

STUDIO
HANDBOOK
LETTER AND DESIGN
FOR ARTISTS AND ADVERTISERS

SAMUEL WELCH

DRAKE

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ART
NK
3620
W4
1960

Studio

HANDBOOK

LETTERING *by* **WELO**, *Samuel*

Over **250 PAGES**
LETTERING
DESIGN AND
LAYOUTS

NEW ALPHABETS

■
FREDERICK J. DRAKE & CO.
Chicago



REVISED EDITION

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by

FREDERICK J. DRAKE & CO.
C H I C A G O

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FOREWORD



Blessings on the heads of the Phoenecians or whoever gave us our alphabet.~

Greater praise be to those who have not only made it useful but also ornamental.

Hand lettering and design will always remain an art; so this book picks up the refrain and carries it on. To professionals and amateurs, here is music for many a battle ~ ~ ~

Franklin Brucker

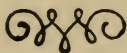
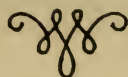


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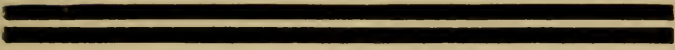
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Studio

H A N D B O O K
L E T T E R I N G *by W. L. D.*

FOR ARTISTS AND ADVERTISERS



Ability



The ability to draw
beautifully is
an accomplishment
IN ~ ITSELF ~ ~

“The ability to draw
plain, simple letters
is an accomplish-
ment also, ~ ~

But of little use
without the skill
to compose them
effectively.”



lettering

Is more than
a mere side line
of drawing, it is
an *art* worthy
of *specialization*
a side line is a
once in awhile
but "*lettering* is
now in steady
-*demand*". ~ ~

The Massing of Letters

Improvised Letter
formation for body
copy paragraph or
page arrangement

Use full round ovals
condense the vertical
elements ~ ~ and a
slightly broken align-
ment adds to the
unique appearance
of the entire pro-
duction ~ ~ ~

Good Choice of LETTERING

To a design which
requires lettering.

Hand Lettering
adds a Grace and
beauty that is as
attractive as the
design itself. ~ ~

Carefully ~
choose a letter to
conform with the
design ~ ~ ~ ~

It's the truth!

It is more difficult
to design a good
page of lettering
than to fill the same
page with a good
picture x x x x

This makes
the designers
problem still
more difficult
although not
hopeless x x

Lettering

Men that are not familiar with a certain style will not use it, hence the lack of variety

Express your thoughts and ideas in letters through wider channels and obtain variety

Every Individual

letter must have care in the making for it has as much to do with the looks of a finished word as features have to a face.

And more care should be taken in spacing of words

Hand-craft Lettering



*does not depend on
mechanical perfection
as its basic principle*

*Criticism consisting
of individual letter
analysis according to
type or the standard
alphabets ~ ~ would
obliterate Hand Letter-
craft as an applied art.*

*It would have no
individuality and its
real value would be
lost both from an art-
istic and commercial
viewpoint ~ ~ ~ ~*

*However this does
not mean that basic
principle should be
entirely sacrificed ~*



///	LETTERING	///
	 <i>Title page is an undertaking only for the most skilled</i> <i>The letter should be easy to read ~</i> <i>The design should have balance to please the eye ~</i>	
	///	

Modern Lettering,
enlarged upon and ~
perfected through the
usages of "Art" and
Literature, is based on
the theories of Form
and Design envolved
by Ancient Romans ~
in their monumental
Inscriptions. yet!
The Form which they
attained, is unequal-
ed to date ~ ~ ~ ~ ~

~ Be Original ~

Alphabets are
original only so
far as individual
treatment and
technic ~ alters
the appearance
without change
of basic ~ ~ ~ ~
~ ~ principle ~ ~

**If everything
you lettered
would show
"individual
technique",**

**Your work
would then be
original and
would be more
in demand.**

**Individuality
predominates**

THE IMPORTANCE OF THE
UNEQUAL SPACING^{OF} CAP-
ITALS OF IRREGULAR
SHAPE IS OFTEN UNDER-
RATED / FAULT IS SOME-
TIMES FOUND WITH
CAPITALS AWKWARDLY
FITTED WHEN THE COM-
POSITOR IS AT FAULT / /
HE DOES NOT SEE THAT
IT IS HIS DUTY TO REC-
TIFY SPACING THE GAPS
PRODUCED / BY / COM-
BINATIONS OF / TYPE /
HE DOES ALL HE CAN IN
THE DESIGN AND FITTING
BUT HE CANNOT MATER-
IALLY ALTER THE SHAPE
OF AN IRREGULAR
CHARACTER / / /

Six foremost letter Artists
of today

HARVEY · H · DUNN
· D ·

W.D. TEAGUE
WDT

Bertsch & Cooper
Q

LAWRENCE L. SCHALL
-Schall-

GEO. F. TRENHOLM
GFT

GUIDO AND LAWRENCE
ROSA

R + A

STUDIO Needs



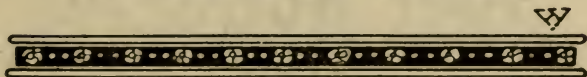
for

**Artists and
Advertisers**

LETTERING

*can express the
following Ideas*

- ① *Femininity*
- ② *Antiquity*
- ③ **NOVELTY**
- ④ *Command!*
- ⑤ **STYLE**
- ⑥ *Craftsmanship*
- ⑦ *Conservatism*
- ⑧ **PERMANENCE**
- ⑨ *Syncopation*
- ⑩ **RUGGEDNESS**



LETTERING

and it's meaning



OLD ROMAN

PROPRIETY

UNCIAL

SINCERITY

Gothic

DIGNITY

French Script

CAPRICE

Roman lower-case

LEGIBILITY

COMMERCIAL GOTHIC

BOLDNESS

MODERN ROMAN

MONOTONY

ART NOUVEAU

NOVELTY



Lettering For Various Occasions/

*The designer is
often at a loss for
timely lettering
such as*

Announcements

Greetings ~

Novelties ~

Titles ~ ~

*The five pages
following show
fifty smart styles*

Vanity Fair
Gilbert T Washburn
Wouldn't you like
For Those Who Know
Your boy needs a
Exclusive Millinery a
Eternal Freshness
Ready for Emergen
The Aluminum Six F
A Real Performer

Fifth Avenue New 6

The Watch with the

We invite mail orders and

Softest antelope leather

Costumes Tailleur

Gorham Sterling Silver

Diamond Rings 7

Great Variety

The Most Beautiful in

Three Packer Girls VS

First Prize Panama
Good taste, guides.
Four of our buyers
Crane's Linen & Lawn
Who Is Letter-Perfect In
Particularly accepta
La Femme Du Mon
Frank Waterhouser
The daintiness of a
At Thirty-Fifth Street

HOLEPROOF C
Lithographs

Stephens Motor C

To your favorite Paris

Its use and enjoyments

Smart Economy

Paris Importations 15

For Everywhere

Where to Live t

We'll Rally'Round T

PIERCE-ARRO
HIGHWAY CAR
CIGARETTE SE
GREN OVILLES
WEDDING GIFTS-Illustr
ATTRACTIVE A
HAVE DECIDED VP
CRESCENT ROUTE
UNDERWOOD A
MODERN ART



L E T T E R I N G

A N D

A R R A N G E M E N T



AIDS

MODERN PACKAGE DESIGN

A New

FIELD

Should

MEAN MORE
DEMAND
FOR THOSE
DOING THE
LETTERING
AND DESIGN

LETTERING

results



COMMANDING
EFFECTS OBTAINED
BY THE USE OF *HAND*
-LETTERING ADDS TO
THE DISPLAY QUALITY
OF MODERN PACKAGE
DESIGN

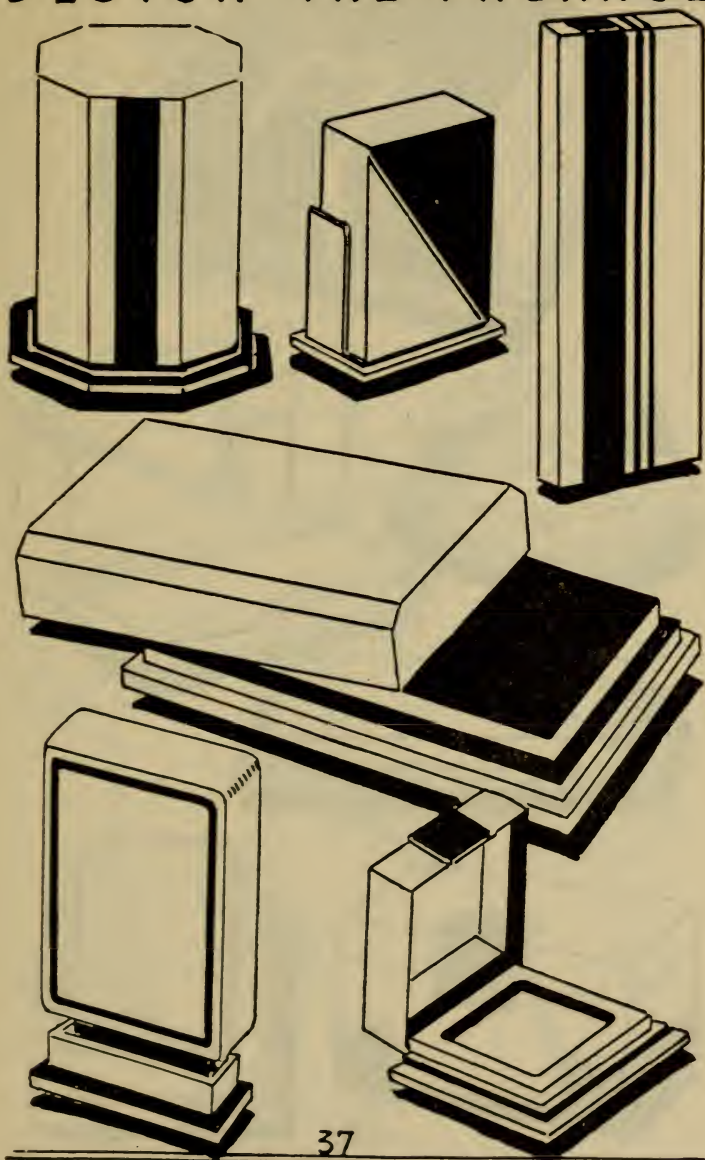
Those

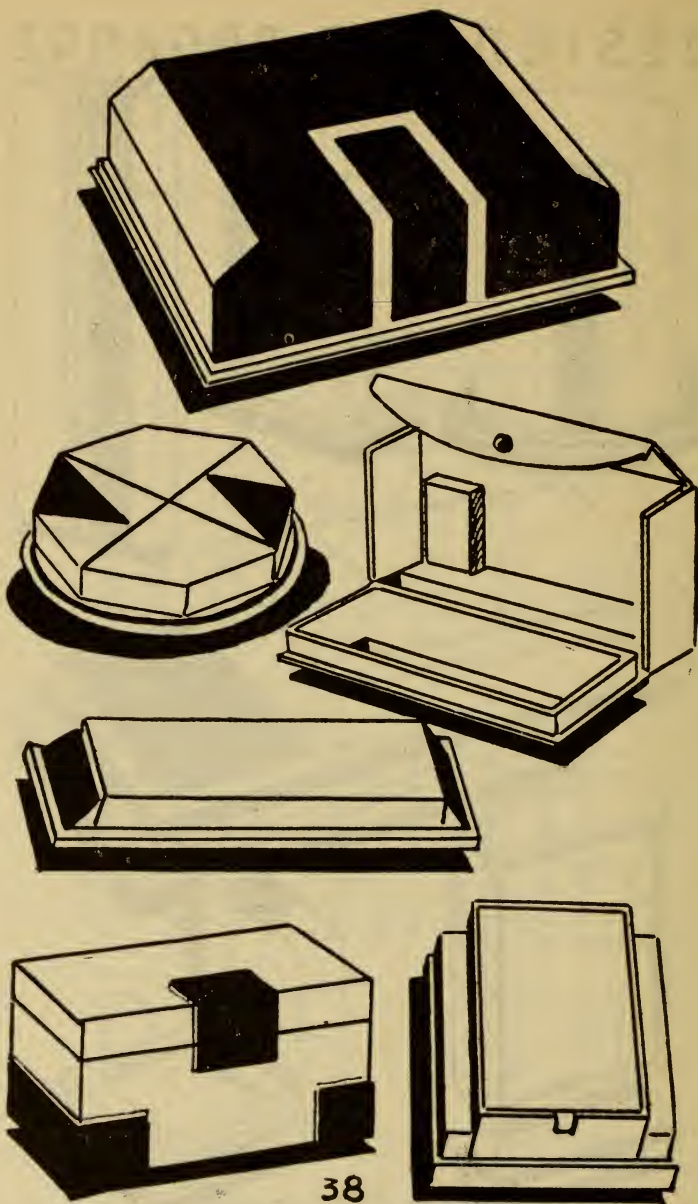
INTERESTED IN

MODERN
PACKAGE
DESIGN

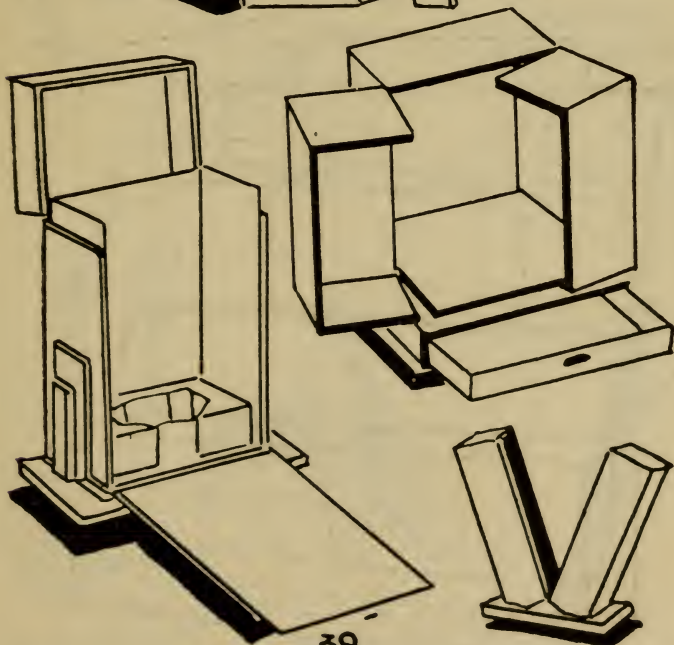
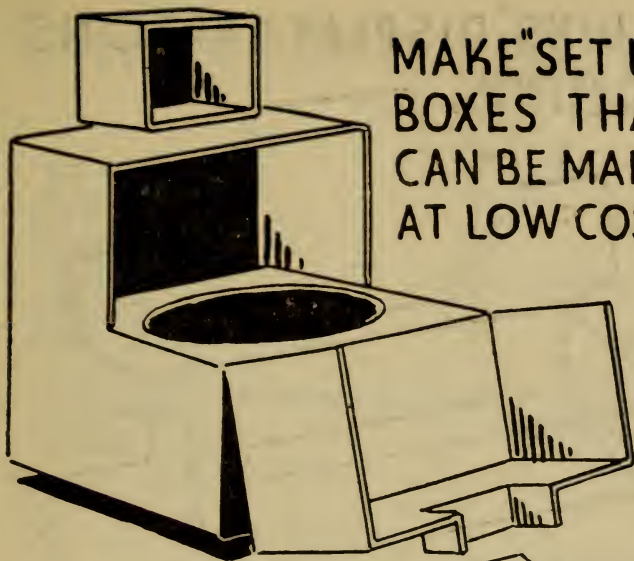
SEE PAGES THAT FOLLOW

