

17th. Edition

EIGHT PAGES
IN *COLOR*

Speedball

TEXT
BOOK

LETTERING
POSTER
DESIGN
for PEN or BRUSH

by
Ross F. George

INTRODUCTION



TEACHERS of courses in commercial art, mechanical drawing and drafting will find this book a practical guide to lettering and poster art. All such courses should include a working knowledge of the basic alphabets and the tools best suited to their production.

STUDENTS who follow instructions given herein and practice regularly and intelligently can be assured of satisfactory progress, for anyone who can write can learn to letter. No unusual talent is required.

CRAFTSMEN can improve their techniques and increase their incomes by using this book for instruction and inspiration.

Merchandising depends so much upon showcards for quick turnover that we seldom see displays without them.

Supplying this need means that experienced, versatile letterers are in demand everywhere. For steady employment, few occupations offer the opportunities enjoyed by poster artists who are able to do good lettering at a commercial speed.

INDEX

	Page		Page
Advertising Layouts and Posters.....	31, 46, 47, 82-90	NOVELTY ALPHABETS	
Advertising Moods.....	36, 83	America.....	44
Architects' Gothic.....	55	Bold Display, Roman.....	61
Architects' Script.....	32	Builders.....	59
Basic Letter Groups.....	3	Carnival.....	58
Border Designs.....	52 (color), 69	Divinity.....	33
Brush Alphabets.....	5, 68, 75-79	Far East.....	41
Calligraphic Letters.....	38	Title, Style B.....	34
Draftsmen's Gothic.....	55	Ornamental Penmanship.....	50 (color), 72, 74
Draftsmen's Script.....	32	Pen Sketching.....	92
Decorative Initials.....	48, 49 (color), 65, 73	Pens, Their Use and Care.....	1, 2
Elementary Exercises.....	6-9	Posters.....	31, 45-47, 51 (color), 82-90
Elements of Basic Alphabets.....	3	Price Tickets.....	96
Engrossing.....	50-51 (color), 66-68, 71-74	ROMAN ALPHABETS	
Enlarging, simplified.....	83	Bold Display.....	61
Evolution of Letter Styles.....	4	Brush.....	78, 79
GOTHIC ALPHABETS		Built-up.....	25
Beginners'.....	8, 9	Bulletin.....	56
Block.....	54	Classic.....	15
Block, Half Poster.....	5	Creation of Alphabets.....	16
Brush.....	5, 75-77	Formal.....	22
Carnival.....	58	Free.....	23
Carved Caps.....	54	Gay Nineties.....	43
Condensed Poster.....	40	History and Use.....	14
Creations.....	37	Italics, Bold.....	26, 29, 31
Cut-in Display.....	62	Italics, Condensed Bold.....	27
Draftsmen's.....	55	Italics, Style C.....	28
Elementary Exercises.....	6-9	Italics, Swash.....	33
Italics.....	12	Metropolitan Poster.....	25
Line.....	55	Printers'.....	37
Modern Cap.....	40	17th Century Ornamental.....	44
Novelty.....	40	Single Stroke, Bold.....	17
Power.....	53	Single Stroke, Modern.....	20, 21
Round.....	13	Single Stroke, Style C.....	18, 19
Serifs.....	12	Stunt.....	35
Shadow.....	59	Style A.....	24
Slant Script.....	30	SCRIPT ALPHABETS	
Speedball.....	58	Advertising.....	39
Squeezed Headline.....	57	Architects & Draftsmen.....	32
Text, Style A.....	12	Calligraphic.....	38
Tri-Line.....	63	Personality.....	39
Uncial.....	69	Round Hand.....	70
Vertical Manuscript.....	10, 11	Slant Speedball.....	30
Vertical Script.....	36	Speedball, Style B Title.....	34
Initials, decorative.....	44, 48, 49 (color), 65	Speedball, Style D.....	35, 36
ITALIC ALPHABETS		Vertical, Style A.....	41
Bold Roman.....	26	Swash.....	33
Bold Roman, Condensed.....	27	Weston's Script Text.....	73
Bold Roman, Style C.....	28	Serifs and Their Use.....	3, 4, 12, 16, 17
Bold Roman, Style D.....	29	Spacing Letters.....	80, 81
Display.....	56	Stick Figures.....	93-95
Gothic.....	12	Symbols.....	91
Slant Script.....	30	TEXT ALPHABETS	
Speed-D.....	60	Black.....	67
Stencil, Roman.....	42	Cardwriters.....	68
Swash, Roman.....	33	Engrossers.....	66, 71
Layout.....	31, 80-82, 84-90	German.....	71
MANUSCRIPT ALPHABETS		Gothic, Style A.....	12
Bold Roman, Style D.....	31	Old English.....	66, 68
Calligraphic.....	38	Ornamental.....	71
Vertical, Style B.....	10, 11	Speedball, Styles C & D.....	71
Music, decorative.....	64	Uncial Alphabet.....	69

ROMAN NUMERALS

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
I	II	III	IV	V	VI	VII	VIII	IX	X	XI	XII	XIII	XIV	XV	XVI
17	18	19	20	25	30	35	40	45	50	55	60	70			
XVII	XVIII	XIX	XX	XXV	XXX	XXXV	XL	XLV	L	LX	LXX				
75	80	90	100	125	150	200	250	300	400	500	600	700			
LXXV	LXXX	XC	C	CXXV	CL	CC	CCL	CCC	CD	D	DC	DCC			
800	900	1000													
DCCC	CM	M													

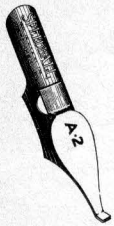


C. HOWARD **HUNT** PEN CO.
Camden 1, N.J.

PRINTED IN U.S.A.

TOOLS *for* LETTERING

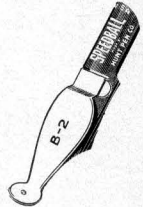
In making letters by hand, choose the style and size of pen that will produce their elements with the fewest strokes. There is a Speedball designed for each of the different families of alphabets with five sizes in each style.



THE STYLE "A" SPEEDBALL pen was the first of its kind, designed to produce square poster letters single stroke.

THE STYLE "B"

pen was next developed for single stroke **ROUND GOTHICS**



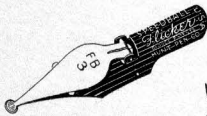
THE STYLE "C" pen was created to duplicate the strokes made by the flexible hand-cut reed pen. It is used to make the graceful Roman and *Italic* alphabets with 'thick and thin' elements.



THE STYLE "D" pen...with its oval marking tip is used to produce the bold **POSTER** Roman alphabets with 'thick and thicker' elements.



THE NEWEST SPEEDBALL pens are trademarked "**FLICKER**". Their ink reservoirs are hinged flicking open simultaneously so they can be wiped clean. *The FB 6 is equipped with ruling flanges for drafting work.*



Keep your pens *clean!* The best way to clean lettering or drawing pens is to scrub them gently..... with a wet tooth brush



GOOD INKS ARE NECESSARY FOR GOOD LETTERING. MOST STANDARD BRANDS OF WATERPROOF BLACK DRAWING INK CAN BE USED.

*Artists..... who desire a specially prepared ink that has proved exceptionally successful in this type of drawing and lettering pen can obtain **Speedball inks** from their stationer or art dealer. They are made in all the brilliant colors of the rainbow, plus black and white.*

You will do better work when you sit erect and do not lean on the pen,

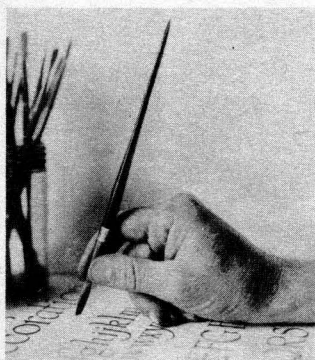
This photo shows the author at his desk



TIPS *for* LETTERERS

Letters should be drawn freehand if possible. Practice regularly to secure freedom, grace and individual beauty.

Always use a T-square, or ruler for guide lines.

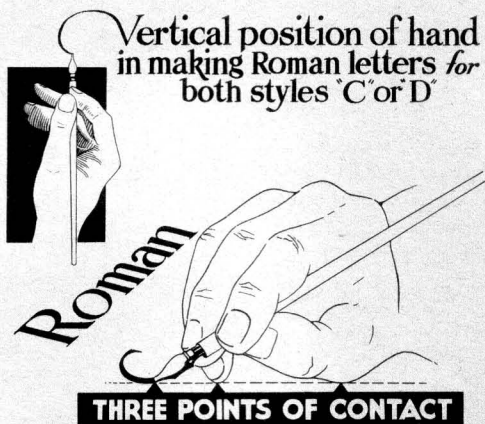


Besides a set of pens, every letterer's kit should include two or more red sable **SHOW CARD BRUSHES** in sizes 10-12 and 14 to take care of the letters that are too large for the pens.

Slant position of hand when making Italic letters with either style 'C' or style 'D' pens.



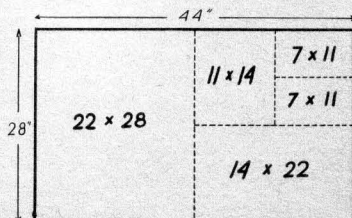
Vertical position of hand in making Roman letters for both styles 'C' or 'D'



SHOW CARD COLORS prepared for brush use will work satisfactorily, in pens when thinned to a free-flowing consistency with a little of this solution --- water, 9 ounces, alcohol, 1 ounce, gum mucilage, 1 ounce, and a few drops of glycerine. Do not prepare a large quantity because they work best when freshly mixed. Keep well stirred.

COATED CARDBOARD comes in sheets 22x28, or 28x44 inches. To avoid waste in cutting, the usual sizes for posters are 7x11 inches, 11x14 inches or 14x22.

Price tickets are smaller and vary in size & shape. For tips on poster and price card layouts see page 96.



this is how the 28x44" card cuts.

LETTERING

can be segregated into three basic groups namely Roman, Gothic and Text styles. From these three all alphabets originate. The simple elements from which they are composed are easy to learn and not hard to form with a sho-card brush or Speedball pen.

Elements of Roman letters are made with 'C' or 'D' pens



Elements of Gothic letters-made with 'A' or 'B' pens



Elements of Text letters are made with 'C' or 'D' pens



Any of the letters made on a slant are called 'Italics' Roman Italics - 'C' or 'D' pens " Gothic Italics - 'A' or 'B' pens



Time and effort will be minimized by using the size and style of pen or brush which will form the different letters of any given alphabet without subsequent remodeling of the strokes.

The Three Basic Groups

Gothic ABCDEFGH Gothic abcdefgh

All letters composed of uniform width elements are classified with the Gothics. Before this simplified classification was adopted, Text letters were known as Gothic

Roman ABCDEFGJ Roman abcdefghi

All letters composed of thick and thin elements are called Roman

Text ABCDEFGH Text abcdefghijkl

Includes all styles of Old English Text, Church Text, Moister Text, Black Text, German Text, Frabley Text, Gordon Text and others.

In the creation of new alphabets these illustrations will help to show how variations or modifications of the *Serif* changes the appearance of a letter.

iiiiiiiirrr roman roman gothic texts ROMAN R GOTHIC Texts

Evolution of Letter Styles

Showing their relation to writing

abcdefghijklmnopqrstuvwxyz ^{c-6 pen}

abcdefghijklmnopqrstuvwxyz. ^{c-4 pen}

aa.bb.cc.dd.ee. ff. gg. hh. ii.

jj.kk.ll.mm.yy.oo.pp.qq.rr. ^{B-5 Speedball}

ss.tt.uu.nn.vv.ww.xx.zz.

Also the similarity of Vertical Writing to
Roman Lettering

Round writing - joined by connecting strokes. ab

Round writing unjoined and loops left off. ab

Round writing thus becomes Roman

Different letter styles are created by different serifs or different pens


abcdefghijklmnopqrstuvwxyz ^{style 'C' pen}

abcdefghijklmnopqrstuvwxyz ^{style 'A' pen}

abcdefghijklmnopqrstuvwxyz ^{style 'B' pen}

abcdefghijklmnopqrstuvwxyz ^{style 'D' pen}

abcdefghijklmnopqrstuvwxyzagy ^{style 'D' pen}

abcdefghijklmnopqrstuvwxyz, 

The most characteristic letter styles are those of the single-stroke variety

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

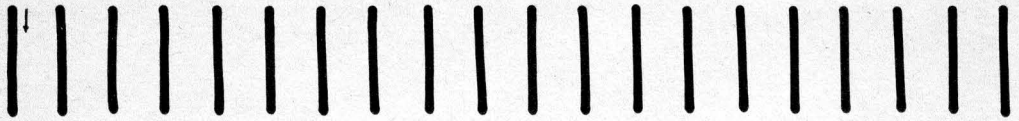
WITH A BRUSH OR  STYLE "A" SPEEDBALL PEN

HALF POSTER BLOCK

\$ 1 2 3 4 5 6 7 8 9

ELEMENTARY GOTHIC PRACTICE EXERCISES

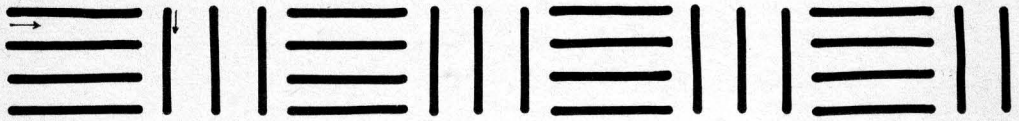
1



Rule top and bottom guide lines for each line

3

Use any smooth surfaced paper or cardboard.



Hold the pen firmly between the two first fingers and thumb

5

as close to the working tip as the holder will permit



7



Dip the pen deeply enough into the ink to fill the reservoir

9

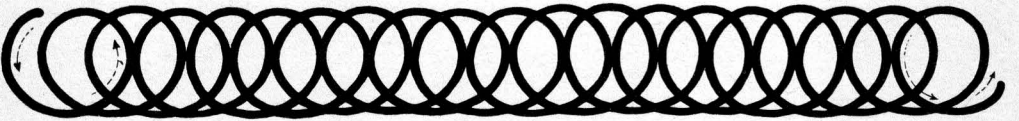
wipe off the surplus by drawing pen across edge of bottle



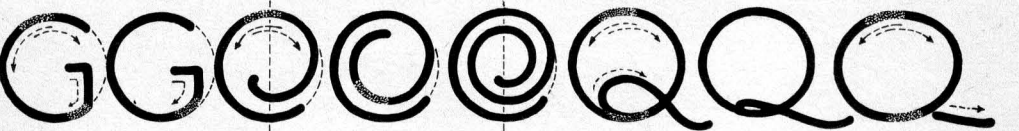
11



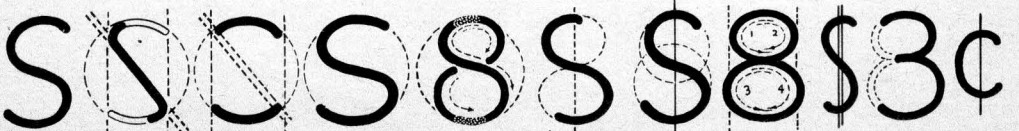
13



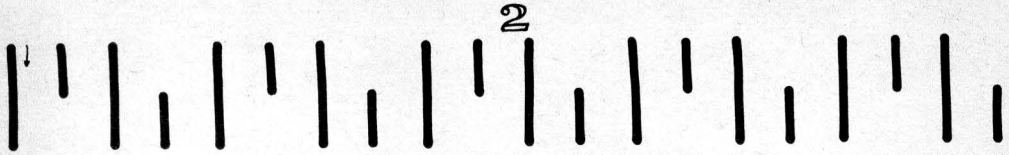
15



17



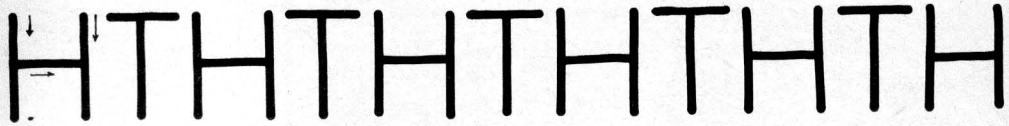
WITH F-B 4 OR F-B 5 SPEEDBALL "Flicker" PENS



Hold your work in place with your left hand while lettering

4

with the right hand do not tack the card to desk.



