



# mainline typesetters catalogue

*Typefaces displayed in  
this catalogue are  
set on Intertype  
machines and represent  
a comprehensive  
range of typefaces  
suitable for  
both letterpress  
and litho printers*



**TYPESETTING & REPRO SERVICE**

MAINLINE TYPESETTERS LIMITED  
Warrior Square Station Forecourt  
St. Leonards-on-Sea  
Sussex

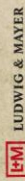
**HASTINGS 28989**

**tipos**

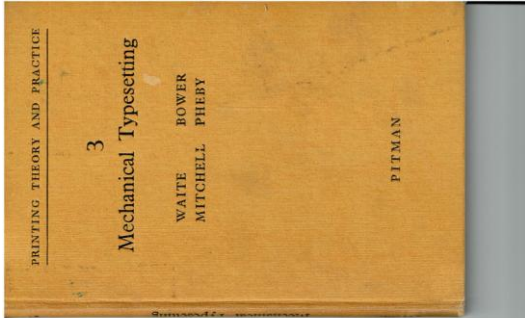
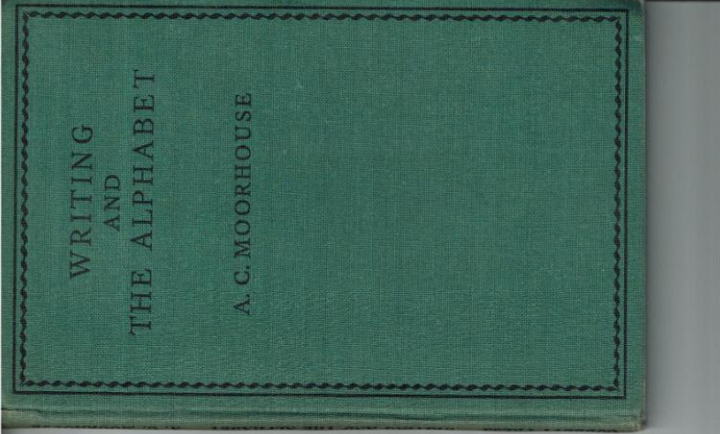
*cast  
on anglo-  
american  
point system*

