

TYPE
Specimens

RULES and BORDERS

GAZETTE-TELEGRAPH

In This Book

FOR YOUR CONVENIENCE, The Gazette-Telegraph has compiled this book in order that you may make comparisons in type faces, sizes, type combinations and rules and borders available for use in our advertising columns.

It is our sincere hope that this book will enable you to obtain the desired results in your advertisements thru improved typographical appearance. We suggest that you designate your choice of type and borders by the numbers shown with each specimen.

Vogue Bold

Available in 12 to 72 Point

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

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1 2 3 4 5 6 7 8 9 0 \$ % &

12 Point Vogue Bold 712

THE NEWSPAPER THAT ENJOYS THE CONFIDENCE
The newspaper that enjoys the confidence of its readers

14 Point Vogue Bold 714

THE NEWSPAPER THAT ENJOYS THE CONFIDENCE
The newspaper that enjoys the confidence of its readers

18 Point Vogue Bold 718

THE NEWSPAPER THAT ENJOYS THE CONFIDENCE
The newspaper that enjoys the confidence of its readers

24 Point Vogue Bold 724

THE NEWSPAPER THAT ENJOYS THE CONFIDENCE
The newspaper that enjoys the confidence of its readers

30 Point Vogue Bold 730

THE NEWSPAPER THAT ENJOYS THE CONFIDENCE
The newspaper that enjoys the confidence of its readers

36 Point Vogue Bold 736

THE NEWSPAPER THAT ENJOYS THE CONFIDENCE
The newspaper that enjoys the confidence of its readers

42 Point Vogue Bold 742

THE NEWSPAPER THAT ENJOYS THE CONFIDENCE
The newspaper that enjoys the confidence of its readers

48 Point Vogue Bold 748

THE NEWSPAPER THAT ENJOYS THE CONFIDENCE
The newspaper that enjoys the confidence of its readers

60 Point Vogue Bold 760

THE NEWSPAPER THAT ENJOYS THE CONFIDENCE
The newspaper that enjoys the confidence of its readers

36 Point Vogue Extra Bold

836

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42 Point Vogue Extra Bold

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48 Point Vogue Extra Bold

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14 Point Vogue Bold Condensed

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THE NEWSPAPER THAT ENJOYS THE CONFIDENCE OF ITS READE

The Newspaper that enjoys the confidence of its readers is a

18 Point Vogue Bold Condensed

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Vogue Extra Bold Condensed

14 Point Vogue Extra Bold Condensed

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THE NEWSPAPER THAT ENJOYS THE CONFIDENCE OF ITS READE

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72 Point Vogue Extra Bold

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14 Point Vogue Bold Oblique

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18 Point Vogue Extra Bold Condensed 1118

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30 Point Vogue Extra Bold Condensed 1130

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Bodoni Modern

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12 Point Bodoni Modern 212

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36 Point Bodoni Modern 236

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42 Point Bodoni Modern 242

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60 Point Bodoni Modern 260

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[Rules at End of Capital Lines Indicate Shoulder]

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Bodoni Modern Italic

12 Point Bodoni Modern Italic 312

THE NEWSPAPER THAT ENJOYS THE CONFIDEN
The newspaper that enjoys the confidence of its readers

18 Point Bodoni Modern Italic 318

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24 Point Bodoni Modern Italic 324

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30 Point Bodoni Modern Italic 330

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Bodoni Bold

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14 Point Bodoni Bold 414

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[Rules at end of capital lines indicate shoulder]

120 Point Bodoni Bold

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Bodoni Bold Italic

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514

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[Rules at end of capital lines indicate shoulder]

Bodoni Ultra

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648

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[Rules at end of capital lines indicate shoulder]

Body Types

5½ Point Regal with Boldface

5½ & 105½

The newspaper that enjoys the confidence of its readers is a newspaper of greatest value to the advertiser in that he automatically shares the good will and prestige it holds in the community. **The Gazette-Telegraph** is such a newspaper. It has served Colorado Springs since the year of its founding, providing round-the-clock news coverage and strong editorial features that have gained wide reader interest. Its reputation for reliability is a measure of its selling power, which is enhanced by the fact that the region it serves is possessed of much greater than average buying power. Beyond this, **The Gazette-Telegraph**, in new and modern dress, offers mechanical facilities to meet the most exacting requirements of the advertising copy writer. New and clean-cut type faces are available for every display need, and every advertisement is made up of entirely new 1234567890\$

6 Point Regal with Boldface

6 & 106

The newspaper that enjoys the confidence of its readers is a newspaper of greatest value to the advertiser in that he automatically shares the good will and prestige it holds in the community. **The Gazette-Telegraph** is such a newspaper. It has served Colorado Springs since the year of its founding, providing round-the-clock news coverage and strong editorial features that have gained wide reader interest. Its reputation for reliability is a measure of its selling power, which is enhanced by the fact that the region it serves is possessed of much greater than average buying power. Beyond this, **The Gazette-Telegraph**, in new and modern dress, offers mechanical facilities to meet 1234567890\$

