Mrs Eaves ^{by} Zuzana Licko



Good Housekeeping







Mrs. Eaves was created by designer Zuzana Licko in 1996.

A revival of the classic Baskerville typeface, Mrs. Eaves reflects Licko's interest in "loosening" up Baskerville by reducing contrast while keeping the typeface open and light. Mrs Eaves is named after Sarah Eaves, the woman who became John Baskerville's wife. As Baskerville was setting up his printing and type business, Mrs. Eaves moved in with him as a live-in housekeeper, eventually

becoming his wife after the death of her first husband, Mr. Eaves. Hints of the Helvetica Neue typeface can be found throughout the series as well. Mrs Eaves is a revival of the types of English printer and punchcutter John Baskerville, and is related to Baskerville typefaces.

Like Baskerville, Mrs Eaves has a near vertical stress (the direction in which a curved stroke changes weight), departing from the old style model. Identifying characters, similar to **Baskerville's** types, are the lowercase g with its open lower counter and swashlike ear.

Both the roman and italic uppercase Q have a flowing swashlike tail.

The uppercase C has serifs at top and at the bottom.

> There is no serif at the apex of the central junction in uppercase W.



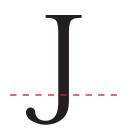
The uppercase G has a sharp spur suggesting a vestigial serif.







The italic e has a very small counter of compared to that of an italic a.



The uppercase J falls well below the baseline.



The uppercase A has a very high crossbar.



The uppercase E has an extended lower arm.



The uppercase T has very wide arms.

The Fun Stuff

isn't it that the ligatures have ligatures

The Fun Stuff

IRONIC word doesn't

any ?

æ fb ct fy ee ff gi fh it fj ky fl gg gy oe sp ggy fr st ft ip py tw tt ty tty

Ligatures have several functions in the setting of type. Some ligatures are necessary to avoid the collision of particular letter combinations.

For example, the <u>spacing problem</u> between the "f" and "i" characters can be resolved by replacing the pair with a separately designed "fi" ligature.

fish fish fish

The joining of letters, of course, comes from our alphabet's roots in handwritten forms. When the alphabet was subsequently adapted to print in the form of movable type, it continued to include many ligatures. Eventually for the sake of expediency, all but the most necessary ligatures were dropped from the standard character set. Even today, the standard character set accommodates only the most common ligatures;

fiflÆŒaeoe

NK FLIANT (D) AA MB (C) MD ME UP A TW UL TY FFOGHEFUB MP E AV UD TT UR (FE Æ HE R ffb ffi ffh ffj cky ffy ffr fft ffl æ fs s

Yours by **THIS** hand: and to see how he prizes the f@lish *woman* your wife

SHE GAVE IT HIM, AND HE HATH given it his

whore

arry a little, there is something else.

his bond doth give thee here no jot of blood;

he words expressly are "a pound of flesh."

AMEN ICY CINEMA Borrow or rob? CAMP MAC DR. AWKWARD *Ew! Eat a ewe?* FLEE TO ME, REMOTE ELF GODDAMN MAD DOG! arass sara I prefer pi

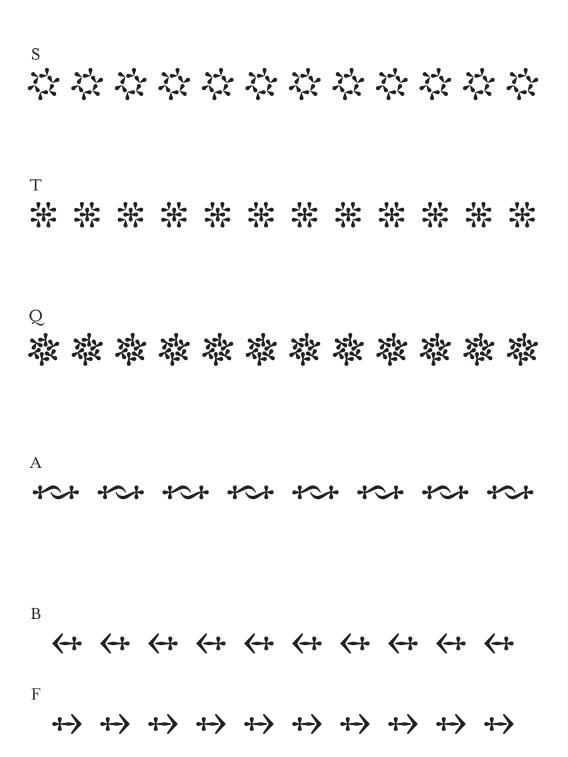
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The exodus of jazzy pigeons is craved by squeamish walkers.

A mad boxer shot a quick, gloved jab to the jaw of his dizzy opponent.

Uphill jogging will tax pounding heart muscle very quickly; better to be lazy!

Ebenezer unexpectedly bagged two tranquil aardvarks with his jiffy vacuum cleaner.



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