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IBM Composer Type Design offers...

Type Quality and Print Reliability

IBM Composer type is patterned after classic type styles and is adapted to a nine-unit system that permits seven different letter widths for superior letter fit. This advantage, combined with the unique design and printing action of the type font, enables any IBM Composer to produce consistently clear impressions of uniform color and density.

Wide Variety of Faces for All Work

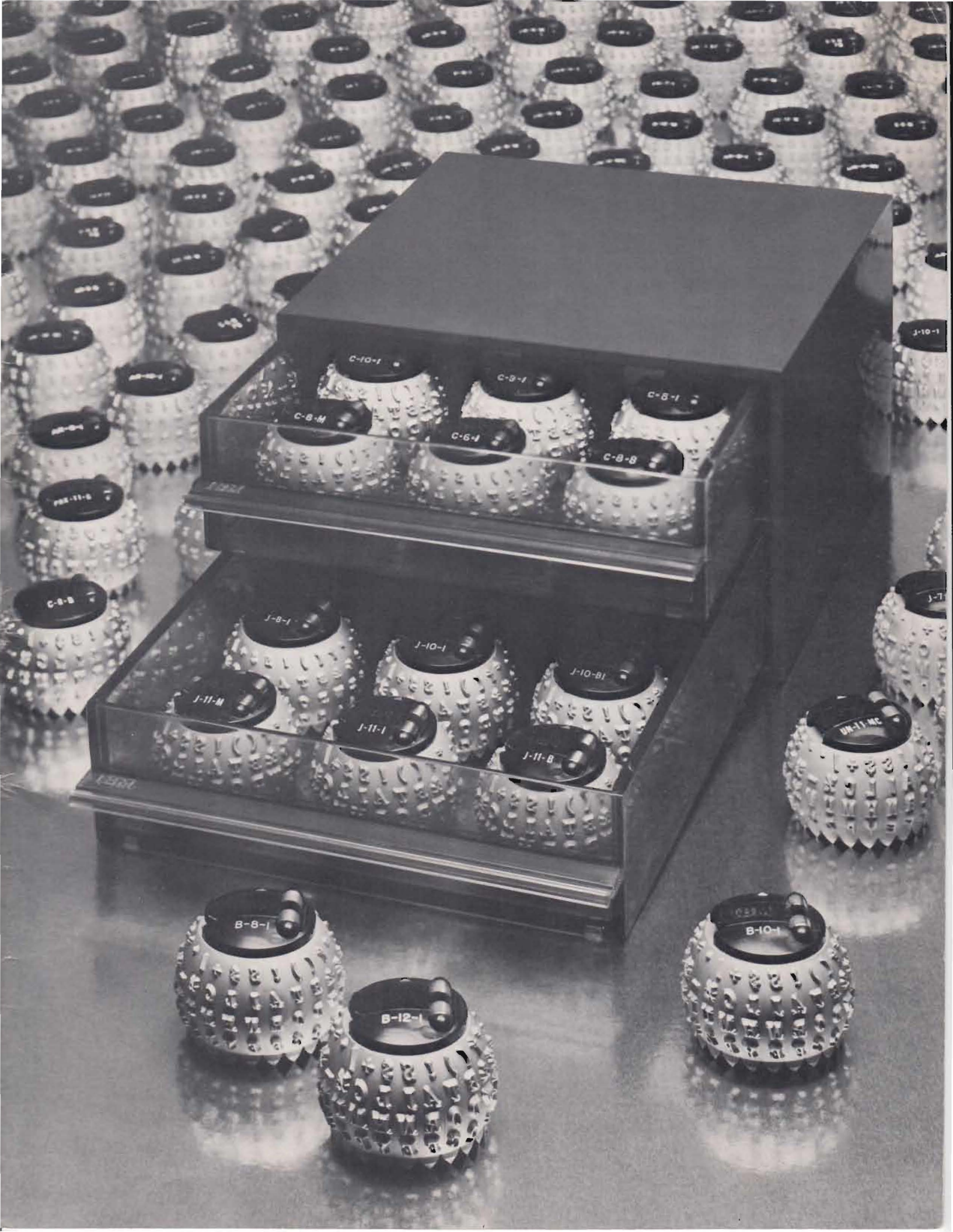
IBM Composer fonts are available in a wide range of type families...in point sizes 6 to 12. Foreign language fonts are also available for multilingual composition.

Simplified and Accurate Type Selection

This Type Portfolio is a complete guide to all type styles currently available for IBM composing equipment. It will serve as a valuable reference for both type selection and copyfitting.

Font Ordering Convenience

For your convenience, order numbers appear with each type style sample, and in a comprehensive list on pages 55 and 56. You may refer to these numbers when ordering additional fonts.



C-10-1

C-9-1

C-8-1

C-8-M

C-6-1

C-8-B

J-8-1

J-10-1

J-10-B

J-11-M

J-11-1

J-11-B

B-8-1

B-12-1

B-10-1

J-10-1

J-7

DR-11-MC



IBM Electronic "Selectric" Composer

This desktop composer features a working memory and keyboard controls that makes quality typesetting almost as easy as typing. It is ideal for any work or application. The operator can produce justified, flush and centered material in one typing. And eliminate many typesetting steps. Depending on the requirements, the IBM Electronic "Selectric" Composer can be used as a single composing system, as part of an existing system or integrated in a word processing environment. It provides new flexibility and productivity and offers a real opportunity for you to enjoy improved price performance.



IBM Mag Card Composer

The IBM Mag Card Composer—with magnetic card typesetting—offers the one-time way to prepare professional-quality copy. Time is saved because justifying, formatting and composing are automatic. Resetting time is saved, too, as camera-ready proofs can be played out automatically. Whenever they're needed. Since the composer features a powerful working memory, and everything recorded in memory can be stored on magnetic cards, copy revisions are simply keyed in. Magnetic cards also offer multi-page composing convenience. Because any length text can be stored on cards, the composer can be freed for other jobs while copy is awaiting approval or being proofread. The IBM Mag Card Composer gives your copy a highly professional appearance. Helping to upgrade the quality of all your work.

world, which the Middle Ages had regarded as merely a brief and troubled preparation for the next. During previous centuries few could read and write, and learning had declined. Science was largely considered the domain of alchemists, necromancers, and heretics. Men had been content to accept the little they had inherited of what the Greeks and Romans had written about nature and man, rather than looking around them and believing the evidence of their own senses. As a result, knowledge had gained little and lost much during the intervening years. But starting with the Renaissance, came a spurt of progress that included Galileo's proof in the 16th century of the form of the solar system and in the 17th, Sir Isaac Newton's mathematical demonstration of an ordered universe. It was during this period that the modern world was born.

Leonardo lived at the beginning of this dynamic transition. His observations and experiments contributed much to its development

to believe that mathematics supplied a certain means of scientific proof and statement, thus anticipating the modern concept of mathematics as the language of science. For him mechanics was "the paradise of the mathematical sciences, because by means of it one comes to the fruits of mathematics." The many devices, whether practical or theoretical, that he sketched and described in his notebooks, and the models that have been made to illustrate a number of them, are demonstrations of this belief.

Where others saw only a bewildering diversity, Leonardo saw the function. In the structure and working of the bones and muscles of men and animals he recognized the same mechanical principles that applied to machines. In an age still haunted by medieval superstition, he could write that "a bird is an instrument working according to mathematical law, which is within the capacity of man to

0 2 4 6 8 10 12 14 16 18 20 22 24 26 28 30 32 34 36 38 40 42 44 46 48 50

TAB LOC ! 1 SP 1 † 2 + 3 SP 3 \$ 4 % 5 / 6 CLR & 7 * 8 (9 STOP



Font Selection

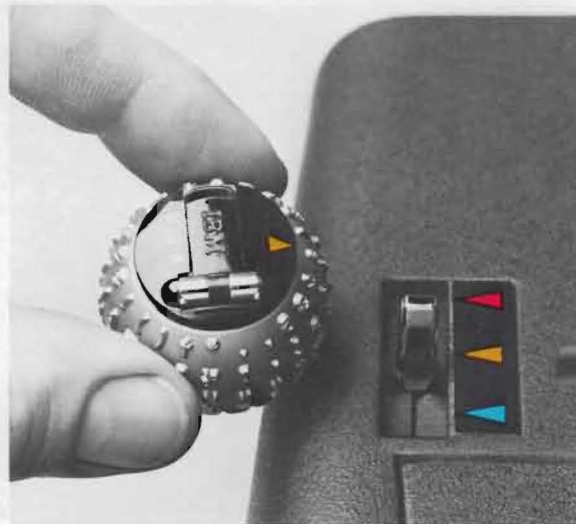
To choose the proper type font to do a given job, look at the identification printed on the top of the font.

The first letters are an abbreviation for the name of the type style. The number tells you the point size of the type. The last letter indicates the weight of the type—L-light, M-medium, B-bold. An italic type is identified by the letter I in the weight position. Occasionally the letter C will follow the type weight designation. The C indicates Condensed type—a slender version of the normal type face.

Century and Classified News type style fonts are available as regular Composer fonts and as specially designed Presswire Fonts. The Presswire Fonts are identified by the additional letters PW below the weight indication.

Foreign language fonts are identified by an additional letter printed below the weight. Foreign language fonts available are: Germanic (G), Latin (L), Nordic (N), and United Kingdom (UK).

For an explanation of Specialized Fonts see page 47.



Color Coding

There are three colored triangles next to the Escapement Control. These triangles correspond to the colored triangle on the cap of each font.

To set your Composer you simply move the lever to the colored triangle which corresponds to the one appearing on the font you will be using.

These three colored triangles represent the three widths used in the Composer system of typesetting. All of the type styles and sizes can be set by using one of the three color coded categories, which generally include type sizes as follows:

Blue	= 6, 7 and 8 point
Yellow	= 9 and 10 point
Red	= 11 and 12 point

This color coding system simplifies the setting up time for using any size of type. Color comparison of the font with the Escapement Control reduces possible errors. And this system will greatly assist in measuring type to fit a given space as can be seen in using the color coded tables on the page at right.

Sample Type Style Showing

This information will enable you to make individual letterform comparisons.

To adjust your Composer for optimum results use this information.

These sample paragraphs will serve as a guide in determining your selection of the proper leading.

8 Pt. Press Roman Medium

PR-8-M

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890\$.-^*!/?%¼¾-()[]=+&@

† Recommended Impression Setting: 1 Capital Height: 6 Points
 Average Number Of Characters Per Pica: * 3.3
 Character Count Scale: See page 5.

Solid

Press Roman is a practical type face, which is characterized both by its distinctive appearance as well as by its legibility. An analysis of Press Roman reveals that it has no pronounced thick and thin strokes as are found frequently in other type faces. It has an overall symmetry that is pleasing. The short ascenders and descenders, also characteristic of the type face, create a large lower case letter. It is a sturdily constructed, dignified face, which can be utilized for varied applications.

1 Point Leaded

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2 Point Leaded

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Character Count Scales

There are only three alphabet widths in the IBM Composer family of type. Shown below are three standard reference tables which are color coded for each of the three basic alphabet widths. Within each table are showings of the typical alphabet width for

that color. Also shown are pica scales with their corresponding average number of characters and average number of letter unit widths per pica. These reference tables can be used to estimate how much area the typeset copy will occupy when it is composed.

Alphabet Width in Blue Code which includes 6, 7 and 8 Pt. Sizes††

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz

Column Width In Picas*	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28
Average No. Of Characters	26.4	29.7	33.0	36.3	39.6	42.9	46.2	49.5	52.8	56.1	59.4	62.7	66.0	69.3	72.6	75.9	79.2	82.5	85.8	89.1	92.4
Average No. Of Units	128	144	160	176	192	208	224	240	256	272	288	304	320	336	352	368	384	400	416	432	448

Alphabet Width in Yellow Code which includes 9 and 10 Pt. Sizes††

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz

Column Width In Picas*	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30
Average No. Of Characters	29.0	31.9	34.8	37.7	40.6	43.5	46.4	49.3	52.2	55.1	58.0	60.9	63.8	66.7	69.6	72.5	75.4	78.3	81.2	84.1	87.0
Average No. Of Units	140	154	168	182	196	210	224	238	252	266	280	294	308	322	336	350	364	378	392	406	420

Alphabet Width in Red Code which includes 11 and 12 Pt. Sizes††

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz

Column Width In Picas*	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32
Average No. Of Characters	30.0	32.5	35.0	37.5	40.0	42.5	45.0	47.5	50.0	52.5	55.0	57.5	60.0	62.5	65.0	67.5	70.0	72.5	75.0	77.5	80.0
Average No. Of Units	144	156	168	180	192	204	216	228	240	252	264	276	288	300	312	324	336	348	360	372	384

*The pica referred to here is exactly 1/6th of an inch or .16666 inch. The traditional pica is .16604 inch.

† Recommended Impression Setting: The recommended impression settings are not exact. Precise settings will depend on variations of individual machines and the supplies being used.

†† Exceptions will be found within the Century, Classified News, Univers, and Copperplate Gothic type families. Always refer to the colored triangle on the cap of each type font to determine the correct Character Count Scale to use.

8 Pt. Aldine Roman Medium

AR-8-M

Order No. 1194022

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890\$.,-':;!?*½¼¾-()[]=†/+%&@

Recommended Impression Setting: 1 Capital Height: 5 Points
Average Number Of Characters Per Pica: * 3.3
Character Count Scale: See page 5.

Solid

Aldine Roman has a delicate beauty of letter which makes it an outstanding type face. Throughout its overall design, there is a harmonious balance between thin and thick lines. Aldine Roman is characterized by ascending and descending strokes which are perfectly proportioned. This has the added effect of intensifying the balanced design of each letter. Because of Aldine Roman's outstanding visual appeal, it is particularly suited as a text type face for a wide variety of applications.

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8 Pt. Aldine Roman Italic

AR-8-I

Order No. 1194023

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890\$.,-':;!?*½¼¾-()[]=†/+%&@

Recommended Impression Setting: 1 Capital Height: 5 Points
Average Number Of Characters Per Pica: * 3.3
Character Count Scale: See page 5.

Solid

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8 Pt. Aldine Roman Bold

AR-8-B

Order No. 1194055

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890\$.,-':;!?*½¼¾-()[]=†/+%&@

Recommended Impression Setting: 3 Capital Height: 5 Points
Average Number Of Characters Per Pica: * 3.3
Character Count Scale: See page 5.

Solid

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10 Pt. Aldine Roman Medium

AR-10-M

Order No. 1194020

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890\$.,-':;!?*1/21/4-()[]=†/+%&@

Recommended Impression Setting: 2 Capital Height: 6 Points
Average Number Of Characters Per Pica: * 2.9
Character Count Scale: See page 5.

Solid

Aldine Roman has a delicate beauty of letter which makes it an outstanding face. Throughout its general design, there is a harmonious balance between thin and thick strokes. This face is especially characterized by ascending and descending letters which are finely proportioned. This has a "plus" effect of intensifying the balanced arrangement of Aldine Roman letters.

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2 Point Leaded

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10 Pt. Aldine Roman Italic

AR-10-I

Order No. 1194021

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890\$.,-':;!?*1/21/4-()[]=†/+%&@

Recommended Impression Setting: 2 Capital Height: 6 Points
Average Number Of Characters Per Pica: * 2.9
Character Count Scale: See page 5.

Solid

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2 Point Leaded

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10 Pt. Aldine Roman Bold

AR-10-B

Order No. 1194054

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890\$.,-':;!?*1/21/4-()[]=†/+%&@

Recommended Impression Setting: 4 Capital Height: 6 Points
Average Number Of Characters Per Pica: * 2.9
Character Count Scale: See page 5.

Solid

Aldine Roman has a delicate beauty of letter which makes it an outstanding face. Throughout its general design, there is a harmonious balance between thin and thick strokes. This face is especially characterized by ascending and descending letters which are finely proportioned. This has a "plus" effect of intensifying the balanced arrangement of Aldine Roman letters.

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12 Pt. Aldine Roman Medium

AR-12-M

Order No. 1194018

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890\$,-'";:!*1/21/43/4-()[]=†/+%&@

Recommended Impression Setting: 3 Capital Height: 7 Points
Average Number Of Characters Per Pica: * 2.5
Character Count Scale: See page 5.

Solid

Aldine Roman has a delicate beauty of letter which makes it an outstanding face. It has an even balance throughout between thick and thin lines. Because of its strong visual appeal, Aldine Roman can be employed as a text type face for an extensive variety of applications.

1 Point Leaded

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12 Pt. Aldine Roman Italic

AR-12-I

Order No. 1194019

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890\$,-'";:!*1/21/43/4-()[]=†/+%&@

Recommended Impression Setting: 3 Capital Height: 7 Points
Average Number Of Characters Per Pica: * 2.5
Character Count Scale: See page 5.

Solid

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12 Pt. Aldine Roman Bold

AR-12-B

Order No. 1194053

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890\$,-'";:!*1/21/43/4-()[]=†/+%&@

Recommended Impression Setting: 6 Capital Height: 7 Points
Average Number Of Characters Per Pica: * 2.5
Character Count Scale: See page 5.

Solid

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8 Pt. Baskerville Medium


BA-8-M

Order No. 1194098

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890\$,-':!*1/21/4-()[]=†/+%&@

Recommended Impression Setting: 1 Capital Height: 5 Points
Average Number Of Characters Per Pica: * 3.3
Character Count Scale: See page 5.

Solid

Baskerville has a distinguishable style that is characterized by its bold contrasting weights and well-proportioned, rounded letter-forms. The strong definition of the vertical accents in combination with the delicate connecting strokes create its individuality. Because of its excellent readability, Baskerville is widely used for a great variety of advertising material and in addition, it is adaptable for text composition. Textbooks and manuals represent practical application of this type face.

1 Point Leaded

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8 Pt. Baskerville Italic


BA-8-I

Order No. 1194099

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890\$,-':!*1/21/4-()[]=†/+%&@

Recommended Impression Setting: 1 Capital Height: 5 Points
Average Number Of Characters Per Pica: * 3.3
Character Count Scale: See page 5.

Solid

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8 Pt. Baskerville Bold


BA-8-B

Order No. 1194100

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890\$,-':!*1/21/4-()[]=†/+%&@

Recommended Impression Setting: 3 Capital Height: 5 Points
Average Number Of Characters Per Pica: * 3.3
Character Count Scale: See page 5.

Solid

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Baskerville has a distinguishable style that is characterized by its bold contrasting weights and well-proportioned, rounded letter-forms. The strong definition of the vertical accents in combination with the delicate connecting strokes create its individuality. Because of its excellent readability, Baskerville is widely used for a great variety of advertising material and in addition, it is adaptable for text composition. Textbooks and manuals represent practical application of this type face.

9 Pt. Baskerville Medium

BA-9-M

Order No. 1194095

ABCDEFGHIJKLMN OPQRSTUVWXYZ
abcdefghijklmnopqrstu vwxyz
1234567890\$. ,-' :;! ? * 1/2 1/4 - () [] = + / % & @

Recommended Impression Setting: 2 Capital Height: 6 Points
Average Number Of Characters Per Pica: * 2.9
Character Count Scale: See page 5.

Solid
Baskerville has a distinguishable graphic style that is characterized by its contrasting weights and graceful, rounded construction. The strong, crisp definition of the vertical accents in combination with the delicate connecting strokes create its individuality. This type face, with its easily read characters, is widely used for advertising material as well as fine text composition.

1 Point Leaded
Baskerville has a distinguishable graphic style that is characterized by its contrasting weights and graceful, rounded construction. The strong, crisp definition of the vertical accents in combination with the delicate connecting strokes create its individuality. This type face, with its easily read characters, is widely used for advertising material as well as fine text composition.

2 Point Leaded
Baskerville has a distinguishable graphic style that is characterized by its contrasting weights and graceful, rounded construction. The strong, crisp definition of the vertical accents in combination with the delicate connecting strokes create its individuality. This type face, with its easily read characters, is widely used for advertising material as well as fine text composition.

9 Pt. Baskerville Italic

BA-9-I

Order No. 1194096

ABCDEFGHIJKLMN OPQRSTUVWXYZ
abcdefghijklmnopqrstu vwxyz
1234567890\$. ,-' :;! ? * 1/2 1/4 - () [] = + / % & @

Recommended Impression Setting: 2 Capital Height: 6 Points
Average Number Of Characters Per Pica: * 2.9
Character Count Scale: See page 5.

Solid
Baskerville has a distinguishable graphic style that is characterized by its contrasting weights and graceful, rounded construction. The strong, crisp definition of the vertical accents in combination with the delicate connecting strokes create its individuality. This type face, with its easily read characters, is widely used for advertising material as well as fine text composition.

