

Important Notice

Certain Faces and sizes shown in this Index will not be available from stock after July 31, 1954

The nature of our business makes periodical review of type styles necessary. This is true of any enterprise where design is important. Styles change because type fashions change.

Keeping old faces in production works a two-fold hardship—on our customers and on us. As long as we make such faces, even though demand is lagging, the type buyer must continue to provide them for his clients, at the expense of case-room and money invested in them. Type must be made in manufacturing lots. When the minimum lot lies on the shelves for years, taxes and investment rate operate adversely on selling prices for all type. Placing a premium price on slow-moving fonts is not the answer. If these cannot be sold quickly at standard prices, turnover will be even slower at higher prices.

Deletions from the standard line are absolutely necessary when certain items show a continuing decline over a long period. We cannot hope to render adequate service on types in greatest demand if our facilities must be spread over many items that benefit only a few customers.

To allow type buyers ample time to replenish their stock of certain old faces for which they have a peculiar need, orders for faces and sizes on the next page will be accepted until July 31, 1954.

After that the same fonts will be available under the Subscription Casting Plan, as explained on page 3 of *The Descriptive Index of Type, September 1953*.

None of the matrices for discontinued faces will be destroyed. Sorts will always be available at prevailing prices.

Faces and sizes to be Discontinued from stock listed on next page

Selling Prices of Foundry Type

March 1, 1954

Incorporating important price reductions as announced March 1, 1953

Standard Packaged Fonts of Capitals, Lowercase and Figures

Regular Faces

Point Body	Font of Capitals	Font of Lowercase	Font of Figures	Caps, Lowercase and Figures	Caps and Figures
4	\$ 3.55	\$ 4.15	\$ 1.55	\$ 9.25	\$ 5.10
4½	3.40	4.15	1.55	9.10	4.95
5	3.25	4.05	1.50	8.80	4.75
6	2.15	2.75	1.05	5.95	3.20
8	2.15	2.95	1.10	6.20	3.25
10	2.90	3.60	1.20	7.70	4.10
12	3.15	3.90	1.30	8.35	4.45
14	3.50	4.50	1.45	9.45	4.95
16	3.25	4.10	1.50	8.85	4.75
18	3.50	4.50	1.65	9.65	5.15
24	4.40	5.10	1.95	11.45	6.35
30	4.95	5.75	2.25	12.95	7.20
36	5.75	6.65	2.55	14.95	8.30
42	6.15	7.20	2.75	16.10	8.90
48	7.20	8.40	3.15	18.75	10.35
60	8.30	9.85	3.60	21.75	11.90
72/60	11.75	10.80	5.60	28.15	17.35
72	12.80	11.85	6.20	30.85	19.00
84/72	15.05	14.10	6.50	35.65	21.55
84	16.45	15.25	7.10	38.80	23.55
96/72	19.60	19.05	7.95	46.60	27.55
96/84	21.25	20.55	10.05	51.85	31.30
96	22.70	21.80	10.95	55.45	33.65
120/96	26.80	24.25	12.00	63.05	38.80
120	30.30	26.90	13.45	70.65	43.75

Handmade Scripts

Bank Script, Bond Script, Commercial Script, Royal Script, Typo Script, Typo Script Extended.

SCRIPT TYPE PRICES

Point Body	Font of Capitals	Font of Lowercase	Font of Figures	Caps, Lowercase and Figures
12	\$ 6.30	\$ 7.80	\$2.60	Complete \$16.70
14	7.00	9.00	2.90	Complete 18.90
18	7.00	9.00	3.30	Complete 19.30
24	8.80	10.20	3.90	Complete 22.90
30	9.90	11.50	4.50	Complete 25.90
36	11.50	13.30	5.10	Complete 29.90
48	14.40	16.80	6.30	Complete 37.50
60	16.60	19.70	7.20	Complete 43.50

Quantity Discounts

These discounts apply on all fonts of type shown in the Descriptive Index, and all other casting machine products regularly made for stock. Fonts made under the Subscription Casting Plan, and sorts or fonts made to special order are not subject to quantity discount.

Orders \$ 100 and less than \$ 250	5 %
Orders \$ 250 and less than \$ 500	7½ %
Orders \$ 500 and less than \$1000	10 %
Orders \$1000 and less than \$1500	12½ %
Orders \$1500 and more	15 %

No Quantity Discount on Orders Less than \$100.

