ADVANCE SHOWING

Kaufmann
Script

Kaufmann
Bold
Specify
Real types
Hard metal
Foundry types
Show perfect joints
Require less makeready
Foundry types wear longest
Modern printers prefer foundry type
Kaufmann Bold

96/72 Point 3 A $11.80  4 a $7.70  $19.50

Set job

72 Point 3 A $7.60  5 a $7.40  $15.00

Best way

60 Point 3 A $5.50  6 a $5.80  $11.30

Fine types

48 Point 3 A $4.40  8 a $4.90  $9.30

Real Foundry

36 Point 4 A $2.80  11 a $3.70  $6.50

Hard metal types

30 Point 4 A $2.40  13 a $3.20  $5.60

Script joins perfectly

24 Point 6 A $2.00  16 a $2.65  $4.65

Novel foundry cast design

18 Point 7 A $1.75  21 a $2.60  $4.35

A monotone script with character
Kaufmann Script

and its heavier companion, Kaufmann Bold, were designed by M. R. Kaufmann of the Art Department of McCall's, and placed in production by ATF to meet the current demand for flowing monotone scripts . . . Since the series is rapidly nearing completion, advance orders are being accepted and will be filled in the order of their receipt . . . A more adequate showing of these attractive new type faces is in preparation. To be sure that you receive one, address request to

American

TYPE FOUNDERS

200 ELMORA AVENUE • ELIZABETH, NEW JERSEY

"Make it look different" with Kaufmann Script