

FUTURA

FUTURA
BOOK

THE BAUER TYPE FOUNDRY, INC.
321 247 EAST FORTY-FIFTH STREET NEW YORK

THE NEW EXAMPLES OF FUTURA

Every new form of script, like every new article put on the market, requires careful and more or less comprehensive propaganda. All type foundries also generally make very extensive use of this possibility, and their specimens of script are all evidence of a satisfactorily high standard of typographic and advertising culture. Propaganda is, of course, no proof of quality. It is only considerable experience that proves whether an article can fulfil the claims made for it in advertisements or not, and in the case of new scripts in particular a certain time must always elapse before their complete effectiveness and right to exist is proved. The fact that new examples of Futura are reproduced in this issue is not meant as a fresh recommendation, which would be out of place here and of which they have no further need, but as a proof of the high standard of their advertising quality referred to above. These fresh examples, however, also provide a suitable occasion for pointing out that an interval of time generally leads quite automatically to an elucidation of conceptions and a natural change of opinion. When Futura was first produced about ten years ago it found enthusiastic adherents, but also violent opponents. These latter made use of the incriminating reproach that this new script was no more than a cleverly constructed fashionable design, whereby they obviously completely overlooked the fact that Futura was by no means anything like the first of the grotesque types of which so many were produced at that time and which were thereupon regarded quite generally and for unexplained reasons as closely connected with the undisguised manifestation of an unmitigated and completely disruptive

FUTURA



BAUER FUTURA
As outstandingly modern as the Bremen
of the Empire State, diverting the eye
with its graceful, unadorned directness
NEW DAY SIMPLICITY

futura
THE TYPE OF TODAY
AND TO MORROW

The Bauer Type Foundry
FONTEFABRIK MANNHEIM - NEW YORK

PIERRE
BRISSAUD
Water Colors

AND OTHER
ORIGINALS
FROM HIS STUDIO