

**DISPLAY  
MATERIAL  
COMPANY**

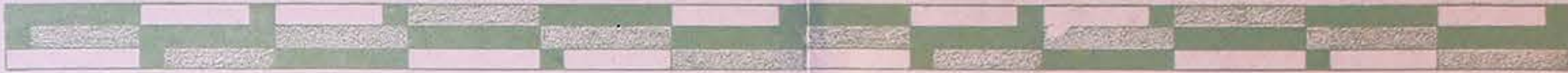
**DISPLAY  
MATERIAL  
COMPANY**



**CATALOGUE**

**CATALOGUE**





## Foreword

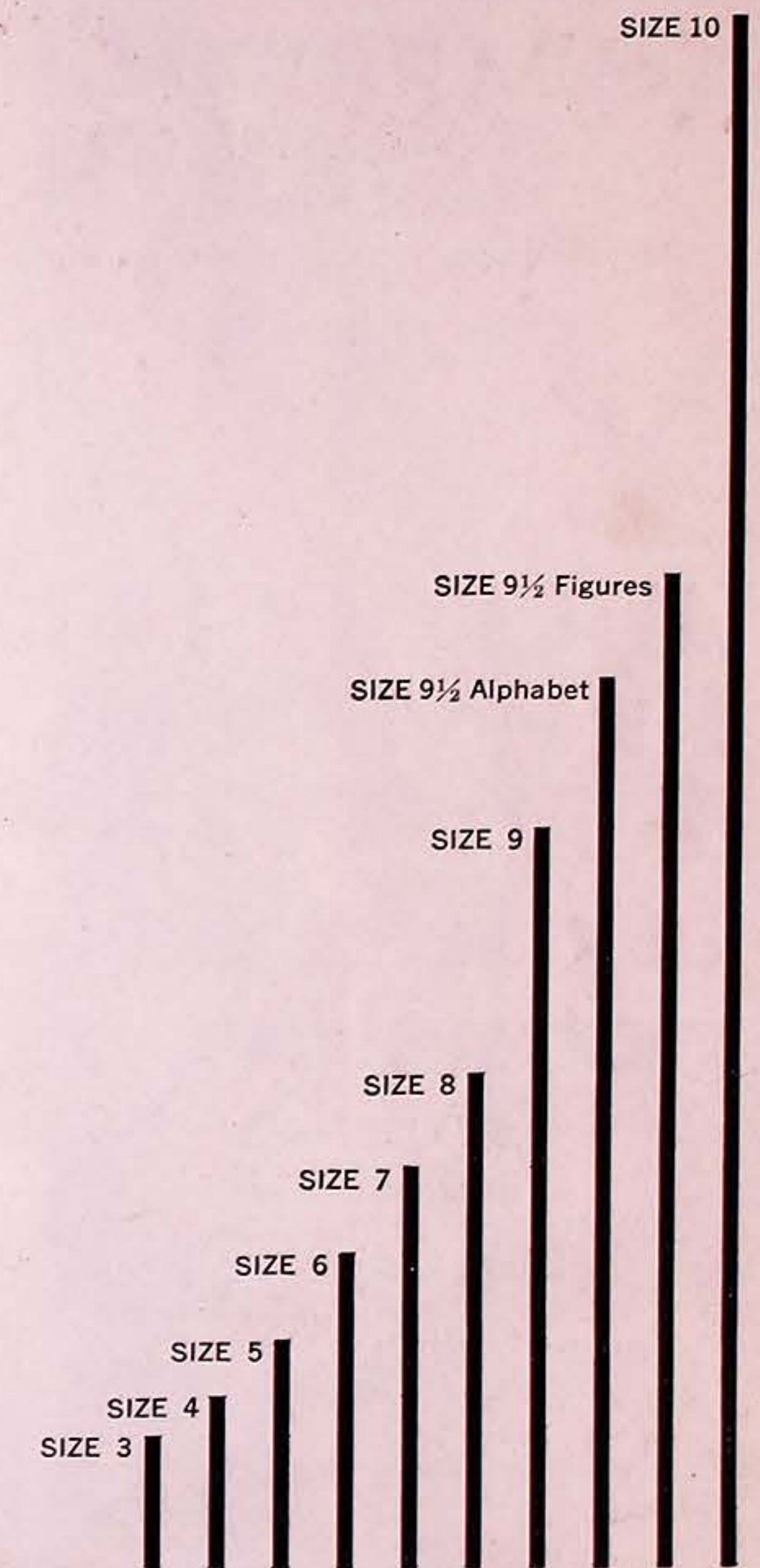
AT THE REQUEST of many of our customers for modernistic letters and ornaments, we have added, at considerable expense, a line of stencils including the newest in type designs, and also a number of alphabets of more conservative style which will give variety and interest to your show cards, price tickets and store display.

