Woodtype: selective emphasis for fine typography. 1960

Two Rivers, Wisconsin: Hamilton Manufacturing Company, 1960

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WOODTYPE

SELECTIVE EMPHASIS FOR FINE TYPOGRAPHY

by Hamilton
A HISTORY OF WOOD TYPE

Over 800 years ago men were printing from carved wooden blocks. An entire page was hand carved and then impressed on paper. It was 300 years later that the idea of separating type into individual characters was first conceived. Thirty-five years before Columbus discovered America, a Psalter was printed in Mainz, Germany, from movable type. This is the first complete book believed to be produced by this process.

In the new world, Darius Wells was the first to cut type by hand in 1826. Twenty years later Edwin Allen of South Windham, Connecticut, made history by being the first to apply mechanical power to the production of wood type. Shortly after, J. S. Cooley began manufacturing wood type on a commercial basis.

This is a capsulized history of the role of movable type in the graphic arts up to 1880. In that year an event occurred which subsequently revolutionized the technique of making wood type and widened the scope of its use.

During that year a printer in Two Rivers, Wisconsin, needed a special type face for printing a poster. Since the poster had a critical deadline, he did not have sufficient time to procure the type from the then few type suppliers. He took his problem to a local woodworker by the name of J. E. Hamilton. Young Hamilton knew nothing about wood type, but he saved the situation by cutting the required logo on a hand powered scroll saw. In his enthusiasm, the printer recommended Hamilton’s work to his colleagues. Soon Hamilton began receiving orders. On the strength of these, he decided to start a business. In 1881 he constructed a building and moved his meager machinery from his home to the new factory in a goat-drawn wagon. He didn’t realize it then, but this move was destined to make him the wood type “King” of the world.

Hamilton made the first radical change in the method of making type. He conceived the idea of cutting it from the end grain of the wood, which he found was much denser and warp resistant. The idea was so revolutionary that he had to design and build his own machinery. This and subsequent innovations created such a demand for Hamilton wood type that the Hamilton Company eventually became the largest producer in the world. And, world-wide recognition of J. E. Hamilton’s industrial genius came in 1893 at the Columbian Exposition at Chicago, Illinois when the wood type which he designed and manufactured was awarded the bronze medal and blue ribbon.

PRINTING — THE ART PRESERVATIVE OF ALL THE ARTS

The invention of movable type and the advent of the Printing Press ushered in the era of mass communication. Through the medium of printing, advances in culture, science and technology could be dispersed to the many; and printing is one of the prime factors in the phenomenal progress of civilization since the middle ages.

It may be of considerable interest to interject here that, even at the present time, wood type is used extensively in the graphic arts. Some of the most popular styles and faces produced by Hamilton are illustrated in this catalog.
MODERN USES OF WOOD TYPE

In recent years wood type has proved very effective and economical for the popular bold display heads. Bold headlines feature and lend emphasis to newspaper and magazine advertisements, to broadside mailers, to sales bulletins, catalogs and other advertising and sales promotion printing.

Wherever large individual characters or words are required, wood type frequently proves most suitable and economical. With the wide variety of faces and almost unlimited size range available, practically any desired display effect can be achieved.

HOW WOOD TYPE IS MADE

The manufacture of wood type calls for a high degree of craftsmanship. The first step is to prepare a master pattern from the designer’s drawing, faithful to the original in every detail.

Slabs of maple endwood are cut from logs which are harvested before the sap runs to assure clear unblemished wood. These slabs are cured and tempered for a period of one year. They are then machine sanded and given several coats of varnish. After each coat of varnish, the blocks are hand-rubbed with pumice and oil to provide a glass-smooth printing surface. When the surface has been thoroughly prepared the slabs are cut into various size pieces, ready to be transformed into a type character.

