

Traditional Length DESCENDERS

for

Monotype Machine Composition

Ever since the practically universal adoption of the standard lining system by foundry 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.

Printed in U. S. A.



NOTICE TO OPERATORS

Line Standard for Casting Long Descenders

6 on 7065
7 on 8075
8 on 9085
9 on 10095
10 on 111050
11 on 121200
12 on 141383

BODONI—No. 175

Special Keybars Nos. 1295 and 1296 are necessary
for 12 Point No. 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-

g g j j p p q q y y

10 Point No. 175C, 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-

f f g g j j p p q q y y f i f i f l f l f f f f f i f i f l f l

12 Point No. 175A, 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.

g g j j p p q q y y

12 Point No. 175C, 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-

f f j j p p q q y y f i f i f l f l f f f f f i f i f l f l

BRUCE OLD STYLE—No. 31

Special Keybars Nos. 1295 and 1296 are necessary
for 12 Point No. 31EG

6 Point No. 31E, 6½ 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 highest expression of the printing art. However, it is in the field

J J K K j j p p q q y y 33 44 55 77 99 J J

6 Point No. 31G, 6½ 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 highest expression of the printing art. However, it is in the field of commercial

J J K K j j p p q q y y f i f i f l f l f f f f f i f i f l f l 33 44 55 77 99

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

J J K K j j p p q q y y 33 44 55 77 99 J J

8 Point No. 31G, 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

f f g g j j p p q q y y f i f i f l f l f f f f f i f i f l f l
33 44 55 77 99

10 Point No. 31E, 9½ 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

J J K K j j p p q q y y 33 44 55 77 99 J J

10 Point No. 31G, 9½ 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

f f g g j j p p q q y y f i f i f l f l f f f f f i f i f l f l
33 44 55 77 99

12 Point No. 31E, 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-

g g j j p p q q y y

12 Point No. 31G, 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

f f g g j j p p q q y y
f i f i f l f l f f f f f i f i f l f l

(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 OLD STYLE—No. 337

Special Keybars Nos. 1295 and 1296 are necessary
for 12 Point No. 337EG

7 Point No. 337E, 7 1/4 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 highest expression of the

JJ gk jj pp qq yy 33 55 77 99 JJ

7 Point No. 337G, 7 1/4 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 highest expression of the printing art. However,

JJ gk jj pp qq yy 33 55 77 99
f f f f f f f f f f f f f f f f

8 Point No. 337E, 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

JJ gk jj pp qq yy 33 55 77 99 JJ

8 Point No. 337G, 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 highest

JJ gk jj pp qq yy 33 55 77 99
f f f f f f f f f f f f f f f f

9 Point No. 337E, 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

JJ gk jj pp qq yy 33 55 77 99 JJ

9 Point No. 337G, 9 Set, C Arrangement

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

JJ gk jj pp qq yy 33 55 77 99
f f f f f f f f f f f f f f f f

10 Point No. 337E, 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-

JJ gk jj pp qq yy 33 55 77 99 JJ

10 Point No. 337G, 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-

JJ gk jj pp qq yy 33 55 77 99
f f f f f f f f f f f f f f f f

11 Point No. 337E, 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-

JJ gk jj pp qq yy JJ
33 55 77 99

11 Point No. 337G, 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

JJ gk jj pp qq yy 33 55 77 99
f f f f f f f f f f f f f f f f

12 Point No. 337E, 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.

gk jj pp qq yy

12 Point No. 337G, 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-

ff gg jj pp qq yy
f f f f f f f f f f f f f f f f

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. 79J and 79K are double matrices.
Consult Philadelphia for proposed arrangement

6 Point No. 79J, 7 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 embellishment are freely used by all those who aspire

g g j j p p q q y y

6 Point No. 79K, 7 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 embellishment are freely used by all those who aspire

g g j j p p q q y y

8 Point No. 79J, 8½ 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

g g j j p p q q y y

8 Point No. 79K, 8½ Set, C2 Arrangement

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

g g j j p p q q y y

10 Point No. 79J, 10½ 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

g g j j p p q q y y

10 Point No. 79K, 10½ 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

g g j j p p q q y y

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

g g j j p p q q y y

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

g g j j p p q q y y

CENTURY OLD STYLE—No. 157

Special Left Keybar No. 1420 is necessary
for 12 Point No. 157E

8 Point No. 157E, 8½ 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

g g j j p p q q y y

10 Point No. 157E, 10½ 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

g g j j p p q q y y

11 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-

g g j j p p q q y y

12 Point No. 157E, 12 Set, C Arrangement

(Also long descenders 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.

