

# Woolworth™

Printed  
Typography

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LIGHT BOOK *ITALIC* MEDIUM  
DEMIBOLD BOLD EXTRABOLD

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**ABCDEFGHIJKLM** 60pts

ABCDe *ABCDef* 60pts

**ABCD** abcdefg ABCD 48pts

**ABCDe** ABCDefg *ABCef* 48pts

Available from  
[http://www.  
thenorthernblock  
.co.uk](http://www.thenorthernblock.co.uk)



**THE  
NORTHERN  
BLOCK™**

# Woolworth Light

2011

[WWW.THENORTHERNBLOCK.CO.UK/  
WOOLWORTH.HTM](http://WWW.THENORTHERNBLOCK.CO.UK/WOOLWORTH.HTM)

60 PTS CHARACTER SET

AaBbCcDdEeFfGg  
HhIiJjKkLlMmNnOo  
PpQqRrSsTtUuVv  
WwXxYyZz

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WOOLWORTH™

425 CHARACTERS  
MANUALLY EDITED KERNING  
MAC/WINDOWS/OPENTYPE

AVAILABLE TO DOWNLOAD  
[WWW.THENORTHERNBLOCK.CO.UK](http://WWW.THENORTHERNBLOCK.CO.UK)







# Woolworth DemiBold

2011

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WOOLWORTH.HTM

60 PTS CHARACTER SET

AaBbCcDdEeFfGg  
HhIiJjKkLlMmNnOo  
PpQqRrSsTtUuVv  
WwXxYyZz

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## Woolworth ExtraBold

24 **Hand-catalogue of postage-stamps for collectors**

32 **Production per hour of a type-setter**

48 **Branding design principles**

48 **Shipment for inspection**

68 **Bank of Germany**

80 **Science Fiction**

80 **Force Landing**

100 **Book Binder**

# GERMANIA

Title 18pts

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The **Bauer Type Foundry** was a German type foundry founded in 1837 by *Johann Christian Bauer* in Frankfurt am Main.

Body Text 14pts

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Noted **typeface designers**, among them *Lucian Bernhard*, *Konrad Friedrich Bauer* (not related to the company's founder), *Walter Braun*, *Heinrich Jost*, *Imre Reiner*, *Friedrich Hermann Ernst Schneider*, *Emil Rudolf Weiß*, and *Heinrich Wienyck*, designed **typefaces** for the company.

Body Text 14pts

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The company nearly went bankrupt at the end of the 19th century because the company's administration assumed that **type founding**, rather than typesetting, would be automated. The new owner, *Georg Hartmann*, succeeded in saving the company. Subsequently, the company grew, also due to several takeovers, e.g. in 1916 by Frankfurt's type foundry **Flinsch**, itself a global player.

In 1927, an office was opened in New York. All activities of the headquarters in Frankfurt were stopped and transferred to the former subsidiary company, **Fundición Tipográfica Neufville** in Barcelona, which still owns the rights to many typefaces. These are distributed by the English company, **Neufville Digital**, amongst others.

Headline 72pts

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## Typeface Designers

Bauer

TYPE

FOUNDRY

*founded*

1837

*by*

Johann  
Christian  
Bauer