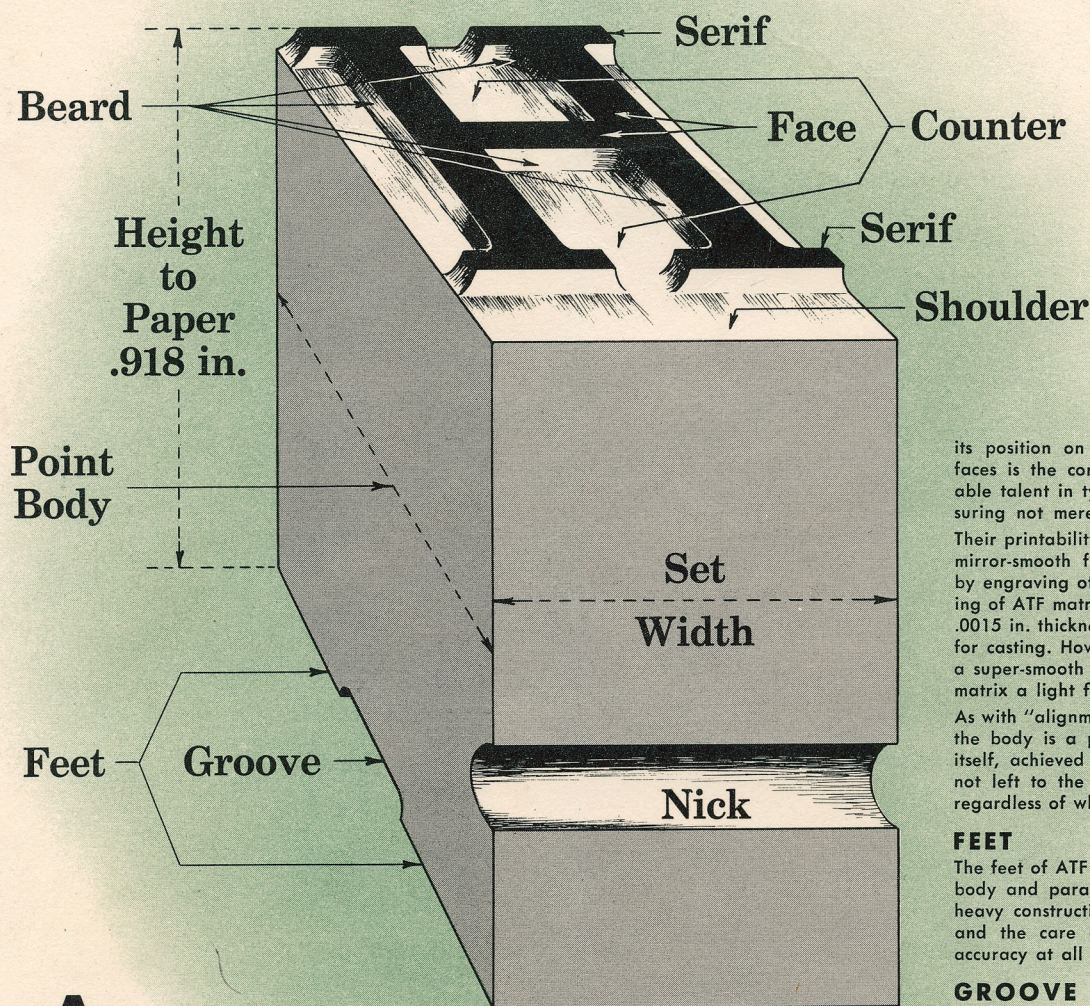


# THE ANATOMY OF ATF TYPE



## ALIGNMENT

In ATF type, alignment is built into the matrix. The base, or line, of the letter is an integral dimension of the matrix and is not left to the casting machine operator's discretion. Every letter cast from ATF matrices will align regardless of when it is cast. Casting machines not having this feature cannot constantly cast quality type. Accordingly, carelessness, lack of skill on the part of the operator, slippage or wear can all result in different adjustment and alignment on different letters or different castings.

## BODY

An efficient body must be strong. Making metal hard is a simple matter, but a metal that will withstand abrasion by paper stocks as well as the abusive pressures of printing and reproduction methods such as stereotyping, electrotyping, rubber plate molding, etc., must be more than hard. It must be tough. ATF type is tough but its toughness rests not alone in the metal formula. To produce a tightly compressed, fine grain metal the molten metal must be cast at high temperature under high pressure in a water-cooled mold. Ordinary type casting machines cannot match the high pressures or high temperatures of ATF casters and few are equipped with water-cooled molds. In conse-

quence, many competitors are unable to match the hardness of ATF type, even if they use ATF metal. By the same token, we can cast harder type from their metal than they can.

Accuracy is another important requisite of the type body. If the body of a character tapers in any direction or if its four sides are out of square, this character cannot set snugly against its neighbors, is bound to produce a spongy line or form. Here, again, the heavily constructed, non-adjustable mold which characterizes ATF casters assures a degree of accuracy which others can seldom match.

## COUNTER AND DEPTH

ATF matrices are engraved — not stamped — in hard nickel brass. They are cut with precision tools which assure clean walls and sharp edges, even at maximum depths. Most matrices are stamped or punched, rather than engraved. Because of this fact they require a softer brass and there is a definite limitation on the depth to which the punches can be driven, particularly in the shaping of counters.

## FACE

The face of ATF type has three distinctive features—its design, the efficiency with which it lays ink onto paper uniformly and sharply and

its position on the body. The design of ATF faces is the combined work of the best available talent in type design and type layout, assuring not merely novel but PRACTICAL faces. Their printability comes from their sharp edged, mirror-smooth face and can be obtained only by engraving of the finest sort. The final engraving of ATF matrices is done with tools as fine as .0015 in. thickness, which provide a fine surface for casting. However, ATF goes further to obtain a super-smooth printing surface by giving each matrix a light finishing coat of chromium.

As with "alignment," the position of the face on the body is a precise dimension in the matrix itself, achieved by expert hand finishing. It is not left to the operator, hence it is identical, regardless of when the type is cast.

## FEET

The feet of ATF type are always square with the body and parallel to the face, because of the heavy construction of the mold on ATF casters and the care expended in maintaining their accuracy at all times.

## GROOVE

The groove in ATF type is machined during the casting operation. ATF casting machine operators are careful to keep their grooving knives both sharp and properly adjusted and thus avoid the burrs that make some other types more than type high or uneven on their feet.

## SET

The set of ATF type, like its "alignment," is built into the matrix and is not subject to the variations of an adjustable mold. That the set is always identical in ATF type, regardless of when it is cast, is further guaranteed by the fact that the precise dimension of each character is stamped on the matrix as a guide to the operator and the inspectors who maintain a constant check on the accuracy of the ATF product.

Good letterspacing is normal with ATF type. Each character is fitted individually to look its best with all other letters in its alphabet. Overhanging letters set well because they are properly kerned and rubbed—a PLUS VALUE in ATF type.

## TYPE HEIGHT

The carefully controlled depth of ATF's engraved matrices, plus the equally accurate height of ATF molds, produces type of constantly uniform height. Further precaution against inaccuracy is the rigid ATF inspection which discards any type that is over .0005 in. high or low.