



Digital Publishing & The Future of Reading

We publish therefore
We communicate!

The Best Shoes
for the Least Money.

W. L. DOUGLAS
\$3 SHOE FOR GENTLEMEN.

\$5, \$4 and \$3.50 Dress Shoe.
\$3.50 Police Shoe, 3 Soles.
\$2.50, \$2 for Workingmen.
\$2 and \$1.75 for Boys.

LADIES AND MISSES,
\$3, \$2.50 \$2, \$1.75

CAUTION.—If any dealer
offers you W. L. Douglas
shoes at a reduced price,
or says he has them with-
out the name stamped
on the bottom, put him
down as a fraud.

THIS IS THE BEST \$3. SHOE IN THE WORLD.

WARRANTED

W. L. DOUGLAS Shoes are stylish, easy fitting, and give better satisfaction at the prices advertised than any other make. Try one pair and be convinced. The stamping of W. L. Douglas' name and price on the bottom, which guarantees their value, saves thousands of dollars annually to those who wear them. Dealers who push the sale of W. L. Douglas Shoes gain customers, which helps to increase the sales on their full line of goods. They can afford to sell at a less profit, and we believe you can save money by buying all your footwear of the dealer advertised below. Catalogue free upon application. **W. L. DOUGLAS, Brockton, Mass.**

C. E. ASH, Higuera Street.

We publish therefore
We communicate!



Find cuisine from all over the world on our **Cuisine Guide!!**

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Cuisine Guide
ATLANTA'S HOTTEST
PAGE FOR RESTAURANTS

Directory
Downtown Atlanta Restaurants
Entertainment
Expensive Restaurants
Fine Dining
Food & Restaurants



Every Major City in America Has a Restaurant Guide.
In Atlanta It's...
Restaurant Guide
Atlanta

Atlanta's ORIGINAL RESTAURANT GUIDE to Dining In Atlanta
Our Name Says it All!
Established 1998 & Growing-Locally Owned
Over 12,000 Metro Atlanta Restaurants Listed Here and Growing
Metro Atlanta Restaurant Guide-Alphabetical Listings of Metro Atlanta Restaurants
Cuisine Guide-Cuisine From All Over The World
Georgia Restaurant Guide



It's not just about “what” we say,
it's “how” we say it!



Harley-Davidson



Computer Store



Typefaces give your
communication a voice!



whisper
SCReam

Inspire

Entertain



Type brings to the message
trust and integrity!



ALL SEASON RADIAL TIRES
PRICED TO MOVE!



GOOD  YEAR
ALL SEASON RADIAL TIRES
PRICED TO MOVE!

Sanity Check

- ✓ Web fonts
- ✓ Embedded fonts

GREAT! Are we done?



“Everything that counts in
typography is a subtlety”