**tipos**

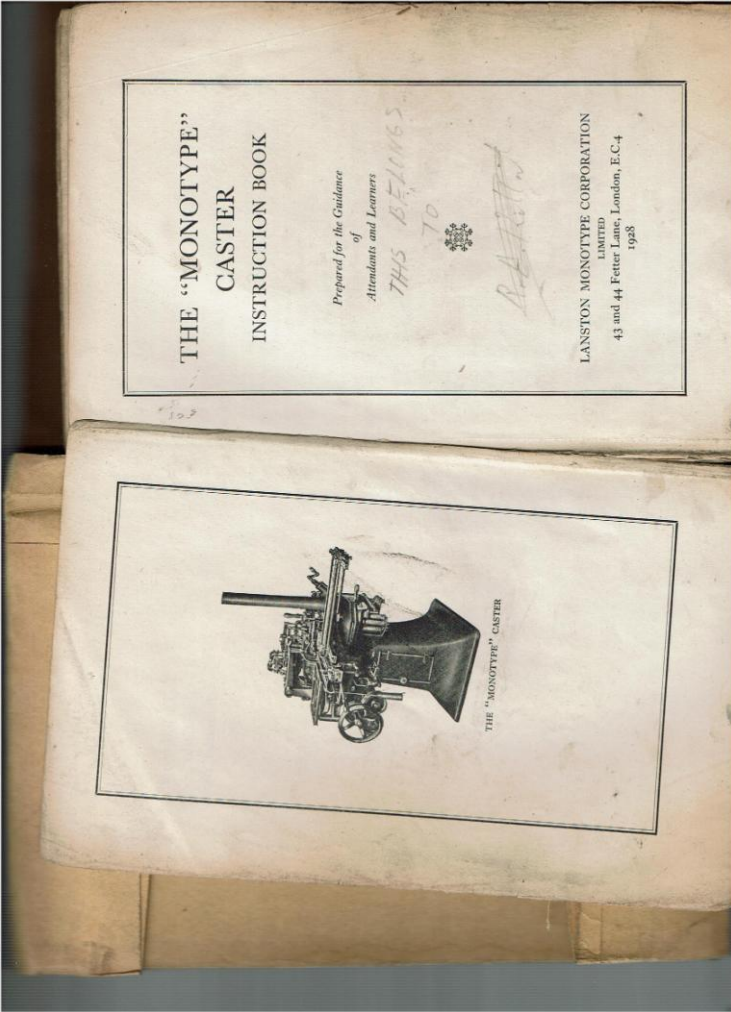
*en  
sistema  
americana*

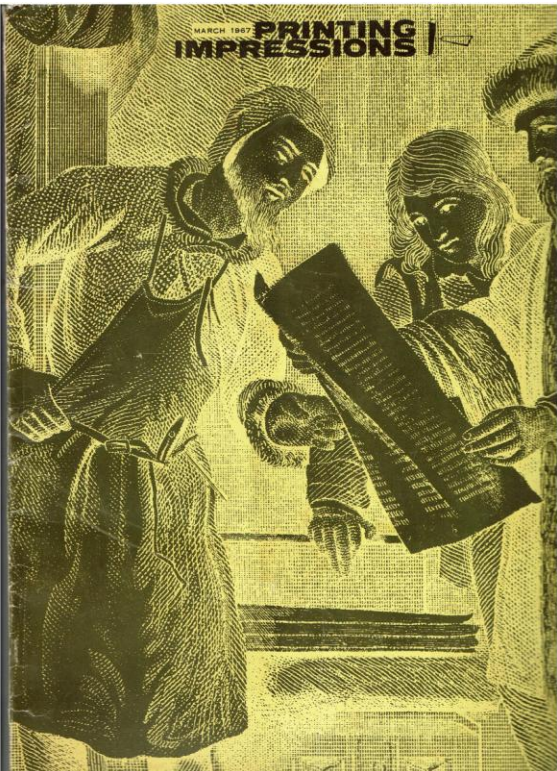


LUDWIG & MAYER  
6 FRANKFURT/MAIN  
HANAUER LANDSTRASSE 187-189









MARCH 1967 PRINTING IMPRESSIONS

English depth  
Roman alphabet

**Typefaces available on Intertype matrices**

**Typefaces available on Intertype matrices**

**Typefaces available on Intertype matrices**

February 1971

**Typefaces available on Intertype matrices**

6/1 948 613/

With prices rocketing can you afford to ignore this?

A good typographer should arrange type faces so that the produces a graceful overall shape that does not strain the eye of the reader. This is the main consideration beyond the actual choice of the typeface. It is from the design of the typeface that the typographer derives the design of the page. The design of the page is the result of the typographer's choice of typeface. The design of the page is the result of the typographer's choice of typeface. The design of the page is the result of the typographer's choice of typeface.

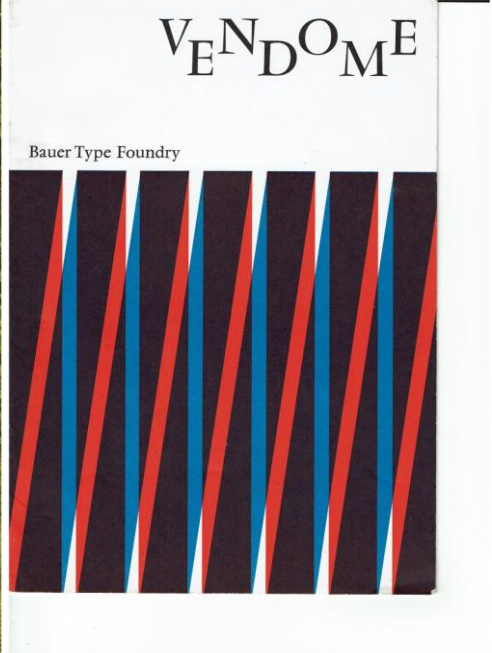
- UNIVERS medium, medium italic, bold
- TIMES light, light italic, extra bold
- BASKERVILLE medium, medium italic, bold

Nineteen sizes from 6pt to 18pt. Roman, italic, bold can be mixed. Format setting enables a range of different sizes to be used in display setting or complicated tabular (up to 17 columns across, centre, automatic justification, unjustified setting ranged left, right, justified, main line length 45 ems 17/32in). Spacing to customer's requirements.

TEXT SETTING, TABULAR, DISPLAY, BOOKWORK

**ARDEK Photosetters**

Warrior Square Station Forecourt, St. Leonards-on-Sea, Sussex TN37 6HL Phone: Hastings 428989 (0424)



