

The Wise Printer

Buys only Point System Type. Every new type design appears **ONLY** on the Point System. All the old designs that are worthy of a place are also made on the "Point." There is no other system.

The Wise Printer

Shows his wisdom by buying only Point System Type, because one set of spaces, quads and furniture justifies every type, rule and border in his office, and every size of border, type or rule is in exact proportion to every other size.

The Wise Printer

Would be most unwise if he continued to have two sets of spaces, quads and furniture in his office when one set is sufficient to do his work at half the cost of two sets.

The Wise Printer

Knows that Time costs money, and that Labor-Saving Materials are the cheapest always. The Point System is a Time-Saver, and Time costs more than material. Point System is Labor-Saving.

The Wise Printer

Buys his materials, machinery and type where he is sure to get the best, the original, the accurate, made by the largest and greatest type-founding concern in the world—The American Type Founders' Company.

The Wise Printer

Having carefully considered the new, and decided to abandon the old, will order his supplies of type, machinery and materials from Toronto Type Foundry, where nothing but the latest and best is offered for sale, where none but Point System Type can be had at any price, where old body type is mere junk and is melted up.