JAN TSCHICHOLD



Rendering



your type

This is how we want fonts to appear

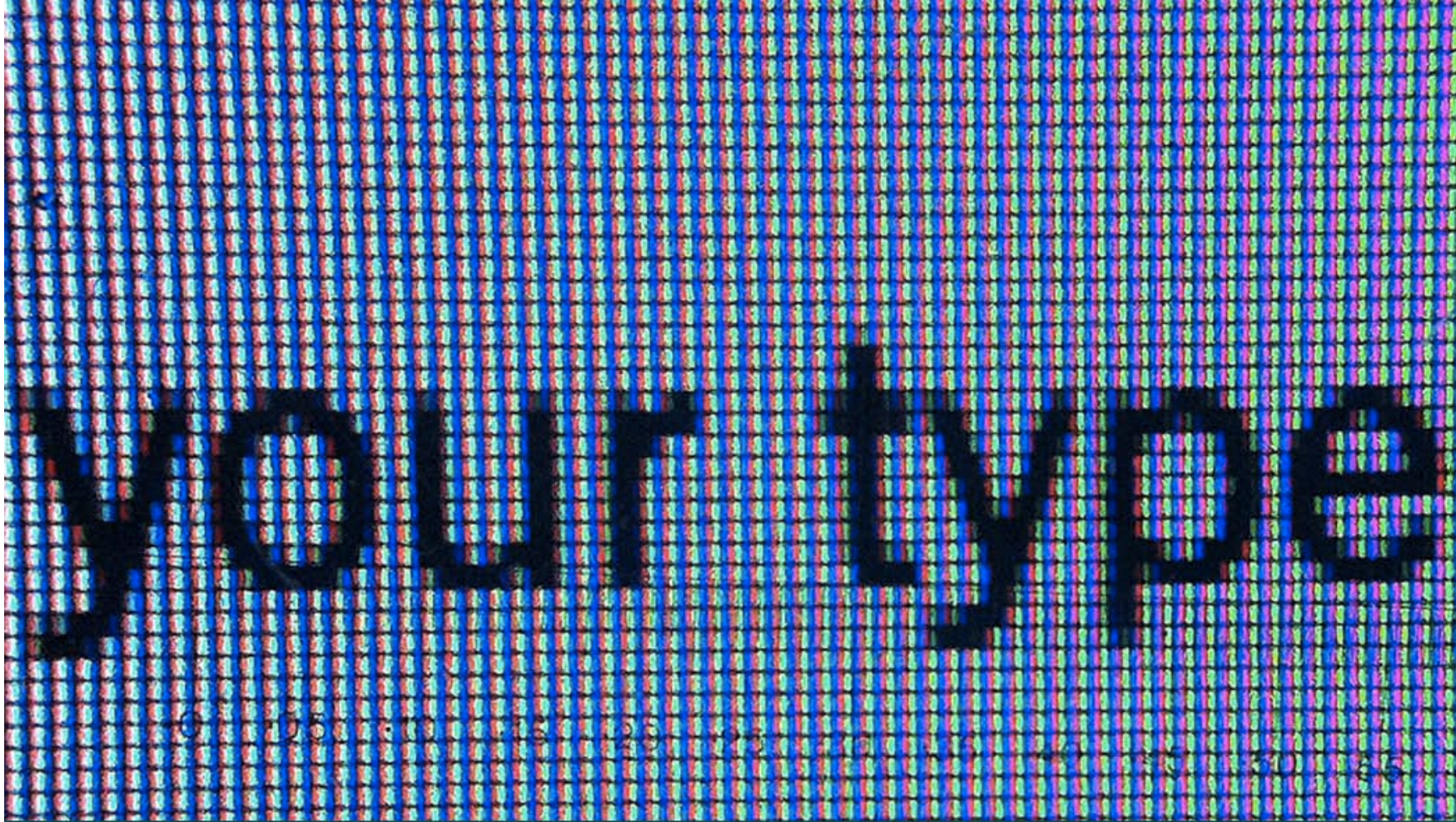


your type

This is how glyph outlines are pixilated



Monotype



This is what we really see on LCD screen





Type Features



Affiliate flag → Affiliate flag
Ligatures

The 1980s → The 1980s
Alternative number styles

Nicest egg → *Nicest egg*
Swashes and contextual alternates

An EPUB book → An EPUB book
Real small caps

Advanced features for refined typography



New Typeface Choices



THE NEW YORKER

IN THE MAGAZINE

BLOGS

AUDIO & VIDEO

LISTINGS

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Monotype



THE THEATRE

MAD MEN

BY JOHN LAHR

🔒 “The House of Blue Leaves,” “Jerusalem,”
“The Normal Heart.”