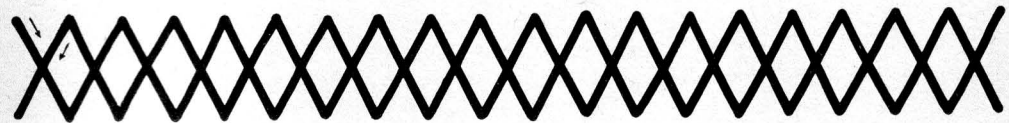
Work with a full arm stroke. Keep the tip of pen flat on paper

6

do not contract the fingers. Rest an instant at finish of stroke



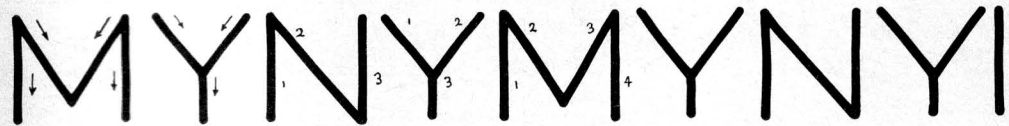
8



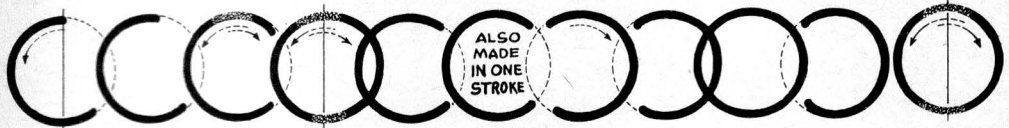
This will eliminate blotting caused by over loading

10

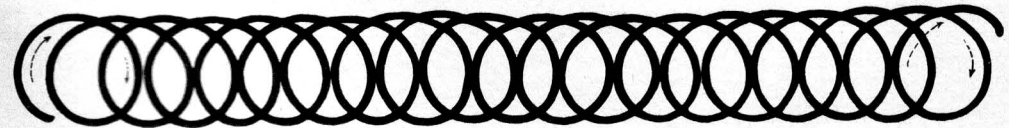
Do not try to work too fast. Strive for quality first



12



14



16



18



B-O → **A B C D E F G**

B-4 → **A B C D E F**

Fit strokes together so that 'overlaps' do not show in the finished letters

N O P R S T

2 3 4 5 6 7 8 8 9

SPEEDBALL 'GOTHIC' ALPHABETS

B-4 → **a b c d e f g**

You will improve your stroke by forming the ovals wide o

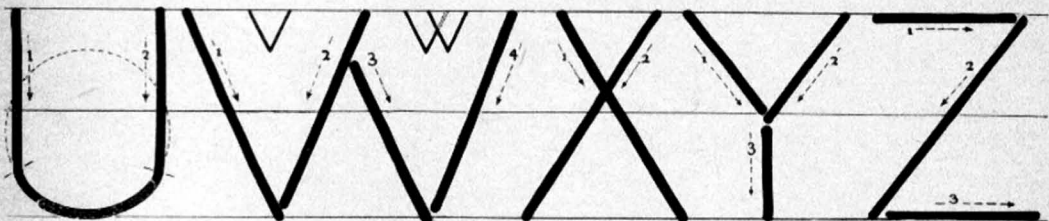
m n o t r s

P Q R S T U C

H J K L M N O



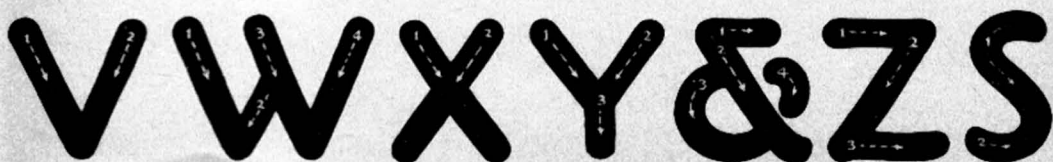
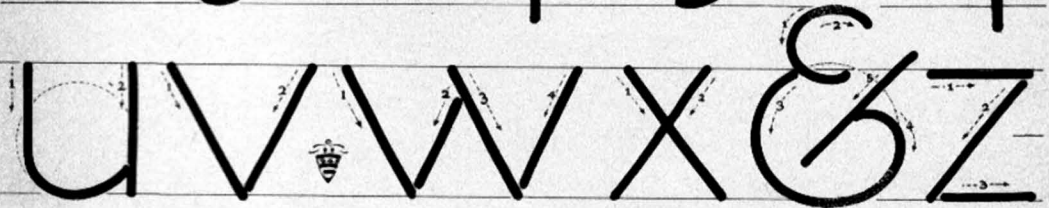
Where a curve is combined with a straight line to form a single stroke - pause slightly at their junction without lifting pen to insure a well formed element.



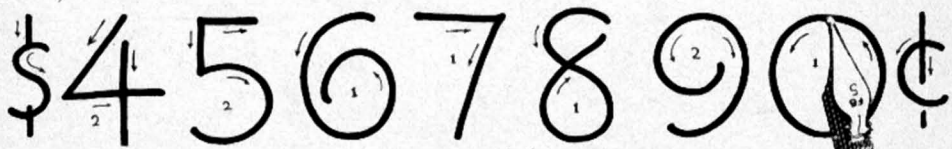
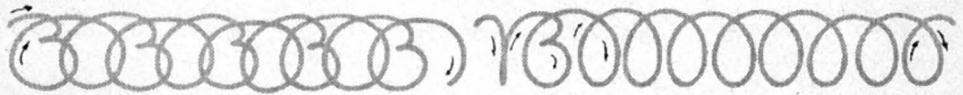
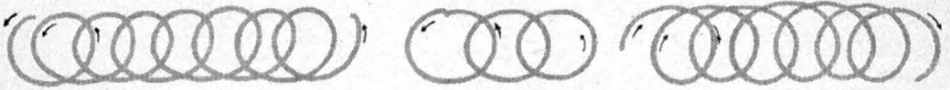
B-2

\$ 1 2 3 4 5 6 7 8 9 ¢

LETTERED WITH STYLE 'B' ROUND TIP PENS



Vertical Manuscript



Practice several lines of each exercise before making letters.

ABCDEFGHIJKLMNO
PQRSTUVWXYZ&

c c c c o o o o c o c o

B-4

a b c d e f f g h i

t u t i t e l e l e i i t u t e l e

Use a free arm movement to put the "wing" into it.

k j l m n o p q r y



e e l l e e e a r e a l i e

s s t u u w x z z r y

l i f e s s s s s s s v v v

a b c d e f g h i j k l m n o

h y p q r s t u v w x y h y

Italics for speed



B-6

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

a b c d e g g i j m f n h k l o p q r s t u v w x y y z z

GOTHIC ITALICS WITH F-B-4 SPEEDBALL PENS

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

W\$123456789¢Y

abcdefghijklmnop

qrgstuvwxyz&akyy


Note how Serifs change the alphabet ↘

abcdefghijklmnop

A B o r s t u v w x i z C D

E F G H I J K L M N O P S

T U V W X Y Z & W S R

 \$ 1 2 3 4 5 and @ 6 7 8 9 0 ¢

Gothic Text with a style A Speedball Pen

abcdefghijklmnopqrstu vwxyz &

ABCDEFGHIJKLMNORSTUUV

BCD \$ 1 2 3 4 5 6 7 8 9 0 ¢ X U GT

ROUND GOTHIC WITH F-B-I SPEEDBALL PEN

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

\$ 1 2 3 4 5 6 7 8 9 ¢

a b c d e f g h i j k l m

n o p q r s u v w x y z

Also try these half-inch high with size 3, and a quarter-inch high with sizes 4 and 5 pens.

a b c d e f g h i j k l m n o

o p q r s t u v w x y z &

\$ 1 2 3 4 5 6 7 8 9 ¢

Small Gothic
retouched
with C-6 pen
to give it a
square finish

The ROMAN Alphabets

The Roman alphabet is both beautiful and useful.

It lends itself to individual modifications and type innovations which are usually created simply by changing the design of the serif (*see page 3*) or by adding a few ornamental touches to the body of the letter.

For descriptive copy or for words of special emphasis, Italics can be employed effectively.

Italic letters are simply slanted vertical letters.

In learning the "single stroke" Roman, analyzed on pages 17-21 study the letters carefully before using the pen. Note where strokes are started and ended, their order of construction, and how the pen is manipulated in producing them. Make a page of each letter, using a No. 2 style C pen. Try to combine a smooth arm movement with a flexible manipulation of the pen. Next, make several pages of the full alphabets. Letters should be one inch high at first, ruling three guide lines for each line of copy. Keep the serifs as uniform as possible and try to equalize the space between letters as you work.

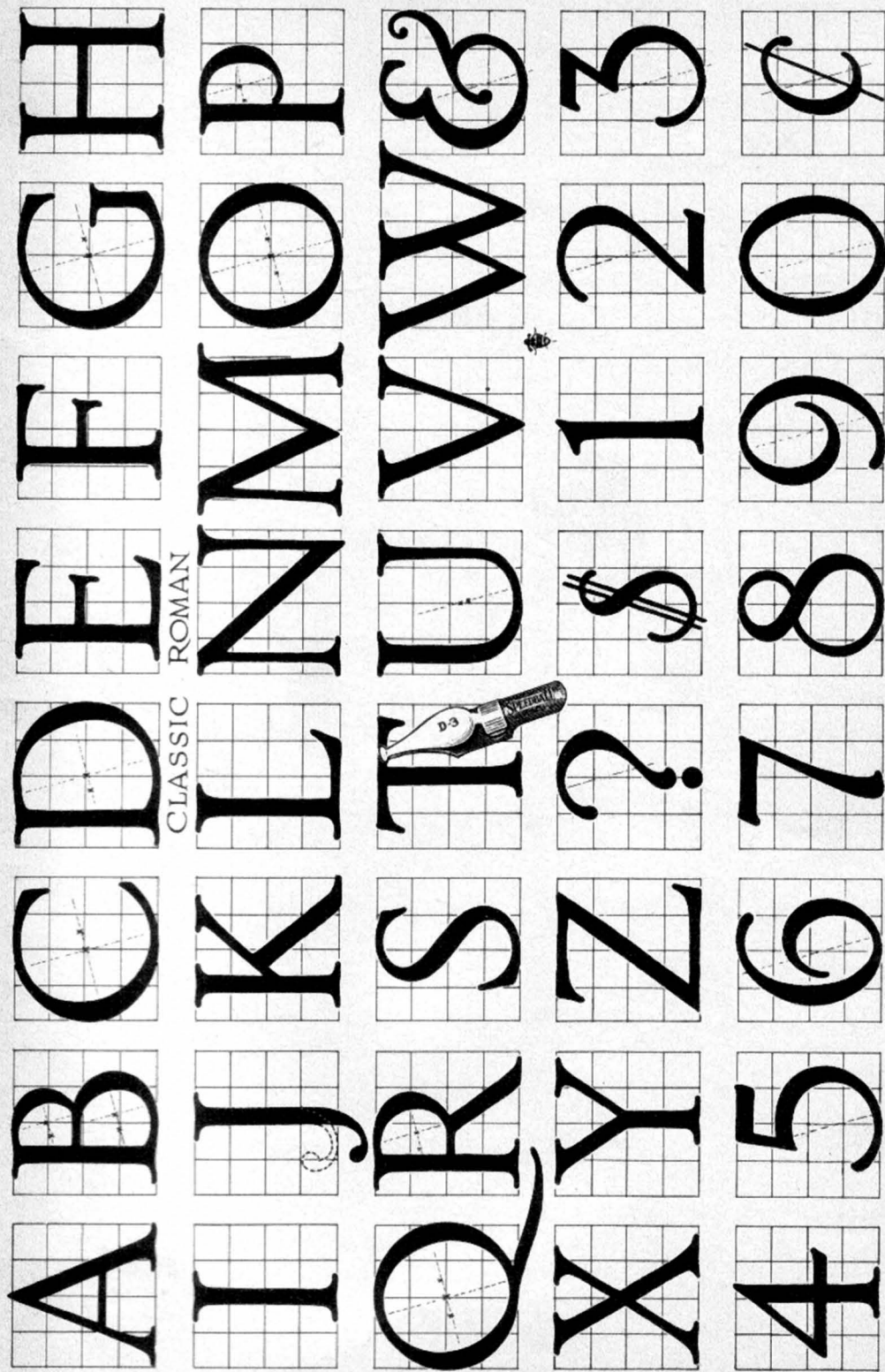


ANCIENT GREEK ALPHA
 A A A
 LATER 3

Α Λ Η Θ Ω Υ
 Φ Ε
 RANDOM LETTERS FROM
 4TH. CENT. CODEX SINAITICUS
 BY OLD REED PENS

SEXUANT
 Α Γ Μ Β
 RANDOM LETTERS FROM
 6TH CENT. CODEX BEZÆ

ABVRU
 e f g h k m
 n r t u v w
 a x
 IF YOU HAVE TOO MUCH SPACE AT END OF LINE, USE THESE PERMISSABLE EXTENSIONS FOR WORDS ENDING IN THESE LETTERS



fashioned from letters on Trajan Column, Rome-144 A.D. J.U.W.&? and numerals not found in original characters

“ROMAN”
A B C D E F G
H I J K L M N
O P Q R S W
T U V & X Y Z

“ROMAN”
A B C D E F G
H I J K L M N
O P Q R S W
T U V & X Y Z

SHOWING HOW NEW ALPHABETS ARE CREATED

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	&

“ROMAN”
A B C D E F G
H I J K L M N
O P Q R S W
T U V & X Y Z

“ROMAN”
A B C D E F G
H I J K L M N
O P Q R S W
T U V & X Y Z

DESIGNING MODERN LETTER STYLES WITH THE
SIMPLE ROMAN CHARACTERS AS A WORKING BASE

“ROMAN”
A B C D E F G
H I J K L M N
O P Q R S W
T U V & X Y Z

“ROMAN”
A B C D E F G
H I J K L M N
O P Q R S W
T U V & X Y Z

Bold Roman *Single Stroke, Style D*

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

M N O P Q R S T U V

W & 2 3 4 5 6 7 8 9 ♢ ? X Y Z

written on a card 11 x 17 inches, using the Style D SpeedBall pen.

