

Showing Specimens of

Display Typefaces

Body Fonts, Rules and Borders
Available to Advertisers



**THE YAKIMA DAILY REPUBLIC
YAKIMA MORNING HERALD**

To Our Advertisers

This book, showing specimens of type faces, rules and borders available to advertisers in The Yakima Daily Republic and Yakima Morning Herald, is compiled and printed for your convenience. We wish to observe your personal taste in type faces and designs and if you will make known your requirements it will be our pleasure to give you the best our organization affords in typographical service.

Our employes are instructed to handle copy through the various departments with utmost care and precaution to the end that your advertisement may be presented to the readers in an attractive manner and without errors.

We ask your cooperation in the observance of the necessary regulations that are required to insure our subscribers that an interesting, well printed paper will reach them on time each day.

DEAD LINE FOR DISPLAY ADVERTISING

All copy, cuts and mats for double page advertisements should be in our office two days in advance of the date of insertion. For example, when a double page is to appear in Friday's Republic all materials for its composition should be in at 8 a. m. on the preceding Wednesday. For Friday's Herald, at 5 p. m. on the preceding Tuesday. For full single page advertisements copy, cuts and mats should be in one full day in advance of date of insertion, and all display copy must be in at 5 o'clock p. m. on the day previous to date of insertion.

CORRECTIONS IN REPRINT ADS

Corrections or alterations cannot be made in advertisements reprinted in the Republic from the Herald after 10 o'clock a. m. on the day of insertion.

CORRECTIONS IN PRICES

No prices may be lowered in display advertising copy or proofs after 5 o'clock p. m. preceding the date of insertion.

PREPARATION OF COPY

In order to avoid misunderstanding in our composing room a dummy or layout should accompany all copy, indicating the location of each cut, display line, box and block of body type. All text matter and department headings should be written the long way on 6x9 copy paper which will be furnished, together with layout sheets drawn to scale, by our advertising department without cost to you.

Mats must always be cut square or rectangular in shape, allowing one half inch margin on four sides. Corrections in mats or deletions should be made with a pencil. Never cut them out of the mat.

Extra care should be exercised in writing prices and trade names.

DISPLAY MAY BE MADE TO ~~TO~~ attract attention and cause \$123
18 point Elzevir No. 3.

DISPLAY MAY BE MADE TO ~~TO~~ attract attention and cause
18 point Classic Italic.

DISPLAY MAY BE MADE TO ~~TO~~ attract attention and cause
18 point Cheltenham Bold.

DISPLAY MAY BE MADE TO ~~TO~~ ATTRACT ATTEN \$1234
36 point Cheltenham Bold Condensed (caps only)

\$1234567890¢
8 point Bold Face Advertising Figures.

\$1234567890
10 point Bold Face Advertising Figures.

\$1234567890¢
12 point Bold Face Advertising Figures.

DISPLAY MAY BE MADE TO ATTRACT ATTENTION and cause typographical
matter to appear interesting..... **\$1234567890c**
18 point Century Bold Advertising Figures.

DISPLAY MAY BE MADE TO ATTRACT ATTENTION and cause **\$1234567890c**
typographical matter to appear interesting.....
24 point Century Bold Advertising Figures.

DISPLAY MAY BE MADE TO ATTRACT attention and **\$12345678**
cause typographical matter to appear interesting
30 point Century Bold Advertising Figures.

DISPLAY MAY BE MADE TO ATTRACT ATTENTION and **\$1234567890c**
cause typographical matter to appear interesting.....
24 point Tempo Bold Advertising Figures.

DISPLAY MAY BE MADE TO ATTRACT at- **\$12345678c**
tention and cause typographical matter to appear in
30 point Tempo Bold Advertising Figures.

TEMPO MEDIUM DISPLAY Advertising Pays Merchant

48 Point Tempo Medium

MECHANICAL DEPARTMENT Has Latest Printing Machinery

42 Point Tempo Medium

DESIRING BETTER DISPLAY FACES Reproducing Historic Specimen Book

36 Point Tempo Medium

THE NEWS OF MODERN PRINTING. 1234 Design of Printing Types Has Started an Era

30 Point Tempo Medium

COMPOSITION IN TEMPO MEDIUM VERY PLEASING The Proper Use of White Space Is Important. \$1234

24 Point Tempo Medium

TEMPO SERIES THE New Sans-Serif. \$123

48 Point Tempo Heavy

MODERN EQUIPMENT Latest Typefaces. \$1234

42 Point Tempo Heavy

IT PAYS TO ADVERTISE IN Yakima's Daily Newspapers

36 Point Tempo Heavy

CONVEY THOUGHTS CLEARLY Care Should Be Taken in Writing

30 Point Tempo Heavy

DISPLAY INTERPRETS AND ATTRACTS Designate Complete Layout. \$123456789

24 Point Tempo Heavy

REGULAR ADVERTISING IS THE KIND THAT PAYS New Composing Room Equipment Improves Newspaper

