DECORATIVE MATERIAL

TYPOGRAPHY

THIS book has been compiled to show how every Linotype user may take advantage of a wealth of decorative material. The border matrices and matrix slides shown herein provide the means for unlimited production of borders and ornaments of distinguished character, but marked by an economy hardly to be attained by any other method.

THE SERIES OF LINOTYPE TYPOGRAPHY

An especially useful feature of this book lies in the classification of its material by families of similarity of design, or in groups of common purpose.

Those border series which carry a name correspond to the Linotype type family of the same name or of the same general period of design. The families are shown in alphabetical sequence for convenience.

Benedictine, the classic series, has both a light or "book" face in all sizes, and the heavier face of its Fifteenth Century original. For its decoration, the designer who reproduced the types of Plato de Benedictis for the Linotype has developed a series of decorations from similar Italian sources, which have been cut in various sizes from 6 to 36 point. He has also produced a notable group of initial letters, ornaments and borders. All this material is designed to harmonize in tone with the heavier face. Under most conditions it should be printed in a second color or tint when used with the "book" face.

Bodoni, the modern Italian, whose types and books are remarkable for utter simplicity, was little interested in decoration. This temperament of one man has not restricted the Bodoni Series in Linotype Typography, for the spirit of his time and national art has been sought in the Bodoni borders and other related material. Characteristically Italian in feeling and remarkable for the freedom which marks their combination, the Bodoni borders have delighted present-day designers with their possibilities. In the limited space of this book only a few uses of these matrices can be suggested. For borders, all-over patterns, end-paper designs and backgrounds, their use produces results which quite belie mechanical methods in their appearance.

Caslon, universally honored by typographers, left a wealthy heritage of decoration for his types. Many of his borders are as standard as his letter designs. Other Caslon material, less widely known, exists in various English specimen books. All

these borders have been reproduced in facsimile for the Linotype. Still further material of Caslon character is shown for wider resources in design.

Cheltenham, an original Linotype design, is a modern old-style face. It was produced to meet the conditions of advertising typography. As such it has been almost universally used, and the Cheltenham Series of borders and other decorative material have been found widely adaptable.

The Louis XV Series of borders and ornaments has been designed for use with the Linotype Elzevir No. 3. It is appropriate in character to harmonize with this beautiful French old-style type, but it represents the more restrained period in the history of the French arts. Certain of the series of decorations are related to broad classifications of types.

The Adam Series provides borders and initials for any old-style type having the general characteristics of Caslon (Original Old Style, Old Style No. 1, Old Style No. 7, etc.). It is derived from the Adam period in English furniture design, characterized particularly by the dainty medallion reproduced in 24 Point Border.

The Modern Series may be used with any modern face, such as Linotype Scotch. It has the fine-line characteristics of modern types and similarly is best adapted to smooth surfaced papers.

In general, the typographer will be sure of a consistent result if he uses the same series for type and decoration. When he knows something of decorative design, he may combine one series with another. The infinite possibilities in such use of Linotype decorations make their study and the study of design well worth while.

A LAYOUT SYSTEM

In full accord with its established policy of relaying to the industry useful suggestions on composing-room technique, the Mergenthaler Linotype Company emphasizes here its recommendation for the use of a layout system to secure economical production.

Particularly in the planning of decorative effects is it essential that layout work be vitalized with sufficient working material. This should be in the form of proof sheets on thin paper printed with all available border, initials and other material. From every border in the plant equipment have several slugs cast, with and without corner pieces as available. Make these up in convenient page sizes and have each designated by number or an index symbol. Print these pages in black and again in red, also in neutral gray. The resulting sheets are the working stock for the layout man.

Obviously it is of equal convenience to have masses of text and display type for layout purposes. They facilitate word-counting for accurate fitting and permit the visualization of final effects. Type, like borders, should carry designations under an index system.

When both type and border proof sheets are suitably planned and produced, they may be inserted in a portfolio cover and presented to those customers who like to scheme their own printing. The printer thereby effects a more intimate relationship with his customers and further avoids misunderstandings as to the development of typographic treatment.

Maintain an adequately equipped layout system.

THE LINOTYPE SLUG FOR DECORATION

The Linotype slug is the established working unit of modern composition. Every feature of its quality and economy in composing type matter is an advantage in executing the decoration which is to embellish the printed page. Of further importance in the production of typographic effects is the extended variety of the decorative borders which have been made available through Linotype Typography. Properly related decoration completes the several important type "families"—old style, modern and antique. Thus is the printer enabled to design the entire treatment of his projected piece of work so that it may be composed on the Linotype, achieving both economy in production and the quality of consistent design.