Bauer Type Foundry

VENDOME





a  
unique  
water washout  
photopolymer printing plate

# MIRACLON®

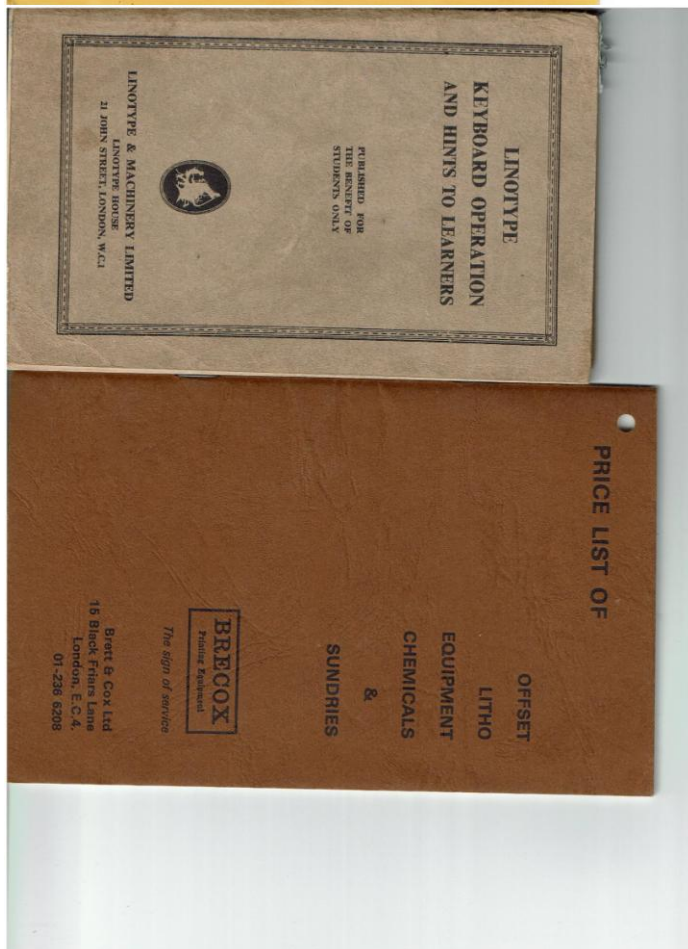
## 5 ADVANTAGES

1. Developable with water alone  
No other chemical necessary
2. Excellent image reproduction and ink transfer
3. Very large number of impressions on the press
4. Easy to handle and process because of solid plate
5. Stable in quality and long shelf-life

### WILLIAM J. LIGHT & CO. LTD.

London Road, Halstead,  
Sevenoaks, Kent TN14 7DT.  
Tel. 0959 34677

Cables: Hovigraff





1st MARCH 1964

A list of the  
**Linotype Matrix Faces**

currently available

**Linotype and Machinery Limited**

Head Office: 21 John Street, London WC1

**V E N U S**

# Linotype

a type face designed for newspaper,  
periodical, and general composition

# Jubilee

New edition December 1963

## VOGUE

EXTRA BOLD  
with OBLIQUE

Intertype wide tooth  
matrices also run on  
other line composing  
machines

When ordering matrices please state the  
point size and the font number of the  
face required and the model of machine  
on which the matrices are to run

CHARACTER COUNT TABLE  
Bold figures reading down indicate pica  
measures  
Bold figures reading across indicate point  
sizes  
Light figures indicate average number of  
characters per line

**14 POINT**  
ABCDEFGHIJKLMN<sup>14</sup>OPQRSTUVWXYZ  
ABCDEFGHIJKLMN<sup>14</sup>OPQRSTUVWXYZ  
abcdefghijklmn<sup>14</sup>opqrstuvwxyz  
abcdefghijklmn<sup>14</sup>opqrstuvwxyz  
1234567890 1234567890  
Face No. E999 Figure size '037 Lower case 141 points Standard Alignment

**12 POINT**  
ABCDEFGHIJKLMN<sup>12</sup>OPQRSTUVWXYZ  
ABCDEFGHIJKLMN<sup>12</sup>OPQRSTUVWXYZ  
abcdefghijklmn<sup>12</sup>opqrstuvwxyz  
abcdefghijklmn<sup>12</sup>opqrstuvwxyz  
1234567890 1234567890  
Face No. E1923 Figure size '089 Lower case 148 points Standard Alignment

**10 POINT**  
ABCDEFGHIJKLMN<sup>10</sup>OPQRSTUVWXYZ  
ABCDEFGHIJKLMN<sup>10</sup>OPQRSTUVWXYZ  
abcdefghijklmn<sup>10</sup>opqrstuvwxyz  
abcdefghijklmn<sup>10</sup>opqrstuvwxyz  
1234567890 1234567890  
Face No. E1780 Figure size '076 Lower case 138 points Standard Alignment

**8 POINT**  
ABCDEFGHIJKLMN<sup>8</sup>OPQRSTUVWXYZ  
ABCDEFGHIJKLMN<sup>8</sup>OPQRSTUVWXYZ  
abcdefghijklmn<sup>8</sup>opqrstuvwxyz  
abcdefghijklmn<sup>8</sup>opqrstuvwxyz  
1234567890 1234567890  
Face No. E1689 Figure size '032 Lower case 112 points Standard Alignment

**6 POINT**  
ABCDEFGHIJKLMN<sup>6</sup>OPQRSTUVWXYZ  
ABCDEFGHIJKLMN<sup>6</sup>OPQRSTUVWXYZ  
abcdefghijklmn<sup>6</sup>opqrstuvwxyz  
abcdefghijklmn<sup>6</sup>opqrstuvwxyz  
1234567890 1234567890  
Face No. E1588 Figure size '019 Lower case 92 points Standard Alignment

