

BASKERVILLE

24 Point

SOME TIME IN THE SECOND WEEK

What mysterious bond continues to unite your destiny

30 Point

COMING OF AGE IN BUFFALO Signs of major political changes

36 Point

MYSELF IN THE WATER Western portraits in color

48 Point

NINE PIONEERS Under azur skies

60 Point

NOTICE THIS Confidential offer

BEMBO

12 on 13 Point

JENSON'S SENSITIVE ROMAN LETTER AND GRIFFO'S STURDY, MORE WORKMANLIKE Design are the basic letterforms to which subsequent book types owe their inspiration. This applies to all



CASLON OLDSTYLE

14 Point

ONE OF THE MOST WIDELY KNOWN OF ALL THE HISTORIC PRINTING Types bears the name of its designer, William Caslon. He was an English engraver who cut



KENNERLY

10 Point

WILLIAM MORRIS TURNED FOR INSPIRATION TO THE ROMAN TYPES OF THE FIFTEENTH Century and woodcut title pages. The fifty or so books to leave his press during the eight years of its existence had

12 Point

ESTABLISHED AS A PUBLISHING IMPRINT IN 1891 BY THOMAS BIRD MOSHER In Portland, Maine, the Mosher Press published a series of small anthologies called 'The Bibelot

14 Point

RUBRICATORS ARE ARTISTS EMPLOYED BY EARLY PRINTERS TO Inscribe decorative initial letters, often in red ink, at the beginning of chapters and



KENNERLY ITALIC

12 Point

THE AMERICAN INSTITUTE OF GRAPHIC ARTS WAS THE PLACE WHERE The faithful gathered to meet their typographic brethren, where they discussed the many problems of

BULMER

10 Point

MacMcGrew Writes That BULMER WAS ADAPTED BY MORRIS BENTON FROM A FACE Cut about 1790 by William Martin for William Bulmer and the Shakespeare Press in London

12 Point

THIS PRESS WAS ESTABLISHED FOR THE PURPOSE OF PRODUCING A MAGNIFICENT National edition of the works of William Shakespeare, "in which splendor of production

14 Point

Was To Go Hand IN HAND WITH CORRECTNESS OF TEXT"

One of the publishers of the work writes that "with regard to the Typographical

16 Point

PART OF THE WORK, THE STATE OF PRINTING IN ENGLAND When it was first undertaken, was such that it was found necessary to

18 Point

ESTABLISH A PRINTING-HOUSE ON PURPOSE TO PRINT The work; a foundry to cast the types; and even a manufactory

24 Point

WILLIAM BULMER WAS CREDITED WITH Greatly advancing the art of book printing in England

30 Point

THESE TYPES WERE HAILED AS Illustrious designs derived from Baskerville

36 Point

BUT MODIFIED BY THEIR Designer's admiration of Bodoni

BULMER

42 Point

SOURCES DISAGREE ON Dates for the present recutting

48 Point

TRIAL CUTTINGS OF The roman were made 1925



BULMER ITALIC

10 Point

THE THICKNESS OF PAPER IS MEASURED IN MILLIMETERS WITH A MICROMETER

This is mostly determined by the paper grammage, but is also affected by paper finish. A smooth finish paper

12 Point

WILL BE THINNER THAN A MEDIUM FINISH PAPER, AND A MEDIUM FINISH PAPER Will be thinner than a rough finish paper. Caliper is also affected by the pulp finish and by beating

18 Point

THIS FUNDAMENTAL WORK IS A COMPREHENSIVE SURVEY Of printing in the first machine age. The rapid growth and development

CENTAUR

12 Point

BECAUSE OF THEIR CONCERN WITH THE PHILOSOPHY OF THE DECLARATION Of Independence, many scholars have delt with the opening sentence of the preamble out of context

14 Point

WHEN WE LOOK AT ALL FIVE PROPOSITIONS, WE SEE THEY ARE Meant to be read together and have been meticulously written to achieve a specific objective

18 Point

IT IS THE FIFTH, PROCLAIMING THE RIGHT OF REVOLUTION When a government becomes destructive of the people's unalienable rights

