Page 2

11

12

14 and 15

Spartan Medium 3

Spartan Medium Italic

Spartan Heavy

Spartan Heavy Italic

Spartan Black

Spartan Black Italic

Spartan Black Condensed

Spartan Black Condensed Italic

10 Spartan Extra Black

Spartan Advertising Figures

Spartan Decimal Figures

Spartan Fractions

Spartan Heavy Calendar Figures

THE Knight is

JADE varies into

BRAZIL and countries

THE FARLY PRINTERS IN They instructed the local Lower case alphabet 178 pts.

THE EARLY PRINTERS CAST They instructed a blacksmith Lower case alphabet 158 pts. Characters per nica 2.2 14 nt 18A Sta 10-1

THE EARLY PRINTERS CAST THE They instructed some local black 12 nt 21 A 38e 12-1

THE EARLY PRINTER CAST THE TYPE They instructed some local blacksmith

THE EARLY PRINTERS CAST THEIR TYPES They instructed the local blacksmith to make the iron frames or chases in which the types

8 pt. 26A 48a 19-1 THE EARLY PRINTERS CAST THEIR OWN TYPES AND They instructed some local blacksmith to make the iron

6 pt. 28A 51a 21-1 THE EARLY PRINTERS CAST THEIR OWN TYPES, MADE They instructed some local blacksmith to n

Characters in a complete font

ABCDEFGHIJKLMN QRSTUVWXYZ& 2 3 4 5 6 7 8 9 0 * ¢ % abcdefghijklmnopqrs tuvwxyz.,-:;!?''"()

Ligatures are included in fonts of 6 to 18 point sizes, and are obtainable in 24 to 120 point sizes in foundry lines.

fiff fiff ffi

Shelby

Pictured

Changed

THEprinter

WHILE apart

FINE quality coat

SOME xylophones

THE printer

WHILE THEY The machines

QUALITY COST Zero is the figure

THE XYLOPHONY Dutch tulip bulbs of

ALL HERO KNIGHTS After the apprentices

JADE VARIES IN COLOR It is used for jewelry or for 24 pt. 9A 16a 7-1

BRAZIL AND OTHER It shows civilization as

Lower case alphabet 206 pts. Characters per pica 1.7 18 pt. 11A 21a 8-1

THE EARLY PRINTERS IN They instructed the local

Lower case alphabet 157 pts. 16 nt. 17A 32e 10.1

THE EARLY PRINTERS CAST THE They instructed some local black smith to make the iron frames or

Lower case alphabet 136 pts. Characters per pica 2.5 THE EARLY PRINTER CAST THE TYPE They instructed some local blacksmith to make the iron frames or chases in

THE EARLY PRINTERS CAST THEIR TYPES They instructed the local blacksmith to make the iron frames or chases in which the types are confined for printing; and either made

Lower case alphabet 93 pts. Characters per pica 3,7 S mt. 255 48n 19-1 THE EARLY PRINTERS CAST THEIR OWN TYPES AND They instructed some local blacksmith to make the iron frames or chases in which the types are confined for printing; and either made or designed the wooden cases and stands that held their type. With the advent

Lower case alphabet 88 pts. Characters per pica 3.8 6 pt. 28A 52a 21-1 THE EARLY PRINTERS CAST THEIR OWN TYPES, MADE INK They instructed some local blacksmith to make the iron frames or chases in which the types are confined for printing; and either made or designed the wooden cases and stands that

Characters in a complete font

ABCDEFGHIJKLMN OPQRSTUVWXYZ& 234567890 * ¢ % a b c d e f g h i j k l m n o p g r s tuvwxvz . . - : : 1? "

fiff fiffi ffi

ALL knaves

JADE varies in

BRAZIL and others

THE FARLY PRINTER IN They instructed some lo

16 nt. 12A 22a 9-1 THE EARLY PRINTERS CAST They instructed some local

14 pt. 17A 30a 10-1 THE EARLY PRINTER CAST THE They instructed some local bla

12 nt. 20A 84a 11-1 THE EARLY PRINTERS CAST THEIR They instructed some local blacksm

10 pt. 23A 49a 13-1 THE EARLY PRINTERS CAST THEIR OWN They instructed some local blacksmith to make the iron frames or chases in which