Additional characters in regular font  
@ # \$ % & ' ( ) \* + , - . : ; < = > ? [ \ ] ^ \_ ` { | } ~ ¡ ¢ £ ¤ ¥ ¦ § ¨ © ª « ¬ ® ¯ ° ± ² ³ ´ µ ¶ · ¸ ¹ º » ¼ ½ ¾ ¿ À Á Â Ã Ä Å Æ Ç È É Ê Ë Ì Í Î Ï Ñ Ò Ó Ô Õ Ö × Ø Ù Ú Û Ü Ý Þ ß à á â ã ä å æ ç è é ê ë ì í î ï ñ ò ó ô õ ö ø ù ú û ü ý þ ß à á â ã ä å æ ç è é ê ë ì í î ï ñ ò ó ô õ ö ø ù ú û ü ý þ ß

4	8	10	12	14	
8	20	21	17	14	13
9	30	25	20	17	15
10	34	28	24	19	17
11	38	31	26	21	19
12	42	34	29	23	20
13	46	37	31	25	22
14	50	40	34	27	24
15	53	43	37	29	26
16	57	46	39	31	28
17	61	49	42	33	30
18	64	52	44	35	32
19	68	55	47	37	34
20	72	58	50	39	36
21	75	61	53	41	38
22	79	64	56	43	40
23	83	67	58	45	41
24	87	70	60	47	43
25	90	73	62	49	44
26	94	76	65	51	46
27	98	79	67	53	48
28	101	82	70	55	50
29	104	85	73	57	52
30	107	88	76	59	54

State if  
Standard or Alternative  
characters required

### ENGLISH DEPTH FONTS

CAT. NO.	Font Name with	41 POINT FACES
2	E2951	Royal with Bold
1	E2954	Royal with Deric
2	E2950	Standard Gothic with Bold
1A	E2952	Classed with Deric
CAT. NO.	Font Name with	5 POINT FACES
3	E2956	Regal with Italic and S.C.
3	E2955	Regal with Bold
CAT. NO.	Font Name with	5 1/2 POINT FACES
2	E3030	Ideal with Bold Face
2	E3001	Ideal with Deric
1	E2978	Imperial with Bold
2	E2990	Royal with Italic and S.C.
1A	E2982	Royal with Bold
1A	E3002	Royal with Deric
2	E2968	Times Roman with Italic and C.S.
1	E3000	Times Roman with Bold
1	E3000T	Royal with Deric
1	E3004T	Royal with Deric
CAT. NO.	Font Name with	6 POINT FACES
2	E1594	Baskerville with Italic and S.C.
3	E1595	Baskerville with Bold
3	E3012	Bell Gothic with Bold
1A	E3090	Bell Gothic Bold with Gothic No. 6
3	E1600	Cairo with Cairo Bold
1	E3064	Galaxy with Italic
1A	E3063	Galaxy with Bold
2	E1558	Garamond with Italic and S.C.
2	E1559	Gothic No. 31 with Gothic No. 32
2	E1560	Gothic No. 31a with Gothic No. 32a
2	E1561	Gothic No. 31b with Gothic No. 32b
2	E1562	Gothic No. 31c with Gothic No. 32c
2	E1579	Ideal with Italic and S.C.
1	E1571	Ideal with Bold Face
3	E3063	Ideal with Deric
2	E3057	Imperial with Italic and S.C.
1	E3058	Imperial with Bold
3	E1585	Period 0.5. with Italic and S.C.
2	E2071	Platin with Italic and S.C.
3	E2065	Platin with Bold
1	E3212	Royal with Italic and S.C.
1A	E3211	Royal with Bold
1A	E3062	Royal with Deric
3	E3059	Sans Serif No. 2 with Italic
1	E3061	Sans Serif No. 2 with Bold
3	E2064	Sans Serif No. 2 Italic with Bold Italic







**Twelve point** PLANTIN could be labelled FOR UNIVERSAL USE. Could any face be less ostentatious? So busy is Plantin in work so widely different that it continues to prove itself invaluable, always unobtrusive, and everywhere readable.

