Traditional Length DESCENDERS

for

Monotype Machine Composition

Ever since the practically universal adoption of the standard lining system by founders and composing machine manufacturers, descending lowercase letters have had to be made shorter than proper proportion dictates. To meet the objection that this shortening gives the faces a "stubby" appearance thereby departing from the original design, a number of the more popular Monotype faces have been provided with "traditional length" descenders, for casting on type bodies 1 or 2 points larger than the standard fonts. These faces are shown in their various sizes on the following pages, Complete information as to how these faces and sizes may be set on the standard Monotype Composing Machine will be furnished on request. Standard "traditional length" descender matrices bear the symbol H9, and are priced at the standard class A rate; the 12 point matrices, which are 2x4 size, are priced at class B rate.



Lanston Monotype Machine Co.
Twenty-fourth at Locust Street, Philadelphia 3, Penna.

Defend to 11 C



NOTICE TO OPERATORS

Line Standard for Casting

Long Descenders			
6 on 7			.065
7 on 8			.075
8 on 9			.085
9 on 10			.095
10 on 11			.1050
11 on 12			.1200
12 on 14			.1383

RODONI-No. 175

Special Keybars Nas. 1295 and 1296 or for 12 Point Na. 175AC

10 Point No. 175A, 10 Set, C Arrangement

Good typography embraces good design, fitness, good taste and unity. Good printers judge the products of the Monotype sufficient in themselves to afford the means of meeting these requirements. Monotype machine typesetting and Monotype-

10 Point No. 175C. 10 Set. C Arranges

Good typography embraces good design, filness, good taste and unity. Good printers judge the products of the Monotype sufficient in themselves to afford the means of meeting these requirements. Monotype machine typesetting and Monotype-east type and em-

12 Point No. 175A, 12 Set. C Arrengement

Good typography embraces good design, fitness, good taste and unity. Good printers judge the products of the Monotype sufficient in themselves to afford the means of meeting these requirements.

12 Point No. 175C, 12 Set, C Amengem

Good typography embraces good design, fitness, good taste and unity. Good printers judge the products of the Monotype sufficient in themselves to afford the means of meeting these requirements. Monotype maff ii pp qq vy fifi flfl ff ff ffiffi filfil

BRUCE OLD STYLE-No. 31

Special Keybars Nos. 1295 and 1296 for 12 Point No. 316G

6 Point No. 31E, 61/2 Set, C Arrangement aspire to the highest expression of the printing art. However, it is in the field

6 Point No. 31G, 61/2 Set, C Arrangement • Protest Prox. 21(a, 0)% Sel. C. Auronquements. Good typography combraces good designs, finners, good taste and untity. Good printers judge the predicts of the Monotype sufficient in thesesober to afford the sensors of security, these requirements. Monotype monthus reporteding and Mono-type-cent type and condultationsect are freely sund by all thous who argine to the Aughst experiences of the printing art. However, it is to the field of consountial.

8 Point No. 31E, 8 Set, C Arrangement

Good typography embraces good design, fitness, good taste and unity. Good printers judge the products of the Monotype sufficient in themselves to afford the means of meeting these requirements. Monotype machine typesetting and Monotype-cast type and embellishment are freely used by all those who

8 Point No. 31G, 8 Set, C Arrangeme

Good typography embraces good design, fitness, good taste and unity. Good printers judge the products of the Monotype sufficient in themselves to afford the means of meeting these requireand embellishment are freely used by all those who aspire to the

10 Point No. 31E, 91/2 Set, C Arrengemen

Good typography embraces good design, fitness, good taste and unity. Good printers judge the products of the Monotype sufficient in themselves to afford the means of meeting these requirements. Monotype machine typesetting and Monotype-cast

10 Peint No. 31G, 91/2 Set, C Arrongement

Good typography embraces good design, fitness, good taste and unity. Good printers judge the products of the Monotype sufficient in themselves to afford the means of meeting these requirements, Monolybe machine typesetting and Monotype-cast type and embellishment are

12 Point No. 31E, 11 Set, C Arrangen

Good typography embraces good design, fitness, good taste and unity. Good printers indge the products of the Monotype sufficient in themselves to afford the means of meeting these requirements. Monotype ma-

