

7 Point No. 12 with Gothic No. 11

*A New Type Face for Telephone Directories
of Two and Three-column
Format*

*This face represents a distinct forward
step for legibility in directory compo-
sition and has been adopted by the
American Telephone and Telegraph
Company for use with the revised speci-
fications for two and three-column tele-
phone directories which are shown
herein.*



MERGENTHALER LINO TYPE COMPANY
Brooklyn, New York

SAN FRANCISCO

CHICAGO

NEW ORLEANS

CANADIAN LINO TYPE LIMITED, TORONTO

Agencies in the Principal Cities of the World

7 POINT No. 12 WITH GOTHIC No. 11

7 Point No. 12 with Gothic No. 11 (7△118)

Lower case alphabet, 91 points. Figures. .0553

THE LINOTYPE COMPOSES, justifies, casts, and assembles complete lines in slug units 1234567890
 THE LINOTYPE COMPOSES, justifies, casts and assembles complete lines in slug units 1234567890

Specifications—Two and Three-column Page (Small Size)

NOTE—Specifications for the two and three-column page are identical, except as shown under Width of Column and Column Rule.

TYPE—7 Point No. 12 with Gothic No. 11, set on an 8 point slug.

TOP CUT-OFF RULE—Hair Line, cast on edge of 6 point body.

WIDTH OF COLUMN—

Two-column page—15 picas.

Three-column page—10 picas.

WIDTH OF TYPE PAGE—31 picas.

LENGTH OF COLUMN—51 picas from cut-off rule.

LENGTH OF TYPE PAGE—52 picas (which includes space for running head).

COLUMN RULE—

Two-column page—Hair Line, centered on 12 point body.

Three-column page—Hair Line, centered on 6 point body.

MARGINS—Top, 2½ picas; Outside, 2½ picas; Bottom, 2 picas; Inside, 3½ picas.

TRIMMED SIZE OF PAGE—6⅛" x 9¼".

Specifications—Three-column Page (Large Size)

TYPE—7 Point No. 12 with Gothic No. 11.

LENGTH OF TYPE PAGE—63 picas (which includes space for running head).

WIDTH OF COLUMN—15 picas.

LENGTH OF COLUMN—62 picas from cut-off rule.

MARGINS ("Perfection" bound or side stitched)—Top, 2½ picas; Outside, 2½ picas; Bottom, 1½ picas; Inside, 4½ picas.

COLUMN RULE—Hair Line, centered on 12 point body.

TOP CUT-OFF RULE—Hair Line, cast on edge of 6 point body.

TRIMMED SIZE OF PAGE—"Perfection" bound or side stitched), 9" x 11".

WIDTH OF TYPE PAGE—47 picas.

The page folio to be set in the Roman numeral of the No. 12 face and indented one-half pica from the outside edge of the page. The telltale, consisting of the surname only, will be set in the 7 Point Gothic No. 11 face in upper and lower case and indented 3 picas from the edge of the page. The running head will be set in 12 Point Bodoni small caps and centered on the page. The top margin note reading, "*Designates Private Branch Exchange System," will be set in the 7 Point No. 12 face and will be indented 2 picas from the inside margin of the page. All these to be cast on a 12 point body.