Plantin with *Italic* and SMALL CAPITALS or with

Plantin Bold or with Mediaeval Bold



**Twenty four point**

While some uncertainty relating to the year

**Eighteen point**

of birth of the famous Antwerp printer, Christopher Plantin,

**Fourteen point**

still remains, no doubt is voiced about the EXCELLENCE of this type face cut for him and bearing his name. Print Plantin on smooth or coated paper to see how admirably its strong stubby serifs and moderately varied strength of stems stand firm for readability. Not for Plantin the textured surface to flatter its character. Look for an obligingly narrow face to conserve space and its clear open letters of large x-height acquiesce with legibility. *In letterpress, stereotyping, offset, gravure, in book work, periodicals, advertisement text or jobbing, Plantin's comportment needs no redress.*

The big 'news' type face that has come into extraordinary favour for its sheer readability and superior printing stamina

**Royal**  
by Intertype

*Implexed with Italic Bold Doric*

**Mature manufacturing experience**  
puts the reliability into Intertype close-tolerance matrices

**Master Roman**  
SUCCESS — great success — was the result of the outstanding newspaper typeface. Already in the appearance and production of today's crisp, clean-looking newspaper page, good design, maximum readability, space saving, sparkling colour, sharp reproductions. Those are the reasons why Royal is something special. Note how well the modern alphabet length and the generous height of the lower case letters on the body of the typeface make it so clear and legible.

**Busy Bold Leader**  
Unsererzeitung hat ein neues Gesicht. Die neue Schrift ist ein Meisterwerk der Typographie. Sie ist so klar und so leicht zu lesen, dass sie die Aufmerksamkeit aller Leser auf sich zieht. Die Schrift ist so robust, dass sie auch bei den härtesten Bedingungen noch gut lesbar bleibt. Sie ist die perfekte Lösung für alle Anforderungen an eine Zeitungsschrift.

**Quick-read Italic**  
ERFOLG — grosser Erfolg — liegt in dieser hervorragenden Zeitungsschrift. Royal ist ein Meisterwerk der Typographie. Sie ist so klar und so leicht zu lesen, dass sie die Aufmerksamkeit aller Leser auf sich zieht. Die Schrift ist so robust, dass sie auch bei den härtesten Bedingungen noch gut lesbar bleibt. Sie ist die perfekte Lösung für alle Anforderungen an eine Zeitungsschrift.

**Big husky Doric**  
SUCCESS — great success — was the result of the outstanding newspaper typeface. Already in the appearance and production of today's crisp, clean-looking newspaper page, good design, maximum readability, space saving, sparkling colour, sharp reproductions. Those are the reasons why Royal is something special. Note how well the modern alphabet length and the generous height of the lower case letters on the body of the typeface make it so clear and legible.

**INTERTYPE** **VOGUE**  
**EXTRA BOLD**  
*with OBLIQUE*

DOUBLE LETTER DISPLAY MATRICES

**ABCDEFGHIJKLMN OPQRSTUVWXYZ**  
*abcdefghijklm nopqrstuvwxyz 12345 &£?!()*  
**ABCDEFGHIJKLMN OPQRSTUVWXYZ**  
*abcdefghijklm nopqrstuvwxyz 12345 &£?!()*  
18 point Face No. E11V18 Figure size 114 Lower case alphabet 234 points

**ABCDEFGHIJKLMN OPQRSTU**  
**VWXYZ 1234567890 &£?!()**  
*abcdefghijklm nopqrstuvwxyz*  
**ABCDEFGHIJKLMN OPQRSTU**  
**VWXYZ 1234567890 &£?!()**  
*abcdefghijklm nopqrstuvwxyz*  
24 point Face No. E11V24 Figure size 166 Lower case alphabet 308 points

**Extra Bold with Bold**

**ABCDEFGHIJKLMN OPQRSTUVWXYZ**  
*abcdefghijklm nopqrstuvwxyz 12345 &£?!()*  
**ABCDEFGHIJKLMN OPQRSTUVWXYZ**  
*abcdefghijklm nopqrstuvwxyz 12345 &£?!()*  
18 point Face No. E14V18 Figure size 114 Lower case alphabet 221 points

Intertype wide tooth matrices also run on other line composing machines. When ordering matrices please state the point size and the face number of the fount required and the model of machine on which the matrices are to run

