

ATF

FRANKLIN
GOTHIC®



AMERICAN TYPE FOUNDERS® COLLECTION



The background of the image is a halftone pattern of small dots. Overlaid on this pattern is a grid of squares, some of which are filled with a darker shade of blue. In the upper right portion of the image, there is a silhouette of a mountain range.

A new take
on an old
favorite

Franklin Gothic has been the quintessential American sans for more than a century. Designed by Morris Fuller Benton and released in 1905 by American Type Founders, Franklin Gothic quickly stood out in the crowded field of sans-serif types, gaining an enduring popularity.

Benton's original design was a display face in a single weight. It had a bold, direct solidity, yet conveyed plenty of character. A modern typeface in the tradition of 19th-century grotesques, Franklin Gothic was drawn with a distinctive contrast in stroke weight, giving it a unique personality among the more monolinear appearance of later geometric and neogrotesque sans-serif types.

Franklin Gothic has been interpreted into a series of weights before, most notably with ITC Franklin Gothic. But as the original type was just a bold display face (later accompanied by a few similarly bold widths and italics), how Benton's design is expanded to multiple weights and styles as a digital type family can vary significantly.

Benton designed several gothic faces that harmonize with one another, including Franklin Gothic, News Gothic, and Monotone Gothic,

that can serve as models for new interpretations of his work. With ATF Franklin Gothic, Mark van Bronkhorst looked to Benton's Monotone Gothic—originally a single typeface in a regular weight, and similar to Franklin Gothic in its forms—as the basis for lighter styles.

ATF Franklin Gothic may appear familiar given its heritage, but is a new design offering a fresh take on Benton's work. The text weights are wider and more open than some previous Franklin Gothic interpretations, and as a result are quite legible as text, at very small sizes, and on screen. ATF Franklin Gothic maintains the warmth and the spirit of a Benton classic while offering a suite of fonts tuned precisely for contemporary appeal and utility.

The 18-font family offers nine weights with true italics, a Latin-extended character set, and a suite of OpenType features.

Morris Fuller Benton, American Type Founders, 1905

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

Abracadabra
Sculptor
Boulevard
Germination
Reminiscence

MECHANICS
Clean Imprint

BRIDGE METAL
Stronger Design

NATURAL HISTORY
Exceptional Method

CATALOGUE DESIGNERS
Remodel Suburban House
Interesting Stories Related

BEAUTIFUL SEASHORE RESORT
Perfect Workmanship Very Scarce
Magnificent Springtime Costumes

DOCTOR INSPECTS BRICK BUILDING
Contemplating Enormous Improvement
Mountain Climbers Organized Societies

MODERN DESIGNER
Patient Crowd Waiting
harmonious orchestra
Handsome Gardens

NOTED GEOGRAPHERS ADVANCE
Produces Wonderful Electric Display
great historians write unusual stories
Rare Plants and Bulbs Are Displayed
gentlemen tourist seeking recreation
Determination Always Wins Success

PROSPERITY CONTINUES
Comets Arrive on Schedule
gymnasium and field sports
Handsome Qualities Within
modern engravers beguiled

FRAGRANT PERFUMES GENTLY INHALED
European Acrobats Displaying Great Energy
prospective members becoming very active
Comedians Entertain Lonesome Tragedians
newspaper editors received congratulations
Bankers Invite Farmers to Attend Big Outing
demonstrated usefulness of modern design

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 . , - ' : ; ! ? @

FOR CHARACTER SET & FONT FEATURES SEE PAGES 22-23

Pulverization
Exfoliate
Governing
Metaphysics
Swashbuckler

MENTIONED
Five Hundred
SNAKE FIGHTS
Lemon Crushed
SUMMER GARDEN
Beautiful Residence
EXPORTING MACHINERY
Received Golden Souvenir
Stock Exchange Improving

DEMANDING MANUFACTURERS
Handsomely Engraved Monogram
Magnificent Springtime Costumes

