

Newspaper Body Faces

TRADE **LINOTYPE** MARK

Mergenthaler Linotype Company, Brooklyn, N. Y.

New York City, Chicago, San Francisco, New Orleans. Canadian Linotype, Limited, Toronto, Canada. Representatives in the Principal Cities of the World

Linotype Excelsior, slightly lighter than Linotype Paragon, designed for fast printing.

Linotype Excelsior, slightly lighter than Linotype Paragon, designed for fast printing. It is a modern newspaper body face, designed to meet the requirements of the modern newspaper. It is a result of the scientific design of the Linotype process, and is a perfect example of the art of type design. It is a face that is both beautiful and practical, and is one of the best of its kind. It is a face that is both beautiful and practical, and is one of the best of its kind. It is a face that is both beautiful and practical, and is one of the best of its kind.

Linotype Paragon, Lighter Color

Linotype Paragon was developed to provide a slightly lighter face than Excelsior, and yet retain legibility factors. Some periodicals, facing the problem of heavy advertising material in a contrasting lighter color, and yet permit more adequate inking for bolder display printing. To specifically meet this condition, Linotype Paragon was developed. There are two hurdles to surmount in its quick development. One is in the other is in the offer news-
order

Linotype Textype, Clear, Readable

Linotype Textype, as its name implies, is specifically a contemporary, clear, readable, and periodical face. Based on Century Expanded, it has no manneristic or grotesque tendencies in design. Its excellent color and lack of pronounced distortion in thick and thin strokes enable it to print clearly under severe conditions. Out of the lessons learned in the development of Linotype No. 5, other faces have been specifically designed to meet requirements of newspaper work. Linotype Textype, as its name implies, is specifically a contemporary, clear, readable, and periodical face. Based on Century Expanded, it has no manneristic or grotesque tendencies in design. Its excellent color and lack of pronounced distortion in thick and thin strokes enable it to print clearly under severe conditions. Out of the lessons learned in the development of Linotype No. 5, other faces have been specifically designed to meet requirements of newspaper work.

Linotype Opticon

Linotype Opticon was developed to meet the requirements of the modern newspaper. It is a result of the scientific design of the Linotype process, and is a perfect example of the art of type design. It is a face that is both beautiful and practical, and is one of the best of its kind. It is a face that is both beautiful and practical, and is one of the best of its kind. It is a face that is both beautiful and practical, and is one of the best of its kind.

LINOTYPE EXCELSIOR with BOLD FACE No. 2

- 5 Point (5△32) Lower case alphabet, 95 points. Figures, .0415 or .050
HOW IS ONE TO ASSESS and evaluate a type face in terms of its esthetic design? Why do the pace-makers 1234
HOW IS ONE TO ASSESS and evaluate a type face in terms of its esthetic design? Why do the pace-makers 1234
- * 5½ Point (5½△48) Lower case alphabet, 100 points. Figures, .046 or .050
HOW IS ONE TO ASSESS and evaluate a type face in terms of its esthetic design? Why do the pace-ma 1234
HOW IS ONE TO ASSESS and evaluate a type face in terms of its esthetic design? Why do the pace-ma 1234
- * 6 Point (6△314) Lower case alphabet, 107 points. Figures, .0484
HOW IS ONE TO ASSESS and evaluate a type face in terms of its esthetic design? Why do the pa 1234
HOW IS ONE TO ASSESS and evaluate a type face in terms of its esthetic design? Why do the pa 1234
- 7 Point No. 2 (7△136) Lower case alphabet, 115 points. Figures, .0553
HOW IS ONE TO ASSESS and evaluate a type face in terms of its esthetic design? Why do 1234
HOW IS ONE TO ASSESS and evaluate a type face in terms of its esthetic design? Why do 1234
- * 7 Point No. 1 (7△138) Lower case alphabet, 118 points. Figures, .0553
HOW IS ONE TO ASSESS and evaluate a type face in terms of its esthetic design? Why 1234
HOW IS ONE TO ASSESS and evaluate a type face in terms of its esthetic design? Why 1234
- * 7¼ Point (7¼△6) Lower case alphabet, 123 points. Figures, .0622
HOW IS ONE TO ASSESS and evaluate a type face in terms of its esthetic design? W 1234
HOW IS ONE TO ASSESS and evaluate a type face in terms of its esthetic design? W 1234
- 7¾ Point (7¾△2) Lower case alphabet, 125 points. Figures, .0622
HOW IS ONE TO ASSESS and evaluate a type face in terms of its esthetic design? 1234
HOW IS ONE TO ASSESS and evaluate a type face in terms of its esthetic design? 1234
- 8 Point No. 2 (8△440) Lower case alphabet, 123 points. Figures, .0622
HOW IS ONE TO ASSESS and evaluate a type face in terms of its esthetic design? W 1234
HOW IS ONE TO ASSESS and evaluate a type face in terms of its esthetic design? W 1234
- * 8 Point No. 1 (8△424) Lower case alphabet, 126 points. Figures, .0622
HOW IS ONE TO ASSESS and evaluate a type face in terms of its esthetic design? 1234
HOW IS ONE TO ASSESS and evaluate a type face in terms of its esthetic design? 1234
- 9 Point (9△136) Lower case alphabet, 133 points. Figures, .0692
HOW IS ONE TO ASSESS and evaluate a type face in terms of its esthetic de 1234
HOW IS ONE TO ASSESS and evaluate a type face in terms of its esthetic de 1234
- * 10 Point (10△380) Lower case alphabet, 142 points. Figures, .0692
HOW IS ONE TO ASSESS and evaluate a type face in terms of its estheti 1234
HOW IS ONE TO ASSESS and evaluate a type face in terms of its estheti 1234
- 11 Point (11△128) Lower case alphabet, 151 points. Figures, .0761
HOW IS ONE TO ASSESS and evaluate a type face in terms of its est 1234
HOW IS ONE TO ASSESS and evaluate a type face in terms of its est 1234
- 12 Point (12△378) Lower case alphabet, 158 points. Figures, .083
HOW IS ONE TO ASSESS and evaluate a type face in terms of it 1234
HOW IS ONE TO ASSESS and evaluate a type face in terms of it 1234
- 14 Point (14△214) Lower case alphabet, 171 points. Figures, .0968
HOW IS ONE TO ASSESS and evaluate a type face in term 1234
HOW IS ONE TO ASSESS and evaluate a type face in term 1234

