

Blatchford METAL



Type... can be no
better than the metal
from which it is cast

E. W. BLATCHFORD CO.
NEW YORK

NATIONAL LEAD COMPANY
CHICAGO ST. LOUIS CINCINNATI

LINOTYPE • MONOTYPE • INTERTYPE • TYPE CASTER

The Lead Company - Made from the best materials

N 28117

0000-NLI-000014434

Blatchford METAL



Trying to cast GOOD TYPE
from "shoddy" metal is like
trying to tailor a good suit
from shoddy cloth! Buy
BLATCHFORD—and save.

E. W. BLATCHFORD CO.
NEW YORK

NATIONAL LEAD COMPANY
CHICAGO ST. LOUIS CINCINNATI

LINOTYPE • MONOTYPE • INTERTYPE • TYPE CASTER

The Lead Company - Quality First - Service First

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63

Believe it or not —

it actually *costs less* to cast
good type with good metal
than to produce poor type
with inferior metal! Buy
BLATCHFORD — and *save*.

E. W. BLATCHFORD CO.

NEW YORK

NATIONAL LEAD COMPANY

CHICAGO · ST. LOUIS · CINCINNATI

Blatchford
**METAL**

LINOTYPE • MONOTYPE • INTERTYPE • TYPE CASTER

The Trade Corporation — May — Registered — Standard

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