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The Nubian: a new fashion in types.

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

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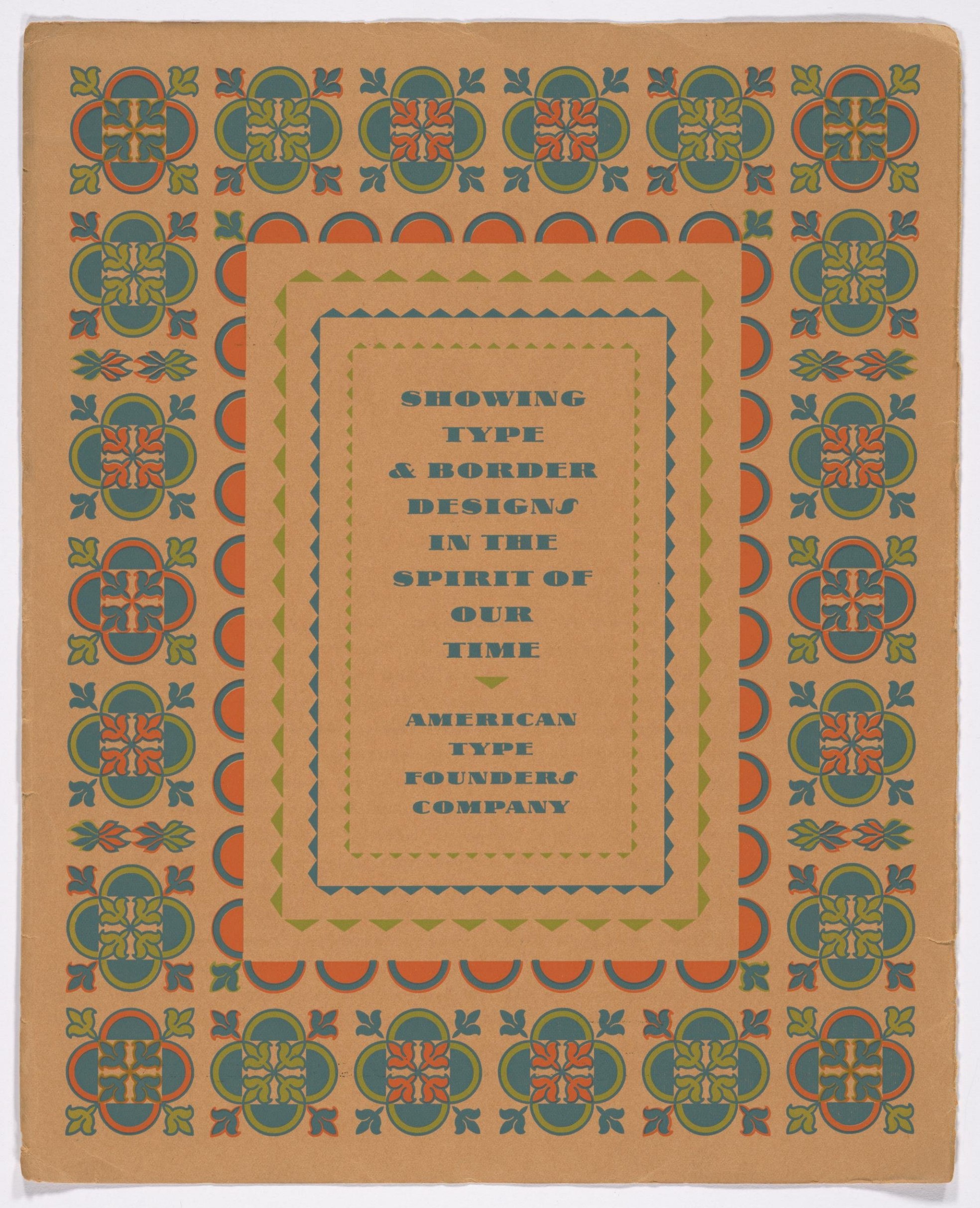
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the
NUBIAN

a
NEW
FASHION
in
TYPES

Introduced by
American Type Founders Company



**SHOWING
TYPE
& BORDER
DESIGNS
IN THE
SPIRIT OF
OUR
TIME**

**AMERICAN
TYPE
FOUNDERS
COMPANY**

1928 FASHIONS in TYPE

 **In** this pamphlet is shown the forerunner of a new fashion in Type and Decorative Material, designed primarily for use in publicity printing. This fashion has been named "Modernistic," although the term "Jazz" is bound to be popular. The effects obtained are startling, eye-catching, attention-riveting and decidedly intriguing to the memory. And exactly for the same reason that the syncopations of jazz music linger persistently and rhythmically in the memory, so will these modernistic types and decorative materials linger persistently and vividly in the mind's-eye of the prospective buyer. Having all these qualities, which are so essential to modern advertisers in the newspapers and magazines, or who use broadsides and circular announcements, no argument is needed as to the artistry of these bizarre modernistic types and borders and ornaments. The fact is that they satisfy the advertisers, who realize that they must **PROVOKE** attention toward their advertisements at a glance. The alert printer does not wait until his own customers call attention to novelties in type faces and decorative materials displayed in compositions done by other printers. He appreciates at its full value the advantage of a flying start. Are you an alert printer?