HOW DECORATIONS ARE PRODUCED ON THE LINOTYPE

Borders, rules, dashes, braces, etc., are cast on the Linotype on the same slug bodies and in the same molds as regular type matter. Two kinds of matrices are used for various purposes: individual matrices which carry a single decorative unit on each matrix and matrix slides, on which the complete border is punched or cut in one piece of brass the full length of the slug, up to and including 42 picas.

No extra or special parts are required on the Linotype beyond the border matrices, matrix slides and one or two matrix slide blocks in which all slides of the same length are interchangeable providing proper filling piece is used. A special Matrix Slide Block is necessary for matrix slides 16 to 36 point.

Borders of a given body size require corresponding regular mold equipment. Any border may be cast on a larger body than its face size. The section of this book dealing with matrix slides explains the location of the face on the body of the slug.

DUPLICATION OF DESIGNS

Throughout this book will be found references to duplicated designs. Comparison shows that there is no difference in the printed effect of a border cast from individual matrices and the same design cast from a matrix slide. The difference between single units and the solid matrix slide lies in the possibilities of combination of the single units with others to form a wide variety of effects. Thus a small assortment of border matrices is susceptible of a great many interesting and effective variations.

THE SIMPLE "BOX"

Single mitred borders are traditional. They are cut to the outside dimensions of the box and go together thus:
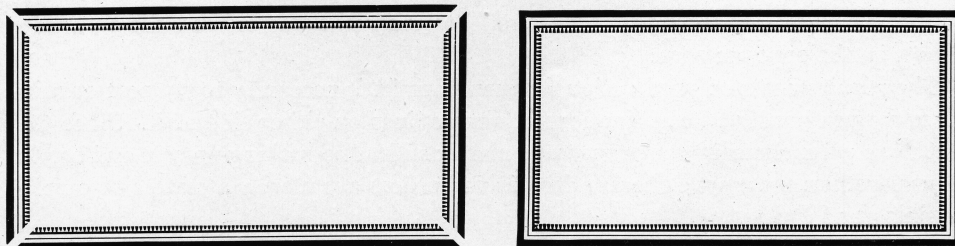
Borders of more intricate design frequently cannot be mitred through the design without destroying the effect of the pattern. In such cases a corner matrix is provided or a corner is cut on the matrix slide. The cast slugs are then made up with lapped corners. This method also avoids the slight difficulties of justification to make mitred corners close tight and square in locking up. The following illustration is typical of the lapped corner:
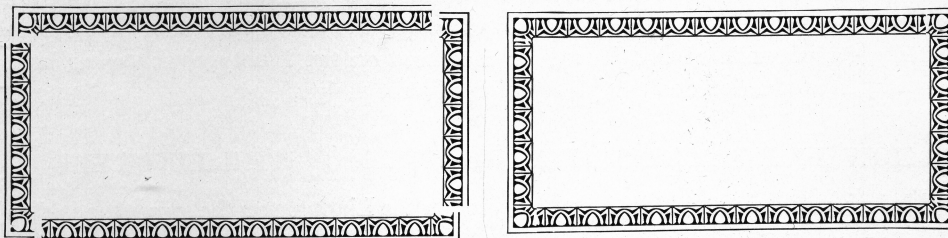
When a corner matrix unit is used with repeating border units, the corner matrix is cast on the end of a slug and the slugs are put together (as shown in the previous example) with lapped corners, thus:
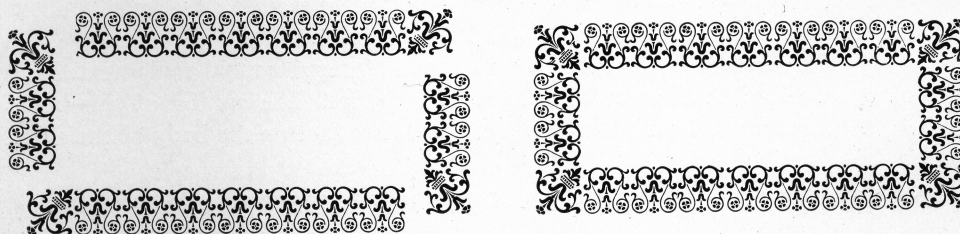
A border like that shown above requires one unit only, facing to the right. But it is sometimes desirable to make a combination with both left and right cornerpieces. Therefore most Linotype cornerpieces are designed facing each way:

BUILT-UP BORDERS

The most effective use of border material lies in the combination of two or more designs through the placing of slugs parallel to each other, as in the built-up border shown on the opposite page.

