The half-price shelf

What a shop marks by hand, set by the engine instead.

Atlas of the northern coast	~~24.00 EUR~~ 12.00 EUR
Field guide to the estuary birds	~~18.00 EUR~~ 9.00 EUR
The lighthouse keepers, a history	~~30.00 EUR~~ 15.00 EUR
The three together	36.00 EUR

The three marks, each set the way it names:

a rule under the words

~~a rule through the letters~~

a rule over the top

One rule on this card was placed by hand: the heavier one over the total, standing clear of the figures. The one under the words and the one through the letters sit where the face itself says they go, and the one over the legend's last line rides the ascender the face states; those three follow the size the text is set in. The heading carries a copy of itself behind it, offset and paler, which is what keeps large lettering readable over a photograph. The mark laid across the foot carries one too, turned with it, so the copy falls the same way on the sheet as it does under the heading. The heading's letters are pushed a point and a half apart, and the standfirst is narrowed to nine tenths of the width the face gives it; each line is measured that way as well, so neither runs past the card.

HALF PRICE

On the back: spaced, raised, hollow

Words pushed apart: the same line, then six points more at every space.

Three books for the price of one and a half.

Three books for the price of one and a half.

Lines pushed apart: one paragraph, set close and then set wide.

Every book on this shelf came back unread or was opened once in the shop. The pages are clean, the spines unbroken, and the price is half the one printed on the cover.

Every book on this shelf came back unread or was opened once in the shop. The pages are clean, the spines unbroken, and the price is half the one printed on the cover.

A figure raised above the line, the way a note is called:

Half price on every book of the shelf[1]

[1] While the shelf lasts.

Letters drawn hollow: only their outline is traced.

HALF PRICE

Rules along the text: a line underlined, then a band under hollow letters.

Returns are accepted within thirty days.

LAST COPIES

Nothing on this side is placed letter by letter. The room between words is a setting of the text state, and it moves the pen only at the byte a one-byte encoding gives the space, so the face is added a second time, reached through such an encoding. The leading is the distance from one baseline to the next. The lifted figure stands on a baseline raised five points, and is set smaller. The hollow letters are painted by their outline alone, in the colour and the width given to the pen. The underline and the band belong to the paragraph itself: the band goes down before the letters, which are painted over it.

Four ways of painting a letter

filled



outlined



filled and outlined



invisible, yet there to be searched