INVOLVED CONSIDERABLE EXPENSE
Contemplating Enormous Improvement
Ranch Owner Inspects Wildest Broncos

REMINDER SOUGHT
Admiring Rosebushes
graceful dance sketch
Grenadiers Advancing

IMPORTANT DOCUMENTS FOUND
Wisely Avoids Persistent Elaboration
always produces an agreeable effect
Honest Dealer Contradicting Banker
superior material always satisfactory
This Remarkable Type for Magazines

STRANGE LANDS VISITED
During the Seventh Season
historical lectures rendered
Handsome Qualities Within
national convention reports

MOTHER PRAISED TRUTHFUL CHILDREN
Bugle Sounded General Muster Repeatedly
salesman notified manager regarding prices
Mechanical Ability Prominently Shown Here
giving monster kindergarten entertainments
Handsome Tragedian Permanently Secured
prospective members becoming very active

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Rejuvenated
Bicyclist
Metabolic
Extinguisher
Gymnastically

EXTINGUISH
Great Empire

BRIGHT METAL
Solving Mystery

FRENCH CHEMIST
European Physician

THOUSANDS REJOICING
Several Inventions Bought
Discontinued Investments

GENUINE RUBY QUIETLY TAKEN
Mechanics Encourage Apprentice
Cruiser Broke the Speed Records

TINSMITH WROTE TOUCHING STORY
Diplomatic Leaders Secure Candidates
Printers and Customers Highly Pleased

QUESTION STUDIED
Undesirable Bachelor
newspaper publishing
Admirable Exhibitions

SMART STUDENT WRITES POEMS
Noticing the Very Striking Originality
many startling disclosures expected
Handsome Designs Please Botanist
personal questions wisely answered
Imparting Considerable Individuality

HUMOROUS QUESTIONS
Cause and Effect Relations
announcing demonstration
Grocer Distributes Biscuits
elegant structure complete

MAGNIFICENT NOVELTIES INTRODUCED
Delegates Received Instruction From Local
highly complimented by department official
Determined Advertisers Exhibit Experience
numerous inspiring manuscripts unearthed
Banker Insured Foreign Depositor Recently
some propositions receive unanimous vote

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w x y z . , - ' : ; ! ? @

FOR CHARACTER SET & FONT FEATURES SEE PAGES 22-23

Blunderingly

Idealizer *EXTINGUISH*
Highest Rank

Periodical *GREAT EMPIRE*
Earned Pension

Overtedious *SINGLE NUMBERS*
Misinformed Bandit

Stylomaxillary *RECEIVES INSTRUCTION*
Stupendous Undertakings
Making Beautiful Souvenir

MAHOGANY FURNITURE SALES
Nonsensical Statement Resented
Exquisite and Dignified Ornament

REHEARSING WONDERFUL DRAMAS
Numerous Daring Adventures Honored
Medical Journals Explain Harmful Drink

GREATEST DESIGNS
Neighbors Mentioned
most notorious family
Clerks Figured Profits

LOVELY SPRING WEATHER TODAY
Praises Ludicrous Burlesque Fiasco
ancient colonial mansions searched
Clever Monkey Amuses Vast Throng
conventional shouters disembarked
Amateur Detective Startles England

HUMOROUS QUESTIONS
Fragrant Rosebush Garden
prominent designer sought
Thrilling Adventures of Jack
announcing demonstration

MAGNIFICENT NOVELTIES INTRODUCED
Determined Advertisers Exhibit Experience
many celebrated philanthropists organizing
Old Scientists Invited Opinions of Historian
some propositions receive unanimous vote
Wheel of Progress Kept Turning Every Hour
scenic production revolutionizes stagecraft

