

A book of 2,741 showings
of display and text specimens,
selected for excellence of design
and general availability.

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DIGITAL TYPE SPCINENS

The Designer's Computer Type Book

by Ben Rosen

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PREFACE

For some time, there has been an obvious need for a new specimen book of useful, computer-driven digital type specimens selected for design excellence and general availability, shown in a functional, informative format. This book is intended to fill that need. It presents type choices based on the author's experience, presented in ways designed to be most useful for readers choosing, visualizing and specifying type according to their needs.

The goal of this specimen book is to show the best renditions and broadest range of the most useful type-faces generally available, thus offering type users practically and aesthetically satisfying choices. However, the problem of selection has been challenging—there are thousands of typefaces out there: there are modified versions of old metal types from the fifteenth and sixteenth centuries that have been adapted for digitized fonts; special fonts have been drawn for photo projection modes of typesetting, others for digitized type; there are also enhancement techniques that modify digitized type and laser printing is blazing new trails, all of which increase the number of typefaces from which to choose.

Advancing technology further complicates the type industry. New faces are constantly entering the digital type market. Some are extensions of specific design assignments calling for a specialized letterform; others are based on wood type, photolettering, transfer lettering, current calligraphy, or calligraphic models drawn before movable type was invented. All deserve consideration in the compilation of a type specimen book.

No single volume, including this one, contains every available typeface. But this volume presents a rich selection of excellent digital faces that are tastefully designed, visually distinct, skillfully produced and generally available in the U.S. marketplace. Readers using this book in conjunction with my revised edition of *Type and Typography*, a collection of metal type specimens, will also gain access to the finest metal types, some of which have not yet been adapted to digitization.

How many typefaces are necessary? Do designers really use a thousand typefaces in their work? Of course not. A dozen or so judicious type selections become extremely flexible in the hands of a good designer. But which dozen or so is the issue. Many designers patiently look through specimen books searching for some connection, some visual message that will signal an appropriate type. A particular face, bypassed many times, may suddenly reveal certain characteristics that are precisely right for a particular job. The thick-thin relationship, the way the serif flows from the stem, roundness, softness, roughness, precision—any of these qualities can lend subtlety or power to a message.

Many of the types available for desktop use are virtual duplicates of those available on the commercial typesetter's market. In this book, to avoid excessive duplication, they are not separated from the faces normally available from commercial typographers. New faces are coming in and going out of existence so rapidly that trying to keep track of them all is an exercise in futility. Already there are programs that offer the intrepid designer the opportunity to design and store individually designed alphabets on relatively low-end electronic equipment. Yet there remains a wealth of fine, useful, and widely accepted typefaces that promise to be with us for a long time to come. These prototypical faces have received the most attention in this publication.

In the opening section of this book, ten beautiful, time-tested typefaces are shown first. They are identified as families and shown in many (though not all) of their variations, including italics, light through bold, condensed through extended and 72 point display to 8 point text sizes in varied leadings. These ten families alone constitute a palette from which excellent typography can be created.

Hundreds of supplementary fonts follow the ten initial type families to support them, enhance them, or stand alone. Fine cursive and calligraphic letterforms are present, followed by classics, eccentrics, ornamentals, romantics, outlines, inlines, and shadow faces. Space allocation and typeface category designations are based on anticipated use and, alas, practical space limitations. No doubt there will be some difference of opinion as to whether certain faces belong where they have been placed—one man's judgment is bound to be open to controversy. Readers are invited to make their own classifications.

Type fonts are represented as complete alphabets with useful punctuation. Source or vendor information is given when available and applicable. A face set on equipment from a vendor shows that vendor's name below it, even if it is not proprietary to that vendor.

The reader will also find basic typecasting information, measurement data and proofreaders' marks which have been included to make this book a useful tool for all who work with type.

In addition to an extensive array of specimens, readers who have worked with metal type will find information to support an easy transition to digital type.

Most people who work with type can do their best without knowing the intricacies of current typesetting technology. Therefore, only limited technical information is offered to acquaint designers and others who use type with the basics of this technology. These limited but

substantive fundamentals are included with the intent to provide basic background information about digital type.

Because digital typesetting is a relatively new technology a brief section on the chronology of typesetting from photo to digital is included. This material will serve to acquaint readers with the nature of various kinds of typegenerating equipment that has had commercial acceptance since 1950. Because changes come along rapidly, making it nearly impossible to keep on the cutting edge of this new discipline, the information is introductory in scope and generic in nature, with major trends and developments presented in broad strokes.

Type needs vary, as do the systems that produce repro copy and the people who use them. The introduction of visually oriented Apple computers has helped many designers with some of the more menial tasks of mechanical preparation. These computers also offer design capabilities previously unavailable to designers without access to the highly sophisticated and very costly computer consoles of the 1960s and early 1970s. Desktop publishing, where high-quality printout is not always critical, is often best served by a minicomputer with a low resolution printer of about three hundred dots per inch. To the ardent designer, on the other hand, low resolution repros may never be acceptable. Clearly, the type requirements for a fine book, a weekly newsletter, a fullcolor ad in a sophisticated magazine, a design for a cosmetic package or a television commercial for garbage bags could be shown to vary considerably. And while veteran designers neither require nor readily accept advice on type style usage, recent recruits among desktop publishing operators may find the wide choice of fonts offered in this book suggests new and creative approaches.

Over a decade ago, a special issue of *U&LC* was produced, broad in scope and rich in information about the sweeping changes electronic communication was bringing to the field of type and graphics. The group of articles was headed, "WARNING! Perishable Information—read immediately." Today, a decade later, it is still good advice to "read immediately" all the trade publications and current technical information you can find.

To all who have graciously offered a helping hand in response to my many requests during the process of assembling this book, I am hard pressed to fully express my gratitude, but that shall not deter me from trying.

Milton Mandel, president of Centre Typographers, Inc., has extended personal interest, encouragement and heartwarming support in many ways. I am deeply indebted to Mr. Mandel for information and insights about typography gained from rewarding discussions spanning three decades. Nor am I any less indebted to Mr. Mandel for his generous contributions of time and effort, and for authorizing the production of endless stacks of excellent

type specimen repros that make up most of this book. Without his largess, I doubt that this volume could have been brought to completion.

Nearly 500 pages of text and display specimens were set in galley form by Harold Chewens of Centre Typographers, Inc., the same Mr. Chewens who, with Mr. Mandel, set the initial linotype and foundry specimens for my first type book, *Type and Typography* in 1960.

I am grateful to Cynthia Hollandsworth, Typographic Advisor to Agfa Compugraphic Division, who found ways in a fiercely busy schedule to obtain and furnish specimens representing many of the finest Agfa Compugraphic typefaces, her own designs among them. I am also pleased to have her monograph on the shift of digital typesetting toward desktop operations, appearing in this book.

My thanks to master type designer Matthew Carter, Vice President of Type Development for Bitstream Inc., who generously arranged for the production of requested type specimens. I am pleased he has shared his observations on the design of type—from punchcutting to digital type—a welcome addition to this work.

Sumner Stone and Fred Brady at Adobe Systems Incorporated, both considerately arranged for the provision of fine Adobe type specimens that add depth to the scope of these type showings.

To Bruce Lehnert of the Linotype Company, my thanks for initiating the participation of his company in this book; to Bruce Brenner and Jim Gutierrez for continuing that interest in practical ways on behalf of the project, I am grateful. The written comments of Messrs. Brenner and Gutierrez on digital type reflects their involvement on the cutting edge of digital type technology.

The International Type Corporation, through the efforts of Allan Haley, has made photo copies of their widely distributed library of typefaces available.

Type specimens from Adobe Systems Incorporated, were set by Keala Hagman; from Bitstream Inc., by Carlton Chin; from Agfa Compugraphic, by Jeff Cote.

My thanks to Rodney Kohn and Barbara Brenner for patient listening and thoughtful responses to my endless questions on matters pertaining to this book and for help in upgrading certain type showings.

For patient, precise and skillfull assistance in the mechanical assembly of this sizable tome, I commend Pamela McPheron.

Finally, there are my editors. Through the efforts of Lilly Kaufman, this project got started; with the help of thankless and unrelenting work by Amanda Miller, it has at last been produced.

To my wife and family, my thanks for putting up with the last few hectic months of preparation.

Here then, is the book. May it serve the reader well in every effort to produce good typography.

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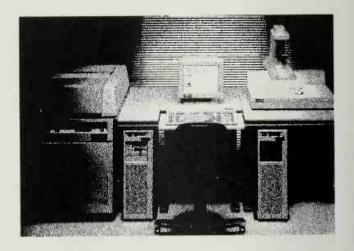
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Gutenberg examines a press sheet in the engraving above. Below, a page from his celebrated Bible, printed in Mainz, c.1450. Below, right, a current digital type and image-setting work environment.

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INTRODUCTION

No technology has contributed more to the enhancement of human aspirations than writing. No system of writing has been more functional, fulfilling and universally accepted than the alphabet. And of all the ways of spreading information visually, nothing came close to displacing printing with metal type as the prime vehicle for the effective use of the alphabet for some five hundred years. Nothing, that is, until now.

Metal type can still be found occasionally among typography buffs and enthusiasts of the art of traditional fine book printing. But by 1950, typesetting had become a mechanically operated photo-optical process, producing repros on light-sensitive receptor surfaces. Later, computers were introduced and developing electronics technology advanced the process further. Computer digitization advanced typesetting yet again, bypassing master negatives and conventional photographic procedures entirely. Laser technology now promises increases in speed and image resolution. Significantly, these new digital technologies have advanced the integration of type with other elements of graphic design, a major step forward in visual communications.

All of these systems of type production can still be found in most major cities, although metal typography is considered more of an art form in some circles. Both photolettering and transfer lettering have come into wide use, performing some of the same functions as typesetting. But it is digital type produced with light and laser projection on highly developed receptor surfaces, that has come to dominate the typesetting industry.

What Is Type?

Type can be described as the product of any technology that enables discrete elements of an alphabet to be combined for effective communication. Its origins can be traced to the middle of the fifteenth century when the earliest type was simply a small metal casting, mostly lead, with a raised letter or punctuation mark on its face. Insignificant in appearance perhaps, but the genius of



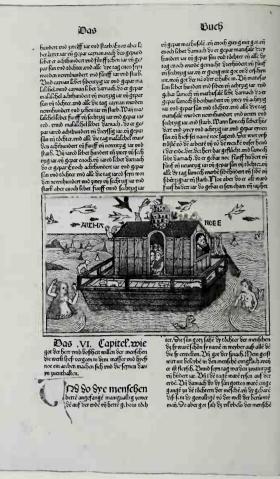
This Graduale Romanum, a fine example of fifteenth century liturgical music books, was printed by Erhard Ratdolt in 1494.

type was that it rendered the elements of the alphabet uniform, movable and reusable.

Typography, as originally conceived, proved to be a useful craft. Born at the middle of the fifteenth century, movable type produced shock waves that forever altered the way information would be disseminated. Printing with movable type opened a visual channel, through which the creative enthusiasm and humanist values of the Renaissance were expressed. Surviving classical cultural and philosophical concepts, together with both secular and nonsecular attitudes of the East, fed the flood of creativity emerging from the West. With movable type at its disposal, printing was firmly established as an efficient way to provide this wealth of information.

The Legacy of Type

Early in the history of movable type, printing was a scholarly vocation compared to the general level of literacy in fifteenth-century Europe. Printers often possessed profound insights into punch-cutting, molding techniques, printing, writing, historical scholarship of the period, and the varied related disciplines connected with their craft. The new type technology enabled them to

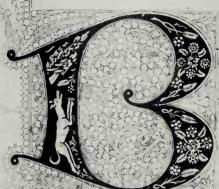


A page from Biblia Germanica printed in 1483 by Anton Koberger, a major printer and publisher in fifteenth century Nuremberg.

reproduce books by the hundreds, with technical and intellectual excellence and hitherto unattainable speed and accuracy. This helped make movable type an attractive invention, and many were drawn to this discipline because of its obvious significance as a prime vehicle of enlightenment.

There were modifications and improvements almost from the beginning, but the basic process remained much the same: cut the punches; make a matrix for each character; pour molten type metal into each mold; duplicate it in sufficient quantities; trim all type to uniform height; sort it out; select and lock the type into a rigid frame; find and use an appropriate ink; cover the type with suitable paper; apply uniform pressure; remove with care. With this process, a printed sheet could be produced over and over. And when that was accomplished: unlock the type, redistribute it, and do it again for the rest of the pages.

Written language was the province of a privileged few before movable type made it available to the common citizen. Movable type was indeed about feeding the growing demand for information. But it also was about power. In the morning of Western civilization, Cadmus,



Vir a Secuir dio Evovae qui no abije in colilio impion: in via perator no fetit: et in caredra petile ne no fedit, Sed in lege

Ware remuerut geres; 4 pu meditan lüt inania, Alhitecüt reges ice et prinques vunert in vnü: adulus dinn 4 adulus epm ei?, Oirūpam? vinda edu; 4 pidam? a nobis iugū ipou. Oui habitat in celis ircidebit eos: et dis lublannabit eos. Kūc loquet ad eos in ira lua: et in hiroze luo coturbabit eos, Ago aŭt coliminis lü regabito

Nunc ad ægyptia transeamus ut etia hinc uideamus rectene an contra gentilium nugas contempsimus & salutarem euagelii doctrina secuti sumus: qua maxime nunc neglectis suis sactissime colit ægyptiis: Vnivuersam autem ægyptiorum historiam & theologiam ipsorum seorsu in libro quem sacrum iscripsit Manetus quidam ægyptius græca sigua exquisitissime in mediu edidit. Sed Diodorus etiam siculus uir clarus omnem ut diximus historiam gentium diligenter breuiter ac ordinate congregatam coscribens ab ægyptiorum theologia totius negotii secit initiu a quo potius quasi ab illustriore notioreq; græcis q ab ægyptio Maneto: hæc ad uerbum scribenda duximus. De ægyptiozi shologia

Sserunt igitur ægyptii in terk omnium originem hoies primum

ACTENVS DE SITV ET MIRACVLIS terre aquarumqi & syderum: ac ratione uniuersitatis: atque mensura. Nunc de partibus quanq infinitum id quoqi existimat: nec temere sine aliqua reprebessione tractadu baud ullo in genere uenia iustiore. Si modo mime inize est bominem genitu no osa buana nouisse. Quapropter auctorem neminem unu sequar: sed ut queqi uerissimu in quaqi parte arbitrabor: quoniam commune serme omnibus suit: ut cos quisqi diligentissime situs disceret: ex quibus ipse prodibat. Ideoqi nec culpabo: nec coargua

† A

D

A From De Praeparatione Evangelica, the first book printed in Nicolaus Jenson's roman type.
 B Johann von Speyer, the first printer in Venice, took the name Johannes de Spira. Shown is a de

B Johann von Speyer, the first printer in Venice, took the name Johannes de Spira. Shown is a detail from Pliny's Natural History, printed by de Spira in 1469 with type attributed to Nicolaus Jenson.

C Founder of the first printing press in England, William Caxton produced a handsome version of Geoffrey Chaucer's Canterbury Tales.

D Excerpt from a work by Francisco Colonna, printed by Aldus Manutius in 1499 with type cut by Griffo.

a Phoenician prince who understood the uses of power, is said to have introduced written language to ancient Greece. He is identified with the evocative mythological image of casting the alphabet in the role of dragon's teeth, which when sown, sprung to life as armed soldiers. Such was the early understanding of the power of the written word.

Here endith the Byff of Bathes prologe.
And here kegymyth her tale.

i (It of a wayes of kyng; Artur
Of Bhiche britous spekith gret honour
Al Bas this lond, sulfilled, of farrye
The elf quene Bith her isly companye
Daumad, sul of a in many a greue mede
This Bas the old opinion as I rede

Early Type Design

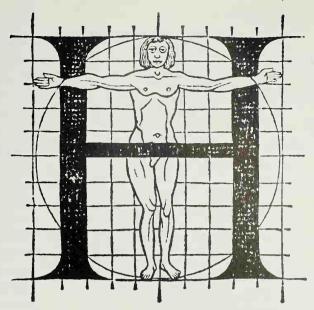
At first, the aim of type designers was to imitate the admired calligraphy of the period. As the craft of producing and printing with movable type entered the 1500s, functional characteristics of type began to affect the way it was designed and produced. Demand for variations in size, weight, style, and visual relationships of letter to letter and space to counterspace all began to bear on the way new types were designed and produced. A vigorous and prolific display of typographic invention appeared.

Many fine U.S. libraries and museums, including the J. Pierpont Morgan Library in New York, the Harvard College Library in Cambridge, MA, the Boston Athenaeum, the John Carter Brown Library in Provi-

A SPAVENTEVOLE SILVA, ET CONSTIpato Nemoreeuaso, & gli primi altri lochi per el dolce
fomno che se hauca per le sesse & prosternate me bre disfusorelicti, me ritrouai di nouo in uno piu delectabile
sti o assai piuche el pracedente. El quale non era de mon
ti horridi, & crepidino se rupe intornato, ne salcato di
mosi iugi. Ma compositamente de grate montagnio di nontroparecia. Silva se di giovani e versio si se considerato di solutiri se considerato.

strumosi iugi. Ma compositamente de grate montagniole di nontropo altecia. Siluose di giouani quercioli, di roburi, fraxini & Carpini, & di frondosi Esculi, & Ilice, & di teneri Coryli, & di Alni, & di Tilie, & di Opio, & de instructuosi Oleastri, dispositisecondo laspecto de

Aspiration a doncques son tra= uerlant traict sus la ligne centri= que & diametralle, instement au del= fus du penyl du corps humain, pour nous monstrer que nosdictes lettres Attiques veulent estre si raisonable= ment faices, quelles desirent sentir en elles auec naturelle raison, toute convenable proportion, & lart dars chitecture, qui requiert que le corps dune maison ou dug Palaix soit plus esleue depuis son fondement jusques a sa couverture, que nest la dicte cou uerture, qui represente le chef de tou re la maison. Si la couverture dune maison est excessivemet plusgrande



Ordone nance du trauerlat traict au corps hu main.

Notable fingulier.

E

- **E** Part of a page from Geoffroy Tory's Champfleury, a book of language and letters, issued 1529, in France.
- F Detail of type cut by Philippe Granjean, c.1700, precursor of transitional and modern styles.

 Granjean's title: King's Royal Punch Cutter.
- **G** Lines of verse in Ludovico Arrighi's flowing cursive type, printed in Rome, c.1523.
- H John Baskerville, self-styled "admirer of the beauty of Letters", produced the face named for him with the help of John Handy, punchcutter.

dence, The Smithsonian Institution in Washington and the New York Public Library, offer a view of books printed with movable type before 1500. They are known as incunabula, a charming term signifying swaddling clothes, still used to denote the beginning stage of printing with movable type. Firsthand study of early books is a rewarding experience. There is a kind of beauty in these early efforts that eludes verbal description. Early attempts to produce printed books resembling hand written manuscripts are apparent among these ancient examples. Some employ illumination, block prints, or other elements to heighten the illusion of handwritten text.

Type production was nursed, coaxed, cajoled, and otherwise led into more efficient production modes. But for over four hundred years, typesetting was a laborious hand-gathering and -setting system done on a character-by-character basis, line for line, paragraph for paragraph. D. B. Updike (Printing Types), cites sixteenth century reports that work on early type composition and printing on primitive screw type presses was interminable, sometimes beginning at two or three in the morning and continuing until eight or nine in the evening.

LA NAISSANCE DU ROY.

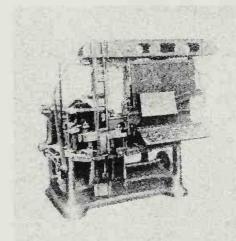
Sous le Regne de Louis x I I la France se voyoit triomphante de toutes parts. Les Hérétiques domptez, la Maison d'Austriche humiliée, & l'autorite Royale restablie, rendoient le Royaume aussi heureux que storissant. Mais il manquoit au Roy un fils qui pust luy succéder, & vingt-trois ans de mariage sans enfans luy avoient presque osté l'espèrance d'en avoir jamais. Ensin, Dieu touché des vœux ardents d'un Roy pieux, & d'une vertueuse Reyne, leur donna un fils, dont la naissance si peu attendue, combla de joye tous les François. Ce visible présent du Ciel sur un gage certain de la protection Divine, & parut dés ce moment asseure à la France la gloire, où elle est parvenue, & la félicité dont elle jouit.

V eggio ne la mia mente il grave scempio
D i quelle genti; e con vittwria grande
T ornarsi lieto il mio Signore in Roma .'
V eggio che siori wgniun d'intorno spande;
V eggio le spwglie opime andare al tempio

JUVENALIS SATYRA VI. 73

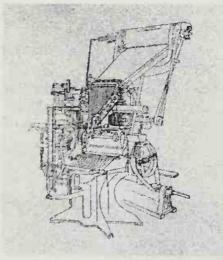
Jamque eadem fummis pariter, minimifque libido: Nec melior pedibus filicem quæ conterit atrum; Quam quæ longorum vehitur cervice Syrorum. Ut spectet ludos, conducit Ogulnia vestem, Conducit comites, fellam, cervical, amicas, Nutricem, et slavam, cui det mandata, puellam.

H



A detail, right, from the New York Herald-Tribune of July 3, 1886, the first newspaper to be machine-set with type obtained from the Linotype "Blower". One of the earliest models is shown above.

Mergentbaler's Linotype, Star Base Model 1. Redesigned in 1889, it became the basis for all subsequent Linotype machines.



The Mechanization of Typesetting

Work on searching out mechanized ways to set type began in earnest around 1820. For about one hundred years, French, British and American inventors worked at it, with a burst of productivity occurring in the last decades of the nineteenth century. Prototypes of machines to create type mechanically enabled the discipline to survive and eventually prosper.

In the U.S., Ottmar Mergenthaler, a German immigrant, invented commercially acceptable solutions to the troublesome problems of automatic type justification and distribution. He succeeded in setting a few paragraphs of copy for the *New York Tribune* during the summer of 1886. The feat was accomplished on his remarkable invention, the Linotype machine, casting type one line at a time from a row of brass matrices. Machine typesetting was introduced and a pressing need addressed.

The Linotype machine, later fondly known as "the beast", could accept copy, receive type metal, melt it down, and, with the appropriate matrix in place, produce type in the size, style, and measure desired, casting it a whole line at a time. Never mind that the beast was big, heavy, awkward to handle, and at times unbearably hot, or that it made startling sounds, gratuitously groaning and spitting molten type metal unpredictably. There were problems with the cumbersome matrices as well: they were costly, heavy, and demanded large accessible storage spaces. But compared to the tedium of hand-set composition for extensive text-setting, laboriously composed one letter at a time, the Linotype machine was indeed a significant step. Foundries continued to produce the larger display characters as individual types and remained the source for text setting equipment.

The Stage is Set

In the twentieth century, a quiet revolution began and a fundamental change in typesetting technology began to materialize, making traditional type production methods obsolete.

In the periods following the two World Wars, better control of photographic processes and advances in paper, ink, printing technology, and computer development all began to converge; photo-offset lithography grew more efficient and pervasive; typeface design proliferated. World War I had generated an enormous demand for information, but the second World War was followed by an information explosion beyond anything previously experienced. And just in time to connect with this enormous demand, computer driven phototypesetting arrived, full of promise for the electronic information age.

These new technological developments produced consternation in the ranks of the typesetting industry. Production and practice in hot metal type was con-

fronted by wrenching changes brought about by the computer, advanced photo technology, and an increasingly high-tech environment. Invented about 1450, widely practiced until the 1950s, hot metal type all but disappeared from the marketplace by the 1970s.

The New Typesetting Technology

Phototypesetting of the 1950s engaged various mechanical photo-optical systems. Copy was introduced through a keyboard and converted to light impulses by a computer within a printer. These light impulses, directed through master type negatives and optical systems, were projected to create type images on appropriate light-sensitive receptor surfaces.

Digitization of type images followed in less than a decade. At first, master font negatives were used. Fonts were scanned, transferred as lines or dots onto a cathoderay tube using a digitized light source, and printed as repro copy.

True digital type arrived in the 1970's when it became technically possible to abandon all master film negatives. This was the result of a 1965 invention by Dr. Ing Hell. Under the new system, master art work was scanned, picked up on the video display terminal and transmitted in digital form to magnetic media for storage in a computer. An operator at a video-display terminal then instructed the printer via video signals to produce the desired image.

An argument can be made that all current typesetting processes, while not fully photographic, nevertheless use photo-optics to some degree and thus may be classified as phototype. The laser, for instance, is at least partially dependent on light transmission for its operation, and is included under the phototypesetting umbrella in some publications. For this presentation, however, all type-imaging systems depending on digitization and independent of a master font negative within the printer will be classified as *digital type*.

The Economics of Digital Type

Economics is a strong persuader, and was the major reason for the nearly universal acceptance of the new modes of computerized type. With this technology, commercial typographers no longer required costly, space-consuming typesetting equipment or proving and storage facilities. Rising wages were also a factor—this new system was less labor-intensive. The cost of new typefaces and equipment maintenance was lower. These were irresistible advantages. Furthermore, prime location was no longer so important because electronic information hardly took any more time to travel around the world than around the corner.

Typographers were among the first workers to organize into unions in the U.S. Typography has been a proud trade with a responsible and respected union. As

Amnsements.

BIJOU OPERA HOUSE—2 and 8—Humbug.

CASINO—2 and 8—Erminie

EDEN MUSEE—Waxworks.

ERASTINA WOODS—Wild West.

MADISON-AVE. AND 59TH-ST.—9 a. m. to 11 p. m.—Merr i

mao and Monitor Navat Battle.

NEW CENTRAL PARK GARDEN—8—Concert.

NIBLO'S GARDEN—2 and 8—Streets of New York.

ETANDAED THEATRE—2 and 8—Mild of Belleville.

WALLACK'S—2 and 8—Mald of Belleville.

VALLACK'S—2 and 8—The Crowing Hen.

7TH-AVE. AND 55TH-ST.—9 a. m. to 11 p. m.—The New

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# Business Notices.

# New-York Daily Tribune.

FOUNDED BY HORACE GREELEY.

SATURDAY, JULY 3, 1886.

# THE NEWS THIS MORNING.

FOREIGN.—One hundred and fifty members of the British Parliament elected; Cardinal Manning on Home Rule. —— Sailing of the Galatea. —— Seizure of an American fisherman. —— Revolutionists in Mexico. —— Recall of French officers on leave of absence.

Congress.—Senate: Civil Service Reform attacked by Democrats. — Mr. Allison explodes Democratic claims of economy. — Legislative Appropriation bill considered. — House: Adverse reports on two pension vetoes. — Administration censured for extravagance. — Deficiency bill discussed.

Domestic.—Yale beats Harvard in unprecedented time in the 'Varsity race at New-London; the Pennsylvania and Bowdoin crews at Lake George. —— General Sickles speaking at Gettysburg. —— Chicago beaten by New-York at baseball in Chicago. —— Floods in Virginia. —— The Lake Shore trains undisturbed in Chicago.

CITY AND SUBURBAN.—Ten men killed by an explosion of dynamite in Morris County, N. J. ——
Five boycotters sentenced. —— The SullivanMitchell fight "off." —— Attempted suicide
of a young man in the Rockland
Cemetery. —— Mr. Powderly denounced the
police. —— The public schools closed for the sum-

Cardinal Manning'
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work. When September safely make their they would make a judge; one that w support. The sole is whether their many Republicans tion would bring. vention's work wor terest, and bring o that a nomination have only the mo party; whereas by every county in at a State conve paper reports of terest of every Re nations of the party so thoroughly awal out till he had depo

There is another vention : and that

But aesthetic considerations do not often speed production, and traditional virtues, like dedicated craftsmanship, do not necessarily increase billable output. Inexorably, as society moved along a faster track, typography became more and more about speed of output and compatability with related disciplines.

With computer programs doing much of the work, any good typist became a candidate for a job as typesetter. Under the supervision of skilled and knowledgeable typographers, typists could be trained to be productive typesetters at a fraction of the time and cost demanded by union (or, for that matter, non-union) typographers.

By the 1980s, advanced digital typesetting equipment was capable of exceeding the needs of most commercial typographers—even those with multiple input stations. But the potential for enormous output was there and that was irresistible. There are shops that may never reach the output capability limits of typesetting equipment they own.

