



Will Ransom

Geboren 1878 in St. Louis, gestorben 1955 in Norman. Arbeitete zuerst als Drucker. Seit 1903 zusammen mit Frederic W. Goudy bei dessen *Village Press*. Nach 1918 war er bei der *University of Oklahoma Press* angestellt.

Clearcut Initials 1924 Barnhart Bros. & Spindler



Parsons 1917 Barnhart Bros. & Spindler www.myfonts.com*

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Parsons Italic 1918 Barnhart Bros. & Spindler www.myfonts.com*

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Parsons Bold 1918 Barnhart Bros. & Spindler

* hier *Parsnip* (2004) genannt

Literatur:

Wells, James M.: *Will Ransom*, in *Heritage of the Graphic Arts*, New York 1972, S. 102–115

<http://www.klingspor-museum.de>

PARSONS BOLD

PATENTED

72 Point

3 A 4 a

Cedric WINS

60 Point

3 A 4 a

DRIVER forced

48 Point

3 A 6 a

Unavale ADVISES

36 Point

3 A 7 a

BANK Cashiers Vamped

30 Point

4 A 9 a

12 Point

10 A 30 a

RESPONSIBLE Big Advertising

PARSONS MEETS THE NEED
for Artistically Drawn Types to
Make Your Ads More Attractive
Special Characters add to Utility

24 Point

4 A 11 a

10 Point

12 A 36 a

FOR SETTING ADS Made and Perfected

RESPECTFULLY SUBMITTED YOU
Equip your comproom with the latest
designs in types and you shall profit
thereby with the greatest satisfaction

18 Point

6 A 19 a

VERY UNIQUE Artfully Drawn Set Attractively

Long Ascenders & Descenders
are cast double the normal body
[except those for 14, 60 and 72
Point, which are cast 30, 108 and
120 Point respectively]. All sizes
justified with spaces and quads

b d q h k l p y

These characters impart a most
pleasing touch of decoration, but
as a general rule not more than
one should be used in any line,
with exception of ll in a top line

8 Point

12 A 36 a

CLASS AND UTILITY ARE SPECIAL
features of this new type in which the
former meets the demands of those in
want of individuality in printing and
the latter answers every requirement
of sound and economical judgment

14 Point

8 A 24 a

STRIKING DESIGNS Satisfy your Printing Demands 1234567890

6 Point

16 A 48 a

LIVE PRINTERS ARE GETTING ONTO
the fact the secret of success is not so much
in a large volume of business as in the sort
of economy they employ in producing all
the jobs they handle and an outfit of type
should be of ample quantity in each size

All Fonts contain A M N T Q | — [] special characters

Original Effect
Easily Secured

Give Punch in Art
Printing DESIGN

Where?—You See It
IN SCREEN Pictures

All Fonts of the Parsons Series contain a few of the long Ascenders and Descenders. These are cast on double the regular body, excepting those for the 14, 60 and 72 Point, which are cast on 30, 108 and 120 Point bodies respectively. All sizes are very easily justified with spaces and quads, assuring quick and perfect alignment

bdghklpy

Good taste dictates that these decorative characters be used very sparingly—as a general rule not more than one in any line. They should never be doubled, except where the long strokes come close together, as in ll, dl or yp—not bb, bl or pp—nor one of two different ascenders or descenders occurring together as bl or py

PARSONS SERIES

PATENTED

36 Point

3 A 8 a

Created for DISTINCTIVE
and Unique Printed Things
for Assisting Publicity Work

30 Point

4 A 10 a

CHICAGO PEP is the Creative
Force Back of this Type and Not
any Spirit of Radicalism in Design

24 Point

5 A 12 a

PARSONS TYPE FACES ARE CLASSY
They Gain Friends with Every Clock Tick
Be a Progressive—Wire an Order Quickly

18 Point

7 A 21 a

THIS HANDSOME SERIES
Gives Birth to New Styles and
It is the Stork of Printing Ideas

10 Point

12 A 36 a

SUPERB FOR FINE BOOKLET WORK
Announcement or Small Catalog Work is
the Forte Particular of Parsons C] Order
Weight Fonts [of the Body Sizes] and Let
Your Office be Prepared for that Big Job

