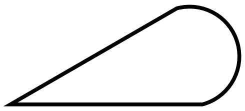

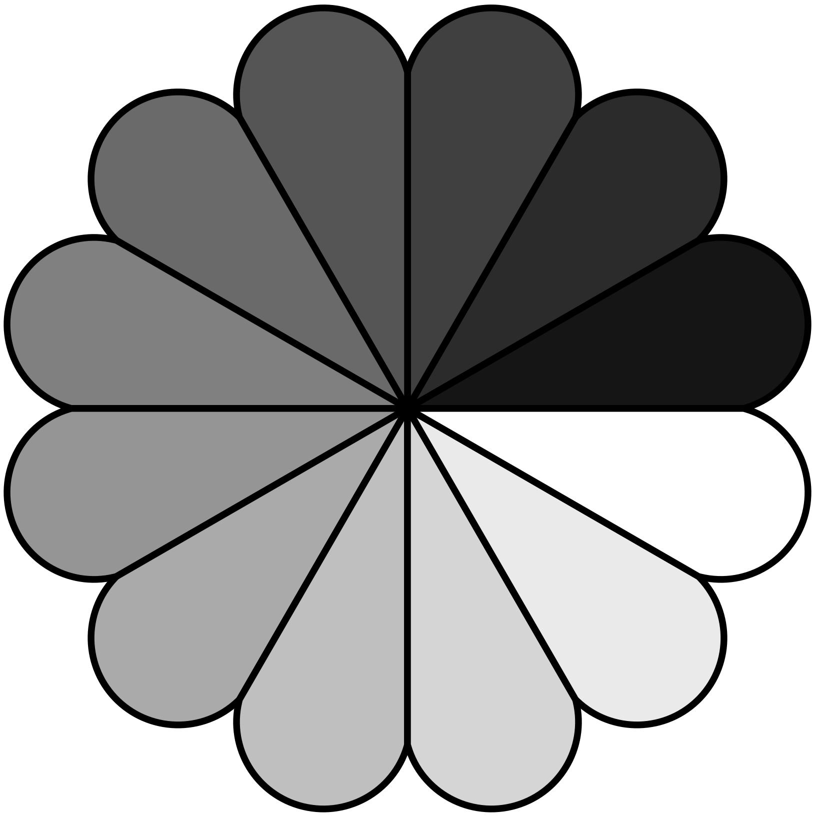

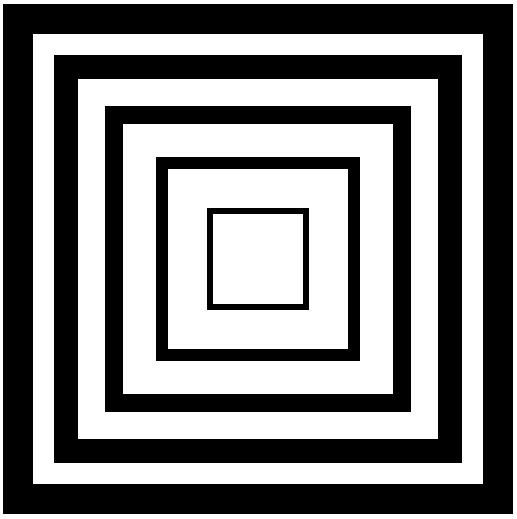

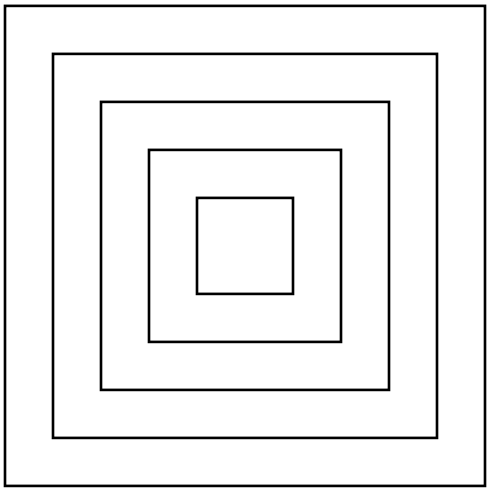

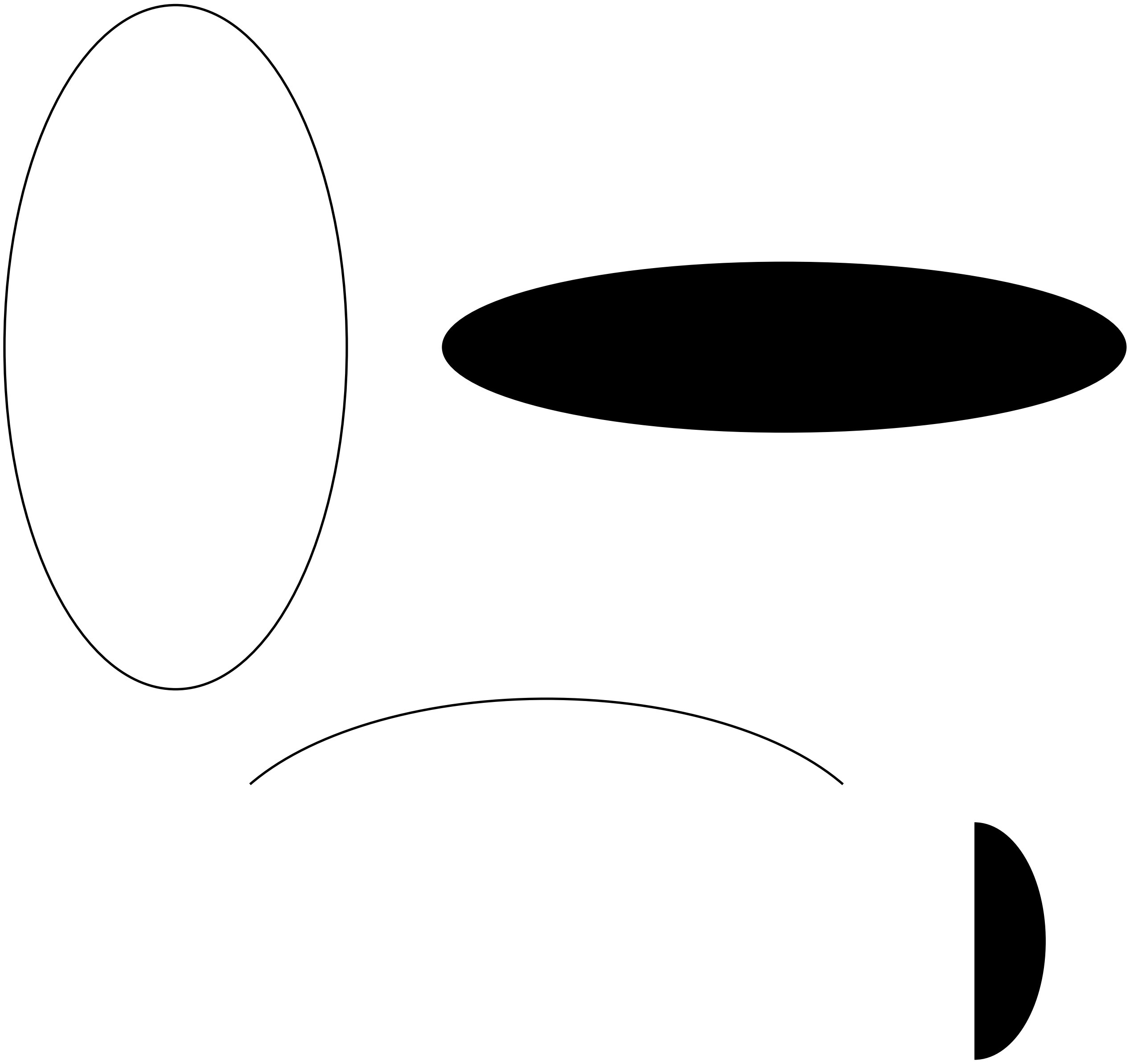

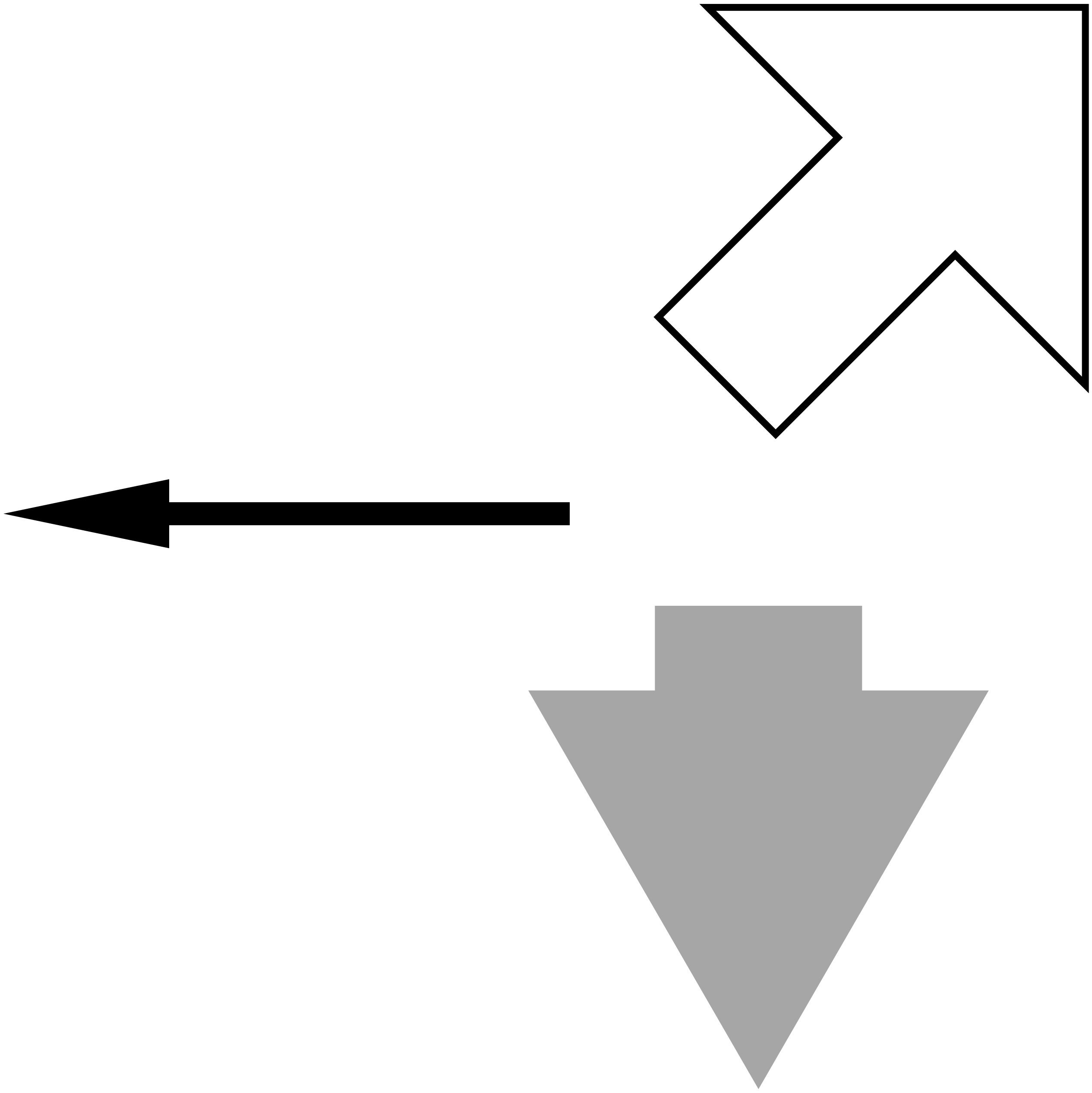

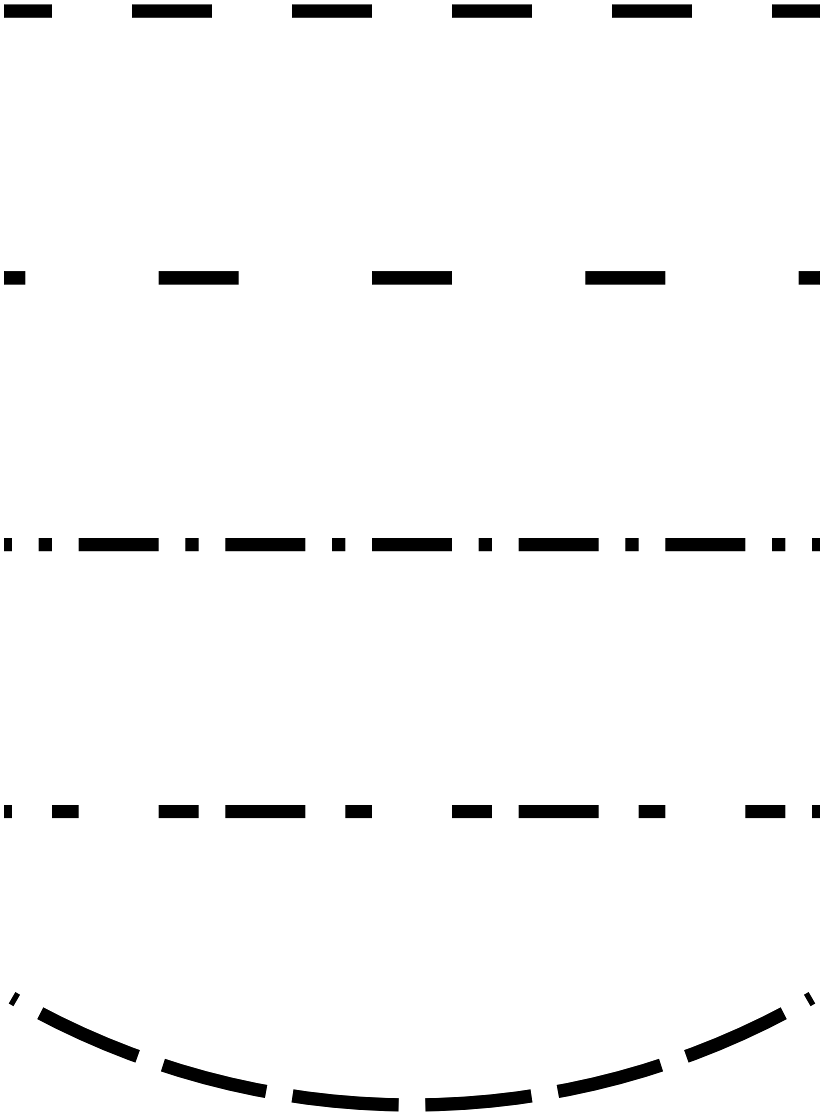

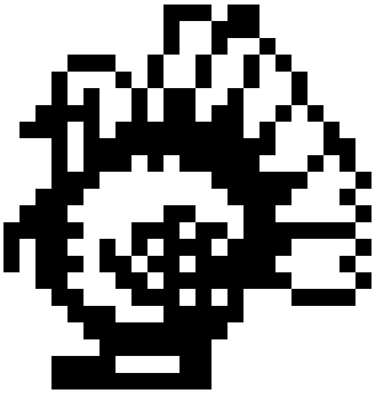

To read means to obtain meaning from words, and legibility is THAT QUALITY WHICH enables words to be read easily, quickly, and accurately.

JOHN C. TARR

13⁄22

Slowly stir in 5½ lbs. of chocolate and then blend on high.

3⁄4

7⁄8

TEXT POSITIONED VERTICALLY
SHOULD BE CENTERED ON
A COMMON CENTER LINE.
VERTICAL TEXT IN CAPITAL
LETTERS HAS MORE EVEN
spacing than lower case letters.

Symphony No. 9 (The Choral Symphony)

Ludwig von Beethoven

The New York Philharmonic Orchestra

If my film makes one more person feel miserable I’ll feel I’ve done my job. -- WOODY ALLEN

In every period there have been better or worse types employed in better or worse ways. The better types employed in better ways have been used by the educated printer acquainted with standards and history, directed by taste and a sense of the fitness of things, and facing the industrial conditions and the needs of his time. Such men have made of printing an art. The poorer types and methods have been employed by printers ignorant of standards and caring alone for commercial success. To these, printing has been simply a trade. The typography of a nation has been good or bad as one or other of these classes had the supremacy. And to-day any intelligent printer can educate his taste, so to choose types for his work and so to use them, that he will help printing to be an art rather than a trade. –Daniel Berkeley Updike.

