

# Binnycast Style, No. 21

THIS DESIGN, FIRST MADE AVAILABLE TO MONOTYPE USERS IN 1908, WAS A REBORN ON A SIMILAR LETTER PRODUCED IN THIS COUNTRY ABOUT 1860, AND WHICH WAS ORIGINALLY CUT IN SCOTLAND AND FIRST SHOWN THERE ABOUT 1863. LIKE OTHER OLD STYLE FACES, THE DESIGN SHOWS THE INFLUENCE OF THE TYPES OF WILLIAM CAXTON, ALTHOUGH IT HAS CERTAIN "MODERNIZED" CHARACTERISTICS WHICH TAKE IT OUT OF THE CLASSIFICATION OF TRUE OLD STYLES. IT WAS NAMED IN HONOR OF ARCHIBALD BINNY WHO, WITH JAMES RONALDSON, BOTH NATIVES OF SCOTLAND, ESTABLISHED A TYPE FOUNDRY IN PHILADELPHIA IN 1796. THIS TYPE FOUNDRY IS SAID TO HAVE BEEN THE FIRST FINANCIALLY SUCCESSFUL ENTERPRISE OF ITS KIND TO BE ESTABLISHED IN AMERICA. ONE OF THE IMPRESSIVE FACTS IN THE PRINTING INDUSTRY IS THE LEADERSHIP IN PRINTING OF HIGH QUALITY WHICH GOES WITH THE USE OF A \$1234567890

FROM THE BEGINNING THE MONOTYPE COMPANY HAS STRIVEN TO PLACE AT THE DISPOSAL OF MONOTYPE USERS EVERY FACILITY NECESSARY TO COMPOSE BOTH MACHINE-SET AND HAND-SET TYPE. PROGRESS HAS BEEN STEADILY FORWARD, TODAY A COMPOSING ROOM EQUIPPED WITH A \$1234567890 MAY NOT ONLY BE ENTIRELY INDEPENDENT OF ALL OTHER MEANS OF PRODUCING MACHINE-SET TYPE BUT IT MAY ALSO ENJOY MANY ADVANTAGES NOT OTHERWISE AVAILABLE. THE \$1234567890

4½ POINT, 21EFG, 5½ SET—Monotype Machine Typesetting

LIKE MANY OTHER OLD STYLE FACES, THE DESIGN SHOWS THE INFLUENCE OF THE TYPES OF WILLIAM CAXTON, ALTHOUGH IT HAS CERTAIN "MODERNIZED" CHARACTERISTICS WHICH TAKE IT OUT OF THE CLASSIFICATION OF TRUE OLD STYLES. IT WAS NAMED IN HONOR OF ARCHIBALD BINNY WHO, WITH JAMES RONALDSON, BOTH NATIVES OF SCOTLAND, ESTABLISHED A TYPE FOUNDRY IN PHILADELPHIA IN 1796. THIS TYPE FOUNDRY IS SAID TO HAVE BEEN THE FIRST FINANCIALLY SUCCESSFUL ENTERPRISE OF ITS KIND TO BE ESTABLISHED IN AMERICA. THIS DESIGN, FIRST MADE AVAILABLE TO MONOTYPE USERS IN 1908, WAS BASED ON A SIMILAR LETTER PRODUCED IN THIS COUNTRY ABOUT 1860, AND WHICH WAS ORIGINALLY CUT IN SCOTLAND AND FIRST SHOWN THERE ABOUT 1863. LIKE OTHER OLD STYLE FACES, THE DESIGN SHOWS THE INFLUENCE OF THE TYPES OF WILLIAM CAXTON, ALTHOUGH IT HAS CERTAIN "MODERNIZED" CHARACTERISTICS WHICH TAKE IT OUT OF THE CLASSIFICATION OF TRUE OLD STYLES. IT WAS NAMED IN HONOR OF ARCHIBALD BINNY WHO, WITH JAMES RONALDSON, BOTH NATIVES OF SCOTLAND, ESTABLISHED A TYPE FOUNDRY IN PHILADELPHIA IN 1796. THIS TYPE FOUNDRY IS SAID TO HAVE BEEN THE FIRST FINANCIALLY SUCCESSFUL ENTERPRISE OF ITS KIND TO BE ESTABLISHED IN AMERICA. ONE OF THE IMPRESSIVE FACTS IN THE PRINTING INDUSTRY IS THE LEADERSHIP IN PRINTING OF HIGH QUALITY WHICH GOES WITH THE USE OF A \$1234567890