DESIGN THE PACKAGE



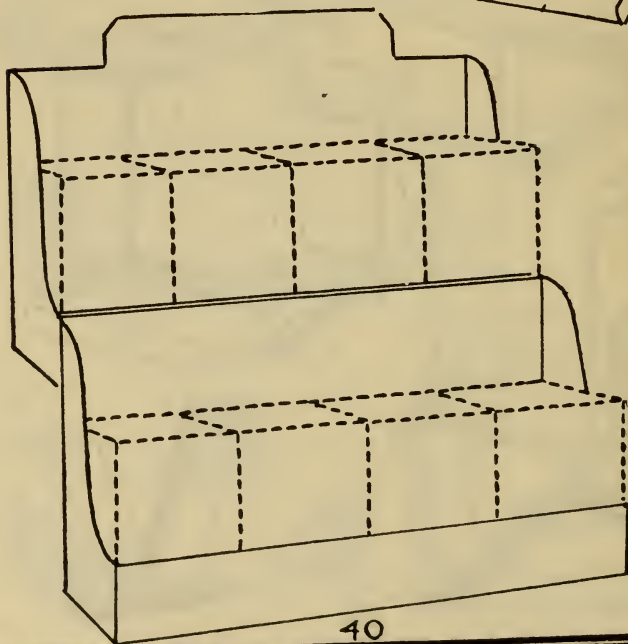
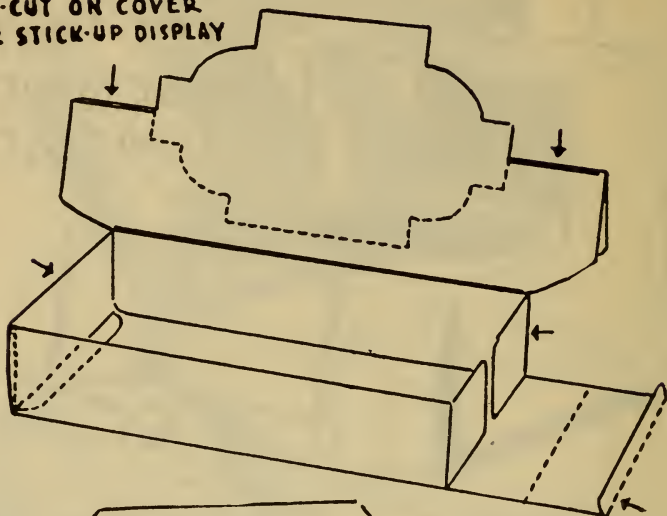


MAKE "SET UP"
BOXES THAT
CAN BE MADE
AT LOW COST



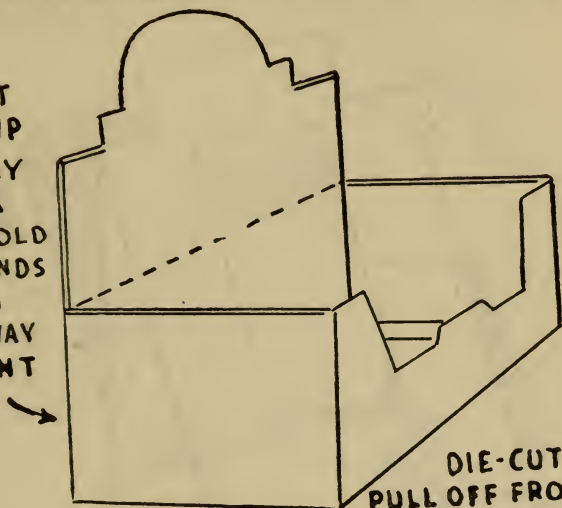
"FOLDING" DISPLAY CARTONS

DIE-CUT ON COVER
FOR STICK-UP DISPLAY

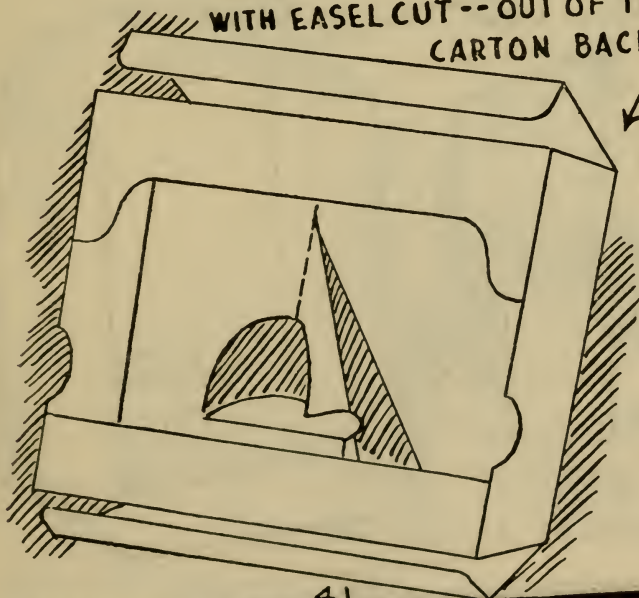


"FOLDING" DISPLAY CARTONS

DIE-CUT
STICK-UP
DISPLAY
BACK
WITH FOLD
OVER ENDS
AND
CUT-AWAY
FRONT

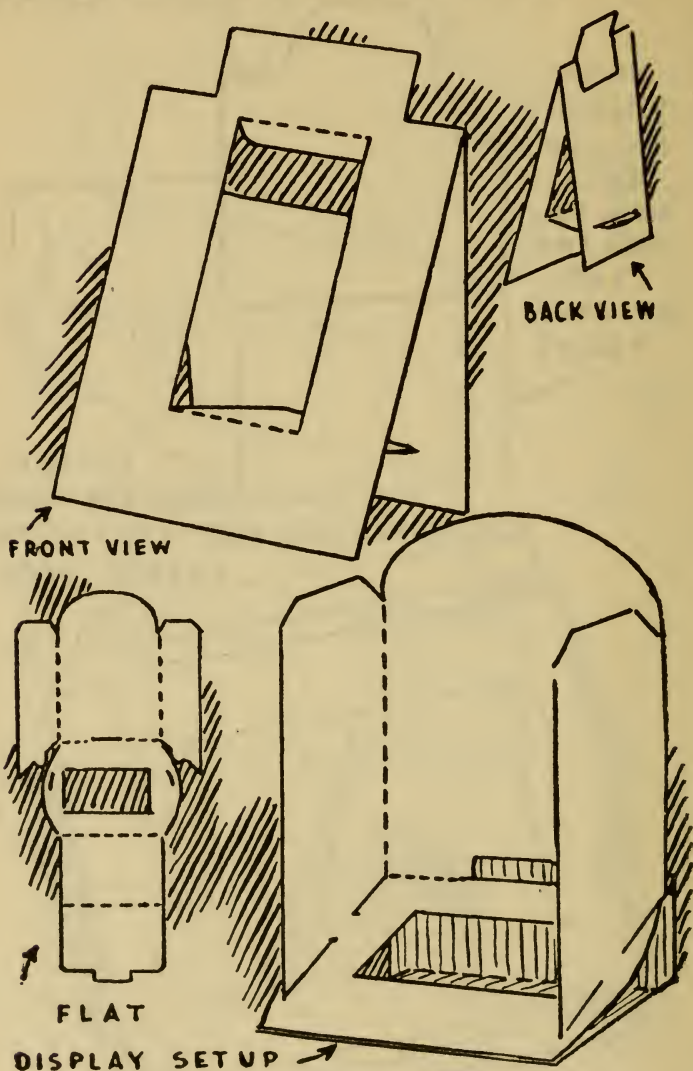


DIE-CUT
PULL OFF FRONT
WITH EASEL CUT -- OUT OF THE
CARTON BACK



SELF-EASELED • COUNTER DISPLAYS

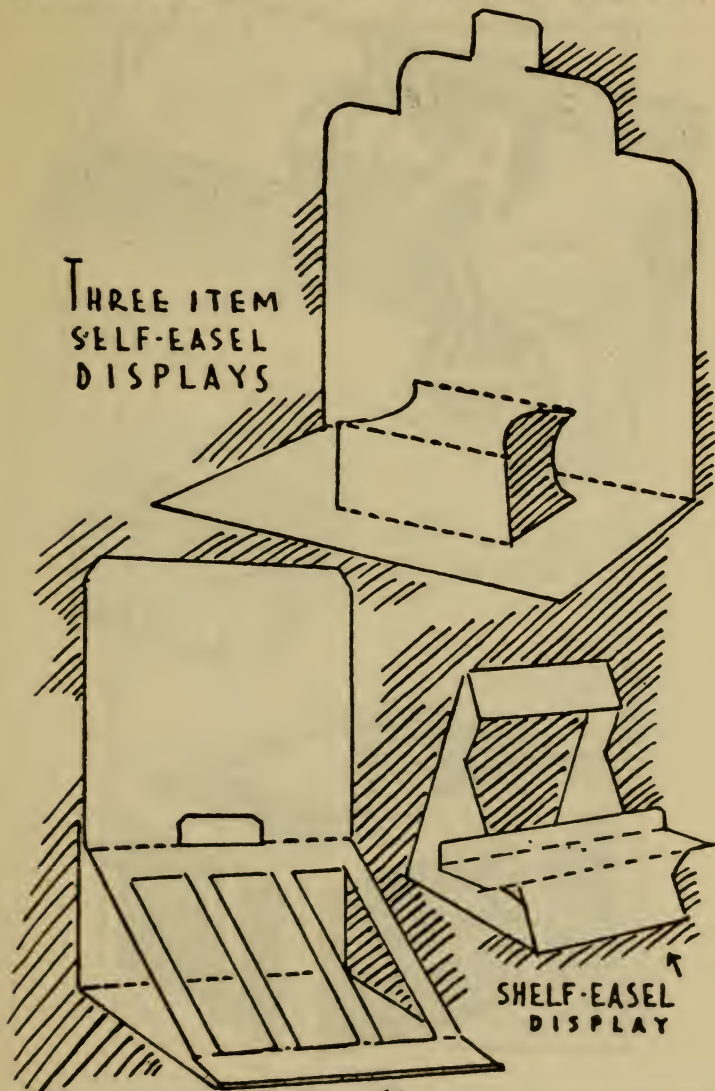
DIE-CUT AND SCORED • FOR SHIPPING FLAT



SELF-EASELED COUNTER DISPLAYS

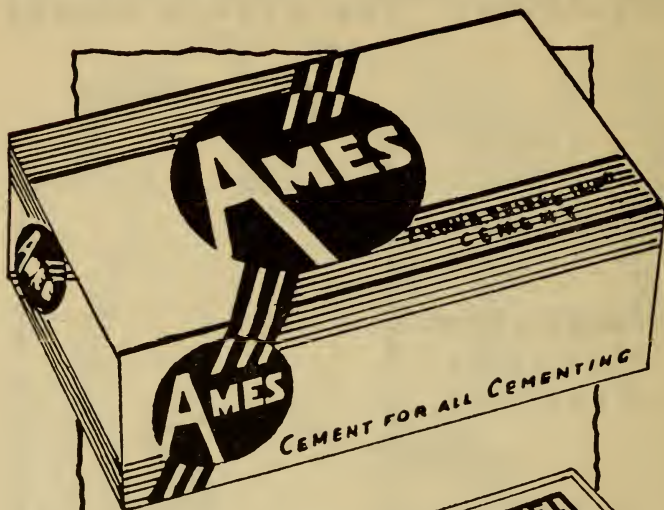
MADE LARGER •• FOR WINDOW DISPLAY

THREE ITEM
SELF-EASEL
DISPLAYS

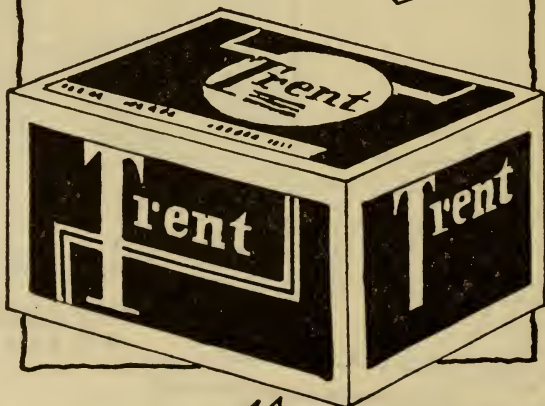
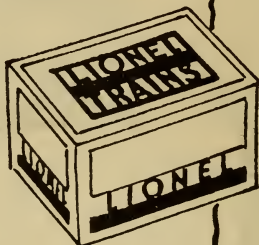


SHELF-EASEL
DISPLAY

DESIGN ON THE PACKAGE



THE USE OF "THE
TRADE NAME
IN DISPLAY
DESIGN..



DESIGN ON THE PACKAGE



DISPLAY ON
WHAT THE
PACKAGE
CONTAINS



DESIGNS SHOWING
PRODUCT DISPLAY

DESIGN ON THE PACKAGE



DESIGN ON THE PACKAGE

GOOD USE OF
ILLUSTRATION
IN DESIGN



NEEDS A LOT
OF THOUGHT

DESIGN ON THE PACKAGE



DESIGNING LABEL DISPLAY





**THE
ARRANGEMENT
OF
HAND LETTERING
IN THE STUDY OF
DESIGN . . .
IS AN ART THAT
TYPESETTERS
CAN NOT OBTAIN**



Direct ~
from the ~
Tea
Garden
to your ~
Tea Pot

Why not

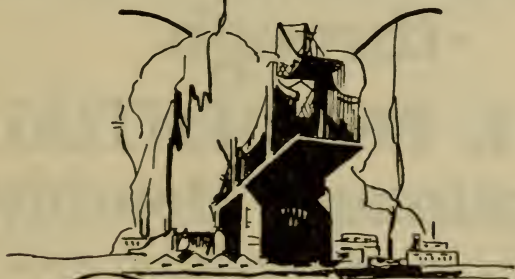


all
Dealers
have it

LOOK
READ!
HERE
tomorrow

*Saving the Morning
for
Business/*

The
**SUPER-
SERVICE**



Panama

"LETTER" STRENGTH

This Shows Judgment

**The first of every
month will bring
a check to your
beneficiary as long
as he or she lives
~through**

**THE PRUDENTIAL
Continuous Monthly
Income Policy ~**



TRADE - MARKED
LUMBER
PRODUCTS

*Now
Include the Four
Most Useful
Building Woods*

Douglas Fir ~
Cal. White Pine
~ Oak
Southern Pine

most everywhere



summer

Xcursions

California
Colorado
New Mexico
Arizona
and the National Parks

20th Century Limited

The accepted
way of making
the overnight
journey between
Chicago and
New York



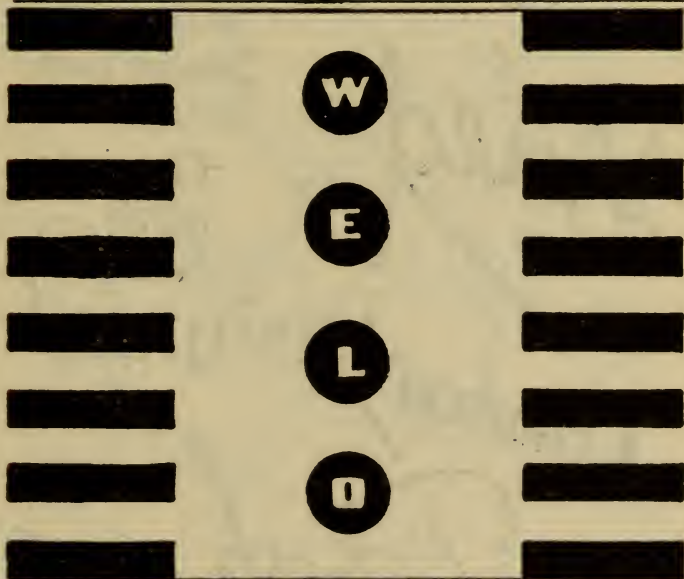
Fresh
CALIFORNIA
BARTLETT
PEARS
NOW
for a fresh Start



**BUY THEM BE-
FORE THE SEASON
IS GONE**
buy them by the dozen



HEARING THAT COMMANDS



effects that
[Command!