50%

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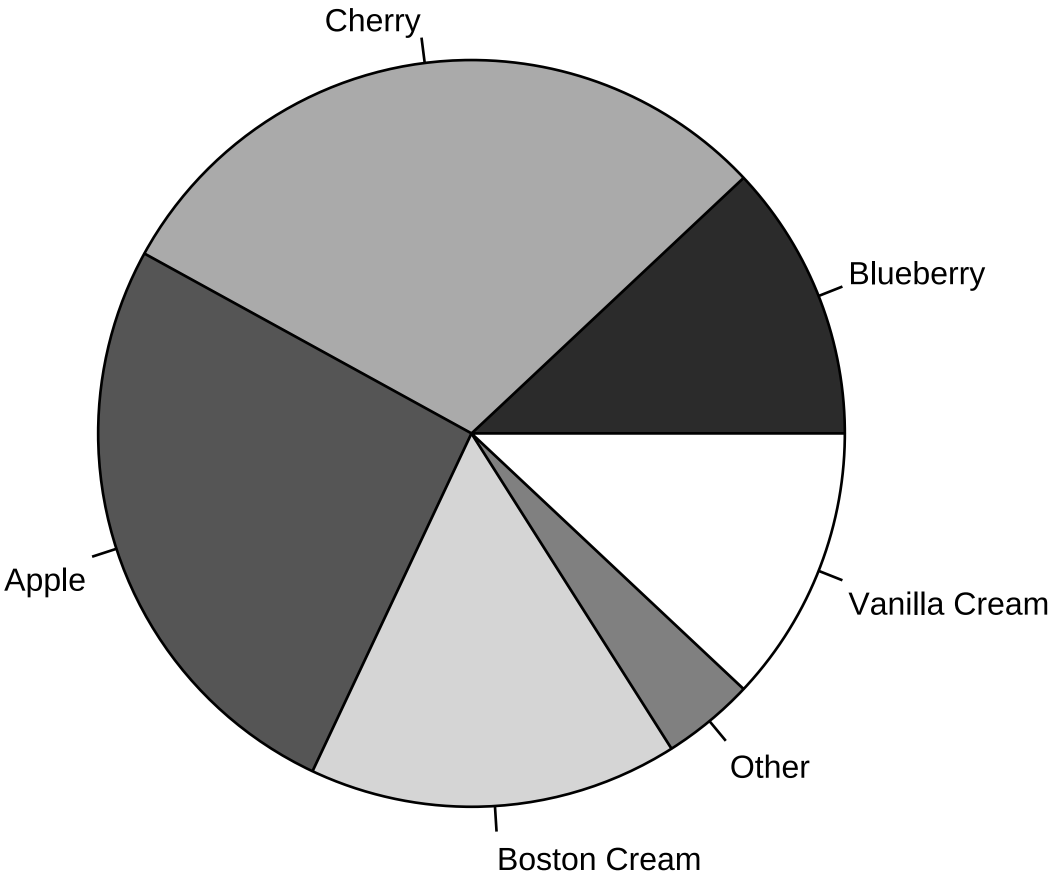
