



Add "punch" to your printing with Hamilton wood type. 1951

Two Rivers, Wisconsin: Hamilton Manufacturing Company, 1951

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Add

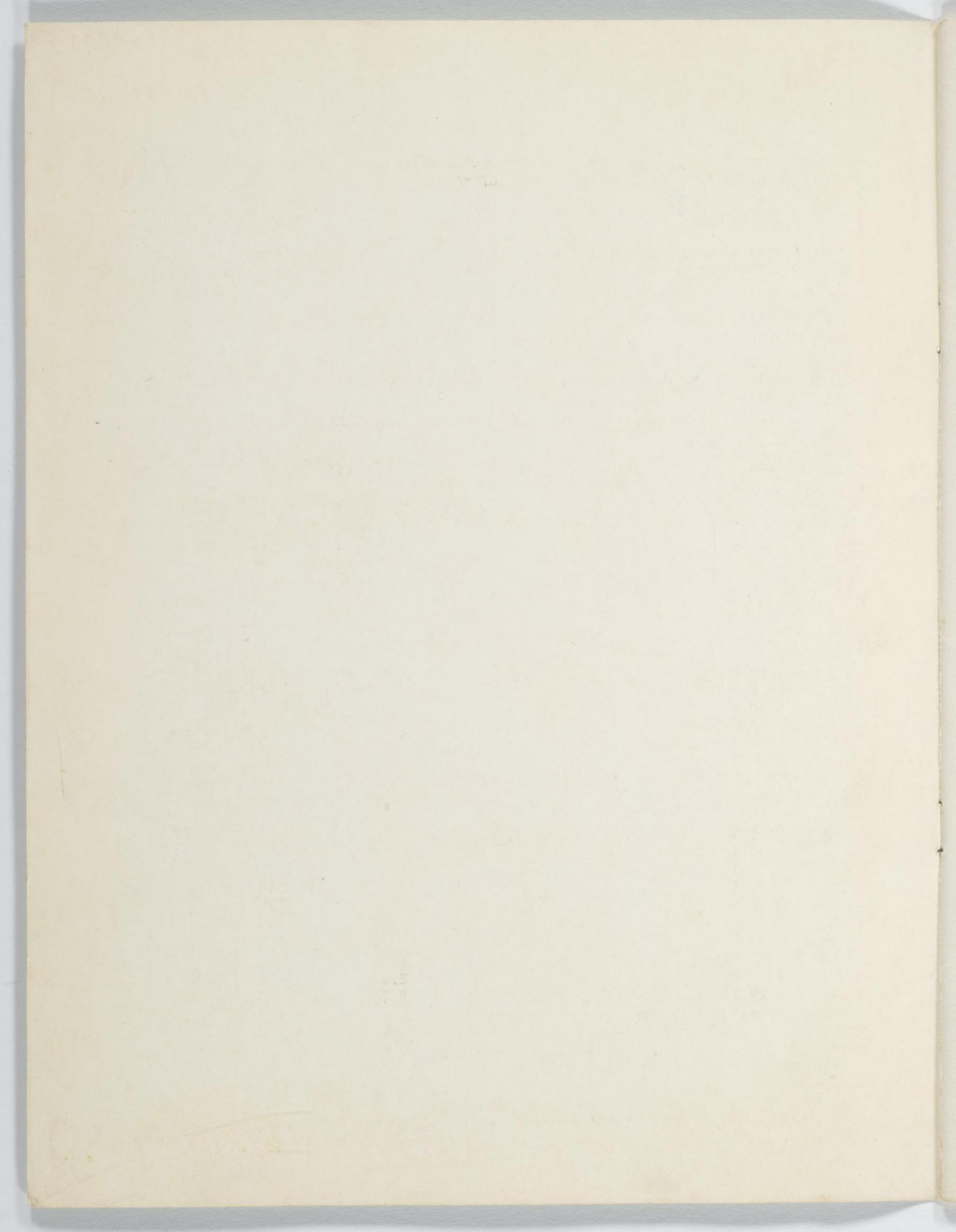
"PUNCH!"



to your printing with

HAMILTON
WOOD TYPE

Catalog No. 25



HAMILTON WOOD TYPE

Catalog No. 25

On the following pages are shown, in alphabetic order, popular Hamilton Wood Type Faces that are today in most frequent demand.

For your convenience in selecting a face most suitable for a particular job, specimen pages also include tables giving width measurements, in points, of all characters in each font in sizes up to ten line. To use these tables, simply add together the point widths of the characters making up your copy to determine whether the face selected will fit into width of line called for on your layout.

To determine point widths of characters for sizes larger than ten line, simply multiply figures shown in the tables since wood type characters increase in width in exact proportions to their height. For example, twenty-line characters are exactly twice the width of ten-line characters, etc. (See instructions accompanying table on Page 4.)

