



It's free and easy . . .

spontaneous

and compelling

It's DOM CASUAL

BRAND NEW OFFERING OF AMERICAN TYPE FOUNDERS

ATF

**DOM CASUAL**

**is a Versatile Type**

*designed by Peter Dom of New York City*

The informal look gains admittance almost everywhere today, whether it's in dress or type. ATF's delightful new Dom Casual is a hand-lettered type that is amazingly practical for everyday use, cuts a dashing figure alone, and goes steady with many ATF favorites.

Dom Casual here is presented in trial size, 36 point. The other five sizes are in preparation. The addition of still other sizes will depend upon bird-in-the-hand orders, as evidence of customers' acceptance of the face.

Dom Casual will find its way into a lot of your jobs, giving quality hand-lettered effects at the low cost of the best foundry type. Send in your order today for six projected sizes. Mail enclosed order blank to your ATF branch.

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**CHARACTERS IN COMPLETE FONT**



**CHUMMY** with a score of **A.T.F.** favorites



PROJECTED SIZES

18 pt. **HOmo**

24 pt. **HOmo**

30 pt. **HOmo**

36 pt. **HOmo**

48 pt. **HOmo**

60 pt. **HOmo**

## DOM CASUAL

This face has a hand-lettered appearance and blends with many others.



*For a modern face that is good-humored and forceful, try* **Dom Casual**



**Dom Casual** is a new type with a casual look . . .

**TO GO WELL IN MODERN LAYOUTS**



USE **Dom Casual** TO GIVE MORE EMPHASIS TO YOUR MESSAGES—



*and to give* **Punch** *to your punchline*



**Dom Casual** has good color

36 point matrices are ready; 18, 24, 30, 48  
and 60 point to follow

18 pt.	_____	\$9.65
24 pt.	_____	11.45
30 pt.	_____	12.95
36 pt.	_____	14.95
48 pt.	_____	18.75
60 pt.	_____	21.75

Order the Complete series (SIX SIZES) **\$89.50**

**ORDER FROM YOUR NEAREST BRANCH**

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