Ease of data entry, a sharp and consistent type image, a wide choice of relatively inexpensive type fonts, simple modulation of type image, and an overall economy of operations were all more readily achieved through digital type. General accessibility of the new systems also played a part, allowing nearly anyone who could punch a keyboard to take part in the typesetting process. Companies that formerly went to commercial typographers for their type needs now commonly have their own in-house typesetting facilities. Design firms, ad agencies, public relations firms, and other users of type now set and print much of their own type, or at least keystroke and code it for processing by commercial typographers (frequently referred to as service bureaus), for a relatively small investment. Only those commercial typographers who have long since adapted to digital typesetting methods are finding new sources of business. The subsequent advent of and emphasis on desktop publishing led to further changes in the commercial typesetting business. New services are constantly being devised and offered by commercial type shops in search of new business opportunities.

# **Enter Phototypesetting**

Beginning around 1950, commercially developed phototypesetting equipment began to appear on the market as a practical technology. Nearly 50 years earlier, Mergenthaler among others, made experimental inroads, but their products were neither aesthetically pleasing nor commercially viable. It was Intertype that

brought to market the first practical commercial phototypesetter, the *Fotosetter*, in 1949.

Although the Fotosetter was marginally accepted at the time, it was a far cry from later phototypesetting equipment. The engineering challenges of producing functional typesetting equipment overwhelmed the need for aesthetically pleasing output. The type produced on the Fotosetter was anything but heartwarming, and there was heated dialog among designers and typophiles as to whether phototypesetting would ever replace metal type.

Great strides have been made since the earliest phototypesetting models appeared in the marketplace. Advanced phototypesetting and, at its heels, digital type were largely a result of advances in the computer field. Dramatic growth in high speed photographic processes, electronics, and laser technology have all contributed to the near-universal acceptance of current computer-driven, digital typesetting practice.

The descriptions that follow are intended to familiarize the reader with various methods sometimes described as generations of computerized type-setting. Engineering aspects of electronics, digitization, lasers, high-speed photographic techniques, and other high tech processes are beyond the purview of this presentation, which is intended to be an introduction to the basics of current typesetting practice. Moreover, new developments are constantly being introduced—frequent consultation of current material in this rapidly expanding discipline is strongly advised.

# **Mechanical Photo-Optics**

Early phototypesetting equipment like the Mergenthaler Fotosetter and the Monophoto from the Monotype Corporation were designed for use by commercial typographers. They were Rube Goldberg-like, rooted in mechanical technology similar to the metaltype production equipment that preceded them. Because of its many moving parts, the equipment was subject to frequent breakdown, output was slow, and setting options were relatively limited. In addition, the technology was costly, and the ratio of required keystrokes to output was dismal.

The mechanics were ingenious for their time: master alphabets were stored on manually inserted, reusable film negatives. Input copy was entered on a keyboard. Paper tape was introduced, which, when punched, could accept correction, store documents, and drive printers. Inside the printer, a light was projected through the master negative and passed into an optical system. One font master usually created different sizes through lens adjustment. From there it was transferred to a sensitized receptor surface of paper or film. Gears and escape mechanisms moved the receptor surface to a prescribed position, thus securing an orderly exposure of repro copy. The paper or film was then processed as a repro.

The output was a sharply defined photographic image. Punched tape extended the practicality of the system, but speed was not spectacular: no more than a few lines per minute. Rules were rough, and diagonal rules or curved lines were unavailable. The use of film negatives presented storage problems and occasional accumulation of dust which, when projected, produced flaws on printout copy.

# Photo-Scan, Digitized

Improvements were added: enhanced electronic functions, lower cost, magnetic data storage, and increasingly sophisticated software were combined to add practicality to phototypesetting. More importantly, computers were incorporated and linked to the printer to produce type images. A monitor was built on a cathoderay tube, or CRT, and tied to a keyboard to complete the assembly known as a video-display terminal, or VDT.

The fonts, still in the form of master negatives, were scanned and reassembled on a CRT as lines (rasters) or dots (pixels) by means of an electronically driven, digitized light source. From a CRT within the printer, the type image was projected to a film or paper receptor surface and processed. Although digital type was thereby anticipated, such printout is not usually considered true digital type.

# **Digital CRT Scan**

With the ever-growing demand for generating more information faster, photo-optics was bypassed and master film negatives became obsolete. Constantly improving technology allowed original artwork for master fonts to be electronically scanned, stored, and transmitted digitally, directly to magnetic tapes or disks. Each font became a digitized map of the original art from which it was derived and stored in the computer. From there it travelled to a CRT in the printer, which could receive a digital image directly from the VDT. Like familiar television broadcasts, the type image in the printer's CRT was created as a pattern of horizontal lines or dots. The digitized type image was then projected to a paper or film receptor surface. This is the first mode of typesetting commonly referred to as digital type.

These steps were under electronic control, permitting flexibility in type reproportioning and manipulation, and much faster printout rates. Electronics also offered more options for sophisticated creation of graphics as well as type. However, maximum output speeds were seldom sustained, because of unpredictable glitches in the equipment.

Nonetheless, four important advantages remained: 1) far greater font storage capacity; 2) increased output speed; 3) potential for creating continuous-tone photographic images in conjunction with type; 4) greater flexibility in the manipulation of type kerning, extending, condensing, and obliquing. Moreover, all these advantages could be gained in one integrated system. Dramatic price reductions in the late 1980s also played a part in extending the availability of this versatile equipment. Minute point-size gradations, extreme image sharpness, extensive and accessible font storage, and excellent software for sophisticated ruling applications added to the broad acceptance of this typesetting and imaging system.

# **Digitized Laser Scan**

Type-image generation via an electronically controlled laser beam replaced the image-generating CRT and thus became the state-of-the-art digital typesetting system of the 1980s. Using previously developed techniques for the digital storage and transmission of master type fonts, it became possible to abandon all ties to photo-optical typesetting technology.

With digitized laser technology, there is neither a master font negative nor an image generating CRT in the printer. All information is stored and controlled digitally in a computer. A laser beam is electronically directed via computer to burn (print) type images onto the receptor surface in a high-speed scanning action. Travelling line by line across a full page of copy, a laser beam builds the entire type image, one dot at a time along one line at a time, sweeping back and forth at near the speed of light, to produce repro copy directly. No further processing is needed.

Laser output resolution varies, starting from around three hundred dots per inch or DPI, on desktop printers to upwards of five thousand DPI on commercial installations. With all font data stored digitally, size gradations of up to one-tenth of a point are available and extensive reproportioning is possible. The laser scanning operation allows for ease of input and integrated printout of line art and continuous-tone graphics. With a potential repro printout speed of thousands of lines per minute, this appears to be the direction of future development.

# **Desktop Typesetting**

Laser capabilities are also available on relatively simple personal computer systems and on advanced desk-top models. With the demand for expanded type production continuing, and typesetting technology extending its capabilities in speed and output while simultaneously coming down in price, desktop publishing has made the greatest popular inroads yet seen in digital typesetting.

The Apple Mac desktop systems, much more visually oriented and user-friendly than the earlier minicomputer systems released by business machine vendors, have been widely adopted by graphic designers and are also popular as teaching instruments, especially in high school and college graphic design courses. By 1990, cross-licensing of extensive type libraries and broadly

compatible software programs have greatly increased the practicality of these computers as viable tools for type and graphic design.

In addition to graphic designers, authors, editors, reporters, executives, secretaries, copywriters, architects, industrial designers—anyone who can operate a personal computer—is a candidate to become a typesetter of sorts, and in fairly short order. Having accomplished that, it is only a few short steps for the initiated computer typesetter with an affinity for this medium to learn to integrate line art and continuous-tone graphics.

Software is constantly improving. Now, readily available to all, page-description language programs offer a way to preview, adjust, and control integration of various graphic design elements in the manner employed by many designers. The creative organization of type, format, line art, and continuous tone graphics has become much more responsive to designer control through the use of sophisticated software programs. PostScript, from Adobe Systems Incorporated, is the most widely accepted page-description language on the market; Interpress, a Xerox product; Quark Express, Ventura and Aldus Pagemaker are among competitive programs. New programs continue to be introduced in a seemingly endless procession.

An operator using a desktop work station can now design a publication, set its type, create both line and continuous-tone art, scan and pick up existing art, scaling and positioning all these elements at will. The entire integrated job can then be routed from the computer to a

300 DPI printer to produce a comp or a high resolution laser printer to obtain a camera-ready printout or, if desired, on film negative or even directly onto a printing plate. For this writer, whose graphic design experience goes back over 30 years, this process stops just short of being miraculous.

Using digital equipment, a remarkably fine-tuned body of work is coming from both professional graphic designers and many who are well on their way to becoming professionals. In the design schools, there is lively debate as to whether it is better to teach student designers traditional hands-on approaches to design or the computer-oriented method. Currently most schools offer both approaches and time alone will resolve the issue.

Of course, gaining the skill to set type and manipulate graphic elements is not necessarily the equivalent of becoming a graphic designer, as many desktop operators have discovered. But in our do-it-yourself age, there are software programs to adequately handle simple fliers, newsletters, in-house publications and other forms of visual communication. Frequent production of such publications imparts to the novice the design experience needed to exert increasingly better control over creative processes. Prevailing marketing wisdom holds that this direction will be widely accepted and extended by the end of the century. By that time, a new generation of type-oriented graphic designers, now serving their apprenticeships at desktop work stations, will have developed new aesthetic standards, new ideas about graphics, and advanced ways to enhance visual communications.



From Commercial Type Shops to Desktop Publishing: Closing the Gap Cynthia Hollandsworth

The change from commercial typography to desktop publishing has many facets: the merger of word processing with typesetting on a low-cost platform, the integration of typography with graphic design, the developments allowing color design on a Macintosh in the PostScript environment. In a word, the difference is PostScript, which allows images, color and text to be manipulated simultaneously in fully designed pages.

The implications for all the exciting graphic possibilities of using PostScript on desktop operation are far reaching. For me, the most interesting part is that type and typography have been placed in the hands of the designer. For those who appreciate fine typography this is both a blessing and a curse. The freedom to try many solutions easily and inexpensively will save some designers from making serious design mistakes. However, composing type, as anyone who has done it knows, is a design task in itself. Most designers who have tried to do their own composition have learned to appreciate the careful craftsmanship and experience of professional typographers.

After each technological advance in typography, there has been severe criticism from purists. There have been six major technological advances in type composition in this century: from hand composition to linecasting; to photomatrix; to bitmap; to CRT vector outline; to

Cynthia Hollandsworth is the Typographic Advisor to Agfa Corporation, Agfa Compugraphic Division, in Massachusetts. She is a typeface designer, and has released a number of typefaces including AlphaOmega, Hiroshige and ITC Tiepolo. She is also an advisor to the ITC Typeface Review Board. laser line and arc outline; and now to Bezier outline. Criticism notwithstanding, I believe that type has the potential to be set more beautifully today than at any time in history, when used by knowledgeable design professionals. The professional compositor has little timble moving to the desktop application and creating the same level of quality of typography as always.

Many of the fine compositional features offered on professional systems at the commercial type shop finally have arrived on the desktop. These include significant hyphenation programs, and kerning programs that allow thousands of pair options that can be customized for each individual typeface design. Today PostScript composition is moving to larger Macintoshes and to Sun workstations with enhanced memory and power, which allow the user to accomplish color separated projects in a real-time environment.

Because of PostScript, there is much more design flexibility in headline and display typography than commercial typographers enjoyed. Type that used to be set on a two-inch filmstrip composer can now be composed on the Macintosh, using wonderful programs that allow the designer to move letters to the right or left in tiny increments. A headline can be isolated digitally as a graphic image and modified as if it were a drawing. Using this technique, letters can be joined together into ligatures, modified with swashes and details, such as texture or shadows. These details may be added to quickly produce a headline that would have taken hours or days to design with pen and ink or photographic techniques.

Two things remain to be done to allow users to take full advantage of these developments. First, the world's PostScript library must be vastly expanded. Currently there are only seven hundred PostScript faces that are fully tested and optimized. This is not enough to meet the needs of the advertising typography trade which is accustomed to thousands of design choices. Every new product invites a new typeface design to help set it apart from all the others so the demand for new, high-quality designs never ends.

The second, and by far the larger problem, is that

designers who are not typographers by trade must be better educated in the art and craft of typography and type design. In his book *Detail in Typography*, Swiss designer Jost Hochuli identified the hierarchy of typographic knowledge as beginning with letters and letterspacing; words and wordspacing; lines and linespacing; columns; and the appearance of typefaces. There must be an understanding of all of these elements to take advantage of the features and functions available to the desktop typographer. If, for example, there is no awareness of interletter spacing, either in pairs or globally over a text, design errors are inevitable. In the same way, a poor selection of type design for a text can send a subliminal message that conveys something quite different from the intent of the text.

While the principles of typography are relatively simple, the implementation of these concepts must be interpreted over a nearly infinite variety of instances. Imagine how many different letter combinations there are, and multiply this by the number of different type-faces in use, and you will see how complex typography becomes in just the first of Jost Hochuli's principles. The ability to coordinate all the typographic elements into a composition that is harmonious and elegant is a complex combination of craft and taste, requiring training and experience.

How should this massive education project be undertaken? Many manufacturers of type products have created promotional programs to fill some of the needs. Stronger type education in the design schools will help the coming generation of designers. But the burden of mastering the details will fall to the current generation of desktop users to learn on their own.

Beautiful typography can hide a multitude of design sins, while poor typography can ruin the best graphic design. Good typography has the power to communicate selectively, including such feelings as order, calm and peace, causing the reader to be more receptive on a subliminal level. The successful bridge between commercial type shops and desktop publishing is contained in this simple idea: good typography should be common to both disciplines.

# Characters of the Computer Bruce Brenner and Jim Gutierrez

Letterform design is a unique craft that combines fine art with the art of communication; this is the essence of typography. Of course, as with any endeavor, the tools of this trade have changed throughout the centuries as technology progressed. This has never been more evident than in the twentieth century. Hot metal type, phototype and now digital type have been the standard components for designers in their efforts to design and employ type for the past one hundred years. But the past 20 years of digital type technology have amounted to more development and innovation than the sum of advancement during the period from Gutenberg's movable type to Mergenthaler's first Linotype machine, or roughly 450 some years.

The arts of graphic design and typography will be carried into the next century by something seemingly far removed from these traditional elements of communication: the silicon chip, on which computers, laser printers, and imagesetters are based, assist today's designers to enhance their creative processes. Through the power of computers, the artistic cycle of conceptualization, development, and final design is faster, and gets faster still as computers become more powerful. Designers have more time to develop a wider variety of ideas resulting in a rapid exchange of concepts that should ultimately lead to new design movements for the next century. Computers, once thought of as foreign to craftsmanship and aesthetics, are the backbone of today's design houses and are sure to be the fundamental tools for the designers of tomorrow.

Type designed with and for computers has undergone an especially rapid transformation from 1970 through 1990—particularly during the last decade of that period. Even the word *type* has evolved into the generic term *fonts*. Computerized laser imaging has developed to the degree that it can be employed for commercial purposes. In turn, the demand for typefaces in a new medium, *bitmaps* (the elements that ultimately instruct laser devices to position marks on paper, film, or computer screens) has increased.

Early bitmapping efforts were painstaking. To develop a typeface into a bitmapped digital form, hours of hand editing were required to maintain the integrity of the type design. Much as the classically trained type designers drew each character with a pen for specific

At Linotype Company, Bruce Brenner is Manager of Typographic Development and Jim Guiterrez is Manager of Font Licensing Technology. point sizes, contemporary designers had to "draw" each character for each point size with a computer command. Their work would then be printed by a laser printing device and the quality would be reviewed and accepted or refined. These new processes gave rise to new typographic factors and rules, such as *screen fonts*, *resolution*, and *half-bitting*.

During the same period, "digital drafting" took an evolutionary turn in the form of *ontline* or *scalable fonts*. With computerized type, each character's shape was represented by mathematical data, and these in turn could be edited by hand (by actually altering the mathematics of the shape) to achieve the desired type design. These outlines were then scaled by computer algorithms into bitmaps. Again, new rules came into play for the typographer. *Hints* became part of the typographer's jargon, describing the degree of instructions that could be applied to the outlines in order to obtain good typographic quality at low printer resolutions.

These developments in digital typography represent a small renaissance within the type industry. Today's type foundries are constantly developing new typefaces or reviving traditional, time-tested designs. Competing foundries find themselves sharing each other's libraries through cross-licensing agreements. Not only are type designs shared, but type production technologies are exchanged as well. As a result, large type libraries can be developed in months, as opposed to decades. The increasing sophistication of computer type software leads to increased productivity, benefiting the designer, supplier, and customer.

With these developments, clients have changed as well. No longer are companies relying solely on outside graphics firms to design their newsletters, brochures or other literature. Computers give these design customers the ability to develop and create their own original works, fostering an increasing interest in type and type technology among people who were shut out from these activities in the past. With the proliferation of computer use in our society, the demands for graphic communication will increase substantially. More computer users are becoming typographically literate, but it remains the responsibility of trained designers to educate this growing number of type users in the benefits of sound design principles.

The rapid developments in typographic technology provide designers not only with excellent tools for production, but also with a pipeline to computer programmers and engineers, allowing designers to assist in the development of computer tools that they will use. This may lead to computers that are still faster, more powerful, and easier to use. And, as designers gain in production and creativity, the real benefits will reach the person who counts the most: the customer.



# From Punch to Pixel: Designing and Making Type Matthew Carter

For much of type's history it has been difficult to see a distinction between type-designing and type-making. How much is art; how much craft? Garamond, Granjon, Fournier, Caslon are usually described as punchcutters, which is to say metalworkers. All had the comprehensive technical mastery that Fournier demanded in the 1760s: "A man cannot be a good punchcutter without being a typographer, that is to say, he must know every detail of the operations involved in typefounding and printing, that he may work with an eye to them."

Designing non-typographic letters was a different matter. Idealized letterforms with rules for their construction were devised by several Renaissance scholars, but beautiful as these often were, they remained theoretical studies with little practical effect on typography, rather like architectural plans too fanciful to build. The meeting of visionary letter design and practical typefounding occurred in an extraordinary project for the reform of French typography begun in the 1690s. The

Matthew Carter is co-founder and Vice-President for Design of Bitstream Inc., a computer type foundry in Cambridge, Massachusetts. He is responsible for the overall design standards of the company and the creation of new type designs, of which the first is Bitstream Charter. Academy of Sciences, grandiosely charged by Louis XIV with "discovering the secrets of Nature and perfecting the Arts," appointed a committee to study printing, the art that preserves all others. The members of the Bignon Committee have a claim to be the first type designers: they illustrated letterforms in large-scale diagrams, but they could not make type. For this they turned to an experienced punchcutter, Philippe Grandjean. The type that resulted, the *Romain du roi*, had a far-reaching influence, on Fournier and ultimately on Didot and Bodoni.

Of the historical designers who have given their names to styles of type, at least one, John Baskerville, was not himself a punchcutter. He employed a certain John Handy to cut punches under his direction. Handy's name has survived, but in the expansion of typefounding in the nineteenth century the cutters of type became increasingly anonymous. The English typefounder Vincent Figgins II, reminiscing in 1855 about a punchcutter employed by his father, wrote "No one knew his address; but he was supposed to be a tall man, who came in a mysterious way occasionally, whose name no one knew . . . "

Punchcutters were a secretive lot, as Figgins remarked: "The art had been perpetuated by a kind of Druidical or Masonic induction from the first." Joseph Moxon, in 1683 the first writer on typefounding, found no induction at all: "Letter-cutting is a Handy-Work hitherto kept so conceal'd among the Artificers of it, that I cannot learn any one hath taught it any other; But every one that has used it, Learnt it of his own Genuine Inclination." Joseph Jackson, apprenticed to the great William Caslon, discovered this the hard way. He had bored a hole through the wall in order to spy on his master cutting punches behind locked doors. Having finished a punch on his own initiative, Jackson presented it to Caslon and was rewarded with a good clout and the threat of jail.

By the time of the Private Press movement in England, the separation of type-designing from type-making was complete. The types of the Kelmscott Press designed by William Morris, the Doves Press type of Emery Walker, and several others, were cut by Edward Prince, a free-lance punchcutter in London. The separation of art and craft remained in force after the invention in 1885 of a machine for cutting punches. Frederic Goudy was almost alone among type designers in operating the machine himself; most made drawings and relied on the interpretative skills of specialists to adapt and manufacture their types—grumbling sometimes that bits of their original designs got lost at each successive manufacturing operation, like honey poured from jar to jar.

The fact is that the many specialized operations within a type *factory* eluded the single-handed mastery that a Fournier could exert over a type *foundry*. Some part

of the work had to be delegated, and with it went some degree of control. The development of photocomposition in the 1960s put a good measure of that control back within the designer's grasp by allowing original drawings to be photographed as the image source of the font. Designs for letters no longer had to be redrawn as engineering blueprints to guide the close-tolerance machining of metal type.

The more direct working methods of photocomposition type design went along with order-of-magnitude economies in font manufacture. With type easier and cheaper to produce, a manufacturers' investment in developing new faces was recouped more quickly. Typographic policies became more adventurous. In the lucrative trade typesetter market, the size and quality of type libraries became important competitive factors.

In the technical generation that followed, powerful digital typesetting systems began to break down the time-honored division of composing rooms into separate text and display departments. Whole-page composition, and typographic refinement programs that kerned headline type, brought the marriage of the big text-type repertories to the display collections, developed originally for film fonts and dry-transfer sheets. Presiding over this union was ITC, purveyors since 1971 of several type designs from the New York photolettering tradition that have the very marketable quality of setting well in both text and display sizes.

"Type-making does not tell its story...it hides its methods." So wrote the scholar-printer Theodore Low De Vinne. The difference between Garamond's *Gros Canon* and Cassandre's Bifur is not one of method—that the former was cut directly in steel while the latter was noodled on the backs of envelopes. The difference is cultural, not technical. Designing type is no more nor less difficult whether "file" means to you a punchcutter's smoothing tool or a bunch of digital data.

Pundits writing at the dawn of photocomposition, and again at the dawn of digital composition, predicted that typographic design would change with typographic technology. That they were wrong, and the changes slight, is probably because the users of the 'new' type were the same people that used the 'old' type. They looked for continuity of result, by cheaper and faster methods. What is novel about the latest typographic technology is its accessibility both to seasoned professionals and to people with no previous experience.

Personal computers, laser printers, page-description languages, and page-layout software, have democratized printing and publishing over the last five years. Fonts of type available in the retail software market are increasingly 'device-independent'. The idea of a font working on a number of different screens and printers is a novel one today, although, like many novelties, it actu-

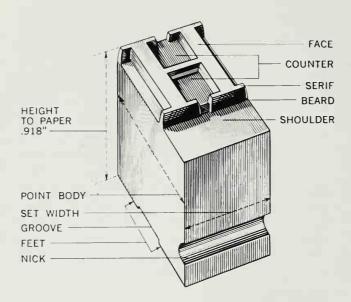
ally represents a return to a former practice. It used to be possible to mix metal types cast at different foundries in the composing stick, and lock them up together in the chase for printing. Since the mechanization of typesetting, fonts have been machine parts that are not interchangeable between manufacturers or equipment models. But the 'open chase' is back in typography and, with it, competition among font makers.

Type design is coming full circle. The early punchcutters had no choice but to be both designers and makers of their types. The distancing of design from manufacture came with the change from craft to industry. That change has now gone into reverse: although type is still an industry, and a growing one, the supply of type is no longer tied exclusively to the supply of typesetting equipment. Once again there are independent 'typefoundries' - casting pixels now instead of lead alloy. The same opportunity that exists for digital typefoundries exists also for individual designers. 'Digital punchcutters' can now design their own letterforms on personal computers and, more importantly, make fonts and proof them immediately on a laser printer or typesetter. Designing, making and selling type are back within the reach of an individual, who can "work with an eye to" all of the operations involved, as Fournier considered so very desirable.

Is the induction into type-designing still as "Druidical" as Figgins said? Will the mysteries, long guarded, be revealed? The soothsayers have not welcomed the uninitiated in the past. This is Fournier: "Those who have embarked upon the task of cutting letters without the preliminary knowledge have invariably failed. We have examples not far to seek who gravely dishonor our profession." Nor would the novice type designer be tempted to experiment by Goudy's "Eccentricity of form from the hand of an artist who is master of himself and of his subject may be pleasing; it becomes only mere affectation when attempted by the ignorant amateur." Happily for Goudy, ignorant amateurs had no practicable way of making their own type in the 1920s. Happily for us, now they do.

Not all typefounders of earlier generations were inhospitable to new ideas and new talent. Some managed to be both mandarin and revolutionary. Charles Peignot, last of a dynasty of founder-designers, presided over French typography during its *belle epoque* between the wars, and in 1954 had the vision to introduce phototypesetting into Europe. Peignot's long career seems to have been dedicated to making typography *interesting*, to himself first and foremost, and to others by example. Looking back in 1975, and urging designers to be more inventive, Peignot asked: "Why should the art of typography be solely severe, esoteric and stiff? I was not bored, working on Bifur with Cassandre.

Diagram of metal type for the letter H.



# **WORKING WITH TYPE**

Looking up *type* in most dictionaries will probably yield a definition along these lines: a rectangular piece or block of metal or wood, having on its upper surface a letter or character in relief.

Type as we know it today requires a much broader definition. Type is the imaging of letters of the alphabet, numbers, punctuation and any other graphic devices that together form words, sentences, paragraphs, chapters, and groups of information. It can be used as the basis for designing various publications, signs, displays, film titles, packaging, timekeeping devices, posters, creative graphics, wall decorations and a near-endless list of other applications. Currently, type is produced primarily via program-guided, computer-driven, digitized electronic impulses that direct light and/or laser beams to prepared receptor surfaces where type images are produced at high speed.

Digital type, despite its many similarities to metal type impressions, looks different to the practiced eye. For readers with limited experience in the uses of digital type, some of these differences and similarities will be briefly addressed.

A typeface refers to a specific type design, such as Baskerville, Garamond, Helvetica, Palatino, Trooper, Gorilla, and thousands more. Many newer faces are upgraded versions of existing types, others are knockoffs, slightly modified and renamed.

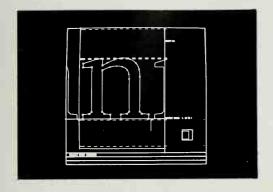
Most faces have been drawn in a variety of styles, such as italic, light, bold, condensed, extended, inline, outline or shaded. The original face plus each of these styles may be considered a *font*.

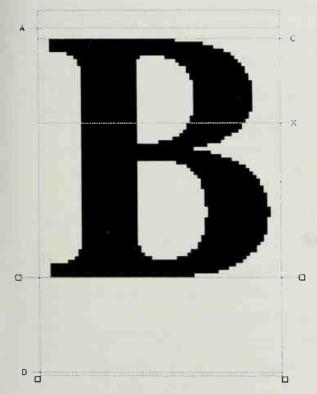
# **Derivations of Type**

Nearly all Western typefaces are derived from similar sources. The archetypal capital letter is classical Greek (which owes a debt to Phoenician [Semitic] writing models in existence as early as the ninth or tenth century B.C.), from which the stately Roman alphabet of the fourth century A.D. descends. Uncials and early Roman majuscules, followed by half uncials and later Roman minuscules all have been broadly documented. These forms in turn led to the beautifully designed Carolingian minuscules that so strongly influenced the way our alphabet looks today. Inspiring examples can be seen in the *Book of Kells*, the *Lindisfarne Gospels* and other manuscripts rendered in exquisitely written letter forms.

The hand known as *Rotunda*, or Southern Black Letter, appeared in Europe around 1400 and was widely used in secular applications; *Textura*, or Northern Black Letter, of the early 1400s became the nonsecular style of choice. It was a short step to the humanist minuscules, Italic and Fraktur alphabets of the Renaissance. These alphabets were used as models to emulate, exerting a

The letter n viewed on a monitor during the digitization process.





Above, a bitmap printout of a Baskerville Bold cap B being edited at a 300 DPI resolution level.

strong influence on the creators of the earliest typefaces put into use.

The Caroline minuscule was greatly admired by Renaissance scribes and scholars just prior to the invention of printing with movable type. Early Italian punchcutters used the minuscule as a model for type design in the production of many secular texts. It was the vertically stroked, angular Textura, originated by twelfth- and thirteenth-century scribes, that German and Dutch punchcutters initially strove to emulate as their type of choice for bibles and religious works. These styles—the graceful humanist minuscules joined with Roman capitals derived from inscriptions on the one hand, together with the Gothic Black Letter on the other—formed the basis of the earliest movable type designs produced in Europe.

