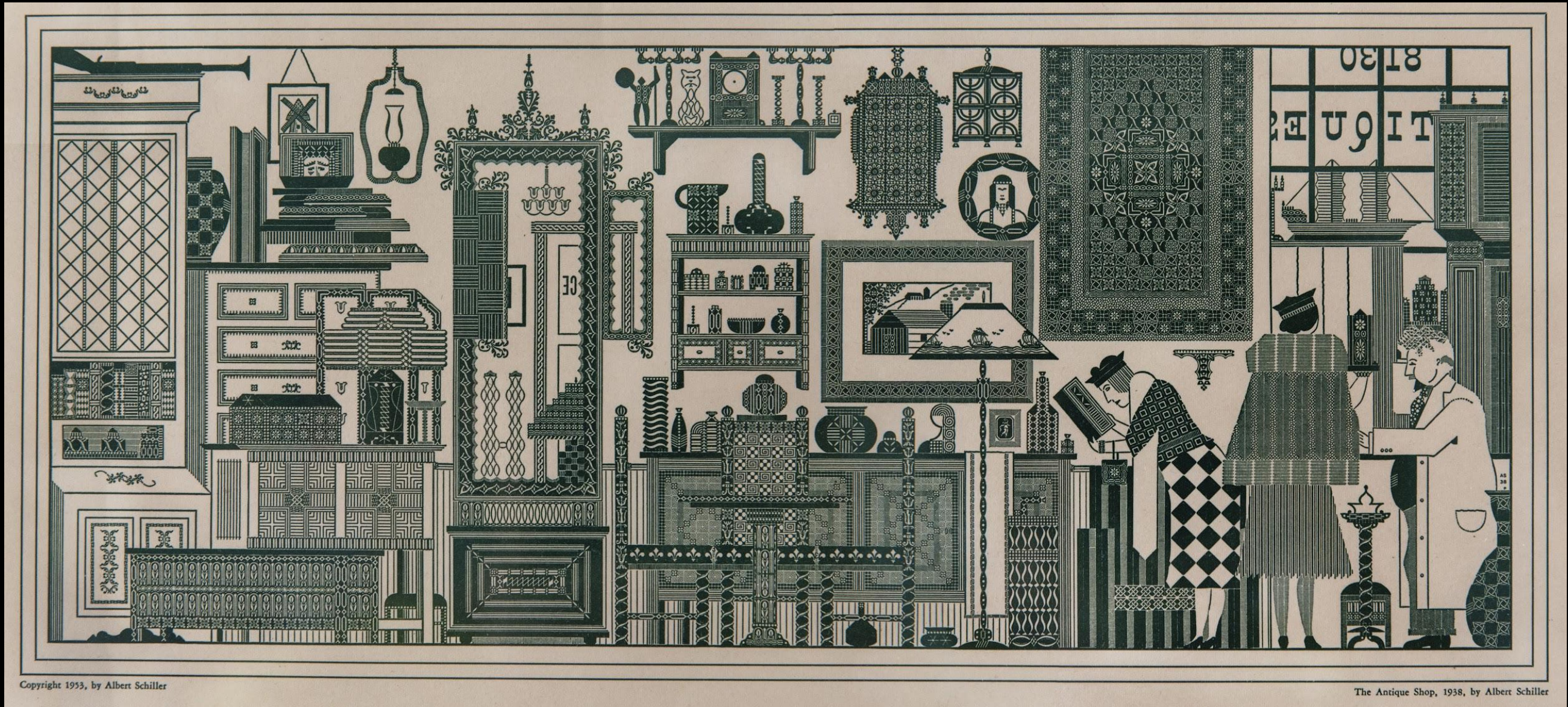
*Learned Everything wRong.



