

# 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

, . : ; - " " ! ? ( ) —

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

**THE NEWSPAPE**  
**The newspaper ti**

42 Point Vogue Extra Bold

842

**THE NEWSPA**  
**The newspape**

48 Point Vogue Extra Bold

848

**THE NEWSP**  
**The newspac**

60 Point Vogue Extra Bold

860

**THE NEWI**  
**The Newsp**

72 Point Vogue Bold

772

**THE NEK**  
**The News**

Vogue Extra Bold

**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**  
**abcdefghijklmnopqrstuvwxyz**  
**. : ; - " " ! ? ( )**  
**1 2 3 4 5 6 7 8 9 0 \$ % &**

18 Point Vogue Extra Bold

818

**THE NEWSPAPER THAT ENJOYS T**  
**The newspaper that enjoys the confi**

24 Point Vogue Extra Bold

824

**THE NEWSPAPER THAT I**  
**The newspaper that enjoy**

30 Point Vogue Extra Bold

830

**THE NEWSPAPER TI**  
**The newspaper that i**



## Vogue Bold Condensed

ABCDEFGHIJKLMNOP

QRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

,.:;-'"!()?()

1234567890\$%&

14 Point Vogue Bold Condensed

1014

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

1018

THE NEWSPAPER THAT ENJOYS THE CONFIDENCE

The newspaper that enjoys the confidence of its

24 Point Vogue Bold Condensed

1024

THE NEWSPAPER THAT ENJOYS THE CO

The newspaper that enjoys the confid

## Vogue Extra Bold Condensed

14 Point Vogue Extra Bold Condensed

1114

THE NEWSPAPER THAT ENJOYS THE CONFIDENCE OF ITS READE

The Newspaper that enjoys the confidence of its readers is a

72 Point Vogue Extra Bold

872

# THE NEL

# The New

## Vogue Bold Oblique

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

abcdefghijklmn

opqrstuvwxyz

,.:;-'"!()?()

1234567890\$%&

14 Point Vogue Bold Oblique

914

THE NEWSPAPER THAT ENJOYS THE CONF

The newspaper that enjoys the confidence of its re

18 Point Vogue Bold Oblique

918

THE NEWSPAPER THAT ENJOYS T

The newspaper that enjoys the confi

24 Point Vogue Bold Oblique

924

THE NEWSPAPER THAT EN

The newspaper that enjoys th



18 Point Vogue Extra Bold Condensed 1118

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

24 Point Vogue Extra Bold Condensed 1124

THE NEWSPAPER THAT ENJOYS THE C  
The newspaper that enjoys the confid

30 Point Vogue Extra Bold Condensed 1130

THE NEWSPAPER THAT ENJOY  
The newspaper that enjoys th

## Bodoni Modern

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

, . : ; - " ' ! ? ( ) —

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

12 Point Bodoni Modern 212

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

24 Point Bodoni Modern 224

THE NEWSPAPER THAT EN  
The newspaper that enjoys the

30 Point Bodoni Modern 230

THE NEWSPAPER THAI  
The newspaper that enjoy

36 Point Bodoni Modern 236

THE NEWSPAPER I  
The newspaper that i

42 Point Bodoni Modern 242

THE NEWSPAPEI  
The newspaper tha

48 Point Bodoni Modern 248

THE NEWSPA  
The newspaper t

60 Point Bodoni Modern 260

THE NEWS  
The newspap

[Rules at End of Capital Lines Indicate Shoulder]



THE NEA  
The newsp

[Rules at End of Capital Lines Indicate Shoulder]

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  
THE NEWSPAPER THAT ENJOYS TH  
The newspaper that enjoys the confidence o

24 Point Bodoni Modern Italic 324  
THE NEWSPAPER THAT EN  
The newspaper that enjoys the e

30 Point Bodoni Modern Italic 330  
THE NEWSPAPER THAI  
The newspaper that enjoys

Bodoni Bold

ABCDEFGHIJKLMNOP  
QRSTUVWXYZ  
abcdefghijklmnop  
qrstuvwxyz  
,:;-“”!()  
1234567890\$%&