The designs are in addition to the stencils which are furnished as standard equipment with the Style A-29 Stencillor. Note especially the two color ornaments—an innovation in our line. The new alphabets and ornaments are illustrated on the following pages, and are shown in use in the signs reproduced in miniature in the center pages of this book.

Freshen up your cards with some of these new designs. Your order will have our prompt attention.

### DISPLAY MATERIAL COMPANY

99 Beekman Street  
NEW YORK, N. Y.



The chart above shows the height of alphabets and figures listed on the following pages.





ABCDEFGHIJKLMN  
OPQRSTUVWXYZ.

STYLE No. 1  
Broadway Narrow

A modernistic new type as shown on Signs 6, 15, 16, etc.

Capital Alphabet only

X Size 5	.....	\$1.50
Size 6	.....	1.50
Size 7	.....	1.50
X Size 8	.....	1.50
Size 9	.....	2.00

ABCDEFGHIJ  
KLMNOPQRS  
TUVWXYZ.  
abcdefghijklm  
nopqrstuvwxyz.

STYLE No. 2  
Broadway Wide

In Capital and Small (lower case) Alphabet  
As shown in Signs 11 and 17

Capital Alphabet

Size 5	.....	\$1.50
X Size 6	.....	1.50
Size 7	.....	1.50
Size 8	.....	1.50
Size 9	.....	2.50

Small Alphabet (lower case)

Size 5	.....	\$1.50
X Size 6	.....	1.50
Size 7	.....	1.50
Size 8	.....	1.50
Size 9	.....	2.50

ABCDEFGHIJKLMNO  
PQRSTUVWXYZ.

abcdefghijklmnopqr  
stuvwxyz.

STYLE No. 3

In Capital and Small (lower case) Alphabet  
A strong, easily read type for general work.  
A standard design which will always be popular.  
See Signs 13, 29, etc.

Capital Alphabet

Size 4	.....	\$1.50
Size 5	.....	1.50
X Size 6	.....	1.50
Size 7	.....	1.50
Size 8	.....	1.50
Size 9	.....	2.00
Size 9½	.....	2.50

Small Alphabet (lower case)

Size 4	.....	\$1.50
Size 5	.....	1.50
X Size 6	.....	1.50
Size 7	.....	1.50
Size 8	.....	1.50
Size 9	.....	2.00
Size 9½	.....	2.50

ABCDEFGHIJK  
LMNOPQRSTU  
VWXYZ.-

abcdefghijklm  
nopqrstuvwxyz!.

STYLE No. 4

In Capital and Small (lower case) Alphabet  
A flowing, strong letter for general use. See  
Sign 28.

Capital Alphabet

Size 4	.....	\$1.50
Size 5	.....	1.50
Size 6	.....	1.50

Small Alphabet (lower case)

Size 4	.....	\$1.50
Size 5	.....	1.50
Size 6	.....	1.50

POSTER TYPES

Four related styles suitable for heavy work.

ABCDEFGHIJKLMN  
OPRSTUVWXYZ.

STYLE No. 5

See Signs 1, 7, 12, etc.  
Capital Alphabet only

Size 5	.....	\$1.50
Size 6	.....	1.50
Size 7	.....	1.50
Size 8	.....	1.50

ABCDEFGHIJK  
LMNOPQRST  
UVWXYZ,"'"/

STYLE No. 6

See Signs 8, 30, etc.  
Capital Alphabet only

Size 3	.....	\$1.50
Size 4	.....	1.50
Size 5	.....	1.50
Size 6	.....	1.50
Size 7	.....	1.50
Size 8	.....	1.50

ABCDEFGHIJ  
KLMNOPQRS  
TUVWXYZ.

STYLE No. 7

Capital Alphabet only

Size 5	.....	\$1.50
Size 6	.....	1.50
Size 7	.....	1.50
Size 8	.....	1.50

ABCDEFGHI  
JKLMNOPQ  
RSTUVWXYZ

STYLE No. 8

Capital Alphabet only

Size 6	.....	\$1.50
Size 7	.....	1.50
Size 8	.....	1.50



ABCDEFGHIJK  
 LMNOPQRSTU  
 VWXYZ.  
 abcdefghijklmno  
 pqrstuvwxyz

STYLE No. 9

Modified Gothic

In Capital and Small (lower case) Alphabet  
 Use capitals and lower case in combination for  
 easier reading. See Sign 10.

