

# 'MONOTYPE'

## TITLING: 231

FOUR POINT (ADMISSIBLE IN THREE-PARTS)  
FIVE POINT AND SIX POINT, ON  
6 PT. BODY FOR COMPOSITION

TWELVE POINT  
FOURTEEN AND

LARGER (UP TO 60 AND 72 PT.  
ON SUPER CASTER) AVAILABLE  
AS DISPLAY MATRICES WHICH  
MAY BE HIRED AT LOW RATES

# GILL

# SANS

## EXTRA LIGHT: 362

Now in 8 pt., 10 pt. and  
TWELVE pt. composition

DISPLAY: 14 pt.  
EIGHTEEN to  
36 pt. u. and l.c.  
Italics now in hand for  
early issue

Aa Bb Cc Dd  
Ll Mm Nn Op Qq  
Yy Zz Aa Bb Cc Dd  
Series 262: Gill  
Roman 6—12 pt. composition  
14 pt. to 72 pt. display.

abcdefghijklmnop  
ijklmnopqr  
rstuvwABC

Series 275. Bold u. & l.c.  
roman 6 to 72 pt. Also  
72 point Titling

We believe that the really remarkable success of  
"Monotype" Gill Sans is in part due to the fact  
that this face is not, and does not look, foreign in  
origin or exotic in design. It would seem that what  
the printers and advertisers of Great Britain were  
looking for was a legible, "English-speaking"  
serif-less roman of classic simplicity and real  
beauty—obtainable at the minimum cost. Hence the  
triumph of Gill Sans.

This face was designed exclusively for the MONOTYPE COR-  
PORATION by one of the most famous sculptors of our time,  
ERIC GILL. The privilege of hiring display matrices, and the  
comparatively low cost of any "Monotype" composition  
matrices, make the Gill Ensemble a good investment.

Ff Gg Hh Ii Jj  
Ss Tt Uu Vv Ww  
Ff Gg Hh Ii Jj Kk Ll  
l.c. roman & italic  
Italic: 9 to 12 pt. composition  
14 pt. to 36 pt. display.

abcdefghijklmnop  
ijklmnopqr  
stuvwxyz AB

Italics for 275. Now  
ready: 12 to 36 pt.

GILL SHADOWLINE (BELOW)

SERIES 290

ABCDEFGHIJK abcdefghijklmnopqrst LMNOPQRSTU

## The Monotype Corporation Limited

extra  
bold

43 Fetter Lane, London, E.C.4 Central 8551-5

YOU NEED THE GILL SANS ENSEMBLE

series  
321

The Monotype Corporation  
Gill Sans Advertisement  
1928

The Quick Brown  
Fox Jumps Over  
The Lazy Dog.

g

abcdefghijklmnopqrstuvwxyz0123456789 [ ] ( ) { } / \ < > ?

THIS IS  
A PRINTING  
OFFICE



CROSS-ROADS OF CIVILIZATION  
REFUGE OF ALL THE ARTS

AGAINST THE RAVAGES OF TIME

ARMORY OF FEARLESS TRUTH

AGAINST WHISPERING RUMOR

INCESSANT TRUMPET OF TRADE



FROM THIS PLACE **WORDS** MAY FLY ABROAD

NOT TO PERISH ON WAVES OF SOUND, NOT TO VARY WITH THE WRITER'S HAND  
BUT FIXED IN TIME, HAVING BEEN VERIFIED BY PROOF

**FRIEND, YOU STAND ON SACRED GROUND**

THIS IS A PRINTING OFFICE



Beatrice Warde  
*This is a Printing Office*  
1950

# 'MONOTYPE'

**TITLING: 231**  
from point (Landscape in non-metal)  
 five point AND SIX POINT, ON  
 6 PT. BODY FOR COMPOSITION  
**TWELVE POINT  
 FOURTEEN AND  
 LARGER (UP TO 60 AND 72 PT.  
 ON SUPER CASTER) AVAILABLE  
 AS DISPLAY MATRICES WHICH  
 MAY BE HIRED AT LOW RATES**

**GILL  
 SANS**

**EXTRA LIGHT: 362**  
Now in 8 pt., 10 pt. and  
 TWELVE pt. composition  
**DISPLAY: 14 pt.  
 EIGHTEEN to  
 36 pt. u. and l.c.**  
Italics now in hand for  
 early issue

Aa Bb Cc Dd  
 Ll Mm Nn Op Qq  
 Yy Zz Aa Bb Cc Dd  
 Series 262: Gill  
 Roman 6—12 pt. composition  
 14 pt. to 72 pt. display.