NOW

Knit? Flavor!

This
Smaller Tooth
Brush—

~~Dried~~ ..

Cleans
teeth
better!

~~Crushed~~ Dishpan!

~~Free~~ Fresh —quick!



= Advertising =
Bread Iced
the Coolest New
good Pacific
Splash life The
Clams choice
New Delicious

Free Beautiful
Now Use
& Are you letting
your skin grow old?

The Before
23 New Models
fine Safety
Refined for **Disks**
Free! Lycoming

Genuine
→ Now! Call for
my secret How?
that never fades
hour! fair!
Announcing-
Drink
more milk If!
figures? "a sensible
habit"
Speaks! Zero!

The
Utility
Coupe

!

The
True
Blue

ruined

for, real
enjoyment

Keep fit

Eat!

Ask for

Steel

Throughout

quality

you can taste!

California

W

For Lunch
freckles *at*
THE
The **QUITTER**!
Where ever you go,
Restful
Lounge Car
Smart *the* **Great!**
but durable
Springs *best way*
to begin
later
Which? *Fine*
Radio

new Southwest
Fall Gain!
EVENT efficiency
bran Ask
The
best California
way to winter
to ✓
Mail this New!
for you!
The New Vogue in Shirts

Classmates!
Beneficial **and**
"fresh"! *California's*
finest

Will it be
the HOME
of your dreams? **Grated**

mornin'!
Your
The **to enjoy!**
exactly! The Charm

Pineapple Pie

Banish The
thirst

THRILL YOU SO

Punctures
repaired
Here is

It loads like
trimness

the "None Better
pen Obtainable at
Any Price—
Costs You Less" *✓*

Ready Real Boys
this-Danger!

Harvey
Springs

This
is the
Right
way!

Pipe
Perfect

send
for this,
catalog



The New
Free Object-
to You! Take Advantage

Whipped
Everyweek
Type Nine
Perfected
File! of Are
New With
Vital
Because
Prefer Unit

perfect
NEW!

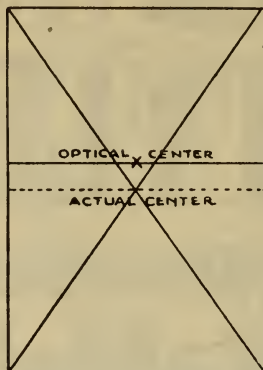
*A Three and One-half
Minute Talk With ~*
for **JOHN D. MORPHY**
Satisfaction ~
History!

Sister Vanity
FREE

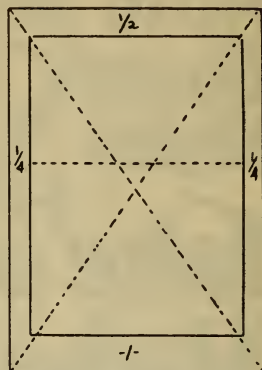
Three Sale
3 for Fall right
\$1
men! For.
one
Furniture!
Matched

VS

Nifty **LOOK** For
Flapper **STYLE**
Styles
Take GUARANTEED
Unbeatable!
Two Great
Sensational!
A Pretty Flat Million **YEAR!**
"Congratulations"
Specials!
Dresses for Flappers~



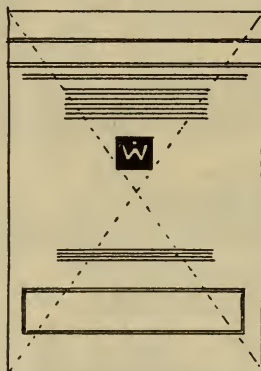
WHERE THE EYE STOPS



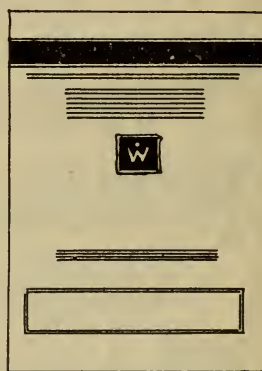
MOST PLEASING MARGIN

GENERAL LAW OF CENTER
THE OPTICAL CENTER IS ABOVE
THE CENTER, LAW IS THE REASON

MARGIN- IS TO HAVE THE
WIDEST AT THE BOTTOM THE
TOP NEXT- THE SIDES ALIKE



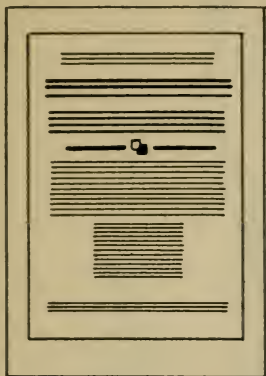
A PLACE FOR BLACK



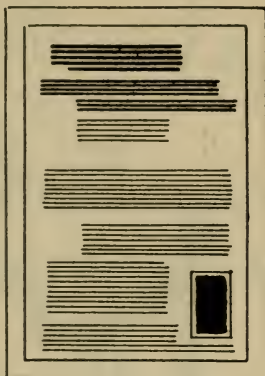
HEADING OF A PAGE

ON THE OPTICAL CENTER
IS A SPOT FOR SOLID BLACK
OR A LITTLE TOUCH OF COLOR

THE HEADING IS WHAT
THEY WANT SEEN (FIRST)
SO WE MAKE IT (BLACKER)

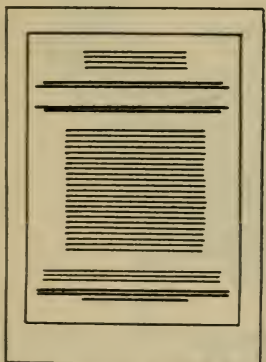


IN GOOD BALANCE



POORLY BALANCED

A BADLY BALANCED PAGE OF LETTERING FAILS PRIMARILY IN ITS OBJECT BECAUSE IT DISTRESSES THE NERVE THROUGH THE SIGHT. / / / / /



VERY GOOD BALANCE



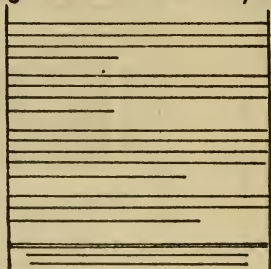
PICTURE BALANCE

IT PUTS THE EYE OF THE HUMAN BEING OUT OF LINE WITH THE LAW OF GRAVITATION / / /
THE APPLICATION OF THE LAW OF GRAVITATION TO THE EYE IS CALLED BALANCE. / / / /





Rugs "like new" after 14 years



The HOOVER

Big Advertisers find pen technique an assent to the campaign. Drawings for Advertised products such as the Hoover Electric Cleaners. Take on New life because of Resourcefulness of Artists.

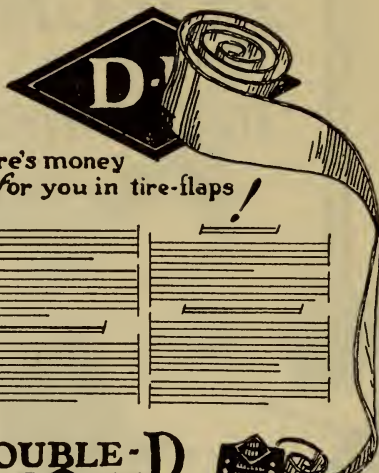
W

Listening

*- to the melodies
of the masters*



THE ABOVE ILLUSTRATION ATTRACTS THE EYE BECAUSE OF THE *ANGLE* FROM WHICH THIS DRAWING WAS MADE . . .
DRAWN FROM AN ELEVATION - THEREFORE IT COMPELS THE PUBLIC TO STOP AND LOOK



There's money
for you in tire-flaps!

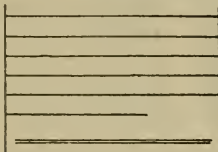
D	

DOUBLE-D
TIRE **OD** FLAPS
Increase tire mileage



*The purpose of this "LAYOUT" is to lead to
the container and coupon*





HOLLEY
The QUALITY CARBURETOR

*Two gray lines make the point to be emphasized
the bull's-eye of the advertisement*

W

GOLD DUST



Home, Sweet Home

W _____



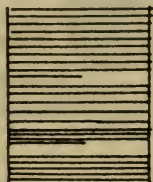
Let the Cold Dust



Twine do your work



What's *Real*
Chilicon Carne?



Gelhardt



installed in
10 minutes

specify
[SCHLAGE]
BUTTON-LOCK

A few
more!

THESE LAYOUTS
SHOW GOOD
PICTURE AND
COPY BALANCE

WARM
BATH
ROOM



TOBIAS
HEATER



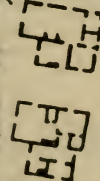
but
ICE does!



ICE
WALLWEATHER

A Drizzling Home





"These also have "QUALITY"



and NOW-
with strawberries

Shredded
WHOLE
Wheat



Pages of Profit
for Western
Growers!



SEED



What About Your
Water Supply!

Layne & Bowter Pumps

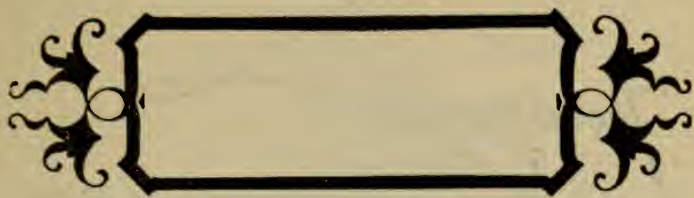
ESTABLISHED IN 1865

WHAT'S
YOUR INITIAL?



THE OAKLAND BANK





HOW
WHEN
WHY
and
WHERE
to use a ~
PANEL

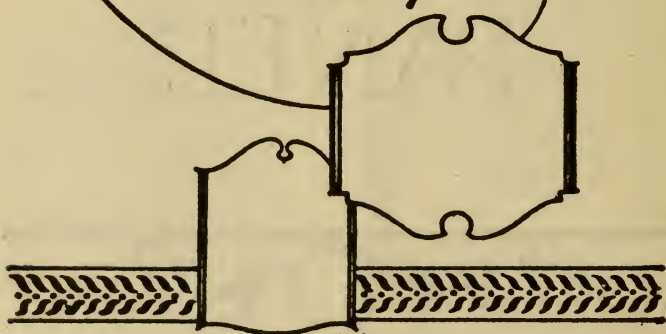


The ad that sells

To accomplish this the Designer must be a student of composition, and good balance.

This layout must catch and hold the public eye.

With the aid of panels and lettering which commands, he can carry the eye to different ~ points of interest. And the ad sells!





THE PANEL HAS BEEN OF GREAT VALUE
TO OBTAIN *BALANCE AND COMPOSITION*
IN THE ABOVE LAYOUT • THE BIRD TAKES
THE EYE OUT OF THE PANEL

Whole Panels

**Panels and
their many
Uses !**

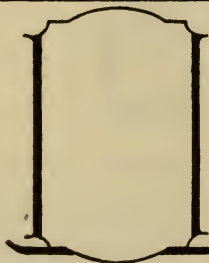


**LETTER
HERE**



**CANNED
2
WAYS !**

Sliced / Crushed



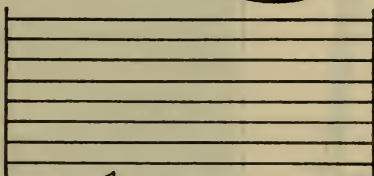
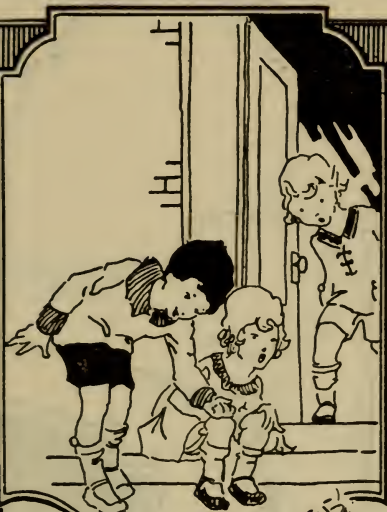
Panels are very
helpful in getting
good Balance to
Layouts

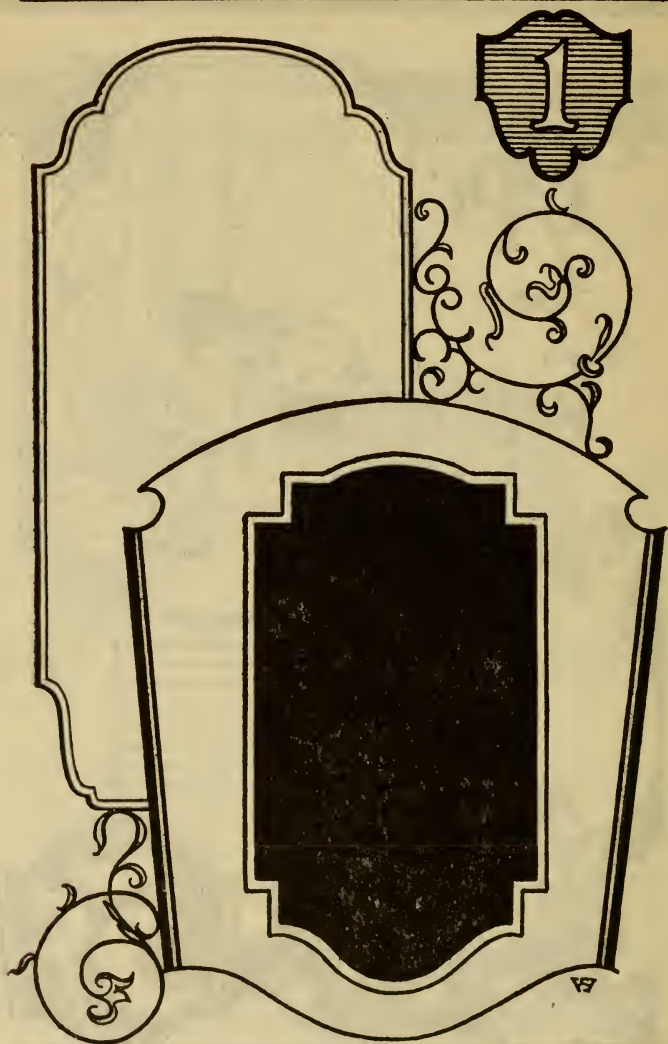
PANELS

/ CO

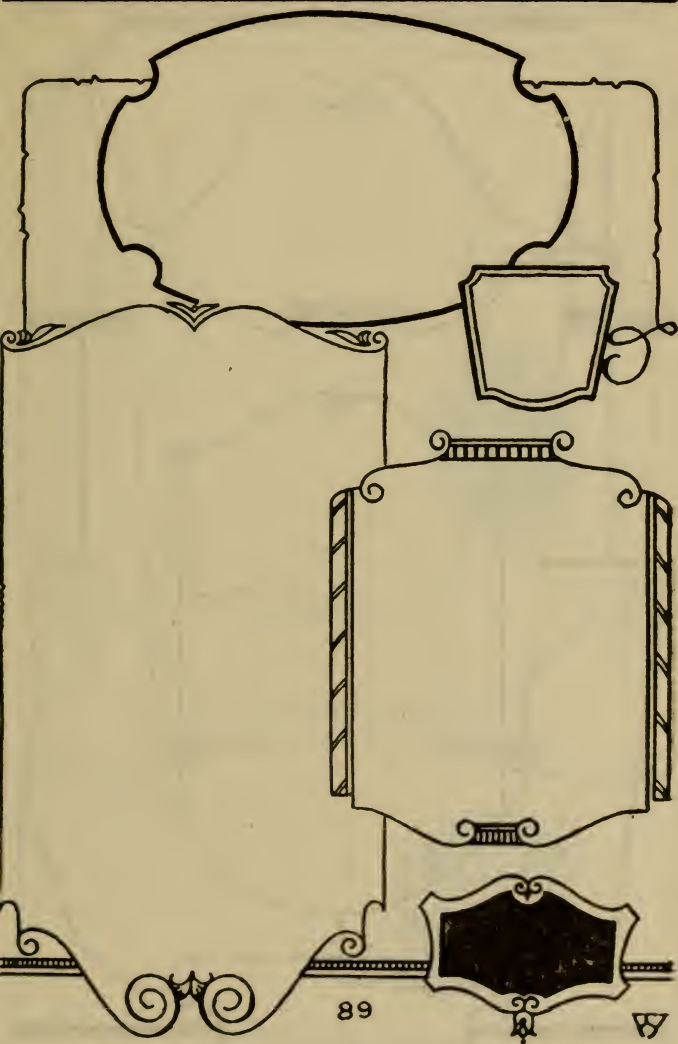
/ CO

Tops
for
Tots!