RSAND Machine

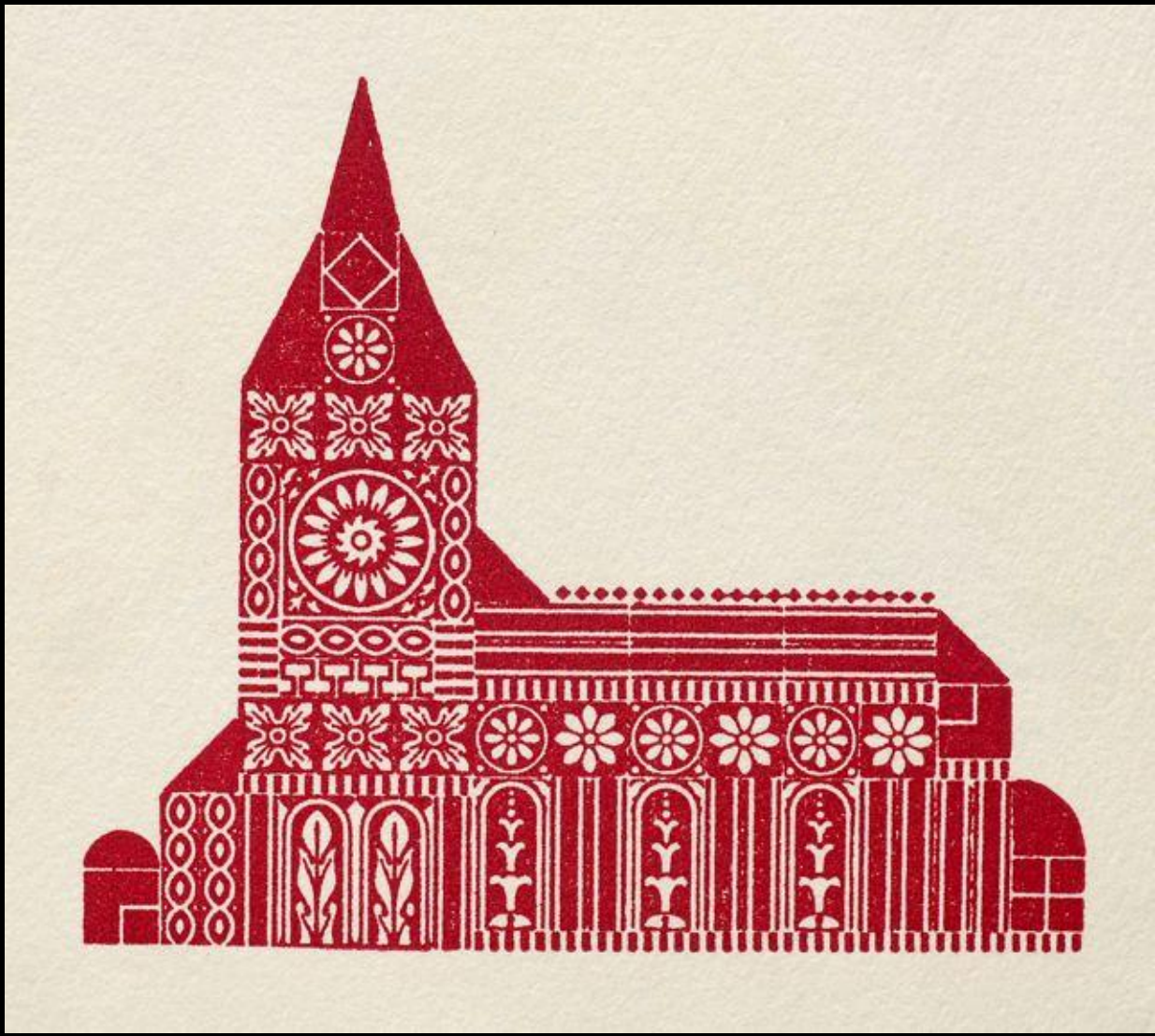
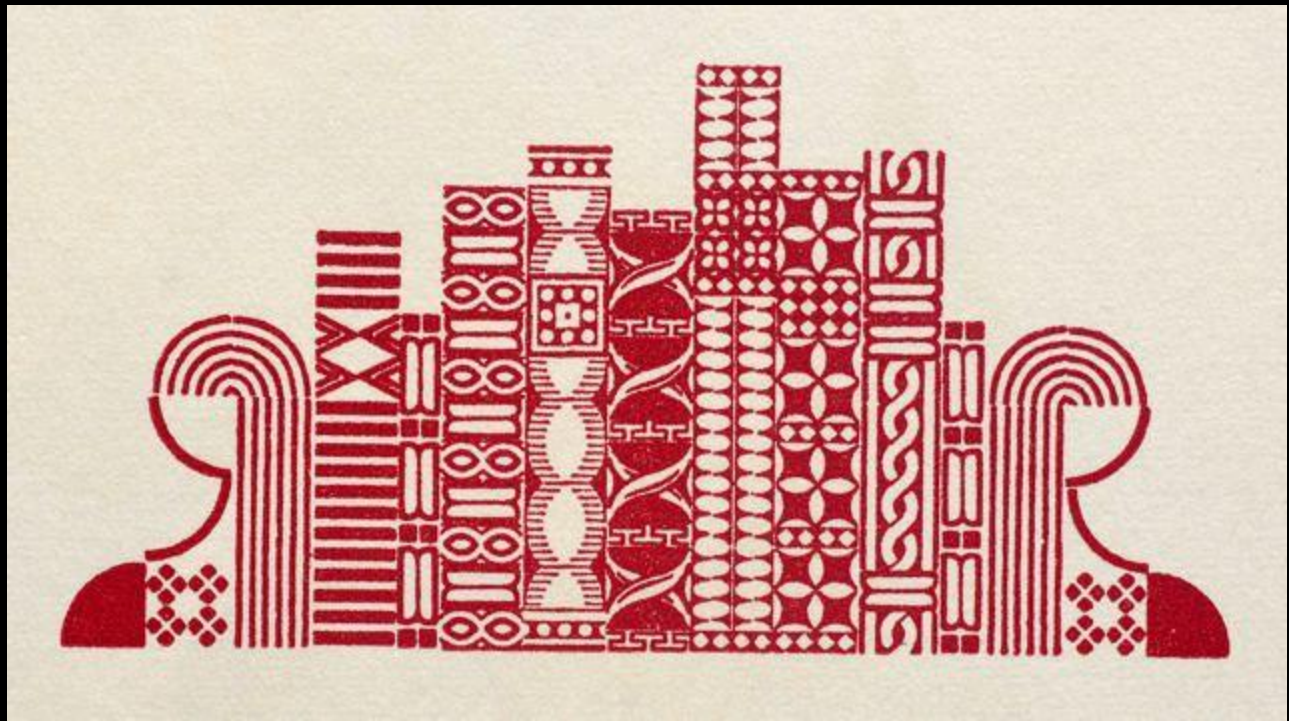
Doke Professor of Plumbing-Print, Typewassett Univ., Oilcan, Me.

