

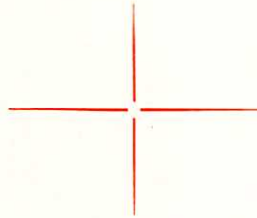
SHADOWS WERE CREEPING UPON THE RICH
Shadows were creeping upon the rich grassy glades of the forest, and it was at this late hour that he set out on his quest. So far as he could plan, he would go by way of the winding path, to the far end, down by the dell, and wait until sundown. He was in no very

18 Point Bodoni Italic Face No. E1414

4 point leaded



INTERTYPE BODONI



Cut on modern wide tooth matrices



SHADOWS WERE CREEPING UPON
Shadows were creeping upon the rich grassy glades of the forest, and it was at this late hour that he set out on his quest. So far as he could plan, he would go by way of the winding path, to the far end, down

24 Point Bodoni Italic Face No. E1435

4 point leaded

Bodoni

Bodoni duplexed with Italic

Intertype Bodoni *with Italic*

18 point Face No. E7B18 Figure size ·1107 Lower case alphabet 211 points

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz &£23 YZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz &£45 YZ

24 point Face No. E7B24 Figure size ·1522 Lower case alphabet 268 points

Bodoni Bold duplexed with Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ &£?!()
abcdefghijklmnopqrstuvwxyz 1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ &£?!()
abcdefghijklmnopqrstuvwxyz 1234567890

18 point Face No. E11B18 Figure size ·1107 Lower case alphabet 224 points

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 12 XYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 34 XYZ

24 point Face No. E11B24 Figure size ·166 Lower case alphabet 284 points

Bodoni Bold duplexed with Bold Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ &£?!()
abcdefghijklmnopqrstuvwxyz 1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ &£?!()
abcdefghijklmnopqrstuvwxyz 1234567890

18/24 point Face No. E10B18 Figure size ·1107 Lower case alphabet 227 points

SINGLE
LETTER
MATRICES

INTERTYPE
Bodoni Italic

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
12345 *abcdefghijklmnopqrstu*vwxyz 67890

18 Point Face No. E1414 Figure size .1107 Length of lower case alphabet 206.78 points

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
12345 YZ 67890

24 Point Face No. E1435 Figure size .1522 Length of lower case alphabet 267.26 points

DOUBLE
LETTER
MATRICES

INTERTYPE
Bodoni Bold
WITH ITALIC

Shadows were creeping upon the rich grassy glades of the forest, and it was at this late hour that he set out on his quest. So far as he could plan, he would go by way of the winding *Shadows were creeping upon the rich grassy glades of the forest, and it was at this late hour that he set out on his quest. So far as he could plan, he would go by way of the winding*

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ 1234567890
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ 1234567890
abcdefghijklmnopqrstuvwxyz *fi fl ff ffi ffl*,.-;‘:’!?() @ lb & £
abcdefghijklmnopqrstuvwxyz *fi fl ff ffi ffl*,.-;‘:’!?() @ lb & £
æ œ Æ Œ œ œ Æ Œ [] ¶ * † ‡ || § - / — ... ½ ¾ ⅞ ¼ ½ ¾ ⅞ ⅓ ⅔ \$
á à â ã ä å è é ê ë ì í î ï ó ò ö ö ú ü û ç ñ á à â ã ä å è é ê ë ì í î ï ó ò ö ö ú ü û ç ñ

14 Point Face No. E959 Figure size .1107 Length of lower case alphabet 174.58 points
Lower case characters to square inch when set solid 63

Intertype Bodoni Italic single letter display matrices

INTERTYPE

BODONI ITALIC

SINGLE LETTER MATRICES

18 point

Intertype matrices have wide teeth which aid dependable distribution and increase length of ser

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
12345 abcdefghijklmnopqrstuvwxyz &£ 67890

Face No. E1414 Figure size '1107 Lower case alphabet 206 points

24 point

Intertype matrices have wide teeth which aid dependable distribution and

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
12345 WXYZ &£ 67890
abcdefghijklmnopqrstuvwxyz

Face No. E1435 Figure size '1522 Lower case alphabet 267 points

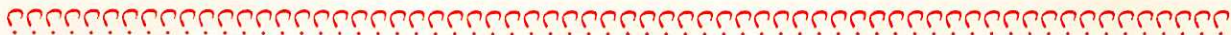
30 point

Intertype matrices have wide t

ABCDEFGHIJKLMN**OP**QR
STUVWXYZ &£
abcdefghijklmnopqrstuvwxyz
1234567890

Face No. E3705 Figure size '1937 Lower case alphabet 328 points

Intertype wide tooth matrices also run on other line composing machines



INTERTYPE

BODONI

with Italic and Small Capitals

DOUBLE LETTER MATRICES



Consideration of ease of reading is **14 point** in the planning of printed matter that every principle helping to ac 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 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, faces of*

12 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 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, faces of unobtrusive character and types of large x-height whose maximum face-to-body size aids readability. While the Egyptian, the Sans Serif, and many like faces may be rendered eminently readable in the comparatively briefly-*

12 point Face No. E908 Figure size .083
Standard alignment Lower case alphabet 145 points
ABCDEFGHIJKLMN OPQRSTUVWXYZ
ABCDEFGHIJKLMN OPQRSTUVWXYZ
1234567890 abcdefghijklmnopqrstuvwxyz
1234567890 abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMN OPQRSTUVWXYZ

14 point Face No. E960 Figure size .0968
Standard alignment Lower case alphabet 162 points
ABCDEFGHIJKLMN OPQRSTUVWXYZ
ABCDEFGHIJKLMN OPQRSTUVWXYZ
1234567890 abcdefghijklmnopqrstuvwxyz
1234567890 abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMN OPQRSTUVWXYZ

Intertype wide tooth matrices also run on other line composing machines

Character count — Bold figures indicate pica measures. Light figures indicate average number of characters per 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
12 point	13	16	19	22	25	27	30	32	35	37	40	42	45	48	51	53	55	57	60	62	64	66	69	72
14 point	12	15	18	20	22	24	26	29	31	33	36	38	41	43	45	47	49	51	53	55	57	60	62	64