

A SUPPLEMENT TO



THE BOOK OF
AMERICAN TYPES





AMERICAN TYPE FOUNDERS

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INDEX

●
120^{PT}
3A

A PRINTER IS

●
96^{PT}
3A

A PRINTER IS ON

●
84^{PT}
3A

A PRINTER IS ONE

●
72^{PT}
5A

A PRINTER IS ONE W

●
60^{PT}
7A

A PRINTER IS ONE WHO

A B C D E F G H I J K L M N O P Q R S T U

HUXLEY VERTICAL

A PRINTER IS ONE WHO SETS
TRUTHS ON END AND STAMP

48 ^{PT}
9A

A PRINTER IS ONE WHO SETS TRUTHS
ON END AND STAMPS THEM WITH A

36 ^{PT}
11A

A PRINTER IS ONE WHO SETS TRUTHS ON
END AND STAMPS THEM WITH A MIGHTY

30 ^{PT}
14A

A PRINTER IS ONE WHO SETS TRUTHS ON END AND
STAMPS THEM WITH A MIGHTY IMPRESSION UPON

24 ^{PT}
20A

A PRINTER IS ONE WHO SETS TRUTHS ON END AND STAMPS
THEM WITH A MIGHTY IMPRESSION UPON THE CONSCIOUS

18 ^{PT}
25A

VWXYYZ&.,-':;1?+\$1234567890

PHENIX

ABCDEFGHIJKLMNOPQRSTUVWXYZ&.,-'::!?
\$1234567890abcdefghijklmnopqrstuvwxyz

TYPE OF EXCEPTIONAL UT
type of exceptional utility

TYPE OF EXCE
type of except

TYPE OF EXCEPT
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TYPE OF EXCEPTIONAL
type of exceptional util

TYPE OF EXCEPTIONAL UTIL
type of exceptional utility d

TYPE OF EXCEPTIONAL UTILITY D
type of exceptional utility designe

SHADOW

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

ADVERTISING AND PRINTING TYPES D

ADVERTISING AND PRINTING TYPES DEVELOP SIMILARLY

ADVERTISING AND PRINTING TYPES DEVELOP SIMULTANEOUSLY WITHOUT

BERNHARD GOTHIC MEDIUM CONDENSED

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

.,-'''":;!?abcdefghijklmnopqrstuvwxyz\$%1234567890¢

FONTED AND SOLD SEPARATELY:

Oldstyle Figures—12 to 96 point \$1234567890 AEFKMNW Alternate Characters—12 to 96 point

HE WHO FIRS

he who first short

96,84 point 3A 4a

HE WHO FIRST!

he who first shorten

84/72 point 3A 4a

HE WHO FIRST SH

he who first shortened t

72 point 3A 4a

HE WHO FIRST SHORT
he who first shortened the la

60 point 4A 6a

HE WHO FIRST SHORTENED
he who first shortened the labor of

48 point 5A 9a

HE WHO FIRST
he who first shorte

42 point 5A 10a

HE WHO FIRST SI
he who first shortened
the labor of copyists b

36 point 6A 12a

HE WHO FIRST SHO
he who first shortened the
labor of copyists by device

30 point 9A 16a

HE WHO FIRST SHORTE
he who first shortened the lab
or of copyists by device of mov

24 point 10A 20a

HE WHO FIRST SHORTENED THE
he who first shortened the labor of copy
ists by device of movable types was disb

18 point 16A 32a

HE WHO FIRST SHORTENED THE LABOR
he who first shortened the labor of copyists by
device of movable types was disbanding hired ar

14 point 25A 51a

HE WHO FIRST SHORTENED THE LABOR OF C

he who first shortened the labor of copyists by device of
movable types was disbanding hired armies and cashiering
kings and senates, and creating a whole new democratic