Type design has occupied designers for centuries. Many of the successful digital types being introduced today are closely related to and derived from faces that have been most deeply absorbed into Western culture and consciousness. Prototype faces are surprisingly few in number, and while some experts would make other choices, most could agree that Baskerville, Bodoni, Bookman, Caslon, Century, Cheltenham, Garamond, Helvetica, and Times would be reasonable candidates as models for excellence in type design—metal, digital, or otherwise. These faces can be found among the families of type presented in this volume.

# **Digital Type Design**

The design of type has been a substantial and creative accomplishment that nevertheless seems to have been taken for granted by nearly everyone not directly involved in the process. Over the centuries, designers have worked to evolve letterforms that have proven to be practical, highly legible, marketable and traditional, while introducing personalized innovations. Designers of type have consistently sought to respond to the technological and aesthetic dictates of their times while executing their designs with consummate good taste. Among today's type designers the conviction persists that these contradictory criteria can be met with designs that remain fully functional, appealing, beautiful, and unique. The wonder is that they so often succeed. The designers' concepts of appropriate alphabet design form, to a considerable degree, significant facets of the visual identification of their eras.

# **Continuity In Design**

Arbitrary changes in the design of the alphabet could result in hard to read type. Acquired reading skills could become bogged down by a general clogging of existing visual communication channels as a result of type poor in legibility.

Does it follow that digital fonts should be identical

to the familiar hot metal types that preceded them? After all, new technologies usually produce new conditions that eventually result in revised forms. Now that metal type has all but disappeared from the marketplace, how do designers view the challenge of type design for the 1990s?

The best digital type designs are based on the entire experience of type invention, design and development, fine-tuned for legibility, function and aesthetics. Many current types are closely visually related to and based on earlier oldstyle, transitional, and modern models. Some faces are so close in appearance to their antecedents that it often takes a trained eye to recognize the difference. The variations in some current versions of Baskerville, Century, Times and Helvetica, among others, can be subtle indeed. In many cases, type vendors use the same original artwork to create their versions of a given face.

The freedom from design constraints offered first by phototype and more recently by digitization has led to the production of many new typefaces. Some are nontraditional and visually unique in ways that would not have been practical with metal type. The large variety of styles available in faces like Helvetica and Univers and the need for near-perfect fit of formal script faces are all more practical in digital type. The relative ease of reintroducing classic romans like Centaur, Arrighi, Charlemagne, and specialized faces like Visigoth and Tekton extend the designer's palette, encouraging design continuity. In time there will be many more faces as type designers test the limits of practicality.

# **Getting Familiar with Type**

In 1989, *U&LC*, an International Typeface Corporation (ITC) periodical, listed over 115 licensees offering ITC typefaces to commercial typographers and desktop publishers for use with various technologies. Other sources of new typeface design constantly add to the proliferation of new types. The entire Mergenthaler Type Library (also known as the Linotype Library), with many of its faces dating back over one hundred years of metal type production, is being revised to produce new faces for improved performance as digital type. Many more type designs are in progress since there is a trend toward cross-licensing of proprietary faces, a practice that will eventually lead to making virtually every type available from any vendor.

The designer's purpose in gaining extensive type recognition is to become better equipped to make judicious choices for its effective use. The burden of committing a large store of typefaces to memory however, is formidable. Existing faces are frequently refined, or sometimes just changed and renamed, which taxes the memory further. How then to keep track of it all, to recognize and classify this rich store of typographic goods?

Few designers will be able to recognize every face available, but identifying a type by name at a glance is less important than understanding the sources from which it was derived. The finesse with which a typeface has been designed, the visual ambience it creates when used alone or in conjunction with other faces and graphic elements—these are basic tools of typographic design. Perceptive judgements about these aspects of type and ways to apply them, help guide designers toward appropriate and effective communication of subtle shades of imagery. Persuasive presentation of such qualities as dependability, excitement, authority, fun, authenticity, flight or restfulness can enhance the message and thus the effectiveness of most forms of visual communication.

Type, like color, can be categorized according to a few readily recognizable basics. These categories specifically apply to a mere handful of traditional types and script or calligraphic models, but most of the characteristics that help identify and classify all types can be found in these type models. Even exceptions can be better understood by observing their relationship to these basic letterforms. These alphabets have come down to us in three forms:

FORMAL: from which our capital letters derive CASUAL: represented by lowercase letters in a font CURSIVE: now seen as italic and script

To these one should add ornamental, eccentric, flourished scripts, romantic, and period styles. They will fit in or close to the following categories which have been widely identified as roman, oldstyle, transitional, modern, sans serif, square serif and script or cursive. This book contains typefaces of each category. Names of a few of these basic faces appear below.

ROMAN: Charlemagne, Perpetua, Palatino
OLDSTYLE: Garamond, Goudy, Jenson
TRANSITIONAL: Caslon, Baskerville, Times
MODERN: Bodoni, Century, Didot
SANS SERIF: Futura, Helvetica, Franklin Gothic
SQUARE SERIF: Beton, Graph, Stymie
SCRIPT: Continental Script, Bank Script

CALLIGRAPHIC: Medici Script, Ondine

To commit these forms to memory, make one selection at a time from each category—Perpetua from the Romans for example. Choosing an alphabet size of no less than 72 point, use tracing paper to compose two or three words that include a variety of both caps and lowercase letters. Your tracing should be as accurate and finely detailed as possible. Pay particular attention to



An engraved and flourished script, in a style popular during the 18th and 19th centuries. Digital types emulate the style but not this level of flourishing.

# **Measurement Data**

# **English-American Point System**

1 pt.	=	1/12 pica	or	1/72	inch
6 pts.	=	½ pica	or	1/12	inch
12 pts.	=	1 pica	or	1/6	inch
72 pts.	=	6 picas	or	1	inch*

*Seventy-two points measure .996 of an inch.

# **Didot Point System**

12	pts.	=	1 cicero or douze
1	pt.	=	0.3759 mm
8	pts.	=	3.007 mm
12	pts.	=	4.511 mm
1	mm	=	2.66 points
1	m	=	2660 points

# **Decimal Equivalents**

6 picas
5 picas, 3 points
4 picas, 6 points
3 picas, 9 points
3 picas
2 picas, 3 points
1 pica, 6 points
9 points

straight and diagonal strokes, the various curves, serifs, and differentiations in stroke weight.

When the tracing is as close to perfect as you can make it, transfer the drawing to a paper surface suitable for finished lettering. Then, using a flexible lettering pen or a fine sable brush, ink in the lettering, coming as close to reproduction quality as you can. The time needed for this exercise will vary but should be limited to two hours per word.

To a large extent, contemporary type design is based on these forms. The tracing exercise will help anyone become familiar with the basic groups listed above, in addition to romantic, ornamental, and wood typefaces that have served as models for countless derivative faces. Like the handful of colors that form a basic color wheel, a few type groups can be manipulated to produce an entire spectrum of typographic expression. It is far simpler to deal with a dozen or so visually defined categories of type, instead of thousands of seemingly disconnected types. By examining other types that relate to these basic groups, appealing selections in each category can be more readily identified and recalled. Once you have a grip on the forms that serve as models, you can choose types with much more authority. As for the rest of the typefaces, nearly everything else is variation and adaptation of one or more of these categories.

## Measurements

In the United States, type traditionally has been measured in points and picas. But with broader popular usage of desktop applications, it is more common to call for type in inches or millimeters as well as in points and picas, and to use words like linespacing instead of leading, a term which although still in common use, has become an anachronism. These changes encourage more relaxed nomenclature like column width instead of column measure, and vendor or supplier, instead of foundry. The shift from these and other typographic buzzwords is an unwelcome change to conservative typophiles. Some of the traditional usage may well remain however. Picas and points, for instance, are convenient units for expressing typographic dimensions and for many, easier to work with than millimeters, inches, and fractions. No doubt new terms will be coined along the way as changing methods lead to new typographic language.

Column width is usually stated in picas and points. A column is defined as a *justified* column of a specified width, or as *flush left* or *flush right*, or *centered* or *random* as shown in the accompanying diagrams.

Another measurement consideration is *x-height*. The x-height of a given font is the height of its lowercase x, and thus represents the visual body size of the font. A type with a large x-height will usually yield greater legibility at any given size. It will also appear larger than a type in the same point size but with a smaller x-height.

The choice of larger or smaller x-height is neither right nor averagent is simply a difference to consider in the search for an appropriate face. When legibility and size are constrained by limited space, for instance, or when display copy is used for a poster effect, fonts with a larger x-height often can be used to heighten legibility.

# The Unit System and the EM

The *em* designates a square space within a font equivalent to its point size. In a 12-point font, an em would measure 12 points by 12 points. In a 60-point font, an em would measure 60 by 60 points.

The width of each character and the required space between characters and words are measured in units. Each character in a font is positioned and measured on an em in relation to a specified number of units. At every point size, each character in a digital font occupies a position representing an em on a grid. The grid is divided into spaces (units) and the number of units can vary considerably depending on the type source. But the number of units remains constant within the font at any type size. Thus, in an 18-unit system, a single unit will always be one-eighteenth of an em. This works to keep the visual relationships of each character closely related whatever the type size. Each letter (and its surrounding spaces) has its own width, expressed in units, with the letter I having fewer units than an M, and caps more units than lowercase letters. By specifying these units as plus or minus values, designers can exert control over the spacing and texture of type.

# Kerning

When type was metal, kerning was a problem. Each letter was cast in position on the type body. To obtain a better fit between certain letters, types were sawn, filed, cut, and otherwise modified. It was a tedious and demanding task, performed one letter at a time. The body would be cut away under part of the face to achieve a better fit. This *kerning* resulted in a partially overhanging face, weakened and subject to many hazards. Phototype eased this chore somewhat by making it possible to cut and paste type images to obtain a more pleasing fit between problematic letter combinations.

With digital type, the problem is diminished further but not eliminated. Each letter in a font is positioned for the best relationship to the rest of the characters in the font. But certain character combinations can cause a problem. In typesetting systems that can be manually manipulated, kerning can be readily accomplished and enhanced to the level of perception and skill of the individual operator. When this work is done at commercial typographers, kerning requirements can result in significant extra costs because of additional time required.

# HxyzHxyz

Cheltenham and Avant Garde Gothic letters were both set at 72-points and uniformly reduced for the diagram above. Note the marked difference in x-height to cap size.





In the schematic diagram, above, the em is divided vertically into 54 units. Characters vary, occupying more or fewer units. During the type design process, this system helps in the plotting of each character and the spaces within and between letters and words. The unitization of type also helps achieve visual consistency and set width (alphabet length).

# av av LT LT aw aw no no AT AT fo fo

Commonly kerned pairs of letters above, demonstrate the effects of kerning, a step taken to adjust the space between letters presenting spacing gaps that appear flawed or inconsistent in certain combinations.

Typography is closely allied to the fine arts. Foundry setting, 1/2 point letterspaced.

Typography is closely allied to the fine arts. Normal setting, Track 1.

Typography is closely allied to the fine arts. Medium setting, Track 2.

Typography is closely allied to the fine arts. Tight setting, Track 3.

Tracking refers to the spacing of any complete text, including letters, spaces between letters and the space between words. The extended, condensed and italicized lines show reproportioning capabilities of digitized typsetting.

Typography is closely allied to the fine arts.

Line extended 10 percent.

Typography is closely allied to the fine arts. Line condensed 10 percent.

Typography is closely allied to the fine arts. Line italicized right, 12 degrees.

# Copyfitting

When a job requires extensive text setting, an exact character count is not always necessary. Paragraph endings, titling practice, and alterations often defy pinpoint accuracy. A widow (a short word or two at the end of a paragraph, occupying the space needed for a full line of copy) can easily change the best laid plans for an exact line count. But this should not be a problem for the resourceful designer - if a minor change in copy is not an option, there are ways to control the space it will occupy.

Point-size adjustment is one way to achieve a fit. Letterspacing and wordspacing choices, linespacing, column width and vertical and horizontal reproportioning are among the options available when working with digital type. Metal type was not nearly so flexible or so readily changed to accommodate alterations and design adjustments. Which modifications to use and when to use them is the designer's choice. But the finished type product should fully represent the graphic idea visualized by the designer. Experience soon dictates the usage best suited to varied design problems.

Nevertheless, the more accuracy in preparation, the better. When original copy is prepared, it should closely follow the desired finished product. It will be much quicker for a typographer to set a job properly if the typing displays flush or indented paragraphs, accurate capitalization and lowercase letters, correct spelling and punctuation, and other specific details the way you wish them to appear in the finished product. When presenting typewritten copy, it should be double-spaced for clarity and ease of inserting instructions. Even when prepared on a keystroked disk, corresponding typed copy plus detailed specifications and a layout are helpful.

With a fully coded disk, all these details should be covered. Some designers use commercial service typographers to produce repros from disks containing coded copy. Whether a typewriter or a word processor is used to produce original text, conversion into type that will look, fit and function as intended requires a system of clear specification.

Sending copy to a commercial service typographer for high resolution printout requires more in-house preparation and effort than simply keystroking it. Unless the original copy preparation includes coding to control the desired printer output, this must be done by the service typographer, leaving little price advantage in furnishing keystroked but uncoded disks. Some wordprocessing programs include information on coding requirements, allowing many service typographers to simply insert a customer's disk and run the job.

# The Quick Count

For a rough preliminary estimate of how to fit copy to a layout, multiply the number of characters per average line of original copy times the number of lines to be set to determine the total number of characters in the original text.

Next, find a sample of text set in the style and size of your choice, or similar to it. On a piece of tissue, outline the space to be filled and lay it over the selected sample. Count the characters per line and number of lines within the space on the tissue. If the number of characters is a near match to that of your original copy, the enormous flexibility of type probably will allow ways to gain a comfortable and pleasing fit. If it is not, then the type choice, size, linespacing, word or character spacing or original text (or some combination of these) needs adjustment. While far from scientific, this method can produce, with a little experience, a remarkably accurate sense of how near or far your copy may be from a fit. When greater accuracy is required, follow the steps listed below:

- 1 Count the characters in two or three typical lines of original copy. Letters, punctuation marks, and spaces each count as one.
- 2 Multiply this count by the number of lines per page, and again by the number of pages of original copy, to get the total character count.
- 3 After deciding on the typeface and style, refer to the original layout to determine line length and number of characters per line. Consulting type specimens in this book may be helpful.
- 4 Divide the total number of characters in the original copy by the number of characters per line contained in the chosen type to get the number of lines this type choice will require. If you decide to set a 10- or 11-point type on a 12-point linespace, and the number of lines required is ten, the desired depth would be 10 lines x 12 points per line, for a total of 10 picas in depth, to achieve a proper fit. If fitting problems arise, adjusting the letter-, word-, and linespacing or massaging the layout will help make a perfect fit.

Normally, 10- or 12- or 60-point type takes up a linespace equal to its pointsize unless extra spacing is added. Thus, 10-point type set solid (no linespacing added) would set ten points deep for each line, while 10point type on a 12-point linespace would occupy 12 points per line. Refer to the measurement table to see the relationships of points to pica, points to inch, and picas to inch.

A solid setting of 12 points is designated as 12/12 (spoken as 12 on 12). Any amount of desired linespacing should be specified. Thus, if three points of linespacing on a 12-point face is required, it should be designated as 12/15; if six points were required it would be indicated as 12/18.

Larger faces can be specified accurately by making loose tracing overlays from the specimens shown. Type in this book is shown without extra linespacing, except when this would result in one character overlapping another.

# Marking the Copy

Depending on the program used, type preparation on a coded disk allows the designer to set type precisely as desired. Copy that is keystroked but not coded or formatted however, requires accompanying instructions plus a tissue layout to help get the desired setting. When working with a commercial typographer and submitting copy in the form of typewritten sheets, all the applicable information listed below should be included.

- SIZE: Order by exact size and linespace —12/16 or 36 point solid for example. "Larger" or "smaller" does not constitute a reasonable specification.
- TYPEFACE: Name both the face and its source: Fry's Baskerville, ITC Avant Garde Gothic, Adobe Tekton and so on.
- STYLE: Order roman or italic, medium, regular, bold, extra bold condensed or whatever descriptive term is applicable to the specific face you order. Keep in mind what is extra bold for one face may be called black or ultra in another.
- LAYOUT: A tracing tissue layout showing positioning and alignment of all elements is often the difference between getting what you want and just missing.
- MEASURE: When the width (measure) of a column or line is a factor, the size should be specified on both the original copy and on the layout. Also specify whether columns are to be set justified, flush left or right, centered, or random within limits.
- WORDSPACING and LETTERSPACING: Indicate normal, tight, or loose (foundry, a metal type term, can be used to designate a loose setting). When using the unit system, specify the number of plus or minus units to use.
- CAPITALIZATION: This is done most easily by preparing original copy correctly. If not accurate in the typed copy, mark up for caps, lowercase, initial caps and small caps as desired.
- FOUNDRY or VENDOR: For quality control, indicate the name of the foundry or vendor that supplies the type you have selected. Vendor names accompany all showings in this specimen book, because there is more than one version of most of the widely used types available. The differences in rendition of certain typefaces can be considerable, resulting in a poor fit or disappointing appearance.

# **Proofreaders' Marks**

Proofreaders' marks are a simple shorthand method of making copy adjustments and corrections quickly but accurately. Use the traditional ones and they will be understood by nearly everyone who works with type. Invent new ones if they more clearly and accurately express what you want. Some of the most commonly used marks are shown below.

Reset in bold face	lf
Reset in Roman	Rom
Push down space	T
Delete	8
Insert space	#
Less space	$\cup$
Close up entirely	$\bigcirc$
Insert period	<b></b>
Insert colon	<u>^</u>
Insert semi-colon	4
Insert comma	/>
Insert parentheses	€ }
Move right	コ
Move left	C
Indent 1 em	0
1 en dash	an
1 em dash	em
Insert apostrophe	2/
Insert hyphen	<u></u>
Insert quotes	22/

Insert brackets	€}
Insert ellipsis	1-1-/-/
Let it stand	stet
Run in	2
Paragraph	F
No Paragraph	no F
Transpose U	$\cap t_{\mathcal{C}}$
Reset in caps	caps
Reset in small ca	ps s.c.
Reset in lower ca	ise Lc.
Reset in italics	ital
Spell out	sp.
Equalize spacing	eg#
Align	11
Bad letter	X
Justify copy	[]
Flush left copy	C
Flush right copy	つ
Center copy	JC
Break line	5

# O Times

- **Ⅲ** Helvetica
- Avant Garde Gothic
- → Fry's Baskerville
- Bauer Bodoni
- **E** Century Expanded
- **⋖** Bookman Swash
- L Cheltenham
- O Caslon 540
- Stempel Garamond

# **FAMILIES OF TYPE**

Family groups offer designers a way to obtain typographic solutions that present a unified appearance even when the copy contains varied information to be presented at different levels of emphasis. Style variations such as weight, roman or italic, condensed, or expanded are conditions that can usually be met while staying within a unified and visually related typeface.

Choosing unrelated types can and often does intrude on clear presentation of content. This is not to say that a variety of disparate types, sizes, column widths, and other variables cannot be used to produce dramatic and effective results — design being what it is, rigid rules must sooner or later be broken. But unless this is done with visual sensitivity, the results can be amateurish and unacceptable.

The following pages show specimens of family typefaces in various styles. They reflect personal opinion and are limited to ten. Shown in a format based on traditional metal type showings, the selections were chosen for utility, design excellence, wide and frequent demand, and general availability. The showings may be viewed as a representative group of time-honored, traditional typefaces, conceived and enhanced by generations of creative type designers. Taken together with the supplemental specimens that follow, they are complete in practical terms, filling the broader needs of most people who work with type. Note that each of the supplementary faces occupies less space than each of the families. Readers should not take this to mean that the supplementary faces are designated as functionally or aesthetically inferior. Indeed, they may well be more useful than the families in certain applications. Space limitations and publishing economics have imposed constraints.

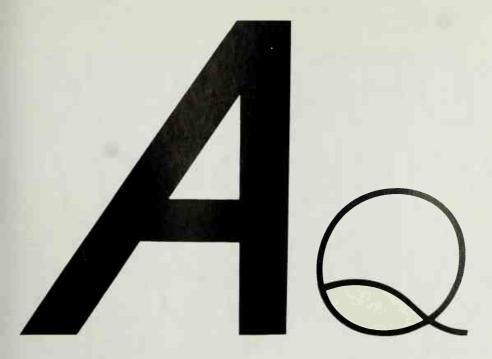
An argument could be made that almost any typeface suitable as a text face could also be adapted for display copy and thus qualify as a family. Current technology can provide size increments as fine as a fraction of a point and contour and reproportioning capabilities previously available only through delicately executed hand lettering or photolettering. Quick to grasp this potential, many designers have used styles formerly designated as display type for offbeat text applications and vice versa. Accordingly, fewer typefaces are shown as only text or display type, with most presented in both forms.

The type families are shown here in full alphabets. Display sizes range from 72 to 18 points, with text showings beginning at 14 points and reducing to ten or eight points. Text showings for the families are set both solid and linespaced in 2- and 4-point increments, as indicated to the left of each text block, helping the reader to visualize final results before specifying.

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ITC Avant Garde Gothic was designed in 1970 by Herb Lubalin and Tom Carnase, as an extension of the logotype for the magazine Avant Garde. The unusual alternate characters follow the display and text showings. The obliques were designed for ITC in Switzerland, by Team 77 of Letterform Research and Design. Oblique alternate characters are not currently available.





## ABCDEFGHIJKL MNOPQRSTUV WXYZ&abcde fghijklmnopars tuvwxyz123456 7890\$.....

ABCDEFGHIJK LMNOPQRSTU VWXYZ&abcd efghijklmnop grstuvwxyz123 4567890\$.,

72 POINT ITC AVANT GARDE GOTHIC BOOK OBLIQUE AGFA COMPUGRAPHIC TYPE LIBRARY

### ABCDEFGHIJKLMN OPQRSTUVWXYZ& abcdefghijklmnop qrstuvwxyz1234567 890\$.,"":;!?

60 POINT ITC AVANT GARDE GOTHIC** BOOK

MERGENTHALER TYPE LIBRARY

# ABCDEFGHUKLMNO PQRSTUVWXYZ&ab cdefghijklmnopqrst uvwxyz1234567890 \$,,"::!?

60 POINT ITC AVANT GARDE GOTHIC** BOOK OBLIQUE

MERGENTHALER TYPE LIBRARY

#### ABCDEFGHIJKLMNOPQR STUVWXYZ&abcdefghijk Imnopqrstuvwxyz123456 7890\$.,"":;!?

48 POINT ITC AVANT GARDE GOTHIC" BOOK

MERGENTHALER TYPE LIBRARY

ABCDEFGHUKLMNOPQR STUVWXYZ&abcdefghijkl mnopqrstuvwxyz123456 7890\$.,""::!?

48 POINT ITC AVANT GARDE GOTHIC" BOOK OBLIQUE

MERGENTHALER TYPE LIBRARY

ABCDEFGHIJKLMNOPQRSTUVW XYZ&abcdefghijklmnopqrstuv wxyz1234567890\$.,"":;!?

36 POINT ITC AVANT GARDE GOTHIC" BOOK

MERGENTHALER TYPE LIBRARY

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18 POINT ITC AVANT GARDE GOTHIC** BOOK OBLIQUE

- OBSERVATIONS ON COMPOSING. Although this essential point has been passed over with little notice by most writers upon this subject, still (so great are the evils resulting from ill-contracted habits, which naturally keep pace with our growth), we cannot avoid pointing out a few instances of the sure consequences attendant on them. There are many persons now employed in the art, who frequently, with great justice, inveigh in strong terms against the conduct of
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ITC AVANT GARDE GOTHIC" BOOK

MERGENTHALER TYPE LIBRARY

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OBSERVATIONS ON COMPOSING. Although this essential point has been possed over with little notice by most writers upon this subject, still (so great are the evils resulting from ill-contracted hobits, which noturolly keep poce with our growth), we connot ovoid pointing out o few instances of the sure consequences ottendont on them. There are mony persons now employed in the ort, who frequently, with great justice, inveigh in strong terms ogoinst the conduct of those unto whose core they were first entrusted, for suffering them to controct those ill-becoming postures which ore productive of knock knees, round shoulders, and other deformities. It is deeply to be regretted, that those who undertoke so important a charge, are not better qualified to fulfil that duty: instead of suffering the tender shoot to grow wild and uncultivoted, when the pruning-knife, in o gentle hond, with o little odmonition, would have checked its improper growth, and troined it in a right course. What to a learner may appear fotiguing, time and habit will

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ITC AVANT GARDE GOTHIC** BOOK MERGENTHALER TYPE LIBRARY

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72 POINT ITC AVANT GARDE GOTHIC EXTRA LIGHT AGFA COMPUGRAPHIC TYPE LIBRARY

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72 POINT ITC AVANT GARDE GOTHIC EXTRA LIGHT OBLIQUE AGFA COMPUGRAPHIC TYPE LIBRARY

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48 POINT ITC AVANT GARDE GOTHIC** EXTRA LIGHT

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18 POINT ITC AVANT GARDE GOTHIC ** EXTRA LIGHT MERGENTHALER TYPE LIBRARY

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72 POINT ITC AVANT GARDE GOTHIC MEDIUM AGFA COMPUGRAPHIC TYPE LIBRARY

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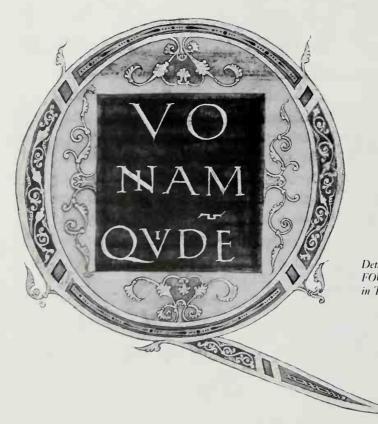
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Detail of incipit page to St. Luke, from the FOUR GOSPELS, drawn in the monastery of St. Martin, in Tours, France during the mid-ninth century.

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The bearer of this my letter will confirm that I, being very busy with my Typographical Manual, have absolutely no time to write at length, all the more so on account of my uncertain bealth, which prevents me to bend over my desk for any long time in writing: I only employ myself thus for the

strictly indispensable.

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From a translation of a letter to Mr. Fran-10/ eis Kosaspiniii, dated Sept. 12, 1813: cis Rosaspina, in Bologna, by Bodoni

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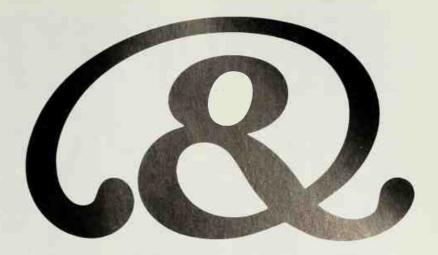
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He cut the Eng. Arabic which we see in his specimens. This was after the y. 1721 and before the y. 1726, in which latter y. the Soc. had procured "two new fonts of Arab. types, viz. One from the Polyglott matrices;

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From a letter to John Baskerville by Benjamin Franklin dated London, 1760:

Let me give you a pleasant Instance of the Prejudice some have entertained against your Work. Soon after I returned, discoursing with a Gentleman concerning the Artists of Birmingham, he said you would [be] a Means of blinding all the Readers in the Nation; for the Strokes of your Letters, being too thin and narrow, hurt the Eye, and he could never read a Line of them without

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Yesterday he called to visit me, when, mischievously bent to try his Judgment, I stept into my Closet, tore off the Top of the capitals, thus From a letter to John Baskerville by Benjamin Franklin dated London, 1760:

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From a letter by Benjamin Franklin to B. Vaughan Esq. dated April 21, 1785:

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My grandson is a little indisposed, but sends you two pamphlets, Figaro and Le

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CENTURY BOLD CONDENSED MERGENTHALER TYPE LIBRARY

ABCDEFGHIJKLMNOPQRSTUVWXYZ &.,''-:;!?''''1234567890\$ abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ &.,''-:;!?''''1234567890\$ abcdefghijklmnopqrstuvwxyz ITC Cheltenham is a revival based on the popular 1900s version, which never fully lost currency. It combines warmth, and individuality with high legibility. Cheltenham is characteristic of types in wide use in the 1920s.



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The accompanying diagram of a piece of type (fig. 2) shows its face, body, nick, groove, feet, and pin-mark; and the plan of the

Type is defined as a right-angled, prism-shaped piece of metal, having for its face a letter or character, usually in high relief, adapted for use in letter-press printing; and type in the aggregate is described as an assemblage of the characters used for printing. In a single type the chief points to be described are the face, counter, stem, hair-line, serif, beard or neck, shoulder, body or shank, pin-mark, nick, feet, and groove.