8 pt. 26A 46a 19-1 THE EARLY PRINTERS CAST THEIR OWN TYPES AND They instructed the local blacksmith to make the iron frames or chases in which the types are confined and

Lower case alphabet 88 pts. Characters per pica 3.9 6 pt. 28A 51a 21-1 THE EARLY PRINTERS CAST THEIR OWN TYPES. MADE THE They instructed some local blacksmith to make the iron frames or chases in which the types are confined for printing:

Characters in a complete font

ABCDEFGHIJKLMN OPQRSTUVWXYZ& \$1234567890 4% a b c d e f a h i i k l m n o p a r s

tuvwxyz.,-:;!?`'""() Ligatures are included in fonts of 6 to 18 point sizes, and are obtainable in 23 to 129 point sizes in foundry lines.

fiff fiffi ffi

Shark

Motion

Chances

THE prints

WHILE they

FINER quality is

NEW xylophone

THE prints

WHILE THIS These make

QUALITY AND Zero is a figure

XYLOPHONE IS Dutch tulip bulbs

ALL KNIGHTS ARE After an apprentice

JADE VARIES COLORS It is used for jewelry on

BRAZIL AND PERU It shows civilization

THE EARLY PRINTERS IN They instructed some loc

24 pt. 8A 14n 5-1

THE EARLY PRINTER CAST THE They instructed the local black smith to make the iron frames

Lower case alphabet 151 pts. Characters per pica 2.3 12 pt. 20A 34n 11-1

THE EARLY PRINTERS CAST THEIR They instructed some local black smith to make the iron frames and

10 pt. 28A 40a 18-1

THE FARLY PRINTERS CAST THEIR OWN They instructed some local blacksmith to make the iron frames or chases in which the types are confined for printing; and

Lower case alphabet 100 pts. Characters per pica 3.4 8 nt. 26A 46a 20-1 THE EARLY PRINTERS CAST THEIR OWN TYPES AND They instructed some local blacksmith to make the iron frames or chases in which the types are con fined for printing; and either made or designed the wooden cases and stands that held their type. With

Lower case alphabet 90 pts. Characters per pica 3.8 6 pt. 28A 50a 21-1 THE EARLY PRINTERS CAST THEIR OWN TYPES, MADE THE They instructed some local blacksmith to make the iron frames or chases in which the types are confined for printing. and either made or designed the wooden cases and sto

Characters in a complete font

ABCDEFGHIJKLMN OPQRSTUVWXYZ& \$1234567890¢

abcdefahiiklmnopars

tuvwxyz., -: ;!? `' Ligatures are included in fonts of 6 to 18 point sizes, and are obtainable in 24 to 72 point sizes in foundry lines.

fiff fiffiffi

pt. 4A 6a 3-1 Lower case alphabet 5-

ALL Night So pt. 5A 9a 4-1 Lower case alphabet 634 pts. Characters per pion 79

JADES green

BRAZIL and Peru

18 pt. 9A 17a 7-1

THE EARLY PRINTER

They instructed some

14 pt. 16A 26a 9-1 Lower case alphabet 196 pts. Characters per pies 1.7 THE EARLY PRINTERS CAST They instructed some local

12 pt. 18A 30a 10-1 Lower case alphabet 17

12 pt. 18A 30a 10-1 Characters per pica 2.0
THE EARLY PRINTER CAST THE
They instructed the local black
smith to make the iron frames

10 pt. 22A 34a 12-1 Lower case alphabet 143 pt. Characters per pion 2.4 THE EARLY PRINTER CAST TYPES OF They instructed some local blacksmith to make the iron frames or chases in which types are confined for printing

8 pt. 24A 41a 17-1 Lower case alphabet 111 pts.
THE EARLY PRINTERS CAST THEIR OWN TYPES
They instructed some local blacksmith to make

the iron frames or chases in which the types are confined for printing; and either designed and have consent of the pt. 26A 45n 19-1. Lower case alphabet 101 pts. Characters per pics 3.3 The LaRLY PRINTES CAST THER OWN TYPES MADE They instructed some local blacksmith to make the iron frames or chases in which the types are confined to the property of the property

for printing; and either made or designed the wood

Characters in a complete font

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z & \$ 1 2 3 4 5 6 7 8 9 0 ¢ % abcdefghijk I m nopqrs t u v w x y z . . . ; ; ! ? ` ' " " ()

Ligatures are included in fonts of 6 to 18 point sizes, and are obtainable in 24 to 120 point sizes in foundry lines.

