

# Two-series modernage typography introduced by the American Type Founders Company.

[s.l.]: American Type Founders Company, [s.d.]

https://digital.library.wisc.edu/1711.dl/QIQAAJKB7QUMN8A

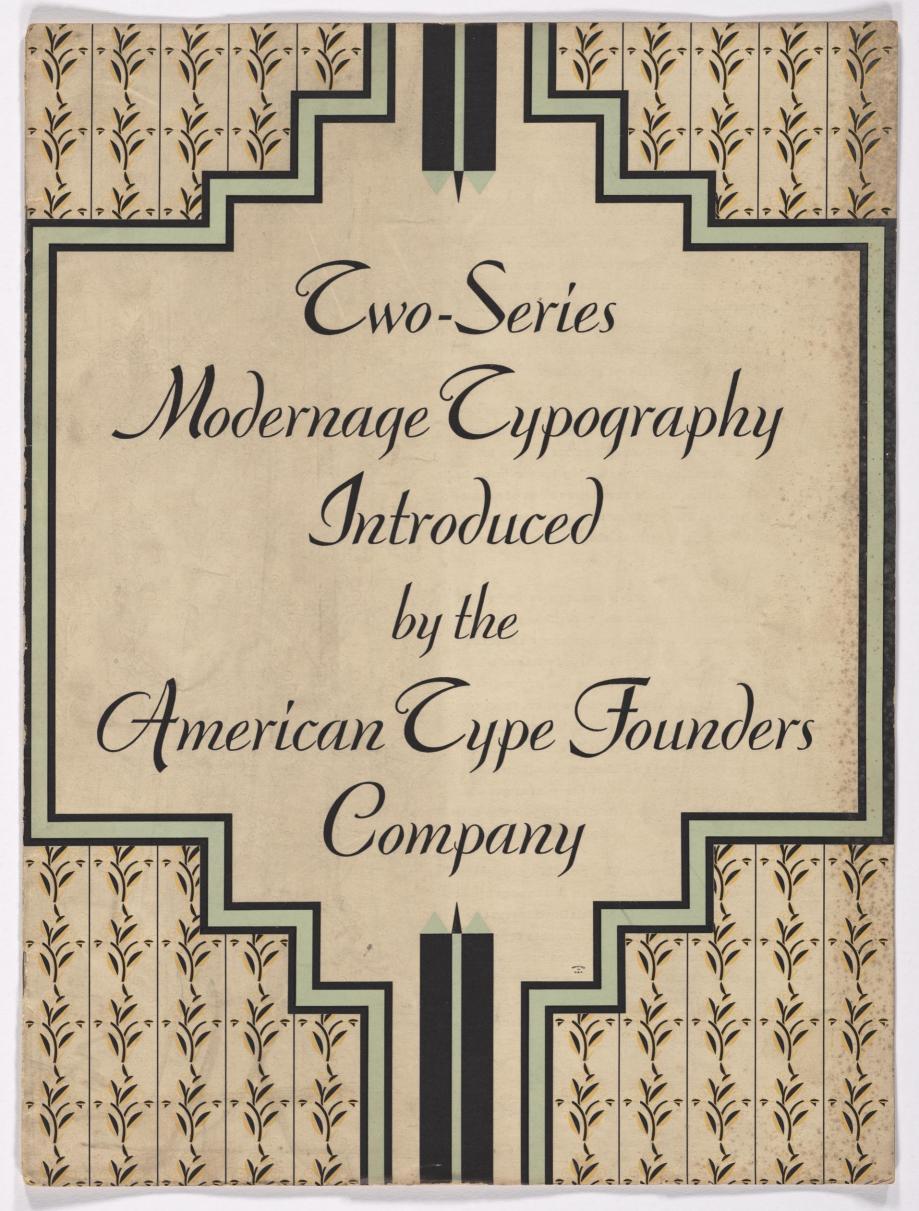
This material may be protected by copyright law (e.g., Title 17, US Code).

For information on re-use see:

http://digital.library.wisc.edu/1711.dl/Copyright

The libraries provide public access to a wide range of material, including online exhibits, digitized collections, archival finding aids, our catalog, online articles, and a growing range of materials in many media.