g g j j p p q q y y b b d d f f h h k k l l
fi fi ff ff fl fl fl fl

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

CENTURY SCHOOLBOOK—No. 420

Special Keybars Nos. 1295 and 1296 are necessary
for 12 Point No. 420AC

6 Point No. 420A, 7½ 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 highest expression of the

gg jj pp qq yy

6 Point No. 420C, 7½ 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 highest expression of the printing art. How-

gg jj pp qq yy

7 Point No. 420A, 8¼ 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

gg jj pp qq yy

7 Point No. 420C, 8¼ 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 highest

gg jj pp qq yy

8 Point No. 420A, 9¼ 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-

gg jj pp qq yy

8 Point No. 420C, 9¼ 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

gg jj pp qq yy

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-

gg jj pp qq yy

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 typesetting and Monotype-cast type and em-

gg jj pp qq yy

10 Point No. 420A, 10½ 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-

gg jj pp qq yy

10 Point No. 420C, 10½ 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-

gg jj pp qq yy

11 Point No. 420A, 11¼ 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-

gg jj pp qq yy

11 Point No. 420C, 11¼ 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-

gg jj pp qq yy

12 Point No. 420A, 12½ 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 require-

gg jj pp qq yy

12 Point No. 420C, 12½ 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

gg jj pp qq yy

(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)

CENTURY SCHOOLBOOK BOLD No. 620

The long descenders in 12 Point No. 620J are double matrices.
Consult Philadelphia for proposed arrangement

6 Point No. 620J, 7½ 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 used by all those who

gk jj pp qq yy

8 Point No. 620J, 9¼ 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

gk jj pp qq yy

10 Point No. 620J, 10¾ 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. Mono-

gk jj pp qq yy

12 Point No. 620J, 12½ 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 meet-

gk jj pp qq yy

GOUDY OLD STYLE—No. 394

12 Point long descenders are made on 2x2 matrices

6 Point No. 394E, 6¾ 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 used by all those who aspire to the highest expression of the printing art. However,

gk jj pp qq yy

8 Point No. 394G, 8¾ 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 used by all those who aspire to the highest expression of the printing art. However, it is in the field of commercial

jj kk ll pp qq yy zr ss tt uu vv

8 Point No. 394E, 8¾ 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 used by

gk jj pp qq yy

8 Point No. 394G, 8¾ 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 used by all those who aspire to the highest

jj kk ll pp qq yy zr ss tt uu vv

10 Point No. 394E, 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-

gk jj pp qq yy

10 Point No. 394G, 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-cast type and embellishment are

jj kk ll pp qq yy zr ss tt uu vv

12 Point No. 394E, 11½ 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

gk jj pp qq yy

12 Point No. 394G, 11½ 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 require-

jj kk ll pp qq yy
zr ss tt uu vv

English Monotype Faces

The resources of the Monotype Corporation Limited, London, include many fine type faces for both machine typesetting and for typesetting for hand composition. All these faces are available 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 Monotype 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 of our own matrices. Complete information sent on request.

(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)

GOUDY LIGHT OLD STYLE—No. 38

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

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 typesetting and Monotype-

J J Q Q g g j j p p q q y y J J
3 3 4 4 5 5 7 7 9 9

10 Point No. 38G, 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-

J J Q Q g g j j p p q q y y
fi fi fl fl ff ff fi fi fl fl 3 3 4 4 5 5 7 7 9 9

11 Point No. 38E, 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-

J J Q Q g g j j p p q q y y J J
3 3 4 4 5 5 7 7 9 9

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

J J Q Q g g j j p p q q y y
fi fi fl fl ff ff fi fi fl fl 3 3 4 4 5 5 7 7 9 9

12 Point No. 38E, 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.

g g j j p p q q y y

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-

J J g g j j p p q q y y
fi fi fl fl ff ff fi fi fl fl

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 matter alone. It covers the entire range of Monotype typographic material—type, decorative and spacing material up to 72 point.