1 Point Leaded
Baskerville has a distinguishable graphic style that is characterized by its contrasting weights and graceful, rounded construction. The strong, crisp definition of the vertical accents in combination with the delicate connecting strokes create its individuality. This type face, with its easily read characters, is widely used for advertising material as well as fine text composition.

2 Point Leaded
Baskerville has a distinguishable graphic style that is characterized by its contrasting weights and graceful, rounded construction. The strong, crisp definition of the vertical accents in combination with the delicate connecting strokes create its individuality. This type face, with its easily read characters, is widely used for advertising material as well as fine text composition.

9 Pt. Baskerville Bold

BA-9-B

Order No. 1194097

ABCDEFGHIJKLMN OPQRSTUVWXYZ
abcdefghijklmnopqrstu vwxyz
1234567890\$. ,-' :;! ? * 1/2 1/4 - () [] = + / % & @

Recommended Impression Setting: 3 Capital Height: 6 Points
Average Number Of Characters Per Pica: * 2.9
Character Count Scale: See page 5.

Solid
Baskerville has a distinguishable graphic style that is characterized by its contrasting weights and graceful, rounded construction. The strong, crisp definition of the vertical accents in combination with the delicate connecting strokes create its individuality. This type face, with its easily read characters, is widely used for advertising material as well as fine text composition.

1 Point Leaded
Baskerville has a distinguishable graphic style that is characterized by its contrasting weights and graceful, rounded construction. The strong, crisp definition of the vertical accents in combination with the delicate connecting strokes create its individuality. This type face, with its easily read characters, is widely used for advertising material as well as fine text composition.

2 Point Leaded
Baskerville has a distinguishable graphic style that is characterized by its contrasting weights and graceful, rounded construction. The strong, crisp definition of the vertical accents in combination with the delicate connecting strokes create its individuality. This type face, with its easily read characters, is widely used for advertising material as well as fine text compositions.

11 Pt. Baskerville Medium

BA-11-M

Order No. 1194092

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890\$. , ' : ; ! ? * 1/2 1/4 - () [] = + / % & @

Recommended Impression Setting: 3 Capital Height: 7 Points
Average Number Of Characters Per Pica: * 2.5
Character Count Scale: See page 5.

Solid

Baskerville has a distinguishable graphic style that is characterized by its contrasting weights and graceful, rounded construction. This type face, with its easily read characters, is widely used for many types of advertising material as well as being adaptable for text composition.

1 Point Leaded

Baskerville has a distinguishable graphic style that is characterized by its contrasting weights and graceful, rounded construction. This type face, with its easily read characters, is widely used for many types of advertising material as well as being adaptable for text composition.

2 Point Leaded

Baskerville has a distinguishable graphic style that is characterized by its contrasting weights and graceful, rounded construction. This type face, with its easily read characters, is widely used for many types of advertising material as well as being adaptable for text composition.

11 Pt. Baskerville Italic

BA-11-I

Order No. 1194093

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890\$. , ' : ; ! ? * 1/2 1/4 - () [] = + / % & @

Recommended Impression Setting: 3 Capital Height: 7 Points
Average Number Of Characters Per Pica: * 2.5
Character Count Scale: See page 5.

Solid

Baskerville has a distinguishable graphic style that is characterized by its contrasting weights and graceful, rounded construction. This type face, with its easily read characters, is widely used for many types of advertising material as well as being adaptable for text composition.

1 Point Leaded

Baskerville has a distinguishable graphic style that is characterized by its contrasting weights and graceful, rounded construction. This type face, with its easily read characters, is widely used for many types of advertising material as well as being adaptable for text composition.

2 Point Leaded

Baskerville has a distinguishable graphic style that is characterized by its contrasting weights and graceful, rounded construction. This type face, with its easily read characters, is widely used for many types of advertising material as well as being adaptable for text composition.

11 Pt. Baskerville Bold

BA-11-B

Order No. 1194094

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890\$. , ' : ; ! ? * 1/2 1/4 - () [] = + / % & @

Recommended Impression Setting: 5 Capital Height: 7 Points
Average Number Of Characters Per Pica: * 2.5
Character Count Scale: See page 5.

Solid

Baskerville has a distinguishable graphic style that is characterized by its contrasting weights and graceful, rounded construction. This type face, with its easily read characters, is widely used for many types of advertising material as well as being adaptable for text composition.

1 Point Leaded

Baskerville has a distinguishable graphic style that is characterized by its contrasting weights and graceful, rounded construction. This type face, with its easily read characters, is widely used for many types of advertising material as well as being adaptable for text composition.

2 Point Leaded

Baskerville has a distinguishable graphic style that is characterized by its contrasting weights and graceful, rounded construction. This type face, with its easily read characters, is widely used for many types of advertising material as well as being adaptable for text composition.

8 Pt. Bodoni Medium

B-8-M

Order No. 1194028

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890\$.,-':;!?*1/21/4-()[]=+/%&@

Recommended Impression Setting: 1 Capital Height: 6 Points
Average Number Of Characters Per Pica: * 3.3
Character Count Scale: See page 5.

Solid

Bodoni features an upright and clearly delineated style. It is a strong type face with many applications and is earmarked by distinctly contrasting thick and thin strokes. The thick area predominates in the center section of each letter, giving it a firm, substantial appearance. Moreover, the Bodoni serifs are distinctive, designed with perfectly even lines. The strong vertical accent of each letter marks it decisively as a modern face. It might be used as a text type for many applications.

1 Point Leaded

Bodoni features an upright and clearly delineated style. It is a strong type face with many applications and is earmarked by distinctly contrasting thick and thin strokes. The thick area predominates in the center section of each letter, giving it a firm, substantial appearance. Moreover, the Bodoni serifs are distinctive, designed with perfectly even lines. The strong vertical accent of each letter marks it decisively as a modern face. It might be used as a text type for many applications.

2 Point Leaded

Bodoni features an upright and clearly delineated style. It is a strong type face with many applications and is earmarked by distinctly contrasting thick and thin strokes. The thick area predominates in the center section of each letter, giving it a firm, substantial appearance. Moreover, the Bodoni serifs are distinctive, designed with perfectly even lines. The strong vertical accent of each letter marks it decisively as a modern face. It might be used as a text type for many applications.

8 Pt. Bodoni Italic

B-8-I

Order No. 1194029

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890\$.,-':;!?*1/21/4-()[]=+/%&@

Recommended Impression Setting: 1 Capital Height: 6 Points
Average Number Of Characters Per Pica: * 3.3
Character Count Scale: See page 5.

Solid

Bodoni features an upright and clearly delineated style. It is a strong type face with many applications and is earmarked by distinctly contrasting thick and thin strokes. The thick area predominates in the center section of each letter, giving it a firm, substantial appearance. Moreover, the Bodoni serifs are distinctive, designed with perfectly even lines. The strong vertical accent of each letter marks it decisively as a modern face. It might be used as a text type for many applications.

1 Point Leaded

Bodoni features an upright and clearly delineated style. It is a strong type face with many applications and is earmarked by distinctly contrasting thick and thin strokes. The thick area predominates in the center section of each letter, giving it a firm, substantial appearance. Moreover, the Bodoni serifs are distinctive, designed with perfectly even lines. The strong vertical accent of each letter marks it decisively as a modern face. It might be used as a text type for many applications.

2 Point Leaded

Bodoni features an upright and clearly delineated style. It is a strong type face with many applications and is earmarked by distinctly contrasting thick and thin strokes. The thick area predominates in the center section of each letter, giving it a firm, substantial appearance. Moreover, the Bodoni serifs are distinctive, designed with perfectly even lines. The strong vertical accent of each letter marks it decisively as a modern face. It might be used as a text type for many applications.

8 Pt. Bodoni Bold

B-8-B

Order No. 1194058

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890\$.,-':;!?*1/21/4-()[]=+/%&@

Recommended Impression Setting: 3 Capital Height: 6 Points
Average Number Of Characters Per Pica: * 3.3
Character Count Scale: See page 5.

Solid

Bodoni features an upright and clearly delineated style. It is a strong type face with many applications and is earmarked by distinctly contrasting thick and thin strokes. The thick area predominates in the center section of each letter, giving it a firm, substantial appearance. Moreover, the Bodoni serifs are distinctive, designed with perfectly even lines. The strong vertical accent of each letter marks it decisively as a modern face. It might be used as a text type for many applications.

1 Point Leaded

Bodoni features an upright and clearly delineated style. It is a strong type face with many applications and is earmarked by distinctly contrasting thick and thin strokes. The thick area predominates in the center section of each letter, giving it a firm, substantial appearance. Moreover, the Bodoni serifs are distinctive, designed with perfectly even lines. The strong vertical accent of each letter marks it decisively as a modern face. It might be used as a text type for many applications.

2 Point Leaded

Bodoni features an upright and clearly delineated style. It is a strong type face with many applications and is earmarked by distinctly contrasting thick and thin strokes. The thick area predominates in the center section of each letter, giving it a firm, substantial appearance. Moreover, the Bodoni serifs are distinctive, designed with perfectly even lines. The strong vertical accent of each letter marks it decisively as a modern face. It might be used as a text type for many applications.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890\$.-':;!*%1/21/4-()[]=~/+/%&@

Recommended Impression Setting: 2 Capital Height: 7 Points
Average Number Of Characters Per Pica: * 2.9
Character Count Scale: See page 5.

Solid

Bodoni features an upright, clearly delineated style. It is especially characterized by distinctly contrasting thick and thin strokes. Its serifs are also distinctive, with a perfectly flat line. The strong vertical accent in the construction of each letter marks it clearly as a modern type face. Because of its easy readability, it can be used as a text type for numerous applications.

1 Point Leaded

Bodoni features an upright, clearly delineated style. It is especially characterized by distinctly contrasting thick and thin strokes. Its serifs are also distinctive, with a perfectly flat line. The strong vertical accent in the construction of each letter marks it clearly as a modern type face. Because of its easy readability, it can be used as a text type for numerous applications.

2 Point Leaded

Bodoni features an upright, clearly delineated style. It is especially characterized by distinctly contrasting thick and thin strokes. Its serifs are also distinctive, with a perfectly flat line. The strong vertical accent in the construction of each letter marks it clearly as a modern type face. Because of its easy readability, it can be used as a text type for numerous applications.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890\$.-':;!*%1/21/4-()[]=~/+/%&@

Recommended Impression Setting: 2 Capital Height: 7 Points
Average Number Of Characters Per Pica: * 2.9
Character Count Scale: See page 5.

Solid

Bodoni features an upright, clearly delineated style. It is especially characterized by distinctly contrasting thick and thin strokes. Its serifs are also distinctive, with a perfectly flat line. The strong vertical accent in the construction of each letter marks it clearly as a modern type face. Because of its easy readability, it can be used as a text type for numerous applications.

1 Point Leaded

Bodoni features an upright, clearly delineated style. It is especially characterized by distinctly contrasting thick and thin strokes. Its serifs are also distinctive, with a perfectly flat line. The strong vertical accent in the construction of each letter marks it clearly as a modern type face. Because of its easy readability, it can be used as a text type for numerous applications.

2 Point Leaded

Bodoni features an upright, clearly delineated style. It is especially characterized by distinctly contrasting thick and thin strokes. Its serifs are also distinctive, with a perfectly flat line. The strong vertical accent in the construction of each letter marks it clearly as a modern type face. Because of its easy readability, it can be used as a text type for numerous applications.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890\$.-':;!*%1/21/4-()[]=~/+/%&@

Recommended Impression Setting: 4 Capital Height: 7 Points
Average Number Of Characters Per Pica: * 2.9
Character Count Scale: See page 5.

Solid

Bodoni features an upright, clearly delineated style. It is especially characterized by distinctly contrasting thick and thin strokes. Its serifs are also distinctive, with a perfectly flat line. The strong vertical accent in the construction of each letter marks it clearly as a modern type face. Because of its easy readability, it can be used as a text type for numerous applications.

1 Point Leaded

Bodoni features an upright, clearly delineated style. It is especially characterized by distinctly contrasting thick and thin strokes. Its serifs are also distinctive, with a perfectly flat line. The strong vertical accent in the construction of each letter marks it clearly as a modern type face. Because of its easy readability, it can be used as a text type for numerous applications.

2 Point Leaded

Bodoni features an upright, clearly delineated style. It is especially characterized by distinctly contrasting thick and thin strokes. Its serifs are also distinctive, with a perfectly flat line. The strong vertical accent in the construction of each letter marks it clearly as a modern type face. Because of its easy readability, it can be used as a text type for numerous applications.

12 Pt. Bodoni Medium

B-12-M

Order No. 1194024

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890\$.-':;!?*½¼-()[]=†/+%&@

Recommended Impression Setting: 3 Capital Height: 8 Points
Average Number Of Characters Per Pica: * 2.5
Character Count Scale: See page 5.

Solid

Bodoni features a dignified, clearly delineated type style. It is particularly characterized by sharply contrasting broad and narrow lines. Its serifs are also clearly marked, highlighting perfectly even lines. The vertical line of each letter indicates it is definitely a modern face.

1 Point Leaded

Bodoni features a dignified, clearly delineated type style. It is particularly characterized by sharply contrasting broad and narrow lines. Its serifs are also clearly marked, highlighting perfectly even lines. The vertical line of each letter indicates it is definitely a modern face.

2 Point Leaded

Bodoni features a dignified, clearly delineated type style. It is particularly characterized by sharply contrasting broad and narrow lines. Its serifs are also clearly marked, highlighting perfectly even lines. The vertical line of each letter indicates it is definitely a modern face.

12 Pt. Bodoni Italic

B-12-I

Order No. 1194025

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890\$.-':;!?*½¼-()[]=†/+%&@

Recommended Impression Setting: 3 Capital Height: 8 Points
Average Number Of Characters Per Pica: * 2.5
Character Count Scale: See page 5.

Solid

Bodoni features a dignified, clearly delineated type style. It is particularly characterized by sharply contrasting broad and narrow lines. Its serifs are also clearly marked, highlighting perfectly even lines. The vertical line of each letter indicates it is definitely a modern face.

1 Point Leaded

Bodoni features a dignified, clearly delineated type style. It is particularly characterized by sharply contrasting broad and narrow lines. Its serifs are also clearly marked, highlighting perfectly even lines. The vertical line of each letter indicates it is definitely a modern face.

2 Point Leaded

Bodoni features a dignified, clearly delineated type style. It is particularly characterized by sharply contrasting broad and narrow lines. Its serifs are also clearly marked, highlighting perfectly even lines. The vertical line of each letter indicates it is definitely a modern face.

12 Pt. Bodoni Bold

B-12-B

Order No. 1194061

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890\$.-':;!?*½¼-()[]=†/+%&@

Recommended Impression Setting: 6 Capital Height: 8 Points
Average Number Of Characters Per Pica: * 2.5
Character Count Scale: See page 5.

Solid

Bodoni features a dignified, clearly delineated type style. It is particularly characterized by sharply contrasting broad and narrow lines. Its serifs are also clearly marked, highlighting perfectly even lines. The vertical line of each letter indicates it is definitely a modern face.

1 Point Leaded

Bodoni features a dignified, clearly delineated type style. It is particularly characterized by sharply contrasting broad and narrow lines. Its serifs are also clearly marked, highlighting perfectly even lines. The vertical line of each letter indicates it is definitely a modern face.

2 Point Leaded

Bodoni features a dignified, clearly delineated type style. It is particularly characterized by sharply contrasting broad and narrow lines. Its serifs are also clearly marked, highlighting perfectly even lines. The vertical line of each letter indicates it is definitely a modern face.

6 Pt. Century Medium

C-6-M

Order No. 1194068

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890\$.-':;!?*1/21/4-()[] =+/%&@

Recommended Impression Setting: 2 Capital Height: 5 Points
Average Number Of Characters Per Pica: * 3.3
Character Count Scale: See page 5.

Solid

Century is a well-delineated face characterized by its strong harmonious balance, which helps to produce clear, clean type impressions. Because of its visual appeal and legibility, this type face has been widely used for advertising matter as well as textbooks and manuals. Periodicals and newspapers, which report news in great detail, very often specify Century for body type. The strength and clarity of Century has succeeded in making it one of the outstanding type faces in use today.

1 Point Leaded

Century is a well-delineated face characterized by its strong harmonious balance, which helps to produce clear, clean type impressions. Because of its visual appeal and legibility, this type face has been widely used for advertising matter as well as textbooks and manuals. Periodicals and newspapers, which report news in great detail, very often specify Century for body type. The strength and clarity of Century has succeeded in making it one of the outstanding type faces in use today.

2 Point Leaded

Century is a well-delineated face characterized by its strong harmonious balance, which helps to produce clear, clean type impressions. Because of its visual appeal and legibility, this type face has been widely used for advertising matter as well as textbooks and manuals. Periodicals and newspapers, which report news in great detail, very often specify Century for body type. The strength and clarity of Century has succeeded in making it one of the outstanding type faces in use today.

6 Pt. Century Italic

C-6-I

Order No. 1194072

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890\$.-':;!?*1/21/4-()[] =+/%&@

Recommended Impression Setting: 1 Capital Height: 5 Points
Average Number Of Characters Per Pica: * 3.3
Character Count Scale: See page 5.

Solid

Century is a well-delineated face characterized by its strong harmonious balance, which helps to produce clear, clean type impressions. Because of its visual appeal and legibility, this type face has been widely used for advertising matter as well as textbooks and manuals. Periodicals and newspapers, which report news in great detail, very often specify Century for body type. The strength and clarity of Century has succeeded in making it one of the outstanding type faces in use today.

1 Point Leaded

Century is a well-delineated face characterized by its strong harmonious balance, which helps to produce clear, clean type impressions. Because of its visual appeal and legibility, this type face has been widely used for advertising matter as well as textbooks and manuals. Periodicals and newspapers, which report news in great detail, very often specify Century for body type. The strength and clarity of Century has succeeded in making it one of the outstanding type faces in use today.

2 Point Leaded

Century is a well-delineated face characterized by its strong harmonious balance, which helps to produce clear, clean type impressions. Because of its visual appeal and legibility, this type face has been widely used for advertising matter as well as textbooks and manuals. Periodicals and newspapers, which report news in great detail, very often specify Century for body type. The strength and clarity of Century has succeeded in making it one of the outstanding type faces in use today.

6 Pt. Century Bold

C-6-B

Order No. 1194076

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890\$.-':;!?*1/21/4-()[] =+/%&@

Recommended Impression Setting: 2 Capital Height: 5 Points
Average Number Of Characters Per Pica: * 3.3
Character Count Scale: See page 5.

Solid

Century is a well-delineated face characterized by its strong harmonious balance, which helps to produce clear, clean type impressions. Because of its visual appeal and legibility, this type face has been widely used for advertising matter as well as textbooks and manuals. Periodicals and newspapers, which report news in great detail, very often specify Century for body type. The strength and clarity of Century has succeeded in making it one of the outstanding type faces in use today.

1 Point Leaded

Century is a well-delineated face characterized by its strong harmonious balance, which helps to produce clear, clean type impressions. Because of its visual appeal and legibility, this type face has been widely used for advertising matter as well as textbooks and manuals. Periodicals and newspapers, which report news in great detail, very often specify Century for body type. The strength and clarity of Century has succeeded in making it one of the outstanding type faces in use today.

2 Point Leaded

Century is a well-delineated face characterized by its strong harmonious balance, which helps to produce clear, clean type impressions. Because of its visual appeal and legibility, this type face has been widely used for advertising matter as well as textbooks and manuals. Periodicals and newspapers, which report news in great detail, very often specify Century for body type. The strength and clarity of Century has succeeded in making it one of the outstanding type faces in use today.

8 Pt. Century Medium

C-8-M

Order No. 1194067

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890\$,-'":;!?*1/21/43/4-()[]=+/+%&@

Recommended Impression Setting: 1 Capital Height: 6 Points
Average Number Of Characters Per Pica: * 2.9
Character Count Scale: See page 5.

Solid

Century is an unusually legible face characterized by its harmonious balance, which helps produce a clear, clean type impression. Because of its graphic appeal and legibility, this type face has been widely used for textbooks and manuals as well as advertising matter. Newspapers and periodicals which report the news in great detail very often specify Century for body type.

1 Point Leaded

Century is an unusually legible face characterized by its harmonious balance, which helps produce a clear, clean type impression. Because of its graphic appeal and legibility, this type face has been widely used for textbooks and manuals as well as advertising matter. Newspapers and periodicals which report the news in great detail very often specify Century for body type.

