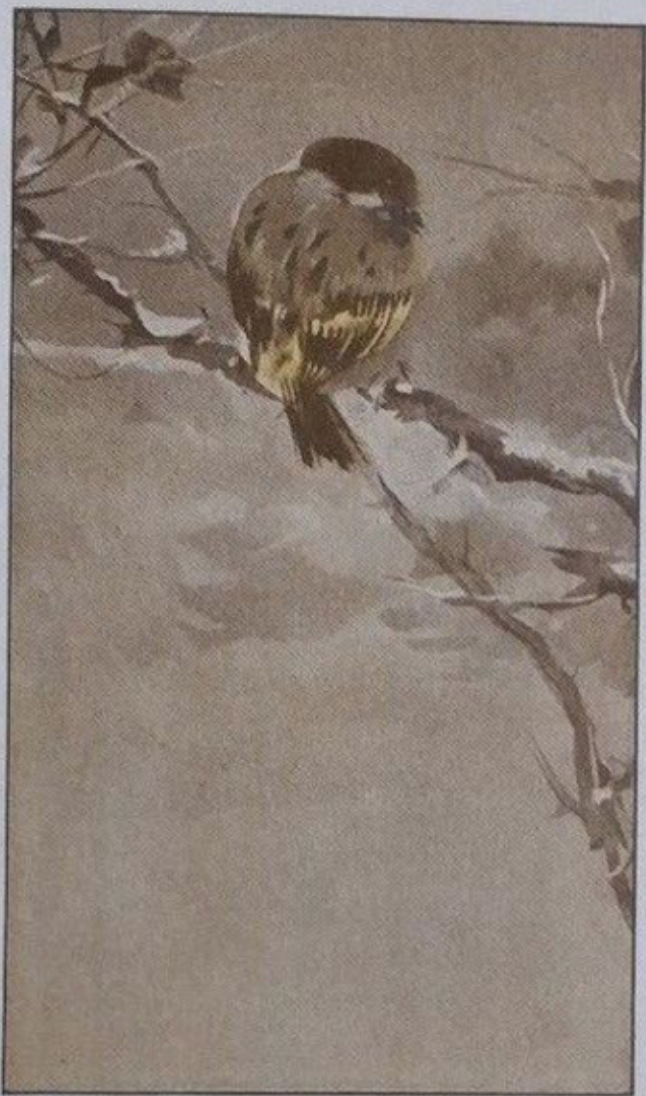


Hubbell's  
**Individuality**

January







五ノケル

一ノケル

一ノケル  
五ノケル



# HUBBELL'S INDIVIDUALITY

OF MARCH, NINETEEN FOURTEEN

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Second Volume

Ninth Number

## CHIRPS AND TWITTERS

**T**HIS is supposed to be a Bird of a number. Of course there are all kinds of birds. There's the little one who used to tell our mothers when we were bad. And now there's the one with extra fine feathers we don't dare tell our mothers about. Then there's the bird that always nestles alongside the large cold bottle, the one in the hand that beats two in the bush, and a few other varieties.

Sure, we know March is the month when the bunnies go crazy in the head, and that it's supposed to "come in like a lion and go out like a lamb," or the other way round as the mood strikes it.

This number contains some real hundred percent stuff, notably a new way of engraving and a new color chart scheme, that looks rather serious. So we lead you to 'em, as it were, with a few chirps and twitters by way of introduction.

Wow! If His  
Wife Could  
See Him!



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*Chasing birds leads up a tree.*



# HUBBELL'S INDIVIDUALITY

FRANK HUBBELL, Editor

KENNETH GROESBECK, Associate Editor

A self-confessed house-organ created in Cleveland monthly with the selfish motive to advertise "Hubbell" as a buy-word for Good Printing and Service. An even dollar a year to those unfortunates without the pale— Otherwise gratis.

## THE O. S. HUBBELL PRINTING CO.

PLAIN DEALER BUILDING  
CLEVELAND, OHIO

Telephones, All Departments Main 5485 or Central 2546-R

SECOND VOLUME

MARCH, 1914

NINTH NUMBER

These Should Be  
Printed In  
Shamrock Green



The worst thing about the birdies is the little bill.

How about your spring advertising campaign?

Fine feathers make fine distinctions.

Why is it the riches that take wings always seem to feather the other fellow's nest?

Forward, March!—Rather a good motto for any old month in the year is our opinion.

*The path of virtue soon becomes the road to success.*

## THE VERY LATEST WRINKLE

**H**ALFTONES are all very good," remarked the Constant Customer sadly, "but I can't stand the bright glazed paper. It cracks easily, soils easily, and it's what everybody uses. I must have something different, and yet I must get all the detail in my illustrations that go with halftones."

"Precisely," we said, reaching for the cigars. "You want halftone detail and artistic effect, on rough paper. Allow us to introduce our very latest satisfaction-bringer, 'Hubbell's Offset Engravings.'

"Shades of Franklin," said the Constant Customer, regarding the sample we handed him. "If it's offset work you're trying to give me—I won't have it. It's expensive and unreliable, looks good in the samples and raises the dickens when you print it.

"Pardon us," we said. "It's a Hubbell Offset Engraving, Constant, and you're on the wrong track. It's a halftone that prints—as you see—on rough paper. Like the man who saw a camel for the first time, you are saying 'there's no such animal!' But there is."

"Proceed," said the Constant Customer. "It listens passing well."

"The Hubbell Offset Engraving," we said, "is a specially prepared halftone. Made

Gutenberg Never  
Dreamed Of  
Things Like This



*Singing to yourself is fine for the other people.*