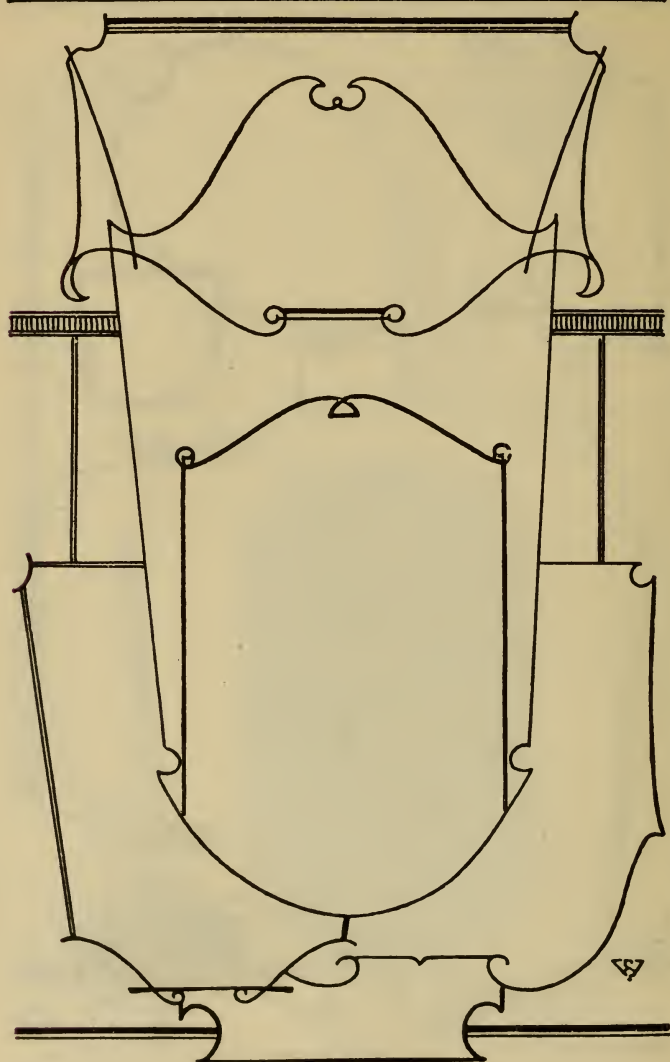




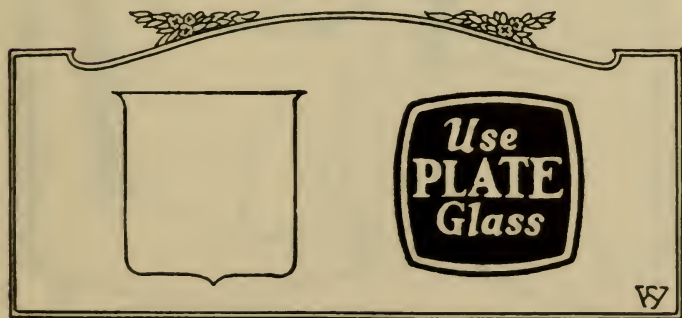
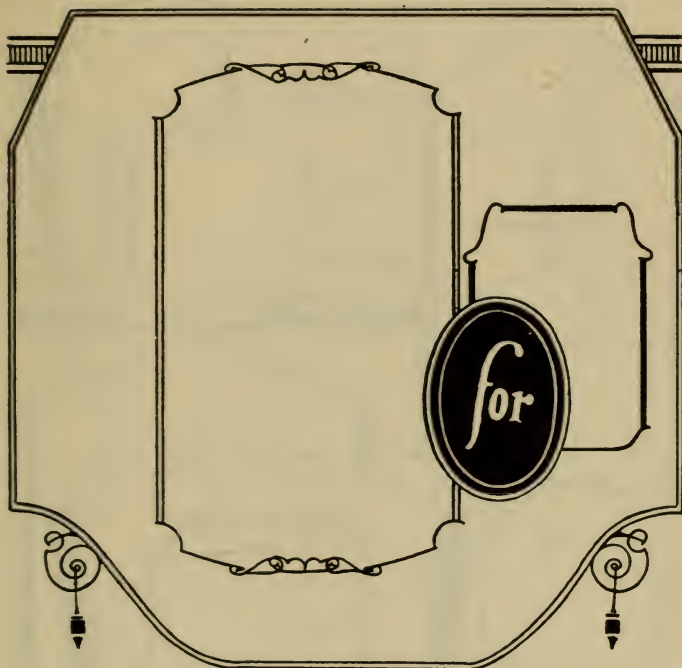
Panels



PANELS ~ ~



PANELS

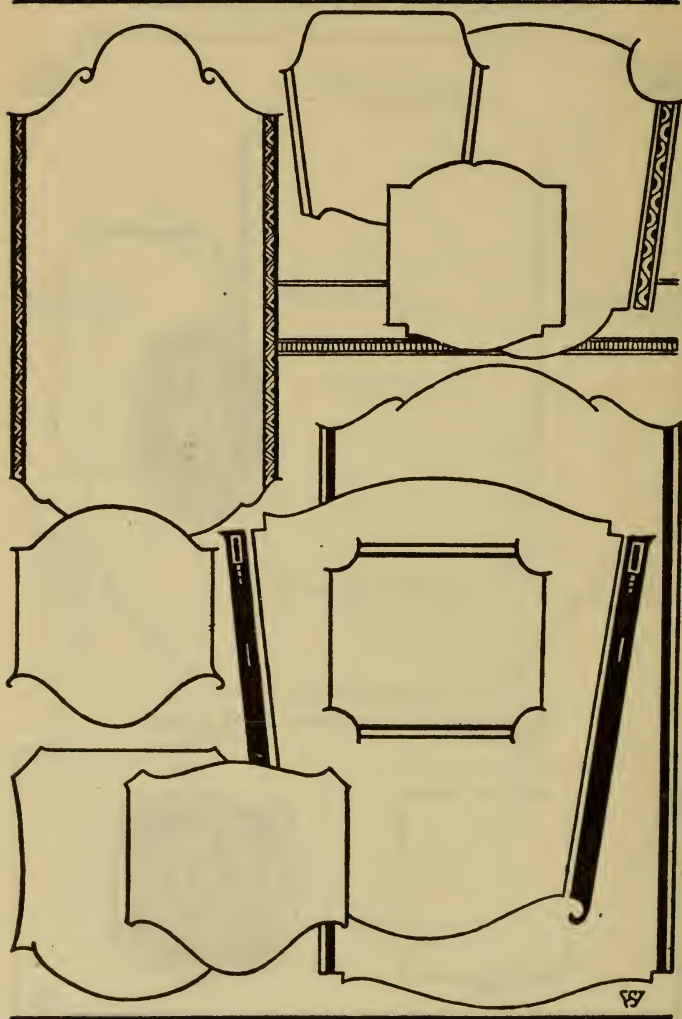


Panels

a

a

a



W

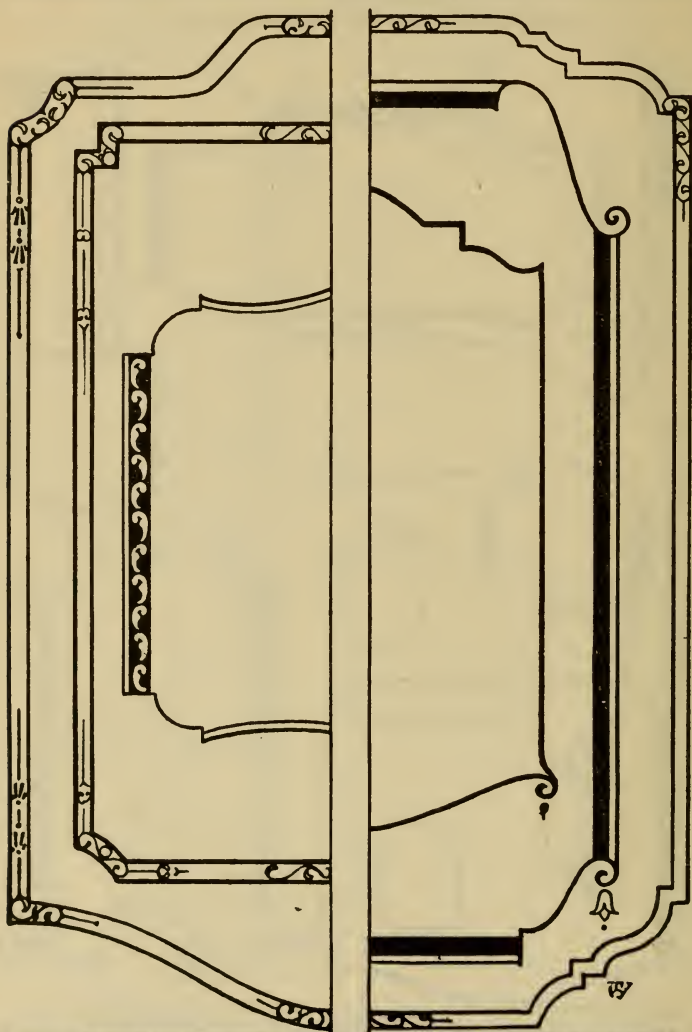
£



Half Panels

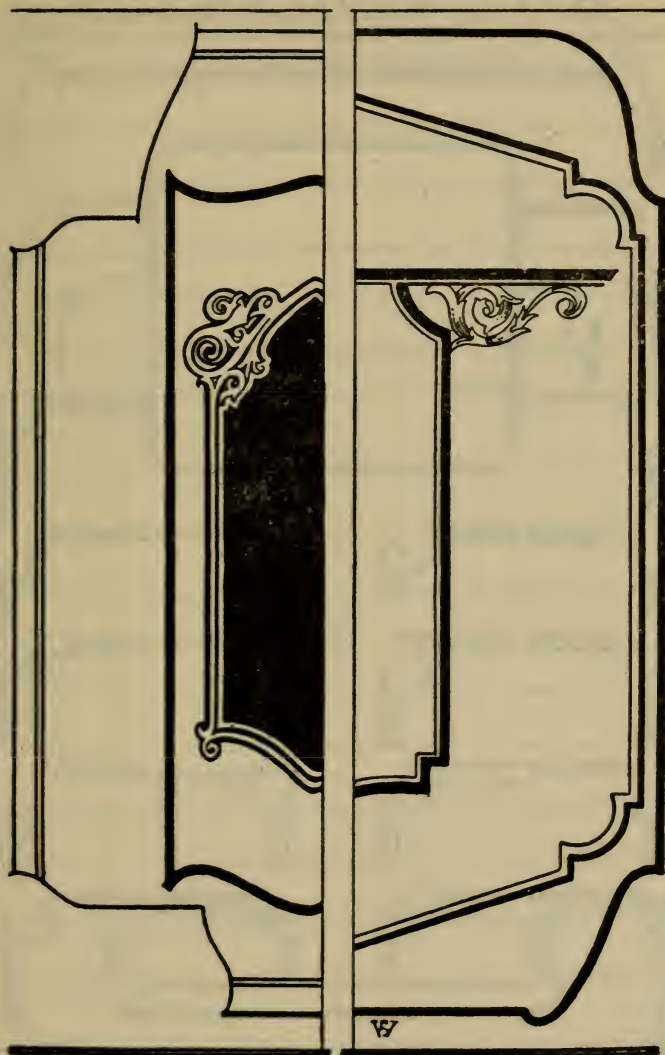
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//