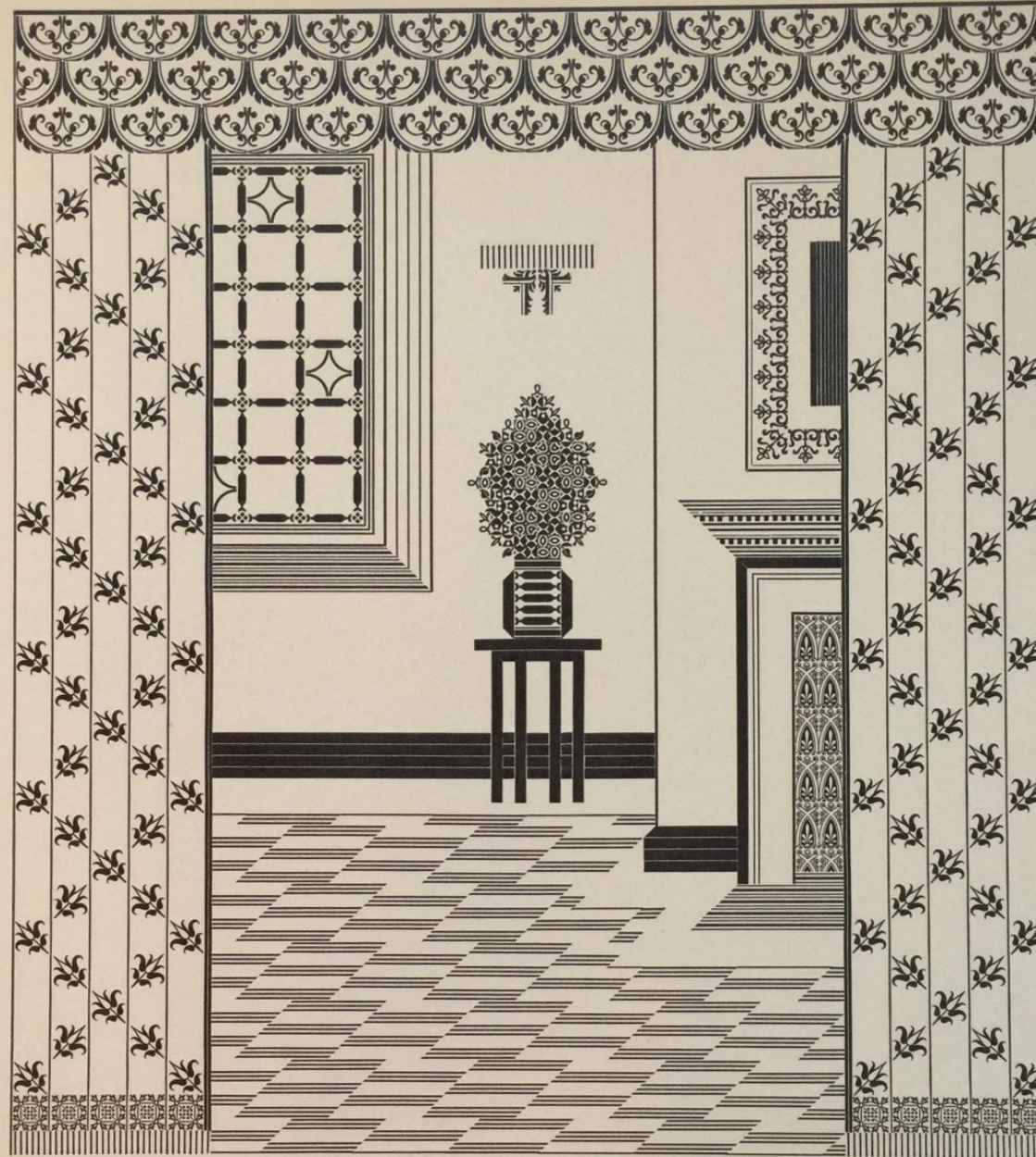
†Doctor of Intricacy.



