

36 A. 70a.

PEARL GOTHIC No. 6.

\$1.50.

ORDER, CONVENIENCE AND SIMPLICITY

In the arrangement of a working place ought to be carefully observed. A crowded, helter-skelter condition of things makes daily labor irritating and uncomfortable; while ease in getting at and using any implement or material, expedites its execution, and by saving time, there is

1875. CONSEQUENTLY INCREASED PROFITS IN AN OFFICE. 1875.

36 A. 70a.

NONPAREIL GOTHIC No. 6.

\$3.75.

EXTRA, SPARE, AND SURPLUS SORTS

Of Roman letters should be placed in regular lines as they occur, upon a galley, to be tied up, papered, marked, and cared for until the boxes are to be replenished. Bundling up surplus sorts into papers is an excellent mode of impairing

THE FINE LINES OF THE LETTERS, SAY 10 PER CENT.

36 A. 70a.

BREVIER GOTHIC No. 6.

\$1.60.

NEW TYPOGRAPHIC DESIGNS

Ornaments ought to be used to improve the appearance of work, and not merely because they are at hand, or to fill it up. Excessive embellishment often

\$15 DESTROYS THE ATTRACTIVENESS. \$8

25 A. 42a.

LONG PRIMER GOTHIC No. 6.

\$1.25.

ARRANGEMENTS OF TYPE

There should be no clumsily-balanced or unnecessarily bold lines, and where it is possible to have it so, the strongest

EFFECT SHOULD BE CENTRAL. 25

22 A. 32a.

PICA GOTHIC No. 6.

\$1.00.

CHROMATIC PRESS

Dominion Type-Founding Co'y, keeps two casters constantly going to supply orders for sorts

FROM THEIR CUSTOMERS.

18 A. 32a.

TWO LINE BREVIER GOTHIC No. 6.

\$5.10.

BANK OF TORONTO,

Strictly Conservative Gilt-edge Paper Discounted, at sight.

MONEY PANIC IN U. S. 1873.

11 A. 20a.

TWO LINE LONG PRIMER GOTHIC No. 6.

\$5.50.

SHOW OR POSTER COMPOSITION

The main thing to be brought out is the immediate thing announced.

MASS MEETING OF ORIGINAL WITS. 1875.

10 A. 11a.

DOUBLE PICA GOTHIC No. 6.

\$7.00.

ELECTROTYPING

By our New Patent Process costs no more than Stereotyping

CANADIAN ENTERPRISE. 1875.