

Linotype
DECORATIVE
MATERIAL

18 Point 755 L, 755 R and 755 ¼

The Decorative Material displayed in following pages, much of it of distinguished character, is available, as indicated, in the form of either Border Matrices or Matrix Slides. Either form provides a method of unlimited *economical* typographic decoration. That very method—the simple, easily handled slug—assures an economy of production obviously unmatched by individual units.

Linotype's typographic decorative resources are rich indeed from the design viewpoint. There is period ornament in abundance for the traditional printer and typographer—authentic decoration suitable not merely for such famed types as Caslon Old Face, Janson, the Garamonds, Cloister, Granjon, Baskerville or Bodoni, but for scores of other old style, transitional and modern faces, as well as contemporary styles.

The designer who prefers more contemporary or “modern” typographic aids will find a wealth of variety in rule—plain, parallel, shaded, geometric and wavy—to meet his needs, as well as a considerable amount of abstract ornament including braces, tapered dashes, black dots, squares, triangles, and similar geometric motifs, in many sizes.

How Decoration Is Produced on the Linotype

All borders, rules, dashes, braces are cast on the Linotype in the same way as regular type matter—in the same molds and on the same slug bodies as any Linotype face.

Two kinds of matrices are used for various purposes:

MATRIX SLIDES, on which the *complete* rule or border is punched or cut in one piece of brass the full length of the slug (up to and including 42 picas), and

INDIVIDUAL BORDER MATRICES, which carry a *single* decorative unit on the matrix in the same manner as the individual character is punched on a matrix.

No special equipment is required to cast decorative material on the Linotype beyond Matrix Slides, individual Border Matrices, and one or two Matrix Slide Blocks (in which all slides of the same length are interchangeable), providing the proper filling piece is

used. A special matrix slide block is necessary for matrix slides of 16 to 36 point size.

Borders of a given body size require corresponding mold adjustment. Any border, however, may be cast on a larger body than its face size, if desired.

Design Duplications

Throughout following pages, there will be found references to duplicated designs in both Border Matrices and Matrix Slides. The INDEX also shows at a glance which designs are duplicated in both forms.

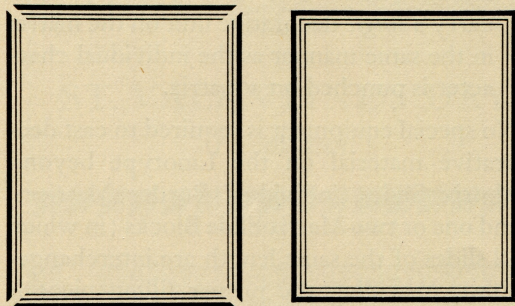
Comparison of the printed effect shows there is no difference between a border cast from individual matrices and the same design cast from a Matrix Slide. The basic difference between single units and the solid matrix slide lies in the *combination possibilities* of the single units with others to form a wide variety of effects. Thus a small assortment of Border Matrices affords many interesting and effective decorative variations.

Some Hints on Using Linotype Decoration

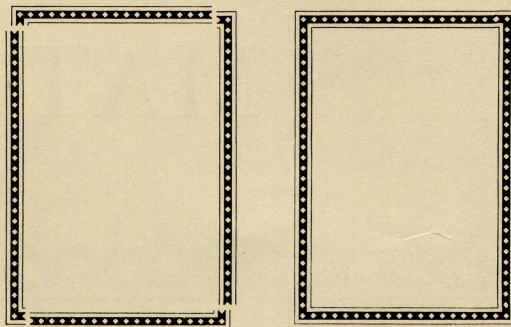
There are a number of short-cuts in using Linotype decoration that have been learned first-hand by experienced typographers and printers. The following suggestions of use are included for the helpfulness they will afford to younger men and women.