12 Paint No. 31G. 11 Set. C Arrengement

Good typography embraces good design, fitness, good taste and unity. Good printers judge the products of the Monotype sufficient in themselves to afford the means of meeting these requirements. Monotype machine typesetting and

(To take care of the long descenders all fants must be run on a mold at least one (1) point larger than the point size of face)

CASLON OLD STYLE-No. 337

Special Keybors Nos. 1295 and 1296 are no for 12 Point No. 337EG

7 Point No. 337E, 71/4 Set, C Arrengement

Good typography embraces good design, fitness, good taste and unity.
Good printers judge the products of the Monotype sufficient in themselves to afford the means of meeting these requirements. Monotype
machine typesetting and Monotype-cast type and embellishment are freely used by all those who aspire to the highest expression of the JJ gs jj pp qq yy 33 55 77 99 13

Good typography embraces good design, fitness, good taste and unity. Good printers judge the products of the Monotype sufficient in themselves to afford the means of meeting these requirements, Monotype machine

8 Point No. 337E, 8 Set, C Arrangen

Good typography embraces good design, fitness, good taste and unity. Good printers judge the products of the Monotype sufficient in themselves to afford the means of meeting these requirements. Monotype machine typesetting and Monotype-cast type and embellishment are freely used by all those who

8 Point No. 337G. Il Set. C Arrangement

Good typography embraces good design, fitness, good taste and unity. Good printers judge the products of the Momotype sufficient in themselves to afford the means of meeting these requirements. bellishment are freely used by all those who aspire to the highest

Good typography embraces good design, fitness, good taste and unity. Good printers judge the products of the Monotype sufficient in themselves to afford the means of meeting these requirements. Monotype machine typesetting and Monotype-cast type and embellishment are

Good typography embraces good design, fitness, good taste and unity. Good printers judge the product of the Monotype sufficient in themselves to afford the means of meeting these requirements. Monotype machine typesetting and Monotype-cast type and embellishment are freely used by

10 Point No. 337E, 10 Set, C Arron

Good typography embraces good design, fitness, good taste and unity. Good printers judge the products of the Monotype sufficient in themselves to afford the means of meeting these requirements. Monotype machine typesetting and Monotype-

Good typography embraces good design, fitness, good taste and unity. Good printers judge the products of the Monotype sufficient in themselves to afford the means of meeting these requirements. Monotype machine typesetting and Monotype-cast type and em-

Good typography embraces good design, fitness, good taste and unity. Good printers judge the products of the Monotype sufficient in themselves to afford the means of meeting these requirements. Monotype ma-

Good typography embraces good design, fitness, good taste and unity. Good printers judge the products of the Monotype sufficient in themselves to afford the means of meeting these requirements. Monotype machine typesetting and

Good typography embraces good design, fitness, good taste and unity. Good printers judge the products of the Monotype sufficient in themselves to afford the means of meeting these requirements.

Good typography embraces good design, fitness, good taste and unity. Good printers judge the products of the Monotype sufficient in themselves to afford the means of meeting these requirements. Monotype ma-

Monotype Single-Type Composition Is Best For Use In All Classes of Printing

(To take care of the long descenders all fonts must be run on a mold at least one (1) point larger than the point size of face)

CASLON BOLD-No. 79

The long descenders in 12 Point No. 791 and 79K are double matrics Compil Philodelphia for proposed arrangement

6 Point No. 79, 7 Set, CZ Arrangement Good typography embraces good design, fitness, good taste and unity. Good printers judge the products of the Monotype sufficient in themselves to afford the means of meeting these requirements. Monotype machine typesetting and Monotype-sale

6 Paint No. 79K, 7 Int. C2 Auroaptment Good typography embrace good design, fitness, good taste and unity. Good printers judge the products of the Monorype sufficient in themselves to digrat the means of meeting these requirements. Monorype machine typocetting and Monorype-cust type and embeldihmment are freely used by all those who aspire.

