



LIBRARIES

UNIVERSITY OF WISCONSIN-MADISON

Legible sans-serif types by Bernhard.

[s.l.]: American Type Founders Company, 1931

<https://digital.library.wisc.edu/1711.dl/TFWMVRLI7ZCUS9E>

<http://rightsstatements.org/vocab/NoC-US/1.0/>

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.



AN ADVANCE SHOWING OF SIX SERIES OF BERNHARD GOTHICS

LEGIBLE SANS-SERIF TYPES

by BERNHARD

Manufactured and Sold under Special License by the

AMERICAN TYPE FOUNDERS COMPANY

CARRIED IN STOCK FOR PROMPT DELIVERY AT TWENTY-FIVE SELLING HOUSES CONVENIENTLY LOCATED



In addition to LUCIAN BERNHARD, who created the six type series shown in this pamphlet, and its own staff of eminent designers, the American Type Founders Company and its subsidiaries have produced a great variety of typographic material from designs by the following distinguished artists and typographers:

BRADLEY, WILL

CLELAND, T. M.

COOPER, OSWALD

GOULDY, F. W.

HAFTTEL, CHARLES

HORNUNG, CLARENCE

JAQUISH, O. W.

RANSOM, WILL

ROSA, G. & L.

SNIFFIN, W. T.

TEAGUE, W. D.

TRENHOLM, G. F.

AND MANY OTHERS

Much credit must be given these great designers for American leadership in fine typography and printing in general.

OUR
BERNHARD
GOTHICS
ARE THE
MOST
LEGIBLE
SANS-SERIF
TYPES
AVAILABLE

AMERICAN
TYPE FOUNDERS
COMPANY

25
SELLING HOUSES

ALL CARRY AMPLE STOCKS

BERNHARD GOTHIC MEDIUM

Copyright, 1929, by Lucian Bernhard Manufactured under Special License

144/120 Point

3A \$34 50 4a \$19 25 \$53 75

BID triple

All characters excepting descenders are cast on 120 point body

120/96 Point

3A \$28 90 4a \$16 10 \$45 00

hasty MEN

All characters excepting descenders are cast on 96 point body

96/84 Point

3A \$19 25 4a \$10 75 \$30 00

PAYS brigade

All characters excepting descenders are cast on 84 point body

84/72 Point

3A \$15 05 4a \$8 45 \$23 50

decisively FINE

All characters excepting descenders are cast on 72 point body

72 Point

3A \$11 90 4a \$6 60 \$18 50

RUSH publication

BERNHARD GOTHIC MEDIUM

Copyright, 1929, by Lucian Bernhard Manufactured under Special License

60 Point

3A \$8 65 5a \$5 65 \$14 30

BROTHER
midget buds

48 Point

4A \$6 20 6a \$4 60 \$10 80

HUMORING
delivery rushed

42 Point

4A \$5 30 7a \$4 20 \$9 50

EXPEDITIONS
bewitching dance

36 Point

5A \$4 80 9a \$3 90 \$8 70

MASQUERADER
healthy complexions

30 Point

6A \$4 20 12a \$3 65 \$7 85

NATIVE COSTUMES
invigorating atmosphere

24 Point

8A \$3 55 16a \$3 25 \$6 80

QUICKENED AMBITION
automobile campers discover
exceptionally beautiful roads

18 Point

12A \$3 40 24a \$3 30 \$6 70

INTERESTING TOPIC
enjoyable speaker quoted
some contemporary poets

14 Point

20A \$3 40 40a \$3 20 \$6 60

PRAISES MODERN TREND
distinguished advertising expert
eloquently defended modernism

12 Point

24A \$3 05 48a \$3 05 \$6 10

USING TRADITIONAL METHOD
finest pottery and fabrics are produced
successfully upon old looms and wheels

10 Point

26A \$2 70 52a \$2 60 \$5 30

PRODUCING SUPERFINE PRINTING
enterprising publishing house with splendid
facilities was awarded some large contracts

8 Point

28A \$2 20 56a \$2 25 \$4 45

ADVERTISING TECHNIQUE SHOWS CHANGE
economical business methods demand that publishers
produce magazines with intelligently arranged formats

