

Bookman Old Style, No. 98

THE OPERATOR OF THE KEY-board Does Not Actually Set Type or print letters or other characters. What he does is to strike keybuttons on the keyboard and thus make perforations in a long strip of paper in the form of a roll. This paper, called "controller paper," being transferred to the type-caster, acts through the medium of perforations to direct the type-caster to cast certain characters and spaces to fill justified lines. The operator, knowing the point-size and set-size of type to be cast and width of the line, sets the em scale of the keyboard, and then proceeds to strike the keybuttons representing the characters and spaces desired. As he strikes the keys, the punches rise and make

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

Special Arrangement

14 and 18 Point - For Machine Typesetting - 78 Characters

holes in the controller paper and then recede. These holes will later control the selection of characters being made at the type-caster as well as make the width of the type-body on which each character is cast. As the operator strikes key after key a mechanism on the keyboard adds the width of character after character until a bell warns the operator that the line is nearly full. The operator is \$1234567890

14 Point, 98J, 14 Set - Line Standard .1450" - Machine Typesetting

BEFORE THE TYPE-CASTER BEGINS OPERATIONS

It Is Equipped With The Proper Point-size Mold, Wedges To fix the width of each type body, and a matrix-case in which are placed matrices representing the various characters and letters desired. Each matrix has a predetermined fixed position in the case, as indicated by the matrix-case layout. The controller paper is put in its place in the type-caster and making of the type and spaces for each line is begun. The holes in the controller paper now serve, with the aid of compressed air, to place the desired matrix directly in position over the opening in the mold and to fix the width of body of the character or space to be made. Hot metal is then forced into the mold and the type formed. The type having been cast, another matrix goes into position and another cast is made, and the operation is continued automatically until the full line of \$1234567890

18 Point, 98J, 18 Set - Line Standard .1850" - Machine Typesetting

Bookman Old Style, No. 98

PHEMISTER, WHO WAS
The Originator of This Face,
used a modified antique as his
model and called his new series
"Oldstyle Antique." When this

14 Point—Line Standard .1522"—For Hand Composition

USED ON GLOSSY OR
Antique Stock With An
almost equal attractive-
ness owing to its \$12345

18 Point—Line Standard .1937"—For Hand Composition

DURING THE
Earliest Days It
enjoyed a \$67890

24 Point—Line Standard .2663"—For Hand Composition

FURNITURE
Or Metal Base
material is cast

30 Point—Line Standard .3182"—For Hand Composition

Monotype Bookman

48 Point, New Bookman, No. 398—For Hand Composition

Good Strip Rules

60 Point, New Bookman, No. 398—For Hand Composition

The Giant Size

72 Point, New Bookman, No. 398—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 Œ Ą R
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 fi fl ffi ffl æ œ Œ r y
\$ 1 2 3 4 5 6 7 8 9 0 £ . , - ' ; ! ?

Display—14 to 36 Point, 88 Characters; 42 to 72 Point (Series No. 398),
77 Characters

HAS BECOME
A Most Popular
type for title use

36 Point—Line Standard .3908"—For Hand Composition

IT IS USED
in a new line

42 Point, New Bookman, No. 398—For Hand Composition

Monotype Bookman

48 Point, New Bookman, No. 398—For Hand Composition

Good Strip Rules

60 Point, New Bookman, No. 398—For Hand Composition

The Giant Size

72 Point, New Bookman, No. 398—For Hand Composition

Bookman Old Style Italic, No. 981

T HIS ITALIC MEMBER Of The Popular Bookman Series was first made available on the Monotype in 1909, and preserves the legibility and sturdiness of the original roman. Display sizes vary in design and color, being probably cut at different times by different type cutters. Design of this type is not unlike a sloped roman letter. This is particularly noticeable in the formation of the serifs. In most italic faces both upper

14 Point—Line Standard .1522"—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 &
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 fi ff ffi fff
\$ 1 2 3 4 5 6 7 8 9 0 . , - ' : ; ! ?

Casting for Hand Composition—14 to 36 Point, 77 Characters

NOT SO MANY YEARS AGO
A Practical Printer May Have laughed at the suggestions that the sales department expected the co-operation of the \$12345

18 Point—Line Standard .1937"—For Hand Composition

THE MADISON SQUARE GARDEN
Annual Horse Show Opens This Month with five hundred of the country's finest horses, making up the chart for \$67890

24 Point—Line Standard .2663"—For Hand Composition

ZIPPER GLOVES IN BROWN
And Green In All Sizes. This Is A real opportunity to wear the latest

30 Point—Line Standard .3182"—For Hand Composition

MIDDIES THRILL HUGE
Crowd As Navy Sinks State in annual turkey-day classic

36 Point—Line Standard .3908"—For Hand Composition