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ATF Spartan: medium and italic.

Elizabeth, New Jersey: American Type Founders Company, [s.d.]

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off



SPARTAN

MEDIUM AND ITALIC

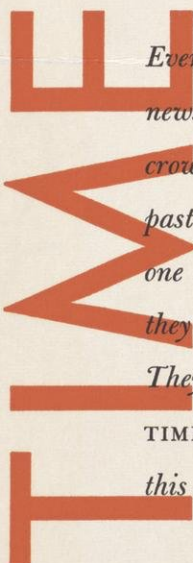
CONCERT

DEBUSSY
BRAHMS
BERLIOZ
MOZART

THE DENVER
PHILHARMONIC

MARCH 10

Because its design is sound, Spartan Medium looks well when used alone. Because its design is simple, Spartan Medium combines well with other faces. Ample evidence of the first point are the specimens at the tops of these pages while the second is demonstrated in the TIME ad, which uses Bulmer for text and the travel folder using Grayda for display



Everybody cares about the news these news-filled days • They want the seven crowded days which have just rushed past added up for them • For them the one answer turns out to be TIME • So they read TIME every week of the year. They've come to know that everything in TIME is essential • You too can have all this at five dollars a year.

★ THE WEEKLY NEWSMAGAZINE

THE PURITAN CEMENT COMPANY
28 NORTH ADAMS STREET
TELEPHONE 2-8945
QUINCY, MASSACHUSETTS



CARTWRIGHT CARTONS • INCORPORATED

891 WASHINGTON AVENUE
BIRMINGHAM, TENNESSEE

WEDGEWOOD GAMED SERIES H-NO. 24



A GEM OF THE CARIBBEAN

Haiti



THE NATIONAL
TOURIST BUREAU
CRUISES

Giving vi

120 Point 3A 4a 3 Fig. 1

Giving voit

96 Point 3A 4a 3 Fig. 1

Giving voice

84 Point 3A 4a 3 Fig. 1

Giving voice ti

72 Point 3A 4a 3 Fig. 1

Giving voice to th

60 Point 4A 6a 3 Fig. 1

Giving voice to the co

48 Point 4A 7a 3 Fig. 1

GIVING VOICE TO THE
giving voice to the countl

42 Point 4A 8a 4 Fig. 1

GIVING VOICE TO THE CO
giving voice to the countless

36 Point 5A 9a 4 Fig. 1

GIVING VOICE
giving voice to th

30 Point 7A 11a 5 Fig. 1

GIVING VOICE TO T
giving voice to the co
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24 Point 9A 16a 5 Fig. 1

GIVING VOICE TO THEI
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ir story in the printed word

18 Point 11A 21a 8 Fig. 1

GIVING VOICE TO THE COUNTL
giving voice to the countless thou
sands who tell their story in the pr
inted word is the function of type

14 Point 18A 32a 10 Fig. 1

GIVING VOICE TO THE COUNTLESS
giving voice to the countless thousands
who tell their story in the printed word

12 Point 21A 38a 11 Fig. 1

GIVING VOICE TO THE COUNTLESS THOUS
giving voice to the countless thousands who
tell their story in the printed word is the func

10 Point 26A 45a 13 Fig. 1

GIVING VOICE TO THE COUNTLESS THOUSANDS WH
giving voice to the countless thousands who tell their story
in the printed word is the function of type. To modulate

8 Point 26A 48a 15 Fig. 1

CHARACTERS IN COMPLETE FONT

CAP FONTS

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 & . , - ' ' " " : ; () ! ?

LOWERCASE FONTS

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 . , - ' ' " " : ; * () ! ?

Ligatures are included in fonts of 8
to 18 point sizes; are obtainable in 24
to 120 point sizes on special order ff fi fl ffi m

FIGURE FONTS

\$ 1 2 3 4 5 6 7 8 9 0 ¢ % . , -

Spartan Medium is packaged in three parts,
any one of which may be ordered separately

DINE

Famous Gibson Dishes are true to Continental tradition with their superior quality and tooth-someness that only the most skillful blending of finest foods can produce. Some of our recipes have been handed down since the year 1845.