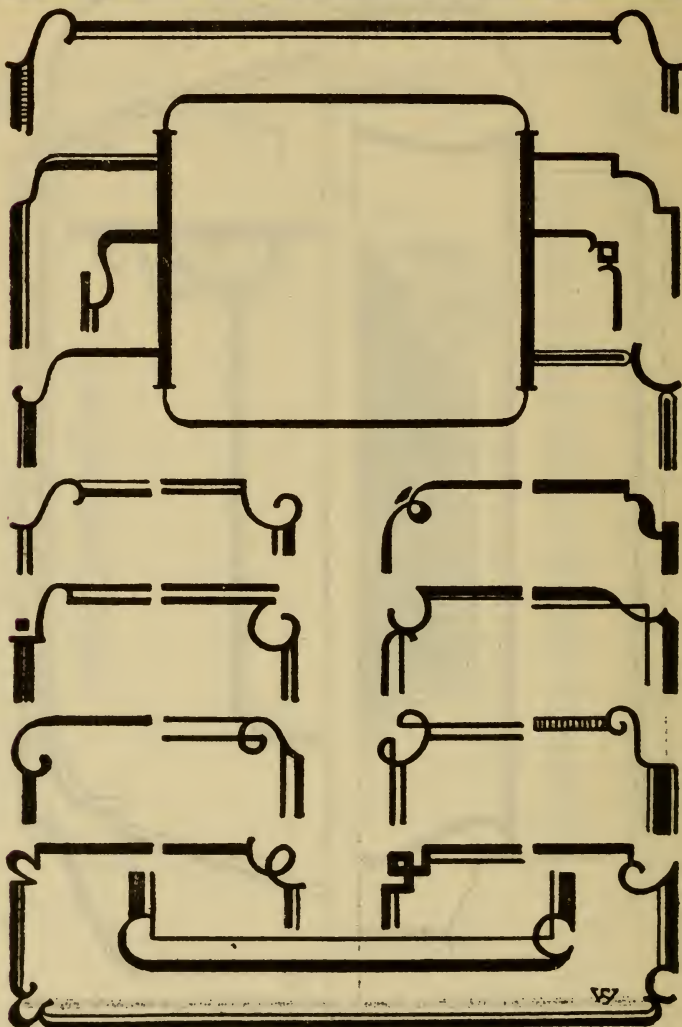


Half! Panels

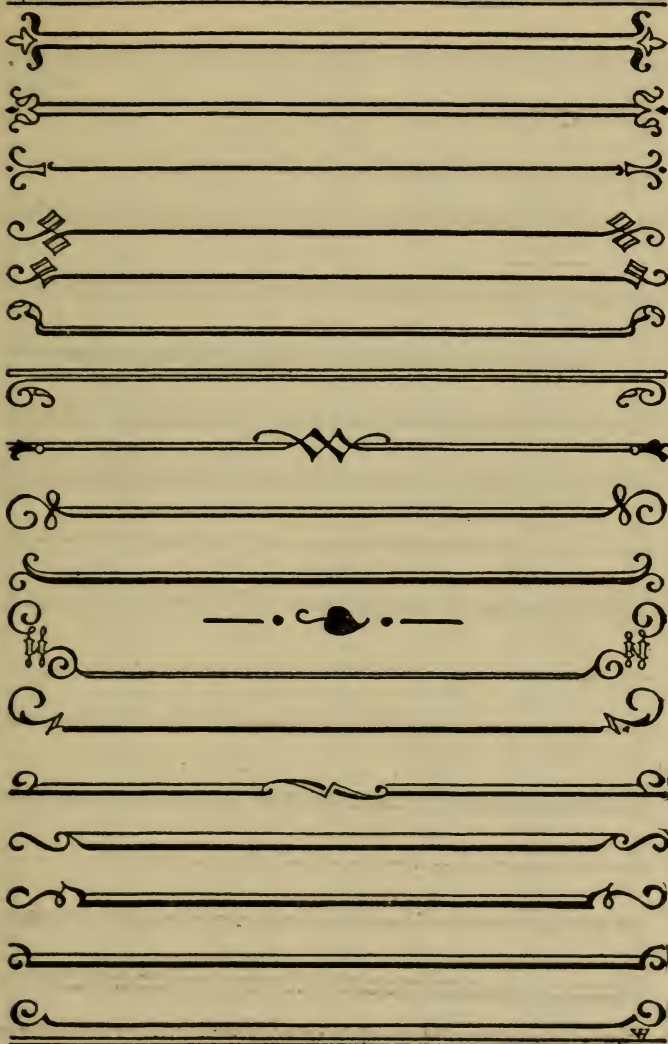
s s



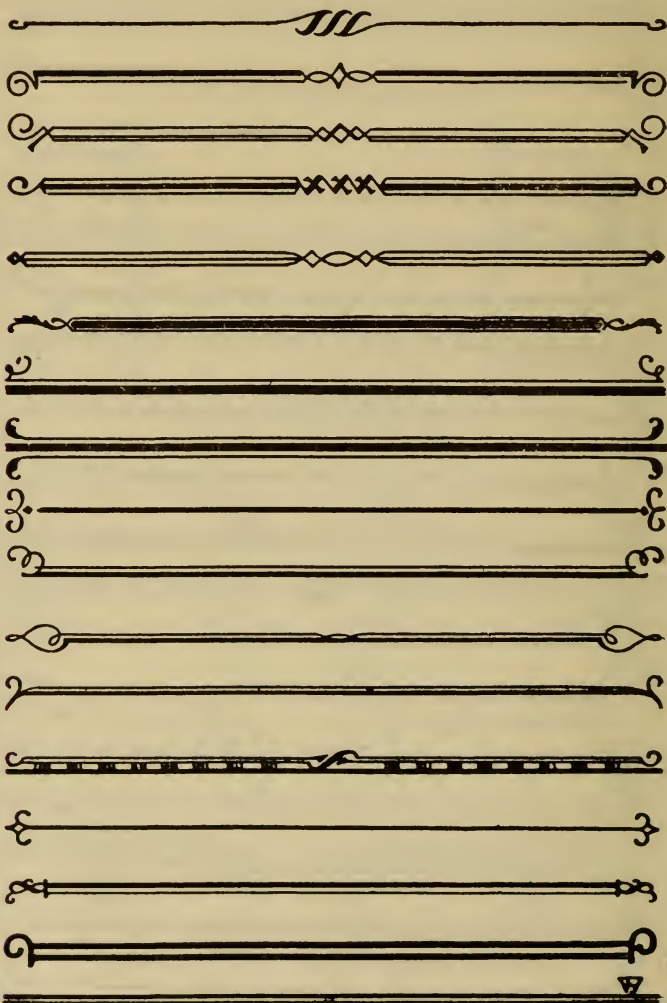
BOX CORNERS



Page Rules

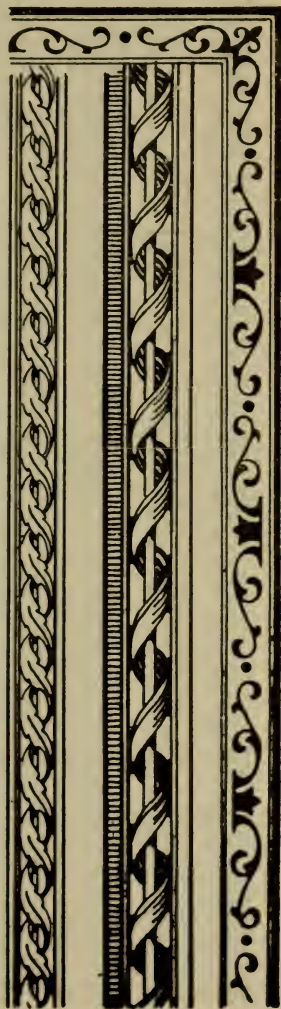
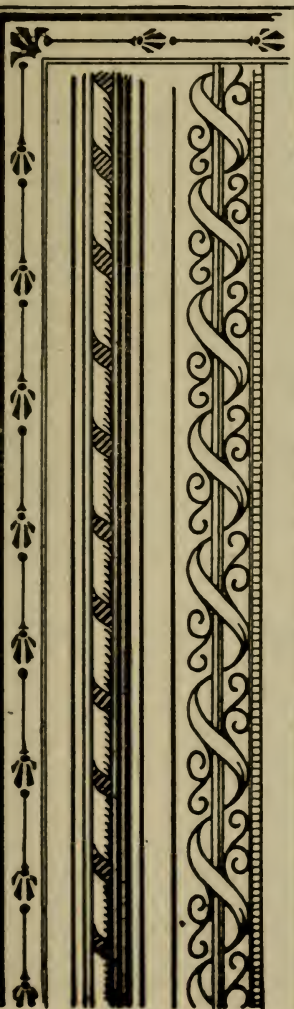


Page Rulers



Border Suggestions

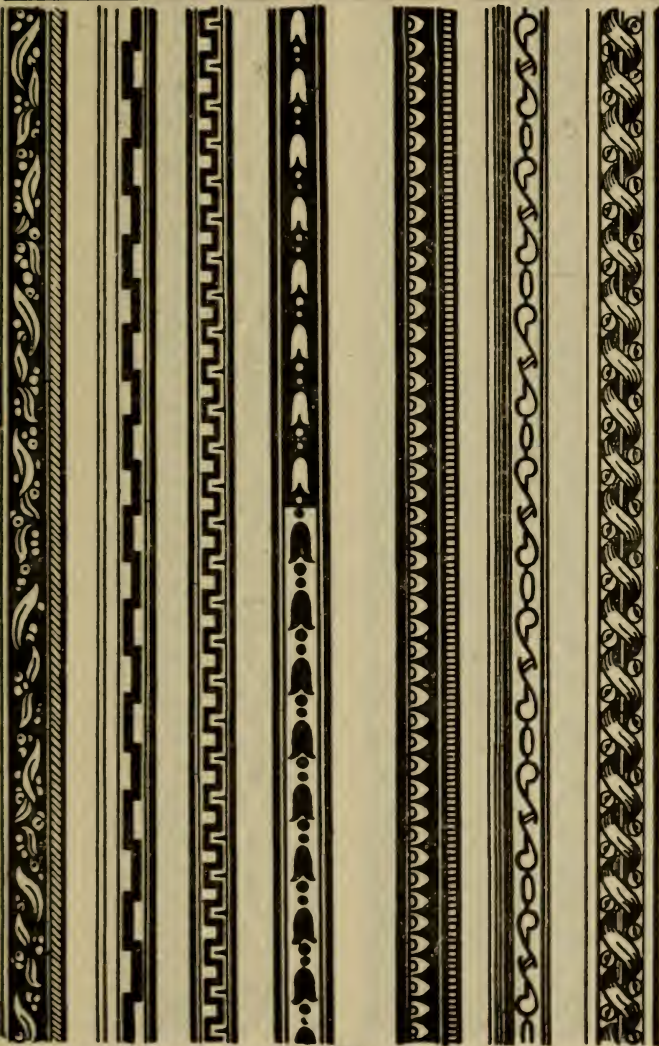
W



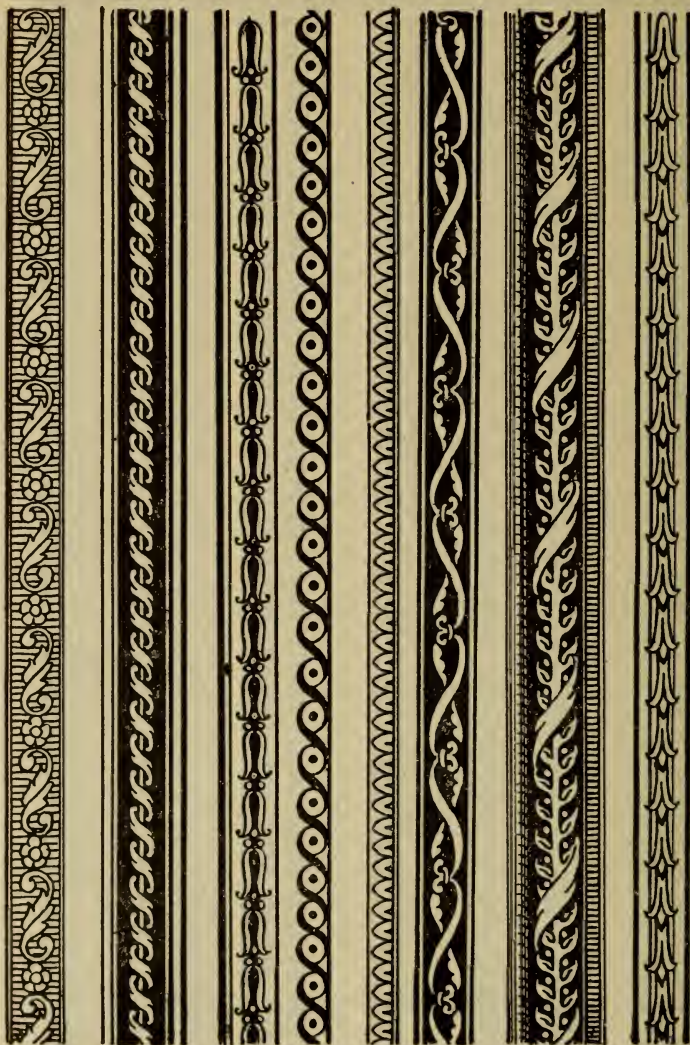
Border Suggestions



Border Suggestions



Border Suggestions



Border Suggestions

v7



BORDER SUGGESTIONS

97



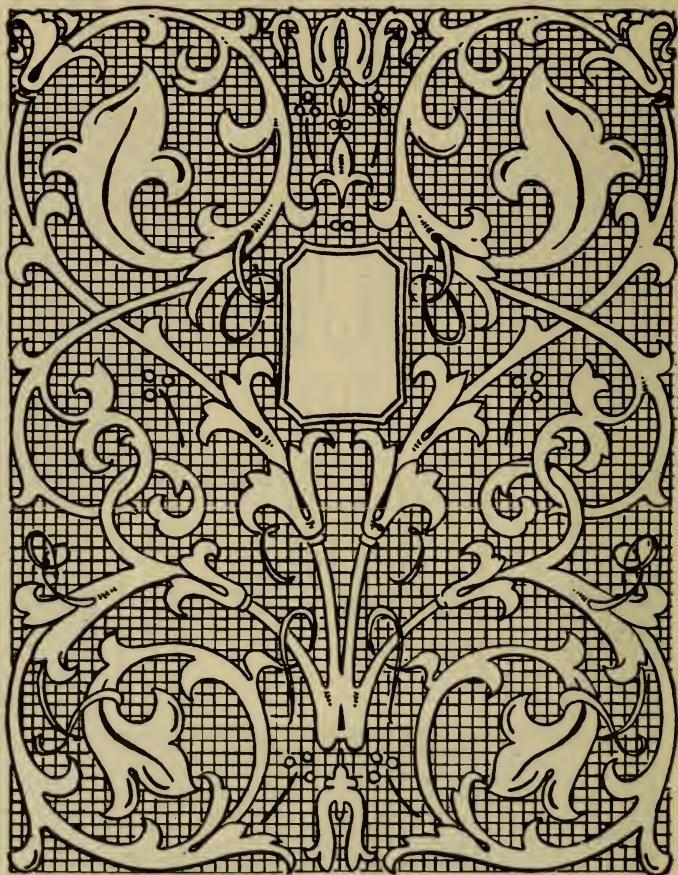
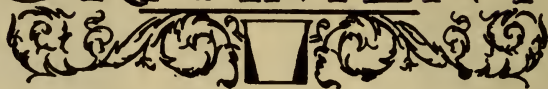
ORNAMENT



