



# English Caslon Old Style, No. 37

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CASLON DESIGNED HIS Letters From Dutch Types. He introduced into his characters a quality of interest, a variety of style and a delicacy of modeling which many older types of Dutch origin possess. The Caslon letters when analyzed, especially in the smaller sizes, are not individually perfect; but in masses their effect is agreeable. There are other letters more elegant, for the Caslon characters do not compare in this respect with the letters of other designers, but in their defects and qualities they are the result of the

14 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 ñ ð ñ ñ ñ  
\$ 1 2 3 4 5 6 7 8 9 0 £ . , - ' : ; ! ?

Casting for Hand Composition - 14 to 30 Point, 82 Characters; 36 Point, 83 Characters

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SO FAR AS WE KNOW THIS Journal Is The Leading Work On typographic style available today and will no doubt prove a veritable treasure house of fruitful thoughts for the compositor or layout \$12345

18 Point - For Hand Composition

ARMY MAN RECEIVES HIGH HONORS After Several Month's Service In The Cause Of the Allies, starting with service there in \$67890

24 Point - For Hand Composition

MULLER HOTEL ANNOUNCES The Opening Of Their New Stellar Room. Friends are cordially invited

30 Point - For Hand Composition

THIS THRILLING DRESS Sale Contains New Models In bright woolens for winter wear

36 Point - For Hand Composition

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# English Caslon Old Style Italic, No. 371

**C**ASLON DESIGNED HIS Letters From Dutch Types. He introduced a quality of interest into his fonts, a variety of design and a delicacy of modeling not possessed by Dutch types. The Dutch types were mechanical but Caslon's were not so. His type faces, in the smaller sizes when carefully analyzed are not perfect individually but their effect is agreeable — perfection of the whole, taken from harmonious if not necessarily perfect separate letter-forms. All Caslon's types are thoroughly English. Other letters are more elegant, for the character

14 Point — For Hand Composition

CHARACTERS IN FONTS

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

\$ 1 2 3 4 5 6 7 8 9 0 £ \$ 1 2 3 4 5 6 7 8 9 0  
a b c d e f g h h i j k l m n o p q r s t u v w x y z  
æ œ fi ff ffi ffi . , - ' ; ! ?

Casting for Hand Composition — 14 to 24 Point, 91 Characters; 30 and 36 Point, 87 Characters (Lining Figures supplied with all Fonts unless Hanging Figures are specified)

*WITH THE EXCEPTION OF  
Minor Improvements In The Hand  
paraphernalia of the compositor type  
was set in much the same style up to  
late years of the 19th century*

18 Point — For Hand Composition

*COUNTERFEIT RING SMASHED BY A  
Squad Of U.S. Federal Agents In A Raid Last  
week. Five men were taken into custody*

\$67890  
24 Point — For Hand Composition

*ENSHILLE IS CHOSEN AS SITE  
Of The Annual Sunday School Conference  
which attracts people from many sections*

30 Point — For Hand Composition

*FULL CUT GOLD ZIPPER  
Suede Jackets For Men, Made Of  
soft pliable skins lined with satin*

36 Point — For Hand Composition