Capital Alphabet

Size 6 .....	\$2.00
Size 7 .....	2.00
Size 8 .....	2.00
Size 9 .....	2.50

Small Alphabet (lower case)

Size 6 .....	\$2.00
Size 7 .....	2.00
Size 8 .....	2.00
Size 9 .....	2.50

ABCDEFGHIJ  
 KLANOPQRS  
 TUVWXYZ  
 abcdefghijklm  
 opqrstuvwxyz

STYLE No. 10

Old English

In Capital and Small (lower case) Alphabet  
 Use capitals in initials only, preferably in red  
 ink, and always in combination with lower case.  
 See Sign 25.

Capital Alphabet

Size 5 .....	\$3.00
Size 6 .....	3.00
Size 7 .....	3.00
Size 8 .....	3.00
Size 9 .....	3.00

Small Alphabet (lower case)

Size 5 .....	\$2.00
Size 6 .....	2.00
Size 7 .....	2.00
Size 8 .....	2.00
Size 9 .....	2.00

ABCDEFGHIJK  
 LMNOPQRST  
 UVWXYZ.  
 abcdefghijklm  
 opqrstuvwxyz

STYLE No. 11

In Capital and Small (lower case) Alphabet  
 A type for finer work. Good in capitals as well  
 as small alphabet. See Sign 26.

Capital Alphabet

Size 6 .....	\$1.75
Size 7 .....	1.75
Size 8 .....	1.75
Size 9 .....	2.50

Small Alphabet (lower case)

Size 6 .....	\$1.75
Size 7 .....	1.75
Size 8 .....	1.75
Size 9 .....	2.50

ABCDEFGHIJK  
 LMNOPQRST  
 UVWXYZ.

STYLE No. 12

A thin, artistic letter resembling pen work.  
 See Sign 23.

Capital Alphabet only

Size 5 .....	\$1.75
Size 6 .....	1.75
Size 7 .....	1.75
Size 8 .....	1.75

ABCDEFGHIJK  
 LMNOPQRS  
 TUVWXYZ.  
 abcdefghijklm  
 opqrstuvwxyz

STYLE No. 13

In Capital and Small (lower case) Alphabet  
 An unusual italic letter. See Sign 9.  
 Capital Alphabet

Size 6 .....	\$2.00
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Small Alphabet (lower case)

Size 6 .....	\$1.75
--------------	--------

ABCDEFGHIJ  
 KLMNOPQR  
 STUVWXYZ  
 abcdefghijklm  
 opqrstuvwxyz

STYLE No. 14

In Capital and Small (lower case) Alphabet  
 An ornamental script letter.  
 Capital Alphabet

Size 6 .....	\$3.00
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Size 7 .....	3.00
--------------	------

Size 8 .....	3.00
--------------	------

Small Alphabet (lower case)

Size 6 .....	\$2.00
--------------	--------

Size 7 .....	2.00
--------------	------

Size 8 .....	2.00
--------------	------



ABCDEFGHIJKL  
 MNOPQRSTU  
 VWXYZ.

abcdefghijklmnop  
 pqrstuvwxyz.

STYLE No. 15

In Capital and Small (lower case) Alphabet  
 The latest design for finer lettering. Good in  
 capitals as well as small letters.

Capital Alphabet		Small Alphabet	
Size 4.....\$2.00	Size 4.....\$2.00	Size 5.....2.00	Size 5.....2.00
Size 5.....2.00	Size 6.....2.00	Size 6.....2.00	Size 6.....2.00

ABCDEFGHIJK  
 LMNOPQRSST  
 TUVWXYZ.

abcdefghijklmnop  
 pqrstuvwxyz.

STYLE No. 16

In Capital and Small (lower case) Alphabet  
 A graceful letter of medium weight. See Sign 18.

Capital Alphabet		Small Alphabet (lower case)	
Size 4.....\$2.00	Size 5.....2.00	Size 4.....\$1.75	Size 5.....1.75
Size 5.....2.00	Size 6.....2.00	Size 6.....1.75	Size 6.....1.75

ABCDEFGHIJK  
 LMNOPQRST  
 UVWXYZ.,

abcdefghijklmnop,  
 nopqrstvxyz.