12 point 30A 60a

BERNHARD GOTHIC LIGHT TITLE

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

12 point No. 8 28A

ALL THAT IT TAKES TO STAMP A
PIECE OF PRINTING AND THE P

12 point No. 7 32A

ALL THAT IT TAKES TO STAMP A PIECE
OF PRINTING, AND THE PERSON OR

12 point No. 6 36A

ALL THAT IT TAKES TO STAMP A PIECE OF
PRINTING, AND THE PERSON OR ORGANI

12 point No. 5 38A

ALL THAT IT TAKES TO STAMP A PIECE OF PRINTING,
AND THE PERSON OR ORGANIZATION IT REPRESENTS,
AS UP-TO-DATE IS TO SET IT IN A TYPE FACE WHICH

6 point No. 4 28A

ALL THAT IT TAKES TO STAMP A PIECE OF PRINTING, AND THE
PERSON OR ORGANIZATION IT REPRESENTS, AS UP-TO-DATE
IS TO SET IT IN A TYPE FACE WHICH THE BEHOLDER WILL R

6 point No. 3 30A

ALL THAT IT TAKES TO STAMP A PIECE OF PRINTING, AND THE
PERSON OR ORGANIZATION IT REPRESENTS, AS UP-TO-DATE IS
TO SET IT IN A TYPE FACE WHICH THE BEHOLDER WILL RECOG

6 point No. 2 36A

ALL THAT IT TAKES TO STAMP A PIECE OF PRINTING, AND THE PERSON
OR ORGANIZATION IT REPRESENTS, AS UP-TO-DATE IS TO SET IT IN A
TYPE FACE WHICH THE BEHOLDER WILL RECOGNIZE AS BEING IN KEEP-
ING WITH THE TIMES. PRINTING DOES NOT HAVE TO BE BIZARRE TO BE

6 point No. 1 38A

ALL THAT IT TAKES TO STAMP A PIECE OF PRINTING, AND THE PERSON OR OR-
GANIZATION IT REPRESENTS, AS UP-TO-DATE IS TO SET IT IN A TYPE FACE WHICH
THE BEHOLDER WILL RECOGNIZE AS BEING IN KEEPING WITH THE TIMES. PRINT-
ING DOES NOT HAVE TO BE BIZARRE TO BE MODERN. ON THE CONTRARY, THE VERY

BERNHARD GOTHIC MEDIUM TITLE

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

12 point No. 16 17A

ALL THAT IT TAKES TO STAM
A PIECE OF PRINTING, AND T

12 point No. 17 21A

ALL THAT IT TAKES TO STAMP A PI
OF PRINTING, AND THE PERSON OR

12 point No. 16 24A

ALL THAT IT TAKES TO STAMP A PIECE
OF PRINTING, AND THE PERSON OR OR

12 point No. 15 31A

ALL THAT IT TAKES TO STAMP A PIECE OF PRINT-
ING, AND THE PERSON OR ORGANIZATION IT REP-
RESENTS, AS UP-TO-DATE IS TO SET IT IN A TYPE

6 point No. 14 27A

ALL THAT IT TAKES TO STAMP A PIECE OF PRINTING, AND
THE PERSON OR ORGANIZATION IT REPRESENTS, AS UP-
TO-DATE IS TO SET IT IN A TYPE FACE WHICH THE BEHOLD

6 point No. 13 28A

ALL THAT IT TAKES TO STAMP A PIECE OF PRINTING, AND THE
PERSON OR ORGANIZATION IT REPRESENTS, AS UP-TO-DATE
IS TO SET IT IN A TYPE FACE WHICH THE BEHOLDER WILL R

6 point No. 12 32A

ALL THAT IT TAKES TO STAMP A PIECE OF PRINTING, AND THE PERSON
OR ORGANIZATION IT REPRESENTS, AS UP-TO-DATE IS TO SET IT IN
A TYPE FACE WHICH THE BEHOLDER WILL RECOGNIZE AS BEING IN
KEEPING WITH THE TIMES. PRINTING DOES NOT HAVE TO BE BIZARRE

6 point No. 11 36A

ALL THAT IT TAKES TO STAMP A PIECE OF PRINTING, AND THE PERSON OR
ORGANIZATION IT REPRESENTS, AS UP-TO-DATE IS TO SET IT IN A TYPE FACE
WHICH THE BEHOLDER WILL RECOGNIZE AS BEING IN KEEPING WITH THE TIMES.
PRINTING DOES NOT HAVE TO BE BIZARRE TO BE MODERN. ON THE CONTRARY