TYPE AND BORDERS IN THE SPIRIT OF TODAY



SEE
EUROPE this year and

we'll wager that you will want to go again. Our fast, modern ships make your trip doubly enjoyable



CONTINENTAL LINES



Our exhibit of rugs designed in the modern manner will open on Friday, March 4th • The patterns are all of them refreshingly new and exclusive • Rich, striking color effects vividly enhance these beautiful new designs

Smith & Sons
31 Grant Boulevard

the
holland
apartments

Unusual suites ready for occupancy next December may now be inspected. All decorations and furniture will be in keeping with the modernistic spirit evident in the design of the entire building. The suites range from three to nine rooms. Rents from \$950 upwards

ALBERT M. FRAIN, *Manager*

**Seven South
Fifth Street**



AMERICAN TYPE FOUNDERS COMPANY

PUBLICITY PRINTING MUST LOOK DIFFERENT

Stylmark
CLOTHIERS
Chicago

for _____

Nubian

12 to 72 Point

**American Type
Founders Company**



Oil

this series of articles by the
**ace of technical writers, Leo
Gainworthy, will run for six
months and will cover every
phase of oil activity. And in
addition to this you enjoy all
the other features of this big
magazine**

Stone's

Review for

March

PRINTING MUST LOOK DIFFERENT



the NUBIAN SERIES

12 Point 11A 21a Weight Font 36A 125a
DELIGHTFUL EVENING
 College graduates tender
 fine banquet to directors

14 Point 9A 17a Weight Font 25A 90a
GRAND SHOWING
 Industrious printers
 display artistic taste

18 Point 6A 11a Weight Font 16A 52a
SIMPLE GOWN
 Girls introduced
 strange methods

24 Point 5A 9a Weight Font 13A 38a
VAIN WAYS
 Bright Skies

30 Point 5A 7a Weight Font 10A 23a
REGAINS
 Lost Might

36 Point 4A 6a Weight Font 6A 16a
WAGER
 New Hat

42 Point 3A 5a Weight Font 9A 23a
PAGED
Big Girl

48 Point 3A 4a Weight Font 8A 15a
MODE
July 24

60 Point 3A 4a Weight Font 6A 9a
FATS
Cycle

72 Point Weight Font 4A 5a
KIN
Sigh

Publicity Types to be effective in **PUTTING OVER** the message of today and tomorrow must of necessity be **Decidedly Different** in appearance from type designs of yesterday. **NUBIAN** is another **Modernistic Type**, with each font containing characters here shown

A B C D E F G H
 I J K L M N O
 P Q R S 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
 l m n o p q r s t u v
 w x y z . , - ' ' : ; ! ?

The following characters, in sizes from 24 to 72 point, are cast mortised, and will set properly, as demonstrated in this showing

A F L P T V W Y

PRICES

12 Point Caps \$2 80 Lowercase \$3 00 Complete \$5 80 *Weight Font 20 lbs. about \$22 00	36 Point Caps \$7 00 Lowercase \$6 25 Complete \$13 25 *Weight Font 25 lbs. about \$21 00
14 Point Caps 2 90 Lowercase 3 40 Complete 6 30 *Weight Font 20 lbs. about 21 20	42 Point Caps 8 65 Lowercase 6 85 Complete 15 50 *Weight Font 50 lbs. about 41 00
18 Point Caps 3 50 Lowercase 3 30 Complete 6 80 *Weight Font 20 lbs. about 20 00	48 Point Caps 11 25 Lowercase 7 35 Complete 18 60 *Weight Font 50 lbs. about 40 00
24 Point Caps 4 05 Lowercase 4 20 Complete 8 25 *Weight Font 25 lbs. about 23 50	60 Point Caps 16 25 Lowercase 10 75 Complete 27 00 *Weight Font 50 lbs. about 39 00
30 Point Caps 6 00 Lowercase 4 75 Complete 10 75 *Weight Font 25 lbs. about 22 00	72 Point (Not put up in job fonts) *Weight Font 50 lbs. about 38 00

*Weight Fonts (when fonted by the same scheme sometimes vary in weight) are billed at actual weight, and the cost may vary from the price stated
 †Carried in stock only at Jersey City and Chicago