6 Point

32A \$2 15 64a \$2 15 \$4 30

THINKING STRAIGHT BECOMES MOST NECESSARY
exact conditions that nowadays confront executives require
that the technique of advertising and marketing be understood

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 l m
n o p q r s t u v w x y z
. , - ' ' : ; ! ? . ♦

Character \$ not made in 6, 8 and 10 Point

Special Characters fonted separately and furnished on order only

€ £ \$ Th th a e k r s u z

Characters Th th not made for 84, 96, 120 and 144 Point

The following characters, from 30 to 144 Point, are cast recessed

A F O L P T V W Y

Bernhard Gothic Medium Italic

Copyright, 1930, by Lucian Bernhard Manufactured under Special License

72 Point Caps 3A \$9 65 Lowercase 4a \$6 75 Points 1 \$1 55 Figures \$3 25 \$21 20

BIG *night*

60 Point Caps 3A \$7 10 Lowercase 5a \$5 80 Points 1 \$1 15 Figures \$2 35 \$16 40

holiday **JOY**

48 Point Caps 4A \$5 50 Lowercase 7a \$5 55 Points 95c Figures \$1 85 \$13 85

FINE *shipmate*

42 Point Caps 4A \$4 45 Lowercase 8a \$4 85 Points 90c Figures \$1 70 \$11 90

tempting **MENU**

36 Point Caps 5A \$3 95 Lowercase 10a \$4 55 Points 75c Figures \$1 50 \$10 75

SPECIAL EVENTS
foreign artists arrived

30 Point Caps 6A \$3 55 Lowercase 12a \$3 80 Points 65c Figures \$1 25 \$9 25

GREAT INVESTMENT
inspect modern bungalow

24 Point Caps 8A \$3 05 Lowercase 15a \$3 30 Points 55c Figures \$1 10 \$8 00

APPLYING STIMULANTS
advertising campaigns planned

IMPORTANT NOTICE

Bernhard Gothic Medium Italic, sizes 24 to 72 Point, is cast on Angle Body without overhangs. Angle Body fonts are packed in parcels as follows: Caps A to Z &— Lowercase a to z—Figures 1 to 0 \$ £—Points . , - ' ' : ; ! ?—A liberal supply of Angle Body Spaces furnished with fonts and extra fonts of spaces are obtainable

18 Point 12A \$3 35 22a \$3 15 \$6 50

HISTORIC MANSION
*tastefully furnished rooms
facing beautiful landscape*

14 Point 19A \$3 20 37a \$3 05 \$6 25

STRIKE OPTIMISTIC NOTE
*latest bulletins indicate business
conditions are steadily improving*

12 Point 22A \$3 00 43a \$2 75 \$5 75

DELIGHTFUL MUSIC ENJOYED
*excellent symphony orchestra renders
several classical selections at musicale*

10 Point 25A \$2 75 48a \$2 50 \$5 25

HANDSOME SPECIMEN EXHIBITED
*interesting display includes several elegant
announcements printed on expensive stock*

8 Point 26A \$2 20 52a \$2 20 \$4 40

UNEXCELLED CRAFTSMANSHIP IN DEMAND
*preference for printing of the best grade is justified
from the standpoint of good business administration*

6 Point 30A \$2 10 60a \$2 15 \$4 25

PROGRESSIVE HOUSES DEMAND GOOD PRINTING
*every intelligent person knows that appearance counts largely
these days and that men are more often judged by their clothes
and firms by their office stationery than by the other standards*

6 to 18 Point sizes of Bernhard Gothic Medium Italic
are cast only on the regular body

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 l m
n o p q r s t u v w x y z
. , - ' ' : ; ! ?