8 Point No. 791. 89% Set. C2 Arrangement Good typography embraces good design, fitness, good taste and unity. Good printers judge the products of the Monotype sufficient in themselves to afford the machine typesetting and Monotype-cast type and

a Point No. 79%, 8½ Set, C2 Amongoment Good typography embraces good design, fitness, good taste and unity. Good printers judge the product of the Monotype sufficient in themselves to afford the means of meeting these requirements. Monotype machine typesetting and Monotype-cast type and

10 Paid No. 791, 10% Set CA Amongament
Good typography embraces good design, fitness, good taste and unity. Good printers
judge the products of the Monotype sufficient in themselves to afford the means of
meeting these requirements. Monotype

10 Faish No. 78t, 10% to C. Amangament
Good typography embraces good design, fitness, good taste and unity. Good printers
judge the products of the Monotype sufficient in themselves to afford the means of
meeting these requirements. Monotype

12 Point No. 79J, 12 Set, C2 Arrangement

Good typography embraces good design, fitness, good taste and unity. Good printers judge the products of the Monotype sufficient in themselves to afford the means of meeting

12 Point No. 79K, 12 Set, C2 Arrangement

Good typography embraces good design, fitness, good taste and unity. Good printers judge the products of the Monotype sufficient in themselves to afford the means of meeting

CENTURY OLD STYLE-No. 157

Special Left Keybor No. 1420 is nec for 12 Point No. 157E

B Pain No. 157E, 9% Set C Arrangement
Good typography embraces good design, fitness, good taste
and unity. Good printers judge the products of the Monotype sufficient in themselves to afford the means of meeting
these requirements. Monotype machine typesetting and
Monotype-cast type and embellishment are freely used by

10 Paul No. 137E, 10% Set. C. Annapament Good typography embraces good design, fitness, good taste and unity. Good printers judge the products of the Monotype sufficient in themselves to afford the means of meeting these reourierments. Monotype machine typesetting

Point No. 157E, 11 Set, C Arrangement

Good typography embraces good design, fitness, good taste and unity. Good printers judge the products of the Monotype sufficient in themselves to afford the means of meeting these requirements. Monotype ma-

12 Point No. 157E, 12 Set, C Arrangement
(Also long recorders furnished as shown)

Good typography embraces good design, fitness, good taste and unity. Good printers judge the products of the Monotype sufficient in themselves to afford the means of meeting these requirements. gg jj pp qq yy bb dd ff hh kk l1 fif fff fff fff fff fff fff fff fff

пи ии ии иии иии

Send for Specimen Sheets showing the Monotype Type Faces in which you are most interested

CENTURY SCHOOLBOOK-No. 420

6 Paint No. 420A, 7 % Set. C Arrangement Good typography embraces good design, fitness, good taste and unity, Good printers judge the products of the Monotype sufficient in the selves to afford the means of meeting these requirements. Monotype machine typesetting and Monotype-cost type and embellishment and enclared the means of the means of the means of the selves of the product of the means of the means of the means of the means of the selves of the means of the means of the means of the means of the first of the means of the means of the means of the means of the selves of the means of the selves of the means of the mean

6 Point No. 420C, 7 1/4 Set, C Arrangement

6 Paint No. 420C, 7½ Let, C Armagement. Good pryography enbraces good design, fitness, good tuste and unity. Good printers judge the products of the Monatype sufficient in themsaless to afford the means of moeting these requirements. Monotype machine typeoetting and Monotype-cost type and embellishment are frealy under by all those used so aprice to the highest expression of the printing art. Hous-typeoetting and the specific production of the printing art. Hous-typeoetting and the production of the printing art. Hous-typeoetting and the specific production of the printing art. Hous-typeoetting and the production of the printing art. EE II DD 99 YY

7 Point No. 420A, 81/4 Set. C Arrangement 7 Point No. 430A, 8% Set, C. Arresquences Good typography embraces good design, fitness, good taste and unity. Good printers judge the products of the Mono-type sufficient in themselves to afford the means of meeting these requirements. Monotype machine typesetting and Monotype-cast type and embellishment are freely used by

7 Point No. 420C, 81/4 Set, C Arrangeme

Proint No. 430C, 834-814. Chronoguesate Good Cypography: embraces good design, fitness, good taste and unity. Good printers judge the products of the Monotype sufficient in themselves to offort the means of meeting these requirements. Monotype machine typesetting and Monotype-oast type and em-bellishment are freely used by all those who appire to the highest

8 Point No. 420A, 91/s Set, C Arrange Good typography embraces good design, fitness, good taste and unity. Good printers judge the products of the Monotype sufficient in themselves to afford the means of meeting these requirements. Monotype ma-chine typesetting and Monotype-cast type and em-