When possible, we provide rights information in catalog records, finding aids, and other metadata that accompanies collections or items. However, it is always the user's obligation to evaluate copyright and rights issues in light of their own use.



Modernism and novelty in type, typographic material and typography are part of today. We live in a fast-moving age. A new era of communication and transportation, industry and commerce, is upon us, and in all these varied activities new and different and novel type display in advertising holds a part that is daily growing more and more important. Manufacturers are constantly producing new and novel commodities; alert service organizations are proposing entirely new methods. What is more natural than that both should demand strikingly novel and different typography in their newspaper, magazine, trade journal and direct-mail advertising, as well as in their commercial printing?

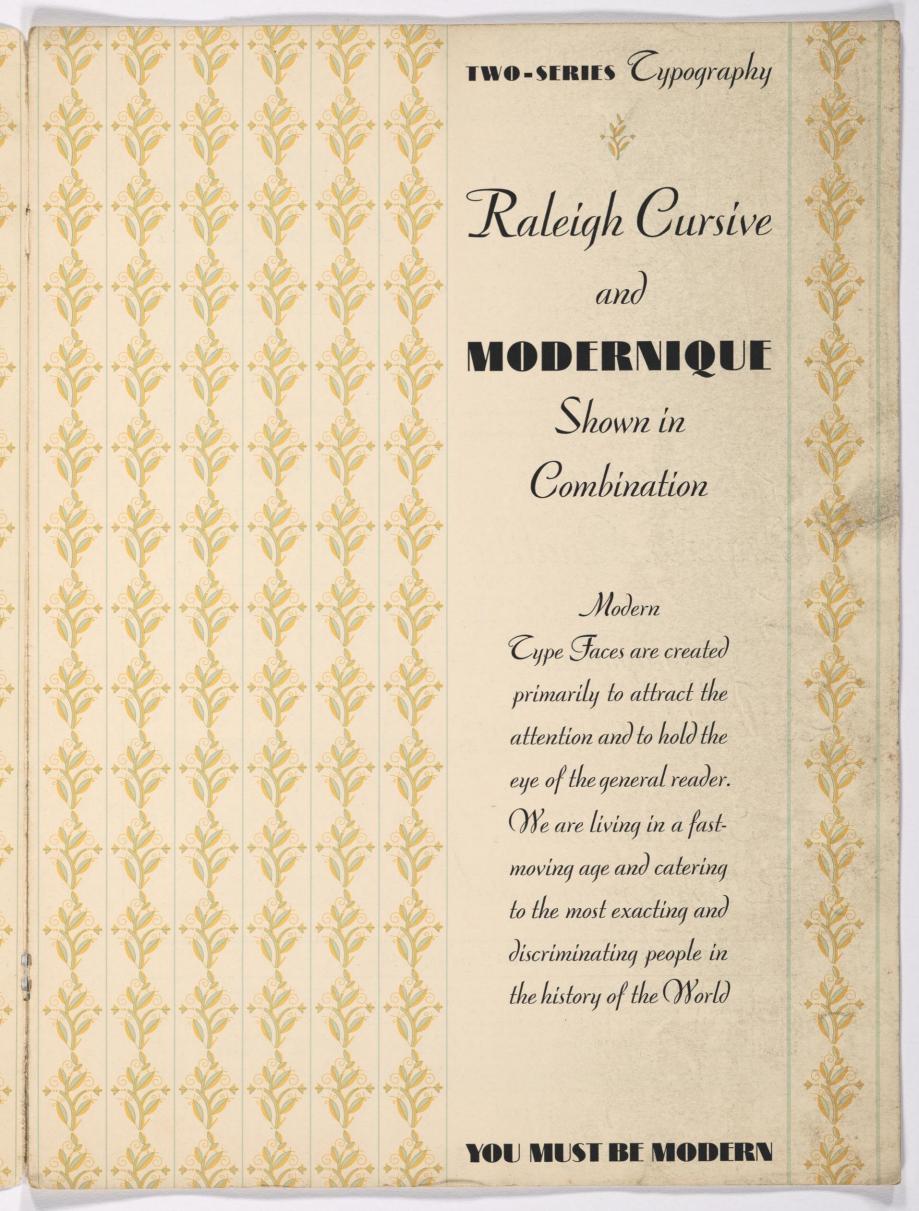
Until recently modernism and novelty as applied to type were almost unknown, although we have only to look about us in any large city to realize their growing importance in architecture and in numerous lines of manufacturing. The popular modern type designs fall generally within the group known as publicity types.

