



THIS text-book has been prepared for the purpose of introducing practical lettering from a new, much simplified angle that should prove very helpful to the student and grade school pupil. It is the result of many years' experience with beginners of all ages.

The confusion arising in the minds of pupils from experimenting with too many styles of lettering is the cause of many failures. Hence, only the alphabets which are basic to all lettering are presented for the student to work upon. The letters are stripped of all the fancy finishes and extras that might prove confusing. Thus the art is robbed of its apparent mysteries, and ceases to discourage the beginner in his efforts to produce clean-cut letters for amateur or commercial art, posters, signs and show cards.

Besides developing the initiative and the imagination, the commercial possibilities of good lettering are manifold. As a business in itself it is becoming increasingly popular and remunerative. It is the stepping-stone to display advertising, an art which knows no limitations in the commercial world. In nearly every profession and line of business the ability to letter well is a useful accomplishment and generally affords larger opportunities and greater compensation for those who can.

It is expected that regular commercial tools will be used in practicing these lessons as this will increase the pupils' interest, besides teaching them professional methods right from the start. But until they are thoroughly familiar with the shaping of the letters they should draw them carefully with pencil and then go over each letter with the pen. The proper-sized pen will complete the elements in a single stroke. After a certain degree of skill is obtained it is unnecessary to use a pencil, except to lightly lay out the poster and indicate the position of the letters. When the pupil has mastered the preparatory work given herein, he will find both the Speedball Loose Leaf System of Professional Lettering and the Speedball text-book, "Modern Pen Lettering," comprehensive guides for the commercial production of practical letter designing and show card work.

Copyright 1927—all rights reserved including method of showing letter construction and translation into foreign languages

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

GOTHIC—All letters having the elementary strokes of even width are classified as Gothic letters.  
*Before the universal adoption of this simplified classification of letter styles, all Text alphabets were known as "Gothic" letters*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyzr

Roman—All letters having elementary strokes "accented" or consisting of heavy and light lines, are classified as Roman.

ABCDEFGHIJKLMNOPQRSTUVWXYZ&A  
abcdefghijklmnopqrstuvwxyz afgk

Italic—All slanting letters are classified as Italics—These may be further designated as Roman-Italics, Gothic-Italics or Text-Italic.

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z & G  
a b c d e f g h i j k l m n o p q r s t u v w x y z ; g

Text—This term includes all the styles of Old English, German text, Bradley text or others of various trade names—Text styles are too illegible for general commercial use.

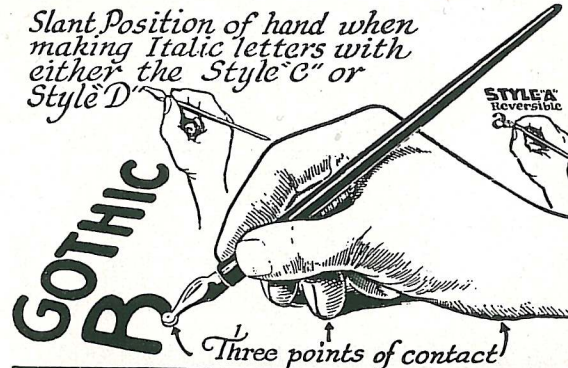
All lettering is directly or indirectly based upon these four groups. This simplified segregation eliminates much confusion and is universally used by printers, letter designers and allied craftsmen

## Directions for Using Speedball Lettering and Drawing Pens

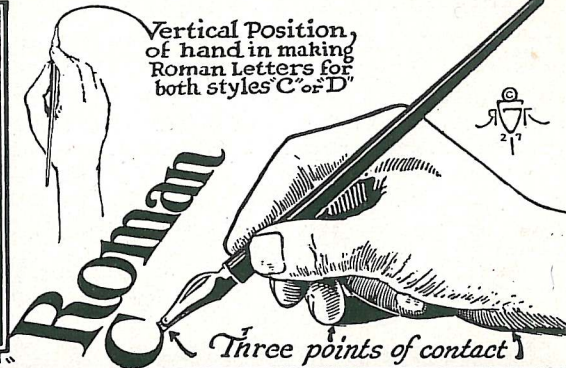
Remember, whether you have or have not any special talent for drawing or art, with a little systematic practice and study you can learn to do good lettering. The directions as given should be carefully followed to insure the quickest results—

