



# Bullen

## **An American Sort of Type**

*The Bullen typeface family  
is inspired by the  
unabashedly quirky  
metal and wood typefaces  
that still live on the pages  
of the  
American Type Founders Company  
specimen books*

Wood Type Class O № 671 8-line

**ROSE**

Adtype 60 pt.

**James**

Wood Type Class O № 704 12-line

**SO**

Roundhand Series 36 pt. 10 pt. & 18 pt.

*Menu*

*Oysters      Deviled Crabs*

*Lobster Patties*

*Celery   Radishes   Olives*

*Baked Bluefish*

*Roast Lamb   Green Peas*

*Baked Potatoes*

*Sliced Peaches   Ice Cream*

*Roman Punch*

*Cigars*

*Hotel de Colorado*

*Thanksgiving, 1905*

Adtype 30 pt.

**Cadaverous Fasting**

Lining Livermore № 2 60 pt.

*ck Numbers*

Wood Type № 679, 10-line

**18**

*ROSE*

*Jesse James*

**SO**

*Menu*

*Oysters • Deviled Crabs  
Lobster Patties  
Celery • Radishes • Olives  
Baked Bluefish  
Roast Lamb • Green Peas  
Baked Potatoes  
Sliced Peaches • Ice Cream  
Roman Punch  
Cigars*

**HOTEL DE COLONADO**

Thanksgiving, 2006

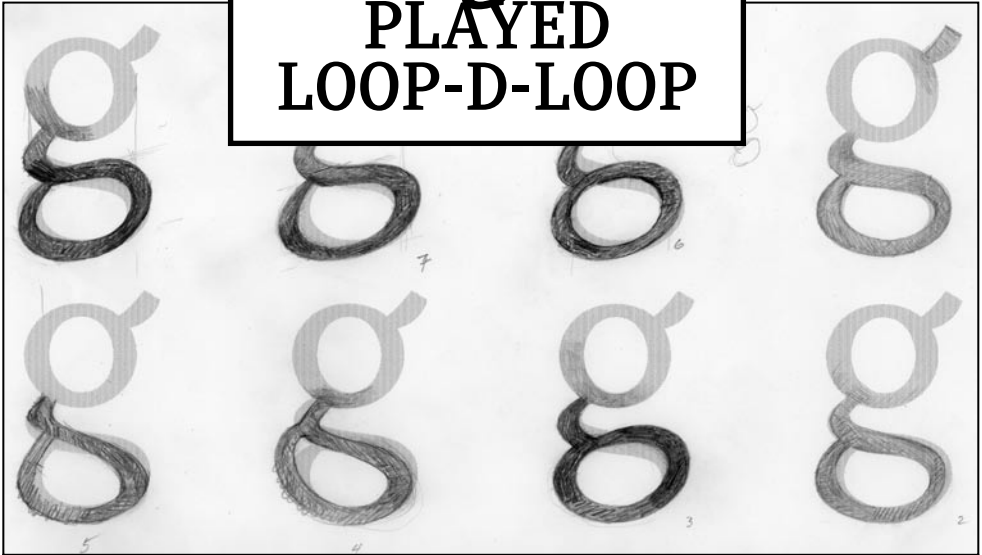
**Cadaverous Fasting**

**No**

**18**

*ck Numbers*

# PLAYED LOOP-D-LOOP



but Bullen has its feet on the ground.

### **Bullen's practical virtues in text**

The Bullen family of fonts has a relatively tall x-height, resulting in a typeface that is very legible at small point sizes, especially when set with extra leading. Default spacing in the Regular weight is generous, making it optimal for sizes up to 12 points. (At larger sizes, it may benefit from negative tracking.) Both the Italic and Semibold work well when used for emphasis within the text. Bullen Semibold is also effective as small caption type, and the Italic is very readable in long passages of text. Bullen Bold has adequate contrast for use in heads and subheads, and it is optically size-matched to the other weights in the family.

### **Bullen with American gothics**

Bullen is designed to work with some of the American gothic typefaces which traditionally do not have serif companions.

### **Trade Gothic Bold No. 2**

In keeping with these faces, Bullen has slightly condensed proportions.

### **Benton Sans Condensed Bold**

Bullen's compatibility with these sans serif typefaces greatly expands the designer's stylistic options.