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

and with the serif added —

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

same lower case with pen tip at 45° angle /

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 f &

now shift pen back again —

A B C D E G H J K L N

M O R S T U V W X Y Z

Style 'C' Speedball Pen Roman

A rapid legible alphabet for Artists and Sho-card Writers.

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 & a

\$ 1 2 3 4 5 ¢

6 7 8 9 0

SINGLE-STROKE ROMAN

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 J

Z & R ? S T

Use the size of pen that will make the widest elements in one stroke

MODERN *Single Stroke* ROMAN
Style C-Speedball

DOTTED ARROWS SHOW TWIRLING OF PEN

a b c d e f g i

h k j l m n o t

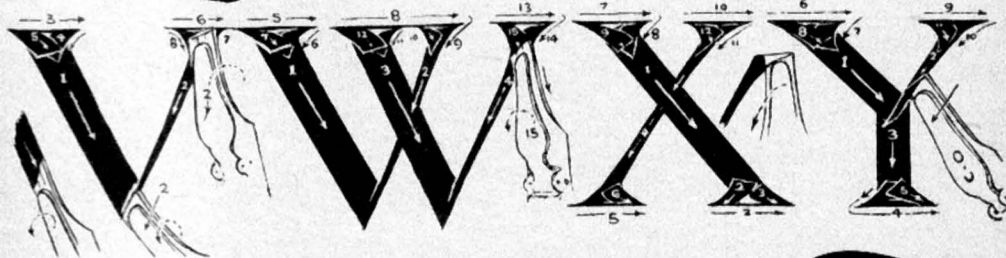
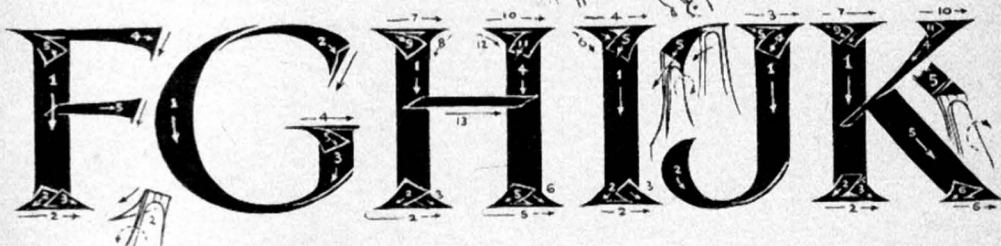
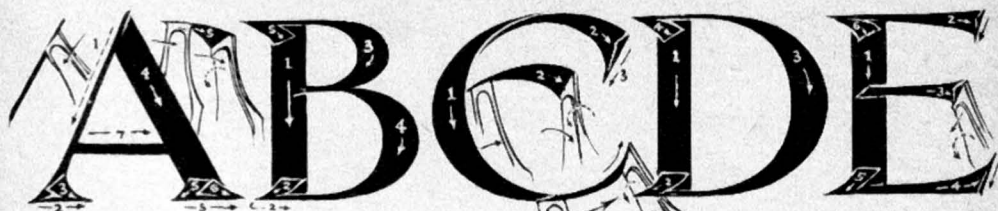
p q r s u v w

x y z 8 9 7

\$ 1 2 3 4 5 6 c

5 7 c 3 4 2 9 6

STYLE 'C' SPEEDBALL PEN



Dotted circular arrows show the twirling action of pen

FORMAL ROMAN

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

a b c d e f g h i j k l

m n o p q r s t u

v w X Z

From the Versal Book Hand

free Roman

a b c d e f g h i k

l j m n o p q r s

u v t w x y z

A B C D E G J

H K L M N O Q

S T U V W x Y Z

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

\$ 1 2 3 4 5 6 7 8 9 ¢

a b c d e f g h i

k j l p q r t s y

"Style A Roman"



m n o u v w x z

Built up style D-Romans

A B C D E F G H

J K L M N O P I

R S T U V W X Y Z

abc p q f g h i j k l y

moder s t u w x z

1 2 3 4 5 6

\$ 7 8 9 0 ¢

Metropolitan Poster

abc def ghijklmnop

qrstuvwxyza prsty

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

M N O P Q R S T U W

V & X \$ 1 2 3 4 5 6 7 ! Y Z ?
8 9 10 23 ¢

with Style D-Speedball Pens

Bold Roman Italics , single-stroke "Style D" Speedball pens

A B C D E F G I

H J K L M N O

P Q R S T U W

V X Y Z & \$ 35¢

1 2 3 4 5 6 7 8 9

abcde fghijklm

no p q r s t u v w x y



Condensed Bold Roman Italics, D-Speedball Pens

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
& CE 3 G J N S W

\$ 1 2 3 4 5 6 7 8 9 ¢

a b c d e f g h i k l

m j n o p q r s t y

u v w, a j f t k x z

A B C D E F G

H I J K L M N O

ROMAN ITALIC CAPITALS FOR STYLE C SPENDBALL PENS

P Q R S T U V

W X Y Z & R ?

DOTTED ARROWS SHOW TWIRLING OF BRUSH

Roman Italic "Lower-case" for style C pens

a b c d e f g h i j k l m

n o p q r s t u v x y z

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 \$ 1 2 3 4

5 6 7 8 9 0 ¢ A B C D E F G H I J K L M N O P

Bold Roman Italics - style D Speedball pen

abcdefghijklmnop

qrstuvwxyz

vwxyzfatv.

abcdefghijklmnop

pqrstuvwxyzafgv

ABCDEFGHI

IJKLMNOP

PRSTUVXYZ

\$1234567890¢

Bold Roman - style D Speedball pen

ABCDEFGHI

IJKLMNOP

QRSTUVWXYZ

WXYZ&JK?

abcdefghijklmnop

nopqrstuvwxyz

\$123456789¢

A rapid legible alphabet for Artists and Sho-card Writers.



For Sho-cards · Posters · Headings

Slant "Speedball" Script

*Trade Mark Reg. U.S. Pat. Office

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 & ?

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 &

a b c d e f g h i j k l l y z

b h k r

m n o p q r s t u v w x

\$ 1 2 3 4 5 6 7 8 9 ¢

\$ 1 2 3 4 5 6 7 8 9 0 ¢

Style 'B' or Style 'D' Speedball Pen

Spring Sports Carnival

A gala event for the season's smart stepping dancers. These gorgeously styled dance and dinner gowns are

\$18⁵⁰

A timely shipment of

Spring Hats

styled for dress or street service

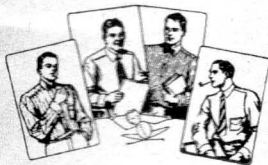
P-T-A "FALL" PAPER DRIVE

save your magazines news papers rags bottles coat hangers, Bring them

MONDAY
OCT. 3rd 9^{am}

Manuscript "
abcdefghijklmnopqr
rstuvwxyyzgas
Bold Roman Italics - style D'pen

ABCDEFGHIJKLMN
OPQRSTUVWXYZ



Autumn SHIRTS

famous brands white and colors.

\$2⁵⁰ \$3⁰⁰ \$5⁰⁰

Style B and D Special Price - Illustration from Magazine

FALL FASHION SHOW

in our style shop
3rd floor

Why not Learn

the Nobility of honest Labor and the joy of willing service

ARCHITECTS & DRAFTSMEN

Rapid, single stroke alphabets with B-5 or B-6 Speedball

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

L N O P Q R S T U V W

X Y \$ 2 3 4 5 6 7 8 9 ¢ Z ?

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, & a f g r s k y

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 v w @ a b e f g h s k y

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

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

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

U V W X Y Y Z \$ 1 2 3 4 5 6 7 8 9 0 3 ¢

"Divinity" Posterized with Rose

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

Do not use Capitals alone, they are easier to read combined with Lowercase

N O P Q R S T U V W

X Y Z ? ! & . P Q Y Z

a b c d e f g h i j k l m o p

q r s n t u v w x y Z; a s v

letters are first sketched with pencil then inked with a small Speedball Pen

\$ 1 2 3 4 5 6 7 8 9

69 per dozen

Further beauty is imparted to these letters by tinting floral motifs in their natural colors.

\$ 243 50 Ea.

Speedball "pen" Swash

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

a b c d e f g h i j k l m n r

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

o p q r s t u v w x y z r &

Wide spacing adds character to this alphabet

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 ? & S B

Speedball Title in Style B

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 and andys

with or without the serif and the frills.

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

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

X Y \$ 2 3 4 5 6 7 8 9 ¢ Z

\$ 1 2 3 4 5 6 7 8 9 0 ¢

A B C D E F G H I J K L M N P Q R S T U V W X Y Z

Style D' Speedball Script!

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 &

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

1 2 3 4 5 6 7 8 9 0

with a free arm movement

for Specialty Posters

1 2 3 4 5 6 7 8 9

STUNT ROMAN

for ruling pen and compass, small brush or style C Speedball

a b c d e f g h i k

j l m n o p q r t y

u s w x

A B C D E F G H I K

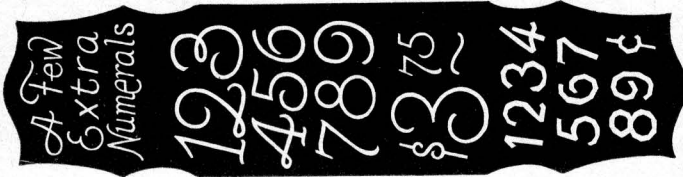
J I M N P Q O R T

S U V W X Y Z ? &

sketched with a pencil, then inked.

The adaptation of Lettering to
ADVERTISING MOODS

- 1 **Dainty ROMAN Italics**
for Grace, Elegance and Feminine Appeal
- 2 **CLASSIC ROMAN**
for Conservative Dignity, Permanence and Beauty
- 3 **Text. Gothic. UNICIAL**
for Antiquity, Quality, Craftsmanship and Reverence
- 4 **GOTHIC and BLOCK**
for Strength, Power and a Sturdy Atmosphere
- 5 **"Personality Script"**
for Commands, Quick Action, it speaks for itself!
- 6 **The "JAZZY" STYLES"**
Frivolous Freedom effected by Broken line
- 7 **SHINY CAPERULAR SILKS TYPE**
for individuality, Novelty, Character Expression
- 8 **MODERNISTIC ART**
for that Ultra-Modern Advertisement !!



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

CREATIONS
CREATIONS
CREATIONS
CREATIONS
CREATIONS
CREATIONS
CREATIONS
CREATIONS
CREATIONS

ABCDEFGHI

Letters of this character are sketched with a pencil, then inked with a pen the width of the narrowest element.

JKLMNOPO

PRINTER'S ROMAN

RSTUWVWXY

\$123456789¢

abcdefghijklmnopq

rstuvwxyz

?@

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 *Calligraphic letters
made with C-3 pen*

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 *abcdefghijklmnopq*

rstuvwxyz &

one-stroke lower case made with C-3 pen

Advertising Scripts

abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz
ERVW

Speedball Pens

A B C D E

lettered with 'a' or 'D' Speedball pen

F G H I J K

L M N O P

Q R S T U

V W X Y Z

\$ 1 2 3 4 5 6 7 8 9 ¢

"Personality Script"

Lettered with D'3-Speedball Pen

abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJ
KLMNOPQR
STUVWXYZ

Western Letters

abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJ
KLMNOPQRS
TUVW?&XYZ

\$ 1 2 3 4 5 6 7 8 9 ¢

MODERN CAPS

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

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

CONDENSED POSTER GOTHIC WITH STYLE 'A' SPEEDBALL

1 2 3

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

6 7

4 5

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

8 9

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

FAR EAST TYPE

abcdefghijklmnop
qrstuvwxyz 12345678
90

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

Vertical Script, style 'A' Speedball pen

abcdefghijklmnopqrstu

vwxyz \$ 1 2 3 4 5 6 7 8 9 0 ¢ & r,

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

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

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 &

abcdefghijklmnopqrstuvwxyz
opqrstuvwxyz

Variation

STENCIL 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 1 2 3 4 5 6 7 8 9 0

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

1 2 3 4 5 6 7 8 9 0

Outline letters with a style 'B' Speedball and shade with a style 'C' 6

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

1 2 3 4 5 6 7 8 9

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

Ruled with F.B. & Co. Speedball pen.