STYLE No. 17

In Capital and Small (lower case) Alphabet  
 A distinctive pen type very suitable for descrip-  
 tive matter. See Signs 22 and 27.

Capital Alphabet		Small Alphabet (lower case)	
Size 4.....\$1.75	Size 5.....1.75	Size 4.....\$1.75	Size 5.....1.75
Size 5.....1.75	Size 6.....1.75	Size 6.....1.75	Size 6.....1.75

ABCDEFGHIJ  
 IKLMNOPQR  
 STUVWXYZ.

STYLE No. 18

Roman wide, a well-known type.

Capital Alphabet only	
Size 4.....\$1.50	Size 5.....1.50
Size 5.....1.50	Size 6.....1.50
Size 6.....1.50	Size 7.....1.50
Size 7.....1.50	Size 8.....1.50

ABCDEFGHIJK  
 LMNOPQRSTU  
 VWXYZ.

STYLE No. 19  
 Roman narrow. See Sign 14.  
 Capitals only

Size 4.....\$1.50	Size 5.....1.50
Size 5.....1.50	Size 6.....1.50
Size 6.....1.50	Size 7.....1.50
Size 7.....1.50	Size 8.....1.50

ABCDEFGHIKJ  
 LMNOPQRST  
 UVWXYZ.

abcdefghijklmnop  
 pqrstuvwxyz.

STYLE No. 20

In Capital and Small (lower case) Alphabet  
 Roman Slanting.

Capital Alphabet		Small Alphabet (lower case)	
Size 5.....\$1.50	Size 6.....1.50	Size 5.....\$1.50	Size 6.....1.50
Size 6.....1.50	Size 7.....1.50	Size 7.....1.50	Size 8.....1.50
Size 7.....1.50	Size 8.....1.50		

ABCDEFGHIJKLMN  
 OPQRSTUVWXYZ.

STYLE No. 21

Capital Alphabet only. As shown on Sign No. 24.

Capital Alphabet	
Size 3.....\$1.50	Size 4.....1.50
Size 4.....1.50	Size 5.....1.50
Size 5.....1.50	Size 6.....1.50
Size 6.....1.50	Size 7.....1.50

ABCDEFGHIKLMNO  
 QPQRSTUVWXYZ.

STYLE No. 22

A fine type for headings.

Capital Alphabet only	
Size 5.....\$2.00	Size 6.....2.00
Size 6.....2.00	Size 7.....2.00
Size 7.....2.00	Size 8.....2.00





Reproduction of show cards made with the new alphabets, figures and ornaments listed elsewhere in this catalog.



To harmonize with the new alphabets we have designed the following figures. These are shown on many of the signs reproduced in the center of this book.

1234567  
890 \$¢ ~ ~ }

STYLE B—Narrow

Sizes 3 and 5.....	\$2.00
Sizes 4 and 6.....	2.00
Sizes 5 and 7.....	2.00
Size 8.....	1.50
Size 9.....	2.00
Size 9½.....	2.25
Size 10.....	2.50

1234567  
890 \$¢ ~ }

STYLE B—Wide

✓ Sizes 4 and 6.....	\$2.00
Size 7.....	1.50
Size 8.....	1.50
Size 9½.....	2.50
Size 10.....	3.00

123456  
7890 \$¢ ~ }

STYLE B—Very Heavy

Size 9.....	\$2.50
-------------	--------

1234567  
890 00 FOR }

YARD EACH PAIR

STYLE C

Size 6.....	\$1.50
Size 8.....	2.00
Size 9½.....	3.00

12345678  
890 ¢\$ ~ .

STYLE D

Broadway Figures

Size 4.....	\$1.50
Size 5.....	1.50
Size 6.....	1.50
Size 7.....	1.50
Size 8.....	1.50
Size 9.....	2.00
Size 9½.....	2.50

1234567890 \$¢

STYLE E

✓ Sizes 3 and 5.....	2.00
✓ Sizes 4 and 6.....	2.00
Size 7.....	1.50
Size 8.....	1.50

1234567890 \$¢.

STYLE F

Sizes 5 and 7.....	2.00
Size 8.....	1.50
Size 9.....	2.00

1234567890 ¢\$

STYLE G

Size 6.....	\$1.50
Sizes 5 and 7.....	2.00
Size 8.....	1.50
Size 9.....	2.00

1234567  
890 \$¢ ~ .