Copyright 1953, by Albert Schiller

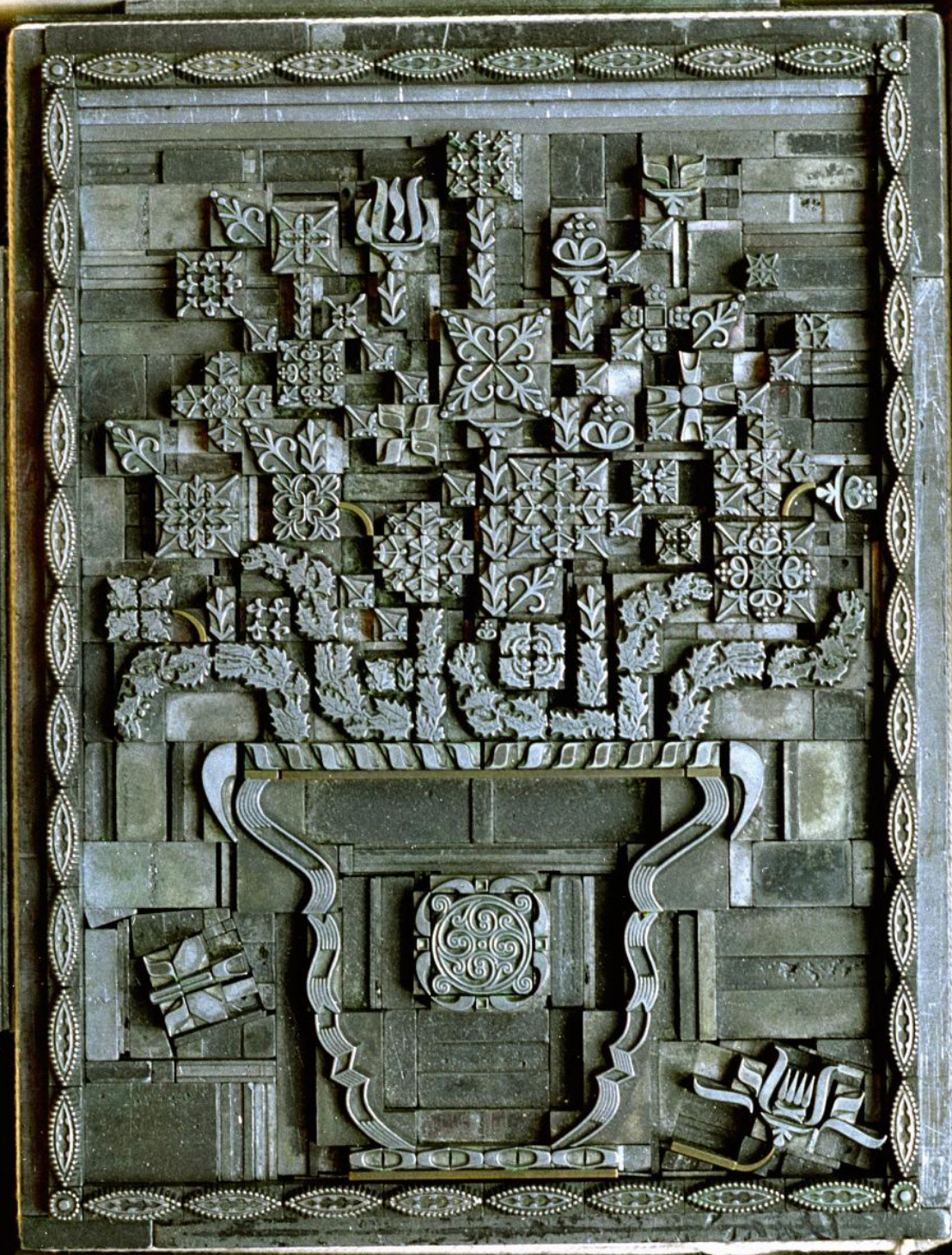
The Antique Shop, 1938, by Albert Schiller

