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D. C. CARTER

DUMMY LAY-OUT FOR ADVERTISERS

Filed Aug. 14, 1920

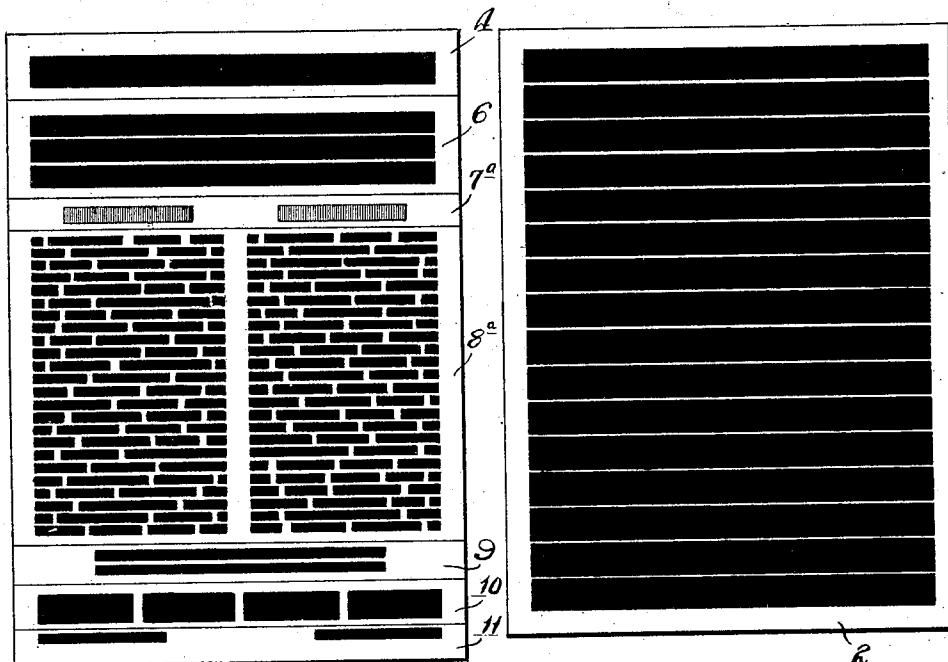
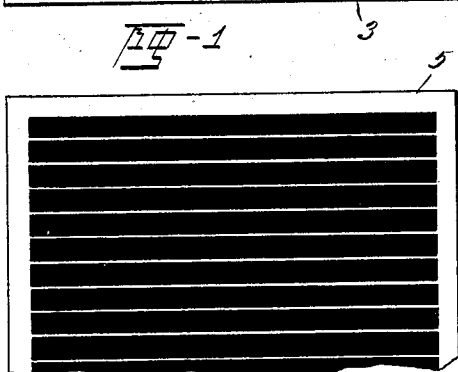
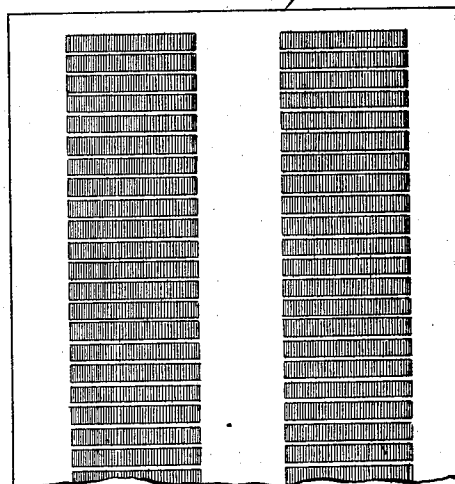
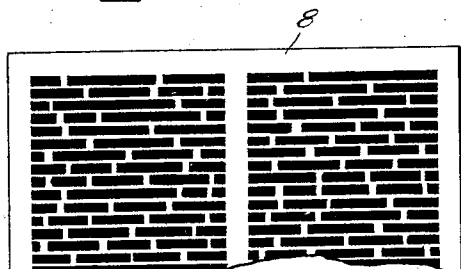


Fig-4

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UNITED STATES PATENT OFFICE.

DOLPH C. CARTER, OF CLEVELAND, OHIO.

DUMMY LAY-OUT FOR ADVERTISERS.

