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

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For fount details and copy fitting table, see back page

INTERTYPE WIDE TOOTH MATRICES ALSO RUN ON OTHER LINE COMPOSING MACHINES

ELEVEN POINT

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Baskerville

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TEN POINT

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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-tobody 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.

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TEN POINT

- ISLAMIC ART.—RAYMOND (A. M.) L'ART IS-LAMIQUE EN ORIENT, Vieilles Faiences Turques, Vitraux a Yeni Cheir, Types de Portes, Facades, Types de Balustrades, etc., with 100 coloured plates illustrating numerous fine specimens of Islamic ornament, Scarce, 2 parts in 1, sm. fol., hf. mor. £12 12s 1923
- ITALIAN PAINTINGS AND DRAWINGS AT BUR-LINGTON HOUSE. Catalogue of the Exhibition of Italian Art held in the Burlington House in 1930, edited by LORD BALNIEL and KENNETH CLARK, with 252 Plates of Fine Paintings, Original Drawings, &c., by Pisanello, Bellini, Masaccio, Francesca, Crivelli, Tura, Titian, Botticelli, Tintoretto, Canaletto, Guardi, Bellotto, Longhi, &c., from famous public and private collections, 2 vols., 4to, cl. £10 10s 1931

EIGHT POINT

- IVORIES .- MASKELL (A.) HISTORY OF IVORIES. Early Christian Ivories, Pastoral Staves, Liturgical Combs, Byzantine Ivories, Forgeries, etc., with frontispiece and 88 plates, roy.
- 8vo, cl. £6 6s /ORIES.—MOLINIER (E.) HISTOIRE GENERALE DES IVORIES. ARTS APPLIQUES a l'Industrie, Les Ivoires, with 24 plates and numerous smaller illustrations in the text of French, Spanish, Byzantine, etc., ivories, large 4to, wrapper (little damp stained). £5.5s
- damp stained). £5 5s IVORIES, ENGLISH; by M. H. LONGHURST, including analogous materials such as bone and morse ivory. The historical introduction links up the different schools of carving, the Celtic and Oriental influences, with comparative information from illuminated manuscripts and from stone sculpture. The catalogue describes fully the illustrations, which comprise 80 on 56 plates (6 in colours) and 10 figures in the text, 4to, cl.
- £3 15s IVORY WORKERS of the Middle Ages, Their Lives and Works, by A. M. Cust, with 37 illustrations, cr. 8vo, cl. 1902
- JAN STEEN.—DEGENER (F. S.) LIFE AND WORK OF JAN STEEN, with 40 plates of the most Famous Paintings of this Eminent Dutch Master, 4to, buckram. £3 10s 1927

Seven alphabet composition on the Intertype F Mixer shown in both 10 point and 8 point sizes

SIX POINT

<text><text><text>

NINE POINT

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Fount details of Intertype Baskerville

A D	CDEECHIIKI MNODODSTUVWYVZ	
	CDEFGHIJKLMNOPQRSTUVWXYZ	
au	cdefghijklmnopqrstuvwxyz 1234567890	
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Face No. E1003		
	CDEFGHIJKLMNOPQRSTUVWXYZ	
ab	cdefghijklmnopqrstuvwxyz 1234567890	
Face No. E1004	Figure size 0968 Lower case 170 points Standard alignment	
10	ABCDEFGHIJKLMNOPQRSTUVWXYZ	
12 poin	abcdefghijklmnopqrstuvwxyz 1234567890	
	ABCDEFGHIJKLMNOPQRSTUVWXYZ &ÆŒ	
	ABCDEFGHIJKLMNOPQRSTUVWXYZ	
E N. DIOIS	abcdefghijklmnopqrstuvwxyz 1234567890 Figure size 0833 Lower case 147 points Standard alignment	
Face No. E1915	ABCDEFGHIJKLMNOPQRSTUVWXYZ	
	abcdefghijklmnopqrstuvwxyz 1234567890	
Face No. E1932	Figure size 0833 Lower case 150 points Standard alignment	
11	point ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890	
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	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	
	ABCDEFGHIJKLMNOPQRSTUVWXYZ	
	10 point abcdefghijklmnopqrstuvwxyz 1234567890	
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	ABCDEFGH1JKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890	
Face No. E1775	Figure size 0692 Lower case 123 points Standard alignment	
	ABCDEFGHIJKLMNOPQRSTUVWXYZ	
Face No. E1789	abcdefghijklmnopqrstuvwxyz 1234567890 Figure size 0692 Lower case 125 points Standard alignment	
	ABCDEECHURI MNOBOD STUWWYYZ	
	9 point ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890	
	ABCDEFGHIJKLMNOPORSTUVWXYZ &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	
	ABCDEFGHIJKLMNOPQRSTUVWXYZ	
	8 point abcdefghijklmnopqrstuvwxyz 1234567890 ABCDEFGHIJKLMNOPQRSTUVWXYZ & ECE	
	ABCDEFGHIJKLMNOPQRSTUVWXYZ	
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	ABCDEFGHIJKLMNOPQRSTUVWXYZ	
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	ABCDEFGHIJKLMNOPORSTUVWXYZ	
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Face No. E1595	abcdefghijklimnopqrstuvwxyz 1234567890 Figure size 046 Lower case 89 points Standard alignment	
1 400 110. 11030	I Sure the ore bone of points building anguitent	

The following logotypes supplied on request

f f, f. f-fafefofrfsft fu fy ff ff, ff. ff-ffaffeffoffrffsffu ffy ff, f.f-fafefofrfsft fu fy ff ff, ff. ff-ffaffe ffo ffr ffs ffu ffy

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

fiffffffff,-;':'!?()&£@tbæcÆŒ áàäâ édeë î]iî 6död úuüû ç ñ \$[]¶*†‡||§-/-...<u>\$43553753336</u> fifffffff,.-;':'??()&£@tbæcÆŒ ádäa édeê î]iî 6död úuüû ç ñ fiffffffff,.-;':'??()&£@tbæcÆŒ ádäâ édeê î]iî 6död úuüû ç ñ \$[]¶*†‡||§-/-...<u>\$4355375335</u>

Old Style figures supplied to order 1234567890 1234567890

Swash capitals supplied to order $\frac{7 K N T Y Z}{2}$