24 Point

FORMAL MELODIES may be short, but profound

36 Point

PRE-COLUMBIAN MASKS
Feel the spirit of the times in your soul

48 Point

MUSICAL ELEMENTS Firm syllabic stresses

60 Point

CENTURION

CORVINUS BOLD

60 Point

PERFORMERS Guide Booklet

72 Point

CIRCULAR Stairwell

84 Point

HIGHLAND Territory

CRAW MODERN

8 Point

A CONTEMPORARY INTERPRETATION OF THE MODERN ROMAN STYLE Designed by Freeman Craw for ATF in 1958. It is a very wide face,

10 Point

WITH LARGE X-HEIGHT AND SHORT ASCENDERS AND Descenders, otherwise somewhat the character of Bodoni

12 Point

BUT A LITTLE LESS FORMAL. CRAW MODERN BOLD Followed, and in 1964 Craw Modern was introduced.

14 Point

THESE FACES HAVE THE SAME GENERAL Proportions and some of the general design

18 Point

CHARACTERISTICS AS THE SAME Artist's craw clarendon, but the

24 Point

SIMILARITY ENDS There and the faces should

30 Point

NOT BE CONSIDERED Part of the same family

CRAW MODERN

36 Point

COMPARE WITH Modern roman

48 Point

HOORAY For tuesday



LYDIAN BOLD

48 Point

CELL PHONES BANNED Appearances dissolved



LYDIAN BOLD ITALIC

30 Point

POPULAR CALLIGRAPHIC STYLE Thick-and-thin serifless letter design

EMERSON

8 Point

TECHNICALLY, ANY FOLDED PIECE OF PAPER COULD BE CALLED A PORTFOLIO OR A FOLDER Imagine making a second parallel, fold, using more substantial paper and adding strings for closures

10 Point

REPLACE LEATHER STRIPS WITH WOVEN TIES CUT TO ANY DESIRED LENGTH These early forms are simple, but useful, and their appearance has hardly changed

12 Point

PAPER FOLDING SHOULD NOT BE APPROACHED IN AN ABSTRACT WAY From the Western viewpoint, Japanese books open "backwards"—that is with the spine at the right

14 Point

BOTH CREASING AND SCORING ARE POSSIBLE & PREFERABLE Uses of scored portfolios are limited to items that will not be handled often

18 Point

TETRAHEDRONS ARE FOUR EQUILATERAL TRIANGLES Leonardo da Vinci drew an icosahedron as an illustration for a book

24 Point

MINERALS AND GEMS ATTRACT EYES

Our eyes are made to see the shapes under the sun



BASKERVILLE ITALIC

COVENTIONAL PATTERNS OF LINEAL THINKING
There is a dearth of material about the lives of women during the Middle Ages

EMERSON ITALIC

8 Point

POOR IS THE POWER OF THE LEAD THAT BECOMES BULLETS COMPARED TO THE POWER OF THE HOT METAL that becomes types. Poor is the power of the lead that becomes bullets compared to the power of the hot metal that becomes types.

10 Point

ADAM RAMAGE, A SCOTCHMAN WHO CAME TO PHILADELPHIA IN 1790, WAS THE FIRST BUILDER Of presses in America. He improved the Bleau press by substituting an iron platen and bed for the earlier ones of wood.

12 Point

RALPH WALDO EMERSON: AMERICAN ESSAYIST, LECTURER, AND POET WHO LED

14 Point

THE TRANCENDENTALIST MOVEMENT WAY BACK IN THE MIDDLE OF The nineteenth century. A champion of Individualism and a rescient critic of the countervaid

18 Point

CRAFTSMANSHIP IS NOT AN ACADEMIC SUBJECT AND No craft can be mastered by learning about it from a book. Long hours

24 Point

OF WORK AT THE BENCH ARE NECESSARY Repeating operation after operation before the eye can



ULTRA BODONI

14 Point

TOO BAD THE PEOPLE WHO KNOW HOW TO RUN THE

18 Point

COUNTRY ARE BUSY DRIVING CABS AND

MICHELANGELO TITLING

24 Point

ROMAN FUNERARY SCULPTURE

30 Point

MOODY LANDSCAPES

36 Point

DISTANT TRAVELS

48 Point

PANTINGS IN OIL

60 Point

TEMPERATURE

120 Point

WILLS

NEW CASLON

SUPREME REPRESENTATIONS ON DISPLAY
Offbeat and disturbing images creating a sense of eye-opening wonderment
6 pt

NATURALIZED FLEEING IMIGRANTS
Hope is around the next corner but will there be prosperity?

