

## Classified Advertising Typography

“Classified”—a separate and distinct department in the newspaper’s organization—a special type style and procedure in the composing room—an important factor in Linotype sales activities

### A Distinct Sales Field

WITHIN the past two decades classified advertising in newspapers (and in certain other periodicals) has grown from the lowly “want ad” to a dominant position as a source of profitable revenue for the daily and most of the weekly papers.

Classified ad managers are specialists who now have regional and national associations to discuss and compare their procedures. Their problems are regularly featured in EDITOR & PUBLISHER and other trade papers, with CAM the familiar abbreviation to denote this work.

Classified departments often have a large staff of ad takers, sometimes do so large a volume of business over the telephone that they have numbers of girls, equipped with head-sets, who can advise on wording and the peculiar jargon of classified abbreviations that has become another specialty. Larger papers have branch offices around their trading area—and a few use TTS for direct composition.

In terms of typeface equipment, a large paper may have almost as many fonts of classified type as of their news body face. Carried on multiple-magazine machines, they permit convenient alternations of news and classified to meet the flow of copy. Thus sales potentialities in the Classified Faces invite intensive study and constant promotion.

### Classified Rates Affect Type Selections

ADVERTISING rates for all other portions of the newspaper are based on the depth of space used, measured (on most dailies) by the agate line, 14 to the inch, or (on smaller dailies and weeklies) by the running inch. But classified is the exception to this custom—it sells by the *printed* line, regardless of the body size of the classified type or of the column measure of the classified section.

This practice gives the publisher an opportunity to effect economies in width of column and depth of space

by using minimum sizes of type and narrower columns. This potent factor has subjected classified to constant studies for economies in space and methods to offset rising costs of labor and newsprint without arbitrary increases in the base rate.

The most notable of recent changes to gain these results has been the reduction of line from 12 to 10½ picas, thus increasing the number of revenue-producing columns from eight to nine to the page, while the news columns remain 12 picas in width.

This trend has been responsible for more extensive use of 5-point faces instead of the previous 5½ point, with added emphasis on maximum legibility of letters and figures in the smaller size. It is also a common practice, where 5½-point faces are retained, to cast them on a 5-point body by the use of short descenders, thus effecting an approximate 10% economy in spatial depth.

In the selection of these faces the style is frequently the same as that used for the news fonts. But this relationship is relatively unimportant as an esthetic consideration where spatial economy is the deciding factor. Type for classified advertising is primarily evaluated, in the order of importance, for its clarity (legibility), its maximum word count to the line, and the minimum body size of slug on which it may be cast.

### Clean Printing Is Vital

ADVERSE practices in modern newspaper printing, notably high degrees of shrinkage in stereotyping, may show their effect first in the classified pages. These, because of their compactness (as compared with the news and more open advertising pages), usually require more pressure in molding the stereotype matrix and are harmed to a greater extent by extremes of shrinkage.

It is recommended, therefore, that the salesman familiarize himself with the design characteristics and their significance in relation to printing conditions of each of the faces shown in this unit. The most practical procedure toward this end is to form the habit of study-



ing the style and appearance of the classified pages in every newspaper you pick up. It will be found interesting to observe the performance of the body types (both classified and news alike) under varied printing conditions. And the ability to identify the various classified faces, after they have undergone the stress of stereotyping and printing, becomes just about the highest test of the type sensitivity which has been cited elsewhere as a valuable instinct for every salesman.

One factor in the selection of a type face for classified, too frequently given scant attention, is the style of figures needed for maximum clarity in printing. In the classified ad, the figures which identify street addresses, telephone numbers, prices and other data, are of vital importance to the advertiser. If they print illegibly the essence of his message is lost—his ad has no value. Such a result may come from the use of the more compact figures which print suitably under *favorable* conditions. If the figures are too narrow or their design is characterized by fine lines, the dirty and unreadable printed result which may be thus caused, can sometimes be relieved by the substitution of wider and more open figures.

You will note that in most Linotype classified faces, both 5½ and 5 point, two and sometimes three different widths of figures are available. Further alternatives become possible, to meet unusual conditions or a publisher's preference, with the substitution of figures from one face to another, such as from Ionic to Excelsior. In the 5- and 5½-point sizes of the news body faces virtually all figures are interchangeable—their face name has no significance beyond first identification.

Thus the size and design of the figures to be furnished on any order for classified type becomes a matter of consequence. The salesman's recommendations, if they are based on the study of many papers, will aid the buyer in making a similar appraisal of his own printing conditions and their requirements in matrix equipment to produce clean and readable classified pages.

## Linotype Classified Faces

BEST ADAPTED to the modern conditions of newspaper production are the four type families and seven combinations with bold or gothic, represented by the alphabet showings in this unit. The most popular of these have been printed, for comparative studies and demonstrations, in the two inserts which preserve their general appearance in the ultimate newspaper uses.

The classified faces, shown here, include three traditional news body designs: the pioneer Ionic 5, the later Excelsior, and the new Corona. The specially designed Classified face, also shown here, is made to harmonize with any of the news body faces, meantime preserving its own virtue of compactness.

Among buyers of type the same whims of taste or

personal opinion, which often dictate the choice of a news body face, will have some bearing on the picking of classified. Even though it is more difficult to distinguish the exact design traits of types in 5- and 5½-point sizes, their overall printing results are readily appraised. This renews the emphasis for need of study of many papers, with some knowledge of the printing conditions of each: what presses, blankets, and form rollers; what methods of stereotyping, make of flongs, degrees of shrinkage; the character of the newsprint itself. The Linotype salesman who can intelligently discuss these factors commands the respect of the newspaper mechanical executive.