## synopsis of design features

b	o	e	slight stroke axis
a	f	j	ball terminals
c	w	s	squared serifs
d	k	m	cupped feet
<i>E</i>	<i>E</i>	JJ	alternate caps
<i>S</i>	<i>k</i>	<i>x</i>	unorthodox forms
<i>l</i> · <i>l</i>	<i>t</i> '	<i>ε</i>	extended characters
7h <sup>2</sup>	123 456 789	$\frac{3}{4}$	lower numeral height superscript/subscript tabular figures fractions



*This typeface is named for*



# Henry Lewis Bullen

*of The American Type Founders Company*



{1857-1938}

**I**n 1908 Henry Lewis Bullen established the greatest printing and typographical library ever assembled in America.<sup>1</sup> It was housed and maintained from 1908–1936 by the American Type Founders Company (ATF), an amalgamation of twenty-three American foundries formed in 1892. The ATF library comprised over 17,000 holdings, a wide-ranging and deep collection which included type specimen books of all countries, foreign alphabets, printing journals, histories and textbooks, books by famous printers, and rare incunabula. Bullen’s mission was to give American typographers and printers the resources to increase their knowledge of the past and elevate their craft. Through the library’s influence on type designers of the early 20th century, Bullen helped propel American type design into an era of more enlightened endeavor.

<sup>1</sup> Credit is due as well to Robert W. Nelson, ATF’s president, who put the resources of the corporation behind Bullen’s vision and broadened his aims for the library.

Title: Bullen Italic 12 & 24 pt. Dates: Bullen Semibold 8 pt.

Body text: Bullen Regular and Semibold 10/15 pt. Footnote: Bullen Regular 7/9 pt.

**Bullen's story is that of a talented and visionary man of great energy and initiative who was also convicted of embezzlement, a learned man and journalist who left formal schooling at the age of fourteen—in short, a maverick.**

He started life in 1857 in an Australian boom town, son of an American mining engineer who had come to Australia to make his fortune after failing to strike it rich in the California and Klondike gold rushes. He left school at the age of 14 after getting a job as a printer's apprentice. At age 18, he left Australia to seek his fortune by joining the U.S. Navy when the last of the American wooden warships steamed into Melbourne harbor, ten years after the Civil War had ended.

Bullen landed in New York City during an economic depression in the printing industry and was unable to find work. He followed the customary path out of this dilemma for young men—he “went west”. For the next four years Bullen led the life of a *tramp printer*, moving around to find work and making his second home in railway cars.

Like many men of his ilk, Bullen was an autodidact, and during this rough apprenticeship he acquired insights into all the aspects of the printing business as it was practiced in America at the time. When Bullen returned to New York after his years of rambling, he frequented the libraries there and educated himself on the history of printing and typography. In later years he was a frequent contributor to the *Inland Printer* journal, writing about typography and printing.

No synopsis of the life of Henry Lewis Bullen would be complete without reference to the lapse in judgment which led him, in 1905, to embezzle \$2,750 from his employer at the time and attempt to abscond to Hawaii. Statements by friends and his physician describing his condition at the time lead one to the conclusion that he was suffering a psychotic episode, possibly brought on by overwork and an unhappy marriage. It is a testament to the general esteem in which he was held by his peers that he rose again and accomplished the greatest deed of his career. He was welcomed back to ATF, where he had worked years before, and served principally as manager of sales and advertising. But his most important, largely unremunerated role was as the founder, curator and librarian of The Typographic Library and Museum of the American Type Founders Company.

Body text: Bullen Semibold 9/14 pt, Regular 9/14 pt, Regular with Italic 8/12 pt.

# Apples & America

• **As American as apple pie** is a common saying in America. The phrase *for mom and apple pie* is the popular version of *for family and country*, a standard soldier's motto. The apple represents *homegrown* and simple virtues of character, such as plain-spokenness, which Americans see as part of the national character.

• **Johnny Appleseed** is an American folk figure, said to have traveled across the country in the pioneer days scattering apple seeds across the land. The man behind the legend was named John Chapman, born in Leominster, Massachusetts in 1774. He was the son of one of the Minutemen who fought at Concord on April 19, 1775, in the Revolutionary War. *Johnny Appleseed* was not a scatterer of seeds as many people believe. He was a practical nurseryman. Moving ahead of the pioneers, Johnny started many nurseries throughout the Midwest by planting seeds which he bought from cider mills in Pennsylvania. (In order to assure stability of the newly established homesteads, the law required each settler to plant 50 apple trees the first year.) John owned many tracts of land throughout Ohio and Indiana. He used this land to plant apple seeds, transplant seedlings and set out orchards. He sold and gave away trees to the pioneer settlers and spread his religious beliefs at the same time. He died in the winter of 1845 after more than 50 years on the road as a nurseryman and self-appointed missionary. [Leominster Historical Commission]

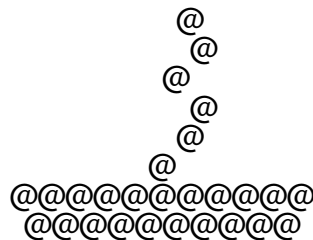
Text: Bullen Regular & Bold 8/12 pt, 7/11 pt.

