

Sans Serif Extrabold (Hess), No. 332

GREEK LETTERS CUT IN STONE ON THE TEMPLE OF Poseidon, Lake Taenarus, Probably Cut About 500 B. C., have that same square and angular outline, although not so precise in alignment, that characterizes the present-day sans serif faces. This form of letter has been erroneously labeled "Gothic" in America, perhaps because of a confusion of the words "block letter" with the words "black letter," the latter having been applied to Gothic types. In Germany the Gothic form is called "block," which is descriptive of its \$1234567890 6 Point, 332J, 6¾ Set — Monotype Machine Typesetting

SOL. HESS, DESIGNER OF THE MONOTYPE Sans Serif Extrabold And Its Italic Companion, maintained many characteristics of the original lighter versions in his drawings. However, there 8 Point, 332J, 8½ Set — Monotype Machine Typesetting

FORMS OF MONOTYPE SANS SERIF Extrabold And Its Italic Companion Were designed by Sol. Hess. His drawings can 10 Point, 332J, 10 Set — Monotype Machine Typesetting

THE SANS SERIF OR "BLOCK" Letters Are The Simplest And Most primitive of all letter designs. \$1234 12 Point, 332J, 11½ Set — Monotype Machine Typesetting

BEING QUITE LEGIBLE THIS NEW Bold Letter Is Rapidly Becoming The favorite of modern advertisers, with 12 Point — For Hand Composition

DESIGNED BY SOL. HESS AS Was Its Italic Companion, The drawings preserve all the finer 14 Point — For Hand Composition

ADS SET IN SANS SERIF Extrabold Will Attract Lots of attention and all \$12345 18 Point — For Hand Composition

MONOTYPE WILL Supply Your \$67890 24 Point — For Hand Composition

NEW DESIGN made with rule In Ad Work 30 Point — For Hand Composition
36 Point — For Hand Composition

CHARACTERS IN FONTS

ABCDEFGHIJKLMNOPQRSTUVWXYZ&

abcdefghijklmnopqrstuvwxyzfifff

\$1234567890 .,-":;!/?()«»

Special Arrangement

Composition — 6 to 12 Point, 80 Characters

Display — 12 to 72 Point, 80 Characters; 72H4 Point, 50 Characters

Can be combined for Machine Typesetting with Sans Serif Extrabold Italic, Sans Serif Medium or Sans Serif Bold

VARIANT CHARACTERS FOR USE WITH THIS SERIES

(May be substituted for regular characters when ordering fonts or purchased separately)

AJYægjtü

332-H91 — Available in all Composition and Display sizes from 8 to 72 Point

JOURNEY TO MEXICO AND WEST INDIES, See The Great Jungle Cities And The Mountain fortresses built by peoples of whom just a trace

12 Point, 332J-H91, 11½ Set — Monotype Machine Typesetting

**SANS SERIFS
are for \$67890**

42 Point — For Hand Composition

Use In Heads

48 Point — For Hand Composition

Extra Bold

60 Point — For Hand Composition

Full Case

72 Point — For Hand Composition

TYPES

72H4 Point — For Hand Composition

Sans Serif Extrabold Italic, No. 3321

THIS ITALIC LETTER SHOULD FIND EXTENSIVE Use, Since There Are Very Few Extrabold Italic types which can be used with extrabold roman forms. This is an original italic letter designed by Sol. Hess as a companion type face to his Monotype Sans Serif Extrabold. It is intended primarily as a type for use when strong emphasis or an attention-arresting headline is desired. Monotype Sans Serif Extrabold Italic

8 Point, 332K, 8½ Set — Monotype Machine Typesetting

IT IS INTENDED PRIMARILY AS A TYPE For Use When Emphasis Or An Attention-arresting headline is desired. Since there are very few extrabold italic types which can be used with extrabold roman forms, this strong italic letter should find extensive use. Mono-type Sans Serif Extrabold Italic was designed

