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MAN

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RO

djr.com/backasswards

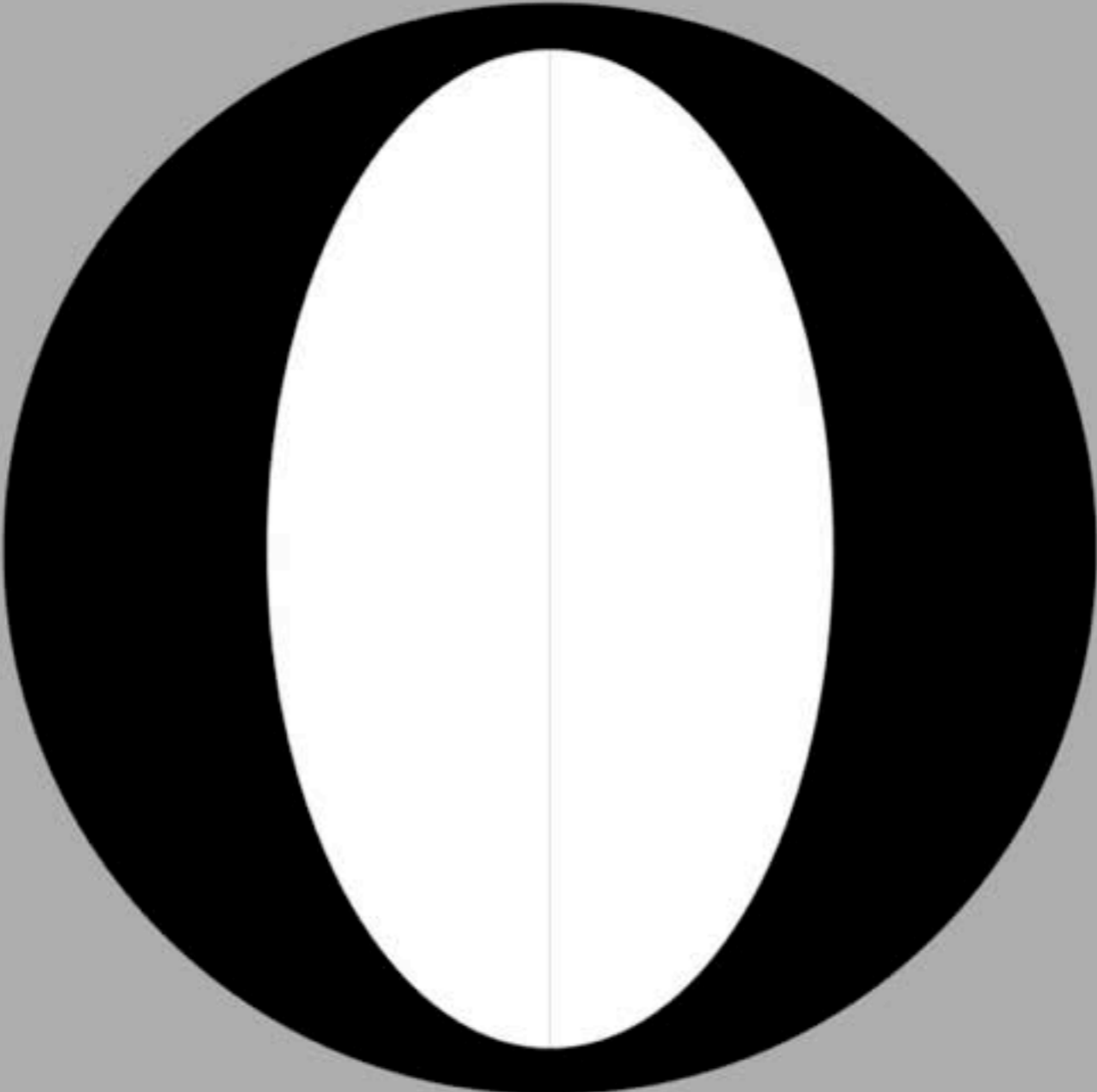
Reverse
Contrast

or,

Reverse
Stress

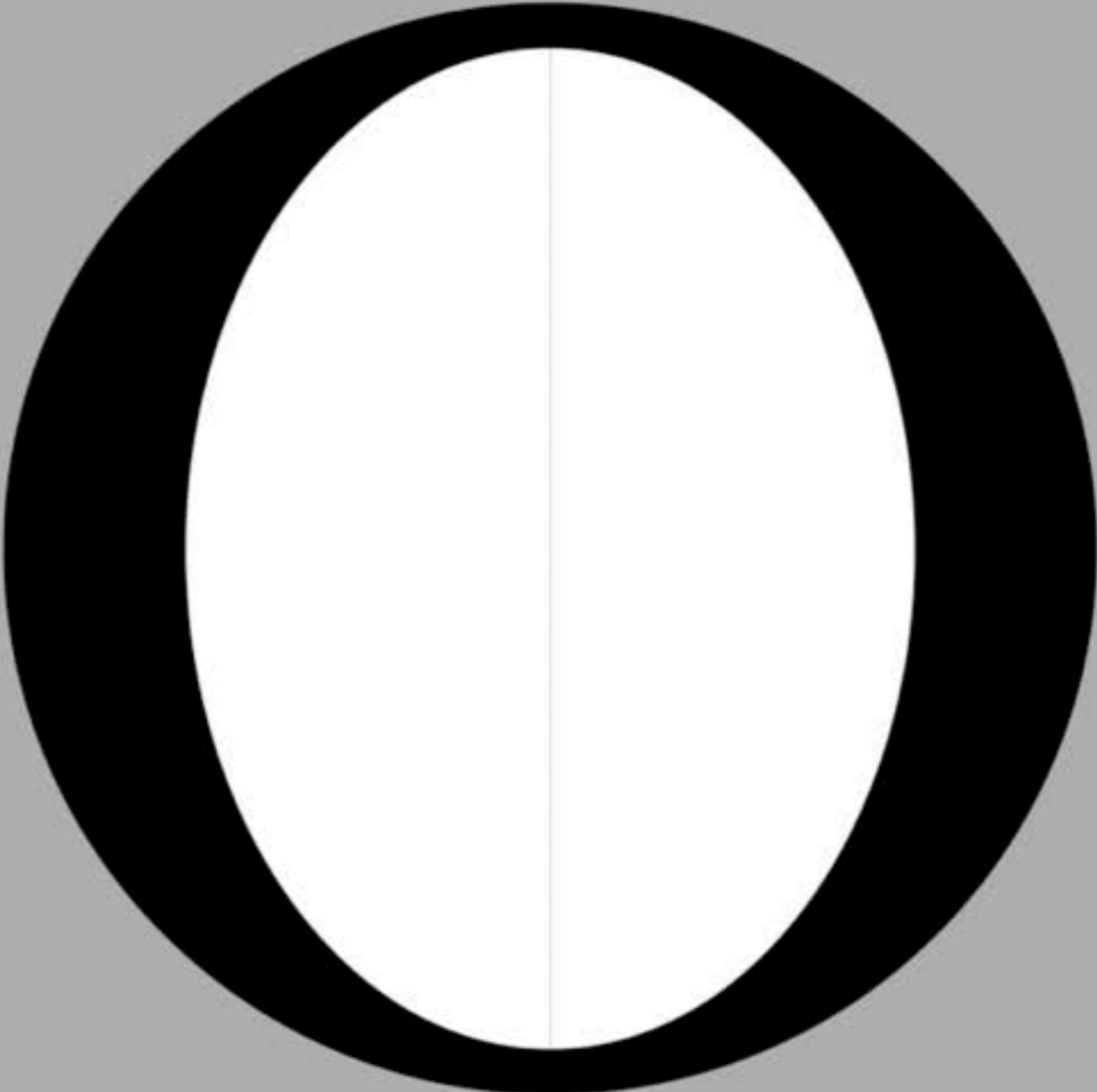
Contrast

Contrast: 0.56
Stress: 0°

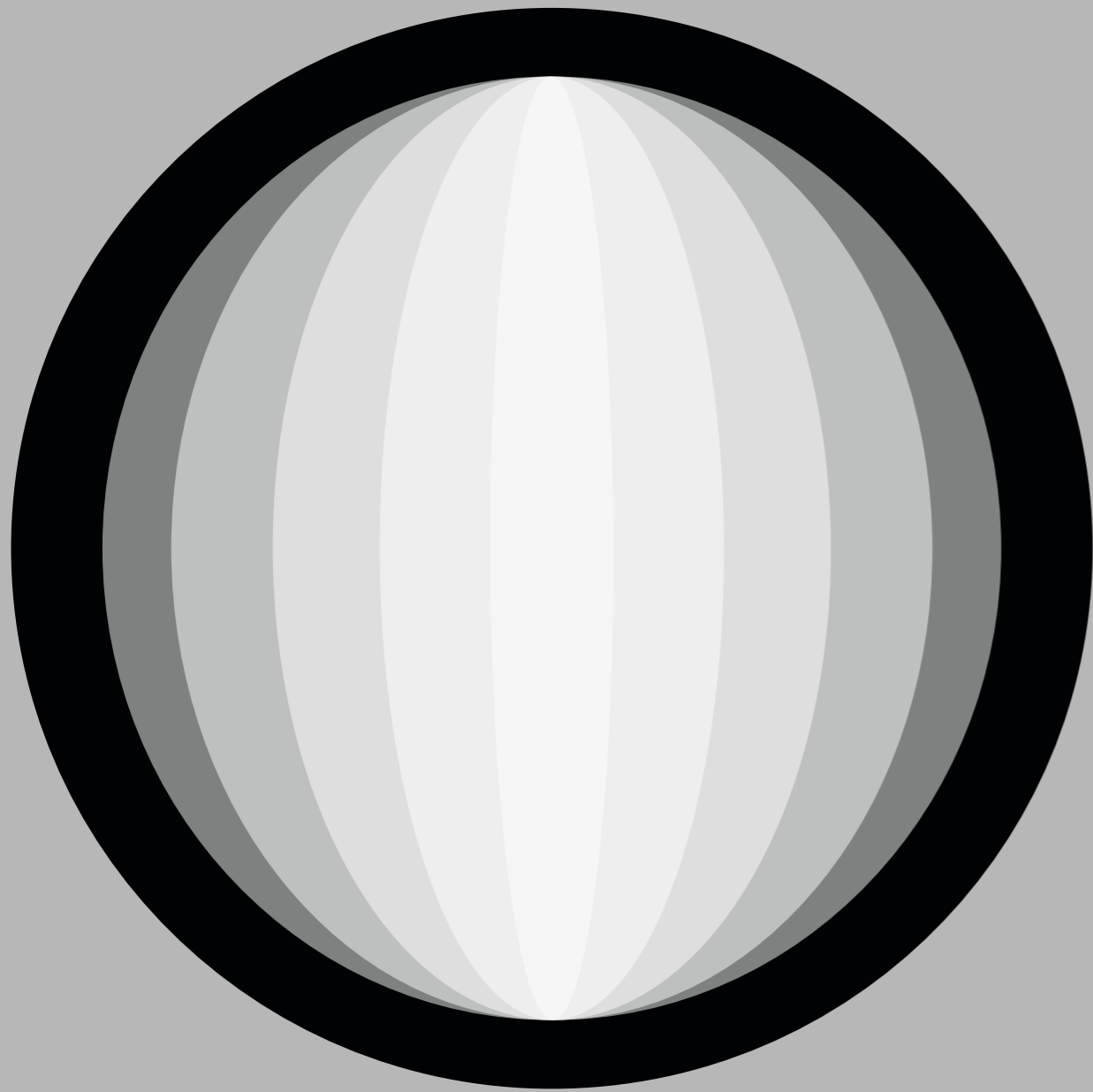


Stress

Contrast: 0.72
Stress: 0°



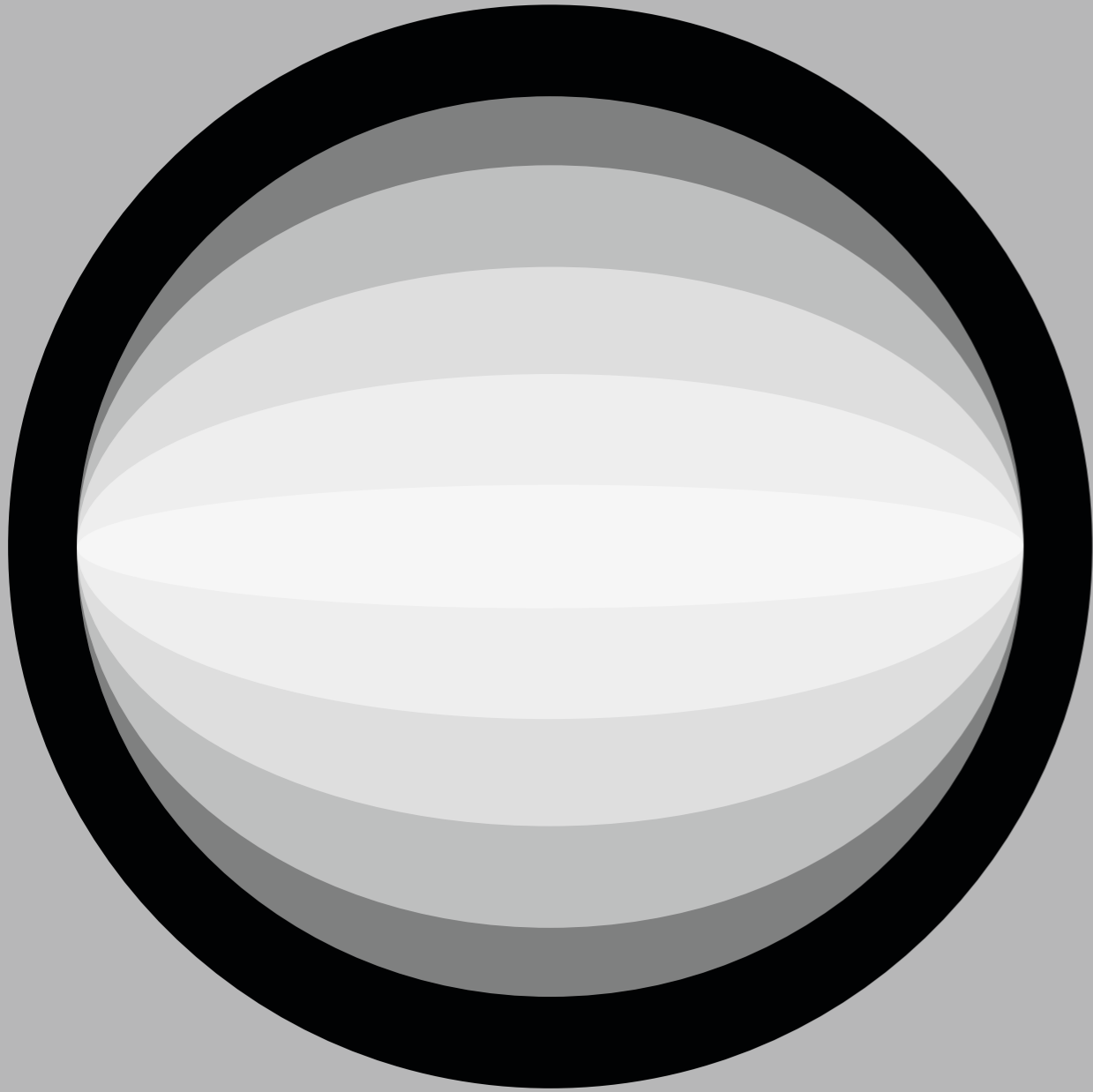
Normal Contrast



Normal Stress



Reverse Contrast



Reverse Stress



Frankruhlya (in use)
Oded Ezer, 2003



עֵץ הַמֵּוֹת



FALAFEL N^o 1

Kebab-Teller mit Falafel, Reis oder Pommes 3,80€
mit Truthahnfleisch oder Hähnchenfleisch, Salat und Saucen