To cut the type, a prepared block is placed on the pantograph with the master pattern secured at the left of the operator. The operator guides a stylus around the edges of the pattern while the cutters reproduce the pattern on the wood block in the desired size. Expert finishers then complete each individual letter, working with small razor-sharp hand tools known as gravers. Finally, each character is carefully inspected, proofed for printing quality, arranged in font order and packed for shipment.
Hand-finishing Wood Type.
ADVANTAGES OF HAMILTON WOOD TYPE

Hamilton wood type provides the perfect printing surface which takes ink readily and releases it cleanly. There is no chemical reaction between wood and ink to affect delicate colors.

Through meticulous selection and preparation of wood, even the largest characters of Hamilton type are free from pinholes and objectionable surface imperfections. And the true, flat surface of wood type prints with a minimum of makeready.

Because Hamilton wood type is designed by craftsmen who are specialists in type design, it is more legible than hand lettering. Character for character, wood type reproduces cleanly and crisply and is more economical than the combined costs of hand-lettering art and engraving.

HUNDREDS OF FACES AVAILABLE
CARE OF HAMILTON WOOD TYPE

A few simple precautions will preserve the highly polished printing surface of Hamilton wood type for many years. There are some fonts of Hamilton type over fifty years old giving excellent service today.

To clean wood type, dampen a soft cloth with benzine and merely wipe, never saturate. **DO NOT**, under any circumstances, use patent metal type cleaners on wood type.

Any good ink will give excellent results on bond, book or newsprint stock. For printing larger sizes on enamel stock, highest quality inks must be used on presses having adequate distribution systems. With these suggestions in mind you can expect the finest printing results from your Hamilton wood type.

HAMILTON TYPE FONTING SCHEMES

If double letters (fi, fl, ff and ffl) are not wanted, they may be omitted and customer may select additional quantity of other characters to complete the total.
HOW TO FIGURE LARGER SIZES

Sizes of the specimens shown in this catalog are six line (72 points) and eight line (96 points). Due to space limitations only enough letters and figures are shown to calculate the width of a line. For the same reason it is impractical to show all available sizes of any one specimen. Practically all styles can be supplied as small as four line, and larger in one line multiples. All dimensions increase or decrease in the same ratio. Thus, the overall height and width of the 20 line H is twice that of the 10 line H, but the total area and printing surface of the 20 line is four times that of the 10 line. This expansion rate should always be considered when ordering sizes larger than the specimens shown.

HOW TO ORDER HAMILTON WOOD TYPE

Wood type may be ordered in complete fonts or as individual sorts. When ordering give name of face, catalog number and class. Should you desire to add characters to fonts or sorts now in your cases, and are unable to determine name and catalog number, send us three clear proofs of the following characters:
Caps: A, H, R, S
Lower Case: e, m, o, s
Figures: 1 to 0 inclusive

Foreign language characters can be supplied in some styles. See reference with specific listings.

All specimens in this catalog are printed directly from Hamilton wood type.
Russian characters are available in this style. Specify No. 29 Class R
PLAIN GOTHIC No. 21 Class O