6 ff fl ffi ffl

Label

Gothic

Chance

THE print

WHILE the

FINE qualities

THE xylophone

THE fires

WHILE HIS These men

QUALITATIVE Zero is cipher

XYLOGRAPHY Dutch painters

ALL KNIGHTS OF And apprentices

JADE COLORS VARY It is used for jewelry

BRAZIL AND THE It shows civilized

Lower case alphabet 251 pta. Characters ner nica 1.4 THE EARLY PRINTERS They instructed some

14 pt. 16A 26a 9-1 THE EARLY PRINTER CAST IT They instructed some local blacksmith to make iron or

Lower case alphabet 172 pts. Characters per pira 2.0 THE EARLY PRINTERS CAST THE They instructed the local black smith to make the iron frames

Lower case alphabet 143 pts. Characters per pica 2.4 10 nt. 21A 26a 12-1 THE EARLY PRINTER CAST THEIR OWN

They instructed some local blacksmith to make the iron frames or chases in which types are confined for printing

Lower case alphabet 111 pts Characters per pica \$.1 8 pt. 23A 4la 17-1 THE EARLY PRINTERS CAST THEIR OWN TYPES They instructed some local blacksmith to make the iron frames or chases in which the types are confined for printing; and either designed or made the wooden cases and stands that held

Lower case alphabet 102 pts. Characters per pica 3.3 6 pt. 25A 45a 26-1 THE EARLY PRINTERS CAST THEIR OWN TYPES, MADE They instructed some local blacksmith to make the iron frames or choses in which the types are confined for printing; and either made or designed the wood cases and stands that held their type. With the ad

Characters in a complete font

ABCDEFGHIJKLMN OPQRSTUVWXYZ& \$1234567890¢

a b c d e f a h i i k l m n o p a r s tuvwxyz., -:;!?''"()

Ligatures are included in fonts of 6 to 18 point sixes, and fiff fiffiffi

ALL knights of

JADE COLOR VARY
It is used for jewel

BRAZIL AND COUNTRIES

It shows a civilization at

18 pt. 14A 25a 9-1 Lower case alphabet 175 pts. Characters per plea 1.9
THE EARLY PRINTER CAST THE They instructed a local smith

14 pt. 21A 86a 11-1 Lower case appaned: 149 pts.
Characters per pica 2.4
THE EARLY PRINTERS CAST TYPES OF
They instructed the local blacksmith

12 pt. 22A 464, 12-1 Lower can alphabet 123 pt. 25A 464, 12-1 Characters per pic a.c. THE EARLY PRINTERS CAST THEIR OWN They instructed some local blacksmith to make the iron frames or chases in which the types are confined for printing; and

10 pt. 26A 44a 13-1 Lower case alphabet 115 pts.
THE EARLY PRINTERS CAST THER OWN TERM THE THE PRINTERS CAST THER OWN THE THE PRINTERS CAST THER OWN THE THE PRINTERS CAST THE PRINTERS THE PRINTERS CAST THE PRINTERS THE PRINTERS CAST THE PRINTERS

Characters in a complete font

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z & \$ 1 2 3 4 5 6 7 8 9 0 6 % a b c d e f g h i j k l m n o p q r s t u v w x y z . . . - : : ! ? ' " " ()

6 ff fl ffi ffi

Printed Spartans Changings THE first iron WHILE the men **FINER** color quality

THE xylophone music

THE first pier

WHILE THE BAR These machines

QUALITY COLORED Zero is a symbol of

THE XYLOPHONE IS A Dutch tulip bulbs come

ALL KNIGHTS OF MIDDLE After the apprenticeship

JADE VARIES IN COLOR FROM It is used for jewelry or carved

BRAZIL AND COUNTRIES
It shows civilization at a
time so remote that it is

18 pt. 15A 26a 10-1

THE EARLY PRINTERS CAST THE
They instructed the local black
smith to make the iron frames

14 pt. 21A 56a 12-1 Down-case alphabed 149 pt.
THE EARLY PRINTERS CAST TYPE OF
They instructed some local blacksmith
to make the iron frames or chases in
which types are confined for printing

