

Advance Showing of

KABEL LIGHT and KABEL BOLD

Arrangements have just been completed whereby we shall secure the matrices for casting this popular new type series. Heretofore it has been available only through foreign foundries, and we are exceptionally fortunate in being able to offer this to our trade at this time.

May we suggest that if it is your intention to add the Kabel series to your typographic resources that you place your order with us now, using the order blank enclosed. Delivery will be made just as quickly as possible in the sequence in which orders are received. We anticipate starting our casting machines on this series about November 1st.

KABEL LIGHT

10-Point 30A \$1.40 66a \$2.10-\$3.60

FOR BETTER TYPOGRAPHY SELECT A FACE adapted to deliver a message to an audience appreciating

12-Point 30A \$2.10 66a \$3.20-\$5.30

QUALITY AND APPEARANCE. MANY printers profitably use monotype products.

14-Point 15A \$1.70 33a \$2.40-\$4.10

Greater Results Demand Showing of Printed

18-Point 10A \$2.00 20a \$2.40-\$4.40

Matter Well Balanced. Monotype

24-Point 5A \$1.60 10a \$2.00-\$3.60

Better the Quality of Printing by

30-Point 3A \$2.00 5a \$2.40-\$4.40

Providing New Type

36-Point 3A \$2.40 5a \$2.80-\$5.20

of Uniform Height.

CHARACTERS IN EACH FONT

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 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 . , - : ; ' ! ?

KABEL BOLD

10-Point 30A \$1.40 66a \$2.10-\$3.60

PRINTING PRODUCED IN THIS AGE OF MA-
chinery surpasses in excellence that of its earliest history.

12-Point 30A \$2.10 66a \$3.20-\$5.30

COULD THE MASTERS OF THE 15TH CEN-
tury return to see specimens of modern printing

14-Point 15A \$1.70 33a \$2.40-\$4.10

They Would be Amazed at the Progress

18-Point 10A \$2.00 20a \$2.40-\$4.40

Made in the Art Preservative. There is

24-Point 5A \$1.60 10a \$2.00-\$3.60

No Substitute for Monotype

30-Point 3A \$2.00 5a \$2.40-\$4.40

For Typesetting and

36-Point 3A \$2.40 5a \$2.80-\$5.20

Casting Material

CHARACTERS IN EACH FONT

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 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 . , - : ; ' ! ?

Weight Fonts in multiples of 25 pounds at 70c per lb.

Nachahmung der Lanston Monotype Maschine Co., Philadelphia / Imitation of the Lanston Monotype Maschine Co., of Philadelphia