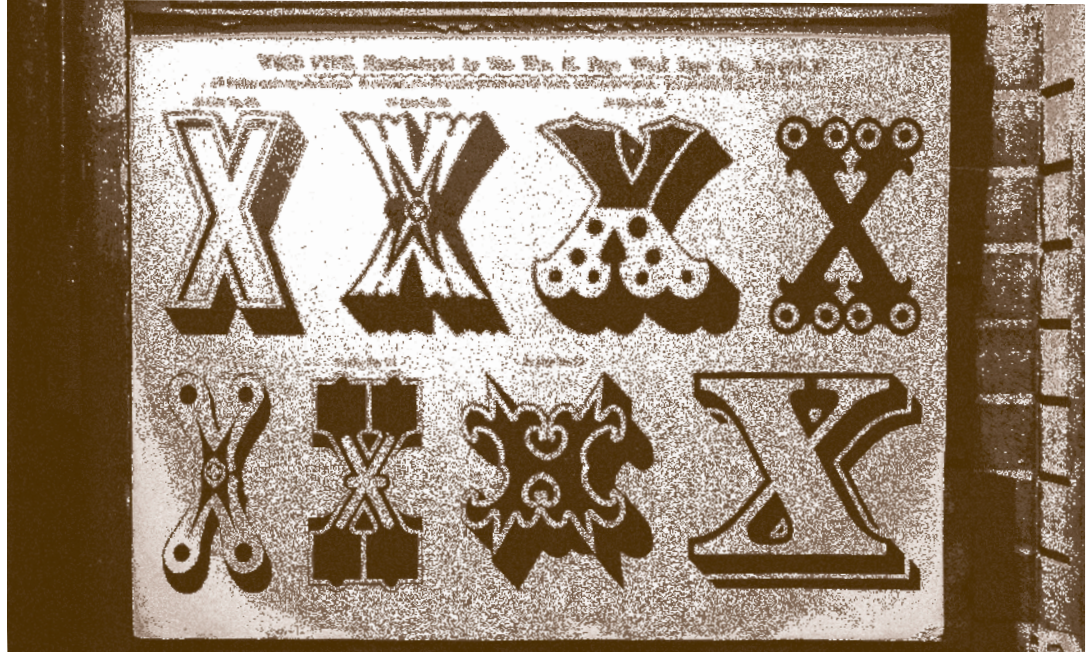


## HAMILTON WOOD TYPE

*Specimen sheet from the  
William H. Page  
Company showing the  
ornamentation in wood  
typefaces.*



of drafting room storage systems and furniture in the United States. The company also used its woodworking facilities to make attractive cabinets for the rapidly expanding console radio market.

Around that time, the Hamilton Company began experimenting with using steel in the manufacture of its printers' furniture rather than wood. Not satisfied by the equipment turned out by "experts" brought in to advise the company on working with metal, Hamilton brought the development of metal printers' furniture in-house, where the needs of their specialized market were better understood. The sale of this steel furniture soon outpaced the traditional line of wood printers' furniture.

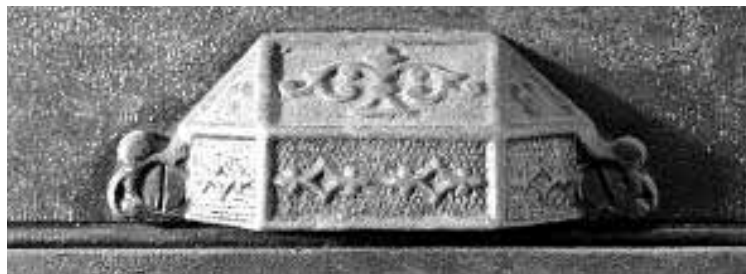
In later years, the company's expertise in making specialized printer's furniture with steel allowed it to

move into the manufacture of other metal products, including laboratory equipment, doctor's office furniture, and the country's first automatic clothes dryer.

By the time J.E. Hamilton retired in 1919, he had established a culture of quality, pride and innovation in the company that today still bears his name. Although he and his family stayed involved in the community of Two Rivers through their generous support of a variety of charitable causes, his lasting legacy resulted from his ability to recognize and capitalize on the business opportunities he found in the rapidly expanding economy of the United States at the turn of the century.

That, and his ability to cut wood type.

## A HISTORY IN HEADLINES



*Ed Hamilton had a keen sense of the importance of marketing. His company's name and signature craftsmanship could be found on every surface including drawer pulls.*