Of course there are standards of style and good taste in types as in everything else, but these very standards are always subject to the changeless law of change, without which there could be no commercial progress. In the hands of a good typographer, type can be made to express many different shades of meaning, each in perfect harmony with the advertiser's text and illustrations. The tempo of current business calls for a still greater variety of type with which to emphasize this ever-increasing diversity of production.

The present decade has possibly witnessed more rapid advancement in the typographic art than the centuries which have intervened since Gutenberg invented movable type. The modern and unique type faces presented to the trade within the last two or three years were designed and produced in response to repeated demands from advertisers and typographers for something new.

American Type Founders Company





72 Point

# Bright Star

# Yellow Gown

48 Poin

# Respectfully Superior Quality

42 Point

# Cosmopolitan Flourishing Garden

36 Point

## Historical Book Reliable Encyclopedia

30 Point

### Delightful Entertainment Professional Calent

24 Point

### Excellent Symphony Orchestra Sixteenth Anniversary

18 Point

College Diplomas Stationery Bewildering Loveliness

Hairdressing

12 Poin

Unique Creations Gold Certificate Bought Reorganization 10 Point

Admirable Color Scheme Introduces New Automobile Luxurious Homes

Characters in Complete Font

A B C D E F G

H J J K B M N

O P Q R R S C U

V N X Y Z & \$

1 2 3 4 5 6 7 8 9 0

a b c d e f g h i j k l m

n o p q r s t u v w x y z

ar er ir as es is us . , - '':;!?

#### Prices and Schemes of Job Fonts

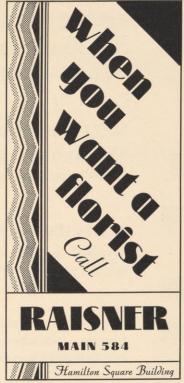
72 Point Caps 3A \$10 90 Lowercase 4a \$5 75 Points \$1 30 Figures \$2 60 Total \$20 55 60 Point Caps 4A 9 05 Lowercase 7a 6 60 Points 1 15 Figures 2 30 Total 19 10 48 Point Caps 5A 7 60 Lowercase 10a 5 15 Points 95 Figures 1 90 Total 15 60 42 Point Caps 6A 7 45 Lowercase 11a 5 25 Points 85 Figures 1 70 Total 15 25 36 Point Caps 6A 5 75 Lowercase 11a 4 30 Points 75 Figures 1 50 Total 12 30 30 Point Caps 7A 4 55 Lowercase 13a 3 40 Points 65 Figures 1 30 Total 9 90 24 Point Caps 9A 3 75 Lowercase 18a 3 20 Points 55 Figures 1 10 Total 8 60

18 Point Caps 15A \$4 00 Lowercase 28a \$2 80 Total \$6 80 14 Point Caps 21A 3 75 Lowercase 41a 2 55 Total 6 30 12 Point Caps 22A 3 35 Lowercase 45a 2 45 Total 5 80 10 Point Caps 27A 2 95 Lowercase 55a 2 25 Total 5 20

10 to 18 point sizes of Raleigh Cursive are cast only on the regular straight body

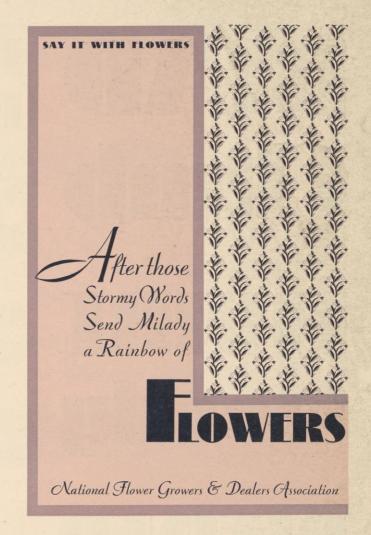
Complete angle body fonts, in sizes 24 to 72 point, will come to you in parcels as follows: Caps A to Z&—Lowercase a to z—Figures 1 to 0 \$—Points., -''::!?

#### Simple Effects in Modernage TWO-SERIES Cypography



Modernistic Border No. 50

Why art work when better typography is obtainable with present-day typefounders material?