Application filed August 14, 1920. Serial No. 403,530.

To all whom it may concern:

Be it known that I, DOLPH C. CARTER, a citizen of the United States, residing at Cleveland, in the county of Cuyahoga and State of Ohio, have invented certain new and useful Improvements in Dummy Lay-outs for Advertisers, of which the following is a specification.

This invention relates to the class of printing.

The object of my invention is to provide a system whereby a dummy lay-out can be easily made up to show the advertiser, etc., the general appearance of a certain composition of printed matter which is contemplated and to also serve as a guide for the printer in setting up the same. A further object of my invention is to provide a stock supply of sheets representing in the form of stripes or blocked-out portions different type set-ups and lengths of lines; from which stock supply the dummy can be made up by selecting and combining on a single sheet the proper number of stripes or blocked-out portions representing the several type set-ups. It is also an object of my invention to produce the color effects upon such a dummy by providing stock sheets of colored stripes corresponding to the colors of ink that are commonly used in the printing or advertising art.

Further objects of my invention will appear from the following description and claims considered together with the accompanying drawings.

Fig. 1 shows a dummy lay-out made up according to my invention; Fig. 2 is a stock sheet illustrating eighteen point type; Fig. 3 is a stock sheet illustrating twelve point type; Fig. 4 is a stock sheet illustrating ten point type in red; and Fig. 5 is a stock sheet illustrating six point type and showing also the spacing between words.

It is highly desirable, before ordering a certain form and style of advertisement or before setting up any composition of printed matter, to give the advertiser or publisher an idea of the final finished appearance of the copy. Because of the tedious labor involved, it is not practicable to make up a sample sheet with the pen or pencil and so I have devised a system by which it is possible to produce such a dummy without any appreciable amount of labor and at very little expense.

According to my invention I provide a sup-

ply of sheets on which are stripes or blocked-out portions representing the height of five-point type, another supply of sheets having stripes or blocked-out portions the height of six-point type, still another supply of sheets having stripes or blocked-out portions the height of eight-point type, and so on for each and every size of type including seventy-two point. The present illustration refers only to a few of the different sizes of type and the space here shown between the stripes or blocked-out portions corresponds to type set up "leaded," that is, with two-point leads between the lines, although a number of sets of sheets will be provided for each size of type showing the different spacings that might be necessary. A set of sheets for each size of type will be provided with broken stripes or blocked-out portions to represent the spacing of the words on a typical printed page, and a set with unbroken stripes or blocked-out portions may also be provided for the same size of type if so desired. The stripes or blocked-out portions whether broken or not may be formed in columns as shown in Fig. 5 to represent the columns on a printed page, the number of columns depending upon the character of work to be set up. If desired, single columns might be formed upon the stock sheets and the dummy made up by pasting thereon the requisite number of strips side by side according to the number of columns on the page which is to be set up. The size of the sheet will also depend upon the particular classes of work, although the length of the stripes or blocked-out portions on a certain stock sheet might be cut to the length required if they are too long for the particular case in hand. There will be supplies of sheets of lines of red, broken and unbroken, other sets of green, etc., for a given size of type, and this will be carried out for the different colors and sizes of type according to the demands. Then in making up the dummy, any number of stripes or blocked-out portions will be cut from a sheet according to the number of lines of printed matter to be made up of that particular size of type and these stripes or blocked-out portions will be pasted or secured to a suitable support, such as a sheet of paper or the like. The stock sheets of stripes or blocked-out portions might be of the same size as the supporting or dummy sheet that is to be made up, or somewhat narrower so

as to leave wider margins upon the dummy. In the present case they are shown as having the same width.

