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.

Printed in U.S.



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 ar for 12 Paint 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-cast 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 flfl

BRUCE OLD STYLE-No. 31

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

6 Point No. 31E, 61/2 Set, C Arrangement

6 Point No. 31G, 61/2 Set, C Arrangement

aspire to the highest expression of the printing art. However, it is in the field

Good typography onlyaces post design, fitness, good teste and unity. Good printers judge the products of the Monocype sufficient in themselves to afford the neesses of needing leter requirements. Monstype modifies typeselling and Monocype cost type and embedditionent are freely unit by all those who sayint to the

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 Point 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. Monotype 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 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

CASLON OLD STYLE-No. 337

Special Keybars 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 JJ

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 Monotype sufficient in themselves to afford the means of meeting these requirements. bellishment are freely used by all those who aspire to the highest

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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 Arro

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 gg jj pp qq yy 33 55 77 99 JJ

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

lescenders in 12 Point No. 791 and 79K are double matric Consult Philadelphia for proposed arrangement The long d

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 suffi-cient in themselves to afford the means of meeting these re-

quirements. Monotype machine typesetting and Monotype-cast gg ji pp qq yy

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 suit-clent in themselves to adjord the means of meeting these re-quirements. Monotype machine typesetting and Monotype-cut type and embellishment are freely used by all those who aspire

8 Point No. 79J, 81/2 Set, C2 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

8 Point No. 79K 81/2 Set. C2 Ammons 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 Peint No. 79J, 101/4 Set, C2 Area 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 Point No. 79K, 101/4 Set, C2 Area 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

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 Paint No. 70V 12 Sat C2 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 meeting

CENTURY OLD STYLE-No. 157 Special Left Keybar No. 1420 is for 12 Point No. 157E

8 Point No. 157E, 81/2 Set, C Arrongement

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

10 Point No. 157E, 101/2 Set, C Arro 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. Monotype ma-

12 Point No. 157E, 12 Set, C Arrangement (Also loop exceptors furnis 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 ll

mm mm nh mm nh

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 embrane 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 of revely used by all those who sapire to the highest expression of the

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

6 Point No. 420C, 7½ Ket, C Arrangement Good pyrography enhorous good design, fitness, good taste and unity, Good printers judge the products of the Monatype sufficient in themselves to afford the means of moeting these requirements. Monotype mochine typeoetting and Monotype-cast type and embelliahment are freely used by all those used so aprice to the highest argression of the printing art. Hou-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 Arrangemen

Froin No. 430C, 874-515 C. Arangement 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-assi type and em-bellishment are freely used by all those who aspire to the highest

8 Point No. 420A, 91/4 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

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 type-

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.

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)

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-

10 Point No. 420C. 101/2 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-

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 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 type-

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-

12 Point No. 420C. 12% Set. C Arrence 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

CENTURY SCHOOLBOOK BOLD

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 Monotype sufficient in themselves to afford the means of meeting these summent 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 Paint No. 620J. 91/4 Set. Special 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 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. 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 themselves to afford the means of meet-

GOUDY OLD STYLE-No. 394

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

gg jj pp qq yy

Good typopuphy embracia good doign, fixens, good tatte and unity. Good printers judge the products of the Monocype sufficient in themselves to afford the means of meeting these requirements. Monocype muchine papeating and Monocype unit embracies are fixed to the product of the embracies of meeting the end of the monocype muchine papeatin type and embrdishment are fixed used by all times who aspire so the

8 Point No. 394E, 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 afford the means of meeting these requirements. Monotype machine typesetting and

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No. 620

Good typography embraces good design, fitness, good taste and unity. Good printers judge the products of the Monocype sufficient

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

bellishment are freely used by all those who aspire to the highest ff gg ij pp qq yy fifi flit fifi fifit

10 Paint No. 394F. 10 Set. Special Amendment

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

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 ff gg ij bb qq yy fifi flfl ff ffiffi flfl

12 Paint No. 3945, 111/4 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

12 Paint No. 396G. 111/4 Set. Special 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 require-

English Monotype Faces

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

GOUDY LIGHT OLD STYLE-No. 38

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

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-

10 Point No. 300, 10 So. 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 B-1-1 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 Pain No. 28c, 11 Sec. Consequence 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

2 Point No. 38E, 12 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.

12 Paint No. 38G, 12 Set, C 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. 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 materials. Occurs the entire range of Monotype typographic material—type, decorative and spocing material up to 72 point.