Schawarma 2,80€
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Teigblätter mit Salat und Saucen

Mousakas mit extra Kebabfleisch 4,50€
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Falafel-Teller 5,90€
Salat, Taboulé, Kichererbsenmus und Saucen

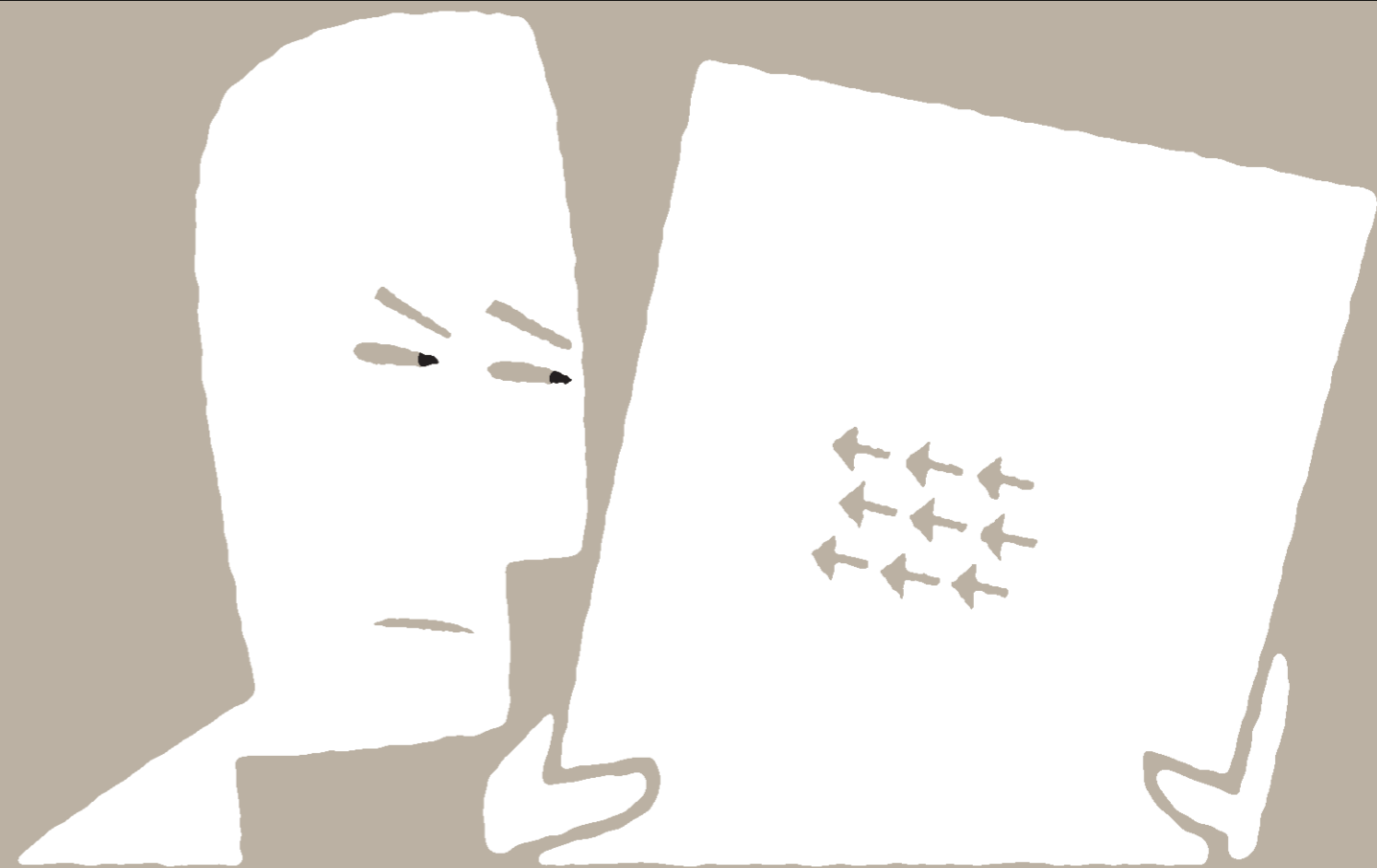
Falafel-Rolle 4,70€
in arabischem Brot mit Salat

Roman Rustic

Latin calligraphy, 1st–9th centuries

OMNIENTE AVTURBATA
CLAMMIGRIAMENOVUECAVITOV
EPERMAESTVMADEMEENSEITATI
OSMORITVRAMMANVUDISCINDI
INIORAMISLETITRABENECTIT
DEMAUSERAEPOSTOVAMACCE
VAMMANV-ELAVOSLAVINIACRI
ANINANGENASTVMACTERACI
IT-RESOONANTIALTERPANGORI

IF THE TYPE IS TOO SMALL, WE CAN'T DECIPHER THE LETTERS AND THE WORDS CANNOT BE READ.



A COMFORTABLE POINT SIZE FOR TEXT IS USUALLY AROUND 8-10 POINTS.

TYPE THAT'S TOO BIG IS ALSO HARD TO READ. THE EYES CAN BE OVERWHELMED AND HAVE A HARD TIME FOCUSING ON ENOUGH OF THE WORD AT ONCE,



Opposite

Texture

Funkiness

Dynamism

“ITALIAN”

Opposite



THE TRAVELLER.

Remote, unfriended, melancholy, slow,
Or by the lazy Scheld, or wandering Po;
Or onward, where the rude Carinthian boor
Against the houseless stranger shuts the door;
Or where Campania's plain forsaken lies,
A weary waste, expanding to the skies;
Where-e'er I roam, whatever realms to see,
My heart, untravell'd, fondly turns to thee:
Still to my Brother turns, with ceaseless pain,
And drags at each remove a lengthening chain.

OBTAINED HORSES

THE MAGNIFICENT SPECTACULAR DRAMA,

MAZZEPPA

AND

TURPIN'S RIDE TO YORK

IN THE SAME EVENING.

1870

On **MONDAY, March 7th,**

AND EVERY EVENING DURING THE WEEK,

The Performance will commence with the grand Equestrian Spectacle, founded on Lord Byron's Poem of

MAZZEPPA

OR, THE

Twenty-Five-Line Pica Compressed
Caslon Foundry, 1821

TWENTY-FIVE-LINE PICA COMPRESSED.

USE

CASLON.

ITALIAN.

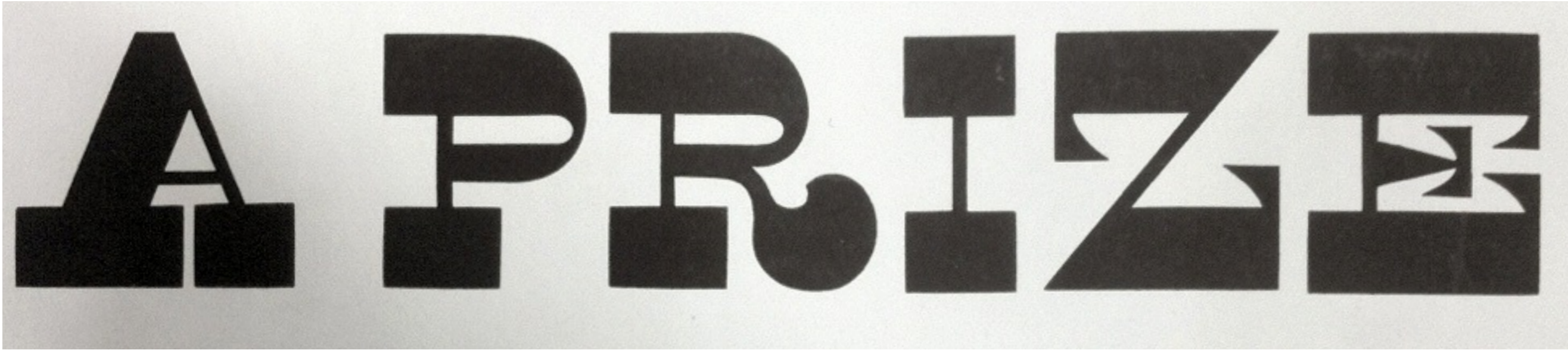
FIVE-LINE PICA.

B R I S T O I

TWO-LINE GREAT PRIMER.

C H E S T E R F I E L D ,
& 1 2 3 4 5 6 7 8 9 0 .

Caslon's Italian
vs. Miller Banner



APPRIZZE

Caslon's Italian, five line pica punches
Photo from Eye Magazine 75, Spring 2010



Photo printed in Eye Magazine
St Brides Library, London

PARAGON ITALIAN, SHADED.

A B C D E F G H I J K L
M N O P Q R S T U V W
X Y Z & , ; : ' .

Italian
Vincent Figgins, 1846

Four-Line Pica Italian.

COMIO Tricks

Market Garden

The Mechanics Institution London

ITALIAN.

TWO-LINE SMALL PICA.

A B C D E F G H I J K L M N O P Q R S T U V
W X Y Z & , ; : ! . £ 1 2 3 4 5 6 7 8 9 0

TWO-LINE BREVIER.

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z &
£ 1 2 3 4 5 6 7 8 9 0

TWO-LINE PEARL.

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z & , ; : ! . £ 1 2 3 4 5 6 7 8 9 0

LONG PRIMER ITALIC ITALIAN.

*the discoveries which have been made, we conceive the re
will admit, that none have tended more to the improvem
of society than Printing; in truth it would be almost im*

THE ACADEMY OF MUSIC, NEW-YORK. 1855.

than Printing;

CHELSEA

HAMMERSMITH

SHEPHERDS BUSH

KENSINGTON

HACKNEY MARSH

KINGS CROSS

PADDINGTON

CHEILSEA

HAMMER SMITH

SHEPHERDS BUSH

KENTINGTON

HACKNEY MARSH

KINGS CROSS

PADDINGTON

Chelsea

HammerSmith

Shepherds Bush

Kensington

Hackney Marsh

Kings Cross

Paddington



CALI-PERSIAN

The elegantly balanced and supremely fresh flavors of Persian cooking are right at home in the Bay Area, where **SAMIN NOSRAT** brings out the best in summer's produce

PHOTOGRAPHS BY PEDEN + MUNK



...couscous, clove
...from top:
...yogurt with
...Jeweled
...Shalot Yogurt,
...Saffron
...of Lamb. For
...see pages
92 and 98.

Beauty +
ugliness =
neutral

BEAUTY

pulchritude

GRANDEUR

exquisiteness

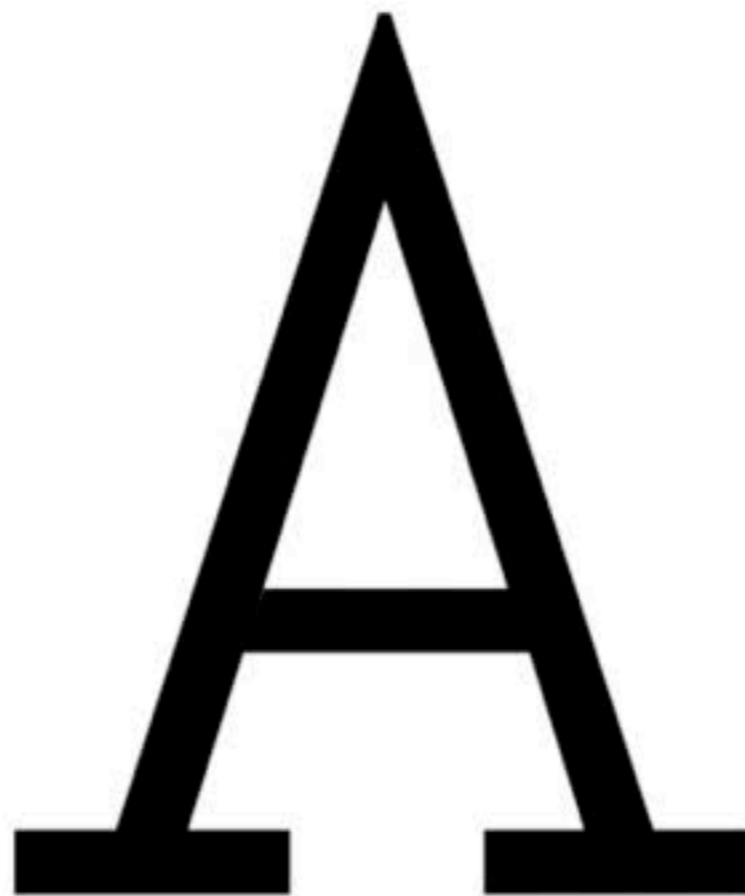
SPLENDOR

U G L I N T E S S

m o n s t r o s i t y

h i d e o r u s

d e g e n e r a t e



Maelstrom

Kris Sowersby, 2014

“IT’S STUCK A
SPLIT SECOND, WALKING
CLOCKWISE INSTEAD OF
THE USUAL COUNTERCLOCK
DIRECTION. IT’S A CRACK
AT THE HEART.”

09.12
REPORTER



The TEXAS SUPERMAN

AMERICA IS CHANGING. THE MYTH OF TEXAS IS FADING. BUT, FORTUNATELY, WE'VE GOT SUPERHEROES.

BY MICHAEL ENNIS

In this summer's movie mash-up, *Lincoln*: Vampire Hunter. Emancipator discovers that bloodsuckers are plotting the United States. In the surreal chiller *As Texas Goes*, *Lone Star State Hijacked* the Agenda, Gail Collins, a columnist at the *New York Times*, assistant state's conservative politician "low tax, low service" and antigovernment—has taken over America. "Texas runs warns Collins (emphasis not unreasonably blaming ing down the nation's textiles, deregulating its institutions, and saddling it with policy based on fossil fuel climate change denial. "We influence in our lives ever be feeling it much more i Neither the movie nor caused much of a shudder that will soon have to change. Barack Obama's zombie moving but clearly dead) and ney's vampire capitalism the Obama campaign has Swift-boated Romney's exploits, Republicans haunted by the ghost of long-deceased bid for the If the GOP had fielded a c

Austin
Law & Order
Race & Immigration
Trade & Transportation
debate, discussion and public
TH, executive
y Foundation;
STAPLES;
CRAIG WATKINS;
woman Donna
LAR and BLAKE
chancellor of
; and GWEN
respondent and
week.
r university
is to promote
de interest.
The Nature Conservancy
KNEED MARTIN
HEB Helping Here.
Texas Unclaimed Property
www.ClaimItTexas.org
accenture
New York Times
Festival.

09.12 DINING GUIDE

EDITED BY
PATRICIA SHARPE AND
COURTNEY BOND



A CRISP SOFT-SHELL CRAB TAKES ON STAR STATUS AS THE CENTERPIECE OF A CRUSTY 'SANDWICH' THAT CRUNCHES WITH EVERY DECONSTRUCTED BITE.