FREDERIC W. GOUDY, WHOSE POSITION AS THE FOREMOST TYPE DESIGNER OF THE PRESENT DAY IS ALMOST UNIVERSALLY RECOGNIZED, IS ART DIRECTOR OF THE MONOTYPE COMPANY. MANY OF MR. GOUDY'S TYPE FACES ARE AVAILABLE TO MONOTYPE USERS. THE \$1234567890

5 POINT, 21EFG, 6½ SET—Monotype Machine Typesetting

BINNY WAS NAMED IN HONOR OF ARCHIBALD BINNY WHO, WITH JAMES RONALDSON, BOTH NATIVES OF SCOTLAND, ESTABLISHED A TYPE FOUNDRY IN PHILADELPHIA IN 1796. THIS TYPE FOUNDRY IS SAID TO HAVE BEEN THE FIRST FINANCIALLY SUCCESSFUL ENTERPRISE OF ITS KIND TO BE ESTABLISHED IN AMERICA. THIS DESIGN, FIRST MADE AVAILABLE TO MONOTYPE USERS IN THE YEAR 1908, WAS BASED ON A SIMILAR LETTER PRODUCED IN THIS COUNTRY ABOUT 1860, AND WHICH WAS ORIGINALLY CUT IN SCOTLAND AND FIRST SHOWN THERE ABOUT 1863. LIKE OTHER OLD STYLE FACES, THE DESIGN SHOWS THE INFLUENCE OF THE TYPES OF WILLIAM CAXTON, ALTHOUGH IT HAS CERTAIN "MODERNIZED" CHARACTERISTICS WHICH TAKE IT OUT OF THE CLASSIFICATION OF TRUE OLD STYLES. IT WAS NAMED IN HONOR OF ARCHIBALD BINNY WHO, WITH JAMES RONALDSON, BOTH NATIVES OF SCOTLAND, ESTABLISHED A TYPE FOUNDRY IN PHILADELPHIA IN 1796. THIS TYPE FOUNDRY IS SAID TO HAVE BEEN THE FIRST FINANCIALLY SUCCESSFUL ENTERPRISE OF ITS KIND TO BE ESTABLISHED IN AMERICA. ONE OF THE IMPRESSIVE FACTS IN THE PRINTING INDUSTRY IS THE LEADERSHIP IN PRINTING OF HIGH QUALITY WHICH GOES WITH THE USE OF A \$1234567890

TODAY A COMPOSING ROOM EQUIPPED WITH MONOTYPES MAY NOT ONLY BE ENTIRELY INDEPENDENT OF ALL OTHER MEANS OF PRODUCING MACHINE-SET TYPE AND OTHER SOURCES FOR NEW TYPE AND MATERIAL USED IN HAND COMPOSITION, BUT IT MAY ALSO ENJOY MANY ADVANTAGES NOT OTHERWISE AVAILABLE. THE \$1234567890

5½ POINT, 21EFG, 6½ SET—Monotype Machine Typesetting

FROM THE START THE MONOTYPE COMPANY HAS TRIED TO PLACE AT THE DISPOSAL OF MONOTYPE USERS EVERY FACILITY NECESSARY TO COMPOSE BOTH MACHINE AND HAND-SET TYPE. PROGRESS HAS BEEN STEADILY FORWARD, TODAY A COMPOSING ROOM EQUIPPED WITH MONOTYPES MAY NOT ONLY BE ENTIRELY INDEPENDENT OF ALL OTHER MEANS OF PRODUCING MACHINE-SET TYPE AND OTHER SOURCES FOR NEW TYPE AND MATERIAL USED IN HAND COMPOSITION, BUT IT MAY ALSO ENJOY MANY ADVANTAGES NOT OTHERWISE AVAILABLE. THE \$1234567890