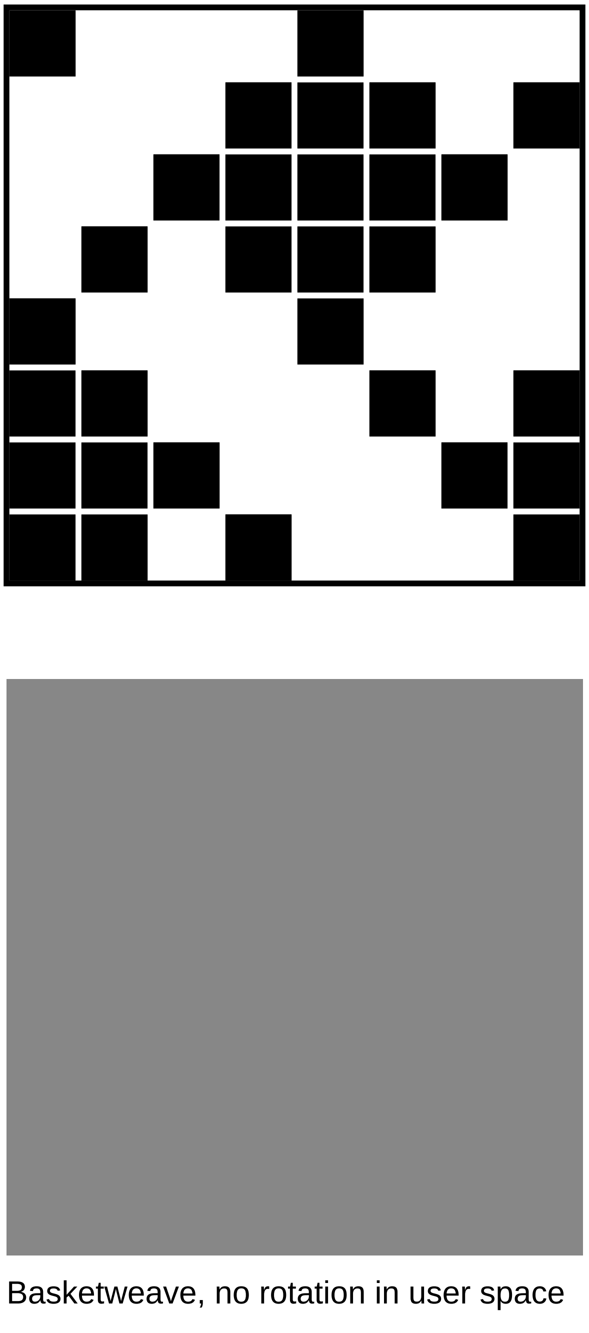
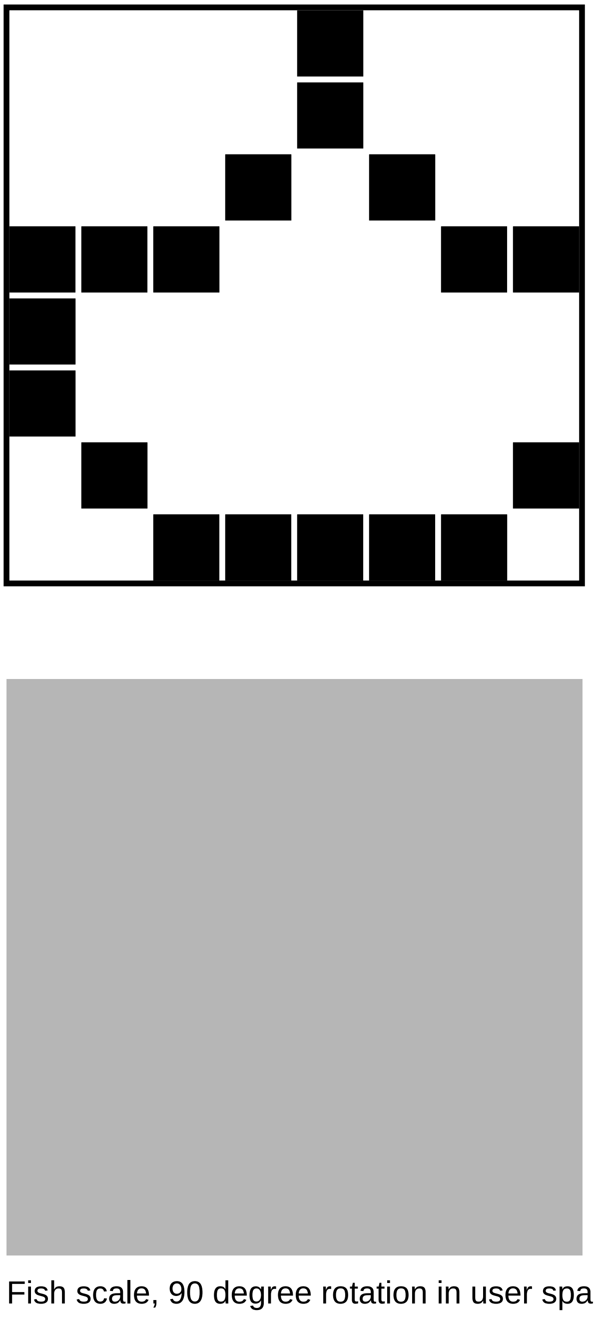


