



YOUR COPY

of the New 1951 ATF Descriptive Price List of Type and Foundry Products

This Price List supersedes all previous editions. Examine it carefully for new and revised information, much of it not published before.

As special features, we call your attention to the following:

1. No Compromise with Quality

Inside cover depicts the merits of ATF Foundry Type. As always ATF Types are your best buy for design, quality and accuracy.

2. How to Save Money

Quantity Discounts listed on Page 1.

Special allowance of 50¢ per pound of old Foundry Type sent to Branches in trade for new products. Refer to our recent letter, January 16, 1951, which also lists inventory of faces stocked regularly at Branches. Ask your ATF Representative for an additional copy if letter is no longer available.

3. New Type Face Shown on Third Cover

Spartan Extra Black, the latest addition to the long list of ATF Types. A strong, virile design for hard-selling printed material.

4. New Help for Layout and Type Services, Page 64

The ATF Alphabets are equally good for printers and layout services. A good item for your selected customers. 84 cards show 46 popular faces. Since the material is being sold at a fraction of production cost, we ask that cash accompany order, to save bookkeeping expense and expedite shipping. Send order today (\$5.00 per set) to Type Merchandising Department, Elizabeth B, New Jersey.

5. Type Cast Products, Page 45

Adcuts and logotypes save you money and time. Made in genuine foundry type metal, last longer, print clean, accurate.

6. Unclassified ATF Type Faces, Page 47

A long list of items available on special order.

7. Discontinued Faces

Faces to be taken out of production June 30, 1951 are shown on special insert. Get in your order now!

8. Amsterdam Continental Types

These are listed on separate folder enclosed in book. Good stock of these faces now available at Branches and Foundry for quick delivery.

9. Easy Way to Figure Prices

For adjusted prices for Packages of Caps, Lowercase and Figures, see reverse side of this card.

10. For Quick Orders

Use the handy Type Order Form enclosed in Price List. More are available on request.



Adjusted Prices for Packages of Caps, Lowercase and Figures

If any single order for an unequal number of component packages, one face and one size, at list unit prices, exceeds complete font price by 10% or more, use reduced prices shown below.

List Price	Less 10%	List Price	Less 10%	List Price	Less 10%	List Price	Less 10%
.85	.75	5.65	5.10	13.75	12.40	26.70	24.05
.90	.80	5.70	5.15	14.15	12.75	26.75	24.10
.95	.85	5.80	5.20	14.25	12.85	26.95	24.25
1.00	.90	5.90	5.30	14.50	13.05	27.20	24.50
1.05	.95	6.25	5.65	14.60	13.15	27.90	25.10
1.15	1.05	6.35	5.70	14.70	13.25	28.10	25.30
1.20	1.10	6.40	5.75	14.85	13.35	28.60	25.75
1.25	1.15	6.50	5.85	14.95	13.45	28.75	25.90
1.35	1.20	6.65	6.00	15.20	13.70	29.20	26.30
1.40	1.25	6.70	6.05	15.60	14.05	29.30	26.35
1.45	1.30	6.85	6.15	15.65	14.10	29.55	26.60
1.55	1.40	6.95	6.25	16.20	14.60	29.75	26.80
1.60	1.45	7.10	6.40	16.25	14.65	29.90	26.90
1.65	1.50	7.15	6.45	16.40	14.75	30.10	27.10
1.70	1.55	7.25	6.55	16.50	14.85	30.30	27.25
1.75	1.60	7.40	6.65	16.70	15.05	30.65	27.60
1.80	1.60	7.55	6.80	16.80	15.10	31.10	28.00
1.85	1.65	7.65	6.90	16.85	15.15	31.25	28.15
1.90	1.70	7.70	6.95	17.10	15.40	31.55	28.40
2.05	1.85	7.75	7.00	17.20	15.50	32.35	29.10
2.10	1.90	7.85	7.05	17.30	15.55	32.60	29.35
2.15	1.95	7.95	7.15	17.35	15.60	32.65	29.40
2.20	2.00	8.25	7.45	17.50	15.75	33.05	29.75
2.25	2.05	8.30	7.45	17.65	15.90	33.10	29.80
2.30	2.05	8.50	7.65	17.85	16.05	33.45	30.10
2.35	2.10	8.60	7.75	18.05	16.25	33.65	30.30
2.40	2.15	8.65	7.80	18.10	16.30	33.95	30.55
2.45	2.20	8.80	7.90	18.30	16.45	34.65	31.20
2.55	2.30	8.85	7.95	18.35	16.50	35.00	31.50
2.60	2.35	8.90	8.00	18.60	16.75	35.10	31.60
2.65	2.40	9.10	8.20	18.70	16.85	35.45	31.90
2.75	2.50	9.20	8.30	18.75	16.90	36.25	32.65
2.80	2.50	9.25	8.35	18.90	17.00	36.55	32.90
2.85	2.55	9.35	8.40	19.20	17.30	36.85	33.15
2.95	2.65	9.45	8.50	19.55	17.60	36.90	33.20
3.05	2.75	9.50	8.55	19.70	17.75	37.40	33.65
3.10	2.80	9.55	8.60	19.80	17.80	37.45	33.70
3.15	2.85	9.60	8.60	20.10	18.10	37.75	34.00
3.20	2.90	9.95	8.95	20.40	18.35	38.15	34.35
3.30	2.95	10.55	9.50	20.45	18.40	38.65	34.80
3.55	3.20	10.75	9.70	21.10	19.00	39.80	35.80
3.60	3.25	10.90	9.80	21.20	19.10	40.05	36.05
3.70	3.35	10.95	9.85	21.30	19.15	40.55	36.50
3.75	3.40	11.05	9.95	21.60	19.45	40.65	36.60
3.80	3.40	11.10	10.00	21.80	19.60	41.50	37.35
3.90	3.50	11.20	10.10	22.50	20.25	42.10	37.90
3.95	3.55	11.35	10.20	22.70	20.45	42.95	38.65
4.20	3.80	11.40	10.25	22.80	20.50	43.40	39.05
4.25	3.85	11.70	10.55	23.20	20.90	43.55	39.20
4.35	3.90	11.80	10.60	23.40	21.05	45.25	40.75
4.40	3.95	11.90	10.70	23.60	21.25	45.90	41.30
4.45	4.00	12.15	10.95	23.75	21.40	46.10	41.50
4.50	4.05	12.20	11.00	24.15	21.75	46.45	41.80
4.55	4.10	12.25	11.05	24.20	21.80	46.70	42.05
4.60	4.15	12.45	11.20	24.40	21.95	47.10	42.40
4.65	4.20	12.75	11.50	24.50	22.05	48.75	43.90
4.75	4.30	12.90	11.60	24.80	22.30	49.00	44.10
4.85	4.35	13.05	11.75	24.90	22.40	50.10	45.10
4.90	4.40	13.10	11.80	25.20	22.70	53.30	47.95
4.95	4.45	13.15	11.85	25.25	22.75	53.50	48.15
5.15	4.65	13.20	11.90	25.35	22.80	56.20	50.60
5.20	4.70	13.25	11.95	25.70	23.15	56.40	50.75
5.35	4.80	13.30	11.95	25.90	23.30		
5.50	4.95	13.35	12.00	26.20	23.60		
5.60	5.05	13.50	12.15	26.35	23.70		