In this respect it may be observed that more mechanical executives seem to have arrived at their position of general direction via the pressroom than through the composing room. The reasons needn't be discussed here, but that characteristic background often produces a keen managerial appraisal of printing quality without too much technical knowledge of the types being printed. Here the Linotype representative can be especially helpful, with a due measure of tact and diplomacy. No man likes to be reminded of his own deficiencies or prejudices.

Only in those relatively rare cases when a new paper is being planned is a classified face chosen for its general virtues. Practically every sales problem begins with a need to correct or change an existing condition. Clarity of print under local conditions is of prime importance—sometimes it is the cause of the proposed change, but always must it be true of the result. Spatial economy in line units and depth are of equal importance—are usually the question which brings up a possible change in classified equipment.

In newspapers using nine columns to the page, 5-point faces are usually preferable, though in some cases 5½-point Ionic cast on 5-point body becomes satisfactory for economy and legibility. Where the ultimate in readability and performance under excessive stereotyping shrinkage are the controlling factors, Corona is the answer. It embodies all the experience and technical study of newspaper printing that have produced the Legibility Group and notably the step-by-step developments, as described by Mr. Griffith in his account of the Corona design. What was gained thereby for the news body sizes is even more valuable for the extreme demands upon the smaller classified sizes.

In point of economy alone, Classified with Bold has the shorter alphabet length (84 points) and higher character count. It preserves fair readability with its advantage of compact design, although it may suffer in stereotyping when shrinkage exceeds what used to be considered "normal"—about one-half inch on the page width.

Faces that are members of the Legibility Group, but *not* featured in this unit, were originally designed



# Four of Linotype's Popular Classified Faces

## CLASSIFIED with BOLD

5½ Point (5½Δ78) Lower case alphabet, 84 points. Figures, .0553  
Also short descenders

ABCDEFGHIJKLMN OPQRSTUVWXYZ &  
ABCDEFGHIJKLMN OPQRSTUVWXYZ &  
abcdefghijklmnopqrstu vwxyz ¼ ¼ ¾ ½ ½ ¾ ¾ ¾  
abcdefghijklmnopqrstu vwxyz ¼ ¼ ¾ ½ ½ ¾ ¾ ¾  
1234567890 STANDARD FIGURES, .0553  
1234567890 ALTERNATE FIGURES, .050  
1234567890 FURNISHED ON REQUEST

## EXCELSIOR with BOLD FACE 2

5 Point (5Δ32) Lower case alphabet, 95 points. Figures, .0415 or .050

ABCDEFGHIJKLMN OPQRSTUVWXYZ &  
ABCDEFGHIJKLMN OPQRSTUVWXYZ &  
abcdefghijklmnopqrstu vwxyz ¼ ¼ ¾ ½ ½ ¾ ¾ ¾  
abcdefghijklmnopqrstu vwxyz ¼ ¼ ¾ ½ ½ ¾ ¾ ¾  
1234567890 STANDARD FIGURES, .0415  
1234567890 ALTERNATE FIGURES, .050  
1234567890 FURNISHED ON REQUEST

5½ Point (5½Δ48) Lower case alphabet, 100 points. Figures, .046 or .050  
Also short and long descenders for 5- and 6-point bodies

ABCDEFGHIJKLMN OPQRSTUVWXYZ &  
ABCDEFGHIJKLMN OPQRSTUVWXYZ &  
abcdefghijklmnopqrstu vwxyz ¼ ¼ ¾ ½ ½ ¾ ¾ ¾  
abcdefghijklmnopqrstu vwxyz ¼ ¼ ¾ ½ ½ ¾ ¾ ¾  
1234567890 STANDARD FIGURES, .046  
1234567890 ALTERNATE FIGURES, .050  
1234567890 FURNISHED ON REQUEST

5½ Point (5½Δ62) Lower case alphabet, 104 points. Figures, .0484  
Also short descenders

ABCDEFGHIJKLMN OPQRSTUVWXYZ &  
ABCDEFGHIJKLMN OPQRSTUVWXYZ &  
abcdefghijklmnopqrstu vwxyz ¼ ¼ ¾ ½ ½ ¾ ¾ ¾  
abcdefghijklmnopqrstu vwxyz ¼ ¼ ¾ ½ ½ ¾ ¾ ¾  
1234567890 STANDARD FIGURES, .0484  
1234567890 FURNISHED ON REQUEST

## EXCELSIOR with GOTHIC 3

5 Point (5Δ36) Lower case alphabet, 95 points. Figures, .0415

ABCDEFGHIJKLMN OPQRSTUVWXYZ &  
ABCDEFGHIJKLMN OPQRSTUVWXYZ &  
abcdefghijklmnopqrstu vwxyz ¼ ¼ ¾ ½ ½ ¾ ¾ ¾  
abcdefghijklmnopqrstu vwxyz ¼ ¼ ¾ ½ ½ ¾ ¾ ¾  
1234567890 STANDARD FIGURES, .0415  
1234567890 FURNISHED ON REQUEST

5½ Point (5½Δ54) Lower case alphabet, 100 points. Figures, .046

ABCDEFGHIJKLMN OPQRSTUVWXYZ &  
ABCDEFGHIJKLMN OPQRSTUVWXYZ &  
abcdefghijklmnopqrstu vwxyz ¼ ¼ ¾ ½ ½ ¾ ¾ ¾  
abcdefghijklmnopqrstu vwxyz ¼ ¼ ¾ ½ ½ ¾ ¾ ¾  
1234567890 STANDARD FIGURES, .046  
1234567890 FURNISHED ON REQUEST

## CORONA with BOLD FACE 2

5½ Point (5½Δ80) Lower case alphabet, 94 points. Figures, .0441  
Also short descenders

