

a selection of type styles for
Imperial typewriters



STYLE I PICA

Pica type is the traditional style which is used almost universally for general purposes. Business letters, in this country at least, are nearly always typed in Pica, which combines reasonable legibility with compactness. It has good manifolding qualities.

Writing ten letters to the inch, it averages 500 words per quarto sheet single spaced with 1" margins.

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

% " / @ £ _ & ' (?) $\frac{1}{4}$ $\frac{1}{8}$: $\frac{5}{8}$ + , . $\frac{7}{8}$

1 2 3 4 5 6 7 8 9 0 - $\frac{3}{4}$ $\frac{3}{8}$; $\frac{1}{3}$ = , . $\frac{1}{2}$

STYLE 2 ELITE

Slightly smaller than Pica, Elite type is favoured by users in this country for their private correspondence. On the other side of the Atlantic, however, it is largely used for business letters. Normal spacing (12 per inch, as this specimen) allows about 600 words to a quarto sheet, single spaced with 1" margins. Some users prefer 10 per inch, in which case the number of words per page is reduced to 500.

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

* " / @ £ _ & ' () ? $\frac{1}{4}$ $\frac{1}{8}$ $\frac{1}{3}$: $\frac{5}{8}$ + , . %

1 2 3 4 5 6 7 8 9 0 - $\frac{3}{4}$ $\frac{3}{8}$ $\frac{2}{3}$; $\frac{7}{8}$ = , . $\frac{1}{2}$

STYLE 3 LARGE ROMAN

Large Roman type being a little larger than Pica, is used for reports, notes of speeches, sermons, and other purposes where good legibility is desired. It writes ten letters to the inch normally, but as many users prefer a slightly wider spacing, a measure of nine per inch has been used in this specimen. About 450 words may be typed on a quarto page when working at this spacing; at ten per inch the number is 500.

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
* " / @ £ _ & ' () ? $\frac{1}{4}$ $\frac{1}{8}$ $\frac{1}{3}$: $\frac{5}{8}$ + , . %
1 2 3 4 5 6 7 8 9 0 - $\frac{3}{4}$ $\frac{3}{8}$ $\frac{2}{3}$; $\frac{7}{8}$ = , . $\frac{1}{2}$

STYLE 4 PICA ITALIC

Pica Italic type possesses a refined, distinctive appearance. It is used for private correspondence, display typing, and by authors in literary work (for indicating foreign words or phrases, special emphasis etc.) It writes ten letters to the inch, thus giving the same number of words to the quarto page (500) as Pica — with which, of course, it is interchangeable.

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

‰ " / @ £ _ & ' (?) $\frac{1}{4}$ $\frac{1}{8}$: $\frac{5}{8}$ + , . $\frac{7}{8}$

1 2 3 4 5 6 7 8 9 0 - $\frac{3}{4}$ $\frac{3}{8}$; $\frac{1}{3}$ = , . $\frac{1}{2}$

STYLE 7 LARGE GOTHIC

LARGE GOTHIC TYPE IS WIDELY USED FOR TELEGRAPH WORK, LABEL-WRITING, ENVELOPE ADDRESSING AND OTHER PURPOSES WHERE THE GREATEST LEGIBILITY IS REQUIRED. IT IS UNEQUALLED AS A STENCIL-CUTTER. IT WRITES 9 LETTERS PER INCH, AND WILL TYPE 450 AVERAGE LENGTH WORDS PER 4TO PAGE WITH 1" MARGINS, SINGLE SPACED.

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

% " / @ £ _ & ' (?) $\frac{1}{4}$ $\frac{1}{8}$: $\frac{5}{8}$, . $\frac{7}{8}$ +

1 2 3 4 5 6 7 8 9 0 - $\frac{3}{4}$ $\frac{3}{8}$; $\frac{1}{3}$, . $\frac{1}{2}$ =

STYLE 8 PIN-POINT

PIN-POINT TYPE PROVIDES PERFECT PROTECTION FOR CHEQUES, DIVIDEND WARRANTS AND IMPORTANT DOCUMENTS OF ALL KINDS. THE POINTS PIERCE THE PAPER, FORCING INK INTO THE FIBRES, THUS PREVENTING FALSIFICATION.

THE NORMAL SPACING IS TEN LETTERS TO THE INCH, THUS THE PIN-POINT TYPE-UNIT IS INTERCHANGEABLE WITH PICA OR ANY OTHER "TEN-PITCH" STYLE.

