ANTIQUE FONTS

Executive

A free 1920s book face traced letter by letter from a collection of Chicago business speeches, set in a wide Cheltenham, with up to four printed versions of every letter and real ½ fractions.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyzé
0123456789 & ? ! “ ”

STYLE	Serif · Old Style	ERA	Art Deco
SOURCE	Executive Speeches, The Executives' Club of Chicago, Chicago, Illinois, c. 1928	ORIGINAL TYPE	Cheltenham Wide, Morris Fuller Benton, American Type Founders, 1905, after Bertram Goodhue's Cheltenham
CHARACTERS	85 characters · 221 glyphs	VERSION	1.000

CAPITALS

ABCDEFGHIJKLMNO
PQRSTUVWXYZ

LOWERCASE

abcdefghijklmnopqrstuv
wxyzé

NUMERALS, PUNCTUATION & SYMBOLS

0123456789
!”’$&’()‚-./:;?—“‘“”’

LIGATURES, AS IN THE BOOK



F + I F + F F + L F + F + I F + F + L

NOT INCLUDED

- % (the book always spells out “per cent”)
- # * @ + = [ ] and other symbols
- Accented letters other than é
- § ¶ † ‡ £ ¢ © ° ×
- Bold and italic styles

Four printed versions of every lowercase letter, three of every capital except X (two, the rarest letter in the book), and two of é. Each variant comes from a different page and was checked against its main letter's weight. The ampersand appears only once in the book, so it has one version. With Contextual Alternates on, as it is by default, Executive rotates through them as you type.

LOWERCASE · EVERY PRINTED VERSION

	MAIN	SET 1	SET 2	SET 3
a	a	a	a	a
b	b	b	b	b
c	c	c	c	c
d	d	d	d	d
e	e	e	e	e
f	f	f	f	f
g	g	g	g	g
h	h	h	h	h
i	i	i	i	i
j	j	j	j	j
k	k	k	k	k
l	l	l	l	l
m	m	m	m	m
n	n	n	n	n

	MAIN	SET 1	SET 2	SET 3
o	o	o	o	o
p	p	p	p	p
q	q	q	q	q
r	r	r	r	r
s	s	s	s	s
t	t	t	t	t
u	u	u	u	u
v	v	v	v	v
w	w	w	w	w
x	x	x	x	x
y	y	y	y	y
z	z	z	z	z
é	é	é	é	é

CAPITALS · EVERY PRINTED VERSION

	MAIN	SET 1	SET 2
A	A	A	A
B	B	B	B
C	C	C	C
D	D	D	D
E	E	E	E
F	F	F	F
G	G	G	G
H	H	H	H
I	I	I	I
J	J	J	J
K	K	K	K
L	L	L	L
M	M	M	M
N	N	N	N
O	O	O	O
P	P	P	P
Q	Q	Q	Q
R	R	R	R
S	S	S	S
T	T	T	T
U	U	U	U
V	V	V	V
W	W	W	W
X	X	X	X
Y	Y	Y	Y
Z	Z	Z	Z

OPENTYPE FEATURES

FEATURE	WHAT IT DOES	ON BY DEFAULT
Contextual Alternates (calt)	Cycles each letter through its printed versions, based on the letter before it	Yes
Standard Ligatures (liga)	fi, ff, fl, ffi and ffl joined as in the book	Yes
Stylistic Set 1 (ss01)	Switches every letter to its 2nd version	No
Stylistic Set 2 (ss02)	Switches every letter to its 3rd version	No
Stylistic Set 3 (ss03)	Switches lowercase to its 4th version	No

Apps without OpenType support show only the main version of each letter.