The requirements of good design frequently make it necessary to support or reinforce a given border by combinations of simple lines on either side of it. Since this merely involves choosing the proper rule matrix slides and making up rule and border slugs together, the most elaborate decorative borders are merely a matter of careful planning and fitting.

On this page, for example, the following matrix slides and border matrices were used, reading from the outside of the border to the inside:
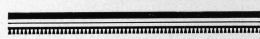
6 Point Matrix Slide No. 516

12 Point Border No. 1056

24 Point Border No. 824

12 Point Border No. 1056¼

10 Point Matrix Slide No. 1654

4 Point Matrix Slide No. 508

Since any such border is the result of a definite plan rather than haphazard combining of cast slugs, the scheme is best worked out on a layout. The illustration below shows how the border on this page was planned. Proof sheets of the material were cut and pasted, thus visualizing the final effect.

12 pt #1056¼

6 pt #516

4 pt #508

12 pt #1056

10 pt #1654

24 pt #824
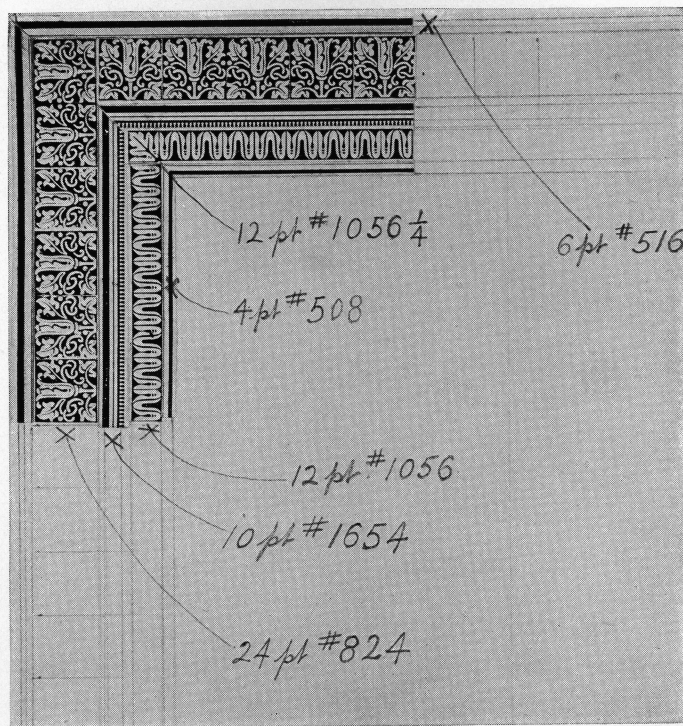
In such border as this, the first point in layout is to make the units of repeating squares fit without a break or fraction of a unit. The pica rule renders first aid to computation. In this border the large units are 24 points or two picas square. The outer rule occupies 6 points all around or one pica total width and length outside the square units. Any row of the 24 point squares will be an even number of picas long. Therefore, adding one pica for the outer rule, we know that this border can be made up to any dimensions expressed in an odd number of picas. The inner members of the border are adaptable to any measure.

On various pages of this book will be found other examples of the effect of combinations of borders and rules to make up one unified and interesting border. THE LINOTYPE MAGAZINE and other printed specimens further demonstrate the almost infinite possibilities of this material.

DETACHED OR FREE ORNAMENTS

Many of the Linotype border designs are useful to make a single decorative spot. Used singly, such spots vary from the tiny dot of a 5½ point character to the important note of a 36 point unit.

In this case also combination of material has remarkable possibilities. The free ornament on this page (as on the cover, title-page and other pages of this book) is made up of border units so arranged as to produce an harmonious and unified decorative spot.
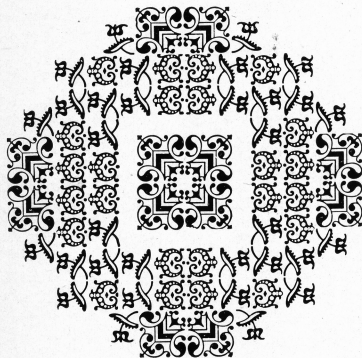
The illustration on the facing page shows the layout for the free ornament above. (Such decoration is called "free" because it is not attached to the border or structural part of the page. This term applies to architectural and typographical ornament under exactly similar conditions.) In this case the designer penciled a group of pica squares. He cut the proofs of border matrices (18 point No. 751*L*, 12 point Nos. 1069, 1061*L* and 1061*R*) into single units. With these units he "played" with the group, working a quarter section only. It would have been more graphic to paste up the whole design, but a quarter section determines the character. Designers frequently use a small mirror set on edge along the axis of the design to see the one half repeated.