Modern Masterpieces of Cimekeeping accuracy

COMMERCIAL WATCH COMPANY I LEXINGTON, MARYLAND

#### **MODERNIQUE SERIES**

72 Point

# BEAD Climb

60 Point

# MOIRE Steady

48 Point

# REFINED Elevated

DESIGNER High Rate 36 Point

## FANCY Paper

30 Poin

### SAMPLE Rapidly

24 Point

### MONSTER Gold Ring

18 Point

#### IMPROVING Quite Likely

14 Point

## CONSOLIDATE Big municipal exhibit thrills

12 Point

## REAL VACATIONS City people may relax in comfort

10 Point

#### PLAYS RHAPSODY English orchestra gives fine concert

8 Point

#### BEWITCHING PERFUME Volcanic islands were particularly beautiful

6 Point

SHOWING NOVEL DESIGNS Printers approve modern paper making machinery

Characters in Complete Font

A B C D E F G H I J
K L M N O P Q R S
T U V W X Y Z & \$
1 2 3 4 5 6 7 8 9 0
a b c d e f g h i
j k I m n o p q
r s t u v w x y z
. , - \* ' : ; ! ?

#### **Prices and Schemes of Job Fonts**

72 Point Caps 3A \$15 00 Lowercase 4a \$10 50 Complete \$25 50 60 Point Caps 3A 11 00 Lowercase 5a 9 00 Complete 20 00 48 Point Caps 4A 8 25 Lowercase 6a 7 75 Complete 16 00 42 Point Caps 4A 6 55 Lowercase 7a 6 70 Complete 13 25 36 Point Caps 4A 5 00 Lowercase 8a 5 50 Complete 10 50 30 Point Caps 5A 4 00 Lowercase 10a 5 00 Complete 9 00 24 Point Caps 7A 3 65 Lowercase 11a 3 65 Complete 7 30

18 Point Caps 10A \$3 35 Lowercase 17a \$3 45 Complete \$6 80 14 Point Caps 14A 2 90 Lowercase 26a 3 40 Complete 6 30 12 Point Caps 16A 2 70 Lowercase 30a 3 10 Complete 5 80 10 Point Caps 17A 2 45 Lowercase 32a 2 75 Complete 5 20 8 Point Caps 19A 2 05 Lowercase 39a 2 65 Complete 4 70 6 Point Caps 21A 1 80 Lowercase 42a 2 40 Complete 4 20

A Page Showing MODERNIQUE and Raleigh Cursive in Combination

Announcing

Kelly Press

Schools

for JOURNEYMEN Pressmen and
Advanced APPRENTICES

Send for Entry Blank

Really

Beautiful CREATIONS in

Modern Cypography

made Possible ONLY with

Cypefounders Material

E HAND Composition



A Radio that is really a musical instrument



EXAMPLES SHOWING A VARIETY OF MODERN TYPE FACES USED IN COMBINATION WITH RALEIGH CURSIVE

# Only the super-heterodyne can give you this superb tone realism in Radio

Only the SUPER-HETERODYNE can give you this superb Tone REALISM in Radio

Only the SUPER-HETERODYNE can give you this superb TONE REALISM in Radio

Only the super-heterodyne can give you this superb tone realism in Radio

Only the super-heterodyne can give you this superb tone REALISM in Radio

8 Point Louvaine Medium Italic

American TYPE Founders Company

### A PAGE OF RALEIGH CURSIVE WHICH SHOWS THE PLEASING EFFECT WHEN CAPITALS ONE SIZE SMALLER THAN LOWER CASE ARE USED

An Exhibition of Paintings and Sketches by the Classes of Walter C. L. White at the Brooklyn Institute of Arts and Sciences, Academy of Music, Lafayette Avenue, Brooklyn, New York, from Friday, March

18 point capitals used with 24 point lower case. 18 point capitals on 24 point angle body cast to order only

An Exhibition of Paintings and Sketches by the Students of the Henry Richards School at the Hudson Institute of Arts and Sciences, from Cuesday, March