- 1—Sit erect, or stand close to the desk, keeping the feet flat on the floor or the foot rest. Don't lean on your pen, note illustration. ➡➡➡
- 2—The best results are secured with the paper or card flat on the desk slightly to your right and turned a trifle to the left. Hold your work in place with your left hand while lettering with the right—do not tack the card to desk.
- 3—Use any smooth hard surfaced paper or cardboard. Rule three guide lines for each line of lettering, using a sharp pencil.
- 4—Study the shape and construction of each letter carefully. Note the order and direction of each stroke before using pen.
- 5—Sketch the letters with a pencil first, then retrace with the size and style of pen best suited to their construction. Strive for a pleasing relation or balance of the blank spaces between the letters and keep the same border space at each end of the line.
- 6—Hold the pen firmly between the two first fingers and thumb as close to the working tip as the holder will permit. The side of the hand should glide lightly over the paper, keeping the other fingers relaxed and in position, shown on opposite page. ➡➡➡
- 7—Use a free-flowing black ink. Sticky, gummy and glossy inks never give satisfaction. They generally clog the pens and dry streaked or spotty.—Speedball inks in black "Waterproof" or Sho-card and white are specially prepared for pen work.
- 8—Dip the pen deeply enough into the ink to fill the reservoir, then wipe off the surplus by drawing the under side of the pen across the edge of the bottle. This will eliminate any chance of blotting caused by over loading of feeders.
- 9—Work with a full arm stroke. Keep the tip of the pen flat on the paper and do not contract the fingers. Rest an instant at the finish of each stroke before lifting pen from paper. This will produce clean-cut elements with sharp terminals.
- 10—Do not try to work too fast. Strive for quality first and speed will develop later. Work with an even, thoughtful stroke.
- 11—"Clean pens do clean work." To clean pens, rinse them in water and scrub off the crusted ink with a toothbrush.
- 12—To lay out effective showcards or display copy, first sketch a liberal border around the card, making it widest at the base, the top next and the sides a little less. Draw a vertical line down the center then arrange the copy into relative groups and balance them upon this line. Layouts are most pleasing when the center of attraction is slightly above center.

*Slant Position of hand when making Italic letters with either the Style "C" or Style "D"*



*Vertical Position of hand in making Roman Letters for both styles "C" or "D"*



## • SHOWING • HOW • TO • HOLD • THE • SPEEDBALL • PEN •

•• GOTHIC ALPHABET • CLIPPED FROM THE SPEEDBALL TEXT BOOKS ••

➡ FIRST • TRY • THESE • ELEMENTARY • PRACTICE • EXERCISES • WITH • STYLE "B" PEN •



*Keep the writing tip in full contact with the paper when making strokes*

# ELEMENTARY PRINCIPLES OF LETTER CONSTRUCTION

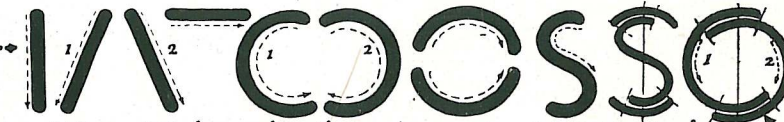
Arrows indicate direction of strokes and numbers the order in which they are made: *Note* → When joining circular elements **OVERLAP** strokes

N M K V A W X Y Z P R B D

Decorative flourishes consisting of overlapping loops and scrolls.

C C C G G e e o o o Q Q B

Practice full lines of each element. Hand should glide freely over paper, gripping the pen lightly

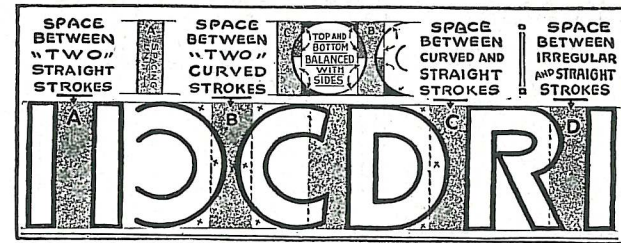


PERFECT LETTERS OR ORNAMENTS DO NOT MAKE PERFECT POSTERS

## A GOOD LAYOUT

IS MUCH MORE IMPORTANT THAN EITHER PERFECT LETTERING OR FANCY DECORATION

THE STUDENT WHO CAN ARRANGE COPY INTO SIMPLE GROUPS AND BALANCE THESE BLOCKS ACCORDING TO THEIR STRENGTH AND IMPORTANCE HAS LEARNED THE SECRET OF EFFECTIVE LAYOUT



THE above diagram offers a workable guide in the proper spacing of various letter combinations. The added space created by the curved portion of any letter is relatively subtracted from the dividing area between it and the adjoining letter. Thus the distance between two circular letters (measured at the closest point) is considerably less than the distance between two straight letters.

