

Hess Bold, No. 159

THIS IS NOT, STRICTLY SPEAKING, A BOLD FACE Letter, But Due To The Shape Of The Serifs And The comparatively slight difference between the weight of the light and heavy lines, rightfully belongs under the antique classification. It is inclined to squattiness, and the general color is medium. The design, drawn by Sol. Hess in 1910, was based on a roman letter which had previously been made for the Monotype by Frederic W. Goudy, and known as Goudy Light, No. 38 series. Hess Bold possesses many of the qualities which make for legibility, and it has been used extensively for a number of years. Being devoid \$1234567890

6 Point, 159J, 7 Set - Monotype Machine Typesetting

THE DESIGN, DRAWN BY SOL. HESS IN 1910, Was Based On A Letter Which Had Previously been made for Monotype by Frederic W. Goudy, and known as Goudy Light, No. 38 series. Hess Bold possesses many of the qualities which make for legibility, and it has been used extensively for a number of years. As it is void of overhanging kerns, it is an exceptionally durable letter, of good weight. It is adapted for use on both smooth and antique papers. It is inclined to \$1234567890

8 Point, 159J, 8½ Set - Monotype Machine Typesetting

FACE IS INCLINED TO SQUATTINESS With Short Ascenders And Descenders, and the general color is medium. The design, drawn by Sol. Hess in 1910, was based on a letter which had previously been cut for the Monotype by Frederic W. Goudy, and known as Goudy Light, No. 38 series. Hess Bold has \$1234567890

10 Point, 159J, 10½ Set - Monotype Machine Typesetting

HESS BOLD POSSESSES MANY Of The Qualities Which Make For legibility, and it has been used for a number of years. As it is void of overhanging kerns, it is a durable letter, of good weight. It is adapted for use on all kinds of papers. This is not strictly speaking \$1234567890

12 Point, 159J, 12 Set - Monotype Machine Typesetting

HESS BOLD IS A TYPE FACE that has strength and clearness

30 Point - For Hand Composition

USE THIS BOLD SERIES for ads or magazine heads

36 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 . , - ' : ; ! ?

Standard C2 Arrangement

(Can be combined in Special Arrangement with Hess Bold Italic for Machine Typesetting)

Composition - 6 to 12 Point, 88 Characters

Display - 14 to 36 Point, 81 Characters

Long Descenders in 6, 8, 10 and 12 Point: g j p q y

THIS BOLD LETTER BELONGS IN The Antique Classification And Can not strictly speaking be called a bold face. It possesses many of the better

14 Point - For Hand Composition

ORDER A SUPPLY OF THE New Type Designs Drawn By Sol. Hess. These are available and can be purchased \$12345

18 Point - For Hand Composition

QUANTITY OF NEW Type Can Be Cast On short notice at \$67890

24 Point - For Hand Composition

Hess Bold Italic, No. 1591

THIS IS THE ITALIC VERSION OF A LETTER WHICH Is Not, Strictly Speaking, A Bold Letter, But Rightfully belongs under the antique classification due to the shape of the serifs and the comparatively slight difference between the weight of the light and heavy lines. It is inclined to squattiness with short ascenders and descenders, and the general color is medium. The design was drawn by Sol. Hess in 1910, and based on a letter which had previously been made for the Monotype by Frederic W. Goudy, and known as Goudy Light, No. 38 series. Hess Bold possesses many of the qualities which make for legibility \$1234567890

6 Point, 159K, 7 Set—Monotype Machine Typesetting

PROGRESS HAS BEEN STEADILY FORWARD. From The Beginning The Monotype Company has endeavored to place at the disposal of Monotype users every facility necessary to compose both machine-set and hand-set type. Today the composing room equipped with Monotypes may not only be independent of all other means of producing machine-set type and of other sources for new type and material used in hand composition, but it may enjoy many of the \$1234567890

8 Point, 159K, 8½ Set—Monotype Machine Typesetting

ONE OF THE IMPRESSIVE FACTS IN The Printing Industry Is Leadership In printing of high quality which goes with the use of Monotypes and of Monotype type design. Frederic W. Goudy, whose position as the foremost type designer of the present day is almost universally recognized, is Art Director \$1234567890

10 Point, 159K, 10½ Set—Monotype Machine Typesetting

HESS BOLD ITALIC POSSESSES All The Qualities Which Make For legibility and it has been used very extensively for a number of years. As it is void of pronounced kerns, it is an exceptionally durable face, of good weight. It is adapted for use on smooth or antique \$1234567890

12 Point, 159K, 12 Set—Monotype Machine Typesetting

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 . , - ' : ; ! ?

Standard C2 Arrangement

(Can be combined in Special Arrangement with Hess Bold for Machine Typesetting)

Composition—6 to 12 Point, 78 Characters

Display—14 to 36 Point, 77 Characters

THIS IS THE ITALIC VERSION OF A Letter Which Is Not Strictly A Bold face, but rightfully belongs under the antique classification, and due to the

14 Point—For Hand Composition

DECORATIVE MATERIAL Does Much To Enhance The printed page especially when a solid type mass is the \$12345

18 Point—For Hand Composition

GOOD TYPE FACES Are Essential In Every print shop that \$67890

24 Point—For Hand Composition

A MONOTYPE MACHINE IN your plant will earn big returns

30 Point—For Hand Composition

USE HESS BOLD ITALIC for magazine and ad work

36 Point—For Hand Composition