14 Point

9 A 27 a

CHARLIE CHAPLIN DISPLAYED
More Wit than Humor in Picking the
Parsons for His Pictures 1234567890

8 Point

14 A 42 a

CHICAGO LEADING DEPARTMENT STORE
Uses the Parsons Letter Design for its Magazine
and Newspaper Announcements and has Found
It Highly Effective for Attracting the Interested
Attention of Exclusive and Discriminating Buyers

12 Point

10 A 30 a

BURTON HOLMES SAILED THE SEVEN
Seas—but Glimpsed Nothing Quite so Good
for His Travelog Titles as the Parsons Type

6 Point

16 A 46 a

TRADE JOURNALS ENDORSE THIS ARTISTIC TYPE
The American Monthlies Unanimously Commend Our
Parsons Family and Even that Ultra-Conservative Paper
the British Printer Says its Fresh Style and Tone is Very
Noteworthy and Discloses New and Successful Features

All Fonts contain A M N T — [] C] special characters

PARSONS ITALIC

PATENT PENDING

48 Point

3 A 5 a

SUPERB for Booklet

36 Point

3 A 7 a

*Favorable IMPRESSIONS
Effective Results Produced*

30 Point

4 A 8 a

*BEAUTY with UTILITY made of
this Italic Series a Double Value*

24 Point

5 A 12 a

*VERY DISTINCTIVE PRODUCTIONS
for Which Will Ransom is Always Noted*

18 Point

8 A 20 a

*NO KERNS IN THE CAPS
Only f and j Kern in Lower
Case—These Very Slightly*

10 Point

16 A 38 a

*MANY PREFER THIS NEW RANSOM
Letter Creation Because of Its Versatile
Adaptability for Originating Delightful
Type Displays—Making Effective and
Unique Printed Designs Easy to Secure*

14 Point

12 A 28 a

*GRACEFUL CHARM
Distinguishes the Ads
or Business Stationery
Printed from this Italic*

*Long Ascenders and Descenders
are cast on double the normal body
f except those for 14 Point, which
are cast on 30 Point Body and may
be justified with spaces and quads*

b g h k y

*These characters when tastefully
placed impart a striking and very
pleasing touch of decoration, but
used without restraint, the effect is
not artistic. As a general rule not
more than one in any line. Do not
double them as bb or qq in any case*

8 Point

18 A 40 a

*COMPOSING ROOMS WHICH LACK
the Best and Most Modern Equipment
are Held to a Limited Range—Cannot
Turn out the Work that They Would be
Capable of if Their Cases Contained a
Good Assortment of Barnhart Products*

12 Point

14 A 32 a

*ORNATE STYLES WHICH
Continue to Grow Greater
in Popularity and are Used
more Widely if 1234567890*