2 Point Leaded

Century is an unusually legible face characterized by its harmonious balance, which helps produce a clear, clean type impression. Because of its graphic appeal and legibility, this type face has been widely used for textbooks and manuals as well as advertising matter. Newspapers and periodicals which report the news in great detail very often specify Century for body type.

8 Pt. Century Italic

C-8-I

Order No. 1194071

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890\$,-'":;!?*1/21/43/4-()[]=+/+%&@

Recommended Impression Setting: 1 Capital Height: 6 Points
Average Number Of Characters Per Pica: * 2.9
Character Count Scale: See page 5.

Solid

Century is an unusually legible face characterized by its harmonious balance, which helps produce a clear, clean type impression. Because of its graphic appeal and legibility, this type face has been widely used for textbooks and manuals as well as advertising matter. Newspapers and periodicals which report the news in great detail very often specify Century for body type.

1 Point Leaded

Century is an unusually legible face characterized by its harmonious balance, which helps produce a clear, clean type impression. Because of its graphic appeal and legibility, this type face has been widely used for textbooks and manuals as well as advertising matter. Newspapers and periodicals which report the news in great detail very often specify Century for body type.

2 Point Leaded

Century is an unusually legible face characterized by its harmonious balance, which helps produce a clear, clean type impression. Because of its graphic appeal and legibility, this type face has been widely used for textbooks and manuals as well as advertising matter. Newspapers and periodicals which report the news in great detail very often specify Century for body type.

8 Pt. Century Bold

C-8-B

Order No. 1194075

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890\$,-'":;!?*1/21/43/4-()[]=+/+%&@

Recommended Impression Setting: 3 Capital Height: 6 Points
Average Number Of Characters Per Pica: * 2.9
Character Count Scale: See page 5.

Solid

Century is an unusually legible face characterized by its harmonious balance, which helps produce a clear, clean type impression. Because of its graphic appeal and legibility, this type face has been widely used for textbooks and manuals as well as advertising matter. Newspapers and periodicals which report the news in great detail very often specify Century for body type.

1 Point Leaded

Century is an unusually legible face characterized by its harmonious balance, which helps produce a clear, clean type impression. Because of its graphic appeal and legibility, this type face has been widely used for textbooks and manuals as well as advertising matter. Newspapers and periodicals which report the news in great detail very often specify Century for body type.

2 Point Leaded

Century is an unusually legible face characterized by its harmonious balance, which helps produce a clear, clean type impression. Because of its graphic appeal and legibility, this type face has been widely used for textbooks and manuals as well as advertising matter. Newspapers and periodicals which report the news in great detail very often specify Century for body type.

9 Pt. Century Medium

C-9-M

Order No. 1194066

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890\$.,-'":;!?*1/21/43/4-()[]=†/+%&@

Recommended Impression Setting: 2 Capital Height: 6 Points
Average Number Of Characters Per Pica: * 2.9
Character Count Scale: See page 5.

Solid

Century is an unusually legible face characterized by its harmonious balance, which helps produce a clear, clean type impression. Because of its graphic appeal and legibility, this type face has been widely used for textbooks and manuals as well as advertising matter. Newspapers and periodicals which report the news in great detail very often specify Century for body type.

1 Point Leaded

Century is an unusually legible face characterized by its harmonious balance, which helps produce a clear, clean type impression. Because of its graphic appeal and legibility, this type face has been widely used for textbooks and manuals as well as advertising matter. Newspapers and periodicals which report the news in great detail very often specify Century for body type.

2 Point Leaded

Century is an unusually legible face characterized by its harmonious balance, which helps produce a clear, clean type impression. Because of its graphic appeal and legibility, this type face has been widely used for textbooks and manuals as well as advertising matter. Newspapers and periodicals which report the news in great detail very often specify Century for body type.

9 Pt. Century Italic

C-9-I

Order No. 1194070

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890\$.,-'":;!?*1/21/43/4-()[]=†/+%&@

Recommended Impression Setting: 2 Capital Height: 6 Points
Average Number Of Characters Per Pica: * 2.9
Character Count Scale: See page 5.

Solid

Century is an unusually legible face characterized by its harmonious balance, which helps produce a clear, clean type impression. Because of its graphic appeal and legibility, this type face has been widely used for textbooks and manuals as well as advertising matter. Newspapers and periodicals which report the news in great detail very often specify Century for body type.

1 Point Leaded

Century is an unusually legible face characterized by its harmonious balance, which helps produce a clear, clean type impression. Because of its graphic appeal and legibility, this type face has been widely used for textbooks and manuals as well as advertising matter. Newspapers and periodicals which report the news in great detail very often specify Century for body type.

2 Point Leaded

Century is an unusually legible face characterized by its harmonious balance, which helps produce a clear, clean type impression. Because of its graphic appeal and legibility, this type face has been widely used for textbooks and manuals as well as advertising matter. Newspapers and periodicals which report the news in great detail very often specify Century for body type.

9 Pt. Century Bold

C-9-B

Order No. 1194074

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890\$.,-'":;!?*1/21/43/4-()[]=†/+%&@

Recommended Impression Setting: 3 Capital Height: 6 Points
Average Number Of Characters Per Pica: * 2.9
Character Count Scale: See page 5.

Solid

Century is an unusually legible face characterized by its harmonious balance, which helps produce a clear, clean type impression. Because of its graphic appeal and legibility, this type face has been widely used for textbooks and manuals as well as advertising matter. Newspapers and periodicals which report the news in great detail very often specify Century for body type.

1 Point Leaded

Century is an unusually legible face characterized by its harmonious balance, which helps produce a clear, clean type impression. Because of its graphic appeal and legibility, this type face has been widely used for textbooks and manuals as well as advertising matter. Newspapers and periodicals which report the news in great detail very often specify Century for body type.

2 Point Leaded

Century is an unusually legible face characterized by its harmonious balance, which helps produce a clear, clean type impression. Because of its graphic appeal and legibility, this type face has been widely used for textbooks and manuals as well as advertising matter. Newspapers and periodicals which report the news in great detail very often specify Century for body type.

10 Pt. Century Medium

C-10-M

Order No. 1194065

ABCDEFGHIJKLMN OPQRSTUVWXYZ
abcdefghijklmnopqrstu vwxyz
1234567890\$.-':;!?*1/2 1/4 3/4 - () [] = + / % & @

Recommended Impression Setting: 2 Capital Height: 7 Points
Average Number Of Characters Per Pica: * 2.5
Character Count Scale: See page 5.

Solid

Century is a fine, legible face characterized by its harmonious balance, which helps produce a clear, clean type impression. Because of its graphic appeal, this type face has been widely used for advertising matter as well as manuals and textbooks. Century is very often specified by periodicals which print the news in detail.

1 Point Leaded

Century is a fine, legible face characterized by its harmonious balance, which helps produce a clear, clean type impression. Because of its graphic appeal, this type face has been widely used for advertising matter as well as manuals and textbooks. Century is very often specified by periodicals which print the news in detail.

2 Point Leaded

Century is a fine, legible face characterized by its harmonious balance, which helps produce a clear, clean type impression. Because of its graphic appeal, this type face has been widely used for advertising matter as well as manuals and textbooks. Century is very often specified by periodicals which print the news in detail.

10 Pt. Century Italic

C-10-I

Order No. 1194069

ABCDEFGHIJKLMN OPQRSTUVWXYZ
abcdefghijklmnopqrstu vwxyz
1234567890\$.-':;!?*1/2 1/4 3/4 - () [] = + / % & @

Recommended Impression Setting: 2 Capital Height: 7 Points
Average Number Of Characters Per Pica: * 2.5
Character Count Scale: See page 5.

Solid

Century is a fine, legible face characterized by its harmonious balance, which helps produce a clear, clean type impression. Because of its graphic appeal, this type face has been widely used for advertising matter as well as manuals and textbooks. Century is very often specified by periodicals which print the news in detail.

1 Point Leaded

Century is a fine, legible face characterized by its harmonious balance, which helps produce a clear, clean type impression. Because of its graphic appeal, this type face has been widely used for advertising matter as well as manuals and textbooks. Century is very often specified by periodicals which print the news in detail.

2 Point Leaded

Century is a fine, legible face characterized by its harmonious balance, which helps produce a clear, clean type impression. Because of its graphic appeal, this type face has been widely used for advertising matter as well as manuals and textbooks. Century is very often specified by periodicals which print the news in detail.

10 Pt. Century Bold

C-10-B

Order No. 1194073

ABCDEFGHIJKLMN OPQRSTUVWXYZ
abcdefghijklmnopqrstu vwxyz
1234567890\$.-':;!?*1/2 1/4 3/4 - () [] = + / % & @

Recommended Impression Setting: 4 Capital Height: 7 Points
Average Number Of Characters Per Pica: * 2.5
Character Count Scale: See page 5.

Solid

Century is a fine, legible face characterized by its harmonious balance, which helps produce a clear, clean type impression. Because of its graphic appeal, this type face has been widely used for advertising matter as well as manuals and textbooks. Century is very often specified by periodicals which print the news in detail.

1 Point Leaded

Century is a fine, legible face characterized by its harmonious balance, which helps produce a clear, clean type impression. Because of its graphic appeal, this type face has been widely used for advertising matter as well as manuals and textbooks. Century is very often specified by periodicals which print the news in detail.

2 Point Leaded

Century is a fine, legible face characterized by its harmonious balance, which helps produce a clear, clean type impression. Because of its graphic appeal, this type face has been widely used for advertising matter as well as manuals and textbooks. Century is very often specified by periodicals which print the news in detail.

11 Pt. Century Medium

C-11-M

Order No. 1194115

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890\$,-'!:;*1/21/43/4-()[]=†/+%&@

Recommended Impression Setting: 3 Capital Height: 8 Points
Average Number Of Characters Per Pica: * 2.5
Character Count Scale: See page 5.

Solid

Century is a fine, legible face characterized by its harmonious balance, which helps produce a clear, clean type impression. Because of its graphic appeal, this type face has been widely used for advertising matter as well as manuals, textbooks and periodicals that print the news.

1 Point Leaded

Century is a fine, legible face characterized by its harmonious balance, which helps produce a clear, clean type impression. Because of its graphic appeal, this type face has been widely used for advertising matter as well as manuals, textbooks and periodicals that print the news.

2 Point Leaded

Century is a fine, legible face characterized by its harmonious balance, which helps produce a clear, clean type impression. Because of its graphic appeal, this type face has been widely used for advertising matter as well as manuals, textbooks and periodicals that print the news.

11 Pt. Century Italic

C-11-I

Order No. 1194118

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890\$,-'!:;*1/21/43/4-()[]=†/+%&@

Recommended Impression Setting: 3 Capital Height: 8 Points
Average Number Of Characters Per Pica: * 2.5
Character Count Scale: See page 5.

Solid

Century is a fine, legible face characterized by its harmonious balance, which helps produce a clear, clean type impression. Because of its graphic appeal, this type face has been widely used for advertising matter as well as manuals, textbooks and periodicals that print the news.

1 Point Leaded

Century is a fine, legible face characterized by its harmonious balance, which helps produce a clear, clean type impression. Because of its graphic appeal, this type face has been widely used for advertising matter as well as manuals, textbooks and periodicals that print the news.

2 Point Leaded

Century is a fine, legible face characterized by its harmonious balance, which helps produce a clear, clean type impression. Because of its graphic appeal, this type face has been widely used for advertising matter as well as manuals, textbooks and periodicals that print the news.

11 Pt. Century Bold

C-11-B

Order No. 1194124

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890\$,-'!:;*1/21/43/4-()[]=†/+%&@

Recommended Impression Setting: 5 Capital Height: 8 Points
Average Number Of Characters Per Pica: * 2.5
Character Count Scale: See page 5.

Solid

Century is a fine, legible face characterized by its harmonious balance, which helps produce a clear, clean type impression. Because of its graphic appeal, this type face has been widely used for advertising matter as well as manuals, textbooks and periodicals that print the news.

1 Point Leaded

Century is a fine, legible face characterized by its harmonious balance, which helps produce a clear, clean type impression. Because of its graphic appeal, this type face has been widely used for advertising matter as well as manuals, textbooks and periodicals that print the news.

2 Point Leaded

Century is a fine, legible face characterized by its harmonious balance, which helps produce a clear, clean type impression. Because of its graphic appeal, this type face has been widely used for advertising matter as well as manuals, textbooks and periodicals that print the news.

6 Pt. Classified News Medium

CN-6-M

Order No. 1194056

ABCDEFGHIJKLMN OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890\$.-':;!?*1/21/43/4-()[]=+/%&@

Recommended Impression Setting: 1 Capital Height: 4.5 Points
Average Number Of Characters Per Pica: * 3.3
Character Count Scale: See page 5.

Solid

Classified News is a sans-serif, clearly delineated type face. It is valued for its efficiency—the ability to place a maximum number of characters in a given space while maintaining readability. It therefore is widely used by newspapers for classified advertising, an application which inspired its name. Space-saving economy makes Classified News a popular choice for statistical copy, forms, footnotes, and letterheads. The strong vertical accent of each letter contributes to a distinctly modern appearance. The ability of this type face to compress without crowding is a mark of its modernity.

1 Point Leaded

Classified News is a sans-serif, clearly delineated type face. It is valued for its efficiency—the ability to place a maximum number of characters in a given space while maintaining readability. It therefore is widely used by newspapers for classified advertising, an application which inspired its name. Space-saving economy makes Classified News a popular choice for statistical copy, forms, footnotes, and letterheads. The strong vertical accent of each letter contributes to a distinctly modern appearance. The ability of this type face to compress without crowding is a mark of its modernity.

2 Point Leaded

Classified News is a sans-serif, clearly delineated type face. It is valued for its efficiency—the ability to place a maximum number of characters in a given space while maintaining readability. It therefore is widely used by newspapers for classified advertising, an application which inspired its name. Space-saving economy makes Classified News a popular choice for statistical copy, forms, footnotes, and letterheads. The strong vertical accent of each letter contributes to a distinctly modern appearance. The ability of this type face to compress without crowding is a mark of its modernity.

6 Pt. Classified News Bold

CN-6-B

Order No. 1194064

ABCDEFGHIJKLMN OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890\$.-':;!?*1/21/43/4-()[]=+/%&@

Recommended Impression Setting: 2 Capital Height: 4.5 Points
Average Number Of Characters Per Pica: * 3.3
Character Count Scale: See page 5.

Solid

Classified News is a sans-serif, clearly delineated type face. It is valued for its efficiency—the ability to place a maximum number of characters in a given space while maintaining readability. It therefore is widely used by newspapers for classified advertising, an application which inspired its name. Space-saving economy makes Classified News a popular choice for statistical copy, forms, footnotes, and letterheads. The strong vertical accent of each letter contributes to a distinctly modern appearance. The ability of this type face to compress without crowding is a mark of its modernity.

1 Point Leaded

Classified News is a sans-serif, clearly delineated type face. It is valued for its efficiency—the ability to place a maximum number of characters in a given space while maintaining readability. It therefore is widely used by newspapers for classified advertising, an application which inspired its name. Space-saving economy makes Classified News a popular choice for statistical copy, forms, footnotes, and letterheads. The strong vertical accent of each letter contributes to a distinctly modern appearance. The ability of this type face to compress without crowding is a mark of its modernity.

2 Point Leaded

Classified News is a sans-serif, clearly delineated type face. It is valued for its efficiency—the ability to place a maximum number of characters in a given space while maintaining readability. It therefore is widely used by newspapers for classified advertising, an application which inspired its name. Space-saving economy makes Classified News a popular choice for statistical copy, forms, footnotes, and letterheads. The strong vertical accent of each letter contributes to a distinctly modern appearance. The ability of this type face to compress without crowding is a mark of its modernity.

8 Pt. Classified News Medium

CN-8-M

Order No. 1194060

ABCDEFGHIJKLMN OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890\$.-':;!?*1/21/43/4-()[]=+/%&@

Recommended Impression Setting: 1 Capital Height: 6 Points
Average Number Of Characters Per Pica: * 2.9
Character Count Scale: See page 5.

Solid

Classified News is a clearly delineated sans-serif type face. The strong vertical accent of each letter denotes a sharp modern appearance. Its distinctive, clean look attracts attention, making it a popular type style selection for subheads and captions. Because of its superb readability, Classified News can be used with good effect as text type. Its use by newspapers for classified advertising inspired the choice of its name.

1 Point Leaded

Classified News is a clearly delineated sans-serif type face. The strong vertical accent of each letter denotes a sharp modern appearance. Its distinctive, clean look attracts attention, making it a popular type style selection for subheads and captions. Because of its superb readability, Classified News can be used with good effect as text type. Its use by newspapers for classified advertising inspired the choice of its name.

2 Point Leaded

Classified News is a clearly delineated sans-serif type face. The strong vertical accent of each letter denotes a sharp modern appearance. Its distinctive, clean look attracts attention, making it a popular type style selection for subheads and captions. Because of its superb readability, Classified News can be used with good effect as text type. Its use by newspapers for classified advertising inspired the choice of its name.

8 Pt. Classified News Bold

CN-8-B

Order No. 1194063

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890\$. ,-' :;! ? * 1/2 1/4 3/4 - () [] = + / % & @

Recommended Impression Setting: 3 Capital Height: 6 Points
Average Number Of Characters Per Pica: * 2.9
Character Count Scale: See page 5.

Solid

Classified News is a clearly delineated sans-serif type face. The strong vertical accent of each letter denotes a sharp modern appearance. Its distinctive, clean look attracts attention, making it a popular type style selection for subheads and captions. Because of its superb readability, Classified News can be used with good effect as text type. Its use by newspapers for classified advertising inspired the choice of its name.

1 Point Leaded

Classified News is a clearly delineated sans-serif type face. The strong vertical accent of each letter denotes a sharp modern appearance. Its distinctive, clean look attracts attention, making it a popular type style selection for subheads and captions. Because of its superb readability, Classified News can be used with good effect as text type. Its use by newspapers for classified advertising inspired the choice of its name.

2 Point Leaded

Classified News is a clearly delineated sans-serif type face. The strong vertical accent of each letter denotes a sharp modern appearance. Its distinctive, clean look attracts attention, making it a popular type style selection for subheads and captions. Because of its superb readability, Classified News can be used with good effect as text type. Its use by newspapers for classified advertising inspired the choice of its name.

10 Pt. Classified News Medium

CN-10-M

Order No. 1194059

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890\$. ,-' :;! ? * 1/2 1/4 3/4 - () [] = + / % & @

Recommended Impression Setting: 2 Capital Height: 7 Points
Average Number Of Characters Per Pica: * 2.5
Character Count Scale: See page 5.

Solid

Classified News is a clearly defined sans-serif type face. The strong vertical accent of each letter gives it a distinctly modern appearance. Its sharp, clean look stands out, making it a popular type style for subheads and captions. Because of its readability, Classified News can be used with equally good effect as text type.

1 Point Leaded

Classified News is a clearly defined sans-serif type face. The strong vertical accent of each letter gives it a distinctly modern appearance. Its sharp, clean look stands out, making it a popular type style for subheads and captions. Because of its readability, Classified News can be used with equally good effect as text type.

2 Point Leaded

Classified News is a clearly defined sans-serif type face. The strong vertical accent of each letter gives it a distinctly modern appearance. Its sharp, clean look stands out, making it a popular type style for subheads and captions. Because of its readability, Classified News can be used with equally good effect as text type.

10 Pt. Classified News Bold

CN-10-B

Order No. 1194062

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890\$. ,-' :;! ? * 1/2 1/4 3/4 - () [] = + / % & @

Recommended Impression Setting: 4 Capital Height: 7 Points
Average Number Of Characters Per Pica: * 2.5
Character Count Scale: See page 5.

Solid

Classified News is a clearly defined sans-serif type face. The strong vertical accent of each letter gives it a distinctly modern appearance. Its sharp, clean look stands out, making it a popular type style for subheads and captions. Because of its readability, Classified News can be used with equally good effect as text type.

1 Point Leaded

Classified News is a clearly defined sans-serif type face. The strong vertical accent of each letter gives it a distinctly modern appearance. Its sharp, clean look stands out, making it a popular type style for subheads and captions. Because of its readability, Classified News can be used with equally good effect as text type.

2 Point Leaded

Classified News is a clearly defined sans-serif type face. The strong vertical accent of each letter gives it a distinctly modern appearance. Its sharp, clean look stands out, making it a popular type style for subheads and captions. Because of its readability, Classified News can be used with equally good effect as text type.

6 Pt. Copperplate Gothic Medium



Order No. 1194417

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890-\$†@+++○°□£/□■•••+=[]?¢
*#|!|| □'.:;!_—%/&=({)_@ \$ ¶ # , . :

Recommended Impression Setting: 2 Capital Height: 4 Points
Average Number Of Characters Per Pica: * 3.3
Character Count Scale: See page 5.