We believe that the really remarkable success of "Monotype" Gill Sans is in part due to the fact that this face is not, and does not look, foreign in origin or exotic in design. It would seem that what the printers and advertisers of Great Britain were looking for was a legible, "English-speaking" serif-less roman of classic simplicity and real beauty—obtainable at the minimum cost. Hence the triumph of Gill Sans.

This face was designed exclusively for the MONOTYPE CORPORATION by one of the most famous sculptors of our time, ERIC GILL. The privilege of hiring display matrices, and the comparatively low cost of any "Monotype" composition matrices, make the Gill Ensemble a good investment.

Ff Gg Hh Ii Jj  
 Ss Tt Uu Vv Ww  
 Ff Gg Hh Ii Jj Kk Ll  
*l.c. roman & italic*  
*Italic: 9 to 12 pt. composition  
 14 pt. to 36 pt. display.*

abcdefghijklmnop  
 rstuvwABC

Series 275. Bold u. & l.c.  
 roman 6 to 72 pt. Also  
 72 point Titling

abcdefghijklmnop  
 rstuvwxyz AB  
*Italics for 275. Now  
 ready: 12 to 36 pt.*

GILL SHADOWLINE (BELOW)  
 SERIES 290

ABCDEFGHIJK abcdefghijklmnopqrst LMNOPQRSTU

**The Monotype Corporation Limited**

**43 Fetter Lane, London, E.C.4 Central 8551-5**  
**YOU NEED THE GILL SANS ENSEMBLE**

**extra  
 bold**

**series  
 321**

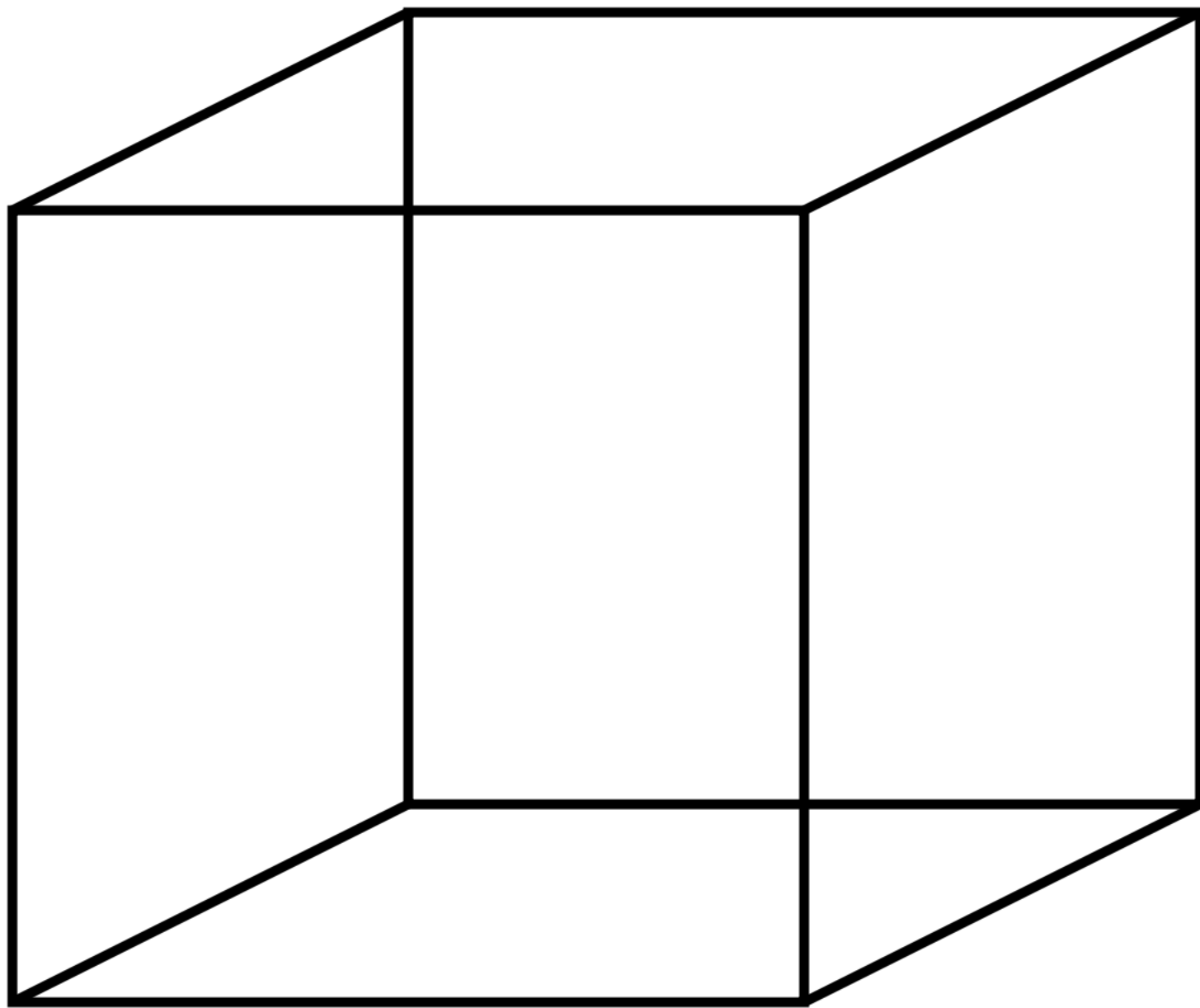
abcdefghijklmnopghi  
 jklmnopqr  
 STUVWXYZ