THE SIMPLE "BOX": Single mitered borders are traditional. They are cut to the *outside* dimensions of the box and go together in the fashion shown below:

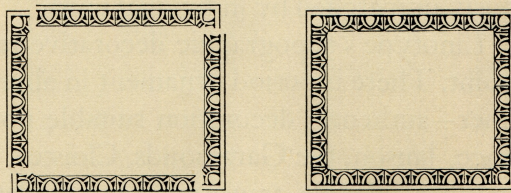
Borders more intricate in design frequently



cannot be mitered through the design without destroying the effect of the pattern. In such instances, 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 mitered corners close tight and square in locking up. This shows the lapped corner:



When a corner matrix unit is used with repeating border units, that corner is cast on the end of a slug and slugs are put together as shown above and here:





A border like this 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:

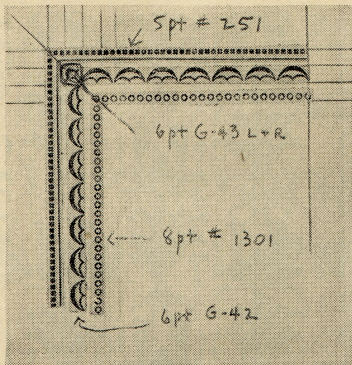


BUILT-UP BORDERS: A most effective use of border material lies in combining two or more designs through the placing of slugs parallel to each other, as in the opposite illustration of a built-up border. The requirements of good design frequently make it necessary to support or reinforce a given border by combinations of lines or decoration on either side of it. This merely involves choosing the proper rule matrix slides and

Here, for example, the following matrix slides and border matrices were utilized, reading from the outside of the border to the inside:

----- 5 Pt. Matrix Slide No. 251	  6 Pt. Border Matrices G-42, G-43 L & R	oooooooooooo 8 Pt. Matrix Slide No. 1301
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Any such combination of units to make a border is the result of a definite plan, rather than the haphazard, or accidental, combining of cast slugs. The illustration below shows precisely how this border was planned. Proof sheets of material were cut and pasted to visualize the completed effect:



making up rule and border slugs together. The most elaborate decorative borders are merely a matter of careful planning and fitting. In a combined border of this character, the first step in the 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 the computation. In this border the inside units are 12 points, with 6 point corners. The outer rule occupies 6 points all around or one pica total width and length outside the inner decoration.

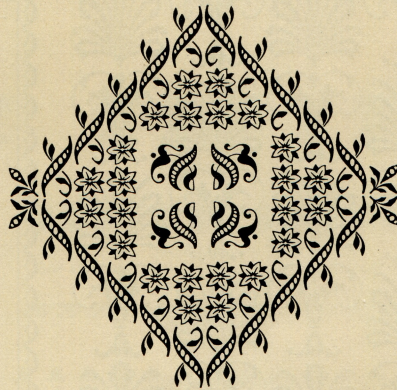
Any row of the 12 point units will be an even number of picas long. Therefore, adding one pica for the outer rule, we know this border can be made up to any dimension expressed in an even number of picas. The inner

member of the border is adaptable to practically any measure.

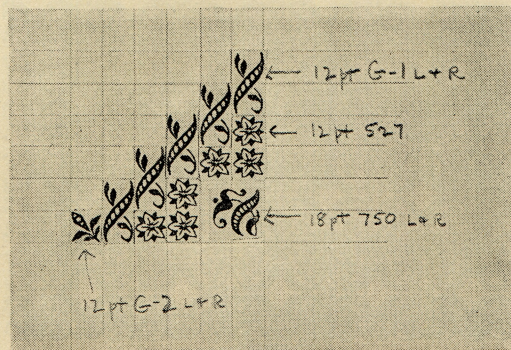
DETACHED, OR FREE ORNAMENTS: Many Linotype border designs are useful to make a single decorative spot. Used singly, such spots vary from the tiny dot of a $5\frac{1}{2}$ point character to the important note of a 36-point unit of design.

In this instance, the combination of material has remarkable possibilities. The free ornament below is made up of border units so arranged as to produce an harmonious and unified decorative spot.

These free ornaments were organized in layout in much the same manner as the preliminary design for the adjacent combination border, as may be noticed by the reproduc-



tion of a portion of this layout below. (This type of decoration is termed "free" because it is not attached to the border or structural part of the page. The term applies to architectural and typographical ornament under exactly similar conditions.)