8 Point No. 420C. 91/4 Set. C Amendo Good typography embraces good design, fitness, good taste and unity. Good printers judge the products of the Monotype sufficient in themselves to afford the means of meeting these requirements. Monotype machine typesetting and Monotype-cast type and embellishment are

9 Point No. 420A, 10 Set. C Arrangement Good typography embraces good design, fitness, good taste and unity. Good printers judge the products of the Monotype sufficient in themselves to afford the means of meeting these requirements. Monotype machine typesetting and Monotype-

9 Point No. 420C, 10 Set, C Arrangement Good typography embraces good design, fitness, good taste and unity. Good printers judge the products of the Monotype sufficient in themselves to afford the means of meeting these requirements. Monotype machine type-setting and Monotype-cast type and em-

(To take care of the long descenders all fonts must be run on a mold at least one (1) point larger than the point size of face)

12 Point No. 420C. 121/2 Set. C Arranged

gg jj pp qq yy Good typography embraces good design, fitness, good taste and unity. Good printers

judge the products of the Monotype suffi-

cient in themselves to afford the means of

meeting these requirements. Monotype

gg jj pp qq yy

printers judge the products of the Monotype sufficient in themselves to afford the means of meeting these require-

in themselves to afford the means of meeting these requirements. Monotype machine typegg ii pp qq vv Good typography embraces good design, fitness, good taste and unity. Good

meeting these requirements. Monotype magg jj pp qq yy Good typography embraces good design, fitness, good taste and unity. Good printers

judge the products of the Monotype sufficient

11 Point No. 420A, 11% Set, C Am Good typography embraces good design, fitness, good taste and unity. Good printers judge the products of the Monotype sufficient in themselves to afford the means of

Good typography embraces good design, fitness, good taste and unity. Good printers judge the products of the Monotype sufficient in themselves to afford the means of meeting these requirements. Monotype machine typesetting and Monotype-

10 Point No. 420C. 101/2 Set. C Arrangem

10 Point No. 4204 10% Set C Av. Good typography embraces good design, fitness, good taste and unity. Good printers judge the products of the Monotype sufficient in themselves to afford the means of meeting these requirements. Monotype machine type-

CENTURY SCHOOLBOOK BOLD

No. 620

The long descenders in 12 Point No. 6203 are double matrices.
Consult Philadelphia for proposed arrangement

6 Point No. 620J, 71/4 Set, Special Arreng

Good typography embraces good design, fitness, good taste and unity. Good printers judge the products of the Mosotype sufficient in themselves to afford the means of meeting these requirements. Monotype machine typesetting and Monotype cast type and embellishment are freely used by all thoose who

8 Point No. 620J, 91/4 Set, Special Arrangen

Good typography embraces good design, fitness, good taste and unity. Good printers judge the products of the Monotype sufficient in themselves to afford the means of meeting these requirements. Monotype machine typesetting

Good typography embraces good design. fitness, good taste and unity. Good printers judge the products of the Monotype sufficient in themselves to afford the means of meeting these requirements. Mono-

12 Point No. 620J. 121/s Set. Special Amangemen Good typography embraces good design, fitness, good taste and unity. Good printers judge the products of the Monotype sufficient in them-

GOUDY OLD STYLE-No. 394

6 Point No. 394E, 6% Set, Special Arrangement

gg jj pp qq yy 6 Point No. 394G, 6% Set, Special Arrangement

6 Peini No. 3946, 635 Set. Special Arrangement Good Upprayingly embraces good design, frience, good tane and anxiey. Good prisons judge the products of the Monsteple sufficient in themselves to afford the mension of receipt face requirements. Monsteple sushinker typestraing and Monstypecoust type and embediationsens are freely soud by all those who aspite no embryone type and embediationsens are freely soud by all those who aspite no embryone in the field of consensation.