7 Point Regal No. 2 with Boldface

7 & 107

The newspaper that enjoys the confidence of its readers is a newspaper of greatest value to the advertiser in that he automatically shares the good will and prestige it holds in the community. **The Gazette-Telegraph** is such a newspaper. It has served Colorado Springs since the year of its founding, providing round-the-clock news coverage and strong editorial features that have gained wide reader interest. Its reputation for reliability is a measure of its selling power, which is enhanced by the fact that the region it serves is possessed of much greater than 1234567890\$

9 Point Regal No. 2 with Boldface

9 & 9G

The newspaper that enjoys the confidence of its readers is a newspaper of greatest value to the advertiser in that he automatically shares the good will and prestige it holds in the community. **The Gazette-Telegraph** is such a newspaper. It has served Colorado Springs since the year of its founding, providing round-the-clock news coverage and strong editorial features that have gained wide reader interest. Its reputation for reliability is a measure of its 1234567890\$

9 Point Regal No. 2 with Italic

9 & 109

The newspaper that enjoys the confidence of its readers is a newspaper of greatest value to the advertiser in that he automatically shares the good will and prestige it holds in the community. **The Gazette-Telegraph** is such a newspaper. It has served Colorado Springs since the year of its founding, providing round-the-clock news coverage and strong editorial features that have gained wide reader interest. Its reputation for reliability is a measure of its selling power, which 1234567890\$

10 Point Regal No. 2 with Boldface

10 & 110

The newspaper that enjoys the confidence of its readers is a newspaper of greatest value to the advertiser in that he automatically shares the good will and prestige it holds in the community. **The Gazette-Telegraph** is such a newspaper. It has served Colorado Springs since the year of its founding, providing round-the-clock news coverage and strong editorial features that have 1234567890\$

12 Point Vogue with Vogue Bold

712L & 712

The newspaper that enjoys the confidence of its readers is a newspaper of greatest value to the advertiser in that he automatically shares the good will and prestige it holds in the community. **The Gazette-Telegraph** is such a newspaper. It has served Colorado Springs since the year of its founding, providing round-the-clock 1234567890\$

14 Point Vogue Bold with Bold Oblique

714 & 914

The newspaper that enjoys the confidence of its readers is a newspaper of greatest value to the advertiser in that he automatically shares the good will and prestige it holds in the community. **The Gazette-Telegraph** is such a newspaper. It has served Colorado Springs since 1234567890\$

12 Point Bodoni with Italic

212 & 312

The newspaper that enjoys the confidence of its readers is a newspaper of greatest value to the advertiser in that he automatically shares the good will and prestige it holds in the community. **The Gazette-Telegraph** is such a newspaper. It has served Colorado Springs since the year of its founding, providing round-the- 1234567890\$

14 Point Bodoni Bold with Bold Italic

414 & 514

The newspaper that enjoys the confidence of its readers is a newspaper of greatest value to the advertiser in that he automatically shares the good will and prestige it holds in the community. **The Gazette-Telegraph** is such a newspaper. It has served Colorado Springs since 1234567890\$

Vogue Combinations

24 Pt. Vogue Ex. Bold with 7 Pt. Rex Bold

VELVEETA CHEESE 2-lb. box Old English **73c**

Velveeta Cheese 2-lb. Box Old English **73c**

18 Pt. Vogue Ex. Bold with 7 Pt. Rex Bold

VELVEETA CHEESE 2-lb. box Old English **73c**

Velveeta Cheese 2-lb. Box Old English **73c**

24 Pt. Vogue Bold with 7 Pt. Rex

VELVEETA CHEESE 2-lb. box Old English **73c**

Velveeta Cheese 2-lb. box Old English **73c**

18 Pt. Vogue Bold with 7 Pt. Rex

VELVEETA CHEESE 2-lb. box Old English **73c**

Velveeta Cheese 2-lb. box Old English **73c**

30 Pt. Vogue Ex. Bold Condensed with 14 Pt. Vogue Ex. Bold Condensed

SPAGHETTI DINNER MAGIC CHEF **25c**

24 Pt. Vogue Ex. Bold Condensed with 7 Pt. Rex Bold

MALTED MILK CARNATION CHOC. OR PLAIN—1-LB. JAR **39c**

Malted Milk Carnation Chocolate or Plain—1-lb. jar **39c**

18 Pt. Vogue Ex. Bold Condensed and 30 Pt. Vogue Ex. Bold with 7 Pt. Rex Bold

LEG OF LAMB AA GRADE U. S. CHOICE **lb. 32c**

Baby Food Gerbers, 3 cans **19c** **BABY FOOD** GERBERS, 3 cans **19c**

18 Pt. Vogue Ex. Bold Condensed with 7 Pt. Rex Bold

POTATOES No. 1 RED McCLURE **10 lbs. 35c**

18 Pt. Vogue Ex. Bold Condensed with 7 Pt. Rex

Veal Roast Shoulder, Grade A, Lb., 2 points and **26c**

9 Pt. Regal Gothic with 24 Pt. Vogue Ex. Bold.

GRAPEFRUIT, Texas Seedless, lb. **00c** **New Crop Texas Grapefruit,** lb. **00c**