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

1 2 3 4 5 6 7 8

9 10 11 12 13 14 15 16 17 18

*and
"GAY NINETY"*

AMERICA

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

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Sketch, capital letters, then outline with FB 6. Fill in with larger pen and spatter with white

Style D Speedball pen

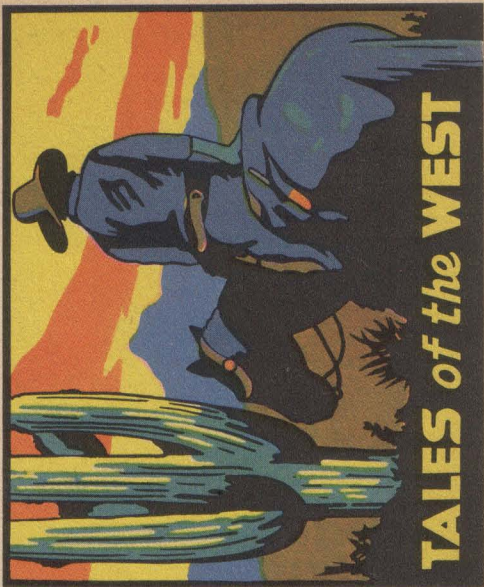
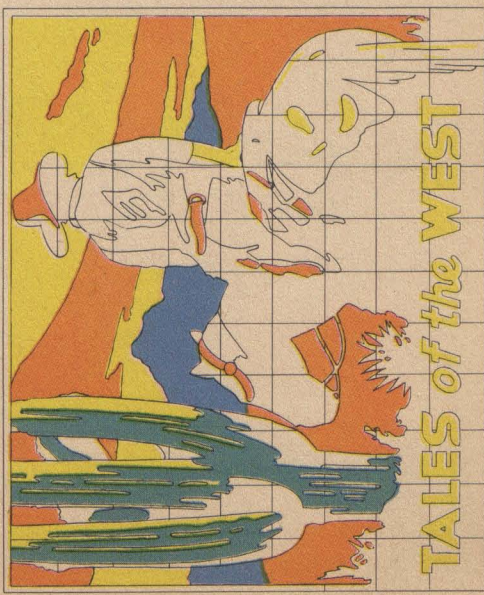
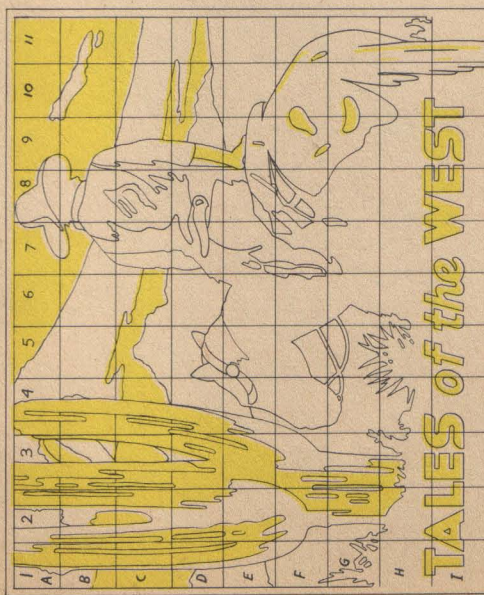
S T U V W X Y Z

XVII CENTURY ROMAN with an ornamental trimming

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

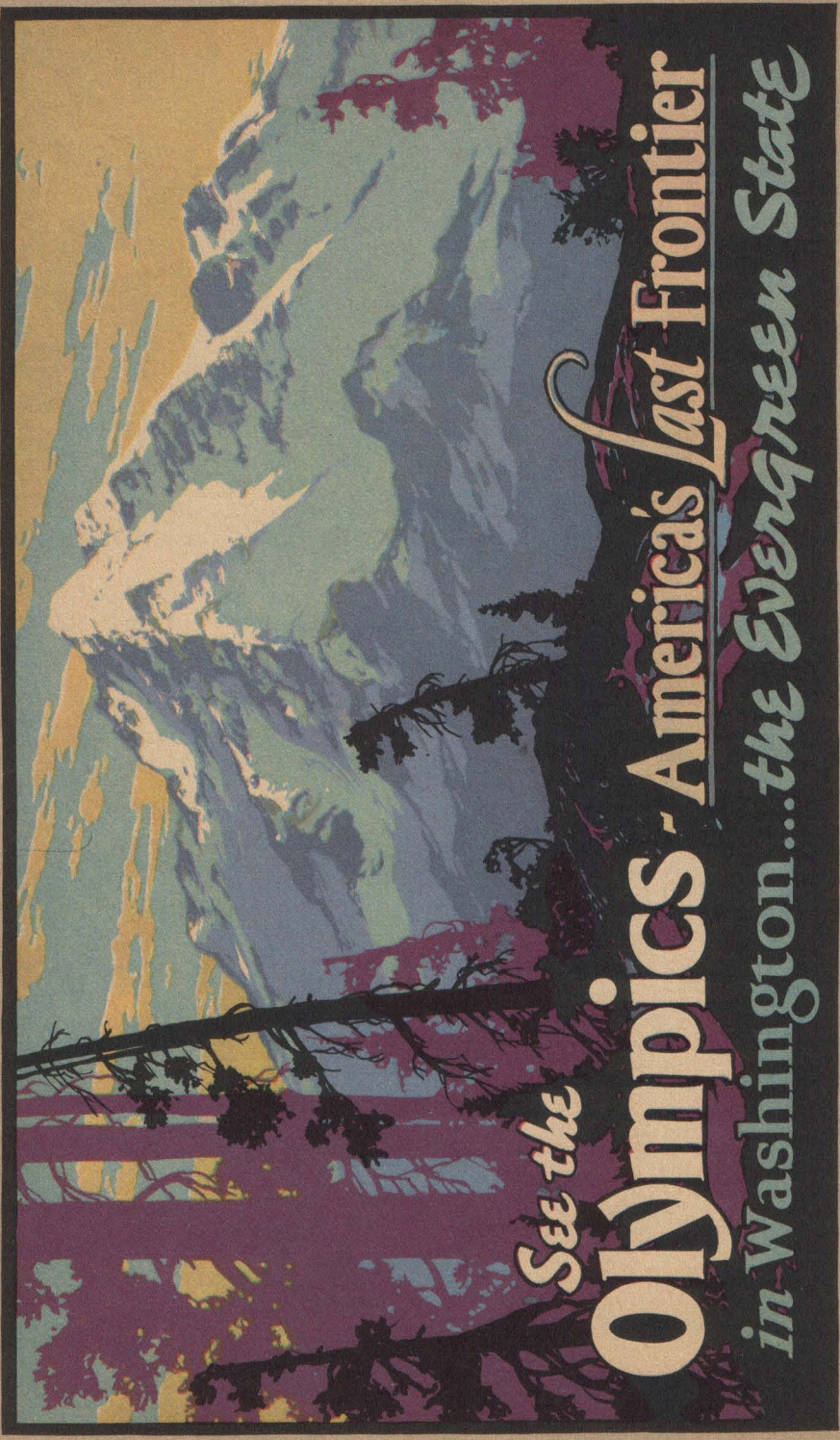
Sketch these letters very carefully before inking with B or C pen.

Use any one style of ornamentation throughout an alphabet



**PROGRESSIVE STEPS
IN MAKING A POSTER
FOR SCREEN PROCESS
REPRODUCTION.**





See the

Olympics - America's Last Frontier

in Washington...the Evergreen State

1st color



2nd color



3rd color



original
inks



4th color



5th color





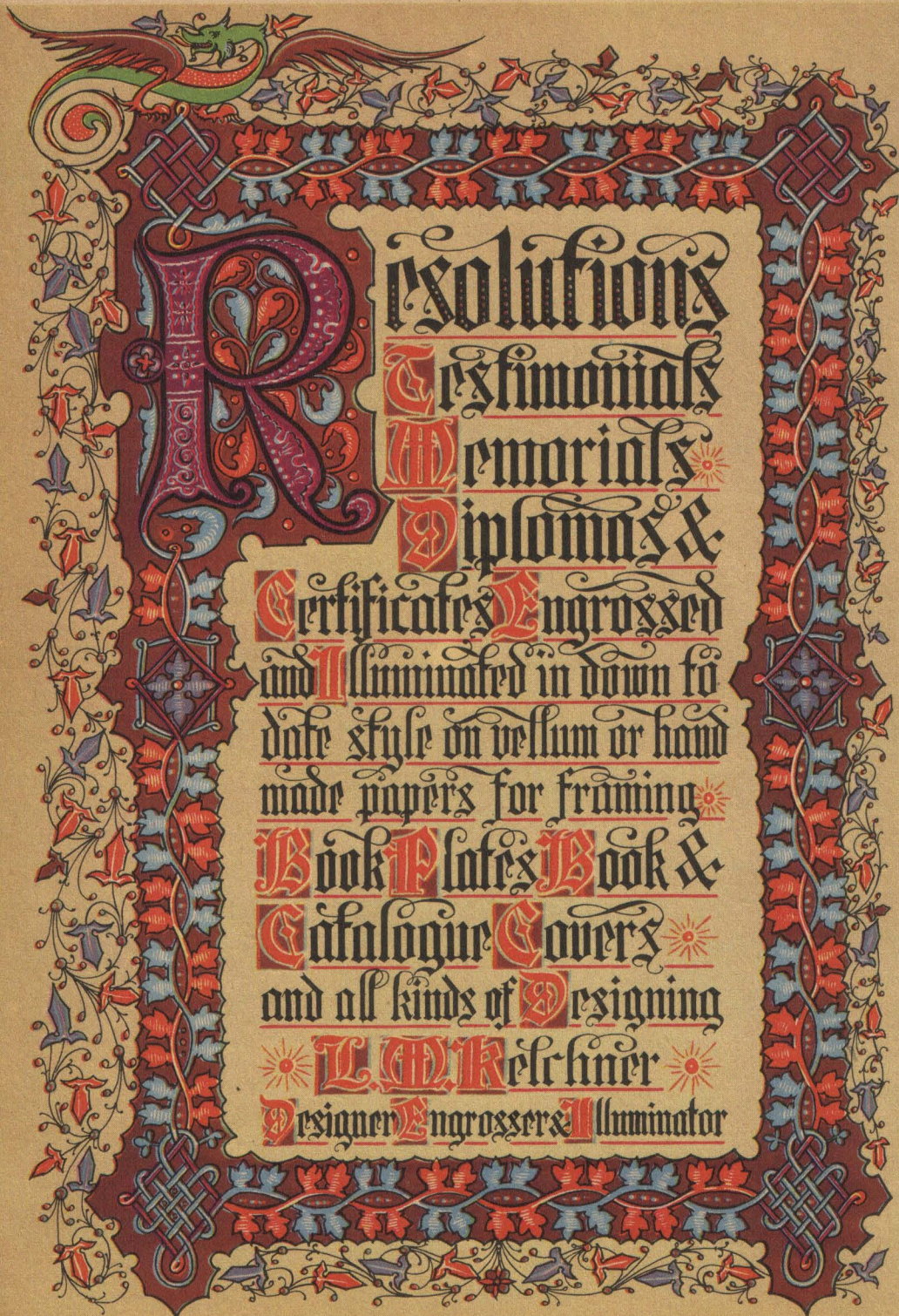
**SKI
TIME
NOW**

get a
**HIGH
LIFT**

at

**Camp
Five**





R

Resolutions

Testimonials

Memorials

Diplomas &

Certificates

Engrossed

and Illuminated in down to

date style on vellum or hand

made papers for framing

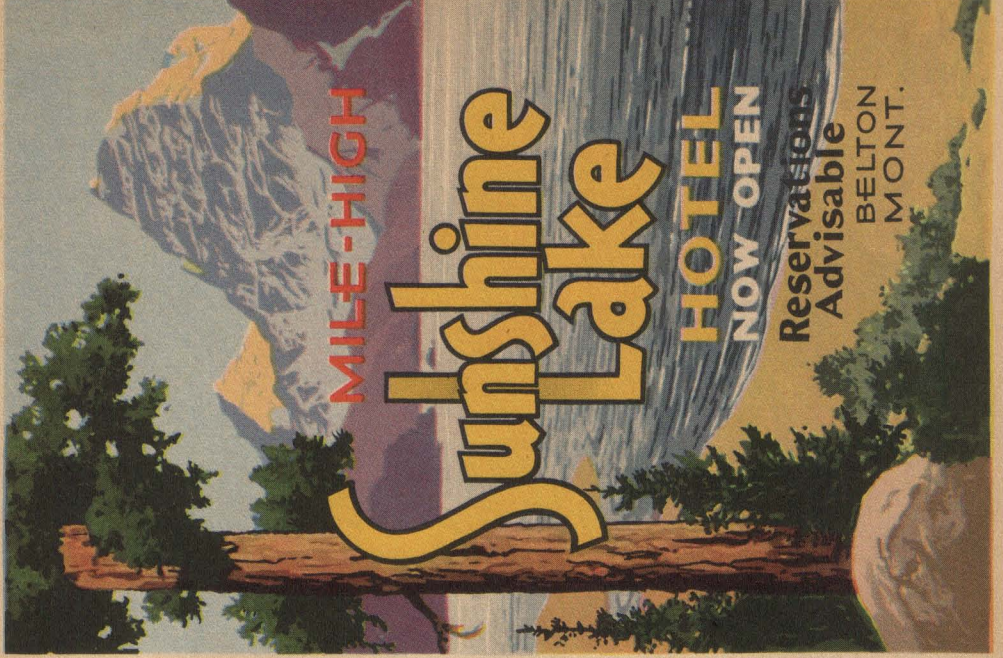
Book Plates

Book &

Catalogue Covers

and all kinds of Designing

L. M. Kelsimer
Designer Engrosser & Illuminator



MILE-HIGH

Sunshine Lake

HOTEL
NOW OPEN

Reservations
Advisable

BELTON
MONT.

Our Memorial

Book of Remembrance

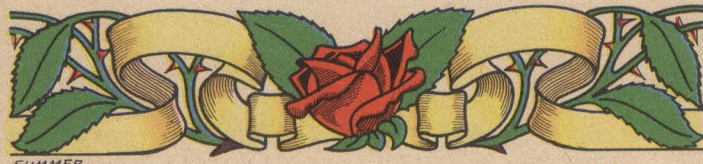
Repeating **MERRY CHRISTMAS HAPPY NEW YEAR** Ornament



WINTER MOTIF



AUTUMN - HARVEST



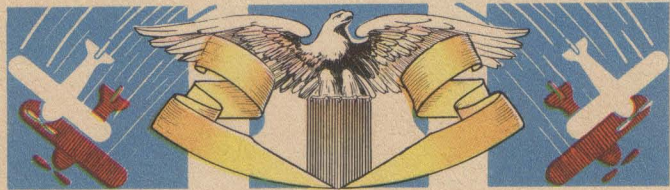
SUMMER



SPRING



FRUIT BORDER



AIR



THEATRE - COMEDY, TRAGEDY





Power

ABCDEFGHIJ

KLMNOPQRS

UVWXYZ &

abcdefghijklm

nopqrstuvwxyz

z1234567890

GOTHIC

WITH A TOUCH OF THE ROMAN

A B C D E F

G H I J K L

W ? A Y S

CARVED CAPS

M N O P Q

R S U V X Z

1 2 3 4 5 6 7 8 9

A B C M D E

F G H I J K L

N O P Q R W

S T U V & Y X

Z 1 2 3 4 5 6 7 8

9 ? B L O C K . \$ 9

a c d b e f g h i j r

k m n o p q s u v y

t v r w x y z

∴ DRAFTMAN'S ART ∴ FB-6 & COMPASS

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

This alphabet can also be made single-stroke with style B Speedballs

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

LINE GOTHIC

M R T W
U X & Y Z

'BULLETIN'

A B C D E F G H

I J K L M N O P

Q R S T U V W

with Style "D" Speedball

X Y a b c d e f g h & Z

n t w x z s i o f v w

k j l m o p q r s t u v , y

Add the fine lines with a C.G. pen

'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 &

A B C D E F G H I J L

M N O P Q R S T K

U V W 1 2 3 4 5 X Y Y Z

6 7 8 9 f

a b c d e f g h i j k l n m

o p q r s t u v w x y y z

" DISPLAY ITALICS " style D pen



SQUEEZED HEADLINE

A B C D E F G I J L



K M N O P Q R S

T U V & W X Y Z ?

\$ 1 2 3 4 5 6 7 8 9

A G H J K M N O R S W X Y ¢

SPINEDBALL

**ABCDEFGHIJKL
MNOPQRSTUVWXYZ**

Rendered with medium size Style C pen and finish with a C6.