MUSICAL PRODUCTIONS
Substantial involvement of whole community

DISTINGUISHED PEOPLE
Help for the arts is improving day by day

BEAUTIFUL SPRING Humbling and Magnificent

CARRIAGES
Healthy fast walking

DOUGH
Disappearing
PRINT
Letterpress

CASLON BOLD

STRONG Independent

36 pt

NEW CASLON ITALIC

CELEBRITIES TAMPERING WITH RESULTS
Public outrage over misuse of power causes heads to roll down bowling alley

SCENIC ROUTS IN NEW HAMPSHIRE
Exploring the northern mountain ridges by automobile

8 pt

ENGLISH TYPE FOUNDRIES
Given over to the march of technological inovation
10 pt

DAISIES ALL AROUND
Flowers bloom at unpredictable times
12 pt

CONTACT HOME
Yesterday today & tomorrow

PROMENADE
Forest walks are free

NEW CAR Quality tested

36 p

CASLON OLD STYLE & ITALIC

LOOKING BACK IN TIME
Know how many students will serve people
Caslon Small Caps

14 pt

FIFTEEN PEOPLE LOST
Misnomers run rampant in national politics

4 pt

ONYX

18 Point

THE LETTERPRESS INTENSIVE WORKSHOP IS OFFFRING AN OPPORTUNITY TO Learn about fine letterpress printing by participating in the production of a specimen

24 Point

PAGE OF A CONTEMPORARY POLYGLOT BIBLE IN FOUR LANGUAGES.

Participants will learn to handset and print text from the bible

30 Point

USING MOVABLE METAL TYPE. STUDENTS WITH KNOWLEDGE

36 Point

OF LATIN, CLASSIC GREEK, OR HEBREW ARE Especially encouraged to participate. No letterpess

48 Point

EXPERIENCE IS REQUIRED AND Participants will recieve intensive

PALATINO

8 Point

THE BEGINNINGS OF RAY NASH'S LONG AND FRUITFUL ASSOCIATION WITH DARTMOUTH WERE Documented by College Librarian Nathaniel L. Goodrich in the May 1936 number of Baker Library's "Bulletin"

10 Point

MR. RAY NASH OF SOUTH ROYALTON, VERMONT, CRAFTSMAN PRINTER, HAS, HE WROTE, Set up his hand press in Baker. During the winter he has come over several days a week to instruct students

12 Point (Small)

AND OTHERS IN THE FUNDAMENTALS OF PRINTING AS AN ART. MOST GENEROUS With his time and advice, he has been of service in many ways. It is expected that next year

12 Point

UNDER HIS DIRECTION, STUDENTS WILL PRINT ONE OR MORE BOOKLETS Which will do credit to the rather unsubstantial entity which we have been calling

14 Point

THE BAKER LIBRARY PRESS. THOSE INFORMAL VISITS DURING THE Winter of 1935=36, "to instruct students and others in the fundamentals

18 Point

OF PRINTING AS AN ART," LED TO THE COLLEGE'S Making, in February 1938, a formal appointment of the

20 Point

"CRAFTSMAN PRINTER" FROM S. ROYALTON
As a part-time lecturer in art, with a teaching relationship

24 Point

TO A SECOND=SEMESTER CURRICULAR Offering, "The Art of the Book," that had

PALATINO

30 Point

FOR MORE THAN A DECADE And a half been conducted in the

42 Point

DEPARTMENT OF ART

54 Point

& ARCHAEOLOGY By Harold G. Rugg

LIBRARIAN



PALATINO ITALIC

8 Point

THERE ARE HUNDREDS OF TYPE FACES WITH WHICH THE COMPOSITOR MAY HAVE TO DEAL, AND UNLESS HE Employs some practical system of classification for their widly differing styles it would be very difficult for him to acquire and maintain an