(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)

GRANJON—No. 400

The long descenders in 12 Point No. 400E and 400G are double matrices. Consult Philadelpia for proposed arrangement

6 Point No. 400E, 6½ 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 used by all those who aspire to the highest expression of the printing art. However, it is in the field of com-

g g j j p p q q y y

6 Point No. 400G, 6½ 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 used by all those who aspire to the highest expression of the printing art. However, it is in the field of conventional printing that the type

f f g g j j p p q q y y f f f f f f f f f f f f f f

8 Point No. 400E, 7½ 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 used by all those who aspire to the highest in

g g j j p p q q y y

8 Point No. 400G, 7½ 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 used by all those who aspire to the highest expression of the printing art. How

f f g g j j p p q q y y f f f f f f f f f f f f f f

9 Point No. 400E, 8½ 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 used by all those who

g g j j p p q q y y

9 Point No. 400G, 8½ 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 used by all those who aspire to the

f f g g j j p p q q y y f f f f f f f f f f f f f f

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-

g g j j p p q q y y

10 Point No. 400G, 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 used by all those

f f g g j j p p q q y y f f f f f f f f f f f f f f

11 Point No. 400E, 9½ 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

g g j j p p q q y y

11 Point No. 400G, 9½ 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

f f g g j j p p q q y y f f f f f f f f f f f f f f

12 Point No. 400E, 10½ 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

g g j j p p q q y y

12 Point No. 400G, 10½ 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

f f g g j j p p q q y y f f f f f f f f f f f f f f

**The Possession of a Monotype Is
Evidence of Leadership in all
Branches of the Printing Industry**

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

HESS BOLD—No. 159

The long descenders in 12 Point No. 159J are double matrices.
Consult Philadelphia for proposed arrangement

6 Point No. 159J, 7 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 embellishment are freely used by all those who aspire

gē jī pp qq yy

8 Point No. 159J, 8½ 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

gē jī pp qq yy

10 Point No. 159J, 10½ 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

gē jī pp qq yy

12 Point No. 159J, 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

gē jī pp qq yy

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 fonts which may be rented by the Monotype owner. 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 owners 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 Keybars Nos. 1848 and 1849, Strophar 5304 and Wedge 5304 are necessary for 12 Point No. 401EG

8 Point No. 401E, 8½ 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 used by all those who

gē jī pp qq yy

8 Point No. 401G, 8½ 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 used by all those who aspire to the highest in

ff gē jī pp qq yy ff ff ff ff ff ff

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

gē jī pp qq yy

9 Point No. 401G, 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 used by all those who aspire to the

ff gē jī pp qq yy ff ff ff ff ff ff

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-cast

gē jī pp qq yy

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 means of meeting these requirements. Monotype machine typesetting and Monotype-cast type and embellishment are free

ff gē jī pp qq yy ff ff ff ff ff ff

(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)

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

gg jj pp qq yy

11 Point No. 401G, 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 Monotype-cast

ff gg jj pp qq yy fi fj fl fm fn fo

12 Point No. 401E, 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 these requirements. Monotype ma-

gg jj pp qq yy

12 Point No. 401G, 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 these requirements. Monotype machine typesetting and

ff gg jj pp qq yy fi fj fl fm fn fo

KENNERLEY BOLD—No. 269

The long descenders in 12 Point No. 269 are double extrices. Consult Philadelphia for proposed arrangement

6 Point No. 269A, 7 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 used by all those who aspire to the

JJ QQ ER JJ PP QQ YY

8 Point No. 269J, 8 1/2 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 these requirements. Monotype machine typesetting and Monotype-cast type

JJ QQ gg jj pp qq yy

10 Point No. 269J, 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 type-

JJ QQ gg jj 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

JJ QQ gg jj pp qq yy

SCOTCH ROMAN—No. 36

Special Keybars Nos. 1295 and 1296 are necessary for 12 Point No. 36AC

8 Point No. 36A, 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

gg jj 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

ff gg jj pp qq yy fi fj fl fm fn fo

9 Point No. 36A, 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

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 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

ff gg jj pp qq yy fi fj fl fm fn fo

(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 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-

g g j j p p q q y y

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-

f f g g j j p p q q y y f f f f f f f f f f

11 Point 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-

g g j j p p q q y y

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 typesetting and

*f f g g j j p p q q y y
f f f f f f f f f f*

12 Point No. 36A, 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.

g g j j p p q q y y

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-

*f f g g j j p p q q y y
f f f f f f f f f f*

SUBURBAN FRENCH—No. 172

10 Point No. 172E, 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-

g g j j p p q q y y

Monotype

*typographic resources have kept
pace with improvements made in*

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.