**abcdefghijklmnopqrstuvwxyz
mnopqrstuvwxyz**

1 2 3 4 5 6 7 8 9 0

GARNIVAL

OBTAINED WITH STYLE B SPACERBALL

**ABCDEFGHIJKL
MNOPQRSTUVWXYZ**

rendered with a C6

**abcdefghijklmnopqrstuvwxyz
mnopqrstuvwxyz**

GOTHIC BLOCKS

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

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
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

SHADOWS
A B C D E F I
G H J K L W
M N O P Q
R S T U V &
X 2 3 Y 4 5 Z
6 7 8 9

A B C D E F G H I

1 2 3 4 5 6 7 8 9

J K L M N O P R S

1 2 3 4 5 6 7 8 9

T U V W X Y Z &

1 2 3 4 5 6 7 8 9

a b c d e f g h i j k l y

1 2 3 4 5 6 7 8 9

m n o p q r s t u v w x z

1 2 3 4 5 6 7 8 9

O AND Q P AND R

V AND W



SPEED 'D' ITALICS

" BOLD DISPLAY "

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



" Modern Alphabets on Parade "

abcdefghijklmnopqrstuvwxyz

Rough-in these letters with a D-1 Speedball → spatter → add the tint spot and finish with a fine pen

CUT-IN DISPLAY GOTHIC - 1958

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
\$ 1 2 3 4 5
6 7 8 9 ¢
A € W

abcdefghijklmnopqrstuvwxyz

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
 a b c d e f g h i j k l p q r s t u v w x y z
 \$ 1 2 3 4 5 6 7 8 9 0 ¢



TRI-LINE GOTHIC

quoniam tu me cum es
domine. Magna tu
a et ba tu lus tu
u si pla me
cō sola ta su nt. off. ne
sus meos di nge do mine secu
ndum elo qui um

tu um ut non dominetur mei
omni s iniusta a
domi ne. E mo te cō dē pna
uit mulier nemo domi ne nec
ego te cō dē pna lo iam ampli us
Sta te ieru se noli precare.
salem et aduentum fa cie om

DECORATIVE INITIALS



Speedball Engrossers' "Old English" Text Alphabet

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
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
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

Add the fine lines with a C-6 pen.

Revolutions Testimonials Memorials

Engrossed

C-2 and C-3 pens for letters this size.

abwefghijklmnopqrstuvwxyz;
abwefghijklmnopqrstuvwxyz;

Black Text

Handwritten calligraphic letters in a black Gothic style, including 'A', 'B', 'C', 'D', 'E', 'F', 'G', 'H', 'I', 'K', 'L', 'M', 'N', 'O', 'P', 'Q', 'R', 'S', 'T', 'U', 'V', 'W', 'X', 'Y', 'Z' and various decorative flourishes.

with eagle & Speedball

Roughed in with a C-9

Finished with a C-6 pen

Large, highly decorative calligraphic letters in a black Gothic style, including 'A', 'B', 'C', 'D', 'E', 'F', 'G', 'H', 'I', 'K', 'L', 'M', 'N', 'O', 'P', 'Q', 'R', 'S', 'T', 'U', 'V', 'W', 'X', 'Y', 'Z' and various decorative flourishes.

1 2 3 4 5 6 7 8 9 0

Card Writers' Simplified Text

A B C D E F G H J K L
M N O P Q R S T U V
W X Y Z & 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

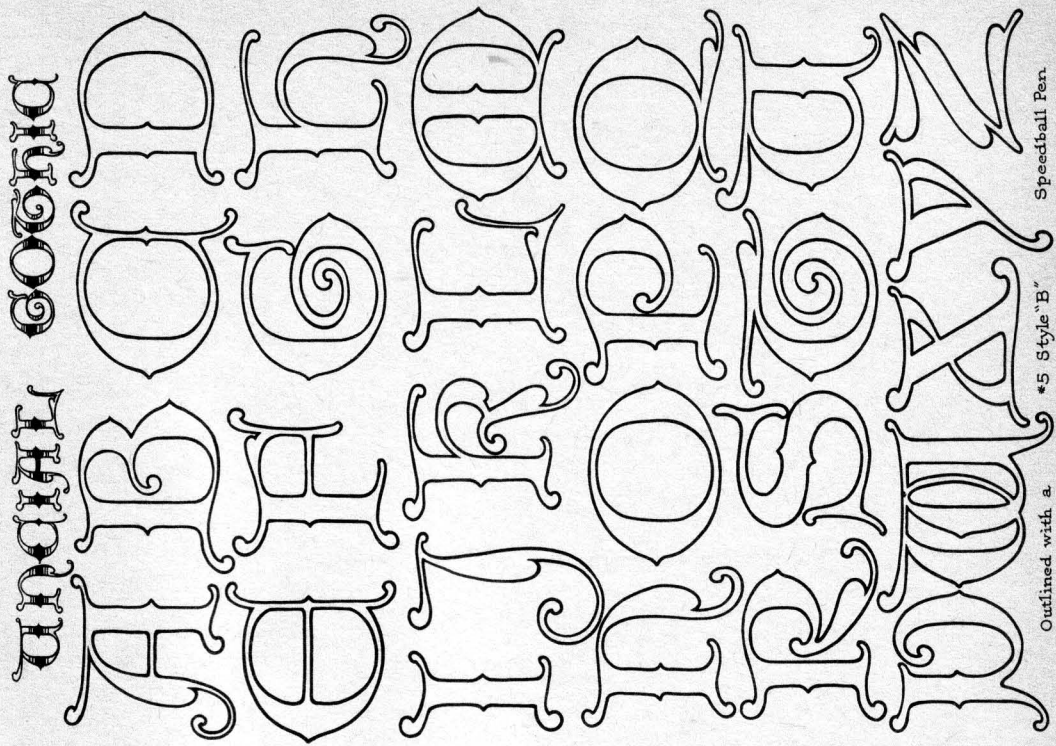
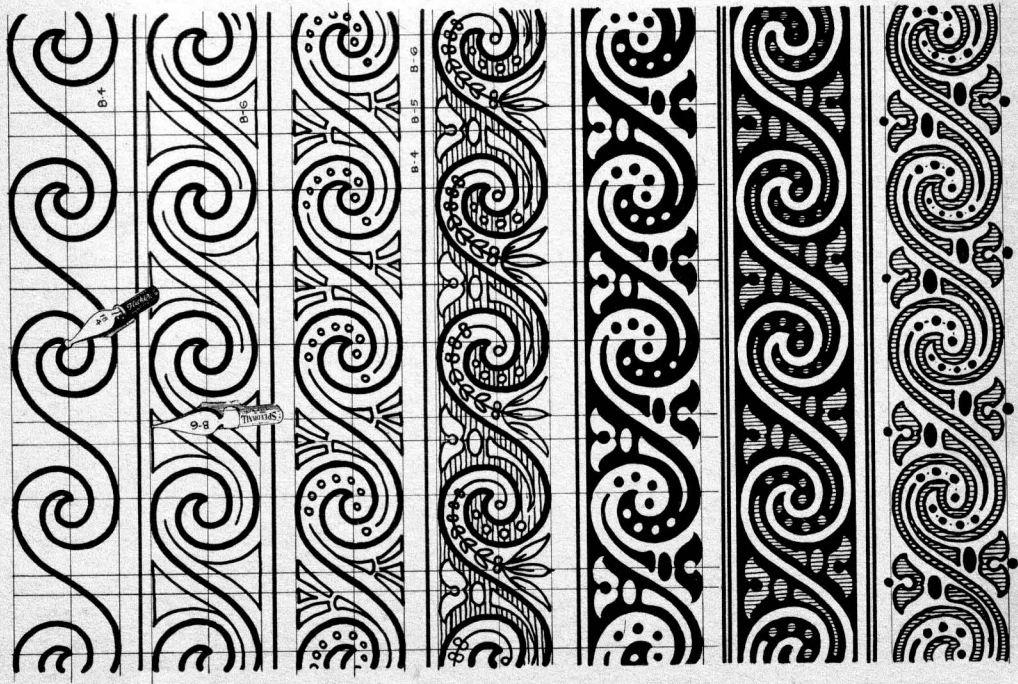
Modified Text *Ye Old* **NEW** English *For the Brush*

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 s
(Dotted arrows show twirling of brush)

Copyright Reserved by Siss' George Seattle, U.S.A. (including methods of showing strokes) 1933

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 1 2 3 4 5 6 7 8 9 c

DEVELOPING A BORDER DESIGN WITH THE SPEEDBALL PENS



Outlined with a #5 Style "B" Speedball Pen.

\$1234559

Round Hand Script

36789069

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

Use a C-6 Speedball in an oblique pen holder for this style

Western Wallace Watch Works, Inc.

George W. Brown

William Jennings

Marie Hannah

abcdefghijklmnopqrstuvwxyz

\$1234567890

abcdefghijklmnopqrstuvwxyz

Diploma

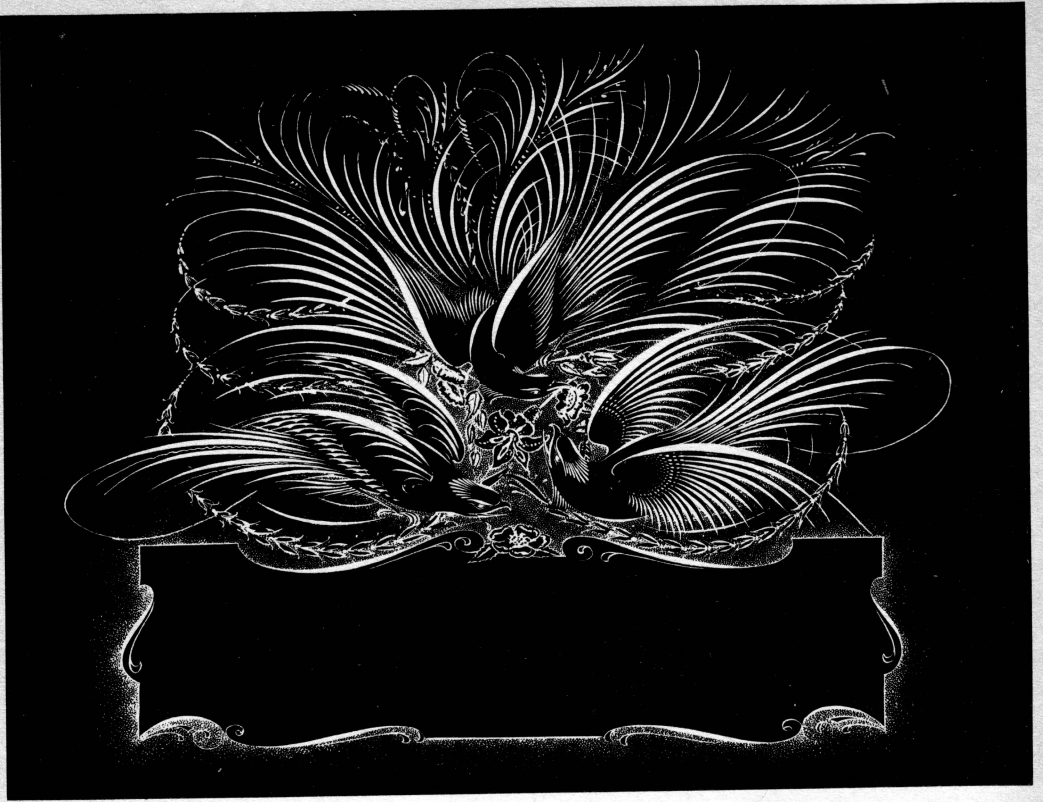
Engrossing Text *SSWW*
abcdefghijklmnopqrstuvwxyz
A B C D E F G H I J K L M N O
P Q R S T U V W X Y Z ?

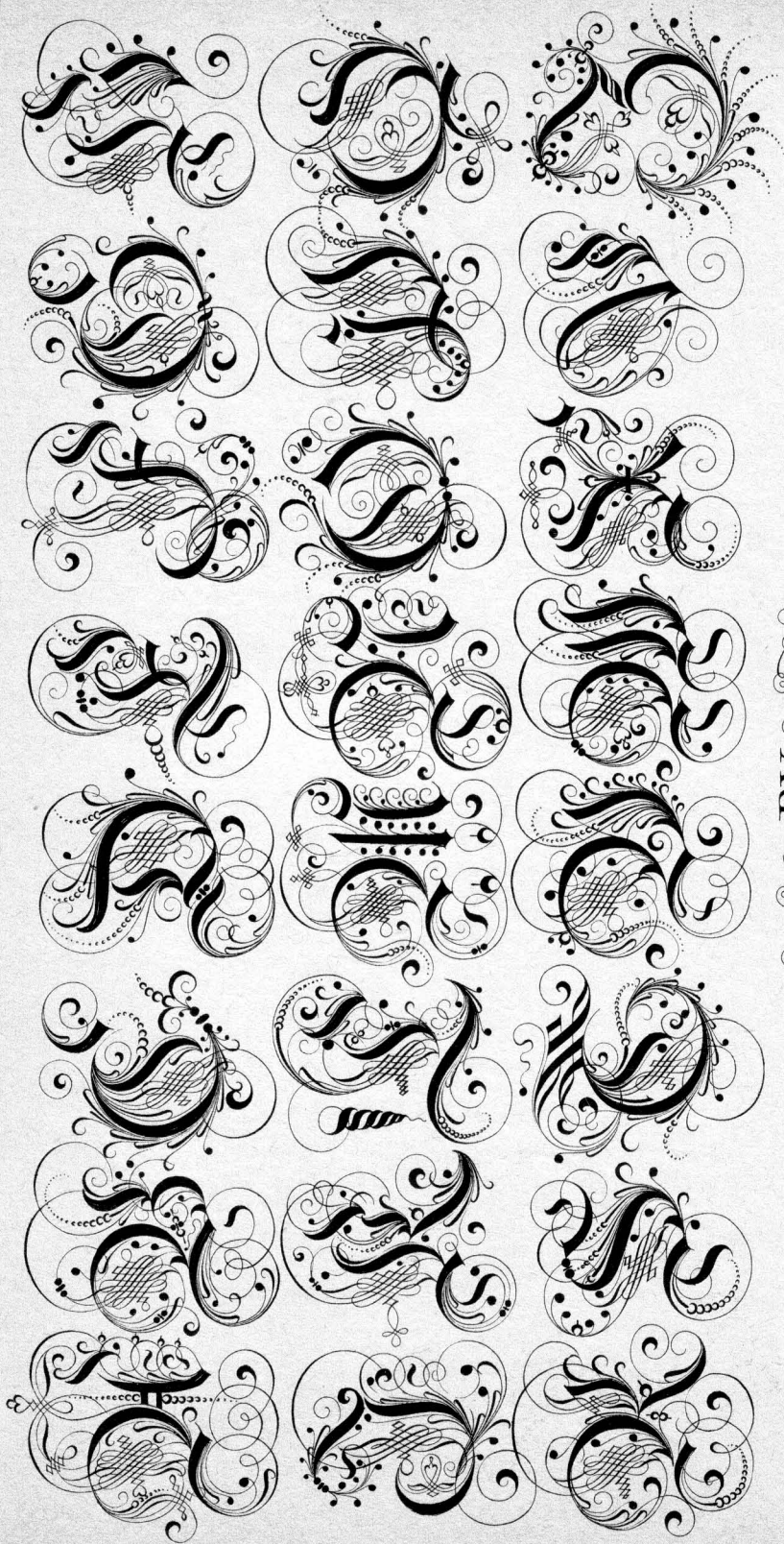
German Text
a b c d e f g h i j k l m n o p
q r s t u v w x y z z
A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z