SANDEAR FISH HOUSE & MARKET, p. 178

PHOTOGRAPH BY JOEY HORTON

Courtesy of André Mora

T
M
+
1
5
5

Maelstrom

Kris Sowersby, 2014

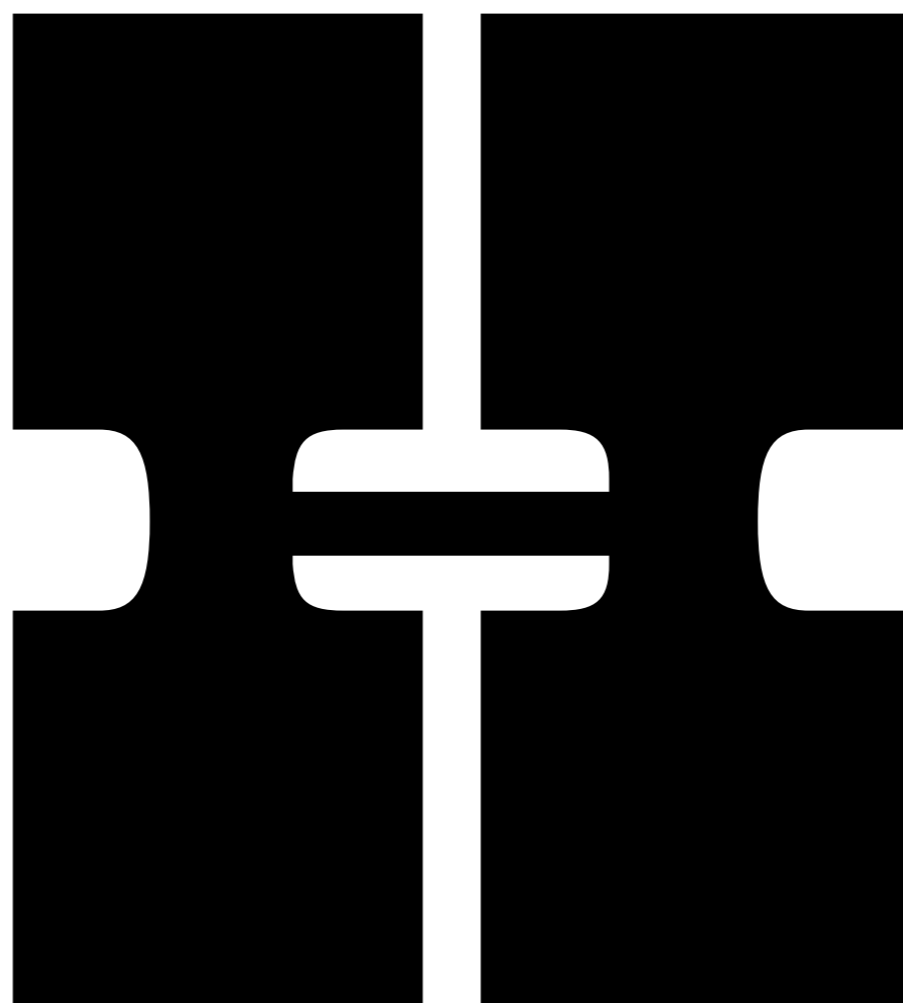


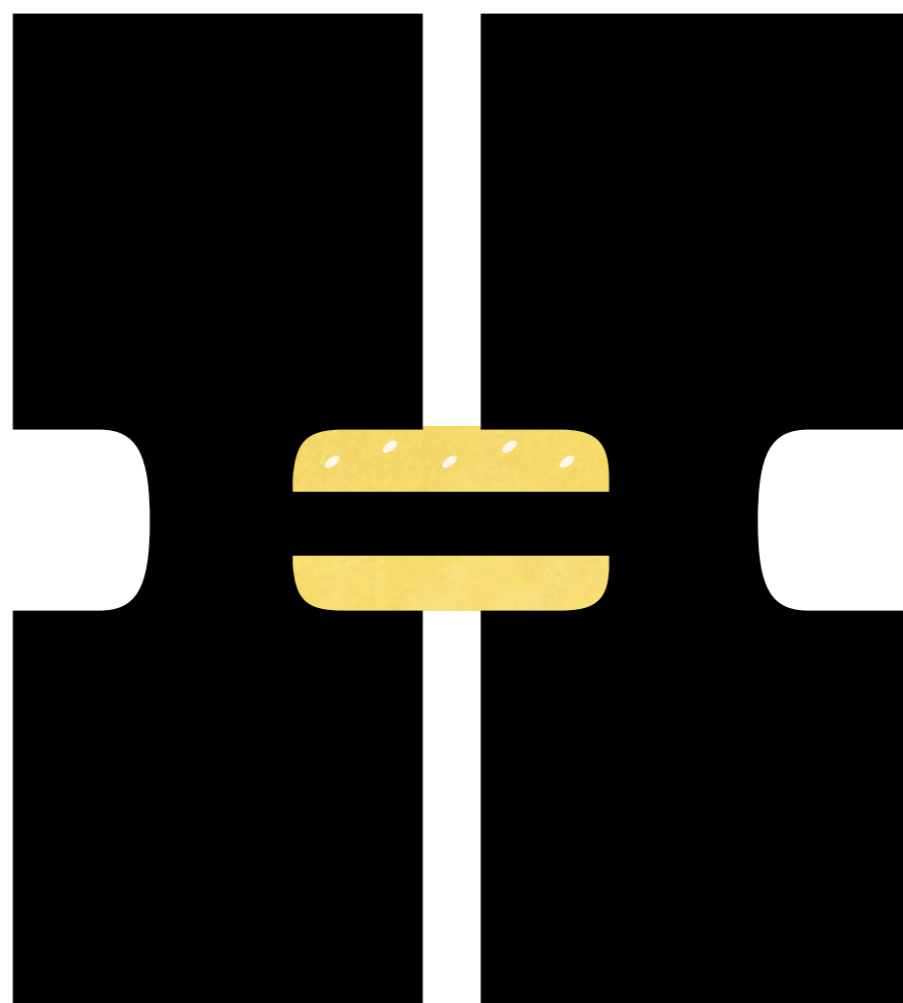
Autobiographical Interlude!

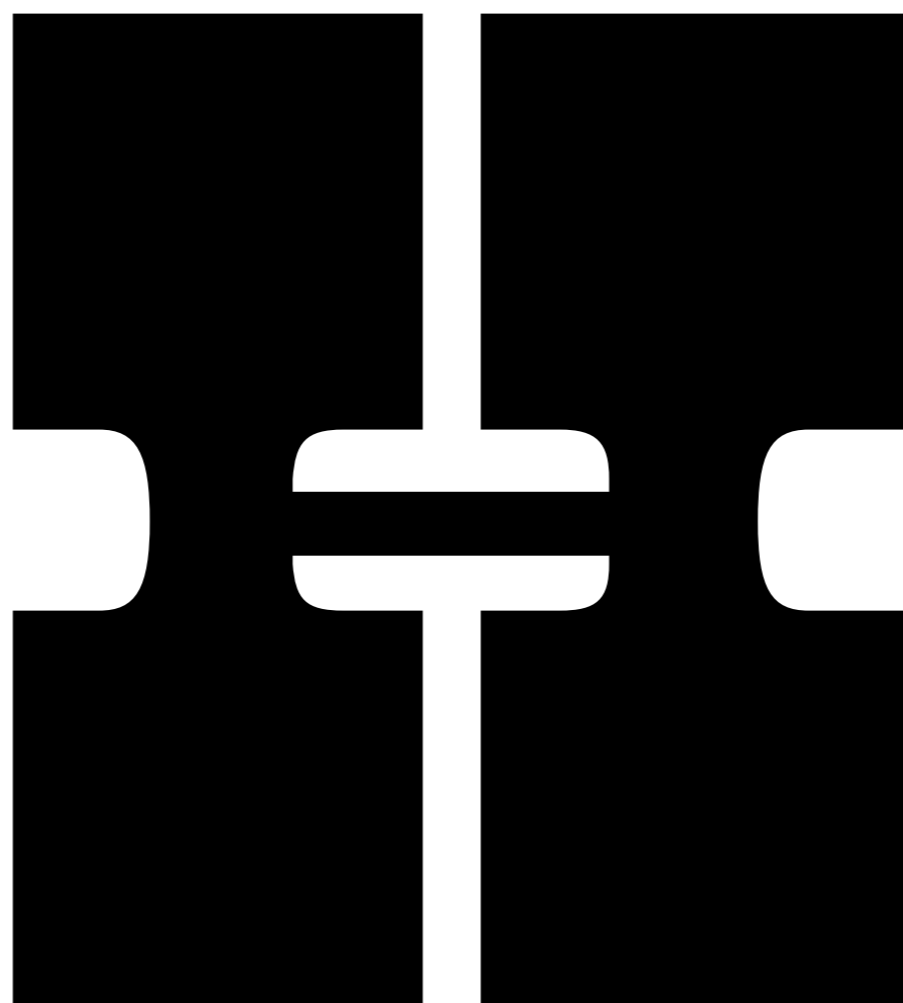
Manicotti

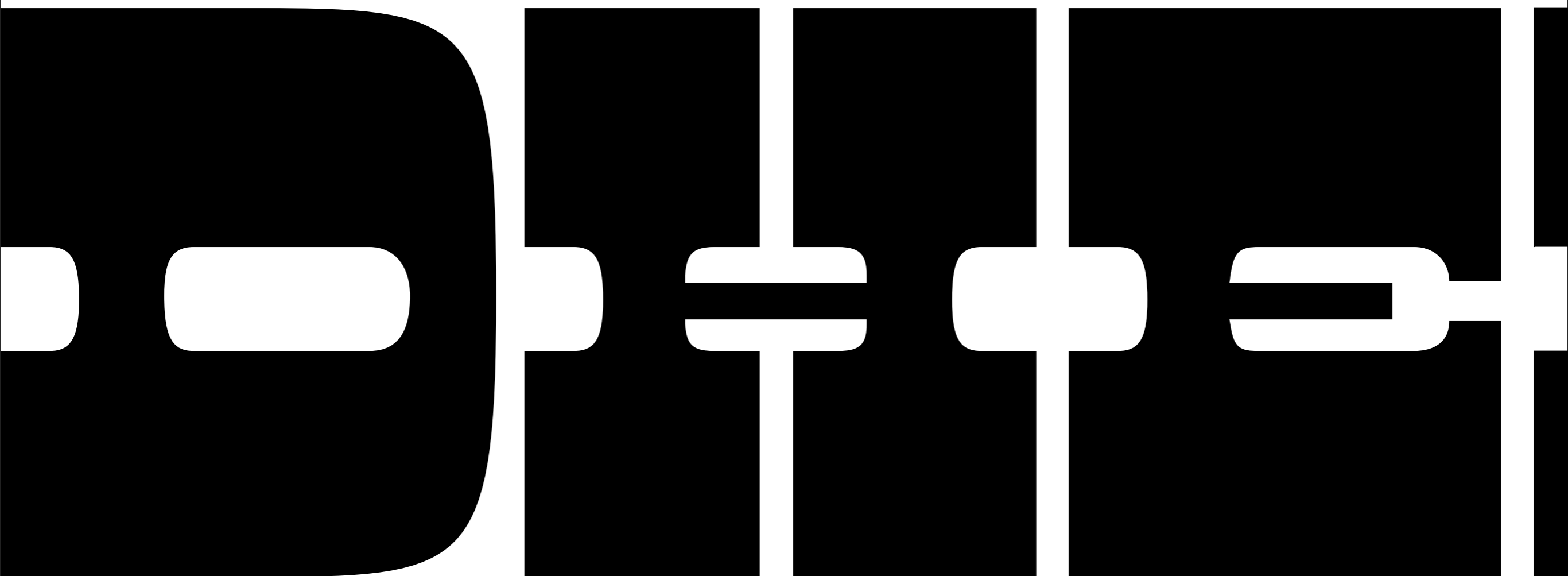
Yours Truly, 2007-2010

IT WAS A WET, BAD YEAR ON THE
Old Western Trail
FROM RED RIVER NORTH WAS HERD AFTER HERD
WATER BOUND
BY HIGH WATER IN THE RIVERS
The South Canadian
TUMBLED OVER HER BANKS
FOR SEVERAL DAYS