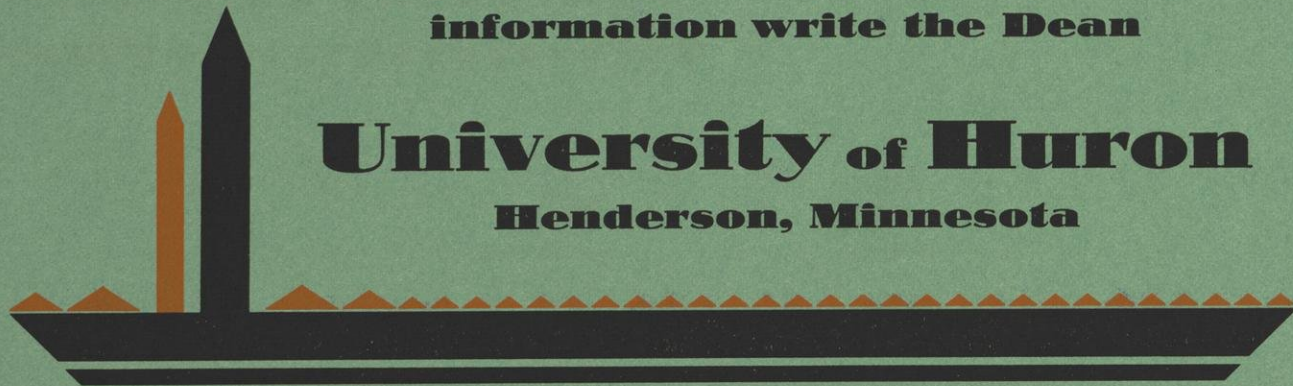


A special tour organized by the University of Huron and under the direction of Dr. Elensted invites other university students to participate

Egypt

and the Nile

Leaving Boston March 11th on the S.S. San Petro. Will visit all the famous ruins in the Valley of the Kings; the historic temples of Karnak and Luxor, etc. For further information write the Dean



University of Huron
Henderson, Minnesota

Every change in type fashions creates new opportunities for the printer and his customers

PUBLICITY PRINTING MUST LOOK DIFFERENT

fonier's

**modern textiles
for interiors are
exhibited today**

now at the textile center

**5 high street
near arden place**

**AMERICAN
TYPE FOUNDERS
COMPANY**

Sets the Type Fashions

**Startling
Designs
of gems in gold
and silver by
a craftsman of
our times may
be viewed at
Carlton's Fifth
Avenue Shop**

gems
by **Reis**

the
**REX
straight
EIGHT**
for
1928
is the
ultimate
in
fine car
value

FOLLOW THE TYPE FASHIONS

Advance Proof

Liberty Series

A Beautiful and Graceful Italic MADE IN TEN SCIENTIFICALLY GRADED SIZES *Accurately*
Cast in HARD METAL in Standard Type Molds—CORRECT American Height, Point Set
AND *Point Body* AND SOLD IN *Liberal* SIZED FONTS AT *Regular Prices*

Not a Script Type

REGULAR SPACING MATERIAL USED

American Type Founders Company

SEE LIST OF SELLING HOUSES ON BACK PAGE

Liberty Series

72 Point

Beautiful and Distinctive

60 Point

Graceful Typographic Effects

48 Point

Dignified Advertising Campaigns

42 Point

Excellent Gowns Recently Imported

36 Point

Furnished Magnificent Country Home

30 Point

Incorporated Northern Banking Institution

24 Point

Distinguished Educators Magnificently Entertained

18 Point

European Fashion Dictators Admire French Embroidery

14 Point

Wonderful Architectural Designs Display Extraordinary Merit

12 Point

*Unusual Business Announcement Requires Delicate Type Designs
Original Steel Engravings Beautifully Imitated*

FOR SCHEMES AND PRICES SEE OPPOSITE PAGE

American Type Founders Company

SETS THE TYPE FASHIONS EVERYWHERE

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 &

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

. , = ' : ; ! ?

PRICES AND SCHEMES OF JOB FONTS						PRICES AND SCHEMES OF WEIGHT FONTS						
BODY	CAP SCHEME	PRICE CAP FONT	LOWERCASE SCHEME	PRICE LOWERCASE FONT	PRICE COMPLETE FONT	FONT SCHEME	*PRICE CAP FONT	*PRICE LOWERCASE FONT	*PRICE POINTS	*PRICE FIGURES	*PRICE COMPLETE FONT	APPROX. WEIGHT
12 Point	16A	\$3 00	63a	\$2 80	\$5 80	78A 310a	\$9 50	\$10 60	\$0 90	\$1 00	\$22 00	20 lbs.
14 Point	14A	3 15	55a	3 15	6 30	58A 220a	9 40	9 95	85	1 00	21 20	20 lbs.
18 Point	10A	3 45	40a	3 35	6 80	36A 145a	8 65	9 50	85	1 00	20 00	20 lbs.
24 Point	7A	3 90	26a	3 60	7 50	27A 108a	10 40	11 00	90	1 20	23 50	25 lbs.
30 Point	6A	4 95	22a	4 30	9 25	17A 68a	9 85	9 95	85	1 35	22 00	25 lbs.
36 Point	5A	5 65	17a	4 75	10 40	12A 49a	9 75	9 35	75	1 15	21 00	25 lbs.
42 Point	4A	6 20	16a	6 05	12 25	18A 75a	18 65	19 05	1 35	1 95	41 00	50 lbs.
48 Point	4A	8 25	16a	8 00	16 25	14A 58a	18 20	18 55	1 25	2 00	40 00	50 lbs.
60 Point	4A	11 75	12a	8 50	20 25	8A 36a	16 50	19 25	1 25	2 00	39 00	50 lbs.
72 Point	3A	13 05	9a	8 45	21 50	6A 21a	19 10	15 85	1 05	2 00	38 00	50 lbs.