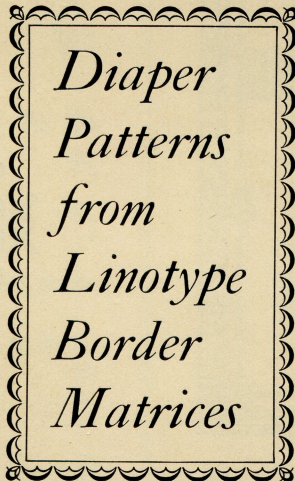
24 Point G-21 L, G-21 R, G-22 L and G-22 R



12 Point 1026



36 Point 1219 and 1220

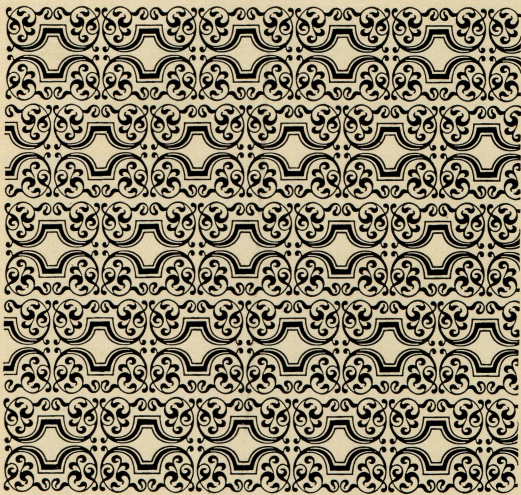


*Diaper
Patterns
from
Linotype
Border
Matrices*

6 Point G-42 and G-43L



36 Point 1221 and 1222



18 Point 752L and 752R

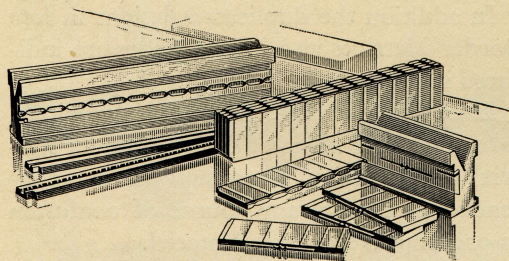


18 Point G-18, G-19L and G-19R

MATRIX SLIDES
AND BLOCKS

12 Point 1070, 8 Point 659

LINOTYPE MATRIX SLIDES are made of brass as carefully and accurately as single character matrices. Rule and border designs are punched or engraved throughout the entire length of the slide; dashes and braces are usually punched in the center of any length of slide desired, though in some few instances the design is punched at the right side of the



slide. Each slide is complete in one piece, and can be used on any standard Linotype. No special equipment is required for their use, except that a matrix slide block must be provided to carry the slides, which are interchangeable in the block and may be substituted one for another at will.

With one block and an assortment of slides, rules and borders in great variety can be cast in lengths up to 30 ems without obtrusive joints or breaks.

This material is an excellent substitute for expensive brass, and its use will result in immense saving in any office. Its cost is merely the price of Linotype metal, and it may be cast at odd times when the machine is not employed and would otherwise be standing idle. A liberal quantity of decorative material, therefore, may always be kept on hand for emergencies at trifling expense. It can be cut up as desired and used lavishly as needed. There is no waste, since the material is all re-

turned to the metal pot for recasting in due course, and the item of distribution is wholly and completely eliminated.

Standard and Special Slides

All Matrix Slides with ornamental designs will cast the design in the center of the area of the indicated body size.

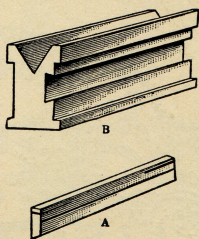
Plain or decorative rule designs designated as 2, 3, or 4 point will cast on the constant or smooth edge of the slug (at the top of the line, not in the center of the body).

SPECIAL POSITIONING: When slides are ordered with the design in any other than standard position, the price will be double that of standard slides.

PROPRIETARY OR SPECIAL DESIGNS: Will be made on special order, and prices will be quoted on request. The cost will be based on the character of the design.

*How Linotype Matrix Slides
Are Used*

The matrix slide (A) is inserted in the slot in the matrix slide block (B) and the whole is placed in the first elevator jaws of the Linotype. By locking the transfer lever, the machine can be run automatically and will cast any number of slugs from the same slide.