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The face of a type is the letter on its upper end which carries the ink to be impressed upon the paper; the counter is the cavity left by the surrounding lines of the face. The pin-mark is an indentation on the upper part of the body. The groove across the lower part of the body of the type is a guide to the position in which it is to be set up. The feet are the projections on each side of the groove on

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The accompanying diagram of a piece of type (fig. 2) shows its face, body, nick, groove, feet, and pin-mark; and the plan of the face (fig. 3) shows the stem, hair-line, serif, counter, beard, and shoulder.

The body (or shank) of a piece of type is the metal between the shoulder and the feet (described later), and the term "body" is also used to denote the size or thickness of types, leads, etc. The pin-mark is an indentation on the upper part of the body, made by the pin in casting. The nick is the groove across the lower part of the body of the type, and is a guide to the position in which it is to be set up. The feet are

Type is defined as a right-angled, prism-shaped piece of metal, having for its 8 face a letter or character, usually in high relief, adapted for use in letter-press printing; and type in the aggregate is described as an assemblage of the characters used for printing. In a single type the chief points to be described are the face, counter, stem, hair-line, serif, beard or neck, shoulder, body or shank, pin-mark, nick, feet, and groove.

The accompanying diagram of a piece of type (fig. 2) shows its face, body, nick, groove, feet, and pin-mark; and the plan of the face (fig. 3) shows the stem, hair-line, serif, counter, beard, and shoulder.

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The face of a type is the letter on its upper end which carries the ink to be

Type is defined as a right-angled, prism-shaped piece of metal, having 9/13 for its face a letter or character, usually in high relief, adapted for use in letter-press printing; and type in the aggregate is described as an assemblage of the characters used for printing. In a single type the chief points to be described are the face, counter, stem, hair-line, serif, beard or neck, shoulder, body or shank, pin-mark, nick, feet, and

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Type is defined as a right-angled, prism-shaped piece of metal, having for its  $\frac{8}{12}$  face a letter or character, usually in high relief, adapted for use in letter-press printing; and type in the aggregate is described as an assemblage of the characters used for printing. In a single type the chief points to be described are the face, counter, stem, hair-line, serif, beard or neck, shoulder, body or shank, pin-mark, nick, feet, and groove.

The accompanying diagram of a piece of type (fig. 2) shows its face, body, nick, groove, feet, and pin-mark; and the plan of the face (fig. 3) shows the stem, hair-line, serif, counter, beard, and shoulder.

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CHELTENHAM MERGENTHALER TYPE LIBRARY

**ABCDEFGHIJKLMNOPQRSTUVWXYZ** *ABCDEFGHIJKLMNOPQRSTUVWXYZ* &.,''-:;!?'''1234567890\$ &.,''-:;!?''''1234567890\$ abcdefghijklmnopgrstuvwxyz

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72 POINT CHELTENHAM BOLD MERGENTHALER TYPE LIBRARY

72 POINT CHELTENHAM BOLD ITALIC MERGENTHALER TYPE LIBRAR

48 POINT CHELTENHAM BOLD MERGENTHALER TYPE LIBRARY

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48 POINT CHELTENHAM BOLD ITALIC MERGENTHALER TYPE LIBRARY

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24 POINT CHELTENHAM BOLD MERGENTHALER TYPE LIBRARY

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24 POINT CHELTENHAM BOLD ITALIC MERGENTHALER TYPE LIBRARY

The accompanying diagram of a

Type is defined as a right-angled, prism
12/12 shaped piece of metal, having for its face a
letter or character, usually in high relief,
adapted for use in letter-press printing; and
type in the aggregate is described as an
assemblage of the characters used for printing. In a single type the chief points to be
described are the face, counter, stem, hairline, serif, beard or neck, shoulder, body or
shank, pin-mark, nick, feet, and groove.

The accompanying diagram of a piece of type (fig. 2) shows its face, body, nick, groove, feet, and pin-mark; and the plan of the face (fig. 3) shows the stem, hair-line,

serif, counter, beard, and shoulder.

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The accompanying diagram of a piece of type (fig. 2) shows its face, body, nick,

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described are the face, counter, stem, hairline, serif, beard or neck, shoulder, body or
shank, pin-mark, nick, feet, and groove.

CHELTENHAM BOLD MERGENTHALER TYPE LIBRARY

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The accompanying diagram of a piece of type (fig. 2) shows its face, body, nick, groove, feet, and pinmark; and the plan of the face (fig. 3) shows the stem, hair-line, serif, counter, beard, and shoulder.

The body (or shank) of a piece of type is the metal between the shoulder and the feet (described later), and the term "body" is also used to denote the size or thickness of types, leads, etc. The pin-mark is an

Type is defined as a right-angled, prism-shaped piece 10/12 of metal, having for its face a letter or character, usually in high relief, adapted for use in letter-press printing; and type in the aggregate is described as an assemblage of the characters used for printing. In a single type the chief points to be described are the face, counter, stem, hair-line, serif, beard or neck, shoulder, body or shank, pin-mark, nick, feet, and groove.

The accompanying diagram of a piece of type (fig. 2) shows its face, body, nick, groove, feet, and pinmark; and the plan of the face (fig. 3) shows the stem, hair-line, serif, counter, beard, and shoulder.

The body (or shank) of a piece of type is the metal between the shoulder and the feet (described later),

Type is defined as a right-angled, prism-shaped piece of metal, having for its face a letter or character, usually in high relief, adapted for use in letter-press printing; and type in the aggregate is described as an assemblage of the characters used for printing. In a single type the chief points to be described are the face, counter, stem, hair-line, serif, beard or neck, shoulder, body or shank, pin-mark, nick, feet, and groove.

The accompanying diagram of a piece of type (fig. 2) shows its face, body, nick, groove, feet, and pinmark; and the plan of the face (fig. 3) shows the

Type is defined as a right-angled, prism-shaped piece of metal, having for its face a letter or character, usually in high relief, a dapted for use in letter-press printing; and type in the aggregate is described as an assemblage of the characters used for printing. In a single type the chief points to be described are the face, counter, stem, hair-line, serif, beard or neck, shoulder, body or shank, pin-mark, nick, feet, and groove.

The accompanying diagram of a piece of type (fig. 2) shows its face, body, nick, groove, feet, and pin-mark; and the plan of the face (fig. 3) shows the stem, hair-line, serif, counter, beard, and

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The accompanying diagram of a piece of type (fig. 2) shows its face, body, nick, groove, feet, and pin-mark; and the plan of the face (fig. 3) shows the stem, hair-line, serif, counter, beard, and shoulder.

The body (or shank) of a piece of type is the metal between the shoulder and the feet (described later), and the term "body" is also used to denote the size or thickness of types, leads, etc. The pinmark is an indentation on the upper part of the body, made by the pin in casting. The nick is the groove across the lower part of the body of the type, and is a guide to the position in which it is to be set up. The feet are the projections on each side of the groove on

Type is defined as a right-angled, prism-shaped piece of metal, 8/12 having for its face a letter or character, usually in high relief, adapted for use in letter-press printing; and type in the aggregate is described as an assemblage of the characters used for printing. In a single type the chief points to be described are the face, counter, stem, hair-line, serif, beard or neck, shoulder, body or shank, pin-mark, nick, feet, and groove.

The accompanying diagram of a piece of type (fig. 2) shows its face, body, nick, groove, feet, and pin-mark; and the plan of the face (fig. 3) shows the stem, hair-line, serif, counter, beard, and shoulder.

The body (or shank) of a piece of type is the metal between the shoulder and the feet (described later), and the term "body" is also used to denote the size or thickness of types, leads, etc. The pin-

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72 POINT CHELTENHAM BOLD CONDENSED MERGENTHALER TYPE LIBRARY

72 POINT CHELTENHAM BOLD CONDENSED ITALIC MERGENTHALER TYPE LIBRARY

48 POINT CHELTENHAM BOLD CONDENSED

MEDGENTHALED TYPE LIBRARY

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48 POINT CHELTENHAM BOLD CONDENSED ITALIC

MERGENTHALER TYPE LIBRARY

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24 POINT CHELTENHAM BOLD CONDENSED

MERGENTHALER TYPE LIBRARY

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24 POINT CHELTENHAM BOLD CONDENSED ITALIC

MERGENTHALER TYPE LIBRARY

Type is defined as a right-angled, prism-shaped piece of metal, having for its face a letter or character, usually in high relief, adapted for use in letter-press printing; and type in the aggregate is described as an assemblage of the characters used for printing. In a single type the chief points to be described are the face, counter, stem, hair-line, serif, beard or neck, shoulder, body or shank, pinmark, nick, feet, and groove.

The accompanying diagram of a piece

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In a single type the chief points to be
described are the face, counter, stem, hairline, serif, beard or neck, shoulder, body or
shank, pin-mark, nick, feet, and groove.

The accompanying diagram of a piece of type (fig. 2) shows its face, body, nick, groove, feet, and pin-mark; and the plan of the face (fig. 3) shows the stem, hair-line, serif, coun-

ter, beard, and shoulder.

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  In a single type the chief points to be
  described are the face, counter, stem, hairline, serif, beard or neck, shoulder, body or
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The accompanying diagram of a piece of type (fig. 2) shows its face, body, nick, groove,

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  described are the face, counter, stem, hairline, serif, beard or neck, shoulder, body or
  shank, pin-mark, nick, feet, and groove.

CHELTENHAM BOLD CONDENSED MERGENTHALER TYPE LIBRARY

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The accompanying diagram of a piece of type (fig. 2) shows its face, body, nick, groove, feet, and pin-mark; and the plan of the face (fig. 3) shows the stem, hair-

line, serif, counter, beard, and shoulder.

The body (or shank) of a piece of type is the metal between the shoulder and the feet (described later), and the term "body" is also used to denote the size or thickness of types, leads, etc. The pin-mark is an indent-

Type is defined as a right-angled, prism-shaped piece 10/12 of metal, having for its face a letter or character, usually in high relief, adapted for use in letter-press printing; and type in the aggregate is described as an assemblage of the characters used for printing. In a single type the chief points to be described are the face, counter, stem, hair-line, serif, beard or neck, shoulder, body or shank, pin-mark, nick, feet, and

The accompanying diagram of a piece of type (fig. 2) shows its face, body, nick, groove, feet, and pin-mark; and the plan of the face (fig. 3) shows the stem, hairline, serif, counter, beard, and shoulder.

The body (or shank) of a piece of type is the metal between the shoulder and the feet (described later), and

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The accompanying diagram of a piece of type (fig. 2) shows its face, body, nick, groove, feet, and pin-mark; and the plan of the face (fig. 3) shows the stem, hair-

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Type is defined as a right-angled, prism-shaped piece of metal,  $\frac{8}{12}$  having for its face a letter or character, usually in high relief, adapted for use in letter-press printing; and type in the aggregate is described as an assemblage of the characters used for printing. In a single type the chief points to be described are the face, counter, stem, hair-line, serif, beard or neck, shoulder, body or shank, pinmark, nick, feet, and groove.

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CHELTENHAM BOLD CONDENSED MERGENTHALER TYPE LIBRARY

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2 POINT CHELTENHAM BOLD EXTRA CONDENSED MERGENTHALER TYPE LIBRARY

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48 POINT CHELTENHAM BOLD EXTRA CONDENSED MERGENTHALER TYPE LIBRARY

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24 POINT CHELTENHAM BOLD EXTRA CONDENSED MERGENTHALER TYPE LIBRARY

The accompanying diagram of a piece of type (fig. 2) shows its face, body, nick, groove, feet, and pinmark; and the plan of the face (fig. 3) shows the stem, hair-line, serif, counter, beard, and shoulder.

Type is defined as a right-angled, prism-shaped piece of metal, having for its face a letter or character, usually in high relief, adapted for use in letter-press printing; and type in the aggregate is described as an assemblage of the characters used for printing. In a single type the chief points to be described are the face, counter, stem, hair-line, serif, beard or neck, shoulder, body or shank, pinmark, nick, feet, and groove.

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The accompanying diagram of a piece of type (fig. 2) shows its face, body, nick, groove, feet, and pin-mark; and the plan of

CHELTENHAM BOLD EXTRA CONSENSED MERGENTHALER TYPE LIBRARY

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The body (or shank) of a piece of type is the metal between the shoulder and the feet (described later), and the term "body" is also used to denote the size or thickness of types, leads, etc. The pin-mark is an indentation on the upper part of the body, made by the pin in casting. The nick is the groove across the lower part of the body of the type, and is a guide to the position in which it is to be set up. The feet are the projections on each side of the groove on which the type stands, the groove being the hollow left between the feet where formerly was the jet.

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In spite of the increasing interest in the history of printing, and the attention paid in many quarters to the work of famous typographers, a knowledge of standards among the rank and file of printers is still greatly lacking. To the average printer of today, type is type, printing is printing—it is all about alike; and he concerns himself only with alleged labour-saving contrivances, or new type-faces that ensure convenience at the expense of proper design. In a more advanced class is to be found the printer who,

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The initial page of the Gospel of St. Matthew from the FOUR GOSPELS, was lettered more than a thousand years ago by scribes in Tours, France. It remains a high point of Western calligraphy, standing in interesting relation to Helvetica, one of today's most widely used family of types.

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- To cast off manuscript with accuracy and precision, is a task of a disagreeable nature, which requires great attention and mature deliberation. The trouble and difficulty is much increased, when the copy is not only irregularly written (which is too frequently the case), but also abounds with interlineations, erasures, and variations in the sizes of paper. To surmount these defects the closest application and attention is required; yet, at times, so numerous are the alterations and additions, that they not unfrequently baffle
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This preparation being made, we then take that part of the copy for our calculation which comes nearest to the general tendency of the writing,

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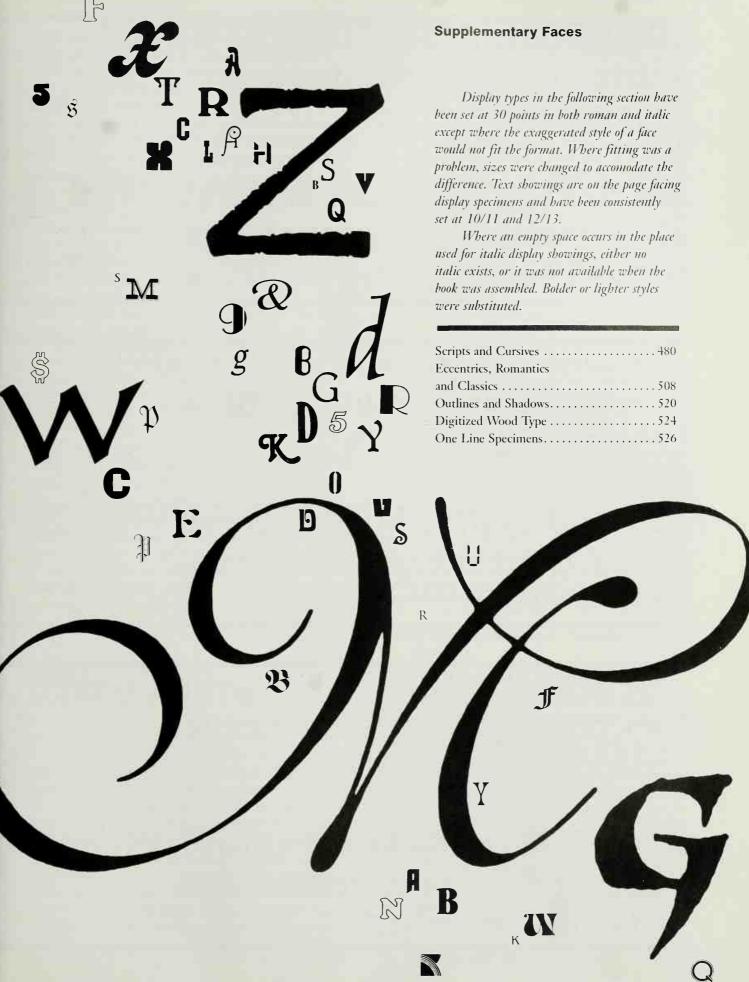
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- Now, since architects, painters & others at times are wont to set an inscription on lofty walls, it will make for the merit of the work that they form the letters correctly. Accordingly I am minded here to treat briefly of this. And first I will give rules for a Latin Alphabet, and then for one of our common Text: since it is of these two sorts of letters we customarily make use in such work; and first, for the Roman letters: Draw for each a square of uniform size, in which the letter is to be contained. But when you draw in it the heavier limb of the letter, make this of the width of a tenth part of the square, and the lighter a third as wide as the heavier:
- Now, since architects, painters & others at times 10/11 are wont to set an inscription on lofty wails, it will make for the merit of the work that they form the ietters correctly. Accordingly I am minded here to treat briefly of this. And first I will give rules for a Latin Aiphabet, and then for one of our common Text: since it is of these two sorts of letters we customarily make use in such work; and first, for the Roman letters: Draw for each a square of uniform size, in which the ietter is to be contained. But when you draw in it the heavier iimb of the letter, make this of the width of a tenth part of the square, and the lighter a third as wide as the heavier: to follow this rule for all letters of the Aiphabet. First, make an A after this fashion: Indicate the angles of the square by the letters a. b. c. d. (and so do for all the rest of the letters): then divide the square by two lines bisecting one ano

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- It is still a matter of conjecture whether 12/13 Johann Gutenberg was the first to conceive the principle of casting moveable [i.e., separate] metal types which he could arrange in words and sentences so that he could impress their faces on paper. There is, however, hardly a doubt, judging at least from the evidence available, that he was the first to make practical use of the idea, and that it is do to his in genious application of it that the profound art of typography was born. Whether he cast his letters in molds of sand or in metal matrices, is a question not really material at this time; it is the farreaching results of his inspiration that most
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- Lying in my bed, on the morning of the Feast of Kings, when I had had my sleep and rest, & my stomach had readily digested its light and pleasant repast, in the year that was reckoned as MDXXIII, I fell to musing and set the wheel of my memory awhirl thinking on a thousand little conceits, some serious and some joyous, among which there came to my mind a certain Antique letter which I had lately made for my lord the Treasurer for War, Maistre Jehan Groslier, Counsellor and Secretary to our Lord the King, lover of well-made letters and of all learned persons, by whom also he is much loved & esteemed on both this & the other side of the mountains. And whilst thinking of this Attic
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Typography is closely allied to the fine  $^{12}/_{13}$  arts, and types have always reflected the taste or feeling of their time. The charm of the early Italian types has perhaps never been equalled; and the like is true of the Renaissance manuscripts on which they were based — and of many other departments of art in that same wonderful time. Note, too, the relation of the French manuscripts and types of a slightly later date to the manuscripts and the types of the Italian Renaissance.

In spite of the increasing interest in the history of printing, and the attention paid in many quarters to the work of fa-

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In spite of the increasing interest in the history of printing, and the attention paid in many quarters to the work of famous typographers, a knowledge of standards among the rank and file of printers is still greatly lacking. To the average printer of today, type is type, printing is printing it is all about alike; and he concerns himself only

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- It is still a matter of conjecture whether Johann Gutenberg was the first to conceive the principle of casting movable [i.e., separate] metal types which he could arrange in words and sentences so that he could impress their faces on paper. There is, however, hardly a doubt, judging at least from the evidence available, that he was the first to make practical use of the idea, and that it is due to his ingenious application of it that the profound art of typography was born. Whether he cast his letters in molds of sand or in metal matrices, is a question not really material at this time; it is the far-reaching results of his inspiration that most concern us in this discussion. It seems quite probable that Gutenberg
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- In type-founding, types are cast in moulds containing at one end a copper matrix of the character. The aperture through which the melted metal is injected is at the end of the mould opposite the matrix, and a piece as long as the type, called the jet, extends through the aperture from the bottom of the type. Thus imperfections in the metal and variations of temperature spend themselves in the jet, leaving the body of the type comparatively perfect. The types thus cast go through various processes, such as breaking off the jet and ploughing in its place a shallow groove across the foot, thus leaving each type two "feet" to stand upon, "rubbing," etc.; and
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First, make an A after this fashion: Indicate the angles of the square by the letters a. b. c. d. (and so do for all the rest of the letters): then divide the

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- The invention of printing, one of the most momentous events in the history of civilization, has been the subject of most controversy. The rival claims of Gutenberg and Coster have been argued with considerable acrimony by a number of authorities. While the weight of opinion has credited the invention to Gutenberg, the case of the German has not been absolutely conclusive. In the first place, there exists no piece of printing in which the name of Gutenberg appears as the printer. In the second place, there was known no trustworthy printed or written evidence dated during the contemporary period. And, in the third place, the cause of Gutenberg suf-
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It is still a matter of conjecture whether Johann Gutenberg was the first to conceive the principle of casting movable [i.e., separate] metal types which he could arrange in words and sentences so that he could impress their faces on paper. There is, however, hardly a doubt, judging at least from the evidence available, that he was the first to make practical use of the idea, and that it is due to his ingenious application of it that the profound art of typography was born.

Whether he cast his letters in molds of sand or in metal matrices, is a question not really material at this time; it is the far-reaching results of his inspiration that most concern us in this discussion. It seems quite probable that Gutenberg at first had It is still a matter of conjecture whether Johann Gutenberg was the first to conceive the principle of casting movable [i.e., separate] metal types which he could arrange in words and sentences so that he could impress their faces on paper. There is, however, hardly a doubt, judging at least from the evidence available, that he was the first to make practical use of the idea, and that it is due to his ingenious application of it that the profound art of typography was born.

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- Now, since architects, painters & others at times are wont to set an inscription on lofty walls, it will make for the merit of the work that they form the letters correctly. Accordingly I am minded here to treat briefly of this. And first I will give rules for a Latin Alphabet, and then for one of our common Text: since it is of these two sorts of letters we customarily make use in such work; and first, for the Roman letters: Draw for each a square of uniform size, in which the letter is to be contained. But when you draw in it the heavier limb of the letter, make this of the width of a tenth part of the square, and the
- Now, since architects, painters & others at times are wont to set an inscription on lofty walls, it will make for the merit of the work that they form the letters correctly. Accordingly I am minded here to treat briefly of this. And first I will give rules for a Latin Alphabet, and then for one of our common Text: since it is of these two sorts of letters we customarily make use in such work; and first, for the Roman letters: Draw for each a square of uniform size, in which the letter is to be contained. But when you draw in it the heavier limb of the letter, make this of the width of a tenth part of the square, and the lighter a third as wide as the heavier: to follow this rule for all letters of the Alphabet.

First, make an A after this fashion: Indicate the angles of the square by the letters a. b. c. d. (and so

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The circumstantial evidence, however, has all pointed to

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- In type-founding, types are cast in moulds containing at one end a copper matrix of the character. The aperture through which the melted
  metal is injected is at the end of the mould
  opposite the matrix, and a piece as long as the
  type, called the jet, extends through the aperture from the bottom of the type. Thus imperfections in the metal and variations of temperature spend themselves in the jet, leaving
  the body of the type comparatively perfect. The
  types thus cast go through various processes,
  such as breaking off the jet and ploughing in its
  place a shallow groove across the foot, thus
  leaving each type two "feet" to stand upon,
  "rubbing," etc.; and at last, set up in long rows,
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(This face was designed to function as italic for Centaur)

Lying in my bed, on the morning of the Feast of Kings, when I had had my sleep and rest, & my stomach had readily digested its light and pleasant repast, in the year that was reckoned as MDXXIII, I fell to musing and set the wheel of my memory awhirl thinking on a thousand little conceits, some serious & some joyous, among which there came to my mind a certain Antique letter which I had lately made for my lord the Treasurer for War, Maistre Jehan Groslier, Counsellor and Secretary to our Lord the King, lover of well-made letters and of all learned persons, by whom also he

Lying in my bed, on the morning of the Feast of 10/11 Kings, when I had had my sleep and rest, & my stomach had readily digested its light and pleasant repast, in the year that was reckoned as MDXXIII, I fell to musing and set the wheel of my memory awhirl thinking on a thousand little conceits, some serious & some joyous, among which there came to my mind a certain Antique letter which I had lately made for my lord the Treasurer for War, Maistre Jehan Groslier, Counsellor and Secretary to our Lord the King, lover of well-made letters and of all learned persons, by whom also he is much loved & esteemed on both this & the other side of the mountains. And whilst thinking of this Attic Letter, there came of a sudden into my memory a pithy passage in the first book & eighth chapter

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- In considering fine and praiseworthy inventions, we must freely confess that printing has been and is to-day the best and most estimable—the invention by means of which two persons turning the press can get a greater number of books in a day than formerly could have been transcribed by several persons in a year. It is claimed that this art was invented at Mainz, a city of Germany, in the year 1442 by Jean Guttemberg, or, according to others, Guttenberg, an honorable German chevalier. It was at Mainz that after experimenting with an ink which is used by printers to-day, he first began the practice of the art. Some persons prefer to
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- In considering fine and praiseworthy in-10/11 ventions, we must freely confess that printing has been and is to-day the best and most estimable-the invention by means of which two persons turning the press can get a greater number of books in a day than formerly could have been transcribed by several persons in a year. It is claimed that this art was invented at Mainz, a city of Germany, in the year 1442 by Jean Guttemberg, or, according to others, Guttenberg, an honorable German chevalier. It was at Mainz that after experimenting with an ink which is used by printers to-day, he first began the practice of the art. Some persons prefer to attribute the invention to Jean Fauste & Yues Scheffey two years earlier,

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The invention of printing, one of the most momentous 12/13 events in the history of civilization, has been the subject of most controversy. The rival claims of Gutenberg and Coster have been argued with considerable acrimony by a number of authorities. While the weight of opinion has credited the invention to Gutenberg, the case of the German has not been absolutely conclusive. In the first place, there exists no piece of printing in which the name of Gutenberg appears as the printer. In the second place, there was known no trustworthy printed or written evidence dated during the contemporary period. And, in the third place, the cause of Gutenberg suffered severe prejudice through the discovery by Hessels that a large proportion of the documents, on which his case had been based, were rank forgeries, inspired by the over-enthusi-

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The circumstantial evidence, however, has all pointed to Gutenberg as the father of the printing art, and the invention was very generally credited to him, particularly as there was never produced any direct and conclusive evidence to justify ascription of the

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It is still a matter of conjecture whether 12/13 Johann Gutenberg was the first to conceive the principle of casting movable [i.e., separate] metal types which he could arrange in words and sentences so that he could impress their faces on paper. There is, however, hardly a doubt, judging at least from the evidence available, that he was the first to make practical use of the idea, and that it is due to his ingenious application of it that the profound art of typography was born.

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- The invention of printing, one of the most momentous events in the history of civilization, has been the subject of most controversy. The rival claims of Gutenberg and Coster have been argued with considerable acrimony by a number of authorities. While the weight of opinion has credited the invention to Gutenberg, the case of the German has not been absolutely conclusive. In the first place, there exists no piece of printing in which the name of Gutenberg appears as the printer. In the second place, there was known no trustwor-
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The circumstantial evidence, however, has all pointed to

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It is still a matter of conjecture whether
Johann Gutenberg was the first to conceive the principle of casting movable
[i.e., separate] metal types which he could arrange in words and sentences so that he could impress their faces on paper. There is, however, hardly a doubt, judging at least from the evidence available, that he was the first to make practical use of the idea, and that it is due to his ingenious application of it that the profound art of typography was born.

Whether he cast his letters in molds of sand or in metal matrices, is a question not really material at this time; it is the

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Whether he cast his letters in molds of sand or in metal matrices, is a question not really material at this time; it is the far-reaching results of his inspiration that most concern us in this discussion. It seems quite probable that Gutenberg at first had little more in mind than a desire to find some expedient by which to supplement with ex-

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ABCDEFGHIJKLMNOPQRSTUVWX YZ&abcdefghijklmnopqrstuvwxyz1234567 890\$.,"":;!? It is still a matter of conjecture whether Johann Gutenberg was the first to conceive the principle of casting movable li.e., separatel metal types which he could arrange in words and sentences so that he could impress their faces on paper. There is, however, hardly a doubt, judging at least from the evidence available, that he was the first to make practical use of the idea, and that it is due to his ingenious application of it that the profound art of typography was born.

