

Letter Forms

Typographic and Scriptorial

TWO ESSAYS ON THEIR CLASSIFICATION,
HISTORY AND BIBLIOGRAPHY

Stanley
Morison

Hartley & Marks
PUBLISHERS

ing. He did not follow it up with an economic rationalization of the width of the letters. It is curious that, although condensed lettering is to be found in the copper-engraved writing books of the period 1690-1710, their example had no effect on the punch-cutters. The copper engravers' condensed letters achieved a brilliant presence on the page of the *Horace* which John Pine completed within the years 1733 and 1737. The lettering of this work is a remarkably fine specimen of condensed designing and an absolute masterpiece of consistent engraving. It makes an important artistic contribution but, while manifesting a proper discontent with the face that continued to retain the 'Garland' of the booksellers, Pine's condensed lettering was bound to fail. It is simply not good enough as a design.

Baskerville, so far from encouraging condensation, slightly extended his characters. For him type was type, and he was too impressed with the example of 'Mr Caslon' who was 'an Artist, to whom the Republic of Learning has great obligations; his ingenuity has left a fairer copy for my emulation, than any other master'. In Britain in the third quarter of the eighteenth century (not merely in London), it is obvious that the trade of supplying type to printers was increasing with the expansion of newspaper publishing since the first London daily newspaper, the *Daily Courant* of 1702, opened up an entirely new category of typographical production.

TENTATIVE ECONOMIC DESIGN OF THE FIRST LONDON NEWSPAPER TYPES FROM 1665

That is to say, the first daily newspaper created a use for type not hitherto available to the cutters of punches and casters of type. The paper was set in double column like the *Oxford Gazette* founded in 1665. Passing mention of the *Gazette* was made above. It is now desirable to point out that this cavalier, twice-weekly sheet was the first of all English newspapers, as distinct from newsbooks, and that it was 'Published by Authority'. It was a half-sheet in folio, set in double column and the

first regular publication of 1 $\times$ 9 $\frac{1}{2}$ in. and the size of letters, while condensed scenders, while condensed fact, the face is extra-condensed. The type area of the *Daily* long primer, full on the type of the *Oxford*, later 1665, be extra-condensed 2

It paid Bible publisher so save space, but it does condensed type for its text it will usually choose Larkin's thrice weekly 1 *Man* (1723) are found us source as that of the *Lon*

It is not to be overlooked his foundry in 1764, his publisher of a newspaper: the of the foundry, conducted by Isaac Moore & Co. Len show the inspiration of And this remained the 1 after the end of the eighteenth century responsible for condensed punches of all characters much earlier, it was far

SYSTEMATIC ECON

The first systematic evidence is seen in *A Specimen by* London, 1742, which exhibi