

ADVANCE
SHOWING

*Kaufmann
Script*

*Kaufmann
Bold*

Kaufmann Script

96/72 Point 3 A \$11.80 5 a \$7.70 \$19.50

Specify

72 Point 3 A \$7.60 6 a \$7.40 \$15.00

Real types

60 Point 3 A \$5.50 7 a \$5.80 \$11.30

Hard metal

48 Point 3 A \$4.40 9 a \$4.90 \$9.30

Foundry types

36 Point 4 A \$2.80 12 a \$3.70 \$6.50

Show perfect joints

30 Point 5 A \$2.40 14 a \$3.20 \$5.60

Require less makeready

24 Point 6 A \$2.00 18 a \$2.65 \$4.65

Foundry types wear longest

18 Point 8 A \$1.75 24 a \$2.60 \$4.35

Modern printers prefer foundry type

Kaufmann Bold

96/72 Point 3 A \$11.80 4 a \$7.70 \$19.50

Set job

72 Point 3 A \$7.60 5 a \$7.40 \$15.00

Best way

60 Point 3 A \$5.50 6 a \$5.80 \$11.30

Fine types

48 Point 3 A \$4.40 8 a \$4.90 \$9.30

Real Foundry

36 Point 4 A \$2.80 11 a \$3.70 \$6.50

Hard metal types

30 Point 4 A \$2.40 13 a \$3.20 \$5.60

Script joins perfectly

24 Point 6 A \$2.00 16 a \$2.65 \$4.65

Novel foundry cast design

18 Point 7 A \$1.75 21 a \$2.60 \$4.35

A monotone script with character

Kaufmann Script

and its heavier companion, Kaufmann Bold, were designed by M. R. Kaufmann of the Art Department of *McCall's*, and placed in production by ATF to meet the current demand for flowing monotone scripts... Since the series is rapidly nearing completion, advance orders are being accepted and will be filled in the order of their receipt... A more adequate showing of these attractive new type faces is in preparation. To be sure that you receive one, address request to

American

TYPE FOUNDERS

200 ELMORA AVENUE • ELIZABETH, NEW JERSEY

*"Make it look different" with
Kaufmann Script*