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- Lying in my bed, on the morning of the Feast of Kings, when I had had my sleep and rest, & my stomach had readily digested its light and pleasant repast, in the year that was reckoned as MDXXIII, I fell to musing and set the wheel of my memory awhirl thinking on a thousand little conceits, some serious & some joyous, among which there came to my mind a certain Antique letter which I had lately made for my lord the Treasurer for War, Maistre Jehan Groslier, Counsellor and Secretary to our Lord the King, lover of well-made letters and of all learned persons, by whom also he is much loved & esteemed on both this & the other side of the mountains. And whilst thinking of this Attic
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- In considering fine and praiseworthy inventions, we must freely confess that printing has been and is to-day the best and most estimable the invention by means of which two persons turning the press can get a greater number of books in a day than formerly could have been transcribed by several persons in a year. It is claimed that this art was invented at Mainz, a city of Germany, in the year 1442 by Jean Guttemberg, or, according to others, Guttenberg, an honorable German chevalier. It was at Mainz that after experimenting with an ink which is used by printers to-day, he first began the practice of the art. Some persons prefer to attribute the invention to Jean Fauste & Yues Scheffey two years earlier, hold-
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- In type-founding, types are cast in moulds containing at one end a copper matrix of the character. The aperture through which the melted metal is injected is at the end of the mould opposite the matrix, and a piece as long as the type, called the jet, extends through the aperture from the bottom of the type. Thus imperfections in the metal and variations of temperature spend themselves in the jet, leaving the body of the type comparatively perfect. The types thus cast go through various processes, such as breaking off the jet and ploughing in its place a shallow groove across the foot, thus leaving each type two "feet" to stand upon, "rubbing,"
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AGFA COMPUGRAPHIC TYPE LIBRARY

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- The invention of printing, one of the most 12/13 momentous events in the history of civilization, has been the subject of most controversy. The rival claims of Gutenberg and Coster have been argued with considerable acrimony by a number of authorities. While the weight of opinion has credited the invention to Gutenberg, the case of the German has not been absolutely conclusive. In the first place, there exists no piece of printing in which the name of Gutenberg appears as the printer. In the second place, there was known no trustworthy printed or written evidence dated during the con-
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FRIZ QUADRATA WITH BOLD AGFA COMPUGRAPHIC TYPE LIBRARY

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MERGENTHALER TYPE LIBRAR

- Lying in my bed, on the morning of the Feast 12/13 of Kings, when I had had my sleep and rest, & my stomach had readily digested its light and pleasant repast, in the year that was reckoned as MDXXIII, I fell to musing and set the wheel of my memory awhirl thinking on a thousand little conceits, some serious & some joyous, among which there came to my mind a certain Antique letter which I had lately made for my lord the Treasurer for War, Maistre Jehan Groslier, Counsellor and Secretary to our Lord the King, lover of well-made letters and of all learned persons, by whom also he is much loved & esteemed on both this & the other side of the mountains. And whilst thinking of
- Lying in my bed, on the morning of the Feast of Kings, 10/11 when I had had my sleep and rest, & my stomach had readily digested its light and pleasant repast, in the year that was reckoned as MDXXIII, I fell to musing and set the wheel of my memory awhirl thinking on a thousand little conceits, some serious & some joyous, among which there came to my mind a certain Antique letter which I had lately made for my lord the Treasurer for War, Maistre Jehan Groslier, Counsellor and Secretary to our Lord the King, lover of well-made letters and of all learned persons, by whom also he is much loved & esteemed on both this & the other side of the mountains. And whilst thinking of this Attic Letter, there came of a sudden into my memory a pithy passage in the first book & eighth chapter of the DeOfficiis of Cicero, where it is written: Non nobis solum nati sumus; ortusque nostri partem patria vendicat, partem

FRUTIGER* 45 LIGHT WITH 46 LIGHT ITALIC MERGENTHALER TYPE LIBRARY

- Lying in my bed, on the morning of the Feast of Kings, when I had had my sleep and rest, & my stomach had readily digested its light and pleasant repast, in the year that was reckoned as MDXXIII, I fell to musing and set the wheel of my memory awhirl thinking on a thousand little conceits, some serious & some joyous, among which there came to my mind a certain Antique letter which I had lately made for my lord the Treasurer for War, Maistre Jehan Groslier, Counsellor and Secretary to our Lord the King, lover of well-made letters and of all learned persons, by whom also he is much loved &
- Lying in my bed, on the morning of the Feast of 10/11 Kings, when I had had my sleep and rest, & my stomach had readily digested its light and pleasant repast, in the year that was reckoned as MDX-XIII, I fell to musing and set the wheel of my memory awhirl thinking on a thousand little conceits, some serious & some joyous, among which there came to my mind a certain Antique letter which I had lately made for my lord the Treasurer for War, Maistre Jehan Groslier, Counsellor and Secretary to our Lord the King, lover of well-made letters and of all learned persons, by whom also he is much loved & esteemed on both this & the other side of the mountains. And whilst thinking of this Attic Letter, there came of a sudden into my memory a pithy passage in the first book & eighth chapter of the DeOfficiis of Cicero, where it is

FRUTIGER* 55 WITH 56 ITALIC MERGENTHALER TYPE LIBRARY

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GER* 75 BLACK MERGENTHALER TYPE LIBRARY

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- Lying in my bed, on the morning of the Feast of Kings, when I had had my sleep and rest, & my stomach had readily digested its light and pleasant repast, in the year that was reckoned as MDXXIII, I fell to musing and set the wheel of my memory awhirl thinking on a thousand little conceits, some serious & some joyous, among which there came to my mind a certain Antique letter which I had lately made for my lord the Treasurer for War, Maistre Jehan Groslier, Counsellor and Secretary to our Lord the King, lover of well-made letters and
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- Lying in my bed, on the morning of the Feast of Kings, when I had had my sleep and rest, & my stomach had readily digested its light and pleasant repast, in the year that was reckoned as MDXXIII, I fell to musing and set the wheel of my memory awhirl thinking on a thousand little conceits, some serious & some joyous, among which there came to my mind a certain Antique letter which I had lately made for my lord the Treasurer for War, Maistre Jehan Groslier, Counsellor and Secretary to our Lord the King, lover of well-made letters and of all learned persons, by whom also he is much loved & esteemed on both this & the other side of the mountains. And whilst thinking of this Attic Letter, there came of a sudden into my mem-
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- Lying in my bed, on the morning of the Feast of Kings, when I had had my sleep and rest, & my stomach had readily digested its light and pleasant repast, in the year that was reckoned as MDXXIII, I fell to musing and set the wheel of my memory awhirl thinking on a thousand little conceits, some serious & some joyous, among which there came to my mind a certain Antique letter which I had lately made for my lord the Treasurer for War, Maistre Jehan Groslier, Counsellor and Secretary to our Lord the King, lover of well-made letters and of all learned persons, by whom also he is much loved & esteemed on both this & the
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MERGENTHALER TYPE LIBRARY

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FUTURA" MEDIUM MERGENTHALER TYPE LIBRARY

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- The present popularity of the old style has encouraged French type-founders to revive other early printed forms, but they seem to regard the imitation of early manuscript forms as a reversion to barbarism and ugliness. But this imitation has been cleverly done by artists who have undertaken to make designs for book titles and book covers. Some have gone far beyond early typographic models, selecting the early Roman letter the plain capital without serif or hair line, with an almost absolute uniformity of thick line. Others have copied and exaggerated the mannerisms of mediaeval copyists and engravers, with all their faults,
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FUTURA**BOLD ITALIC MERGENTHALER TYPE LIBRARY

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FUTURA** BOLD WITH BOLD ITALIC MERGENTHALER TYPE LIBRARY

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LIGHT CONDENSED MERGENTHALER TYPE LIBRARY

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FUTURA** MEDIUM CONDENSED MERGENTHALER TYPE LIBRARY

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FUTURA** BOLD CONDENSED MERGENTHALER TYPE LIBRARY

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FUTURA** BOLD CONDENSED ITALIC MERGENTHALER TYPE LIBRARY

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- The present populority of the old style has encouraged French type-founders to revive other early printed forms, but they seem to regard the imitation of early monuscript forms as a reversion to barborism and ugliness. But this imitation has been cleverly done by ortists who have undertoken to make designs for book titles and book covers. Some have gone for beyond early typographic models, selecting the early Roman letter the plain capital without serif or hair line, with an almost obsolute uniformity of thick line. Others have copied and exaggerated the monnerisms of mediaeval copyists and engrovers, with all their foults, bundling words together without proper relief between lines, dividing them by periods and not by spaces, until they are almost unreadable. The closely huddled and carelessly formed letters of Botticelli and other early Italian engrovers are even preferred by many artists to the simple, severe, and easily read letters of chiseled inscriptions on the stones of ancient Rome. There has been an
- The present papularity of the old style has encouraged French type-faunders to revive ather early printed farms, but they seem to regard the imitation of early manuscript forms as a reversion to barbarism and ugliness. But this imitation has been cleverly dane by artists who have undertaken to make designs for book titles and book covers. Some have gone for beyond early typographic models, selecting the early Roman letter the ploin capital without serif or hair line, with on olmost absolute uniformity of thick line. Others have capied and exaggerated the mannerisms of mediaeval copyists and engravers, with all their foults, bundling words together without praper relief between lines, dividing them by periods and not by spaces, until they are almost unreadable. The closely huddled and corelessly formed letters of Botticelli and ather early Italian engravers are even preferred by many artists to the simple, severe, and easily read letters of chiseled inscriptions on the stones of ancient Rome. There has been an eccentric departure in another direction. Some designer has asked these questians: Why copy letter farms of any arigin? Why should letters always of the same style?

As printing began to develop, punch cutters departed more and more from the manuscripts of their time. Fewer ligatures were empolyed; more

FUTURA** LIGHT CONDENSED WITH MEDIUM CONDENSED MERGENTHALER TYPE LIBRARY

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  early printed forms, but they seem to regard
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MERGENTHALER TYPE LIBRARY

ABCDEFGHIJKLMNOPQRSTUVW XYZ&abcdefghijklmnopqrstuvwxyz123 4567890\$.,":::!?

TC GALLIARD** ITALIC MERGENTHALER TYPE LIBRARY

ABCDEFGHIJKLMNOPQRSTUV WXYZ&abcdefghijklmnopqrstuvwxy z1234567890\$.,"":;!?

ITC GALLIARD** BOLD MERGENTHALER TYPE LIBRARY

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ITC GALLIARD" BOLD ITALIC MERGENTHALER TYPE LIBRARY

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ITC GALLIARD" BLACK MERGENTHALER TYPE LIBRARY

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- Lying in my bed, on the morning of the Feast of Kings, when I had had my sleep and rest, & my stomach had readily digested its light and pleasant repast, in the year that was reckoned as MDXXIII, I fell to musing and set the wheel of my memory awhirl thinking on a thousand little conceits, some serious & some joyous, among which there came to my mind a certain Antique letter which I had lately made for my lord the Treasurer for War, Maistre Jehan Groslier, Counsellor and Secretary to our Lord the King, lover of well-made letters and of all learned persons, by whom also he is much lored & esteemed on both this & the other side of the mountains. And whilst thinking
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ITC GALLIARD** WITH ITALIC MERGENTHALER TYPE LIBRARY

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ITC GALLIARD** BOLD WITH BOLD ITALIC MERGENTHALER TYPE LIBRARY

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- Lying in my bed, on the morning of the Feast of 10/11 Kings, when I had had my sleep and rest, & my stomach had readily digested its light and pleasant repast, in the year that was reckoned as MDX-XIII, I fell to musing and set the wheel of my memory awhirl thinking on a thousand little conceits, some serious & some joyous, among which there came to my mind a certain Antique letter which I had lately made for my lord the Treasurer for War, Maistre Jehan Groslier, Counsellor and Secretary to our Lord the King, lover of wellmade letters and of all learned persons, by whom also he is much loved & esteemed on both this & the other side of the mountains. And whilst thinking of this Attic Letter, there came of a sudden into my memory a pithy passage in the first book & eighth chapter of the DeOfficiis of Cicero, where it

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GALLIARD** ULTRA MERGENTHALER TYPE LIBRARY

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ITC GALLIARD" ULTRA ITALIC MERGENTHALER TYPE LIBRARY

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ITC GARAMOND" ULTRA CONDENSED

MERGENTHALER TYPE LIBRARY

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ITC GALLIARD** ULTRA WITH ULTRA ITALIC MERGENTHALER TYPE LIBRARY

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SIMONCINI GARAMOND** WITH ITALIC MERGENTHALER TYPE LIBRARY

From a letter by Benjamin Franklin to Noah
12/13 Webster dated Dec. 26, 1789:

In examining the English Books, that were printed between the Restoration and the Accession of George the 2d, we may observe, that all Substantives were begun with a capital, in which we imitated our Mother Tongue, the German. This was more particularly useful to those, who were not well acquainted with the English; there being such a prodigious Number of our Words, that are both Verbs and Substantives, and spelt in the same manner, tho' often accented differently in Pronunciation.

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This Method has, by the Fancy of Printers, of late Years been laid aside, from an Idea, that suppressing the Capitals shows the Character to greater Advantage; those Letters prominent above the line disturbing its even regular Appearance. The Effect of this Change is so considerable, that a learned Man of France, who

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GARAMOND REGULAR ADOBE TYPE LIBRARY

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ADOBE GARAMOND ITALIC ADOBE TYPE LIBRARY

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ADOBE GARAMOND SEMIBOLD ADOBE TYPE LIBRARY

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ADOBE GARAMOND SEMIBOLD ITALIC ADOBE TYPE LIBRARY

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ADOBE GARAMOND BOLD ADOBE TYPE LIBRARY

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- In considering fine and praiseworthy inventions, we must freely confess that printing has been and is to-day the best and most estimable—the invention by means of which two persons turning the press can get a greater number of books in a day than formerly could have been transcribed by several persons in a year. It is claimed that this art was invented at Mainz, a city of Germany, in the year 1442 by Jean Guttemberg, or, according to others, Guttenberg, an honorable German chevalier. It was at Mainz that after experimenting with an ink which is used by printers to-day, he first began the practice of the art. Some persons prefer to attribute the invention to Jean Fauste and Yues Scheffey two years earlier, holding that Guttem-
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ADOBE GARAMOND REGULAR WITH ITALIC ADOBE TYPE LIBRARY

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ADOBE GARAMOND SEMIBOLD WITH ITALIC ADOBE TYPE LIBRARY

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AGFA COMPUGRAPHIC TYPE LIBRARY

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GARTH GRAPHIC ITALIC AGFA COMPUGRAPHIC TYPE LIBRARY

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GARTH GRAPHIC BOLD AGFA COMPUGRAPHIC TYPE LIBRARY

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GARTH GRAPHIC BOLD ITALIC AGFA COMPUGRAPHIC TYPE LIBRARY

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GARTH GRAPHIC EXTRA BOLD AGFA COMPUGRAPHIC TYPE LIBRARY

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- It is still a matter of conjecture whether 12/13 Johann Gutenberg was the first to conceive the principle of casting moveable [i.e., separate] metal types which he could arrange in words and sentences so that he could impress their faces on paper. There is, however, hardly a doubt, judging at least from the evidence available, that he was the first to make practical use of the idea, and that it is do to his ingenious application of it that the profound art of typography was born. Whether he cast his letters in molds of sand or in metal matrices, is a question not really material at this time; it is the farreaching results of his inspiration that most
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GARTH GRAPHIC WITH ITALIC AGFA COMPUGRAPHIC TYPE LIBRARY

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GARTH GRAPHIC BOLD WITH BOLD ITALIC AGFA COMPUGRAPHIC TYPE LIBRARY

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OLD STYLE MERGENTHALER TYPE LIBRARY

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GOUDY OLD STYLE ITALIC MERGENTHALER TYPE LIBRARY

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GOUDY BOLD MERGENTHALER TYPE LIBRARY

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GOUDY BOLD ITALIC MERGENTHALER TYPE LIBRARY

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GOUDY HEAVYFACE MERGENTHALER TYPE LIBRARY

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Now, since architects, painters & others at times are wont to set an inscription on lofty walls, it will make for the merit of the work that they form the letters correctly. Accordingly I am minded here to treat briefly of this. And first I will give rules for a Latin Alphabet, and then for one of our common Text: since it is of these two sorts of letters we customarily make use in such work; and first, for the Roman letters: Draw for each a square of uniform size, in which the letter is to be contained. But when you draw in it the heavier limb of the letter, make this of the width of a tenth part of the square, and the lighter a third as wide as the heavier: to follow this rule for all letters of the Alphabet.

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First, make an A after this fashion: Indicate the angles of the square by the letters a. b. c. d. (and so do for all the rest of the letters): then divide the square by two lines bisecting one another at right angles — the vertical e. f. the horizontal

GOUDY OLD STYLE WITH ITALIC MERGENTHALER TYPE LIBRARY

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GOUDY BOLD WITH BOLD ITALIC MERGENTHALER TYPE LIBRARY

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AGFA COMPUGRAPHIC TYPE LIBRARY

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MONOTYPE GOUDY SANS LIGHT ITALIC AGFA COMPUGRAPHIC TYPE LIBRARY

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MONOTYPE GOUDY SANS MEDIUM AGFA COMPUGRAPHIC TYPE LIBRARY

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MONOTYPE GOUDY SANS MEDIUM ITALIC AGEA COMPUGRAPHIC TYPE LIBRARY

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MONOTYPE GOUDY SANS BOLD AGFA COMPUGRAPHIC TYPE LIBRARY

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- The history of the Dutch book is famous. In the 12/13 Middle Ages the art of the scribes and miniaturists flourished in the Netherlands to such a degree that their manuscripts are not considered inferior to the finest specimens of Italian and French origin; the Dutch incunabula are, especially by their woodcut illustrations, hardly surpassed, only equalled by Italian work. In the 17th century Holland regained a leading position in this sphere and the prints of Elzevir enjoy at present a worldwide fame. And although our books lack the grandeur of Italian manuscripts, the delicate grace of a French impression (nor does the Dutch incunabulum display the pompous style of a Gutenberg or Schoeffer work), they have undoubtedly a distinct
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MONOTYPE GOUDY SANS LIGHT WITH LIGHT ITALIC

AGFA COMPUGRAPHIC TYPE LIBRARY

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MONOTYPE GOUDY SANS MEDIUM WITH MEDIUM ITALIC

AGFA COMPUGRAPHIC TYPE LIBRARY

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AN ON MERGENTHALER TYPE LIBRARY

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GRANJON° ITALIC MERGENTHALER TYPE LIBRARY

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HARRY" THIN MERGENTHALER TYPE LIBRARY

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HARRY" PLAIN MERGENTHALER TYPE LIBRARY

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HARRY** HEAVY MERGENTHALER TYPE LIBRARY

- The present popularity of the old style has encouraged French type-founders to revive other
  early printed forms, but they seem to regard the
  imitation of early manuscript forms as a reversion
  to barbarism and ugliness. But this imitation has
  been cleverly done by artists who have undertaken to make designs for book titles and book
  covers. Some have gone far beyond early typographic models, selecting the early Roman letter the plain capital without serif or hair line, with
  an almost absolute uniformity of thick line. Others have copied and exaggerated the mannerisms
  of mediaeval copyists and engravers, with all their
  faults, bundling words together without proper relief
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GRANJON* WITH ITALIC AND BOLD MERGENTHALER TYPE LIBRARY

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HARRY** THIN WITH PLAIN MERGENTHALER TYPE LIBRARY

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GE BOOK AGFA COMPUGRAPHIC TYPE LIBRARY

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H ROSHIGE BOOK ITALIC AGFA COMPUGRAPHIC TYPE LIBRARY

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AGFA COMPUGRAPHIC TYPE LIBRARY

- In type-founding, types are cast in moulds 12/13 containing at one end a copper matrix of the character. The aperture through which the melted metal is injected is at the end of the mould opposite the matrix, and a piece as long as the type, called the jet, leaving the body of the type comparatively perfect. The types thus cast go through various processes, such as breaking off the jet and ploughing in its place a shallow groove across the foot, thus leaving each type two "feet" to stand upon, "rubbing," etc.; and at last, set up in long rows, they pass under the eye of an expert, who, as he examines them carefully with a glass, rejects all in which he detects any imperfections. In these pro-
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HIROSHIGE BOOK WITH BOOK ITALIC AGFA COMPUGRAPHIC TYPE LIBRARY

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HIROSHIGE MEDIUM WITH MEDIUM ITALIC AGFA COMPUGRAPHIC TYPE LIBRARY

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BELL" BOOK MERGENTHALER TYPE LIBRARY

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TC ISBELL "BOOK ITALIC MERGENTHALER TYPE LIBRAR"

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ITC ISBELL" MEDIUM MERGENTHALER TYPE LIBRARY

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ITC ISBELL" BOLD MERGENTHALER TYPE LIBRARY

- In considering fine and praiseworthy inventions, we must freely confess that printing has been and is to-day the best and most
  estimable the invention by means of
  which two persons turning the press can get
  a greater number of books in a day than
  formerly could have been transcribed by
  several persons in a year. It is claimed that
  this art was invented at Mainz, a city of
  Germany, in the year 1442 by Jean Guttemberg, or, according to others, Guttenberg,
  an honorable German chevalier. It was at
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ITC ISBELL** BOOK WITH BOOK ITALIC MERGENTHALER TYPE LIBRARY

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ITC ISBELL** MEDIUM WITH MEDIUM ITALIC MERGENTHALER TYPE LIBRARY

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TC SBELL "HEAVY MERGENTHALER TYPE LIBRARY

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ITC ISBELL** HEAVY ITALIC MERGENTHALER TYPE LIBRARY

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TALIA** BOOK (ITC) MERGENTHALER TYPE LIBRARY

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TALTA** MEDIUM (TC) MERGENTHALER TYPE LIBRARY

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TALIA" BOLD TC) MERGENTHALER TYPE LIBRARY

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ITC ISBELL** HEAVY WITH HEAVY ITALIC MERGENTHALER TYPE LIBRARY

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ITALIA** BOOK (ITC) WITH MEDIUM (ITC) MERGENTHALER TYPE LIBRARY

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EXT 55 MERGENTHALER TYPE LIBRARY

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JANSON' TEXT 56 ITALIC MERGENTHALER TYPE LIBRARY

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JANSON* TEXT 75 BOLD MERGENTHALER TYPE LIBRARY

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JANSON* TEXT 76 BOLD ITALIC MERGENTHALER TYPE LIBRARY

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JANSON* TEXT 95 BLACK MERGENTHALER TYPE LIBRARY

- OBSERVATIONS ON COMPOSING. Al12/13 though this essential point has been passed over with little notice by most writers upon this subject, still (so great are the evils resulting from ill-contracted habits, which naturally keep pace with our growth), we cannot avoid pointing out a few instances of the sure consequences attendant on them. There are many persons now employed in the art, who frequently, with great justice, inveigh in strong terms against the conduct of those unto whose care they were first entrusted, for suffering them to contract those ill-becoming postures which are productive of knock knees, round shoulders, and other deformities. It is deeply to be regret-
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JANSON: TEXT 55 WITH 56 ITALIC MERGENTHALER TYPE LIBRARY

- OBSERVATIONS ON COMPOSING.

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JANSON* TEXT 75 BOLD WITH 76 BOLD ITALIC MERGENTHALER TYPE LIBRARY

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MERGENTHALER TYPE LIBRARY

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- The history of the Dutch book is famous. In the 12/13 Middle Ages the art of the scribes and miniaturists flourished in the Netherlands to such a degree that their manuscripts are not considered inferior to the finest specimens of Italian and French origin; the Dutch incunabula are, especially by their woodcut illustrations, hardly surpassed, only equalled by Italian work. In the 17th century Holland regained a leading position in this sphere and the prints of Elzevir enjoy at present a world-wide fame. And although our books lack the grandeur of Italian manuscripts, the delicate grace of a French impression (nor does the Dutch incunabulum display the pompous style of a Gutenberg or Schoeffer work),
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lt is still a matter of conjecture whether Johann Gutenberg was the first to conceive the principle of casting movable [i.e., separate] metal types which he could arrange in words and sentences so that he could impress their faces on paper. There is, however, hardly a doubt, judging at least from the evidence available, that he was the first to make practical use of the idea, and that it is due to his ingenious application of it that the profound art of typography was born.

Whether he cast his letters in molds of sand or in metal matrices, is a question not really material at this time; it is the far-reaching results of his inspiration that most concern It is still a matter of conjecture whether Johann Gutenberg was the first to conceive the principle of casting movable [i.e., separate] metal types which he could arrange in words and sentences so that he could impress their faces on paper. There is, however, hardly a doubt, judging at least from the evidence available, that he was the first to make practical use of the idea, and that it is due to his ingenious application of it that the profound art of typography was born.

