**INTERTYPE**

**BELL GOTHIC WITH BOLD**

**DOUBLE LETTER MATRICES**

### SIX POINT

Set solid and one 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 simplicity 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 such as Plantin and Baskerville, and type faces of large x-height whose maximum face-to-body size faces of unobtrusive character such as Plantin and Baskerville, and type faces of large x-height whose maximum face-to-body size.

Face No. E3012 Figure size -0484

Lower case alphabet 75 points

Standard alignment

### SEVEN POINT

Set solid and one 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 simplicity 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 such as Plantin and Baskerville, and type faces of large x-height whose maximum face-to-body size faces of unobtrusive character such as Plantin and Baskerville, and type faces of large x-height whose maximum face-to-body size.

Face No. E3039 Figure size -0533

Lower case alphabet 88 points

Standard alignment

### EIGHT POINT

Set solid and one 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 simplicity 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 such as Plantin and Baskerville, and type faces of large x-height whose maximum face-to-body size faces of unobtrusive character such as Plantin and Baskerville, and type faces of large x-height whose maximum face-to-body size.

Face No. E3233 Figure size -0632

Lower case alphabet 100 points

Standard alignment

---

**EASTZONE AIRCRAFT LIMITED**

Urgently require

**FOUR STRESSMEN**

FAMILIAR WITH STRESSING PRACTICE IN THE AIRCRAFT INDUSTRY

This project is for development work on large Helicopters. Salaries will be commensurate with experience and ability. Good working conditions, pension scheme.

APPLICATIONS IN CONFIDENCE, GIVING FULL DETAILS OF EXPERIENCE AND PRESENT SALARY, TO:

PERSONNEL OFFICER

Eastzone Aircraft Ltd., Berks.

**LLOYD ARMSTRONG & KEY LTD.**

Insurance Brokers

30 INSURANCE AVENUE

LONDON, W.C.2

Telephone

STRAND 0303

ABCDEFHJKLMNOPQRSTUVWXYZ

abedefhijklmnopqrstuvwxyz1234567890