8 Point No. 394E, 81/4 Set, Special Arrangement

and unity. Good printers judge the products of the Monotype sufficient in themselves to afford the means of meeting

of our own matrices. Complete information sent on request. (To take care of the long descenders all fants must be run on a mold at least one (1) point larger than the point size of face)

gg ii pp qq vy

able for use by Monotype owners everywhere, and orders for matrices may be placed with and will be filled by us. English Composition Matrices may be used on the Manatype Typesetting Machine with the same freedom of production as our own matrices, and require only a short taper centering pin and the keyboard equipment made for each face; the display matrices require a short taper centering pin and a special matrix holder. These matrices are sold at the regular standard price

The resources of the Monotyne Cornoration Limited London. include many fine type faces for both machine typesetting and for typecasting for hand composition. All these faces are avail-

Good typography embraces good design, fitness, good taste and unity. Good printers judge the products of the Monotype sufficient in themselves to afford the means of meeting these requirements. Monotype machine typesetting and Monotype-cast type and embellishment are ff gg ij bb qq yy fifi flfl ff ffiffi flfl

Good typography embraces good design,

fitness, good taste and unity. Good printers

judge the products of the Monotype suffi-

cient in themselves to afford the means of

gg ii pp qq vv

Good typography embraces good design, fitness,

good taste and unity. Good printers judge the products of the Monotype sufficient in themselves

to afford the means of meeting these require-

ff gg jj pp qq yy hh hh ff fift fift

English Monotype Faces

12 Paint No. 394F. 111/4 Set. Special Arrana

12 Paint No. 394G. 111/4 Set. Special Ar

Good typography embraces good design, fitness, good taste and unity. Good printers judge the products of the Monotype sufficient in themselves to afford the means of meeting these requirements. Monotype machine typesetting and Monotypegg jj pp qq yy

GOUDY LIGHT OLD STYLE-No. 38

Special Keybars Nos. 1295 and 1296 are necessary for 12 point No. 38 EG

10 Point No. 38E, 10 Set, C Arrangement

Good typography embraces good design, fitness, good taste and unity. Good printers judge the products of the Monotype sufficient in themselves to afford the means of meeting these requirements. Monotype machine typosetting and Monotype-

10 Point No. 38G, 10 Set, C Arrangement Good typography embraces goo

Good typography embraces good design, threes, good taste and unity. Good printers judge the products of the Monotype sufficient in themselves to afford the means of meeting these requirements. Monotype chine typesetting and Monotype-cast type and em-

11 B-1-10 No. 205 11 F-1 C A----

Good typography embraces good design, fitness, good taste and unity. Good printers judge the products of the Monotype sufficient in themselves to afford the means of meeting these requirements. Monotype ma-

11 Point No. 38G, 11 Set, C Arrangement

Good typography embraces good design, fitness, good taste and unity. Good printers judge the products of the Monotype sufficient in themselves to afford the means of meeting these requirements. Monotype machine typesetting and

2 Point No. 38E, 12 Set, C Arrengement

Good typography embraces good design, fitness, good taste and unity. Good printers judge the products of the Monotype sufficient in themselves to afford the means of meeting these requirements.

12 Point No. 38G, 12 Set, C Arrangement

Good typography embraces good design, fitness, good taste and unity. Good printers judge the products of the Monotype sufficient in themselves to afford the means of meeting these requirements. Monotype ma-

Non-Distribution was First Made Practicable by the Development of the Monotype

The Monotype System of Non-Distribution has been almost as revolutionary in its effect on the printing industry as was the invention of the machine for setting and casting type which made it possible. It has increased efficiency and bettered the quality of production in more than four thousand composing rooms.

Non-Distribution is economically sound: The cost of casting new Monotype type and ornamentation, rules and spacing material is less than the cost of hand distribution. Through Monotype Non-Distribution, composing-room labor is relieved of an onerous burden; time is released for that creative effort which delights the heart of the true craftsman.

Originally a theory, time and practice have given it proof. It has carried its benefits into all branches of printing. Monotype Non-Distribution is not confined to text metra clane. It covers the entire range of Monotype typographic material—type, decorative and spacing material up to 72 point.

GRANJON-No. 400

The long descenders in 12 Point No. 400E and 400G are double matri

Const! Psiadelphia for proposed arrangement 6 Point No. 4006, 61/2 Set, Special Arrangement

o Feste Po., Acut, 6/9/, Set, Special Armagament Good typography embrace good design, finess, good taste and unity. Good printers judge the predicts of the Monotype sufficient in themselves to affine the mean of meeting these requirements. Monotype machine typestring and Monotype-cast type and embellishment are freely used by all those who napter to the highest expension of the graining art. However, it is in the Edd of Comton.