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- OBSERVATIONS ON COMPOSING. AL 12/13 though this essential point has been passed over with little notice by most writers upon this subject, still (so great are the evils resulting from ill-contracted habits, which naturally keep pace with our growth), we cannot avoid pointing out a few instances of the sure consequences attendant on them. There are many persons now employed in the art, who frequently, with great justice, inveigh in strong terms against the conduct of those unto whose care they were first entrusted, for suffering them to contract those ill-
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- In type-founding, types are cast in moulds

  12/13 containing at one end a copper matrix of
  the character. The aperture through which
  the melted metal is injected is at the end of
  the mould opposite the matrix, and a piece
  as long as the type, called the jet, extends
  through the aperture from the bottom of
  the type. Thus imperfections in the metal
  and variations of temperature spend themselves in the jet, leaving the body of the
  type comparatively perfect. The types thus
  cast go through various processes, such as
  breaking off the jet and ploughing in its
  place a shallow groove across the foot,
  thus leaving each type two "feet" to stand
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- In considering fine and praiseworthy inventions, we must freely confess that printing has been and is to-day the best and most estimable—the invention by means of which two persons turning the press can get a greater number of books in a day than formerly could have been transcribed by several persons in a year. It is claimed that this art was invented at Mainz, a city of Germany, in the year 1442 by Jean Guttemberg, or, according to others, Guttenberg, an honorable German chevalier. It was at Mainz that after experimenting with an ink which is used by printers to-day, he first began the practice of the art. Some persons prefer to attribute the invention to Jean Fauste and Yues Scheffey two years earlier, holding that our
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- The invention of printing, one of the most momentous events in the history of civilization, has been the subject of most controversy. The rival claims of Gutenberg and Coster have been argued with considerable acrimony by a number of authorities. While the weight of opinion has credited the invention to Gutenberg, the case of the German has not been absolutely conclusive. In the first place, there exists no piece of printing in which the name of Gutenberg appears as the printer. In the second place, there was known no trustworthy printed or written evidence dated during the contemporary period. And, in
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OPTIMA* BLACK WITH BLACK ITALIC MERGENTHALER TYPE LIBRARY

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- Lying in my bed, on the morning of the 12/13 Feast of Kings, when I had had my sleep and rest, & my stomach had readily digested its light and pleasant repast, in the year that was reckoned as MDXXIII, I fell to musing and set the wheel of my memory awhirl thinking on a thousand little conceits, some serious & some joyous, among which there came to my mind a certain Antique letter which I had lately made for my lord the Treasurer for War, Maistre Jehan Groslier, Counsellor and Secretary to our Lord the King, lover of well-made letters and of all learned persons, by whom also he is much loved & esteemed on both this & the
- Lying in my bed, on the morning of the Feast of 10/11 Kings, when I had had my sleep and rest, & my stomach had readily digested its light and pleasant repast, in the year that was reckoned as MDXXIII, I fell to musing and set the wheel of my memory awhirl thinking on a thousand little conceits, some serious & some joyous, among which there came to my mind a certain Antique letter which I had lately made for my lord the Treasurer for War, Maistre Jehan Groslier, Counsellor and Secretary to our Lord the King, lover of well-made letters and of all learned persons, by whom also he is much loved & esteemed on both this & the other side of the mountains. And whilst thinking of this Attic Letter, there came of a sudden into my memory a pithy passage in the first book & eighth chapter of the DeOfficiis of Cicero, where it is written: Non nobis solum nati sumus;

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- In type-founding, types are cast in moulds containing at one end a copper matrix of the character. The aperture through which the melted metal is injected is at the end of the mould opposite the matrix, and a piece as long as the type, called the jet, extends through the aperture from the bottom of the type. Thus imperfections in the metal and variations of temperature spend themselves in the jet, leaving the body of the type comparatively perfect. The types thus cast go through various processes, such as breaking off the jet and ploughing in its place a shallow groove across the foot, thus leaving each type two "feet" to stand upon, "rubbing," etc.;
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PERPETUA** WITH ITALIC MERGENTHALER TYPE LIBRARY

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PERPETUA** BOLD WITH BOLD ITALIC MERGENTHALER TYPE LIBRARY

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- The invention of printing, one of the most momentous events in the history of civilization, has been the subject of most controversy. The rival claims of Gutenberg and Coster have been argued with considerable acrimony by a number of authorities. While the weight of opinion has credited the invention to Gutenberg, the case of the German has not been absolutely conclusive. In the first place, there exists no piece of printing in which the name of Gutenberg appears as the printer. In the second place, there was known no trustworthy printed or written evidence dated during the contemporary period. And, in the third place, the cause of Gutenberg suffered severe prejudice
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PLANTIN** WITH ITALIC MERGENTHALER TYPE LIBRARY

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ABCDEFGHIJKLMNOPQRSTUVWX YZ&abcdefghijklmnopqrstuvwxyz1 234567890\$.,"":;!? Now, since architects, painters & others at times are wont to set an inscription on lofty walls, it will make for the merit of the work that they form the letters correctly. Accordingly I am minded here to treat briefly of this. And first I will give rules for a Latin Alphabet, and then for one of our common Text: since it is of these two sorts of letters we customarily make use in such work; and first, for the Roman letters: Draw for each a square of uniform size, in which the letter is to be contained. But when you draw in it the heavier limb of the letter, make this of the width of a tenth part of the square, and the lighter a third as wide as the heavier: to

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First, make an A after this fashion: Indicate the angles of the square by the letters a. b. c. d. (and so do for all the rest of the letters): then divide the square by

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First, make an A after this fashion: Indicate the angles of the square by the letters a. b. c. d. (and so

PRIMER* 54 SEMI BOLD WITH SEMI BOLD ITALIC MERGENTHALER TYPE LIBRARY

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RALEIGH LIGHT WITH MEDIUM AGFA COMPUGRAPHIC TYPE LIBRARY

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RALEIGH REGULAR WITH BOLD AGFA COMPUGRAPHIC TYPE LIBRARY

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SEM SANS 55 AGEA COMPUGRAPHIC TYPE LIBRARY

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ROTIS SEMI SANS 75 AGFA COMPUGRAPHIC TYPE LIBRARY

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ROTIS SEMI SERIF 65 AGFA COMPUGRAPHIC TYPE LIBRARY

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ROTIS SERIF 55 AGFA COMPUGRAPHIC TYPE LIBRARY

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- Lying in my bed, on the morning of the Feast 12/13 of Kings, when I had had my sleep and rest, &t my stomach had readily digested its light and pleasant repast, in the year that was reckoned as MDXXIII, I fell to musing and set the wheel of my memory awhirl thinking on a thousand little conceits, some serious and some joyous, which there came to my mind a certain Antique letter which I had lately made for my lord the Treasurer for War, Maistre Jehan Groslier, Counsellor and Secretary to our Lord the King, lover of well-made letters and of all learned persons, by whom also he is much loved &t esteemed on both this &t the other side of the mountains. And whilst thinking of this Attic Letter
- Lying in my bed, on the morning of the Feast of Kings, 10/11 when I had had my sleep and rest, & my stomach had readily digested its light and pleasant repast, in the year that was reckoned as MDXXIII, I fell to musing and set the wheel of my memory awhirl thinking on a thousand little conceits, some serious and some joyous, among which there came to my mind a certain Antique letter which I had lately made for my lord the Treasurer for War, Maistre Jehan Groslier, Counsellor and Secretary to our Lord the King, lover of well-made letters and of all learned persons, by whom also he is much loved & esteemed on both this & the other side of the mountains. And whilst thinking of this Attic Letter, there came of a sudden into my memory a pithy passage in the first book & eighth chapter of the DeOfficiis of Cicero, where it is written: Non nobis solum nati sumus; ortusque nostri partem patria vendicat, partem amici. Which is to say, in substance, that we

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- Lying in my bed, on the morning of the Feast of Kings, when I had had my sleep and rest, £t my stomach had readily digested its light and pleasant repast, in the year that was reckoned as MDXXIII, I fell to musing and set the wheel of my memory awhirl thinking on a thousand little conceits, some serious and some joyous, among which there came to my mind a certain Antique letter which I had lately made for my lord the Treasurer for War, Maistre Jehan Groslier, Counsellor and Secretary to our Lord the King, lover of well-made letters and of all learned persons, by whom also he is much loved £t esteemed on both this £t the other side of the mountains. And whilst thinking of this
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- Lying in my bed, on the morning of the Feast of Kings, when I had had my sleep and rest, at my stomach had readily digested its light and pleasant repast, in the year that was reckoned as MDXXIII, I fell to musing and set the wheel of my memory awhirl thinking on a thousand little conceits, some serious and some joyous, among which there came to my mind a certain Antique letter which I had lately made for my lord the Treasurer for War, Maistre Jehan Groslier, Counsellor and Secretary to our Lord the King, lover of well-made letters and of all learned persons, by whom also he is much loved & esteemed on both this & the other side of the mountains. And whilst thinking of this
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SCOTCH NO 2 MERGENTHALER TYPE LIBRARY

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- In type-founding, types are cast in moulds containing at one end a copper matrix of the character. The aperture through which the melted metal is injected is at the end of the mould opposite the matrix, and a piece as long as the type, called the jet, extends through the aperture from the bottom of the type. Thus imperfections in the metal and variations of temperature spend themselves in the jet, leaving the body of the type comparatively perfect. The types thus cast go through various processes, such as breaking off the jet and ploughing in its place a shallow groove across the foot,
- In type-founding, types are cast in moulds containing at one end a copper matrix of the character. The aperture through which the melted metal is injected is at the end of the mould opposite the matrix, and a piece as long as the type, called the jet, extends through the aperture from the bottom of the type. Thus imperfections in the metal and variations of temperature spend themselves in the jet, leaving the body of the type comparatively perfect. The types thus cast go through various processes, such as breaking off the jet and ploughing in its place a shallow groove across the foot, thus leaving each type two "feet" to stand upon, "rubbing," etc.; and at last, set up in long rows, they pass under the eye of an expert, who, as he examines them carefully with a glass, rejects all in which he detects any imperfections. In these

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- In type-founding, types are cast in moulds containing at one end a copper matrix of the character. The aperture through which the melted metal is injected is at the end of the mould opposite the matrix, and a piece as long as the type, called the jet, extends through the aperture from the bottom of the type. Thus imperfections in the metal and variations of temperature spend themselves in the jet, leaving the body of the type comparatively perfect. The types thus cast go through various processes, such as breaking off the jet and ploughing in its place a shallow
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- In type-founding, types are cast in moulds containing  $\frac{10}{11}$  at one end a copper matrix of the character. The aperture through which the melted metal is injected is at the end of the mould opposite the matrix, and a piece as long as the type, called the jet, extends through the aperture from the bottom of the type. Thus imperfections in the metal and variations of temperature spend themselves in the jet, leaving the body of the type comparatively perfect. The types thus cast go through various processes, such as breaking off the jet and ploughing in its place a shallow groove across the foot, thus leaving each type two "feet" to stand upon, "rubbing," etc.; and at last, set up in long rows, they pass under the eye of an expert, who, as he examines them carefully with a glass, rejects all in which he detects any imperfections. In these processes an average of 10 per cent, is eliminated; so that

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ITC SERIE GOTHIC** MERGENTHALER TYPE LIBRARY

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It is still a matter of conjecture whether Johann 12/13 Gutenberg was the first to conceive the principle of casting movable [i.e., separate] metal types which he could arrange in words and sentences so that he could impress their faces on paper. There is, however, hardly a doubt, judging at least from the evidence available, that he was the first to make practical use of the idea, and that it is due to his ingenious application of it that the profound art of typography was born.

Whether he cast his letters in molds of sand or in metal matrices, is a question not really material at this time; it is the far-reaching results of his inspiration that most concern us

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- The history of the Dutch book is famous. In the Middle Ages the art of the scribes and miniaturists flourished in the Netherlands to such a degree that their manuscripts are not considered inferior to the finest specimens of Italian and French origin; the Dutch incunabula are, especially by their woodcut illustrations, hardly surpassed, only equalled by Italian work. In the 17th century Holland regained a leading position in this sphere and the prints of Elzevir enjoy at present a worldwide fame. And although our books lack the grandeur of Italian manuscripts, the delicate grace of a French impression (nor does the Dutch incunabulum display the pompous
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- Now, since architects, painters and others at times are wont to set an inscription on lofty walls, it will make for the merit of the work that they form the letters correctly. Accordingly I am minded here to treat briefly of this. And first I will give rules for a Latin Alphabet, and then for one of our common Text: since it is of these two sorts of letters we customarily make use in such work; and first, for the Roman letters: Draw for each a square of uniform size, in which the letter is to be contained. But when you draw in it the heavier limb of the letter, make this of the width of a tenth part of the square, and the lighter a third as wide as the
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First, make an A after this fashion: Indicate the angles of the square by the letters a. b. c. d. (and so do

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First, make an A after this fashion: Indicate the angles of the square by the letters a. b. c. d. (and so do for all the rest of the letters): then divide the square by two

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First, make an A after this fashion: Indicate the angles of the square by the letters a. b. c. d. (and so

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- Lying in my bed, on the morning of the Feast of Kings, when I had had my sleep and rest, & my stomach had readily digested its light and pleasant repast, in the year that was reckoned as MDXXIII, I fell to musing and set the wheel of my memory awhirl thinking on a thousand little conceits, some serious & some joyous, among which there came to my mind a certain Antique letter which I had lately made for my lord the Treasurer for War, Maistre Jehan Groslier, Counsellor and Secretary to our Lord the King, lover of well-made letters and of all learned persons, by whom also he is much loved & esteemed
- Lying in my bed, on the morning of the Feast of 10/11 Kings, when I had had my sleep and rest, & my stomach had readily digested its light and pleasant repast, in the year that was reckoned as MDXXIII, I fell to musing and set the wheel of my memory awhirl thinking on a thousand little conceits, some serious & some joyous, among which there came to my mind a certain Antique letter which I had lately made for my lord the Treasurer for War, Maistre Jehan Groslier, Counsellor and Secretary to our Lord the King, lover of well-made letters and of all learned persons, by whom also he is much loved & esteemed on both this & the other side of the mountains. And whilst thinking of this Attic Letter, there came of a sudden into my memory a pithy passage in the first book & eighth chapter of the DeOfficiis of Cicero, where it is written: Non nobis solum nati

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- Lying in my bed, on the morning of the Feast of Kings, when I had had my sleep and rest, & my stomach had readily digested its light and pleasant repast, in the year that was reckoned as MDXXIII, I fell to musing and set the wheel of my memory awhirl thinking on a thousand little conceits, some serious & some joyous, among which there came to my mind a certain Antique letter which I had lately made for my lord the Treasurer for War, Maistre Jehan Groslier, Counsellor and Secretary to our Lord the King, lover of well-made letters and of all learned persons, by whom also he is much loved & esteemed
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- In type-founding, types are east in moulds containing at one end a copper matrix of the character. The aperture through which the melted metal is injected is at the end of the mould opposite the matrix, and a piece as long as the type, called the jet, extends through the aperture from the bottom of the type. Thus imperfections in the metal and variations of temperature spend themselves in the jet, leaving the body of the type comparatively perfect. The types thus cast go through various processes, such as breaking off the jet and ploughing in its place a shallow groove across the foot, thus leaving each type two "feet" to stand
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It is still a matter of conjecture whether Johann Gutenberg was the first to conceive the principle of casting movable [i.e., separate] metal types which he could arrange in words and sentences so that he could impress their faces on paper. There is, however, hardly a doubt, judging at least from the evidence available, that he was the first to make practical use of the idea, and that it is due to his ingenious application of it that the profound art of typography was born.

Whether he cast his letters in molds of sand or in metal matrices, is a question not really material at this time; it is the far-reaching results of his inspiration that most concern us It is still a matter of conjecture whether Johann Gutenberg was the first to conceive the principle of casting movable (i.e., separate) metal types which he could arrange in words and sentences so that he could impress their faces on paper. There is, however, hardly a doubt, judging at least from the evidence available, that he was the first to make practical use of the idea, and that it is due to his ingenious application of it that the profound art of typography was born.

Whether he east his letters in molds of sand or in metal matrices, is a question not really material at this time; it is the far-reaching results of his inspiration that most concern us in this discussion. It seems quite probable that Gutenberg at first had little more in mind than a desire to find some expedient by which to supplement with explanatory text the illustrations cut on wood blocks — some method that would avoid the labor of

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- The invention of printing, one of the most momentous events in the history of civilization, has been the subject of most controversy. The rival claims of Gutenberg and Coster have been argued with considerable acrimony by a number of authorities. While the weight of opinion has credited the invention to Gutenberg, the case of the German has not been absolutely conclusive. In the first place, there exists no piece of printing in which the name of Gutenberg appears as the printer. In the second place, there was known no trustworthy printed or written evidence dated during the contemporary period.
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What to a learner may appear fatiguing, time and habit will

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  estimable the invention by means of
  which two persons turning the press can get
  a greater number of books in a day than
  formerly could have been transcribed by
  several persons in a year. It is claimed that
  this art was invented at Mainz, a city of Germany, in the year 1442 by Jean Guttemberg,
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It is still a matter of conjecture whether Johann Gutenberg was the first to conceive the principle of casting movable (i.e., separate) metal types which could be arranged in words and sentences so that he could impress their faces on paper. There is, however, hardly a doubt, judging at least from the evidence available, that he was the first to make practical use of the idea, and that it is due to his ingenious application of it that the profound art of typography was born.

Whether he cast his letters in molds of sand or in metal matrices, is a question not really material at this time; it is the far-reaching results of his inspiration that most concern us in this discussion. It seems quite probable that Gutenberg at first had little more in mind than a desire to find some expedient by which to supplement with ex-

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- Now, since architects, painters & others at 12/13 times are wont to set an inscription on lofty walls, it will make for the merit of the work that they form the letters correctly. Accordingly I am minded here to treat briefly of this. And first I will give rules for a Latin Alphabet, and then for one of our common Text: since it is of these two sorts of letters we customarily make use in such work; and first, for the Roman letters: Draw for each a square of uniform size, in which the letter is to be contained. But when you draw in it the heavier limb of the letter, make this of the width of a tenth part of the square, and the lighter a third as
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First, make an A after this fashion: Indicate the angles of the square by the letters a. b. c. d. (and so do for all the rest of the letters): then divide the

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First, make an A after this fashion: Indicate the angles of the square by the letters a. b. c. d. (and

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- Now, since architects, painters & others at times are wont to set an inscription on lofty walls, it will make for the merit of the work that they form the letters correctly. Accordingly I am minded here to treat briefly of this. And first I will give rules for a Latin Alphabet, and then for one of our common Text: since it is of these two sorts of letters we customarily make use in such work; and first, for the Roman letters: Draw for each a square of uniform size, in which the letter is to be contained. But when you draw in it the heavier limb of the letter, make this of the width of a tenth part of the square, and
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First, make an A after this fashion: Indicate the angles of the square by the letters a. b. c. d. (and so

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First, make an A after this fashion: Indicate the angles of the square by the letters a b. c. d (and so do for all the rest of the letters): then divide the square by two lines bisecting one another at right angles — the vertical e. f. the horizontal g. h.: then, in

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- Now, since architects, painters & others at times are wont to set an inscription on lofty walls, it will make for the merit of the work that they form the letters correctly. Accordingly I am minded here to treat briefly of this. And first I will give rules for a Latin Alphabet, and then for one of our common Text: since it is of these two sorts of letters we customarily make use in such work; and first, for the Roman letters: Draw for each a square of uniform size, in which the letter is to be contained. But when you draw in it the heavier limb of the letter, make this of the width of a tenth part of the square, and the lighter a third as wide as the heavier: to follow this rule for all letters of the Alphabet.
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- Lying in my bed, on the morning of the Feast of Kings, when I had had my sleep and rest, & my stomach had readily digested its light and pleasant repast, in the year that was reckoned as MDXXIII, I fell to musing and set the wheel of my memory awhirl thinking on a thousand little conceits, some serious & some joyous, among which there came to my mind a certain Antique letter which I had lately made for my lord the Treasurer for War, Maistre Jehan Groslier, Counsellor and Secretary to our Lord the King, lover of well-made letters and of all learned persons, by whom also he is much loved & esteemed on both this & the other side of the mountains. And whilst thinking of this Attic Letter, there came of a sudden into my
- Lying in my bed, on the morning of the Feast of Kings, when ¹⁰/₁₁ I had had my sleep and rest, & my stomach had readily digested its light and pleasant repast, in the year that was reckoned as MDXXIII, I fell to musing and set the wheel of my memory awhirl thinking on a thousand little conceits, some serious & some joyous, among which there came to my mind a certain Antique letter which I had lately made for my lord the Treasurer for War, Maistre Jehan Groslier, Counsellor and Secretary to our Lord the King, lover of wellmade letters and of all learned persons, by whom also he is much loved & esteemed on both this & the other side of the mountains. And whilst thinking of this Attic Letter, there came of a sudden into my memory a pithy passage in the first book & eighth chapter of the DeOfficiis of Cicero, where it is written: Non nobis solum nati sumus; ortusque nostri partem patria vendicat, partem amici. Which is to say, in substance, that we are not born into this world for

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- Lying in my bed, on the morning of the Feast of Kings, when I had had my sleep and rest, & my stomach had readily digested its light and pleasant repast, in the year that was reckoned as MDXXIII, I fell to musing and set the wheel of my memory awhirl thinking on a thousand little conceits, some serious & some joyous, among which there came to my mind a certain Antique letter which I had lately made for my lord the Treasurer for War, Maistre Jehan Groslier, Counsellor and Secretary to our Lord the King, lover of well-made letters and of all learned persons, by whom also he is much loved & esteemed on both this & the other side of the mountains. And whilst thinking of this
- Lying in my bed, on the morning of the Feast of Kings, 10/11 when I had had my sleep and rest, & my stomach had readily digested its light and pleasant repast, in the year that was reckoned as MDXXIII, I fell to musing and set the wheel of my memory awhirl thinking on a thousand little conceits, some serious & some joyous, among which there came to my mind a certain Antique letter which I had lately made for my lord the Treasurer for War, Maistre Jehan Groslier, Counsellor and Secretary to our Lord the King, lover of well-made letters and of all learned persons, by whom also he is much loved & esteemed on both this & the other side of the mountains. And whilst thinking of this Attic Letter, there came of a sudden into my memory a pithy passage in the first book & eighth chapter of the DeOfficiis of Cicero, where it is written: Non nobis solum nati sumus; ortusque nostri partem patria vendicat, partem amici. Which is to say, in

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- Lying in my bed, on the morning of the Feast of Kings, when I had had my sleep and rest, & my stomach had readily digested its light and pleasant repast, in the year that was reckoned as MDXXIII, I fell to musing and set the wheel of my memory awhirl thinking on a thousand little conceits, some serious & some joyous, among which there came to my mind a certain Antique letter which I had lately made for my lord the Treasurer for War, Maistre Jehan Groslier, Counsellor and Secretary to our Lord the King, lover of well-made letters and of all learned persons, by whom also he is much loved & esteemed
- Lying in my bed, on the morning of the Feast of 10/11 Kings, when I had had my sleep and rest, & my stomach had readily digested its light and pleasant repast, in the year that was reckoned as MDXXIII, I fell to musing and set the wheel of my memory awhirl thinking on a thousand little conceits, some serious & some joyous, among which there came to my mind a certain Antique letter which I had lately made for my lord the Treasurer for War, Maistre Jehan Groslier, Counsellor and Secretary to our Lord the King, lover of well-made letters and of all learned persons, by whom also he is much loved & esteemed on both this & the other side of the mountains. And whilst thinking of this Attic Letter, there came of a sudden into my memory a pithy passage in the first book & eighth chapter of the DeOfficiis of Cicero, where it is written: Non nobis solum

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- In type-founding, types are cast in moulds 12/13 containing at one end a copper matrix of the character. The aperture through which the melted metal is injected is at the end of the mould opposite the matrix, and a piece as long as the type, called the jet, extends through the aperture from the bottom of the type. Thus imperfections in the metal and variations of temperature spend themselves in the jet, leaving the body of the type comparatively perfect. The types thus cast go through various processes, such as breaking off the jet and ploughing in its place a shallow groove across the foot, thus leaving
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- In type-founding, types are cast in moulds containing at one end a copper matrix of the character. The aperture through which the melted metal is injected is at the end of the mould opposite the matrix, and a piece as long as the type, called the jet, extends through the aperture from the bottom of the type. Thus imperfections in the metal and variations of temperature spend themselves in the jet, leaving the body of the type comparatively perfect. The types thus cast go through various processes, such as breaking off the jet and ploughing in its place a shallow groove across the foot, thus leaving each type two "feet" to stand upon, "rubbing," etc.; and at last, set up in long rows, they pass under the eye of an expert, who, as he examines them carefully with a glass, rejects all in which he detects any imperfections. In these processes an average of 10 per cent, is
- In type-founding, types are cast in moulds containing at one end a 10/11 copper matrix of the character. The aperture through which the melted metal is injected is at the end of the mould opposite the matrix, and a piece as long as the type, called the jet, extends through the aperture from the bottom of the type. Thus imperfections in the metal and variations of temperature spend themselves in the jet, leaving the body of the type comparatively perfect. The types thus cast go through various processes, such as breaking off the jet and ploughing in its place a shallow groove across the foot, thus leaving each type two "feet" to stand upon, "rubbing," etc.; and at last, set up in long rows, they pass under the eye of an expert, who, as he examines them carefully with a glass, rejects all in which he detects any imperfections. In these processes an average of 10 per cent, is eliminated; so that of 100 lbs. cast only 90 lbs. are actually fit for delivery.

General Construction of Type-setting Machinery. — With this exception of the Westcott machinery, all the American setters are made to take types from reservoirs

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General Construction of Type-setting Machinery. — With

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- In considering fine and praiseworthy inventions, we must freely confess that printing has been and is to-day the best and
  most estimable the invention by means
  of which two persons turning the press can
  get a greater number of books in a day than
  formerly could have been transcribed by
  several persons in a year. It is claimed that
  this art was invented at Mainz, a city of
  Germany, in the year 1442 by Jean Guttemberg, or, according to others, Guttenberg, an
  honorable German chevalier. It was at
  Mainz that after experimenting with an ink
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- In considering fine and praiseworthy inventions, we must freely confess that printing has been and is to-day the best and most estimable the invention by means of which two persons turning the press can get a greater number of books in a day than formerly could have been transcribed by several persons in a year. It is claimed that this art was invented at Mainz, a city of Germany, in the year 1442 by Jean Guttemberg, or, according to others, Guttenberg, an honorable German chevalier. It was at Mainz that after experimenting with an ink which is used by printers to-day, he first began the practice of the art. Some persons prefer to attribute the invention
- In considering fine and praiseworthy inventions, we 10/11 must freely confess that printing has been and is to-day the best and most estimable — the invention by means of which two persons turning the press can get a greater number of books in a day than formerly could have been transcribed by several persons in a year. It is claimed that this art was invented at Mainz, a city of Germany, in the year 1442 by Jean Guttemberg, or, according to others, Guttenberg, an honorable German chevalier. It was at Mainz that after experimenting with an ink which is used by printers to-day, he first began the practice of the art. Some persons prefer to attribute the invention to Jean Fauste & Yues Scheffey two years earlier, holding that our Guttemberg, Jean Mentel, Jean Prus, Adolphe Rusche, Pierre Scheffec, Martin Flache, Huldric Han, Jean Froben, Adam Petri, Thomas Vuolffe, and others added improvements and spread the art of

ITC ZAPF INTERNATIONAL** LIGHT WITH LIGHT ITALIC MERGENTHALER TYPE LIBRARY

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ITC ZAPF INTERNATIONAL** MEDIUM WITH MEDIUM ITALIC MERGENTHALER TYPE LIBRARY

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### ABODEFGKIJKL MNOPQRSTUOW X Y Z&abedelghijklmnop qvstuvuxyz1234567890\$

ABODEFGIGIJKLMNOPQRSTUOWXYZ &abedefghijklmnopgestuvuvxyz1234567890\$.,"":;!?

ABODEFGHJLL MMOPQRSTUOW XUZ&abedefghijklmno parstuvuxyz123456789

ABODEFGKIJKLMNOPQRSTUOW XYZ&abedefghijklmnopqrstuvwxyz123456789

#### ABODE FGKIJK LMUOPQRSTUU WXYZ&abedefghij klmnopqrstuvwæyz1 234567890\$.,"";!!

48 POINT ARISTON EXTRA BOLD MERGENTHALER TYPE LIBRARY

ABCDE FGIGIJKLMMOPQRSTMV WXYZ&abedefghijklmnopqrstuvwæyz12 34567890\$.,"":;!?

24 POINT ARISTON EXTRA BOLD MERGENTHALER TYPE LIBRARY

#### ABCDEFGHJAKLMNOPQRSJ UVWXYZ&abcdefghijklmnopqr słuvwxyz1234567890\$.,"":;!?

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24 POINT BISON MERGENTHALER TYPE LIBRARY

# ABCDEJGHIJKLIMN OP2RSTUVWXY3&ab cdefghijklmnopgrstuvwxyz1 234567890\$.,"::!?

48 POINT BRUSH SCRIPT

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ABCDEFGHIJKLMNOPZRSTUVWXYZ&abe defghijklmnopgrstuvwxyz1234567890\$..""::!?

24 POINT BRUSH SCRIPT

MERGENTHALER TYPE LIBRARY

ABCDEFGHIJAKLM NGPQRSJUTWXY Teabcoefghijklmnopgrstuv wxyz1234567890\$., '::!?

48 POINT CALLIGRAPHIA

MERGENTHALER TYPE LIBRARY

ABCDEFGHIJKLMNOGQRSJUTWXY Z&abcdefghijklmnopqrstuvwxyz1234567890\$.,''':;!?

4 CALLIGRAPHIA MERGEN

MERGENTHALER TYPE LIBRAR

## ABCDEFGHIJKLMNOPQRS TUVWXYZ&abcdefghijklmn opdrstuvwxyz1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ&abcdefghijk Imnopqrstuvwxyz1234567890\$.,"":;!?

24 POINT CASCADE* SCRIPT MERGENTHALER TYPE LIBRARY

ABCDEFGHIJKLMNOPQ RSTUVWXYZ&abcdefshijk lmnopq25tuvwxy212345678

MERGENTHALER TYPE LIBRARY

ABCDEFGHIJKLMNOPQRSTUVWXYZ&abcdefshijkl mnopastuvwxy21234567890\$.,"":;!?

24 POINT CHOC** MERGENTHALER TYPE LIBRARY

#### ABCDEFGAI JKLMMOPQR STWWWXYZ &abcdelahijklmnoharsturwxyz

& abcdefghijklmnopgrsturwryz 1234567890\$., :;!?

48 POINT CITADEL SCRIPT AGFA COMPUGRAPHIC TYPE LIBE

ABCDEFGHIJKLMNOP QRSTUVWXYZ & abcdefghijklmnopgrstu vwxyz 1234567890\$.,":::!?

24 POINT CITADEL SCRIPT AGFA COMPUGRAPHIC TYPE LIBRARY

#### ABCDEFGHIJKLM NOPQRITUVWXY Z Vabcdefghijklmnopqrstuvwxyz1234567890\$

24 POINT COMMERCIAL SCRIPT

AGFA COMPUGRAPHIC TYPE LIBRARY

#### ABCDEFGHIJKLMMOP QRSTUVWXVZE abcdefghijklm nopgrstuvwxyz1234567890\$., :;!?

48 POINT CORONET MERGENTHALER TYPE LIBRARY

ABCDEFGHIJKLMNOPQRSTUVWXUZ&abcdefghijklmn opgrstuvwxyz1234567890\$.,":;!?

24 POINT CORONET MERGENTHALER TYPE LIBRARY

#### ABCDETGHIJKLMMO PQRSTUVWXYZE abcdefghi jklmnopgrstuvwxyz1234567890\$.,

46 POINT CORONET BOLD MERGENTHALER TYPE LIBRAR

ABCDETGHIJKLMNOPQRSTUVWXYZ&abcdefg hijklmnopgrstuvwxyz1234567890\$., ":;!?

24 POINT CORONET BOLD MERGENTHALER TYPE LIBRARY

#### ABCDEFGHOJKLM NOPQRSTUUWXYZ

&abcdefghijklmnopgrstuvwxyz123456789

0\$.,""::!?