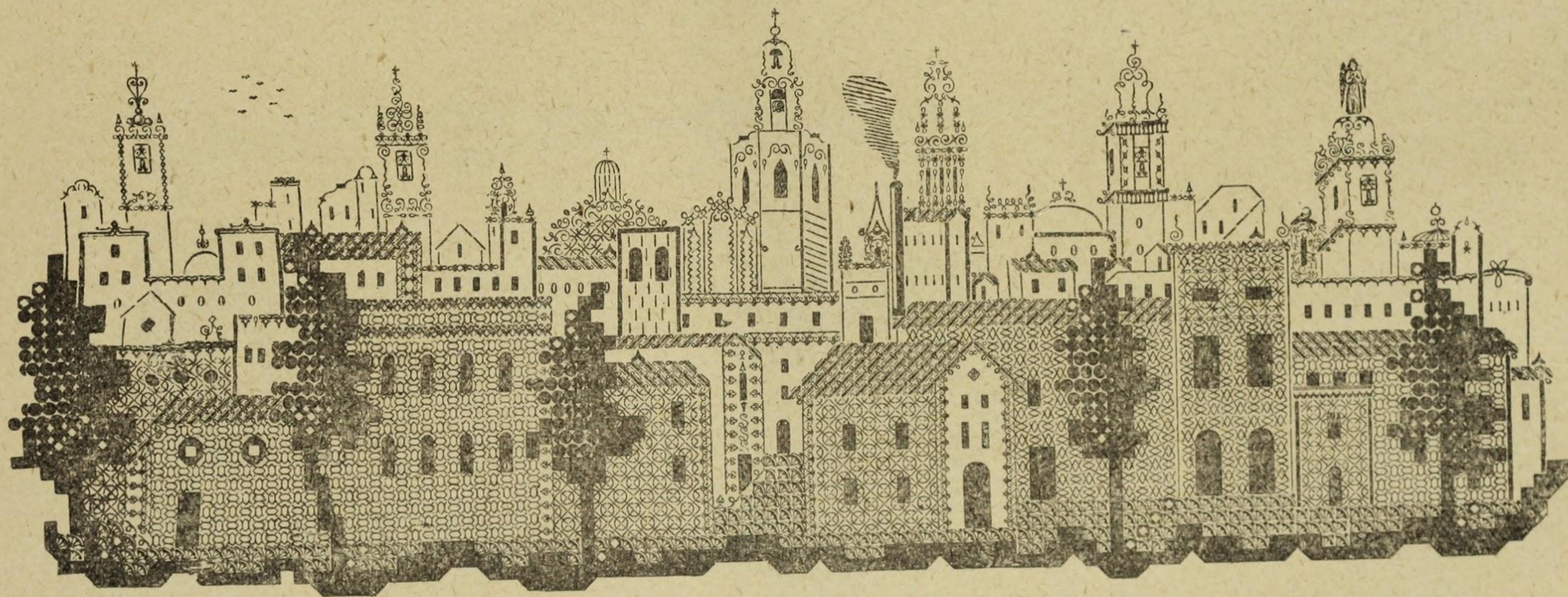




*With tiny fragments of our trade
Placed side by side or end to end,
And thus ingeniously arrayed
A touch of truthfulness to lend*