PRACTICALLY EVERY TYPE FACE NOW IN GENERAL USE BY PRINTERS MAY BE CUT FROM MONOTYPE MATRICES. FROM THE BEGINNING THE MONOTYPE COMPANY HAS ENDEAVORED TO PLACE AT THE DISPOSAL OF MONOTYPE USERS EVERY FACILITY NECESSARY TO COMPOSE BOTH MACHINE- AND HAND-SET TYPE. PROGRESS HAS BEEN STEADILY FORWARD, TODAY A COMPOSING ROOM EQUIPPED WITH A \$1234567890

6 POINT, 21EFG, 7 SET—Monotype Machine Typesetting

THIS DESIGN FIRST MADE AVAILABLE TO MONOTYPE USERS IN 1908, WAS BASED ON A SIMILAR LETTER PRODUCED IN THIS COUNTRY IN THE YEAR 1860, AND WHICH WAS ORIGINALLY CUT IN SCOTLAND AND FIRST SHOWN THERE ABOUT 1863. LIKE OTHER OLD STYLE FACES, THE DESIGN SHOWS THE INFLUENCE OF THE TYPES OF WILLIAM CAXTON, ALTHOUGH IT HAS CERTAIN "MODERNIZED" CHARACTERISTICS WHICH TAKE IT OUT OF THE CLASSIFICATION OF TRUE OLD STYLES. IT WAS NAMED IN HONOR OF ARCHIBALD BINNY WHO, WITH JAMES RONALDSON, BOTH NATIVES OF SCOTLAND, ESTABLISHED A TYPE FOUNDRY IN PHILADELPHIA IN 1796. THIS TYPE FOUNDRY IS SAID TO HAVE BEEN THE FIRST FINANCIALLY SUCCESSFUL ENTERPRISE OF ITS KIND TO BE ESTABLISHED IN AMERICA. ONE OF THE IMPRESSIVE FACTS IN THE PRINTING INDUSTRY IS THE LEADERSHIP IN PRINTING OF HIGH QUALITY WHICH GOES WITH THE USE OF MONOTYPES AND MONOTYPE TYPE FACES. AN \$1234567890

7 POINT, 21EFG, 8 SET—Monotype Machine Typesetting

LANSTON SAW THE NEED OF A MACHINE TO SET TYPE, AND AFTER ANALYZING THE MEANS EMPLOYED BY THE OTHER INVENTORS, CONCLUDED THAT A TYPESETTING MACHINE MUST MAKE ITS TYPE AS WELL AS SET IT. HE APPLIED HIS INVENTIVE GENIUS TO THIS PROBLEM, AND IN 1885 FILED APPLICATION ON \$1234567890

LANSTON GAVE THE NAME "MONOTYPE" TO THIS MACHINE. HIS EFFORTS TO PERFECT THE ORIGINAL MACHINE CONVINCED HIM OF ITS IMPRACTICABILITY AS A TYPE MAKER, AND HE STARTED TO WORK OUT THE DETAILS OF A MACHINE FOR CASTING HIS TYPE FROM \$1234567890

8 POINT, 21EFG, 8½ SET—Monotype Machine Typesetting

## CHARACTERS IN FONTS

ABCDEFGHIJKLMN<sup>o</sup>QRSTU<sup>v</sup>VWXYZ&ÆE  
abcde<sup>l</sup>ghijklmnopqrstu<sup>v</sup>wxyzæ fiffififfi  
\$1234567890 .,:!/? \$1234567890

ABCDEFGHIJKLMN<sup>o</sup>QRSTU<sup>v</sup>VWXYZ&ÆE  
ABCDEFGHIJKLMN<sup>o</sup>QRSTU<sup>v</sup>VWXYZ&ÆE  
abcde<sup>l</sup>ghijklmnopqrstu<sup>v</sup>wxyzæ fiffififfi  
\$1234567890 .,:!/? \$1234567890

