

Three Little Words

Hannah Corbin

Times New Roman - History

- 1932 - Stanley Morison, *The Times*, London.
- Sleek, new and modern look.
- Spread like wildfire.
- Books, magazines and other newspaper companies.

Times New Roman - Newspapers

- Newspapers: tall and skinny lettering.
- Width, height and spacing mainly considered.
- Changing history - first typeface designed by a newspaper.

Selection 9.0 | The Pantzera, Equilibrista.. 11.25
 Doors open at 7.45.

PALACE, THEATRE of VARIETIES, SHAFTESBURY-AVENUE.—EVERY EVENING.
BLACK PATTI, JOHN LE HAY,
CLARA WIELAND, HENRY LEE, EDWIN BARWICK,
Mons. RICHARD and his SERPENTINE DANCING DOGS,
The FREDERICKS DEMONS, MAY EVANS, R. H. DOUGLAS,
The FLORENCE TROUPE,
EDITH YORKE, FLORENCE D'ORVILLE, ROSE BAKER,
LA BELLE ROSE, and the Tableaux Vivants.

PALACE.—BLACK PATTI will SING Aria,
 "Traviata" (Verdi); "Bobolink Song," Polka (Bischoff);
 and "Old Folks," **EVERY EVENING, at 10.**

PALACE.—HENRY LEE, in GREAT MEN
PAST and PRESENT. Dialogue by Malcolm Watson. Music
 by John Crook. Introduction; Shakespeare, Tsar, Emperor William
 Bismarck, Pope Leo, Charles Dickens, Alfred Tennyson, Mr. Gladstone.
At 9.15 EVERY EVENING.

THE



LONDON

DEATHS (continued)

Sept. 29, 1932, ERNEST EDWARD
 early loved youngest son of the late
 Fisher, of Clifton, Bristol, aged 74.
 mpton Church, near Bristol, to-
 11.45 p.m.
 1, 1932, at Bransholme, Ostlands
 ALEXANDER FLINT, C.B., C.M.G.,
 his 56th year. Service on Wednesday,
 Church, Ostlands (Wolton Station,
 ment at Weybridge Cemetery. No

Sept. 30, 1932, at 21, Lennox Gardens,
 WARD WILLIAM PERCEVAL FOSTER,
 Major-General of Irrigation in Egypt,
 late Major-General Edward Horatio
 ace, Holy Trinity Church, Brompton,
 w (Tuesday). Inquest afterwards
 cemetery. (Egyptian papers, please

Oct. 1, 1932, at The Cottage, Clifton,
 MAY, widow of HENRY HAYNE,
 re of the late William Pilkington, of
 pool, aged 66. Funeral to-morrow
 Clifton.

SEPT. 27, 1932, at Holly-lane, Co.
 ARCHIBALD HOLMES, Minister of the
 of the place, aged 70 years.

—On Oct. 1, 1932, at 25, Dorset
 ELLEN, widow of SIR CHARLES

PERSONAL

THE same message for your happiness to-day and every
 day. Always the same.—M.

THE charge for announcements in the Personal Column
 is 10s. a line for two lines (minimum) and 5s. for each
 additional line. Trade announcements 25s. for two lines
 and 12s. 6d. for each additional line. Lost and Found
 notices 2s. 6d. per line (minimum two lines). A line
 comprises about six words. Private numbers, if added
 form part of the advertisement and are charged for.
 Names and addresses of actual advertisers should accom-
 any all advertisements, not for publication unless
 desired, but as a guarantee of good faith. For index to
 other classifications see column seven.

£40 REWARD.—LOST on 22nd Sept. in or near
 Palace Theatre.—DIAMOND BRACELET.—
 Summers, Henderson and Co., 48, Lime Street, E.C.3.

GUY'S IS ON THE DANGER LIST. Please help
 by sending a contribution to the Treasurer, Guy
 Hosenal, S.E.1.

ALCOHOLISM.—An interesting brochure on medical
 treatment free.—Secretary, 49, Marsham Street, S.W.1.

SUNNINGDALE, PRACTICALLY ADJOINING
GOLF COURSE—To be LET Unfurnished, self-
 contained ground-floor FLAT: four bed rooms, two
 sitting rooms, bath. South aspect: electric light, con-
 stant hot water; lock-up garage; delightful pleasure
 grounds, about three acres, tennis lawn, &c. Rent £15
 p.a. inclusive; £125 asked for improvements, certain
 carpets, fittings, &c.—H. S., 20, St. James's Square,
 S.W.1.

PRINTING THE TIMES—The New Type an

(The Times, 1895) (The Times, 1932)

Times New Roman - Books

- Originally for use of strictly newspapers.
- Widened font.
- Just as newspaper, made books easier to read.

Times New Roman - Magazines

- Similar to newspapers, major form of communication.
- Desirable font for magazines to use - many benefits.
- Crowell-Collier brochure in 1943.
- Trendy magazines wanted to keep up with the times.

Fig. 1


Times New Roman is unique in the field of letter design. It began as a reading type, and the 9-point—the size you are now reading—was the first size made. The exhaustive research preceding its design was aimed at capturing those qualities which make for greater reading enjoyment. It differs from every other type in the world. Over 5000 test matrices were rejected before ophthalmic and related authorities pronounced it *letter perfect!*

- The large lower-case ‘a’ on the facing page (9-point enlarged about ninety times) illustrates the chief structural differences which give to Times New Roman its remarkable legibility-for-size.
- The main stems and curves of the letters are thicker, they carry more ink; there is sufficient contrast between the thicks and thins; the junctions of the strokes have been refined and the serifs simplified.

- And Times New Roman initiates an entirely new principle of weight distribution. Weight is added where slowing up of eye-action usually occurs—in curves and hairlines of the lower-case letters. Curves are weighted at an angle, top right and bottom left, resulting in cleaner print and increased reading speed.
- The ‘x’ height of lower-case letters has been increased, making every size of Times New Roman the optical equivalent of the next larger size of other types. For comparison see fig. 5.
- Because of an almost imperceptible condensation, Times New Roman is the most compact normal reading type, as well as the most legible.
- In the development of Times New Roman, the original function of the serif—*prevention of irradiation*—was rediscovered and put to work. Ornamental serifs serving no useful purpose were removed or simplified. Compare ‘b’ in fig. 2. The essential serifs are streamlined and otherwise rendered more efficient according to present-day optical standards.

“Times New Roman is unique in the field of letter design. It began as a reading type, and the 9-point - the size you are now reading - was the first size made” (Crowell-Collier)

Changing Communication Digitally:

- Microsoft - license issued 8 November 1990.
- Well-known bitmap  TrueType Times New Roman.
- Apple - Times Roman.
- Microsoft & Apple collaboration.

The Trademark Battle

- 1985 - Monotype Corporation registered Times New Roman.
- America vs other countries.
- Microsoft - Times New Roman, superior. Monotype.

Not Just Writing...

- 4-line system setting of mathematics.
- Expensive and timely process.
- Two decades for design and release a version catered to mathematics.
- Width altered to fit properly with previous standards.

To Conclude

- Times New Roman changed communication entirely.
- From print to digital.
- Such a desired font, that it even created a messy trademark battle.
- Allowed for general population to write like a “professional”.

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