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Electrotypewriter

Jacksaw

Micrology

Culmination

Northwestern

BEND RODS

First Concert

REFURBISHED

Mineral Springs

EIGHT MONSTERS

Choicest Rosebush

DESIGNING SPECIMENS

Pleasing Northern Homes

Artistic and Very Beautiful

MODERNIZED CONSTRUCTION

Cultivate Orchards and Meadows

Determined Students Mentioned

DEVICE FOR COMFORT AND SAFETY

Enormous Products Received Mention

Contemplated Extensive Improvement

SUPERB STRENGTH

Stylish Characteristic

familiar faces present

Beautiful Homestead

DETERMINED BASEBALL UMPIRE

American Type Founders Collection

rendering denizens certain benefits

Excellent Series for Any Newspaper

campers camped near south beach

Several Prominent Mountain Rivers

EMERGENCY HOSPITALS

Stock Exchange Improving

refreshing zephyrs blowing

Actor Folks Throng Streets

pleasant natural resources

PUBLISH INTERESTING STORIES TODAY

Scientist Claims Most Original Discoveries

mechanical ability prominently shown here

A Judicious Use of White Space is Pleasing

refined gentleman returns after coronation

Shows Creditable Type Families Artistically

feather factory blown seven hundred miles

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m n o p q r s t u v

w x y z . , - ' : ; ! ? @

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Decahedron

*Editorial TRIUMPHED
Toothpick Dutch Father
Calligrapher RENUMBERED
Wranglesome Mineral Springs
EARNED PENSION
Chairs Upholstered
SUPERIOR INVESTMENT
Artistic and Very Beautiful
Improves Turbine Engines
MODERNIZED CONSTRUCTION
Huckster Employed Wealthy Man
Compositors Receive Characters
PROCURING ENCHANTED MANSION
Modernized Financiers Desired Money
Notable Conscientious Founders Work
CHARM HUNDREDS
Stylish Characteristic
precious gems stolen
Elephants Frightened
RIGHT IDEAS SUSTAINED
Remodel Suburban House
helps prominent university
Court Orders Charge Daily
daring explorer astonished*

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Bicentenary
Realizer
Sabotage
Harmonium
Amphibiously

BURN HUTS
Straight Line

DISTRIBUTING
Modern Design

SHOWED DIGNITY
Interesting Subject

IMPROVED SCULPTURE
Understands Remarkably
Forceful Method Admired

MOUNTAIN SCENERY CHARMS
Displays Exquisite Workmanship
Street Musician Entertains Tutor

INTELLIGENT CATALOGUE LAYOUTS
Old American Letter Press Specimens
Forest Stretching Beyond the Horizon

HONESTY REMAINS
Ventilating Appliance
admiring rosebushes
Describe Great Shop

ANNUAL HORTICULTURAL SHOW
Audience Extends Congratulations
handsome designs please botanist
Now Playing Championship Games
safecracker defied brutal detective
Northern Lights Viewed From Boat

INTERESTING ROMANCE
Maintain Supreme Quality
surprisingly good qualities
Beautiful Granite Mansion
most useful for the printer

CULTIVATE ORCHARDS AND MEADOWS
Typographical Journals Becoming Popular
charming conversation recently disturbed
Manufacturers Receiving Congratulations
country printer inherits enormous fortune
Land of Golden Sunset Gives Opportunity
archives searched for ancient folklore tale

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Pragmatism
Equality
Geyserite
Rhinoscope
Supervention

MONARCHY
Straight Line

LARGE FIELDS
Brokers Return

EARNEST CRITICS
Interesting Subject

PLEASINGLY IMPROVED
Improved Gothic Designs
Charters Swiftest Cruiser

KLONDIKE EXPLORER FROZEN
Excited Population Gesticulating
Displays Exquisite Workmanship

EXQUISITE TYPOGRAPHIC FEATURE
American Type Specimens Interesting
Requirement Sometimes Nonsensical

STRONGER DESIGN
Ventilating Appliance
masterfully designed
Electrical Chatterbox

ANNOUNCING DEMONSTRATION
Audience Extends Congratulations
observe dignity in this lovely series
Disastrous Railroad Wreck Averted
a pedal operates the friction clutch
Received Two Thousand Messages

