

Bodoni, No. 375

THIS MOST POPULAR OF ALL PRESENT-DAY BODONI TYPES WAS ADAPTED FROM ONE OF THE ORIGINAL DESIGNS OF Giambattista Bodoni, And Was First Put On The Monotype For machine typesetting in 1930. Bodoni's types were first shown about 1788. Bodoni is credited with the invention of the letter we call "modern." Strictly speaking, this is not true, as the mechanical trend and perfection of finish which are characteristic of the modern faces, were noted many years before Bodoni designed and popularized his letters. Monotype machine typesetting and Monotype-cast type and embellishment are freely used by all those who aspire to the highest expression of the printing art. However, it is in the field of commercial printing that the Monotype, through the superior quality of its products, has had its greatest influence. Good printing requires good typography. Good typography embraces good design, fitness, good taste, and unity. The products of the Monotype are sufficient in themselves to afford the means of meeting these requirements. Thousands of the printers who own Monotypes have taken advantage of its resources to improve the quality of their typography and have by so doing bettered the quality of their printing. The Monotype contributed materially to the typographic resources of the printing industry by making available for use new type faces drawn by the best modern type designers, as well as adaptations of the types of the old masters. By its example it has stimulated the general effort to provide printers of the present day with the greatest variety of good type faces ever available in the history of printing. Monotype faces are designed for legibility. Normally close-fitting,

THIS IS THE ITALICIZED VERSION OF A MOST POPULAR DESIGN ADAPTED FROM THE LETTER CAST BY BODONI HIMSELF. BODONI'S TYPES WERE FIRST SHOWN ABOUT 1788 AND WERE INFLUENCED BY THE WORK OF various men, among whom may be mentioned Grassi, Lasci, Fourrier and Baskerville. This series is available for Monotype machine typesetting and for casting on the Monotype for hand composition. It is extensively used throughout the English-printing world, and is popular as well among the Latin printers. In recent years (1930-1934) there has been a revival of interest in Bodoni and its Italic, these faces leading all others in popularity. The efforts of the Ludlow Monotype Machine Company have not been confined solely to the development of mechanical means of typesetting; nor to the manufacture of machines for casting type, bodies and ornaments, rules and spacing material. No less has it been diligent in providing the owners of Monotypes with such type faces as
6 Point, 375ABC, 6½ Set—Monotype Machine Typesetting

BODONI'S TYPES WERE FIRST SHOWN IN THE YEAR 1788. BODONI IS CREDITED WITH THE INVENTION OF THE LETTER WE CALL "MODERN." Strictly speaking, this is not true, as the mechanical trend and perfection of finish which are characteristic of the modern faces, were noted many years before Bodoni designed and popularized his letters. The Monotype gives to the printing industry a method of machine typesetting in type sizes from 4 to 18 point which is many times faster than hand composition, embodying many exclusive features of incalculable value to the printers and enabling them to retain all the recognized advantages of printing from new single types. Wherever machine typesetting is used preference is given to the Monotype when printing of the highest quality is desired. The first step toward non-distribution of hand set type was the Display-Type Attachment, by which type from 14 to 36 point for hand composition was cast on the Monotype. With the development of the lead-and-rule mold non-distribution was \$1234567890

BODONI ITALIC SERIES IS AVAILABLE FOR Monotype Machine Typesetting And For Casting On the Monotype for hand composition. It is extensively used throughout the English-printing world, and is popular as well among the Latin printers. In recent years (1930-1934) there has been a revival of interest in Bodoni and its Italic, these faces leading all others in popularity. One of the impressive facts in the printing industry is the leadership in printing of high quality which goes with the use of Monotypes and of Monotype type faces. Always progressive, the Monotype Company keeps a
8 Point, 375ABC, 8½ Set—Monotype Machine Typesetting

CHARACTERS IN FONTS

ABCDEFGHIJKLMNQRSTUWXYZ&

abcdefghijklmnopqrstuvwxyz 61616161

\$1234567890 ..'";!?"

ABCDEFGHIJKLMNQRSTUWXYZ&

ABCDEFGHIJKLMNQRSTUWXYZ&

abcdefghijklmnopqrstuvwxyz f/|/||/|/|

\$1234567890 ..'";!?"

Standard C Arrangement

Roman, Small Caps and Italic are combined for machine typesetting up to and including 12 point
14 and 18 Point—Special Arrangement. Roman and Italic Fonts each contain 78 Characters. For Specimen Lines see other side of this page.

THE INVENTIONS EMBODIED IN THE MONOTYPE MADE IT POSSIBLE TO APPLY THE ADVANTAGES OF MACHINE TYPESetting TO ALL CLASSES OF PRINTING. Without The Monotype a large proportion of the world's typesetting would to this day still be laboriously done by hand. Monotype has supplanted all other mechanical means of composing single types. It opened up new fields for the use of machine composition. No other typesetting machine embodies within the scope of its operation so wide a range of accomplishment, such versatility in its product, nor contributes so much to improvement in the quality of printing. On the Monotype the word spacing may be automatically equal and in proportion to the type set
ON THE MONOTYPE UP TO SIX ALPHABETS MAY Be Combined For A Single Keyboard Arrangement For Use On one job. Different point sizes may be cast and aligned on the same body in the same line. Special characters for the work in hand may be keyboarded by the operator without the loss of time. The keyboard ribbons from which type is cast may be again used at
10 Point, 375ABC, 10 Set—Monotype Machine Typesetting