18 Point Tempo Heavy

\$56,798

96 Point Tempo Heavy—Figures Only

\$1234.50

84 Point Tempo Heavy—Figures Only

BLACK TYPE

Used for Head

\$123456789

72 Point Tempo Heavy

TEMPO HEAVY

Is Modern Type

60 Point Tempo Heavy

TEMPO HEAVY

**DISPLAY
TYPE \$14
Specimen**

120 Point Bernhard Gothic

**NEW TYPE
Display Line
\$12345678**

96 Point Bernhard Gothic

BERNHARD GOTHIC

TEMPO BOLD CONDENSED
Enterprising Newspaper. \$123

48 Point Tempo Bold Condensed

PROPER USE OF WHITE SPACE
Is an Important Factor. \$1234567

42 Point Tempo Bold Condensed

REPUBLIC AND HERALD ADVERTISING
Display Produced by Modern Methods.

36 Point Tempo Bold Condensed

REGULAR ADVERTISING PAYS IN DIVIDENDS
A Printed Job of Better Grade. \$1234567890

30 Point Tempo Bold Condensed

ALL PRINTING IMPROVES WITH MODERN EQUIPMENT
The Proper Use of White Space Is Important. \$12345678

24 Point Tempo Bold Condensed

*Designed for Attention
—but Don't use all Caps*

72 Point Coronet Bold

*Coronet Bold for the Best Results
Makes a Pleasing Contrast When
Dresses . . . \$1234567890'—.,-,:.?!"*

48 Point Coronet Bold

*Modern Printing Methods Always Effective
Display may be made to attract attention. \$1234*

36 Point Coronet Bold

\$12345678

96 Point Tempo Light

CORONET BOLD

RICHEST SCHEME Honor Modern Shops

48 Point Caslon Light

EMPHASIZED LINES Desired Unusual Results

42 Point Caslon Light

MODERN SHOP DESIGNS Provided Beautiful Materials

36 Point Caslon Light

DESIGNED SPECIMEN BOOKS Superior Printed Literature Is Help

30 Point Caslon Light

PRINTING SPECIMEN SHEETS WITH Modern Equipment Eliminates Waste. \$123

24 Point Caslon Light

THE YAKIMA DAILY REPUBLIC

YAKIMA MORNING HERALD

PUBLISH IN
Great Results

72 Point Caslon Light

ADVERTISING
Merchants Praise

60 Point Caslon Light

CASLON LIGHT

MODERN DESIGN
Beauty Effects Result

48 Point Caslon Light Italic

LEGIBLE PRINTING
Desired Complete Range

42 Point Caslon Light Italic

SUPREME PRINT SHOPS
Handling Artistic Specimens

36 Point Caslon Light Italic

RIGHT SPECIMEN SHOWING
Presenting Only Correct Statements

30 Point Caslon Light Italic

PRINTING SPECIMEN SHEETS WITH
Modern Equipment Eliminates Much Waste

24 Point Caslon Light Italic

NEW TYPE
Display Lines

72 Point Caslon Light Italic

THE RESULT
Correct Display

60 Point Caslon Light Italic

METHOD SHOWN Better Display Lines

48 Point Caslon Bold

DESIGNS INTEREST Effectiveness Desirable

42 Point Caslon Bold

REDUCING NEW RULES Proportions Make Standard

36 Point Caslon Bold

INTERESTING DESCRIPTIONS Never Refuses Particular Custom

30 Point Caslon Bold

PRINTING SHOP TRIES TWO COLOR New Type for Every Job. \$123,456,789.00

24 Point Caslon Bold

PRINTER IS Ideal Display

72 Point Caslon Bold

SURMOUNTED Result Produced

60 Point Caslon Bold

THE YAKIMA DAILY REPUBLIC

YAKIMA MORNING HERALD

**CREDIT
Perfect In**

96 Point Caslon Bold

**JANITOR
Makes Job**

84 Point Caslon Bold

CASLON BOLD

NEW RECORD MADE Ludlow Composition

72 Point Caslon Adbold Extra Condensed

PUBLISHERS CONTEND Modern Printing Methods

60 Point Caslon Adbold Extra Condensed

INTEREST PRINTERS REPORT Composition Helps Newspaper

48 Point Caslon Adbold Extra Condensed

SUPERIOR PRINTED Prominent Designer Reads

48 Point Cheltenham Light

HONOR UNIT SECURES Desiring Better Display Method

42 Point Cheltenham Light

ELEMENTS GUIDE BUSINESS Produce Beautiful Charming Specimen

36 Point Cheltenham Light

DISTRIBUTION OF WHITE SPACE Reproducing Historic Display Specimen Books

30 Point Cheltenham Light

METHODS PRODUCING FINEST RESULT Beautiful Handiwork Decorated University Booklet. \$1

