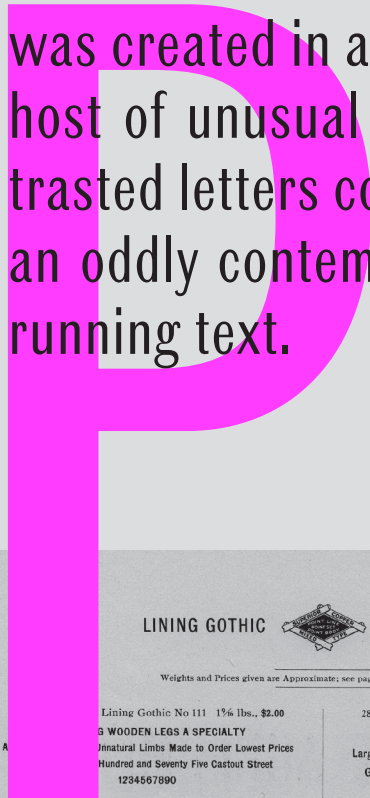




Popular is a modern sans serif font inspired by a page from specimen No. 9 issued by the Barnhart Bros. & Spindler Type Founders in 1907. The font, formerly known as 'Lining Gothic Number 111', was created in a single weight, with no Italic style, and displays a host of unusual details across its various cuts. The subtly contrasted letters combine with a condensed appearance to make for an oddly contemporary look, well suited to headlines as well as running text.



LINING GOTHIC NUMBER 111

Weights and Prices given are Approximate; see page 2. Cast on Uniform Line.

Lining Gothic No 111 1 1/4 lbs., \$2.00  
WOODEN LEGS A SPECIALTY  
Artificial Limbs Made to Order Lowest Prices  
Hundred and Seventy Five Castout Street  
1234567890

28 A 58a 8 Point Lining Gothic No. 111 2 1/4 lbs., \$2.25  
FURNITURE ON TIME AND EASY PAYMENTS  
Large Consignments of Fine Carpets Rugs Tables And Couches  
Goods Delivered Free of Charge to Any Part of the City

21 A 40a 12 Point Lining Gothic No. 111 3 3/4 lbs., \$2.75  
SENATORS AND GOVERNORS  
Holding Positions are 37 Well Protected

28 A 53a 10 Point Lining Gothic No. 111 2 lbs., \$2.00  
TESTIMONIALS  
Compound Distillations

16 A 33a 14 Point Lining Gothic No. 111 4 lbs., \$3.00  
JUNE TWENTY FIRST LONGEST DAY  
Consequently the Proceeding Days are Shorter

14 Point Lining Gothic No. 111 4 lbs., \$3.00  
YEAR  
Very Rapidly

13 A 22a 18 Point Lining Gothic No. 111 4 3/4 lbs., \$3.25  
REVIVAL OF THE ANCIENT LANGUAGE  
Hebrew Greek Latin and 76 Chinese Tongues

18 Point Lining Gothic No. 111 4 3/4 lbs., \$3.25  
ES  
Colleges

8 A 17a 24 Point Lining Gothic No. 111 5 7/8 lbs., \$3.50  
INSURRECTIONS AND REBELIONS  
Diplomatic Tangles of 53 Santo Domingo

24 Point Lining Gothic No. 111 5 7/8 lbs., \$3.50  
Republic

7 A 12a 30 Point Lining Gothic No. 111 6 7/8 lbs., \$4.00  
AFRICKANDER HOMES  
Land Cheap To Old 46 Settlers at West

30 Point Lining Gothic No. 111 6 7/8 lbs., \$4.00

5 A 10a 36 Point Lining Gothic No. 111 7 7/8 lbs., \$4.25  
SALMON FISHING INDUSTRY  
Poorest People 75 Earn their Livelihood

36 Point Lining Gothic No. 111 7 7/8 lbs., \$4.25

LINING GOTHIC NUMBER 111

Weights and Prices given are Approximate; see page 2. Cast on Uniform Line.

