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John Day

A Book of Type Sheets

For Advertising Layout Men,
Designers, and Schools of Printing

CONTAINING ALPHABETS OF WELL-KNOWN TYPE-FACES,
ARRANGED IN COLUMNS ACCORDING TO THEIR
WIDTH OR "SET" IN POINTS



213 20 Sept. 1921

HOW TO USE THE TYPE SHEETS

Observe that several letters in each alphabet are of the same width, but that alphabets contain from 7 to 17 different widths of letters. The small figures under the columns of letters indicate their width in points. The length, in points, ems or inches, of any written line or any given number of words when set in type can be accurately figured by any person who has a knowledge of simple arithmetic. Count the number of characters that the words in your copy contain, beginning with those that belong in the first column to the left of the sheet, and checking them off as they are counted; write down the number of combined points; then proceed to the next column, and add the points obtained there. Figures equal one-half of the width of the type size to which they belong. Allow 1-3 of type size for spaces between words in lower-case lines and 2-3 of type size between words set in capitals. Finally add total number of points obtained and divide by twelve. This gives the number of ems that the line will be wide. Six ems make one inch, and one inch is equal to 72 points.

The designer of advertising matter is frequently confronted with the problem, "How wide will the line be when set in this or that size of type?" The question can be quickly solved by arithmetical computation, as illustrated below.

New England's Printers

Will these three words go into one line 21 ems wide (three and one-half inches) when set in 18 point Goudy Oldstyle capitals? On the type-sheet the point widths for each letter in the three words are as follows:

I	6 points	R R	26 points
P S S	30 points	A D G N N N N	98 points
E E E L	44 points	W	19 points
T	12 points	'	4 points
Spaces	36 points		
Total	275 points	Divided by 12 equals 22 11-12 ems.	

No, they will not go into 21 ems. With the aid of type charts or specimen books you may estimate how wide the display line containing a given number of words will be, but that is all. You are not certain that your estimate is correct. With these Type Sheets your calculations are exact, and you may lay out your dummy with precision. Display lines in printed matter usually must fit into a determined width.

In the teaching of lettering, the Type Sheets may serve as specimens. It is important for the student of letter-forms to know the relative widths of the different characters of the alphabet, and in fact all characters of the type font.

The student-printer cannot learn to make accurate and workable layouts unless he knows how wide to make his letters. These Type Sheets show, at a glance, how wide he must draw the letters.

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By HUGO JAHN
21 Concord Square
Boston, Mass.

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18-point BODONI BOOK

Combined width of 52 letters in this font, 38 ems.

I	J	S	E	B	A	H	M	W
5	6	8	F	C	D	K	14	15
			L	10	G	&		
			P		N	12		
			T		O			
			Z		Q			
			9		R			
					U			
					V			
					X			
					Y			
					11			

i	l	?	a	b	w	m
j	t	f	c	d	10	13
¢	5	r	e	h		
!		s	g	k		
;		z	v	n		
:		6	x	o		
-			y	p		
,			7	q		
.				u		
4				8		

24-point BODONI BOOK

Combined width of 52 letters in this font, 49 ems 6 points.

I	J	S	F	B	A	H	K	M	W
7	8	11	L	C	D	N	&	17	20
			Z	E	G	U	16		
			12	P	O	X			
				T	Q	15			
				13	R				
					V				
					Y				
					14				
'	i	l	?	a	g	b	w		m
!	j	t	f	c	o	d	13		16
:	5	6	r	e	v	h			
;			s	10	x	k			
-			z		y	n			
,			8		11	p			
.						q			
4						u			
						12			

30-point BODONI BOOK

Combined width of 52 letters in this font, 61 ems.

I	J	S	F	B	A	R	H	M	W
9	10	13	L	C	D	U	K	21	24
			P	E	G	V	&		
			Z	T	N	X	19		
			15	16	O	Y			
					Q				
						18			
					18				

[illegible]

36-point BODONI

Combined width of the 52 letters in this font, 72 ems.