Adams Harry phys supls 10 Market	CO urt-8632	Heerie W E R 411 C Shannon rd	LO cust-1361-R	Parmerlee Earle L R 566 East End	FR anklm-0225-M
Adams Mary Mrs r 353 Oakland	SC henly-0961	Hunt Anna L Mrs r 6088 Sherman av	CE dar-2530	Paul Clyde R Shady av	FR anklm-0225-M
Alesire Ann manicure Lyeenum bl	GR ant-9234	Hunter Miss Minnie r 1938 Penn av	GR ant-1295-J	Pfeifer Edw r 112 Quincy av	WA hnt-1074-R
Alexander A C ins Artrol bl	GR urt-8623	Inley Mig Co concrete sping 108 Park	CE dar-3668	Pugh Meter Co East Pittsburgh	FR ant-0169-R
Allis A E Mrs r 3856 Perysvil	CO urt-7286	Interboro World 421 Wood	CO urt-3972	Public Letter Shop Thaw bl	CO urt-5548
Amer Emery Wheel Wks 103 Market	CE dar-7886	Interboro Express Co oil Pichee	LI nden-1532	Quart W P R 331 Pacific	LI nden-4083
Atlas Hotel ofc 208 6th Ave	GR ant-6738	Ioie Achille groc 216 Omega St	HI land-4573-J	Quart Marie M 5408 st	HI land-6715-R
Babylon Frank G r 860 N Canal St	GR ant-9555-M	Ionterstate Supply Co oil Pichee	HI land-4040	Quay Harry A r 645 California	FR anklm-0585
Barber F N r 45 W Ridge Ave	LO cust-1235-M	Irland Arthur E r 825 N Negley av	HI land-2728-W	Queen Anna Coal Co Union at	FR anklm-1345-J
Barnett W N Motor Co 2431 Woodward av	BE rshnre-9926	Jackson Wirtie r 168 Southern av	LA lycr-2944-M	Quick A B R 132 Hutchsn av	FR anklm-0150
Brodly Moly r 5008 11th ave	BE rshnre-9926	Jeffrey & McNulty furn Lyeenum bl	SM thfrld-0295	Quick J G r 141 Hutchsn av	FR anklm-0150
Burleigh W T phys 825 N Negley av	HI land-7254	Jones A r 130 W Penn av	ST erling-0691-M	Rank Garrett G r 98 Grandwav av	WA hnt-04919-R
Burleigh W H furn 292 Laron St	SC henly-5482-4	Jonnetta Helen E r 1631 Forbes st	SC henly-9961	Rhodes W B ofc 1st Natl bl	CO urt-0709
Callahan Jno H r 212 W S Dumd	SC henly-5230-M	Jordan Arthur C r 45 Henderson	HI land-7299	Rieger Iron & Wire Works 701 Forbes	GR ant-2238
Case Hart F r 12 81st st	FE dtr-1279-R	Jordan Bros r est Jenkins av	SM thfrld-083-M	Robinson Wm J r 2301 Primrose	HE ant-667-R
Chevrolet Motor Car Agency Baum av	HI land-8400	Kaufman Joseph A r 698 Monclair st	HI land-5428-M	Russ J Harry H r 1928 Winton av	HA nyl-1545-M
Cleveland & West Coal Co 1st Natl bl	CO urt-1580	Kelton Edward r 3707 California av	LI nden-1460	Sanderson W P r 228 Winton av	HA nyl-1545-M
Cohen Louis furn 1508 5th av	GR ant-4083	Kester A ofc Penna sta	LI nden-1460	Sanoff David H r 17 Grandview av	WA hnt-0565
Curry Collage 32 Swanwix st	CO urt-1027	Kerr Jas P r 515 Fortham	HO cust-1438	Sepp J C flour Jenkins av	SM thfrld-0746
Daniel Electric Co 43 Roberts st	GR ant-6179-R	Kerr Wm P r 306 E 11th av	HI land-1353	Shovlin Jas C 687 Monclair st	HA zel-3083-M
Danielson Harry J r 1203 Roberts ave	FR anklm-3456	Konrad Wm A r 205 Mayflower	HE mlck-0338-W	Smith A W Flower Stores Keenan bl	SM thfrld-0327
Dayves Jno r 2956 Yoekel av	LO cust-0312-J	Kuntel Geo r 1818 Sidney st	WE strew-1158-W	Smithson Butter and Eggs 327 4th st	WA hnt-1234
Delaware Steam Turbine Co Diamond bl	HI land-4529-J	Lamb Martha J r 935 Liberty ave	GR ant-5811	Taylor H Prentiss r 5914 Wellesley	CO urt-4641
Dimling Howard J r 3805 Dawson	SC henly-2370	Leach Robert E ofc Apollo bl	HI land-0881	Thompson Jno W r 5116 Chaplin	HA zel-0911-J
Downing Earl r 77 Courtney st	LI nden-1636-M	Leonard Evelyn I r 330 Collins ave	CO urt-4299	Tipper Thos C Sr r 234 Dickson	LI nden-0411-M
Dugan Annie Mrs r 726 Hamilton av	FR anklm-0157	Levin Robt ofc 519 Bann av	HI land-7450-J	Tuesday Musical Club Granite bl	LI nden-1210-R
Eaton Geo M r Bihar Cliff rd	FE dtr-0876-R	Levew's J A Sons hdw 548 Brack av	BR adok-1344	Tuesday Sewing Club 329 Chaplin	HA zel-0911-M
