

BREAKTHROUGH

SEMIBOLD

New Soft Drink

BOLD NARROW

DRINKERS GUARANTEED INVISIBILITY

SEMIBOLD ITALIC

Scientists Mirror Tests

ROMAN

CLAIM

BOLD

Most Side Effects Can Be Quite Easily Ignored

SEMIBOLD

VAMPIRES CREATED

ROMAN CONDENSED

Bloodsucker

BOLD ITALIC

COFFIN SALES TO INCREASE

SEMIBOLD NARROW

Garlic Cloves

ITALIC

In the sixteen-seventies, Christopher Plantin was the largest publisher of his day. Hendrik van den Keere cut for him an astounding series of romans. As Stanley Morison once observed, such types adopted features of Flemish blackletter to strengthen elegant French romans. Large on the body, strong in color, economical in fit, widely (if anonymously) distributed, they established effective standards for all that followed; FB 1997–2000

FOR MORE INFORMATION OR TO PLACE AN ORDER

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