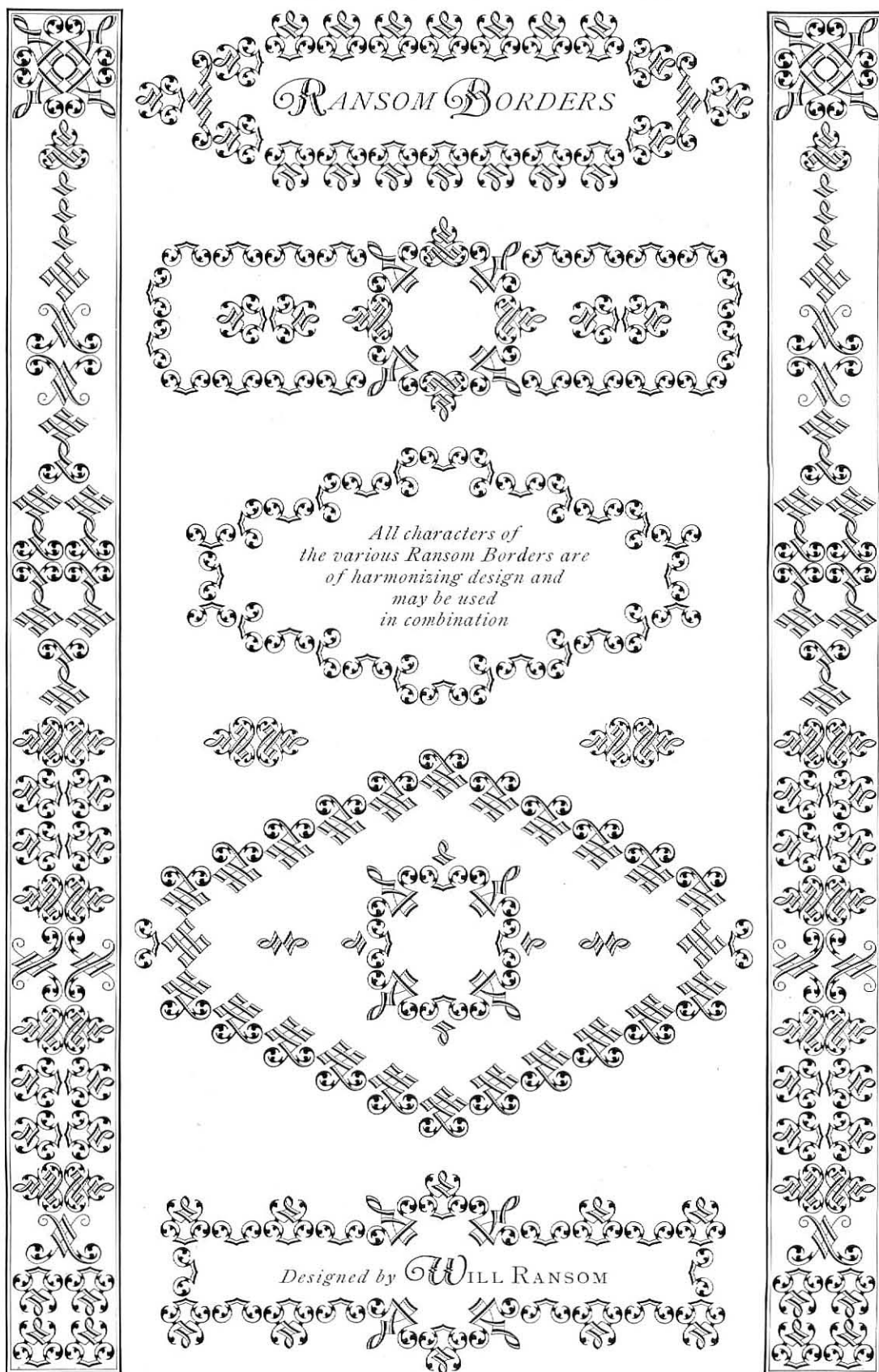
6 Point

20 A 44 a

*IN PRESENTING OUR NEW DESIGNS FOR
the Approval of Printers all Over the World
We Feel Confident that Our Constant Effort
to Produce Features Worthy of Enthusiastic
Universal Favor Has Been Very Successful
and Consequently We Recommend this Italic*