Edwards Bess M r 53 Frazier av	GR ant-5333-R	Marks Louis E r 6948 Bennett	FR anklm-5883-M	Tute Thos E r 308 E 11th av	HO nst-1353-W
Esmer Morris r 140 Crawford st	GR ant-2873	Mathes Jas W r 900 Federal	FR anklm-5883-M	Udman S Z groc 203 Taber	FE dtr-0100
Esmer Trunk & Bag Co 623 Smithfl	FE st-1235-R	McCarthy Dominick F r 240 40th St	FR anklm-5553-J	Union Electric Co 938 Liberty av	GR ant-8100
Emerson Wm r 3702 Penn av	LA lycr-0443-R	McClain W B Mlg Co 3042 Bigelow	CE dar-2930-J	Uppham Saml R inv Union Bk bl	CO urt-1378
Erffort Louis r 51 Amanda st	LA lycr-0443-R	McClain W B Mlg Co 3042 Bigelow	SC henly-0154	Uppham Sandusky Wier Wks Co Union bl	CO urt-3706
Erlichson Wm B r 7010 Monticello	HI land-206-J	McClain W B Mlg Co 3042 Bigelow	DA ym-2121-J	Vacuum Cleaning Co 1482 Bway	ST erling-0382-R
Fairman Chas K r 3835 Ligonnet st	CE dar-0876-M	McClain W B Mlg Co 3042 Bigelow	FR anklm-0914	Vandena Tony restnt 805 1st av	MU rsh-4181
Fath M J Mrs r 716 E Diamond st	GR ant-59068	McClain W B Mlg Co 3042 Bigelow	CE dar-2931-J	Vandena Hair Rest 220 5th av	WA hnt-7225
Fabio Frank hotel 1641 Penn	HI land-6714-J	McClain W B Mlg Co 3042 Bigelow	CO urt-4397	Venor Auto Tire Co 327 W 57	VA nndrbl-7835
Fabio George A groc & del 54 College	SM thfrld-0712	McClain W B Mlg Co 3042 Bigelow	BE rshnre-0940	Venor Dress Htre Co 27 W 57	LA nndrbl-7835
Fear Fred & Co Jenkins av	FR anklm-3140	McClain W B Mlg Co 3042 Bigelow	LO cust-0592-J	Venor Auto Tire Co 327 W 57	VA nndrbl-7835
Federal Busten Corp 300 Lexington	LA lycr-2550-W	McClain W B Mlg Co 3042 Bigelow	BE rshnre-0940	Vogel Catherine Miss r 119 5th Ave	LA nndrbl-7835
Ferris Ann r 343 1/2 Broadland st	CE dar-2971	McClain W B Mlg Co 3042 Bigelow	BE rshnre-0940	Vogel Anne Miss r 339 E 38	CO humber-7225
Gallego Phillip r 163 Broadland st	CE dar-2971	McClain W B Mlg Co 3042 Bigelow	BE rshnre-0940	Vogel Catherine Miss r 119 5th Ave	LA nndrbl-7835
Gallagher C Coeseel st	FR anklm-5634-J	McClain W B Mlg Co 3042 Bigelow	BE rshnre-0940	Wadler Hugo r est 3813 White Pk	OL nndrbl-252
Giblin Fred Chas r 1st Penn bl	FR anklm-5634-J	McClain W B Mlg Co 3042 Bigelow	BE rshnre-0940	Wadler Max silverware 48 W 24th st	HA DSP-5524
Globe Reisd Co Chas r 1st Penn bl	FR anklm-5634-J	McClain W B Mlg Co 3042 Bigelow	BE rshnre-0940	Wagner Wm r 1957 E 48 W 24th st	HI nndr-5524
Goldman Harry r 6385 Forward av	HA nndr-0537-R	McClain W B Mlg Co 3042 Bigelow	BE rshnre-0940	Ward J Edgar MD r 78 E 67th st	RI hnd-5572
Gray Mary Mrs r 640 Colledge	HI land-6714-J	McClain W B Mlg Co 3042 Bigelow	BE rshnre-0940	Wardward John S r 104 110 W 47th	RI hnd-5572
Grayson John H r 54 Woodland st	MO nrhsh-2297	McClain W B Mlg Co 3042 Bigelow	BE rshnre-0940	Woolf Optical Co Inc 516 5th av	MU rsh-4181
Guthrie Chas r 310 Cap May av	HI nndr-2297	McClain W B Mlg Co 3042 Bigelow	BE rshnre-0940	Woolson Dry Goods 30 W 39th st	LA nndr-3458
Hahn Chas L r brch Alpheony Mkt	CE dar-3501	McClain W B Mlg Co 3042 Bigelow	BE rshnre-0940	X Laboratories 25 W 45th st	BR yan-0908
Haltz Jno B r 5801 Rural st	HI land-2698-R	McClain W B Mlg Co 3042 Bigelow	BE rshnre-0940	Xanitors Candy Co 2294 3d av	HA hnt-0424
Hieber Albert G r drst 1745 5th av	GR ant-9427	McClain W B Mlg Co 3042 Bigelow	BE rshnre-0940	Yanakes S importer 2045 2d av	HI hnd-6612
		McClain W B Mlg Co 3042 Bigelow	BE rshnre-0940	Yaeger Chas A r 695 E 137	ME hsh-6580
		McClain W B Mlg Co 3042 Bigelow	BE rshnre-0940	Yaeger Irving Co 255 W 84th st	SC huyler-2082
		McClain W B Mlg Co 3042 Bigelow	BE rshnre-0940	Zabriskie Arthur S paper 290 Bway	WO rth-2520