(Conforms to agate standards adopted by TTS wire circuits)

ABCDEFGHIJKLMN OPQRSTUVWXYZ &  
ABCDEFGHIJKLMN OPQRSTUVWXYZ &  
abcdefghijklmnopqrstu vwxyz ¼ ¼ ¾ ½ ½ ¾ ¾ ¾  
abcdefghijklmnopqrstu vwxyz ¼ ¼ ¾ ½ ½ ¾ ¾ ¾  
1234567890 STANDARD FIGURES, .0441  
1234567890 FURNISHED ON REQUEST

## CORONA with ERBAR BOLD

5 Point (5Δ46) Lower case alphabet, 94 points. Figures, .046

ABCDEFGHIJKLMN OPQRSTUVWXYZ &  
ABCDEFGHIJKLMN OPQRSTUVWXYZ &  
abcdefghijklmnopqrstu vwxyz ¼ ¼ ¾ ½ ½ ¾ ¾ ¾  
abcdefghijklmnopqrstu vwxyz ¼ ¼ ¾ ½ ½ ¾ ¾ ¾  
1234567890 STANDARD FIGURES, .046  
1234567890 FURNISHED ON REQUEST

5½ Point (5½Δ70) Lower case alphabet, 98 points. Figures, .0484  
Also short descenders

ABCDEFGHIJKLMN OPQRSTUVWXYZ &  
ABCDEFGHIJKLMN OPQRSTUVWXYZ &  
abcdefghijklmnopqrstu vwxyz ¼ ¼ ¾ ½ ½ ¾ ¾ ¾  
abcdefghijklmnopqrstu vwxyz ¼ ¼ ¾ ½ ½ ¾ ¾ ¾  
1234567890 STANDARD FIGURES, .0484  
1234567890 FURNISHED ON REQUEST

## IONIC 5 with BOLD FACE 2

5 Point (5Δ24) Lower case alphabet, 84 points. Figures, .0415, .0484 or .050

ABCDEFGHIJKLMN OPQRSTUVWXYZ &  
ABCDEFGHIJKLMN OPQRSTUVWXYZ &

abcdefghijklmnopqrstu vwxyz ¼ ¼ ¾ ½ ½ ¾ ¾ ¾  
abcdefghijklmnopqrstu vwxyz ¼ ¼ ¾ ½ ½ ¾ ¾ ¾  
1234567890 STANDARD FIGURES, .0415  
1234567890 ALTERNATE FIGURES, .0484  
1234567890 FURNISHED ON REQUEST  
1234567890 ALTERNATE FIGURES, .050  
1234567890 FURNISHED ON REQUEST

5½ Point (5½Δ42) Lower case alphabet, 94 points. Figures, .046 or .050  
Also short descenders

ABCDEFGHIJKLMN OPQRSTUVWXYZ &  
ABCDEFGHIJKLMN OPQRSTUVWXYZ &  
abcdefghijklmnopqrstu vwxyz ¼ ¼ ¾ ½ ½ ¾ ¾ ¾  
abcdefghijklmnopqrstu vwxyz ¼ ¼ ¾ ½ ½ ¾ ¾ ¾  
1234567890 STANDARD FIGURES, .046  
1234567890 ALTERNATE FIGURES, .050  
1234567890 FURNISHED ON REQUEST

5½ Point (5½Δ52) Lower case alphabet, 94 points. Figures, .0441  
Also short descenders

ABCDEFGHIJKLMN OPQRSTUVWXYZ &  
ABCDEFGHIJKLMN OPQRSTUVWXYZ &  
abcdefghijklmnopqrstu vwxyz ¼ ¼ ¾ ½ ½ ¾ ¾ ¾  
abcdefghijklmnopqrstu vwxyz ¼ ¼ ¾ ½ ½ ¾ ¾ ¾  
1234567890 STANDARD FIGURES, .0441  
1234567890 FURNISHED ON REQUEST

## IONIC 5 with GOTHIC 16

5½ Point (5½Δ64) Lower case alphabet, 94 points. Figures, .050  
Casts on 5-point body

ABCDEFGHIJKLMN OPQRSTUVWXYZ &  
ABCDEFGHIJKLMN OPQRSTUVWXYZ &  
abcdefghijklmnopqrstu vwxyz ¼ ¼ ¾ ½ ½ ¾ ¾ ¾  
abcdefghijklmnopqrstu vwxyz ¼ ¼ ¾ ½ ½ ¾ ¾ ¾  
1234567890 STANDARD FIGURES, .050  
1234567890 FURNISHED ON REQUEST







# otype Display Faces for Classified Pages

## DISPLAY LINES IN Memphis Light

## Display Lines in SPARTAN LIGHT

## DISPLAY LINES IN Spartan Book

ADVTG secy to copywriter, top agcy. Wonderful boss, oppty. Start \$238. Personnel Specialists Agcy, 17 45 St.

ADVTG secy to copywriter, top agcy. Wonderful boss, oppty. Start \$238. Personnel Specialists Agcy, 17 45 St.

ADVTG secy to copywriter, top agcy. Wonderful boss, oppty. Start \$238. Personnel Specialists Agcy, 17 45 St.

ADVTG trnee, cpy, sme wrtg exp, \$50 Moran Agcy, 545 5th Ave.

ADVTG trnee, cpy, sme wrtg exp, \$50 Moran Agcy, 545 5th Ave.

ADVTG trnee, cpy, sme wrtg exp, \$50 Moran Agcy, 545 5th Ave.

ADVTG, "classified" gal, expd, \$255 CAP AGCY, 509 5 AVE (42 ST).