TRADE LINOTYPE MARK

LINOTYPE EXCELSIOR with GOTHIC No. 3

- 5 Point (5△36) Lower case alphabet, 95 points. Figures, .0415
HOW IS ONE TO ASSESS and evaluate a type face in terms of its esthetic design? Why do the pace-makers 1234
HOW IS ONE TO ASSESS and evaluate a type face in terms of its esthetic design? Why do the pace-makers 1234
- * 5½ Point (5½△54) Lower case alphabet, 100 points. Figures, .046
HOW IS ONE TO ASSESS and evaluate a type face in terms of its esthetic design? Why do the pace-ma 1234
HOW IS ONE TO ASSESS and evaluate a type face in terms of its esthetic design? Why do the pace-ma 1234
- * 6 Point (6△366) Lower case alphabet, 103 points. Figures, .0484
HOW IS ONE TO ASSESS and evaluate a type face in terms of its esthetic design? Why do the pace 1234
HOW IS ONE TO ASSESS and evaluate a type face in terms of its esthetic design? Why do the pace 1234
- 7 Point No. 2 (7△158) Lower case alphabet, 115 points. Figures, .0553
HOW IS ONE TO ASSESS and evaluate a type face in terms of its esthetic design? Why do 1234
HOW IS ONE TO ASSESS and evaluate a type face in terms of its esthetic design? Why do 1234
- * 7 Point No. 1 (7△156) Lower case alphabet, 118 points. Figures, .0553
HOW IS ONE TO ASSESS and evaluate a type face in terms of its esthetic design? Why 1234
HOW IS ONE TO ASSESS and evaluate a type face in terms of its esthetic design? Why 1234
- 8 Point No. 2 (8△468) Lower case alphabet, 123 points. Figures, .0622
HOW IS ONE TO ASSESS and evaluate a type face in terms of its esthetic design? W 1234
HOW IS ONE TO ASSESS and evaluate a type face in terms of its esthetic design? W 1234

* Faces indicated by asterisk are available also for Teletypesetter composition

LINOTYPE EXCELSIOR with ITALIC and SMALL CAPS

- 5½ Point (5½Δ50) Lower case alphabet, 100 points. Figures, .046
 HOW IS ONE TO ASSESS and evaluate a type face in terms of its esthetic design? Why do the pace-ma 1234
 HOW IS ONE TO ASSESS and evaluate a type face in terms of its esthetic design? Why do the pace-ma vbcd
- 6 Point (6Δ320) Lower case alphabet, 107 points. Figures, .0484
 HOW IS ONE TO ASSESS and evaluate a type face in terms of its esthetic design? Why do the pa 1234
 HOW IS ONE TO ASSESS and evaluate a type face in terms of its esthetic design? Why do the pa vbcd
- 7 Point No. 2 (7Δ142) Lower case alphabet, 115 points. Figures, .0553
 HOW IS ONE TO ASSESS and evaluate a type face in terms of its esthetic design? Why do 1234
 HOW IS ONE TO ASSESS and evaluate a type face in terms of its esthetic design? Why do vbcd
- 7 Point No. 1 (7Δ140) Lower case alphabet, 118 points. Figures, .0553
 HOW IS ONE TO ASSESS and evaluate a type face in terms of its esthetic design? Why 1234
 HOW IS ONE TO ASSESS and evaluate a type face in terms of its esthetic design? Why vbcd
- 7½ Point (7½Δ8) Lower case alphabet, 123 points. Figures, .0622
 HOW IS ONE TO ASSESS and evaluate a type face in terms of its esthetic design? W 1234
 HOW IS ONE TO ASSESS and evaluate a type face in terms of its esthetic design? W vbcd
- 8 Point No. 2 (8Δ444) Lower case alphabet, 123 points. Figures, .0622
 HOW IS ONE TO ASSESS and evaluate a type face in terms of its esthetic design? W 1234
 HOW IS ONE TO ASSESS and evaluate a type face in terms of its esthetic design? W vbcd
- 8 Point No. 1 (8Δ432) Lower case alphabet, 126 points. Figures, .0622
 HOW IS ONE TO ASSESS and evaluate a type face in terms of its esthetic design? 1234
 HOW IS ONE TO ASSESS and evaluate a type face in terms of its esthetic design? vbcd
- 9 Point (9Δ134) Lower case alphabet, 133 points. Figures, .0692
 HOW IS ONE TO ASSESS and evaluate a type face in terms of its esthetic de 1234
 HOW IS ONE TO ASSESS and evaluate a type face in terms of its esthetic de vbcd
- 10 Point (10Δ386) Lower case alphabet, 142 points. Figures, .0692
 HOW IS ONE TO ASSESS and evaluate a type face in terms of its estheti 1234
 HOW IS ONE TO ASSESS and evaluate a type face in terms of its estheti vbcd
- 11 Point (11Δ120) Lower case alphabet, 151 points. Figures, .0761
 HOW IS ONE TO ASSESS and evaluate a type face in terms of its est 1234
 HOW IS ONE TO ASSESS and evaluate a type face in terms of its est vbcd
- 14 Point (14Δ218) Lower case alphabet, 171 points. Figures, .0968
 HOW IS ONE TO ASSESS and evaluate a type face in term 1234
 HOW IS ONE TO ASSESS and evaluate a type face in term vbcd