Type Faces and Sizes to be Discontinued from Stock

EFFECTIVE JULY 31, 1954

Thereafter available only under subscription casting plan or as sorts

* Agency Gothic Open 580	48, 60, 72	* Gothics No. 520 to 526 — 261	6, 8, 10, 12, 18, 24
* American Type 567	18, 24, 30, 36, 42, 48, 60, 72	* Goudy Catalogue 467	6, 8, 10, 12, 14, 18, 24
* Announcement Italic	6, 8, 10, 12, 14, 18, 24 (and all Spec. Char.)	* Goudy Catalogue Italic 470	6, 8, 10, 12, 14, 18, 24
* Announcement Roman	6, 8, 10, 12, 14, 18, 24 (and all Spec. Char.)	* Goudy Cursive 477	6, 8, 10, 12, 14, 18, 24 (and all Spec. Char.)
* Antique Shaded 12	8, 10, 12, 14, 18, 24	* Goudy Handshaded 475	10, 12, 14, 18, 24, 30, 36
* Ballou Bold 676	10, 12, 14, 18, 24, 30, 36, 48, 60, 72	* Goudy Oldstyle Greek Letters only	6, 8, 10, 14, 30, 42, 48 (12, 18, 24, 36 remain)
* Ballou Light 675	10, 12, 14, 18, 24, 30, 36	* Goody Title 180	6, 12, 18
* Bank Gothic Condensed Bold 576	6, 12, 18	* Gravure 505	12, 14, 18, 24, 30, 36
* Bernhard Gothic Heavy 530	84, 96, 120 (only sizes discontinued)	* Grayda 678	84, 96 (only sizes discontinued)
* Bernhard Gothic Light Italic 545	6, 8, 10, 12, 14, 18, 24, 30, 36	* Grayda Swash Caps only 679	18, 24, 30, 36, 42, 48, 60, 72
* Bernhard Gothic Light Title 655	6, 12	* Greeting Monotone 504	10, 12, 14, 18, 24
* Bernhard Gothic Medium Condensed 672	84, 96 (only sizes discontinued)	* Hobo 193	6, 8, 10, 12, 14, 18, 24, 36, 48
* Bernhard Gothic Medium Title 656	6, 12	* Huxley Vertical 596	96, 120 (all other sizes and Spec. Char. remain)
* Bernhard Modern Bold Italic 671	60, 72 (only sizes discontinued)	* Invitation 457	6, 8, 10, 12, 14, 18, 24
* Bernhard Modern Italic 669	60, 72 (only sizes discontinued)	* Invitation Shaded 217	8, 10, 12, 14, 18, 24
* Bernhard Tango Swash Caps 593	30, 42, 60, 84, 96, 120 (Swash Caps only)	* Kaufmann Script 652	60, 72, 96 (only sizes discontinued)
	6, 12, 18, 24	* Keynote 579	60, 72, 96 (only sizes discontinued)
* Blair 19	6, 12, 18, 24	* Lightline Gothic 222	30, 36 (only sizes discontinued)
* Bodoni Open 544	10, 12, 14, 18, 24, 30, 36, 48	* Light Litho 223	6, 8, 10, 12, 14, 18, 24
* Bond Script 32	12, 18, 24, 36, 48	* Litho Roman 314	6, 8, 10, 12, 14, 18, 24
* Bookman Italic 33	6, 8, 10, 12, 14	* Lydian 666	84, 96 (only sizes discontinued)
* Bookman Oldstyle 34	6, 8, 10, 12, 14, 18, 24, 30, 36	* Lydian Oldstyle Figures only	10, 12, 14, 18, 24, 30, 36
* Boul Mich 1553	12, 14, 18, 24	* Lydian Bold Oldstyle Figures only	10, 12, 14, 18, 24, 30, 36
* Boxhead Gothics 38	4½, 5 (only sizes discontinued)	* Lydian Bold Cond. Oldstyle Figures only	10, 12, 14, 18, 24, 30, 36
* Brandon 39	6, 12	* Lydian Bold Italic Oldstyle Figures	10, 12, 14, 18, 24, 30, 36
* Broadway 506	6, 8, 10, 12, 14, 18, 24, 30, 36	* Lydian Italic 667	84, 96 (only sizes discontinued)
* Broadway Condensed 529	6, 8, 10, 12, 14, 18, 24, 30, 36	* Lydian Bold Italic 674	84, 96 (only sizes discontinued)
* Bulletin Typewriter 491	18, 24, 36	* New Model Remington Typewriter 333	10, 12
* Canterbury 508	12, 14, 18, 24, 30, 36	* Newport 560	6, 8, 10, 12, 14, 18, 24, 30, 36
* Caslon Bold Italic 820	6, 8, 10, 12, 14, 18, 24, 30, 36	* Newspaper Bodoni Bold 24N. 144 (84/72, 96/84, 120/96 remain in line)	6, 8, 10, 12, 14, 18, 24, 36
* Caslon Openface 1571	8, 10, 12, 14, 18, 24, 30, 36, 42, 48	* Nicolas Coshin 483	6, 8, 10, 12, 14, 18, 24, 36
* Century Bold Italic 58	42, 48 (only sizes discontinued)	* Nicolas Coshin Italic 487	8, 10, 12, 14, 18, 24, 36
* Century Expanded Italic 60	4½ (only size discontinued)	* nubion 510	6, 8, 10, 12, 14, 18, 24, 30, 36
