

*A Fresh Revival  
of an Old Classic  
from*  
MARK SIMONSON  
STUDIO

# BOOKMANIA

Light

*Light Italic*

Regular

*Regular Italic*

Semibold

*Semibold Italic*

Bold

*Bold Italic*

**Black**

***Black Italic***

ONE MIGHT WONDER: Why bother? Bookman has had its day. It's a has-been. Some might argue that it's no great loss. But I believe it's a typographical gem that's never been properly revived.

ITC'S redesign in the Seventies took it so far from its roots that it should have been called something else. But that's the "Bookman" we've been stuck with—like it or not—for a long time. The original, for the most part, has been lost to us. My aim was to go back to the earlier Bookmans and make a typeface that would restore the dignity (as well as frivolity) that was lost.

As with any revival, it's an interpretation. I've leaned heavily toward the more refined look of the display sizes of the older Bookmans. Nevertheless, it also works well for text, although the effect is different than the old Bookmans at smaller sizes. (I hope to do a Bookmania Text someday that has the look and feel of the old text sizes.)

I tried to picture what ATF's Morris Fuller Benton would have done if he had developed Bookman Oldstyle the way he did Cheltenham Oldstyle. Bookman Oldstyle (and most later Bookmans) had a certain unpolished look. There is some charm to this, but I wanted to see the same fit and finish that Benton gave to his Cheltenham and Century faces.

Like traditional Bookmans, the italic is a slanted roman. But it's not *just* slanted. It's optically corrected to eliminate the unavoidable distortion that comes from simply slanting the characters. I considered giving it a "cursive" italic, but it

wouldn't look like Bookman if I did, so I kept the slanted roman. It does have the advantage of being easier to read than cursive italics.

What would a Bookman revival be without the swashes? I looked at all the different ones that were added over the years and decided to do an anthology of the best. I added a few of my own ideas, but tried to keep them as much in the spirit of Bookman swashes as I could.

One thing that has been lacking in previous Bookmans is typographic "niceties." With this in mind, I added small caps, old style figures, tabular and proportional figures, swash ligatures, and—why not?—swash small caps.

The range of weights in the earlier Bookmans varied a lot. The earliest ones had just a "regular" weight. Sometimes a boldface was added. Some in the film font era had more weights. The ITC version had four. Bookmania is similarly weighted, but with one more on the light end for a total of five weights: Light, Regular, **Semibold**, **Bold**, and **Black**.

Some characters differ between roman and italic: g, g, &, &, \$, \$. I've included the counterpart variation as an option in each style. There are also a few lowercase alternates to give Bookmania *a more contemporary-looking italic*. Finally, I added COMMONCASE CAPS, which are seen in some type revivals in the Sixties, inspired by Bradbury Thompson's ALPHABET 26.

All features (even the swashes) are included in all weights and styles.

Bookmania Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 01I23456789 &@#%\$€£  
.,:;...'"“”",,\*+‡§@!;?;()[]{}-—«»<>..

Bookmania Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 01I23456789 &@#%\$€£  
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Bookmania Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 01I23456789 &@#%\$€£  
.,:;...'"“”",,\*+‡§@!;?;()[]{}-—«»<>..

Bookmania Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 01I23456789 &@#%\$€£  
.,:;...'"“”",,\*+‡§@!;?;()[]{}-—«»<>..

Bookmania Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 01I23456789 &@#%\$€£  
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Bookmania Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 01I23456789 &@#%\$€£  
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Bookmania Regular Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 01I23456789 &@#%\$€£  
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Bookmania Semibold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
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abcdefghijklmnopqrstuvwxyz  
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Bookmania Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 01I23456789 &@#%\$€£  
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Bookmania Black Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 01I23456789 &@#%\$€£  
.,:;...'"“”",,\*+‡§@!;?;()[]{}-—«»<>..





SWASHES

Markers

BECOMES

Markers

OR

MARKERS

OR

MARKERS

OLD STYLE FIGURES

1967

BECOMES

1967

COMMONCASE CAPS

REMAIN

BECOMES

Remain

SMALL CAPS

Terra Firma

BECOMES

TERRA FIRMA

OR

TERRA FIRMA

TABULAR & PROPORTIONAL FIGURES

1967 & 1967

BECOME

1967 & 1967

FRACTIONS

44/100

BECOMES

44/100

OPTIONAL "CURSIVE" CHARACTERS

*imaginary*

BECOMES

*imaginary*

ALTERNATE CHARACTERS

Question 17

BECOMES

Question 17

ALSO

&&&

DISCRETIONARY LIGATURES

Past Perfect

BECOMES

Past Perfect

OR

PRACTICE

BECOMES

PRACTICE

ALTERNATE LIGATURES

Theatre

BECOMES

Theatre

OR

Theatre

OR

Theatre

CASE-SENSITIVE FORMS

[X-ray]

BECOMES

[X-RAY]

