1	Point Century Expanded with Gothic No. 16 $(4\triangle 2)$ Lower case alphabet, 78 points. Figures, .0484 GOW IS ONE TO ASSESS and evaluate a type face in terms of its esthetic design? Why do the pace-makers in the art of printin 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 of printin 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 of printin 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 of printin 1234 How IS ONE TO ASSESS AND ASSESS AN	
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-	5 Point No. 10 with Gothic No. 4 (5\(\Delta\)2) HOW IS ONE TO ASSESS and evaluate a type face in terms of its esthetic design? Why do the pace-makers in the art of printi 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 of printi 1234	
	5 Point No. 18 with Antique Black No. 1 $(5\triangle18)$ Lower case alphabet, 82 points. Figures, .0553 HOW IS ONE TO ASSESS and evaluate a type face in terms of its esthetic design? Why do the pace-makers in the 1234 HOW IS ONE TO ASSESS and evaluate a type face in terms of its esthetic design? Why do the pace-makers in the 1234	
	5 Point Ionic No. 5 with Bold Face No. 2 $(5\triangle 24)$ 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	
	5 Point Excelsior with Bold Face No. 2 (5\(\triangle 32\)) 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	
	5 Point Excelsior with Gothic No. 3 (5\(\triangle^36\)) 15 Point Excelsior with Gothic No. 3 (5\(\triangle^36\)) 16 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 No. 1 with Clarendon No. 1 $(5½\Delta8)$ Lower case alphabet, 91 points. Figures, .046 HOW IS ONE TO ASSESS and evaluate a type face in terms of its esthetic design? Why do the pace-makers in 1234 HOW IS ONE TO ASSESS and evaluate a type face in terms of its esthetic design? Why do the pace-makers in 1234	
	5½ Point No. 2-B with Bold Face No. 2-B (5½∆36) 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	
	Lower case alphabet, 94 points. Figures, .046 or .050 \times Point Ionic No. 5 with Bold Face No. 2 (5½ \triangle 42) Lower case alphabet, 94 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-maker 1234 HOW IS ONE TO ASSESS and evaluate a type face in terms of its esthetic design? Why do the pace-maker 1234	
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	5½ Point No. 4 with Bold Face No. 2 Condensed $(5½\triangle32)$ Lower case alphabet, 95 points. Figures, .0553 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	
	594 Point Excelsior with Bold Face No. 2 $(5\frac{1}{2}\Delta48)$ Lower case alphabet, 100 points. Figures046 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	
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6 Point Excelsior with Gothic No. 3 ($6\triangle$ 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
6 Point Ionic No. 5 with Bold Face No. 2 $(6\triangle 288)$ 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 1234
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6 Point Excelsior with Bold Face No. 2 ($6\triangle$ 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
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6 Point Excelsior with Memphis Bold $(6\triangle426)$ 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
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6 Point No. 2 with Antique No. 2 $(6\triangle 50)$ Lower case alphabet, 112 points. Figures, .056 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
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6½ Point Ionic No. 5 with Bold Face No. 2 $(6\frac{1}{2}\Delta^2)$ 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
644 Point Ionic No. 5 with Bold Face No. 2 ($644\triangle2$) 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
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7 Point Century Expanded with Century Bold (7△80) Lower case alphabet, 110 points. Figures, .0553
7 Point Ionic No. 5 with Bold Face No. 2 (7\(\text{2}\) 122) Lower case alphabet, 114 points. Figures, 0.533 HOW IS ONE TO ASSESS and evaluate a type face in terms of its extraction of the context o
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7 Point No. 2 with Condensed Title No. 3 (7\triangle 62) 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
7 Point No. 2 Excelsior with Bold Face No. 2 (7△136) 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
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7 Point No. 2 with Gothic No. 3 $(7\triangle 30)$ Lower case alphabet, 116 points. Figures, .056 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
7 Point No. 1 Excelsior with Bold Face No. 2 (7\(\triangle 138\)) 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
7 Point No. 1 Excelsior with Gothic No. 3 (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
7 Point Excelsior with Memphis Bold (7△190) 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
7 Point No. 2 with Bold Face No. 1 ($7\triangle 2$) Lower case alphabet, 118 points. Figures, .063 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 1234
7 Point Opticon with Bold Face No. 2 (7\(\triangle 16\)169 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
7 Point Paragon with Paragon Bold (7△162) 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 Ionic No. 5 with Bold Face No. 2 ($7\%\Delta$ 2) 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
7½ Point Excelsior with Bold Face No. 2 (7½△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
7½ Point Excelsior with Memphis Bold (7½\(\Delta\)24) 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
7½ Point Paragon with Paragon Bold (7½\(\Delta\)18) Lower case alphabet, 124 points. Figures0622 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
7½ Point Opticon with Bold Face No. 2 (7½\Delta 10) 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
734 Point Excelsior with Bold Face No. 2 $(734\triangle^2)$ Lower case alphabet. 125 points. Figures0622 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. 19 with Title No. 1 ($8\triangle40$) HOW IS ONE TO ASSESS and evaluate a type face in terms of its esthetic design? Why do t 1234 HOW IS ONE TO ASSESS and evaluate a type face in terms of its esthetic design? Why do t 1234
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8 Point Textype with Bold Face No. 2 (8\Delta 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

8 Point No. 1 with Bold Face No. 2 (8\(\text{A194}\))
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HOW IS ONE TO ASSESS and evaluate a type face in terms of its esthetic design? W 1234 8 Point Century Expanded with Cheltenham Bold (8\Delta 254)

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 with Bold Face No. 1 (8\(\Delta\)8)
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HOW IS ONE TO ASSESS and evaluate a type face in terms of its esthetic design? 1234 8 Point No. 1 with Title No. 2 (8\Delta 192)

Lower case alphabet, 122 points. Figures, .069

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 Excelsior with Bold Face No. 2 (8\(\Delta\)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. 2 Excelsior with Gothic No. 3 (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 8 Point No. 1 Excelsior with Bold Face No. 2 (8\(\Delta\)424)

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 Excelsior with Memphis Bold (8 Δ 502) 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 8 Point Ionic No. 5 with Bold Face No. 2 (8△382)

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HOW IS ONE TO ASSESS and evaluate a type face in terms of its esthetic desig 1234

TRADE LINOTYPE MARK

LIST OF CHARACTERS AVAILABLE IN TWO-LETTER FONTS
WITH BLACK FACE

ABCDEFGHIJKLMNOPQRSTUVWXYZ&ÆŒABCDEFGHIJKLMNOPQRSTUVWXYZ&ÆŒ

abcdefghijklmnopqrstuvwxyz abcdefghijklmnopqrstuvwxyz

*†\$¶\$[] ½1,43,8½5,83,47,8 *†\$¶\$[] ½1,43,6½5,83,47,8