

News Gothic Bold

Series No. 715

72 pt. 3A 4a 3-1

Famous Gothics

60 pt. 3A 4a 3-1

...ATF's large family

48 pt. 4A 5a 3-1

gains A NEW MEMBER!

42 pt. 4A 6a 3-1

Medium weight

36 pt. 5A 8a 4-1

Lower case alphabet 491 pts. Characters per pica .70

News Gothic Bold

30 pt. 5A 9a 4-1

Lower case alphabet 404 pts. Characters per pica .84

COMPLEMENTS THE family shown at right

24 pt. 7A 11a 6-1

Lower case alphabet 333 pts. Characters per pica 1.0

NEWS GOTHIC BOLD fills the gap existing between

18 pt. 9A 17a 7-1

Lower case alphabet 262 pts. Characters per pica 1.3

THE NEWS AND ALTERNATES and this type face may be used

14 pt. 14A 25a 9-1

Lower case alphabet 209 pts. Characters per pica 1.6

COMFORTABLY WITH ANY ONE OF THE Other Members of ATF's Gothic Family

Lightline Gothic
Monotone Gothic
News Gothics
Alternate Gothics
Franklin Gothics
and Italic

Lower case alphabet 173 pts.
Characters per pica 2.0

12 pt. 17A 32a 10-1

ALL THE GOTHIC FACES SHOWN here are basic ATF type faces and

Lower case alphabet 155 pts.
Characters per pica 2.2

10 pt. 20A 36a 11-1

ATF NEWS GOTHIC BOLD COPIES THE original design of Morris Fuller Benton, chief designer of ATF for many years.

Lower case alphabet 127 pts.
Characters per pica 2.7

8 pt. 20A 39a 14-1

HIS CONTRIBUTION TO TYPOGRAPHY WAS NOT widely known, although his family of ATF Gothics has retained its position for years as one of the

Lower case alphabet 109 pts.
Characters per pica 3.1

6 pt. 23A 45a 17-1

MOST WIDELY USED FAMILY OF GOTHICS. NEWS Gothic Bold belongs in your type cases! American Type Foundry, 200 Elmora Avenue, Elizabeth, New Jersey

Characters in complete font

ABCDEF GHIJKLMNOPQRSTUVWXYZ& abcdefghijklmnopqrstuvwxyz .,:;!?"'"" \$1234567890¢

Introducing a new member of ATF's famous Gothic Family...

NGB

Lightface 	Extended	Normal	Condensed	Extra Condensed	Compress
		Lightline Gothic			
Medium 	Monotone Gothic	News Gothic	News Gothic Condensed		News Gothic Extra Condensed
Heavy 		News Gothic Bold	Alternate Gothic No. 3	Alternate Gothic No. 2	Alternate Gothic No. 1
Bold 	Franklin Gothic Wide	Franklin Gothic and Italic	Franklin Gothic Condensed	Franklin Gothic Extra Condensed	

American Type Founders 200 Elmora Avenue, Elizabeth, N. J.