Hamilton Wood Type faces are supplied in sizes from 4 to 36 line, as listed with the specimen showings of the individual faces. Sizes from 36 to 100 line available on request. Fonting tables for complete fonts are shown on Page 32.

HOW TO ORDER HAMILTON WOOD TYPE

Hamilton Wood Type may be purchased either in complete fonts or as individual sorts. When ordering from this catalog please give both name of face and catalog number as shown.

When ordering complete fonts or sorts to match Hamilton Wood Type now in your cases, and where you are unable to

give us both name and catalog number of the face desired, please be sure to send us at least three clear proofs of the following characters:

Caps: A, H, R and S

Lower Case: e, m, o and s

Figures: All figures, 1 to 0 inclusive

All type specimens in this catalog are printed directly from
Hamilton Wood Type, not from electrotypes.

Hamilton Manufacturing Company :: Two Rivers, Wisconsin

Modern Uses for Hamilton Wood Type

In earlier days, wood type was used principally for posters, handbills, signs, street car cards and similar ordinary printing jobs. In recent years, however, bold display has become extremely popular and has proved very effective for many additional, more profitable kinds of printing. Today bold headlines feature and lend important emphasis to newspaper and magazine advertisements, to broadside mailing pieces, to sales bulletins, catalogs and other advertising and sales promotion printing.

Wherever bold display lines or large-size individual words or characters are called for, Hamilton Wood Type frequent-

ly proves not only most suitable but also most economical. With the variety of faces and almost unlimited size range obtainable, practically any desired display effect can be achieved.

Because Hamilton Wood Type is designed by men who are specialists in type design, it is usually more legible than hand lettering. Character for character it costs less than the combination of hand lettering and engraving. And it provides the added advantage that the initial cost can be spread over many jobs instead of one, since of course Hamilton Wood Type can be used over and over, on one job after another.

The Making of Hamilton Wood Type

Craftsmanship of the highest order is called for in the making of Hamilton Wood Type. As the first step, a master pattern is prepared from the original type-designer's drawing, a pattern which is

faithful to the original drawing in every detail.

Slabs of maple endwood are cut from logs harvested before the sap begins to run. This assures clear wood. These slabs



Left—Hours of sanding, varnishing and hand rubbing the seasoned slabs of maple endwood provide the perfect printing surface which is characteristic of Hamilton Wood Type.

Right—Cutting an individual type character on the pantograph machine. The master pattern is under the operator's left hand.

Far Right—Each individual type character is hand finished, an operation that calls for highly-developed skill and long training of eye and hand.

are cured for a year. Then they are sanded and given several coats of varnish. After each coat of varnish, the blocks are hand-rubbed with oil and pumice to provide a perfect printing surface.

One of these prepared slabs is placed on a pantograph machine with the master pattern secured at the left of the operator. The operator guides a pointer around the edges of the pattern while the

cutters reproduce the pattern on the wood slab in the size desired.

An expert hand finisher then completes each individual letter, working with small hand tools known as gravers. Finally the individual letters are carefully inspected, proofed to show printing quality, arranged in font order and packed for shipment.

Advantages of Hamilton Wood Type

A very important advantage of Hamilton Wood Type is the perfect printing surface it provides, a surface that takes ink readily and releases ink cleanly. Another is that there is no chemical reaction between the wood surface and the ink to affect delicate ink colors.

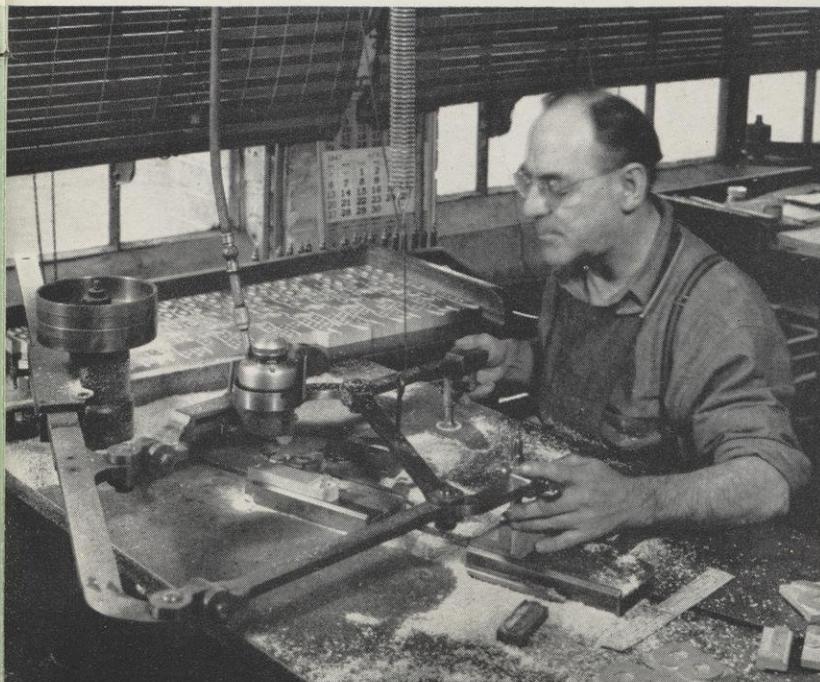
Because of the meticulous care used in the selection and preparation of the wood, even the largest characters in