January Pie Sales



Basketweave, no rotation in user space



Fish scale, 90 degree rotation in user space outline outline

outline outline

Octal Number	Standard Char	EBCDIC Char	Octal Number	Standard Char	EBCDIC Char	Octal Number	Standard Char	EBCDIC Char	Octal Number	Standard Char	EBCDIC Char
0			100	@		200			300	À	
1			101	A		201		a	301	`	A
2			102	B		202		b	302	´	B
3			103	C		203		c	303	ˆ	C
4			104	D		204		d	304	˜	D
5			105	E		205		e	305	¯	E
6			106	F		206		f	306	˘	F
7			107	G		207		g	307	˙	G
10			110	H		210		h	310	¨	H
11			111	I		211		i	311	É	I
12			112	J	¢	212			312	˚	
13			113	K	.	213			313		
14			114	L	<	214			314	Ỉ	
15			115	M	(	215			315	˝	
16			116	N	+	216			316		
17			117	O	|	217			317	˛ˇ	
20			120	P	&	220			320	—	
21			121	Q		221		j	321	Ñ	J
22			122	R		222		k	322	Ò	K
23			123	S		223		l	323	Ó	L
24			124	T		224		m	324	Ô	M
25			125	U		225		n	325	Õ	N
26			126	V		226		o	326	Ö	O
27			127	W		227		p	327	×	P
30			130	X		230		q	330	Ø	Q
31			131	Y		231		r	331	Ù	R
32			132	Z	!	232			332	Ú	
33			133	[	$	233			333	Û	
34			134	\	*	234			334	Ü	
35			135	]	)	235			335	Ý	
36			136	^	>	236			336	Þ	
37			137	_	~	237			337	ß	
40			140	‘	-	240			340	à	
41	!		141	a	/	241	¡		341	Æ	
42	"		142	b		242	¢	s	342	â	S
43	#		143	c		243	£	t	343	ª	T
44	$		144	d		244	⁄	u	344	ä	U
45	%		145	e		245	¥	v	345	å	V
46	&		146	f		246	ƒ	w	346	æ	W
47	’		147	g		247	§	x	347	ç	X
50	(		150	h		250	¤	y	350	Ł	Y
51	)		151	i		251	'	z	351	Ø	Z
52	*		152	j		252	“		352	Œ	
53	+		153	k	,	253	«		353	º	
54	,		154	l	%	254	‹		354	ì	
55	-		155	m	_	255	›		355	í	
56	.		156	n		256	ﬁ		356	î	
57	/		157	o	?	257	ﬂ		357	ï	
60	0		160	p		260	°		360	ð	0
61	1		161	q		261	–		361	æ	1
62	2		162	r		262	†		362	ò	2
63	3		163	s		263	‡		363	ó	3
64	4		164	t		264	·		364	ô	4
65	5		165	u		265	µ		365	ı	5
66	6		166	v		266	¶		366	ö	6
67	7		167	w		267	•		367	÷	7
70	8		170	x		270	‚		370	ł	8
71	9		171	y		271	„		371	ø	9
72	:		172	z	:	272	”		372	œ	
73	;		173	{	#	273	»		373	ß	
74	<		174	|	@	274	…		374	ü	
75	=		175	}	’	275	‰		375	ý	
76	>		176	~	=	276	¾		376	þ	
77	?		177		"	277	¿		377	ÿ	

Boktryckarkonsten är källan till praktiskt taget all mänsklig odling.
Printing is the source of practically all human evolution.
Den förutan hade de oerhörda framstegen inom vetenskap
Without it the tremendous progress in the fields of science and
och teknik inte varit möjliga.
technology would not have been possible.
–VALTER FALK

HOHOHOHO oaobocodoeofogohoiojokolomonopoqorosotouovowoxoyoz
HOHOHOHO oaobocodoeofogohoiojokolomonopoqorosotouovowoxoyoz

HOHOHOHO oaobocodoeofogohoiojokolomonopoqorosotouovowoxoyoz
HOHOHOHO oaobocodoeofogohoiojokolomonopoqorosotouovowoxoyoz

HOHOHOHO oaobocodoeofogohoiojokolomonopoqorosotouovowoxoyoz
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- Every bullet has its billet. –William III
- The bullet that will kill me is not yet cast.–Napoleon I
- The ballot is stronger than the bullet.–Abraham Lincoln

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Hieroglyphics are the root of letters. All characters were orignally signs and all signs were once images. Human society, the world, man in his entirety is in the alphabet.☐

the tendency of the best
typography has been and
still should be in the path of
simplicity, legibility, and
orderly arrangement.

theodore low de vinne