

Why is A the first letter? It represents one of

BOLD ITALIC

The common

REGULAR

Vowel sounds in ancient

ITALIC

Languages. Naturally

BOLD

The Phoenician alphabet makers selected a familiar

SEMIBOLD ITALIC

Name of which

SEMIBOLD

REGULAR | 14 POINTS | LEADING 16 POINTS

Our transition from barbarism to civilization can be attributed to the alphabet. Those great prehistoric discoveries and inventions such as the making of a fire, the use

ITALIC | 14 POINTS | LEADING 16 POINTS

of tools, the wheel and the axle, and even our modern marvelous applications of steam and electricity pale into insignificance when compared with the power of the alphabet. Simple

SEMIBOLD | 14 POINTS | LEADING 16 POINTS

as it now appears after the accustomed use of ages, it can be accounted not only the most difficult, but also the most fruitful of all the achievements of the

SEMIBOLD ITALIC | 14 POINTS | LEADING 16 POINTS

human intellect. Man lived by "bread alone" and without the alphabet untold ages, and with a practical alphabetic system not more than 3,000 years. So impor-

BOLD | 14 POINTS | LEADING 16 POINTS

tant and wonderful was this step deemed by those who lived nearer the time of its inception—in the time before the wonder of its extraordi-

BOLD ITALIC | 14 POINTS | LEADING 16 POINTS

nary powers had been blunted by long possession and common use—that its invention, as well as that of writing, was invariably attributed to