> 14 point capitals used with 18 point lower case Cast on regular body

# Exhibition of Rare Paintings and Sketches by Noted Artist

48 point capitals used with 60 point lower case

You are Cordially Invited to an Exhibition of Modern Paintings and Sketches by the Students of the Noted Interpreter of Classic and Modern Art, Henri Noel, at the Hudson Institute of Arts and Sciences, Journal Square, Jersey City, from

10 point capitals used with 12 point lower case. Cast on regular body

An Exhibition of Paintings and Sketches by the Classes of Walter C. L. White at the Brooklyn Institute of Arts and Sciences, Academy of Music, Lafayette Avenue, Brooklyn, New York, from Friday, March

24 point capitals used with 30 point lower case

# You are Cordially Invited to an Exhibition of Paintings and Sketches from England

36 point capitals used with 42 point lower case

Sizes above 18 point are cast on the new angle body without overhangs, and capitals a size smaller or a size larger than the lower case may be quickly justified with point leads or quads

#### Simple Effects in Modernage TWO-SERIES Cypography

Che LARGEST Cype Foundry in the World



Sets the TYPE FASHIONS the World Over

# American Type Founders Company

#### TYPOGRAPHIC MATERIALS

For Printers & Advertisers

KELLY Automatic PRESSES

TWENTY-SIX
CONVENIENTLY LOCATED
SELLING HOUSES

PEERLESS Platen Press FEEDERS

the composing room equipped to do modern typography is getting the cream of the business

Our
Modern Cypes are
designed for the Most
Exacting Age in the
History of Printing