STYLE H

Sizes 5 and 7, narrow.....	\$2.00
Size 8, narrow.....	1.50
Size 7, wide.....	1.50

123

STYLE I

Size 11 (8 inches high).....	\$4.00
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Shown on Sign 13.

WINCHESTER

KRESS STORES

FRANK MYERS & CO.

Rexall Penstar

WALTER'S

Duckwall's  
"QUALITY, SERVICE AND PRICE"

Y.M.C.A.

Simon's

Madison

BPS

This cut shows some of the trademarks which we have made for our various customers.

Your trademark or nameplate made to order. Prices on application.



*Anniversary Sale*  
*Clearance Sale*  
*As Advertised*  
*Your Choice*  
*Our Price*  
*Today Only* ✓  
*Week-End Sale* ✓  
*Saturday Special*  
*Removal Sale*  
*Featuring Today*  
*Today's Feature*  
*Sale Price*

The above words are in two sizes on each stencil, 6 inches long and 10 inches long. See Signs 6, 7, 8, 15, 16, etc.  
 Price, per stencil.....\$2.00

# Special

The word SPECIAL is made only in one size—11½ inches long, suitable as heading on large signs. Price, per stencil.....\$1.50

*As Advertised*    *AS ADVERTISED*  
*Special Sale*    *Sale Price*

These words listed are all on one stencil and are approximately four inches long.  
 Price, per stencil.....\$2.50

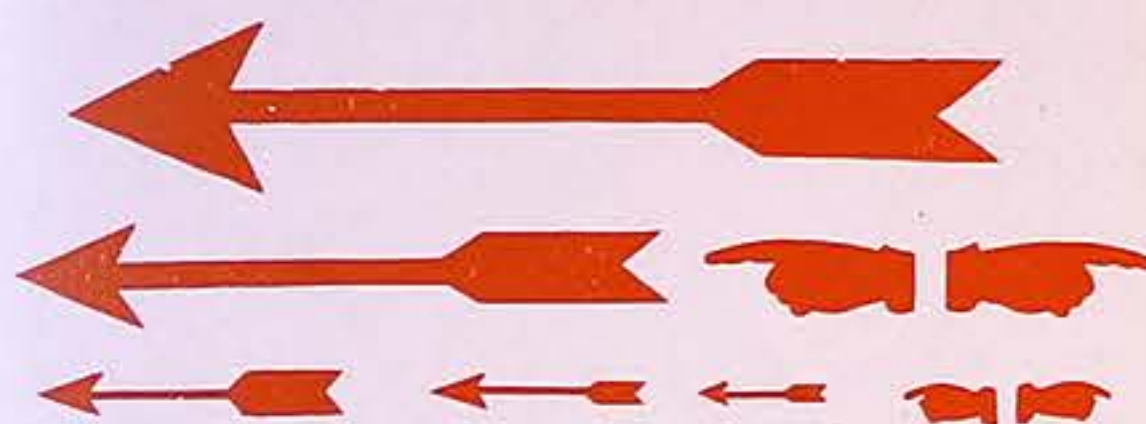
*Just Received!*    *Formerly*  
*Reduced*    *Now*

These words listed are all on one stencil and are approximately four inches long.  
 Price, per stencil.....\$2.50

Other special words can be made to order.

## ORNAMENTS

The following newly designed ornaments will enable you to produce cards which catch the eye.



Ornament Plate No. 101.....\$1.50



Ornament Plate No. 102.....\$2.00



Ornamental Headings No. 103.....\$2.50



Scroll Ornaments No. 104.....\$2.00



No. 110.....\$1.50

The following color combination ornaments are very attractive, as can be seen on the various signs shown on the middle pages.