Margaret W. Durkam

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

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

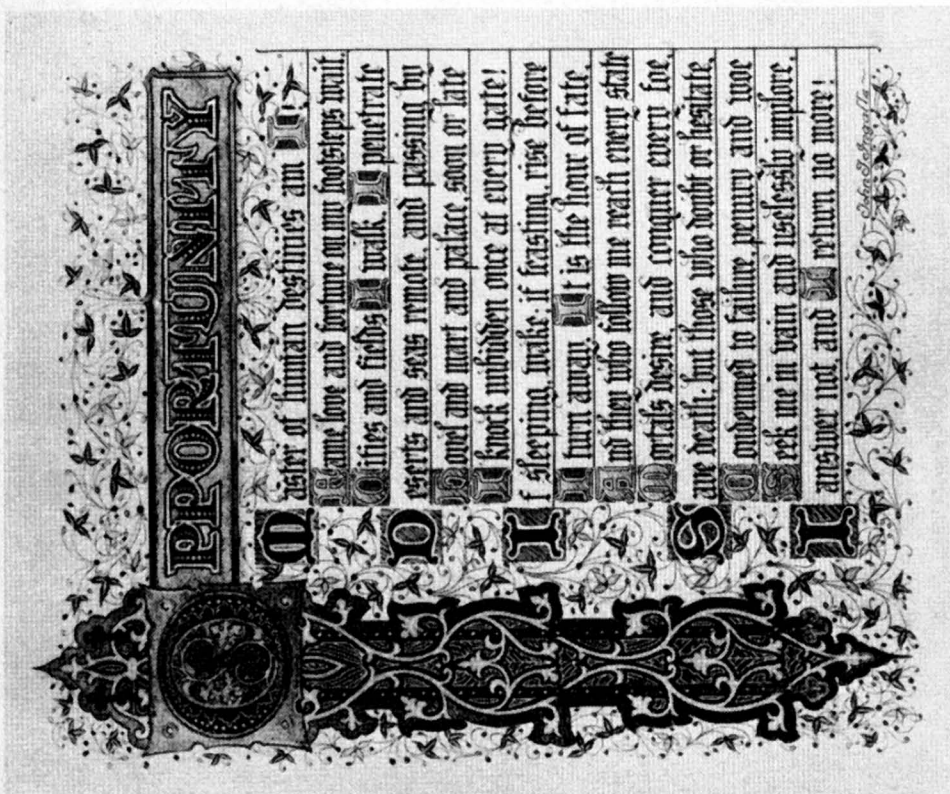




BY

THOMAS WESTON *Gent*

An example of fine initials from a book by Thomas Weston in 1682



Splendid examples of engrossing and illuminating by L. M. Keichner. Particular attention is called to the decoration, which is harmoniously finished in colors.



Resolution, lettered with Style "C" pens. The script is lettered with a C-6 pen used in an oblique penholder. Illumination conservatively dignified.

SPURRED BRUSH STROKE GOTHIC

SHOWING THE
NUMBERED ARROWS SHOW STROKES

CONSTRUCTION

DOTTED ARROWS SHOW TWIRLING OF BRUSH



SEE Q FOR
BRUSH ACTION
ON SECOND
STROKE

SEE Q FOR
BRUSH ACTION
ON FIRST
STROKE

Showing
how to
hold a
brush

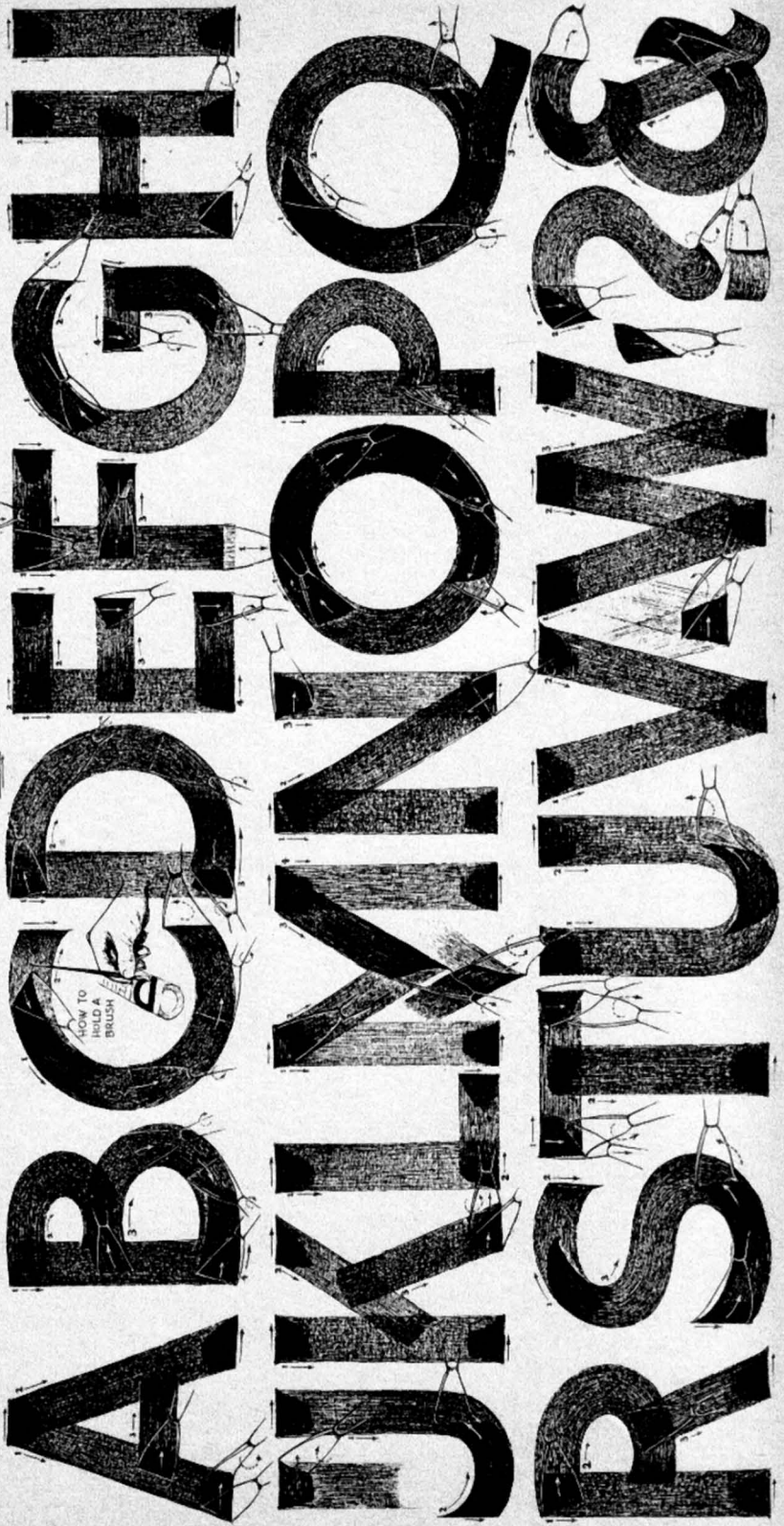
Illustrations prepared by the author for the book "The Art of the Calligraphic Hand" by Platt Rogers Spencer, 1912

RAPID BRUSH
SHO CARD

DOTTED ARROWS SHOW WAY BRUSH IS TWIRLED IN ACTION

SINGLE STROKE
GOTHIC

NUMBERED ARROWS SHOW MOVEMENT OF STROKES





DOTTED ARROWS SHOW TWIRLING OF BRUSH
 NUMBERED ARROWS SHOW MOVEMENT OF STROKES

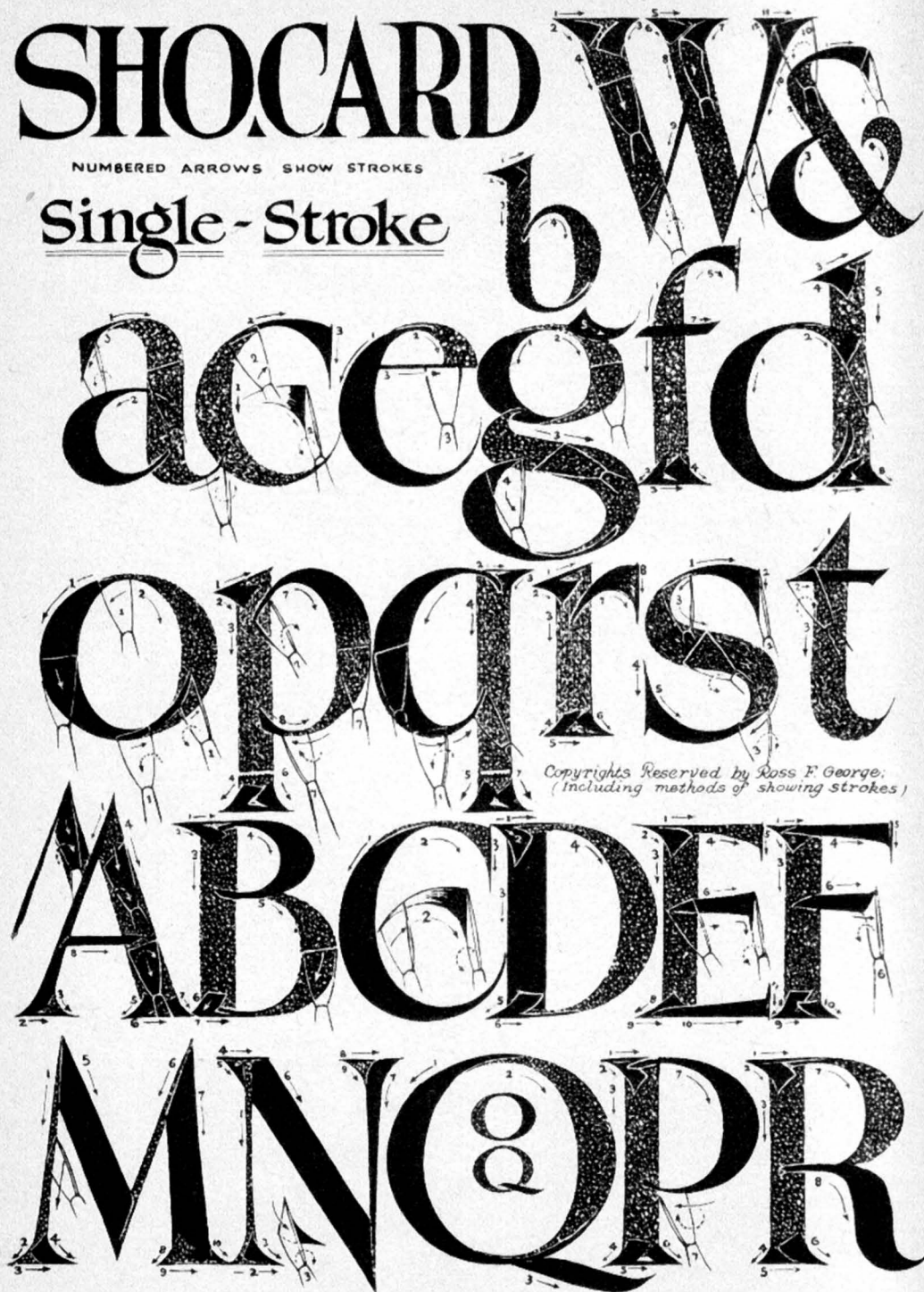
HOW TO HOLD THE BRUSH

Copyright © 1914 by Platt & Co., Inc., New York, N. Y.

SHOCARD

NUMBERED ARROWS SHOW STROKES

Single-Stroke



Copyrights Reserved by Ross F. George;
(Including methods of showing strokes)

Use a size 12 red sable sho-card brush with any good poster color. — Dip into color and then shape brush finger manipulation will produce clean cut strokes. — Do not overload brush. — Most sho-card

ROMAN

DOTTED ARROWS SHOW TWIRLING OF BRUSH

Brush lettered



Seattle, U.S.A.
1926-1938-1948-1952



on palette to get a sharp working edge. — A smooth arm movement combined with the necessary colors need a little water and sometimes more mucilage added to make them flow freely from the brush.

"LAYOUT" □ □ THE PRINTER'S WORD for the ARRANGEMENT of 'COPY"

Copy containing only a few words and perhaps an illustration, is not hard to lay out. *But suppose your customer gives you copy like this - a picture, plus the words*

First, treat all names, phrases, illustrations, border ornaments and color masses as though they were children's building blocks. Sometimes a single word is a "block" in itself.



"FOR A BEAUTIFUL GARDEN
LAKESIDE SUPPLY CO.
WHOLESALE AND RETAIL
MARKET ST. AT 5TH. MAIN 3134
FLOWER & VEGETABLE SEEDS
ALL KINDS OF TOOLS

..... what do you do ?

Second, decide upon the size letters to be used in the various blocks - largest for the most important words or figures, smaller for the explanatory phrases, etc.

Choose a type that suits the subject. (see page 36) Harmonizing *Italics* can be used for the less important phrases, but do not mix alphabets.



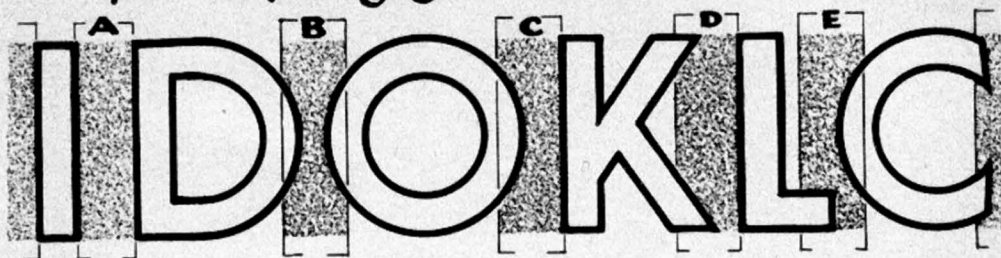
Third, arrange these blocks on the card in a pleasing and effective manner. Center the copy a little higher on the card than the actual center, allow thirty per cent more margin at the bottom than at the top. This is arranging the card on "optical center."



