

- for Intertype economical direct keyboard composition

De Vinne

WITH ITALIC AND SMALL CAPITALS

Modern

NINE 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. 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 spacing, though a thick space*

TEN POINT

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Intertype wide tooth matrices also run on other line composing machines •

For fount details and copy fitting table see back page

All sizes are shown set solid
and one point leaded

Eleven point

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Appropriate length of type line for ease of reading can so readily be decided upon that no loss of comfort need result in this respect, and appropriate measures for various widths and sizes of type may easily be found. Limits are, it is true, frequently imposed by the shape of space and the amount of copy to be arranged therein, but instances where reading is made needlessly difficult all too often meet our eyes: the excessively wide measure, for instance, which causes the reader to stumble in "picking up" the successive line of type or to begin reading a second time the same line of type; and the excessively narrow measures causing frequent breaking of words and great irregularity in their spacing as well as intermittent letter

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This is
12 point

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De Vinne Modern

De Vinne Modern is also duplexed with Antique No. 3 in 6, 8, 10, 11, 12 point
and with Doric No. 1 in 8, 10, 11 point. The display headings in these settings
are Bodoni Bold, Bodoni Modern, Alternate Gothic No. 1 and
enlarged characters of De Vinne Modern

Intertype
De Vinne
 with Italic and Small Capitals

DOUBLE LETTER MATRICES

INTERTYPE WIDE TOOTH MATRICES RUN
 ON OTHER LINE COMPOSING MACHINES

6 Point Face No. E554 Figure size .0553
 Lower case characters to square inch, solid 252
 Length of lower case alphabet 92.92 points

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 *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,*

ABCDEF GHIJ KLMNOP QRSTUV WXYZ
 ABCDEF GHIJ KLMNOP QRSTUV WXYZ
 ABCDEF GHIJ KLMNOP QRSTUV WXYZ
 abcdef ghijklmnopqrstuvwxy
 abcdef ghijklmnopqrstuvwxy

1234567890
 1234567890

8 Point Face No. E657 Figure size .059
 Lower case characters to square inch, solid 171
 Length of lower case alphabet 108.86 points

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 *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*

ABCDEF GHIJ KLMNOP QRSTUV WXYZ
 ABCDEF GHIJ KLMNOP QRSTUV WXYZ
 ABCDEF GHIJ KLMNOP QRSTUV WXYZ
 abcdef ghijklmnopqrstuvwxy
 abcdef ghijklmnopqrstuvwxy

1234567890
 1234567890

*Additional
 Characters
 contained in
 Regular
 Font*

9 Point Face No. E722 Figure size .063
 Lower case characters to square inch, solid 140
 Length of lower case alphabet 117 points

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 Æ £ & \$ [] ¶ * † ‡ § - / — ... ½ ¾ ⅞ ¼ ⅓ ⅔ ⅕ ⅖ ⅗ ⅘ ⅙ ⅚ ⅛ ⅜ ⅝ ⅞ ⅓ ⅔ ⅕ ⅖ ⅗ ⅘ ⅙ ⅚ ⅛ ⅜ ⅝ ⅞