**DOOMING VS DOOMING**

This line illustrates by comparison how letters of the same dimensions will read when spaced "mechanically" and when spaced "optically". The area between various letter combinations should be equalized to insure maximum legibility and prevent ugly gaps (x).

Work with a smooth, even stroke. Do not try to work too fast

## Correct Letter Spacing

is not a mathematical problem and it cannot be produced satisfactorily by any mechanical system of measurement. Letters should be fitted together so that they will read clearly and give pleasingly, an effect of evenness. No two alphabets are handled in exactly the same manner and various letter combinations require different spacing. The actual distance between two letters varies with the size, style and reading requirements. Study following diagrams

*Note how spaces are Optically equalized*

When letters are measured and spaced with the yard-stick, i.e. each letter made to occupy the same area and the spaces between the letters exactly the same width, they appear uneven in line value, spotty, unequal and hard to read.

**MINNETWATA**  
*Note how legibility improves when letters are optically equalized.*

**MINNETWATA**  
*More space has been allowed for the M-N-W-A to make them appear equalized. The following examples illustrate very clearly the advantage Optical spacing has over Mechanical spacing with circular letters.*

**P.OODLE·DOG**  
*All letters occupy the same area and all spaces are measured equal width. This causes the letters to appear more as individual characters rather than as words. The following illustrates how they should be spaced to insure better reading qualities.*

**POODLE·DOG**  
*This short lesson with styles "P" "O" and "D" exemplifies lettering done by...*

GOTHIC CAPITALS WITH STYLE 'B' SPEEDBALL PENS

A B C D E F G H I J K L

W X Y Z & W S S 8

CONDENSED POSTER GOTHIC WITH STYLE 'A' SPEEDBALL PENS

A B C D E F G H I J K L M N O

*Do not contract the fingers. It develops writers' cramp or fatigue*

GOTHIC CAPITALS WITH STYLE 'B' SPEEDBALL PENS

M N O P Q R S T U V

\$ 1 2 3 4 5 6 7 8 9 ¢

CONDENSED POSTER GOTHIC WITH STYLE 'A' SPEEDBALL PENS

P Q R S T U V W X Y Z & A 5

*Rest an instant at the end of each stroke to assure clean cut terminals*

Gothic Lower-case with Style "B" Speedball Pens

abcdefghijklmnopqrstuvwxyz



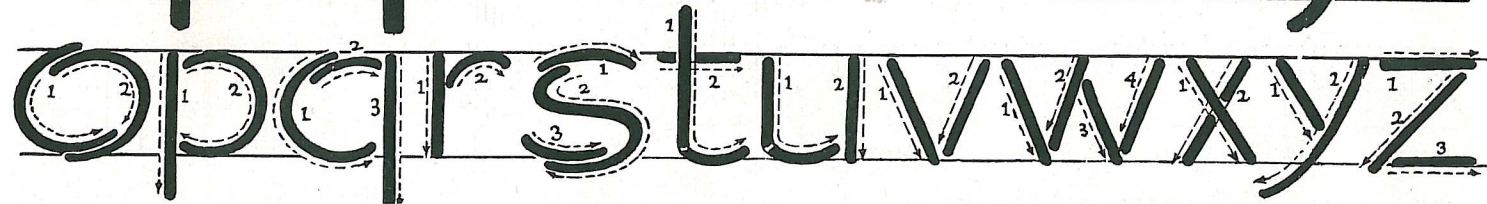
Condensed Square Poster Gothic with Style "A" Speedball Pens

abcdefghijklmnopqrstuvwxyz

*A tight grip destroys the beauty and freedom of your work*

Gothic Lower-case with Style "B" Speedball Pens

opqrstuvwxyz



Condensed Square Poster Gothic with Style "A" Speedball Pens

&uvwxyz-\$123456789¢

*Ink will not flow freely from a dirty pen. Keep pens clean if you want clean-cut lettering*

*If you rule three guide lines of copy it will greatly assist in the alignment of any alphabet*