LIST OF CHARACTERS AVAILABLE IN COMPLETE FONT WITH BOLD FACE No. 2

ABCDEFGHIJKLMN~~OP~~QRSTU~~VW~~XYZ&ÆŒ abcdefghijklm~~nop~~qrstuv~~wxyz~~æœfi~~ff~~fffi~~ff~~
 ABCDEF~~GHIJK~~LMNOP~~QRSTU~~VWXY~~Z&ÆŒ~~ abcdef~~ghijk~~lmnop~~qrstuv~~wxyzæœfi~~ff~~fffi~~ff~~
 1234567890\$ £ , ; : " ? ! - | ~ _ () @ ! b * + # \$ % [] ^ _ ` 1/8 1/4 3/8 1/2 5/8 3/4 7/8
 1234567890\$ £ , ; : " ? ! - | ~ _ () @ ! b * + # \$ % [] ^ _ ` 1/8 1/4 3/8 1/2 5/8 3/4 7/8

LIST OF CHARACTERS AVAILABLE IN COMPLETE FONT WITH GOTHIC No. 3

ABCDEFGHIJKLMN~~OP~~QRSTU~~VW~~XYZ&ÆŒ abcdefghijklm~~nop~~qrstuv~~wxyz~~æœfi~~ff~~fffi~~ff~~
 ABCDEF~~GHIJK~~LMNOP~~QRSTU~~VWXY~~Z&ÆŒ~~ abcdef~~ghijk~~lmnop~~qrstuv~~wxyzæœfi~~ff~~fffi~~ff~~
 1234567890\$ £ , ; : " ? ! - | ~ _ () @ ! b * + # \$ % [] ^ _ ` 1/8 1/4 3/8 1/2 5/8 3/4 7/8
 1234567890\$ £ , ; : " ? ! - | ~ _ () @ ! b * + # \$ % [] ^ _ ` 1/8 1/4 3/8 1/2 5/8 3/4 7/8

LIST OF CHARACTERS AVAILABLE IN COMPLETE FONT WITH ITALIC AND SMALL CAPS

ABCDEFGHIJKLMN~~OP~~QRSTU~~VW~~XYZ&ÆŒ abcdefghijklm~~nop~~qrstuv~~wxyz~~æœfi~~ff~~fffi~~ff~~
 ABCDEF~~GHIJK~~LMNOP~~QRSTU~~VWXY~~Z&ÆŒ~~ abcdef~~ghijk~~lmnop~~qrstuv~~wxyzæœfi~~ff~~fffi~~ff~~
 ABCDEF~~GHIJK~~LMNOP~~QRSTU~~VWXY~~Z&ÆŒ~~ abcdef~~ghijk~~lmnop~~qrstuv~~wxyzæœfi~~ff~~fffi~~ff~~
 1234567890\$ £ , ; : " ? ! - | ~ _ () @ ! b * + # \$ % [] ^ _ ` 1/8 1/4 3/8 1/2 5/8 3/4 7/8
 1234567890\$ £ , ; : " ? ! - | ~ _ () @ ! b * + # \$ % [] ^ _ ` 1/8 1/4 3/8 1/2 5/8 3/4 7/8

LIST OF CHARACTERS AVAILABLE IN COMPLETE FONT WITH MEMPHIS BOLD

ABCDEFGHIJKLMN~~OP~~QRSTU~~VW~~XYZ&ÆŒ abcdefghijklm~~nop~~qrstuv~~wxyz~~æœfi~~ff~~fffi~~ff~~
 ABCDEF~~GHIJK~~LMNOP~~QRSTU~~VWXY~~Z&ÆŒ~~ abcdef~~ghijk~~lmnop~~qrstuv~~wxyzæœfi~~ff~~fffi~~ff~~
 1234567890\$ £ , ; : " ? ! - | ~ _ () @ ! b * + # \$ % [] ^ _ ` 1/8 1/4 3/8 1/2 5/8 3/4 7/8
 1234567890\$ £ , ; : " ? ! - | ~ _ () @ ! b * + # \$ % [] ^ _ ` 1/8 1/4 3/8 1/2 5/8 3/4 7/8

LINOTYPE EXCELSIOR *with* MEMPHIS BOLD

6 Point (6Δ426) Lower case alphabet, 107 points. Figures. .0484
HOW IS ONE TO ASSESS and evaluate a type face in terms of its esthetic design? Why do the pa 1234
HOW IS ONE TO ASSESS and evaluate a type face in terms of its esthetic design? Why do the pa 1234

7 Point (7Δ190) Lower case alphabet, 118 points. Figures. .0553
HOW IS ONE TO ASSESS and evaluate a type face in terms of its esthetic design? Why d 1234
HOW IS ONE TO ASSESS and evaluate a type face in terms of its esthetic design? Why d 1234

7½ Point (7½Δ24) Lower case alphabet, 123 points. Figures. .0622
HOW IS ONE TO ASSESS and evaluate a type face in terms of its esthetic design? W 1234
HOW IS ONE TO ASSESS and evaluate a type face in terms of its esthetic design? W 1234

8 Point (8Δ502) Lower case alphabet, 126 points. Figures. .0622
HOW IS ONE TO ASSESS and evaluate a type face in terms of its esthetic design? 1234
HOW IS ONE TO ASSESS and evaluate a type face in terms of its esthetic design? 1234

