A TYPE FACE OF LASTING UTILITY
FOR YOUR LINE COMPOSING MACHINES

INTERTYPE **Baskerville**

DUPLEXED WITH ITALIC AND SMALL CAPITALS *and with* **BASKERVILLE BOLD**

DOUBLE LETTER MATRICES

FOURTEEN POINT Three point leaded

Consideration of ease of reading is so essential in the planning of printed matter that every principle helping to achieve comfort in the assimilation of *the message conveyed by words* should always be in the forefront of the *typographer's mind. On what does ease of reading depend? On the simpleness of the type design, on the length of the* type lines and on their leading, on the spacing of words, and on **a principle either misunderstood or sadly ignored: that of appropriate choice of**

TWELVE POINT

Consideration of ease of reading is so essential in the planning of printed matter that every principle helping to achieve comfort in the assimilation of *the message conveyed by words* should always be in the forefront of the typographer's mind. On what does ease of reading depend? On the simpleness of the type design, on the length of the type lines and on their leading, on the spacing of words, and on a principle either misunderstood or sadly ignored: that of appropriate choice of type face for the paper on which it is to be printed. Many type faces appropriate for the moderate copy of advertisements are inappropriate for continuous reading in the book or magazine page: *many type faces readable in the larger text sizes lose their clarity in the smaller sizes. Wise choices for small text are, therefore, type faces of unobtrusive character and type faces of large x-height* **whose maximum face-to-body size aids readability. Simpleness of type design is as much to be desired as sheer beauty of type character, though happily the two virtues often go hand in hand. Consider also the spacing of words.**

For fount details and copy fitting table, see back page

INTERTYPE WIDE TOOTH MATRICES
ALSO RUN ON OTHER LINE COMPOSING MACHINES

ELEVEN POINT

Consideration of ease of reading is so essential in the planning of printed matter that every principle helping to achieve comfort in the assimilation of *the message conveyed by words* should always be in the forefront of the typographer's mind. On what does ease of reading depend? On the simpleness of the type design, on the length of the type lines and on their leading, on the spacing of words, and on a principle either misunderstood or sadly ignored: that of appropriate choice of type face for the

Baskerville

paper on which it is to be printed. Many type faces appropriate for the moderate copy of advertisements are inappropriate for continuous reading in the book or magazine page: many type faces readable in the larger text sizes lose their clarity in the smaller sizes. Wise choices for small text are, therefore, type faces of unobtrusive character and type faces of large x-height whose maximum face-to-body size aids readability. Simpleness of type design is as much to be desired as sheer beauty of type character, *though happily the two virtues often go hand in hand.*

Consider also the spacing of words. Wide spacing causes the appearance of disintegration of the type panel and spreads the copy to occupy more space **than it needs: excessively close spacing causes the words to run into one another and detracts the reader's thought from the ideas presented by the words. Most typographers agree that a thick or middle space is sufficient between words set in lower case—even in display types—and an en space between words in capital letters. As a generalisation that**

TEN POINT

Consideration of ease of reading is so essential in the planning of printed matter that every principle helping to achieve comfort in the assimilation of *the message conveyed by words* should always be in the forefront of the typographer's mind. On what does ease of reading depend? On the simpleness of the type design, on the length of the type lines and on their leading, on the spacing of words, and on a principle either misunderstood or sadly ignored: that of appropriate choice of type face for the paper on which it is to be printed. Many type faces appropriate for the moderate copy of advertisements

Long descenders, requiring one point larger body, can be supplied to order

When ordering matrices please state the point size and the fount number of the face required and the model of machine on which the matrices are to run

are inappropriate for continuous reading in the book or magazine page: many type faces readable in the larger text sizes lose their clarity in the smaller sizes. Wise choices for small text are, therefore, type faces of unobtrusive character and type faces of large x-height whose maximum face-to-body size aids readability. *Simpleness of type design is as much to be desired as sheer beauty of type character, though happily the two virtues often go hand in hand.*