*This glimpse of an imagined room—
We pay respects to Art and Reason,
And bid our printers' flowers to bloom
And give you Greetings of the Season.*

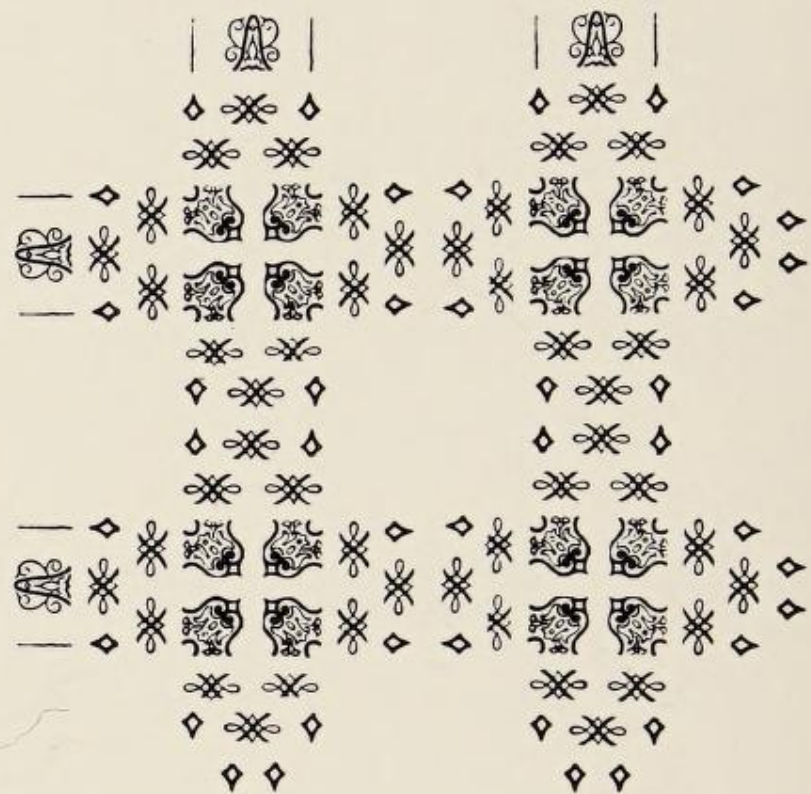
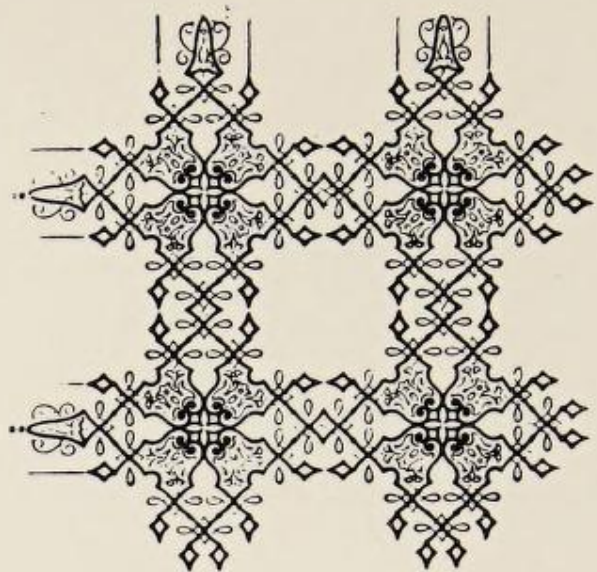




Vista de Valencia, composición tipográfica, Valencia, José Ferrer de Orga; el molde está hecho con viñetas de combinación y filetes en número de 5.031 piezas (Biblioteca V. Castañeda).

