

Handwritten notes at top: "KSE-63", "N-2", "343", "20", "Com", "B. Miller", "U.S.", "BAD", "Bob".

TYPOGRAPHY

ANTIQUE No. 1

Antique No. 1 Italic

SPECIAL SMALL CAPS



MERGENTHALER LINOTYPE COMPANY

Brooklyn, New York

SAN FRANCISCO

CHICAGO

NEW ORLEANS

CANADIAN LINOTYPE LIMITED, TORONTO

Agencies in the Principal Cities of the World

June, 1924

312.041

PRINTED IN U. S. A.

ANTIQUE No. 1 WITH ITALIC



6 Point Antique No. 1 with Italic (6△98) Lower case alphabet, 96.96 points. Figures, .0484

THE LINOTYPE COMPOSES, justifies, casts, and assembles complete lines in slug unit 1234
THE LINOTYPE COMPOSES, justifies, casts, and assembles complete lines in slug unit 1234

8 Point Antique No. 1 with Italic (8△114) Lower case alphabet, 122.24 points. Figures, .0622

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10 Point Antique No. 1 with Italic (10△92) Lower case alphabet, 141 points. Figures, .0692

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THE LINOTYPE COMPOSES, justifies, casts, and assembles c 1234

12 Point Antique No. 1 with Italic (12△68) Lower case alphabet, 164.76 points. Figures, .083

THE LINOTYPE COMPOSES, justifies, casts, and a 1234
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14 Point Antique No. 1 with Italic (14△56) Lower case alphabet, 189.98 points. Figures, .0968

THE LINOTYPE composes, justifies, casts, a 1234
THE LINOTYPE composes, justifies, casts, a 1234

18 Point Antique No. 1 (18△103) Lower case alphabet, 228.6 points. Figures, .1107

THE LINOTYPE composes, justifies, ca 123

24 Point Antique No. 1 (24△135) Lower case alphabet, 304.32 points. Figures, .1522

THE LINOTYPE composes, 123

18 Point Antique No. 1 Italic (18△87) Lower case alphabet, 228.6 points. Figures, .1107

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8, 10, 12 and 14 Point Antique No. 1 with Italic—SPECIAL SMALL CAPS

THE LINOTYPE	COMPOSES	JUSTIFIES	ASSEMBLES
<i>THE LINOTYPE</i>	<i>COMPOSES</i>	<i>JUSTIFIES</i>	<i>ASSEMBLES</i>

Matrix Information

6 POINT—Will run in all models. Code word, SOTAPAD.
8 POINT—Will run in all models. Code word, SOUSLIK.
10 POINT—Will run in all models. Code word, SPALDONT.
12 POINT—Will run in all Linotypes except Models 1 and K.
Code word, SPARGALEN.
14 POINT—Will run in all Linotypes except Models 1 and K.
Code word, SPARTLENT.
18 POINT ANTIQUE No. 1—Will run in all Linotypes except
Models 1 and K. Caps will not run in center or
lower case channels. Code word, SPASLERTIS.

24 POINT ANTIQUE No. 1—Will run in Display Linotypes.
Can also be run into the Single Keyboard Models
14 and 26, the caps in the auxiliary magazine
and the lower case in the cap channels of one of
the main magazines. Code word, SPASLUXOR.

18 POINT ANTIQUE No. 1 ITALIC—Will run in all Linotypes
except Models 1 and K. Caps will not run in
center or lower case channels. Code word,
SPASLESAG.

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6 Point Matrix Slide, 1401

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*Envelope enclosures like this are very effective in
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How Much is it Worth to be Certain of Profit?

WHEN your house makes an estimate on a job, how do you feel about it—confident or shaky? Are you uneasy about delays and trouble that will eat up all the profit? Wouldn't it be well worth while to be certain that it is figured closely enough to land the order, yet carries a decent margin of profit?

One of the big elements of uncertainty on every job is the ink. From the moment a form is put on the press, the ink is likely to cause trouble, delay, and loss.

It's not the fault of the ink manufacturers. They can only make ink to fit the average atmospheric conditions. Any slight variation of temperature or moisture in the air affects ink unfavorably. The usual result is an excessive amount of tack.

Even special mixing for each job by the local branch of the ink manufacturer does not always help. It's clear and warm today, and the ink is made up accordingly. Tomorrow may be cool and wet. What good will your special ink be then?

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excess tack without injuring either the body of the ink or the color. It works quickly, promptly, without any fuss or bother.

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