10 Point, 332K, 10 Set — Monotype Machine Typesetting

SINCE THERE ARE VERY FEW ITALIC Types Which Can Be Used In Harmony with extrabold roman forms, this strong italic letter should find extensive use. This is an original italic letter designed

12 Point, 332K, 11½ Set — Monotype Machine Typesetting

NONE OF THE LATER TYPES Coming Into General Use During the past decade has stayed in popular approval for as long as the sans serif type faces. Those

14 Point — For Hand Composition

SANS SERIF EXTRA BOLD Italic Can Be Used With The extrabold roman type faces, and should give them \$12345

18 Point — For Hand Composition

MOST OF THE NEW Faces Can Be Had By securing this \$67890

24 Point — For Hand Composition

A FINE ITALIC face for display

30 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 &
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
\$ 1 2 3 4 5 6 7 8 9 0 . , - ' ' : ; ! ? (« »

Special Arrangement

Composition — 8 to 12 Point, 80 Characters

Display — 14 to 36 Point, 79 Characters; 42 to 72 Point, 79 Characters

Can be combined for Machine Typesetting with Sans Serif Extrabold

**USE THIS TYPE
to obtain results**

36 Point — For Hand Composition

**FINE TO GET
the \$1234567**

42 Point — For Hand Composition

**BOLD TYPE
as you desire**

48 Point — For Hand Composition

Extra Bold

60 Point — For Hand Composition

Less Cost

72 Point — For Hand Composition

Monotype Sans Serif Extrabold Cond. (Hess), No. 333

THE CREATION OF A PRACTICAL Machine For Setting Single Types held the attention of many inventors for a period of over seventy years, the problems involved were solved by a

14 Point—For Hand Composition

DESIGNING CONDENSED FACES
Does Not Mean Squeezing Up The normal face, neither does it mean simply making a letter to \$12345

18 Point—For Hand Composition

A CONDENSED VERSION
Of This Popular Series Is the contribution \$567890

24 Point—For Hand Composition

FINE BORDER TO
help the broadside

30 Point—For Hand Composition

SANS SERIF IS
the new mode

36 Point—For Hand Composition

Larger News Heads

72 Point—For Hand Composition

BOLD POSTERS

72H4 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 &
a b c d e e f f g g h i j k l m n o p q
r s t t u u v w x y z
\$ 1 2 3 4 5 6 7 8 9 0 \$ ¢ . , - ' ' : ; ! ?)

Display—14 to 42 Point, 83 Characters; 48 to 72 Point, 84;
72H4 Point, 47 Characters

NEW TYPES ARE
the best \$567890

42 Point—For Hand Composition

MAKE USE OF
these bold faces

48 Point—For Hand Composition

Rule Borders

60 Point—For Hand Composition

84 Point Sans Serif Cap Fonts

TYPE LINES

Monotype Sans Serif Light, No. 329 72H4

TYPE LINES

Monotype Sans Serif Bold, No. 330 72H4

TYPE LINES

Monotype Sans Serif Extrabold, No. 332 72H4

TYPE LINES

Monotype Sans Serif Extrabold Condensed, No. 333 72H4

\$1234567890

Monotype Sans Serif Bold, No. 330 72H4

CHARACTERS IN FONTS

Sans Serif Light, No. 329—27 Regular and 3 Alternative Caps, 11 Figures and 11 Points—52 Characters.

Sans Serif Bold, No. 330—27 Regular and 3 Alternative Caps, 11 Figures and 11 Points—52 Characters. (Also available with this series is a set of full-face 84 point figures, 72H94.)

Sans Serif Extrabold, No. 332—27 Regular and 2 Alternative Caps, 11 Figures and 10 Points—50 Characters.

Sans Serif Extrabold Condensed, No. 333—27 Regular Caps, 11 Figures and 9 Points—47 Characters.

Figures and Points of the size shown on this page are available in the proper design with all 84 point Cap Fonts.

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Monotype Sans Serif Bold, No. 330 72H4