6 Point No. 400G, 63/s Set, Special Arrangement

Good sppography enthrous good design, fitness, good state and soilly. Good priots judge the predicts of the Mossoppe neglisions in themselves to affind the means nearing them expartments. Mossoppe washine sppessing and Mossoppe-stat spit only the printing and the state of the state of the state of the state of the of the printing art. However, it is in the field to consumersal priming that the my

8 Point No. 4006, 71/2 Set, Special Arrangement

Good typography embraces good design, fitness, good taste and unity, Good printers judge the products of the Monotype sufficient in themselves to afford the means of meeting those requirements. Monotype machine typecetting and Monotype-cast type and embellishment are freely used by all those who supers to the highest in

8 Point No. 400G, 71/2 Set, Special Arrangement

Good printers judge the products of the Monotype sufficient in themselves to afford the means of meeting these requirements. 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. How

9 Point No. 400E, 81/4 Set, Special Arrangement

Good typography embraces good design, fitness, good taste and unity. Good printers judge the products of the Monotype sufficient in themselves to affood the means of meeting these requirements. Monotype machine typesetting and Monotype cast type and embellishment are freely used by all those who

9 Point No. 4000, 83/s Set, Special Arrangement

Good typography embraces good design, structs, good taste and unity. Good printers judge the products of the Monotype sufficient in themselves to afford the means of meeting these requirements. Monotype machine typoetting and Monotype cust type and embellithment are freely used by all those who supire to type

10 Point No. 400E, 9 Set, Special Arrangement

Good typography embraces good design, fitness, good taste and unity. Good printers judge the products of the Monotype sufficient in themselves to afford the means of meeting these requirements. Monotype machine typesetting and Monotype-cast type and embel-

10 Point No. 4000, 9 Set, Special Arrangement

Good typography embraces good design, fitness, good taste and unity. Good printers judge the products of the Monotype sufficient in themselves to afford the means of meeting these requirements. Monotype machine typecetting and Monotype cast-type and embellishment are freely used by all those

11 Point No. 400E, 9% Set, Special Arrange

Good typography embraces good design, fitness, good taste and unity. Good printers judge the products of the Monotype sufficient in themselves to afford the means of meeting these requirements. Monotype machine typesetting and Monotype-cast

gg ji pp qq yy

11 Point No. 4000, 9% Set, Special Arrangement
Good typography embraces good design, fitness, good
taste and unity. Good printers judge the products of
the Monotype sufficient in themselves to afford the means
of meeting these requirements. Monotype machine twee

setting and Monotype-cast type and embellishment are ff gg jj pp qq yy fifi flf flf flf flff flff

12 Paint No. 400E, 10% Set. Special Arrayments
Good typography embraces good design, fitness,
good taste and unity. Good printers judge the
products of the Monotype sufficient in themselves to afford the means of meeting these requirements. Monotype machine typesetting and

13 Paints. 4000, 1019 Set. Special Amongoment
Good trypography embraces good design, fitness,
good taste and unity. Good printers judge the products of the Monotype sufficient in themselves to
afford the means of meeting these requirements.
Monotype machine typesetting and Monotype-cast

(To take care of the long descenders all fants must be run on a mold at least one (1) point larger than the point size of face)

HESS BOLD-No. 159

The long descenders in 12 Point No. 1593 are double matrices

6 Point No. 159J, 7 Set, C2 Arrangement

6 Peini No. 1993, 7 Set, C2 Aranagement Good typography embraces good design, fitness, good taste and unity. Good printers judge the products of the Monotype suffiquirements. Monotype machine typesetting and Monotype-cast type and embellishment are freely used by all those who aspire EE IJ DP 94 VP.

8 Point No. 159J, 81/2 Set, C2 Arrangement

Good typography embraces good design, fitness, good taste and unity. Good printers judge the products of the Monotype sufficient in themselves to afford the means of meeting these requirements. Monotype machine typesetting and Monotype-cast type and gg jj pp qq yy

Good typography embraces good design, fitness, good taste and unity. Good printers judge the products of the Monotype sufficient in themselves to afford the means of meeting these requirements. Monotype

12 Point No. 159J. 12 Set. C2 Amenor

Good typography embraces good design, fitness, good taste and unity. Good printers judge the products of the Monotype sufficient in themselves to afford the means of meeting

The Monotype Matrix Library

The Matrix Library has been a feature of Monotype service for more than forty years. There are now in the neighborhood of four thousand faces and sizes in the Library available for rental at a nominal charge.