9 Point (9Δ166) Lower case alphabet, 133 points. Figures. .0692
HOW IS ONE TO ASSESS and evaluate a type face in terms of its esthetic desi 1234
HOW IS ONE TO ASSESS and evaluate a type face in terms of its esthetic desi 1234

10 Point (10Δ466) Lower case alphabet, 143 points. Figures. .0692
HOW IS ONE TO ASSESS and evaluate a type face in terms of its estheti 1234
HOW IS ONE TO ASSESS and evaluate a type face in terms of its estheti 1234

12 Point (12Δ488) Lower case alphabet, 158 points. Figures. .083
HOW IS ONE TO ASSESS and evaluate a type face in terms of it 1234
HOW IS ONE TO ASSESS and evaluate a type face in terms of it 1234

14 Point (14Δ252) Lower case alphabet, 171 points. Figures. .0968
HOW IS ONE TO ASSESS and evaluate a type face in term 1234
HOW IS ONE TO ASSESS and evaluate a type face in term 1234

LIST OF CHARACTERS AVAILABLE IN COMPLETE FONT WITH MEMPHIS BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ&ÆŒ
ABCDEFGHIJKLMNOPQRSTUVWXYZ&ÆŒ
 abcdefghijklmnopqrstuvwxyzæœfiflffiffll 1234567890 \$£,,:;"'?!|—
 abcdefghijklmnopqrstuvwxyzæœfiflffiffll 1234567890 \$£,,:;"'?!|—
 ... ()@!b*†‡§[]% 1/8 1/4 3/8 1/2 5/8 3/4 7/8
 ... ()@!b*†‡§[]% 1/8 1/4 3/8 1/2 5/8 3/4 7/8



LIST OF CHARACTERS AVAILABLE IN COMPLETE FONT OF TEXTYPE WITH BOLD FACE No. 2

ABCDEFGHIJKLMNOPQRSTUVWXYZ&ÆŒ
ABCDEFGHIJKLMNOPQRSTUVWXYZ&ÆŒ
 abcdefghijklmnopqrstuvwxyzæœfiflffiffll 1234567890 \$£,,:;"'?!|—
 abcdefghijklmnopqrstuvwxyzæœfiflffiffll 1234567890 \$£,,:;"'?!|—
 ... ()@!b*†‡§[]% 1/8 1/4 3/8 1/2 5/8 3/4 7/8
 ... ()@!b*†‡§[]% 1/8 1/4 3/8 1/2 5/8 3/4 7/8

LIST OF CHARACTERS AVAILABLE IN COMPLETE FONT OF TEXTYPE WITH ITALIC AND SMALL CAPS

ABCDEFGHIJKLMNOPQRSTUVWXYZ&ÆŒ
ABCDEFGHIJKLMNOPQRSTUVWXYZ&ÆŒ
ABCDEFGHIJKLMNOPQRSTUVWXYZ&ÆŒ
 abcdefghijklmnopqrstuvwxyzæœfiflffiffll 1234567890 \$£,,:;"'?!|—
 abcdefghijklmnopqrstuvwxyzæœfiflffiffll 1234567890 \$£,,:;"'?!|—
 ... ()@!b*†‡§[]% 1/8 1/4 3/8 1/2 5/8 3/4 7/8
 ... ()@!b †‡§[]% 1/8 1/4 3/8 1/2 5/8 3/4 7/8

LINOTYPE TEXTYPE *with BOLD FACE* No. 2

6 Point (6△296) Lower case alphabet, 102 points. Figures, .0484
HOW IS ONE TO ASSESS and evaluate a type face in terms of its esthetic design? Why do the pace-m 1234
HOW IS ONE TO ASSESS and evaluate a type face in terms of its esthetic design? Why do the pace-m 1234

7 Point (7△130) Lower case alphabet, 110 points. Figures, .0484
HOW IS ONE TO ASSESS and evaluate a type face in terms of its esthetic design? Why do the 1234
HOW IS ONE TO ASSESS and evaluate a type face in terms of its esthetic design? Why do the 1234

8 Point (8△394) Lower case alphabet, 115 points. Figures, .0553
HOW IS ONE TO ASSESS and evaluate a type face in terms of its esthetic design? Why d 1234
HOW IS ONE TO ASSESS and evaluate a type face in terms of its esthetic design? Why d 1234

9 Point (9△118) Lower case alphabet, 125 points. Figures, .0622
HOW IS ONE TO ASSESS and evaluate a type face in terms of its esthetic design 1234
HOW IS ONE TO ASSESS and evaluate a type face in terms of its esthetic design 1234

10 Point (10△322) Lower case alphabet, 136 points. Figures, .0692
HOW IS ONE TO ASSESS and evaluate a type face in terms of its esthetic d 1234
HOW IS ONE TO ASSESS and evaluate a type face in terms of its esthetic d 1234

12 Point (12△310) Lower case alphabet, 153 points. Figures, .083
HOW IS ONE TO ASSESS and evaluate a type face in terms of its e 1234
HOW IS ONE TO ASSESS and evaluate a type face in terms of its e 1234

14 Point (14△194) Lower case alphabet, 167 points. Figures, .0968
HOW IS ONE TO ASSESS and evaluate a type face in terms 1234
HOW IS ONE TO ASSESS and evaluate a type face in terms 1234

TRADE LINOTYPE MARK

LINOTYPE TEXTYPE *with ITALIC and SMALL CAPS*

6 Point (6△304) Lower case alphabet, 102 points. Figures, .0484
HOW IS ONE TO ASSESS and evaluate a type face in terms of its esthetic design? Why do the pace-m 1234
HOW IS ONE TO ASSESS and evaluate a type face in terms of its esthetic design? Why do the pace-m vbcD