**HERBERT BAYER: Abb. 1. Alfabet**  
 „g“ und „k“ sind noch als  
 unfertig zu betrachten

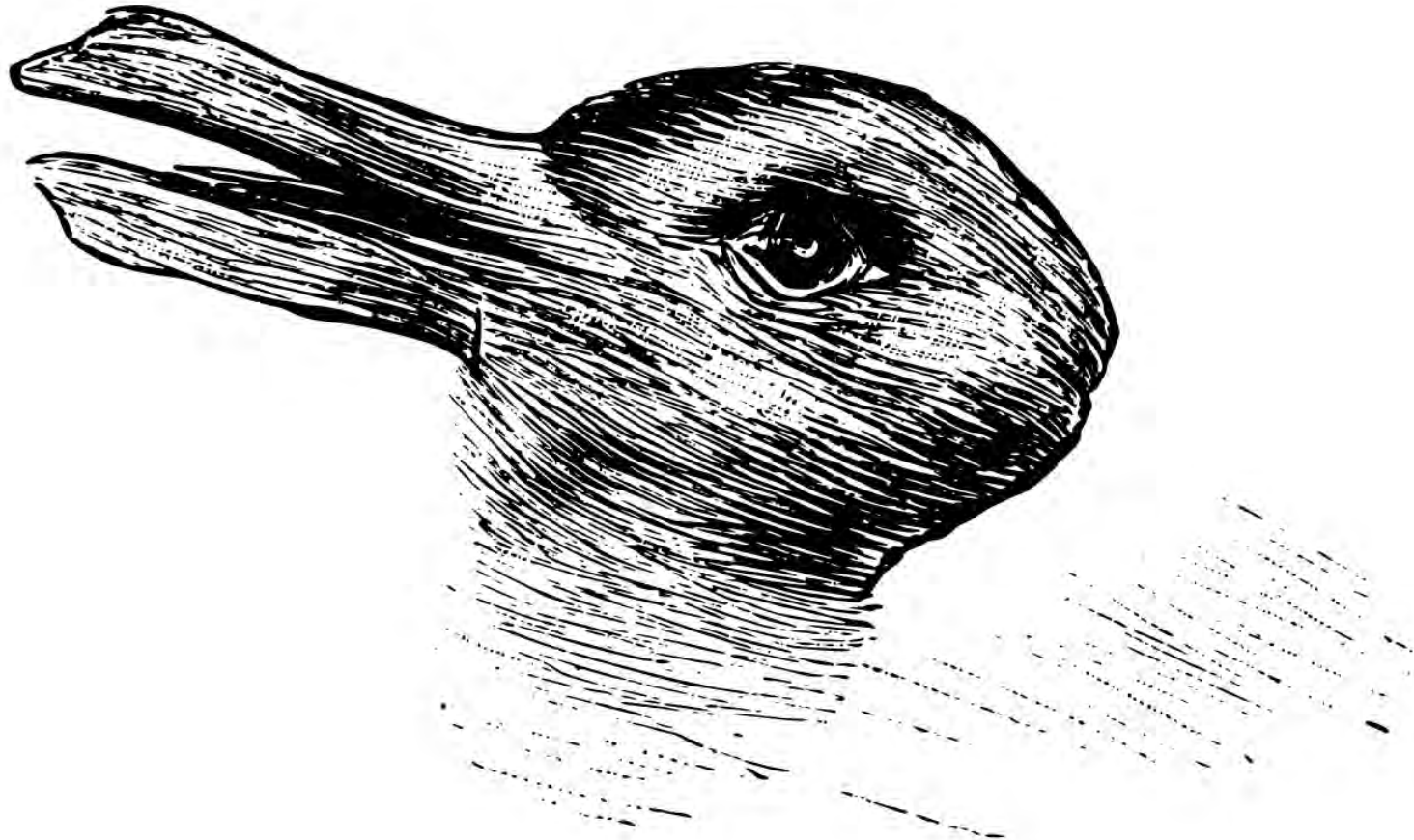
**Beispiel eines Zeichens  
 in größerem Maßstab  
 Präzise optische Wirkung**