Prices

No. 105.....\$1.50



No. 106.....\$1.50



No. 107.....\$1.50



No. 108.....\$2.00



No. 109.....\$2.00



PRICE LIST

Stencils, Standard Style, as contained in A-29  
Stencilor—

Capital Alphabet, size 2 slanting.....	2.00
“ “ “ 3 .....	1.75
“ “ “ 4 upright .....	1.50
“ “ “ 4 slanting .....	1.75
“ “ “ 5 narrow .....	1.50
“ “ “ 5 wide .....	1.50
“ “ “ 6 wide .....	1.50
“ “ “ 6 script .....	3.00
“ “ “ 7 narrow .....	1.50
“ “ “ 8 narrow .....	1.50
“ “ “ 8 medium .....	1.75
“ “ “ 9 wide .....	2.50
“ “ “ 9½ .....	2.50
Small Alphabet, size 3 .....	1.50
“ “ “ 4 slanting .....	1.75
“ “ “ 6 script .....	2.00
“ “ “ 7 .....	1.50
“ “ “ 9 .....	2.50
Figures, size 2 and 4 combined .....	2.00
“ “ 3 and 5 “ .....	2.00
“ “ 4 and 6 “ .....	2.00
“ “ 5 and 7 “ .....	2.00
“ “ 8 .....	1.50
“ “ 9 .....	1.75
“ “ 9½ .....	2.00
“ “ 10 .....	2.50
Special Sale Stencil .....	2.00
and, of, for “ .....	1.50
?, &, ! “ .....	1.50
% “ .....	1.50
Ornaments .....	1.50
Borders, Lines, 3 sizes .....	1.00

In addition, we now have

Capital Alphabet, size 6 narrow.....	\$1.50
“ “ “ 9½ wide .....	3.00
“ “ “ 10 wide .....	5.00
“ “ “ 10 narrow .....	4.00
Small Alphabet, size 10 wide.....	4.50
Figures, size 9½ very narrow.....	2.00
“ “ 11 .....	4.00
Set of Circles, 6 sizes.....	2.00
each, yard, pair, ounce, in size 3 small.....	1.50
each, yard, pair, ounce, in size 7 small.....	1.50
¢, ¢, in various sizes.....	1.50

Ink—

Black, red, green, blue, gold, silver, orange  
and yellow. Per cake.....\$0.20

Brushes—

✓ No. 6, each.....	.60
No. 7, each.....	.70
No. 9, each.....	1.00
No. 10, each.....	1.25
Moistening Jars, each.....	.30







Key to Sizes of Letters and Figures as Contained in Stencillor Style A-29

*size 2* A *size 3* D *size 3* b *size 4* H *size 4* R *size 4* f *size 5* E *size 5* F *size 6* G *size 6* Fr *size 7* Th *size 7* *size 8* Q *size 8* R *size 9* K *size 9* h *size 9 1/2* P

¢, \$, % lines for fractions and other auxiliary lines for price formations in all sizes

¢ \$

▼

~

%

*size 10*

in all sizes

¿ ? !

*size 9 1/2*

in sizes 3, 4 and 5

and

of for

*size 5, also size 7*

Special Sale

*size 9*

*size 8*

*size 7*

*size 6*

*size 5*

*size 5*

*size 4*

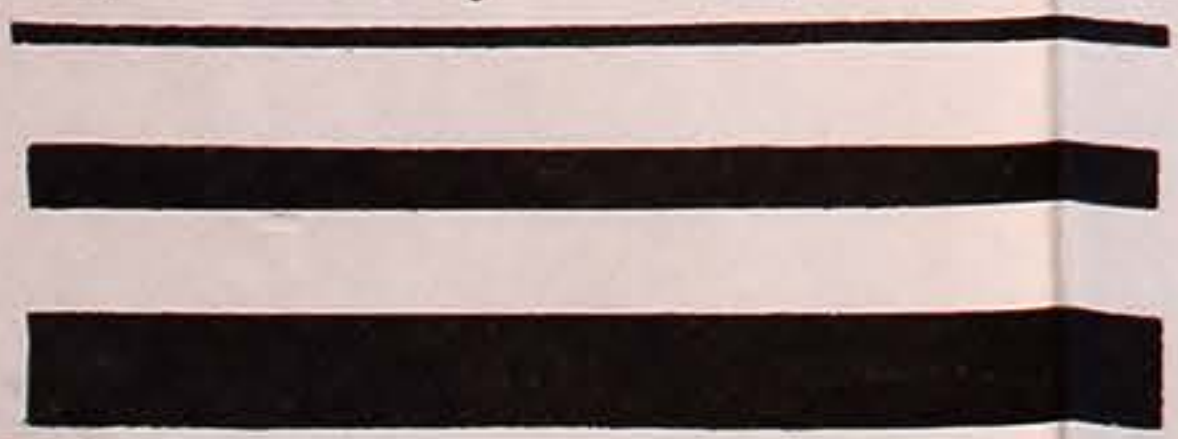
*size 4*

*size 3*

*size 3*

*size 2*

Specimen of Lines for Borders etc



Ornaments in these and various other sizes

