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A son of a type-founder and the one who revolutionized printing with the invention of the **Matrix Cutting Machine**, Morris Fuller Benton produces over 180 typefaces. After graduating **Cornell**, Morris went to work with his father, Linn Boyd Benton, at the ATF. His father worked with Theodore Lowe De Vinne and designed a new typeface, Century Expanded, for *Century Magazine*; and a year later, Morris took over in 1896. A few years later, Morris developed Century Old Style. In the early 1900's, a redevelopment of oldstyle face began, thus renamed Century Book. Soon after, **Ginn & Co.**, a textbook publishing company requests for a new typeface made for schoolbooks. In 1915, Morris began his research for the new typeface at **Clark University** on the relationship between the fonts legibility and eyesight for children. The result,

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century m o
schoolbook

1915 eygptian/slab-serif

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oxtail

Franklin Gothic u v w x y z
new century schoolbook