

A M E R I C A N T Y P E F O U N D E R S



ORNAMENTS
typeset by ATF



Some illustrations are so frequently used in printing that it becomes desirable to share the cost of their design, make them easy to use and have them generally available to all printers. American Type Founders accomplishes this with typecast ornaments. In constant touch with the graphic arts and the country's best design talent ATF employs top-notch artists, not readily available to the average printer, to draw the illustrations that printers most need. Then these designs are foundry cast into accurate, easy-to-print typecuts and available through the many ATF branches and dealers. Printers are able to get well-designed cuts when they want them, at a price that affords them a profit.

Since this is a constant program, additions to the line are announced from time to time, and the need for concentrating on those typecuts most in demand necessitates the dropping of designs that have served their purpose. At the present time, the typecuts shown on these pages represent the extent of the line and items which are not listed cannot be supplied.

How to order: All the typecuts in this catalog are designated by a method in which the first number indicates the point size, the initial and second number, the design.

The cost of typecuts in Handypacks is more than a dollar less than that of the same designs bought singly.

Why? . . . Because the savings we make in packaging and handling are passed on to you. Larger still are the savings you'll make by having these cuts on hand when you need them—savings on art work and plates and in time. So make your selection right now—and make out an order. Your nearest ATF branch or dealer will see to it that you're all set to make savings in short order.