Complete Job or Weight Fonts sent unless otherwise ordered. Weight Fonts may be ordered in parts as shown in the above table.
 *Weight Fonts (when fonted by the same scheme sometimes vary in weight) are billed at actual weight, and the cost may vary slightly from the price stated.

Liberty Series

IS CARRIED IN STOCK FOR PROMPT DELIVERY AT OUR CONVENIENTLY
LOCATED SELLING HOUSES

Boston, Mass.

270 CONGRESS STREET

New York City

104-112 EAST 25TH STREET

Philadelphia, Pa.

COR. 13TH AND CHERRY STREETS

Baltimore, Md.

109-113 SOUTH HANOVER STREET

Richmond, Va.

11 GOVERNOR STREET

Atlanta, Ga.

192-196 CENTRAL AVENUE, S. W.

Buffalo, N. Y.

45 NORTH DIVISION STREET

Pittsburgh, Pa.

323 THIRD AVENUE

Cleveland, Ohio

15 ST. CLAIR AVENUE, N. E.

Cincinnati, Ohio

646 MAIN STREET

Detroit, Mich.

557 WEST LARNED STREET

Chicago, Ill.

517-519 WEST MONROE STREET

Milwaukee, Wis.

125 SECOND STREET

St. Louis, Mo.

NINTH AND WALNUT STREETS

Minneapolis, Minn.

421 FOURTH STREET, SOUTH

Kansas City, Mo.

932 WYANDOTTE STREET

Des Moines, Iowa

313 COURT AVENUE

Denver, Colo.

1621 BLAKE STREET

San Francisco, Cal.

500 HOWARD STREET

Los Angeles, Cal.

222 S. LOS ANGELES STREET

Portland, Ore.

47 FOURTH STREET

Spokane, Wash.