Character \$ not made in 6, 8 and 10 Point

Characters " " are furnished with sizes from 18 to 72 Point

Special Characters fonted separately and furnished on order only

A B D E € F H K P R S
Th a e k r u

The following characters, from 24 to 72 Point, are cast recessed

A F O L P T V W Y

Special Characters for Both Italics



*RICH BROKERS
ELECTED*



The HOPEFUL



*Doke's Sauerkraut
Will Keep the Doctor Away*

OK class 0

BERNHARD GOTHIC HEAVY

Copyright, 1930, by Lucian Bernhard Manufactured under Special License

120/96
Point ★
Caps 3A
\$26 00
Lowercase 4a
\$16 25
Complete
\$42 25

★ All characters excepting the lower-
case descenders and Cap Q, \$ and
figure 9 are cast on 96 point body

SHAPED
triangular

96/84
Point ★
Caps 3A
\$18 75
Lowercase 4a
\$11 00
Complete
\$29 75

★ All characters excepting the lower-
case descenders and Cap Q, \$ and
figure 9 are cast on 84 point body

DESIGNER
large planet

84/72
Point ★
Caps 3A
\$15 25
Lowercase 4a
\$9 00
Complete
\$24 25

★ All characters excepting the lower-
case descenders and Cap Q, \$ and
figure 9 are cast on 72 point body

FURNITURE
bright jewelry

The following characters, from 30 to 120 Point, are cast recessed

A F O L P T V W Y

The following Special Characters are furnished only upon order

€ K a k r s u

BERNHARD GOTHIC HEAVY

Copyright, 1930, by Lucian Bernhard Manufactured under Special License

72 Point

3A \$11 90 4a \$6 60 \$18 50

STATELY
imported

60 Point

3A \$8 65 5a \$5 65 \$14 30

EMPLOYS
hydroplane

48 Point

4A \$6 20 6a \$4 60 \$10 80

NOVEL BELT
dainty designs

42 Point

4A \$5 30 7a \$4 20 \$9 50

HARMONIZES
charming flower

36 Point

5A \$4 80 9a \$3 90 \$8 70

MODERN HOME
original decoration

30 Point

6A \$4 20 12a \$3 65 \$7 85

MODEL SHOPS
better equipment

24 Point

8A \$3 55 16a \$3 25 \$6 80

QUAINT HEARTH
thirty beautiful rugs

18 Point

12A \$3 40 24a \$3 30 \$6 70

PICTURESQUE SCENES
charming landscape lauded

14 Point

20A \$3 40 40a \$3 20 \$6 60

EXHIBIT CLEVER SPECIMENS
intelligent typographic craftsmen

12 Point

24A \$3 05 48a \$3 05 \$6 10

NINTH AUTOMOTIVE EXPOSITION
electrical supply manufacturer attended

10 Point

26A \$2 70 52a \$2 60 \$5 30

BUYS MODERN PRINTING EQUIPMENTS
suburban printer received large consignment

8 Point

28A \$2 20 56a \$2 25 \$4 45

FOREIGN TOURISTS VISITED HISTORIC SHRINE
metropolitan industrialist entertained large gatherings

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 l m n o p q r s t
u v w x y z . , - ' '
" " : ; ! ? . ✻ \$

Character \$ not made in 8 and 10 Point

Bernhard Gothic Extra Heavy

Copyright, 1931, by Lucian Bernhard Manufactured under Special License

72/60 Point ★

3A \$13 75 4a \$8 50 \$22 25

NOURISHING
brighter planet

60 Point

3A \$10 10 5a \$7 40 \$17 50

OPENING SALES
imported tapestry

48 Point

4A \$7 65 6a \$6 35 \$14 00

EXPORTING
better design

30 Point

6A \$4 80 12a \$4 95 \$9 75

RESOURCES
big shipment

24 Point

8A \$4 00 16a \$4 50 \$8 50

FRENCH SILKS
lighter material

42 Point

4A \$6 10 7a \$5 65 \$11 75

NEW MODELS
foreign market

18 Point

12A \$3 80 24a \$4 20 \$8 00

CHARMING MUSIC
delights royal tourist

14 Point

20A \$3 80 40a \$4 20 \$8 00

FASHIONABLE LINGERIE
exquisite colorful creations

36 Point

5A \$5 85 9a \$5 15 \$11 00

QUICK RESULTS
beautiful displays

12 Point

24A \$3 35 48a \$3 90 \$7 25

MODERN PRINTING PLANTS
have approved quicker methods
and favor automatic machinery

★ All characters excepting descenders cast on 60 point body

Bernhard Gothic Extra Heavy

Copyright, 1931, by Lucian Bernhard Manufactured under Special License

CHARACTERS IN COMPLETE FONT

A B C D E € F G
H I J K K L M N
O P Q R S T U V
W X Y Z & \$ I 2
3 4 5 6 7 8 9 O
a 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
. , - ' ' : ; ! ? " " ♣ .