SPACING

1. Different letters and dividing areas seldom occupy like spaces.
2. Words read better when the spaces between the letters are less than half the space occupied by the letters themselves.
3. For convenience, letters may be divided into three classes: *Regular*, E-H-I-M-N and U; *Irregular*, A-F-J-K-L-P-R-T-V-W-X-Y and Z; *Circular*, B-C-D-G-O-(P)-Q-(R)-S-& and ?.
4. Ugly gaps between irregular shaped letters can be avoided by fitting them closer together according to their shape.
5. Circular and irregular shaped letters should cut into the spaces between them and the letters adjoining their curved or irregular sides, the amount thus taken from the "dividing" areas helps compensate for the extra space created by the form of the letter.
6. Letters can also be grouped as *Narrow*, B-E-F-I-J-L-P-S-T-Y and ?; *Normal*, C-D-G-H-K-O-Q-R-U-V-X-Z and &; and *Wide*, A-M-N and W.
7. Compressing a wide letter to make it fit into a space that suits a narrow or a normal letter causes it to appear blacker than the rest of the letters. And stretching a narrow letter into the space of a wide one makes it appear lighter than the rest.

Simplified spacing guide for different letters -



This lettering chart illustrates how different combinations should be spaced. The full space as it appears between two straight letters is shown by the stippled block marked "A." Block "B" illustrates the dividing area between two circular letters. Note how the letters cut into it. Block "C" shows how the area appears between a circular and a straight letter. Block "D" shows the area between an irregular and a straight letter. Block "E" shows the area between an irregular and a circular letter. Note that the extra space at the top and bottom of a circular letter approximately equals what the letter cuts out of the dividing area—and the irregular letters offer a similar example that requires closer fitting

O P T I C A L

SPACING

The examples shown here illustrate how the different combinations work out in use. In the word "Spacing" letters of the same size and shape are spaced both ways. Note how legibility and unity are destroyed by the mechanical arrangement. Using a "yard-stick" to measure the width or distance between different letters seldom produces pleasing results and is generally detrimental to legibility.

M E C H A N I C A L

SPACING

The yard-stick spacing of "Minatown" shows what happens when letters are all fitted into like areas with the same distance between them. Note how spotty the different letters look, especially the M, A and W and how unrelated the irregular letters appear. By making the M, N, A, O and W wider and fitting the irregular letters optically to compensate for their shape an even tone is obtained over all.

◀ **OPTICALLY FITTED LETTERS** ▶ NOT CRAMPED - GOOD UNIT 7

MINATOWN

▶ **YARD STICK SPACING** ◀ LETTERS + SPACES OF LIKE WIDTH - POOR UNIT 7

MINATOWN

TOO BLACK DARK TOO BLACK LIGHT DARK TOO BLACK DARK

PERFECT LETTERS OR ORNAMENTS
DO NOT MAKE PERFECT POSTERS

A GOOD LAYOUT

IS MUCH MORE
IMPORTANT THAN
EITHER PERFECT

LETTERING
OR ELABORATE
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

MECHANICAL
SPACING
OF UNIFORM
LETTERS AND
MARGINS OF
EQUAL WIDTH
MAKE A POSTER
MONOTONOUS

THE EFFECTIVE USE OF
CONTRAST

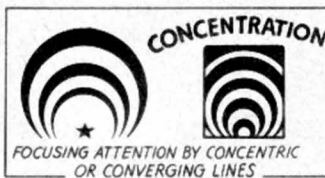
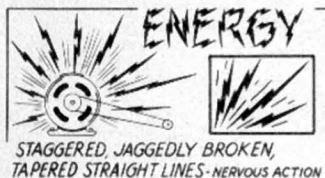
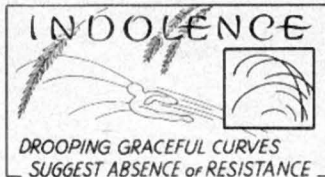
**POWERFUL
HEAD-LINES**

WITH THE REST OF THE
COPY ARRANGED IN
SUBORDINATE GROUPS

**BALANCED
ON OPTICAL CENTER**

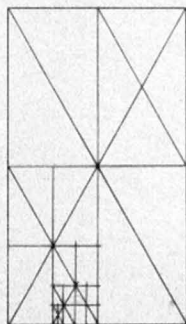
AND
A GENEROUS USE
OF BLANK SPACE

WITH
LIBERAL MARGINS
ARE THE FIRST AIDS
TO A GOOD LAYOUT

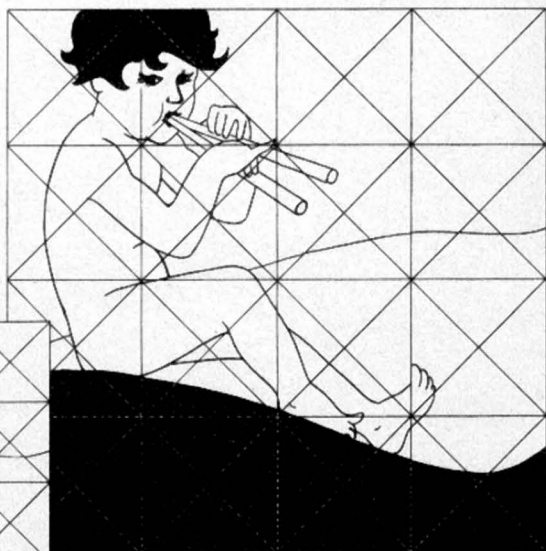
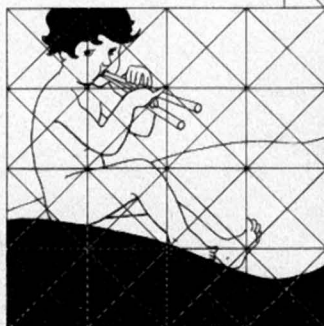


GOLD • SPEED • Quality • Bold • FRIVOLOUS • Style
Careless • Cheap • Modern • JAZZ • Parisian • Craft
STRENGTH • Emphasis • CLARITY • Smart

A Simplified System
 for
 Enlarging or
 Reducing Pictures



Criss-Cross Copying Scale

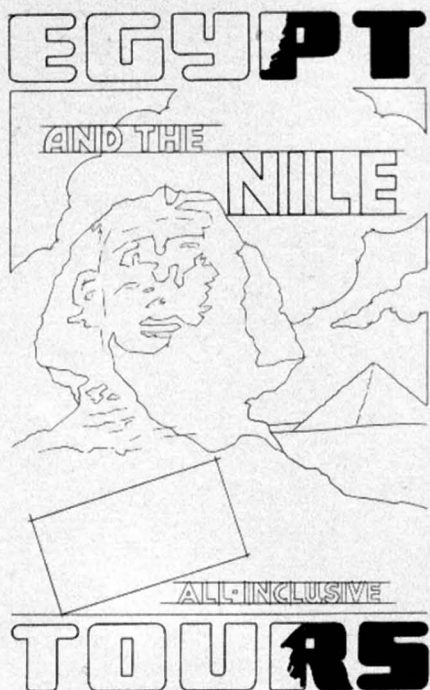


↑ ENLARGEMENT
 ← ORIGINAL (or reduction)

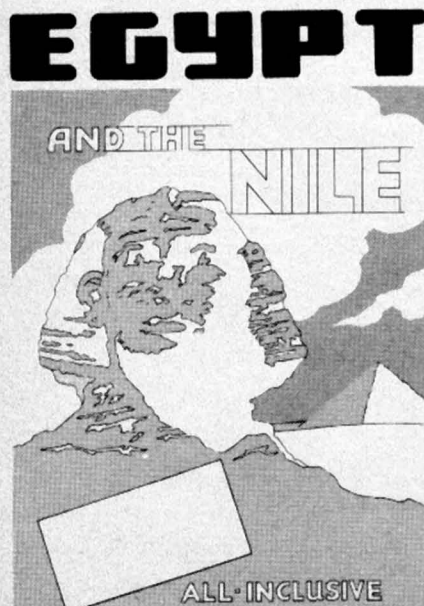
POSTER STRUCTURE



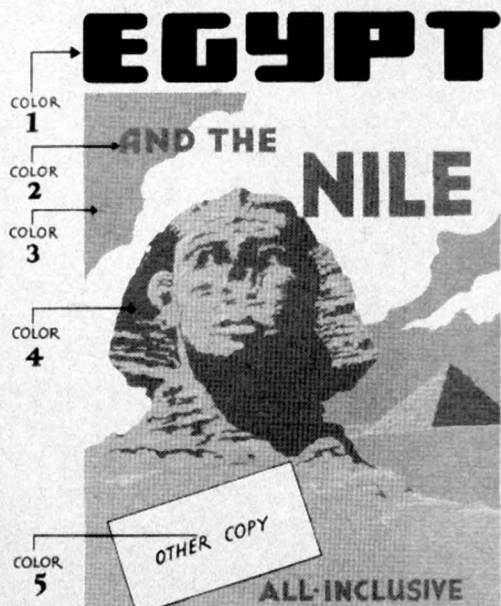
1 Visualize the completed job. Roughly define copy & picture area for initial study & balance



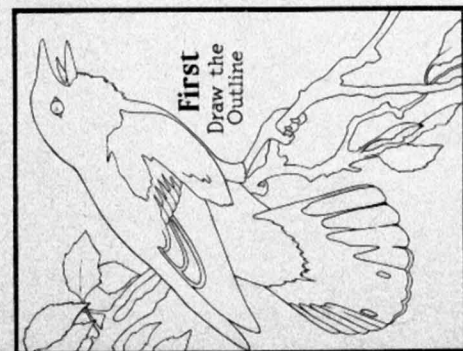
2 Paint in main letters in bold type. Refine facial & other detail. "Y" changed to a fitting type.



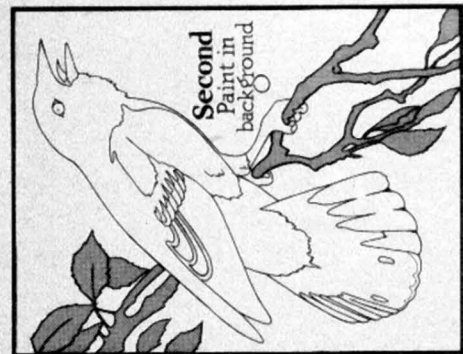
3 Fill in sky & face tones after final study & pencil correction



4 Add shadow values, highlights. Keep inside lettering in subjection to main letters



First
Draw the
Outline



Second
Paint in
background



Third
Paint in
undertones

Begin bird detail



Fourth
Add detail
shadows &
trim up. Hi-
lights last.



**SAIL
SHELTERED
INLAND
SEAS**

**SOUND
FERRIES**
TO EVERYWHERE



LIP HUI
COMPANY
716 Grant

**RARE
CHINESE
ART
AND
ORIENTAL GOODS**



**DON'T
BE A BULB-
SNATCHER!**

BUY 'EM
BY THE
CARTON

**SIX FOR
72¢**



**Extra
West**

**A TALE OF
ROARING
RAILS**
back in the days
before diesels

RAIN or SHINE

COME OUT
AND SEE
OUR NEW
MODEL
HOMES

OPEN
SUNDAY

AJAX Realty



**The
abc
OF
LUMINESCENCE**

SURE TO
PLEASE

NECKWEAR
SETS
FEATURED AT
95¢

Swagger shop

Advance
showing of
ORIGINALS
in the
GRECIAN
SALON
8 ~ 10
Where there's
news in design
you'll find

ÉCINE, Inc.

for
GIFTS

Visit
the
**Oriental
shop**

**FRENCH
IMPORTS**

from \$55.

Variété
50

YOU CAN GET IT AT JACKS

Jackson's
SPORTS EQUIPMENT

"Strato" Clipper
Air Cruises

superbly planned
cruises to the nations.
capitals and ports
you choose
to enjoy...

W
A
T

TO all EUROPE

FRIDAY
SPECIAL

BAKED Alaska
SALMON
DINNER \$1.75
Child's portion .80

Install
GAS HEAT
now

5th Ave.
Beauty
SALON

ART IN
STYLING
by Vegas

FRESH
AS
THE
DAWN

Coffee

Something
to
Crow
Over

1lb
82¢

next time

Go by Train

YOUR FRIENDLY

Bob
WHITE

at the piano
VENETIAN ROOM
8 - 10

USE YOUR CREDIT!

The Enduring Gift... a
Personalized
DIAMOND from
David Rankin SINCE 1891 Co.

WOODLAND PARK

VIA **SEATTLE TRANSIT**

NEW FALL STYLES

DIRECT IMPORT
TWEEDS

BUDGET PRICED
Fifth Floor

FLOWERS

...to be **SURE**

MAKE IT A HABIT

STANDARD FURNITURE

MOVE!
FURNISHING
YOUR NEW HOME

**HAPPY
NEW
YEAR.**

Use
SPEEDBALL PENS
Throughout the Year

GEORGE WASHINGTON

OPEN ALL YEAR

The **DUNES**

PELICAN BEACH
Just ONE HOUR from DOWNTOWN

NOV

11



Balance

YOUR OWN COPY IN THIS CIRCLE

with the style "B" Speedball pen

NO EL

Wule

GLOBE



CONFLICT

Plus

ROARING RIVER KID

Added....AFRICA TODAY (color)

Chapter 7

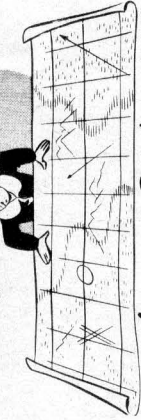


Chart Reading

Chapter 9



NAVIGATION INSTRUMENTS

CHAPTER 1



Introduction

Contents



SIMPLIFIED DESIGNS TO ILLUSTRATE IDEAS BRIGHTEN UP ANY BOOK



Chapter 4



DIVISIONS OF THE EARTH

held over by a popular demand

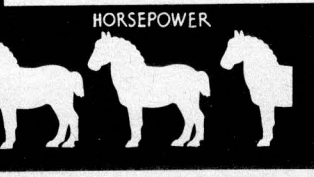
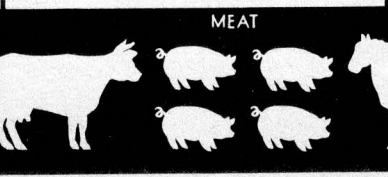
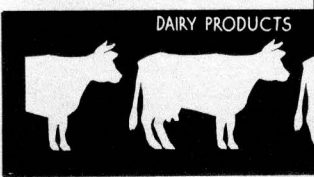
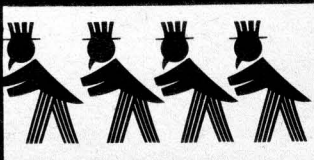
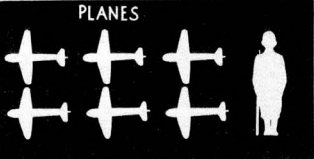
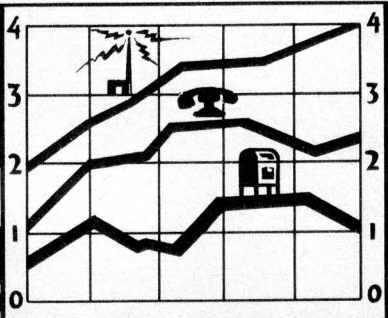
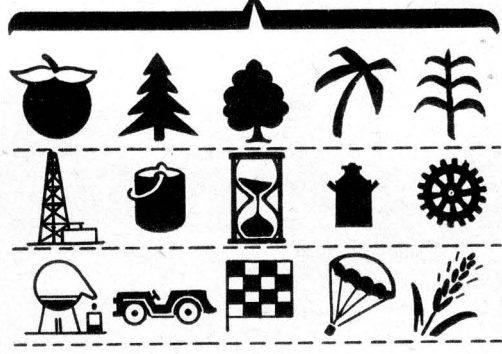
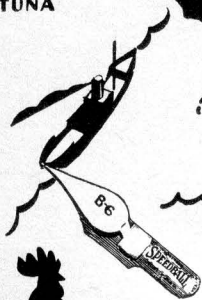
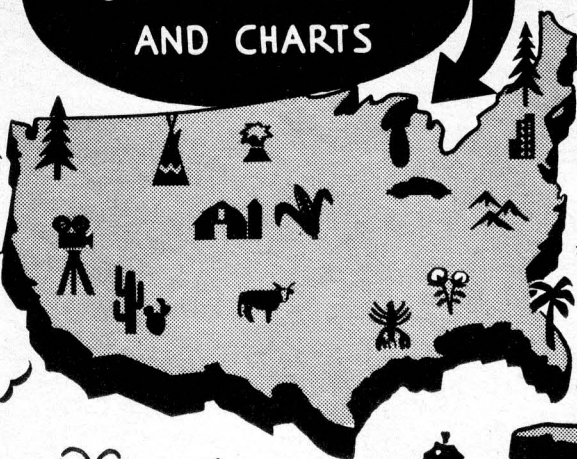
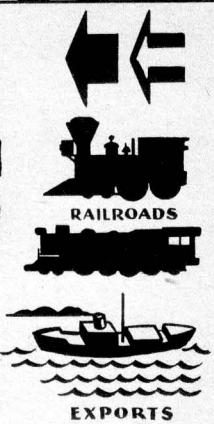
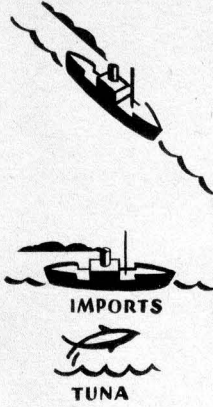
Speedballs

ON SCREEN

PALACE 7th. & 4th. OAK

Representative Newspaper advertisements, layouts drawn with C@D® Speedball pens.