12 Point (Small)

ACQUANTANCE WITH THEM, OR TO ESTABLISH ANY SOUND BASIS FOR HIS SELECTION
Of type faces for various kinds of printing. The problem of classification has been approached in several ways, but the usual

PALATINO ITALIC

12 Point

METHOD, COMMONLY ACCEPTED IN THE INDUSTRY, IS TO LIST THE VARIOUS Type designs under the headings of Oldstyle, Modern-face, Transitional, Square-serif, Sans-serif,

14 Point

CURSIVES AND SCRIPTS, TEXT-LETTER, & DECORATIVE. TYPES WHICH
Cannot be classified under any of the foregoing headings usually are listed as Decorative or

18 Point

NOVELTY FACES. OLDSTYLE FACES ARE THOSE DESIGNED Closely after the first Roman lettering to appear in printing. Their form and

CONSTRUCTION WERE DIRECTLY INFLUENCED

By the manner in which the characters were originally fashioned by

THE REED PEN OF THE SCRIBE OR BY THE Chisel of the stonecutter, or by both. The horizontal and

UPWARD STROKES ARE LIGHT While all the down strokes are heavy. The

42 Point

CURVES AND ANGLES OF Letters are softened into an informal

PERPETUA

10 Point

DIGNIFIED, MONUMENTAL WITH FEELING OF AUTHORITY ESPECIALLY IN THE LARGER SIZES; CURVES PRECISE AND Cold; x-height small but generally wide; caps are little heavier than lower case; italic is basically an oblique Roman; "A" has a flat

12 Point

TOP; THE "E" ARMS ARE ALMOST EQUAL; "O" IS A CIRCLE; "U" IS A UNICAL MONOTYPE CASTING Designed by Eric Gill, it is his most popular roman. First used in a privately printed translation by Walter Shrewing

14 Point

FELICITY WAS THE ORIGINAL NAME OF THE ITALIC WHICH WAS CUT LATER Serifs are small, sharply cut and horizontal. The stress and gradation of color are akin to old face

18 Point

IN THE FIELD OF PRINTNG, WILLIAM MORSE FOUND THE Klemscott Press which brought renewed interest in the iron hand press

94 Point

MOST PRINTING HISTORIANS ACCEPT 1800 AS The cut-off date for the handpress period, limiting the

30 Point

TERM'S APPLICATION TO THE WOOD Handpress only. The first press to be made

36 Point

ENTIRELY OF IRON WAS THE Stanhope press built in England 1800

PERPETUA

48 Point

ADVANTAGES OF THE Press are very considerable

60 Point

BEAUTIFUL PRINT Power of the levers &

72 Point

POPULAR BIRD Sings a plain tune

PERPETUA TITLING

Titling capitals are full size faces on the type body. 72 shown. 18, 20, 24, 30, 36, 48, & 60, point not shown.

CAPS ONLY

SISTINA TITLING

16 Point

YOUTH AND AUTHORITY IN THE POST WAR ERA

20 Point

PHOTODOCUMENTARY OF CHICAGO

24 Point

BOYHOOD RITUALS IN SOCIETY

30 Point

MASKS OF THE SPIRIT

36 Point

APOLLO AFFRONTED

48 Point

SIX PRELUDES

FUTURA Light 10 point
FUTURA Light 12 point
FUTURA Light 14 point
FUTURA Light 18 point
FUTURA Light 24 point
FUTURA light 30 pt.
FUTURA Light 36

FUTURA Medium 10 point

FUTURA Medium 14 point

FUTURA Medium 18 point

FUTURA Medium 24 pt.

FUTURA Med 36

FUTURA Med. Italic 24 pt

SPARTAN Black 18 point

Spartan B. 36

GOTHIC Italic 12 point

GOTHIC Italic 18 pt.