The following characters are cast recessed in sizes from 24 to 72 Point

A F L P T V W Y

BERNHARD GOTHIC LIGHT

Copyright, 1930, by Lucian Bernhard Manufactured under Special License

120/96
Point ★
Caps 3A
\$23 50
Lowercase 4a
\$13 50
Complete
\$37 00

★ All characters excepting the lower-
case descenders and Cap Q, \$ and
figure 9 are cast on 96 point body

REMINDS
thoughtful

96/84
Point ★
Caps 3A
\$17 75
Lowercase 4a
\$9 75
Complete
\$27 50

★ All characters excepting the lower-
case descenders and Cap Q, \$ and
figure 9 are cast on 84 point body

UMPIRING
boyish prank

84/72
Point ★
Caps 3A
\$14 25
Lowercase 4a
\$7 75
Complete
\$22 00

★ All characters excepting the lower-
case descenders and Cap Q, \$ and
figure 9 are cast on 72 point body

FURNISHED
desired quality

The following characters are cast recessed in sizes from 30 to 120 Point

Special Characters fonted separately and furnished on order only

A F O L P T V W Y € K S a e k r s u 3

BERNHARD GOTHIC LIGHT

Copyright, 1930, by Lucian Bernhard Manufactured under Special License

72 Point

3A \$11 90 4a \$6 60 \$18 50

HUNTER
labyrinthic

60 Point

3A \$8 65 5a \$5 65 \$14 30

METHODS
helped artist

48 Point

4A \$6 20 6a \$4 60 \$10 80

INSTRUCTED
friendly adviser

42 Point

4A \$5 30 7a \$4 20 \$9 50

GRAND PIANO
ideal birthday gift

36 Point

5A \$4 80 9a \$3 90 \$8 70

SPRING FLOWER
lovely tropical plants

30 Point

6A \$4 20 12a \$3 65 \$7 85

DISTRIBUTION
foreign diplomat

24 Point

8A \$3 55 16a \$3 25 \$6 80

MUSIC STUDIOS
three pupils enrolled

18 Point

12A \$3 40 24a \$3 30 \$6 70

EXQUISITE PERFUMES
delicately scented boudoir

14 Point

20A \$3 40 40a \$3 20 \$6 60

FINE SOUVENIR PROGRAM
interesting typography displayed

12 Point

24A \$3 05 48a \$3 05 \$6 10

GREAT IMPROVEMENT REPORTED
large advertising campaigns in progress

10 Point

26A \$2 70 52a \$2 60 \$5 30

FOREIGN MOTION PICTURE SHOWN
internationally known star plays leading role

8 Point

28A \$2 20 56a \$2 25 \$4 45

INTREPID FLYER REACHES HIGHEST ALTITUDE
daring aviator and his mechanic perform thrilling stunt

6 Point

32A \$2 15 64a \$2 15 \$4 30

MODERN TYPE DESIGN THE BASIS OF FINE PRINTING
successful printers must react quickly to advances in typography

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 l m
n o p q r s t u v w x y z
. , - ' ' : ; ! ? . *

