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This 'perfect newspaper face' cut by The Monotype Corporation for The Times was only arrived at after much preliminary optical research. Experiment showed that by thickening only the characteristic strokes, instead of increasing the weight uniformly over the design, a more compact, attractive and legible letter resulted. In this way a design was produced quite generous in 'x-height' and yet economical in set. The Crowell-Collier Publishing Co., of New York, introduced Times New Roman 327 to the USA as a 'letter-perfect' design, and 'a heaven-sent medium for any periodical', backing this words by printing 18,000,000 magazines in it every month. Times New Roman has proved its value for work ranging from newspapers and high-class books to special jobs using extra-small sizes. It quite justifies the claim made for it of being the most important type design of the twentieth century. This 'perfect newspaper face' cut by The Monotype Corporation for The Times was only arrived at after much preliminary optical research. Experiment showed that by thickening only the characteristic strokes, instead of increasing the weight uniformly over the design, a more compact, attractive and legible letter resulted. In this way a design was produced quite generous in 'x-height' and yet economical in set. The Crowell-Collier Publishing Co., of New York, introduced Times New Roman 327 to the USA. as a 'letter-perfect' design, and 'a heaven-sent medium for any periodical', backing this words by printing 18,000,000 magazines in it every month. Times New Roman has proved its value for work ranging from newspapers and highclass books to special jobs using extra-small sizes. It quite justifies the claim made for it of being the most important type design of the twentieth century. This 'perfect newspaper face'cut by The Monotype Corporation

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