

L

et to not follow the wide state highway through the Carolina mountains, but for the sake of -  
 over the almost impenetrable paths -  
 city mortal expect-



PRODUCTION PRESS, Inc. • 201 E. Canal St., Jacksonville, Florida

MARCH							APRIL							MAY						
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
1	2	3	4	5	6	7	1	2	3	4	5	6	7	1	2	3	4	5	6	7
8	9	10	11	12	13	14	8	9	10	11	12	13	14	8	9	10	11	12	13	14
15	16	17	18	19	20	21	15	16	17	18	19	20	21	15	16	17	18	19	20	21
22	23	24	25	26	27	28	22	23	24	25	26	27	28	22	23	24	25	26	27	28
29	30	31					29	30	31					29	30	31				



12th ANNUAL EXHIBIT OF CHICAGO FINE PRINTING



SPONSORED BY THE SOCIETY OF TYPOGRAPHIC ARTS OF CHICAGO, THE EXHIBITION WILL OPEN MAY 16, AT THE NEWBERRY LIBRARY, 60 W. WALTON PLACE, CHICAGO, ILLINOIS



INTRIGUING • EXCITING •

REVEALING • INSTRUCTIVE



STA LECTURES FOR 1938



Opening Lecture: Design: How to sell profitably! They'll tell you much about the...  
 Newberry Lectures and may not say a word about R. JAMES T. MANGAN opening...  
 evening of March 11th... Jim Mangan, famous advertising director, salesman, speaker,  
 Director of the Society of Typographic Arts... he will talk on design. He knows  
 commodities gain acceptance fast because of design in commodity and container. He knows  
 products, in the dolbrums, regain old sales momentum with new dress, new form, new  
 things he has practiced, proved their magic, knows things worth telling! Will you  
 Lecture: Design in Type and Typography; The second in the series of Newberry Lectures  
 ning of March 22, will be on Typography and three men will speak: All are famous  
 distinguished and enviable shares in the thought and production that are making  
 of excellent type design. There is R. HUNTER MIDDLETON, Director, Department of  
 Ludlow Typograph Co., NORMAN W. FORBUE, Director of the Black Cat Press, and  
 Art Director, Bunkle, Thompson, Kirtz, Inc. They will talk on modern theories and  
 practice in Typography; first, on the Design of Type; second, on the Design of Type in  
 on the Design of Typography in Advertising. What an uncommon privilege... will  
 men. •• Third Lecture: Design in Layout and Illustration; The third in the series  
 Lectures on the evening of March 29th, will be on Layout... and, again, three distinguished  
 men will discuss ways to design modern advertisements and book pages, how to design  
 and photographs so that printed things be beautiful and harmonious, readable, practical  
 and profitable. Listen first to H. I. HIGDON (Big), Advertising Manager, Phoenix Metal  
 and Editor of the Phoenix Flame, while he talks on Design in Layout, then to DALE NICHOLS  
 Illustrator, president Society of Typographic Arts, talking on Design in Illustration  
 viewpoint; and, then to DON WALLACE, photographer, satisfyingly extraordinary, who  
 same subject from the photographer's standpoint. What an array of talent and earnestness!  
 •• These lectures will conclude the 1938 Newberry Series of Lectures. The Society of Typographic Arts believes  
 be of the utmost value and importance to every individual and business concern using the  
 fine arts.