I	J	S	Z	F	B	A	H	K	M	W
10	12	16	17	L	C	D	N	&	26	29
				18	E	G	U	23		
					P	O	X			
					T	Q	22			
					19	R				
						V				
						Y				
						20				
,	j	i	?	c	a	g	b	w	m	
!	l	t	f	12	e	o	d	21	24	
;	8	9	r		13	v	h			
:			s			x	k			
-			Z			y	n			
,			11			14	p			
.							q			
6							u			
							15			

42-pt. BODONI

Combined width of the 52 letters in this font, 83 ems 6 points.

I	J	F	B	A	Q	H	K	M	W
12	14							30	33
		L	C	D	R	N	&		
		21					26		
		E	G	V	U				
		P	O	Y	X				
			24	24	25				
S	Z	T							
19	20	22							

,	j	i	?	c	a	g	b	n	w	m
	9			14					23	27
!		l	f		e	o	d	p		
					15					
;		t	r			v	h	q		
		10								
:			s			x	k	u		
							18	18		
-			Z			y				
			13			17				

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48-pt. BODONI

Combined width of the 52 letters in this font, 95 ems.

I	J	S	Z	F	B	A	H	K
13	16	21	22	L	C	D	N	&
				23	E	G	U	30
					P	O	X	
					T	Q	29	
				24		R	M	W
						V	34	38
						Y		
						27		

48-pt. BODONI

Combined width of the 52 letters in this font, 95 ems.

'	i	l	t	?	c	a	g	b	w	m
!	j	11	12	f	16	e	o	d	26	31
;	10			r	17	v	h			
:				s		x	k			
-				z		y	n			
,				15		19	p			
.							q			
8							u			
							21			

18-point CHELTENHAM OLDSTYLE

Combined width of 52 letters in this font, 43 ems 9 points

I	J	F	B	C	N	D	A	M	W
5	7	S	E	T	R	G	H	16	19
		10	L	Z	Y	K	Q		
			P	&	13	O	V		
			11	12		U	X		
						14	15		

i	f	?	z	a	g	b	m
j	s	r	7	c	k	d	w
l	t	6		e	n	h	12
,	~			:	o	p	
!	5				u	q	
;					v	10	
:					x		
,					y		
.					9		
4							

24-pt. CHELTENHAM OLDSTYLE

Combined width of 52 letters in this font, 55 ems.

I	J	S	B	E	C	N	D	A	M	W
6	8	13							20	24
			F	L	T	R	G	H		
			14							
			P	&	Y	K	O			
			15	16		18				
					Z		Q			
					17		U			
							V			
							X			
							19			

i	f	s	?	a	k	b	m	w
		7					15	16
j	r		~	c	n	d		
5	t		8	e	o	h		
	,			g	u	p		
	!			z	v	q		
	;			9	x	11		
	:				y			
	,				10			
	.							
	6							

30-pt. CHELTENHAM OLDSTYLE

Combined width of 52 letters in this font, 66 ems 6 points.

I	B	E	N	D	A	Q	M
7							24
	F	L	R	G	H	X	
	16					23	
J		P	T	K	O		
10		17					
			Z	U	V		
					22		
S		C	&	Y			W
15		19	20	21			30

i	f	!	s	?	a	g	u	b	m
l	j	;	~	z	c	k	v	d	w
6			8	10					19
	r	:			e	n	x	h	
					11				
	t	,				o	y	p	
	,					12	12		
		.						q	
	7	7						13	

36-pt. CHELTENHAM Oldstyle

Combined width of 52 letters in this font, 80 ems 6 points.

I	F	E	C	N	D	G	A	Q
8	19							28
J	B	L	&	R	K	O	H	
12	20		22	24				
		P			Y	U	V	M
		21			25	26		30
			T				X	
							27	
S			Z					W
18			23					36

l 6	i 7	f t !	s ~ 9	r 10	? 11	z 12	a e c 13	g k n o u v x y 14	b d h p q 16	m 22	w 23
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42-pt. Cheltenham Oldstyle

Combined width of 52 letters in this font, 95 ems.