Solid

COPPERPLATE GOTHIC HAS A DISTINCT STYLE THAT COMMANDS ATTENTION. THE SMALL, SHARP SERIFS THAT TERMINATE EACH LETTER SERVE TO CREATE AN IMPRESSION OF ELEGANCE. THIS TYPE FACE IS IDEALLY SUITED FOR MANY APPLICATIONS WHERE AN AUTHORITATIVE, FORMAL EFFECT IS NEEDED. ANNOUNCEMENTS, INVITATIONS, STATIONERY AND OFFICIAL PRINTING ARE INDICATIVE OF SEVERAL AREAS WHERE USING THIS FACE WOULD BE IDEAL. THE VARIOUS SYMBOLS FACILITATE FORMS WORK.

1 Point Leaded

COPPERPLATE GOTHIC HAS A DISTINCT STYLE THAT COMMANDS ATTENTION. THE SMALL, SHARP SERIFS THAT TERMINATE EACH LETTER SERVE TO CREATE AN IMPRESSION OF ELEGANCE. THIS TYPE FACE IS IDEALLY SUITED FOR MANY APPLICATIONS WHERE AN AUTHORITATIVE, FORMAL EFFECT IS NEEDED. ANNOUNCEMENTS, INVITATIONS, STATIONERY AND OFFICIAL PRINTING ARE INDICATIVE OF SEVERAL AREAS WHERE USING THIS FACE WOULD BE IDEAL. THE VARIOUS SYMBOLS FACILITATE FORMS WORK.

2 Point Leaded

COPPERPLATE GOTHIC HAS A DISTINCT STYLE THAT COMMANDS ATTENTION. THE SMALL, SHARP SERIFS THAT TERMINATE EACH LETTER SERVE TO CREATE AN IMPRESSION OF ELEGANCE. THIS TYPE FACE IS IDEALLY SUITED FOR MANY APPLICATIONS WHERE AN AUTHORITATIVE, FORMAL EFFECT IS NEEDED. ANNOUNCEMENTS, INVITATIONS, STATIONERY AND OFFICIAL PRINTING ARE INDICATIVE OF SEVERAL AREAS WHERE USING THIS FACE WOULD BE IDEAL. THE VARIOUS SYMBOLS FACILITATE FORMS WORK.

8 Pt. Copperplate Gothic Medium



Order No. 1194416

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890-\$†@+++○°□£/□■•••+=[]?¢
*#|!|| □'.:;!_—%/&=({)_@ \$ ¶ # , . :

Recommended Impression Setting: 2 Capital Height: 5 Points
Average Number Of Characters Per Pica: * 2.9
Character Count Scale: See page 5.

Solid

COPPERPLATE GOTHIC HAS A DISTINCT STYLE THAT COMMANDS ATTENTION AND RESPECT. THE SMALL, SHARP SERIFS THAT TERMINATE EACH LETTER ADD A SIMPLE ELEGANCE TO ITS CHARACTER. THIS TYPE FACE IS IDEALLY SUITED FOR MATERIAL WHICH MUST IMPART AN AUTHORITATIVE AND FORMAL EFFECT. ADDED SYMBOLS FACILITATE FORMS WORK.

1 Point Leaded

COPPERPLATE GOTHIC HAS A DISTINCT STYLE THAT COMMANDS ATTENTION AND RESPECT. THE SMALL, SHARP SERIFS THAT TERMINATE EACH LETTER ADD A SIMPLE ELEGANCE TO ITS CHARACTER. THIS TYPE FACE IS IDEALLY SUITED FOR MATERIAL WHICH MUST IMPART AN AUTHORITATIVE AND FORMAL EFFECT. ADDED SYMBOLS FACILITATE FORMS WORK.

2 Point Leaded

COPPERPLATE GOTHIC HAS A DISTINCT STYLE THAT COMMANDS ATTENTION AND RESPECT. THE SMALL, SHARP SERIFS THAT TERMINATE EACH LETTER ADD A SIMPLE ELEGANCE TO ITS CHARACTER. THIS TYPE FACE IS IDEALLY SUITED FOR MATERIAL WHICH MUST IMPART AN AUTHORITATIVE AND FORMAL EFFECT. ADDED SYMBOLS FACILITATE FORMS WORK.

10 Pt. Copperplate Gothic Medium CG-10-M

Order No. 1194415

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
1234567890-\$†@◆◆○◻◻£√◻■◆◆+ [=]?¢
*#| || ◻' ;! — %/&= () _ @ \$ ¶ # , . :

Recommended Impression Setting: 3 Capital Height: 6 Points
Average Number Of Characters Per Pica: * 2.5
Character Count Scale: See page 5.

Solid
COPPERPLATE GOTHIC HAS A DISTINCT STYLE THAT COMMANDS ATTENTION. IT IS IDEALLY SUITED FOR MATERIAL WHICH MUST CREATE A FORMAL AND AUTHORITATIVE EFFECT. THE SHARP, CRISP LOOK OF THIS TYPE FACE ADDS SIMPLE ELEGANCE TO ITS CHARACTER.

1 Point Leaded
COPPERPLATE GOTHIC HAS A DISTINCT STYLE THAT COMMANDS ATTENTION. IT IS IDEALLY SUITED FOR MATERIAL WHICH MUST CREATE A FORMAL AND AUTHORITATIVE EFFECT. THE SHARP, CRISP LOOK OF THIS TYPE FACE ADDS SIMPLE ELEGANCE TO ITS CHARACTER.

2 Point Leaded
COPPERPLATE GOTHIC HAS A DISTINCT STYLE THAT COMMANDS ATTENTION. IT IS IDEALLY SUITED FOR MATERIAL WHICH MUST CREATE A FORMAL AND AUTHORITATIVE EFFECT. THE SHARP, CRISP LOOK OF THIS TYPE FACE ADDS SIMPLE ELEGANCE TO ITS CHARACTER.

12 Pt. Copperplate Gothic Medium CG-12-M

Order No. 1194414

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
1234567890-\$†@◆◆○◻◻£√◻■◆◆+ [=]?¢
*#| || ◻' ;! — %/&= () _ @ \$ ¶ # , . :

Recommended Impression Setting: 3 Capital Height: 7 Points
Average Number Of Characters Per Pica: * 2.5
Character Count Scale: See page 5.

Solid
COPPERPLATE GOTHIC HAS A DISTINCT STYLE THAT COMMANDS ATTENTION. IT IS IDEALLY SUITED FOR MATERIAL WHICH REQUIRES AN AUTHORITATIVE EFFECT AND THE VISUAL IMPRESSION OF ELEGANCE AND REFINED DIGNITY.

1 Point Leaded
COPPERPLATE GOTHIC HAS A DISTINCT STYLE THAT COMMANDS ATTENTION. IT IS IDEALLY SUITED FOR MATERIAL WHICH REQUIRES AN AUTHORITATIVE EFFECT AND THE VISUAL IMPRESSION OF ELEGANCE AND REFINED DIGNITY.

2 Point Leaded
COPPERPLATE GOTHIC HAS A DISTINCT STYLE THAT COMMANDS ATTENTION. IT IS IDEALLY SUITED FOR MATERIAL WHICH REQUIRES AN AUTHORITATIVE EFFECT AND THE VISUAL IMPRESSION OF ELEGANCE AND REFINED DIGNITY.

8 Pt. Journal Roman Medium


J-8-M

Order No. 1194087

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890\$.,-':;!?*½¼¼-()[] = + / % & @

Recommended Impression Setting: 1 Capital Height: 5 Points
Average Number Of Characters Per Pica: * 3.3
Character Count Scale: See page 5.

Solid

Journal Roman derives its characteristic style from the fine proportions of this well-designed classic face. This distinctive font, with its uniform weights, and easily read characters, is particularly well adapted for journal and book composition. Its letter-forms, and eccentric calligraphic portrayal of its italic face, serve to create an impression of enduring appeal. Journal Roman's practicality and refined quality make it an excellent choice for use in many forms of educational matter.

1 Point Leaded

Journal Roman derives its characteristic style from the fine proportions of this well-designed classic face. This distinctive font, with its uniform weights, and easily read characters, is particularly well adapted for journal and book composition. Its letter-forms, and eccentric calligraphic portrayal of its italic face, serve to create an impression of enduring appeal. Journal Roman's practicality and refined quality make it an excellent choice for use in many forms of educational matter.

2 Point Leaded

Journal Roman derives its characteristic style from the fine proportions of this well-designed classic face. This distinctive font, with its uniform weights, and easily read characters, is particularly well adapted for journal and book composition. Its letter-forms, and eccentric calligraphic portrayal of its italic face, serve to create an impression of enduring appeal. Journal Roman's practicality and refined quality make it an excellent choice for use in many forms of educational matter.

8 Pt. Journal Roman Italic


J-8-I

Order No. 1194088

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890\$.,-':;!?*½¼¼-()[] = + / % & @

Recommended Impression Setting: 1 Capital Height: 5 Points
Average Number Of Characters Per Pica: * 3.3
Character Count Scale: See page 5.

Solid

Journal Roman derives its characteristic style from the fine proportions of this well-designed classic face. This distinctive font, with its uniform weights, and easily read characters, is particularly well adapted for journal and book composition. Its letter-forms, and eccentric calligraphic portrayal of its italic face, serve to create an impression of enduring appeal. Journal Roman's practicality and refined quality make it an excellent choice for use in many forms of educational matter.

1 Point Leaded

Journal Roman derives its characteristic style from the fine proportions of this well-designed classic face. This distinctive font, with its uniform weights, and easily read characters, is particularly well adapted for journal and book composition. Its letter-forms, and eccentric calligraphic portrayal of its italic face, serve to create an impression of enduring appeal. Journal Roman's practicality and refined quality make it an excellent choice for use in many forms of educational matter.

2 Point Leaded

Journal Roman derives its characteristic style from the fine proportions of this well-designed classic face. This distinctive font, with its uniform weights, and easily read characters, is particularly well adapted for journal and book composition. Its letter-forms, and eccentric calligraphic portrayal of its italic face, serve to create an impression of enduring appeal. Journal Roman's practicality and refined quality make it an excellent choice for use in many forms of educational matter.

8 Pt. Journal Roman Bold


J-8-B

Order No. 1194089

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890\$.,-':;!?*½¼¼-()[] = + / % & @

Recommended Impression Setting: 3 Capital Height: 5 Points
Average Number Of Characters Per Pica: * 3.3
Character Count Scale: See page 5.

Solid

Journal Roman derives its characteristic style from the fine proportions of this well-designed classic face. This distinctive font, with its uniform weights, and easily read characters, is particularly well adapted for journal and book composition. Its letter-forms, and eccentric calligraphic portrayal of its italic face, serve to create an impression of enduring appeal. Journal Roman's practicality and refined quality make it an excellent choice for use in many forms of educational matter.

1 Point Leaded

Journal Roman derives its characteristic style from the fine proportions of this well-designed classic face. This distinctive font, with its uniform weights, and easily read characters, is particularly well adapted for journal and book composition. Its letter-forms, and eccentric calligraphic portrayal of its italic face, serve to create an impression of enduring appeal. Journal Roman's practicality and refined quality make it an excellent choice for use in many forms of educational matter.

2 Point Leaded

Journal Roman derives its characteristic style from the fine proportions of this well-designed classic face. This distinctive font, with its uniform weights, and easily read characters, is particularly well adapted for journal and book composition. Its letter-forms, and eccentric calligraphic portrayal of its italic face, serve to create an impression of enduring appeal. Journal Roman's practicality and refined quality make it an excellent choice for use in many forms of educational matter.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890\$. , ' ; : ! ? * 1/2 1/4 3/4 - () [] = + / % & @

Recommended Impression Setting: 3 Capital Height: 5 Points
Average Number Of Characters Per Pica: * 3.3
Character Count Scale: See page 5.

Solid

Journal Roman derives its characteristic style from the fine proportions of this well-designed classic face. This distinctive font, with its uniform weights, and easily read characters, is particularly well adapted for journal and book composition. Its letter-forms, and eccentric calligraphic portrayal of its italic face, serve to create an impression of enduring appeal. Journal Roman's practicality and refined quality make it an excellent choice for use in many forms of educational matter.

1 Point Leaded

Journal Roman derives its characteristic style from the fine proportions of this well-designed classic face. This distinctive font, with its uniform weights, and easily read characters, is particularly well adapted for journal and book composition. Its letter-forms, and eccentric calligraphic portrayal of its italic face, serve to create an impression of enduring appeal. Journal Roman's practicality and refined quality make it an excellent choice for use in many forms of educational matter.

2 Point Leaded

Journal Roman derives its characteristic style from the fine proportions of this well-designed classic face. This distinctive font, with its uniform weights, and easily read characters, is particularly well adapted for journal and book composition. Its letter-forms, and eccentric calligraphic portrayal of its italic face, serve to create an impression of enduring appeal. Journal Roman's practicality and refined quality make it an excellent choice for use in many forms of educational matter.

10 Pt. Journal Roman Medium

J-10-M

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890\$. , ' ; : ! ? * 1/2 1/4 3/4 - () [] = + / % & @

Recommended Impression Setting: 2 Capital Height: 6 Points
Average Number Of Characters Per Pica: * 2.9
Character Count Scale: See page 5.

Solid

Journal Roman derives its characteristic style from the fine proportions of this well-designed classic face. This distinctive font, with its uniform weights, and easily read characters, is particularly well adapted for journal and book composition. Its letter-forms, and eccentric calligraphic portrayal of its italic face, serve to create an impression of enduring attractiveness.

1 Point Leaded

Journal Roman derives its characteristic style from the fine proportions of this well-designed classic face. This distinctive font, with its uniform weights, and easily read characters, is particularly well adapted for journal and book composition. Its letter-forms, and eccentric calligraphic portrayal of its italic face, serve to create an impression of enduring attractiveness.

2 Point Leaded

Journal Roman derives its characteristic style from the fine proportions of this well-designed classic face. This distinctive font, with its uniform weights, and easily read characters, is particularly well adapted for journal and book composition. Its letter-forms, and eccentric calligraphic portrayal of its italic face, serve to create an impression of enduring attractiveness.

10 Pt. Journal Roman Italic

J-10-I

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890\$. , ' ; : ! ? * 1/2 1/4 3/4 - () [] = + / % & @

Recommended Impression Setting: 2 Capital Height: 6 Points
Average Number Of Characters Per Pica: * 2.9
Character Count Scale: See page 5.

Solid

Journal Roman derives its characteristic style from the fine proportions of this well-designed classic face. This distinctive font, with its uniform weights, and easily read characters, is particularly well adapted for journal and book composition. Its letter-forms, and eccentric calligraphic portrayal of its italic face, serve to create an impression of enduring attractiveness.

1 Point Leaded

Journal Roman derives its characteristic style from the fine proportions of this well-designed classic face. This distinctive font, with its uniform weights, and easily read characters, is particularly well adapted for journal and book composition. Its letter-forms, and eccentric calligraphic portrayal of its italic face, serve to create an impression of enduring attractiveness.

2 Point Leaded

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ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890\$.-':;!?*½¼¾-()[]=+/%&@

Recommended Impression Setting: 4 Capital Height: 6 Points
Average Number Of Characters Per Pica: * 2.9
Character Count Scale: See page 5.

Solid

Journal Roman derives its characteristic style from the fine proportions of this well-designed classic face. This distinctive font, with its uniform weights and easily read characters, is particularly well adapted for journal and book composition. Its letter-forms, and eccentric calligraphic portrayal of its italic face, serve to create an impression of enduring attractiveness.

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ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890\$.-':;!?*½¼¾-()[]=+/%&@

Recommended Impression Setting: 4 Capital Height: 6 Points
Average Number Of Characters Per Pica: * 2.9
Character Count Scale: See page 5.

Solid

Journal Roman derives its characteristic style from the fine proportions of this well-designed classic face. This distinctive font, with its uniform weights and easily read characters, is particularly well adapted for journal and book composition. Its letter-forms, and eccentric calligraphic portrayal of its italic face, serve to create an impression of enduring attractiveness.

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ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890\$.-':;!?*½¼¾-()[]=+/%&@

Recommended Impression Setting: 3 Capital Height: 7 Points
Average Number Of Characters Per Pica: * 2.5
Character Count Scale: See page 5.

Solid

Journal Roman derives its character from the finely designed proportions of this classic face. This distinctive font is well adapted for book composition. Its letter-forms, and eccentric calligraphic portrayal of its italic face, serve to create an impression of lasting attractiveness.

1 Point Leaded

Journal Roman derives its character from the finely designed proportions of this classic face. This distinctive font is well adapted for book composition. Its letter-forms, and eccentric calligraphic portrayal of its italic face, serve to create an impression of lasting attractiveness.

2 Point Leaded

Journal Roman derives its character from the finely designed proportions of this classic face. This distinctive font is well adapted for book composition. Its letter-forms, and eccentric calligraphic portrayal of its italic face, serve to create an impression of lasting attractiveness.

11 Pt. Journal Roman Italic

J-11-I

Order No. 1194082

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890\$,-'";:!*½¼¾—()[] = + / % & @

Recommended Impression Setting: 3 Capital Height: 7 Points
Average Number Of Characters Per Pica: * 2.5
Character Count Scale: See page 5.

Solid

Journal Roman derives its character from the finely designed proportions of this classic face. This distinctive font is well adapted for book composition. Its letter-forms, and eccentric calligraphic portrayal of its italic face, serve to create an impression of lasting attractiveness.

1 Point Leaded

Journal Roman derives its character from the finely designed proportions of this classic face. This distinctive font is well adapted for book composition. Its letter-forms, and eccentric calligraphic portrayal of its italic face, serve to create an impression of lasting attractiveness.

2 Point Leaded

Journal Roman derives its character from the finely designed proportions of this classic face. This distinctive font is well adapted for book composition. Its letter-forms, and eccentric calligraphic portrayal of its italic face, serve to create an impression of lasting attractiveness.

11 Pt. Journal Roman Bold

J-11-B

Order No. 1194083

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890\$,-'";:!*½¼¾—()[] = + / % & @

Recommended Impression Setting: 5 Capital Height: 7 Points
Average Number Of Characters Per Pica: * 2.5
Character Count Scale: See page 5.

Solid

Journal Roman derives its character from the finely designed proportions of this classic face. This distinctive font is well adapted for book composition. Its letter-forms, and eccentric calligraphic portrayal of its italic face, serve to create an impression of lasting attractiveness.

1 Point Leaded

Journal Roman derives its character from the finely designed proportions of this classic face. This distinctive font is well adapted for book composition. Its letter-forms, and eccentric calligraphic portrayal of its italic face, serve to create an impression of lasting attractiveness.

2 Point Leaded

Journal Roman derives its character from the finely designed proportions of this classic face. This distinctive font is well adapted for book composition. Its letter-forms, and eccentric calligraphic portrayal of its italic face, serve to create an impression of lasting attractiveness.

11 Pt. Journal Roman Bold Italic

J-11-BI

Order No. 1194090

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890\$,-'";:!*½¼¾—()[] = + / % & @

Recommended Impression Setting: 5 Capital Height: 7 Points
Average Number Of Characters Per Pica: * 2.5
Character Count Scale: See page 5.

Solid

Journal Roman derives its character from the finely designed proportions of this classic face. This distinctive font is well adapted for book composition. Its letter-forms, and eccentric calligraphic portrayal of its italic face, serve to create an impression of lasting attractiveness.

1 Point Leaded

Journal Roman derives its character from the finely designed proportions of this classic face. This distinctive font is well adapted for book composition. Its letter-forms, and eccentric calligraphic portrayal of its italic face, serve to create an impression of lasting attractiveness.

2 Point Leaded

Journal Roman derives its character from the finely designed proportions of this classic face. This distinctive font is well adapted for book composition. Its letter-forms, and eccentric calligraphic portrayal of its italic face, serve to create an impression of lasting attractiveness.

7 Pt. Press Roman Medium

PR-7-M

Order No. 1194009

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890\$.,:!*%¼¾-()[]=†/+%&@

Recommended Impression Setting: 1 Capital Height: 5 Points
Average Number Of Characters Per Pica: * 3.3
Character Count Scale: See page 5.

Solid

Press Roman is a practical type face, which is characterized both by its distinctive appearance as well as by its legibility. An analysis of Press Roman reveals that it has no pronounced thick and thin strokes as are found frequently in other type faces. It has an overall symmetry that is pleasing. The short ascenders and descenders, also characteristic of the type face, create a large lower case letter. It is a sturdily constructed, upright face, rich in feeling and quality, which can be used for varied applications, including newsletters and brochures.