DURING THE PAST TWENTY-FIVE YEARS, MECHANICAL PROCESSES IN USE IN THE PRINTING INDUSTRY HAVE GONE THROUGH MANY CHANGES. In No phase of operations have these changes been more radical than in the composing-room. Here the introduction of new and improved methods began with the invention of mechanical means of composing type. The first practical machine for composing single types in justified lines was the Monotype machine. With the gradual development of the Monotype \$1234567890
THE MONOTYPE, BY MAKING NEW TYPE For Every Job, Eliminated The Use Of Worn Type In both text matter and display work, thus enhancing the general quality of printing. It has made it possible to cast type, decorative material, rules and a
12 Point, 375ABC, 11½ Set—Monotype Machine Typesetting

Bodoni, No. 375

14 and 18 Point Composition Fonts Contain 78 Characters

THIS USEFUL TYPE FACE Was First Shown In 1788, And Is the most popular of present-day Bodoni types. It was made from one of the original types drawn by Giambattista Bodoni, having been put on the Monotype for typesetting in 1930. Bodoni was credited with the invention of the letter we now call "modern." This is not so, as the mechanical trend and perfection of finish which are characteristic of all modern faces, were noted years before Bodoni designed and popularized \$12345

14 Point, 375A, 14 Set—Monotype Machine Typesetting

BODONI IS CREDITED WITH The Invention Of The Letter Called "modern." Strictly speaking, this is not so, as the mechanical trend and perfection of finish which are characteristic of the "modern" faces, were noted years before Bodoni designed and popularized his letters. This, the most popular and widely used of all present-day Bodoni types, was made from one of the original designs of Giambattista Bodoni, and is \$67890

18 Point, 375A, 17 Set—Monotype Machine Typesetting

Bodoni Italic, No. 375

14 and 18 Point Composition Fonts Contain 78 Characters

***THIS IS THE ITALIC FORM** Of A Popular Design Made From a letter cut by Bodoni himself. His types were first shown about 1788, and were influenced by the work of various men, among whom may be mentioned Luce, Fournier, Grandjean and Baskerville. This series is available for Monotype machine typesetting and for casting on the Monotype for hand composition. It is extensively used throughout the English-printing world, and is very popular among the Latin printers. In recent years a revival of \$12345*

14 Point, 375C, 13½ Set—Monotype Machine Typesetting

***A REVIVAL OF INTEREST IN** Bodoni And In Its Italic Is Noticeable in recent years, these faces leading all others in popularity. This is the italic version of the popular design adapted from a letter cut by Bodoni himself. Bodoni's types were first shown about 1788 and were influenced by the work of various men, among whom may be mentioned Grandjean, Luce, Baskerville and Fournier. This series is now available for machine setting \$67890*

18 Point, 375C, 17 Set—Monotype Machine Typesetting

Bodoni, No. 375

KEEP THE SPECIMEN BOOK IN A Convenient Place In The Layout department for handy reference to Monotype faces. The most popular of the present day Bodoni types was made from one of the first designs of Giambattista Bodoni, and it was

14 Point—For Hand Composition

MOST USEFUL OF ALL PRESENT FORMS OF TYPE FACES IS THE BODONI FAMILY

14B Point (Small Caps)—For Hand Composition

BETTER TYPE IS MADE When Cast On A Monotype with all new matrices which will save money for \$12345

18 Point—For Hand Composition

GOOD TYPOGRAPHY BASED ON A SOUND PRINCIPLE MUST BE

18B Point (Small Caps)—For Hand Composition

QUICK SERVICE IS Needed In The Tariff offices and ad \$67890

24 Point—For Hand Composition

Bodoni Is A Fine Series

60 Point—For Hand Composition

Rule Borders \$246

72 Point—For Hand Composition

NEW SIZES

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

Display—14 and 18 Point Small Caps, 27 Characters; 14 Point, 82; 18 Point, 82;
24 to 36 Point, 80; 40 to 72 Point, 78; 72H4 Point, 46 Characters.

STRIP RULES, LEADS
and slugs in abundance

30 Point—For Hand Composition

MONOTYPES ARE
an asset to your \$135

36 Point—For Hand Composition

An Artistic Effect

42 Point—For Hand Composition

Modern Letters

48 Point—For Hand Composition

Bodoni Italic, No. 3751

T HIS IS THE ITALIC VERSION
Of The Popular Design Adapted
from a letter cut by Bodoni in 1792.
The types of Bodoni were first shown
about 1788 and were influenced by
the work of such men as Fournier,
Grandjean, Luce, and Baskerville.
This series is obtainable for Mono-
type machine typesetting, and also
for casting type on the Monotype to

14 Point—For Hand Composition

A PLEASING HEADLINE
Does Much To Enhance The
printed page. It is employed
for both newspaper \$12345

18 Point—For Hand Composition

THIS POPULAR AD
And Book Face Is One
which is being widely
used by better \$67890

24 Point—For Hand Composition

Production Costs Are Less \$1357

42 Point—For Hand Composition

Monotype Non-Distribution

48 Point—For Hand Composition

Nets Profitable Results

60 Point—For Hand Composition

Consult This Book

72 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 fi ffi

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

Display—14 and 18 Point, 81 Characters; 24 to 36 Point, 79 Characters;
42 to 72 Point, 77 Characters.

BODONI IS USED TO
Good Advantage In Ads,
magazines and in books

30 Point—For Hand Composition

A GIANT CASTER
is a good investment

36 Point—For Hand Composition