## Standard C Arrangement

Composition—Roman, Small Caps and Italic combined for Machine  
Typesetting in sizes up to 12 point, as shown  
(Lining Figures supplied with all Fonts unless Hanging Figures are specified)

LANSTON THOUGHT OF THE MONOTYPE AS A MACHINE TO SET TYPE MERELY, NOT REALIZING THAT ITS Rudimentary Features Were Eventually To Form The Basis of an entirely new and revolutionary system of composing room operation, Monotype Non-Distribution. The first step toward non-distribution of hand-set type was \$1234567890

MONOTYPE NON-DISTRIBUTION IS PRACTICED IN More Than Six Thousand Monotype-equipped Composing rooms. The first step toward non-distribution of \$1234567890

9 POINT, 21EFG, 9 SET—Monotype Machine Typesetting

ONE OF THE IMPRESSIVE FACTS IN THE PRINTING CRAFT IS THE LEADERSHIP IN PRINTING OF High Quality Which Goes With The Use Of The Monotype and Monotype type faces. Frederic W. Goudy, whose position as the foremost \$1234567890

MR. SOL HESS, TYPOGRAPHIC MANAGER Of The Monotype Company, Has Also Contributed A number of exclusive faces to be used as \$1234567890

10 POINT, 21EFG, 10¼ SET—Monotype Machine Typesetting

ONE OF THE FIRST STEPS TAKEN BY THE LANSTON MONOTYPE MACHINE COMPANY After The Invention Had Been Established Was the redesigning of the machine to a \$1234567890

IT MET WITH IMMEDIATE SUCCESS. A Method Of Setting Single Type By Machine As a substitute for hand typesetting had \$1234567890

11 POINT, 21EFG, 11¼ SET—Monotype Machine Typesetting

TODAY THE MONOTYPE IS FIRMLY ESTABLISHED AS AN INTEGRAL PART OF THE Printing Industry Throughout The World. It is used in every country in which printing is done by modern methods. Its \$1234567890

THE MONOTYPE NOW GIVES TO THE Industry A Method Of Machine Typesetting In type sizes from 4 to 18 point which \$1234567890

12 POINT, 21EFG, 12 SET—Monotype Machine Typesetting

# Binny Old Style, No. 21

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**T**HIS TYPEFACE, FIRST  
Made For Monotype Users  
in 1908, based on a similar letter  
produced in this country about  
1886, and which was originally

14 Point—For Hand Composition

LIKE MANY OTHER  
Oldstyle Type Designs It  
shows the finest \$12345

18 Point—For Hand Composition

BINNY IS USED  
By Many Printers  
in books of \$67890

24 Point—For Hand Composition

CHARACTERS IN FONTS

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 & Æ Æ  
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 æ œ fi fl ff ffi ffl . , - ' : ; ! ?  
\$ 1 2 3 4 5 6 7 8 9 0 £ \$ 1 2 3 4 5 6 7 8 9 0

Display—14 to 36 Point, 82 Characters

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USE MONOTYPE  
typefaces in the ads  
A Money Maker

30 Point—For Hand Composition

36 Point—For Hand Composition

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## *Binny Old Style Italic, No. 2111*

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*THE ITALIC VERSION OF  
This Fine Old Style Letter, First  
made available to all Monotype  
users in the year 1908, was based  
on a similar letter made in this*

14 Point—For Hand Composition

*ORIGINALLY CUT IN  
Scotland, This Face Was  
first shown there \$12345*

18 Point—For Hand Composition

*MANY OF THE  
Characters In This  
series have \$67890*

24 Point—For Hand Composition

CHARACTERS IN FONTS

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 & Æ Æ  
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 æ œ fi fl ff ffi ffl  
\$ 1 2 3 4 5 6 7 8 9 0 . , - ' : ; ! ?

Display—14 to 36 Point, 81 Characters

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*A TYPE USED IN  
some fine book work  
Old Style Letters*

30 Point—For Hand Composition

36 Point—For Hand Composition