A TYPE FACE OF LASTING UTILITY
FOR YOUR LINE COMPOSING MACHINES

INTERTYPE

Baskerville

DUPLEXED WITH ITALIC AND SMALL CAPITALS AND WITH BASKERVILLE BOLD
DOUBLE LETTER MATRICES

FOURTEEN POINT Three point leaded
Consideration of ease of reading is so essential in the planning of printed matter that every principle helping to achieve comfort in the assimilation of the message conveyed by words should always be in the forefront of the typographer’s mind. On what does ease of reading depend? On the simpleness of the type design, on the length of the type lines and on their leading, on the spacing of words, and on a principle either misunderstood or sadly ignored: that of appropriate choice of type face for the paper on which it is to be printed. Many type faces appropriate for the moderate copy of advertisements are inappropriate for continuous reading in the book or magazine page: many type faces readable in the larger text sizes lose their clarity in the smaller sizes. Wise choices for small text are, therefore, type faces of unobtrusive character and type faces of large x-height whose maximum face-to-body size aids readability. Simpleness of type design is as much to be desired as sheer beauty of type character, though happily the two virtues often go hand in hand. Consider also the spacing of words.

TWELVE POINT
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For found details and copy fitting table, see back page

INTERTYPE WIDE TOOTH MATRICES
ALSO RUN ON OTHER LINE COMPOSING MACHINES
ELEVEN POINT

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Consider also the spacing of words. Wide spacing causes the appearance of disintegration of the type panel and spreads the copy to occupy more space than it needs: excessively close spacing causes the words to run into one another and detracts the reader's thought from the ideas presented by the words. Most typographers agree that a thick or middle space is sufficient between words set in lower case—even in display types—and an en space between words in capital letters. As a generalisation that

Baskerville

Long descenders, requiring one point larger body, can be supplied to order

When ordering matrices please state the point size and the fount number of the face required and the model of machine on which the matrices are to run

TEN POINT

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SIX POINT

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EIGHT POINT

Con...
Fount details of Intertype Baskerville

14 point

ABCD EFGHIJKLMNOPQRSTUVWXYZ
abcdef ghijklmnopqrstuvwxyz 1234567890

Face No. E1003 Figure size 0968 Lower case 168 points Standard alignment
ABCD EFGHIJKLMNOPQRSTUVWXYZ abcdef ghijklmnopqrstuvwxyz 1234567890

12 point

ABCD EFGHIJKLMNOPQRSTUVWXYZ
abcdef ghijklmnopqrstuvwxyz 1234567890

Face No. E1004 Figure size 0968 Lower case 170 points Standard alignment
ABCD EFGHIJKLMNOPQRSTUVWXYZ abcdef ghijklmnopqrstuvwxyz 1234567890

11 point

ABCD EFGHIJKLMNOPQRSTUVWXYZ
abcdef ghijklmnopqrstuvwxyz 1234567890

Face No. E1915 Figure size 0833 Lower case 147 points Standard alignment
ABCD EFGHIJKLMNOPQRSTUVWXYZ abcdef ghijklmnopqrstuvwxyz 1234567890

10 point

ABCD EFGHIJKLMNOPQRSTUVWXYZ
abcdef ghijklmnopqrstuvwxyz 1234567890

Face No. E1932 Figure size 0833 Lower case 150 points Standard alignment
ABCD EFGHIJKLMNOPQRSTUVWXYZ abcdef ghijklmnopqrstuvwxyz 1234567890

9 point

ABCD EFGHIJKLMNOPQRSTUVWXYZ
abcdef ghijklmnopqrstuvwxyz 1234567890

Face No. E857 Figure size 0761 Lower case 130 points Standard alignment
ABCD EFGHIJKLMNOPQRSTUVWXYZ abcdef ghijklmnopqrstuvwxyz 1234567890

8 point

ABCD EFGHIJKLMNOPQRSTUVWXYZ
abcdef ghijklmnopqrstuvwxyz 1234567890

Face No. E854 Figure size 0761 Lower case 130 points Standard alignment
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7 point

ABCD EFGHIJKLMNOPQRSTUVWXYZ
abcdef ghijklmnopqrstuvwxyz 1234567890

Face No. E1775 Figure size 0692 Lower case 123 points Standard alignment
ABCD EFGHIJKLMNOPQRSTUVWXYZ abcdef ghijklmnopqrstuvwxyz 1234567890

6 point

ABCD EFGHIJKLMNOPQRSTUVWXYZ
abcdef ghijklmnopqrstuvwxyz 1234567890

Face No. E1698 Figure size 0622 Lower case 109 points Standard alignment
ABCD EFGHIJKLMNOPQRSTUVWXYZ abcdef ghijklmnopqrstuvwxyz 1234567890

5 point

ABCD EFGHIJKLMNOPQRSTUVWXYZ
abcdef ghijklmnopqrstuvwxyz 1234567890

Face No. E1694 Figure size 0622 Lower case 109 points Standard alignment
ABCD EFGHIJKLMNOPQRSTUVWXYZ abcdef ghijklmnopqrstuvwxyz 1234567890

4 point

ABCD EFGHIJKLMNOPQRSTUVWXYZ
abcdef ghijklmnopqrstuvwxyz 1234567890

Face No. E1694 Figure size 046 Lower case 89 points Standard alignment
ABCD EFGHIJKLMNOPQRSTUVWXYZ abcdef ghijklmnopqrstuvwxyz 1234567890

3 point

ABCD EFGHIJKLMNOPQRSTUVWXYZ
abcdef ghijklmnopqrstuvwxyz 1234567890

Face No. E1595 Figure size 046 Lower case 89 points Standard alignment
ABCD EFGHIJKLMNOPQRSTUVWXYZ abcdef ghijklmnopqrstuvwxyz 1234567890

Character Count Table
Based on close word spacing

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<th>9</th>
<th>10</th>
<th>11</th>
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<th>14</th>
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<td>8</td>
<td>9</td>
<td>10</td>
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<td>10</td>
<td>12</td>
<td>14</td>
<td></td>
<td></td>
<td></td>
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</tbody>
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Additional Characters in Regular Founts

<table>
<thead>
<tr>
<th>Character</th>
<th>Description</th>
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</thead>
<tbody>
<tr>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td>Old Style figures supplied to order</td>
</tr>
</tbody>
</table>

Swash capitals supplied to order
J K N T Y Z

The following logotypes supplied on request
ff f f f f f e f o f f r f t f t f u t f u f y f f f f f f f f f f f f f f f f f f f f f f f f f f f f