

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	<u>36.00</u> 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

No rule on this card was placed by hand. The one under the words and the one through the letters sit where the face itself says they go, and the one over the top rides the ascender the face states; all 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.

HALF PRICE