American Cype Founders

Company

Sets the Type Fushions

## TAILORING



Che Clothes
we make for vou
are strictiv Hand
Cailored

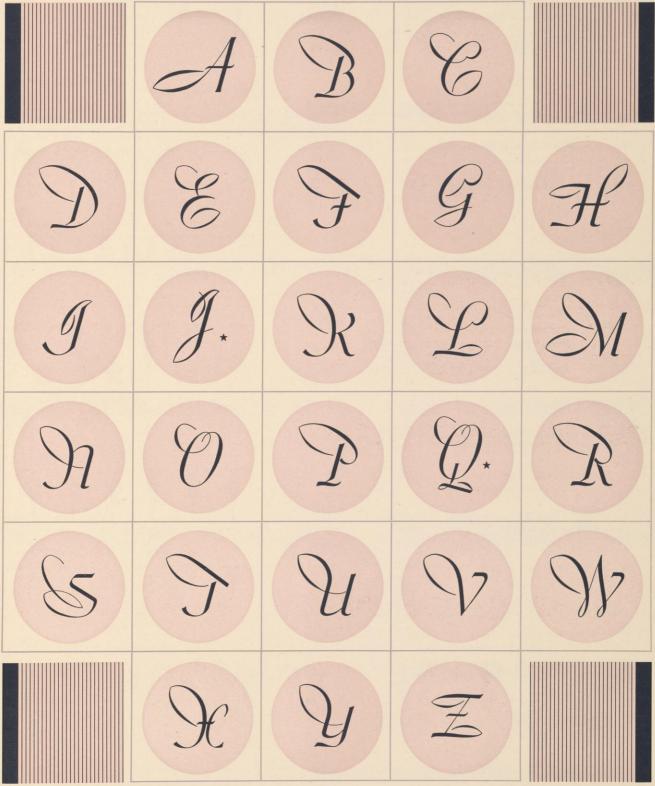
HENRY A. RITCHIE & CO., New York

## Raleigh Initials

SERIES C-48 POINT

Per set, one each, \$4 95 Single character 50c

Cast in type molds on regular body, not recessed



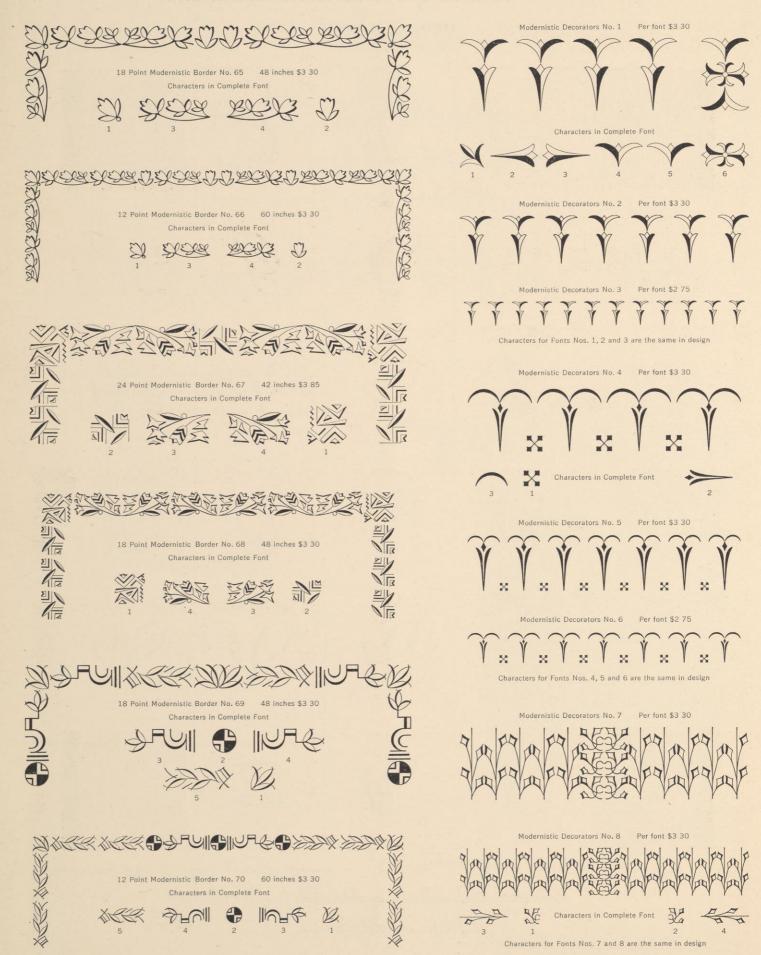
★ Initials J and Q cast on 60 point body

Raleigh Initials will also be obtainable in other sizes

Ask for complete showing

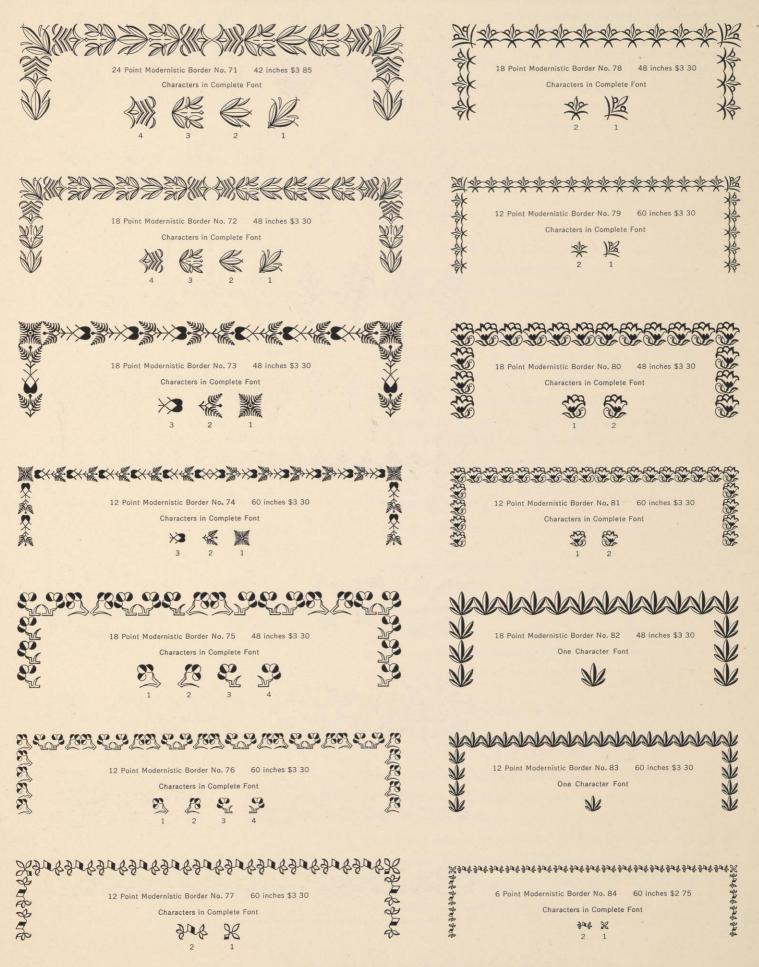
#### Modernistic Borders and Decorations