GIBSON'S

REFRESHINGLY AIR-CONDITIONED

72 X 72 ATF TYPOGRAPHIC DOT



CROWN PLAYING CARDS

You'll not have
any trouble in satisfying
yourself that here are
real suit values at only

\$24⁷⁵

Imported and domestic fabrics.
Modern-tailored lounge models.
Full range of sizes 36 to 46.
New fall colors to suit any man.
Youthful, conservative patterns.

tiptop

TAILORS

BRIGHT NEWS

IN HOSIERY COLORS FOR SPRING

ROSE NUDE

A high-fashion shade for mauve tones. Blends with fuchsia accessories, accents pale violet-pink. Harmonizes with Arden's Prince's Feather make-up.



BRACKEN

An amber beige for dark spring prints. Smart with tailored suits in black, grey, navy. Popular shade for general wear. An early spring color.

TANSAN

A dusky beige shade for the dark suit or print. Blends with navy, black, brown or wine. Limited to early spring. For the conservative customer.



BLOND BEBE

A versatile beige. For Maggy Rouff's Blond Bebe. Complements cranberry red, bright navy, other blues. Good with tan, dusty yellow, copper-brown.

SUNFAIR

Newer than Suntan. Inspired by Arden's Sunfair make-up. Lovely with light prints and gay sandals, coral-rust, pimento-red. Resort or evening.

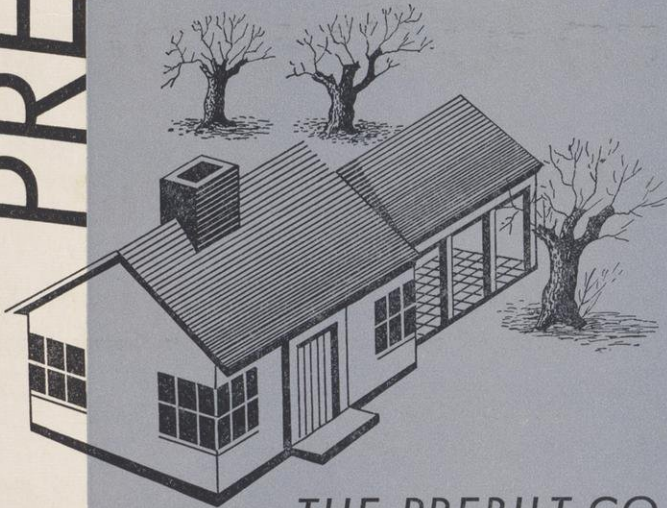


NOLDE & HORST HOSIERY

PREBILT

HOUSES

a new idea
for prospective
home owners



THE PREBILT CO.

BELOW: 84 X 84 ATF TYPOGRAPHIC DOT
ATF FIVE-POINTED SOLID STARS



CARLETON
HOTEL
MOONLIGHT
GARDENS

★
OPENING
MAY 30TH

Doryce Carr INTERIOR DECORATOR

If you are contemplating marriage and a new home . . . if you are just married and are planning how to use what you have and what to add . . . if you are going to move to a larger apartment . . . Doryce Carr can act as your practical

adviser in solving your problem. At her studio you can examine samples and catalogues. She can take you to manufacturing houses where you can see what interests you. Doryce Carr can give you a complete budget so that you know exactly where you can economize. You will have planned economy which may net you more in the end than you expected. Visit her studios today to discuss your ideas, without obligation of course.

73 N. MICHIGAN BOULEVARD
CHICAGO, ILLINOIS

Giving voice to

72 Point 3A 4a 3 Fig.1

Giving voice to thi

60 Point 4A 6a 3 Fig.1

Giving voice to the cou

48 Point 4A 7a 3 Fig.1

Giving voice to the countle

42 Point 4A 8a 4 Fig.1

GIVING VOT
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36 Point 5A 9a 4 Fig.1

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30 Point 7A 12a 5 Fig.1

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24 Point 9A 16a 7 Fig.1

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giving voice to the countless thousands who tell their st

8 Point 26A 49a 17 Fig.1

CHARACTERS IN COMPLETE FONT

CAP FONTS

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M N O P Q R S T U V W
X Y Z & . , - ' ' " " : ; () ! ?

LOWERCASE FONTS

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Ligatures are included in fonts of 8
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to 72 point sizes on special order

ff fi fl fm fn

FIGURE FONTS

\$ 1 2 3 4 5 6 7 8 9 0 ¢ % . , -

Spartan Medium Italic is packaged in three parts,
any one of which may be ordered separately



72 X 72 ATF TYPOGRAPHIC DOT

PALM
BEACH
SUITS
\$16⁷⁵



GOODALL COMPANY

1%

WHITEHALL SHIRTS

JAYSON SHRUNK
Fabric shrinkage less than
1%—Federal specifications
CCC-T-191A.