I	S	E	T	N	U	G	A	M
10	21							34
		C	Z	R	D	O	Q	
J	F	L	&	29	K	H	V	
15	23		28			31	32	
		P			Y			
					30			
B		25					X	W
24							33	43

i	j	s	c	k	b	m
	8	12	15	17		26
l					d	
,	f			h	p	
!	r			o	q	
					19	
;	t	?	a	u		
	10	13				
:			e	v		
,			g	x		
.	~	Z	n	y		W
7	11	14	16	18		28

48-pt. Cheltenham Oldstyle

Combined width of 52 letters in this font, 108 ems 3 points.

I	J	S	F	L	C	&	N	D
11	17	24				31		
			B	P	E		R	K
			27	29	30			
							T	U
							Z	Y
							32	33
G	O	H	V	A	M	W		
34	35	36	37		41	49		
				Q				
				X				
				38				

48-pt. Cheltenham Oldstyle

Combined width of 52 letters in this font, 108 ems 3 points.

[illegible]

18-point GOUDY OLDSTYLE

Combined width of 52 letters in this font, 45 ems 6 points.

I	F	B	T	C	A	O	M	W
J	P	E	Y	K	D	Q	17	19
6	S	L	12	R	G	U	&	
	Z	11		X	H	15	18	
	10			13	N			
					V			
					14			

j	i	f	a	b	d	w	m
,	l	r	e	o	h		
!	-	s	c	v	k	13	15
:	?	t	g	x	n		
;		z		y	p		
,	5	6	8	9	q		
.					u		
4					10		

24 - point GOUDY OLDSTYLE

Combined width of 52 letters in this font, 57 ems 3 points.

I	F	E	B	T	C	A	O	M	W
J	P	L	14	Y	K	D	Q	&	25
7	S	13		16	R	G	U	21	
	Z				X	H	19		
	12				17	N			
						V			
						18			

'	i	?	r	c	a	y	b	h	w	m
!	j	f	s	9	e	11	d	n	16	19
:	l	7	t		g		k	13		
;	-		Z		10		o			
,			8				p			
.							q			
5							u			
							v			
							x			
							12			

30-point GOUDY OLDSTYLE

Combined width of 52 letters in this font, 69 ems 6 points.

I	F	E	B	T	C	A	O	M	W
J	P	L	17	Y	K	D	Q	25	30
9	S	16		19	R	G	U		
	Z				X	H	23		
	15				20	N		&	
						V		26	

[illegible]

36 - point GOUDY OLDSTYLE

Combined width of 52 letters in this font, 84 ems 6 points.

I F E B T Y C A O M W

J P L 21 22 23 K D Q 31 37

10 S 20 R G U

Z X H 28 &

18 24 N 32
V

27

' i ? s f c a b d h w m

! j 10 t r e y o k n 24 28

: l z 12 g 15 p q 19

; - 11 14 v u

9 18

x

17

♦

7

48-pt. Goudy CAPITALS

Combined width of the 52 letters in this font is 114 ems 9 points.

I F P E B T Y K

J S Z L R

15

24

25

27

28

31

32

X

33

C D A O M & W

34

G

35

H

Q

42

43

50

N

U

38

V

36

18-point CASLON LINING

Combined width of 52 letters in this font, 49 ems 6 points.

I	S	P	B	C	A	K	D	H	N	M	W
J	10	11	F	E	G	O	16	17	18	19	21
8			Z	L	R	Q					
			12	Y	T	U					
				13	V	&					
					X	15					
					14						

f	?	r	a	v	b	h	w	m
i	t	s	c	9	d	11	13	15
j	,	7	e		g			
l	!		z		k			
5	:		8		n			
	;				o			
	,				p			
	-				q			
	.				u			
	6				x			
					y			
					10			

24-point CASLON LINING

Combined width of 52 letters in this font, 64 ems.