GOTHIC Extra Condensed 24 point

FUTURA BOLD CONDENSED 10 POINT
FUTURA BOLD CONDENSED 12 POINT
FUTURA BOLD CONDENSED 14 POINT
FUTURA BOLD CONDENSED 18 POINT
FUTURA BOLD COND. 24 PT.
FUTURA BD. COND. 30 PT
FUTURA BD. COND. 30 PT
FUTURA BD. COND. 36
FUTURA BD. CO. 36
FUTURA BD. CO. 36

GOTHIC CONDENSED NO. 524 12 POINT
GOTHIC CONDENSED NO. 524 14 POINT
GOTHIC CONDENSED 18 POINT

Franklin Goth. Ex. Cd

Goth Con 60

WEDD'G GOTHIC
WEDDGOTH

UNIVERS 65

42 Point

SWISS ORIGIN Deberny et Peignot



FRANKLIN GOTHIC WIDE

24 Point

MODERNIZED GOTHIC Slight thick-thin contrast

36 Point

MANY VERSIONS Ubiquitous face

BERNHARD CURSIVE LIGHT

24 Point

A cursive in the tradition of the "rounde" but with a short x=height. Capitals are

36 Point

Lucien Bernhard was the designer born in Germany

The precusor of Liberty but made in two weights

BERNHARD CURSIVE BOLD

30 Point

Round and full, it became an international success in 1925

42 Point

Interest in the script form received inpetus in

54 Point

It has ligatures The ABS Ih

72 Point

Also known as Madonna

LEGEND

48 Point

What is gathered and kept in a library often has much to do with fads

60 Point

Set delicately designed type Printers in the last century

72 Point

Highly enthusiastic Support of a museum

PALACE SCRIPT

14 Point

An English copperplate script that is steeply inclined and has abrupt variation in color with ascenders

18 Point

That are not looped, except the "f" but there are second looped versions

24 Point

Of the "h" and "l". In combination the letters appear engraved.



LIBERTY

14 Point

Designed in 1927 by Willard Sniffin in responce to the import, Berndard Cursive, it differs in the of Ft and Ft

18 Point

It is a delicate, unconnected script with very small lower case and very tall ascenders



BANK SCRIPT

36 Point

Hot lead from a linotype is more effective



PARK AVENUE

18 Point

The Book Arts Workshop is a program to encourage letterpress printing

CLOISTER BLACK

12 Point

An adaptation of Priory Text issued in the 1870's, it is not appropriate to set it in all caps



GOUDY TEXT

18 Point

Gutenberg's 42-line Bible is the inspiration of Frederic Goudy's 1928 design



JESSEN

13 Point

Designed by Rudolph Koch in 1930 for Klingspor Type Foundry and cast by the artist 17 Point

It was intended as a type for setting the Bible. The lower case

26 Point

Characters are similar to black letter forms



BRUSH

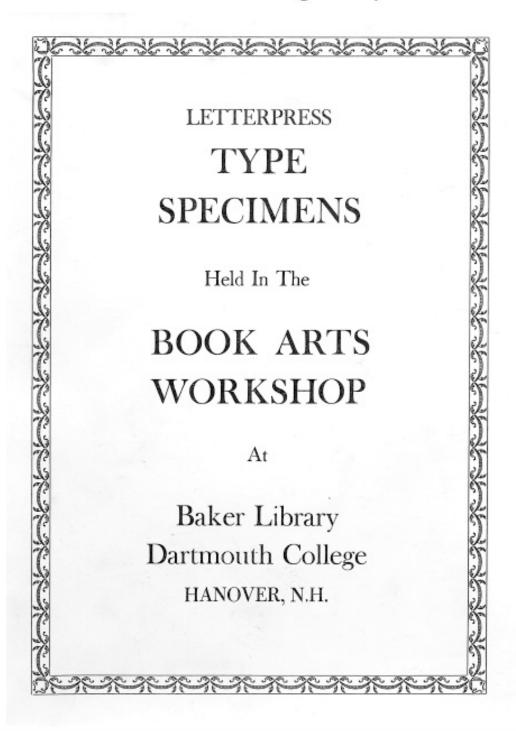
18 Point

Handlettered appearance with the letters joined very tightly

24 Point

Not made was a heavier weight version of this

Dartmouth College Library



25 North Main Street Hanover, NH 03755 603-646-2560 library.dartmouth.edu

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