

Why is A the first letter? It represents one of

BOLD ITALIC

Common vowel

REGULAR

SOUNDS IN ANCIENT LANGUAGES. NATURALLY THE

ITALIC

Phoenician alphabet makers

BOLD

Selected a familiar

ITALIC

Object in the name of which

SEMIBOLD

REGULAR ITALIC SEMIBOLD SEMIBOLD ITALIC BOLD BOLD ITALIC | 14 POINTS | LEADING 16 POINTS

Our transition from barbarism to civilization can be attributed to the alphabet. Those great prehistoric discoveries and inventions such as the making of a fire, the use of tools, the wheel and the axle, and even our modern marvellous applications of steam and electricity pale into insignificance when compared with the power of the alphabet. Simple as it now appears after the accustomed use of ages, it can be accounted not only the most difficult, but also the most fruitful of all the achieve-

ments of the human intellect. Man lived by "bread alone" and without the alphabet untold ages, and with a practical alphabetic system not more than 3,000 years. So important and wonderful was this step deemed by those who lived nearer the time of its inception—in the time before the wonder of its extraordinary powers had been blunted by long possession and common use—that its invention, as well as that of writing, was