Character \$ not made in 6, 8 and 10 Point

Bernhard Gothic Light Italic

Copyright, 1930, by Lucian Bernhard Manufactured under Special License

72 Point Caps 3A \$9 35 Lowercase 4a \$6 30 Points \$1 30 Figures \$3 25 \$20 20

RISK rights

60 Point Caps 3A \$6 90 Lowercase 5a \$5 35 Points \$1 15 Figures \$2 25 \$15 65

daintily *ICED*

48 Point Caps 4A \$5 25 Lowercase 7a \$5 10 Points 95c Figures \$1 85 \$13 15

FINER longhand

42 Point Caps 4A \$4 30 Lowercase 8a \$4 50 Points 90c Figures \$1 70 \$11 40

hackneyed *SONG*

36 Point Caps 5A \$3 95 Lowercase 10a \$4 30 Points 75c Figures \$1 50 \$10 50

INHERENT CHARM
enjoying holiday dance

30 Point Caps 6A \$3 50 Lowercase 12a \$3 60 Points 65c Figures \$1 25 \$9 00

EXTENDED HORIZON
banquet speakers optimistic

24 Point Caps 8A \$2 95 Lowercase 15a \$3 00 Points 55c Figures \$1 10 \$7 60

HEARD UNIQUE LEGEND
fascinating mythological kingdom

IMPORTANT NOTICE

Bernhard Gothic Light Italic, in sizes 24 to 72 Point, is cast on Angle Body without overhangs. All Angle Body fonts are packed in parcels as follows: Caps A to Z &—Lowercase a to z—Figures 1 to 0 \$ £—Points . , - ' ' : ; ! ?—A liberal supply of Angle Body Spaces is furnished with each font and extra fonts of spaces are obtainable

18 Point 12A \$3 20 22a \$2 80 \$6 00

EXQUISITE SUBJECTS
seven magnificent imported
paintings exhibited recently

14 Point 19A \$3 10 37a \$2 90 \$6 00

VOGUE NEARING ZENITH
the insatiable urge for something
new brings frequent style change

12 Point 22A \$2 80 43a \$2 60 \$5 40

BEAUTIFUL CINEMA MAGAZINE
employing recently discovered process
for reproducing pictures in natural color

10 Point 25A \$2 55 48a \$2 45 \$5 00

ETCHINGS HAVE AESTHETIC CHARM
perfect technique and splendid craftsmanship
dominate these remarkably beautiful displays

8 Point 26A \$2 15 52a \$2 10 \$4 25

INTERPRETING SYMPHONIC COMPOSITIONS
metropolitan conductor handled augmented orchestra
and deserves credit for exceptionally fine performance

6 Point 30A \$2 00 60a \$2 00 \$4 00

MODERN ADVERTISING INTRIGUES US INTO BUYING
Creative typography demands something more than mere technical
knowledge; it calls for ideals, imagination, the longing to excel;
it cultivates a viewpoint that is eagerly and ardently modernistic

6 to 18 Point sizes of Bernhard Gothic Light Italic
are cast only on the regular body

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 l m
n o p q r s t u v w x y z
. , - ' ' : ; ! ?

Character \$ not made in 6, 8 and 10 Point

Special Characters fonted separately and furnished on order only

B D E € F H K P R S a e k r s u

The following characters, from 24 to 72 Point, are cast recessed

A F O L P T V W Y

THE BERNHARD GOTHIC TYPES ARE CAST LABOR-**SAVING**

LORD MOTORS

ABOVE EXAMPLE DENOTES A BIG IMPROVEMENT IN TYPE CASTING

THE CAPITAL LETTERS SHOWN BELOW ARE RECESSED
IN SIZES FROM 30 TO 120 POINT

A F O L P
T V W Y

THE FOLLOWING ITALIC CAPITALS ARE RECESSED
IN SIZES FROM 24 TO 72 POINT

A F O L P T V W Y

ATTRACTIVE TYPOGRAPHIC EFFECTS QUICKLY OBTAINED

American Type Founders Company

TWENTY-FIVE SELLING HOUSES IN PRINCIPAL CITIES

1931		MARCH					1931
SUN	MON	TUE	WED	THU	FRI	SAT	
1	2	3	4	5	6	7	
8	9	10	11	12	13	14	
15	16	17	18	19	20	21	
22	23	24	25	26	27	28	
29	30	31					

CALENDAR SILHOUETTE AUXILIARIES

Bernhard Gothic Extra Heavy Figures are Excellent for Calendar Work

1931		APRIL					1931	1931		MAY					1931
Sun	Mon	Tue	Wed	Thu	Fri	Sat		Sun	Mon	Tue	Wed	Thu	Fri	Sat	
❖	❖	❖	1	2	3	4		❖	❖	❖	❖	❖	1	2	
5	6	7	8	9	10	11		3	4	5	6	7	8	9	
12	13	14	15	16	17	18		10	11	12	13	14	15	16	
19	20	21	22	23	24	25		17	18	19	20	21	22	23	
26	27	28	29	30	❖	❖		24 31	25	26	27	28	29	30	