Hamilton Wood Type are free from pin-holes and other objectionable surface imperfections. And the surface of Hamilton Wood Type presents a perfectly true, flat surface that prints with a minimum of makeready.

Hamilton Wood Type is unsurpassed for durability. Given reasonable care, as explained on Page 32, Hamilton Wood Type serves faithfully for many years to repay its cost over and over again.

PAGE

3



BALLOON No. 843 CLASS R

FOUR LINE

(Cut in sizes from 4 line to 36 line)

— 1 —

A B C D E F G H I J K L M N O P

FOUR LINE

Q R S T U V W X Y Z & \$ 1 2 ? ! ,

HAMILTON MANUFACTURING COMPANY • Two Rivers, Wisconsin

SIX LINE

DEGKMCANU

EIGHT LINE

COLUMBIA

TEN LINE.

HDE

PAGE

4

Add total point widths of characters in your copy, from table below, to determine total length of line. If line comes too short or too long, another size or face will probably prove more suitable. To obtain point widths for larger sizes, simply multiply figures given in table. For example, twenty line characters are exactly twice the width of ten-line characters.

FOR SIZES LARGER THAN 36 LINE
WRITE FOR PRICES.

BERNHARD GOTHIC HEAVY No. 806 CLASS O

(Cut in sizes from 4 line to 36 line)

FOUR LINE

A B C D E F G H I J K L M N

FOUR LINE

abcdefghijklmn&12?!\$

HAMILTON MANUFACTURING COMPANY • Two Rivers, Wisconsin

SIX LINE

See explanation of point width table on Page 4.

CDHRSWZIG

EIGHT LINE

HFQVBM

TEN LINE

DKRTU

PAGE
6

TABLE OF APPROXIMATE CHARACTER POINT-WIDTHS

FREE HAND No. 882 CLASS P

(Cut in sizes from 4 line to 36 line)

FOUR LINE

A B C D E F G H I J & \$?

FOUR LINE

1234abcdefghijklmnopqrstuvwxyz

SIX LINE

See explanation of point width table on Page 4.

CHJWONR

EIGHT LINE.

YDJACZ

TEN LINE

GEORG

PAGE

TABLE OF APPROXIMATE CHARACTER POINT-WIDTHS

FUTURA MEDIUM No. 815 CLASS O

(Cut in sizes from 4 line to 36 line)

FOUR LINE

A B C D E F G H I J K L T \$ & , ? !

FOUR LINE

R a b c d e f g h i j k l m n o p q r s t

HAMILTON MANUFACTURING COMPANY • Two Rivers, Wisconsin

SIX LINE

See explanation of point width table on Page 4.

EGABMRYSO

EIGHT LINE

RILNODUF

TEN LINE

QUENIB

TABLE OF APPROXIMATE CHARACTER POINT-WIDTHS

FUTURA SEMI-BOLD No. 835 CLASS O

(Cut in sizes from 4 line to 36 line)

FOUR LINE

A B C D E F G H I J K L M \$ 3

FOUR LINE

Wabcdefghijklmnop?!

HAMILTON MANUFACTURING COMPANY • Two Rivers, Wisconsin

SIX LINE

See explanation of point width table on Page 4.

DOMERKFJP

EIGHT LINE

SERTMIW

TEN LINE.

BILTON

TABLE OF APPROXIMATE CHARACTER POINT-WIDTHS

GOUDY ITALIC No. 783

CLASS P

(Cut in sizes 4 line to 36 line)

FOUR LINE

A B C D E F G H I K & !

FOUR LINE

Nabcdefghijklmno.

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SIX LINE

See explanation of point width table on Page 4.

FRLSOHMI

EIGHT LINE.

UNYJTE

TEN LINE

EOLPS

PAGE
12

TABLE OF APPROXIMATE CHARACTER POINT-WIDTHS

PLAIN GOTHIC No. 98 CLASS O

(Cut in sizes 4 line to 36 line)

FOUR LINE

A B C D E F G H I J K L M N & !