## Linda Heaney's Apple Crisp

(makes 6 servings)

- 4 cups peeled apple slices  
(Granny Smiths are good!)
- 1 Tbs lemon juice
- ½ cup all purpose flour
- 1 cup old fashioned rolled oats
- ½ cup brown sugar, packed
- ½ tsp salt
- 1 tsp cinnamon
- ⅓ cup butter

1. Put apples in a 9 x 9-inch buttered pan. Sprinkle apples with lemon juice.
2. Combine dry ingredients, add melted butter and mix until crumbly. Sprinkle mixture over apples.
3. Bake at **375°F (190°C)** for 30 minutes or until apples are tender.



Bullen Italic 12 pt, Regular & Semibold 10/15 pt.

## *Pat Hackett's Apple Pie*

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(makes one 10-inch pie)

### **Butter pastry**

6-7 apples (Newton Pippin, Golden Delicious or Cameo) peeled & sliced very thin

2 Tbs lemon juice

1 cup sugar

3 Tbs cornstarch

1 tsp cinnamon

½ tsp nutmeg

1. Prepare butter pastry (right) and chill.
2. Toss the apples with the lemon juice, then stir in sugar, cornstarch, cinnamon and nutmeg. Set aside & roll crust.
3. On a well-floured countertop, roll out one round of the pastry into a 12-inch circle, then fold in quarters and lift into a 10-inch pie pan. Unfold and press the pastry into place (don't stretch it, or the pie crust will be tough).
4. Pile in the apple filling.
5. Roll the second round of dough into a 10-inch circle, and cut a decorative pattern into the pastry. Fold the pastry to lift it; then unfold it over the apples.
6. Bring the overhanging pastry from the bottom crust up and over the top crust and crimp the two layers together.
7. Place the pie in an oven preheated to **350°F (175°C)** and place a baking sheet on the rack below the pie to catch any overflowing juices. Bake 1 hour, or until crust is well-browned and juices are bubbling out.

## *Butter Pastry*

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(makes crust for 1 covered pie)

2 cups flour

1 cup cold, lightly-salted butter, cut into bits

⅓ cup cold water

1. **In a food processor:** combine flour and butter and process until mixture is uniformly crumbly. Add water all at once and pulse the food processor motor on and off until the mixture just comes together to form a ball of dough. Do not over-process.

**Mixing by hand:** cut butter into flour with a knife or pastry blender until mixture resembles the coarse oatmeal. Add water gradually, stirring until particles stick and a dough forms. Do not over-mix. The butter in the mixture must stay cold for a flaky crust.

2. Without handling the dough any more than necessary, separate into two halves, press each half into a disc, wrap in plastic wrap and chill in the refrigerator while you prepare the apple filling (left).

Bullen Italic 12 pt, Regular & Semi 9/13.5 pt.









— credits —

*This specimen book was written and designed by  
Juliet Shen  
who also designed the Bullen typeface family.*

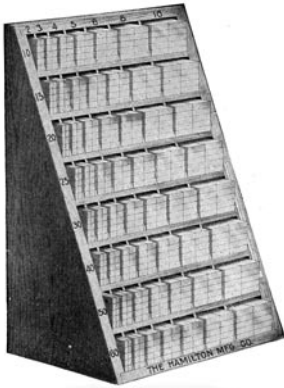
*Submitted in partial fulfillment of the requirements  
for the degree of MA Typeface Design  
Department of Typography and Graphic Communication  
University of Reading, England.  
2006*

— sources —

*Biography of Henry Lewis Bullen, pages 6–7*  
“Henry Lewis Bullen and the Typographic Library and Museum of  
the American Type Founders Company”  
PhD dissertation by David Walker Mallison  
Columbia University School of Library Science, 1976.  
available from [www.il.proquest.com](http://www.il.proquest.com)

— acknowledgments —

*Gerry Leonidas, for setting the bar so high, and for his faith  
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no less important kinds  
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from whom I learned so much about learning itself*



No. 12 standard furniture case



California job case



Quoin

## A 4-Line Play

—Act 1—

*Characters: E.M. Quoin & P.T. Chase*

*Set: Wood furniture placed around a counter*

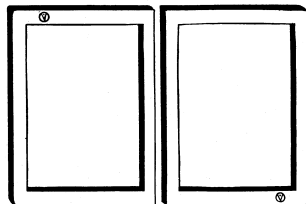
*EM: Lay out your case for me.*

*PT: Well...I love Bullen's body.*

*EM: Why Bullen?*

*PT: I guess he's just my type.*

—The End—



Folio chase