Adams Mary Mrs r 353 Oakland.....	Schenly-0961	McCaffrey Dominick F r 240 46th st.....	Fisk-1221-J
Aleshire Ann manicure Lyceum bl.....	Grant-9234	McClain W B Mfg Co 3042 Bigelow.....	Schenly-0154
Alex Black Coal Co 3126 Liberty.....	Grant-8623	Meier Fred J r 479 Yew st.....	Fisk-0991-R
Alliss A E Mrs r 3656 Perysvil.....	Cedar-7286	National Binding Mach Co 416 Penn av.....	Court-4397
Amer Emery Wheel Wks 103 Market.....	Court-3280	Natl Biscuit Co 6440 Penn.....	Hiland-6460
Babst Chas Co phys supls 109 7th st.....	Cedar-0553-M	Ness Harry r 1180 50th st.....	Berkshire-0540
Babylon Frank G r 860 Canal st.....	Grant-6678	Nist Louis r 5059 Pinehurst av.....	Lehigh-2951-J
Barber F N r 45 W Ridge av.....	Locust-1234-M	Nivon Frank O r 2309 Pioneer.....	Locust-0505-M
Belanus P N r 2431 Woodward av.....	Walnut-0364-M	Nussbaumer J E r 345 Gould av.....	Cedar-0611
Bennett W W Motor Co 5618 Penn.....	Hiland-0770	O'Donnell Jno T r 125 Hawkins av.....	Cedar-1790-J
Brody Molly r 5006 11th av.....	Berkshire-8498	O'Herald Lets C r 1655 Bway.....	Fitzroy-1492
Callahan Jno H r 422 Lawn st.....	Schenly-5482	Ommert Peter r 474 Orchard av.....	Linden-0889
Canavan Wm J r 213 W S Dmnd.....	Cedar-2450	Omo Chas B r 522 Bradk av.....	Franklin-0649-M
Case Bertram r 105 Cohasset.....	Lafayette-2879-R	Omohundro E Mrs r Locust st.....	Federal-0387
Chevrolet Motor Car Agcy Baum av.....	Hiland-8400	Oswald E groc 1359 Spring Garden.....	Cedar-5348
Cleveland & West Coal Co 1st Natl bl.....	Court-1580	Painter E F r 834 Ramsty st.....	Franklin-2480
Cohen Louis furn 1508 5th av.....	Grant-4083	Parmelee Earle L r 566 East End.....	Franklin-0225
Daniel Electric Co 43 Roberts st.....	Grant-6179-R	Paul Clyde r Shady av.....	Walnut-1074-R
Davies Jno r 2956 Voelkel av.....	Locust-0312-J	Pfeifer Edw r 112 Quincey av.....	Lafayette-0169
DeLaval Steam Turbine Co Diamond bl.....	Court-3570	Public Letter Shop Thaw bl.....	Court-5548
Dickey Harry r 7004 Lace st.....	Hiland-4529-J	Pugh Meter Co East Pittsburgh.....	Bradok-1080
Dimling Howard J r 3605 Dawson.....	Schenly-2370	Quart W P r 331 Pacific.....	Hiland-4083
Downing Earl r 77 Courtney st.....	Linden-1636-M	Quast Marie M r 5408 Rosetta st.....	Hiland-6715-R
Eaton Geo N r Briar Cliff rd.....	Franklin-2436-R	Quay Harry A r 645 California.....	Linden-0585
Edwards Bess M r 35 Frazier av.....	Federal-0876-M	Queen Anna Coal Co Union av.....	Grant-5886
Eisner Morris r 140 Crawford st.....	Grant-5333-R	Quest W O r 136 Charles st.....	Lafayette-1345-J
Emergency Trunk & Bag Co 623 Smithfld.....	Grant-2873	Quick J G r 141 Huchsn av.....	Franklin-1014
Emerson Wm r 3702 Penn av.....	Fisk-1235-R	Rank Garrett r 98 Grandvw.....	Walnut-0419-W
Erichson Wm. B r 7010 Montancello.....	Hiland-1206	Rhodes W R ofc 1st Natl bl.....	Court-0709
Fairman Chas K r 33335 Ligonier st.....	Fisk-0836-M	Rieger Iron & Wire Works 701 Forbes.....	Grant-3258
Faith M J. Mrs r 716 E Diamond st.....	Cedar-0876-W	Robinson Wm J r 2300 Primrose.....	Hemlock-0674-R
Fear Fred & Co Jenkins av.....	Smithfld-0712	Rosenson Abe r 1841 Cliff st.....	Grant-1524-W
Febrey Tillie K Mrs r 17 Miffin.....	Franklin-1861	Russ Ivy r 1108 Howard.....	Cedar-1845-J
Federal Buster Corp 300 Lexington.....	Franklin-5140	Sanderson W P r 236 Winston.....	Hazel-3156-W
Ferris Ann r 234 Freeland st.....	Lafayette-2553-W	Seneca Falls Mfg Co tools 327 Water.....	Court-4890
Gem Mfg Co Goebel st.....	Cedar-3471	Seneff David H r 17 Grandview av.....	Walnut-0565
Hahn Chas L r btchr Alleghny Mkt.....	Cedar-3201	Taylor H Prentiss r 5914 Wellesley.....	Hiland-3458
Hamilton A B r Woodland rd.....	Montrose-2453	Third Ave Shaving Parlor Fitz bl.....	Court-4641
Heath Hale r 3534 Fleming av.....	Linden-3507-M	Thompson Jno W r 5116 Chaplin.....	Hazel-0911-J
Heinz Jno B r 5810 Rural st.....	Hiland-2698-R	Tipper Thos C Sr r 234 Dickson.....	Linden-1411