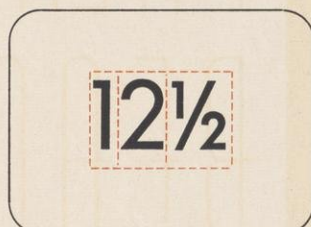
BY *Jayson*

In their quest for quality, Jayson created Whitehall... the ultimate white shirt. Tailored in Troy of superlatively fine broadcloth, the Whitehall is the end of your search for highest quality at \$2. Sizes: 13½ to 19; sleeve lengths 31 to 37; in neckband, regular soft collar or Jaysonized no starch, no wilt collar.

HENDERSON HABERDASHERY • 617 MAIN STREET

FRACTIONS

Spartan Medium fractions are cast on the regular body and align with Spartan Medium figures as illustrated below. Fonts are packaged to the same weight as regular figures



$\frac{1}{2}$ $\frac{1}{2}$ $\frac{1}{2}$ $\frac{1}{2}$
120 pt. 96 pt. 84 pt. 72 pt.

$\frac{1}{2}$ $\frac{1}{2}$ $\frac{1}{2}$ $\frac{1}{2}$ $\frac{1}{2}$ $\frac{1}{2}$ $\frac{1}{2}$ $\frac{1}{2}$ $\frac{1}{2}$ $\frac{1}{2}$
8 pt. 10 pt. 12 pt. 14 pt. 18 pt. 24 pt. 30 pt. 36 pt. 42 pt. 48 pt. 60 pt.

CHARACTERS IN COMPLETE FONT

$\frac{1}{2}$ $\frac{1}{4}$ $\frac{3}{4}$ $\frac{1}{3}$ $\frac{2}{3}$ $\frac{1}{8}$ $\frac{3}{8}$ $\frac{5}{8}$ $\frac{7}{8}$

DECIMAL FIGURES

Spartan Medium decimal figures are cast on the regular body and align with Spartan Medium figures as shown. Fonts contain only decimal figures, packaged to the same weight as regular figures



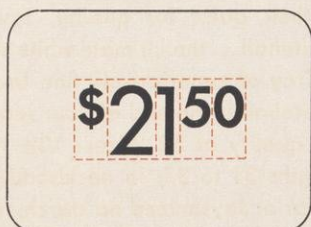
12 12 12 12 12 12 12 12
72 pt. 60 pt. 48 pt. 42 pt. 36 pt. 30 pt. 24 pt. 18 pt.

CHARACTERS IN COMPLETE FONT

1 2 3 4 5 6 7 8 9 0 \$.

ADVERTISING FIGURES No. 77

Advertising Figures No. 77 are the same face as Spartan Medium figures, cast on a space saving smaller body as illustrated. Cast on "title line," they will not align with regular figures. Packaged in fonts weighing approximately 5 lbs.



12 12 12 12 12 12 12 12
72/60 pt. 60/48 pt. 48/42 pt. 42/36 pt. 36/30 pt. 30/24 pt. 24/18 pt. 18/14 pt.

CHARACTERS IN COMPLETE FONT

1¹ 2² 3³ 4⁴ 5⁵ 6⁶
7⁷ 8⁸ 9⁹ 0⁰ . \$ % ¢

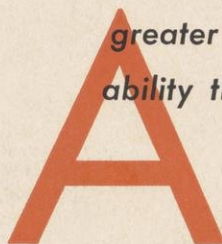
A large, stylized white letter 'S' is positioned on the left side of the page, partially overlapping the 'SPARTAN' text. It has a thick stroke and a slight shadow effect.

SPARTAN



MEDIUM AND MEDIUM ITALIC

Here is a sans serif that brings new utility to a design already established as a composing room standard. Through arrangement with the Mergenthaler Linotype Company, ATF Spartan Medium and Medium Italic match the machine versions in the smaller sizes, and extend their design characteristics in the larger sizes. The harmony between machine-set body matter and hand-set display thus obtainable is but one of the many features of the ATF Spartans. Designers and layout men will appreciate their careful fitting and the convenience of the auxiliaries cut to go with them. Compositors will look on these auxiliaries as time-savers and find similar economy in the fact that these faces are cast on American line. Printers will be quick to recognize all these advantages but will set even greater store by the accurate casting and the wearability that make ATF type "the best type made."



AMERICAN TYPE FOUNDERS

ELIZABETH, NEW JERSEY

Branches and Selling Agents in Twenty-three Principal Cities