

6 point

3.4 characters to 1 pica

SELECTING THE RIGHT PAPER FOR EACH PRINTING PROBLEM is no less complicated than selecting the right type. Paper manufacturers are just as aware of this critical decision as designers, and they consistently contribute to the successful marriage of type with paper.

8 point

2.8 characters to 1 pica

GROWTH OF PRINTING IN THE LAST TWO DECADES has been due almost entirely to the recognition by the business world of the economy of printed advertising. Not until recently were many manufacturers and other

10 point

2.3 characters to 1 pica

THE BEST KIND OF ORIGINALITY IS THAT which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedents and the pro-

12 point

2.0 characters to 1 pica

MODERN PRINTING IS BASED UPON great achievements and experiences of the old masters, the men who by their skillful use of rude implements provided

14 point

1.7 characters to 1 pica

UNIVERS IS A NEW CONCEPT IN type design, was created to meet the growing need for consistency, unity and identity in modern design

18 point

1.4 characters to 1 pica

THIS BOLD TYPE IS A MOST effective display letter having its genesis in a desire for bold letters with the Univers types

24 point (small size)

1.1 characters to 1 pica

AN ORIGINAL DESIGN that is very effective in advertising display. Few

24 point (large size)

0.9 characters to 1 pica

THE UNIFORMITY in spacing adds the magic touch which

30 point

OUR ANNUAL
financial report
of the business

36 point

CREATIONS
of the latest
type designs

48 point

STRONG
a forceful
bold type

FONT ARRANGEMENT

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 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
1 2 3 4 5 6 7 8 9 0
\$! ? & * ¢ () %



American Type Founders 200 ELMORA AVENUE, ELIZABETH, NEW JERSEY

8 point

3.2 characters to 1 pica

AMERICAN OFFERS YOU MANY VARIATIONS OF TYPE STYLES
Types with historical meaning, types with emotional impact, types
with maximum clarity of symbol to meet personal tastes are contin-
ually sought after by those who create distinguished printing design.

8 point

2.7 characters to 1 pica

THE STYLE IN PRINTING IS THE MANIFESTATION OF
good old tradition as influenced by each workman's en-
vironment, the very conditions under which he lives, as
well as his learning; and a printer resolutely bent on the

10 point

2.3 characters to 1 pica

IDEAL TYPE DESIGN IS ONE THAT APPEALS
both to the eye and to the mind; the most sat-
isfactory type faces for practical use are those
which combine legibility with beauty. Because

12 point

1.9 characters to 1 pica

GOOD TYPOGRAPHY IS AN EDUCATOR
the same as is any art. The thoughts of
an author take on added value by rea-
son of it. The mind is always receptive

14 point

1.7 characters to 1 pica

ITALIC WAS FIRST USED FOR AN
edition printed by Aldus Manutius
at Venice in 1501. Only lower case
letters were made, and used with

18 point

1.4 characters to 1 pica

OUR STAFF WILL HELP YOU
in layout ideas that range from
the utmost in simplicity to the
ultimate in glamour. Call today

24 point (small size)

1.1 characters to 1 pica

AN ATTRACTIVE TYPE
style leaves an impres-
sion with the customer

24 point (large size)

0.9 characters to 1 pica

BOLD TYPE FACE
with a convincing
way of expression

30 point

NOVEL IDEAS
in type styling
from Ridgeton

36 point

PRACTICAL
suggestions
in designing

48 point

LEGIBLE
effective
powerful

FONT ARRANGEMENT

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 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
1 2 3 4 5 6 7 8 9 0
\$! ? & * ¢ () %



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200 ELMORA AVENUE, ELIZABETH, NEW JERSEY