1 Point Leaded

Press Roman is a practical type face, which is characterized both by its distinctive appearance as well as by its legibility. An analysis of Press Roman reveals that it has no pronounced thick and thin strokes as are found frequently in other type faces. It has an overall symmetry that is pleasing. The short ascenders and descenders, also characteristic of the type face, create a large lower case letter. It is a sturdily constructed, upright face, rich in feeling and quality, which can be used for varied applications, including newsletters and brochures.

2 Point Leaded

Press Roman is a practical type face, which is characterized both by its distinctive appearance as well as by its legibility. An analysis of Press Roman reveals that it has no pronounced thick and thin strokes as are found frequently in other type faces. It has an overall symmetry that is pleasing. The short ascenders and descenders, also characteristic of the type face, create a large lower case letter. It is a sturdily constructed, upright face, rich in feeling and quality, which can be used for varied applications, including newsletters and brochures.

7 Pt. Press Roman Italic

PR-7-I

Order No. 1194010

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890\$.,:!*%¼¾-()[]=†/+%&@

Recommended Impression Setting: 1 Capital Height: 5 Points
Average Number Of Characters Per Pica: * 3.3
Character Count Scale: See page 5.

Solid

Press Roman is a practical type face, which is characterized both by its distinctive appearance as well as by its legibility. An analysis of Press Roman reveals that it has no pronounced thick and thin strokes as are found frequently in other type faces. It has an overall symmetry that is pleasing. The short ascenders and descenders, also characteristic of the type face, create a large lower case letter. It is a sturdily constructed, upright face, rich in feeling and quality, which can be used for varied applications, including newsletters and brochures.

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2 Point Leaded

Press Roman is a practical type face, which is characterized both by its distinctive appearance as well as by its legibility. An analysis of Press Roman reveals that it has no pronounced thick and thin strokes as are found frequently in other type faces. It has an overall symmetry that is pleasing. The short ascenders and descenders, also characteristic of the type face, create a large lower case letter. It is a sturdily constructed, upright face, rich in feeling and quality, which can be used for varied applications, including newsletters and brochures.

7 Pt. Press Roman Bold

PR-7-B

Order No. 1194153

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890\$.,:!*%¼¾-()[]=†/+%&@

Recommended Impression Setting: 1 Capital Height: 5 Points
Average Number Of Characters Per Pica: * 3.3
Character Count Scale: See page 5.

Solid

Press Roman is a practical type face, which is characterized both by its distinctive appearance as well as by its legibility. An analysis of Press Roman reveals that it has no pronounced thick and thin strokes as are found frequently in other type faces. It has an overall symmetry that is pleasing. The short ascenders and descenders, also characteristic of the type face, create a large lower case letter. It is a sturdily constructed, upright face, rich in feeling and quality, which can be used for varied applications, including newsletters and brochures.

1 Point Leaded

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2 Point Leaded

Press Roman is a practical type face, which is characterized both by its distinctive appearance as well as by its legibility. An analysis of Press Roman reveals that it has no pronounced thick and thin strokes as are found frequently in other type faces. It has an overall symmetry that is pleasing. The short ascenders and descenders, also characteristic of the type face, create a large lower case letter. It is a sturdily constructed, upright face, rich in feeling and quality, which can be used for varied applications, including newsletters and brochures.

7 Pt. Press Roman Bold Italic

PR-7-BI

Order No: 1194150

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890\$,-'":;!*½¼¾-()[]=†|+%&@

Recommended Impression Setting: 1 Capital Height: 5 Points
Average Number Of Characters Per Pica: * 3.3
Character Count Scale: See page 5.

Solid

Press Roman is a practical type face, which is characterized both by its distinctive appearance as well as by its legibility. An analysis of Press Roman reveals that it has no pronounced thick and thin strokes as are found frequently in other type faces. It has an overall symmetry that is pleasing. The short ascenders and descenders, also characteristic of the type face, create a large lower case letter. It is a sturdily constructed, upright face, rich in feeling and quality, which can be used for varied applications, including newsletters and brochures.

1 Point Leaded

Press Roman is a practical type face, which is characterized both by its distinctive appearance as well as by its legibility. An analysis of Press Roman reveals that it has no pronounced thick and thin strokes as are found frequently in other type faces. It has an overall symmetry that is pleasing. The short ascenders and descenders, also characteristic of the type face, create a large lower case letter. It is a sturdily constructed, upright face, rich in feeling and quality, which can be used for varied applications, including newsletters and brochures.

2 Point Leaded

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8 Pt. Press Roman Medium

PR-8-M

Order No. 1194006

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890\$,-'":;!*½¼¾-()[]=†|+%&@

Recommended Impression Setting: 1 Capital Height: 6 Points
Average Number Of Characters Per Pica: * 3.3
Character Count Scale: See page 5.

Solid

Press Roman is a practical type face, which is characterized both by its distinctive appearance as well as by its legibility. An analysis of Press Roman reveals that it has no pronounced thick and thin strokes as are found frequently in other type faces. It has an overall symmetry that is pleasing. The short ascenders and descenders, also characteristic of the type face, create a large lower case letter. It is a sturdily constructed, dignified face, which can be utilized for varied applications.

1 Point Leaded

Press Roman is a practical type face, which is characterized both by its distinctive appearance as well as by its legibility. An analysis of Press Roman reveals that it has no pronounced thick and thin strokes as are found frequently in other type faces. It has an overall symmetry that is pleasing. The short ascenders and descenders, also characteristic of the type face, create a large lower case letter. It is a sturdily constructed, dignified face, which can be utilized for varied applications.

2 Point Leaded

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8 Pt. Press Roman Italic

PR-8-I

Order No. 1194007

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890\$,-'":;!*½¼¾-()[]=†|+%&@

Recommended Impression Setting: 1 Capital Height: 6 Points
Average Number Of Characters Per Pica: * 3.3
Character Count Scale: See page 5.

Solid

Press Roman is a practical type face, which is characterized both by its distinctive appearance as well as by its legibility. An analysis of Press Roman reveals that it has no pronounced thick and thin strokes as are found frequently in other type faces. It has an overall symmetry that is pleasing. The short ascenders and descenders, also characteristic of the type face, create a large lower case letter. It is a sturdily constructed, dignified face, which can be utilized for varied applications.

1 Point Leaded

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2 Point Leaded

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8 Pt. Press Roman Bold

PR-8-B

Order No. 1194008

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890\$.-':;!?*½¼-()[]=†/+%&@

Recommended Impression Setting: 3 Capital Height: 6 Points
Average Number Of Characters Per Pica: * 3.3
Character Count Scale: See page 5.

Solid

Press Roman is a practical type face, which is characterized both by its distinctive appearance as well as by its legibility. An analysis of Press Roman reveals that it has no pronounced thick and thin strokes as are found frequently in other type faces. It has an overall symmetry that is pleasing. The short ascenders and descenders, also characteristic of the type face, create a large lower case letter. It is a sturdily constructed, dignified face, which can be utilized for varied applications.

1 Point Leaded

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2 Point Leaded

Press Roman is a practical type face, which is characterized both by its distinctive appearance as well as by its legibility. An analysis of Press Roman reveals that it has no pronounced thick and thin strokes as are found frequently in other type faces. It has an overall symmetry that is pleasing. The short ascenders and descenders, also characteristic of the type face, create a large lower case letter. It is a sturdily constructed, dignified face, which can be utilized for varied applications.

8 Pt. Press Roman Bold Italic

PR-8-BI

Order No. 1194132

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890\$.-':;!?*½¼-()[]=†/+%&@

Recommended Impression Setting: 3 Capital Height: 6 Points
Average Number Of Characters Per Pica: * 3.3
Character Count Scale: See page 5.

Solid

Press Roman is a practical type face, which is characterized both by its distinctive appearance as well as by its legibility. An analysis of Press Roman reveals that it has no pronounced thick and thin strokes as are found frequently in other type faces. It has an overall symmetry that is pleasing. The short ascenders and descenders, also characteristic of the type face, create a large lower case letter. It is a sturdily constructed, dignified face, which can be utilized for varied applications.

1 Point Leaded

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2 Point Leaded

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9 Pt. Press Roman Medium

PR-9-M

Order No. 1194077

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890\$.-':;!?*½¼-()[]=†/+%&@

Recommended Impression Setting: 2 Capital Height: 6 Points
Average Number Of Characters Per Pica: * 2.9
Character Count Scale: See page 5.

Solid

Press Roman is a unique type face highlighting both appearance and fine legibility. Characteristically, Press Roman has no pronounced thick and thin strokes as are found frequently in other type faces. The short ascenders and descenders help to create a large lower case letter. It is a dignified, sturdily constructed type face which can be used for a variety of applications.

1 Point Leaded

Press Roman is a unique type face highlighting both appearance and fine legibility. Characteristically, Press Roman has no pronounced thick and thin strokes as are found frequently in other type faces. The short ascenders and descenders help to create a large lower case letter. It is a dignified, sturdily constructed type face which can be used for a variety of applications.

2 Point Leaded

Press Roman is a unique type face highlighting both appearance and fine legibility. Characteristically, Press Roman has no pronounced thick and thin strokes as are found frequently in other type faces. The short ascenders and descenders help to create a large lower case letter. It is a dignified, sturdily constructed type face which can be used for a variety of applications.

9 Pt. Press Roman Italic

PR-9-I

Order No. 1194078

ABCDEFGHIJKLMN OPQRSTUVWXYZ
abcdefghijklmnopqrstu vwxyz
1234567890\$. ,-' :;! ? * 1/2 1/4 - () [] = + / % & @

Recommended Impression Setting: 2 Capital Height: 6 Points
Average Number Of Characters Per Pica: * 2.9
Character Count Scale: See page 5.

Solid

Press Roman is a unique type face highlighting both appearance and fine legibility. Characteristically, Press Roman has no pronounced thick and thin strokes as are found frequently in other type faces. The short ascenders and descenders help to create a large lower case letter. It is a dignified, sturdily constructed type face which can be used for a variety of applications.

1 Point Leaded

Press Roman is a unique type face highlighting both appearance and fine legibility. Characteristically, Press Roman has no pronounced thick and thin strokes as are found frequently in other type faces. The short ascenders and descenders help to create a large lower case letter. It is a dignified, sturdily constructed type face which can be used for a variety of applications.

2 Point Leaded

Press Roman is a unique type face highlighting both appearance and fine legibility. Characteristically, Press Roman has no pronounced thick and thin strokes as are found frequently in other type faces. The short ascenders and descenders help to create a large lower case letter. It is a dignified, sturdily constructed type face which can be used for a variety of applications.

9 Pt. Press Roman Bold

PR-9-B

Order No. 1194079

ABCDEFGHIJKLMN OPQRSTUVWXYZ
abcdefghijklmnopqrstu vwxyz
1234567890\$. ,-' :;! ? * 1/2 1/4 - () [] = + / % & @

Recommended Impression Setting: 3 Capital Height: 6 Points
Average Number Of Characters Per Pica: * 2.9
Character Count Scale: See page 5.

Solid

Press Roman is a unique type face highlighting both appearance and fine legibility. Characteristically, Press Roman has no pronounced thick and thin strokes as are found frequently in other type faces. The short ascenders and descenders help to create a large lower case letter. It is a dignified, sturdily constructed type face which can be used for a variety of applications.

1 Point Leaded

Press Roman is a unique type face highlighting both appearance and fine legibility. Characteristically, Press Roman has no pronounced thick and thin strokes as are found frequently in other type faces. The short ascenders and descenders help to create a large lower case letter. It is a dignified, sturdily constructed type face which can be used for a variety of applications.

2 Point Leaded

Press Roman is a unique type face highlighting both appearance and fine legibility. Characteristically, Press Roman has no pronounced thick and thin strokes as are found frequently in other type faces. The short ascenders and descenders help to create a large lower case letter. It is a dignified, sturdily constructed type face which can be used for a variety of applications.

9 Pt. Press Roman Bold Italic

PR-9-BI

Order No. 1194127

ABCDEFGHIJKLMN OPQRSTUVWXYZ
abcdefghijklmnopqrstu vwxyz
1234567890\$. ,-' :;! ? * 1/2 1/4 - () [] = + / % & @

Recommended Impression Setting: 3 Capital Height: 6 Points
Average Number Of Characters Per Pica: * 2.9
Character Count Scale: See page 5.

Solid

Press Roman is a unique type face highlighting both appearance and fine legibility. Characteristically, Press Roman has no pronounced thick and thin strokes as are found frequently in other type faces. The short ascenders and descenders help to create a large lower case letter. It is a dignified, sturdily constructed type face which can be used for a variety of applications.

1 Point Leaded

Press Roman is a unique type face highlighting both appearance and fine legibility. Characteristically, Press Roman has no pronounced thick and thin strokes as are found frequently in other type faces. The short ascenders and descenders help to create a large lower case letter. It is a dignified, sturdily constructed type face which can be used for a variety of applications.

2 Point Leaded

Press Roman is a unique type face highlighting both appearance and fine legibility. Characteristically, Press Roman has no pronounced thick and thin strokes as are found frequently in other type faces. The short ascenders and descenders help to create a large lower case letter. It is a dignified, sturdily constructed type face which can be used for a variety of applications.

10 Pt. Press Roman Medium

PR-10-M

Order No. 1194003

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890\$. , ' : ; ! ? * 1/2 1/4 - () [] = + / % & @

Recommended Impression Setting: 2 Capital Height: 7 Points
Average Number Of Characters Per Pica: * 2.9
Character Count Scale: See page 5.

Solid
Press Roman is a unique type face highlighting both appearance and fine legibility. Characteristically, Press Roman has no pronounced thick and thin strokes as are found frequently in other type faces. The short ascenders and descenders help to create a large lower case letter. It is a dignified, sturdily constructed type face which can be used for a variety of applications.

1 Point Leaded
Press Roman is a unique type face highlighting both appearance and fine legibility. Characteristically, Press Roman has no pronounced thick and thin strokes as are found frequently in other type faces. The short ascenders and descenders help to create a large lower case letter. It is a dignified, sturdily constructed type face which can be used for a variety of applications.

2 Point Leaded
Press Roman is a unique type face highlighting both appearance and fine legibility. Characteristically, Press Roman has no pronounced thick and thin strokes as are found frequently in other type faces. The short ascenders and descenders help to create a large lower case letter. It is a dignified, sturdily constructed type face which can be used for a variety of applications.

10 Pt. Press Roman Italic

PR-10-I

Order No. 1194004

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890\$. , ' : ; ! ? * 1/2 1/4 - () [] = + / % & @

Recommended Impression Setting: 2 Capital Height: 7 Points
Average Number Of Characters Per Pica: * 2.9
Character Count Scale: See page 5.

Solid
Press Roman is a unique type face highlighting both appearance and fine legibility. Characteristically, Press Roman has no pronounced thick and thin strokes as are found frequently in other type faces. The short ascenders and descenders help to create a large lower case letter. It is a dignified, sturdily constructed type face which can be used for a variety of applications.

1 Point Leaded
Press Roman is a unique type face highlighting both appearance and fine legibility. Characteristically, Press Roman has no pronounced thick and thin strokes as are found frequently in other type faces. The short ascenders and descenders help to create a large lower case letter. It is a dignified, sturdily constructed type face which can be used for a variety of applications.

2 Point Leaded
Press Roman is a unique type face highlighting both appearance and fine legibility. Characteristically, Press Roman has no pronounced thick and thin strokes as are found frequently in other type faces. The short ascenders and descenders help to create a large lower case letter. It is a dignified, sturdily constructed type face which can be used for a variety of applications.

10 Pt. Press Roman Bold

PR-10-B

Order No. 1194005

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890\$. , ' : ; ! ? * 1/2 1/4 - () [] = + / % & @

Recommended Impression Setting: 4 Capital Height: 7 Points
Average Number Of Characters Per Pica: * 2.9
Character Count Scale: See page 5.

Solid
Press Roman is a unique type face highlighting both appearance and fine legibility. Characteristically, Press Roman has no pronounced thick and thin strokes as are found frequently in other type faces. The short ascenders and descenders help to create a large lower case letter. It is a dignified, sturdily constructed type face which can be used for a variety of applications.

1 Point Leaded
Press Roman is a unique type face highlighting both appearance and fine legibility. Characteristically, Press Roman has no pronounced thick and thin strokes as are found frequently in other type faces. The short ascenders and descenders help to create a large lower case letter. It is a dignified, sturdily constructed type face which can be used for a variety of applications.

2 Point Leaded
Press Roman is a unique type face highlighting both appearance and fine legibility. Characteristically, Press Roman has no pronounced thick and thin strokes as are found frequently in other type faces. The short ascenders and descenders help to create a large lower case letter. It is a dignified, sturdily constructed type face which can be used for a variety of applications.

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
abcdefghijklmnopqr**stuv**wxyz
1234567890\$.-':;!?*¹/₂³/₄—()[]=†/+%&@

Recommended Impression Setting: 4 Capital Height: 7 Points
Average Number Of Characters Per Pica: * 2.9
Character Count Scale: See page 5.

Solid

Press Roman is a unique type face highlighting both appearance and fine legibility. Characteristically, Press Roman has no pronounced thick and thin strokes as are found frequently in other type faces. The short ascenders and descenders help to create a large lower case letter. It is a dignified, sturdily constructed type face which can be used for a variety of applications.

1 Point Leaded

Press Roman is a unique type face highlighting both appearance and fine legibility. Characteristically, Press Roman has no pronounced thick and thin strokes as are found frequently in other type faces. The short ascenders and descenders help to create a large lower case letter. It is a dignified, sturdily constructed type face which can be used for a variety of applications.

2 Point Leaded

Press Roman is a unique type face highlighting both appearance and fine legibility. Characteristically, Press Roman has no pronounced thick and thin strokes as are found frequently in other type faces. The short ascenders and descenders help to create a large lower case letter. It is a dignified, sturdily constructed type face which can be used for a variety of applications.

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
abcdefghijklmnopqr**stuv**wxyz
1234567890\$.-':;!?*¹/₂³/₄—()[]=†/+%&@

Recommended Impression Setting: 3 Capital Height: 8 Points
Average Number Of Characters Per Pica: * 2.5
Character Count Scale: See page 5.

Solid

Press Roman is a practical type face featuring excellent form and clarity. Characteristically, Press Roman has no pronounced thick or thin lines as found frequently in other type faces. It is a sturdily constructed face, rich in feeling, that can be employed for numerous purposes.

1 Point Leaded

Press Roman is a practical type face featuring excellent form and clarity. Characteristically, Press Roman has no pronounced thick or thin lines as found frequently in other type faces. It is a sturdily constructed face, rich in feeling, that can be employed for numerous purposes.

2 Point Leaded

Press Roman is a practical type face featuring excellent form and clarity. Characteristically, Press Roman has no pronounced thick or thin lines as found frequently in other type faces. It is a sturdily constructed face, rich in feeling, that can be employed for numerous purposes.

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
abcdefghijklmnopqr**stuv**wxyz
1234567890\$.-':;!?*¹/₂³/₄—()[]=†/+%&@

Recommended Impression Setting: 3 Capital Height: 8 Points
Average Number Of Characters Per Pica: * 2.5
Character Count Scale: See page 5.

Solid

Press Roman is a practical type face featuring excellent form and clarity. Characteristically, Press Roman has no pronounced thick or thin lines as found frequently in other type faces. It is a sturdily constructed face, rich in feeling, that can be employed for numerous purposes.

1 Point Leaded

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2 Point Leaded

Press Roman is a practical type face featuring excellent form and clarity. Characteristically, Press Roman has no pronounced thick or thin lines as found frequently in other type faces. It is a sturdily constructed face, rich in feeling, that can be employed for numerous purposes.

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
abcdefghijklmnopqr**stuv**wxyz
1234567890\$.,"' :;!?*1/2 1/4 3/4 - () | = + % & @

Recommended Impression Setting: 5 Capital Height: 8 Points
Average Number Of Characters Per Pica: * 2.5
Character Count Scale: See page 5.

Solid

Press Roman is a practical type face featuring excellent form and clarity. Characteristically, Press Roman has no pronounced thick or thin lines as found frequently in other type faces. It is a sturdily constructed face, rich in feeling, that can be employed for numerous purposes.

1 Point Leaded

Press Roman is a practical type face featuring excellent form and clarity. Characteristically, Press Roman has no pronounced thick or thin lines as found frequently in other type faces. It is a sturdily constructed face, rich in feeling, that can be employed for numerous purposes.

