

INTERTYPE

BELL GOTHIC WITH BOLD

DOUBLE LETTER MATRICES

SIX POINT

Set solid and one 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 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

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Face No. E3012 Figure size -0484
Lower case alphabet 75 points
Standard alignment

SEVEN POINT

Set solid and one point leaded

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Face No. E1639 Figure size -0533
Lower case alphabet 88 points
Standard alignment

EIGHT POINT

Set solid and one point leaded

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Face No. E2333 Figure size -0622
Lower case alphabet 100 points
Standard alignment

CHARACTERS CONTAINED IN REGULAR FOUNT

fi fl ff ffi , - ; ' : ! ? () & £ @ T b æ œ Æ Ç à á â ã ä å è é ê ë ì í î ï ð ñ ò ó ô õ ù ú û ç ñ \$ [] ¶ * † ‡ § — / — ... 1/8 1/4 3/8 1/2 5/8 3/4 7/8 2/3 2/3 1/6
fi fl ff ffi , - ; ' : ! ? () & £ @ T b æ œ Æ Ç à á â ã ä å è é ê ë ì í î ï ð ñ ò ó ô õ ù ú û ç ñ \$ [] ¶ * † ‡ § — / — ... 1/8 1/4 3/8 1/2 5/8 3/4 7/8 2/3 2/3 1/6

Character count—Bold figures indicate pica measures. Light figures indicate average number of characters and spaces per type line

	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30
6 point	26	31	36	40	44	48	53	57	61	65	70	74	78	82	86	90	94	98	103	108	113	117	121	125
7 point	23	28	32	37	41	45	49	53	57	61	65	69	73	77	81	85	89	93	96	100	104	108	111	115
8 point	22	26	29	33	37	40	44	47	50	54	58	61	64	67	71	75	78	81	84	88	92	96	99	102

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