## ROMAN CAPITALS with STYLE "C" SPEEDBALL PENS



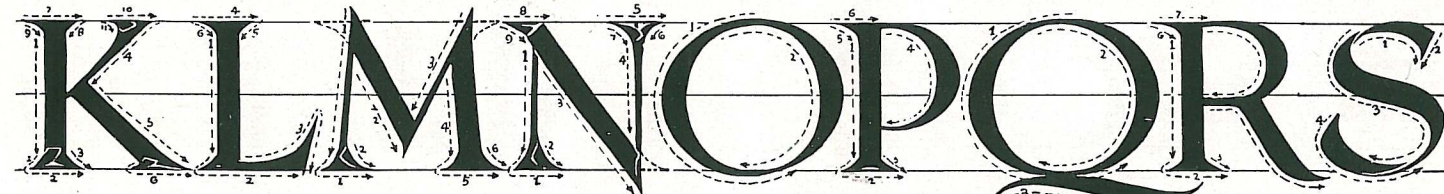
## BOLD ROMAN CAPITALS WITH STYLE "D" SPEEDBALL



*A slight twist or flexible handling of the pen is required in making this alphabet*

*Until you are familiar with their construction, sketch in the letters with a hard pencil before using pen*

## ROMAN CAPITALS with STYLE "C" SPEEDBALL PENS



## BOLD ROMAN CAPITALS WITH STYLE "D" SPEEDBALL



*The serifs or "spurs," as the finishes are called are added with the same pen. Study their construction carefully*

Roman Lower-case with the Style "C" Speedball Pens

abcdefghijklmnopqrstuvwxyz

abcdefghijklmnopqrstuvwxyz

Bold Roman Lower-case with Style "D" Speedball

abcdefghijklmnopqry

*Observe carefully the construction of each letter while sketching outline with pencil*

Roman Lower-case with the Style "C" Speedball Pens

pqrstuvwxyz:?

pqrstuvwxyzg

Bold Roman Lower-case with Style "D" Speedball

\$12345:stuv,wxz:6789¢

*Note which stroke is made first and the order in which the others are built around it*



ROMAN ITALIC CAPITALS WITH STYLE "C" SPEEDBALL PENS



BOLD ROMAN ITALIC CAPITALS WITH STYLE 'D' SPEEDBALL PENS



The desired degree of slant may be maintained by light diagonal pencil lines

ROMAN ITALIC CAPITALS WITH STYLE "C" SPEEDBALL PENS



BOLD ROMAN ITALIC CAPITALS WITH STYLE 'D' SPEEDBALL PENS



Sharp "spurs" add much to the clean-cut appearance of your work

Roman Italic Lower-case with Style "C" Speedball Pens

abcdefghijklmnopqrstuvwxyz  
a c e  
abcdefghijklmnopqrstuvwxyz

Bold Roman Italic Lower-case with Style "D" Speedball Pens

abcdefghijklmnopqrstuvwxyz

It saves time and effort to shift the position of the card or paper on desk to accommodate the slant of the letters

Roman Italic Lower-case with Style "C" Speedball Pens

abcdefghijklmnopqrstuvwxyz  
p w Strokes Broken to Show Construction y y  
abcdefghijklmnopqrstuvwxyzg

Bold Roman Italic Lower-case with Style "D" Speedball Pens

\$12345 vwxyzs 6789-31¢

Shifting the position of the card or paper will prevent a cramped stroke and distorted lettering

Text Alphabet ~ Old English ~ Capitals

A B C D E F G H I J K  
L M N O P Q R S T U

Modified Bold English Text with Style D Speedball Pen

A B C D E F G H I J K L M

The above text alphabet used for engraving diplomas, resolutions, testimonials and memorials. It develops clean, careful handling

Lettered with (size two) Style "C" Speedball Pens

N O P Q R S T U V W X Y Z  
\$ 1 2 3 4 5 6 7 8 9 0

Modified Bold English Text with Style D Speedball Pen

N O P Q R S T U V W X Y Z &

After the letters in the style "C" alphabet have been formed with a broad stroke pen the fine lines can be added with a sharp-pointed pen

W Text Alphabet -- Old English Lower Case  
 abcdefghijklmna  
 abcdefghijklmna

*A clean pen makes a clean-cut letter*

*Scrub pens clean with tooth brush*

Modified Bold English Text with Style D Speedball Pen  
 abcdefghijklmnop

Lettered with size 2 style "G" Speedball

opqrstuvwxyza  
 opqrstuvwxyza

Modified Bold English Text with Style D Speedball Pen  
 qrstuahvwxyza