WEST 310 FIRST AVENUE

American Type Founders Company

SETS THE TYPE FASHIONS EVERYWHERE

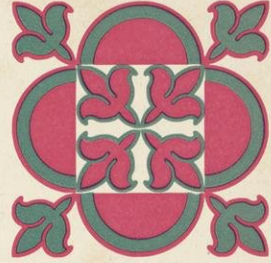
MODERNISTIC DECORATIVE MATERIAL

Modernistic Borders

These borders carried in stock only at Foundry

24 Point No. 25 42 inches \$3 85 24 Point No. 26 (Color for No. 25) 42 inches \$3 85

Characters in Complete Font



18 Point No. 27 48 inches \$3 30 18 Point No. 28 (Color for No. 27) 48 inches \$3 30 See page 7 of Nubian showing

12 Point No. 15 60 inches \$3 30 12 Point No. 16 (Color for No. 15) \$1 35

Characters in Complete Font

12 Point No. 29 60 inches \$3 30

Characters in Complete Font

12 Point No. 30 (Color for No. 29) 60 inches \$3 30

6 Point No. 13 60 inches \$2 75

Characters in Complete Font

6 Point No. 14 (Color for No. 13) \$1 10

24 Point No. 17 42 inches \$3 85 24 Point No. 18 (Color for No. 17) 42 inches \$3 85

Characters in Complete Font

3 Point No. 4 66 inches \$2 75

One Character Border

18 Point No. 19 48 inches \$3 30 18 Point No. 20 (Color for No. 19) 48 inches \$3 30

Characters in Complete Font

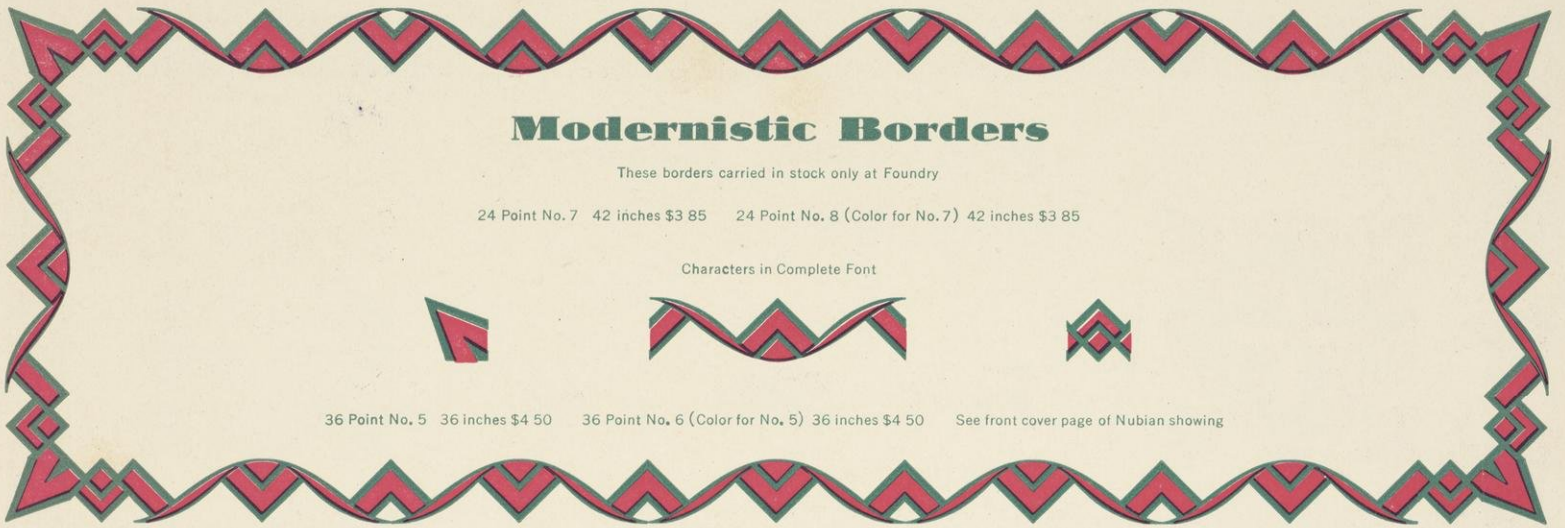
12 Point No. 3 60 inches \$3 30

8 Point No. 2 60 inches \$3 05

6 Point No. 1 60 inches \$2 75

One Character Border

MODERNISTIC DECORATIVE MATERIAL




Modernistic Borders

These borders carried in stock only at Foundry

24 Point No. 7 42 inches \$3 85 24 Point No. 8 (Color for No. 7) 42 inches \$3 85