FOUR LINE

Pabcdefghijklmnopqrstuvwxyz123

SIX LINE

See explanation of point width table on Page 4.

DEHLABOTRN

EIGHT LINE

COMUDAT

TEN LINE

SEL DIV

PAGE
14

TABLE OF APPROXIMATE CHARACTER POINT-WIDTHS

PLAIN GOTHIC No. 4045 CLASS M.

(Cut in sizes 4 line to 36 line)

FOUR LINE

A B C D E F G H I J K L M 5 6 7 \$! ?

FOUR LINE

Rabcdefghijklmnopqrstuvwxyz

SIX LINE

See explanation of point width table on Page 4.

A D E F H L M N O R S T

EIGHT LINE

A E F J K M O S T

TEN LINE

ACHNORT

TABLE OF APPROXIMATE CHARACTER POINT-WIDTHS

RADIO BOLD No. 841 CLASS O

Cut in sizes 4 line to 36 line.

FOUR LINE

A B C D E F G H I J K L M N O P R

FOUR LINE

Sabcdefghijklmnopqrs

HAMILTON MANUFACTURING COMPANY • Two Rivers, Wisconsin

SIX LINE

See explanation of point width table on Page 4.

CATENRSFMY

EIGHT LINE

NLFIDOEK

TEN LINE

GSTZON

PAGE
19

TABLE OF APPROXIMATE CHARACTER POINT-WIDTHS

STYMIE MEDIUM No. 812 CLASS O

Cut in sizes 4 line to 36 line.

FOUR LINE

A B C D E F G H I J K Z & \$!

FOUR LINE

T a b c d e f g h i k l m n o p r

HAMILTON MANUFACTURING COMPANY • Two Rivers, Wisconsin

SIX LINE

See explanation of point width table on Page 4.

DATNOFMS

EIGHT LINE

GLOREW

TEN LINE

HERMS

20

TABLE OF APPROXIMATE CHARACTER POINT-WIDTHS

UNCLASSIFIED No. 816 CLASS P

Cut in sizes 4 line to 36 line.

FOUR LINE

*a*BCDEFGHJK, 1234

FOUR LINE

n a b c d e f g h i j k l m n o p q t

SIX LINE

See explanation of point width table on Page 4.

SIX-LINE JCHAMKGED

EIGHT LINE

AFFENJUB

TEN LINE

RHDm

TABLE OF APPROXIMATE CHARACTER POINT-WIDTHS

CHELTENHAM No. 706
CLASS N

(Cut in sizes from)
4 line to 36 line

PRJ
drfs

CHELTENHAM No. 696
CLASS O

(Cut in sizes from)
4 line to 36 line

JAB
ab

HAMILTON MANUFACTURING COMPANY • Two Rivers, Wisconsin

UNIT GOTHIc No. 721
CLASS L

(Cut in sizes from)
4 line to 36 line

OPQUR
idefah

PLAIN GOTHIc No. 21
CLASS O

(Cut in sizes from)
4 line to 36 line

AH
def

PLAIN GOTHIC No. 81

CLASS L

(Cut in sizes from
4 line to 36 line)

A B C D E I
b c d e l 2 3

PLAIN GOTHIC No. 5069

CLASS O

(Cut in sizes from
4 line to 36 line)

S T I
r t s

HAMILTON MANUFACTURING COMPANY • Two Rivers, Wisconsin

PLAIN GOTHIC No. 5072

CLASS O

(Cut in sizes from
4 line to 36 line)

e d c
A D

PLAIN GOTHIC No. 6011

CLASS M

(Cut in sizes from
4 line to 36 line)

L E Z
b r s i

REPUBLIC GOTHIC No. 771 (Cut in sizes from
4 line to 36 line)
CLASS N

E H G
I m u o x h e

REPUBLIC GOTHIC No. 773 (Cut in sizes from
4 line to 36 line)
CLASS N

W C
x h e

HAMILTON MANUFACTURING COMPANY • Two Rivers, Wisconsin

OLD STYLE No. 430
CLASS S

(Cut in sizes from
4 line to 36 line)

F G H
R G A
P L X

OLD STYLE No. 498
CLASS S

(Cut in sizes from
4 line to 36 line)

A B C D
T R I 2 3

FUTURA LIGHT No. 845 CLASS O

(Cut in sizes 4 line to 36 line)

A B C D E F G H I J L &
a b c d e f g h i j k l m n r \$
1 2 3 4 5 6 7 8 9 0 ?