I	J	S	P	F	B	L	C	A	D	H	M	W
10	11	13	14	15	E	X	K	G	20	N	23	26
					Z	Y	R	O		&		
					16	17	V	Q		21		
							18	T				
								U				
								19				

i	f	s	t	r	a	?	b	h	w	m
l	j	-	9	z	e	c	d	n	19	21
,	7	8		10	11	x	g	u		
!						12	k	14		
:							o			
;							p			
,							q			
.							v			
6							y			
							13			

30-point CASLON LINING

Combined width of 52 letters in this font, 84 ems 6 points.

I	S	F	B	C	A	T	D	N	H	M
J	15	P	E	K	U	25	G	27	28	W
13		Y	L	R	Z		O			31
		20	21	V	24		Q			
				X			&			
				23			26			

'	? f t r a c x g b w m
!	i j ¹¹ s ¹⁴ e y k d ²⁴ m ²⁶
:	l ¹⁰ z ¹⁷ n h
; -	o q
,	p u
.	v
7	

36-point CASLON LINING

Combined width of 52 letters in this font, 102 ems 4 points.

I S P Y F B A U G D T H
J 21 24 25 L E C 30 N & 33 35
16 26 V R O 23
X K Q 31
Z 29 M W
27 37 40

, - i f ? r a c y b k w
! 9 l 11 j s 18 e z d 23 26
: 10 t 14 g 20 h
; v n m
33
, X 19 o
• p
8 q
u
21

48-pt. Caslon caps

Combined width of the 52 letters in this font, 137 ems.

I S F E B Y L

J P Z V

20

30

32

35

36

37

38

A

C

R

O

T

39

G

X

Q

U

K

41

42

43

40

D

&

H

N

M

44

45

47

48

W

53

48-pt. Caslon Lining

Combined width of the 52 letters in this font, 137 ems.

,	-	i	f	?	a	c	e	g	o
!	11	j	r	s	z	23	24	25	26
:		l	t	18	22				
;		13	17						
,					p	b	y	w	m
.					q	d	29	39	41
9					u	h			
					v	k			
					27	n			
						x			
						28			

How much space a given number of words will occupy when set in a small size of body type, like 5-pt., 6-pt., 7-pt., 8-pt., 9-pt., 10-pt., 11-pt., 12-pt., or 14-pt., can easily be estimated by using a table which shows how many words of the size selected will go into one square inch (36 pica ems). It must be borne in mind that not all type faces, even if they are of the same size in points from top to bottom of the letter, will measure exactly the same from side to side or across the letter (which is called the width or "set.") This can be readily understood if one looks into a type specimen book and compares one block of 10-pt. type of one type family with another block of 10-pt. of some other type family, as Goudy compared with Caslon type. There are more words in 4 square inches of condensed than in the same amount of extended letters. In order to facilitate the figuring of body type, which is usually set in compact masses, the table herewith presented will be useful.

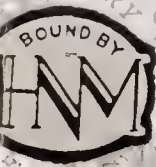
TABLE OF BODY-TYPE WIDTHS

Showing the number of square inches in 1000 ems, the number of ems in a square inch of type, the approximate number of words in a square inch of type, either solid or leaded with 2-point leads.

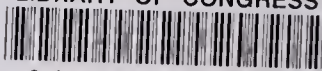
Size of Type	Square Inches in 1000 ems	Ems in Square Inch	Words in Square Inch	
			Solid	Leaded
5-point	4.82	207.3	60	44
6 "	6.94	144.7	47	34
7 "	9.45	105.8	38	27
8 "	12.35	81	32	23
9 "	15.63	64	28	21
10 "	19.29	51.84	21	16
11 "	23.34	42.837	17	14
12 "	27.78	36	14	11
14 "	40	25	11	8

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