New type faces

- Put these latest ATF faces to work for you

American Type Founders

200 Elmora Avenue, Elizabeth, New Jersey
Branches and Stocks in Principal Cities
Here is the Latest in ATF Type Faces

This folder displays the latest additions to ATF's type selection.

Brody... was designed to duplicate in type a much used, popular style of display handlettering. To achieve this, we carefully preserved the characteristic, brushy contours of the letters by using a new, ATF-developed method of pattern making. BRODY is cast on a regular square body and has no fragile kerns to give you trouble in reproduction. This really NEW type will enable you to offer your customer handlettering at only a fraction of its cost! Now available in all sizes shown.

Dom Bold... also brand new, was made by popular demand! Its companion face, DOM CASUAL, hit the top of the best sellers list in 1953 while the DIAGONAL did not stay far behind. Many felt they would also like a bold weight for extra emphasis. So here is DOM BOLD, casual as ever, but speaking more forcefully!

Franklin Gothic Wide... helped start a trend toward expanded gothics. Since then, it has been widely imitated, although the excellence of its design — it was completely re-drawn and re-proportioned — has not been equalled. The 6, 8, 10 and 12 point were added recently, providing remarkably legible body sizes for use in blocks of copy, captions, etc. This new width will make the entire Franklin Gothic family more versatile than ever. It is the kind of family that lasts!

Steelplate Gothic Bold... has been revived in 30 and 36 point only, to satisfy a widespread demand for larger companions for the Copperplate Gothics. The prices will surprise you: 30 point only $7.20 a complete font; 36 point, $8.30 complete (caps and figures). We expect to have a run on this face, so order now for early shipment.

Troyer Zodions... hard to beat as general decorative spots. They were designed to be versatile and their use is by no means limited to “signs of the Zodiac.” They will liven up monotonous jobs, especially if they serve to introduce a touch of color. Designed by the famous artist who gave us the now well-known Troyer Ornaments. Price for the 2 fonts combined is less than the cost of having one small cut made to order! 36 point, $2.25 per font — 48 point, $2.70 per font.

All new faces sell at regular ATF prices, subject to quantity discount.
Brody
Design patent applied for

Aa Bb Cc Dd Ee Ff Gg Hh
Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx
Yy Zz & ' ; : , . ? " " %
$1234567890*

Exploring Forest Sights While Motoring Along the highways of our modern country with proud

The First Reading of the Book will strike the initial spark. It is a mark

Book Illustrations Need No justification for the exhibition

Fine Arts Divisions Now Enter Many of our educational institutions. It’s necessary

Special Combination Offered to all subscribers of this newspaper

Brody is the Type used in distinguished styles shown

This is the 72 Point of Brody and completes
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DOM CASUAL IS THE TYPE of today’s trend for expression

THIS IS THE 72 POINT size, which completes the
DOM DIAGONAL
Design patent applied for
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DOM BOLD IS THE TYPE a trend for new expressions

THIS 72 POINT SIZE shown here, completing
THE EARLY PRINTERS
They instructed a smith

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a great selection of

TYPOGRAPHY
and artist work

LINEN SALE
second floor

SAMPLES
will show a

Are Finer

PAPER of the
NEW types
Troyer Zodions

36 pt
Complete font shown

48 pt
Complete font shown

Steelplate Gothic Bold

30 pt
3A
3-1

COMMERCIAL TRUST
AND BANK BUILDING

36 pt
3A
4-1

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