

ATF[®] LITHO ANTIQUE



H.

1882



Village Arabe à Guiseh, Caïre. 723

LITHO ANTIQUE was issued in 1910 by the Inland Type Foundry of St. Louis, Missouri. Established in the mid-1890s by William Schraubstädter and his brothers, Oswald and Carl, Jr., the independent foundry emerged from a family rooted in typographic tradition.

Inland, well known for the quality of its type as well as its innovations in manufacturing, advertised Litho Antique as the “newest typeface; one of our best; closely imitating steelplate and lithography.” Just a year after Litho Antique’s release, the Schraubstädter brothers sold their foundry to American Type Founders in 1911. The type makes what may be its first significant appearance in the 1912 American Type Founders specimen book.

A slab-serif metal typeface initially available in a single medium weight, Litho Antique sprang from a long line of 19th-century “Egyptian” typefaces used widely in Victorian printed ephemera. Egyptian styles were typically slab-serif, and had no real connection to Egypt. Napoleon’s Egyptian campaign led to a craze for Egyptian-themed furniture and decorative goods during the Victorian era. The Egyptian theme somehow became associated with the slab-serif typefaces of the time, and the name stuck.

With the advent of Modernism in the mid-1920s, and the 1927 release of Paul Renner’s Futura, typefaces based on geometric forms came into widespread use. In 1931, ATF’s Morris Fuller Benton used Litho Antique as the model for his new Rockwell typeface. But Rockwell was a new design, deliberately modern, without the period flavor of Litho Antique.

ATF Litho Antique is an expansion of Schraubstädter’s design to six weights. A new feature is the addition of small caps, essential for headings and useful as alternative capitals in upper-and-lowercase settings. The x-height has been slightly increased to better balance with the caps, and while some letterforms have been refined, the family stays true to the eccentricities and antique quality of Schraubstädter’s Egyptian gem.

William Schraubstädter, Inland Type Foundry, 1910

Mark van Bronkhorst, Iginio Marini, & Ben Kiel, 2019

OLDER COMEDIANS
YOSEMITE SCENERY
Romans Entertaining
Educated Bright Girls

GRINDSTONES TURNED ABOUT
BEAUTIFUL NIGHTINGALE SINGS
Advertising Special Brands Today
Child Graduate Surprises Teacher

REQUIRED PRINTINGS
INCREASING INTEREST
Distinguished President
Latest Fashion Ridiculed

ENORMOUS RAILROAD DIVIDEND
TRUE FRIENDSHIP NEVER BROKEN
Sarcastic Remarks Create Disorder
Northeastern Police Overtake Thugs

FANCY DESIGNS IMITATING LETTERING
PRAISES LUDICROUS BURLESQUE FIASCO
Popular American Faces Increase Business
Shows Handsome and Dignified Characters

ADVENTUROUS EXPLORER RETURNS DISGUSTED
SEVEN ENTERPRISING DOCTORS TOURING ICELAND
Promising University Graduate Condemned Academy
Heavyweight Brewery Worker Easily Downed Tuesday

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FOR FULL CHARACTER SET & FONT FEATURES SEE PP. 10-11

RIVERS MEASURED
DUSTY INDIVIDUALS
The Mischievous Boy
Clean Central Station

GRAND EDUCATIONAL COURSE
REMARKABLE ORNAMENTATION
Mails Descriptive Pamphlets Free
Angry Parents Seek Lost Children

CHOICEST ROSEBUSH
PHENOMENAL EXHIBIT
Build Firmest Structure
Meritorious Performers

ANNUAL HORTICULTURAL SHOW
SOUTHERN GIRLS COMING NORTH
The Result of Scientific Study Noted
Strong Administrations Established

EXCITED POPULATION GESTICULATING
GREATER ENERGY RECENTLY DISPLAYED
Champion Billiard Players Gave Exhibition
Great Number of People Gathering in Parks

REMARKABLE FLORAL CREATIONS DISTRIBUTED
EXQUISITE LETTER FOR MAGAZINE OR NEWSPAPER
Opinions of the Administrators Remained Unchanged
Promising University Graduate Condemned Academy

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FOR FULL CHARACTER SET & FONT FEATURES SEE PP. 10-11

SYSTEMS DESIRED
ARTISTIC METHODS
Special Experiments
Neat Design Selected

MOUNTAIN SCENERY CHARMS
ANNOUNCING DEMONSTRATION
Cultivate Orchards and Meadows
Enjoyable Afternoons Maintained

DISTRUSTS BURGLAR
BEST ENDORSEMENTS
Government Recovered
Exchange Compliments

REMARKABLE PRINTING DEVICE
QUAINT CONSTRUCTION NOTICED
Real Estate and Government Bonds
Typographical Novelty Everywhere

THOUGHTFUL MUSICIANS ENTHUSING
UNDERWORLD INHABITANTS REFORMED
California Resorts Being Much Patronized
A Type Combining Usefulness With Beauty

PROVIDES MUCH CHARACTER AND DISTINCTION
INDIVIDUAL SCHOLARSHIPS TENDERED STUDENTS
Some Remarkable Mechanical Achievements Viewed
The Cheapest Commodity Used in Any Printing Office

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 \$ ¢ £ € ¥
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 . , - ' : ; ! ? @