ADVTG, "classified" gal, expd, \$255 CAP AGCY, 509 5 AVE (42 ST).

ADVTG, "classified" gal, expd, \$255 CAP AGCY, 509 5 AVE (42 ST).

ADVT copy mail/book, expd; \$85 Mab Registry Agcy, 37 43d Mezz.

ADVT copy mail/book, expd; \$85 Mab Registry Agcy, 37 43d Mezz.

ADVT copy mail/book, expd; \$85 Mab Registry Agcy, 37 43d Mezz.

ADVTG media estmtr, 4A agcy to \$70 Moran Agcy, 545 5th Ave.

ADVTG media estmtr, 4A agcy to \$70 Moran Agcy, 545 5th Ave.

ADVTG media estmtr, 4A agcy to \$70 Moran Agcy, 545 5th Ave.

ADVTG Secy Creative "Oppty" . \$65 Moran Agcy, 545 5th Ave.

ADVTG Secy Creative "Oppty" . \$65 Moran Agcy, 545 5th Ave.

ADVTG Secy Creative "Oppty" . \$65 Moran Agcy, 545 5th Ave.

ADVTG Trainee, fast typist, \$55 CLICK (Agcy), 22 W 46 St.

ADVTG Trainee, fast typist, \$55 CLICK (Agcy), 22 W 46 St.

ADVTG Trainee, fast typist, \$55 CLICK (Agcy), 22 W 46 St.

ADVTG dept asst, 9-5, copy flair, col. St \$60. Danton Agcy, 233 W 42 St.

ADVTG dept asst, 9-5, copy flair, col. St \$60. Danton Agcy, 233 W 42 St.

ADVTG dept asst, 9-5, copy flair, col. St \$60. Danton Agcy, 233 W 42 St.

ADVTG Clerk-Typist, Grnd Cent, \$55 Business Vocational Agcy, 152 42d St.

ADVTG Clerk-Typist, Grnd Cent, \$55 Business Vocational Agcy, 152 42d St.

ADVTG Clerk-Typist, Grnd Cent, \$55 Business Vocational Agcy, 152 42d St.

ADV CHECKER-TAKER, AGCY \$55 exp. GORDON AGCY, 33 W 42d.

ADV CHECKER-TAKER, AGCY \$55 exp. GORDON AGCY, 33 W 42d.

ADV CHECKER-TAKER, AGCY \$55 exp. GORDON AGCY, 33 W 42d.

ADVG prom. exp, dir mail-publicity; pub. to \$5200. Gordon Agcy, 3 W 42d.

ADVG prom. exp, dir mail-publicity; pub. to \$5200. Gordon Agcy, 3 W 42d.

ADVG prom. exp, dir mail-publicity; pub. to \$5200. Gordon Agcy, 3 W 42d.

ADVG stenos. expd, to Acc Exec, 4A agcy, to \$65. White Agcy, 6 39th.

ADVG stenos. expd, to Acc Exec, 4A agcy, to \$65. White Agcy, 6 39th.

ADVG stenos. expd, to Acc Exec, 4A agcy, to \$65. White Agcy, 6 39th.

ADVT copy, retail bknd prf; \$75 Central Registry Agcy, 37 43d Mezz.

ADVT copy, retail bknd prf; \$75 Central Registry Agcy, 37 43d Mezz.

ADVT copy, retail bknd prf; \$75 Central Registry Agcy, 37 43d Mezz.

ADVT sales prom copy&ideas, Conn. \$5,500. Mary Cambel Agcy, 165 46 St.

ADVT sales prom copy&ideas, Conn. \$5,500. Mary Cambel Agcy, 165 46 St.

ADVT sales prom copy&ideas, Conn. \$5,500. Mary Cambel Agcy, 165 46 St.

ADV begrs. w-wo typ or s/h, eleg 4A agcy. FEE PD, \$5. LI Agcy, 1 5 Av.

ADV begrs. w-wo typ or s/h, eleg 4A agcy. FEE PD, \$5. LI Agcy, 1 5 Av.

ADV begrs. w-wo typ or s/h, eleg 4A agcy. FEE PD, \$5. LI Agcy, 1 5 Av.

AIRLINE CLK, FILING, 5D, \$41 Permanent Agcy, 140 42d, Rm 802.

AIRLINE CLK, FILING, 5D, \$41 Permanent Agcy, 140 42d, Rm 802.

AIRLINE CLK, FILING, 5D, \$41 Permanent Agcy, 140 42d, Rm 802.

ALTERATION HAND WANTED FARQUHARSON & WHEELER 23 WEST 57TH ST.

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### ACCOUNTING

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## COST CLERK

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2 to 3 years business exper; clerical and filing, some typg; to work in acctg. dept.

2 to 3 years business exper; clerical and filing, some typg; to work in acctg. dept.

2 to 3 years business exper; clerical and filing, some typg; to work in acctg. dept.

Interviews Mon-Fri, 8-12, 1-4 PM.

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**P. L. MANN CORP.**  
460 W 34TH ST, N Y C

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460 W 34TH ST, N Y C

BOOKKEEPER . . . . \$50-60

ASST BOOKKEEPER . . . \$50-60

ASST BOOKKEEPER . . \$50-60

Kl typg. Top firm. A-1 Agcy. 18 5 Av.

Kl typg. Top firm. A-1 Agcy. 18 5 Av.

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ASST bookkeeper, exper, knowledge typing, general office details; 40 hr. LO 5-0141.

ASST bookkeeper, exper, knowledge typing, general office details; 40 hr. LO 5-0141.

ASST bookkeeper, exper, knowledge typing, general office details; 40 hr. LO 5-0141.