CLASSICAL AND MODERN TYPES—A WONDERFUL VARIETY
 KELLY AUTOMATIC PRINTING PRESSES—SEVERAL SIZES
 CUT-COST COMPOSING ROOM EQUIPMENTS—THE BEST
 AMTYCO STANDARDIZED PRINTING INKS—NONE BETTER

The development and perfecting
of advertising type designs have
kept ahead of advertising itself.

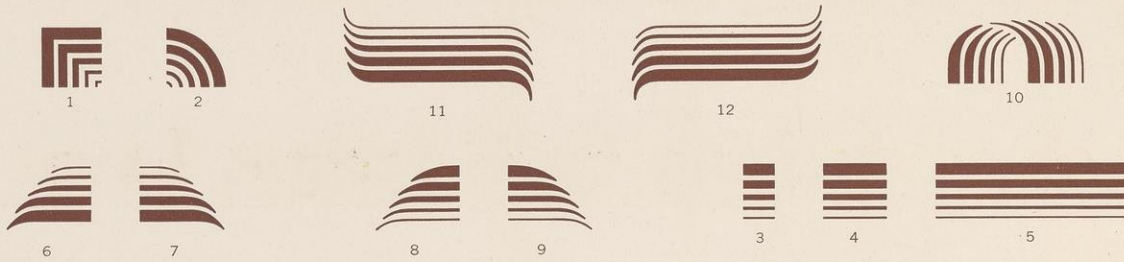
Types can be used to express ad-
vertising thoughts more forcefully
and clearly than advertisers could
express such thoughts in person

AMERICAN
TYPE FOUNDERS
COMPANY

OMBREE ORNAMENTS

CHARACTERS IN COMPLETE FONT

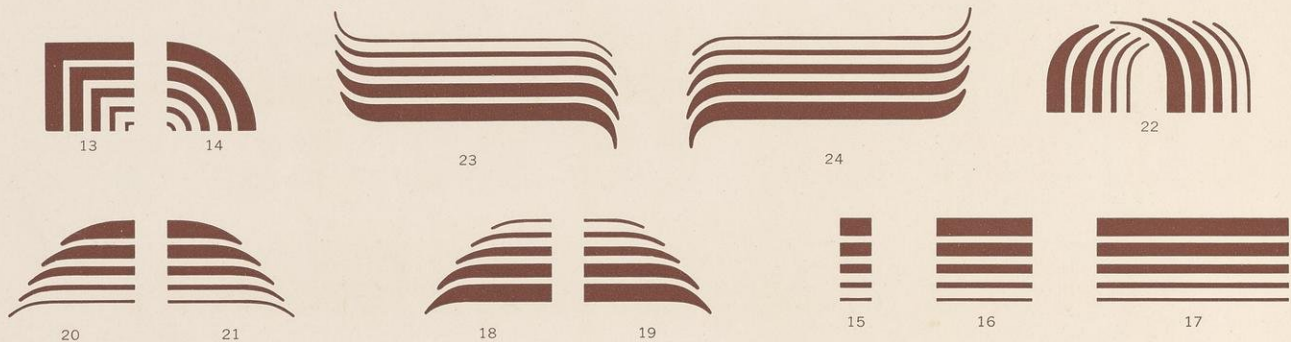
24 Point, \$3 00



Font contains one character each Nos. 11, 12; two characters each Nos. 6, 7, 8, 9; four characters each Nos. 1, 2, 10; eight characters No. 4; ten characters No. 5; sixteen characters No. 3