Bodoni Bold Combinations

24 Pt. Bodoni Bold with 7 Pt. Rex

MALTED MILK CARNATION CHOC. or PLAIN **39c**

Malted Milk Carnation—Chocolate or Plain—1-lb. Jar **39c**

18 Pt. Bodoni Bold with 7 Pt. Rex

POTATOES No. 1 RED McCLURE **10 lbs. 35c**

Velveeta Cheese 2 lb. box Old English **73c**

Two-Line Price Combinations

6 Pt. Regal and 14 Pt. Vogue Bold Condensed.

COMBINATIONS formed of 6 point and 14 point 2-line prices may sometimes be used to advantage where space is limited. This sample paragraph shows how to use the combination effectively..... **\$0.00**

6 Pt. Regal and 14 Pt. Vogue Ex. Bold Condensed.

COMBINATIONS formed of 6 point and 14 point 2-line prices may sometimes be used to advantage where space is limited. This sample paragraph shows how to use the combination effectively..... **\$0.00**

7 Pt. Regal and 18 Pt. Vogue Bold.

COMBINATIONS of 7 point and 18 point may be used to advantage in making attractive 2-line price paragraphs—such as shown in this sample..... **\$0.00**

7 Pt. Regal and 18 Pt. Ex. Bold Condensed.

COMBINATIONS of 7 point and 18 point may be used to advantage in making attractive 2-line price paragraphs—such as shown in this sample..... **\$0.00**

9 Pt. Regal and 24 Pt. Vogue Ex. Bold.

COMBINATIONS of 9 point and 18 point may be used to advantage in making attractive 2-line price paragraphs—such as shown in this sample.... **\$0.00**

12 Pt. Vogue Light and 30 Pt. Vogue Ex. Bold.

COMBINATIONS formed of 12 point and 30 point may be used to advantage in making attractive paragraphs such as shown in this sample.... **\$0.00**

6 Pt. Regal and 14 Pt. Vogue Bold.

COMBINATIONS formed of 6 point and 14 point 2-line prices may sometimes be used to advantage where space is limited. This sample paragraph shows how to use the combination effectively..... **\$0.00**

6 Pt. Regal and 14 Pt. Vogue Bold Oblique.

COMBINATIONS formed of 6 point and 14 point 2-line prices may sometimes be used to advantage where space is limited. This sample paragraph shows how to use the combination effectively..... **\$0.00**

7 Pt. Regal and 18 Pt. Vogue Ex. Bold.

COMBINATIONS of 7 point and 18 point may be used to advantage in making attractive 2-line price paragraphs—such as shown in this sample..... **\$0.00**

7 Pt. Regal Bold and 18 Pt. Vogue Ex. Bold

COMBINATIONS of 7 point and 18 point may be used to advantage in making attractive 2-line price paragraphs—such as shown in this sample..... **\$0.00**

9 Pt. Regal Gothic and 24 Pt. Vogue Ex. Bold.

COMBINATIONS of 9 point and 18 point may be used to advantage in making attractive 2-line price paragraphs—such as shown in this sample.... **\$0.00**

12 Pt. Vogue Bold and 30 Pt. Vogue Ex. Bold.

COMBINATIONS formed of 12 point and 30 point may be used to advantage in making attractive paragraphs such as shown in this sample.... **\$0.00**

14 Pt. Vogue Bold and 30 Pt. Vogue Ex. Bold.

Combinations formed of 14 point and 30 point can be used very effectively **\$0.00**

14 Vogue Bold Oblique and 30 Pt. Vogue Ex. Bold.

Combinations formed of 14 point and 30 point can be used very effectively **\$0.00**

18 Pt. Vogue Bold and 42 Pt. Vogue Ex. Bold.

Combinations of 18 Pt. and 42 Pt. can be used effectively **\$0.00**

18 Pt. Vogue Ex. Bold and 42 Pt. Vogue Ex. Bold.

Combinations of 18 and 42 Pt. can be used effectively **\$0.00**

Rules

Rule A

Rule B

Rule C

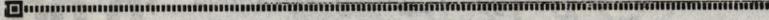
Rule D

Rule E

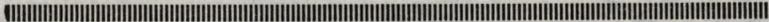
Rule F

Borders

Border No. 1



Border No. 2



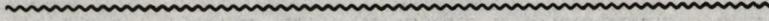
Border No. 3



Border No. 4



Border No. 5



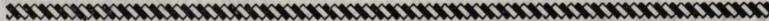
Border No. 6



Border No. 7



Border No. 8



Border No. 9



Border No. 10



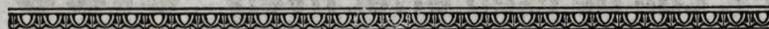
Border No. 11



Border No. 12



Border No. 13



Border No. 14



Border No. 15



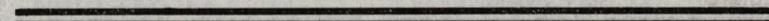
Border No. 16



Border No. 17



Border No. 18



Border No. 19



Border No. 20



Border No. 21