EACH CHARACTER MAY BE USED AS AN INDIVIDUAL ORNAMENT



#### Modernistic Borders and Decorations

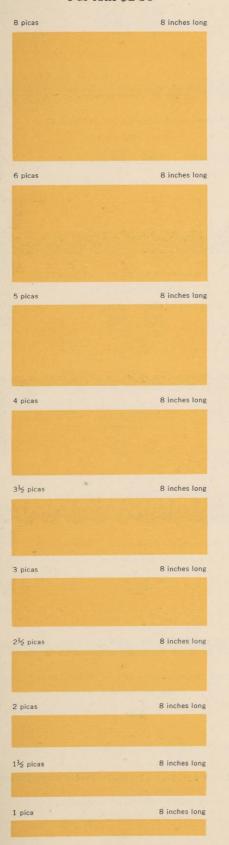
EACH CHARACTER MAY BE USED AS AN INDIVIDUAL ORNAMENT



### End-wood

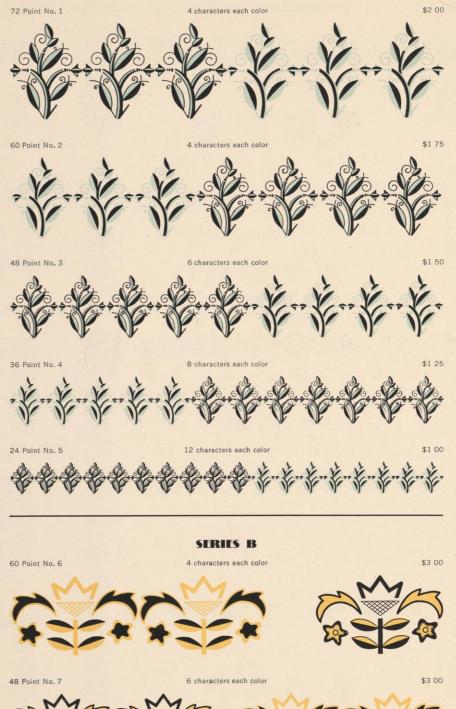
End-wood Color Blocks have a highly polished printing surface and will be found very useful for modern printing. Easily sawed to fit the job. Font contains two pieces eight inches long in the various widths shown below.

#### Per font \$2 50



### Modernage BANDS

#### SERIES A

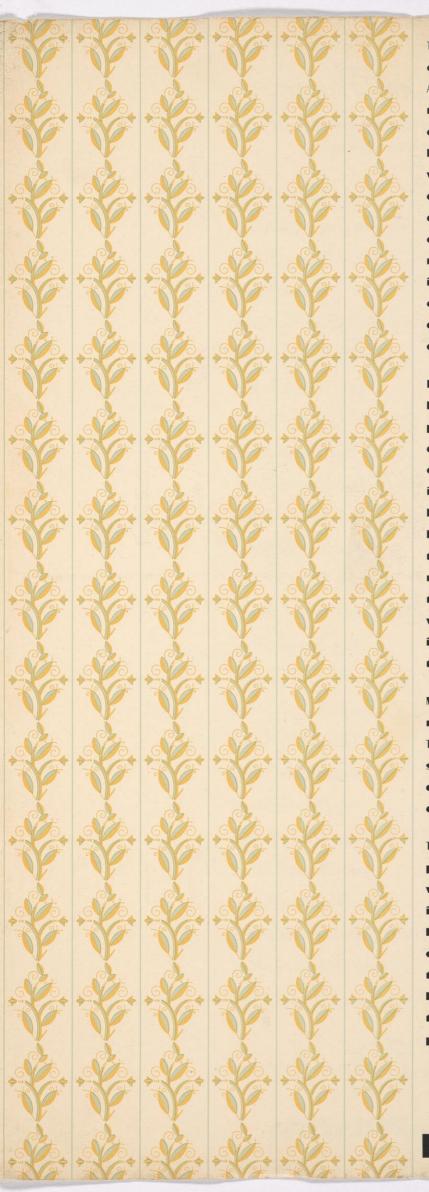








The characters shown above may also be purchased individually for one or two colors



The modern style in printing has angled and circled its way into the very dreams of the American advertising man. The simplicity of the new style, its inherent strength, and the charming blending of colors give abounding life and an entirely fresh interest to the advertising printing of today. But angles, circles and other geometric designs in themselves are simply the starting point and may too easily be overstressed. The main idea must not be lost sight of; common-sense ingenuity in the arrangement and decoration produces countless designs of unusual interest which apparently are quite remote from the simple angle or the circle.