FOR FULL CHARACTER SET & FONT FEATURES SEE PP. 10-11

**MARKETING PRICE
RETURNS FORTUNE
Bankers Organizing
Greatest Excitement**

**RECEIVED GOLDEN SOUVENIR
HONEST MECHANIC EMPLOYED
Delights Enthusiastic Audiences
Without Balance Nothing Artistic**

**RECEIVES PROPERTY
NUMEROUS MONKEYS
Distributing Souvenirs
Harmonious Orchestra**

**DISTINGUISHED BURLESQUERS
GREATEST AMERICAN PRODUCER
Chases Butterflies Through Fields
Now Playing Championship Games**

**BUT THE WOOD REMAINS UNCHOPPED
JUMPS FROM AUTOMOBILE INTO OCEAN
Beholds Marvelous Changes Everywhere
Italian Merchants Erect Beautiful Statues**

**A JUDICIOUS USE OF WHITE SPACE IS PLEASING
PROSPECTIVE MEMBERS BECOMING VERY ACTIVE
Interesting and Extensive Paleontological Research
Public Exhibition of Antique Furniture and Novelties**

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 \$ ¢ £ € ¥
A B C D E F G H I J K L
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Y Z & a b c d e f g h i j
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w x y z . , - ' : ; ! ? @

FOR FULL CHARACTER SET & FONT FEATURES SEE PP. 10-11

**MODERN DENIZEN
BEAUTIFUL HOMES
Chairs Upholstered
Remarkable Beauty**

**QUITE OUT OF THE ORDINARY
PRINTED HANDSOME LEAFLET
Stringent Measure Considered
Inspect Automobile Mechanism**

**YOSEMITE SCENERY
CHOICEST ROSEBUSH
Strange Lands Visited
Designs Finest Homes**

**PRAISED YOUTHFUL DESIGNER
GROCER DISTRIBUTES BISCUITS
Nonsensical Statement Resented
Inventor Explained New Schemes**

**BOSTON NEWSPAPERS GIVING FACTS
LEAPING UNAVOIDABLE EMBANKMENT
Great Historians Write Unusual Stories
Modern Ventilating Appliance Employed**

**MAGNIFICENTLY COLORED PICTURES BOUGHT
AMBITIOUS TECHNICAL STUDENTS RECOGNIZED
Marathon Contestants Finished Tedious Training
Clothing Manufacturers Holding Long Convention**

**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 \$ ¢ £ € ¥
A B C D E F G H I J K L
M N O P Q R S T U V W X
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FOR FULL CHARACTER SET & FONT FEATURES SEE PP. 10-11

**QUAINT BUILDING
SPECIAL HARBORS
Enriches Kingdom
Greatest Mountain**

**FOUND MORE ANTIQUE TYPE
STORY DELIGHTED CHILDREN
Device for Comfort and Safety
Using Several Electric Motors**

**ARTISTIC METHODS
GIGANTIC ELEPHANT
Instructive Readings
Five Hundred Dollars**

**MODERNIZED CONSTRUCTION
HANDSOME CHRYSANTHEMUM
Witnessed Great Acrobatic Feat
Annual Exhibition of Machinery**

**BEAUTIFUL LAKEVIEW RESIDENCES
DIVERS RECOVERING LOST TREASURE
More Harmonious Musical Selections
Enormous Products Received Mention**

**EXTRAORDINARY ACHIEVEMENT PUBLISHED
MONSTER WESTERN GOLD MINES DISCOVERED
Harmonious Color Schemes Decorating Papers
Captains Investigate Strange Automobile Flight**

**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 \$ ¢ £ € ¥
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 . , - ' : ; ! ? @**

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ATF Litho Antique™ | Features

| | | | |
|--------------------------|----------------------------------|---|--|
| ALL CAPS | ¿(Abc)?&def123GH@ijk\$12€38 | ☞ | ¿(ABC)?&DEF123GH@IJK\$12€38 |
| SMALL CAPS | ¿(Abc)?&def123GH@ijk\$12€38 | ☞ | ¿(ABC)?&DEF123GH@IJK\$12€38 |
| ALL SMALL CAPS | ¿(Abc)?&def123GH@ijk\$12€38 | ☞ | ¿(ABC)?&DEF123GH@IJK\$12€38 |
| STYLISTIC SET 1 | Blanket Gherkin Shipwreck | ☞ | Blanket Gherkin Shipwreck |
| STYLISTIC SET 2 | Safety Banjo | ☞ | Safety Banjo |
| LINING FIGURES (DEFAULT) | ABCDEabcde 0123456789 | ☞ | ABCDEabcde 0123456789 |
| TABULAR LINING FIGURES | ABCDEabcde 0123456789 | ☞ | ABCDEabcde 0123456789 |
| OLDSTYLE FIGURES | ABCDEabcde 0123456789 | ☞ | ABCDEabcde 0123456789 |
| TABULAR OLDSTYLE FIGURES | ABCDEabcde 0123456789 | ☞ | ABCDEabcde 0123456789 |
| FRACTIONS | 1/2 23/87 8/5 239/348 | ☞ | ½ ²³/₈₇ ₈/₅ ²³⁹/₃₄₈ |
| SUPERSCRIPT / SUPERIOR | lo la 1st 2nd \$8.95 footnote.18 | ☞ | l ^o l ^a 1 ST 2 ND \$8. ⁹⁵ footnote. ¹⁸ |
| SUBSCRIPT / INFERIOR | H2O Polo Tournament | ☞ | H ₂ O Polo Tournament |

NOTE ACCESS TO USE OF OPENTYPE FEATURES IS SUBJECT TO APPLICATION SUPPORT.



AMERICAN TYPE FOUNDERS® COLLECTION

ATFTYPE.COM