

Craw Modern

Series No. 714

72 pt. 3A 3a 3-1

Refreshing

60 pt. 3A 3a 3-1

Craw Modern

48 pt. 3A 4a 3-1

Portrays 1958 in

36 pt. 3A 5a 3-1

type design. This new

Lower case alphabet 728 pts. Characters per pica .47

30 pt. 4A 6a 3-1

Lower case alphabet 589 pts. Characters per pica .58

TIMELY FACE, created for the

24 pt. 5A 8a 4-1

Lower case alphabet 489 pts. Characters per pica .70

PRINTERS WHO do require a multi-

18 pt. 6A 12a 5-1

Lower case alphabet 357 pts. Characters per pica .96

PURPOSE LETTER...TO express and to represent today's spirit and ideas.

14 pt. 8A 16a 7-1

Lower case alphabet 278 pts. Characters per pica 1.2

VERSATILE CRAW MODERN IS a style of type equally suitable for the job printer and the large

12 pt. 11A 21a 8-1

Lower case alphabet 246 pts. Characters per pica 1.4

NATIONAL ADVERTISER...IT IS A refreshing face with style, but not eccentricities, fresh without strain.

10 pt. 12A 23a 9-1

Lower case alphabet 200 pts.
Characters per pica 1.7

IT IS REFINED YET STURDY with a sparkle and class that distinguish display and text.

8 pt. 13A 26a 10-1

Lower case alphabet 179 pts.
Characters per pica 1.9

CRAW MODERN HAS BEEN CUT in sizes from 6 to 72 pt. and is stocked by franchised ATF Type Dealers in all major cities...Ask

6 pt. 16A 31a 12-1

Lower case alphabet 152 pts.
Characters per pica 2.3

YOUR DEALER FOR THE SPECIMEN brochure or write or phone to the Type Division of American Type Founders, 200 Elmora Avenue • Elizabeth, N. J.

Characters in complete font

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J K L M N O P Q

R S T U V W X Y Z

& , - ; ! ? ' " " -

\$ 1 2 3 4 5 6 7 8 9 0 ¢ %

a b c d e f g h i j k

l m n o p q r s t u

v w x y z