7 Point (7△132) Lower case alphabet, 110 points. Figures, .0484
HOW IS ONE TO ASSESS and evaluate a type face in terms of its esthetic design? Why do the 1234
HOW IS ONE TO ASSESS and evaluate a type face in terms of its esthetic design? Why do the vbcD

8 Point (8△396) Lower case alphabet, 115 points. Figures, .0553
HOW IS ONE TO ASSESS and evaluate a type face in terms of its esthetic design? Why d 1234
HOW IS ONE TO ASSESS and evaluate a type face in terms of its esthetic design? Why d vbcD

9 Point (9△122) Lower case alphabet, 125 points. Figures, .0622
HOW IS ONE TO ASSESS and evaluate a type face in terms of its esthetic design 1234
HOW IS ONE TO ASSESS and evaluate a type face in terms of its esthetic design vbcD

10 Point (10△324) Lower case alphabet, 136 points. Figures, .0692
HOW IS ONE TO ASSESS and evaluate a type face in terms of its esthetic d 1234
HOW IS ONE TO ASSESS and evaluate a type face in terms of its esthetic d vbcD

12 Point (12△324) Lower case alphabet, 153 points. Figures, .083
HOW IS ONE TO ASSESS and evaluate a type face in terms of its e 1234
HOW IS ONE TO ASSESS and evaluate a type face in terms of its e vbcD

14 Point (14△220) Lower case alphabet, 167 points. Figures, .0968
HOW IS ONE TO ASSESS and evaluate a type face in terms 1234
HOW IS ONE TO ASSESS and evaluate a type face in terms vbcD

18 Point, Two-Letter (18△30) Lower case alphabet, 216 points. Figures, .1107
HOW IS ONE to assess and evaluate a type face 1234
HOW IS ONE to assess and evaluate a type face 1234

LINOTYPE IONIC No. 5 with BOLD FACE No. 2

- 5 Point (5Δ24) Lower case alphabet, 84 points. Figures, .0415
HOW IS ONE TO ASSESS and evaluate a type face in terms of its esthetic design? Why do the pace-makers in the art 1234
HOW IS ONE TO ASSESS and evaluate a type face in terms of its esthetic design? Why do the pace-makers in the art 1234
- * 5½ Point (5½Δ42) Lower case alphabet, 94 points. Figures, .046 and .050
HOW IS ONE TO ASSESS and evaluate a type face in terms of its esthetic design? Why do the pace-maker 1234
HOW IS ONE TO ASSESS and evaluate a type face in terms of its esthetic design? Why do the pace-maker 1234
- 5½ Point Ionic No. 5 with Gothic No. 16 (5½Δ64) Lower case alphabet, 94 points. Figures, .050
HOW IS ONE TO ASSESS and evaluate a type face in terms of its esthetic design? Why do the pace-maker 1234
HOW IS ONE TO ASSESS and evaluate a type face in terms of its esthetic design? Why do the pace-maker 1234
- 6 Point (6Δ288) Lower case alphabet, 104 points. Figures, .0484
HOW IS ONE TO ASSESS and evaluate a type face in terms of its esthetic design? Why do the pace 1234
HOW IS ONE TO ASSESS and evaluate a type face in terms of its esthetic design? Why do the pace-maker 1234
- 6½ Point (6½Δ2) Lower case alphabet, 110 points. Figures, .0553
HOW IS ONE TO ASSESS and evaluate a type face in terms of its esthetic design? Why do th 1234
HOW IS ONE TO ASSESS and evaluate a type face in terms of its esthetic design? Why do th 1234
- 6¾ Point (6¾Δ2) Lower case alphabet, 107 points. Figures, .0553
HOW IS ONE TO ASSESS and evaluate a type face in terms of its esthetic design? Why do the 1234
HOW IS ONE TO ASSESS and evaluate a type face in terms of its esthetic design? Why do the 1234
- * 7 Point (7Δ122) Lower case alphabet, 114 points. Figures, .0553
HOW IS ONE TO ASSESS and evaluate a type face in terms of its esthetic design? Why d 1234
HOW IS ONE TO ASSESS and evaluate a type face in terms of its esthetic design? Why d 1234
- * 7½ Point (7½Δ2) Lower case alphabet, 121 points. Figures, .0622
HOW IS ONE TO ASSESS and evaluate a type face in terms of its esthetic design? 1234
HOW IS ONE TO ASSESS and evaluate a type face in terms of its esthetic design? 1234
- * 8 Point (8Δ382) Lower case alphabet, 127 points. Figures, .0622
HOW IS ONE TO ASSESS and evaluate a type face in terms of its esthetic design 1234
HOW IS ONE TO ASSESS and evaluate a type face in terms of its esthetic design 1234
- * 9 Point (9Δ112) Lower case alphabet, 139 points. Figures, .0692
HOW IS ONE TO ASSESS and evaluate a type face in terms of its esthetic 1234
HOW IS ONE TO ASSESS and evaluate a type face in terms of its esthetic 1234
- 10 Point (10Δ392) Lower case alphabet, 146 points. Figures, .0761
HOW IS ONE TO ASSESS and evaluate a type face in terms of its esth 1234
HOW IS ONE TO ASSESS and evaluate a type face in terms of its esth 1234
- 12 Point (12Δ368) Lower case alphabet, 163 points. Figures, .083
HOW IS ONE TO ASSESS and evaluate a type face in terms of 1234
HOW IS ONE TO ASSESS and evaluate a type face in terms of 1234