OTHELLO

GREAT peopl

72 point 3 A 4 a

GREAT people s

60 point 4 A 5 a

GREAT people seld

48 point 5 A 8 a

GREAT people seldom bo

36 point 3 A 10 a

GREAT people seldom boast of

30 point 6 A 11 a

GREAT people seldom boast of their

24 point 9 A 14 a

GREAT people seldom boast of their accom

18 point 11 A 21 a

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

Giving vi
(30 point) 10 11 12 13 14 15

Giving voit
(30 point) 10 11 12 13 14 15

Giving voice
(30 point) 10 11 12 13 14 15

Giving voice ti
(30 point) 10 11 12 13 14 15

Giving voice to th
(30 point) 10 11 12 13 14 15

Giving voice to the co
(40 point) 10 11 12 13 14 15

Giving voice to the count
(42 point) 10 11 12 13 14 15

GIVING VOICE TO THE CO
giving voice to the countless

GIVING VOICE TO THE COUNTL
giving voice to the countless thousa

GIVING VOICE TO THE COUNTLESS THOU
giving voice to the countless thousands who tell
their story in the printed word is the function of

GIVING VOICE TO THEI
giving voice to the countl
ess thousands who tell the
ir story in the printed word
is the function of type. To

GIVING VOICE TO THE COUNTLESS THOUS
giving voice to the countless thousands who t
ell their story in the printed word is the funct

GIVING VOICE TO THE COUNTLESS THOUSANDS WH
giving voice to the countless thousands who tell their story
in the printed word is the function of type. To modulate

GIVING VOICE TO THE COUNTL
giving voice to the countless thou
sands who tell their story in the pr
inted word is the function of type.
To modulate that voice is the func

GIVING VOICE TO THE COUNTLESS
giving voice to the countless thousands
who tell their story in the printed word
is the function of type. To modulate th
at voice is the function of type design.

CHARACTERS IN COMPLETE FONT

Spartan Medium is packaged in three parts,
any one of which may be ordered separately.

CAPS

A B C D E F G H I J K L
M N O P Q R S T U V W
X Y Z & , - ' ' " " ; : () ! ?

LOWERCASE

a b c d e f g h i j k l m n o p q r
s t u v w x y z , - ' ' " " ; : * () ! ?

Ligatures are included in fonts of 8
to 18 point sizes, are obtainable in 24
to 120 point sizes on special order.

FIGURES

\$ 1 2 3 4 5 6 7 8 9 0 ¢ % , -

SPARTAN MEDIUM

Giving voice to

72 point 3A 4a 3 fig 1

Giving voice to thi

60 point 4A 6a 3 fig 1

Giving voice to the cou

48 point 4A 7a 3 fig 1

Giving voice to the countle

42 point 4A 8a 4 fig 1

GIVING VOT
giving voice ti

36 point 5A 9a 4 fig 1

GIVING VOICE I
giving voice to th

30 point 7A 12a 5 fig 1

GIVING VOICE TO T
giving voice to the co

24 point 9A 16a 7 fig 1

GIVING VOICE TO THEE
giving voice to the countl
ess thousands who tell the

18 point 11A 21a 8 fig 1

GIVING VOICE TO THE COUNTL
giving voice to the countless thous
ands who tell their story in the pri

14 point 18A 32a 10 fig 1

GIVING VOICE TO THE COUNTLESS I
giving voice to the countless thousands
12 point 21A 38a 12 fig 1

GIVING VOICE TO THE COUNTLESS THOUS
giving voice to the countless thousands who t
ell their story in the printed word is the funct
10 point 26A 45a 13 fig 1

GIVING VOICE TO THE COUNTLESS THOUSANDS WH
giving voice to the countless thousands who tell their st
ory in the printed word is the function of type. To modu
8 point 26A 49a 17 fig 1

CHARACTERS IN COMPLETE FONT

Spartan Medium Italic is packaged in three parts,
any one of which may be ordered separately

CAPS

A B C D E F G H I J K L
M N O P Q R S T U V W
X Y Z & , - ' " " ; ; () ! ?