Beauty in printing — cold, static, conservative beauty — is admirable as an ideal and, in its place, is not to be denied. Modernism has no quarrel with it. But lately it has been discovered that there is another kind of beauty in printing — a sparkling, virile, more active beauty—which the great world of advertising has made peculiarly its own. Modernism in typography serves a distinct purpose and must be considered as a constructive force of the first magnitude. Judged intelligently, it will be found to harmonize perfectly with the ideals established and furthered throughout the whole history of the printing arts.

Modern advertisers fully appreciate the significance of the new typographic tendency. They understand its powers, give it a proper setting, and combine copy, type display and art work accordingly. And the result is exhilarating, to say the very least.

The new movement, as might have been expected, surprised many of the more conservative printers, but most of them have fallen into line and now enjoy keeping time to the livelier beat. Modern advertisers must have color and action and a fresh appeal in their typography. Old modes of type display have become outmoded, with advertising leading the way, and all for the better so far as the printer and advertiser are concerned.

American Type Founders Company

## A Selling House

convenient for rendering a real service to printers wherever located

BOSTON, MASS	270 Congress Street
NEW YORK CITY	104-112 East 25th Street
PHILADELPHIA, PA Co	or. 13th and Cherry Streets
RICHMOND, VA	11 Governor Street
BALTIMORE, MD 109	-113 South Hanover Street
BUFFALO, N. Y	. 327 Washington Street
PITTSBURGH, PA	405 Penn Avenue
CLEVELAND, OHIO	. 1231 Superior Avenue
CINCINNATI, OHIO	646 Main Street
ATIANTA, GA 192-1	96 Central Avenue, S. W.
СНІСА60, Щ	519 West Monroe Street
DETROIT, MICH	557 West Larned Street
WASHINGTON, D. C	1224 H Street, N. W.
ST. LOUIS, MO	Ninth and Walnut Streets
MILWAUKEE, WIS	125 Second Street
MINNEAPOLIS, MINN	421 Fourth Street, South
OMAHA, NEB	
MANSAS CITY, MO	. 1114 Howard Street
	. 1114 Howard Street . 932 Wyandotte Street
KANSAS CITY, MO DENVER, COLO	<ul> <li>. 1114 Howard Street</li> <li>. 932 Wyandotte Street</li> <li>. 1621 Blake Street</li> <li>. 47 Fourth Street</li> </ul>
KANSAS CITY, MO	<ul> <li>. 1114 Howard Street</li> <li>. 932 Wyandotte Street</li> <li>. 1621 Blake Street</li> <li>. 47 Fourth Street</li> </ul>
KANSAS CITY, MO DENVER, COLO	. 1114 Howard Street . 932 Wyandotte Street . 1621 Blake Street 47 Fourth Street West 310 First Avenue . 500 Howard Street
KANSAS CITY, MO DENVER, COLO	<ul> <li>1114 Howard Street</li> <li>932 Wyandotte Street</li> <li>1621 Blake Street</li> <li>47 Fourth Street</li> <li>West 310 First Avenue</li> <li>500 Howard Street</li> <li>571 Hamilton Street</li> </ul>
KANSAS CITY, MO	. 1114 Howard Street . 932 Wyandotte Street . 1621 Blake Street . 47 Fourth Street West 310 First Avenue . 500 Howard Street . 571 Hamilton Street tern Avenue and Columbia
KANSAS CITY, MO	. 1114 Howard Street . 932 (Wyandotte Street . 1621 Blake Street . 47 Fourth Street (West 310 First Avenue . 500 Howard Street tern Avenue and Columbia . 1102 Commerce Street
KANSAS CITY, MO	. 1114 Howard Street . 932 (Wyandotte Street . 1621 Blake Street . 47 Fourth Street (West 310 First Avenue . 500 Howard Street tern Avenue and Columbia . 1102 Commerce Street

AMERICAN Cype for American PRINTERS