2 Point Leaded

Press Roman is a practical type face featuring excellent form and clarity. Characteristically, Press Roman has no pronounced thick or thin lines as found frequently in other type faces. It is a sturdily constructed face, rich in feeling, that can be employed for numerous purposes.

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
abcdefghijklmnopqr**stuv**wxyz
1234567890\$.,"' :;!?*1/2 1/4 3/4 - () | = + % & @

Recommended Impression Setting: 5 Capital Height: 8 Points
Average Number Of Characters Per Pica: * 2.5
Character Count Scale: See page 5.

Solid

Press Roman is a practical type face featuring excellent form and clarity. Characteristically, Press Roman has no pronounced thick or thin lines as found frequently in other type faces. It is a sturdily constructed face, rich in feeling, that can be employed for numerous purposes.

1 Point Leaded

Press Roman is a practical type face featuring excellent form and clarity. Characteristically, Press Roman has no pronounced thick or thin lines as found frequently in other type faces. It is a sturdily constructed face, rich in feeling, that can be employed for numerous purposes.

2 Point Leaded

Press Roman is a practical type face featuring excellent form and clarity. Characteristically, Press Roman has no pronounced thick or thin lines as found frequently in other type faces. It is a sturdily constructed face, rich in feeling, that can be employed for numerous purposes.

8 Pt. Pyramid Medium

P-8-M

Order No. 1194034

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890\$. , ' : ; ! ? * 1/2 1/4 - () [] = + / % & @

Recommended Impression Setting: 1 Capital Height: 5 Points
Average Number Of Characters Per Pica: * 3.3
Character Count Scale: See page 5.

Solid

Pyramid is a uniquely designed face featuring a square serif. Because of its excellent ability to hold the reader's attention, it lends itself particularly well to material requiring special emphasis. Although it often is used for subheads in printed material, it can also be used with equally good effect as a text type face. A prime example of Pyramid's application as a text face is its frequent use for catalog copy. Other areas where it can be used are in advertising and promotion pieces.

1 Point Leaded

Pyramid is a uniquely designed face featuring a square serif. Because of its excellent ability to hold the reader's attention, it lends itself particularly well to material requiring special emphasis. Although it often is used for subheads in printed material, it can also be used with equally good effect as a text type face. A prime example of Pyramid's application as a text face is its frequent use for catalog copy. Other areas where it can be used are in advertising and promotion pieces.

2 Point Leaded

Pyramid is a uniquely designed face featuring a square serif. Because of its excellent ability to hold the reader's attention, it lends itself particularly well to material requiring special emphasis. Although it often is used for subheads in printed material, it can also be used with equally good effect as a text type face. A prime example of Pyramid's application as a text face is its frequent use for catalog copy. Other areas where it can be used are in advertising and promotion pieces.

8 Pt. Pyramid Italic

P-8-I

Order No. 1194035

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890\$. , ' : ; ! ? * 1/2 1/4 - () [] = + / % & @

Recommended Impression Setting: 1 Capital Height: 5 Points
Average Number Of Characters Per Pica: * 3.3
Character Count Scale: See page 5.

Solid

Pyramid is a uniquely designed face featuring a square serif. Because of its excellent ability to hold the reader's attention, it lends itself particularly well to material requiring special emphasis. Although it often is used for subheads in printed material, it can also be used with equally good effect as a text type face. A prime example of Pyramid's application as a text face is its frequent use for catalog copy. Other areas where it can be used are in advertising and promotion pieces.

1 Point Leaded

Pyramid is a uniquely designed face featuring a square serif. Because of its excellent ability to hold the reader's attention, it lends itself particularly well to material requiring special emphasis. Although it often is used for subheads in printed material, it can also be used with equally good effect as a text type face. A prime example of Pyramid's application as a text face is its frequent use for catalog copy. Other areas where it can be used are in advertising and promotion pieces.

2 Point Leaded

Pyramid is a uniquely designed face featuring a square serif. Because of its excellent ability to hold the reader's attention, it lends itself particularly well to material requiring special emphasis. Although it often is used for subheads in printed material, it can also be used with equally good effect as a text type face. A prime example of Pyramid's application as a text face is its frequent use for catalog copy. Other areas where it can be used are in advertising and promotion pieces.

10 Pt. Pyramid Medium

P-10-M

Order No. 1194032

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890\$. , ' : ; ! ? * 1/2 1/4 3/4 - () [] = + / % & @

Recommended Impression Setting: 2 Capital Height: 7 Points
Average Number Of Characters Per Pica: * 2.9
Character Count Scale: See page 5.

Solid

Pyramid is a uniquely designed face featuring a square serif. Because of its outstanding ability to hold the reader's attention, it lends itself particularly well to material requiring special emphasis. Although it often is used for subheads in printed material, it can also be used with especially good effect as a text type face. An example of this is Pyramid's use for catalog copy.

1 Point Leaded

Pyramid is a uniquely designed face featuring a square serif. Because of its outstanding ability to hold the reader's attention, it lends itself particularly well to material requiring special emphasis. Although it often is used for subheads in printed material, it can also be used with especially good effect as a text type face. An example of this is Pyramid's use for catalog copy.

2 Point Leaded

Pyramid is a uniquely designed face featuring a square serif. Because of its outstanding ability to hold the reader's attention, it lends itself particularly well to material requiring special emphasis. Although it often is used for subheads in printed material, it can also be used with especially good effect as a text type face. An example of this is Pyramid's use for catalog copy.

10 Pt. Pyramid Italic

P-10-I

Order No. 1194033

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890\$. , ' : ; ! ? * 1/2 1/4 3/4 - () [] = † / + % & @

Recommended Impression Setting: 2 Capital Height: 7 Points
Average Number Of Characters Per Pica: * 2.9
Character Count Scale: See page 5.

Solid
Pyramid is a uniquely designed face featuring a square serif. Because of its outstanding ability to hold the reader's attention, it lends itself particularly well to material requiring special emphasis. Although it often is used for subheads in printed material, it can also be used with especially good effect as a text type face. An example of this is Pyramid's use for catalog copy.

1 Point Leaded
Pyramid is a uniquely designed face featuring a square serif. Because of its outstanding ability to hold the reader's attention, it lends itself particularly well to material requiring special emphasis. Although it often is used for subheads in printed material, it can also be used with especially good effect as a text type face. An example of this is Pyramid's use for catalog copy.

2 Point Leaded
Pyramid is a uniquely designed face featuring a square serif. Because of its outstanding ability to hold the reader's attention, it lends itself particularly well to material requiring special emphasis. Although it often is used for subheads in printed material, it can also be used with especially good effect as a text type face. An example of this is Pyramid's use for catalog copy.

12 Pt. Pyramid Medium

P-12-M

Order No. 1194030

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890\$. , ' : ; ! ? * 1/2 1/4 3/4 - () [] = † / + % & @

Recommended Impression Setting: 3 Capital Height: 8 Points
Average Number Of Characters Per Pica: * 2.5
Character Count Scale: See page 5.

Solid
Pyramid is a uniquely designed type face with a square serif. Because of its ability to hold the reader's attention, it lends itself especially well to material requiring emphasis. Although it is often used to designate subheads, it can be used with equally good effect as text type.

1 Point Leaded
Pyramid is a uniquely designed type face with a square serif. Because of its ability to hold the reader's attention, it lends itself especially well to material requiring emphasis. Although it is often used to designate subheads, it can be used with equally good effect as text type.

2 Point Leaded
Pyramid is a uniquely designed type face with a square serif. Because of its ability to hold the reader's attention, it lends itself especially well to material requiring emphasis. Although it is often used to designate subheads, it can be used with equally good effect as text type.

12 Pt. Pyramid Italic

P-12-I

Order No. 1194031

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890\$. , ' : ; ! ? * 1/2 1/4 3/4 - () [] = † / + % & @

Recommended Impression Setting: 3 Capital Height: 8 Points
Average Number Of Characters Per Pica: * 2.5
Character Count Scale: See page 5.

Solid
Pyramid is a uniquely designed type face with a square serif. Because of its ability to hold the reader's attention, it lends itself especially well to material requiring emphasis. Although it is often used to designate subheads, it can be used with equally good effect as text type.

1 Point Leaded
Pyramid is a uniquely designed type face with a square serif. Because of its ability to hold the reader's attention, it lends itself especially well to material requiring emphasis. Although it is often used to designate subheads, it can be used with equally good effect as text type.

2 Point Leaded
Pyramid is a uniquely designed type face with a square serif. Because of its ability to hold the reader's attention, it lends itself especially well to material requiring emphasis. Although it is often used to designate subheads, it can be used with equally good effect as text type.

8 Pt. Theme Medium

T-8-M

Order No. 1194123

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890\$.-':;!?*%¼¾-()[]=+/%&@

Recommended Impression Setting: 1 Capital Height: 6 Points
Average Number Of Characters Per Pica: * 3.3
Character Count Scale: See page 5.

Solid

Theme is a distinctive type face which occupies a special place between the roman and sans-serif type designs. It is highly contemporary in appearance, having a crispness and clarity much sought after by today's designers. In having the simplicity of a sans-serif combined with the legibility of the roman letter-form, Theme is ideally suited for book and catalog composition. Using this beautifully formed type face will extend the scope of your graphics immeasurably.

1 Point Leaded

Theme is a distinctive type face which occupies a special place between the roman and sans-serif type designs. It is highly contemporary in appearance, having a crispness and clarity much sought after by today's designers. In having the simplicity of a sans-serif combined with the legibility of the roman letter-form, Theme is ideally suited for book and catalog composition. Using this beautifully formed type face will extend the scope of your graphics immeasurably.

2 Point Leaded

Theme is a distinctive type face which occupies a special place between the roman and sans-serif type designs. It is highly contemporary in appearance, having a crispness and clarity much sought after by today's designers. In having the simplicity of a sans-serif combined with the legibility of the roman letter-form, Theme is ideally suited for book and catalog composition. Using this beautifully formed type face will extend the scope of your graphics immeasurably.

8 Pt. Theme Italic

T-8-I

Order No. 1194128

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890\$.-':;!?*%¼¾-()[]=+/%&@

Recommended Impression Setting: 1 Capital Height: 6 Points
Average Number Of Characters Per Pica: * 3.3
Character Count Scale: See page 5.

Solid

Theme is a distinctive type face which occupies a special place between the roman and sans-serif type designs. It is highly contemporary in appearance, having a crispness and clarity much sought after by today's designers. In having the simplicity of a sans-serif combined with the legibility of the roman letter-form, Theme is ideally suited for book and catalog composition. Using this beautifully formed type face will extend the scope of your graphics immeasurably.

1 Point Leaded

Theme is a distinctive type face which occupies a special place between the roman and sans-serif type designs. It is highly contemporary in appearance, having a crispness and clarity much sought after by today's designers. In having the simplicity of a sans-serif combined with the legibility of the roman letter-form, Theme is ideally suited for book and catalog composition. Using this beautifully formed type face will extend the scope of your graphics immeasurably.

2 Point Leaded

Theme is a distinctive type face which occupies a special place between the roman and sans-serif type designs. It is highly contemporary in appearance, having a crispness and clarity much sought after by today's designers. In having the simplicity of a sans-serif combined with the legibility of the roman letter-form, Theme is ideally suited for book and catalog composition. Using this beautifully formed type face will extend the scope of your graphics immeasurably.

8 Pt. Theme Bold

T-8-B

Order No. 1194131

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890\$.-':;!?*%¼¾-()[]=+/%&@

Recommended Impression Setting: 3 Capital Height: 6 Points
Average Number Of Characters Per Pica: * 3.3
Character Count Scale: See page 5.

Solid

Theme is a distinctive type face which occupies a special place between the roman and sans-serif type designs. It is highly contemporary in appearance, having a crispness and clarity much sought after by today's designers. In having the simplicity of a sans-serif combined with the legibility of the roman letter-form, Theme is ideally suited for book and catalog composition. Using this beautifully formed type face will extend the scope of your graphics immeasurably.

1 Point Leaded

Theme is a distinctive type face which occupies a special place between the roman and sans-serif type designs. It is highly contemporary in appearance, having a crispness and clarity much sought after by today's designers. In having the simplicity of a sans-serif combined with the legibility of the roman letter-form, Theme is ideally suited for book and catalog composition. Using this beautifully formed type face will extend the scope of your graphics immeasurably.

2 Point Leaded

Theme is a distinctive type face which occupies a special place between the roman and sans-serif type designs. It is highly contemporary in appearance, having a crispness and clarity much sought after by today's designers. In having the simplicity of a sans-serif combined with the legibility of the roman letter-form, Theme is ideally suited for book and catalog composition. Using this beautifully formed type face will extend the scope of your graphics immeasurably.

10 Pt. Theme Medium

T-10-M

Order No. 1194126

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890\$. , ' : ; ! ? * 1/2 1/4 3/4 - () [] = + / % & @

Recommended Impression Setting: 2 Capital Height: 7 Points
Average Number Of Characters Per Pica: * 2.9
Character Count Scale: See page 5.

Solid

Theme is a distinctive type face occupying a special place between the roman and sans-serif type designs. Theme is highly contemporary in appearance, having a crispness and clarity much sought after by today's designers. In having the simplicity of a sans-serif combined with the legibility of the roman letter-form, Theme is ideally suited for book and catalog setting.

1 Point Leaded

Theme is a distinctive type face occupying a special place between the roman and sans-serif type designs. Theme is highly contemporary in appearance, having a crispness and clarity much sought after by today's designers. In having the simplicity of a sans-serif combined with the legibility of the roman letter-form, Theme is ideally suited for book and catalog setting.

2 Point Leaded

Theme is a distinctive type face occupying a special place between the roman and sans-serif type designs. Theme is highly contemporary in appearance, having a crispness and clarity much sought after by today's designers. In having the simplicity of a sans-serif combined with the legibility of the roman letter-form, Theme is ideally suited for book and catalog setting.

10 Pt. Theme Italic

T-10-I

Order No. 1194130

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890\$. , ' : ; ! ? * 1/2 1/4 3/4 - () [] = + / % & @

Recommended Impression Setting: 2 Capital Height: 7 Points
Average Number Of Characters Per Pica: * 2.9
Character Count Scale: See page 5.

Solid

Theme is a distinctive type face occupying a special place between the roman and sans-serif type designs. Theme is highly contemporary in appearance, having a crispness and clarity much sought after by today's designers. In having the simplicity of a sans-serif combined with the legibility of the roman letter-form, Theme is ideally suited for book and catalog setting.

1 Point Leaded

Theme is a distinctive type face occupying a special place between the roman and sans-serif type designs. Theme is highly contemporary in appearance, having a crispness and clarity much sought after by today's designers. In having the simplicity of a sans-serif combined with the legibility of the roman letter-form, Theme is ideally suited for book and catalog setting.

2 Point Leaded

Theme is a distinctive type face occupying a special place between the roman and sans-serif type designs. Theme is highly contemporary in appearance, having a crispness and clarity much sought after by today's designers. In having the simplicity of a sans-serif combined with the legibility of the roman letter-form, Theme is ideally suited for book and catalog setting.

10 Pt. Theme Bold

T-10-B

Order No. 1194134

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890\$. , ' : ; ! ? * 1/2 1/4 3/4 - () [] = + / % & @

Recommended Impression Setting: 4 Capital Height: 7 Points
Average Number Of Characters Per Pica: * 2.5
Character Count Scale: See page 5.

Solid

Theme is a distinctive type face occupying a special place between the roman and sans-serif type designs. Theme is highly contemporary in appearance, having a crispness and clarity much sought after by today's designers. In having the simplicity of a sans-serif combined with the legibility of the roman letter-form, Theme is ideally suited for book and catalog setting.

1 Point Leaded

Theme is a distinctive type face occupying a special place between the roman and sans-serif type designs. Theme is highly contemporary in appearance, having a crispness and clarity much sought after by today's designers. In having the simplicity of a sans-serif combined with the legibility of the roman letter-form, Theme is ideally suited for book and catalog setting.

2 Point Leaded

Theme is a distinctive type face occupying a special place between the roman and sans-serif type designs. Theme is highly contemporary in appearance, having a crispness and clarity much sought after by today's designers. In having the simplicity of a sans-serif combined with the legibility of the roman letter-form, Theme is ideally suited for book and catalog setting.

11 Pt. Theme Medium

T-11-M

Order No. 1194117

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890\$.,-':;!?*1/21/43/4-()[]=+/%&@

Recommended Impression Setting: 3 Capital Height: 8 Points
Average Number Of Characters Per Pica: * 2.9
Character Count Scale: See page 5.

Solid

Theme is a distinctive type face occupying a special place between the roman and sans-serif type designs. It is highly contemporary in appearance having a crispness and clarity much sought after by today's designers. It has a simplicity ideal for book and catalog setting.

1 Point Leaded

Theme is a distinctive type face occupying a special place between the roman and sans-serif type designs. It is highly contemporary in appearance having a crispness and clarity much sought after by today's designers. It has a simplicity ideal for book and catalog setting.

2 Point Leaded

Theme is a distinctive type face occupying a special place between the roman and sans-serif type designs. It is highly contemporary in appearance having a crispness and clarity much sought after by today's designers. It has a simplicity ideal for book and catalog setting.

11 Pt. Theme Italic

T-11-I

Order No. 1194119

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890\$.,-':;!?*1/21/43/4-()[]=+/%&@

Recommended Impression Setting: 3 Capital Height: 8 Points
Average Number Of Characters Per Pica: * 2.9
Character Count Scale: See page 5.

Solid

Theme is a distinctive type face occupying a special place between the roman and sans-serif type designs. It is highly contemporary in appearance having a crispness and clarity much sought after by today's designers. It has a simplicity ideal for book and catalog setting.

1 Point Leaded

Theme is a distinctive type face occupying a special place between the roman and sans-serif type designs. It is highly contemporary in appearance having a crispness and clarity much sought after by today's designers. It has a simplicity ideal for book and catalog setting.

2 Point Leaded

Theme is a distinctive type face occupying a special place between the roman and sans-serif type designs. It is highly contemporary in appearance having a crispness and clarity much sought after by today's designers. It has a simplicity ideal for book and catalog setting.

11 Pt. Theme Bold

T-11-B

Order No. 1194122

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890\$.,-':;!?*1/21/43/4-()[]=+/%&@

Recommended Impression Setting: 5 Capital Height: 8 Points
Average Number Of Characters Per Pica: * 2.9
Character Count Scale: See page 5.

Solid

Theme is a distinctive type face occupying a special place between the roman and sans-serif type designs. It is highly contemporary in appearance having a crispness and clarity much sought after by today's designers. It has a simplicity ideal for book and catalog setting.

1 Point Leaded

Theme is a distinctive type face occupying a special place between the roman and sans-serif type designs. It is highly contemporary in appearance having a crispness and clarity much sought after by today's designers. It has a simplicity ideal for book and catalog setting.

2 Point Leaded

Theme is a distinctive type face occupying a special place between the roman and sans-serif type designs. It is highly contemporary in appearance having a crispness and clarity much sought after by today's designers. It has a simplicity ideal for book and catalog setting.

7 Pt. Univers Medium

UN-7-M

Order No. 1194052

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890\$,%.';:!*½¼-()[]=+/%&@

Recommended Impression Setting: 1 Capital Height: 4.5 Points
Average Number Of Characters Per Pica: * 3.3
Character Count Scale: See page 5.

Solid

This example of Univers, a precisely defined sans-serif face, was created by Adrian Frutiger for the IBM "Selectric" Composer. It has an elegant simplicity of style, giving a clean, clear type impression. Univers is a strong face, without typographical eccentricities. It is a practical face, appropriate for copy used in advertising and technological literature. Used frequently for direct mail pieces, brochures and folders, Univers reflects a contemporary feeling in typography.

1 Point Leaded

This example of Univers, a precisely defined sans-serif face, was created by Adrian Frutiger for the IBM "Selectric" Composer. It has an elegant simplicity of style, giving a clean, clear type impression. Univers is a strong face, without typographical eccentricities. It is a practical face, appropriate for copy used in advertising and technological literature. Used frequently for direct mail pieces, brochures and folders, Univers reflects a contemporary feeling in typography.

2 Point Leaded

This example of Univers, a precisely defined sans-serif face, was created by Adrian Frutiger for the IBM "Selectric" Composer. It has an elegant simplicity of style, giving a clean, clear type impression. Univers is a strong face, without typographical eccentricities. It is a practical face, appropriate for copy used in advertising and technological literature. Used frequently for direct mail pieces, brochures and folders, Univers reflects a contemporary feeling in typography.

8 Pt. Univers Light

UN-8-L

Order No. 1194048

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890\$,%.';:!*½¼-()[]=+/%&@

Recommended Impression Setting: 1 Capital Height: 5 Points
Average Number Of Characters Per Pica: * 3.3
Character Count Scale: See page 5.