LIST OF CHARACTERS AVAILABLE IN COMPLETE FONT WITH BOLD FACE No. 2

ABCDEFGHIJKLMNOPQRSTUVWXYZ&ÆCE
ABCDEFGHIJKLMNOPQRSTUVWXYZ&ÆCE
 abcdefghijklmnopqrstuvwxyzæœfi|ffiffiffi 1234567890 \$£,.,;-'?!|_|—
 abcdefghijklmnopqrstuvwxyzæœfi|ffiffiffi 1234567890 \$£,.,;-'?!|_|—
 ... () @ !b*†‡§[]% ⅛ ¼ ⅜ ½ ⅝ ¾ ⅞
 ... () @ !b*†‡§[]% ⅛ ¼ ⅜ ½ ⅝ ¾ ⅞



LINOTYPE IONIC No. 5 with GOTHIC No. 16

- 5½ Point (5½Δ64) Lower case alphabet, 94 points. Figures, .050
HOW IS ONE TO ASSESS and evaluate a type face in terms of its esthetic design? Why do the pace-maker 1234
HOW IS ONE TO ASSESS and evaluate a type face in terms of its esthetic design? Why do the pace-maker 1234

LIST OF CHARACTERS AVAILABLE IN COMPLETE FONT WITH ROMAN AND GOTHIC No. 16

ABCDEFGHIJKLMNOPQRSTUVWXYZ&ÆCE abcdefghijklmnopqrstuvwxyzæœfi|ffiffiffi
ABCDEFGHIJKLMNOPQRSTUVWXYZ&ÆCE abcdefghijklmnopqrstuvwxyzæœfi|ffiffiffi
 1234567890\$£,.,;-'?!|_|— ... () @ !b*†‡§[]% ⅛ ¼ ⅜ ½ ⅝ ¾ ⅞
 1234567890\$£,.,;-'?!|_|— ... () @ !b*†‡§[]% ⅛ ¼ ⅜ ½ ⅝ ¾ ⅞

* Faces indicated by asterisk are available also for Teletypesetter composition

LINOTYPE IONIC No. 5 with ITALIC and SMALL CAPS

- 5 Point (5△26) Lower case alphabet, 84 points. Figures, .0415
HOW IS ONE TO ASSESS and evaluate a type face in terms of its esthetic design? Why do the pace-makers in the art 1234
HOW IS ONE TO ASSESS and evaluate a type face in terms of its esthetic design? Why do the pace-makers in the art vbc
- 5½ Point (5½△44) Lower case alphabet, 94 points. Figures, .046
HOW IS ONE TO ASSESS and evaluate a type face in terms of its esthetic design? Why do the pace-maker 1234
HOW IS ONE TO ASSESS and evaluate a type face in terms of its esthetic design? Why do the pace-maker vbc
- 6 Point (6△302) Lower case alphabet, 104 points. Figures, .0484
HOW IS ONE TO ASSESS and evaluate a type face in terms of its esthetic design? Why do the pace 1234
HOW IS ONE TO ASSESS and evaluate a type face in terms of its esthetic design? Why do the pace vbc
- 6¼ Point (6¼△6) Lower case alphabet, 110 points. Figures, .0553
HOW IS ONE TO ASSESS and evaluate a type face in terms of its esthetic design? Why do th 1234
HOW IS ONE TO ASSESS and evaluate a type face in terms of its esthetic design? Why do th vbc
- 6¾ Point (6¾△4) Lower case alphabet, 107 points. Figures, .0553
HOW IS ONE TO ASSESS and evaluate a type face in terms of its esthetic design? Why do the 1234
HOW IS ONE TO ASSESS and evaluate a type face in terms of its esthetic design? Why do the vbc
- 7 Point (7△126) Lower case alphabet, 114 points. Figures, .0553
HOW IS ONE TO ASSESS and evaluate a type face in terms of its esthetic design? Why 1234
HOW IS ONE TO ASSESS and evaluate a type face in terms of its esthetic design? Why vbc
- 7½ Point (7½△4) Lower case alphabet, 121 points. Figures, .0622
HOW IS ONE TO ASSESS and evaluate a type face in terms of its esthetic design? 1234
HOW IS ONE TO ASSESS and evaluate a type face in terms of its esthetic design? vbc
- 8 Point (8△384) Lower case alphabet, 127 points. Figures, .0622
HOW IS ONE TO ASSESS and evaluate a type face in terms of its esthetic design 1234
HOW IS ONE TO ASSESS and evaluate a type face in terms of its esthetic design vbc
- 9 Point (9△116) Lower case alphabet, 139 points. Figures, .0692
HOW IS ONE TO ASSESS and evaluate a type face in terms of its esthetic 1234
HOW IS ONE TO ASSESS and evaluate a type face in terms of its esthetic vbc
- 10 Point (10△390) Lower case alphabet, 146 points. Figures, .0761
HOW IS ONE TO ASSESS and evaluate a type face in terms of its esth 1234
HOW IS ONE TO ASSESS and evaluate a type face in terms of its esth vbc
- 12 Point (12△320) Lower case alphabet, 163 points. Figures, .083
HOW IS ONE TO ASSESS and evaluate a type face in terms of 1234
HOW IS ONE TO ASSESS and evaluate a type face in terms of vbc

5
5 1/2
6
6 1/4
6 3/4
7
7 1/2
8
9

LIST OF CHARACTERS AVAILABLE IN COMPLETE FONT WITH ITALIC AND SMALL CAPS

ABCDEFGHIJKLMN OPQRSTUVWXYZ & Æ Æ
 ABCDEFGHIJKLMN OPQRSTUVWXYZ & Æ Æ
 ABCDEFGHIJKLMN OPQRSTUVWXYZ & Æ Æ

abcdefghijklmnopqrstu vwxyzæcefi flffiffi 1234567890 \$£,.;-“?!-|—
 abcdefghijklmnopqrstu vwxyzæcefi flffiffi 1234567890 \$£,.;-“?!-|—
 ... () @ I b * † ‡ § [] % 1/8 1/4 3/8 1/2 5/8 3/4 7/8
 ... () @ I b † ‡ § [] % 1/8 1/4 3/8 1/2 5/8 3/4 7/8

