Times New Roman, or Times Roman as it is often known, was designed by the typographer Stanley Morison for The Times. The design was based on Monotype Plantin 113; Morison did not draw the designs himself (he was not a designer), but got an artist working for The Times to draw it and revise the drawings until he was satisfied. Helvetica was originally produced by the Swiss Haas'sche foundry in 1957 under the name Neue Haas-Grotesk, to a design by Max Meidinger. It was recut by the German Linotype firm, who renamed it Helvetica. Courier was designed in 1952 for IBM by Howard Kettler, merging the geometric "egyptians" Stymie, Memphis, Beton, and Rockwell. The names `ptmr`, `phvr`, and `pcrr` are used for the normal shapes and weights of Times, Helvetica and Courier in Karl Berry's font naming scheme, used by `dvips`.