There is no limit to the number of fants which may be rented by the Monotype awner. If after rental use (up to 4 months) the Monotype user decides to keep the matrices, the rental charges will be credited on the purchase price. Monotype awners are urged to make free use of the

Monotype Matrix Library. They will find it a convenient means of adding to the value and use of their Monotype equipment and help them materially to broaden the scope of their service to buyers of printing and of advertising typography. When ordering rented fonts please specify

"MONOTYPE MATRIX LIBRARY"

JANSON-No. 401

Special Keybans Nov. 1848 and 1849; Stopbar 5304 and Wedge 5304 are necessary for 12 point No. 401EG

8 Point No. 401E, 835 Set, Special Arrangement

Good typography embraces good design, fitness, good tarte and unity. Good printers judge the products of the Monotype sufficient in themselves to afford the means of meeting these requirements. Monotype machine typesetting and Monotypecast type and embellishment are freely used by all those who

8 Point No. 401G, 81/2 Set, Special Arrengemen

Good typography embrace good design, fitners, good tasts and unity. Good printers judge the products of the Monotype mifficient in themselves to afford the means of meeting these requirements, Monotype machine specting and Monotype-cuts yeard embellishment are feeely used by all those who aspire to the highest in

9 Point No. 401E, 9 Set, Special Arrangement

Good typography embraces good design, fitness, good taste and unity. Good printers judge the products of the Monotype sufficient in themselves to afford the means of meeting these requirements. Monotype machine typesetting and Monotype-cast type and embellishment are freely

9 Point No. 401G, 9 Set, Special Arrangemen

Good typography embraces good design, fitness, good taste and unity. Good printers judge the products of the Monotype sufficient in themselves to alford the means of meeting these requirements. Monotype mackine typositing and Monotype-cast type and embellishment are freedy used by all those who sapine to

10 Point No. 401E, 10 Set, Special Arrangement

Good typography embraces good design, fitness, good taste and unity. Good printers judge the products of the Monotype sufficient in themselves to afford the means of meeting these requirements. Monotype machine typesetting and Monotype-east

10 Point No. 401G, 10 Set, Special Arrangement

Good typography embraces good design, fitness, good taste and unity. Good printers judge the products of the Monotype sufficient in themselves to afford the mans of meeting these vequirements. Monotype machine typosetting and Monotype-cast type and embellishment are free

If an ii pp ag yy fifi fift fift fifti fifti

II OQ gg ii pp qq yy

8 Point No. 269J, 814 Set, Special Arrangemen Good typography embraces good design, fitness, good taste and unity. Good printers judge the products of the Monotype sufficient in themselves to afford the means of meeting these requirements. Mono-type machine typesetting and Monotype-cast type

IJ QQ gg ij pp qq yy

KENNERLEY BOLD-No. 269 The long descenders in 12 Paint No. 269J are double to Consult Philadelphia for proposed arrangement 6 Point No. 2691, 7 Set, Special Arrangement Good typography embraces good design, fitness, good taste and unity. Good printers judge the products of the Monotype suffi-cient in themselves to afford the means of meeting these require-ments. Monotype machine tweesettines and Mayments. Monotype machine typesetting and Monotype-cast type and embellishment are freely used by all those who aspire to the

good taste and unity. Good printers judge the products of the Monotype sufficient in themselves to afford the means of meeting these requirements. Monotype machine typesetting and ff gg ji pp qq yy fifi flfl ff ff ffifi ffift

Good typography embraces good design, fitness,

cient in themselves to afford the means of meeting these requirements. Monotype magg ii pp qq yy

12 Point No. 401G, 12 Set, Special Arrangement

Monotype machine typesetting and Monotype-cast ff gg jj pp qq yy fifi fifi ff ff ffiffi ffiffi 12 Paint No. 401E. 12 Set. Special Arrengement

11 Point No. 401G. 11 Set. Special Arrangemen Good typography embraces good design, fitness, good taste and unity. Good printers judge the products of the Monotype sufficient in themselves to afford the means of meeting these requirements.