All Fonts contain *A M N T Th To — []* special characters

SUPERIOR COPPER-MIXED TYPE

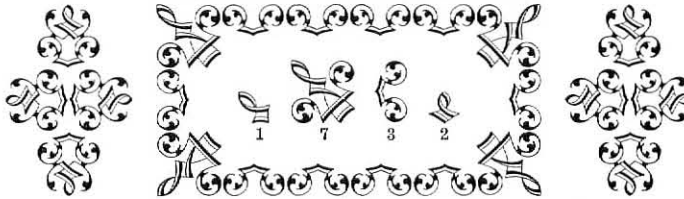


SUPERIOR COPPER-MIXED TYPE



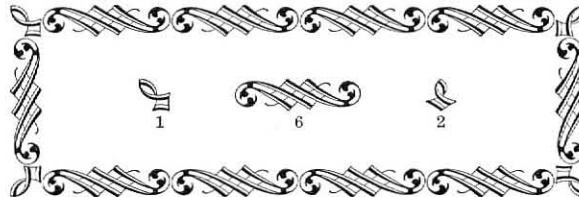
12 Point No. 1484

Font 60 inches \$3.00



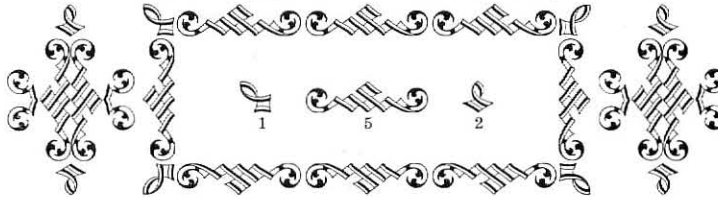
12 Point No. 1485

Font 60 inches \$3.00



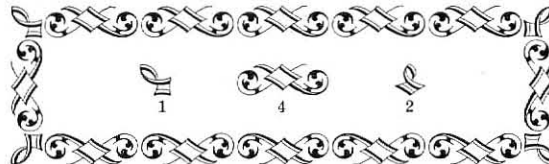
12 Point No. 1486

Font 60 inches \$3.00



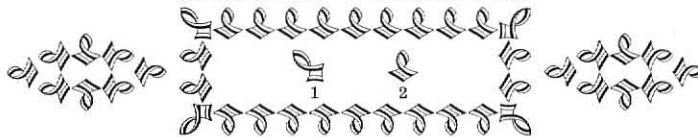
12 Point No. 1487

Font 60 inches \$3.00



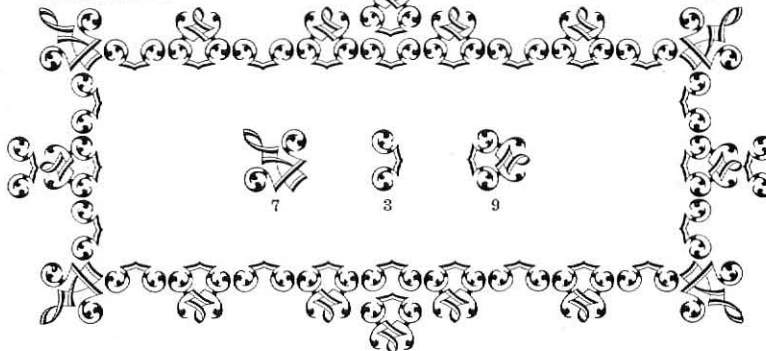
12 Point No. 1488

Font 60 inches \$3.00



24 Point No. 2553

Font 42 inches \$3.50

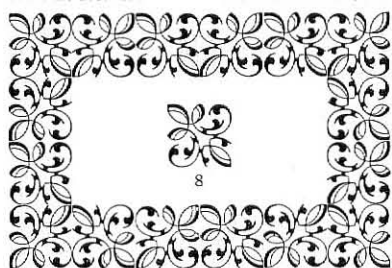


SUPERIOR COPPER-MIXED TYPE



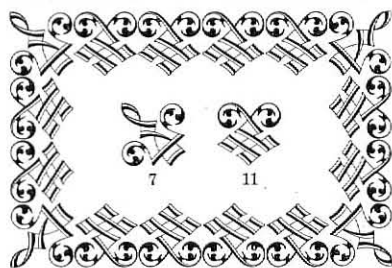
24 Point No. 2555

Font 42 inches \$3.50



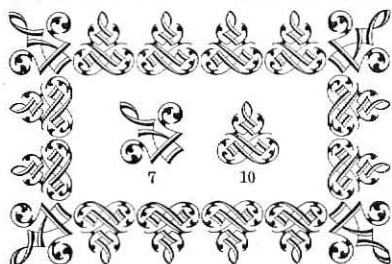
24 Point No. 2556

Font 42 inches \$3.50



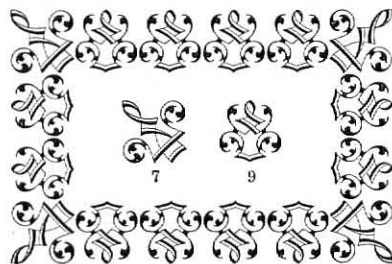
24 Point No. 2557

Font 42 inches \$3.50



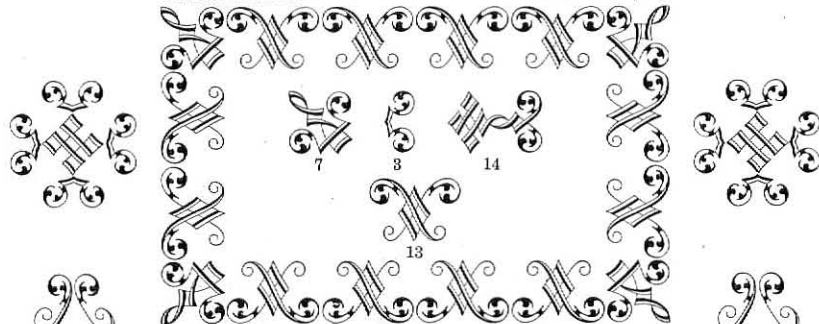
24 Point No. 2558

Font 42 inches \$3.50



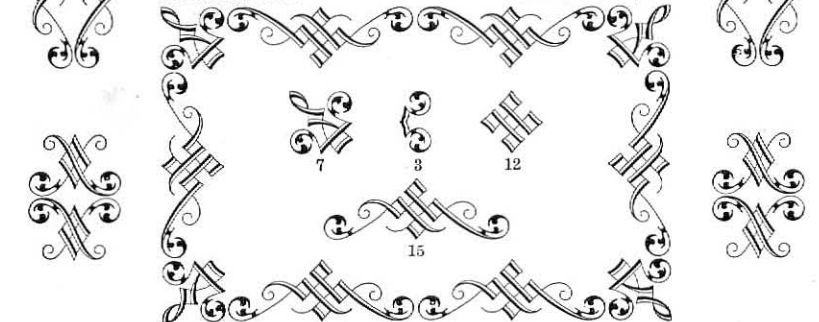
24 Point No. 2554

Font 42 inches \$3.50



24 Point No. 2559

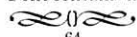
Font 42 inches \$3.50



SUPERIOR COPPER-MIXED TYPE

RANSOM RULE ORNAMENTS

Font contains minimum of each