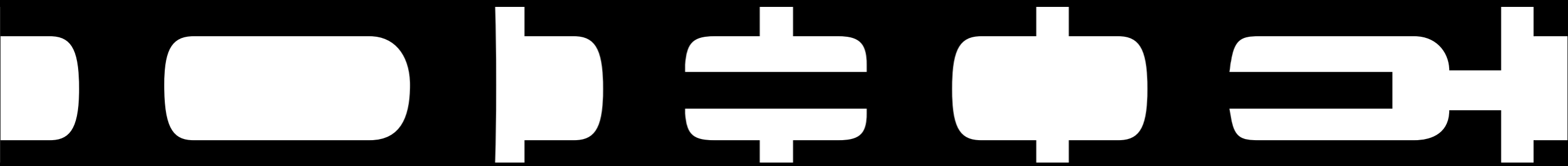




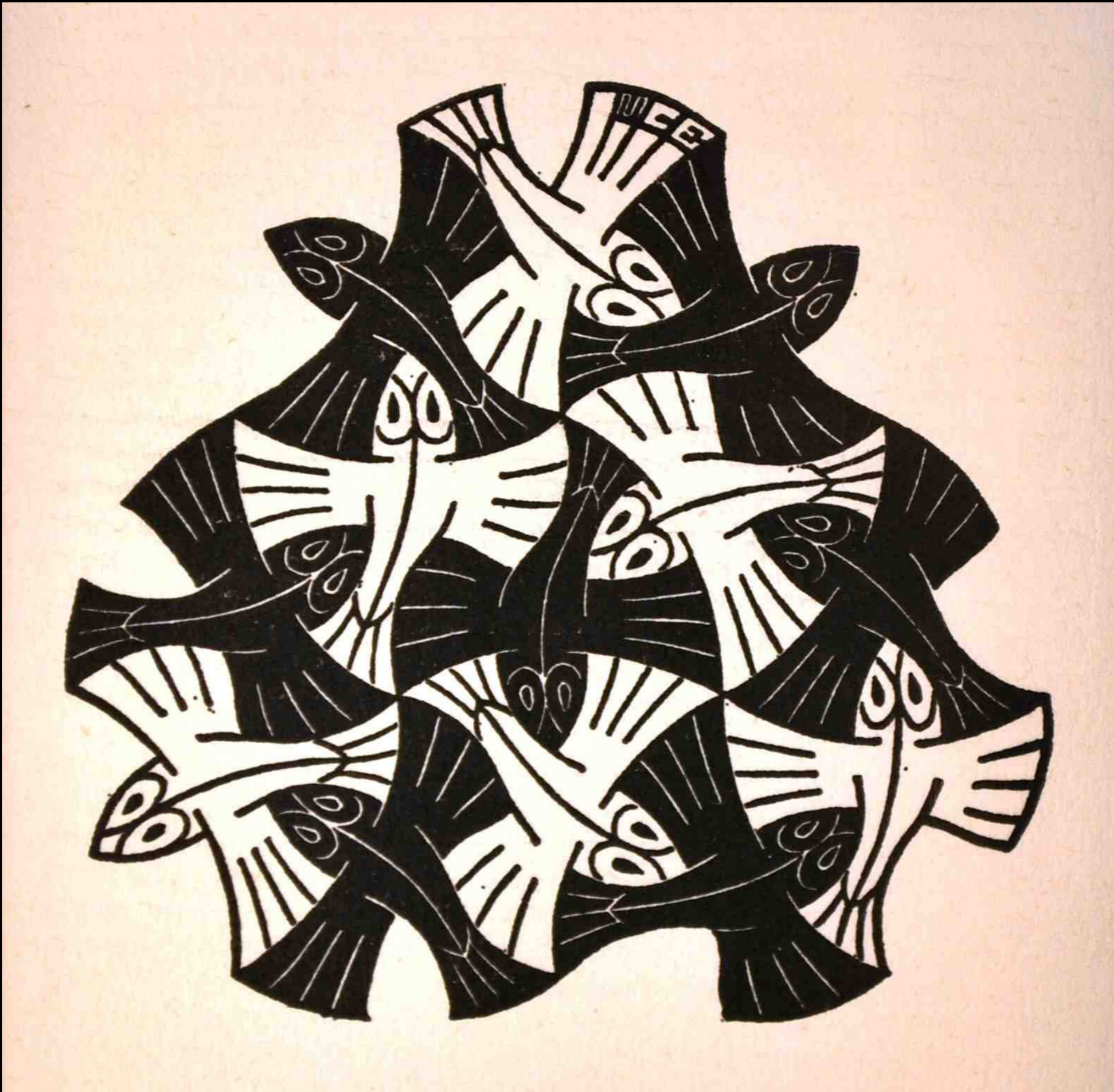




Where the action happens



Fish Vignette
M.C. Escher, 1954

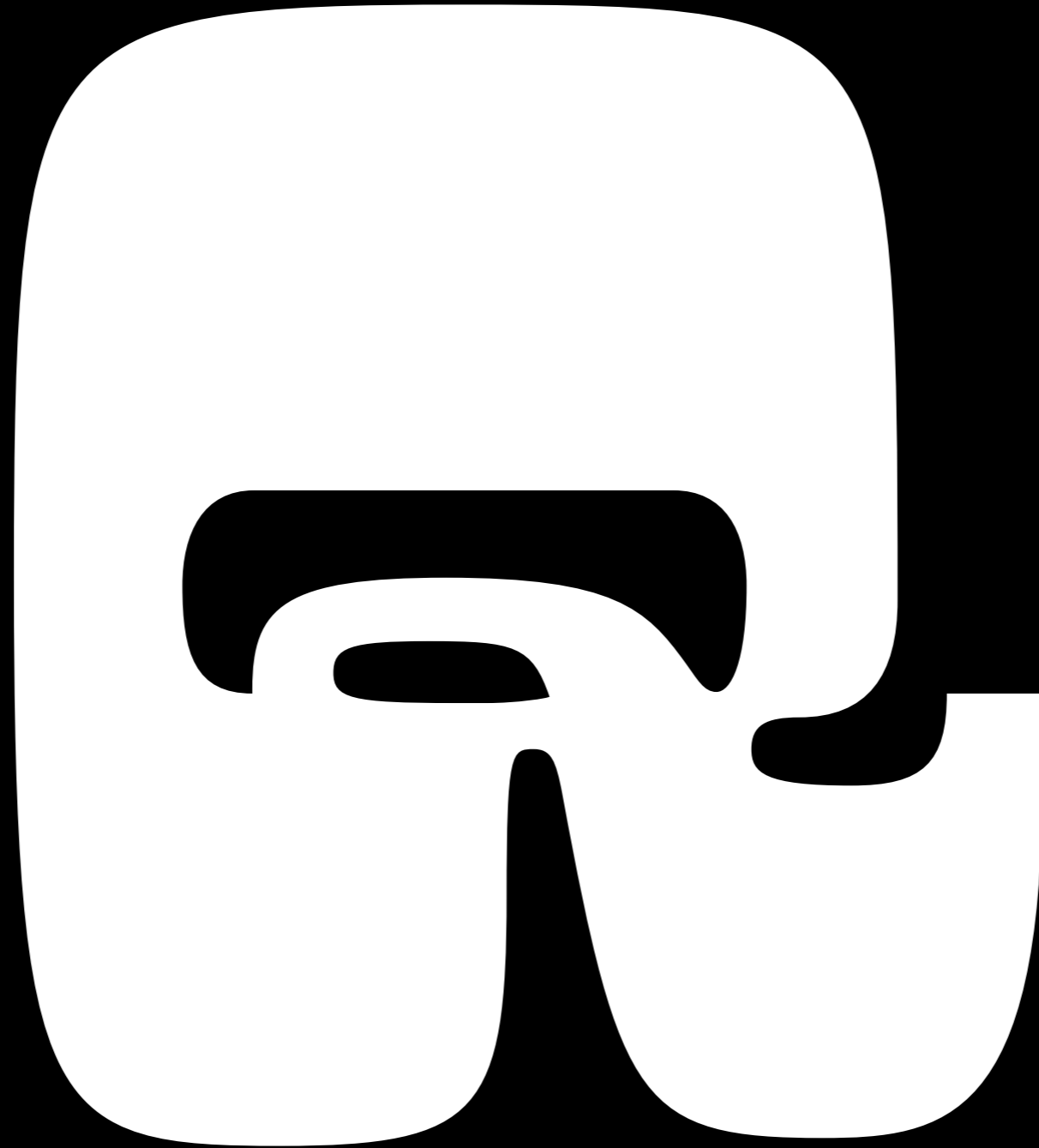


Suburbania

5,505,904

American

Cheating



Caslon's Italian vs. Manicotti

W A T M S

W A T M S

The railroad track effect



Texture

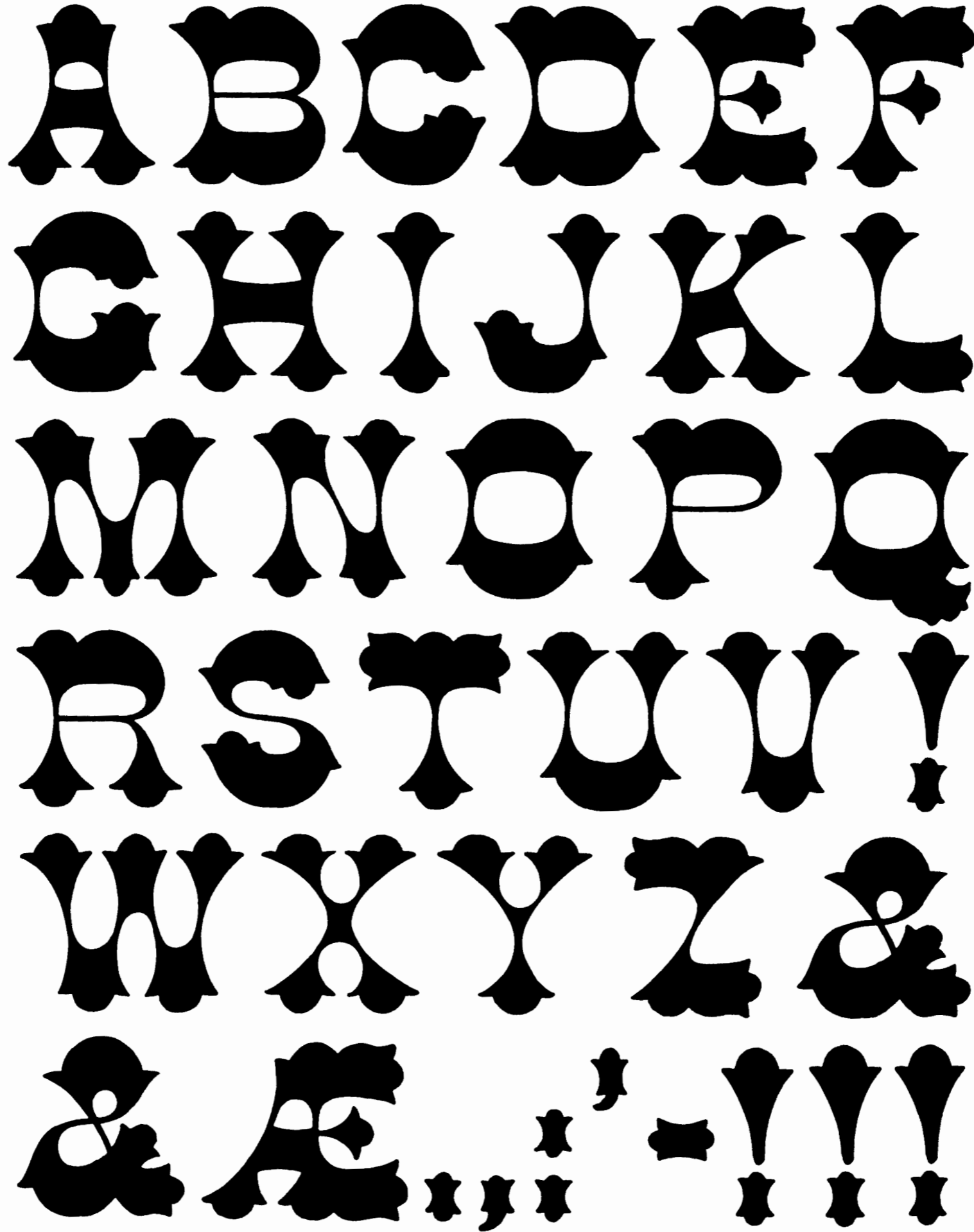
12 Line Pica Italian.



12 line Pica Italian Open Shaded.



Gothic Tuscan Italian
Wells & Webb, 1854



French Antique
Robert Beasley, 1854

HOUSEHOLD FURNITURE

COMMUNION £1368

A B C D E F G H I J K L M

N O P Q R S T U V W X Y

Z & 1 2 3 4 5 6 7 8 9 0 \$

French Clarendon
XXX Condensed #117
Shown in Page, 1879

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

A B C D E F G H

I J K L M N O

P Q R S T U V

W X Y Z &

1 2 3 4 5 6

7 8 9 0 \$

a b c d e f g h i i

k l m n o p p r s

t u v w x y z æ

Class N. No. 95 - 6 Line. 6 Cts.

Beautiful Feminine
LEATHER BREECHES

Class N. No. 95 - 8 Line. 8 Cts.

HUSBANDMAN

Class N. No. 95 - 10 Line. 10 Cts.

ROUNDHEAD

Class N. No. 95 - 12 Line. 12 Cts.

BOUNDING

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MINDER

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Class N. No. 95 - 18 Line. 17 Cts.

MINOR

Class N. No. 95 - 20 Line. 18 Cts.

ROSES

Class N. No. 95 - 24 Line. 22 Cts.

ROBE

DOWN DOWN DOWN

OPERA HOUSE

CLARENDOON

TOWER

TERRIFIC

STEAM

MONEY

WAR

French Clarendon No. 2
Hamilton, 1870s

A B C D E F G H
I J K L M N O P
Q R S T U V W
X Y Z & & & 1 2
3 4 5 6 7 8 9 0 \$!

Belgian
Page, 1870

A B C D E F G H I J
K L M N O P Q R S
T U V W X Y Z &
& 1 2 3 4 5 6 7 8 9 0

Aldine

Shown in Page, 1870

A B C D E F

G H I J K L

M N O P Q

R S T U V ?

W X Y Z &

Aldine Extended

Shown in Page, 1872

A B C D E

F G H I J

K L M N

O P Q R S

T U V W

X Y Z & ?

1 2 3 4 5 6

7 8 9 0 0 ?

GRAND

THEATRE,

New Briggate, Leeds.

Sole Lessee and Manager Mr. WILSON BARRETT.

ON CHRISTMAS EVE

WILL BE PRODUCED THE 1878

GRAND PANTOMIME

Written especially for this Theatre by JOHN F. Mc ARDLE, Esq, and entitled

BLUE BEARD

OR,

HARLEQUIN THE AMOROUS AMEER OF AFGHANISTAN

CHARLIE

The Queen of Serio-

MISS KATE

Will sing, for this night only, "Ludgate Hill," and "

ON TUESDAY EVEN

The performance will commence (for this night)

WINTER



American Wood Type 1828-1900

Rob Roy Kelly

**WILLIAM
DINES**

10 LINE YORK ALDINE NO. 2

**HOP
vine**

8 LINE EGYPTIAN

GRADuated 3

8 LINE EGYPTIAN NO. 2

**HISTORIES
GOLDEN**

10 LINE OLD STYLE ANTIQUE

RENail 1

10 LINE CLARENDON NO. 1

LONG Branch

10 LINE FRENCH CLARENDON NO. 2

CAN Rest 234

Vanderburgh, Wells & Co., 1877.

6 LINE NO. 123 (PATENTED)

PIERRE

July, 1879.

LINE NO. 132

**Patented 7
SPRING
WEST**

18 LINE NO. 127

10 LINE NO. 131 (LATIN)

**BONDS
MOST Excited**

18 LINE NO. 129 (LATIN CONDENSED)

MAKERS

7 LINE 130 (LATIN)

NEon

Page, October, 1879.

3 LINE NO. 96 (LATIN EXTENDED)

BID

Hamilton, 1887.

10 LINE NO. 154

EXCURSION

Page, 1883.

40 LINE EGYPTIAN ORNAMENTED

NEER

6 LINE EGYPTIAN ANTIQUE

**Prudent Times
FRESH BRIDE**

10 LINE EGYPTIAN ORNAMENTED NO. 1

BRINES 1

American Wood Type, 1879.

16 LINE FRENCH CLARENDON ORNAMENTED

Hearts 4

CLARENDON LIGHT FACE ORNAMENTED

Blazes 7

Morgans, Wilcox Mfg. Co., 1881.

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**FINES
Connect 3**

8 LINE NO. 145

**FINES
Connect 3**

8 LINE NO. 138

ROD

8 LINE NO. 139

SIZE

8 LINE NO. 141

SIZE

8 LINE NO. 147

ROD

12 LINE NO. 149

**BRISTOL
Rhode Island**

10 LINE NO. 151

CALENDER

Page, 1882.

9 LINE NO. 152

PRIO

4 LINE NO. 153

**BI
Ext**

12 LINE NO. 155

BRIO

Page, 1883.

10 LINE EGYPTIAN ORNAMENTED

BEN

10 LINE EGYPTIAN ORNAMENTED

REN

10 LINE EGYPTIAN ORNAMENTED

HEA

10 LINE EGYPTIAN ORNAMENTED

HEA

10 LINE EGYPTIAN NO. 10

BAN

American Wood Type, 1881.

Wanted Posters
19th century



SURRAT. BOOTH. HAROLD.

War Department, Washington, April 20, 1865,

\$100,000 REWARD!

THE MURDERER

Of our late beloved President, Abraham Lincoln,
IS STILL AT LARGE.

\$50,000 REWARD

Will be paid by this Department for his apprehension, in addition to any reward offered by Municipal Authorities or State Executives.

\$25,000 REWARD

Will be paid for the apprehension of JOHN H. SURRATT, one of Booth's Accomplices.

\$25,000 REWARD

Will be paid for the apprehension of David C. Harold, another of Booth's accomplices.

LIBERAL REWARDS will be paid for any information that shall conduce to the arrest of either of the above-named criminals, or their accomplices.