11 Point No. 401E, 11 Set, Special Arrangement Good typography embraces good design, fitness, good taste and unity. Good printers judge the products of the Monotype sufficient in themselves to afford the means of meeting these requirements. Monotype machine typesetting and

Good typography embraces good design, fit-

ness, good taste and unity. Good printers judge the products of the Monotype sufficient in themselves to afford the means of meeting these requirements. Monotype machine type-

II OO gg ii pp qq yy

12 point No. 269J, 12 Set, Special Arrangement Good typography embraces good design, fitness, good taste and unity. Good printers judge the products of

the Monotype sufficient in themselves to afford the means of meeting II OO gg ii pp qq yy

SCOTCH ROMAN-No. 36

8 Point No. 36A, 8 Set, C Arrengement

Good typography embraces good design, fitness, good taste and unity. Good printers judge the products of the Monotype sufficient in themselves to afford the means of meeting these requirements. Monotype machine typesetting and Monotypecast type and embellishment are freely used by all those who

gg ii pp qq yy

8 Point No. 36C. 8 Set, C Arrangement

Good typography embraces good design, fitness, good taste and unity. Good printers judge the products of the Monotype sufficient in themselves to afford the means of meeting these requirements. Monotype machine typesetting and Monotype-cast type and embellishment are freely used by all those who aspire to the

If go ji po qq yu fif AR II AK AR

9 Point No. 36A, 9 Set, C Arranger Good typography embraces good design, fitness, good taste and unity. Good printers judge the products of the Monotype sufficient in themselves to afford the means of meeting these requirements. Monotype machine typesetting and Monotype-cast type and embellishment are

gg jj pp qq yy

9 Point No. 36C, 9 Set, C Arrangement Good typography embraces good design, fitness, good taste and unity. Good printers judge the product of the Mono-type sufficient in themselves to afford the means of meeting these requirements. Monotype machine typesetting and Monotype-cast type and embellishment are freely used by

ff gg ji pp qq yy fifi flifi fliffi fliffi

(To take care of the long descenders all fonts must be run on a mold at least one (1) point larger than the point size of face)

10 Point No. 36A, 10 Set, C Arrengeme

Good typography embraces good design, fitness, good taste and unity. Good printers judge the products of the Monotype sufficient in themselves to afford the means of meeting these requirements. Monotype machine typesetting and Monotype-

10 Point No. 36C, 10 Set, C Arrangement

Good typography embraces good design, fitness, good taste and unity. Good printers judge the products of the Monotype sufficient in themselves to afford the means of meeting these requirements. Monotype machine typesetting and Monotype-cast type and em-

11 Peint No. 36A, 11 Set, C Arrangement

Good typography embraces good design, fitness, good taste and unity. Good printers judge the products of the Monotype sufficient in themselves to afford the means of meeting these requirements. Monotype ma-

11 Point No. 36C, 11 Set. C Arrangement

Good typography embraces good design, fitness, good taste and unity. Good printers judge the products of the Monotype sufficient in themselves to afford the means of meeting these requirements, Monotype machine tunesetting and

.....

Good typography embraces good design, fitness, good taste and unity. Good printers judge the products of the Monotype sufficient in themselves to afford the means of meeting these requirements.

12 Point No. 36C, 12 Set, C Arrangement

Good typography embraces good design, fitness, good taste and unity. Good printers judge the products of the Monotype sufficient in themselves to afford the means of meeting these requirements. Monotype ma-

SUBURBAN FRENCH-No. 172

10 Point No. 172E, 10 Set, C Arrangem

Good typography embraces good design, fitness, good taste and unity. Good printers judge the products of the Monotype sufficient in themselves to afford the means of meeting these requirements. Monotype machine typesetting and Monotype.

Monotype

typographic resources have kept

The Monotype System

The Monotype Company has not hesitated to make extensive investments nor to pay heavy royalties in fulfilling its purpose to provide Monotype users with such type faces as will enable them to meet every typographic requirement. These include original designs by the late Frederic W. Goudy and Frederic Warde, by Bruce Rogers (probably the foremost typographer of today), Sol Hess, Monotype Art Director and other well known designers. Faithful reproductions of many traditional and modern faces now in general use by printers, advertising typographers and newspapers are also available.

Monotype faces are designed to promote legibility. Monotype type is so cast as to print with a clear and sharp impression.