Characters in Complete Font



36 Point No. 5 36 inches \$4 50 36 Point No. 6 (Color for No. 5) 36 inches \$4 50 See front cover page of Nubian showing

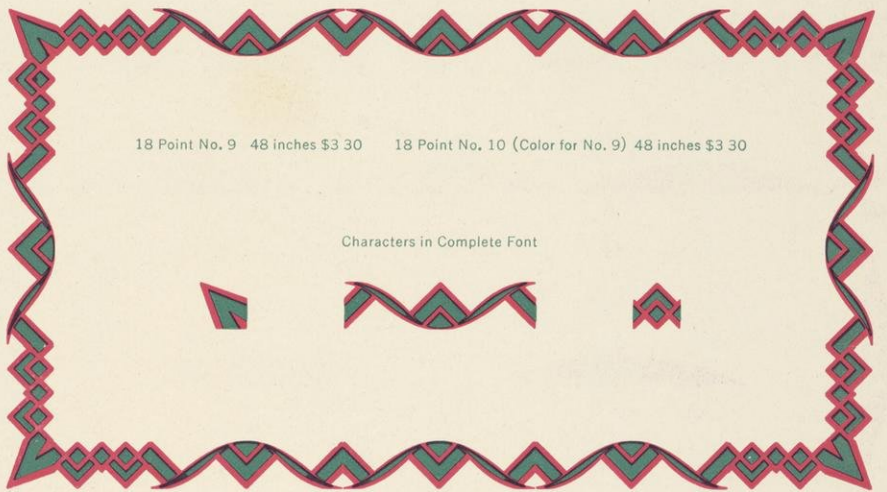


24 Point No. 33 42 inches \$3 85
24 Point No. 34 (Color for No. 33) 42 inches \$3 85

Characters in Complete Font




36 Point No. 31 24 inches \$3 00
36 Point No. 32 (Color for No. 31) 24 inches \$3 00



18 Point No. 9 48 inches \$3 30 18 Point No. 10 (Color for No. 9) 48 inches \$3 30

Characters in Complete Font




18 Point No. 35 48 inches \$3 30
18 Point No. 36 (Color for No. 35) 48 inches \$3 30

Characters in Complete Font

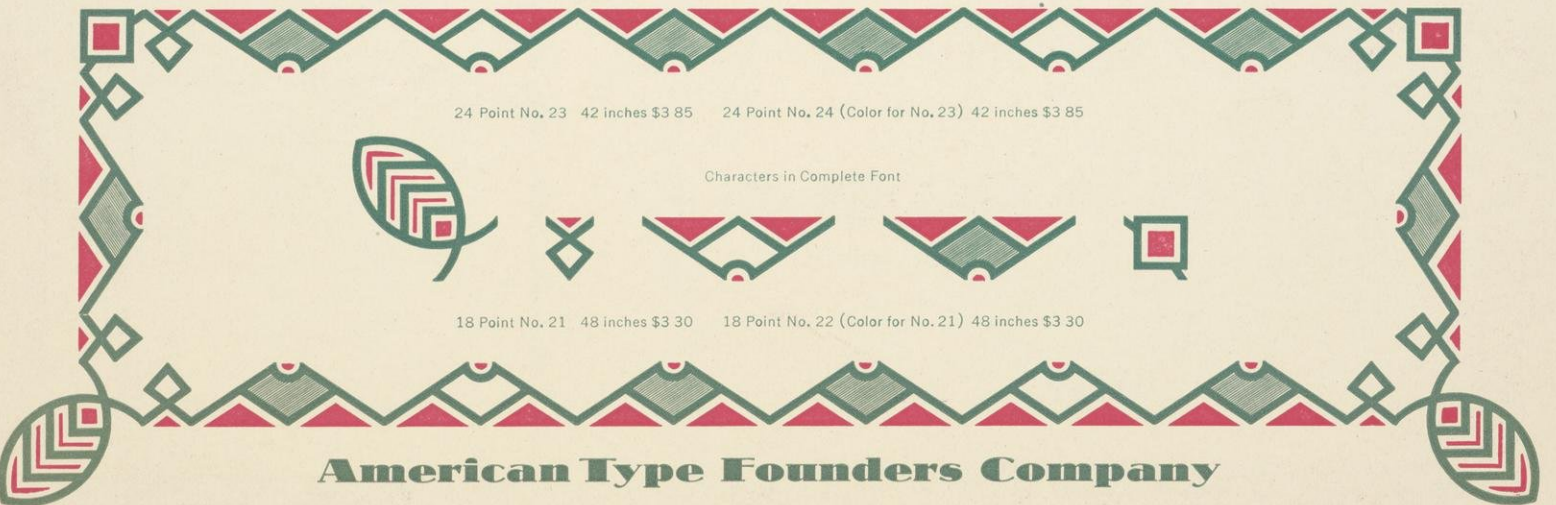


12 Point No. 37 60 inches \$3 30
12 Point No. 38 (Color for No. 37) 60 inches \$3 30




12 Point No. 11 60 inches \$3 30 12 Point No. 12 (Color for No. 11) 60 inches \$3 30

Characters in Complete Font

24 Point No. 23 42 inches \$3 85 24 Point No. 24 (Color for No. 23) 42 inches \$3 85

Characters in Complete Font

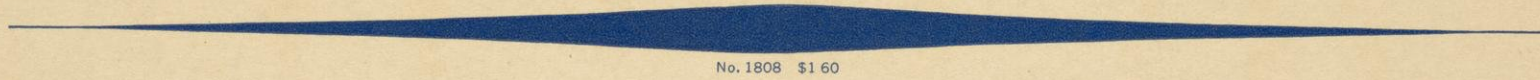


18 Point No. 21 48 inches \$3 30 18 Point No. 22 (Color for No. 21) 48 inches \$3 30

American Type Founders Company

cast in type molds **Sectional Dashes** point body, point set

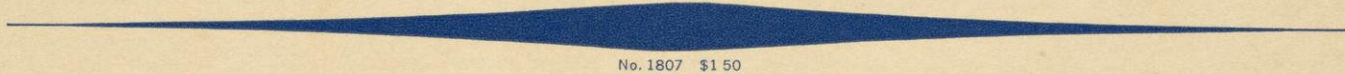
Per font \$5 25 Contains one each (two pieces) of Nos. 1803, 1805, 1807 and 1808, and two fillers each Nos. 1, 2 and 3