Let us suppose that the publisher contemplates a sheet with the sizes of type and with the arrangement shown in Fig. 1. He will cut one stripe or blocked-out portion from the sheet 2 and paste it upon the sheet 3 upon which the dummy is to be formed, as indicated at 4. This stripe or blocked-out portion will represent the main headline in the eighteen point type. Then to represent the three sub-headlines of twelve-point type, he cuts three stripes or blocked-out portions from sheet 5 and pastes this strip just below the strip 4, as indicated at 6. Topic head lines of ten point type in red are cut from a stock sheet 7 of such stripes or blocked-out portions properly spaced according to the width of the columns, and are pasted at 7a upon the dummy sheet. The columns of six point type are next represented by cutting as many of the broken stripes or blocked-out portions as required from sheet 8 and pasting this section at 8a on the dummy sheet. Following this same system, the remaining portions of the page are represented upon the dummy by cutting the required number of stripes or blocked-out portions from the several stock sheets corresponding to the size of type and length of line, and pasting the same in proper order upon the dummy sheet as at 9, 10 and 11. The advertiser or publisher can then visualize the effect of such combination and arrangement of types and is thereby very materially assisted in determining before hand whether the appearance of a given sheet of subject matter will prove satisfactory.

Thus the advertiser or publisher is enabled to have placed before him in a very short time and at little expense a physical representation of the combination and arrangement of types in black and white as well as in color, so as to give him an idea of the general appearance and attractiveness of the sheet as well as harmony of colors. And when a certain combination and arrangement of types has been decided upon, this same dummy will serve as a guide to the printer in setting up the type, all necessary instructions being obtained by the printer from the dummy lay-out.

Other advantages flowing from my invention will be obvious to those who are skilled in the art to which it relates.

What I claim is:

1. A dummy lay-out set comprising a plurality of sheets provided with blocked-out portions, the portions of different sheets being adapted to represent different type setups and said portions from a plurality of sheets being adapted for application to a common support to form a dummy lay-out.

2. A dummy lay-out set including a supply of sheets having stripes thereon each representing the height of a particular size of type, and another supply of sheets having stripes thereon each representing the height of another size of type.

3. A dummy lay-out set including a supply of sheets having broken stripes thereon each representing the height and spacing of words of a particular size of type, and another supply of sheets having stripes thereon each representing another size of type.

4. A dummy lay-out set including a supply of sheets having broken stripes thereon each representing the height and spacing of words of a particular size of type, and another supply of sheets having broken stripes thereon each representing the height and spacing of words of another size of type.

5. A dummy lay-out set including a supply of sheets having stripes thereon each representing the height and length of line of type of a particular size, and another supply of sheets having stripes thereon each representing another size of type.

6. A dummy lay-out set including a supply of sheets having broken stripes thereon each representing the height and spacing of words of a particular size of type, and another supply of sheets having stripes thereon each representing the height and length of line of type of another size.

7. A dummy lay-out set including a supply of sheets having broken stripes thereon each representing the height and length of line and also spacing of words of a particular size of type, and another supply of sheets having stripes thereon each representing type of another size.

8. A dummy lay-out set including a supply of sheets having broken stripes thereon each representing the height and length of line and also spacing of words of a particular size of type, and another supply of sheets having broken stripes thereon each representing the height and spacing of words of another size of type.

9. A dummy lay-out set including a supply of sheets having stripes thereon each representing the height of type of a particular size and also the spacing of columns on a printed page, and another supply of sheets having stripes thereon each representing the height of type of another size.

10. A dummy lay-out set including a supply of sheets having stripes thereon each representing in one color the height of type of a particular size of type, and another supply of sheets having stripes thereon each representing in another color the height of type of another size.

11. A dummy lay-out set including a supply of sheets having stripes thereon each representing the height of type of a particular size, and another supply of sheets

having stripes thereon each representing the height of type of another size, the stripes on said sheets being spaced according to the spacing of lines on a printed page to be simulated.

5 12. A dummy lay-out sheet having stripes thereon each representing the height and length of lines of type of the different sizes to be simulated, said stripes being spaced according to the spacing of lines in a composition to be simulated, and said sheet being plain except for simulations of subject matter to be composed.

10 13. A dummy lay-out sheet having secured thereto a plurality of strips, said

strips having stripes thereon of different heights and lengths each representing the heights and lengths of lines of type of different sizes to be simulated, and said sheet being plain except for simulations of subject matter to be composed.

14. A dummy lay-out sheet having stripes thereon each representing in different colors the heights and lengths of lines of type of different sizes to be simulated, and said sheet being plain except for simulations of subject matter to be composed.

In testimony whereof I hereby affix my signature.

DOLPH C. CARTER.