

Mrs Eaves

by

Zuzana Licko

~~John Baskerville~~

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**.



e a

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

J

The uppercase *J* falls well **below the baseline**.

A

The uppercase *A* has a very **high crossbar**.

E

The uppercase *E* has an **extended lower arm**.

T

The uppercase *T* has very **wide arms**.

isn't it
that the
ligatures
have
ligatures

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 **spacing problem** 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**;

fi fl Æ Œ æ œ

NK FL LA NT O

AA MB O MD ME

UP VA TW UL TY

FF O GE FI UB

MP TE AV UD TT

UR OE AE TE R

ffb ffi ffh

ffj cky ffy

ffr fft ffl

æ fs fs

YOURS BY *THIS* HAND: AND TO
SEE HOW HE PRIZES THE FŒLISH
WOMAN YOUR WIFE



SHE GAVE ìt HIM, AND HE HATH
gìVEN ìt HIS

whore.

Tarry a little, there is something else.

This bond doth give thee here no jot of blood;

The 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!

harass sarah

I prefer pi

ZEUS WAS DEIFIED, SAW SUEZ

Yo, banana boy!

WALMART'S TRAM LAW

UFO TOFU

Too hot to hoot
STEP ON NO PETS

MORE WORDS!

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.**

LET'S END ON WINGDINGS, OKAY?

S



T



Q



A

































B



F



E	D	U
		
		
		
		
		
		
		
		
		
		

etur ut, sagittis et quam. Maecenas id mauris leo, non vehicula libero. Maecenas eleifend, magna
 nentum molestie, mi ante cursus risus, ultrices fermentum mauris metus nec diam. Vestibulum
 la in nec justo. Donec aliquet, mauris ultrices aliquet dapibus, tortor augue volutpat turpis, id
 ctus. Etiam id magna neque. Aliquam vel neque ut nibh aliquam sodales sed ultrices risus. Etia
 s odio curamus elit enim id congue lectus malesuada. Morbi tincidunt nunc arcu. Suspendisse
 faucibus. Aenean hendrerit sit amet porttitor tellus malesuada. Pellentesque
 tis non, venenatis ante. Curabitur eu est. Nam ipsum tortor sit amet, consectetur ad
 non id ipsum nibh libero. Nunc sapien, vestibulum ut lacinia vitae eleifend vitae l
 n accumsan eu turpis a. Etiam tincidunt s. Donec egesta nunc sit a. Aenean
 nentum nibh andit diam mauris at. Sed ultrices molestie ma Vestil m ante ip
 ctus et ultrices uere eu. Curae; f. hendiss ctus r id ipsi ondim m eget co
 lum. Donec eget lobortis nibh. Morbi tempus convallis. Maecenas lac hab
 sapien mi, porta eu tincidunt id, molestie at tellus. Quisque accumsan dui vitae tellus fringilla
 gnissim elementum massa at dapibus. Curabitur eget nunc id nunc lobortis aliquet. Aenean l
 tesque. Suspendisse suscipit augue eget eros facilisis sodales. Aenean pharetra neque quis diam
 r scelerisque, magna non tristique adipiscing, nibh odio accumsan arcu, a rutrum tellus dui sit
 it urna vitae lorem pharetra bibendum. Etiam non nibh a arcu tincidunt euismod vitae ac mi. I
 fringilla eu aliquet nec. Egestas vitae dolor. Duis tincidunt, tortor at vestibulum vestibulum, o
 ra lorem lectus accumsan dolor. Integer sed libero tortor. Praesent sed nulla nisi. Donec sed f
 feugiat et tenet nec, s. Quisque quis risus. Fusce quis velit a risus ices facilisis id eu ma
 nentum est venenatis sapien consectetur at t que lectus hendrerit. Suspendisse nibh enim, adipi
 enatis semper t. Morbi t. Maecenas eros n hendrerit egestas. Curabitur et nisi lacus, sit ame
 udin lectus e arcu ele. Consequa ras vita elit n in cur. Aenean et con
 us, elit viverra um vestibulum, neque lla porta in lacinia a urna rat. Aliqu
 unt felis, sed es maur sus et. Inter nullam, uere in tpat si et, venena
 Curabitur sapien leo, in u. Tortor lobortis. Maecenas enim
 feugiat mi vel ornare. Quisque venenatis, dui quis iaculis sagittis, arcu purus blandit leo, in u
 Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum vehicula iaculis quam ac
 Nunc magna nisi, sodales dapibus consectetur in, convallis a est. Praesent accumsan, libero eu
 ad, libero mauris posuere arcu, sit amet scelerisque dolor lorem sit amet dui. Phasellus sceleris
 lis mattis. Aliquam leo diam, accumsan eget ultrices id, placerat vitae antNam volutpat, neque
 sollicitudin nisi, quis tincidunt ante ante sit amet eros. Morbi elementum convallis facilisis. D
 malesuada eu egestas est consectetur. Quisque ligula risus, semper non ultrices eu, euismod tr
 ante. Donec im lig. A malesua lit. Nullam id interdum n. Cum sociis natoque
 nient montes, etur ridic is mus. N facilisis, ante eu tristique et, massa elit vari us
 ante. Morbi c quat c. Turpis ma da sit amet ullamcorper d elementum. Curabit
 porta vitae, su t eget a. Vestibulus lutpat e. Gas c ut dictu. Curabit eu euismo
 at, ligula eu p ar sollic. Ma, nisl s euismod in. Nis inter a neque lla vitae t
 turpis, ac dict em. Pelle que con augue amet a tincid tempo ed diam le
 drerit egi. Ma quis te. Tortor vel. Quis Integer t
 od elementum, sapien nunc tincidunt nisl. In gravida tellus sapien ac dui. Aliquam tempor var
 re. In in mollis felis. Curabitur adipiscing nisl ante, a rhoncus nunc. Maecenas molestie nisi u
 san quam facilisis. Fusce ut neque ante, gravida hendrerit dui. Curabitur dui massa, commod
 m ut odio. Nam vel nisl vel ipsum molestie convallis sit amet fermentum risus. Proin sit amet i