ASSISTANT bookkeeper, thoroughly experienced; fast typist essential. LA 4-4153.

ASSISTANT bookkeeper, thoroughly experienced; fast typist essential. LA 4-4153.

ASSISTANT bookkeeper, thoroughly experienced; fast typist essential. LA 4-4153.

ASST BKPR, large pub co exp a/c rec, nice spot. . . \$55 DEE AGENCY, 290 Madison Av.

ASST BKPR, large pub co exp a/c rec, nice spot. . . \$55 DEE AGENCY, 290 Madison Av.

ASST BKPR, large pub co exp a/c rec, nice spot. . . \$55 DEE AGENCY, 290 Madison Av.

ASSISTANT BOOKKEEPER, typing; 5-day week, 9-5:30; air-conditioned office. EV 9-6910.

ASSISTANT BOOKKEEPER, typing; 5-day week, 9-5:30; air-conditioned office. EV 9-6910.

ASSISTANT BOOKKEEPER, typing; 5-day week, 9-5:30; air-conditioned office. EV 9-6910.

ASST BOOKKEEPER Knowledge steno, 5 day wk. Salary open. Oppty. CA 6-5200.

ASST BOOKKEEPER Knowledge steno, 5 day wk. Salary open. Oppty. CA 6-5200.

ASST BOOKKEEPER Knowledge steno, 5 day wk. Salary open. Oppty. CA 6-5200.

ASSISTANT Bookkeeper, 5 day wk, Good oppty. Joseph Reckert & Co, 1819 Broadway, CI 7-4094.

ASSISTANT Bookkeeper, 5 day wk, Good oppty. Joseph Reckert & Co, 1819 Broadway, CI 7-4094.

ASSISTANT Bookkeeper, 5 day wk, Good oppty. Joseph Reckert & Co, 1819 Broadway, CI 7-4094.

ASSTNT bookkeeper, alert, accurate, ambitious; would prefer size 14, but ability more important. X31 Times.

ASSTNT bookkeeper, alert, accurate, ambitious; would prefer size 14, but ability more important. X31 Times.

ASSTNT bookkeeper, alert, accurate, ambitious; would prefer size 14, but ability more important. X31 Times.

ASSISTANT bookkeeper, toy manufacturing experience pref. \$50 start. Belle Fashions, 240 W 35 St.

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ASST bookkeeper, exper accounts receivable, beginner considered, 40 hr wk, 5-days. Call ST 6-0220.

ASST bookkeeper, exper accounts receivable, beginner considered, 40 hr wk, 5-days. Call ST 6-0220.

ASST bookkeeper, exper accounts receivable, beginner considered, 40 hr wk, 5-days. Call ST 6-0220.

ASSISTANT bookkeeper, knowledge of typing, loc Nostrand & Atlantic Aves. MA 2-2400. Mr. Bradley.

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ASST BKKPR, \$45-50 To 25 yrs, sm exp, lite typg, excl op. A-1 Employment Agcy, 1 W 34th St.

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ASST BKKPR, \$45-50 To 25 yrs, sm exp, lite typg, excl op. A-1 Employment Agcy, 1 W 34th St.

ASSISTANT BKKPR, Typing, monitor board, Atlasko Paper Box Co, 250 44th St, Brooklyn, GE 9-8686.

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ASSISTANT bookkeeper-typist, experienced; pleasant surroundings. My Girl Dresses, 519 8th Ave.

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ASSISTANT BOOKKEEPER, general office work. Beginners considered. POLO-CRAFT, 43 W 36th St.

ASSISTANT BOOKKEEPER, general office work. Beginners considered. POLO-CRAFT, 43 W 36th St.

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## IONIC 5

With Bold Face 2

5 1/2 on 5 1/2

**MEAT Market**—Going into service; best offer takes it. 5973 N. Clark. LONgbeach 1-7486 except Tuesday.

**MEAT market**—Transfer corner; reasonable. Call KEystone 9-7865 any time.

**MILLINERY salon**—Excellent clientele. Stock and fixtures. Excellent N. side location. Sacrifice. Call LONgbeach 1-5076.

**NEWSPAPER, comm. printing**—Oldest in north central Washington state. Near quarter billion dollar dam under constr. \$7,500 for 1/2 share, worth \$12,500.

Address M B M 50, Tribune.

**PAINT and wall paper store**—Well established in west suburb of 12,000. 5 year lease or more. ELMhurst 5093 except Sun.

**PLUMBING business, stock, equip.**—Nr. N.; established over 35 yrs.; liv. qtrs. in rear together with brick bldg.; 3-5 rms.; 2-4 rms. on upper flrs.; 3 car garage. Reasonable price. MICHigan 2-6867, agent.

**PLUMBING business**—Sml. and eqmpt. Highland Park 2-9801, Mrs. Eva Saltness, or write P. O. Box 671.

**PORTRAIT studio**—Same location many yrs. Call 1-6 p. m. Bishop 7-6996.

**POULTRY store**—Dress.; good loc.; modern fixt.; S. side. CALumet 5-7856.

**READY TO WEAR for family**—A-1 location in Minnesota, city of 30,000; long lease, volume approx. \$300,000; about \$150,000 to handle. This store has excellent potential possibilities for good merchandiser. Send name and bank references.

Address M D X 547, Tribune.

**RESTAURANT**—New, but well located est. restaurant-ice cream bar. Well equip. in lrg. N. S. comm.; low rent, 4 yr. lease, option for renewal for 5 more yrs. Option added space. Sacrifice for quick sale. For info. SKokie 5024.