LINOTYPE OPTICON with BOLD FACE No. 2

- 5½ Point (5½Δ60) Lower case alphabet, 102 points. Figures, .0484
HOW IS ONE TO ASSESS and evaluate a type face in terms of its esthetic design? Why do the pace- 1234
HOW IS ONE TO ASSESS and evaluate a type face in terms of its esthetic design? Why do the pace- 1234
- 6 Point (6Δ420) Lower case alphabet, 109 points. Figures, .0553
HOW IS ONE TO ASSESS and evaluate a type face in terms of its esthetic design? Why do the 1234
HOW IS ONE TO ASSESS and evaluate a type face in terms of its esthetic design? Why do the 1234
- 7 Point (7Δ166) Lower case alphabet, 119 points. Figures, .059
HOW IS ONE TO ASSESS and evaluate a type face in terms of its esthetic design? Why 1234
HOW IS ONE TO ASSESS and evaluate a type face in terms of its esthetic design? Why 1234
- 7½ Point (7½Δ10) Lower case alphabet, 125 points. Figures, .0622
HOW IS ONE TO ASSESS and evaluate a type face in terms of its esthetic design? 1234
HOW IS ONE TO ASSESS and evaluate a type face in terms of its esthetic design? 1234
- 8 Point (8Δ482) Lower case alphabet, 130 points. Figures, .0692
HOW IS ONE TO ASSESS and evaluate a type face in terms of its esthetic desig 1234
HOW IS ONE TO ASSESS and evaluate a type face in terms of its esthetic desig 1234
- 9 Point (9Δ162) Lower case alphabet, 134 points. Figures, .0692
HOW IS ONE TO ASSESS and evaluate a type face in terms of its esthetic de 1234
HOW IS ONE TO ASSESS and evaluate a type face in terms of its esthetic de 1234
- 10 Point (10Δ470) Lower case alphabet, 144 points. Figures, .0761
HOW IS ONE TO ASSESS and evaluate a type face in terms of its esthe 1234
HOW IS ONE TO ASSESS and evaluate a type face in terms of its esthe 1234
- 11 Point (11Δ138) In Process of Manufacture
- 12 Point (12Δ474) Lower case alphabet, 160 points. Figures, .083
HOW IS ONE TO ASSESS and evaluate a type face in terms of it 1234
HOW IS ONE TO ASSESS and evaluate a type face in terms of it 1234

LIST OF CHARACTERS AVAILABLE IN COMPLETE FONT WITH BOLD FACE NO. 2

ABCDEFGHIJKLMNOPQRSTUVWXYZ&ÆCE
ABCDEFGHIJKLMNOPQRSTUVWXYZ&ÆCE
 abcdefghijklmnopqrstuvwxyzæœfi|ff|ff|ff| 1234567890 \$ £ ,.;:~'?!-|—
 abcdefghijklmnopqrstuvwxyzæœfi|ff|ff|ff| 1234567890 \$ £ ,.;:~'?!-|—
 ... ()@ ™ * † ‡ § □ % ⅛ ¼ ⅜ ½ ⅝ ¾ ⅞
 ... ()@ ™ * † ‡ § □ % ⅛ ¼ ⅜ ½ ⅝ ¾ ⅞



LINOTYPE OPTICON with ITALIC and SMALL CAPS

- 6 Point (6Δ424) Lower case alphabet, 109 points. Figures, .0553
HOW IS ONE TO ASSESS and evaluate a type face in terms of its esthetic design? Why do the 1234
HOW IS ONE TO ASSESS and evaluate a type face in terms of its esthetic design? Why do the vBCD
- 7 Point (7Δ180) In Process of Manufacture
- 7½ Point (7½Δ16) Lower case alphabet, 125 points. Figures, .0622
HOW IS ONE TO ASSESS and evaluate a type face in terms of its esthetic design? 1234
HOW IS ONE TO ASSESS and evaluate a type face in terms of its esthetic design? 1234
- 8 Point (8Δ496) Lower case alphabet, 130 points. Figures, .0692
HOW IS ONE TO ASSESS and evaluate a type face in terms of its esthetic desig 1234
HOW IS ONE TO ASSESS and evaluate a type face in terms of its esthetic desig vBCD
- 10 Point (10Δ468) Lower case alphabet, 144 points. Figures, .0761
HOW IS ONE TO ASSESS and evaluate a type face in terms of its esthe 1234
HOW IS ONE TO ASSESS and evaluate a type face in terms of its esthe vBCD
- 11 Point (11Δ134) In Process of Manufacture

LIST OF CHARACTERS AVAILABLE IN COMPLETE FONT WITH ITALIC AND SMALL CAPS

ABCDEFGHIJKLMNOPQRSTUVWXYZ&ÆCE
ABCDEFGHIJKLMNOPQRSTUVWXYZ&ÆCE
ABCDEFGHIJKLMNOPQRSTUVWXYZ&ÆCE
 abcdefghijklmnopqrstuvwxyzæœfi|ff|ff|ff| 1234567890 \$ £ ,.;:~'?!-|—
 abcdefghijklmnopqrstuvwxyzæœfi|ff|ff|ff| 1234567890 \$ £ ,.;:~'?!-|—
 ... ()@ ™ * † ‡ § □ % ⅛ ¼ ⅜ ½ ⅝ ¾ ⅞
 ... ()@ ™ * † ‡ § □ % ⅛ ¼ ⅜ ½ ⅝ ¾ ⅞

