

New Caslon, No. 537

T HIS FACE WAS BROUGHT OUT ABOUT 1912, AND IS Distinguished By A Rounded Lowercase, Pointed Serifs, exceedingly stubby descenders and precise alignment and finish. Although classified as a "Title" this is really an Old Style letter with the stems and swells thickened. It is not quite so heavy as Caslon Bold, but carries more weight than Caslon Old Style, and bears a close relationship to its famous namesake. The square looking C has serifs top and bottom; the lining J is slightly thrown back at the base; the short tail of the Q hangs from the base and is almost horizontal; the a is slightly top-heavy, ending with a prominent ball; the c is almost a complete circle; the f is furnished in two forms, one non-kerning; the s and z are wide, both characters being finished off with wedge-shaped serifs. The figures are lining. From the beginning the Monotype Company has endeavored to place at the disposal of Monotype users every facility necessary to compose both machine and hand-set type. Progress has been steadily forward. A composing \$1234567890

THE ITALIC VERSION OF THIS TYPE FACE IS NARROW When Compared To Its Roman Companion. No Swash Letters Have been designed for it. It was brought out in 1912, the same time as the Roman version, and, like its companion, is distinguished by a narrow lowercase, short descenders and precise alignment. Only lining figures are furnished. One of the impressive facts of the printing industry is the leadership in printing of high quality which goes with the use of Monotypes and Monotype type faces. Mr. Frederic W. Goudy, whose position as the foremost type designer of the present day \$1234567890 6 Point, 537EG, 7½ Set—Monotype Machine Typesetting

T HE SQUARE LOOKING C HAS SERIFS TOP AND BOTTOM; THE LINING J IS SLIGHTLY THROWN BACK at the base; the short tail of the Q hangs from the base and is almost horizontal; the a is slightly top-heavy, ending with a prominent ball; the c is almost circular; the s and z are wide, both characters being finished off with wedge shaped serifs. The figures are lining. This design was brought out in 1912, and is distinguished by a rounded lowercase, pointed serifs, exceedingly stubby descenders and precise alignment and finish. Although classified as a "Title" this is really an Old Style letter, with the stems and swells \$1234567890

THIS ITALIC FACE IS RATHER NARROW WHEN Compared To Its Roman Companion. No Swash Letters have been designed for it. It was brought out in 1912, the same time as the Roman version, and like its companion, is distinguished by a thin lowercase, short descenders and precise alignment. Lining figures are now \$1234567890 8 Point, 537EG, 9 Set—Monotype Machine Typesetting

I N REALITY THIS IS AN OLD STYLE Letter Although It Is Classified As A "Title". It is not quite so heavy as Caslon Bold in spite of the fact that the stems and swells are thick. It carries more weight than Caslon Old Style, and is related in some respects to its famous namesake. The square looking C has serifs top and bottom; the lining J is thrown back at the base; the short tail of the Q, which is almost horizontal, hangs from the base; the a ending with a prominent ball is just a bit top-heavy. The f is furnished in two forms \$1234567890

COMPARED TO ITS ROMAN COMPANION The Italic Face Is Rather Narrow, There Having been no swash characters designed for it. It was brought out in 1912, the same time as the Roman version, and, like its companion is distinguished by a thin lowercase, short descenders \$1234567890 9 Point, 537EG, 10½ Set—Monotype Machine Typesetting

CHARACTERS IN FONTS

ABCDEFGHIJKLMN OPQRSTUVWXYZ&
 abcdefghijklmnopqrstuvwxyz fiffiffi
 \$1234567890 .-'':!?
 ABCDEFGHIJKLMN OPQRSTUVWXYZ&
 abcdefghijklmnopqrstuvwxyz fiffiffi
 \$1234567890 ;:!?

Special Arrangements

Roman and Italic are combined for Machine Typesetting in 6, 8, 9, and 10 Point. 12 Point composition requires a different Special Arrangement.

T HIS FACE WAS BROUGHT OUT IN 1912 AND IS Distinguished By A Rounded Lowercase, Pointed serifs, along with exceedingly stubby descenders and precise alignment and finish. Although it is classified as a "Title" this is really an Old Style letter with the stems and swells thickened. It is not quite so heavy as Caslon Bold, but it carries more weight than Caslon Old Style, and bears some relationship to its famous namesake. The square looking C has serifs top and bottom; the lining J is slightly thrown back at the base; the short tail of the Q hangs from the base and is almost horizontal; the a is slightly top-heavy ending with a prominent ball; the c is almost a complete circle; the f is furnished in two forms, one non-kerning; \$1234567890

NO SWASH LETTERS HAVE BEEN DESIGNED For The Italic Version Of This Face Which Is Narrow when compared to its Roman companion. It was brought out in 1912, as was the Roman. It is distinguished by a narrow lowercase, short descenders, and a precise alignment. Only lining figures are furnished. \$1234567890 10 Point, 537EG, 12 Set—Monotype Machine Typesetting

A LTHOUGH THIS FACE IS CLASSIFIED As A "Title" It Is Really An Old Style Letter with the stems and swells thickened. It is not so heavy as Caslon Bold, but carries more weight than Caslon Old Style, and bears some relationship to its famous namesake. The C, which is a square looking letter, has serifs top and bottom. The lining J is slightly thrown back at the base; the short tail of the Q hangs from the base and is almost horizontal; the a is slightly \$1234567890

THE ITALIC VERSION OF THIS FACE WAS Brought Out In 1912, And When Compared To Its Roman companion it is rather narrow. The lowercase is narrow, with short descenders. Lining figures only, being furnished. An impressive \$1234567890 12 Point, 537EG, 13½ Set—Monotype Machine Typesetting