72 PT

Executive

48 PT

Executive Speeches

30 PT

Fiddles and Fortunes

20 PT

The Greatest Single Thing a Man Can Have

14 PT

Science, Business, Travel, Exploration, Psychology, 7½ per cent

TEXT SETTINGS

10 ON 11 PT · THE SIZE PRINTED IN THE BOOK

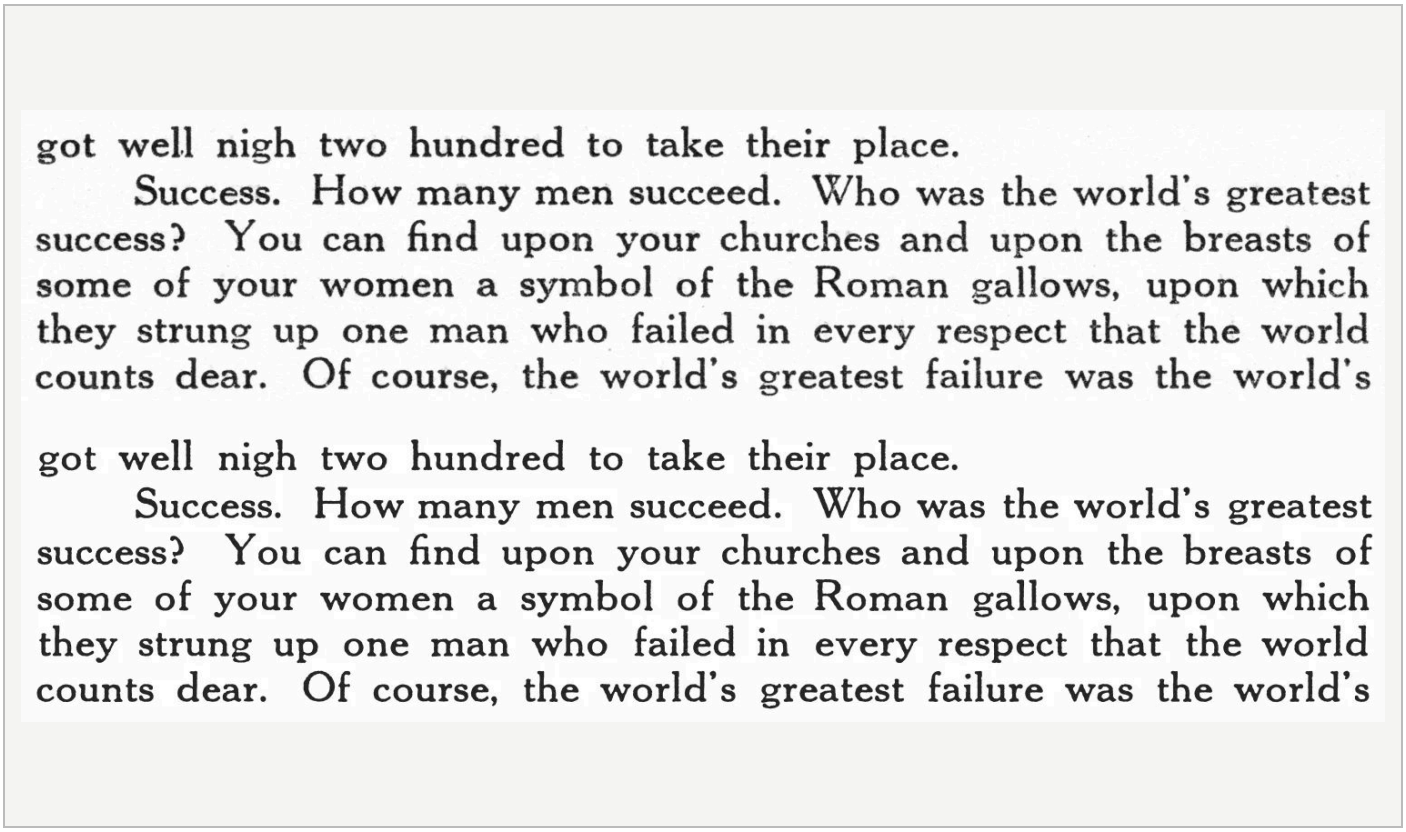
Out there in Rockford, Illinois, one winter, we had a hard time getting fresh eggs. One man came to town with fresh eggs. He seemed to know how to keep his hens on the job. I went out to see George's hen ranch. The strangest thing, all the roosters and all the hens were jumping, jumping, jumping, jumping, jumping.

12 ON 15 PT

Out there in Rockford, Illinois, one winter, we had a hard time getting fresh eggs. One man came to town with fresh eggs. He seemed to know how to keep his hens on the job. I went out to see George's hen ranch. The strangest thing, all the roosters and all the hens were jumping, jumping, jumping, jumping, jumping.

16 ON 20 PT

Out there in Rockford, Illinois, one winter, we had a hard time getting fresh eggs. One man came to town with fresh eggs. He seemed to know how to keep his hens on the job. I went out to see George's hen ranch. The strangest thing, all the roosters and all the hens were jumping, jumping, jumping, jumping, jumping.



ABOVE: PAGE 16 OF EXECUTIVE SPEECHES, CLEANED. BELOW: THE SAME TEXT SET IN EXECUTIVE AT THE SAME SIZE.

FROM THE BOOK

Executive Speeches. The Executives' Club of Chicago, Chicago, Illinois, c. 1928.

Cheltenham began in 1896 as a book type for the Cheltenham Press, Ingalls Kimball's printing house in New York. The architect Bertram Grosvenor Goodhue drew it, working from Kimball's sketches, and the drawings went to American Type Founders, where Morris Fuller Benton finished the face by 1902. Goodhue's idea was legibility: readers recognise words mostly by the top half of the letters, so he made the ascenders long and the descenders short. Not everyone liked the result. The printer and historian Daniel Berkeley Updike, who had commissioned Goodhue's earlier type, called it ungainly.

WHERE EACH GLYPH CAME FROM

216 of Executive's 218 drawn glyphs are single real impressions from the book. The book prints ½ often but no ¼ or ¾ turned up in the scanned pages, so those two were assembled from pieces of the book's own printed type. No part of any glyph was drawn.

Free for personal and commercial use.
Executive is released under the SIL Open Font License 1.1. Use it for anything; just don't sell the font files on their own.

A link back to antiquefonts.com is greatly appreciated. Made something with Executive? We'd love to see it: hello@antiquefonts.com