THE EARLY PRINTERS CAST THEIR OWN
They instructed some local blacksmith to
make the iron frames or chases in which
the types are confined for printing; and
either made or designed the cases and

10 pt. 26A 44n 15-1 Characters per pica 2.9

THE EARLY PRINTERS CAST THEIR OWN TYPE
They instructed a local blacksmith to make

THE EARLY PRINTERS CAST THEIR OWN YIPS They instructed a local blacksmith to make the iron frames or chases in which the types are confined for printing; and either made or designed the wooden cases and stands that held their type. With advent of the iron hand press and cylinder press or machines

Characters in a complete font

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z & \$ 1 2 3 4 5 6 7 8 9 0 ¢ abcdefghijklmnopqrs

fi ff fi ffi ffi

24 pt. 6A 10a 5-1 Lower case alphabe

BRAZIL RIVERS Showed phases on civilizations

Lower case alphabet 268 pts Characters per pica 1.:

THE EARLY PRINTER
They instructed one
of their local black
smiths to make iron

THE EARLY PRINTERS TO
They instructed some local
blacksmith to produce the
iron frames or chases in

Lower case alphabet 185 pts.
12 pt. 15A 28a 10-1 Characters per pica L3

THE EARLY PRINTERS CAST They instructed some black smith to make the iron frames or chases in which the types are confined for printing and

Lower case alphabet 167 pts.
10 pt. 18A 38a 11-1 Characters per pica 2.2
THE EARLY PRINTERS CAST TYPE

THE EARLY PRINTERS CAST TYPE
They instructed some local black
smith to make the iron frames or
chases in which types are confined
for printing; and either made or

Characters in a complete font

A B C D E F G H I J K L M N O P O R S T U V W X Y Z &

11234567890

abcdefghijklmnopqrs

eries Number 694 . . . Common line
72 pt. 3A Sa 3-1

THE first
WHISPER
The seam

QUALITY TO Zero is over

nt. 3A Sa S-

XYLOPHONIC Dutch painter

FOUR KNIGHTS
After an appeal

JADE COLORS ARE
It is used for jewels

Spartan Advertising Figures

Spartan Medium Advertising Figures No. 77 Sizes 18 to 72 points

Advertising Figures No. 77 are the

28 37 46 55 64 73 72/60 pt

same face as Spartan Medium figures, cast on a space saving smaller body as illustrated. Cost on "title " they will not align with regular figures. Packaged in fonts

Characters in complete font-

\$1234567890 \$1234567890 ¢%.

Spartan Heavy Advertising Figures No. 79 Sizes 18 to 72 points

Advertising Figures No. 79 are same face as Spartan Heavy figes, cast on a space saving sm body as illustrated. Cast on "title they will not align with regu lar figures, Packaged in fonts weighing approximately 5 lbs.

79/60 pt

28 37 46 55 64 73

Characters in complete font:

\$1234567890 \$1234567890 6% ..

Spartan Black Advertising Figures No. 78 Sizes 18 to 72 points

28 37 46 55 64 73

Advertising Figures No. 78 are the same face as Spartan Black figures cast on a space saving smaller body as illustrated. Cast on "title line." they will not alian with reqular figures, Packaged in fonts

Characters in complete font:

\$1234567890\$1234567890¢%..

Spartan Black Condensed Advertising Figures No. 80 Sizes 18 to 72 points

same face as Spartan Black Condensed figures, cast on a space saving smaller body as illustrated. Cast on "title line," they will not align with regular figures. Packaged in fonts weighing approximately 5 lbs.

18/14 pt

\$1234567890 \$1234567890¢% . · ...

Spartan Decimal Figures

Spartan Medium Decimal Figures Sizes 18 to 72 points

Sporton Medium decimal figure are cast on the regular body and align with Spartan Medium figures as shown. Fonts contain only deci mal figures, packaged the same as regular figures

9 28 37 46 55 64

82

18 mt

Characters in complete font: \$1234567890

Spartan Heavy Decimal Figures Sizes 18 to 72 points . . . Interchangeable with Spartan Black

Sparton Heavy decimal figures are cast on the regular body and align with Sporton Heavy figures as figures, packaged the same as regular figures

2 29 39 46 59 64 73

24 pt

Characters in \$1234567890. complete font:

Spartan Black Decimal Figures Sizes 18 to 72 points . . . Interchangeable with Spartan Heavy

Sporton Black decimal figures are

28 39 46 58 64 73 82

cast on the regular body and align with Sporton Black figures as shown. Fonts contain only decimal figures, packaged the same as regular figures

Characters in \$1234567890. complete font:

Spartan Black Condensed Decimal Figures Sizes 18 to 72 points

82

Sporton Black Condensed decimal figures are cast on the regular body and alian with Spartan Black Condensed figures as shown, Fonts contain only decimal figures, pack-C12 aged the same as regular figures

18 pt

Characters in \$ 1 2 3 4 5 6 7 8 9 0 .