Consider also the spacing of words. Wide spacing causes the appearance of disintegration of the type panel and spreads the copy to occupy more space than it needs: excessively close spacing causes the words to run into one another and detracts the reader's thought from the ideas presented by the words. Most typographers agree that a thick or middle space is sufficient between words set in lower case—even in display types—and an en space between words in capital letters. As a generalisation that will do very well, but shall we consider the matter more closely? The expanded and large x-height type faces call

14 point

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmno pqrstuvwxyz 1234567890
Face No. E1003 Figure size ·0968 Lower case 168 points Standard alignment

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890
Face No. E1004 Figure size ·0968 Lower case 170 points Standard alignment

12 point

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ &ÆŒ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmno pqrstuvwxyz 1234567890
Face No. E1915 Figure size ·0833 Lower case 147 points Standard alignment

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890
Face No. E1932 Figure size ·0833 Lower case 150 points Standard alignment

11 point

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ &ÆŒ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890
Face No. E854 Figure size ·0761 Lower case 130 points Standard alignment

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890
Face No. E857 Figure size ·0761 Lower case 133 points Standard alignment

10 point

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ &ÆŒ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890
Face No. E1775 Figure size ·0692 Lower case 123 points Standard alignment

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890
Face No. E1789 Figure size ·0692 Lower case 125 points Standard alignment

9 point

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ &ÆŒ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890
Face No. E2730 Figure size ·0622 Lower case 112 points Alignment −3

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890
Face No. E2740 Figure size ·0622 Lower case 113 points Alignment −3

8 point

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ &ÆŒ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmno pqrstuvwxyz 1234567890
Face No. E1687 Figure size ·0622 Lower case 107 points Standard alignment

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890
Face No. E1698 Figure size ·0622 Lower case 109 points Standard alignment

6 point

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ &ÆŒ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890
Face No. E1594 Figure size ·046 Lower case 89 points Standard alignment

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890
Face No. E1595 Figure size ·046 Lower case 89 points Standard alignment

CHARACTER COUNT TABLE
based on close word spacing

Bold figures reading down indicate pica measures

Bold figures reading across indicate point sizes

Light figures indicate average number of characters per line

	6	8	9	10	11	12	14
8	27	23	22	20	19	16	14
9	32	27	26	23	22	19	17
10	36	30	29	26	25	22	19
11	40	34	32	29	28	24	21
12	44	37	35	32	31	27	23
13	48	41	38	35	34	29	25
14	52	44	41	38	37	31	27
15	56	47	44	41	39	34	29
16	60	51	48	44	42	36	31
17	64	54	51	47	45	39	33
18	68	57	54	50	47	42	35
19	72	61	57	53	50	44	37
20	76	64	60	55	53	47	39
21	80	68	63	58	56	49	41
22	84	72	66	61	59	51	43
23	88	75	69	64	62	53	45
24	92	78	72	67	64	55	47
25	95	81	75	69	67	58	49
26	99	84	78	72	70	60	51
27	103	87	81	75	73	62	53
28	106	90	84	78	76	64	55
29	110	93	87	81	79	67	57
30	114	97	90	84	81	70	59

ADDITIONAL CHARACTERS IN REGULAR FOUNTS

fiflffffiffl,.-;':'!?()&£@℔bæœÆŒ
áàäâ éèëê íìïî óòöô úùüû ç ñ
$[]¶*†‡‖§–-/—… 1 1 3 1 5 3 7 1 2 1 / 8 4 8 2 8 4 8 3 3 6
fiflffffiffl,.-;':'!?()&£@℔ æœÆŒ
áàäâ éèëê íìïî óòöô úùüû ç ñ
fiflffffiffl,.-;':'!?()&£@℔bæœÆŒ
áàäâ éèëê íìïî óòöô úùüû ç ñ
$[]¶*†‡‖§–-/—… 1 1 3 1 5 3 7 1 2 1 / 8 4 8 2 8 4 8 3 3 6

Old Style figures supplied to order
1234567890 *1234567890*

Swash capitals supplied to order
J K N T Y Z

The following logotypes supplied on request

f f, f. f- fa fe fo fr fs ft fu fy ff ff, ff. ff- ffa ffe ffo ffr ffs ffu ffy *f f, f. f- fa fe fo fr fs ft fu fy ff ff, ff. ff- ffa ffe ffo ffr ffs ffu ffy*