LIGATURES

Affluent Office

BECOMES

Affluent Office

HISTORICAL FORMS

Congress

BECOMES

Congrefs

JENSON "e"

Tennessee

BECOMES

Tennessee





Okay!  
\$25  
AFRICA  
{Figure A}  
NICETY  
WHO'S AFRAID of VIRGINIA WOLF?  
Our HOT, TASTY PIZZA  
Time  
Sensuous

Rosemary & Virginia

Anne  
Ale  
Alice  
Amy  
Ale  
Amberda  
Anthony  
Abigail  
Andy  
Aaron  
April  
Allen  
Ada  
Alfred  
Aless  
Ada  
Amelia  
Archie  
Angela  
Ashur  
Ann  
Alvin  
Aretha  
Abraham  
Adrienne

Xavier  
California  
Diet for a Small Planet  
1776  
FRANCE  
The Music Lover's Album  
ROYALTY  
HEALTH JOURNAL  
Energy  
A  
Christmas

The necessari  
carefully A  
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the view to re  
GENERAL

Miller & Richard's Antique Old Style (1858)

New  
Bookman  
ABCDEFGG  
abcdefghijkl  
123456&

Sol Hess' New Bookman (1927)

Greetings fro  
Design Co  
neo-Bookman  
neo-Bookman  
neo-Bookman  
neo-Bookman  
neo-Bookman

Photo Bookman & neo-Bookman (c. 1960s)



Book covers (c. 1960s & 1970s)

ITC  
Bookman  
ABCDEFGG  
abcdefghijkl  
123456&

ITC Bookman (1975)

Bookman  
Old Style  
ABCDEFGG  
abcdefghijkl  
123456&

Monotype Bookman Old Style (c. 1986)

Bookman  
Oldstyle  
ABCDEFGG  
abcdefghijkl  
123456&

ATF Bookman Oldstyle (c. 1901)

The Sixties  
Bookman  
ABCDEFGG  
abcdefghijkl  
123456&&

What I call "Sixties Bookman" (c. 1965)

Meola  
Bookman  
AAAABB  
aaabcddeee  
1234567890&&

Meola Bookman (c. 1970)



"Dave, they're playing our song."

From a United Airlines ad (1967)



Book covers, etc. (c. 1960s & 1970s)

Bookmania  
ABCDEFGG  
abcdefghijkl  
1234567&&  
12345678&&

Bookmania (2011)

# The Bookmania Story.

IN EARLY 2006, I did a custom font for a client based on the old display font, **Bookman Bold Italic with Swash**. Along with **Bookman Bold with Swash**, it originated sometime in the mid-1960s. I have so far been unable to find out who designed and produced it. I think of it as the **"Sixties Bookman."**

Sixties Bookman was widely available by 1970 in film fonts, as well as rub-down and cut-out type. Letraset catalogs credited the design to Miller & Richard, a Scottish type foundry. This is stretching the truth a bit. Miller & Richard *did* produce a face around 1858, a precursor to Bookman Oldstyle, called **Antique Old Style No. 7**. Designed by A. C. Phemister, it was a heavy variation of a face called "Old Style." (Nineteenth-century Old Style faces were essentially

modern interpretations of Caslon's types.) It differed from the later Bookman Oldstyle in many details.

Other foundries imitated the design. The Bruce Foundry did **Old Style Antique #310** and followed in 1901 with an improved version called **Bartlett Oldstyle**. Shortly after, The Bruce Foundry joined American Type Founders and Bartlett Oldstyle was renamed **"Bookman Oldstyle."**

The new name came from Wadsworth A. Parker, who is also credited with adding the first few swash characters to Bookman, six in the roman and nine in the italic.

Bartlett/Bookman Oldstyle seems to have originated the "slanted roman" italic that has been a characteristic feature of all Bookmans (with two recent exceptions).

Bookman Oldstyle was adapted to Monotype casters in 1909. Other foundries copied it, including Ludlow, which added a different set of swash characters. Sol Hess designed **New Bookman** for Monotype in 1927, a more refined version with wedge-shaped serifs. Monotype and Barnhart Brothers & Spindler produced their own "Bold" and "Bold Condensed" styles.

However, none of these earlier metal faces could be mistaken for Sixties

Bookman. It's closest to the larger sizes of ATF Bookman Oldstyle, but significantly bolder, with more contrast between the thick and thin than other Bookmans and with smaller serifs. Sixties Bookman expanded on ATF Bookman's modest but distinctive swash character repertoire with 25 in the roman and 47 in the italic.

One unfortunate thing about Sixties Bookman's italic is that most of the characters are slanted mechanically, with no optical correction. VGC, maker of the Typositor, created their own version using the same name, but with optically correct italics and a somewhat different set of swash characters.