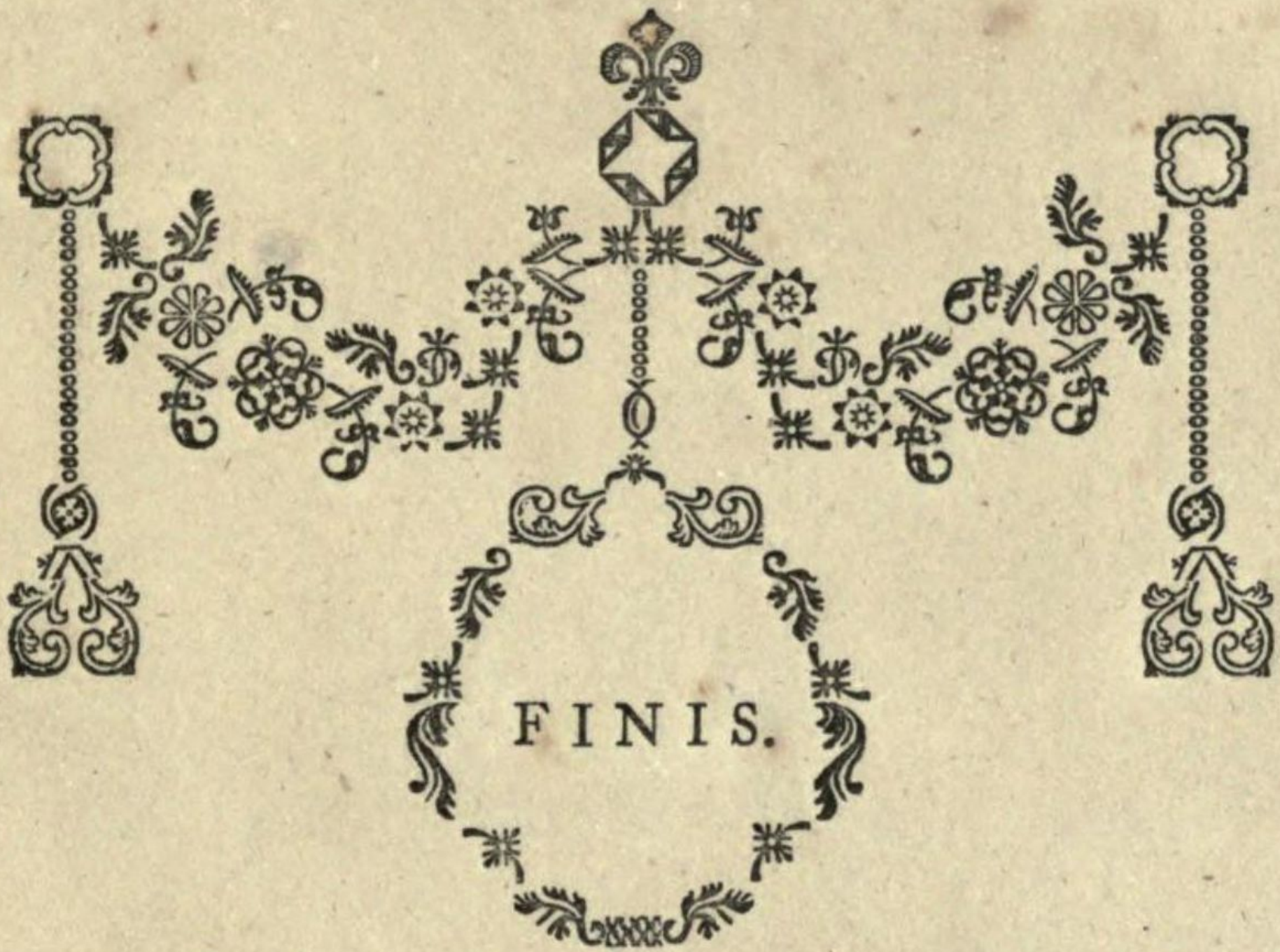


СВЯТАГО АПОСТОЛА ПАВЛА
СВЯТАГО АПОСТОЛА ПАВЛА



Modern typographers and designers should study the illustrations above, the cornerpieces on just one page of the California Type Foundry catalog. The ornaments were cast from mats by the Conner Type Foundry of New York, Border Series No. 69, and brass rule cast in California. The design is planned with 124 separate pieces, and the exploded view shows how it was done. It probably took hours to plan and then compose *just one of the corners*.

Gleaned from *The Kemble Occasional*,
California Historical Society.



FINIS.