All persons harboring or secreting the said persons, or either of them, or aiding or assisting their concealment or escape, will be treated as accessories in the murder of the President and the attempted assassination of the Secretary of State, and shall be subject to trial before a Military Commission and the punishment of DEATH.

Let the stain of innocent blood be removed from the land by the arrest and punishment of the murderers.

All good citizens are exhorted to aid public justice on this occasion. Every man should consider his own conscience charged with this solemn duty, and rest neither night nor day until it be accomplished.

EDWIN M. STANTON, Secretary of War.

DESCRIPTIONS.—BOOTH is Five Feet 7 or 8 inches high, slender build, high forehead, black hair, black eyes, and wears a heavy black moustache.

JOHN H. SURRATT is about 5 feet, 9 inches. Hair rather thin and dark; eyes rather light; no beard. Would weigh 145 or 150 pounds. Complexion rather pale and clear, with color in his cheeks. Wore light clothes of fine quality. Shoulders square; cheek bones rather prominent; skin narrow; ears projecting at the top; forehead rather low and square, but broad. Parts his hair on the right side; neck rather long. His lips are firmly set. A slim man.

DAVID C. HAROLD is five feet six inches high, hair dark, eyes dark, eyebrows rather heavy, full face, nose short, hand short and fleshy, feet small, instep high, round bodied, naturally quick and active, slightly closes his eyes when looking at a person.

NOTICE.—In addition to the above, State and other authorities have offered rewards amounting to almost one hundred thousand dollars, making an aggregate of about **TWO HUNDRED THOUSAND DOLLARS.**

Wikimedia Commons

V. R.
£400 REWARD

Whereas Two Persons of the Names of **Lawlor & Black,** LATE OF BALLAARAT, Did on or about the 18th day of November last, at that place, use certain **TREASONABLE AND SEDITIOUS LANGUAGE,** And incite Men to take up Arms, with a view to make war against Our Sovereign Lady the QUEEN:

NOTICE IS HEREBY GIVEN That a Reward of £200 will be paid to any person or persons giving such information as may lead to the Apprehension of either of the above-named parties.

DESCRIPTIONS.
LAWLOR.—Height 5 ft. 12 in., age 35, hair dark brown, whiskers dark brown and shaved under the chin, a moustache, long nose, rather good looking, and in a well-made man.
BLACK.—Height over 6 feet, straight figure, slight build, bright red hair worn in general rather long and brushed backwards, red and large whiskers, meeting under the chin, blue eyes, large thin nose, full complexion, and rather small mouth.

By His Excellency's Command,
WILLIAM C. HAINES

PROCLAMATION

OF THE

GOVERNOR OF MISSOURI!

REWARDS

FOR THE ARREST OF

Express and Train Robbers.

STATE OF MISSOURI.

PROCLAMATION
\$5,000⁰⁰
REWARD

FOR EACH of SEVEN ROBBERS of THE TRAIN at WINSTON, MO., JULY 15, 1881, and THE MURDER of CONDUCTOR WESTFALL

\$ 5,000.00
ADDITIONAL for ARREST or CAPTURE

DEAD OR ALIVE
OF JESSE OR FRANK JAMES

THIS NOTICE TAKES the PLACE of ALL PREVIOUS REWARD NOTICES.

CONTACT SHERIFF, DAVIESS COUNTY, MISSOURI IMMEDIATELY

T. T. CRITTENDEN, GOVERNOR
STATE OF MISSOURI
JULY 26, 1881

PROCLAMATION!

WHEREAS, THE

Honorable Thomas D'Arcy McGee

A Member of the House of Commons of the Dominion of Canada, was **FOULLY ASSASSINATED IN THIS CITY, on the MORNING of the SEVENTH DAY of APRIL, 1868,** in accordance with a Resolution of the CORPORATION, I, HENRY JAMES FRIEL, Mayor of the City of Ottawa, do hereby offer a

REWARD
OF

\$2,000

For the Apprehension and Prosecution to Conviction of the Assassin.

I hereby also offer a like sum of

TWO THOUSAND DOLLARS

For the APPREHENSION and CONVICTION of any party or parties IN ANY WAY IMPLICATED IN or CONNECTED WITH, OR PRIVY TO, THE PERPETRATION of this ATROCIOUS CRIME.

Given under my Hand at the City of Ottawa, this SEVENTH day of APRIL, A.D. 1868.

HENRY J. FRIEL,
MAYOR OF OTTAWA.

Tuscan Egyptian
Shown in Hamilton, 1870



A B C **D E F**
G H I J K L M N O P Q
R S T U V W X Y Z &
1 2 3 4 5 6 7 8 9 0 \$
a b c d e f g h i j k l m n o p
q r s t u v w x y z **fi ff fl**

Favorite Westerns of Filmland
1960

FAVORITE OF FILMLAND Westerns ^K NO. 1 MAY 1960

35¢

First Issue—

The Wild West you've never seen—

Collector's Edition

Paladin!
Are you hurt?



Mont Vernon General Store
Mont Vernon, New Hampshire



Terni's Pendleton Sportswear
Middleton, New York



See America: Welcome to Montana
Richard Halls, 1930s



United States Library of Congress. Works
Progress Administration Federal Art
Project, 1936-1938.

MADE BY WORKS PROGRESS ADMINISTRATION - FEDERAL ART PROJECT NYC

Panama Pacific Line
Unknown artist, 1930s?

The
LARGEST SHIPS
TO AND FROM
CALIFORNIA
· S. S. CALIFORNIA · S. S. VIRGINIA · S. S. PENNSYLVANIA ·

Round trip
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Steamer

NEW YORK TO CALIFORNIA
OR CALIFORNIA TO NEW YORK
FARE AND ONE HALF

RATES **\$120 UP**
ONE WAY
TOURIST CABIN
\$185 FIRST CLASS

PANAMA PACIFIC LINE

MADE IN U.S.A.

Courtesy of Boston Public Library.

Playbill (Stephenson Blake)
Robert Harling, 1938

**ABCDEFGHIJKLMN O P Q
RSTUVWXYZ**

**To understand what the director wants,
sometimes you have to listen for what he
means, rather than what he says.**

Playbill (Stephenson Blake)
Robert Harling, 1938

PLAYBILL



A NEW TYPE FROM

STEPHENSON BLAKE

Art directors, typographers and designers will welcome this Victorian revival under its new name. *Playbill* is rich in colour, strange in design, forceful in display. It has a real place in contemporary display typography. We have produced a booklet which should be in the

hands of all designers and typographers. In addition to the alphabets of *Playbill* in various sizes, the booklet shows the type in a variety of typical present-day settings - from booklets to dust wrappers; from leaflets to press advertisements. Send for this prospectus today

STEPHENSON BLAKE & CO LTD CASLON LETTER FOUNDRY SHEFFIELD

Figaro

Monotype, 1940

A B C D E F G H I J K L M

N O P Q R S T U V W X Y Z

**Werbung ist der ungebetene Gast,
der alle Register ziehen muss, um
sich nicht rauschmeißen zu lassen**

Figaro

Monotype, 1940

SEEREISEN NACH AUSTRALIEN!

FAHRE MIT MERCEDES

DEUTSCHE PREMIERE

KERNSPALTUNG

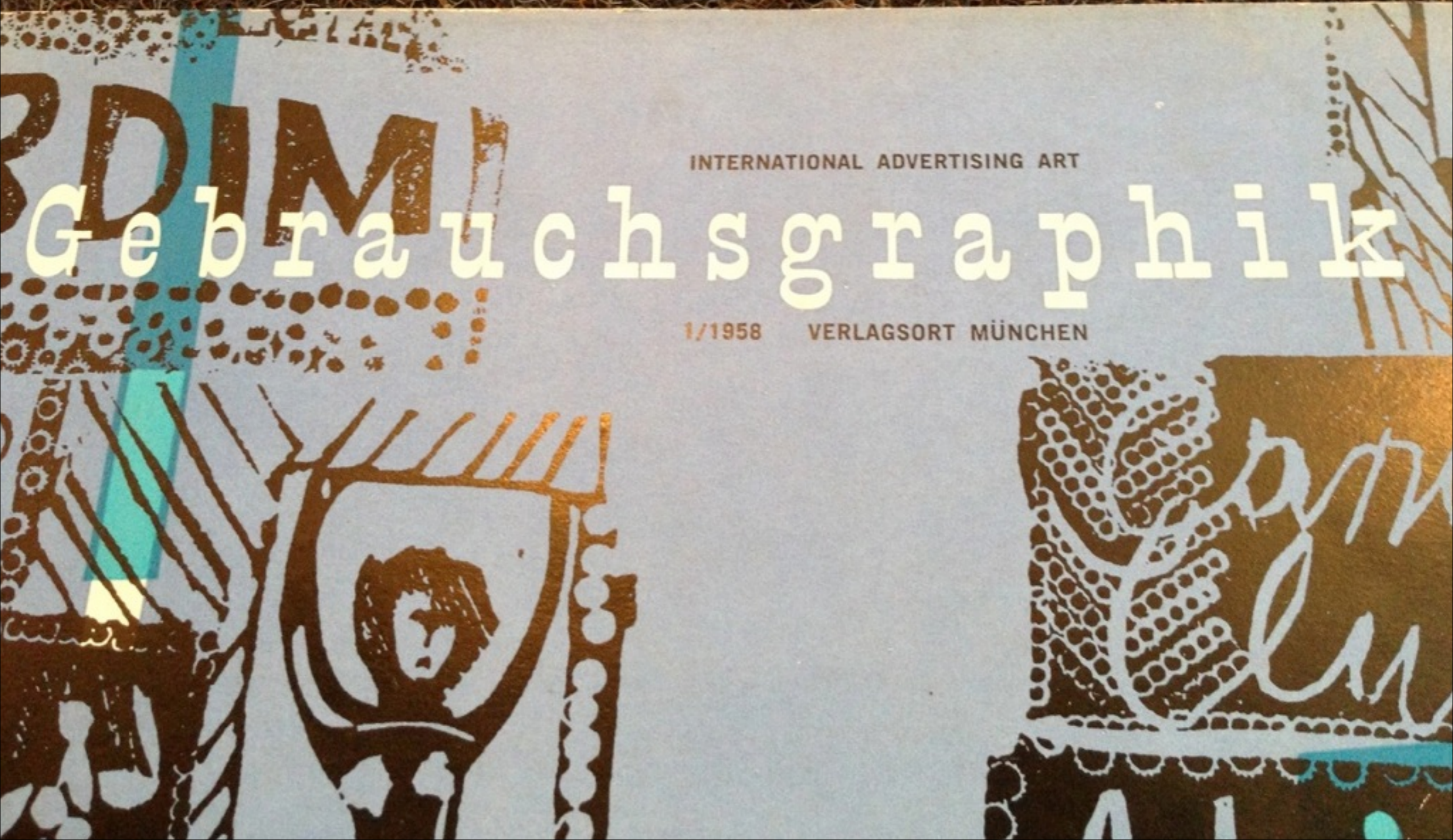
A B C D E F G H I J K L M

N O P Q R S T U V W X Y Z

**Fashion comes and goes, but
style is eternal.**

Gebrauchsgraphik
Using P.T. Barnum, 1958

Courtesy of André Mora



WWII Flight Manuals
U.S. Air Force, 1945

U.S. Army Air Forces. Office of Flying Safety


RESTRICTED **AAF MANUAL 51-126-6**

This revised edition supersedes the 2nd edition (brown cover) Pilot Training Manual for the Superfortress. All copies of this and other editions are rescinded.

B-29

Headquarters Army Air Forces
Washington, 15 December 1945

The use and authentication of this manual are governed by the provisions of AAF Regulation 50-17.
BY COMMAND OF GENERAL ARNOLD

 **OFFICIAL**
IRA C. EAKER
Lieutenant General, United States Army
Deputy Commander, Army Air Forces

OFFICIAL:
H. G. CULTON
Colonel, Air Corps
Air Adjutant General

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T.O.P.—DAYTON, O.—MARCH, 1946—3,000

PILOTS' AND FLIGHT ENGINEERS' TRAINING MANUAL FOR THE SUPERFORTRESS

TRANSPORTATION LIBRARY
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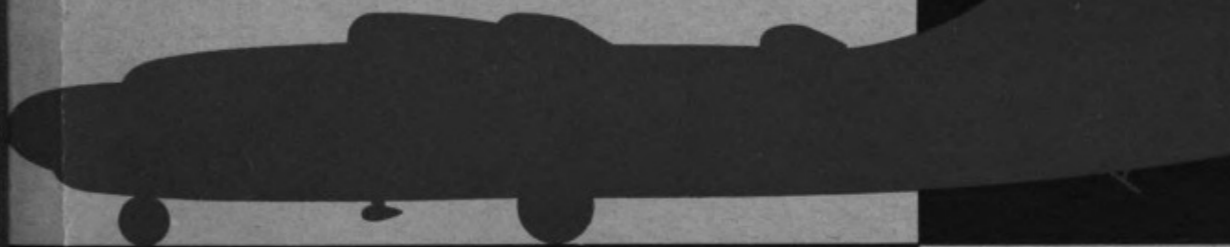
AAF MANUAL 51-126-7

AIRPLANE COMMANDER TRAINING MANUAL

FOR THE

B-32

DOMINATOR



HEADQUARTERS ARMY AIR FORCES

PRO ARTE

A B C D E F G H I J

K L M N O P Q R S T

U V W & X Y Z

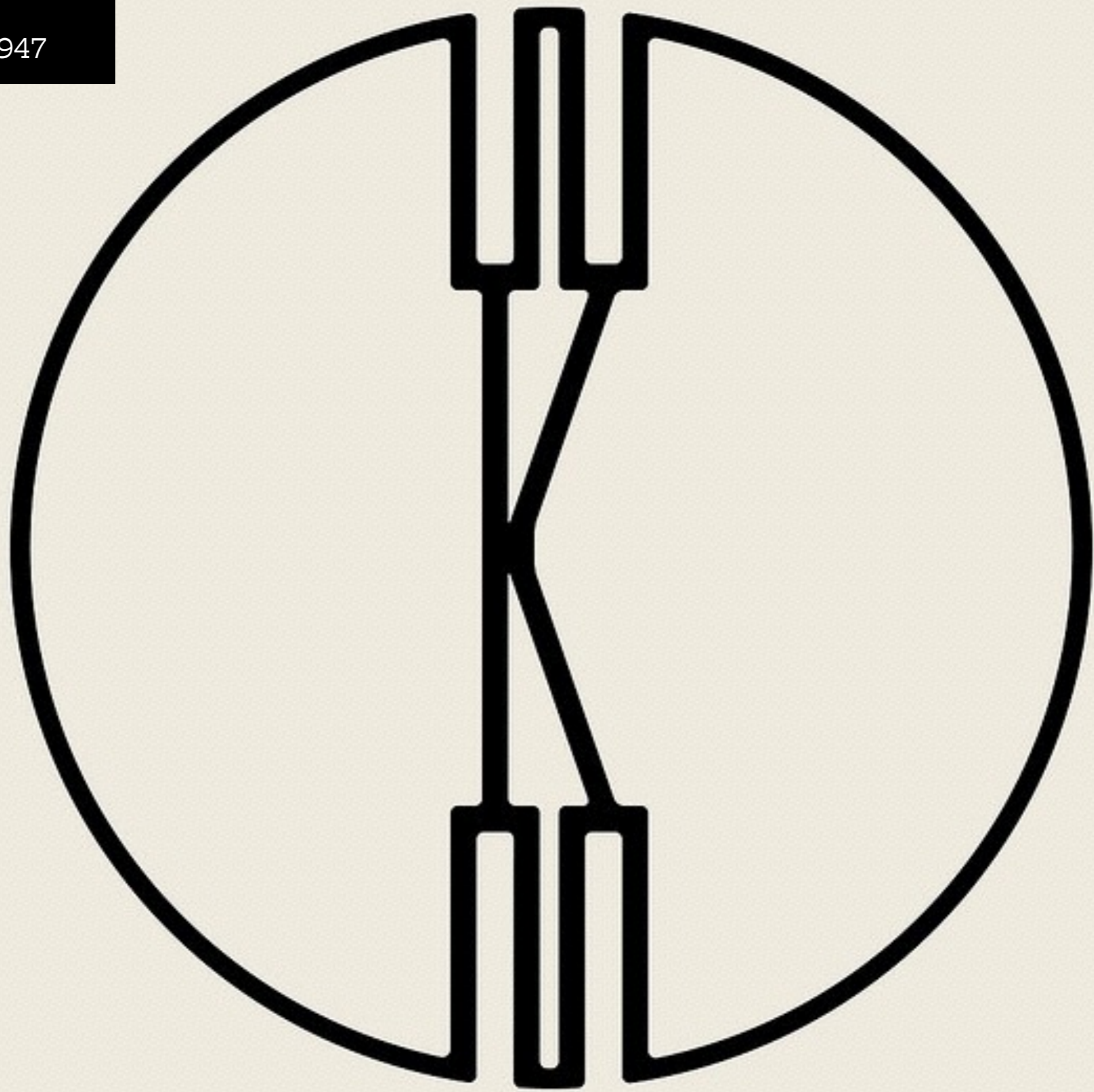
Westside (Linotype)
Adrian Frutiger, 1989