6 LINE
CDEIONUS$ adnostu 123

8 LINE
ARSTW

PLAIN GOTHIC No. 98 Class O

6 LINE
ABDEHNORT

6 LINE
abchiklmt 1234

8 LINE
ACDIMTU
GOTHIC CONDENSED No. 45 Class M

ACHMRS 1 2 4 abc

BEGIJKLW

DNOPUV

GOTHIC ITALIC No. 45 Class R

Not available in lower case

ACHMRST 1 2 3 4

DNOPUV
PLAIN GOTHIC No. 6243 Class L

6 LINE
A B D E H I L N O P R S W

6 LINE
a d e l m n o r n t u

8 LINE
1 2 3 4 5 6

8 LINE
B C J K M R T U

Russian characters are available in this style. Specify No. 6243 Class R

GOTHIC CONDENSED No. 50 Class L

6 LINE
A C D G H I K M P S T U V W

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

8 LINE
1 2 3 4 5

8 LINE
B E J L O Q T U W X
GOTHIC CONDENSED No. 266 Class L

6 LINE

АВСДФГИКЛМНОПСУВЫ
абсдефгилмно

абсдефгилмнорст$123456

8 LINE

БСЕЖИЛМНОПРСТ

Russian characters are available in this style. Specify No. 266 Class R

GOTHIC No. 4006 Class L

6 LINE

АБЕФГИЖЛМНОПРСТУ
абсдефгимносту

абсдефгимност$1234

8 LINE

АБЕИКМОПРСТУВ
FRANKLIN GOTHIC EXTRA CONDENSED No. 836 Class O

ACDEIJKMNOSW
abcdefmnostu 1234

ABHMORSTU

POSTER GOTHIC No. 739 Class O (solid) No. 740 Class R (outline)

This style is available in outline form. For two-color work both solid and outline must be cut at the same time.

DEGIMOPSU
abcdefdenrtu 12

EGISBDR
POSTER GOTHIC No. 737 Class N (solid) No. 738 Class R (outline)

This style is available in outline form. For two-color work both solid and outline must be cut at the same time.

6 LINE

ABDGIMNOS

6 LINE

abcdeflmnarios

1 2 3

8 LINE

EMRSBPT

POSTER GOTHIC EXTRA CONDENSED No. 735 Class N (solid) No. 736 Class R (outline)

This style is available in outline form. For two-color work both solid and outline must be cut at the same time.

6 LINE

DGHLNOPRSTUVW

6 LINE

acefhiklnorstuw

1 3 5 7 8

8 LINE

ADEMNOPRCES
REPUBLIC GOTHIC No. 771 Class N (solid) No. 772 Class R (outline)

This style is available in outline form. For two-color work both solid and outline must be cut at the same time.

6 LINE

CDEHIJKLMNOPRS

6 LINE

acmoistu$123456!

8 LINE

DEIKNUVWX

---

REPUBLIC GOTHIC No. 775 Class O (solid) No. 776 Class R (outline)

This style is available in outline form. For two-color work both solid and outline must be cut at the same time.

6 LINE

ADEGHNOS

6 LINE

acefghinsuv1

8 LINE

MU K R W
UNIT GOTHIC No. 720 Class M

ACDEHKNRSTUVW

cdehinousr 123456

BDFGLMNOUW

UNIT GOTHIC No. 721 Class L

ADFGLMNOUPQRSTUW

cdeklmnopqrstuw123456789

CDEJKLMNORUW
BALLOON No. 843 Class R
Not available in lower case

ACDEGIKMR

1234567890

ABCFHLM

BODONI No. 826 Class O

AEHKNRW

bcefsu $123

BCEMUS
ACDFGHKLMNOPR

abcdefhikl 1234567

ABDEGIKLNM

ABCDDEFGHI

abmn &123

ZLMN
FUTURA MEDIUM No. 815 Class O

6 LINE

ABEGMORST

6 LINE

abcdefhi $!123

8 LINE

BDFGILNU

FUTURA MEDIUM CONDENSED No. 852 Class O

6 LINE

ACDEGHLMNOPRSV

6 LINE

abceikmors 123456

8 LINE

BGJKLMNOPUW
Goudy Bold No. 781 Class O

ADIMNSW

bdemor 13579

CEFGNR

Goudy Bold Condensed No. 782 Class O

ABCDENRW

bcenrstw $12357

EGHMR
CALENDAR LOGOS

Calendars can be made to any desired size.

A full calendar month is seven blocks wide and five blocks deep. Bearing in mind that calendar logos, like wood type, increase and decrease proportionately, it is a simple matter to compute the full calendar size. For example: if a six line calendar is 9" x 6", an eight line will be one-third larger or 12" x 8".