LOWERCASE

a b c d e f g h i j k l m n o p q r
s t u v w x y z , - ' " " ; ; () ! ?

Ligatures are included in fonts of 8
to 18 point sizes, are obtainable in 24
to 72 point sizes on special order # # # # #

FIGURES

\$ 1 2 3 4 5 6 7 8 9 0 € % , -

FRACTIONS

Spartan Medium fractions are cast on the regular body and align with Spartan Medium figures as illustrated below. Fonts are packaged to the same weight as regular figures

12½

1/2 1/2 1/2 1/2

1.0pt

1/8 1/8 1/8 1/8 1/8 1/8 1/8 1/8 1/8 1/8 1/8 1/8

8pt 10pt 12pt 14pt 16pt 18pt 20pt 22pt 24pt 26pt 28pt 30pt

CHARACTERS IN COMPLETE FONT

1/2 1/4 3/4 1/3 2/3 1/8 3/8 5/8 7/8

DECIMAL FIGURES

Spartan Medium decimal figures are cast on the regular body and align with Spartan Medium figures as shown. Fonts contain only decimal figures, packaged to the same weight as regular figures

\$2150

12 12 12 12 12 12 12 12

72pt 84pt 96pt 108pt 120pt 132pt 144pt 156pt

CHARACTERS IN COMPLETE FONT

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

ADVERTISING FIGURES No. 77

Advertising Figures No. 77 are the same face as Spartan Medium figures, cast on a space-saving smaller body as illustrated. Cast on "title line," they will not align with regular figures. Packaged in fonts weighing approximately 5 lbs.

\$2150

12 12 12 12 12 12 12 12

60/40 60/40 60/40 60/40 60/40 60/40 60/40 60/40

CHARACTERS IN COMPLETE FONT

\$ \$ 1¹ 2² 3³ 4⁴ 5⁵
6⁶ 7⁷ 8⁸ 9⁹ 0⁰ ¢ % . .

SPARTAN MEDIUM ACCESSORIES

Givingi

120 point 3 A 4 a 3 fig 1

Giving v

96 point 3 A 4 a 3 fig 1

Giving vo

84 point 3 A 4 a 3 fig 1

Giving voih

72 point 3 A 4 a 3 fig 1

Giving voice t

60 point 3 A 4 a 3 fig 1

Giving voice to th

48 point 3 A 5 a 3 fig 1

Giving voice to thei

42 point 3 A 5 a 3 fig 1

GIVING VOICE TO TH
giving voice to the cou

36 point 4A 6a 3 fig 1

GIVING VOICE TO THE COU
giving voice to the countless

30 point 5A 9a 4 fig 1

GIVING VOICE TO THE COUNTLESS T
giving voice to the countless thousan
ds who tell their story in the printed

24 point 7A 11a 5 fig 1

GIVING VOICE TO THE
giving voice to the cou
ntless thousands who t
ell their story in the pri
nted word is the functi

18 point 9A 17a 7 fig 1

GIVING VOICE TO THE COUNT
giving voice to the countless
thousands who tell their stor
y in the printed word is the f
unction of type. To modulate

14 point 16A 26a 9 fig 1

GIVING VOICE TO THE COUNTLES
giving voice to the countless tho
usands who tell their story in the
printed word is the function of ty
pe. To modulate that voice is the

12 point 18A 30a 11 fig 1

GIVING VOICE TO THE COUNTLESS THO
giving voice to the countless thousands
who tell their story in the printed word

10 point 22A 36a 11 fig 1

GIVING VOICE TO THE COUNTLESS THOUSANDS W
giving voice to the countless thousands who tell t
heir story in the printed word is the function of ty

8 point 24A 41a 19 fig 1

CHARACTERS IN COMPLETE FONT

Spartan Black is packaged in three parts
any one of which may be ordered separately

CAPS

A B C D E F G H I J K L
M N O P Q R S T U V W
X Y Z & , - ' " " ; () ! ?