HAMILTON MANUFACTURING COMPANY • Two Rivers, Wisconsin

FUTURA BOLD No. 850 CLASS O

(Cut in sizes 4 line to 36 line)

A B C D E F G H I J
a b c d e f g h i j k r
l m n 1 2 & 3 4 ? \$

FUTURA BOLD CONDENSED NO. 851 CLASS O

(Cut in sizes 4 line to 36 line)

A B C D E F G H I J R & ?
a b c d e f g h i j k l m n r
1 2 3 4 5 6 7 8 9 0

HAMILTON MANUFACTURING COMPANY • Two Rivers, Wisconsin

BODONI No. 826 CLASS O

(Cut in sizes 4 line to 36 line)

A B C D E F G H
a b c d e f g h i j k l
1 2 3 4 5 6 7 8 9 0

CONTACT BOLD CONDENSED NO. 846 CLASS O

(Cut in sizes 4 line to 36 line)

A B C D E F G H I J & ?
a b c d e f g h i j k l m n r
1 2 3 4 5 6 7 8 9 0 \$

HAMILTON MANUFACTURING COMPANY • Two Rivers, Wisconsin

CONTACT BOLD CONDENSED ITALIC No. 847 CLASS O

(Cut in sizes 4 line to 36 line)

A B C D E F G H I J & ?
a b c d e f g h i j k l m r
1 2 3 4 5 6 7 8 9 0 \$

SPARTON BLACK CONDENSED No. 848 CLASS M

(Cut in sizes 4 line to 36 line)

A B C D E F G H I J & ?
a b c d e f g h i j k l m n r \$
1 2 3 4 5 6 7 8 9 0

HAMILTON MANUFACTURING COMPANY • Two Rivers, Wisconsin

SPARTON BLACK No. 849 CLASS M

(Cut in sizes 4 line to 36 line)

A B C D E F G H I J
a b c d e f g h i j k l r
m n 1 2 3 4 \$? &

GOUDY BOLD No. 781 CLASS O

Cut in sizes 4 line to 36 line.

Aa
Bb

GOUDY BOLD CONDENSED No. 782

CLASS O (Cut in sizes from
4 line to 36 line)

AD
abc

HAMILTON MANUFACTURING COMPANY • Two Rivers, Wisconsin

GOUDY EXTRA BOLD No. 784 CLASS O

Cut in sizes 4 line to 36 line.

Aa
Bb

GARAMOND BOLD No. 804 CLASS O

Cut in sizes 4 line to 36 line.

BC
abc

COOPER BLACK No. 779 CLASS O

Cut in sizes 4 line to 36 line.

Ba
Dc

COOPER BLACK CONDENSED No. 780

CLASS O

(Cut in sizes from
4 line to 36 line)

A
D
a
d

HAMILTON MANUFACTURING COMPANY • Two Rivers, Wisconsin

POSTER GOTHIc No. 737 CLASS N

Cut in sizes 4 line to 36 line.

Ac
Bab

If you are unable to match type faces you now have with styles illustrated in this catalog, send us proofs of the face you desire to duplicate.

(See instruction on introductory page)

We have hundreds of patterns not illustrated in this catalog and undoubtedly can supply you with the style desired.

For sizes from 36 to 100 line, write for prices.

HAMILTON MANUFACTURING COMPANY

Two Rivers, Wis.

No. 12 SIX LINE

JANUARY 1951

SUN	MON	TUE	WED	THU	FRI	SAT
7	8	9	10	11		
14	15	16				
21	22	23				

A full form of this calendar in this size will measure 6½" high by 7½" wide, including month and week day headings.

For two-color work, order with No. 13. Both must be ordered at same time to insure perfect register.

CALENDAR SETS

In this section we are showing a display of our calendar figures and logos.

For two-color printing, both sets must be ordered at one time to insure perfect register.

The rules shown in these displays are NOT FURNISHED by us, nor are they included in the price for calendar figures.

HAMILTON MANUFACTURING COMPANY • Two Rivers, Wisconsin

No. 13 SIX LINE

AUGUST 1951

SUN	MON	TUE	WED	THU	FRI	SAT
7	8	9	10	11		
14	15	16	17	18	19	20
21	22	23	24	25	26	27

A full form of this calendar in this size will measure 6½" high by 7½" wide, including month and week day headings.

For two-color work, order with No. 12. Both must be ordered at same time to insure perfect register.

No. 37 SIX LINE

A full form in this size will measure 7½" high by 15½" wide, including month and week day headings.

These calendar figures made any size desired, but not smaller than 3 line.

1949

MARCH

SUN	MON	TUE
13	14	15
20	21	

Calendars Can Be Made
Any Size Desired

A full calendar month is 7 blocks wide and 5 blocks deep. Thus it is easy to compute the full calendar size. Like wood type, it increases and decreases proportionately. Example: if a 6 line calendar measures 9" x 6", an 8 line will be 1/3 larger or 12" x 8".