48 POINT DISKUS*

MERGENTHALER TYPE LIBRARY

ATSCDEFGHOJKLMNOPQRSTUVWXYZ&abcdefghijklmnopgrstuvwxyz1234567890\$.,"":;!?

24 POINT DISKUS* MERGENTHALER TYPE LIBRARY

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MNOPQRSTUVVXY
Z&abcdefghijklmnopqrstuvwxyz123
4567890\$.,"":;!?

48 POINT DISKUS' BOLD MERGENTHALER TYPE LIBRARY

ABCDEFGHOOKLMNOPQRSTUVWXYZ &abcdefghijklmnopqrstuvwxyz1234567890\$.,"":;!?

24 POINT DISKUS' BOLD MERGENTHALER TYPE LIBRARY

#### ABCDEFGHIJKLMNOPQRSTUV WXYZ&abcdefghijklmnopqrstuvwx yz1234567890\$.,"":;

48 POINT DOM CASUAL

MERGENTHALER TYPE LIBRARY

ABCDEFGHIJKLMNOPQRSTUVWXYZ&abcdefghijklmnopqrstuvwxy z1234567890\$.,"":;!?

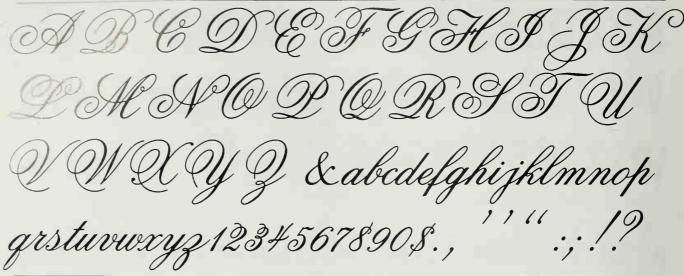
24 POINT DOM CASUAL MERGENTHALER TYPE LIBRARY

## **ABCDEFGHIJKLMNOPQRSTU** VWXYZ&abcdefghijklmnopqrstuvwxyz1234567890\$.,"":;!?

48 POINT DOM CASUAL BOLD MERGENTHALER TYPE LIBRARY

ABCDEFGHIJKLMNOPQRSTUVWXYZ&abcdefghijklmnopqrst uvwxyz1234567890\$.,

24 POINT DOM CASUAL BOLD MERGENTHALER TYPE LIBRARY



48 POINT FLEMISH SCRIPT II AGFA COMPUGRAPHIC TYPE LIBRARY

ABCDEFGHIJKLMNOPQRS TUVWXYJ234567890\$ .,''':;!?

24 POINT FLEMISH SCRIPT II AGFA COMPUGRAPHIC TYPE LIBRARY

ABCDEFGHIJKL
MNOPQRITUYW
XYZ & & abcdefghijklmnopgrst
uvwxyz12345678908., '':;!!?

48 POINT FLORENTINE SCRIPT II AGFA COMPUGRAPHIC TYPE LIBRARY

#### ABCDEFSHIJKEM NOP2RSJUUWXYZ &abcdefqhijklmnopqrstuvwxyz 12345678908., '':;!?

48 POINT FLORIDIAN SCRIPT

AGFA COMPUGRAPHIC TYPE LIBRARY

ABCDEFSHIJKEMNOP2RSJUVWXYZ& abcdefqhijklmnopqrstuvwxyz1234567890\$.,''':;!?

24 POINT FLORIDIAN SCRIPT AGFA COMPUGRAPHIC TYPE LIBRARY

## ABCDEFGHYJKLMMO9 QRSTUVWXYZE abcdefghij klmnopgrsturwxyz1234567890\$

48 POINT FRENCH SCRIPT AGFA COMPUGRAPHIC TYPE LIBRARY

abcdefghijklm nopqrsturwxyz1234567890\$.,"":;!?

24 POINT FRENCH SCRIPT AGFA COMPUGRAPHIC TYPE LIBRARY

#### ABCOEFGHIJKLMIOP QRSTUVVXXYZ&abcdefgbijk lmnopgestuvwxyz1234567890\$.,''':;!?

46 POINT GANDO RONDE* SCRIPT MERGENTHALER TYPE LIBRARY

ABCOEFGHIJKLMMOPQRSTUVVXYZ&abcdefg bijklmnopgestuvwxyz12345678908.,''':;!?

24 POINT GANDO RONDE" SCRIPT MERGENTHALER TYPE LIBRARY

#### ABCDEFGHIJKLMNOD ORSTUV QUXQI, Z&abcdefghijkl mnopgrstuvwxyz1234567890\$.,";;!?

44 POINT GAVOTTE SCRIPT MERGENTHALER TYPE LIBRARY

ABCDEFGHIJKLMNOPQRSTUVQVXYJZ&abcdefg hijklmnopgrstuvrvxyz1234567890\$.,

24 POINT GAVOTTE SCRIPT MERGENTHALER TYPE LIBRARY

## ABCDEFGHJJKLMN OPQRSTUVWXYZ&abcde fghijklmnopgrstuvwxyz12345678

48 POINT IMPULS MERGENTHALER TYPE LIBRARY

ABCDEFGHJJKLMNOPQRSTUVWXYZ&abc defghijklmnopgrstuvwxyz1234567890\$.,"":;!?

24 POINT IMPULS MERGENTHALER TYPE LIBRARY

ABCDEFGHIJKLM OPQRSTUNWXY 3 Labcdefghijklmnopgestuuwxyz 234567890\$.,"":;!?

ABCDEFGHIJKLMNOPQRSTUWWXY 3 Labedefghijklmnopgrstuwwyz 1234567890\$.,"":;!?

24 POINT JIFFY MERGENTHALER TYPE LIBRARY

#### ABCDEFGHIJK LMNOP 2RST WWXY3 & abcdefghijklmnopgr stwwxy31234567890\$.,":::!?

46 POINT KAUFMANN MERGENTHALER TYPE LIB

ABCDEAGHIJKLMNOP2RSTUVWXYZ&abcdefqhijklmnop grstuvwxyz1234567890\$.,"":;!?

24 POINT KAUFMANN MERGENTHALER TYPE LIBRARY

#### ABCDEAGHIJKLMNOP 2RSTUUWXY3&abcdefgh ijklmnopgrstuwwxy312345 67890\$.,"::!?

48 POINT KALIEMANN BOLD MERGENTHALER TYPE LIBRA

ABCDEGGHIJKLMNOP2RSTUVWXY3&abcdefghij klmnopgrstuvwxyz1234567890\$.,"":;!?

24 POINT KAUFMANN BOLD MERGENTHALER TYPE LIBRARY

# abcdefghijklmnopq rstuvwxyzgabcdefg hijklmnopqrstuvwx yZ1234567890\$.,"";!?

48 POINT LIBBA**

MERGENTHALER TYPE LIBRARY

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24 POINT LIBRA** MERGENTHALER TYPE LIBRARY

ABCDEFGT(JJKLMOVOPQ RSTUVWXYZ1234567890\$.,''':;!?

48 POINT LINOSCRIPT*

MERGENTHALER TYPE LIBRARY

ABCDEFGILIJKLMNVOPQRSTUVWXYZ&abcdefghijklmnopgrstuvwxyz1234567890\\$.,''':;!?

24 POINT LINOSCRIPT* MERGENTHALER TYPE LIBRARY

48 POINT LISBON AGFA COMPUGRAPHIC TYPE LIBRARY

ABCDEFGHIJKLMNOPQRSTUVWXYZ&abcdefghijklm nopqrstuvwxyz I 234567890\$.,"":;!?

24 POINT LISBON AGFA COMPUGRAPHIC TYPE LIBRARY

ABCDEFGHIJKLMNOPQR STUVWXYZ&abcdefghijkl mnopqrstuvwxyz I 23456 7890\$.,":::!?

48 POINT LISBON ITALIC AGFA COMPUGRAPHIC TYPE LIBRARY

ABCDEFGHIJKLMNOPQRSTUVWXYZ&abcdefghijklm nopgrstuvwxyz I 234567890\$.,"":;!?

24 POLIT LIBONITALIC AGFA COMPUGRAPHIC TYPE LIBRARY

# ABCDEFGHIJKLMNOP QRSTUVWX YZ&abcdefg hijklmnopgrstuvwxyz1234 567890\$.,

48 POINT LISBON CURSIVE

AGFA COMPUGRAPHIC TYPE LIBRARY

ABCDEFGHIJKLMNOPQKSTUVWX YZ&abcdefghij klmnopqrstuvwxyz1234567890\$.,"":;!?

# ABCDEFGHIJKLMNOPQRSTUVWX YZ&abcdefghijklmnopgrstuvwxyz 1234567890\$.,"":;!?

AGFA COMPUGRAPHIC TYPE LIBRARY

ABCDEFGHIJKLMNOPQRSTUVWXYZ&abcdefghijklmnopgrstuvwxyz 1234567890\$.,"":;!?

24 POINT MARIGOLD AGFA COMPUGRAPHIC TYPE LIBRARY

# ABCDEFGHIJKLMNO PQRSTUVWXYZE~abcdef ghijklmnopqrstuvwxyz123456 7890\$.,"":;!?

48 POINT MEDICI* SCRIPT MERGENTHALER TYPE LIBRARY

ABCDEFGHIJKLMNOPQRSTUVWXYZ&abc defghijklmnopqrstuvwxyz1234567890\$.,"":;!?

24 POINT MEDICT SCRIPT MERGENTHALER TYPE LIBRARY

ABCDEFGHIKLMNOPQRSTUV WXYZ&abcdelshijklmnopgrs tuvwxyz1234567890\$.,"":;!?

48 POINT MISTRAL** MERGENTHALER TYPE LIBRARY

ABCDEFGHIKLMNOPQRSTUVWXYZVabcdelshijklmnopgrst wwxyz1234567890\$.,"":;!?

24 POINT MISTRAL** MERGENTHALER TYPE LIBRARY

# ABCDEFGHIJKLMNO PQRSTUVWXYZSabcdela hijklmnopgrstuvwxy31234567890\$

48 POINT MURRAY

AGFA COMPUGRAPHIC TYPE LIBRARY

ABCDEFGHIJKLMNOPQRSTUVWXYZEabcdefgh ijklmnopqrstuvwxyz1234567890\$..'''::!?

24 POINT MURRAY AGFA COMPUGRAPHIC TYPE LIBRARY

# ABCDEFGHIJKLM NOPQRSTUVWXY 3&abcdefghijklmnopgrstuvwxyz

48 POINT MURRAY BOLD AGFA COMPUGRAPHIC TYPE LIBRARY

ABCDETGHIJKLMNOPQRSTUVWXY 3&abcdefghijklmnopghstuvwxyz1234567890\$.,":::!?

AGFA COMPUGRAPHIC TYPE LIBRARY

# ABCDEFGHIJKBIICN 2RSTUUWXYZ&abcdefqhijkl mnopgrstuvaxyz1234567890\$.,

48 POINT NUPTIAL SCRIPT MERGENTHALER TYPE LIBRARY

ABCDEFGHIGKLMXOP2RSTUVWXYZ&abcdefg hijklmnopqrstuvwxyz1234567890\$.,"":;!?

24 POINT NUPTIAL SCRIPT MERGENTHALER TYPE LIBRARY

WXYZ & abcdefghijklmno vvvvy21234567890\$.,

48 POINT OLD FASHION SCRIPT AGFA COMPUGRAPHIC TYPE LIBRARY

ABCDEFGHIJKLMNOQQQRY T U V W X Y Z & abedefghijklmnopgrstuvwxyz1234567890\$

24 FASHION SCRIPT

AGFA COMPUGRAPHIC TYPE LIBRARY

# ABCDEFGHIJKLMNOPQ RSTVVWXYZ&abcdefsh ijklmnopqrstuvwxyz1234 567890\$..

ABCDEFGHIJKLMNOPQRSTVVWXYZ&abcdefghij klmnopqrstuvwxyz1234567890\$.,""::!?

24 POINT ONDINE** MERGENTHALER TYPE LIBRARY

ABCDEFGHIJKLMNOPQRSTU VWXYZ&abcderghijklmnopok STUVWXYZ1234567890\$

48 POINT OXFORD AGFA COMPUGRAPHIC TYPE LIBRARY

ABCDEFGHIJKLMNOPQRSTUV WX YZ& abcderghijklonnopor STUV WXYZ1234567890\$.,"":;!?

24 POINT OXFORD AGFA COMPUGRAPHIC TYPE LIBRARY

# ABCDETGHIJKLM NOPQRSTUVWXU ZEabcdefghijklmnopgrstuwwxy z1234567890\$.,

ABCDETGHIJKLM OPQRSTUVWXY Z&abcdefghijklmnopgrstuvwxyz1234567890\$.,''':;!?

# ABCDEFGHIJKLMNOPQRSTUVWX YZ&abcdefghijklmnopqrstuvwxyzI23456

MERGENTHALER TYPE LIBRARY

A BCDEFGHIJKLMNOPQRSTUVWXYZ&abcdefghijklmnopqrstuvwxyzI

24 POINT PARLIAMENT MERGENTHALER TYPE LIBRARY

# ABCDEFGHIJKLM NOPORSTUVWXY Z & abcdefghijklmnopgrstuvwxy z1234567890\$.,''':;!?

48 POINT PIRANESI ITALIC AGFA COMPUGRAPHIC TYPE LIBRARY

ABCDEFGHIJKLMNOPQRSTUVWXY Z&abcdefghijklmnopqrstuvwxyz1234567890\$.,''':;!?

24 POINT PIRANESI ITALIC AGFA COMPUGRAPHIC TYPE LIBRARY

# ABCDEFGHJJKLM NOPORSTUVWXYZ &abcdefghijklmnopgrstuv wxyz1234567890\$.,"":;!?

48 POINT PRESENT* SCRIPT MERGENTHALER TYPE LIBRARY

ABCDEFGHJJKLMNOPQRSTUVWXYZ&ab cdefghijklmnopgrstuvwxyz1234567890\$.,"":;!?

22 POINT PRESENT* SCRIPT MERGENTHALER TYPE LIBRARY

# ABCDEFGHIJKLMNOP ORSTUVWXYZ&abcdefghij klmnopgrstuvwxyz1234567890\$

48 POINT OUILL AGFA COMPUGRAPHIC TYPE LIBRARY

ABCDEFGHIJK LMNOPQRSJUVWXYZ&abcdefghijk lmnopqrstuvwxyz1234567890\$.,"":;!?

24 POINT QUILL AGFA COMPUGRAPHIC TYPE LIBRARY

ABCDEFGHFFKLMHOPQRST UUWX4Z&abcdefghijklmnopgrst uuwxy212345678905.,"

44 POINT REPORTER NO 2** MERGENTHALER TYPE LIBRARY

ABCDEFGH77KLMNOPQR5TUVWXYZ&abcdefghijklmn opgrstuuwxyz12345678905..

24 POINT REPORTER NO. 2** MERGENTHALER TYPE LIBRARY

# PRCDEF9H9JKLMMO efghijklmnopgrstuvwxyz123456789 0\$., ,, ?

48 POINT RIVIERA SCRIPT AGFA COMPUGRAPHIC TYPE LIBRARY

GBCDEFGHGJKLMMOPQRSTUVWXGIE. fghijklmnopgrstuvwxyz1234567890\$.,''`:;!?

AGFA COMPUGRAPHIC TYPE LIBRARY

# ABCDEFGHJJKLMNOP QRSTUVWXYZ&abcdefa hijklmnopgrstuvwxyz1234

MERGENTHALER TYPE LIBRARY

ABCDEFGHJJKLMNOPQRSTUVWXYZ&abcd efghijklmnopgrstuvwxyz1234567890\$.,"":;!?

# ABCDEEGHOJK LINONORQUESTUD) WKYZ Sabcdefghijklmnopq vstuvwxyz1234567890\$.,''':;!?

46 POINT SHELLEY* VOLANTE SCRIPT MERGENTHALER TYPE LIBRARY

MBCD EFGHJKLMN ORQQPT UD) W XUZ Eabedefghijklmnopgrstuvwxyz1234567890\$.;''':;!?

22 POINT SHELLEY' VOLANTE SCRIPT MERGENTHALER TYPE LIBRARY

AB6DEFGHIJKL NINODZR ST UV W XYZ&abcdefghijklmnopq rstuvwxyz12345678908 .;"::!?

48 POINT SIGNET ROUNDHAND AGFA COMP

AGFA COMPUGRAPHIC TYPE LIBRARY

AB6DEFGHTJKLMNO£2RS TUVWXYZ &abcdefghijklmnopgrstuvwxyz 12345678908.,"":;!?

# AB6DEFGHIJK LMNOG29RSTUP WXYZ&abcdefghijkl mnopgrstuvuxyz1234 5678908.,":;!?

48 POINT SNELL ROUNDHAND* BLACK SCRIPT MERGENTHALER TYPE LIBRARY

ABCDEFGHIJRLIINOLLRSTUP IVICYZ&abcdefghijklmnopgrstuvwxyz123456 78908.,":::!?

POINT SNELL ROUNDHAND* BLACK SCRIPT MERGENTHALER TYPE LIBRARY

ABCDE FGHIJKLMNO PQRSTUVWXYZ&abdefq hijklmnopgrstuvwxyz1234567890\$

48 POINT STUYVESANT AGFA COMPUGRAPHIC TYPE LIBRARY

ABCDE FGHIJKLMNOPQRSTUVWXYZ&abcdefg hijklmnopgrstuvwxyz1234567890\$., ":::!?

# AB CDEF GHOJK LMNO PQRSTUVXX YZ&abcdef ghijklmnopgrstuvwxyz1234567890\$

AGFA COMPUGRAPHIC TYPE LIBRARY

ABCDEFGHIJK LM NOPQR STUV WX YZ&abcle fghijklmnopqrstuvwxyz1234567890\$.,"":;!?

24 POINT TYPO-UPRIGHT AGFA COMPUGRAPHIC TYPE LIBRARY

# ABCDEFGHIJKLMNOP QRSTUVWXYZ&-abcdefg hijklmnopgrstuvwxyz12345 67890\$.,

ABCDEFGHIJKLMNOPQRSTUVWXYZ&-abcde fghijklmnopgrstuvwxyz1234567890\$.,"":;!?

# ABCDEFGHIJKLMNOPQRS TUVWXYZ&abcdefghijklm nopqrstuvwxyz1234567 890\$.,"";!?

48 POINT VISIGOTH

AGEA COMPUGRAPHIC TYPE LIBRARY

ABCDEFGHIJKLMNOPQRSTUVWXYZ&abcdefghijklm noperstuv wxyz1234567890\$.,"":;!?

24 POINT VISIGOTH AGFA COMPUGRAPHIC TYPE LIBRARY

Sample setting of Visigoth, a typeface designed by calligrapher Arthur Baker.

#### ARACHNE

Ah mad Arachne! so I saw you there already half turned spider—on the shreds of what you wove to be your own despair

Excerpt from THE DIVINE COMEDY of Dante Alighieri

# 

AGFA COMPUGRAPHIC TYPE LIBRARY

# 

30 POINT CALLIOPE ANTIQUE AGFA COMPUGRAPHIC TYPE LIBRARY

## 12345676666.,''(:,1?

AGFA COMPUGRAPHIC TYPE LIBRARY

# ABCDEFGHIJKLMNOPQ RSTUVWXYZ&123456789

38 POINT CHARLEMAGNE™ REGULAR ADOBE TYPE LIBRARY

# ABCDEFGHIJKLMNOP ΓUVWXÝZ&123456

## ABCDEFGHIJKLMNOP QRSTUVWXYZ&123456 7890\$.,"":!!?

30 POINT CHEVALIER

AGFA COMPUGRAPHIC TYPE LIBRARY

ABCDEFGHIJKLMNOPQRSTUVWXYZ &abcdefghijklmnopqrstuvwxyz12345 67890\$.,'':::!?

30 POINT CHISEL AGFA COMPUGRAPHIC TYPE LIBRARY

## ABCDEFGHIJKLMNOPQRSTUVWXY Z&abcdefghijklmnopqrstuvwxyz12 34567890\$.,""::!?

30 POINT CHWAST BUFFALO** BLACK CONDENSED MERGENTHALER TYPE LIBRARY

## ABCDEFGHIJKLMNOPQASTUVWXYZ& 1234567890\$.,"":;!?

30 POINT COMPUTER

AGFA COMPUGRAPHIC TYPE LIBRARY

ABCDEFGHIJKLMNDPQRSTUVWXYZ& 1234567890\$,"":;!?

30 POINT COMPUTER OUTLINE

AGFA COMPUGRAPHIC TYPE LIBRARY

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## ABCDEFGHIJKLMNOPQRST UVWXYZ&1234567890\$":;!?

AGFA COMPUGRAPHIC TYPE LIBRARY

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30 POINT DAVIDA**

MEDCENTHALED TYPE LIPPARY

ABGDEFGIIIJELMAOPQRESTUVULXY Zd.abedefghijelmaopqrefuvuuzy=12546 67870\$.,""::!?

30 POINT DEVENDRA*

MERGENTHALER TYPE LIBRARY

ADCDEFGHIJKLMNOPQRSTUVWXYZ&1234567890\$"::!?

30 POINT ECCENTRIC AGFA COMPUGRAPHIC TYPE LIBRAR

ABCDEFGHIJKLMNOPQRS TUVWXYZ&ABCDEFGHIJKLM NOPQRSTUVWXYZ1234567890\$ .,"":;!?

30 POINT ENGRAVURE

AGFA COMPUGRAPHIC TYPE LIBRARY

ABCDEFGHIJKLMNOPQRSTUVWXYZ&abcdefghijklmnopqrstuvwxyz1234567890\$.,"":;!?

30 FORM THE AGEA COMPUGRAPHIC TYPE LIBRARY

## ABCDEFGHIJKLMNOPQBSTU VWXYZ&abcdefghijklmnopqrs tuvwxyz1234567890\$.,"":;!?

30 POINT EUCLID BOLD AGFA COMPUGRAPHIC TYPE LIBRARY

ABCDEFGHIJKLMNOPQRSTUVWXYZ&abcd efghijklmnopgrstuvwxyz1234567890\$.,""::!?

### **ABCDEFCHIJHCMNOPQRSTUVWX Z&abcdefghijklmnopgtstuvwxyz** 45678905.,"":;!?

30 POINT FEHRLE* DISPLAY

MERGENTHALER TYPE LIBRARY

ABCDERUSTREM NOPON STUBWX938abedefghijklmnopg rstuvwxy31234567890\$.,"4::!?

31 POINT FETTE FRAKTUR BOLD ADOBE TYPE LIBRARY

**ABCDEFGHIJKLMNOPQRSTUVWXY** Z&abcdefghijklmnopqrstuvwxyz 1234567890\$.,"44:;!?

30 POINT ITC FRANKLIN GOTHIC CONTOUR AGFA COMPUGRAPHIC TYPE LIBRARY

## ABCDEFGHIJKLMNOPQRSTUVW XYZ&abedefghijklmnopgrstuvw xyz1234567890\$.,

FRANKLIN GOTHIC OUTLINE SHADOW AGFA COMPUGRAPHIC TYPE LIBRARY



ABCIDEFBEILIKKNOPQRST VWXXYZ&1284567890\$

099668888

30 POINT GLENN SHADED AGEA COMPUGRAPHIC TYPE LIBRARY

## **ABCDEFGEIJKLMNOPQRS** TUVWXYZ&1234567890\$

30 POINT GOLD NUGGET AGFA COMPUGRAPHIC TYPE LIBRARY

ABCDEFGHIJKLMNOPQRSTUVW XYZ&abcdefghijklmnopgrstuvwxyz12

# ABCDEFGHIJKLMNOPQRSTUUWXYZ &abcdefghijklmnopgrstuvwxyz12345

## ABCDEFGHIJKLMNOPQRSTUVWXY Z&abcdefghijklmnopqrstuvwxyz 1234567890\$.,"*;;!?

30 POINT ITC KABEL CONTOUR AGFA COMPUGRAPHIC TYPE LIBRARY

ABCDEFGHIJKLMNOPQRSTUVWXYZ&a bcdefghijklmnopqrstuvwxyz1234567890\$.,"";!?

30 POINT KABEL* SHADED MERGENTHALER TYPE LIBRARY

ABCOEFGPJKSPPPOOPQPSTUVWXYZ12 XYZ&abcdejghijklmnopqrstuvwxyz12 34567890\$.,"":;!?

30 POINT KISMET MERGENTHALER TYPE LIBRARY

ABCDEFGHIJKLMNOPQR STUVWXYZ&1234567890 \$.,"":;!?

38 POINT LITHOS™ EXTRA LIGHT ADOBE TYPE LIBRARY

ABCDEFGHIJKLMNOPQR STUVWXYZ&1234567890 \$.,"":;!?

38 POINT LITHOS LIGHT ADOBE TYPE LIBRARY

# ABCDEFGHIJKLMNOPQ RSTUVWXYZ&123456789 O\$.,":;!?

38 POINT LITHOS REGULAR ADOBE TYPE LIBRARY

# ABCDEFGHIJKLMNOPQ RSTUVWXYZ&12345678 90\$.,"":;!?

38 POINT LITHOS BOLD ADOBE TYPE LIBRARY

# ABCDEFGHIJKLMNOP QRSTUVWXYZ&123456 7890\$.,"":;!?

38 POINT LITHOS BLACK ADOBE TYPE LIBRARY

ABCHFYGJIKLHNOPQRSTHIUXYZ&abrde fghijklmnopqrstubwxy21234567890\$.,""::!?

30 POINT LONDON TEXT MERGENTHALER TYPE LIBRARY

UBCDEFEHIJRLMNDPQRETUR WXY3&abcdefghijklmnopqrstuvwxyz12345 67890\$.,"":;!?

30 POINT LUIE BEACTUR* MERGENTHALER TYPE LIBRARY

## **ABCDEFGHIJKLMNOPQRSTUVWXYZ&abcdefghij** klmnopgrstuvwxyz1234567890\$.,""::!?

30 POINT MACBETH MERGENTHALER TYPE LIBRARY

# ABCDEFGHIJKLMNOPQRSTUVWXYZ&abcdefghij klmnopgrstuvwxyz1234567890\$.,""::!

30 POINT ITC MACHINE** MERGENTHALER TYPE LIBRARY

# ABCDEFGHIJKLMNOPQRSTUVWXYZ&abcdefghij klmnopqrstuvwxyz1234567890\$.,"":;!

# **ABCDEFGHIJKLMNOPQRSTUVWXYZ&abcdefqhij** klmnopqpstuvwxyz1234567890\$.,""::!?

30 POINT McCOLLOUGH AGFA COMPUGRAPHIC TYPE LIBRARY

ABCDEFGHIJKLMNOPQRSTUVWXYZ&abcdefghijkl mnopqrstuvwxyz1234567890\$.,""::!?

30 POINT MIKADO BLACK MERGENTHALER TYPE LIBRARY

## **ABCDEFGHIJKLMNOPORSTUVWXYZ&** 1234567890\$.,''":;!?

AGEA COMPUGRAPHIC TYPE LIBRARY

ABCDEFGHTHLMMOPQHSTUV WXY3&abcdefghijklmnopgrstuvwxyz 1234567890\$..""::!?

30 POINT MODERN BLACKLETTER AGFA COMPUGRAPHIC TYPE LIBRARY

## ABCDEFGHIJKLMNOPQRSTUVWXYZ&ABCDEFG HIJKLMNOPQRSTUVWXYZ12345678908.,"":;!?

AGFA COMPUGRAPHIC TYPE LIBRARY

ABCDEFGHIJKLMNOPQR STUVWXYZ&abcdefghijklm nopqrstuvwxyz1234567890\$ .,"":;!?

30 POINT NUBIAN MERGENTHALER TYPE LIBRARY

ABCIEFGHIIKCANOPQRSTUU WXYZ&abcdefghijklmnopqrstuuwxyz 1234567890\$.,"":;!?

30 POINT OLD ENGLISH AGEA COMPUGRAPHIC TYPE LIBRARY

ABCDEFGHIJKLMNOPQRSTUVW XIJZ&abcdefghijklmnopqrstuvwxyz12 34567890\$.,"":;!?

30 POINT TS PARSONS** MERGENTHALER TYPE LIBRARY

ABODONGALJKMUNOPORSTAV UXMATABODOSHjklmnoparstu vuxym1234861890\$.,"":;!?

30 MERGENTHALER TYPE LIBRARY

ABCDEFGHIJKLMNOPQRSTUVWXYZ&abcdefghijklmnopqrstuvwxyz1234567890\$.,""::!?

