

THE HANDY BOOK OF

Artistic Printing

A COLLECTION of LETTERPRESS EXAMPLES

WITH SPECIMENS OF

TYPE, ORNAMENT, CORNER FILLS, BORDERS, TWISTERS, WRINKLERS,

AND OTHER

FREAKS OF FANCY.

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INTRODUCTION PAGE 11

Artistic printing is defined

CHAPTER 1 PAGE 15

BECOMING "ARTISTIC"

Britain and America partake of design reform... aesthetic considerations gladden the home and the page...
printing aspires to heights of artistry and taste... America excels

CHAPTER 2 PAGE 35

ELEMENTS OF ARTISTIC PRINTING

Distinctive fittings and appointments of the practice materialize...
composition compartmentalizes... typefaces and ornaments abound...
novel colors and experimental printing processes proliferate

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SPECIMENS

Diverse samples of artistic printing, gleaned from the best sources,
are described and celebrated

CHAPTER 3 PAGE 167

"QUITE TOO AWFUL"

Critics express distaste and level judgment against the style... in a turn of events,
printing calls upon the imprimatur of history

CHAPTER 4 PAGE 179

THE ETHICS OF ORNAMENT

Freaks and caprices are decried... popular taste is disdained... ornament is questioned...
anxieties weigh heavy and contamination is feared

CONCLUSION PAGE 195

Ornament is reclaimed

NOTES and BIBLIOGRAPHY PAGE 203

Numerous citations of import, expert sources, arcana, are presented for the reader's edification

APPENDIX PAGE 209

A selection of typefaces is included for contemplation and emulation