No. 1808 \$1 60



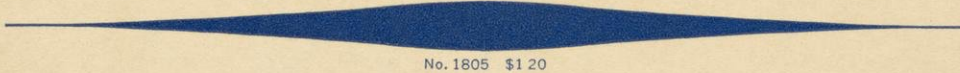
No. 1808-1* (1808 with filler) \$1 80



No. 1807 \$1 50



No. 1807-2* (1807 with filler) \$1 70



No. 1805 \$1 20



No. 1805-3* (1805 with filler) \$1 40

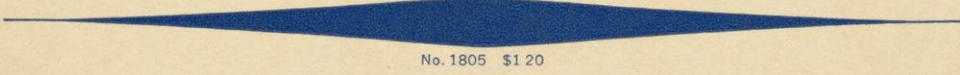


No. 1803 85c



No. 1803-2* (1803 with filler) \$1 05

Timely Dashes



No. 1805 \$1 20



No. 1804 \$1 00

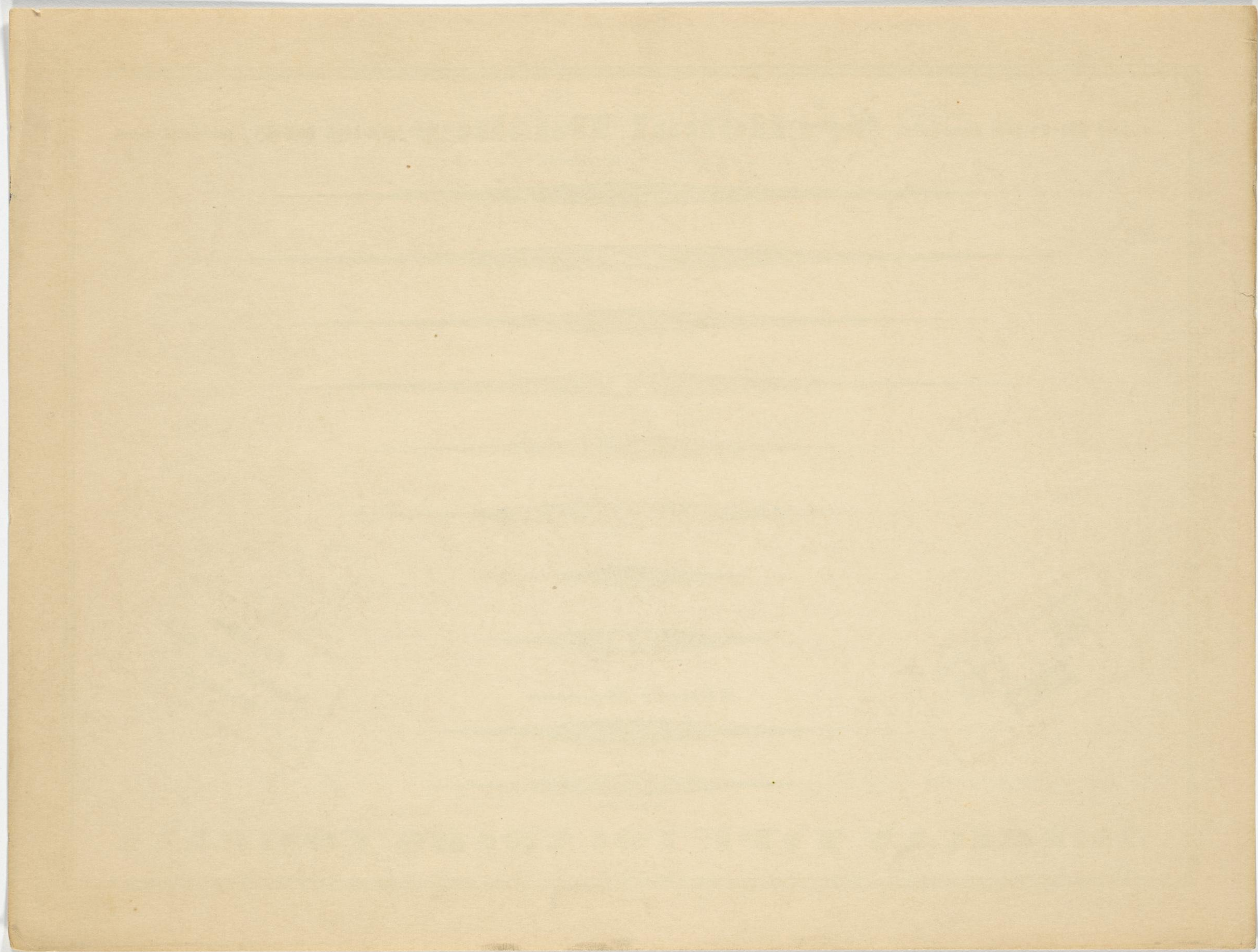


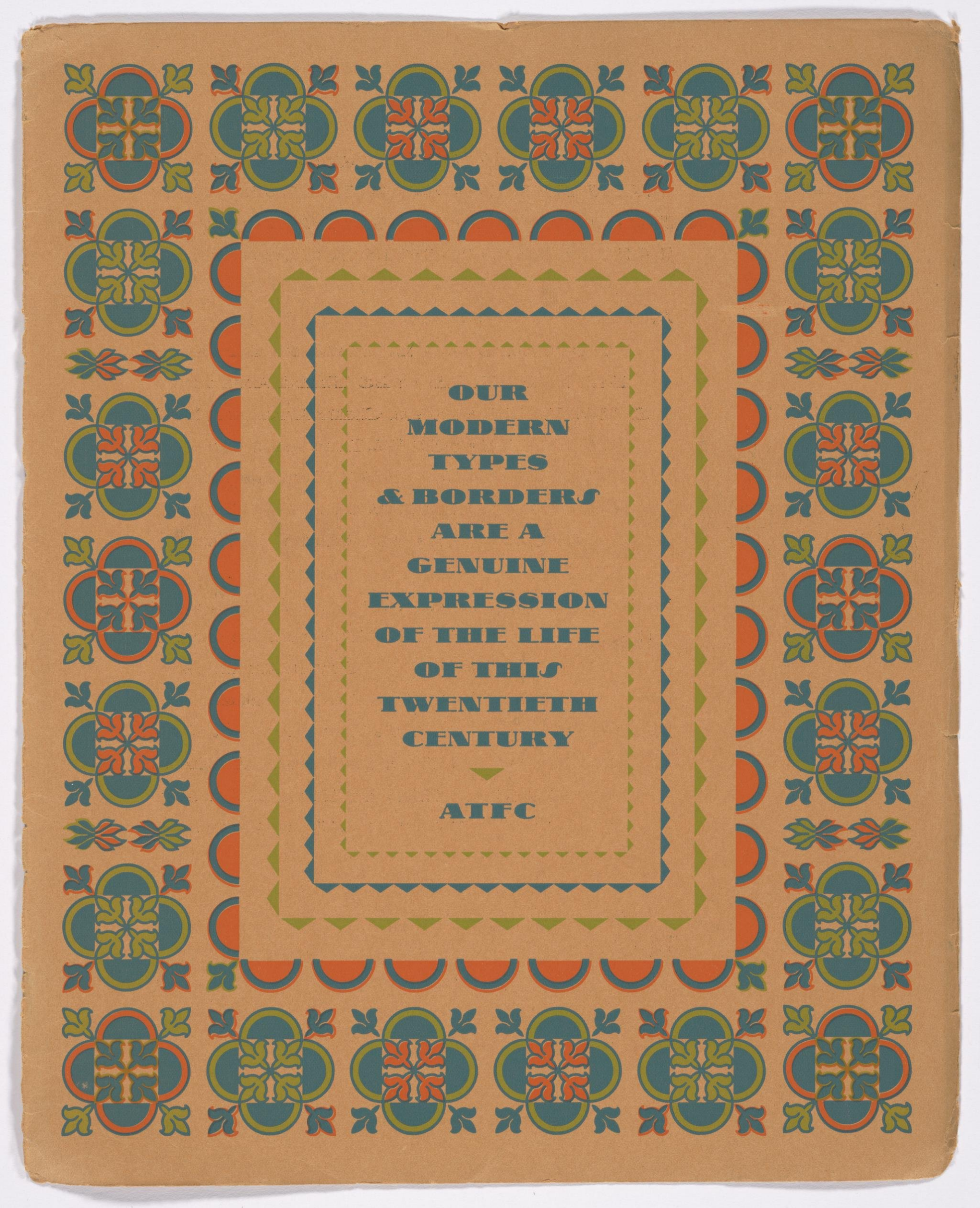
First two figures denote body, second two figures give total length of dash in inches
*Last figure denotes number of filler



AMERICAN TYPE FOUNDERS COMPANY

PRINTED IN U.S.A.





**OUR
MODERN
TYPES
& BORDERS
ARE A
GENUINE
EXPRESSION
OF THE LIFE
OF THIS
TWENTIETH
CENTURY**

ATFC

**S
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- BOSTON • 270 Congress Street**
NEW YORK • 104-112 East 25th Street
PHILADELPHIA • Cor. 13th & Cherry Streets
BALTIMORE • 109-113 S. Hanover Street
RICHMOND • 11 Governor Street
ATLANTA • 192-196 Central Avenue, S. W.
BUFFALO • 45 N. Division Street
PITTSBURGH • 323 Third Avenue
CLEVELAND • 15 St. Clair Avenue, N. E.
DETROIT • 557 W. Larned Street
CHICAGO • 517-519 W. Monroe Street
MILWAUKEE • 125 Second Street
CINCINNATI • 646 Main Street
ST. LOUIS • Ninth & Walnut Streets
MINNEAPOLIS • 421 Fourth Street, South
KANSAS CITY • 932 Wyandotte Street
DES MOINES • 313 Court Avenue
DENVER • 1621 Blake Street
LOS ANGELES • 222 S. Los Angeles Street
SAN FRANCISCO • 500 Howard Street
PORTLAND, ORE • 47 Fourth Street
SPOKANE • West 310 First Avenue

**American
Type Founders
Company**

leader in

type
fashions