30 POINT PLAYBIL MERGENTHALER TYPE LIBRARY

# ABGDEFGHIJKLMNOPQ RSTUVWXYZ&1234567

AGFA COMPUGRAPHIC TYPE LIBRARY

RBCDEF6HIJKLMINOPQR5TUVWX+Z6123

ABCDEFGHIJKLMNOPQRSTUVWXYZG123 4567890\$.,"":;!?

ABCDEFGHIJKLMNOPQRSTUVWXYZ& abcdefghijklmnopqrstuvwxyz12345678

30 POINT RAPHAEL AGFA COMPUGRAPHIC TYPE LIBRARY

ABCDEFGHLIKLMNOPORSTUVW XYZ&1234567890\$.,''':;

# **A3CDEFGHIKLMNOPQRYTUVWXYZ** 812345678905.,"":;!?

MERGENTHALER TYPE LIBRARY

ABCOEFGHIJKLMMOPQ RSTUVWXYZ&abcdefghijklmno pgrstuvwxyzl234567890\$.,"":;!?

30 POINT TSI TANGO" MERGENTHALER TYPE

ABCDEFCHIJKLMNOPQRSTUVWXYZ&12345678 90\$.,"":;!?

30 POINT TEA CHEST MERGENTHALER TYPE LIBRARY

ABCDEFGHIJKLMNOPQRSTUVWXYZ&1234567890\$..""::!?

28 POINT THUNDERBIRD EXTRA CONDENSED AGFA

AGFA COMPUGRAPHIC TYPE LIBRARY

ABCDEFGHIJKLMNOP QRSTUVWXYZ&1234567 890\$.,"":;!?

38 POINT TRAJAN " REGULAR ADOBE TYPE LIBRARY

ABCDEFGHIJKLMNOP QRSTUVWXYZ&123456 7890\$.,"":;!?

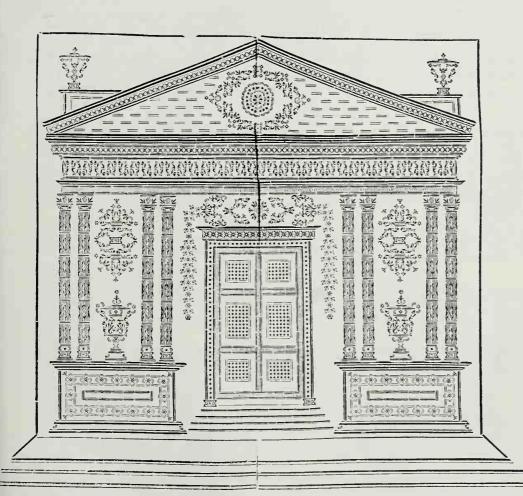
38 POWETHER DE DE ADOBE TYPE LIBRARY

## ABCDEFGHIJKLMNOPQRSTUVWXYZ &1234567890\$.."";;!?

30 POINT UMBRA MERGENTHALER TYPE LIBRARY

# ABCDEFGHIJKLMNOPQRSTUV WXYZ&abcdefghijklmnopqrstuvwxyz12345678905.,"::!?

30 POINT ZARANA AGFA COMPUGRAPHIC TYPE LIBRARY



Composed solely of typographic ornaments, this ornate portico of a classic temple appears on a folded sheet in a French type specimen book issued in Paris in 1745 by Nicolas Gando.

## ABCDEFGHIJIKLMNOPQRSTU XXXXZ&abcdefghijklmmopqr XXXXXI234567890\$.,966;;!?

ANA" OUTLINE MERGE

MERGENTHALER TYPE LIBRARY

## RBCDEFGHIJKLMNOPPRSTUVWXYZ Zabcdefghijklmnopqrstuvwxyz123 4567890\$..."*;;;

30 POINT ITC BAUHAUS** HEAVY OUTLINE

MERGENTHALER TYPE LIBRARY

## ABODEFOIDUKLWZOPORSTU VWXYZ&abodofqhijklmnopqr stuvwxyz1284567820\$.,""";!?

30 POINT BLOC MERGENTHALER TYPE LIBRARY

ABCDEFGHIJKLMNOPORSTUVWXY Z&obcdefghijklmnopqrstuvwxyz12 34567390\$..."::1?

30 POINT CHWAST BUFFALO** BLACK CONDENSED OUTLINE

MERGENTHALER TYPE LIBRARY

ABCDEFGHIJKLMNOPQRSTUVWX YZ&abcdefghijklmnopqrstuvwxyz12345 67890\$.,''':;!?

CLOISTER OPEN FACE

MERGENTHALER TYPE LIBRAR

## ABCDEFGHIJKLMNOPQRSTUV WXXXZ&abedefghijklmnopqrst uvwxyz1234567890\$., 9966; 99

30 POINT COOPER BLACK OUTLINE

MERGENTHALER TYPE LIBRARY

# ABCDEFGHIJKLMNOPQRSTUVWXYZ &abcdefghijklmnopqrstuvwxyz 1234567890\$.,"":;!?

30 POINT ITC FRANKLIN GOTHIC OUTLINE

AGFA COMPUGRAPHIC TYPE LIBRARY

# ABGDEFGHIJKLMNOPQRST UVVXXYZ&abedefghijkImno pqrstuvxxyz1224567890\$.

30 POINT GILL SANS** ULTRA BOLD OUTLINE (KAYO)

MERGENTHALER TYPE LIBRARY

# ABCDEFGHIJKLMNOPQRSTUVWXYZ &abcdefghijklmnopqrstuvwxyz 1234567890\$.,°°°;!?

30 POINT GLOBE GOTHIC OUTLINE

AGFA COMPUGRAPHIC TYPE LIBRARY

# 

30 POINT GOTHIC OUTLINE CONDENSED

AGEA COMPUGRAPHIC TYPE LIBRARY

## ABCDEFGHUKLMNOPQRSTUWWXY Z&abcdeffhijklmnopgrstuvwxyz 2345678908,000000000

AGFA COMPUGRAPHIC TYPE LIBRARY

## ABCDEFGHIJKLMNOPQRSTUVWXY Z&abcdefghijklmnopgrstuvwxyz

30 POINT ITC KABEL OUTLINE AGFA COMPUGRAPHIC TYPE LIBRARY

# ABCDEFGHIJKLMNOPQRSTUV WXYZ&abcdefghijklmmopgrstuv WXYZ1234567890\$.,9966;;!?

# ABCDEFGHIJKLMNOPQRSTUVW XYZ&abcdefghijklmnopqrstavw XYZ1234567890\$.,"":::12

# ABCDEFOHIJKLMNOPORSTOV WXYZZabedefghijkimnoparst OVWXYZ1234537390S 3000

AGFA COMPUGRAPHIC TYPE LIBRARY

## ABCDEFGHIJKLMNOPQRSTUVWXYZ&abcdefghijklm

nopqrstuvwxyz1234567890\$.,'':;!?

AGFA COMPUGRAPHIC TYPE LIBRARY

ABCDEFGHIJKLMNOPQRST UVWXYZ&abcdefghijklmnop grstuvwxyz1234567890\$ 336600000

30 POINT ITC SOUVENIR OUTLINE

AGFA COMPUGRAPHIC TYPE LIBRARY

## ABCIDEFGHIJKLMNOPQRSTUVWX YZ&1234567BDO\$.,^??<;;!?

30 POINT STENCIL OUTLINE

AGFA COMPUGRAPHIC TYPE LIBRARY

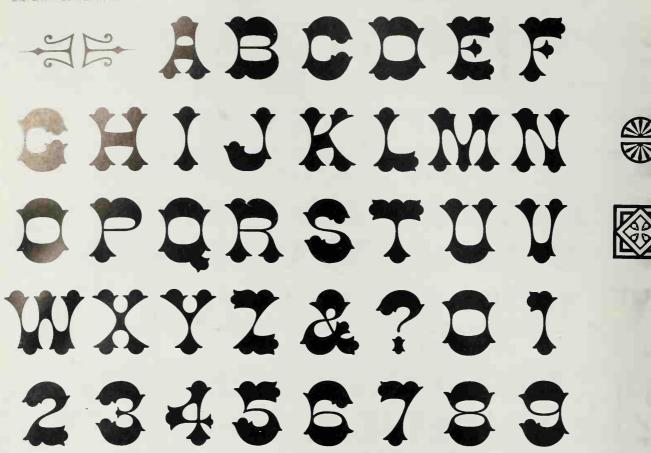
## ABCDEFGHIJKLMNOP@RSTUVWXYZ& abcdefghijklmnopgrstuvwxyz 1234567890\$.,""4:,!?

30 POINT ITC SERIF GOTHIC BOLD OUTLINE AGFA COMPUGRAPHIC TYPE LIBRARY

## ABCDEFGHIJKLMNOPQRSTU WXYZ&abcdefghijklmnopgrst uvwxyz1234567890\$.,""::!?

30 POINT WINDSOR** OUTLINE MERGENTHALER TYPE LIBRARY

ABCDEFGHIJKLMNOPORSTUVW XYZ&abcdefghijklmnopqrstuvwxyz12



COTTONWOOD ADOBE TYPE LIBRARY

ABCOCFGH

JXLMNOPOR

STUUWXYZ&?

O12345C789







Adobe Type Library



PONDEROSA ADOBE TYPE LIBRARY

ADDBE TYPE LIBRARY

625

were selected from the following three vendors for showing as one-line pecimens. Many are duplicates or close approximations to types shown among the families of type and the supplemental and display faces. Some are virtually identical to others except for different names. Others vary only in the relative size of the type face to the type body. These listings identify types available from vendors that may not receive showings elsewhere in this book. Most types are now, or in future will be, available to all major typeface suppliers. These showings will help identify sources of selected faces proprietary to Adobe, Bitstream and ITC as of 1990.

Selections from the

#### **ADOBE TYPE LIBRARY**

Bauer Bodoni® Roman Italic Bold Bold Italic Black Black Italic Bold Condensed Black Condensed

Linotype Centennial*55

45 Light

46 Light Italic

56 Italic

75 Bold

76 Bold Italic

95 Black

96 Black Italic

Concorde
Concorde
Italic
Bold
Bold Italic

Corona* Corona Italic Bold

Excelsior*
Excelsior
Italic
Bold

#### Fette Fraktur

Lucida® Roman Italic Bold Bold Italic Lucida Sans Roman Italic Bold Bold Italic

Meridien*
Roman
Italic
Medium
Medium Italic
Bold
Bold Italic

### **MESQUITE**

Parisian™



Post Antiqua® Post Antiqua Bold

Reporter® No. 2

Sabon*
Roman
Italic
Bold
Bold Italic

Tempo™ Heavy Condensed Heavy Condensed Italic

Times* Ten Roman Italic Bold Bold Italic

University Roman

Selections from the

**BITSTREAM TYPE LIBRARY** 

Aldine 401 Roman

Italic

Bold

**Bold Italic** 

Amazone™

Americana™

Roman *Italic* 

Bold

**Extra Bold** 

**Extra Bold Condensed** 

Aurora

Condensed

**Bold Condensed** 

BALLOON TM

LIGHT

BOLD

EXTRA BOLD

Bernhard Modern™

Roman Italic

Bold

**Bold Italic** 

Bernhard Tango™

Candida® Roman

Italic

Bold

Cloister Black™

Compacta

light Doma

Roman

*Italic* 

Bold

**Bold Italic** 

**Black** 

DECORATED

035

Bitstream version of Profil®

Dutch 801

Roman

Italic

Semi-Bold

Semi-Bold Italic

**Bold** 

**Bold Italic** 

**Extra Bold** 

Extra Bold Italic

Roman/Head

Italic/Head

Bitstream version of Times Roman®

Engravers' Old English™

Regular Bold

**Ехотіс 350** 

Light

Demi-Bold

Bold

Bitstream version of Peignot®

Flareserif 821

Light Roman **Bold** 

Folio®

Light

Light Italic

Book

Medium

Bold

Extra Bold

**Bold Condensed** 

Formal Script 421

Bitstream version of Ondine™

Freeform 710

Bitstream version of Eckmann™

Geometric
Slabserif 703

Light

Light Italic

Medium

Medium Italic

Bold

**Bold Italic** 

Extra Bold

Extra Bold Italia

Medium Condensed

**Bold Condensed** 

Extra Bold Condensed

Bitstream version of Memphis®

Handel Gothic™

Humanist 521

Light

Light Italic

Roman

Italic

Bold

**Bold Italic** 

Extra Bold Ultra Bold

Condensed

**Bold Condensed** 

**Extra Bold Condensed** 

Incised 901

Light

Roman

Italic

Bold

Black

**Bold Condensed** 

Compact

Nord

**Nord Italic** 

Bitstream version of Antique Olive™

Industrial 736

Knenstler 480

Bold

**Bold Italic** 

Black

Bitstream version of Trump Mediaeval"

Lapidary 333

Roman

Italic

**Bold** 

**Bold Italic** 

Black

Latin 725

Roman

Italic

Medium Medium Italic

Bold

**Bold Italic** 

Bitstream version of Meridien*

Matt Antique

Roman Italic

Bold

MAXIMUS

**News** 701

Roman Italic

Bold

Bitstre on of lonic No 5*

New 2

Roma Italic

Bold

Bold Italic

Bitstream versional Lyranda

News Gothic™

Light

Light Italic

Roman

Italic

Demi

Demi Italic

Bold

**Bold Italic** 

Condensed

Condensed Italic

**Bold Condensed** 

**Bold Condensed Italic** 

Extra Condensed

**Bold Extra Condensed** 

Normande Roman

Italic

Revival 565

Roman

Italic

Bold

**Bold Italic** 

Bitstream version of Berling

Schneidler™

Light

Light Italic

Roman

Italic

Medium

Medium Italic

Bold

**Bold Italic** 

Black

Black Italic

Seagull™

Light

Medium

**Bold** 

Heavy

SHOTGUN REGULAR

BLAMMS

Square 721

Roman

Bold

Condensed

**Bold Condensed** 

Extended

**Bold Extended** 

Bitstream version of Eurostile*

Staccato 222

Bitstream version of Mistral™

Swiss 721

Thin

Thin Italic

Light

Light Italic

Roman

Italic

Medium

Medium Italic

Bold

**Bold Italic** 

Heavy

Heavy Italic

Black

**Black Italic** 

Black No. 2

Light Condensed Light Condensed Italic

Condensed

Condensed Italic

**Bold Condensed** 

**Bold Condensed Italic** 

**Black Condensed** 

Black Condensed Italic

Light Extended

Extended

**Bold Extended** 

**Black Extended** Bold Outline

Black Outline

**Bold Condensed Outline** 

**Bold Rounded Black Rounded** 

Bitstream version of Helyetica®

#### Transitional 511

Roman

Italic

Bold

**Bold Italic** 

Bitstream version of Caledonia *

#### Transitional 521

Roman

Cursive

Bold

Bitstream version of Electra *

#### Transitional 551

Medium

Medium Italic

Bitstream version of Fairfield™

#### Vineta

#### Zapf Calligraphic 801

Roman

Italic

Bold

**Bold Italic** 

Bitstream version of Palatino 8

#### Zapf Elliptical 711

Roman

*Italic* 

Bold

**Bold Italic** 

Bitstream version of Melior*

#### Zapf Humanist 601

Roman

Italic

Demi

Demi Italic

**Bold** 

**Bold Italic** 

Ultra

Ultra Italic

Bitstream version of Optima*

Selections from the

#### ITC TYPE LIBRARY

#### ITC American Typewriter[®]

Light

Light Italic

Medium

Medium Italic

Bold

**Bold Italic** 

Light Condensed

Medium Condensed

**Bold Condensed** 

#### ITC Avant Garde Gothic*

Extra Light

Extra Light Oblique

Book

Book Oblique

Medium

Medium Oblique

Demibold

Demibold Oblique

**Bold** 

**Bold Oblique** 

**Book Condensed** 

Medium Condensed

**Demibold Condensed** 

**Bold Condensed** 

#### ITC Barcelona®

Book

Book Italic

Medium

Medium Italic

**Bold** 

**Bold Italic** 

Heavy

Heavy Italic

#### ITC Bauhaus®

Light

Medium

Demibold

Bold

Heavy

#### ITC Benguiat®

Book

Book Italic

Medium

Medium Italic

Bold

Bold Italic

Book Condensed

Book Condensed Italic

Medium Condensed

Medium Condensed Italic
Bold Condensed

**Bold Condensed Italic** 

#### ITC Bengulat Gothic*

Book

Book Italic

Medium

Medium Italic

Bold

**Bold Italic** 

Heavy

Heavy Italic

#### ITC Berkeley Oldstyle®

Book

Book Italic

Medium

Medium Italic

Bold

Bold Italic

Black

Black Italic

#### ITC Bookman®

Light

Light Italic

Medium

Medium Italic

Demibold

Demibold Italic

Bold

**Bold Italic** 

#### ITC Caslon No. 224*

Book

Book Italic

Medium

Medium Italic

Bold

Bold Italie

Black

Black Italic

#### ITC Century

Illima

#### Thra Italic

Condensed ant Condensed Italic

Book Condensed Italic

**Bold Condensed** 

**Book Condensed** 

**Bold Condensed Italic** 

**Ultra Condensed** 

**Ultra Condensed Italic** 

#### ITC Cheltenham*

Light

Light Italic

Book

Book Italic

Bold

**Bold Italic** 

Ultra

Ultra Italic

Light Condensed Light Condensed Italic

**Book Condensed** 

Book Condensed Italic

**Bold Condensed** 

**Bold Condensed Italic** 

**Ultra Condensed** 

Ultra Condensed Italic

#### ITC Clearface*

Regular

Regular Italic

Bold

**Bold Italic** 

Heavy

Heavy Italic

Black

Black Italic

#### ITC Cushing*

Book

Book Italic

Mellim

Me u. Italic

Bold

Bold Indie

Heavy

Heavy Italie

#### ITC Élan*

Book

Book Italic

Medium

Medium Italic

Bold

**Bold Italic** 

Black

Black Italic

#### ITC Eras®

Light

Book

Medium

Demi

Bold

Ultra

#### ITC Esprit*

Book

Book Italic

Medium

Medium Italic

Bold

**Bold Italic** 

Black

Black Italic

#### ITC Fenice®

Light

Light Italic

Regular

Regular Italic

Bold

**Bold Italic** 

Ultra

Ultra Italic

#### ITC Flora™

Medium

Bold

#### ITC Franklin Gothic®

Book

Book Italic

Medium

Medium Italic

Demi

Demi Italic

Heavy

**Heavy Italic** 

Friz Quadrata

Friz Quadrata

Friz Quadrata Bold

#### ITC Galliard®

Roman

Italic

Bold

Bold Italic

Black

Black Italic

Ultra

Ultra Italic

#### ITC Gamma®

Book

Book Italic

Medium

Medium Italic

Bold

**Bold Italic** 

Black

Black Italic

#### ITC Garamond®

Light Light Italic

Book

Book Italic

Bold

**Bold Italic** 

Ultra

Ultra Italic

Light Condensed

Light Condensed Italic

**Book Condensed** 

Book Condensed Italic

**Bold Condensed** 

**Bold Condensed Italic** 

**Ultra Condensed** Ultra Condensed Italic

#### ITC Giovanni™

Book

Book Italic

Bold

**Bold Italic** 

Black Black Italic

#### ITC Golden Type™

Original

Bold

Black

#### **ITC Goudy Sans®**

Book Book Italic Medium Medium Italic **Bold Bold Italic** Black Black Italic

TTC Isadora" Regular Bold

ITC Isbell® **Book** Book Italic Medium Medium Italic Bold **Bold Italic** Heavy Heavy Italic

Italia Book Medium Bold

ITC Jamille™

Book Book Italic **Bold Bold Italic** Black Black Italic

ITC Kabel® Book Medium Demi Bold **Ultra** 

ITC Korinna® Regular Kursiv Regular Bold Kursiv Bold Extra Bold Kursiv Extra Bold Heavy Kursiv Heavy

#### ITC Leawood®

Book Book Italic Medium Medium Italic Bold **Bold Italic** Black Black Italic

#### ITC Lubalin Graph®

Extra Liaht Extra Light Oblique Book Book Oblique Medium

Medium Oblique

Demi Demi Oblique Bold

**Bold Oblique** 

#### ITC Mixage®

Book Book Italic Medium Medium Italic

Bold **Bold Italic** Black Black Italic

#### ITC Modern No. 216[®]

Light Light Italic Medium Medium Italic Bold **Bold Italic** Heavy Heavy Italic

#### ITC New Baskerville®

Roman Italic Semi Bold Semi Bold Italic Bold **Bold Italic** Black Black Italic

#### ITC Newtext®

Liaht Light Italic Book Book Italic Regular Regular Italic Demi Demi Italic

#### ITC Novarese

Book Book Italic Medium Medium Italic Bold Bold Italic Ultra

#### ITC Pacella*

Book Book Italic Medium Medium Italic **Bold Bold Italic** Black Black Italic

ITC Panache™ Book Book Italic Bold

**Bold Italic** Black Black Italic

#### ITC Quorum®

Liaht Book Medium Bold Black

#### ITC Serif Gothic®

Light Regular Bold Extra Bold Heavy Black

#### ITC Slimbach

Black

Black Italic

#### ITC Souvenir*

Light Light Italic Medium Medium Italic

Demi Demi Italic

Bold

**Bold Italic** 

#### ITC Stone Informal™

Medium Medium Italic Semi Bold Semi Bold Italic

Bold **Bold Italic** 

#### ITC Stone Sans™

Medium Medium Italic Semi Bold Semi Bold Italic Bold

**Bold Italic** 

#### ITC Stone Serif™

Medium Medium Italic Semi Bold Semi Bold Italic Bold **Bold Italic** 

#### ITC Symbol*

Book Book Italic Medium Medium Italic Bold Bold Italic

Black

Black

#### ITC Tiepolo*

Book Book Italic Bold **Bold Italic** Black Black Italic

#### **ITC Tiffany**

Light Light Italic Medium Medium Italic Demi

Demi Italic

Heavy Heavy Italic

#### ITC Usherwood®

Book Book Italic Medium Medium Italic Bold Bold Italic Black Black Italic

#### ITC Veljovic®

Book Book Italic Medium Medium Italic Bold **Bold Italic** Black Black Italic

#### ITC Weidemann®

Book Book Italic Medium Medium Italic Bold **Bold Italic** Black Black Italic

#### ITC Zapf Book®

Light Light Italic Medium Medium Italic Demi Demi Italic Heavy Heavy Italic

#### ITC Zapf Chancery*

Light Light Italic Medium Medium Italic Demi Bold

#### ITC Zapf International®

Light Italic Medium Medium Italic Demi Demi Italic Heavy

Heavy Italic

This listing shows the range of the excellent ITC Typeface Collection. ITC develops and licenses typefaces to vendors and type suppliers. Many of these faces appear elsewhere in this book among family, supplementary and display faces.

#### ITC AKI LINES"

ITC American Typewriter Bold Outline

#### ITC Bauhaus Heavy

ITC Bauhaus Heavy Outline*

ITC Bolt Bold*

ITC/LSC Book Regular Roman[®]
ITC/LSC Book Regular Italic[®]

ITC/LSC Book Bold Roman^o
ITC/LSC Book Bold Italic^o

ITC/LSC Book X-Bold Roman[®]
ITC/LSC Book X-Bold Italic[®]

ITC Bookman Outline with Swash

ITC Bookman Contour with Swash

ITC BUSORAMA MEDIUM*
ITC BUSORAMA BOLD*
ITC Caslon Headline*

ITC/LSC Caslon Light No.223°
ITC/LSC Caslon Light No.223 Italic°
ITC/LSC Caslon Regular No.223°
ITC/LSC Caslon Regular No.223 Italic°
ITC/LSC Caslon Bold No.223°
ITC/LSC Caslon Bold No.223 Italic°
ITC/LSC Caslon X-Bold No.223°
ITC/LSC Caslon X-Bold No.223 Italic°

ITC Cheltenham Outline*
ITC Cheltenham Outline Shadow*

ITC Cheltenham Contour®

ITC Clearface Outline*

ITC Clearface Contour®

ITC Clearface Outline Shadow

ITC LSC Condensed Italic*
ITC Didi*

ITC Eras Outline*

ITC Eras Contour[®]
ITC Fat Face[®]
ITC Firenge[®]

ITC Franklin Gothic Outline

ITC Franklin Gothic Outline Shadow*

ITC Gerillat ITC Grizzly ITC Groueh

ITC Grouen
ITC Honda®

ITC Kabel Outline

ITC Kabel Contour

ITC Korinna Bold Outline

ITC MACHINE BOLD

HC 18C Harlattar"

ITC Milano Roman^a

ITC Ronda Light*
ITC Ronda*

ITC Ronda Bold®

ITC Serif Gothic Bold Outline*
ITC/L&C Stymie Hairline*

ITC Tom's Roman*
ITC Uptight Regular*
ITC Uptight Neon*

#### APPENDIX

#### Sources of Illustrations

Illustrations, courtesy of the Pierpont Morgan Library, on pages two through five, are listed below with their accession numbers:

Puge two: PML 27002 (CbL ff 386) GRADUALE ROMANUM PML 23506.7 BIBLIA GERMANICA

Page three:

PML 14 PSALTER, LATIN, MAINZ

Pages four and five:

- B PML 18395 Pliny: HISTORIA NATURALIS, de Spira
- C PML 674 (ChL f 1762) Chaucer, CANTERBURY TALES
- D PML 373 (CbL f 1017) Colonna: HYPNEOTOMACHIA POLIPHILI
- E PML 16203 Geoffrey Tory: CHAMPFLEURY
- G PML 62954 Trissino: CANZIONE
- H PML 2170

Illustrations A and F identified as Westvaco on pages 4 and 5 are from WESTVACO INSPIRATIONS 212, 1959, HISTORY of PAPER and TYPOGRAPHIC DESIGN, designed by Bradbury Thompson.

Illustrations from the Pierpont Morgan Library for pages 72 and 287, together with accession numbers: M 860, f.96 FOUR GOSPELS, St. Luke M 860, f.15 FOUR GOSPELS, St. Matthew

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BAN 539.95
764-1011AL TYPE SPE
4 224227 039950
GRAPH CL 12
0-4+2 22501-1 911

er generated digital type ranged in a convenient format. ens" is the first type specimen spectrum of the best digital ailable for desktop systems and ographers.

re organized into ten families GRHHH CL 12 0-44-23501-1 911 red for ease of access and by ention source. At are shown in complete alphabets,

including folios and basic punctuation marks.

Display sizes are shown from 72-point down to
18- or 16-point and text settings from 14- down to
8-point, each set solid and with 2- and 4-point line spacing.

Hundreds of supplementary showings in 36point display and 12- and 10-point text presentations follow to expand your type choice options. These include recent releases from Adobe, Agfa Compugraphic, Bitstream and Linotype.

Four groups of display faces are included: scripts and cursives; eccentrics; romantics and classics; outlines and shadows; and digitized wood types. A section of one-line specimens from the type libraries of Adobe, Bitstream and ITC concludes the showings.

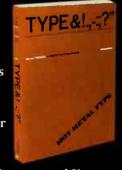
A brief introduction to type origins and development leads the reader from metal to digital type. A basic section on working with digital type precedes the type showings to acquaint the reader with the digitization process, measurement data, unitization, kerning and tracking and the reproportioning options offered by digital type.

Digital fonts often look different than tradi-

tionally produced metal types (see *Type and Typography*, a book of metal type specimens by the author). Though similar, careful comparison will show differences of importance to designers.

Of special interest are contributions by Matthew Carter of Bitstream Inc., Cynthia Hollandsworth, consultant to

Agfa Compugraphic and Bruce Brenner and Jim Guyar ez of Linotype Company—four experts on the Large edge of current type design and technology offer their insights to the reader.





#### About the author...

Ben Rosen's graphic design firm in New York has produced a body of work in corporate identification, visual communications consultation, alphabet design, packaging, product design, nomenclature studies, public relations oriented publications, and marketing-oriented sales-support material.

Clients include Exxon Corporation, Richardson-Vicks U.S.A., The Equitable Life Assurance Society, Philip Morris Inc., Tishman Realty and Construction Corp., United Nations Association, Exxon Office Systems and McGraw-Hill. He has received many awards from major design shows.

Ben Rosen studied at Cranbrook Academy of Art in Bloomfield Hills, Michigan; the Society of Arts and Crafts in Detroit; and Pratt Institute in Brooklyn. He is the author of the classic book on hot metal type, *Type and Typography*, 2nd edition, published by Van Nostrand Reinhold.



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