LOWERCASE

a b c d e f g h i j k l m n o p q r
s t u v w x y z , - ' " " ; () ! ?

Ligatures are included in fonts of 8
to 18 point sizes; are obtainable in 24
to 120 point sizes on special order

ff ff ff ff

FIGURES

\$ 1 2 3 4 5 6 7 8 9 0 % , , -

**SPARTAN
BLACK**

Giving voici
72 point 3A 4a 3 fig 1

Giving voice t
60 point 3A 4a 3 fig 1

Giving voice to th
48 point 3A 5a 3 fig 1

Giving voice to the c
42 point 3A 5a 3 fig 1

**GIVING VI
giving voic**
36 point 4A 6a 3 fig 1

**GIVING VOIC
giving voice t**
30 point 5A 9a 4 fig 1

**GIVING VOICE TO
giving voice to th**
24 point 7A 12a 5 fig 1

**GIVING VOICE TO TH
giving voice to the cou**
18 point 9A 17a 7 fig 1

**GIVING VOICE TO THE COUN
giving voice to the countless
thousands who tell their stor**
14 point 16A 26a 9 fig 1

**GIVING VOICE TO THE COUNTLE
giving voice to the countless tho**
12 point 18A 30a 11 fig 1

**GIVING VOICE TO THE COUNTLESS THO
giving voice to the countless thousands
who tell their story in the printed word**
10 point 22A 36a 11 fig 1

**GIVING VOICE TO THE COUNTLESS THOUSANDS W
giving voice to the countless thousands who tell th
eir story in the printed word is the function of typ**
8 point 24A 41a 18 fig 1

CHARACTERS IN COMPLETE FONT

Spartan Black Italic is packaged in three parts,
any one of which may be ordered separately

CAPS

A B C D E F G H I J K L
M N O P Q R S T U V W
X Y Z & . , - ' ' " " ; ; () ! ?

LOWERCASE

a b c d e f g h i j k l m n o p q r
s t u v w x y z , - ' ' " " ; ; () ! ?

Ligatures are included in fonts of B
to 18 point sizes, are obtainable in 24
to 72 point sizes on special order

FIGURES

\$ 1 2 3 4 5 6 7 8 9 0 4 . , -

FRACTIONS

Spartan Black fractions are cast on the regular body and align with Spartan Bold figures as illustrated below. Fonts are packaged to the same weight as regular figures.

$\frac{1}{2}$ $\frac{1}{2}$ $\frac{1}{2}$ $\frac{1}{2}$

12 $\frac{1}{2}$

$\frac{1}{2}$ $\frac{1}{2}$ $\frac{1}{2}$ $\frac{1}{2}$ $\frac{1}{2}$ $\frac{1}{2}$

CHARACTERS IN COMPLETE FONT

$\frac{1}{2}$ $\frac{1}{4}$ $\frac{3}{4}$ $\frac{1}{3}$ $\frac{2}{3}$ $\frac{1}{8}$ $\frac{3}{8}$ $\frac{5}{8}$ $\frac{7}{8}$

DECIMAL FIGURES

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

\$1250

1 1 1 1 1 1 1 1 1 1

CHARACTERS IN COMPLETE FONT

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

ADVERTISING FIGURES No. 78

Advertising Figures No. 78 are the same face as Spartan Black figures, cast on a space saving smaller body as illustrated. Cast on "title line," they will not align with regular figures. Packaged in fonts weighing approximately 5 lbs.

\$2150

1 1 1 1 1 1 1 1 1 1

CHARACTERS IN COMPLETE FONT

\$ \$ 1¹ 2² 3³ 4⁴ 5⁵
6⁶ 7⁷ 8⁸ 9⁹ 0⁰ & % . .