LINOTYPE PARAGON *with* PARAGON BOLD

- 5½ Point (5¼Δ66) Lower case alphabet, 101 points. Figures, .050
 HOW IS ONE TO ASSESS and evaluate a type face in terms of its esthetic design? Why do the pace-m 1234
 HOW IS ONE TO ASSESS and evaluate a type face in terms of its esthetic design? Why do the pace-m 1234
- * 6 Point (6Δ388) Lower case alphabet, 108 points. Figures, .053
 HOW IS ONE TO ASSESS and evaluate a type face in terms of its esthetic design? Why do the p 1234
 HOW IS ONE TO ASSESS and evaluate a type face in terms of its esthetic design? Why do the p 1234
- * 7 Point (7Δ162) Lower case alphabet, 120 points. Figures, .059
 HOW IS ONE TO ASSESS and evaluate a type face in terms of its esthetic design? Why 1234
 HOW IS ONE TO ASSESS and evaluate a type face in terms of its esthetic design? Why 1234
- 7½ Point (7½Δ18) Lower case alphabet, 124 points. Figures, .0622
 HOW IS ONE TO ASSESS and evaluate a type face in terms of its esthetic design? 1234
 HOW IS ONE TO ASSESS and evaluate a type face in terms of its esthetic design? 1234
- 8 Point (8Δ462) Lower case alphabet, 129 points. Figures, .0622
 HOW IS ONE TO ASSESS and evaluate a type face in terms of its esthetic desig 1234
 HOW IS ONE TO ASSESS and evaluate a type face in terms of its esthetic desig 1234
- 9 Point (9Δ158) Lower case alphabet, 136 points. Figures, .0692
 HOW IS ONE TO ASSESS and evaluate a type face in terms of its esthetic d 1234
 HOW IS ONE TO ASSESS and evaluate a type face in terms of its esthetic d 1234
- 10 Point (10Δ450) Lower case alphabet, 145 points. Figures, .0761
 HOW IS ONE TO ASSESS and evaluate a type face in terms of its esth 1234
 HOW IS ONE TO ASSESS and evaluate a type face in terms of its esth 1234

LIST OF CHARACTERS AVAILABLE IN COMPLETE FONT WITH PARAGON BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ&ÆCE
ABCDEFGHIJKLMNOPQRSTUVWXYZ&ÆCE
 abcdefghijklmnopqrstuvwxyzæœfi|ff|ff|ff 1234567890 \$ £ ,;: -'?!-|—
 abcdefghijklmnopqrstuvwxyzæœfi|ff|ff|ff 1234567890 \$ £ ,;: -'?!-|—
 ... () @ !b * † ‡ ¶ § □ % ⅛ ¼ ⅜ ½ ⅝ ¾ ⅞
 ... () @ !b * † ‡ ¶ § □ % ⅛ ¼ ⅜ ½ ⅝ ¾ ⅞



LINOTYPE PARAGON *with* ITALIC and SMALL CAPS

- 6 Point (6Δ390) Lower case alphabet, 108 points. Figures, .0553
 HOW IS ONE TO ASSESS and evaluate a type face in terms of its esthetic design? Why do the p 1234
 HOW IS ONE TO ASSESS and evaluate a type face in terms of its esthetic design? Why do the p vBCD
- 7 Point (7Δ164) Lower case alphabet, 120 points. Figures, .059
 HOW IS ONE TO ASSESS and evaluate a type face in terms of its esthetic design? Wh 1234
 HOW IS ONE TO ASSESS and evaluate a type face in terms of its esthetic design? Wh vBCD
- 7½ Point (7½Δ20) Lower case alphabet, 124 points. Figures, .0622
 HOW IS ONE TO ASSESS and evaluate a type face in terms of its esthetic design? 1234
 HOW IS ONE TO ASSESS and evaluate a type face in terms of its esthetic design? vBCD
- 8 Point (8Δ464) Lower case alphabet, 129 points. Figures, .0622
 HOW IS ONE TO ASSESS and evaluate a type face in terms of its esthetic desig 1234
 HOW IS ONE TO ASSESS and evaluate a type face in terms of its esthetic desig vBCD
- 9 Point (9Δ156) Lower case alphabet, 136 points. Figures, .0692
 HOW IS ONE TO ASSESS and evaluate a type face in terms of its esthetic d 1234
 HOW IS ONE TO ASSESS and evaluate a type face in terms of its esthetic d vBCD
- 10 Point (10Δ448) Lower case alphabet, 146 points. Figures, .0761
 HOW IS ONE TO ASSESS and evaluate a type face in terms of its esth 1234
 HOW IS ONE TO ASSESS and evaluate a type face in terms of its esth vBCD

LIST OF CHARACTERS AVAILABLE IN COMPLETE FONT WITH ITALIC AND SMALL CAPS

ABCDEFGHIJKLMNOPQRSTUVWXYZ&ÆCE
ABCDEFGHIJKLMNOPQRSTUVWXYZ&ÆCE
ABCDEFGHIJKLMNOPQRSTUVWXYZ&ÆCE
 abcdefghijklmnopqrstuvwxyzæœfi|ff|ff|ff 1234567890 \$ £ ,;: -'?!-|—
 abcdefghijklmnopqrstuvwxyzæœfi|ff|ff|ff 1234567890 \$ £ ,;: -'?!-|—
 ... () @ !b * † ‡ ¶ § □ % ⅛ ¼ ⅜ ½ ⅝ ¾ ⅞
 ... () @ !b † ‡ ¶ § □ % ⅛ ¼ ⅜ ½ ⅝ ¾ ⅞

* Faces indicated by asterisk are available also for Teletypesetter composition