STRENGTH AND BEAUTY
Hoarded Numerous Coins
handsome qualities within
Important Market Opened
beautiful nightingale sings

BUY USEFUL LABOR-SAVING MATERIAL
Sensational Reports Concerning Explorer
millionaire insures his finest home heavily
Very Delightful Excursion Made by Tourist
systematic production increases finances
Displays Handsome American Characters
enterprising advertisement writers confer

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Metabolism

Refresh

Synonym

Electrotype

Brandenburg

MONARCHY
Biographical

LARGE FIELDS
Distinct Gothic

BURNISHED IRON
Electric Machinery

GRANTING INTERVIEWS
Design Handsome Cover
Produces Distinct Series

THIS IS A PECULIAR BUSINESS
Superintendent Received Order
Very Useful Face for Advertisers

SOMEWHAT EXCEPTIONAL ARTISTS
Cheerful Editor Smiling With Content
Results Surprised Optimistic Dealers

STRONGER DESIGN
Literary Department
lithographic printers
Receives Instruction

INTERESTING STORIES RELATED
Chases Butterflies Through Fields
chromatic development explained
Acknowledge Prominent Designer
many humorous stories published
Modern Creation Displayed Friday

INTERESTING ROMANCE
New Attractions Saturday
entertain congenial guest
Determined Confectioner
fragrant rosebush garden

ENTERPRISING PRINTERS REFLECTING
Honorable Gentleman Worked Every Day
remarkable changes noticed in paintings
Observant Citizens Reviewed Big Parade
ambitious technical students recognized
Mailing Latest Editions with Much Speed
a type combining usefulness with beauty

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Blockhouse
Hosting
Liquidate
Stimulation
Photoglyphic

MONARCHY
Biographical

HEARD CHIME
Distinct Gothic

BEAUTIFUL HYMN
Electric Machinery

GRANTING INTERVIEWS
Design Handsome Cover
Produces Distinct Series

COMPOSITION SAFEGUARDED
Superintendent Received Order
Buys Superior Finished Product

EXQUISITE TYPOGRAPHIC FEATURE
Rusticating Musician Studies Melody
Personal Questions Wisely Answered

HONESTY REMAINS
Superior Investment
transfer department
Hungry Prince Dines

SECURED AMBITIOUS WORKERS
Nine Minutes From Herald Square
generous people proposed dinner
Chases Butterflies Through Fields
beautiful designs receive mention
Building Mechanical Contrivances

ROMANS ENTERTAINING
Understands Remarkably
manufacturing chemicals
Modernized Construction
annual horticultural show

ADVERTISING SPECIAL BRANDS TODAY
Wild Flowers and Fragrant Honeysuckles
banking question becoming complicated
Honorable Gentleman Worked Every Day
remarkable changes noticed in paintings
Large Steamer Nearing Southern Harbor
ambitious technical students recognized

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Snakeweed

Ghastly

Lettering

Cauliflower

Temperature

FISHERMEN
Refurbished

RENUMBERED
Delighted Men

DISTINCT GOTHIC
Handsome Design

THE MISCHIEVOUS BOY
Statesmen Contributing
Build Substantial House

SEVENTH ANNUAL RECEPTION
Observed Beautiful Specimens
New School Geography Printed

MAGNIFICENT ORATION DELIVERED
The Result of Scientific Study Noted
Chicago Sleuth Captures Absconder

THE SKY WAS HAZY
Exceptional Method
numbering machine
Designed Specimen

ANNUAL HORTICULTURAL SHOW
Originating Marvelous Machinery
handsomely engraved invitations
Experienced Customer Delighted
gambler swindles popular banker
Publish Interesting Stories Today

STRENGTH AND BEAUTY
Exhibited Artistic Picture
hoarded numerous coins
Splendid Flower Gardens
remodel suburban house

FARMERS ORGANIZING ASSOCIATIONS
Stylish Councilman Displaying Diamond
guests recognized exceptional qualities
Exquisite Medals Presented Contestant
temporary structure quickly abandoned
Annual Convention of Steamfitters Held
recommended magnificent inducement