SPARTAN BLACK ACCESSORIES

YOUR MESSAG

95/72 point 4A

YOUR MESSAGE IN

77 point 4A

YOUR MESSAGE IN TY

60 point 4A

YOUR MESSAGE IN TYPE CAR

48 point 4A

YOUR MESSAGE IN TYPE CARRIES WI

35 point 6A

YOUR MESSAGE IN TYPE CARRIES WITH IT

30 point 6A

YOUR MESSAGE IN TYPE CARRIES WITH IT THE FOR

24 point 8A

YOUR MESSAGE IN TYPE CAR

18 point 10A

YOUR MESSAGE IN TYPE CARRIES WI

14 point 12A

YOUR MESSAGE IN TYPE CARRIES WITH IT

12 point 13A

YOUR MESSAGE IN TYPE CARRIES WITH IT THE

10 point 17A

A B C D E F G H I J K L M N O P Q R S T U V W
X Y Z & . , - " ' " : ; ! ? \$ 1 2 3 4 5 6 7 8 9 0

YOUR MESSA

96 point 4A

YOUR MESSAGE I

72 point 4A

YOUR MESSAGE IN T

60 point 4A

YOUR MESSAGE IN TYPE C

48 point 4A

YOUR MESSAGE IN TYPE CARRIES

36 point 5A

YOUR MESSAGE IN TYPE CARRIES WITH

30 point 5A

YOUR MESSAGE IN TYPE CARRIES WITH IT THE

24 point 5A

YOUR MESSAGE IN TYPE CA

18 point 5A

YOUR MESSAGE IN TYPE CARRIES WIT

12 point 10A

YOUR MESSAGE IN TYPE CARRIES

14 point 10A

YOUR MESSAGE IN TYPE CARRIES WITH IT

10 point 15A

BALLOON BOLD

*A B C D E F G H I J K L M N O P Q R S T U V W
X Y Z & . , - ' " " : ; ! ? \$ 1 2 3 4 5 6 7 8 9 0*

YOUR MES

10 point 2A

YOUR MESSAI

12 point 2A

YOUR MESSAGE I

16 point 2A

YOUR MESSAGE IN TY

20 point 2A

YOUR MESSAGE IN TYPE CA

24 point 2A

YOUR MESSAGE IN TYPE CARRIE

28 point 2A

YOUR MESSAGE IN TYPE CARRIES WIT

32 point 2A

YOUR MESSAGE IN TYP

18 point 2A

YOUR MESSAGE IN TYPE CAR

24 point 2A

YOUR MESSAGE IN TYPE CARRI

28 point 2A

YOUR MESSAGE IN TYPE CARRIES W

32 point 2A

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

X Y Z & . , - ' " " : ; ! ? \$ 1 2 3 4 5 6 7 8 9 0

STYMIE LIGHT TITLE

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

12 point No. 9 16A

VERY OFTEN A FIRM'S PRINTE
MATTER IS ITS ONLY CONTA

12 point No. 8 26A

VERY OFTEN A FIRM'S PRINTED MA
IS ITS ONLY CONTACT WITH CUST

12 point No. 7 24A

VERY OFTEN A FIRM'S PRINTED MATTE
IS ITS ONLY CONTACT WITH CUSTOM

12 point No. 6 26A

VERY OFTEN A FIRM'S PRINTED MATTER IS
ITS ONLY CONTACT WITH CUSTOMERS, THE
ONLY MEANS BY WHICH CUSTOMERS CAN

12 point No. 8 32A

VERY OFTEN A FIRM'S PRINTED MATTER IS ITS ON
CONTACT WITH CUSTOMERS, THE ONLY MEANS

6 point No. 4 26A

VERY OFTEN A FIRM'S PRINTED MATTER IS ITS ONLY CONTA
WITH CUSTOMERS, THE ONLY MEANS BY WHICH CUSTOMER

6 point No. 3 30A

VERY OFTEN A FIRM'S PRINTED MATTER IS ITS ONLY CONTACT
WITH CUSTOMERS, THE ONLY MEANS BY WHICH CUSTOMERS
CAN JUDGE THE CHARACTER OF THE PEOPLE WITH WHOM THEY

6 point No. 2 34A

VERY OFTEN A FIRM'S PRINTED MATTER IS ITS ONLY CONTACT WITH CUS
TOMERS, THE ONLY MEANS BY WHICH CUSTOMERS CAN JUDGE THE
CHARACTER OF THE PEOPLE WITH WHOM THEY ARE DEALING. PRINTING