5 A 10a 48 Point Lining Gothic No. 111 10 1/2 lbs., \$6.30

CONNIVERS AGREEMENT  
Motherly Love 27 Decreasing

3 A 4a 60 Point Lining Gothic No. 111 8 3/4 lbs., \$5.20

INCOMPREHENSIBLE  
Washingtons 45 Birthday

FROST THE BABE,  
MOTHERS' ADVICE.

Clubwomen in St. Paul Told  
That Chilly Treatment  
Will Make Their Infants Fat.

SNOWBANK BEST CRADLE.  
Models Shown of "Cage" to Keep  
Baby in When Mother Attends Meeting of the Club.

[BY A STAFF CORRESPONDENT.]  
St. Paul, Minn., June 5.—[Special.]—The discovery of a cold air and chilled water treatment for babies was announced today to the general federation of women's

Established 1867

SUCCESS MUSIC COLLEGE  
DR. FRESHMAN, President  
COLLEGE BLDG., 305 LOOKOUT ST.  
LOOKOUT, MINN.

Thirty nine years of artistic achievement under the personal direction of its President Dr. Freshman has made the College one of the vigorous educational forces of America.

SUMMER SESSION  
OPENS JULY 30th

All Branches of  
ELOCUTION OPERA MUSIC DRAMATIC  
ART

FALL TERM BEGINS SEPT. 1st

SEND TO PRESIDENT FOR FREE ILLUSTRATED CATALOGUE



48 Point. Popular Medium — Basic character set

ABCDEFGHIJKLM  
 NOPQRSTUVWXYZ  
 0123456789  
 abcdefghijklm  
 nopqrstuvwxyz  
 0123456789  
 ([{&}])

18 Point. Popular Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 0123456789  
 abcdefghijklmnopqrstuvwxyz  
 0123456789  
 ([{&}])  
 —  
 fi fl ff fj ffi

48 Point. Popular Medium Italic — Basic character set

*ABCDEFGHIJKLM*  
*NOPQRSTUVWXYZ*  
*0123456789*  
*abcdefghijklm*  
*nopqrstuvwxyz*  
*0123456789*  
*([{&}])*

18 Point. Popular Medium Italic

*ABCDEFGHIJKLMNPOQRSTUVWXYZ*  
*0123456789*  
*abcdefghijklmnopqrstuvwxyz*  
*0123456789*  
*([{&}])*  
 —  
*fi fl ff fj ffi*



Popular

6 Weights

Regular

Ordinary

Medium

Clairvoyant

SemiBold

Partly Valiant

Bold

Naughty

ExtraBold

Audaciousness

Black

Solvency

+ Italics

*Popular*

Regular Italic

*Ordinary*

Medium Italic

*Clairvoyant*

SemiBold Italic

*Partly Valiant*

SemiBold Italic

*Naughty*

ExtraBold Italic

*Audaciousness*

Black Italic

*Solvency*

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This is A Sample  
Showing A2's  
Brand New 'Popular'  
Typeface