SHOWN
in
DESIGN



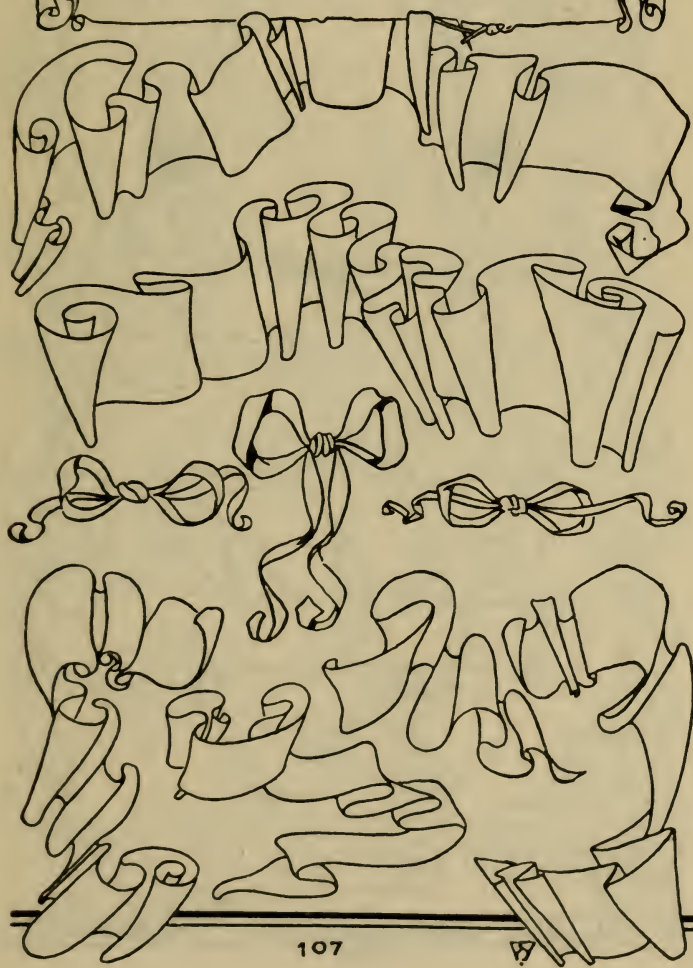
ORNAMENT



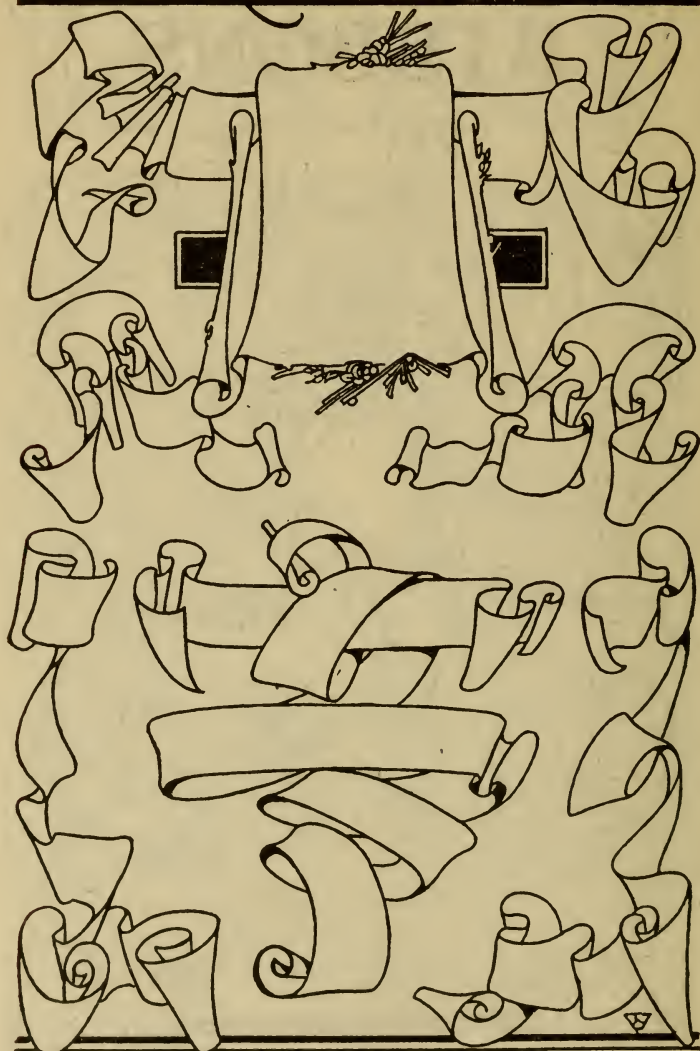


RIBBONS

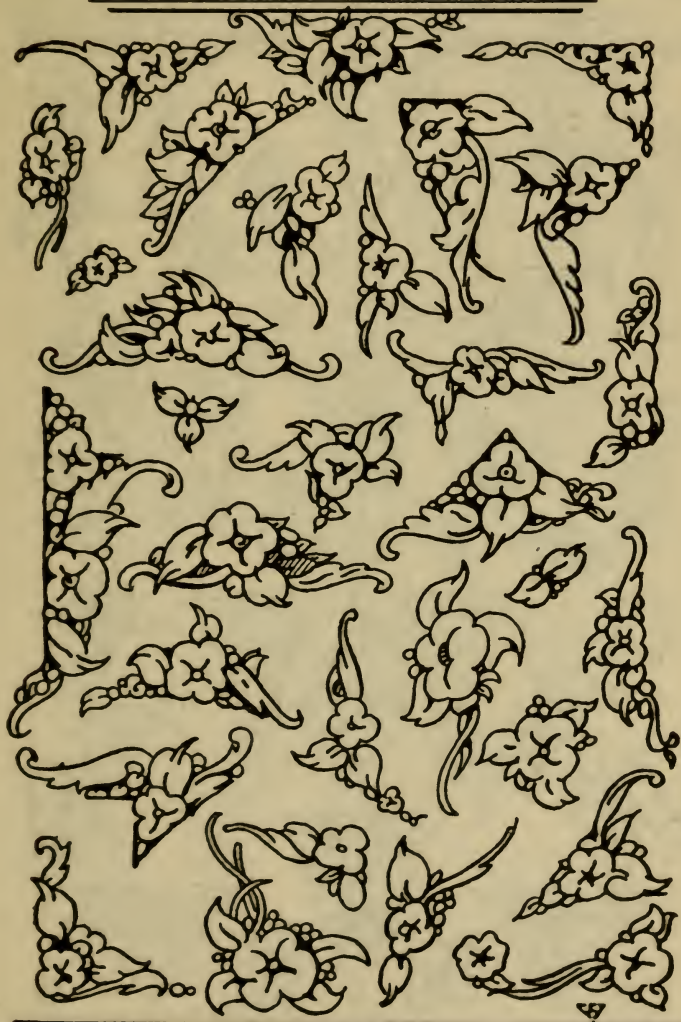




Ribbons

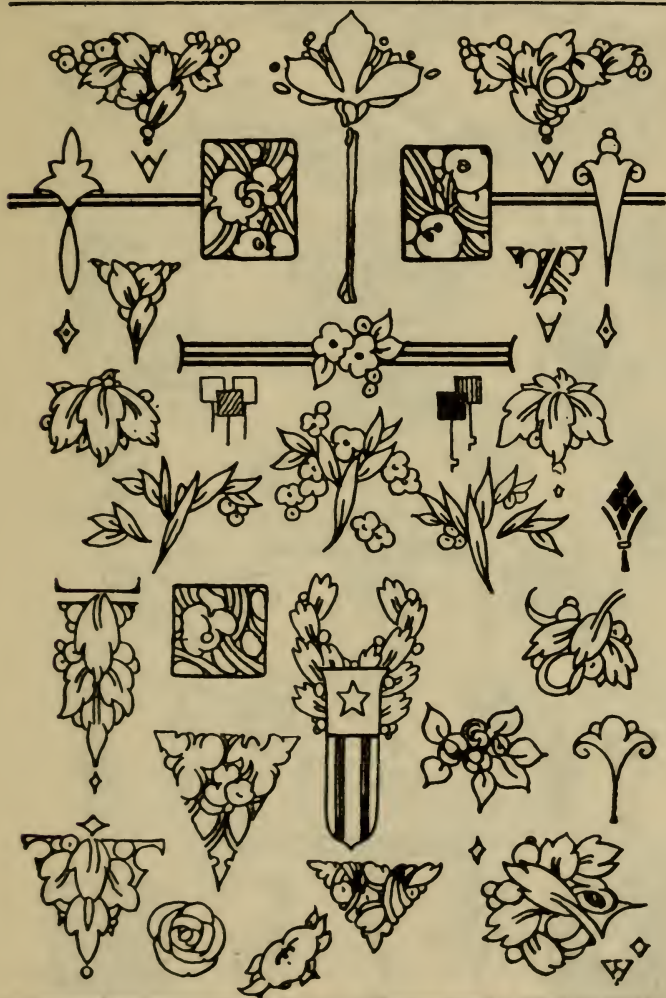


DINGBATS



This image displays a variety of decorative motifs, primarily floral and foliate in nature. The designs are arranged across the page, with some motifs appearing in clusters and others individually. The motifs include stylized flowers, leaves, and clusters of berries, some with small diamond-shaped accents. The designs are arranged in a way that suggests they are intended to be used as decorative elements in a book, possibly for a cover or endpaper. The motifs are rendered in a simple, line-art style, typical of early 20th-century decorative arts.

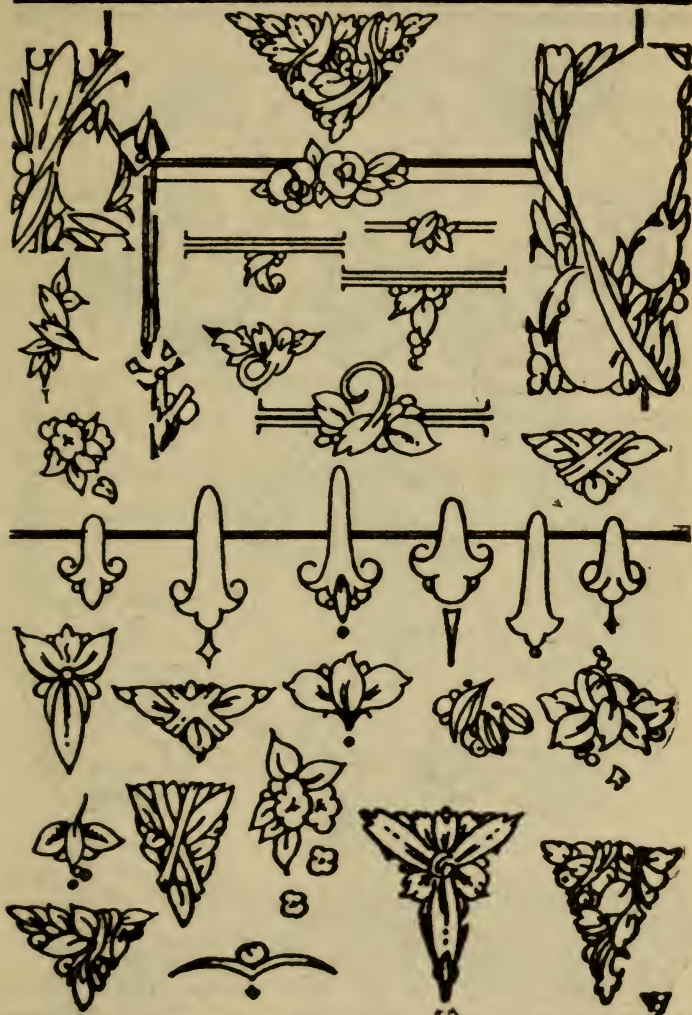
DINGBATS



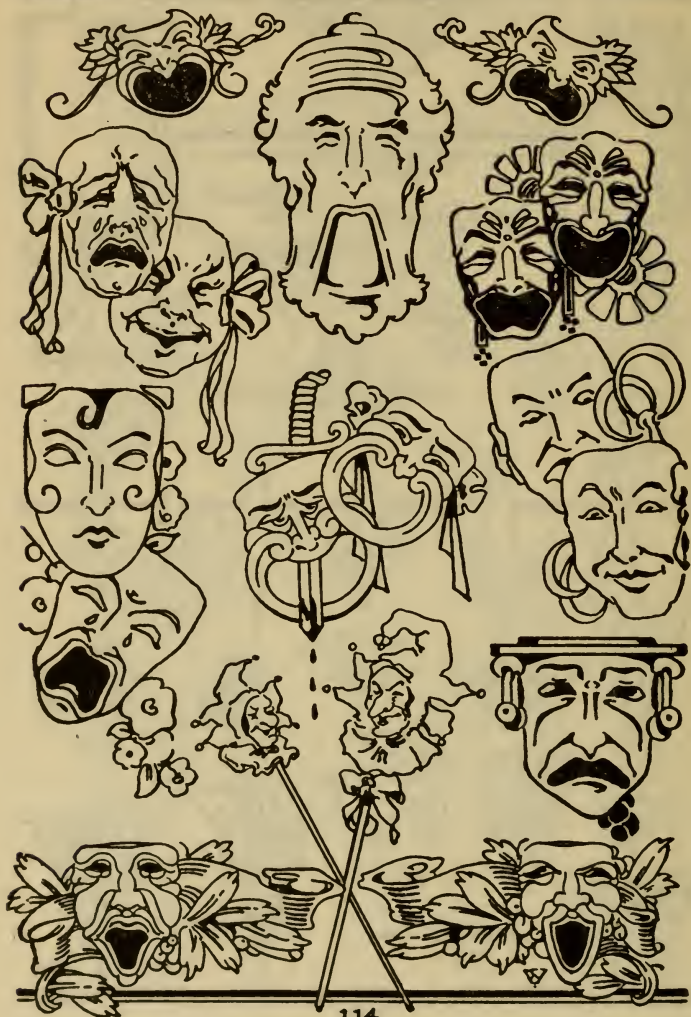
Dingbats



DINGBATS



M'ASKS



The Printers Rule

He measures . . . *up and down*
 His width is . *one or more columns*
 His height is in . *Points, Picas, Ems*
and Agate lines

There are 72 Points to the *inch*
 " " " 12 " " " a *pica*
 " " " 6 Picas " the *inch*
 " " " 6 Ems " " "
 " " " 12 Picas " " *col.*
 " " " 14 Agate lines " " *inch*
 one Agate equals 5½ points . . .

He finds the number of lines
 of *type* to the inch, by dividing
 72 by the *type size* in points.
"Example," (8 point type used)
 (72) divided by (8) equals (9) lines
 Type sizes run from 3½ points
 to 72 points high.

One column newspaper is
 12 picas or (2) inches wide, ..
 Magazine columns are more
"Example" Copy space 4 columns
 wide - 140 lines deep, ~ equals
 a spae 8x10 inches, When type
 size is not mentioned ~ ~ ~

Point Faces

1 POINT

2 POINTS

3 POINTS

4 POINTS

6 POINTS

8 POINTS

12 POINTS

14 POINTS

18 POINTS

24 POINTS

AND 30-36-42-48-60-72-POINT FACE TYPE



Most used Type Characters
THESE ARE 48 POINT TYPE FACE

Artcraft ~ ~ ~
Caslon Bol -
Cheltenham -
Cooper ~ ~ ~
Cooper Bl
Goudy Bold
Goudy Italic
Parsons ~ ~ ~
Caslon Ital.

Publication Sizes

Publication	Page Size
American Magazine	7 x 10 $\frac{3}{16}$
Good Housekeeping	" "
<i>The Literary Digest</i>	7 $\frac{1}{4}$ x 10 $\frac{13}{16}$
Life ~ ~ ~ ~ ~	8 x 10
Country Life	8 $\frac{1}{4}$ x 12
Motor ~ ~	" "
House AND Garden	8 $\frac{5}{16}$ x 11 $\frac{1}{4}$
Vanity Fair ~ ~	" "
Vogue ~ ~ ~	" "
Motor Life ~ ~	8 $\frac{5}{16}$ x 11 $\frac{5}{16}$
Saturday Evening Post	9 $\frac{3}{8}$ x 12 $\frac{1}{8}$
Ladies Home Journal	" "
Country Gentleman	" "
Womans Home Companion	" "
Newspaper ~ ~	17 x 21 $\frac{1}{2}$
24 Sheet Billboard	11 x 25 feet
Sketches drawn ~ inch to the foot	



ROMAN LETTER

The letters themselves are a development from the Arabic and Greek, and later, the Roman. The letter we call Roman is the most beautiful in existence, and forms the basis for nearly all civilized alphabets. It reached a very high development in inscriptions on tombs and monuments in ancient and mediaeval Rome and Italy. It has been adapted and modified by nearly every type founder or letterer.

The Roman letter used in the English speaking nations has come down to us through the Italians and through the Germans it has grown into the modern German-Gothic, a letter which is very strong and heavy and solid, but lacking in grace or elegance.

The different national temperaments are well expressed in the type of lettering each uses. The graceful, light, and vivacious script came from France.

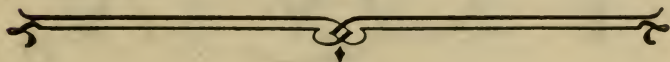
Roman has been brought to its highest modern development by the Englishman Wm. Caslon, and the heavy blackface type is distinctly German. W.