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**RESTAURANT BUSINESS for sale.** Long established sandwich shop on W. Madison-st. doing fine bus. Health compels quick sale. Call Rm. 222, 82 W. Washington-st. Full comm. to brokers.

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**RESTAURANT**—McDonald's; good location; est. 25 yrs.; want \$3,800; open 12 hours daily; 5 1/2 day wk. 7911 S. Racine.

**RESTAURANT**—Bargain. Must sell due to illness. Lincoln, So. of Lawrence. Fully equipped. Long lease. Central 6-0016.



Saves 3 Agate Lines

2 3/4%

With Gothic 16

5 1/2 on 5

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Saves 11 Agate Lines

10%

With Bold Face 2

5 on 5

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Saves 23 Agate Lines

21 1/8%

With Bold Face 2

5 1/2 on 5 1/2

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Saves 1 Agate Line

1%



Classified Faces—Set for Comparison of Space Used With Identical Copy and

CORONA

EXCE

With Bold Face 2

5 1/2 on 5 1/2

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With Erbar Bold

5 1/2 on 5

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With Gothic 3

5 1/2 on 5 1/2

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Saves 1 Agate Line

1%

Saves 8 Agate Lines

7 1/3%

Saves 11 Agate Lines

10%

Basis of

Spatial Comparisons

Saves 9



# EXCELSIOR

# CLASSIFIED

With Bold Face 2

5 1/2 on 5

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PAINT and wall paper store—Well established in west suburb of 12,000. 5 year lease or more. ELMhurst 5093 except Sun.

PLUMBING business, stock, equip.—Nr. N.; established over 35 yrs.; liv. qtrs. in rear together with brick bldg.; 3-5 rms.; 2-4 rms. on upper flrs.; 3 car garage. Reasonable price. Michigan 2-6867, agent.

PLUMBING business.—Sml. and eqpmt. Highland Park 2-9801, Mrs. Eva Saltness, or write P. O. Box 671.

PORTRAIT studio—Same location many yrs. Call 1-6 p. m. Bishop 7-6996.

POULTRY store—Dress; good loc.; modern fixt.; S. side. CALumet 5-7856.

READY TO WEAR for family—A-1 location in Minnesota, city of 30,000; long lease, volume approx. \$300,000; about \$150,000 to handle. This store has excellent potential possibilities for good merchandiser. Send name and bank references.

Address M D X 547, Tribune.

RESTAURANT—New, but well located est. restaurant-ice cream bar. Well equip. in lrg. N. S. comm.; low rent, 4 yr. lease, option for renewal for 5 more yrs. Option added space. Sacrifice for quick sale. For info. SKokie 5024.

RESTAURANT for sale or partnership in restaurant and bar in northern Indiana city of 42,000—Excellent location; good lease; wonderful opportunity for right man. Write to: J. Lieberman, 740 State, Hammond, Ind.

RESTAURANT—Open 6:30 a. m. to 2:30 p. m. 22 seat capacity. Estab. 25 yrs. Open kitchen. In hearty factory district. Must sac.; leaving for service; best offer. Good business opportunity. 628 N. Wells.

RESTAURANT BUSINESS for sale. Long established sandwich shop on W. Madison-st. doing fine bus. Health compels quick sale. Call Rm. 222, 82 W. Washington-st. Full comm. to brokers.

RESTAURANT—Profitable hotel coffee shop in nearby city. Present operator retiring. Take over his going business March 1. Moderate capital required; terms arranged. Address M E A 375, Tribune.

RESTAURANT, halls, tavern, catering; rms. above; good N. W. loc., opposite lge. factory; fine catering bus.; reas. rent; price, \$15,000. Telephone Albany 2-6372.

RESTAURANT—soda fountain—Wilson-av.; sacrifice; retiring; make offer; long lease, low rent. Must be sold this week. Call agent at PENSacola 6-7310.

RESTAURANT—McDonald's; good location; est. 25 yrs.; want \$3,800; open 12 hours daily; 5 1/2 day wk. 7911 S. Racine.

RESTAURANT—Bargain. Must sell due to illness. Lincoln, So. of Lawrence. Fully equipped. Long lease. Central 6-0016.

With Bold Face 2

5 on 5

MEAT Market—Going into service; best offer takes it. 5973 N. Clark. Longbeach 1-7486 except Tuesday.

MEAT market—Transfer corner; reasonable. Call KEystone 9-7865 any time.

MILLINERY salon—Excellent clientele. Stock and fixtures. Excellent N. side location. Sacrifice. Call Longbeach 1-5076.

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With Bold

5 1/2 on 5 1/2

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Saves 9 Agate Lines

8 1/3%

Saves 12 Agate Lines

11%

Saves 10 Agate Lines

9 1/3%

Saves 18 Agate Lines

16 2/3%











for special news body considerations. The Paragon and Opticon, planned for two extremes of inking conditions, cannot be literally reduced to classified sizes that will retain clarity of printing. Times Roman, as has been elsewhere indicated, is quite as much a general purpose book or commercial face. Its smaller sizes may be regarded as unduly minute for newspaper printing. Thus the smaller sizes of these three faces, as shown in specimen material, have been usually bought for other printing uses.

Classified advertising in certain magazines and periodicals sometimes calls for the smallest practicable type that can be successfully run and cast by machine. Then we offer the 4-point Century Expanded with Gothic 16. But it is significant that the figures for this tiny face must be .0484 in width to preserve their legibility. That is the width of the figures in 5½-point Corona—the condition demonstrating what happens to legibility with the reduction in height of the 4 point. Added width became absolutely imperative.

Another small face for special requirements is the 4¼-point No. 6 with Gothic 16. Here again the figures are relatively wider than the body size would indicate, .0553.