Solid

This example of Univers, a precisely defined sans-serif face, was created by Adrian Frutiger for the IBM "Selectric" Composer. It has an elegant simplicity of style, giving a clean, clear type impression. Univers is a strong face, without typographical eccentricities. It is a practical face, appropriate for copy used in advertising and technological literature. Used frequently for direct mail pieces, brochures and folders, Univers reflects a contemporary feeling in typography.

1 Point Leaded

This example of Univers, a precisely defined sans-serif face, was created by Adrian Frutiger for the IBM "Selectric" Composer. It has an elegant simplicity of style, giving a clean, clear type impression. Univers is a strong face, without typographical eccentricities. It is a practical face, appropriate for copy used in advertising and technological literature. Used frequently for direct mail pieces, brochures and folders, Univers reflects a contemporary feeling in typography.

2 Point Leaded

This example of Univers, a precisely defined sans-serif face, was created by Adrian Frutiger for the IBM "Selectric" Composer. It has an elegant simplicity of style, giving a clean, clear type impression. Univers is a strong face, without typographical eccentricities. It is a practical face, appropriate for copy used in advertising and technological literature. Used frequently for direct mail pieces, brochures and folders, Univers reflects a contemporary feeling in typography.

8 Pt. Univers Medium

UN-8-M

Order No. 1194049

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890\$,%.';:!*½¼-()[]=+/%&@

Recommended Impression Setting: 1 Capital Height: 5 Points
Average Number Of Characters Per Pica: * 3.3
Character Count Scale: See page 5.

Solid

This example of Univers, a precisely defined sans-serif face, was created by Adrian Frutiger for the IBM "Selectric" Composer. It has an elegant simplicity of style, giving a clean, clear type impression. Univers is a strong face, without typographical eccentricities. It is a practical face, appropriate for copy used in advertising and technological literature. Used frequently for direct mail pieces, brochures and folders, Univers reflects a contemporary feeling in typography.

1 Point Leaded

This example of Univers, a precisely defined sans-serif face, was created by Adrian Frutiger for the IBM "Selectric" Composer. It has an elegant simplicity of style, giving a clean, clear type impression. Univers is a strong face, without typographical eccentricities. It is a practical face, appropriate for copy used in advertising and technological literature. Used frequently for direct mail pieces, brochures and folders, Univers reflects a contemporary feeling in typography.

2 Point Leaded

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8 Pt. Univers Medium Italic

UN-8-MI

Order No. 1194051

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890\$. , - ' ; ! ? * % ¼ ¾ - () [] = + / % & @

Recommended Impression Setting: 1 Capital Height: 5 Points
Average Number Of Characters Per Pica: * 3.3
Character Count Scale: See page 5.

Solid

This example of Univers, a precisely defined sans-serif face, was created by Adrian Frutiger for the IBM "Selectric" Composer. It has an elegant simplicity of style, giving a clean, clear type impression. Univers is a strong face, without typographical eccentricities. It is a practical face, appropriate for copy used in advertising and technological literature. Used frequently for direct mail pieces, brochures and folders, Univers reflects a contemporary feeling in typography.

1 Point Leaded

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2 Point Leaded

This example of Univers, a precisely defined sans-serif face, was created by Adrian Frutiger for the IBM "Selectric" Composer. It has an elegant simplicity of style, giving a clean, clear type impression. Univers is a strong face, without typographical eccentricities. It is a practical face, appropriate for copy used in advertising and technological literature. Used frequently for direct mail pieces, brochures and folders, Univers reflects a contemporary feeling in typography.

8 Pt. Univers Bold

UN-8-B

Order No. 1194050

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890\$. , - ' ; ! ? * % ¼ ¾ - () [] = + / % & @

Recommended Impression Setting: 3 Capital Height: 5 Points
Average Number Of Characters Per Pica: * 3.3
Character Count Scale: See page 5.

Solid

This example of Univers, a precisely defined sans-serif face, was created by Adrian Frutiger for the IBM "Selectric" Composer. It has an elegant simplicity of style, giving a clean, clear type impression. Univers is a strong face, without typographical eccentricities. It is a practical face, appropriate for copy used in advertising and technological literature. Used frequently for direct mail pieces, brochures and folders, Univers reflects a contemporary feeling in typography.

1 Point Leaded

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2 Point Leaded

This example of Univers, a precisely defined sans-serif face, was created by Adrian Frutiger for the IBM "Selectric" Composer. It has an elegant simplicity of style, giving a clean, clear type impression. Univers is a strong face, without typographical eccentricities. It is a practical face, appropriate for copy used in advertising and technological literature. Used frequently for direct mail pieces, brochures and folders, Univers reflects a contemporary feeling in typography.

10 Pt. Univers Light

UN-10-L

Order No. 1194044

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890\$. , - ' ; ! ? * % ¼ ¾ - () [] = + / % & @

Recommended Impression Setting: 2 Capital Height: 7 Points
Average Number Of Characters Per Pica: * 2.9
Character Count Scale: See page 5.

Solid

This example of Univers, a precisely defined sans-serif type face, was created by Adrian Frutiger for the IBM "Selectric" Composer. It has an elegant simplicity of style, giving a clean, clear type impression. Univers is a firm type face without typographical eccentricities. It is a practical face, which is appropriate for copy used in both advertising and technological literature.

1 Point Leaded

This example of Univers, a precisely defined sans-serif type face, was created by Adrian Frutiger for the IBM "Selectric" Composer. It has an elegant simplicity of style, giving a clean, clear type impression. Univers is a firm type face without typographical eccentricities. It is a practical face, which is appropriate for copy used in both advertising and technological literature.

2 Point Leaded

This example of Univers, a precisely defined sans-serif type face, was created by Adrian Frutiger for the IBM "Selectric" Composer. It has an elegant simplicity of style, giving a clean, clear type impression. Univers is a firm type face without typographical eccentricities. It is a practical face, which is appropriate for copy used in both advertising and technological literature.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890\$. , ' : ; ! ? * 1/2 1/4 - () [] = + / % & @

Recommended Impression Setting: 2 Capital Height: 7 Points
Average Number Of Characters Per Pica: * 2.9
Character Count Scale: See page 5.

Solid

This example of Univers, a precisely defined sans-serif type face, was created by Adrian Frutiger for the IBM "Selectric" Composer. It has an elegant simplicity of style, giving a clean, clear type impression. Univers is a firm type face without typographical eccentricities. It is a practical face, which is appropriate for copy used in both advertising and technological literature.

1 Point Leaded

This example of Univers, a precisely defined sans-serif type face, was created by Adrian Frutiger for the IBM "Selectric" Composer. It has an elegant simplicity of style, giving a clean, clear type impression. Univers is a firm type face without typographical eccentricities. It is a practical face, which is appropriate for copy used in both advertising and technological literature.

2 Point Leaded

This example of Univers, a precisely defined sans-serif type face, was created by Adrian Frutiger for the IBM "Selectric" Composer. It has an elegant simplicity of style, giving a clean, clear type impression. Univers is a firm type face without typographical eccentricities. It is a practical face, which is appropriate for copy used in both advertising and technological literature.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890\$. , ' : ; ! ? * 1/2 1/4 - () [] = + / % & @

Recommended Impression Setting: 2 Capital Height: 7 Points
Average Number Of Characters Per Pica: * 2.9
Character Count Scale: See page 5.

Solid

This example of Univers, a precisely defined sans-serif type face, was created by Adrian Frutiger for the IBM "Selectric" Composer. It has an elegant simplicity of style, giving a clean, clear type impression. Univers is a firm type face without typographical eccentricities. It is a practical face, which is appropriate for copy used in both advertising and technological literature.

1 Point Leaded

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2 Point Leaded

This example of Univers, a precisely defined sans-serif type face, was created by Adrian Frutiger for the IBM "Selectric" Composer. It has an elegant simplicity of style, giving a clean, clear type impression. Univers is a firm type face without typographical eccentricities. It is a practical face, which is appropriate for copy used in both advertising and technological literature.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890\$. , ' : ; ! ? * 1/2 1/4 - () [] = + / % & @

Recommended Impression Setting: 4 Capital Height: 7 Points
Average Number Of Characters Per Pica: * 2.9
Character Count Scale: See page 5.

Solid

This example of Univers, a precisely defined sans-serif type face, was created by Adrian Frutiger for the IBM "Selectric" Composer. It has an elegant simplicity of style, giving a clean, clear type impression. Univers is a firm type face without typographical eccentricities. It is a practical face, which is appropriate for copy used in both advertising and technological literature.

1 Point Leaded

This example of Univers, a precisely defined sans-serif type face, was created by Adrian Frutiger for the IBM "Selectric" Composer. It has an elegant simplicity of style, giving a clean, clear type impression. Univers is a firm type face without typographical eccentricities. It is a practical face, which is appropriate for copy used in both advertising and technological literature.

2 Point Leaded

This example of Univers, a precisely defined sans-serif type face, was created by Adrian Frutiger for the IBM "Selectric" Composer. It has an elegant simplicity of style, giving a clean, clear type impression. Univers is a firm type face without typographical eccentricities. It is a practical face, which is appropriate for copy used in both advertising and technological literature.

10 Pt. Univers Medium Condensed UN-10-MC

Order No. 1194080

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890\$,-'";!?*½¼-()[] =t/+%&@

Recommended Impression Setting: 2 Capital Height: 7 Points
Average Number Of Characters Per Pica: * 3.3
Character Count Scale: See page 5.

Solid

This example of Univers, a precisely defined sans-serif face, was created by Adrian Frutiger for the IBM "Selectric" Composer. It has an elegant simplicity of style, giving a clean, clear type impression. It is a practical face, appropriate for copy used in advertising, direct mail pieces, and technological literature. Univers reflects a modern feeling in typography.

1 Point Leaded

This example of Univers, a precisely defined sans-serif face, was created by Adrian Frutiger for the IBM "Selectric" Composer. It has an elegant simplicity of style, giving a clean, clear type impression. It is a practical face, appropriate for copy used in advertising, direct mail pieces, and technological literature. Univers reflects a modern feeling in typography.

2 Point Leaded

This example of Univers, a precisely defined sans-serif face, was created by Adrian Frutiger for the IBM "Selectric" Composer. It has an elegant simplicity of style, giving a clean, clear type impression. It is a practical face, appropriate for copy used in advertising, direct mail pieces, and technological literature. Univers reflects a modern feeling in typography.

10 Pt. Univers Med. Ital. Cond. UN-10-MIC

Order No. 1194125

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890\$,-'";!?*½¼-()[] =t/+%&@

Recommended Impression Setting: 2 Capital Height: 7 Points
Average Number Of Characters Per Pica: * 3.3
Character Count Scale: See page 5.

Solid

This example of Univers, a precisely defined sans-serif face, was created by Adrian Frutiger for the IBM "Selectric" Composer. It has an elegant simplicity of style, giving a clean, clear type impression. It is a practical face, appropriate for copy used in advertising, direct mail pieces, and technological literature. Univers reflects a modern feeling in typography.

1 Point Leaded

This example of Univers, a precisely defined sans-serif face, was created by Adrian Frutiger for the IBM "Selectric" Composer. It has an elegant simplicity of style, giving a clean, clear type impression. It is a practical face, appropriate for copy used in advertising, direct mail pieces, and technological literature. Univers reflects a modern feeling in typography.

2 Point Leaded

This example of Univers, a precisely defined sans-serif face, was created by Adrian Frutiger for the IBM "Selectric" Composer. It has an elegant simplicity of style, giving a clean, clear type impression. It is a practical face, appropriate for copy used in advertising, direct mail pieces, and technological literature. Univers reflects a modern feeling in typography.

10 Pt. Univers Bold Condensed UN-10-BC

Order No. 1194120

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890\$,-'";!?*½¼-()[] .t/+%&@

Recommended Impression Setting: 4 Capital Height: 7 Points
Average Number Of Characters Per Pica: * 3.3
Character Count Scale: See page 5.

Solid

This example of Univers, a precisely defined sans-serif face, was created by Adrian Frutiger for the IBM "Selectric" Composer. It has an elegant simplicity of style, giving a clean, clear type impression. Univers is a strong face, without typographical eccentricities. It is a practical face, appropriate for copy used in advertising and technological literature. Univers reflects a contemporary feeling in typography.

1 Point Leaded

This example of Univers, a precisely defined sans-serif face, was created by Adrian Frutiger for the IBM "Selectric" Composer. It has an elegant simplicity of style, giving a clean, clear type impression. Univers is a strong face, without typographical eccentricities. It is a practical face, appropriate for copy used in advertising and technological literature. Univers reflects a contemporary feeling in typography.

2 Point Leaded

This example of Univers, a precisely defined sans-serif face, was created by Adrian Frutiger for the IBM "Selectric" Composer. It has an elegant simplicity of style, giving a clean, clear type impression. Univers is a strong face, without typographical eccentricities. It is a practical face, appropriate for copy used in advertising and technological literature. Univers reflects a contemporary feeling in typography.

11 Pt. Univers Light

UN-11-L

Order No. 1194036

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890\$.-':;!?*½¼¾-()[]=+/%&@

Recommended Impression Setting: 3 Capital Height: 8 Points
Average Number Of Characters Per Pica: * 2.5
Character Count Scale: See page 5.

Solid
This example of Univers, a precisely defined sans-serif face, was created by Adrian Frutiger for the IBM "Selectric" Composer. Univers is a versatile face, well suited for advertising and technical literature. It is effectively used for direct mail pieces, statistical copy and folders.

1 Point Leaded
This example of Univers, a precisely defined sans-serif face, was created by Adrian Frutiger for the IBM "Selectric" Composer. Univers is a versatile face, well suited for advertising and technical literature. It is effectively used for direct mail pieces, statistical copy and folders.

2 Point Leaded
This example of Univers, a precisely defined sans-serif face, was created by Adrian Frutiger for the IBM "Selectric" Composer. Univers is a versatile face, well suited for advertising and technical literature. It is effectively used for direct mail pieces, statistical copy and folders.

11 Pt. Univers Medium

UN-11-M

Order No. 1194037

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890\$.-':;!?*½¼¾-()[]=+/%&@

Recommended Impression Setting: 3 Capital Height: 8 Points
Average Number Of Characters Per Pica: * 2.5
Character Count Scale: See page 5.

Solid
This example of Univers, a precisely defined sans-serif face, was created by Adrian Frutiger for the IBM "Selectric" Composer. Univers is a versatile face, well suited for advertising and technical literature. It is effectively used for direct mail pieces, statistical copy and folders.

1 Point Leaded
This example of Univers, a precisely defined sans-serif face, was created by Adrian Frutiger for the IBM "Selectric" Composer. Univers is a versatile face, well suited for advertising and technical literature. It is effectively used for direct mail pieces, statistical copy and folders.

2 Point Leaded
This example of Univers, a precisely defined sans-serif face, was created by Adrian Frutiger for the IBM "Selectric" Composer. Univers is a versatile face, well suited for advertising and technical literature. It is effectively used for direct mail pieces, statistical copy and folders.

11 Pt. Univers Medium Italic

UN-11-MI

Order No. 1194039

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890\$.-':;!?*½¼¾-()[]=+/%&@

Recommended Impression Setting: 3 Capital Height: 8 Points
Average Number Of Characters Per Pica: * 2.5
Character Count Scale: See page 5.

Solid
This example of Univers, a precisely defined sans-serif face, was created by Adrian Frutiger for the IBM "Selectric" Composer. Univers is a versatile face, well suited for advertising and technical literature. It is effectively used for direct mail pieces, statistical copy and folders.

1 Point Leaded
This example of Univers, a precisely defined sans-serif face, was created by Adrian Frutiger for the IBM "Selectric" Composer. Univers is a versatile face, well suited for advertising and technical literature. It is effectively used for direct mail pieces, statistical copy and folders.

2 Point Leaded
This example of Univers, a precisely defined sans-serif face, was created by Adrian Frutiger for the IBM "Selectric" Composer. Univers is a versatile face, well suited for advertising and technical literature. It is effectively used for direct mail pieces, statistical copy and folders.

11 Pt. Univers Light Condensed UN-11-LC

Order No. 1194040

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890\$.-':;!?*½¼-()[]=†/+%&@

Recommended Impression Setting: 3 Capital Height: 8 Points
Average Number Of Characters Per Pica: * 2.9
Character Count Scale: See page 5.

Solid

This example of Univers, a crisply defined sans-serif type face, was created by Adrian Frutiger for the IBM "Selectric" Composer. It has an elegant simplicity, making for a clean, clear type impression. Univers is a strong type face, minus typographical eccentricities. It is a practical face for both sales and technical copy.

1 Point Leaded

This example of Univers, a crisply defined sans-serif type face, was created by Adrian Frutiger for the IBM "Selectric" Composer. It has an elegant simplicity, making for a clean, clear type impression. Univers is a strong type face, minus typographical eccentricities. It is a practical face for both sales and technical copy.

2 Point Leaded

This example of Univers, a crisply defined sans-serif type face, was created by Adrian Frutiger for the IBM "Selectric" Composer. It has an elegant simplicity, making for a clean, clear type impression. Univers is a strong type face, minus typographical eccentricities. It is a practical face for both sales and technical copy.

11 Pt. Univers Medium Condensed UN-11-MC

Order No. 1194041

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890\$.-':;!?*½¼-()[]=†/+%&@

Recommended Impression Setting: 3 Capital Height: 8 Points
Average Number Of Characters Per Pica: * 2.9
Character Count Scale: See page 5.

Solid

This example of Univers, a crisply defined sans-serif type face, was created by Adrian Frutiger for the IBM "Selectric" Composer. It has an elegant simplicity, making for a clean, clear type impression. Univers is a strong type face, minus typographical eccentricities. It is a practical face for both sales and technical copy.

1 Point Leaded

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2 Point Leaded

This example of Univers, a crisply defined sans-serif type face, was created by Adrian Frutiger for the IBM "Selectric" Composer. It has an elegant simplicity, making for a clean, clear type impression. Univers is a strong type face, minus typographical eccentricities. It is a practical face for both sales and technical copy.

11 Pt. Univers Med. Ital. Cond. UN-11-MIC

Order No. 1194043

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890\$.-':;!?*½¼-()[]=†/+%&@

Recommended Impression Setting: 3 Capital Height: 8 Points
Average Number Of Characters Per Pica: * 2.9
Character Count Scale: See page 5.

Solid

This example of Univers, a crisply defined sans-serif type face, was created by Adrian Frutiger for the IBM "Selectric" Composer. It has an elegant simplicity, making for a clean, clear type impression. Univers is a strong type face, minus typographical eccentricities. It is a practical face for both sales and technical copy.

1 Point Leaded

This example of Univers, a crisply defined sans-serif type face, was created by Adrian Frutiger for the IBM "Selectric" Composer. It has an elegant simplicity, making for a clean, clear type impression. Univers is a strong type face, minus typographical eccentricities. It is a practical face for both sales and technical copy.

2 Point Leaded

This example of Univers, a crisply defined sans-serif type face, was created by Adrian Frutiger for the IBM "Selectric" Composer. It has an elegant simplicity, making for a clean, clear type impression. Univers is a strong type face, minus typographical eccentricities. It is a practical face for both sales and technical copy.

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
abcdefghijklmnopqrstu**vw**xyz
1234567890\$.,"':;!?*½¼¾—()[] =+/%&@

Recommended Impression Setting: 5 Capital Height: 8 Points
Average Number Of Characters Per Pica: * 2.5
Character Count Scale: See page 5.

Solid

This example of Univers, a precisely defined sans-serif face, was created by Adrian Frutiger for the IBM "Selectric" Composer. Univers is a versatile face, well suited for advertising and technical literature. It is effectively used for direct mail pieces, statistical copy and folders.

1 Point Leaded

This example of Univers, a precisely defined sans-serif face, was created by Adrian Frutiger for the IBM "Selectric" Composer. Univers is a versatile face, well suited for advertising and technical literature. It is effectively used for direct mail pieces, statistical copy and folders.

2 Point Leaded

This example of Univers, a precisely defined sans-serif face, was created by Adrian Frutiger for the IBM "Selectric" Composer. Univers is a versatile face, well suited for advertising and technical literature. It is effectively used for direct mail pieces, statistical copy and folders.

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
abcdefghijklmnopqrstu**vw**xyz
1234567890\$.,"':;!?*½¼¾—()[] =+/%&@

Recommended Impression Setting: 5 Capital Height: 8 Points
Average Number Of Characters Per Pica: * 2.9
Character Count Scale: See page 5.