The Roman Letter

Is the most difficult to compose into words artistically, spacing of the letter plays a great share in the results. ~

Even color in lettering is obtained by keeping as near the same area of white between each letter as possible. ~ ~ ~

Letters may be widened or condensed to help fill the awkward hole. ~ ~



OLD ROMAN

The letters on this plate were drawn from a photograph of a portion of the inscription at the base of the "Trajan Column" at Rome, dated (114 A.D.)

A B C D E
F G I L M
N O P R S
T Q V X

“ ROMAN ”

This alphabet of Capitals founded on the letters of the inscription on the base of Trajan's Column, Rome, erected between 106 and 110 A.D. The characters not given in the inscription are supplied, together with the Æ, Œ, and &.

This alphabet, though following the Trajan letters closely, has many points of variance. There is more difference in the proportion of the thick and thin strokes than in the original.

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

ROMAN

These Capitals are based on the inscription on the monument of the Emperor Henry VII (Henry of Luxembourg) in Campo Santo, Pisa by Tino di Camaino, a pupil of Giovanni Pisano, dated 1315. Many of the letters of this inscription are superior in form to those of the Trajan inscription. The round letters are fuller and more smoothly rounded.

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

wy

ROMAN

These Capitals made for this special alphabet careful parallel studies of the types of Joannes Spira and Nicolas Jenson from the editions of Pliny, printed at Venice, That of Spira in 1469, Jenson's in 1476, And from Cicero's Epistles, printed by Jenson in 1470. The letters as they appear are the best of the essays, and are, different in detail from any existing type.

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

GOTHIC

We find this capital a valuable one in the designing of monograms and ciphers; for title, motto, or inscription.

The general proportion of the letter is that of many of the illuminated initials found in manuscripts of the fifteenth century. The base of this alphabet comes from the *Champfleury* of Geofroy Tory, printed at Paris in 1529.



Old English

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 & W ?
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

OLD ENGLISH



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 abcdef
ghijklmnopqrstuv
wxyz 1234567890

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 X

- modern English -

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

ab c d e f g h i k
m p r s t u v w y

German Black Letter.

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

W

german black
letter treated
fresh
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 ~

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



Blackletter

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

Lowercases

abcdefghijklmnopqrstuvwxyz “

abcdefghijklmnopqrstuvwxyz ”

A B C D
 East E F G H^a
 K L M
 N O P Q
 R S^{id} T U
 V W X Y Z
 Trafton . .

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 & O H
a b c d e f g h i j k l
m n o r s t u p v w x

A B C D E

F G H I J

K L M N

O P Q R

S T U V E

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 d e f

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

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 z .

slight script- wy

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

VS

●
UNIQUE

ALPHABETS



BASED ON

ROMAN LETTERS

ALPHABETS

CO CO

NEXT
WEEK
TOTO

Screen Comedian



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

Tuckers Art Title &

A B C D E

F G H I J K

L M N O P

Q R S T U V

W Y ~ R M

a b c d e f g h i j k

l m n o p q r s u

t u v v w x y u _v

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 r
s t u u w y z^w

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

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

A B C D E

F G H I J K

L M N O P

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 R S T
U V Y



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

REVISED/

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

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

*This letter is very good
when used small -*

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 U V.

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

k l m n o p q r s t

u v w x y z g r s

w

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

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

123456789

ROUND POSTER

**ABCDEFGHIJK
LMNQPRSTU
WX  YZ**

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

SUB ~ TITLES

abcdefghijklmnopqrstuvwxyz
opqrstuvwxyz-
abcdefghijklmnopqrstuvwxyz
rstvwxyz-aah_w

—Goddard—
CLASSIC

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 &
m G J W w

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

A Speedball Letter

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

-----/-----
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 n

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

^W
' 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

■ a few quick ■
alternates

^{ly}
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 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 ==

α α α α α α α α α α

abcdefghijkl
mnopqrstu
vwxyz&
abcdefghijkl
klmnopqrstu
vwxyz

Squat Lower Case

abcdefghijkl
klmnopqr-
stuvwxyz ~

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

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



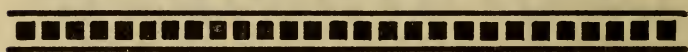
A B C D E F G H
I J K L M N O P Q
R S T U V W X Y Z

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

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

*a continuous and
runninghand curve*

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 K M N R S W 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 m r o

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 r
h i j k l m p o
s t u v w x y

from
GOTHIC

Commonly called "Spurred Gothic"

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

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

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

At'a BOY~

A B C D E

F G H I J K

L M N O P

R S T U V

~ W Y ~

a b c d e f g h i

j k l m n o p r

s t u v y ~

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

W

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

ABCDEF
GHIJKM
NOPRST
UVWXY

PLAIN GOTHIC

ABCDEFGHIJ
KLMNOPRST
UVWXYZW&

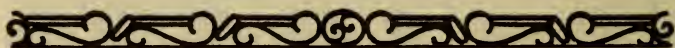
HEAVY AND THIN - - - -



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
a b c d e f g h i j
k l m p q r s t t s



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



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

Bold Italic

A B C D E

F F G H I J

K L M N O

P R S T U

T U V W Y

❧

64

lowercase

a a b c d e

f g h i j k l

m n o p q

r s t u v r

w x y w z

Caps for the two *lower-cases*
that follow-by altering the serif

A B C D

E F G H

J K L M

N P R S

T U W 

abcde
fghijk
lmno.
p^rstu
vwyZ

abcde

fghijk

lmnop

qrstuv

wxyz

Upper-case followed by Lower-case~

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

W

abcdef
ghijkl
mnopq
rstuv!
wxyz~ 

abcdefg

hijklnno

pqrstuv.

~wxy~ 

erfwkst

Strong

A B C D E F

G H I J K L

M N O P R

S T U W Y

a b c d e f g h

i j k l m n o p

q r s t u v w 

**Money is-
one thing
that talks**

**A B C D E F
G H I J K L
m n O P R
S T U V Y-
it's-cheap-**

**But the
question is
~ Are you
making any
money?**

**abcdefghijklmnop-
pqrstuvwxyz-
don't ask!**

Squat

A B C D

E F G H

I J K L M

N O P R

S T U V

W X Y ~

a b c d e f g h

i j k l m o n p

r q s t u v y z



MODERN

ALPHABETS

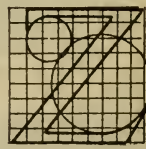
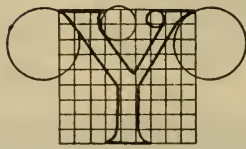
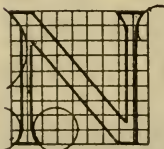
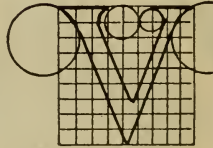
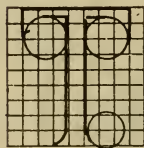
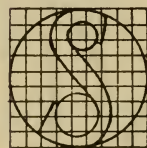
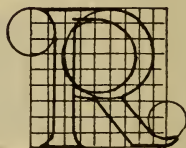
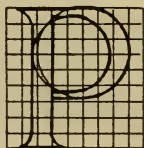
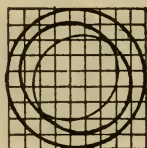
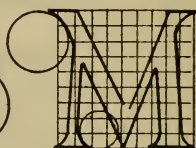
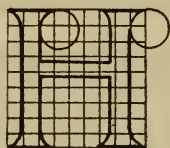
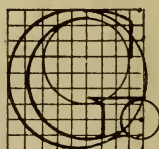
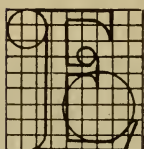
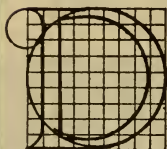
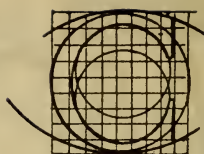
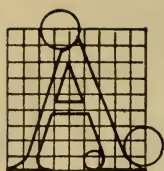
DECORATIVE

UPPER CASE

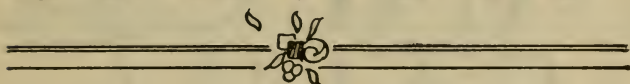


SEE

REVISED
SECTION



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



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

W

Italian Renaissance

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

“ ROMAN CLASSIC ”

A B C D E F G
H J K L M N O
R S T W X Y Z •

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

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

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

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 Z Plakat

DO YOU LIKE
THIS STYLE

♦ ♦ ♦

♦ MOTHER ♦
♦ WIPES ♦ THE ♦
TEARS ♦ AWAY

she knows

♦ HOW~TOO ♦

♦ ♦ ♦

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

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
X Y Z

ABCDE
FGHIJKL
MNOP
RSTUV
WX^yYZ
MNRY

Oswald Cooper

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

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

*Style of finish shown
here adds to variety*

Type
FROM FORUM

A B C D E

F G H I J K

L M N O P

R S T U V

W X Y Z &

MODIFIED



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

A B C D

E F G I

H J K L

M O R S

T U X Y

W Z 3. 6

Questions,

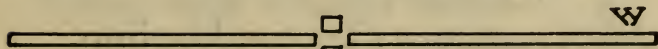
W

WHY YOU SHOULD
PATRONIZE

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



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



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

ROMAN CAPS

With a strong Classical feeling

/ / / ≡CK= / / /

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

THESE MAY HELP

A h k m n
R S u w y

W

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



A B C D E F

G H I J K L M

N O P R S W

T U V X Y Z -

& a b c d e g

f h i k m o p

r s t w x y z

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

POSTER

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 ^W

A BOLD POSTER

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

W

A HEAVY ONE

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

The Odd One

The Coast
& Folly

abcde f g
h i j k l m p r
s t u v x y
z q r

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

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

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

A B C D E F G
H I J K L M N O
P 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
a b c d e f g h i j k l m n o p q r s t u

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 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



REVISED



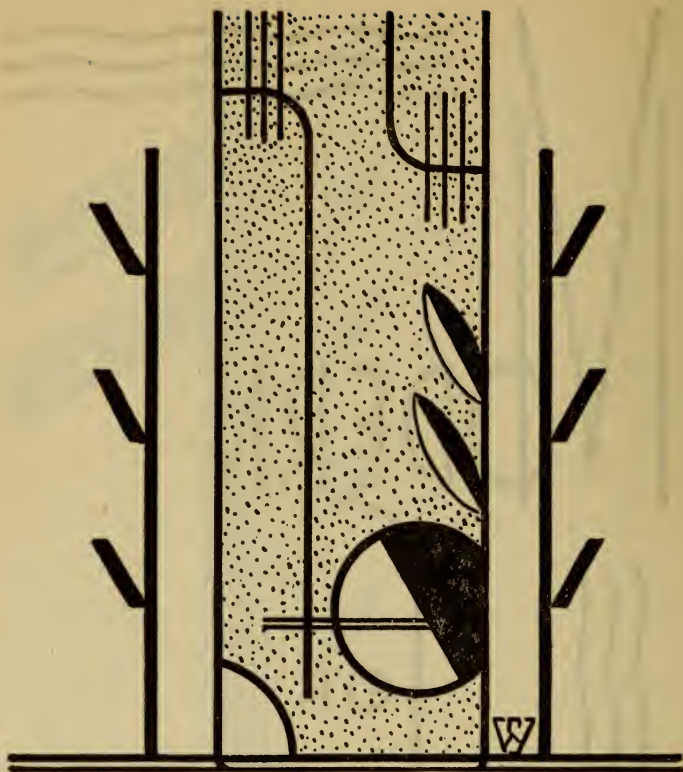
GET ▲

GIVE ▲

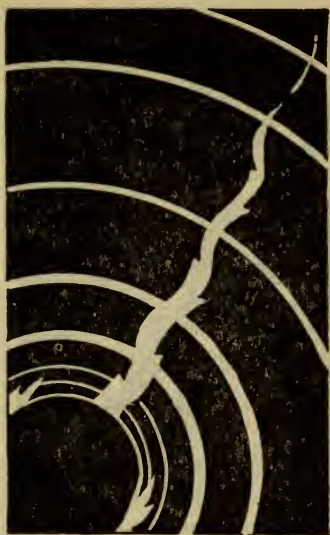
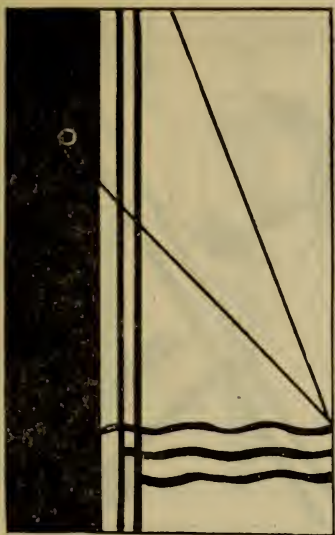
▲ ▲ ▲ ▲ *The*
FOLLOWING
PAGES GIVE
new THOUGHT
IN MODERN
DESIGN ▲

MODERN

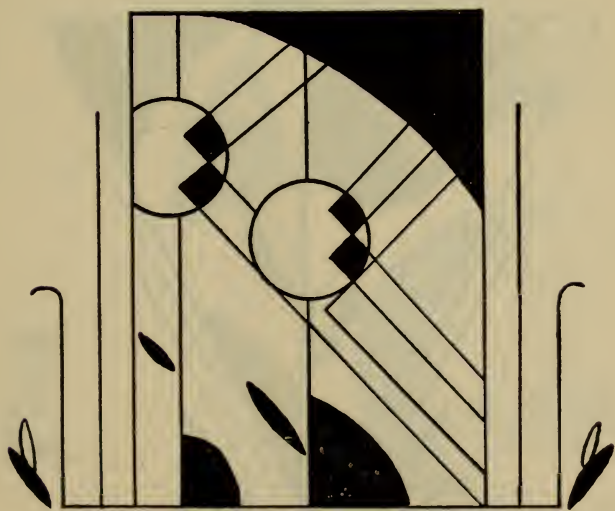
—OR
COLOR
SPOTS



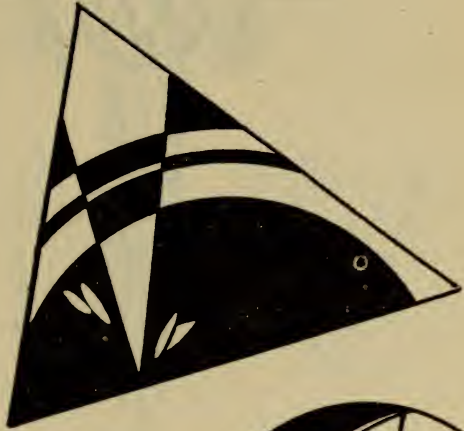
for
-EXAMPLE-





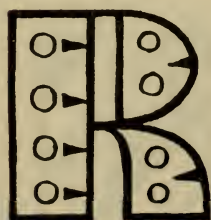
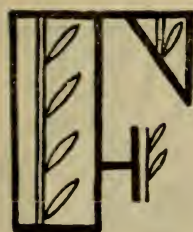








• • *for color* • •







M

BTE

UGY



ALPHABETS
ARE HERE



▲ THESE , NEW ▲

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

P R I C E S

▲ ▲ ▲ ▲ ▲

△ THESE △ ARE △

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

FOR SALE

△

△

△

△

A B C D

E F G H

I J K L

M N O P

Q R S T U V W

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

F G H J K L

M N O P R

S T U W Y

a b c d e f g h

i j k l m n o p

r s t u v w y

A B C D E

F G H J K

M N O R T

S U V W Y

a b c d e g h

f k l m n o p

r s i u v w y

A B C D

E F G H

I J K L M

N O P  

R S T U

V W X Y

A B C D E
F G H I
K L M N
O P R S
V W X 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
· · · · ·