A full calendar form of this size will measure 8¼" wide by 7¼" high, including month and weekday headings.
A full calendar form of this size will measure 7 1/4" high by 10 1/4" wide including weekday headings.

A full form of this calendar in the size shown will measure 12 1/2" wide by 7 1/2" high, including month and weekday headings. Nos. 126 solid and 127 outline (not shown) will register for two-color printing if both sets are ordered and cut at the same time.
No. 6325 SOLID PERPETUAL

CALENDAR SET

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No. 6325A outline and No. 6325 solid will register for color if cut at the same time.

CALENDAR FIGURES

(Cut in any size)

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</table>

Logotypes can be made to match most styles of type shown in this catalog. If an unlisted style is desired, please write us for further information.
WOOD RULE

Series 500
6 point
18 point
Supplied in 36" lengths from 6 pt. to 24 line high.

Series 600
8 point
18 point
Supplied in 36" lengths from 6 pt. to 24 line high.

Series 700
10 point
24 point
Supplied in 36" lengths from 10 pt. to 24 line high.

WOOD RULE CORNERS
Available for all sizes of rule

WOOD TYPE AUXILIARIES
A font consists of 2 pieces each of 3, 4, 5, 6, 8 and 10 line sizes.
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</tr>
</thead>
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</table>
Appliances
The American public is most familiar with this line of the company's products. Hamilton originated the automatic dryer in 1938 and has since contributed many innovations to home laundry drying. Now, compact, washer and dryer, in a variety of models, bring carefree washdays within the reach of all income groups.

Drafting Equipment
At industrial exposure structural drafting production, Hamilton devised the Auto Shift table with instant lift and height adjustment and built-in reference area. Resulting comfort and convenience increased one-hour output. Filing facilities, too, reflect the Hamilton touch. Designs for every filing need are available including the exclusive Shelf-Drawer unit where every drawing is a top sheet.

Medical Equipment
In 1929 Hamilton introduced a line of equipment for physician's examining rooms. Basic components of this line consist of examining tables, treatment cabinets, instrument cabinets, waste receptacles and stools, complemented by various models of patient's tables and special items. Recently, Modular Units have been added. These readily adapt to individualized work and storage installations.

Laboratory Equipment
A complete line of science laboratory equipment is supplied for schools, colleges, hospitals and industry. In this field Hamilton pioneered the Unit System idea to effect installation economies. A full-time staff of engineers provide layout and planning service and are ready to design custom-built equipment for highly specialized applications.

Library Stacks
This line provides a choice of shelving for every library need. In addition to offering unique versatility in conventional shelving, Hamilton originated an entirely new approach to book storage procedure. This concept known as Compo Stor, is a drawer-type operation which doubles storage capacity in a given area — actually facilities finding and filing of books.

School Furniture
Fully aware of the wide range of equipment needs of all educational levels, Hamilton provides comprehensive facilities for Arts and Crafts and Home-making departments. This line consists of work and storage equipment for instructors and students. Included in this category is All-Purpose equipment for full-time classroom space utilization.

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Dental Equipment
The most common item of equipment in your dentist's office is a Hamilton-made American Dental cabinet. Here the dentist keeps the instruments and supplies which he regularly uses at the chair. A company product since 1903, Hamilton has improved many improvements in cabinet design which have evolved into the versatile Modular Units for individualized operatory adaptations.

Printing Equipment
A natural extension to our first product — Wood Type — is a variety of printing equipment. In 1880, J. E. Hamilton hand cut the letters GRAND BALL to help the local printer in an emergency. The excellence of his product created such a demand that he decided to make a business of it. Subsequently, numerous types of equipment were added, and now include complete lines for letterpress and lithographic plants.

Erickson Portable Products
This equipment consists of laboratory tables, tennis tables, band stands, choral risers and stages. Unique design permits folding upright for maximum storage space and fold in seconds ensure easy movement. The advantages of these products are quickly apparent where available space must serve multiple purposes and the products must be used in various areas.