HAMILTON MANUFACTURING COMPANY • Two Rivers, Wisconsin

No. 85 SIX LINE

NOVEMBER 1950

SUN	MON	TUE	WED	THU	FRI
12	13	14	15	20	21
22	23	24	28	29	30

A full calendar form of this size will measure 8½" wide by 7¼" high, including month and week day headings.

No. 102 SIX LINE

1949 APRIL

SUN	MON	TUE	WED
7	8	9	10
11	12	The fractions 23/30 and 24/31 are always furnished with a calendar set without extra charge.	

HAMILTON MANUFACTURING COMPANY • Two Rivers, Wisconsin

No. 114 SIX LINE

1951 DECEMBER

SUN	MON	TUE	WED	THU	
16	17	18	19	20	
23	24	25	26	A full calendar form of this size will measure 7 $\frac{1}{4}$ " high by 10 $\frac{1}{8}$ " wide, including month and week day headings.	

No. 126 SOLID SIX LINE

1951 JANUARY

SUN	MON	TUE	WED
1	2	3	4
8	9	A full form of this calendar in the size shown will measure 12½" wide by 7½" high, including month and week day headings. No. 126 and No. 127 will register for two-color printing if both sets are ordered and cut at the same time.	

HAMILTON MANUFACTURING COMPANY • Two Rivers, Wisconsin

No. 127 OUTLINE SIX LINE

1951 JANUARY

SUN	MON	TUE	WED
1	2	3	4
8	9	A full form of this calendar in the size shown will measure 12½" wide by 7½" high, including month and week day headings. No. 126 and No. 127 will register for two-color printing if both sets are ordered and cut at the same time.	

No. 6325 SOLID PERPETUAL CALENDAR SET

1951 SEPTEMBER

SUN	MON	No. 6325A outline and No. 6325 solid will register for color if both sets are ordered at same time.	
2	3	6	10
23 30	16	17	24

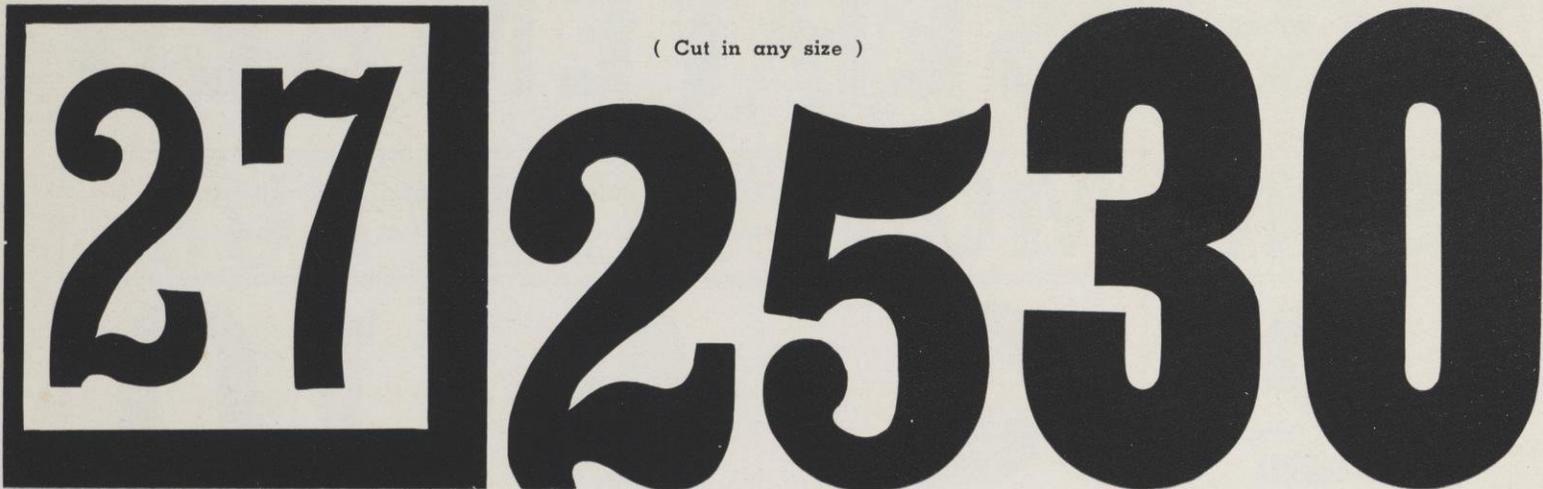
HAMILTON MANUFACTURING COMPANY • Two Rivers, Wisconsin

No. 6325-A OUTLINE PERPETUAL CALENDAR SET

1951 SEPTEMBER

SUN	MON	No. 6325A outline and No. 6325 solid will register for color if both sets are ordered at same time.	
2	3	6	10
23 30	16	17	24

Hamilton Calendar Figures



No. 27 15 LINE

No. 101 12 LINE

No. 123 15 LINE

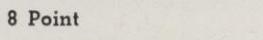
HAMILTON MANUFACTURING COMPANY • Two Rivers, Wisconsin

Hamilton Wood Rule

Series 500



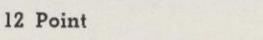
Series 600



Series 700



Series 800



Series 900



18 Point



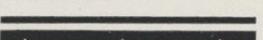
18 Point



24 Point



24 Point



24 Point



500

Available in 36" lengths.
Size 6 pt. to 24 line.