**STURM blond**

**Abb. 2. Anwendung**

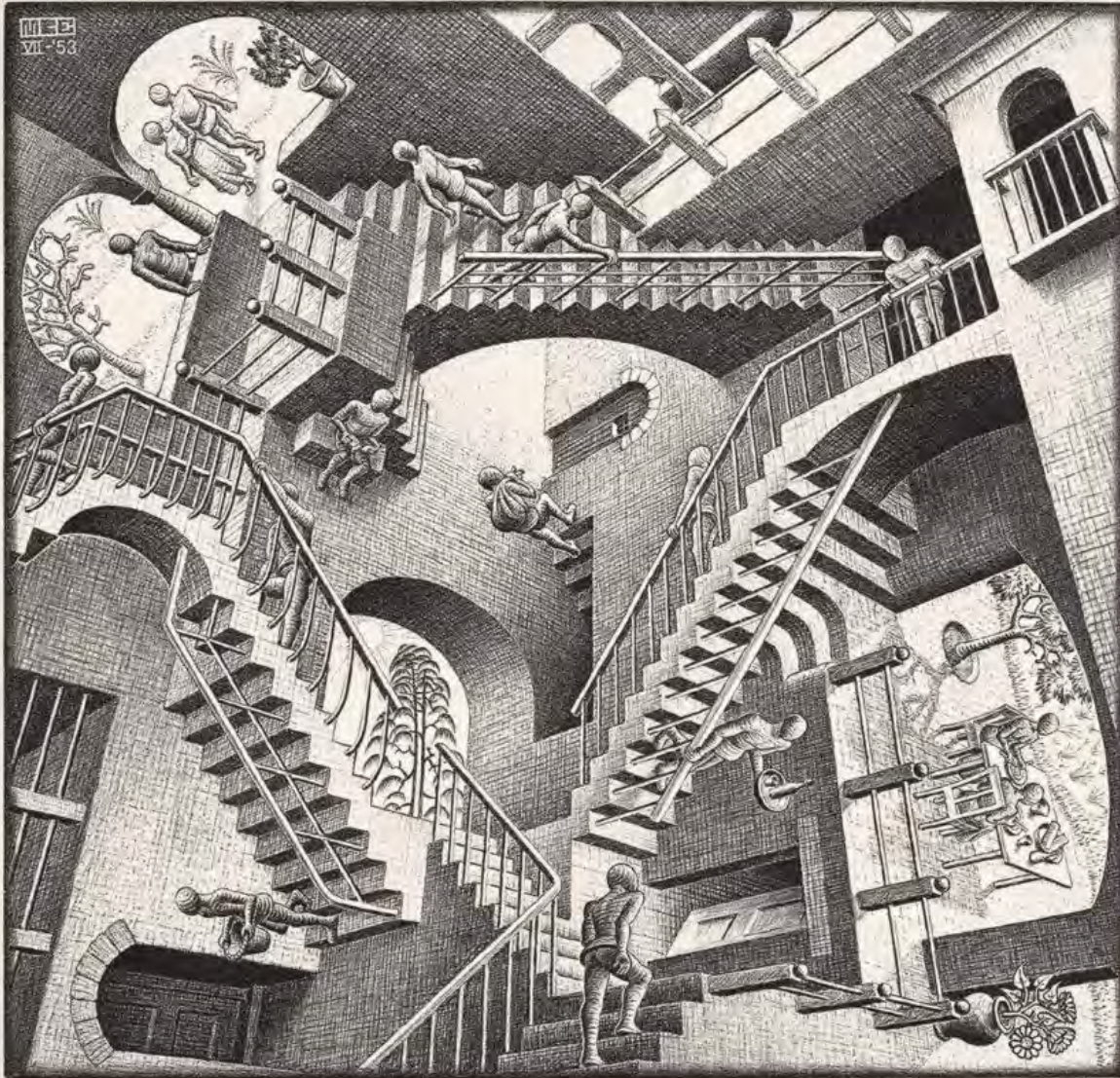


Welche Thiere gleichen ein-  
ander am meisten?