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

% " / @ £ _ & ' (?) ¼ ½ : ¾ \$, . 7/8

1 2 3 4 5 6 7 8 9 0 - ¼ ½ ; ¾ = , . ½

STYLE 9 PICA GOTHIC

THE SIMPLIFIED DESIGN OF PICA GOTHIC TYPE MAKES IT EMINENTLY SUITABLE FOR INVOICING, THE PURPOSE FOR WHICH IT IS PRINCIPALLY EMPLOYED. IT IS WIDELY USED, ALSO, FOR ADDRESSING ENVELOPES, CARD INDEX WORK ETC.

IT WRITES TEN LETTERS TO THE INCH, AND IS THUS INTERCHANGEABLE WITH PICA OR WITH ANY OTHER STYLE AT THIS SPACING. IT IS UNRIVALLED FOR CUTTING STENCILS.

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

% " / @ £ _ & ' (?) $\frac{1}{4}$ $\frac{1}{8}$: $\frac{5}{8}$ + , . $\frac{7}{8}$

1 2 3 4 5 6 7 8 9 0 - $\frac{3}{4}$ $\frac{3}{8}$; $\frac{1}{3}$ = , . $\frac{1}{2}$

STYLE 19 BULLETIN

USED FOR WRITING WORKS NOTICES,
CASE LABELS ETC. SIX CHARACTERS
TO THE INCH CAN BE WRITTEN, AND
THE KEYBOARD HAS CAPITALS ONLY.

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	;	:	,	.	'

STYLE 22 GREAT PRIMER

Great Primer type is finding an increasing use among municipalities and public bodies. It is very suitable for card indexing and cataloguing, and is also appreciated by public speakers for their notes. The legal profession, also, use it for agreements, leases, wills etc. Writing 9 per 1", it will type 450 words per quarto page with one-inch margins.

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

* " / @ £ _ & ' () ? $\frac{1}{4}$ $\frac{1}{8}$ $\frac{1}{3}$: $\frac{5}{8}$ + , . %

1 2 3 4 5 6 7 8 9 0 - $\frac{3}{4}$ $\frac{3}{8}$ $\frac{2}{3}$; $\frac{7}{8}$ = , . $\frac{1}{2}$

STYLE 24 BIJOU

In its narrowest spacing of twenty letters to the inch, Bijou type provides high condensation. It is used, for example, in cases where it is desired to accommodate as much matter as possible in a narrow column when doing statistical work. In other cases, a wider spacing may be preferable, for example sixteen per inch, as in this specimen. In this case, the type-unit is interchangeable with PETIT ROMAN (Style No. 42). The number of words per quarto page cannot be stated definitely; it may vary within wide limits, being subject to a variety of factors.

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 .

% " / @ £ _ & ' (?) $\frac{1}{4}$ $\frac{1}{8}$: $\frac{5}{8}$ + , . $\frac{7}{8}$

1 2 3 4 5 6 7 8 9 0 - $\frac{3}{4}$ $\frac{3}{8}$; $\frac{1}{3}$ = , . $\frac{1}{2}$

STYLE 32 ELITE GOTHIC

ELITE GOTHIC IS OF MODERN DESIGN, INTRODUCED TO MEET A DEMAND FOR A TYPE WHICH WOULD GIVE CONDENSATION WITHOUT LOSS OF LEGIBILITY. IT IS BECOMING INCREASINGLY POPULAR FOR FINANCIAL AND STATISTICAL WORK, VISIBLE INDEXING, CATALOGUE CARDS—INDEED, WHEREVER ECONOMY OF SPACE IS ESSENTIAL. AS IN THIS SPECIMEN, THE NORMAL SPACING IS 14 LETTERS TO THE INCH; AND IF (AS IS CUSTOMARY) A PLATEN-RATCHET OF 38 TEETH IS EMPLOYED, APPROXIMATELY 700 WORDS OF AVERAGE LENGTH CAN BE TYPED ON A QUARTO SHEET, SINGLE SPACED WITH ONE-INCH MARGINS.

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

% " / @ £ _ & ' (?) $\frac{1}{4}$ $\frac{1}{8}$: $\frac{5}{8}$ + , . $\frac{7}{8}$

1 2 3 4 5 6 7 8 9 0 - $\frac{3}{4}$ $\frac{3}{8}$; $\frac{1}{3}$ = , . $\frac{1}{2}$

STYLE 34 GAYTON

Gayton Type is a departure from standard design. Exclusive to Imperial, it was evolved with the idea of giving greater legibility by reducing the serifs, widening the sharp angles and equalising as far as possible the width of characters. Gayton type is a good manifold, and, at standard spacing of 10 per inch, types 500 words on a 4to page, single spacing.