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8A 17 a

24 Point Lining Gothic No. 111

5<sup>7</sup>/<sub>16</sub> lbs., \$3.50

# INSURRECTIONS AND REBELLIONS

Diplomatic Tangles of 53 Santo Domingo Republic

7A 12 a

24 Point Lining Gothic No. 111

6<sup>7</sup>/<sub>16</sub> lbs., \$4.00

# AFRICKANDER HOMESTEADS

Land Cheap to Old 46 Settlers Out West

5A 10 a

36 Point Lining Gothic No. 111

6<sup>13</sup>/<sub>16</sub> lbs., \$4.25

# SALMON FISHING INDUSTRY

Poorest People 75 Earn Livelihood

Light

Modernism & Classical Refinement Coal

Regular

International Pedigree with Traditional

Medium

Historical Relationship between Ancest

SemiBold

A Precisely Engineered Technology Ge

Bold

Traditionalism for Today's Contempo

Black

Simple and Irrepressible Satisfactio



Light

*Modernism & Classical Refinement Coar*

Regular

*International Pedigree with Traditional*

Medium

*Historical Relationship between Ance*

SemiBold

*A Precisely Engineered Technology Ge*

Bold

*Traditionalism for Today's Contempo*

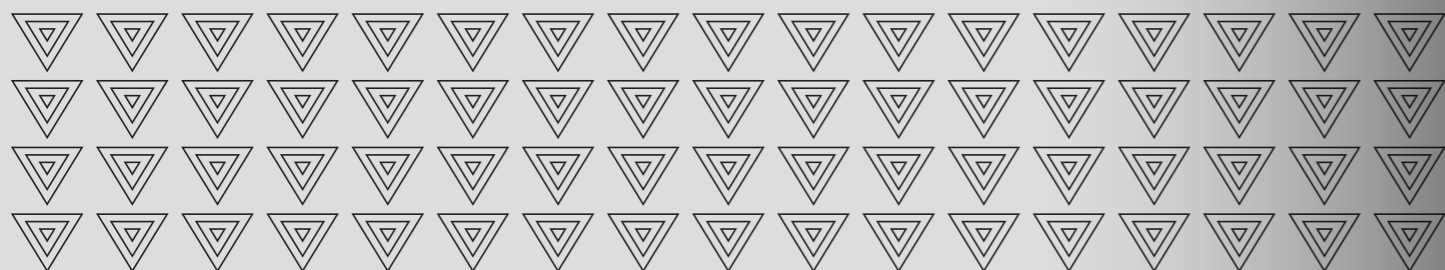
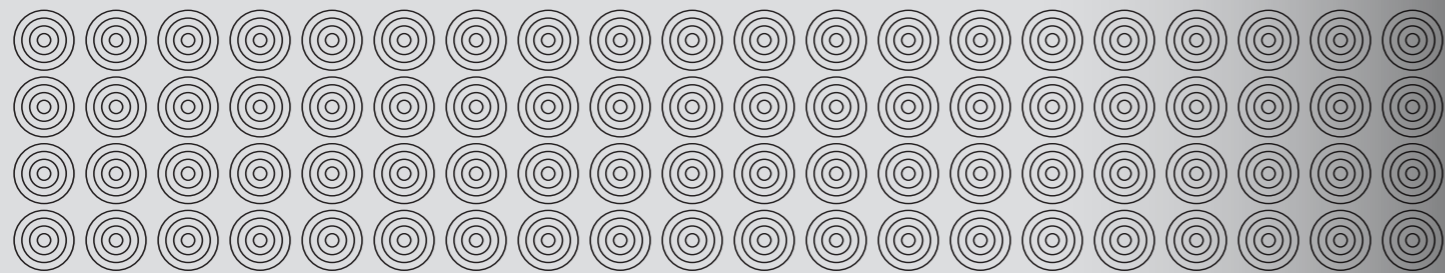
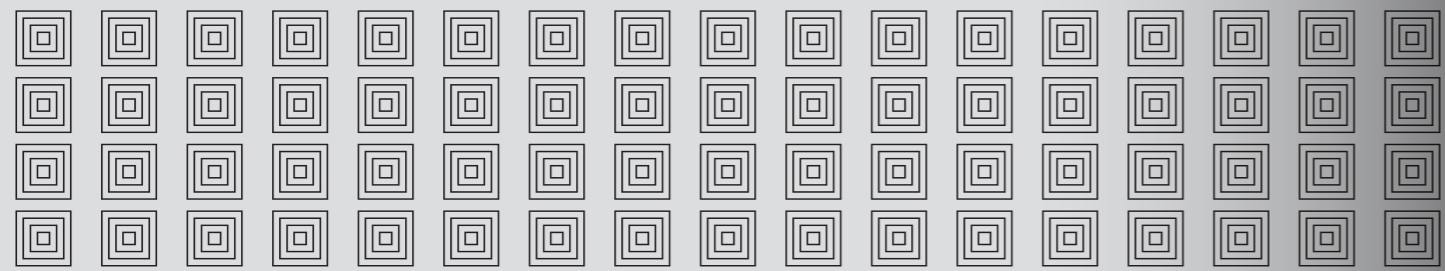
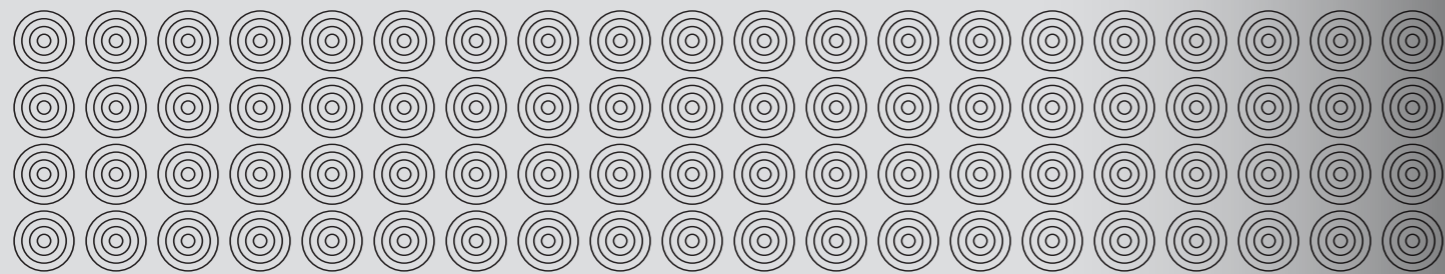
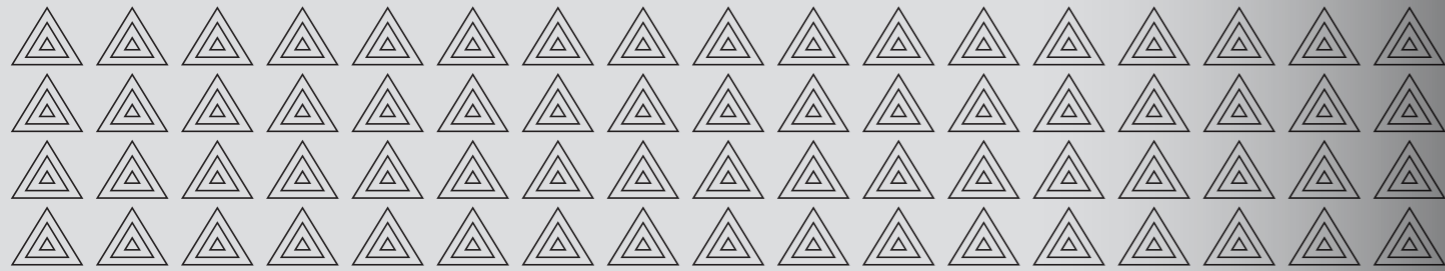
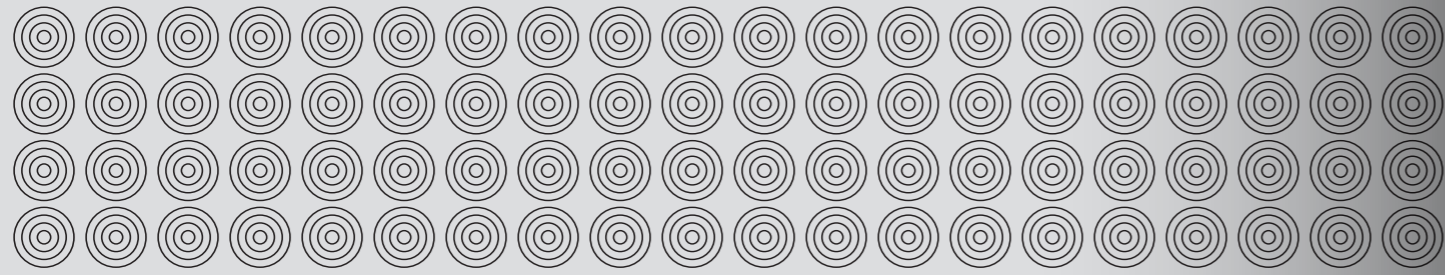
Black

*Simple and Irrepressible Satisfactio*









Regular

1 7 3 9

Medium

2 8 4 0

SemiBold

3 9 5 1

Bold

4 0 6 2

ExtraBold

5 1 7 3

Black

6 2 8 4



Regular 01

Medium 02

SemiBold 03

Bold 04

ExtraBold 05

Black 06

*Regular Italic*

*Medium Italic*

*SemiBold Italic*

*Bold Italic*

*ExtraBold Italic*

*Black Italic*



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6/8.5

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**The End.**



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