LAHR ON THE TONY NOMINATIONS

Some typefaces do not work well on screen



Monotype

22 | Monotype 2013

22

Sample
Sample

Bembo Book and Bembo E



Sample

Sample

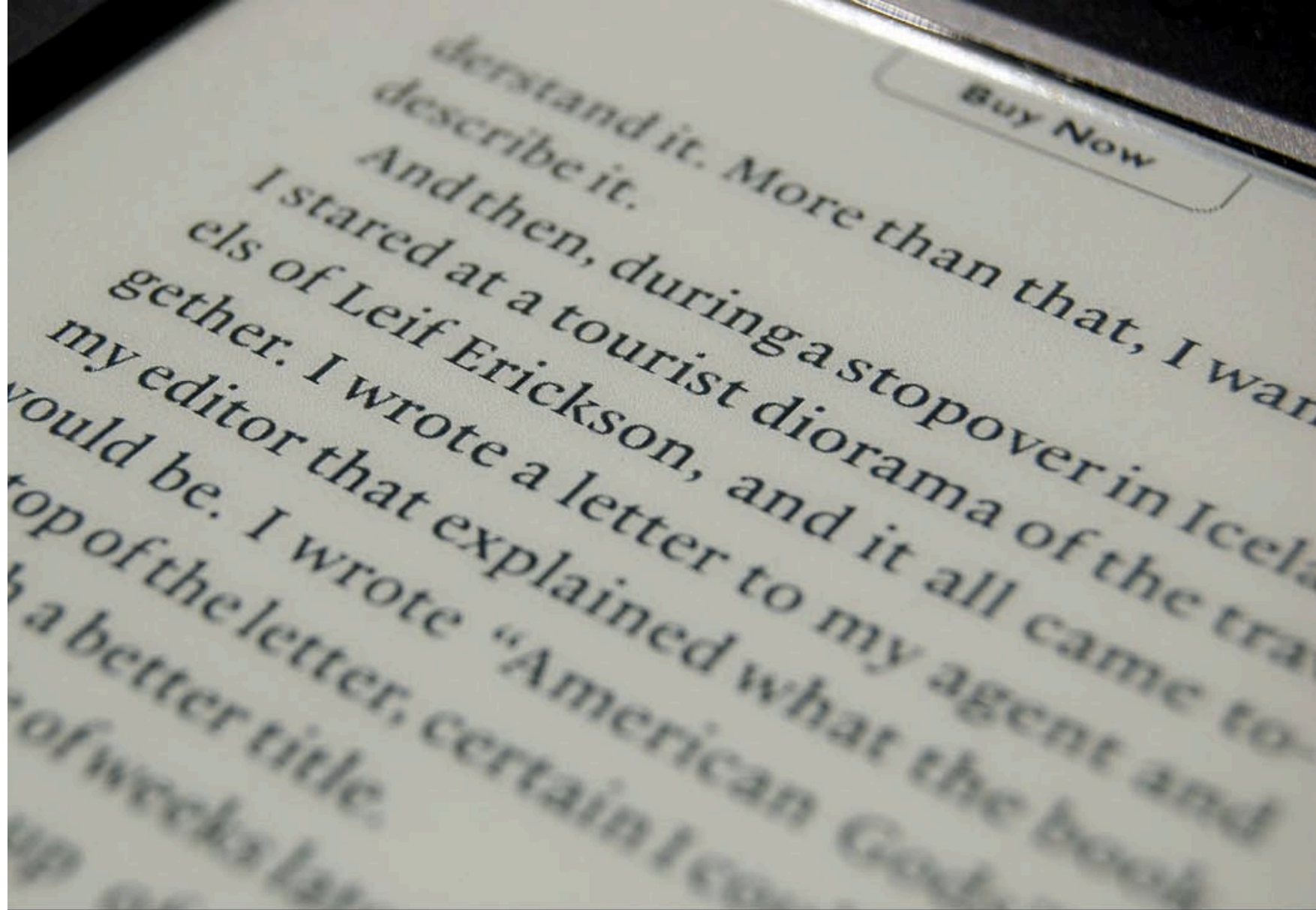
Helvetica Neue and Helvetica Neue E



The Crystal Goblet
The Crystal Goblet
The Crystal Goblet
The Crystal Goblet

Malabar

A crisp contemporary design optimized for screen



Malabar

On the Barnes & Noble Nook reader (E-Ink)

We need to communicate!