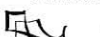
64
4 Pairs 45c



123
4 for 40c



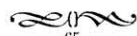
242
4 for 50c



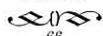
241
4 for 45c



361
4 for 65c



65
4 Pairs 45c



66
4 Pairs 45c

Font complete \$2.25

RANSOM SECTION MARKS

Font contains minimum of each



182
3 for 55c



142
6 for 50c



122
6 for 50c



10
8 for 45c



8
8 for 45c



6
12 for 45c



61
12 for 45c



81
8 for 45c



101
8 for 45c



121
6 for 50c



141
6 for 50c



181
3 for 55c

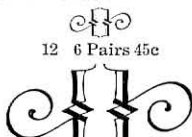
Font complete \$1.75

RANSOM BRACKETS

Group 1 Font contains minimum of each



48 Pair 55c



12 6 Pairs 45c

36 Pair 50c



14 6 Pairs 45c

30 2 Pairs 45c

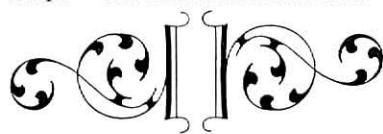


18 4 Pairs 45c

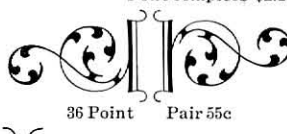
24 2 Pairs 45c

Font complete \$2.00

Group 2 Font contains minimum of each



48 Point Pair 70c



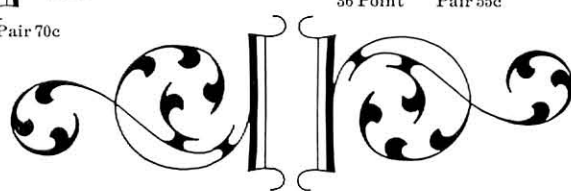
36 Point Pair 55c



24 Point 2 Pairs 65c



18 Point 2 Pairs 45c



72 Point Pair \$1.15

Font complete \$2.25

RANSOM UTILITIES

Font contains minimum of each



7



9



10



5



11



12



8

Four Type of any One Design above for 45c



1



2



13



14



15

12 of either 45c

3 for 50c

3 for 50c

2 for 55c

8 for 45c

6 for 50c

Font complete \$2.25