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Earthquake

Lectern

Quadrille

Gyroscopic

Manipulative

***EXPENDING
Bands Unite***

***RENUMBERED
Neater Garden***

***MUSICAL SKETCH
Strong Reminders***

***ENCHANTING MANSION
Determined Composer
Statesmen Contributing***

***APPOINTS SPECIAL DELEGATE
Annual Exhibition of Machinery
Prominent Designers Returned***

***EXQUISITE TYPOGRAPHIC FEATURE
Twelve Constables Overtake Burglar
Beautiful Creation Purchased Lately***

***ARTISTIC PRINTING
Phenomenal Exhibit
receives instruction
Remains Handsome***

***ENLIGHTEN HONEST CUSTOMER
Cruiser Broke the Speed Records
improved contracts reward buyer
Things Peculiar to Extended Type
champion hurdle racer competes
Magazine Contributors Delighted***

***VENTURESOME BANKER
Continue Earnest Search
expenditures decreasing
Readability Unsurpassed
confront latest problems***

***MECHANICS ENCOURAGE APPRENTICE
Starting Point Crowded with Spectators
discloses reason for exceptional quality
Banker Expects Financial Achievements
adventurous explorer returns disgusted
Sympathetic Crowd Donated Five Cents
mailing latest editions with much speed***

***A B C D E F G H I J K
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Richardson

Angelic
Enduring
Scrimshaw
Municipalize

FISHERMEN
Meandering
ZONE EXEMPT
Useful Camels
DISTINCT GOTHIC
Guides Explaining
MEMBERS INDISPOSED
Excursionists Delighted
Inspects Many Sections

THIS IS A PECULIAR BUSINESS
Numerous Souvenirs Obtained
Merchant Demanded Evidence

PRODUCES BEAUTIFUL SPECIMENS
Honored Guests Came From Boston
Strong Administrations Established

RETURNS FORTUNE
Important Question
numerous monkeys
Remarkable Beauty

GYMNASIUM AND FIELD SPORTS
Best Facilities for Manufacturing
chases butterflies through fields
Congratulates College President
handsome carnation given sailor
New and Stylish Fashions in Type

HISTORICAL DOCUMENT
Satisfactory Typography
enterprising councilmen
Latest Fashion Ridiculed
quaint foreign kingdoms

INTERESTING EXPERIENCE DESCRIBED
Receiving Congratulations From Critics
banker expects financial achievements
Students Disconcerted Cranky Teacher
retired printer becomes school teacher
Contains Attractive and Beautiful Ideas
renders beautiful musical number daily

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Canterbury

Evident

Beeswax

Imposingly

Reclamation

MONARCHY
Distributing

HAND CASTER
Roast Chicken

MODERN BAKERS
American Captain

GREATEST EXCITEMENT
Signs Important Record
Inspects Many Sections

PRODUCES EXQUISITE EFFECT
Workman Makes Piano Strings
Stringent Measure Considered

HIRED INDUSTRIOUS COMPOSITOR
Praises Ludicrous Burlesque Fiasco
Wonderful Discovery Made by Kings

RETURNS FORTUNE
European Physician
numerous monkeys
Remarkable Beauty

MODERN ENGRAVERS BEGUILLED
Best Facilities for Manufacturing
chases butterflies through fields
New and Stylish Fashions in Type
northern lights viewed from boat
Excited Competitors Recognized

RECEIVES INSTRUCTION
Extraordinary Document
some magnificent styles
Discuss Long Resolution
contrasting architecture

LEAPING UNAVOIDABLE EMBANKMENT
Receiving Congratulations From Critics
contemplating enormous improvement
Students Disconcerted Cranky Teacher
producing the highest grade of printing
Ranch Owner Inspects Wildest Broncos
renders beautiful musical number daily