Curves or corners on both ends of the slide are not essential to make a complete enclosing border. We illustrate the method of using border slides with a corner on one end only (*page 1082*). The corner may be on either end of the slide. It is absolutely necessary, however, in thus making an enclosing border that the body of the slug be the same as the body of the slide used. Thus, a 6-point slide must be cast on a 6-point slug; a 10-point slide must be cast on a 10-point slug; a 12-point slide must be cast on a 12-point slug, and so on.

SLIDES WITH CORNERS AT EACH END: Most matrix slides shown on page 1119 and

Suggestions for Ordering

following pages with a corner at one end, can be furnished with corners at both ends, if desired. Prices for these vary according to the design, length of slide, etc., and will be quoted upon application.

MATRIX SLIDE BLANKS: To cast slugs from matrix slides shorter than 30 ems with a 30-em matrix slide block, it is necessary to fill out the remainder of the space in the block with matrix slide blanks or filling pieces. Thus, to use a 13-em slide in a 30-em block place a 17-em filling piece on one end, or 8½-em filling pieces at either end, depending on whether slide design is desired at the end or in the center of a 30-em slug.

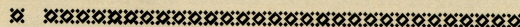
Suggestions for Ordering

Linotype Border Matrices and Matrix Slides should be ordered with the exact descriptions which accompany the specimen shown in this book. In addition, it is necessary to *state quantity desired*. (Remember that sufficient matrices must be provided to produce the length of line desired.)

It should be noted that though many bor-

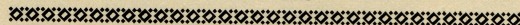
der matrix designs are duplicated in matrix slides, this is not the case in every design. As separate units, border matrices may be combined for variety of arrangement, as illustrated with many of the design combinations on following pages. The Matrix Slide, however, is a *fixed unit*, and a slug cast from it is adjustable only in length.

All Border Matrices *which are duplicated* in Matrix Slides (and vice versa) are shown with the notation indicating the number of the slide (and border matrix) which duplicates the design. For example:



6 Point 140 (See also Matrix Slide 1460)

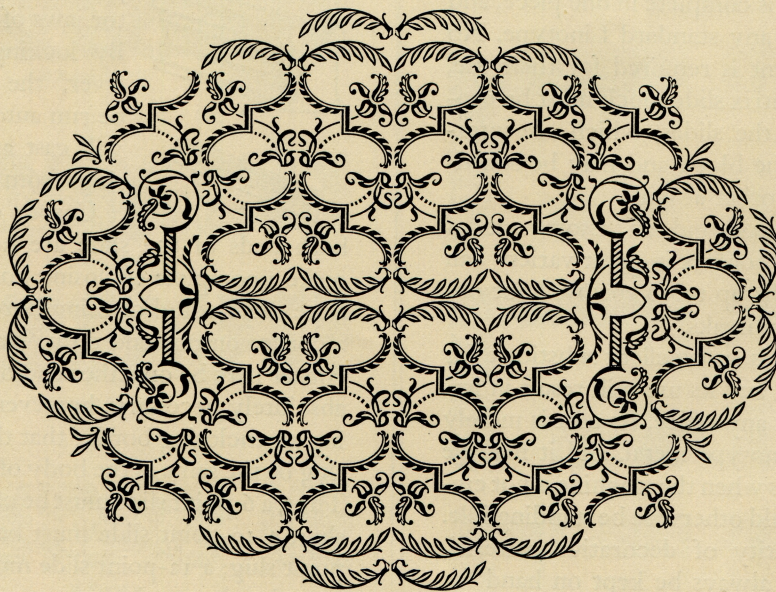
6 Point 1460



See also Border Matrix 140

In addition the duplicated designs in *both* Border Matrices and Matrix Slides are indicated in the INDEX.

Unless this line appears under a specimen do not order a Matrix Slide (or Border Matrix) of that design. These suggestions are intended to obviate any source of confusion in ordering Decorative Material.



36 Point G-23L, G-23R; 24 Point G-20L, G-20R,
G-21L, G-21R; 12 Point G-50L, G-50R, G-51L and G-51R.