A B C D E F G H I J K L M N O

P Q R S T U V W X Y Z

**Politicians are like diapers. They
should be changed often, and for the
same reasons.**

Knoll Logo
Herbert Matter, 1947



Knoll Brochures
Herbert Matter, 1947

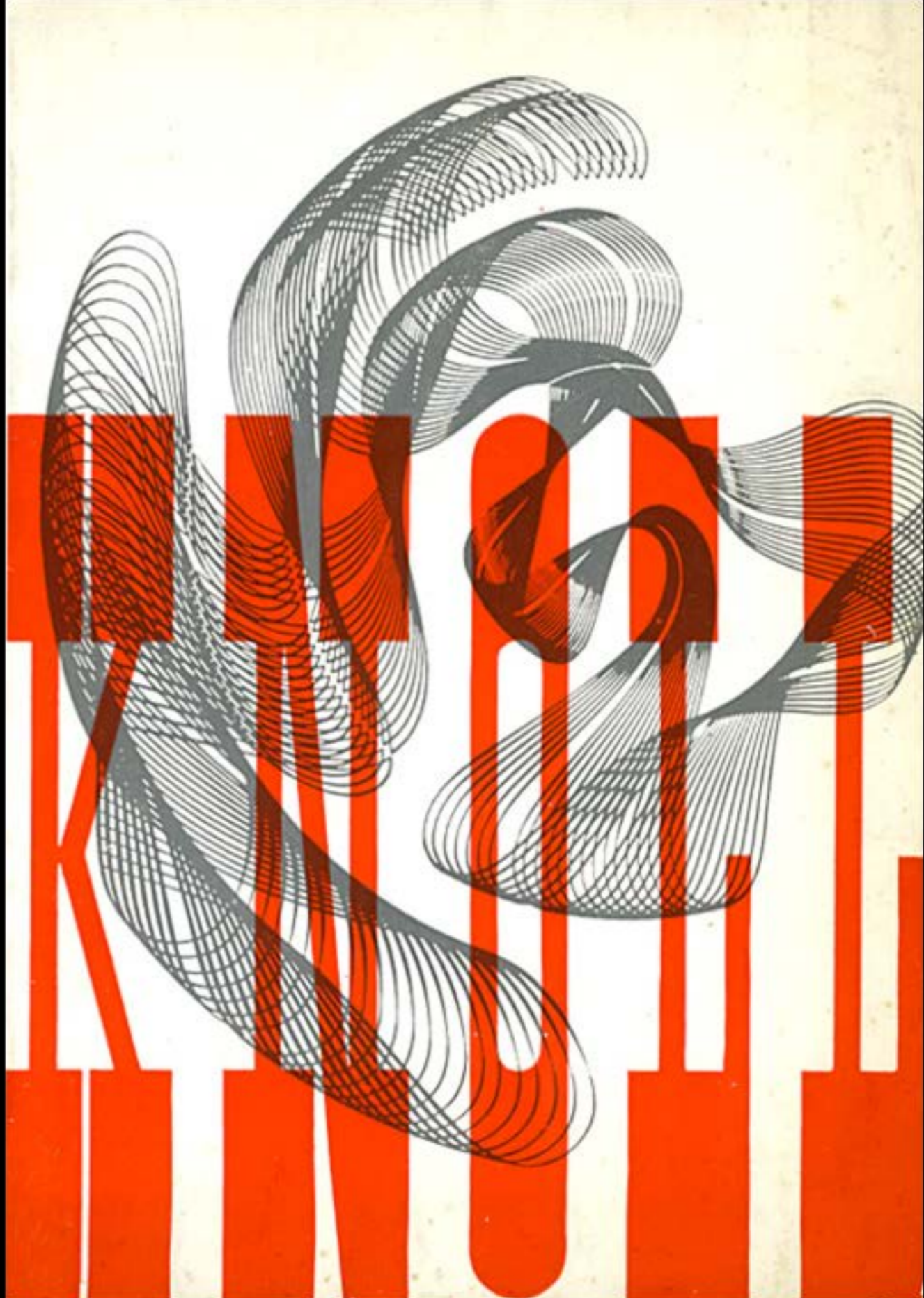
Courtesy of André Mora



Comfort is the keynote of this side chair, another revelation of Saarinen's genius for structurally sound design and advanced thinking. . . . From the Knoll international collection of furniture and fabrics. Catalog available.

KNOLL ASSOCIATES, INC., 575 MADISON AVENUE, NEW YORK 22, N. Y.

matter



Knoll Logo
Massimo Vignelli, 1967



**"MEN WOULD RATHER HAVE THEIR
FILL OF SLEEP, LOVE, AND SINGING
AND DANCING THAN OF WAR," SAID
HOMER. THE EDITORS OF AVANT-
GARDE AGREE, AND DO HEREBY
ISSUE A CALL FOR ENTRIES FOR
AN INTERNATIONAL POSTER COM-
PETITION BASED ON THE THEME:**

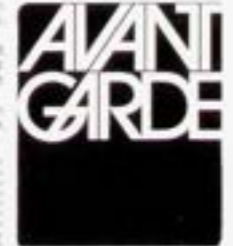
NO MORE WAR

Judges: Richard Avedon, Leonard Baskin, Alexander Calder, Milton Glaser, Art Kane, Jack Levine, Herb Lubalin, Dwight Macdonald, Robert Motherwell, Robert Osborn, Larry Rivers, Ben Shahn, Edward Steichen & Sloan Wilson.

THE RULES OF THE CONTEST ARE AS FOLLOWS:
All professional painters, designers, illustrators, photographers, cartoonists, and other graphic artists are eligible. Amateurs may enter, too, but only after permission consists of a collage, art and photography schools, museums, and similar institutions.
Ten winners will be selected. All winning posters will be reproduced and sent for \$1 each through bookstores, art supply shops, coffeehouses, boutiques, and similar retail outlets. Sales will be promoted by vigorous advertising and publicity campaigns. Profits will be donated to peace causes as designated by the judges.
Artists will receive a 10% royalty on sales. Addresses listing \$1,400 will be presented as

follows: \$500 to a grand-prize winner and \$100 to each of the other nine winners.
All winning posters will be featured in an issue of Avant-Garde Magazine. Fifty of the best entries will be exhibited at a New York museum or gallery and sent on tour of the United States.
Choice of subject matter is at the discretion of individual artists (though posters must bear some relationship to the theme of the contest world peace). Posters may carry any related slogan, caption, or title—or none at all—and may relate to specific conflicts, such as the war in Vietnam. Entries will be judged on the basis of artistic merit and impact of anti-war message.
Judging will take place in New York on May

31, 1968, Memorial Day. Winners will be announced at a press conference held immediately thereafter.
Deadline is 5 p.m., Monday, May 21, 1968. Entries may not exceed 19" x 25" in size and must be accompanied by artist's name and address.
The address of Avant-Garde, both for entries and inquiries, is 110 W. 40th St., New York, N.Y. 10018, U.S.A.
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Mønster (Monokrom)
Sindre Bremnes, 2014



Mønster

Mønster (Monokrom)
Sindre Bremnes, 2014

GARGANTUAN

Abū-Muhammad Muslih al-Dīn bin Abdallāh Shīrāzī

Saadi Shirazi

INDO-ARABIC NUMERALS: 0123456789

alabaster

Maharajadhiraja Bahadur

Arbor (Village)
Chester Jenkins, 2010

FRUIT

Arbor Day

Sitka

NO 71329

PINE

Dogwood

Trees

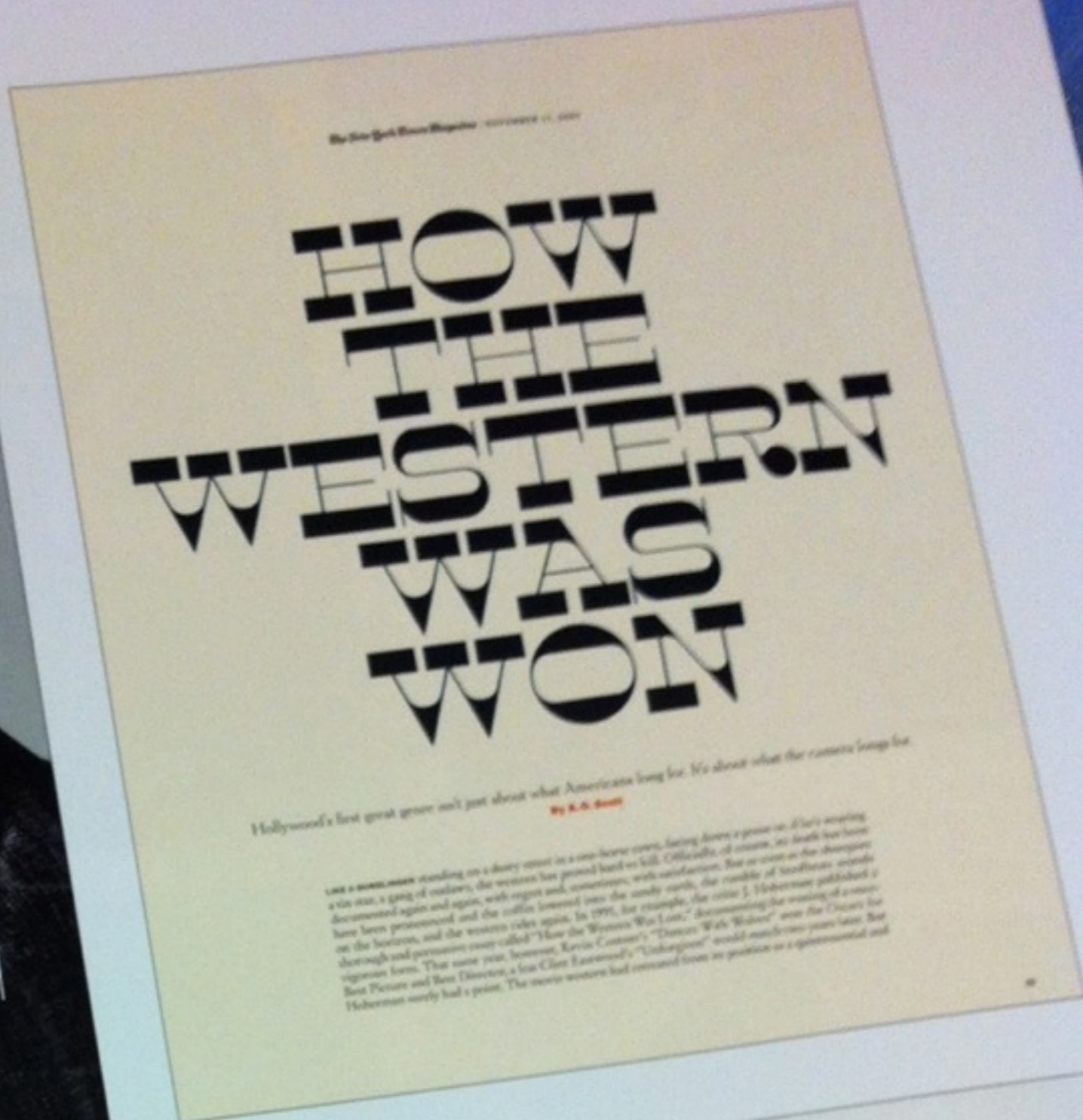
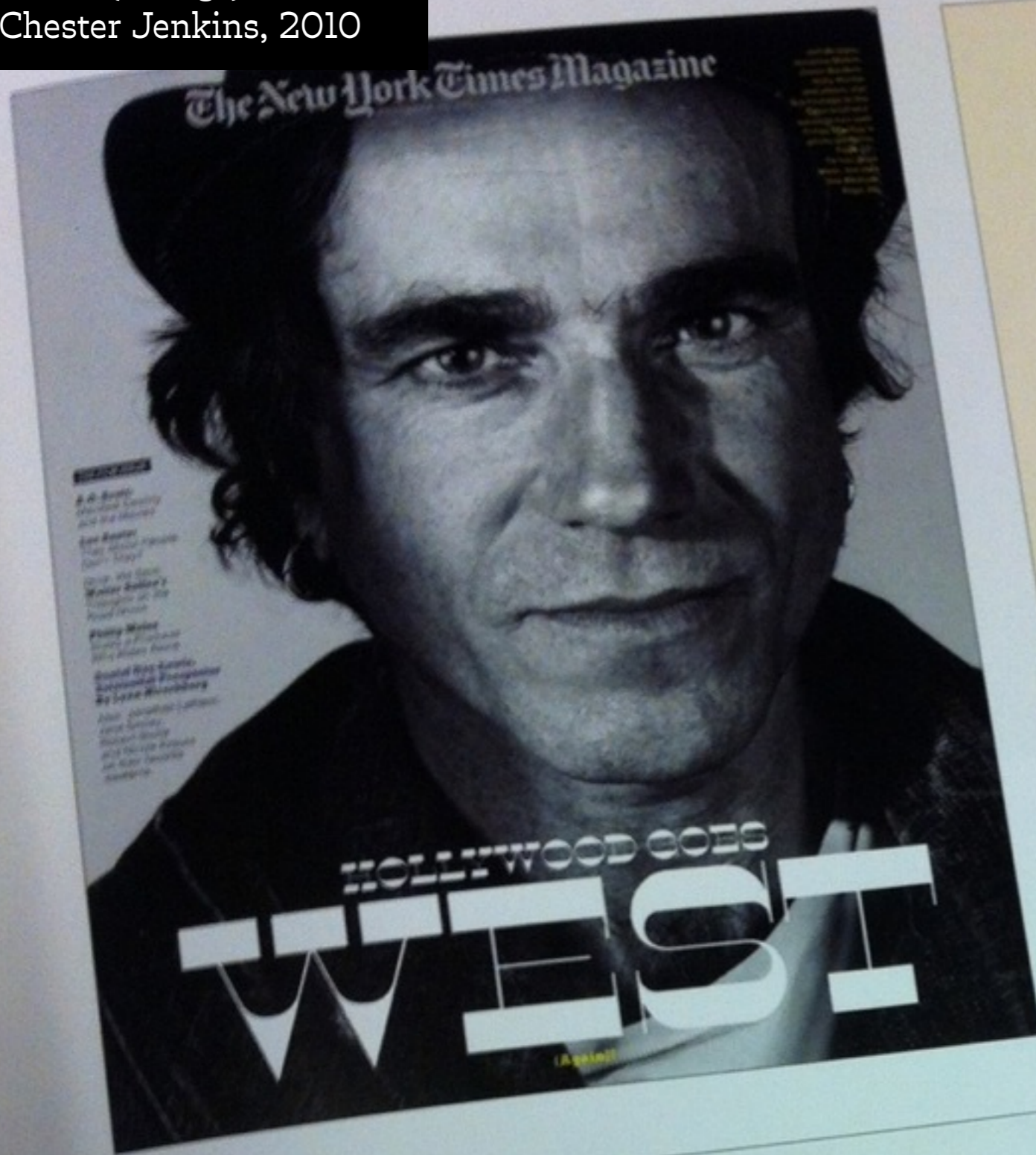
CLIMATE

