

BOOKFACE OLD STYLE

*An Old Style moderate in weight of face
enjoying a paper rugged in texture
adequately to display its character*

INTERTYPE

Bookface Old Style



DUPLEXED WITH ITALIC
AND SMALL CAPITALS

ALSO DUPLEXED WITH
CLOISTER BOLD

Guileless and artless though this letter form may seem to be, its moderate weight of face anticipates the strengthening of its colour by impress into the rough surface of the book paper, so that it will present to the eye of the reader a mellow palette of printed words. BOOKFACE OLD STYLE offers a visually large face size in relation to its point body size and achieves this attribute with an almost imperceptible abbreviation of its ascenders and descenders. The roman characters are about as unassuming and simple in form as letters can be, with perhaps an impish little freedom brought into the angle of some of the vertical serifs in the capitals, with a lower case large and well rounded and a spirited italic intent on vying with the roman for unhindered readability. Ranging figures are normally supplied with the roman duplexed with italic founts unless old style figures are requested. The roman has also been duplexed with Cloister Bold in three point sizes. Fount details are given on the back page of this specimen. The 12 point size is shown here.

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 simplicity 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. Simplicity 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 for a slight increase in word



11



I remember, I remember,
The house where I was born,
The little window where the sun
Came peeping in at morn;
He never came a wink too soon,
Nor brought too long a day,
But now, I often wish the night
Had borne my breath away.

10



*I remember, I remember,
The roses red and white,
The vi'lets and the lily cups,
Those flowers made of light!
The lilacs where the robins built,
And where my brother set
The laburnum on his birthday,—
The tree is living yet!*

8



I remember, I remember,
The fir trees dark and high;
I used to think their slender tops
Were close against the sky:
It was a childish ignorance,
But now 'tis little joy
To know I'm farther off from heav'n
Than when I was a boy.

Thomas Hood

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ALSO RUN
ON OTHER
LINE
COMPOSING
MACHINES

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Bookface Old Style

Duplexed with Italic and Small Capitals

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12 pt Face No. E1922 Fig size ·083 Lower case 160 pts Alignment +1¼
 11 pt Face No. E855 Fig size ·0761 Lower case 142 pts Alignment -1¼
 10 pt Face No. E1779 Fig size ·0675 Lower case 125 pts Alignment -4¼
 8 pt Face No. E1688 Fig size ·059 Lower case 111 pts Alignment -7

Duplexed with Cloister Bold

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 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz 1234567890
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12 pt Face No. E1957 Fig size ·083 Lower case 160 pts Alignment +1¼
 10 pt Face No. E1814 Fig size ·0675 Lower case 125 pts Alignment -4¼
 8 pt Face No. E2248 Fig size ·059 Lower case 111 pts Alignment -7

Character Count Table

Bold figures reading down indicate pica measures.

Bold figures reading across indicate point size.

Light figures indicate average number of characters per line.

	8	10	11	12
8	22	20	17	15
9	26	23	20	18
10	29	26	23	21
11	32	29	26	23
12	35	32	28	25
13	38	35	31	27
14	41	38	33	30
15	44	40	36	32
16	48	43	38	34
17	51	46	41	37
18	54	49	43	39
19	57	52	46	42
20	60	54	49	44
21	63	57	52	46
22	66	60	54	48
23	69	63	56	50
24	72	66	58	52
25	75	68	61	54
26	78	71	64	56
27	81	74	66	58
28	84	77	68	61
29	87	80	71	63
30	90	82	74	66

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

Additional characters in regular fount

fi|ff|ff|fl,.-;:'!?()&£@|b|æ|Æ|E
 fi|ff|ff|fl,.-;:'!?()&£@|b|æ|Æ|E
 áááá èèèè ìììì óóóó úúúú ç ñ
 áááá èèèè ìììì óóóó úúúú ç ñ
 Æ|E|&|\$|[]|*|+|:|;||\$|/|-|...|1|3|5|7|1|1|3|1|1|2|
 Æ|E|&|\$|[]|*|+|:|;||\$|/|-|...|1|3|5|7|1|1|3|1|1|2|

fi|ff|ff|fl,.-;:'!?()&£@|b|æ|Æ|E
 fi|ff|ff|fl,.-;:'!?()&£@|b|æ|Æ|E
 áááá èèèè ìììì óóóó úúúú ç ñ
 áááá èèèè ìììì óóóó úúúú ç ñ
 \$|[]|*|+|:|;||\$|/|-|...|1|3|5|7|1|1|3|1|1|2|
 \$|[]|*|+|:|;||\$|/|-|...|1|3|5|7|1|1|3|1|1|2|

Intertype Bookface Old Style with Italic and Small Capitals

*

Eight point

Face Number E1688

*

CAST ON NINE POINT BODY

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 placid state of mind, yet it was his anxiety as well as the fact of his promise to call at Don's, that made him the more determined. Step by step he plodded on until the last rays of the sun were hidden by the density of the trees, and as he made his way he mused over his plans. He would meet the man and conduct him to the hut of the hermit or to that of the lone resident by the river brink. At either of these places they could unravel the details in the midnight silence. No problem would easily baffle the crafty brain of his companion and the procedure they would adopt must in more than one way outwit their rival's claims. With increasing eagerness he quickened his pace and made straight for the place assigned for their meeting. Counting every moment impatiently, *half-an-hour had passed before he could dimly see the approaching form of his accomplice, with swift, regular and light-footed steps, typical of the virile temperament of the man. In a breathless string of words he told of his forced delay by a roundabout route and of the need for a hasty exit from the dell.* Could they not spare the time to make a scanty plan? No! They must be away with all possible speed and elude their pursuers. At a frantic pace they hurried off the beaten path into the thick bracken, which, if it were possible to penetrate, would bring them into direct line with the hermit's hut, and once there, all possible chance of discovery could be ignored. After half-an-hour SHADOWS WERE CREEPING UPON THE SHADOWS WERE CREEPING UPON THE RICH GRASSY

CAST ON TEN POINT BODY

struggling their way through the bracken they were astonished to see the faint glow of a dying fire. Had their journey been anticipated? Had the purpose of their mission been discovered and the scoundrels lain in wait? They checked their pace to a stealthy crawl, peering through the SHADOWS WERE CREEPING UPON THE *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 placid state of mind, yet it was his anxiety as well as the fact* 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 placid state of mind, yet it was his anxiety as well as the fact of his promise to call at Don's, that made him the more determined. Step by step he plodded on until the last rays of the sun were hidden by the density of the trees, and as he made his way he mused over his plans. He would meet the man and conduct him to the hut of the hermit or to that of the lone resident by the river brink. At either of these places they could unravel the details in the midnight silence. No problem would easily baffle the crafty brain of his companion and the procedure they would adopt must in more than one way outwit their rival's claims. With increasing eagerness he quickened his pace and made straight for the place assigned

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INTERTYPE WIDE TOOTH MATRICES
RUN ON OTHER LINE COMPOSING MACHINES

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