### Comparisons of Space Used

THE INSERT with this unit, which shows the four most-used Linotype Classified Faces, has been carefully planned to serve as a demonstration. Identical copy, careful preservation of average spacing, and proper maintenance of exact slug bodies make this a dependable showing with which to compute possible economies in space on classified pages.

As a basis for the comparisons, 5½-point Excelsior on 5½-point body was selected because it represents an average operating equipment before the present-day pressures for further economies developed.

As a basis of Comparisons, shown at the foot of each of the eleven specimen columns, the 5½-point Excelsior on 5½ specimen measures 107 agate lines. Each of the other columns repeats each item, as noted above.

The vertical arrows emphasize the amount of space saved by the various faces and body sizes. The number of agate lines saved is the measurement of this specimen, *not* of a full newspaper column. But the *percentage* of space saved, as shown here, would be true for *any* newspaper column (of whatever depth) set in the same 10½-picas measure.

For sales discussions the *percentage* factors of saving are of first importance.

But we must be careful, in undertaking any such mathematical sales approach, to recognize *all* the possible factors. If *column width* and *type size* are both part of a proposed change, both must be figured accordingly.

### An Example of Classified Sales Arithmetic

SUPPOSE your customer is now using 5½-point Excelsior on 5½-point body set 12-picas measure. He shows interest in 5½-point Corona with Erbar Bold, set on 5-point slug, and reducing the measure to 10½ picas for a nine-column page. What will be the spatial saving with that change?

First, the gaining of one full column adds one-eighth, or 12½%, to his revenue-producing space. (He will continue to sell by the printed line, even though it will be 1½ picas shorter.)

To the 112½%, represented by the nine-column format, we add the further saving effected by changing from Excelsior to Corona on a 5-point body, which is 7½%. That percentage of 112½% becomes 8¼%.

Thus, adding the saving gained by going to nine columns to the saving effected by change of face and body, we have 12½% plus 8¼%, or 20¾%—the overall economy to be expected from the proposed change.

### Don't Attempt To Use Copy-Fitting Tables

CLASSIFIED ads contain so many caps and figures that they are *not* closely mathematically related to the conditions of average copy and measures upon which our Copy-Fitting Tables are based.

Of course there is some degree of relationship between the relative alphabet lengths of the classified faces. For instance, Corona shows 94 and 98 points respectively for the alphabet lengths of 5 and 5½ point. The comparison columns show 3 agate lines difference in the identical settings on identical body. Those 3 agate lines represent about 2½% difference, whereas the Copy-Fitting Tables show a difference of 1 character per line.

We might assume that 1 character per line would not affect the result in this kind of composition, yet the actual test shows 2½%.

### Display in Classified Advertising

THE PULLING POWER of classified is well demonstrated by the extensive use of classified space for display advertisements. Among the larger papers, with many classified pages, such display becomes a factor for reader-attraction that must be worth its cost.

But display in classified, if permitted to make use of any and all display type faces in the composing room, may become a veritable hodge-podge of conflicting areas of miscellaneous type.

Demonstrating the facilities for restricted display is the accompanying insert for this unit "Five Harmonizing Linotype Faces for Classified Pages." The selection of faces for this purpose is determined by the need to avoid black types which give undue prominence and destroy the balance and texture of the page as a whole.



With display types chosen to blend with the tone of the classified body matter, emphasis is produced by the discreet use of white space and by the height of the display lines, rather than by contrast of weights as in conventional display typography. Types for this purpose are usually sans serif or gothic, and for adaptable word-count in narrow columns a full or medium condensed version is preferable.

The specimen settings show five of the most practical Linotype series for this special purpose. Metrothin and Spartan Light are popular, and occasionally Metro-lite is used effectively. Memphis Light is a distinguished face which provides a slight deviation from the austere sans serif or gothic.

In this connection, special attention is directed to a new Linotype face designed to meet the functional and economic requirements of classified display. It is listed as Gothic 17 and duplexed with a heavier weight of Gothic 19 in two-letter matrices up to 24 point and one-letter up to 36 point. You may observe, in the specimen book, by comparing the 24-, 30-, and 36-point sizes, that the weight of stroke and width of individual characters are practically the same. This was done to preserve uniform color and line unit count regardless of size, thus obtaining contrast by the varying height of the letters. For example, a line with a given number of letters may be set in either 24 or 30 point with equal facility and lateral economy. And the same is virtually true with the 36-point size—its alphabet length is only 6 points longer—194 points in comparison with the 188-point length of the 24- and 30-point sizes. Study the advantages of this series and be prepared to exploit its features on every occasion.

### Classified Body Matter by TTS

EFFICIENT handling of the great numbers of individual items which comprise a large classified business has been systematized, on a number of papers, by use of Teletypesetter. TTS transmission, sometimes from outlying branch offices—or merely from the ad takers to the composing room, has simplified paper work and the infinite details of this department of the newspaper.

This development prompted the designing of 5½-point Corona with Bold Face 2 to conform with the agate standards of the several wire circuits, thus anticipating the circuit transmission of market reports, etc., and providing the most modern of all newspaper body faces in this specially adapted style.