24 Point Cheltenham Light

PUBLICITY COUNTS
Harmonious Combinations

48 Point Cheltenham Light Italic

STRIKING CONTRASTS
Introduces Dignified Creations

42 Point Cheltenham Light Italic

ECONOMY INSURES WORK
Literature Produces Masterly Touch

36 Point Cheltenham Light Italic

FOLLY OF USING HEAVY RULES
Decorations Designed Impressing Customers

30 Point Cheltenham Light Italic

METHODS PRODUCING FINEST RESULT
Beautiful Handiwork Decorated University Booklet

24 Point Cheltenham Light Italic

CONVEY ONE IDEA Symmetry and Balance

48 Point Cheltenham Bold

PRODUCED SPECIMEN Makes Pleasing Contrasts

42 Point Cheltenham Bold

ENTERPRISING WORKMEN Handling Composition Rapidly

36 Point Cheltenham Bold

RUN COPY SYSTEMATICALLY Manufactured Reliable Equipments

30 Point Cheltenham Bold

DISPLAY INTERPRETS AND ATTRACTS Correct Equipment in Composing Room. 123

24 Point Cheltenham Bold

HOLDS NEW BOOK ***Important Instruction***

48 Point Cheltenham Bold Italic

DENIED MESSENGERS ***Mechanical Rules Given***

42 Point Cheltenham Bold Italic

PRICE HUNTERS SECURED ***Enterprising Business Houses***

36 Point Cheltenham Bold Italic

EMBELLISH YOUR TYPE PAGE ***Variation of Size or Face of Type***

30 Point Cheltenham Bold Italic

DISPLAY INTERPRETS AND ATTRACTS ***Appropriate and Interesting Illustrations***

24 Point Cheltenham Bold Italic

CHELtenham BOLD ITALIC

PRODUCING NEW PROFITS

Interest the Woman Reader

48 Point Cheltenham Bold Extra Condensed

PLEASING COLOR SCHEMES

Designate Complete Layout Now

42 Point Cheltenham Bold Extra Condensed

SCHOOL CHILDREN PRINTED BOOKS

Literature Produced Most Economically

36 Point Cheltenham Bold Extra Condensed

EXACTING CUSTOMERS ARE QUICK TO NOTE

A Printed Job of Better Grade. \$123,456.00

30 Point Cheltenham Bold Extra Condensed

REGULAR ADVERTISING IS THE KIND THAT PAYS

New Composing Room Equipment Improves Newspaper

24 Point Cheltenham Bold Extra Condensed

RESPLENDENCE Machine Product

48 Point Cheltenham Bold Extended

USING SPECIMENS Encourage Printing

42 Point Cheltenham Bold Extended

RENEWS EQUIPMENT Printed Superior Letter

36 Point Cheltenham Bold Extended

POORLY WRITTEN ITEMS Declaring Regular Dividends

30 Point Cheltenham Bold Extended

TYPE FACES THAT HARMONIZE Modern Printing Method Effective

24 Point Cheltenham Bold Extended

THE YAKIMA DAILY REPUBLIC

YAKIMA MORNING HERALD

12—(1)

12—(2)

12—(3)

12—(4)

6—(1)

6—(2)

6—(3)

6—(4)

6—(5)

6—(6)

6—(7)

6—(8)

6—(9)

6—(10)

6—(11)

6—(12)

6—(13)

6—(14)

6—(15)

6—(16)

Borders of over six point face may be used with single and double column ads for shading effect only. Please specify by number as indexed.

\$2⁹⁵ .1234567890 \$12²⁰\$3⁹⁵ .1234576890 \$43²⁰\$3⁹⁵ .1234567890 \$41³⁰ \$3²⁹ .1234567890 \$41¹⁵ $\frac{1}{4} \frac{1}{3} \frac{1}{2} \frac{2}{3} \frac{3}{4} \% + \square () \frac{1}{4} \frac{1}{3} \frac{1}{2} \frac{2}{3} \frac{3}{4} \% + () \square \frac{1}{4} \frac{1}{3} \frac{1}{2} \frac{2}{3} \frac{3}{4} \% + () \square$ $\frac{1}{4} \frac{1}{3} \frac{1}{2} \frac{2}{3} \frac{3}{4} \frac{1}{4} \frac{1}{3} \frac{1}{2} \frac{2}{3} \frac{3}{4} \frac{1}{4} \frac{1}{3} \frac{1}{2} \frac{2}{3} \frac{3}{4} \frac{1}{4} \frac{1}{3} \frac{1}{2} \frac{2}{3} \frac{3}{4} \frac{1}{4} \frac{1}{3} \frac{1}{2} \frac{2}{3} \frac{3}{4}$ $\frac{1}{2} \frac{1}{3} \frac{1}{4} \frac{1}{2} \frac{1}{3} \frac{1}{4} \frac{1}{2} \frac{1}{3} \frac{1}{4} \frac{1}{2} \frac{1}{3} \frac{1}{4} \frac{1}{2} \frac{1}{3} \frac{1}{4}$

(\$1) € € € € € € € € € (\$1)

¢ ¢ ¢ ¢ ¢ ¢ ¢ doz. lb. ea. pr. yd.

% % % % % % % % %

[] [] [] [] () () () () ¶ ¶ ¶

[] () () () ()

\$1 \$1 \$1 \$1 \$1