

# Arcraft, No. 334

**T**HIS FINE DECORATIVE Letter Is Fairly Heavy And may be classified as an old style typeface. It was designed in 1912 by Robert Wiebking, the Italic of this series was made a few years later. Used mostly as a publicity letter, this design seems at its best in the larger sizes. It is of medium weight and has prominent serifs, some of which, on the lowercase, are to be found on the right-hand side only. This typeface carries a calligraphic feel, seeming to have been designed with a pen rather than cut with tools of an engraver in metal. In many letters curves are pronounced, giving a rolling effect to the general design. Tall ascenders and short descenders in this series make it one of the finer

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 &  
a b c d e f 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 . , - ' ; ! ?

Display - 14 to 36 Point, 78 Characters

BEING PREDOMINANTLY A Publicity Letter, Arcraft Appears at its best in the larger sizes. It is of medium weight having prominent serifs, some of which on the \$12345

18 Point - For Hand Composition

THE DESIGN CARRIES A Calligraphic Feel, For It seems to have been drawn with the pen and is \$67890

24 Point - For Hand Composition

IN MANY LETTERS THE CURVES Are Very Pronounced, Giving A Rolling effect to the general design of this series

30 Point - For Hand Composition

USE THE LARGE SIZES OF This Series For Display That Has to be set in a face which is artistic

36 Point - For Hand Composition