6 point No. 1 38A

VERY OFTEN A FIRM'S PRINTED MATTER IS ITS ONLY CONTACT WITH CUSTOM
ERS, THE ONLY MEANS BY WHICH CUSTOMERS CAN JUDGE THE CHARACTER OF
THE PEOPLE WITH WHOM THEY ARE DEALING. PRINTING SET IN AN ANTIQUATED

STYMIE MEDIUM TITLE

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

12 point No. 19 15A

VERY OFTEN A FIRM'S PRIN
MATTER IS ITS ONLY CONT

12 point No. 18 18A

VERY OFTEN A FIRM'S PRINTED
MATTER IS ITS ONLY CONTACT

12 point No. 17 20A

VERY OFTEN A FIRM'S PRINTED MAT
IS ITS ONLY CONTACT WITH CUSTO

12 point No. 16 22A

VERY OFTEN A FIRM'S PRINTED MATTER
IS ITS ONLY CONTACT WITH CUSTOMER
THE ONLY MEANS BY WHICH CUSTOME

12 point No. 15 27A

VERY OFTEN A FIRM'S PRINTED MATTER IS ITS
ONLY CONTACT WITH CUSTOMERS, THE ONLY

6 point No. 14 30A

VERY OFTEN A FIRM'S PRINTED MATTER IS ITS ONLY CO
WITH CUSTOMERS, THE ONLY MEANS BY WHICH CUSTO

6 point No. 13 30A

VERY OFTEN A FIRM'S PRINTED MATTER IS ITS ONLY CONTACT
WITH CUSTOMERS, THE ONLY MEANS BY WHICH CUSTOMERS
CAN JUDGE THE CHARACTER OF THE PEOPLE WITH WHOM TH

6 point No. 12 33A

VERY OFTEN A FIRM'S PRINTED MATTER IS ITS ONLY CONTACT WITH
CUSTOMERS, THE ONLY MEANS BY WHICH CUSTOMERS CAN JUDGE THE
CHARACTER OF THE PEOPLE WITH WHOM THEY ARE DEALING. PRINT

6 point No. 11 37A

VERY OFTEN A FIRM'S PRINTED MATTER IS ITS ONLY CONTACT WITH CUS
TOMERS, THE ONLY MEANS BY WHICH CUSTOMERS CAN JUDGE THE CHARACTER
OF THE PEOPLE WITH WHOM THEY ARE DEALING. PRINTING SET IN AN ANTIQ

STYMIE BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ&.,-':;!?

\$%1234567890abcdefghijklmnopqrstuvwxyz

72 point 3A 4a

The printer i

60 point 3A 4a

The printer is ji

48 point 4A 6a

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24 point 6A 12a

THE PRINTER
The printer is ju

36 point 5A 8a

THE PRINT
The printer i

18 point 8A 16a

THE PRINTER IS J
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30 point 6A 10a

THE PRINTER
The printer is j

14 point 11A 20a

THE PRINTER IS JUDG
The printer is judged by
the work he creates with

12 point 13A 26a

THE PRINTER IS JUDGED B
The printer is judged by the w
ork he creates with type, and

STYMIE BLACK ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ&.,-'':;!?

\$1234567890abcdefghijklmnopqrstuvwxyz

72 point 3A 4a

The printer i

60 point 3A 4a

The printer is j

48 point 4A 6a

THE PRI
The prin

24 point 6A 12a

THE PRINTER
The printer is j

18 point 6A 16a

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4A 12a

Kaleidoscopic New Patterns

24 POINT
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120 POINT
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for 72 point

Majestic Ap

96 POINT
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for 60 point

Royal Hendrickson

84 POINT
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Sold in sets as shown or in
these minimum quantities:
120 point—any 1 character,
96 point—any 2 characters,
84 point—3; 60 point—5;
42 point—8, 30 point—any 8

Kaufmann
Script

U.S. PAT. OFFICE

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BRANCHES

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