7, 643

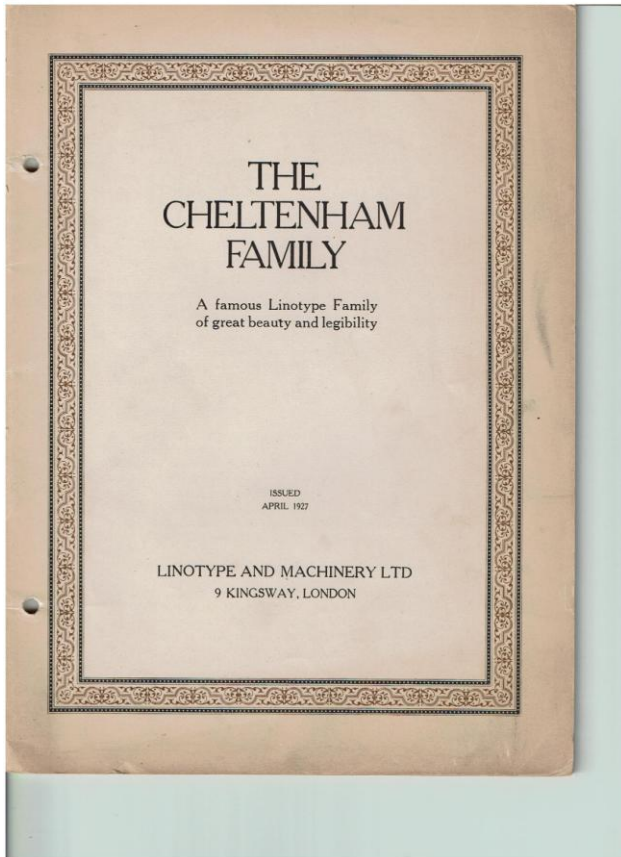
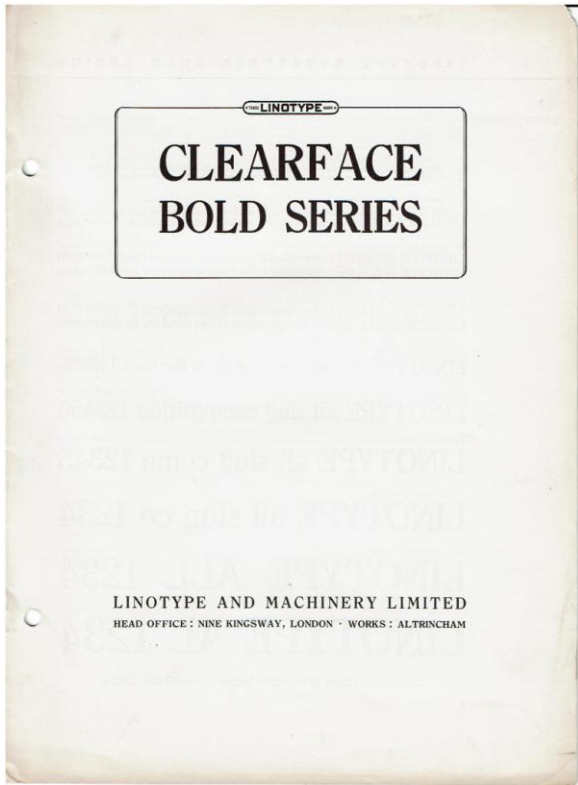
1st MAY 1971

This folder supersedes the previous folder dated 1st January 1970

**A list of the  
 Linotype  
 Matrix Faces  
 currently available**

Linotype and Machinery Limited  
 Head Office: Altrincham, Cheshire, England





# Linotype Black Letter Faces

Guildford Text  
Canterbury Text  
Tudor Black  
Cartonian Black  
Old English



Linotype and Machinery Limited  
Nine Kingsway  
London


LINOTYPE

## THE CENTURY FAMILY

Expanded with Italic and Bold  
Number 61 with Bold  
Bold with Italic  
Bold Extended with Italic  
Bold Condensed  
Bold Medium Condensed



LINOTYPE & MACHINERY LIMITED  
NINE KINGSWAY, LONDON



## LINOTYPE CLOISTER BOLD SERIES

Made in nine sizes  
from eight to thirty-point caps and lower-case  
duplexed with italic in twelve and fourteen-point  
and single letter eighteen-point italic  
The eight, nine, ten, eleven, and twelve-point  
are duplexed with Bookprint