Jackson's Corners

Bullard J D.....	3003	Chestnut J L.....	508-R	Cooper R T Grocery Store.....	7
Bullick A D.....	328-J	Chicago Meat Market.....	26	Cooper Walter.....	99
Bullock G E.....	615-W	Chinis Geo.....	398-R	Copeland L A.....	724
Bunning Chris.....	177	Chipp Henry.....	464-W	Copeland Lumber Co.....	15
Bunning John.....	140	Chi Omega Fraternity.....	833	Copping Bernard Jr.....	509-M
Bunning John Transfer Co.....	375	Chokie John.....	294-J	Corbett H J.....	547-J
Bunten Mrs Matt Sr.....	375-R	Chong Fang.....	358-W	Corbin Horace.....	182-W
Buntun D A.....	368-W	Christie Don.....	12-F-11	Corcilus I Miss.....	13-F-5
Burch A E.....	107-J	Christie Mrs John.....	648-W	Corcillo D Chickens.....	742
Burdette H S Prof.....	52-J	Christie W S.....	7-F-14	Corcoran C Mrs.....	10-F-42
Butts W J.....	2503	Church R G.....	814-R	Cordova Grocery Store.....	643-M
Buxton R J.....	334-J	City Bakery.....	399-J	Cordry Jas E.....	774-W
Bytendorp Mike.....	404-J	City Clerk.....	144	Corn Exchange Bank.....	358
		City Dye Works.....	185	Cosick Andy.....	13-F-5
		City Hall.....	31	Coulson Mae.....	522-W
		City Light & Water Plant.....	19	County Jail.....	146-W
Cameron Doris.....	19-J	Clark H D.....	444-J	Court House.....	90
Capen Jas C.....	391-J	Clark Mrs J M.....	632-J	Cousins H E.....	10-F-42
Capitol Saloon.....	170-J	Clark John W.....	623-J		
Carleson Harry E.....	499-W	Clark Mrs Theresa.....	358		
Carlson Carl.....	312-R	Classic Barber Shop.....	886-J	Davis C auto parts.....	150
Chase Blanche A.....	660-M	Cleveland Frank.....	18-F-11	Davis Chas.....	2030
Chase Realty Company.....	223-J	Cline H Dale.....	161	Davis N.....	2022
Chauner Walter F.....	546-J	Cooley R A.....	768-W	Davis R L.....	2013
Chavey Geo A.....	478-M	Cooper J E.....	441-R	De Heer N J.....	23-M
Chester Auto Supply.....	310-W	Cooper J W.....	838-J	Deloney N J.....	23-M
Chester E A.....	323-J				

NOTE—A permissive arrangement for directories where the street address and central office designation are not used. Alphabetical letter indices may or may not be used.