OAK

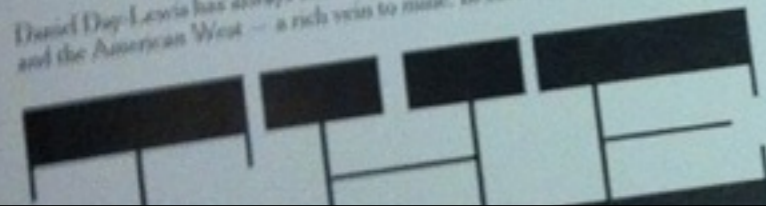
April 10, 1872

PLANT

Arbor (Village)
Chester Jenkins, 2010



Daniel Day-Lewis has always found America — and the American West — a rich vein to mine. In his new movie, he strikes oil. *By Lynn Wischberg*



Courtesy of André Mora

CIRQUE DU SATIN

Being for the Benefit of Monsieur K
With His Flying Shuttles

FABBRIC

136 Daring Feats of Jacquard Weave

Somersault

Weaving is the textile art in which two distinct sets of yarns or threads, known as the warp and the weft, are interlaced with each other to form a fabric. *Warp threads run lengthways along a piece of cloth, while all weft threads run across from side to side.* Cloth is woven on a loom, a device for holding the warp threads in place while the filling threads are woven through them. *The manner in which the warp and the weft threads interlace is called the weave. The majority of woven products employ methods like plain weave, satin weave, or twill. Woven fabrics can be basic, one color or a simple pattern, but skilled craftspeople produce decorative or artistic designs that often appear in big tapestries. Until the Industrial Revolution, weaving remained a manual craft undertaken by family craftspeople. Innovations such as John Kay's flying shuttle and James Hargreaves's spinning jenny sped up the weaving and yarn making processes considerably and precipitated the growth of industrial textile manufacturing.*



Funkiness

A B C D E F G H I J

K L M N O P Q R S

T U V W X Y Z & \$

1 2 3 4 5 6 7 8 9 0 a b c

d e f g h i j k l m n o p q

r s t u v w x y z ſ ſſ ñ

MANUFACTURED BY
Wm. H. Page & Co.

In ordering, leave out no part of the name or number printed over the line.

(Patented.)
BRUSHED

Sixteen Line Chromatic Arcadian Shaded.
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 Inset, Class D. 17 Cents.

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Twenty Line Chromatic Arcadian Shaded.
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HOTSET

Twenty-four Line Chromatic Arcadian Shaded.
 Outside, Class F. 28 Cents.
 Inset, Class D. 22 Cents.

Six Line Grecian Border No. 6. \$1.25 per foot.

Printed with WADE'S INKS, from H. D. Wade & Co., 50 Ann St., New York.

MANUFACTURED BY
Wm. H. Page & Co.

(Patented March 15, 1870.)
ORIENT

Twenty-four Line Chromatic Celtic Ornamented.
 Green, Class D. 22 Cents.
 Red, Class C. 17 Cents.

WORLD

Thirty-two Line Chromatic Celtic Ornamented.
 Green, Class D. 30 Cents.
 Red, Class C. 22 Cents.

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MANUFACTURED BY
Wm. H. Page & Co.
In ordering, leave out no part of the name or number printed over the line.
[Patented.] Sixty Line Chromatic Belgian Ornamented. Class F. 72 Cents, Each Color.

Eight Line Border No. 51. \$3.00 per foot, complete.

Printed with WADE'S INKS, from H. D. Wade & Co., 50 Ann St., New York.

MANUFACTURED BY
Wm. H. Page & Co.
In ordering, leave out no part of the name or number printed over the line.
[Patented.] Fifty Line Chromatic French Clarendon Ornamented. Class F. 55 Cents, Each Color.

Twelve Line Border No. 51. \$3.00 per foot, complete.

Printed with WADE'S INKS, from H. D. Wade & Co., 50 Ann St., New York.

MANUFACTURED BY WM. H. PAGE & CO.

(For reduced prices, see Price List.)

Class B. 9 Cents per Letter.

9 Line Indian.

White Mountains

18 Line Indian.

Class B. 18 Cents per Letter.

THE TIME

30 Line Indian.

Class B. 30 Cents per Letter.

TURN

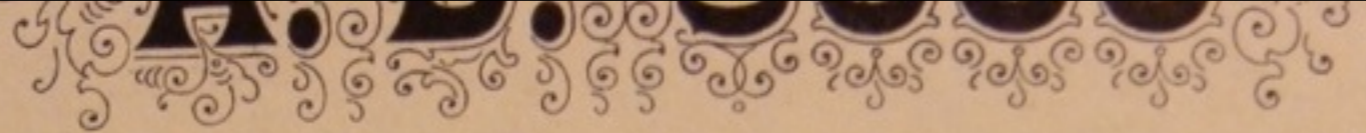
DAMAGE TO BUILDING
35 Horses Burned

POLITICAL NOMINATION ACCEPTED
24 Summer Boarders Wanted

Lives of Eminent Americans.

Weeping Water. 1891.

**48-Point Ornamented
Bruce Type Foundry**



5 A—7 lb. 14 oz.

48-POINT ORNAMENTED, No. 1074.

\$5.75.

STUYVESANT

1817

V. B. MUNSON, SUCCESSOR TO
GEO. BRUCE'S SON & CO., 13 CHAMBERS STREET, NEW YORK.

Slab Serifs Spread

Photo-Lettering specimen

an Extra Condensed

greek statues by tiny sculptors o

greek statues by tiny sculptors o

greek statues by tiny sculptors o

greek statues by tiny sculptors o

Barndance Light

MORE FUN WHEN SOMEWHAT DARK RAT

MORE FUN WHEN SOMEWHAT DARK RAT

MORE FUN WHEN SOMEWHAT DARK RAT

MORE FUN WHEN SOMEWHAT DARK RAT

English Chippendale

WHO SHRANK THE breakfront in the parlor ask

WHO SHRANK THE breakfront in the parlor ask

WHO SHRANK THE breakfront in the parlor ask

WHO SHRANK THE breakfront in the parlor ask

Henrion Flow Bold

WHERE DID YOU GET THOSE BOLD FLOWING CA

WHERE DID YOU GET THOSE BOLD FLOWING CA

Cavanagh Eighteen-ninety

THIS WAS A GOOD YEAR FOR ALPH

THIS WAS A GOOD YEAR FOR ALPH

THIS WAS A GOOD YEAR FOR ALPH

THIS WAS A GOOD YEAR FOR ALPH

Hasler Inline French Antique

LOUIS WAS SOUR AS A QUI

LOUIS WAS SOUR AS A QUI

LOUIS WAS SOUR AS A QUI

LOUIS WAS SOUR AS A QUI

Covered Wagon

ACTUALLY people ru

ACTUALLY people ru

ACTUALLY people ru

ACTUALLY people ru

Cavanagh Calliope

STEAEEMS LIKE old

STEAEEMS LIKE old

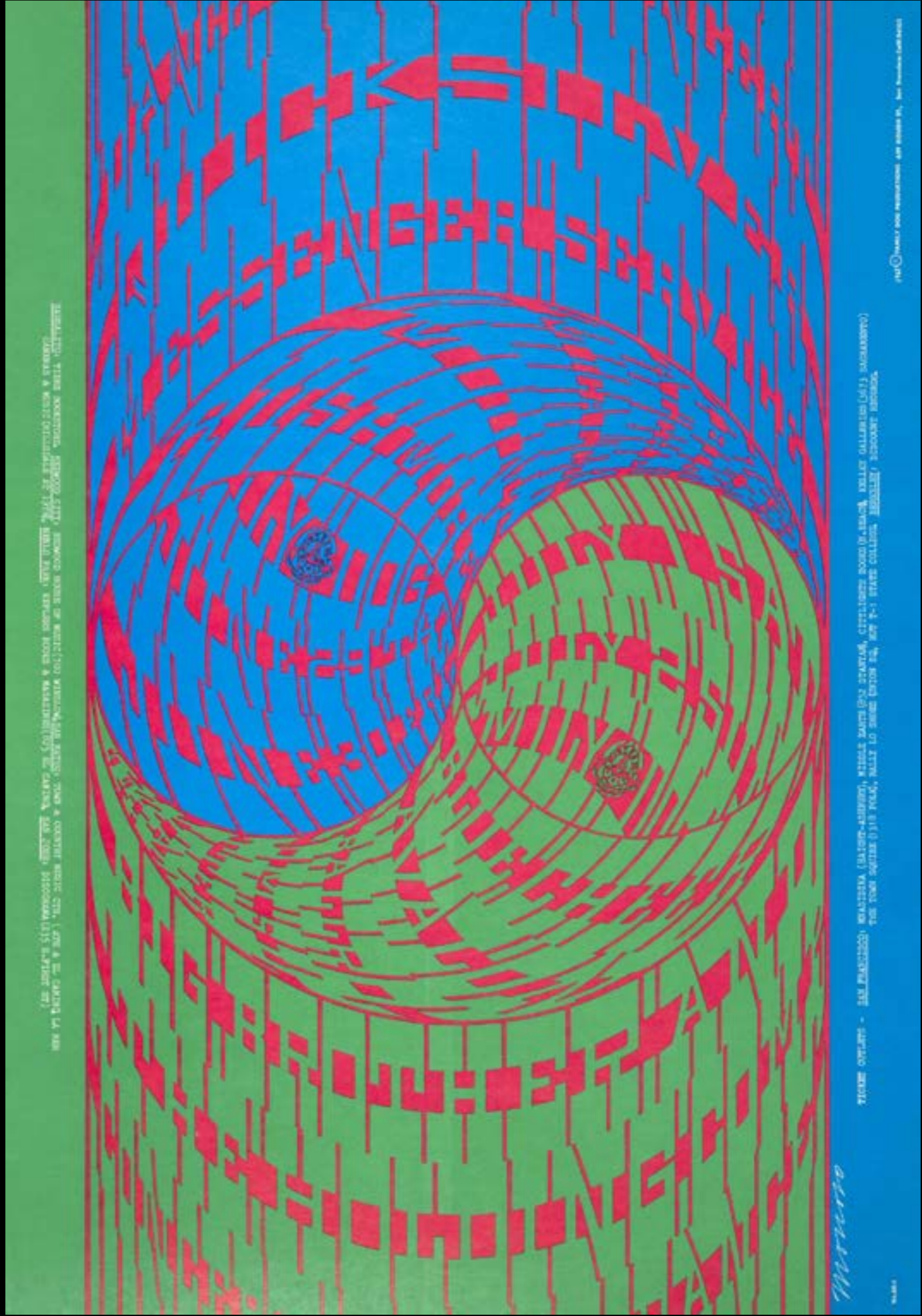
STEAEEMS LIKE old

Tua (Berthold)
Joseph Churchward, 1972

Courtesy of Indra Kupferschmid

**QUICK BROWN FOX JUMP
JUMPS OVER THE LAZY DOG
the quick brown fox jumps**

Quicksilver Poster
Victor Moscoso, 1967



ESTE POSTER FUE DISEÑADO POR VICTOR MOSCOSO EN 1967. EL TÍTULO ES 'QUICKSILVER' Y SE TRATA DE UNO DE SUS TRABAJOS MÁS DESTACADOS. EL POSTER MUESTRA UN EFECTO OPTICO DE UN TUNEL QUE SE PROFUNDEZA EN EL ESPACIO. EL COLOR ROJO Y VERDE SE USAN PARA CREAR UN EFECTO DE MOVIMIENTO Y PROFUNDIDAD. EL FONDO AZUL CONTRASTA CON LOS COLORES VIVOS DEL TUNEL. EL POSTER ES UN EJEMPLO CLÁSICO DEL ESTILO VISUAL DE MOSCOSO, QUE SE CARACTERIZA POR SU USO DE COLORES VIVOS Y EFECTOS OPTICOS. EL TÍTULO 'QUICKSILVER' SE REFIERE A LA VELOCIDAD Y AL EFECTO DE TUNEL QUE SE CREA EN EL POSTER. EL POSTER ES UNO DE LOS MÁS RECONOCIDOS DE MOSCOSO Y SE ENCUENTRA EN VARIAS COLECCIONES DE OBRAS DE ARTE. EL POSTER ES UNO DE LOS MÁS DESTACADOS DE SU OBRERA Y SE ENCUENTRA EN VARIAS COLECCIONES DE OBRAS DE ARTE.

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Moscoso

POSTER DISEÑADO POR VICTOR MOSCOSO EN 1967. EL TÍTULO ES 'QUICKSILVER'.

Quicksilver Poster
Victor Moscoso, 1967



ITC Bottleneck (ITC)
Tony Wenman, 1972

Goshawk

SEYMOUR ZOOEY FRANNY

SALLINGER

my hard nose, glass jaw, and soft heart

1847 1965 & 2003

Type Quiz Mocks Faux Oblique

Ghosts
Magic Wand
Hotdog!
Rainbow
Jungle Animals
Balked
Stranger

SPIRIT
HAMBURGER
MATTER
TREASURY
RIDER
CONJUNCTION
BRICKS

Laguna Sunrise Album
using Umbra No. 57
(West Barnum variant), 1972



West Banjo (Photo-Lettering)
Dave West, digitized by Mitja Miklavčič



DUDE!

DUDE!

DUDE!

DUDE!

DUDE!

DUDE!

DUDE!

DUDE!

DUDE!

DUDE!

DUDE!

DUDE!

Ten and Five line Pica Italian, and Seven line Pica Gothic Italian.

