

The latest ATF Type-of-the-Month—offered by your



Any three complete fonts of
News Gothic Bold and/or **Verona** at
**15% less than list price. Available
August 20 through October 20, only.**

News Gothic Bold, ATF's newest face, provides a weight between Franklin Gothic and News Gothic.
Available sizes: 6, 8, 10, 12, 14, 18, 24, 30, 36, 42, 48, 60, and 72 pt.

This SPECIAL Offer

36 point

introduces our newest

30 point

type face: **News Gothic Bold**

24 point

Examples of savings:

COMPLETE FONTS OF	14, 18, AND 24 PT.	24, 36, AND 48 PT.
REGULAR LIST PRICE	\$33.60	\$49.65
SPECIAL REDUCED PRICE	\$28.55	\$42.20
YOU SAVE	\$ 5.05	\$ 7.45

The companion offer—Verona—enables you to get ready for those Christmas season jobs that will be coming through shortly. Available sizes: 8, 10, 12, 14, 18, 24, 30, 36, and 48 pt.

After the apprenticeship requ

30 point

It is used for fine jewelry or can drop

24 point

The early printers cast their own types. They in

18 point

Sample savings:

COMPLETE FONTS OF	30, 36, AND 48 PT.	8, 18, AND 36 PT.
REGULAR LIST PRICE	\$51.35	\$33.85
SPECIAL REDUCED PRICE	\$43.65	\$28.75
YOU SAVE	\$ 7.70	\$ 5.10

To order, just indicate the complete fonts you want and mail this order form:

Please send me the selections of type listed below, at the special 15% discount.

News Gothic Bold	Verona
_____ complete fonts of _____ pt.	_____ complete fonts of _____ pt.
_____ complete fonts of _____ pt.	_____ complete fonts of _____ pt.
_____ complete fonts of _____ pt.	_____ complete fonts of _____ pt.

NAME _____ TITLE _____

COMPANY _____

NUMBER AND STREET _____

CITY _____ ZONE _____ STATE _____



**SPECIAL
OFFER**

**Introducing a useful
NEW ATF TYPE FACE**

(offer ends October 20, 1958)

**use this card
to take advantage
of these
special prices**

POSTAGE
WILL BE PAID
BY ADDRESSEE

NO
POSTAGE
NECESSARY
IF MAILED IN THE
UNITED STATES

BUSINESS REPLY CARD

FIRST CLASS PERMIT NO. 48176, CHICAGO, ILLINOIS

Graphic Arts Equipment Co.

127 West Harrison Street
Chicago 5, Illinois