Kaninchen und Ente.

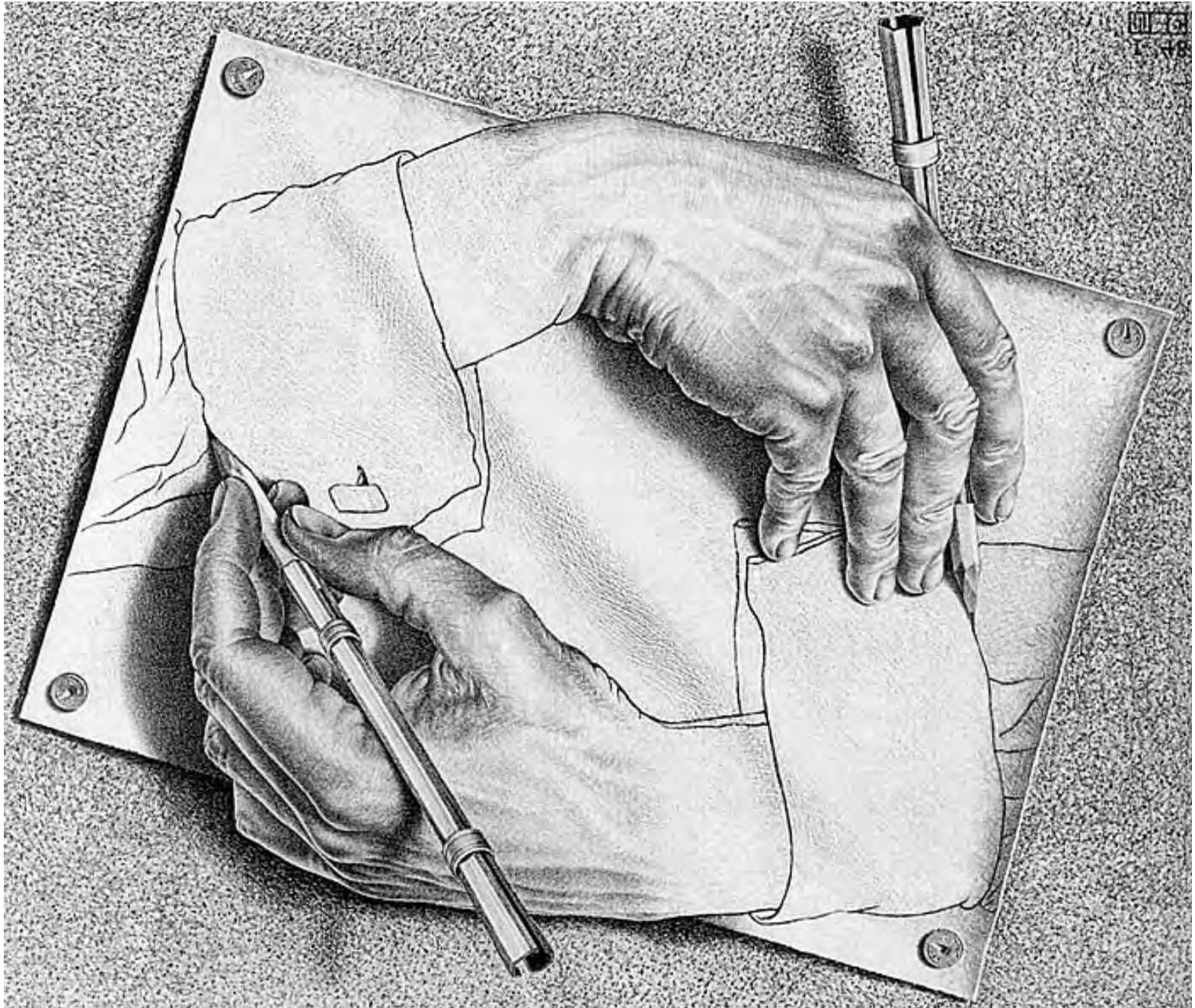




M.C. Escher  
*Relativity*  
1953



M.C. Escher, *Drawing Hands*, 1948

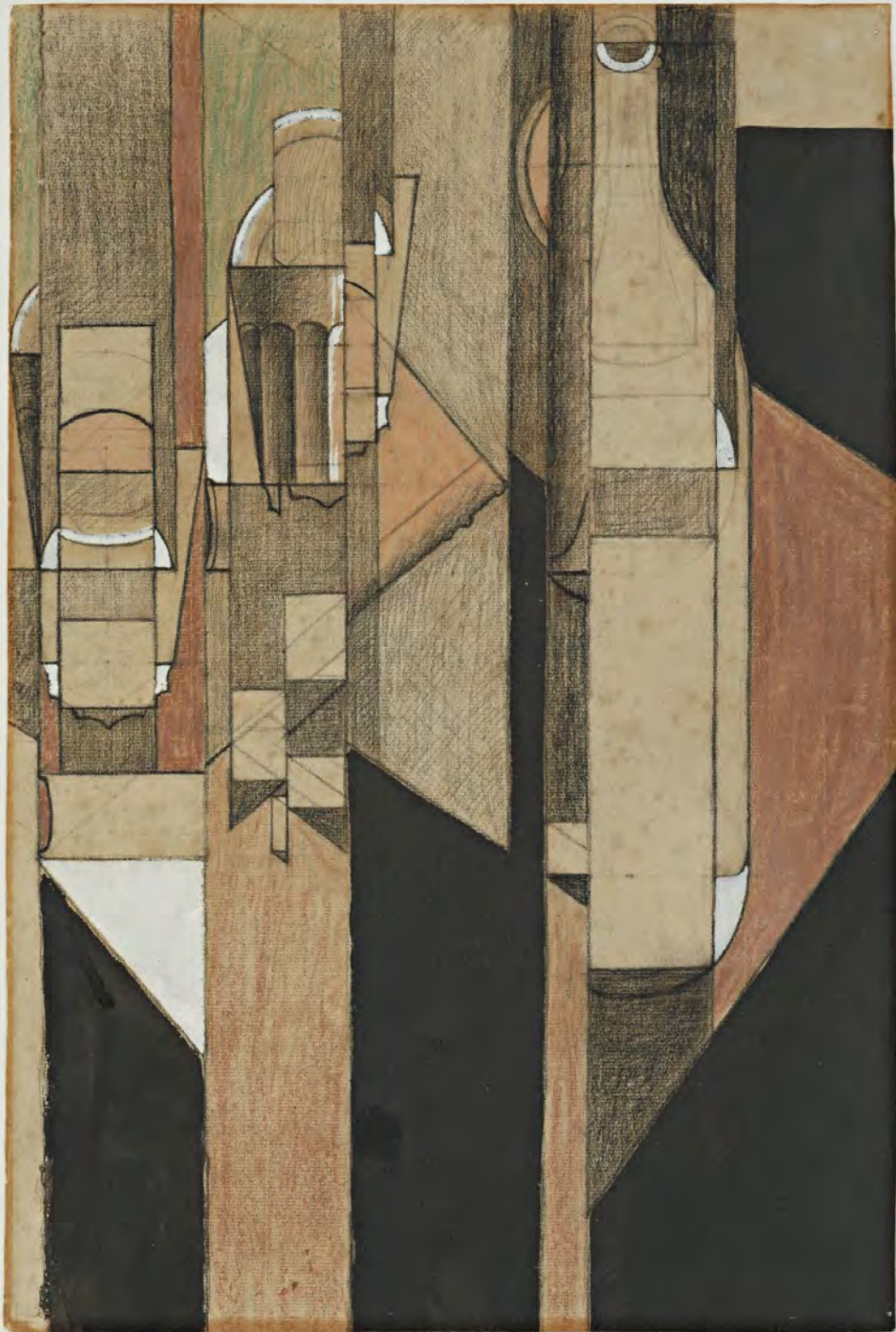




Juan Gris  
*Jar, Bottle and Glass*  
1911

Georges Braque, *Jar, The Table (Still Life with Fan)*, 1910





Juan Gris  
*Glass and Bottle*  
1913

Nathan Lerner, *Eye and Barbed Wire*, 1939



Nathan Lerner, *Eye and String*, 1938

