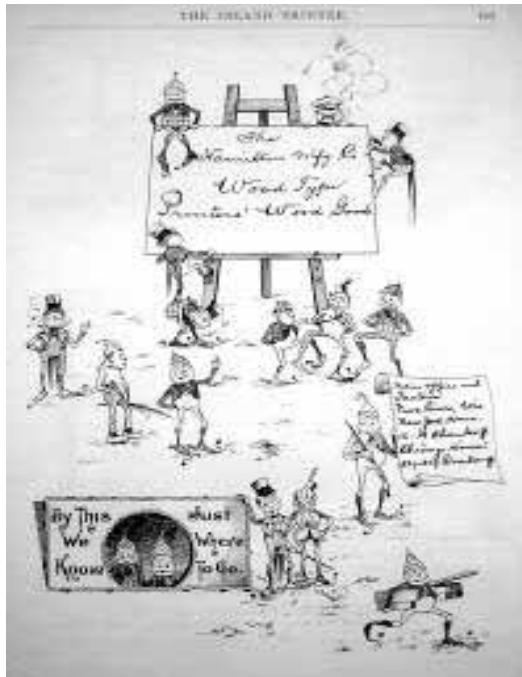


HAMILTON WOOD TYPE



A Hamilton Manufacturing Company ad as it appeared in the Inland Printer magazine near the turn of the century.



increase the need for printing materials in the American West. Ed Hamilton's initiative and business acumen put his company in a good position to take advantage opportunities offered by the expanding national economy.

With the approach of the 20th century, the United States was beginning to be an important actor on the world stage. Fueled by the economic benefits of westward expansion, the United States was turning outward, challenging the hold of traditional imperial powers on the markets in the colonies in the Southern Hemisphere. As the relatively young country came to terms with its new role in the

international community, newspapers also began to turn their attention to international issues, covering - often sensationally - the goings-on in such far flung places as the Philippines, Africa, and the Far East.

The growth of cities in the American West led to a boom in newspaper publishing, and with it, an increased demand for attention-grabbing headlines designed to sell papers. This sensational approach to newspaper reporting, which eventually became known as "yellow journalism," appealed to a jingoistic streak in the American public and focused newspaper readership on international issues. American industrialists worked with newspaper publishers to put pressure on the government to be more active in opening traditionally colonial markets, feeding the newspapers stories of real and imagined atrocities perpetrated by colonial powers to inflame the voters.

The most obvious example of the use of "yellow journalism" to drive actions on the international stage was the publication sensationalist stories and dubious headlines to end Spain's hold on a number



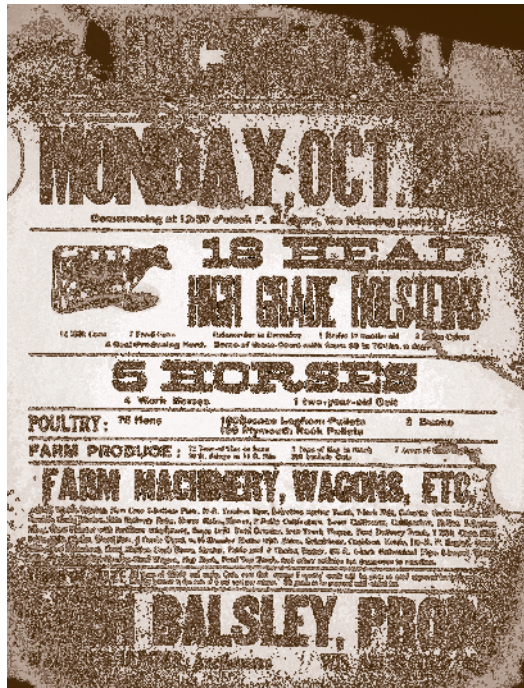
Sensational newspaper headlines of this type led President McKinley to declare war on Spain.

A HISTORY IN HEADLINES

of its colonies. Stories of Spain's actions governing its colonies in Cuba, Puerto Rico and the Philippines were given prominent, if not always accurate, coverage in American papers. The Hearst and Pulitzer newspaper chains were locked in intense competition for readership and used exaggerated accounts and spectacular illustrations to sell newspapers. The pressure on President McKinley to save Spain's colonies from its oppressive rule as reported in the nation's newspapers is often credited with leading the United States into the Spanish-American War in 1898.

The Hamilton Company, as it had become known, was well positioned to take advantage of America's increasing appetite for newspapers. While many of the dailies in the larger cities had moved to linotype

for page layout, papers in smaller cities, both dailies and weeklies, still did much of their assembly by hand using movable type. Further, many of these smaller papers augmented their income by producing handbills and posters for local businesses. These side businesses regularly required reasonably-priced, large-scale type. The Hamilton Company had the production facilities, sales contacts and distribution network in place to meet the demand.

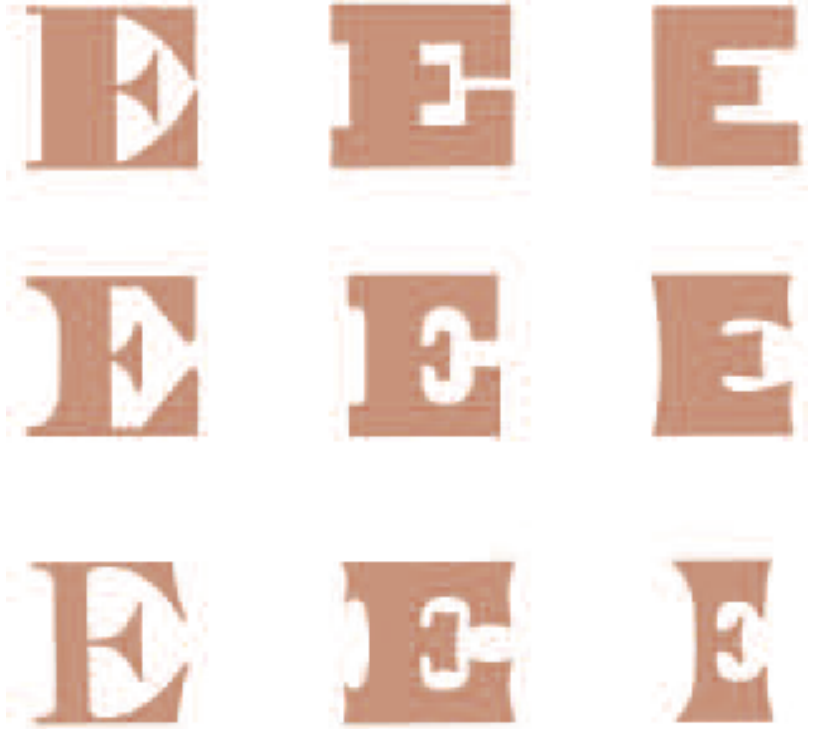


Poster showing a typical diversity of wood type.

Roman

Antique

Gothic



The grid above shows the three primary families of wood typefaces. Roman, Antique and Gothic with variations shown in the columns below.