



DEEPDENE IS BRILLIANT AND Vigorous. It Seems To Lend Spirit to the very words themselves; it inspires reading, just the same as we prefer lively adult penmanship to regular, schoolboy script. It was Goudy's avowed intention to create a 'simple, reasoned design;" he has been very successful, and moreover he has unknowingly included the simplicity

THE PROGRESSIVE PRINTER Will Find Many Ways To Put The modern types at the disposal of his customers for sales promotion. It is the business of the printer to see that they are used in ways most effective

FINE TYPOGRAPHY, LIKE Good Advertising Copy, Has A simple objective, to get the story read, therefore it is of \$12345

A B C D E F G H I J K L M N O P R S T
U V W X Y Z &
a b c d e f g h i j k l m n o p q r s t u v w x y z
ff fi fl ffi ffl st ct fj ff
\$ 1 2 3 4 5 6 7 8 9 0 . , - ' : ; ! ?

ALL THOSE CONCERNED
in what accepted as \$67890

HELPS PRODUCTION
in the automotive business

Build Fine Home 298

Ladies' Dresses At Big Reductions
Speed Races On The Hudson
Railroad Business 2315
Elect New Senators

Deepdene Italic (Goudy), No. 3151



DEE PDENE ITALIC IS ONE OF
Special Interest; It Has More Vigor
And sprightliness than the italics hitherto
available to most printers. It also agrees
admirably with the roman in color and
will make delightful page of itself. One
feels that this face will do much in recreat-
ing interest in the italic form It has been
frequently said that the italic is a culti-
vated taste, but if that be true, it is likely
THE ITALIC COMPOSES VERY
Delightfully In An Even Gray Color. The
effect is very regular and well ordered, and
variety among the letters speeds the eye and
avoids a monotonous effect. Deepdene Italic
agrees admirably with the roman in color
FINE TYPOGRAPHY, LIKE
Good Advertising Copy, Has As One
of its goals the stimulation of thought.
It is therefore necessary that \$12345

ABCDEFGHIJKLMNoprst
UVWXYZ&
abcdefghijklmnopqrstuvwxyz
ff fi fl ffi fl st at ffff
\$ 1 2 3 4 5 6 7 8 9 0 . , - ' : ; ! ?

USED IN THE SETTING OF
fine booklets and broadsides \$67890

NOW IS THE TIME TO
plan for your summer vacation

SPORT SHIRTS OF
finest quality can \$3151

A Brief History Of The United States
Hotel Equipment At Public Auction
Broadway Style Shop 618
Mid-Summer Coat Sale

A B C D E F G H I J K L M N O P Q R S T
U V W X Y Z &
a b c d e f g h i j k l m n o p q r s t u v w x y z
ff fi fl ffi fl st a fffi
\$ 1 2 3 4 5 6 7 8 9 0 . , - ' : ; ! ?

The Type-caster, Acts Through The Medium of The Perforations to Direct the Type-caster to Make Certain Characters and spaces

A Glance at a Monotype Series of Type May Suggest an Idea That Could Be Used for Art Printing

Deepdene Bold (Goudy), No. 317



THIS FACE WAS CREATED
By Frederic W. Goudy As A
bold companion for his Deepdene
series. Like its companion face the
design is clean-cut and legible. It is
bold without offensive Blackness,
and may be appropriately used for
a wide variety of work. A demand
of the modern typographer is a vari-
ety of weights in faces of related de-
sign and this face is a welcome addi-
tion to the Deepdene Family, which
is unique among Mr. Goudy's form

THESES LETTERS SEEM
To Have Been Cut Directly
rather than interpreted from
drawings, and they compose
delightfully in an even color.
The effect is a well \$12345

A B C D E F G H I J K L M N O P R S T U
V W X Y Z &
a b c d e f g h i j k l m n o p q r s t u v w x y z
fi fl ff ffi ffl
\$ 1 2 3 4 5 6 7 8 9 0 . , - ' ; ! ?

**MOST PRINTERS NEED
a variety of weights \$67890**

**FIVE ALARM FIRE
razes department stores**

**JAPAN CHARM
brings new tourists**

**Erlin Court Apartments \$317
Is Legible And Clean-Cut
More Pleasant Effect
Secret Plan \$256**



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fi fl ff ffi ffl
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