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Messenger

Legend

Sternum

Refracture

Conservator

BEND RODS

Intermingle

TYPOGRAPHY

Printed Finest

BEAUTIFUL HYMN

Contrary Pilgrims

SPECIAL EXPERIMENTS

Modernized Numbering

Bought Exquisite Types

APPOINTS SPECIAL DELEGATE

Show Handsome Photographs

Wild Animals Inhabited Jungle

MAGNIFYING GLASSES DESCRIBED

Polo Players Attended Picnic Today

Beautiful Designs Receive Mention

FRANTIC PASSENGERS REMOVED HASTILY

A Judicious Use of White Space is Pleasing

great number of people gathering in parks

Gymnastic Event Unexpectedly Continued

SALES CONSEQUENTLY VASTLY INCREASED THEREBY

Large Composing Rooms Should Have Plenty of Light

intelligent schemes conceived and quietly promoted

Beholding Exquisite Conceptions of Pleasing Quality

secret service force taking extraordinary precaution

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

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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 CHARACTER SET & FONT FEATURES SEE PAGES 22-23

Sisterhood
Revoke
Oxidator
Discerning
Chromatism

MIND BANK
Return Coin

LARGE FIELDS
Brighter Color

NOBLE DESIGNER
Expert Locksmith

THE MISCHIEVOUS BOY
Enthusiastic Historians
Modernized Numbering

PRINTED HANDSOME LEAFLET
New York Delegation Received
Inspiring Entertainment Given

PROSPEROUS YOUNG MERCHANTS
Great Acrobat Performed on Beach
Real Estate and Government Bonds

AMATEUR DETECTIVE STARTLES ENGLAND
Secure Inspired Exhilarating Performance
millionaire insures his finest home heavily
Dynamiting Beautiful Eastern Art Museum

BETTER TRANSIT FACILITIES ARE BEING DENOUNCED
Beholding Exquisite Conceptions of Pleasing Quality
intelligent schemes conceived and quietly promoted
Soldiers Entertained Distinguished French Merchant
it is simple in construction and effective in operation

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Bookworm
Edition
Strangle
Raconteur
Distributing

MORPHEUS
Earn Money

SAME DESIGN
Right Number

BRIGHT STUDENT
Older Comedians

REMARKABLE METHOD
Special November Sale
Handsome Conception

IMPORTANT MARKET OPENED
Great Labor-Saving Machines
Providing Stronger Character

PROSPEROUS KINGDOMS EXISTED
Many Humorous Stories Published
Generous People Proposed Dinner

SARCASTIC REMARKS CREATE DISORDER
Guests Recognized Exceptional Qualities
extraordinary horticultural competitions
Provides Much Character and Distinction

SALES CONSEQUENTLY VASTLY INCREASED THEREBY
Charming Entertainers Score Great Success in Iowa
mythological creatures enthuse serious professors
Boulevards and Walks Strewn With Scented Flowers
it is well to hustle for business and it is good to get it

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w x y z . , - ' : ; ! ? @

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Oratorious

Beauty

Uncouth

Bolognese

Stereotyper

NICE BIRDS

Fine Design

MARKED SOIL

Richest Miser

GRAND BANQUET

Expensive Habits

MEASURE ELECTRICITY

Special November Sale

Desires Known Method

IMPORTANT MARKET OPENED

Great Labor-Saving Machines

Sanitary Regulation Enforced

HISTORIC SPECIMENS PRESERVED

Bright Type Designs for the Printer

Many Humorous Stories Published

GROTESQUE CHARACTERS MANIPULATED

Broadway Musical Comedy Stars Retiring

champion billiard players gave exhibition

Excellent Sanitary Conditions Noticeable

MAKING ARRANGEMENTS FOR BUSINESS MEETINGS

Charming Entertainers Score Great Success in Iowa

the roll front is fitted with the finest brass desk lock

Public Exhibition of Antique Furniture and Novelties

mythological creatures enthuse serious professors

A B C D E F G H I J K

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V W X Y Z & 1 2 3 4 5

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a b c d e f g h i j k

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w x y z . , - ' : ; ! ? @

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