* Cheltenham Bold Italic 73	6, 8, 10, 12, 14, 18, 24, 30, 36, 48	* Othello 594	18, 24, 30, 36, 48, 60
* Cheltenham Italic 82	6, 8, 10, 12, 14, 18, 24, 30, 36, 48	* Parisian 513	6, 8, 10, 12, 14, 18, 24, 30, 36
* Cheltenham Medium 83	42, 48 (only sizes discontinued)	* Park Avenue 577	60, 72 (only sizes discontinued)
* Cheltenham Medium Italic 84	6, 8, 10, 12, 14, 18, 24, 30, 36	* Parsons 1819	6, 8, 10, 12, 14, 18, 24
* Cheltenham Oldstyle 87	30, 36 (only sizes discontinued)	* Phnix 651	60, 72 (only sizes discontinued)
* Cheltenham Wide 89	6, 8, 10, 12, 14, 18, 24	* Piranesi 538	8, 10, 12, 14, 18, 24, 30, 36
* Civilite 482 (and all Spec. Char.)	10, 30, 36, 48 (12, 14, 18, 24 remain in line)	* Piranesi Bold 569	6, 8, 10, 12, 14, 18, 24, 30, 36
	6, 42 (only sizes discontinued)	* Poster Gothic 592	24, 30, 36, 42, 48, 60, 72, 84, 96
* Cloister Black 98	6, 8, 10, 12, 14, 18, 24, 30, 36	* Railroad Gothic 364	8-1 and 10-1 only (other sizes remain)
* Cloister Bold 99	6, 8, 10, 12, 14, 18, 24, 30, 36	* Raleigh Cursive 531	42, 48, 60, 72 (all smaller sizes remain)
* Cloister Bold Italic 100	6, 8, 10, 12, 14, 18, 24, 30, 36	* Reproducing Typewriter 367	6, 8, 10
* Cloister Italic 103	6, 8, 10, 12, 14, 18, 24	* Rivoli 515	10, 12, 14, 18, 24
* Cloister Oldstyle 102	6, 8, 10, 12, 14, 18, 24, 30, 36	* Rivoli Italic 526	10, 12, 14, 18
* Condensed Title Gothic No. 11 — 123	6, 8 (only sizes discontinued)	* Romany 585	12, 14, 18, 24
* Cooper Black 1590	6, 8, 10, 42, 60, 72 (only sizes discontinued)	* Royal Script 304	24-2 and 30-2 only (other sizes remain)
* Engravers Bodoni 501	6, 12, 18	* Schoolbook Oldstyle 484	6, 8, 10, 12
* Engravers Old English 148	6 (only size discontinued)	* Shadow 589	24, 36, 48
* Engravers Roman 1627	18, 24 (only sizes discontinued)	* Shaw Text 382	10, 12, 14, 18, 24, 30, 36, 48
* Freshand 469	6, 8, 10, 12, 14, 18, 24, 30, 36	* Silk Remington Typewriter 383	12
* Gallia 502	12, 14, 18, 24	* Stencil 662	18, 24, 30, 36, 48, 60
* Garamond Oldstyle Figures only	6, 8, 10, 12, 14, 16, 18, 24, 30, 36, 42, 48, 60, 72	* Styria Black Italic 599	60, 72 (all smaller sizes remain in line)
* Garamond Bold Oldstyle Figures only	6, 8, 10, 12, 14, 16, 18, 24, 30, 36, 42, 48, 60, 72	* Styria Bold 551	72, 84, 96 (all smaller sizes remain)
* Garamond Bold Italic Swash Caps	6, 8, 10, 12, 14, 16, 18, 24, 30, 36, 42, 48, 60, 72	* Styria Bold Italic 561	60, 72 (all smaller sizes remain in line)
* Garamond Bold Italic Oldstyle Figures	6, 8, 10, 12, 14, 16, 18, 24, 30, 36, 42, 48, 60, 72	* Styria Light 553	18-2, 42, 60, 72 (other sizes remain)
* Garamond Italic Swash Caps only	6, 8, 10, 12, 14, 16, 18, 24, 30, 36, 42, 48, 60, 72	* Styria Light Special Characters	30, 36, 42, 48, 60, 72
* Garamond Open 557	18, 24, 30, 36, 42, 48, 60, 72	* Styria Light Italic 554	6, 8, 10, 12, 14, 18, 24, 30, 36, 42, 48
* Gothic Condensed No. 521 — 265	24, 30, 36, 42, 48, 60, 72	* Styria Light Title 653	6, 12
* Gothic Condensed No. 523 — 266	6, 8, 10, 12, 14, 18, 24	* Styria Medium 552	84, 96 (all smaller sizes remain)
* Gothic Condensed No. 524 — 267	6, 8, 10, 12, 14, 18, 24	* Styria Medium Italic 555	6, 8, 10, 12, 14, 18, 24, 30, 36, 42, 48
* Gothic Condensed Title No. 117 — 1652	6, 8, 10, 12, 18, 20, 24, 30, 36, 42, 48, 60, 72, 96	* Styria Medium Title 654	6, 12
		* Type Shaded 401	14, 18, 24, 30, 36
		* Type Slope 402	12, 14, 18, 24
		* Type Text 403	8, 10, 12, 14, 18, 24
		* Type Upright 404	24-2 only (other sizes, 12 to 30 pt, remain)
		* Ultra Bodoni 518	84 only (all smaller sizes remain)

(Asterisk indicates whole series discontinued)