14 Point Bodoni Bold 414  
THE NEWSPAPER THAT ENJOYS THE CON  
The newspaper that enjoys the confidence of its

18 Point Bodoni Bold 418  
THE NEWSPAPER THAT ENJOYS T  
The newspaper that enjoys the confi

24 Point Bodoni Bold 424  
THE NEWSPAPER THAT E  
The newspaper that enjoys the

30 Point Bodoni Bold 430  
THE NEWSPAPER TL  
The newspaper that en

36 Point Bodoni Bold 436  
THE NEWSPAPER  
The newspaper that



42 Point Bodoni Bold

442

THE NEWSPAP  
The newspaper t

48 Point Bodoni Bold

448

THE NEWSPI  
The Newspaper

60 Point Bodoni Bold

460

THE NEWS  
The Newspa

72 Point Bodoni Bold

472

THE NES  
TheNewsp

[Rules at end of capital lines indicate shoulder]

120 Point Bodoni Bold

4120

THE I  
The N

Bodoni Bold Italic

14 Point Bodoni Bold Italic

514

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

18 Point Bodoni Bold Italic

518

THE NEWSPAPER THAT ENJOYS T  
The newspaper that enjoys the confi

24 Point Bodoni Bold Italic

524

THE NEWSPAPER THAT E  
The newspaper that enjoys the

30 Point Bodoni Bold Italic

530

THE NEWSPAPER TI  
The newspaper that e



36 Point Bodoni Bold Italic

536

**THE NEWSPAPER**  
*The newspaper th*

48 Point Bodoni Bold Italic

548

**THE NEWSPA**  
*The Newspaper*

60 Point Bodoni Bold Italic

560

**THE NEWS**  
*The Newspai*

72 Point Bodoni Bold Italic

572

**THE NEB**  
*The Newsp*

[Rules at end of capital lines indicate shoulder]

## Bodoni Ultra

18 Point Bodoni Ultra

618

**THE NEWSPAPER THAT EN**  
**The newspaper that enjoys th**

24 Point Bodoni Ultra

624

**THE NEWSPAPER T**  
**The newspaper that e**

30 Point Bodoni Ultra

630

**THE NEWSPAPE**  
**The newspaper th**

36 Point Bodoni Ultra

636

**THE NEWSP**  
**The Newspapi**

48 Point Bodoni Ultra

648

**THE NEW**  
**The Newsp**

[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** 19c **BABY FOOD** 19c  
Gerbers, 3 cans.....

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

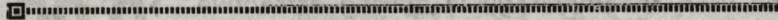
Rule E

Rule F

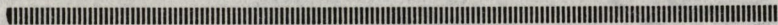


# Borders

Border No. 1



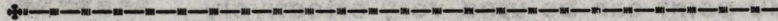
Border No. 2



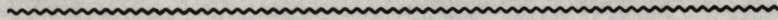
Border No. 3



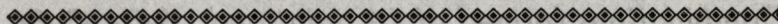
Border No. 4



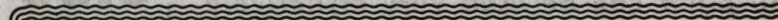
Border No. 5



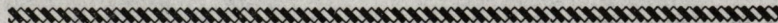
Border No. 6



Border No. 7



Border No. 8



Border No. 9



Border No. 10



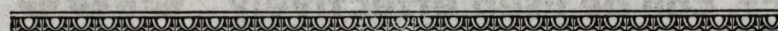
Border No. 11



Border No. 12



Border No. 13



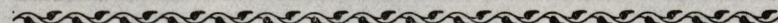
Border No. 14



Border No. 15



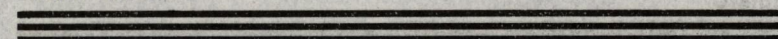
Border No. 16



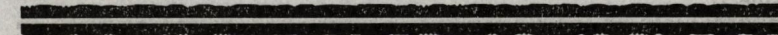
Border No. 17



Border No. 18



Border No. 19



Border No. 20



Border No. 21