Other Bookmans appeared in film type and process lettering from houses such as Photo-Lettering (**Photo Bookman**) and Headliners International (**neo-Bookman**). Photo Bookman is basically Bookman Oldstyle with "mod" swash letters. Neo-Bookman is more closely based on Sixties Bookman, but with five weights. Another design, called **Meola Bookman**, had 197 rather clumsily-drawn swash characters, and only a single weight.

By 1970, the most ubiquitous Bookman was Sixties Bookman. Where did it come

from? I've yet to see a credit for the designer or maker of this version. The best theory I have is that it was a custom font created for ad campaign in the mid-sixties. Someone who had access to it made copies. And before long, every typesetting shop had it. Whatever the story is, this version of Bookman was everywhere. I had Sixties Bookman on rub-down type sheets when I was in high school in the early Seventies discovering type.

In 1975, ITC released **ITC Bookman** (four weights, with italics), designed by the talented Ed Benguiat. ITC Bookman was a bold departure from previous versions. The lowercase height was enlarged (in keeping with the fashion of the time), the swashes were more reserved, and—significantly—it had a "cursive" italic, instead of the slanted roman of earlier Bookmans. This italic was not related to the style used in Bookman's **Antique Old Style** ancestors, which were more like the italics of **Caslon** or **Century Old Style**. Instead, it is more like the italics of **Bodoni** or **Century Schoolbook**.

By the end of the 1970s, ITC Bookman was a hit and was eclipsing the older Bookmans, including Sixties Bookman. When it was chosen as one of the fonts

included on Apple's LaserWriter II in the mid-1980s—making it one of the earliest fonts available for desktop publishing—the eclipse became total.

To make matters worse (at least for fans of the old Bookmans), Monotype created Bookman Old Style, a family of fonts with the same metrics and proportions as ITC Bookman. In the details, it looks more like the old Bookmans, but it has a similar "cursive" italic and enlarged lowercase.

Between them, ITC Bookman and Bookman Old Style have taken over the Bookman "space" in the minds of most designers, and the older—and I'd say handsomer—Bookmans are scarce to nonexistent in the digital font world.

MUCH OF THIS WAS ON MY MIND when I was digitizing Sixties Bookman for my client. *Such a cheesy old typeface*, I thought, *but it sure is fun drawing these swashes...*

Then I had a thought. What if I took two of the best old Bookmans—Bookman Oldstyle (specifically, the larger sizes) and the mysterious but ubiquitous Sixties Bookman, and did a revival based on *them*? Completely redrawn and refined—not a facsimile of the old fonts. With every

previous swash character ever concocted for Bookman (within reason) and as many new ones as I can think of. Small caps, old style figures. Swash small caps. Plenty of weights. Ligatures. Swash ligatures! I was experiencing **"Bookmania."**

682 swash characters later, it's finished. I fear I may have gone too far with the swashes, but I don't regret it. Bookmania is my love letter to the classic Bookmans. It's a kind of throwback (ITC Bookman was progress, right?), but it's also brand new, designed for the digital age.

And, really, you can completely ignore those gawdy swashes if you like, and appreciate the quiet dignity of plain old Bookmania.

Or not.





# Bookmania Light & *Light Italic*

BOOKMANIA LIGHT & LIGHT ITALIC

1964 DESIGN TREND, 1969 TYPOGRAPHIC STYLE, 1975 CLICHÉ  
1. SMALL CAPS. 2. OLD STYLE FIGURES. 3. SWASHES. 4. ALTERNATES 5.  
Miller & Richard's Antique No. 7, Bruce's Bartlett Old Style, ATF's Book  
*1964 DESIGN TREND, 1969 TYPOGRAPHIC STYLE, 1975 CLICHÉ*  
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*Miller & Richard's Antique No. 7, Bruce's Bartlett Old Style, ATF's Book*

18 ON 20 POINT

WHAT IS THE ESSENCE of the vaunted metric system? *Not its unit of measurement, certainly.* That is founded on an admittedly erroneous geographic measure. It lies in its consistent use of the one decimal division in all measures of length, superficies and capacity. From the highest to the lowest, all values may be expressed in one series of figures, divided where

14 ON 16 POINT

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6 ON 7 POINT

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# Bookmania Regular & *Regular Italic*

BOOKMANIA REGULAR & REGULAR ITALIC

1964 DESIGN TREND, 1969 TYPOGRAPHIC STYLE, 1975 CLICHÉ  
1. SMALL CAPS. 2. OLD STYLE FIGURES. 3. SWASHES. 4. ALTERNATES 5.  
Miller & Richard's Antique No. 7, Bruce's Bartlett Old Style, ATF's Boo  
*1964 DESIGN TREND, 1969 TYPOGRAPHIC STYLE, 1975 CLICHÉ*  
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# Bookmania Semibold & *Semibold Italic*

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Miller & Richard's Antique No. 7, Bruce's Bartlett Old Style, ATF's Bo  
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6 ON 7 POINT

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