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

% " / @ £ _ & ' (?) $\frac{1}{4}$ $\frac{1}{8}$: $\frac{5}{8}$ + , . $\frac{7}{8}$
 1 2 3 4 5 6 7 8 9 0 - $\frac{3}{4}$ $\frac{3}{8}$; $\frac{1}{3}$ = , . $\frac{1}{2}$

STYLE 42 PETIT ROMAN

Petit Roman is one of the smallest of the "roman" series. It achieves high condensation while still retaining the characteristics of the "serif" varieties. Notwithstanding that it writes sixteen letters to the inch, it remains legible and is of neat appearance. A large amount of typewritten matter can be accommodated in a small space, though it is difficult to state a definite number of words per quarto page, as this depends upon the line-spacing pitch used.

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

* " / @ £ _ & ' () ? $\frac{1}{4}$ $\frac{1}{8}$ $\frac{1}{2}$: $\frac{5}{8}$ + , . %

1 2 3 4 5 6 7 8 9 0 - $\frac{3}{4}$ $\frac{3}{8}$ $\frac{3}{2}$; $\frac{7}{8}$ = , . $\frac{1}{2}$

STYLE 52 PICA SHADED FACE

Imperial "Shaded-face" styles are notable for distinctive appearance and easy legibility. They strongly resemble "printers" type, especially when a carbon ribbon is used.

This is the new PICA SHADED-FACE, writing ten letters to the inch. At this spacing, about 500 words of average length can be typed on a 4to page single-spaced, with one-inch margins all round.

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

* " / @ £ _ & ' () ? $\frac{1}{4}$ $\frac{1}{8}$ $\frac{1}{3}$: $\frac{5}{8}$ + , . %

1 2 3 4 5 6 7 8 9 0 - $\frac{3}{4}$ $\frac{3}{8}$ $\frac{2}{3}$; $\frac{7}{8}$ = , . $\frac{1}{2}$

STYLE 53 ELITE SHADED FACE

Elite Shaded-face is appreciated by executives due to its very distinctive appearance. In offices where offset re-production processes are used, originals produced with a carbon ribbon give excellent results. The normal spacing is 12 letters to the inch, as used in this specimen.

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

* " / @ £ _ & ' () ? $\frac{1}{4}$ $\frac{1}{8}$ $\frac{1}{3}$: $\frac{5}{8}$ + , . %

1 2 3 4 5 6 7 8 9 0 - $\frac{3}{4}$ $\frac{3}{8}$ $\frac{2}{3}$; $\frac{7}{8}$ = , . $\frac{1}{2}$

STYLE 61 OLD ENGLISH

Spacing 8 to the inch. Has a special appeal to Universities and Schools for preparing Diplomas in appropriate form.

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 + ; , . - " / @ £ _ & ' () : .

STYLE 62 PERSONA

PERSONA is one of the most recent Imperial "Shaded-face" type-styles. Designed in conformity with modern trends, its distinctive appearance and easy legibility will commend it to discriminating users. Normally, the letter-spacing is 12 to the inch (as in this specimen), but for users who prefer a slightly wider separation, a spacing of 10 per inch is recommended.

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

* " / @ £ _ & ' () ? $\frac{1}{4}$ $\frac{1}{8}$ $\frac{1}{3}$: $\frac{5}{8}$ + , . %

1 2 3 4 5 6 7 8 9 0 - $\frac{3}{4}$ $\frac{3}{8}$ $\frac{2}{3}$; $\frac{7}{8}$ = , . $\frac{1}{2}$

STYLE 68 ELECTRA

ELECTRA possesses those rare qualities of refinement and distinction so much to be desired for executive correspondence. When an acetate carbon ribbon is used, Electra commands immediate attention by reason of its clear-cut appearance and high "readability". Spacing is ten letters to the inch, and the type-unit is thus interchangeable with Pica or with any other style designed for this pitch.

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

* " / @ £ _ & ' () ? $\frac{1}{4}$ $\frac{1}{8}$ $\frac{1}{3}$: $\frac{5}{8}$ + , . %

1 2 3 4 5 6 7 8 9 0 - $\frac{3}{4}$ $\frac{3}{8}$ $\frac{2}{3}$; $\frac{7}{8}$ = , . $\frac{1}{2}$



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