600

Available in 36" lengths.
Size 8 pt. to 24 line.

700

Available in 36" lengths.
Size 10 pt. to 24 line.

800

Star rule is available in sizes ranging from 12 pt.
to 48 pt. and can be ordered in fonts described
below.

900

No. 3 Font. Consists of 12 pieces 24 ems, 8 pieces 12 ems, 6 pieces 6 ems, and 4 pieces 3 ems
long. Total 30 pieces; 6 ft.)

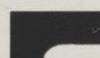
No. 4 Font. Consists of 30 pieces 24 ems, 16 pieces 12 ems, 12 pieces 6 ems, and 8 pieces 3 ems
long. (Total 66 pieces; 14 ft.)

Hamilton Wood Rule Corners

(Available for all sizes of rule)



No. 1



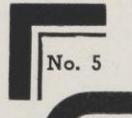
No. 3



No. 2



No. 4



No. 5



No. 1



Star Rule Made
with Square
Corners
Only

Hamilton Wood Type Auxiliaries

Font consists of 12 pieces, 2 characters each of 3, 4, 5, 6, 8 and 10 line sizes.



Diamond
Font



Triangle
Font



Pyramid
Font



Circle
Font



Square
Font



Star
Font

Hamilton wood type auxiliaries are made only of high grade endwood.

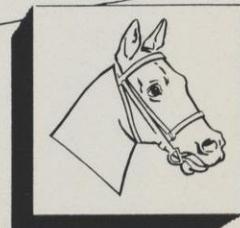
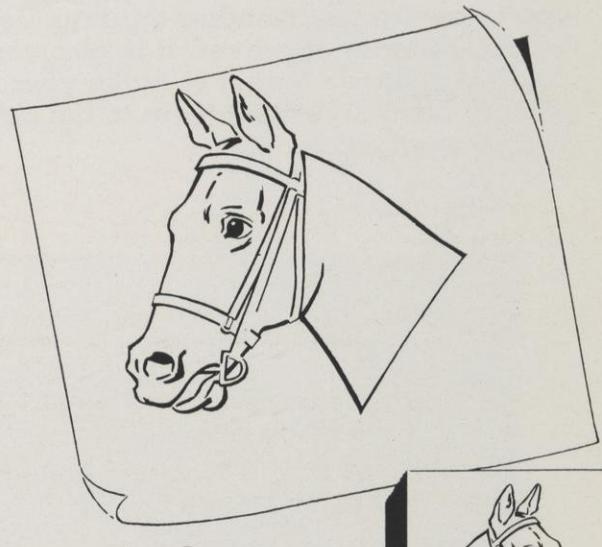
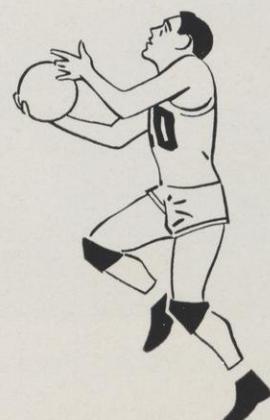
HAMILTON MANUFACTURING COMPANY • Two Rivers, Wisconsin

Hamilton Special Engraving Service

Practically any design having clear, sharp lines can be reproduced faithfully and accurately as a wood engraving by Hamilton craftsmen. Typical examples are illustrated.

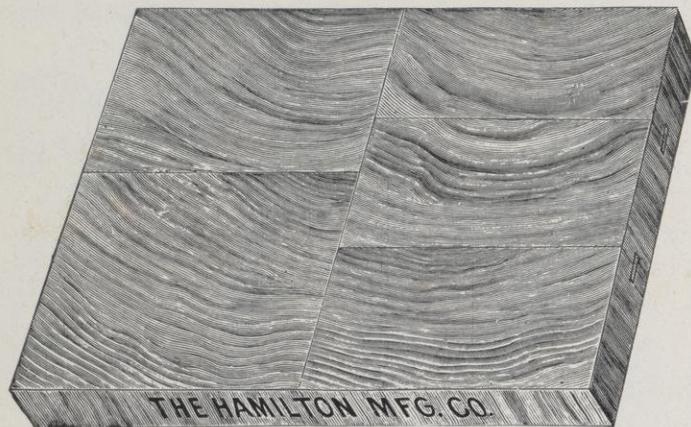
This service is especially desirable for reproducing trade marks, trade characters and designs of similar nature. The wood engraving can of course be retained as a master and any number of electrotypes made from it.