INDIEN

BOND WARRE

BONAPARTE

D. WELLS & Co. NEW-YORK.

Gothic Bold
Hamilton, 1889

A B C D E F G H

I J K L M N O P

Q R S T U V W

X Y Z & ? ! 1 2

3 4 5 6 7 8 9 0

ABCDEFGHIJKLMNOPQRSTUVWXYZ

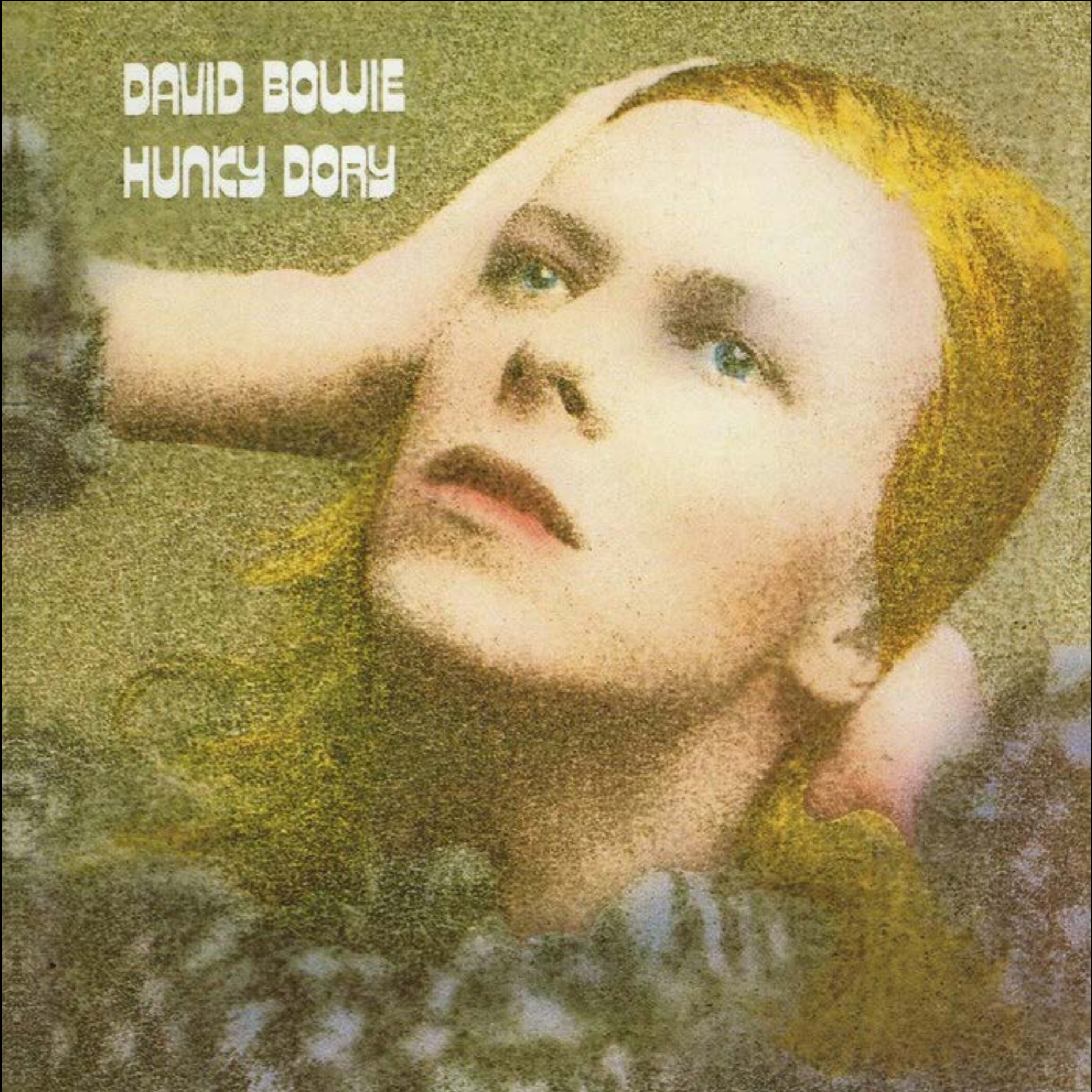
abcdefghijklmnopqrstuvwxyz

0123456789

**But he had the impress
leading into the front r
electric street lamps s
furniture, but down be**

Hunky Dory Album

Using ITC Zipper, 1971



DAVID BOWIE

HUNKY DORY

sintex 1™

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890 { & , : ; ! ? ' " _ - - • | | * \$ % / £ }

Fahrenheit 451
Using Sintex 1, 1972



LA FUNDICION TIPOGRA-
FICA RICHARD GANS, AL
SERVICIO DE LAS ARTES

LAS MIL JOYAS DE
LA LITERATURA, LA
POESIA Y EL ARTE

BELLAS ARTES
CARTELERIA DE
CINE Y TEATRO

TANNHAUSER

BELLAS ARTES
CARTELERIA DE
CINE Y TEATRO

TANNHAUSER
DE R. WAGNER

VIAJES DEL
VERANO 1971

ESCUETA
COLGADO

Xenotype, Custard, Darkside, Laydeez Nite, Nightclubber
Rian Hughes, 2000s

Jay visited back home and gazed upon a
All questions asked by five wat
The sex life of the woodchuck is a pro
we have just quoted on nine dozen boxes of gray lamp wicks
William said that everything about his ja
a BARGE PAWN JUMPED OUT
HOW WEARING A IUM

Satura Suite (Fountain Type)

Göran Söderström & Peter Bruhn, 2010

Revolution of the Ants

Dish of various kinds of fruits

The Satura Suite

Misconceived interpretation

Mittelateinischen

Dynamism

Estro (Nebiolo)
Aldo Novarese, 1961

Courtesy of Indra Kupferschmid

Estro SERIE TONDA NERA NORMALE

L'abitudine è una seconda

An once of mirth i

Tout les transfo

Deutsche Ku

Sobre la re

Nuovo ca

Rembo

Corpo 24 - A 18 -

Deutsche Kunst in Wort

Corpo 28 - A 15 -

Sobre la recolección

Corpo 36 - A 12 -

Nuovo carattere

Corpo 48 - A 7 -

Rembourrer

Corpo 48/60 - A 6 -

Moresche

Corpo 60/72 - A 5 -

Zelanda

A B C D E F G H

Estro (Nebiolo)
Aldo Novarese, 1961

Rendez-vous DE Lure

Un mouvement d'Action Graphique est en train de naître spontanément des libres confrontations du Rendez-vous de Lure. Par-dessus les cloisons nationales, sociales, professionnelles, étroite solidarité les Gens d'Image, la Feuille Blanche, les Peintres témoins de leur Temps, le Centre National de la Photo - avec les ctère Noël, et des Compagnons de Lure; ainsi que le Culturel de Haute Provence nouvellement Saint Charles Borromée.



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Courtesy of André Mora & Indra Kupferschmid

Estro (Nebiolo)
Aldo Novarese, 1961



**il
carattere
del**

SORRISO ...

André Mora

Gigantico

*Work and play are
words used to describe
the same thing under
differing conditions.*

ЖАЛПКОЕ
ТЕТО*

** Display Black supports Cyrillic*

Eggwhite (Font Bureau)
Cyrus Highsmith, 2000

TOP SECRET

BLACK

Recipe For Disaster

LITE

CREAM

LITE

25% All Natural Flavored

BLACK

HUGGETS

BLACK

Cooked By World Famous Super Chefs

Eggwhite (Font Bureau)
Cyrus Highsmith, 2000

All Natural Flavored

NUGGETS

BLACK

Cooked By World Famous Super Chefs

LITE

mysterious quantities

BLACK

EXTRACTED

LITE

Just add water and stir vigorously

BLACK

Boneless Delights

LITE

Stradivarius (Bauer)
Imre Reiner, 1945

A B C D E F G H

I J K L M N O P

Q R S T U V W

X Y Z

abcdefghijklmnopqrstuvwxyz

ff fi œ œ fl ft

Oceanic Sailor

Delightful

North Beach

Handwritten text in Inverted Script Lettering, featuring three lines of cursive characters on a light blue background. The first line contains the word "Korralhucan". The second line contains the word "ampradizad". The third line contains the word "y".

Antique Olive (Fonderie Olive)
Roger Excoffon, ca. 1964

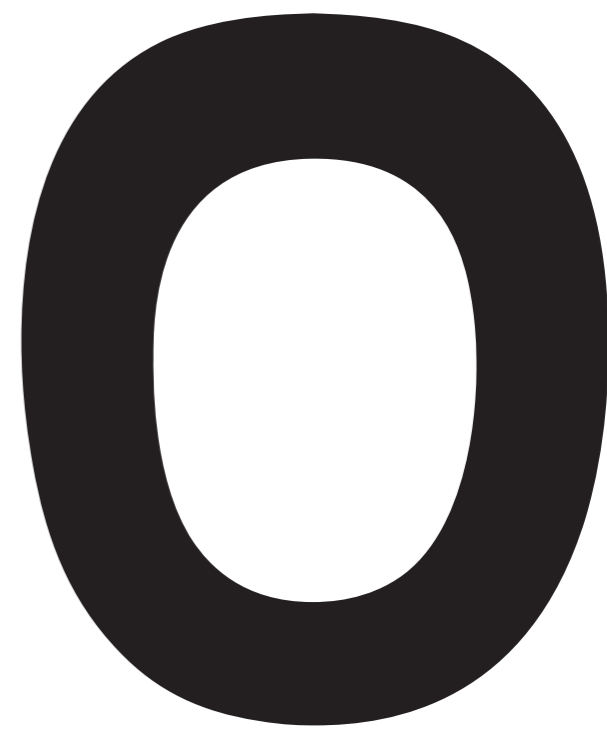
**antique
Olive**

Air France
Roger Excoffon, 1960s



Antique Olive (Fonderie Olive)
Roger Excoffon, ca. 1964

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(&.,:;!?"'""-—•[]*\$%/'£)



ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(&.,:;!?"'""-—•[]*\$%/'£)

... new functional poss
... same length. Each character
... text can be converted into ano
... and length.

... converted into ano

... converted into ano

... converted into ano

FF Balance (FontFont)
Evert Bloemsma, 1993

s worden opgemerkt lij

daar bestaat misschien

identiteit is. Voor mijn

leel van onze omgeving

n rechts gaten ontstaan

s heel stil van nerts en

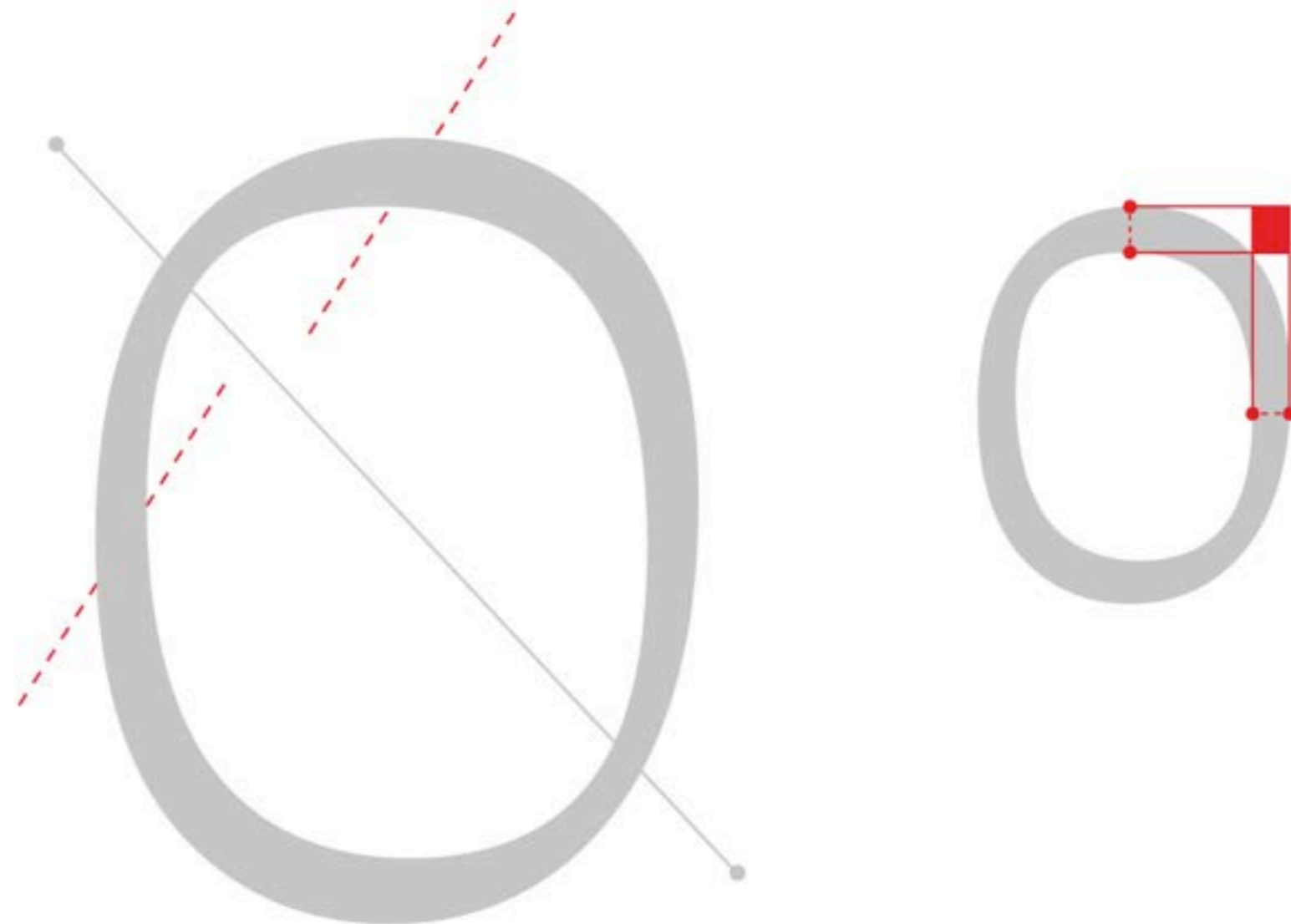
Quatro transmontanos

Poemas

Musical fields

figura

**Spider-Goat
Helps Kevlar
Industry!**



Shifting the
weight towards
the top and bottom.

WHY?

Ziti (in progress)
Yours Truly, 2014

RIGGATONI

Formaggio di Fossa

Riso Dishes are common in Northern Italy

DOILCE

Denominazione di Origine Controllata e Garantita

PIZZA NAPOLETANA

Pasta & Fagioli

Homogeneity



JETSETTER

THE MODERN



SQUARESPACE

THE
PROVIDENT
LOAN
SOCIETY
OF NEW YORK



MARTHA STEWART
CRAFTS™



COPENHAGEN
WINDOWS

UNIVERSITY OF
WATERLOO

TOP OF THE ROCK™
OBSERVATION DECK
at Rockefeller Center®



MADISON
PUBLIC
LIBRARY

FRIGIDAIRE

MASSART

MASSACHUSETTS COLLEGE
OF ART AND DESIGN



WESTERN ATHLETIC CLUBS

Novelty

BAZZAR

Gebr. Klingspor · Offenbach a. M.

Courtesy of
André Mora

THEY
WANT
TO
KNOW
WHAT
YOU
THINK
ABOUT
THEY
WANT
TO
KNOW
WHAT
YOU
THINK
ABOUT