SPEEDBALL SYMBOLS DRAMATIZE MAPS AND CHARTS

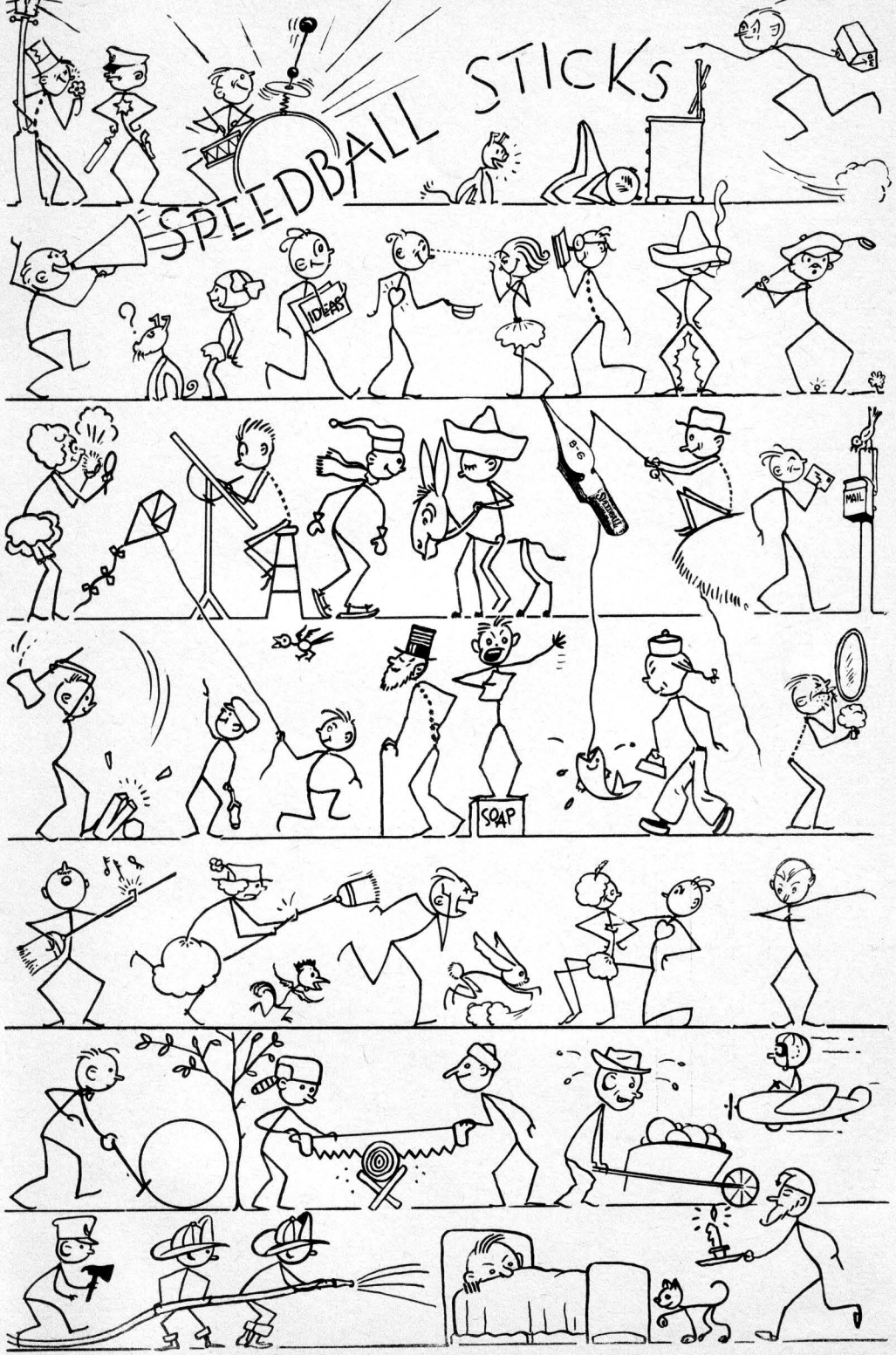


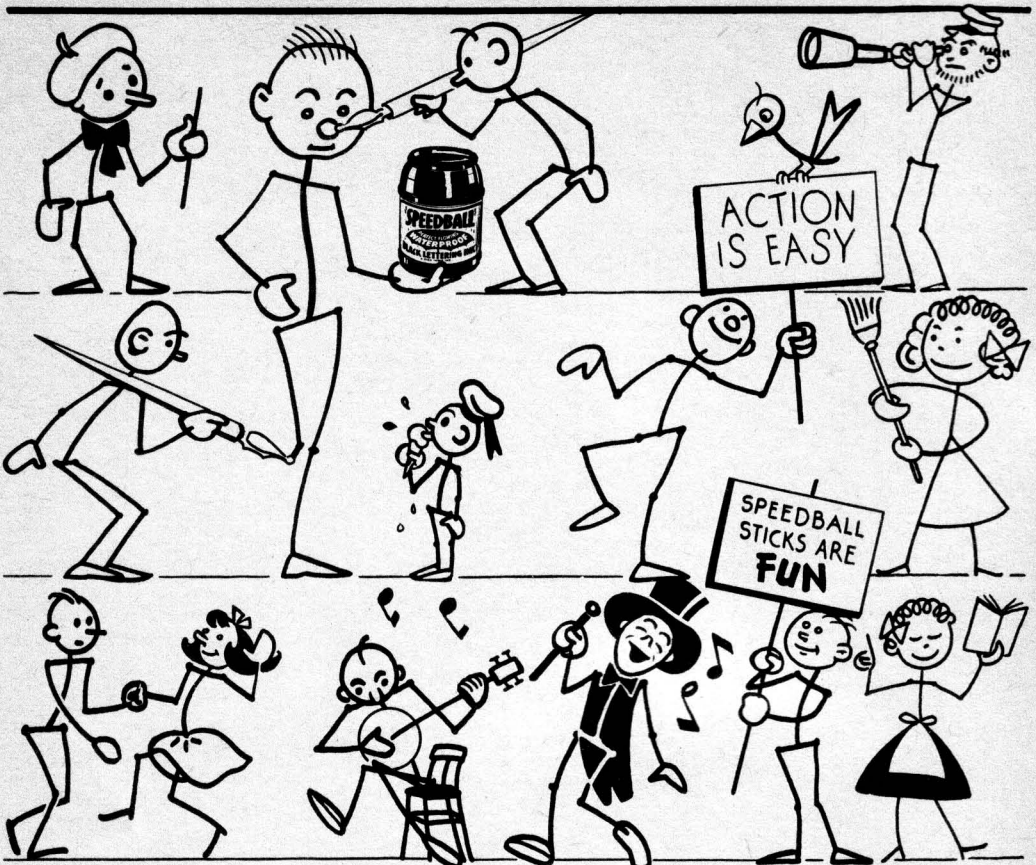
Sketching Nature with the Speedball pen



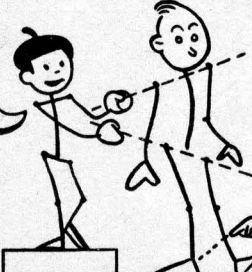
Pen Drawing
by Charles Stoner

A versatile pen, the Speedball C-6, makes it possible to capture fleeting impressions as in the above "Early morning in the snow" pen sketch. All that is required for a field trip is the C-6 pens, black drawing ink and sketch block. Increase your skill by drawing directly with the pen without pre-sketching the subject in pencil.

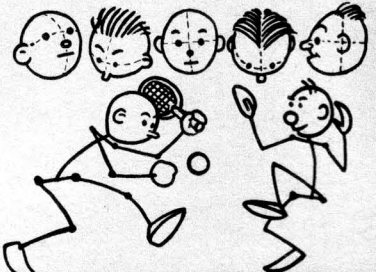




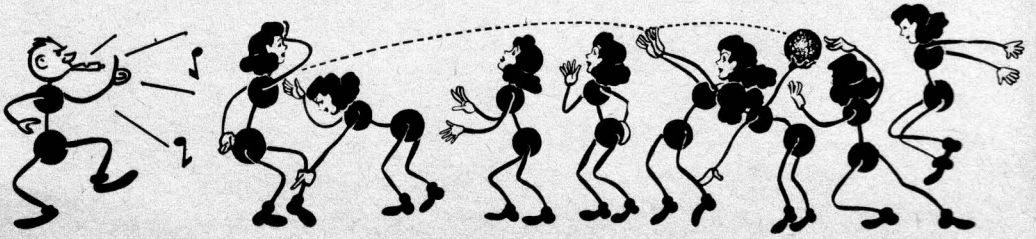
NOTICE THAT THE HIP CARRYING THE BODY'S WEIGHT IS HIGHER AND THE CORRESPONDING SHOULDER IS LOWER

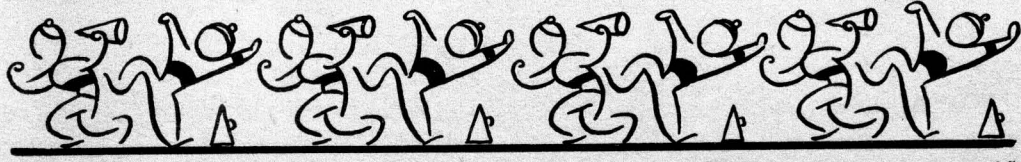
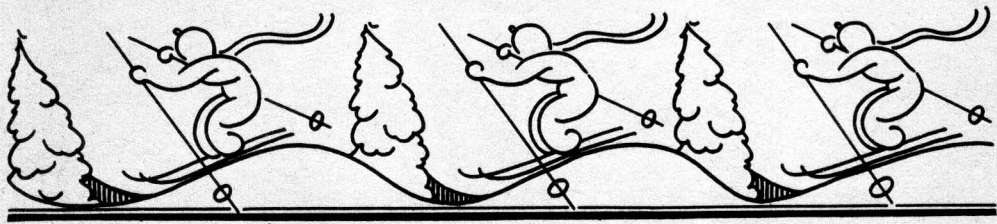
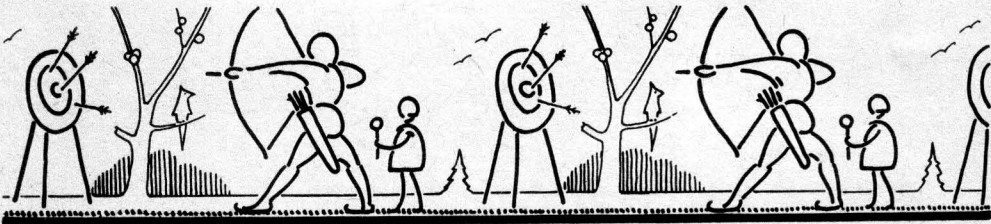
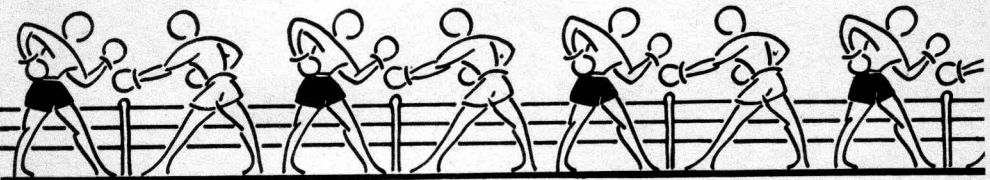
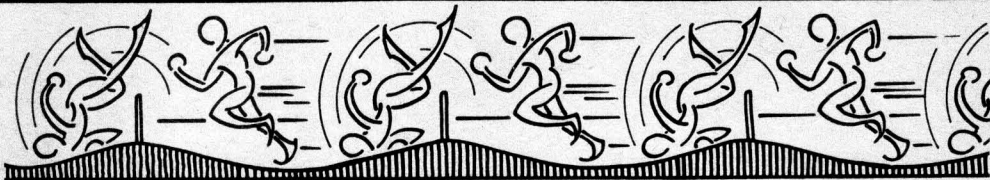
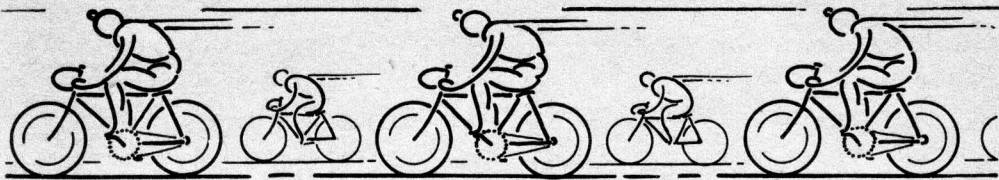


NOTICE ALSO THAT THE SUPPORTING FOOT IS DIRECTLY UNDER CENTER OF GRAVITY



OFF BALANCE FIGURES SHOW ACTION





Price Ticket Ideas

and SUGGESTIONS

