



12 POINT ROMAN, A.T.F.

The good qualities of a face of type are discovered first in the fulfillment of a few plain common-sense requirements. Then, when these are found to have been satisfied, we go on to look for further virtues

12 POINT ROMAN, LINOTYPE

The good qualities of a face of type are discovered first in the fulfillment of a few plain common-sense requirements. Then, when these are found to have been satisfied, we go on to look for further

12 POINT ROMAN, MONOTYPE

The good qualities of a face of type are discovered first in the fulfillment of a few plain common-sense requirements. Then, when these are found to have been satisfied, we go on to look for further

12 POINT ROMAN, LUDLOW

The good qualities of a face of type are discovered first in the fulfillment of a few plain common-sense requirements. Then, when these are found to have been satisfied, we go on to look for further

18 POINT ROMAN, A.T.F.

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30 POINT ROMAN, LINOTYPE

nts—practical, and aesthetic—blend into each other and make only o

48 POINT ROMAN, MONOTYPE

**Useful in narr
ow measures.**

72 POINT ROMAN, MONOTYPE

**Instructor
LEADS**

AMERICAN TYPE FOUNDERS 24

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
xyz 1234567890
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
wxyz 1234567890

LINOTYPE 24

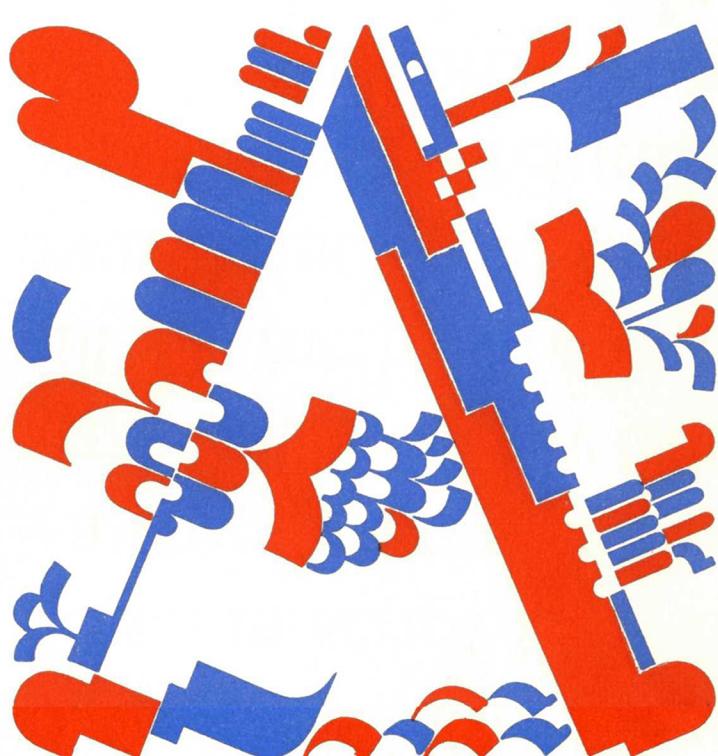
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
xyz 1234567890
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
wxyz 1234567890

Specimens of the type face known as

Cheltenham

printed on EASTERN'S

Atlantic Bond



ARRIVED FROM CHI-

na by caravan over remote frontiers, bales of a strange fabric marked for delivery to merchants in Arabia & eagerly awaited there: fibers of cellulose shredded in water, shaken into a felt,

& dried flat and smooth so you could write on it. A remarkable fabric, valuable to savants seeking to set down in script their thoughts about the universe—a web of potency—terrific forces woven into it—prized so much by the Arabians that they puzzled out the method of its manufacture and made their own...and handed on both method and material (via Crusaders returning from an unsuccessful war) to western Europe...where the substance was put to a use that changed the course of human destiny



12 POINT ITALIC, A.T.F.

Only such artistic graces are permitted to type characters as can be slipped in without interfering with use—i.e., easy reading. A type letter that forces itself upon your attention—while you are

12 POINT ITALIC, LINOTYPE

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18 POINT ITALIC, A.T.F.

found to have been satisfied, we go on to look for further virtues that fulfill the requirements of "art." The two sets of requireme

30 POINT ITALIC, LINOTYPE

ne set, really. But it is convenient to look up o n the practical part of

48 POINT ITALIC, A.T.F.

**Comprehensi
ve informatio**

72 PT. BOLD, ROMAN, LUDLOW

**Design
INSET**

MONOTYPE 24

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
xyz 1234567890
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
wxyz 1234567890

LUDLOW 24

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
xyz 1234567890
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
wxyz 1234567890



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