GRANJON-No. 400

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

6 Point No. 400E, 61/2 Set, Special Arrangement

o Four Po., Acut, 6/f/ Set, Special Arrangament Good typography embraces good design, fitness, good taste and unity. Good printers judge the products of the Monotype sufficient in themselves to affind the means of menting these requirements. Monotype machine typesterting and Monotype-cast type and embellishment are freely used by all those who napter to the highest regression of the graining art. However, it is in the field of comtoning the set of the printing art. However, it is more than the contraction of the printing art. However, it is more than the printing art. However, it is in the field of comtoning the printing art the printing art. However, it is in the field of comtoning the printing art that the printing art. However, it is in the field of comtoning the printing art that the printing art the printing art.

6 Point No. 400G, 61/2 Set, Special Arrangement

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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 these requirements. Monotype machine typesetting and Monotype-cast type and embellishment are freely used by all those who sugare 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 assire to the kindest 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 Monotypecust type and embellishment are freely used by all those who

9 Point No. 4000, 83/s 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 typoetting and Monotype cust type and embellishment are freely used by all those who supire to type and embellishment are freely used by all those who supire to

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

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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 typesetting and Monotype cast-type and embellishment are freely used by all those

11 Point No. 400E, 9% 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 and Monotype-cast

gg ji pp qq yy

11 Paint Na. 4006, 9% Set. Social Arragement
Good typography embraces good design, fitness, good
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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 jj pp qq yy fifi flft fff ffiffi flft

12 Point No. 400E, 10% Set, Special Arrengement
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good taste and unity. Good printers judges the groducts of the Monotype sufficient in themselves to afford the means of meeting these requirements. Monotype machine typesetting and

13 has ho. 6000, 10% for Special Arrayments Good typography embraces good design, fitness, good taste and unity. Good primers judge the products of the Monotype sufficient in themselves to afford the means of meeting these requirements. Monotype machine typesetting and Monotype-cast

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Evidence of Leadership in all Branches of the Printing Industry

HESS BOLD-No. 159

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

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

6 Peiel No. 1991, 7 Set, C2 Arangement Good typography embraces good design, fitness, good taste and unity. Good printers judge the products of the Monotype sufficial production of the product of the Monotype suffiquirements. Monotype machine typesetting and Monotype-cast type and embellishment are freely used by all those who aspire ER IJ DP 94 V W.

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

8 Point No. 401E, 81/2 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 Monotypecast type and embellishment are freely used by all those who

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

Good typography embrace good derigu, fitners, good taste and uniny. Good printers judge the products of the Monsteps triffice in themselves to afford the means of meeting these requirements. Monsteps meaning representing and Monsteps can tope and entire Eishment are freely used by all those who aspire to the highest in

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

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

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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

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

If an ij pp ag yy fifi fift fift fliffi fliffi

II QQ gg ii 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. Mono-type machine typesetting and Monotype-cast type

IJ QQ gg ij pp qq yy

8 Point No. 269J, 814 Set, Special Arrangeme

The long descenders in 12 Paint No. 269J are double to Consult Philadelphia for proposed arrangement 6 Point No. 2691, 7 Set, Special Arrangement 6 Point No. 2091, 7 Set. Special Arrangement Good typography embraces good design, fitness, good taste and unity. Good printers judge the products of the Monotype suit-cient in themselves to afford the means of meeting these require-ments. Monotype machine typesetting and Monotype-cast type and embellishment are freely used by all those who asigner to 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 ffiffi ffiffi KENNERLEY BOLD-No. 269

12 Point No. 401G, 12 Set, Special Arrangement Good typography embraces good design, fitness, good taste and unity. Good printers judge the

meeting these requirements. Monotype magg ji 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

12 Paint No. 401E, 12 Set, Special Arrengement

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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

11 Point No. 401G. 11 Set. Special Arrangemen Good typography embraces good design, fitness,

11 Point No. 401E, 11 Set, Special Arrangement

gg ii 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 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. Monotype machine type-

II OO gg ii pp qq yy

12 point No. 269J, 12 Set, Special 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 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

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8 Point No. 36C. 8 Set, C 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. Monotype machine typesetting and Monotype-cast type

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9 Point No. 36A, 9 Set, C Arranger

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9 Point No. 36C, 9 Set, C Arrangen 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

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10 Point No. 36A, 10 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 requirements. Monotype machine typesetting and Monotype-

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

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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

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

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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 Paint 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 Arrangeme

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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.