CHARACTERS IN COMPLETE FONT

36 Point, \$5 25

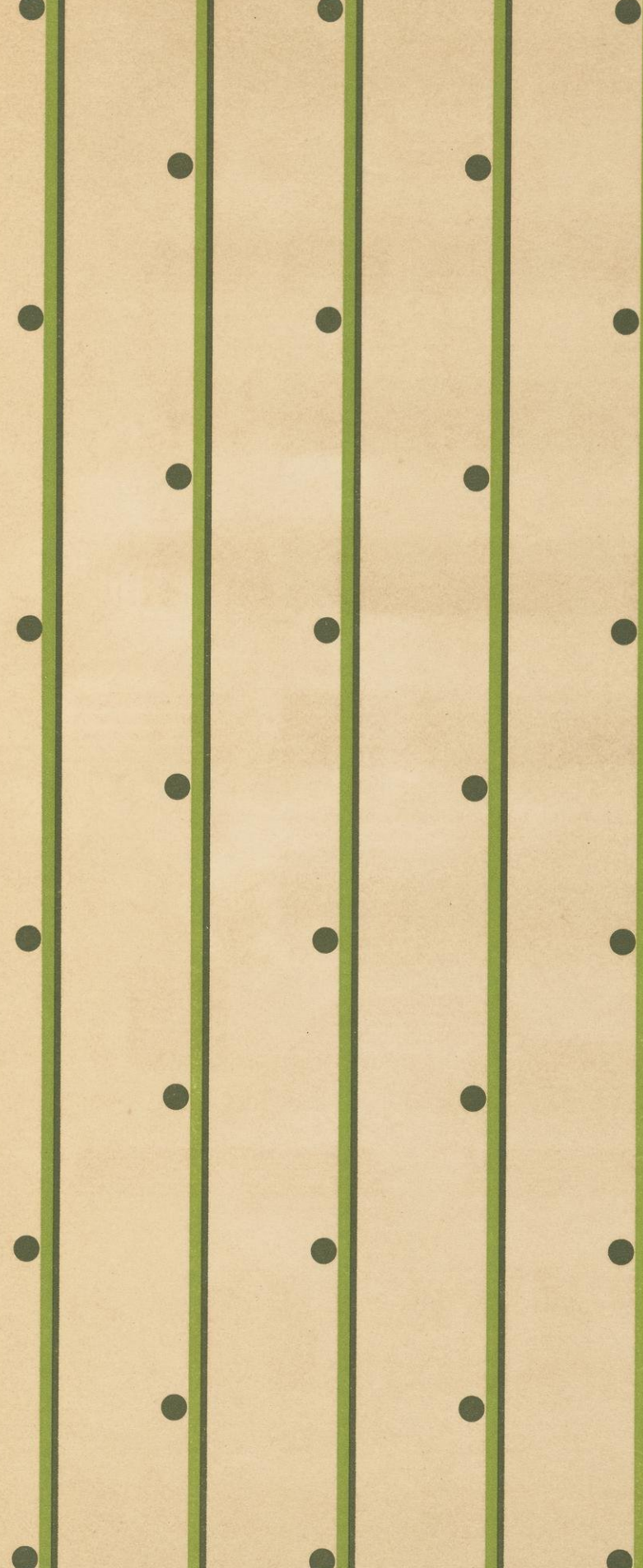


Font contains one character each Nos. 23, 24; two characters each Nos. 18, 19, 20, 21; four characters each Nos. 13, 14, 22; eight characters No. 16; ten characters No. 17; sixteen characters No. 15

A FEW OF THE MANY COMBINATIONS



AMERICAN TYPE FOUNDERS COMPANY

The left side of the page features four vertical green lines. Between these lines are columns of black dots. The first column has 10 dots, the second has 10 dots, the third has 10 dots, and the fourth has 10 dots. There are also single dots at the top and bottom of each column.

TYPE

IS THE MOTIVE POWER
OF ADVERTISING

A single green dot is positioned below the first text block.

TYPE

IS THE CLOTHES OF AN
ADVERTISEMENT

A single green dot is positioned below the second text block.

TYPE

COMMANDS ATTENTION
AND RESPECT

A single green dot is positioned below the third text block.

**AMERICAN
TYPE FOUNDERS
COMPANY**

AMERICAN TYPE

IS OBTAINABLE

PROMPTLY AT

ALL OF OUR 25

SELLING HOUSES

AMERICAN TYPE FOUNDERS COMPANY