

—E.H. STETSON & CO.—

Stetson is an experiment in geo-historical typography. The single-weight face is drawn from a very small sample of 19th century hand-drawn letterforms, found within an old photograph in a shed in Weymouth, Massachusetts. The sample, “E. H. Stetson and Co.,” is surrounded by a display of shoes. Not far from where the photograph was found is the actual Stetson Shoe Co. factory building, which operated in Weymouth from 1885 until 1973.

Stetson Shoe Co. is an indelible part of Weymouth’s history, having employed most of the community throughout much of the 20th century. Shoe manufacturing was an important source of socio-economic strength and pride for the town. The significance of Stetson is firmly embedded in the identity and language of Weymouth, even as its relevance vanishes. Its meaning today is ghost-like and elusive; it haunts photos, stories and family histories.

The Stetson typeface is in a kind of spatio-temporal duet with its own history: it locates itself within the original photograph (late 19th-century New England), as well as in the shed on January 11, 2012. The letterforms vibrate in time and space.

PUBLISHED
2012

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{1907}

OUTSIDE OF SOME VALUABLE PAPERS IN MY FATHER'S POSSESSION, A FEW OLD STORE BOOKS, AND OTHER DATA OF LESS IMPORTANCE, I HAVE NOTHING TO AID ME SAVE MY OWN MEMORIES OF SEVENTY YEARS.

Stetson was created for *Weymouths*, a book project commissioned by the 2012 b-side Arts Festival in Weymouth, England (part of the Maritime Mix / London2012 Cultural Olympiad by the Sea).

<WEYMOUTH
IS À BREEZE!>

ALPHABET

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STANDARD PUNCTUATION

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FIGURES

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FRACTIONS

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ALTERNATE GLYPHS

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QUIXOTIC JOURNEY

PIGEON PHOTOGRAPHY IS AN AERIAL PHOTOGRAPHY
TECHNIQUE INVENTED IN 1907 BY THE GERMAN
APOTHECARY JULIUS NEUBRONNER, WHO ALSO USED
PIGEONS TO DELIVER MEDICATIONS.