The free ornament here shown has intentionally been made of rather elaborate patterning. It is a decoration suitable for a large title-page or a formal broadside. For less pretentious needs much simpler combinations may be made. Note the square in the center of the ornament shown. It is composed merely of the right and left
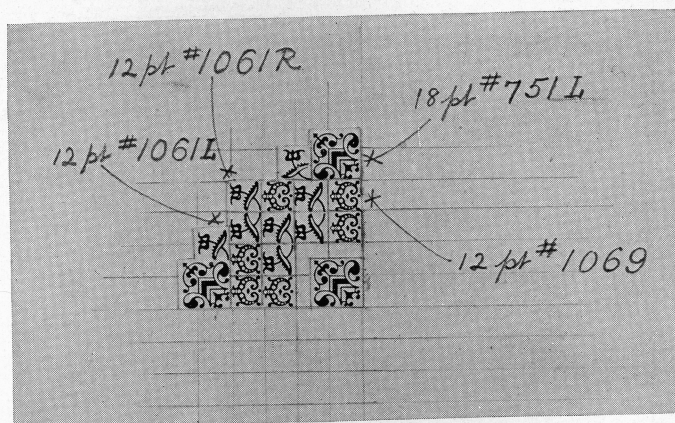
corner matrices of an 18 point border. With matrices placed side by side, with two slugs cast, the completed square is quickly made. Almost any of the corner units shown in this book may be similarly combined.

Several other free ornaments are shown on various border specimen pages. The designer will find suggestions in their arrangement for a wide variety of very useful typographic embellishment.

ELECTROTYPE INITIALS AND BORDERS

The complete scheme of Linotype Typography has filled a need of design that has often been solved only at heavy expense or by unsatisfactory substitution of haphazard material. For the type series of this system not only are many related border matrices and slides available, but also especially designed initials, borders and ornaments, furnished to the Linotype-equipped printer in the form of electrotypes. A folder showing this material will be sent upon request.

Electrotyped initial letters may be had mounted on wood or metal, or unmounted, as desired. Any one or more letters may be ordered, in one color only, or in most cases with a second color if wanted. In each design shown the entire alphabet has been provided. This material has the familiar characteristic of hand-wrought design in its handling. Engraved direct from the artists' drawings, it is not marked by mechanical restraint. The point sizes specified are approximate, as is customary in the use of photo-mechanical processes. Special sizes will be made to order.

The electrotyped ornaments and borders are reproduced, in certain instances, in more than one size. Special sizes may be had on order. Tint blocks to supplement them can be made by any engraver, who will offset the design and cut the tint as desired. The printer himself will achieve even more direct results if he is skilled in the use of linoleum or patent leather, for making tint blocks and poster designs.

SUGGESTIONS FOR ORDERING

Matrices, matrix slides and electrotyped material should be ordered with the exact descriptions which accompany each specimen. In addition it is necessary to state quantity wanted. (Remember that sufficient matrices must be provided to produce the length of line desired.)

It should be noted that, while many border matrix designs are duplicated in matrix slides, this is not always the case. As separate units border matrices may be combined for variety of arrangement (explained and illustrated on many pages of this book). The matrix slide is a fixed unit and a slug cast from it is adjustable only in length.

All border matrices which are duplicated in matrix slides are shown with a notation indicating the number of the slide and the page on which it appears. For example:

12 Point

1056¼   1056

See also Matrix Slide 1482, page 76
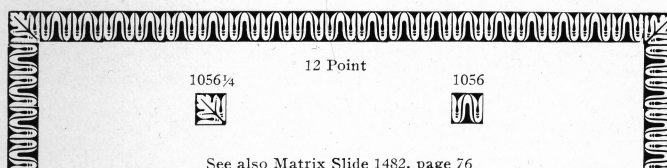
Unless this line appears under a border matrix specimen do not order a matrix slide of that design.

The reverse is true of certain matrix slides which are not duplicated in border matrices. A reference line will always appear where such duplications are available.

The suggestions above come from the Company's Service Division, and are intended to obviate the only possible source of confusion in ordering border material.

TYPOGRAPHY

*Every Linotype user has the possibilities of
a complete composing room in his Linotype*