When requesting price quotation, submit original drawing or photostat of drawing and state actual size of wood engraving required.



Drawings for wood engravings should be made at least twice the size of the wood engraving required. For a wood engraving 4 inches wide, the drawing should be at least 8 inches wide.

End-Grain Engraving Blocks

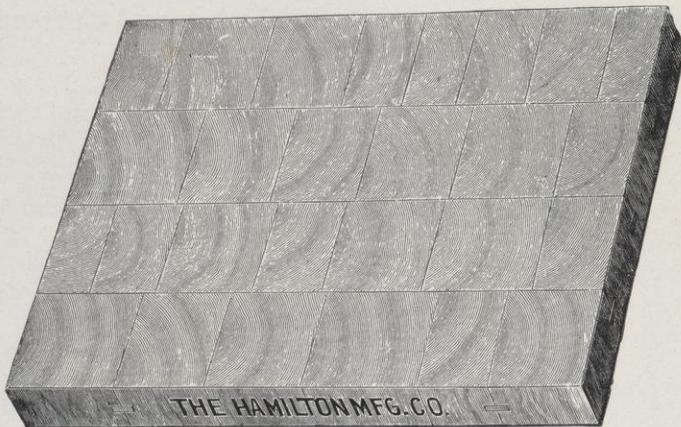


MAPLE

GLUED-UP AND FINISHED

.918 inches high

12" x 12"	18" x 18"
12" x 18"	18" x 24"
15" x 15"	18" x 30"
15" x 18"	18" x 36"



BOXWOOD

GLUED-UP AND FINISHED

.918 inches high

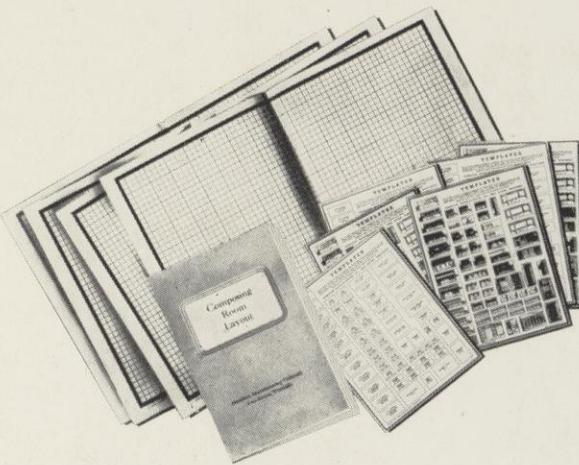
12" x 12"

Choice of Maple or Boxwood

Hamilton End-Grain Engraving Blocks are exactly type high. Blocks are available in standard sizes as listed above but other sizes are supplied on order. The wood is carefully selected for engraving purposes and is finished the same as Hamilton wood type to assure fine printing quality. Designed to meet the meticulous requirements of the professional engraver, it is also practical for the amateur whose hobby is engraving. It is a simple matter to make your own tint blocks from Hamilton End-Wood Engraving Blocks. Just cut them to the size you need — and be assured they will lay a smooth even color.



A Modern Plant Using Hamilton Equipment.



DO YOU NEED NEW EQUIPMENT?

If you plan to expand or replace your present equipment, ask your nearest Hamilton dealer to show you the complete line of Hamilton Composing Room Equipment. He is ready to serve you and to assist you in selecting the best modern, labor-saving equipment for your needs.

We offer you two aids to help you plan the most efficient layout for your plant. The Composing Room Floor Plan Layout book shows typical arrangements for maximum efficiency in various types of printing establishments. The Composing Room Layout Kit helps you design the arrangement most suited to your particular needs. Send for your copies today. Simply fill in and mail the attached card.



Postage
Will be Paid
by
Addressee

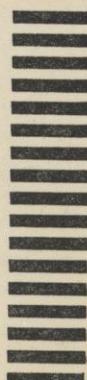
No
Postage Stamp
Necessary
If Mailed in the
United States

BUSINESS REPLY CARD

First Class Permit No. 4, Sec. 510 P. L. & R., Two Rivers, Wis

HAMILTON MANUFACTURING CO.,

Two Rivers, Wisconsin



Hamilton Wood Type is made in sizes up to 100 line, as indicated in connection with the individual type specimens in this catalog. This is the 50-line size of Hamilton Plain Gothic No. 5072. The border surrounding this panel is Hamilton No. 800 Series Wood Rule.