Solid

This example of Univers, a crisply defined sans-serif type face, was created by Adrian Frutiger for the IBM "Selectric" Composer. It has an elegant simplicity, making for a clean, clear type impression. Univers is a strong type face, minus typographical eccentricities. It is a practical face for both sales and technical copy.

1 Point Leaded

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2 Point Leaded

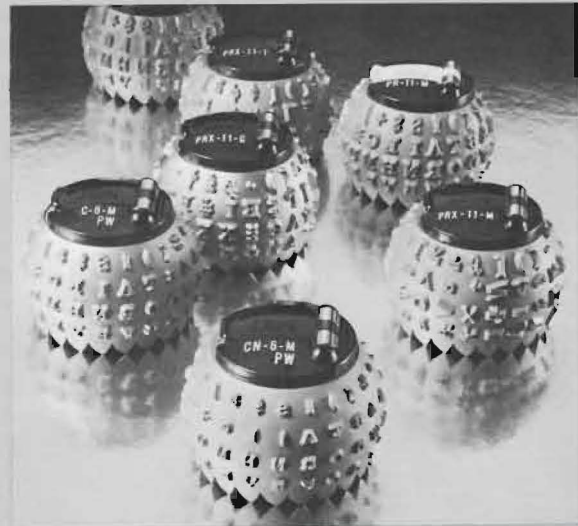
This example of Univers, a crisply defined sans-serif type face, was created by Adrian Frutiger for the IBM "Selectric" Composer. It has an elegant simplicity, making for a clean, clear type impression. Univers is a strong type face, minus typographical eccentricities. It is a practical face for both sales and technical copy.

Specialized Fonts

The growth and advancement of science and technology has resulted in an increased volume of technical composition. To meet this need, there is a wide variety of Composer fonts for technical, scientific, and mathematical composition. This section includes showings for the following classifications of specialized fonts:

Presswire Fonts

Presswire Fonts were designed specifically for the presswire paper tapes with numbers designed for the 4-unit escapement (en space) required for numeric tables in items sent over the presswire system. Because the Presswire Fonts are normally used to set the narrower newspaper column widths, the type style samples are set on a narrower measure.



Symbol Fonts

Symbol Fonts are available in the Press Roman type style only. The Symbol Greek Fonts contain the capital and lowercase letters of the Greek alphabet, Greek accent marks, tariff symbols, and other miscellaneous symbols. The Mathematical Fonts contain symbols used in mathematical expressions. The Technical Fonts contain symbols used mainly in composing technical expressions for chemistry and physics.

Custom Fonts

For increased flexibility certain fonts can be customized to include as many as 11 symbols. This saves typesetting time and improves accuracy by eliminating the need to change fonts or to type in symbols after the text is completed.

Ruling Font

The Ruling Font produces the rules used in forms and tabular composition. It can be used in conjunction with any of the type fonts shown throughout this book.

Copperplate Gothic/Fraction, Bold/Light, Technical Feature Fonts*

IBM "Selectric" Composers equipped with the Copperplate Gothic/Fraction Feature may be used for simple fast forms preparation.

The new Bold/Light Feature adds the capability to produce catalog and directory work more easily.

The Technical Feature provides a new variety of technical symbols and superscripts to aid in the preparation of specification sheets, technical manuals, and materials using formula and mathematical data.

*For use on IBM "Selectric" Composers equipped with the Copperplate Gothic/Fraction Feature, the Bold/Light Feature, or the Technical Feature. These features are available at additional charge. Consult your IBM Representative for details.

6 Pt. Century Medium Presswire


C-6-M
PW

Order No. 1194214

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890\$.,-'':;!?*1357/24/8-()/+%&@

Recommended Impression Setting: 1 Capital Height: 5 Points
Average Number Of Characters Per Pica: * 3.3
Character Count Scale: See page 5.

Solid

Century Presswire has the advantages of regular Century type plus the space-saving Presswire numerals. The upper and lower case letters in this face are the same balanced letters one finds in standard Century. But the Presswire figures are designed for work requiring greater use of numerals. Statistical tables and stock quotations are just a few of the uses for this specialized face.

1 Point Leaded

Century Presswire has the advantages of regular Century type plus the space-saving Presswire numerals. The upper and lower case letters in this face are the same balanced letters one finds in standard Century. But the Presswire figures are designed for work requiring greater use of numerals. Statistical tables and stock quotations are just a few of the uses for this specialized face.

2 Point Leaded

Century Presswire has the advantages of regular Century type plus the space-saving Presswire numerals. The upper and lower case letters in this face are the same balanced letters one finds in standard Century. But the Presswire figures are designed for work requiring greater use of numerals. Statistical tables and stock quotations are just a few of the uses for this specialized face.

8 Pt. Century Medium Presswire


C-8-M
PW

Order No. 1194213

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890\$.,-'':;!?*1357/24/8-()/+%&@

Recommended Impression Setting: 1 Capital Height: 6 Points
Average Number Of Characters Per Pica: * 2.9
Character Count Scale: See page 5.

Solid

Century Presswire has all the fine features of Century type with the added advantage of space-saving Presswire numerals. It is a very outstanding face, that highlights numbers which are compressed for copy using extensive figures such as stock market quotations.

1 Point Leaded

Century Presswire has all the fine features of Century type with the added advantage of space-saving Presswire numerals. It is a very outstanding face, that highlights numbers which are compressed for copy using extensive figures such as stock market quotations.

2 Point Leaded

Century Presswire has all the fine features of Century type with the added advantage of space-saving Presswire numerals. It is a very outstanding face, that highlights numbers which are compressed for copy using extensive figures such as stock market quotations.

8 Pt. Century Bold Presswire


C-8-B
PW

Order No. 1194216

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890\$.,-'':;!?*1357/24/8-()/+%&@

Recommended Impression Setting: 3 Capital Height: 6 Points
Average Number Of Characters Per Pica: * 2.9
Character Count Scale: See page 5.

Solid

Century Presswire has all the fine features of Century type with the added advantage of space-saving Presswire numerals. It is a very outstanding face, that highlights numbers which are compressed for copy using extensive figures such as stock market quotations.

1 Point Leaded

Century Presswire has all the fine features of Century type with the added advantage of space-saving Presswire numerals. It is a very outstanding face, that highlights numbers which are compressed for copy using extensive figures such as stock market quotations.

2 Point Leaded

Century Presswire has all the fine features of Century type with the added advantage of space-saving Presswire numerals. It is a very outstanding face, that highlights numbers which are compressed for copy using extensive figures such as stock market quotations.

9 Pt. Century Medium Presswire

C-9-M
PW

Order No. 1194212

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890\$,.-'":;!?*1357/2/4/8-()/+%&@

Recommended Impression Setting: 2 Capital Height: 6 Points
Average Number Of Characters Per Pica: * 2.9
Character Count Scale: See page 5.

Solid

Century Presswire has all the fine features of Century type with the added advantage of space-saving Presswire numerals. It is a very outstanding face, that highlights numbers which are compressed for copy using extensive figures.

1 Point Leaded

Century Presswire has all the fine features of Century type with the added advantage of space-saving Presswire numerals. It is a very outstanding face, that highlights numbers which are compressed for copy using extensive figures.

2 Point Leaded

Century Presswire has all the fine features of Century type with the added advantage of space-saving Presswire numerals. It is a very outstanding face, that highlights numbers which are compressed for copy using extensive figures.

9 Pt. Century Bold Presswire

C-9-B
PW

Order No. 1194215

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890\$,.-'":;!?*1357/2/4/8-()/+%&@

Recommended Impression Setting: 3 Capital Height: 6 Points
Average Number Of Characters Per Pica: * 2.9
Character Count Scale: See page 5.

Solid

Century Presswire has all the fine features of Century type with the added advantage of space-saving Presswire numerals. It is a very outstanding face, that highlights numbers which are compressed for copy using extensive figures.

1 Point Leaded

Century Presswire has all the fine features of Century type with the added advantage of space-saving Presswire numerals. It is a very outstanding face, that highlights numbers which are compressed for copy using extensive figures.

2 Point Leaded

Century Presswire has all the fine features of Century type with the added advantage of space-saving Presswire numerals. It is a very outstanding face, that highlights numbers which are compressed for copy using extensive figures.

6 Pt. Classified News Medium Presswire

CN-6-M
PW

Order No. 1194211

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890\$,.-'":;!?*13 57/2/4/8-()/+%&@

Recommended Impression Setting: 1 Capital Height: 4.5 Points
Average Number Of Characters Per Pica: * 3.3
Character Count Scale: See page 5.

Solid

Classified News Presswire is the same as Classified News, with the exclusion of figures. They have been condensed in their design in comparison to those featured in standard Classified News. Presswire is exceptionally well-suited for material where figures are utilized heavily. Numerical listings and tables are also some of the uses for this face.

1 Point Leaded

Classified News Presswire is the same as Classified News, with the exclusion of figures. They have been condensed in their design in comparison to those featured in standard Classified News. Presswire is exceptionally well-suited for material where figures are utilized heavily. Numerical listings and tables are also some of the uses for this face.

2 Point Leaded

Classified News Presswire is the same as Classified News, with the exclusion of figures. They have been condensed in their design in comparison to those featured in standard Classified News. Presswire is exceptionally well-suited for material where figures are utilized heavily. Numerical listings and tables are also some of the uses for this face.

▲
CG-6-DC

Order No. 1194114

6 Pt. Copperplate Double Case*

Recommended Impression Setting: 2

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890\$.-':;!?* 1/2 1/4 #-()[] = + / % & @

▲
CG-10-DC

Order No. 1194112

10 Pt. Copperplate Double Case*

Recommended Impression Setting: 3

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890\$.-':;!?* 1/2 1/4 #-()[] = + / % & @

▲
CG-8-DC

Order No. 1194113

8 Pt. Copperplate Double Case*

Recommended Impression Setting: 2

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890\$.-':;!?* 1/2 1/4 #-()[] = + / % & @

▲
CG-12-DC

Order No. 1194111

12 Pt. Copperplate Double Case*

Recommended Impression Setting: 3

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890\$.-':;!?* 1/2 1/4 #-()[] = + / % & @

▲
CG-10-F

Order No. 1194133

10 Pt. Copperplate/Fraction*

Recommended Impression Setting: 3

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890-=[]?.,:;'°†‡'°"
1234567890 1/2 3/4 5/8 1234567890 □ * | # 1 ↓ √

▲
CG-12-F

Order No. 1194129

12 Pt. Copperplate/Fraction*

Recommended Impression Setting: 3

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890-=[]?.,:;'°†‡'°"
1234567890 1/2 3/4 5/8 1234567890 □ * | # 1 ↓ √

▲
UN-10-BL

Order No. 1194139

10 Pt. Univers Bold/Light*

Recommended Impression Setting: 2

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
12345678901234567890.-':;!?* 1/2 1/4 #-()[] ?=@

▲
UN-11-BL

Order No. 1194138

11 Pt. Univers Bold/Light*

Recommended Impression Setting: 3

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
12345678901234567890.-':;!?* 1/2 1/4 #-()[] ?=@

▲
PR-10-MT

Order No. 1194106

10 Pt. Press Roman Technical*

Recommended Impression Setting: 2

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890:., 1234567890 - ° X + = () < ∞ ± π θ

▲
UN-10-MT

Order No. 1194108

10 Pt. Univers Technical*

Recommended Impression Setting: 2

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890:., 1234567890 - ° X + = () > < ∞ ± π θ

▲
PR-11-MT

Order No. 1194105

11 Pt. Press Roman Technical*

Recommended Impression Setting: 3

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890:., 1234567890 - ° X + = () > < ∞ ± π θ

▲
UN-11-MT

Order No. 1194107

11 Pt. Univers Technical*

Recommended Impression Setting: 3

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890:., 1234567890 - ° X + = () > < ∞ ± π θ

*For use on IBM "Selectric" Composers equipped with the Copperplate Gothic/Fraction Feature, the Bold/Light Feature, or the Technical Feature. These features are available at additional charge. Consult your IBM Representative for details.

Recommended Impression Setting: 1 Capital Height: 12 Points

Horizontal Rules		Vertical Rules	
Round Dot Leader	3 units	½ point	5 units
Square Dot Leader	3 units	1 point	5 units
Dash Leader	3 units	1½ points	6 units
Hairline	8 units	Parallel	6 units
½ point	6 units		
1 point	6 units		
1½ point	6 units		
Parallel	6 units		

The IBM Composer Ruling Font has been designed specifically for the construction of ruled forms. You can select from 4 vertical and 8 horizontal rules including dash and dot leaders.

Horizontal Rules

Round Dot Leader	½ Point	_____
Square Dot Leader	1 Point	_____
Dash Leader	-----	1½ Point	_____
Hairline	_____	Parallel	=====

Vertical Rules 12 points high				Sample Constructions					
½ Point	1 Point	1½ Point	Parallel	½ Point Rules					
				<table border="1" style="width: 100%; height: 20px;"> <tr> <td style="width: 33%;"></td> <td style="width: 33%;"></td> <td style="width: 33%;"></td> </tr> </table>					
				1 Point Rules					
				<table border="1" style="width: 100%; height: 20px;"> <tr> <td style="width: 33%;"></td> <td style="width: 33%;"></td> <td style="width: 33%;"></td> </tr> </table>					
				Parallel and 1½ Point Rules					
				<table border="1" style="width: 100%; height: 20px;"> <tr> <td style="width: 33%;"></td> <td style="width: 33%;"></td> <td style="width: 33%;"></td> </tr> </table>					

Composer Type Style Abbreviations

Aldine Roman	AR
Baskerville	BA
Bodoni	B
Century	C
Classified News	CN
Copperplate Gothic	CG
Journal Roman	J
Press Roman	PR
Press Roman Symbols	PRX
Pyramid	P
Ruling	RX
Theme	T
Univers	UN

Composer Type Styles Available by Language

	AR	BA	B	C	CN	CG	J	PR	PRX	P	RX	T	UN
Brazilian	•		•			◦		•	•	•	•		•
English						◦							
UK	•	•	•	•	•	•	•	•	•	•	•	•	•
US	•	•	•	•	•	•	•	•	•	•	•	•	•
French	•	•	•	•	•	◦	•	•	•	•	•	•	•
Germanic	•	•	•	•	•	◦	•	•	•	•	•	•	•
Hungarian						◦		•	•		•		•
Latin & French Latin	•	•	•	•	•	◦	•	•	•	•	•	•	•
Nordic	•	•	•	•	•	◦	•	•	•	•	•	•	•
Polish						◦		•	•		•		
Portuguese						◦		•	•		•		•
Romanian		•	•			◦			•		•		•
Russian Cyrillic						◦		•	•		•		•
Turkish		•		•	•	◦			•		•		
Yugoslavian Cyrillic						◦		•	•		•		
Yugoslavian Latin			•			◦		•	•		•		•

◦The symbols in lowercase on Copperplate Gothic and the fractions in uppercase on Copperplate Gothic Fraction fonts can be used in all languages.

IBM Composer Font Order Numbers

For your convenience . . .

the following is a list of IBM Composer fonts and their corresponding order numbers. You may refer to this list when ordering additional fonts.

Description	Order Number	Description	Order Number
Aldine Roman		Century	
8 pt. Medium	1194022	6 pt. Medium Presswire	1194214
8 pt. Italic	1194023	8 pt. Medium Presswire	1194213
8 pt. Bold	1194055	8 pt. Bold Presswire	1194216
10 pt. Medium	1194020	9 pt. Medium Presswire	1194212
10 pt. Italic	1194021	9 pt. Bold Presswire	1194215
10 pt. Bold	1194054		
12 pt. Medium	1194018	Classified News	
12 pt. Italic	1194019	6 pt. Medium	1194056
12 pt. Bold	1194053	6 pt. Bold	1194064
		8 pt. Medium	1194060
Baskerville		8 pt. Bold	1194063
8 pt. Medium	1194098	10 pt. Medium	1194059
8 pt. Italic	1194099	10 pt. Bold	1194062
8 pt. Bold	1194100	6 pt. Medium Presswire	1194211
9 pt. Medium	1194095		
9 pt. Italic	1194096	Copperplate Gothic	
9 pt. Bold	1194097	6 pt. Medium	1194417
11 pt. Medium	1194092	8 pt. Medium	1194416
11 pt. Italic	1194093	10 pt. Medium	1194415
11 pt. Bold	1194094	12 pt. Medium	1194414
Bodoni		Gothic/Fraction Feature	
8 pt. Medium	1194028	6 pt. Copperplate Double Case	1194114
8 pt. Italic	1194029	8 pt. Copperplate Double Case	1194113
8 pt. Bold	1194058	10 pt. Copperplate Double Case	1194112
10 pt. Medium	1194026	12 pt. Copperplate Double Case	1194111
10 pt. Italic	1194027	10 pt. Copperplate/Fraction	1194133
10 pt. Bold	1194057	12 pt. Copperplate/Fraction	1194129
12 pt. Medium	1194024		
12 pt. Italic	1194025	Journal Roman	
12 pt. Bold	1194061	8 pt. Medium	1194087
		8 pt. Italic	1194088
Century		8 pt. Bold	1194089
6 pt. Medium	1194068	8 pt. Bold Italic	1194135
6 pt. Italic	1194072	10 pt. Medium	1194084
6 pt. Bold	1194076	10 pt. Italic	1194085
8 pt. Medium	1194067	10 pt. Bold	1194086
8 pt. Italic	1194071	10 pt. Bold Italic	1194091
8 pt. Bold	1194075	11 pt. Medium	1194081
9 pt. Medium	1194066	11 pt. Italic	1194082
9 pt. Italic	1194070	11 pt. Bold	1194083
9 pt. Bold	1194074	11 pt. Bold Italic	1194090
10 pt. Medium	1194065		
10 pt. Italic	1194069	Press Roman	
10 pt. Bold	1194073	7 pt. Medium	1194009
11 pt. Medium	1194115	7 pt. Italic	1194010
11 pt. Italic	1194118	7 pt. Bold	1194153
11 pt. Bold	1194124	7 pt. Bold Italic	1194150

Description	Order Number
Press Roman	
8 pt. Medium	1194006
8 pt. Italic	1194007
8 pt. Bold	1194008
8 pt. Bold Italic	1194132
9 pt. Medium	1194077
9 pt. Italic	1194078
9 pt. Bold	1194079
9 pt. Bold Italic	1194127
10 pt. Medium	1194003
10 pt. Italic	1194004
10 pt. Bold	1194005
10 pt. Bold Italic	1194121
11 pt. Medium	1194000
11 pt. Italic	1194001
11 pt. Bold	1194002
11 pt. Bold Italic	1194116
Pyramid	
8 pt. Medium	1194034
8 pt. Italic	1194035
10 pt. Medium	1194032
10 pt. Italic	1194033
12 pt. Medium	1194030
12 pt. Italic	1194031
Ruling Font	
12 pt. Ruling Font	1194413
Theme	
8 pt. Medium	1194123
8 pt. Italic	1194128
8 pt. Bold	1194131
10 pt. Medium	1194126
10 pt. Italic	1194130
10 pt. Bold	1194134
11 pt. Medium	1194117
11 pt. Italic	1194119
11 pt. Bold	1194122
Univers	
7 pt. Medium	1194052
8 pt. Light	1194048
8 pt. Medium	1194049
8 pt. Medium Italic	1194051
8 pt. Bold	1194050
10 pt. Light	1194044
10 pt. Medium	1194045
10 pt. Medium Italic	1194047
10 pt. Medium Italic Condensed	1194125
10 pt. Medium Condensed	1194080
10 pt. Bold	1194046
10 pt. Bold Condensed	1194120
11 pt. Light	1194036
11 pt. Light Condensed	1194040
11 pt. Medium	1194037
11 pt. Medium Italic	1194039
11 pt. Medium Condensed	1194041
11 pt. Medium Italic Condensed	1194043
11 pt. Bold	1194038
11 pt. Bold Condensed	1194042

Description	Order Number
Univers Bold/Light Feature	
10 pt. Bold/Light	1194139
11 pt. Bold/Light	1194138
Technical Feature	
10 pt. Press Roman Technical	1194106
11 pt. Press Roman Technical	1194105
10 pt. Univers Technical	1194108
11 pt. Univers Technical	1194107
Technical	
7 pt. Greek	1194013
10 pt. Greek	1194012
11 pt. Greek	1194011
7 pt. Mathematical	1194109
10 pt. Mathematical	1194017
11 pt. Mathematical	1194015
7 pt. Technical	1194110
10 pt. Technical	1194016
11 pt. Technical	1194014

All type was set on IBM composing equipment and headlines
photostatically enlarged.



International Business Machines Corporation
Office Products Division

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