

WHY IS A THE FIRST LETTER? IT REPRESENTS ONE OF THE
SMALL CAPS

Common

REGULAR

vowel sounds in ancient languages. Naturally

SEMIBOLD ITALIC

the Phoenician alphabet

SEMI BOLD

makers selected

ITALIC

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 of tools, the wheel and the axle, and even our modern marvellous applications of steam and electricity pale into insignificance when compared with the power of the alphabeth. Simple as it now appears

ITALIC | 14 POINTS | LEADING 16 POINTS

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 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 important and wonderful was this step deemed by

SEMI BOLD | 14 POINTS | LEADING 16 POINTS

those who lived nearer the time of its inception – in the time before the wonder of its extraordinary powers had been blunted by long possession and common use – that its invention

SEMI BOLD ITALIC | 14 POINTS | LEADING 16 POINTS

as well as that of writing, was invariably attributed to divine origin. Modern investigation always seeks sources other than mythological ones, and thus the science of ancient handwriting, paleography

SMALL CAPS | 14 POINTS | LEADING 15 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 OF

REGULAR | 12 POINTS | LEADING 15 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 of tools, the wheel and the axle, and even our modern marvellous applications of steam and electricity pale into insignificance when compared with the power of the alphabeth. Simple 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 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 important and wonderful was this step deemed by those who lived nearer the time of its inception—in the time before the wonder of its extraordinary powers had been blunted by long possession and common use—that its invention as well as that of writing, was invariably attributed to divine origin. Modern investigation always seeks sources other than mythological ones, and thus the science of ancient handwriting, paleography came into existence. 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 of tools, the wheel and the axle, and even our modern marvellous applications of steam and electricity pale into insignificance when compared with the power of the alphabeth. Simple 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 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 important and wonderful was this step deemed by those who lived nearer the time of its inception—in the time before the wonder of its extraordinary powers had been blunted by long possession and common use—that its invention as well as that of writing, was invariably attributed to divine origin.