**LINOTYPE**

**LINOTYPE & MACHINERY LTD**  
NINE KINGSWAY, LONDON

**LINOTYPE**

## Baskerville Series

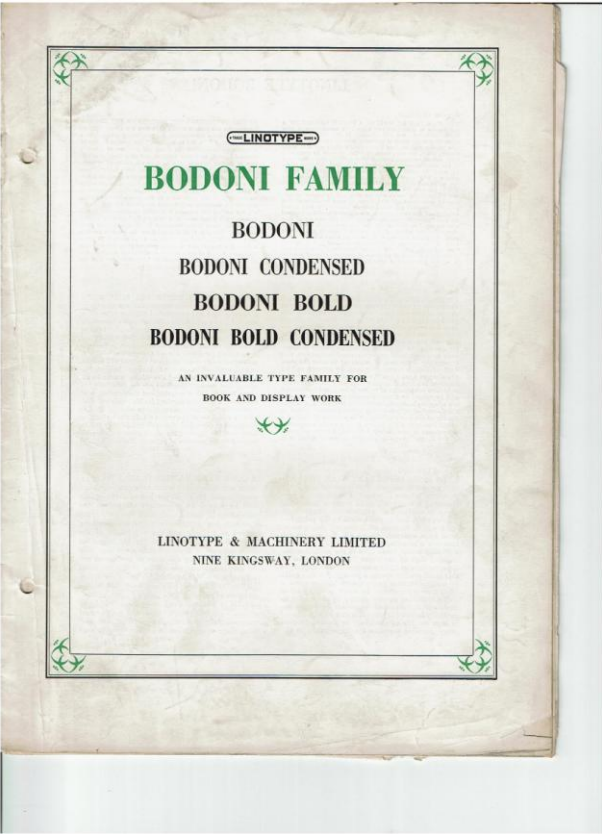
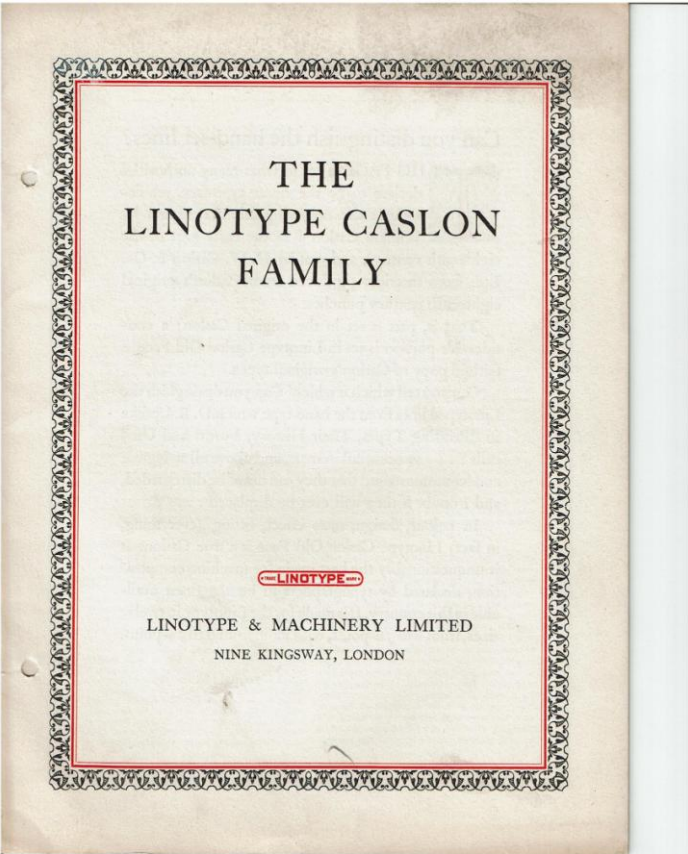
*duplexed with Italic and Small Caps*

Linotype Baskerville has become, in a short time, one of the most popular book faces of the present day. The story of how it was able to be revived in its classic form is very interesting. For nearly a century and a half John Baskerville's roman was lost in obscurity. The matrices had been taken to France about the time of the French revolution and had disappeared during the disorders of that period. From time to time typesetters tried to recast the letter, but with indifferent success. . . . and the types that circulated under the name of "Baskerville" shed little glory on the great Baskerville tradition. Then in 1849

a complete fount of the lost Baskerville matrices was dramatically discovered in Paris. It was Mr. W. E. Rudge who carried them to London in a suitcase that he did not allow out of his sight. It was Mr. G. W. Jones, designer of Grandjany and Estienne, who supervised the Linotypecutting from these original matrices. His sympathetic knowledge made this reproduction truly Baskerville in every line and curve. Thus Linotype Baskerville, in the roman, is a weight for weight and curve for curve copy of Baskerville's letter, while modifications of the italic, to fit the needs of the machine, have been performed sympathetically.