Spartan Fractions

Spartan Medium Fractions Sizes 6 to 72 points

Characters in complete font:

Characters in

complete font:

are packaged the same as regu-

lar figures

on the regular body and align with Spartan Medium figures as illustrated. Fonts are packaged the

me as regular figures

Spartan Heavy Fractions Sizes 12 to 72 points . . . Interchangeable with Spartan Black 2 1/4 3/4 1/4 2/3 1/8 1/2 on the regular body and align with Spartan Heavy figures as illus-Characters in trated. Fants are packaged the complete font: same as regular figures Spartan Black Fractions Sizes 12 to 72 points . . . Interchangeable with Spartan Heavy 2 1/4 3/4 1/3 2/3 1/8 1/2 1/4 the regular body and align with Sparton Black figures as illustrated. Characters in Fonts are packaged the same as 1/4 3/4 1/3 2/3 1/8 3/8 5/8 7/8 complete font: regular figures Spartan Black Condensed Fractions Sizes 12 to 72 points Spartan Black Condensed fractions are cast on the regular body and align with Spartan Black Condensed figures as illustrated. Fants

3

Spartan Heavy Calendar Figures

Sporton Heavy Calendar Figures are typecast in typhigh solid metal, on accurate point-system bodies, deep cut and duroble. Each foat contains sufficient logetypes to set any single calendar month. Unlike electrotyped calendars, they may be used indefinitely. The Calendar Figures are available in the following point sizes: 12, 18, 24, 36 and 48. Set width of each logotype is 1½ times body size, which permits easy composition and arrangement to fit space requirements. 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 23 24 31

SUN MON TUE WED THU FRI SAT

Each calendar font contains dates-of-the-month logotypes from 1 to 31, including double-date logotypes 23/30 and 24/31. Days-of-the-week logotypes not spacing blanks are provided. There are no panel rules or type for the month and year. The compositor may arrange calendar, taking advantage of available space, and set month and year in any appropriate type.

MON TUE WED

48 pt, Monthly Calendar

8 9 10

 SUN
 MON
 TUE
 WED
 THU

 1
 2
 3
 4

 7
 8
 9
 10
 11

 14
 15
 16
 17
 18

 21
 22
 23
 24
 25

 28
 29
 30

24 pt. Monthly Calendar

17 18 19 20 21 22

.. 24 25 26 27 28 29

JANUARY

 SUN
 MON
 TUE
 WED
 THU
 FRI
 SAT

 1
 2
 3
 4
 5
 6
 7

 8
 9
 10
 11
 12
 13
 14

 15
 16
 17
 18
 19
 20
 21

 22
 23
 24
 25
 26
 27
 28

29 30 31

Type used for January: 42 pt. Spartan Heavy

18 pt. Monthly Calendar

TUE SAT 2 3 5 6 7 8 9 10 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31

12 pt. Monthly Calendar

DECEMBER

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 25 26 27 28 29 30

Type used for December: 12 pt. Spartan Black



SPARTAN HEAVY CALENDAR FIGURES

the **atf** Spartan Family

All sizes are cast on Common Line, a time-saving feature when interchanging weights and sizes. They are closely, carefully fitted in the interest of effective spacing and are available in a complete size range, accompanied by a variety of useful auxiliaries. The smaller sizes match the characters of Linotype's Spartans. These features assure the Spartans frequent use. Because they are foundry cast by ATF, the Spartans will give lasting service and prove themselves doubly profitable.



AMERICAN TYPE FOUNDERS

200 ELMORA AVENUE, ELIZABETH, NEW JERSEY
Offices in Principal Cities

Better, more profitable printing from the widest line of processes . . . ${\tt GRAVURE} \ldots {\tt LETTERPRESS} \ldots {\tt OFFSET}$