Linotype faces in the 5½-point size for TTS now include:

5½△ 90 Corona with Bold Face 2	Set Size 6.11
5½△ 88 Ionic 5 with Bold Face 2	Set Size 6.11
5½△ 84 Corona with Bold Face 2	Set Size 6.24
5½△ 86 Ionic 5 with Bold Face 2	Set Size 6.24

5½△ 80 Corona with Bold Face 2	Set Size 6%
5½△ 52 Ionic 5 with Bold Face 2	Set Size 6%
5½△ 62 Excelsior with Bold Face 2	Set Size 7

Competitively, these seven Linotype faces compare with five listed by Intertype as made "also for Teletypesetter":

5½-pt. Regal No. 2A Teletype w. Bold	Set Size 6.11
5½-pt. Regal No. 2 with Bold (Special)	Set Size 6.24
5½-point Ideal with Bold	Set Size 6%
5½-point Ideal with Gothic 3	Set Size 6%
5½-point Regal No. 2 with Bold	Set Size 6%

### Intertype's Classified Faces

IN VARIOUS CUTTINGS of the classified sizes and combinations, Intertype has obviously strived for compactness, as shown in the following listing of their faces. But we know that narrow, tightly fitted letters find tough going in modern stereotyping. For comparison with Linotype, the listing includes data on alphabet length, figure widths and alignment or slug body.

**5½-point Ideal with Bold**—alphabet length 94 pts.

Figs. .0484.

Made on 5-pt. alignment, casts on 5-pt. slug.

Also made for TTS.

**5½-point Ideal with Gothic 3**—alphabet length 94 pts.

Figs. .0484.

Made on 5-pt. alignment, casts on 5-pt. slug.

Also made for TTS.

**5-point Regal with Bold**—alphabet length 84 pts.

Figs. .0415. Special No. 2 figs. .0553.

**5½-point Regal No. 2 w. Bold**—alphabet length 94 pts.

Figs. .0484. Short descenders available for 5-pt. body.

Also made for TTS in three different set widths.

**5½-pt. Regal No. 2 w. Gothic 3**—alphabet length 94 pts.

Figs. .0484. Special No. 2 figs. .0553.

**5½-point Regal 2A with Cairo Bold No. 2**—alphabet length 95 pts.

Figs. .0484. Short descenders available for 5-pt. body.

body.

**5½-point Regent with Bold**—alphabet length 83 pts.

Figs. .0553.

Made on 5-pt. alignment, casts on 5-pt. slug.

**5-point Rex with Bold**—alphabet length 88 pts.

Figs. .0415.

**5-pt. Rex w. Franklin Gothic**—alphabet length 89 pts.

Figs. .0553.



## Competitive Selling

TYPE FACE DATA show enough "mixed" plants (Linotype news body type with Intertype classified—or vice versa) to demonstrate that the sales technique in this special field must be equally important with the relative merits of the two competing groups of type faces. The user of Linotype machines and a Linotype body face should not purchase Intertype matrices for classified unless somebody has made a more convincing sales presentation—yet we find such cases. Hence the continued emphasis in this discussion on the need for a real mastery of the technicalities of classified advertising.

As to comparative qualities of Intertype versus Linotype type faces for classified, we may note certain generalities:

**Ideal** attempts to parallel Ionic, as might be expected, and the two have the same alphabet lengths. Present users of either Ionic or Ideal are live prospects for a more modern, clean-printing face. In the ANPA 1950 Survey of Type Faces (the latest available as this is printed), among 535 papers 34.5% (185 papers) were then using Ionic for classified and 15% (82 papers) were using Ideal. Since both Ionic and Ideal were the first effort toward better-printing faces than the old Romans 1 and 2, it follows that many fonts of Ionic and Ideal were sold twenty to twenty-five years ago. All such equipment constitutes a potential market for modern replacement—the next ANPA Survey should show marked changes, and toward Linotype faces we endeavor.

**Regal** was brought out as competition to Excelsior and has some general resemblance to it. But Regal is less open in the smaller sizes, with an alphabet length of 84 points against 95 for Excelsior in the 5 point and 94 against 100 for Excelsior in the 5½ point. This might supply a basis of claims by Intertype salesmen for superior compactness and better word count of the Regal for classified. But that same tightness of design becomes a hazard under adverse stereotyping or printing conditions. Both Regal and Excelsior are made in combinations with Bold and Gothic 3, while Regal also offers a 5½-point combination with Cairo Bold. But the corresponding Linotype combination with Memphis Bold

stops with the minimum 6-point size, for the good reason that a still smaller version of the heavy square-serif letter becomes a direct invitation for filled-up and smudgy printing.

**Rex** carries into the classified sizes the ultra-compact character of its news body sizes. It would seem to have over-played this feature of low alphabet length, for we see little or no evidence of its acceptance among the newspapers. However, in any special conditions where extra compactness becomes a sales factor, we can offer 5½-point Times Roman, with alphabet length of 84 points against 5-point Rex with a length of 88 points. And the Times Roman may be had with short descenders to set on 5-point body, thus offering a measurable advantage for "packing in" the copy.

**Regent**—newly offered on 5½ point only, approximates Linotype Classified. Regent has a low alphabet length, 83 points, and is perhaps a direct answer to our Times Roman. But it seems fair to assume that neither Regent nor Times Roman will find any extensive adoption for newspaper classified—whatever their uses in other fields of compact composition.

We may well surmise that the Intertype typographic high command is concerned about Corona. In both its classified and news body sizes Corona's printing qualities are so pronounced that we can soundly proclaim it against anything Intertype can offer.

If we face a sales problem wherein extreme space saving becomes the vital factor in competition, then our Classified face or possibly Times Roman provide sure answers.

For the middle phases of spatial economy our sales resources are amply diversified. The 11-column insert in this unit provides the basis for demonstrations and computations.

If TTS is involved, Linotype offers five classified faces against Intertype's three. And here, again, Corona has the outstanding sales possibility.

In all these technical aspects of classified typography we may find many advantages for the Linotype salesman. But it still holds true that the buyer who is confronted with a problem in classified will be most impressed by the salesman who *knows* the complexities of this special field and can thus knowingly present the answers. He surely has the edge to get the order.