**LINOTYPE AND MACHINERY LIMITED**  
HEAD OFFICE: NINE KINGSWAY · LONDON · WC





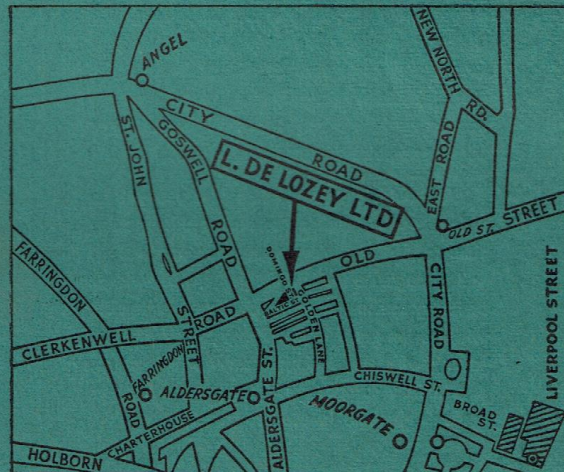
TELEPHONE CLERKENWELL 9555-6

# TYPE BOOK

*L. de Lozey Ltd.*

INTERTYPE AND LUDLOW  
TRADE TYPESETTERS

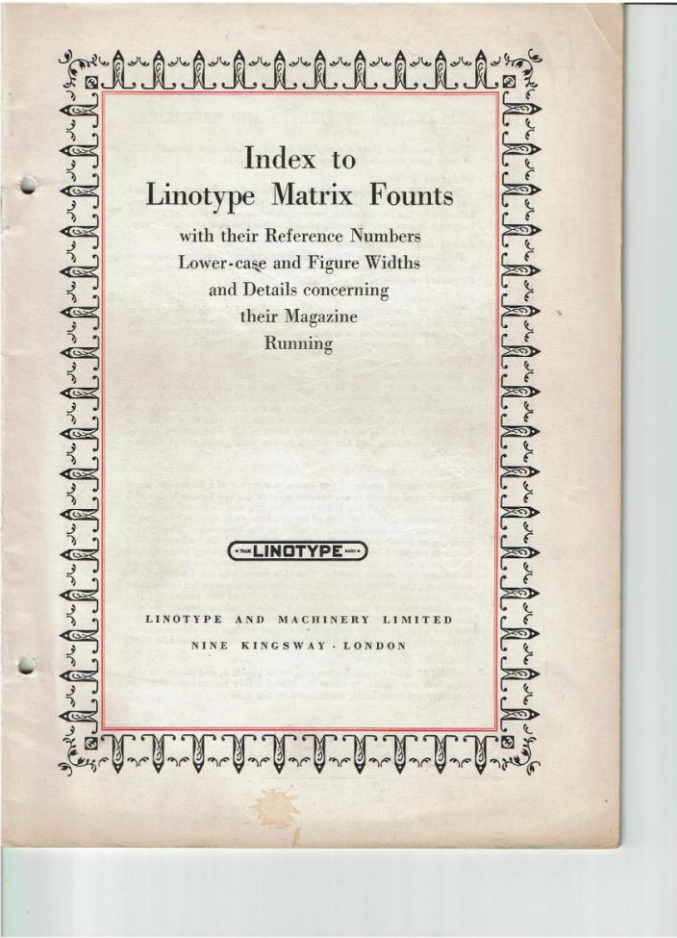
9-10 DOMINGO STREET  
OLD STREET, LONDON, E.C.1



**2nd EDITION**

TELEPHONE CLERKENWELL 9555-6







# A Range of Typefaces from

Leighton & Lonsdales Ltd.,

70/86a Glenthorne Road, Hammersmith, London W6 0LR

Telephone: 01-748 4223/4/5

Univers 45	Light	Rockwell	Medium
<i>Univers 45</i>	Light Italic	<i>Rockwell</i>	Medium Italic
Univers 55	Medium	<b>Rockwell</b>	Medium Bold
<i>Univers 55</i>	Medium Italic	<b>Rockwell</b>	Medium Bold Italic
Univers 65	Bold	<b>Rockwell</b>	Extrebold
<i>Univers 65</i>	Bold Italic	<b>Rockwell</b>	Extrebold Italic
Univers 75	Extrabold	ERAS	Light
<i>Univers 75</i>	Extrabold Italic	ERAS	Medium
Triumvirate	(Helvetica) Light	<b>ERAS</b>	Bold
<i>Triumvirate</i>	Light Italic	<i>Oranien Spelt</i>	
Triumvirate	Medium	Garamond	Light
<i>Triumvirate</i>	Medium Italic	Garamond	Light Italic
Triumvirate	Bold	Garamond	Book
<i>Triumvirate</i>	Bold Italic	Garamond	Book Italic
Triumvirate	Heavy	Garamond	Bold
<i>Triumvirate</i>	Heavy Italic	Garamond	Bold Italic
Triumvirate	Black	Garamond	Ultra
<i>Triumvirate</i>	Black Italic	Garamond	Ultra Italic
Omega		English Times	
Omega	Bold	English Times	Italic
Rockwell	Light	English Times	Bold
<i>Rockwell</i>	Light Italic	English Times	Bold Italic

UNIVERS UNIVERS UNIV



PRESTON ENGLAND



ADDITIONAL  
ONE-LINE SPECIMENS OF  
LINOTYPE FACES



ISSUED  
JULY, 1930

LINOTYPE AND MACHINERY LTD  
9 KINGSWAY, LONDON



SPECIMENS OF FACES

LINOTYPE

MATRIX INFORMATION



**LINOTYPE**  
**ONE-LINE SPECIMENS**



GUARD BRIDGE  
PANORAMA



# Tabular Composition

ON THE

## “Monotype”



Price - Five Shillings





CHELTENHAM BOLD CONDENSED

**Wood Letter**

6 Line No. 98. Class 2.

CHELTENHAM BOLD ITALIC

**M. SELLERS &**

Class 4.

8 Line No. 136.

**SPECIMEN**

6 Line No. 98. Class 2.