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 F G H
J K L M
N O P Q
R S T U
V W X 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

A B C D E

F G H I J K

L M N O P

R S T U

V W X Y Z

A B C D E

F G H J K

M N O R S

T U - W Y

a b c d e f g

h j k l m n o

r s t u w y

A B G D

E H J K

L M N O

R S T U

W X Y

B O L D

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

LETTER UNEVENLY

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

CALL THIS CHRYSLER

A B C D

E G H K

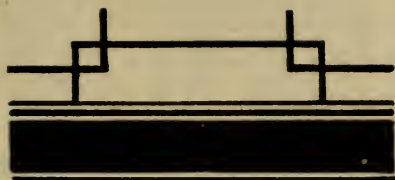
L M N O

P R S T

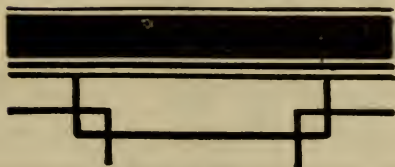
U V W Y

A B C
D E F
M P R
S T U
V Y Z





WELO





The The The the
The The The
The The The
The The The
The The The
The The The

TRY to find the right "THE" at
 the right time, These may help

The The The
The The
The The
The The The
The The The
The The The
The The The
The The The
The The The

247

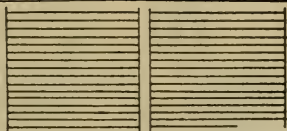
TradeMarks

Some of the best ~
TradeMarks are those
which use combinations
of letters or abstract
symbols with no attempt
to strive for illustrative
material. It is gratify-
ing to note the remark-
able amount of clever
study that goes into
the designing of the
trade-marks today ~ ~

The fact is important
that few designers ~
have let their striving
for beauty run away
with the "*utility*" thought



No Rolls-Royce has
ever worn out



ROLLS-ROYCE

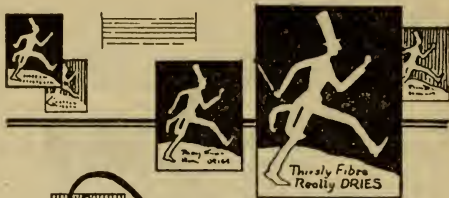
A FIGURETTE THAT TELLS THE "ROLLS-ROYCE" STORY AND
CONSEQUENTLY HAS VIRTUALLY BECOME A TRADE MARK

The Rolls-Royce, when it first started business, settled up on a trade mark in the form of the two R's, intertwined.

Not long ago a beautiful silver figurette was placed on the radiator cap of the car; the poised figure of a woman, balanced on one foot, body flung far forward and flying draperies indicative of easy, swift flight.

A single advertisement appeared in which this figure was featured in the pictorial display. It appealed at once.

WJ

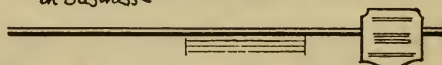


Thirsty Fibre
personifies cleanliness



for
"Clean Hands
in Business"

**Scot Tissue
Towels**



AN EXAMPLE OF THE REPETITION IDEA USED FOR
STRESSING TRADE CHARACTER ONLY

Trade-Marks



1



2



3



4



5



6



7



8



9

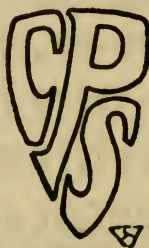
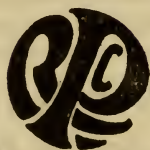
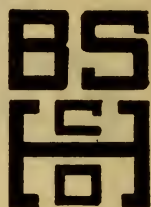


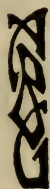
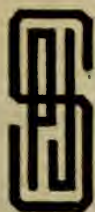
10

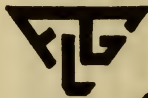
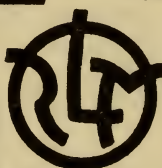
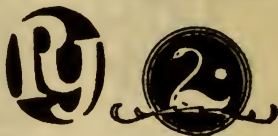
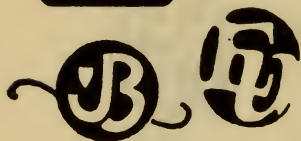
(1) LEETIRE & RUBBER CO. N.Y. (4) THE OHIO STEEL FOUNDRY CO. LIMA, O

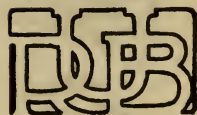
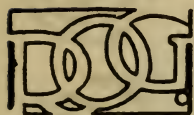
A few of the most striking American *trade-marks*, illustrate nicely how far this country has advanced in *trade-mark* design. ✓

MONOGRAMS









BEATRICE

QATAR

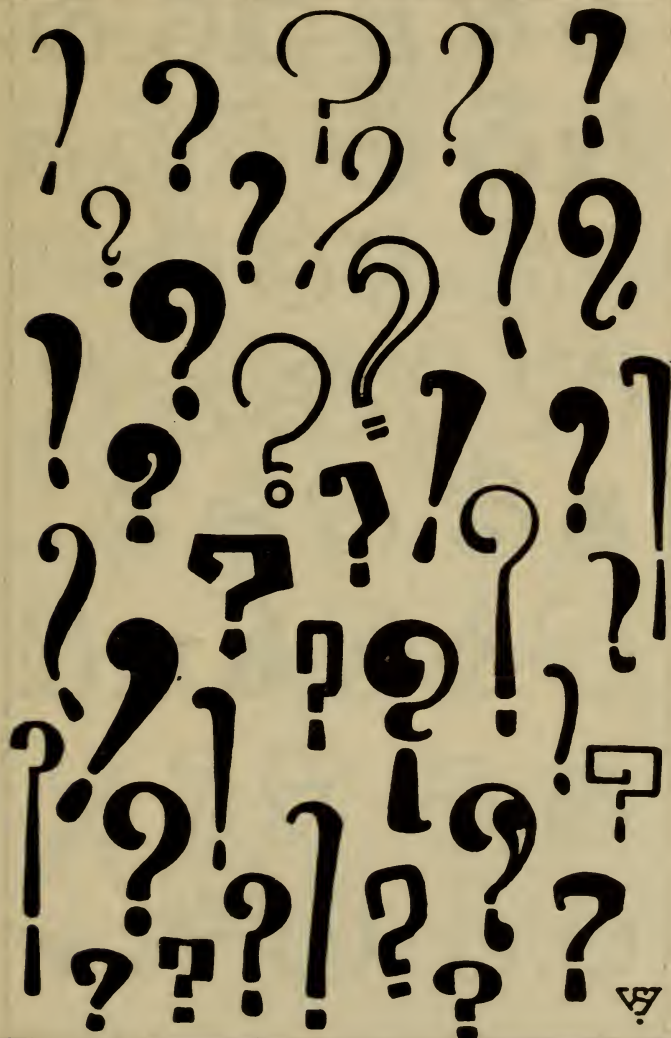
BEATHA





*The time is often when
the smallest kind of a hunch
would do the trick ~ ~*

Question Mark



୧୯ ୩୦୦୦ ୧
 ୧୯ ୧୦ ୧୦୦୦
 ୧୯ ୧୦ ୧୦୦୦
 ୧୯ ୧୦ ୧୦୦୦
 ୧୯ ୧୦ ୧୦୦୦
 ୧୯ ୧୦ ୧୦୦୦
 ୧୯ ୧୦ ୧୦୦୦
 ୧୯ ୧୦ ୧୦୦୦
 ୧୯ ୧୦ ୧୦୦୦

ROMAN

- MCMXXV -

I	II	III	IV	V	VI	VII
VIII	IX	X	XI	XII	XIII	
XIV	XV	XVI	XVII			
XVIII	XIX	XX	-	-	-	-
XXX	XL	L	LX	LXX		
30	40	50	60	70		
LXXX	XC	C	-	CC		
80	90	100		200		
CCC	- CD	- D	-	DC		
300	400	500		600		
DCC	DCCC	CM	- M			
700	800	900	1000			

NUMERALS

Y

NUMERALS

12345678

123456789

12345678

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123456789

123456789

123456789

12345678

12345678-

123456789

123456789

123456789#

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123456789

123456789

12345678!

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123456789&

I23456789

12345678!

I23456789

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1234567-9

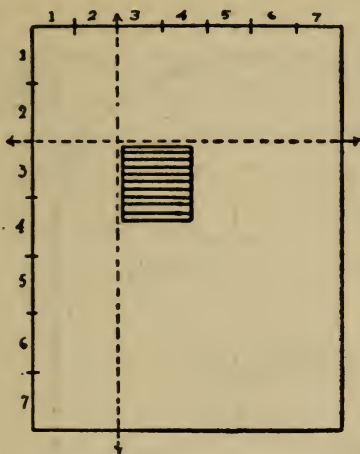
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123456789

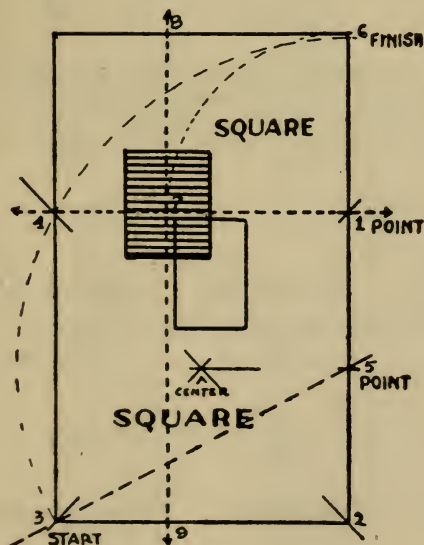
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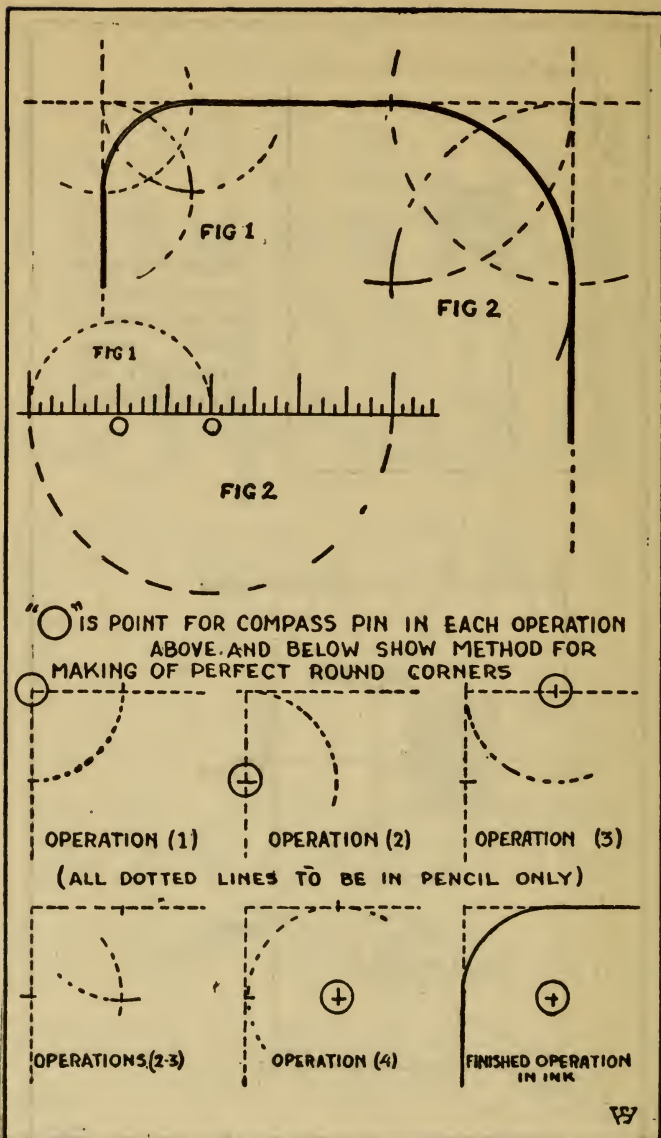
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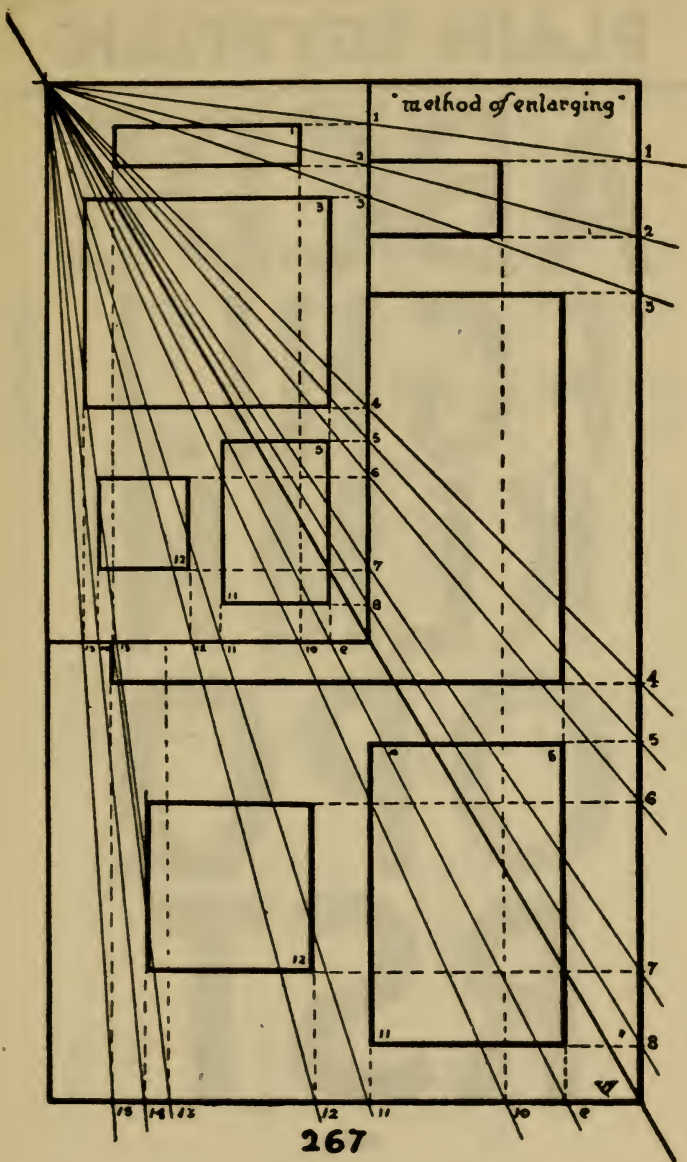
123456789



**SHOWING TWO
WAYS TO GET
PLACEMENT
FOR YOUR
SUBJECT OR
ILLUSTRATION**







PLAIN EGYPTIAN

A B C D E

F G H I J

K L M N

O P Q

R S T

PLAIN EGYPTIAN

U V W X

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

MODERN GOTHIC

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

MODERN GASPIPE

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

MODERN GASPIPE

RSTU
VWXY

Z

12345
6789

BROADWAY

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

BROADWAY

R S T U

V W X

Y Z &

4 5 6

7 8 9

CLASSIC ROMAN

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

CLASSIC ROMAN

T U V W

X Y Z

1 2 3 4

5 6 7

8 9 0

MODERN POSTER

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

MODERN ENGLISH



TUSCAN ROMAN

A B C

D E G

K L M

N O P

S T U

W X Y

GAY NINETIES

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

I J

K L M

N O P

ROMAN

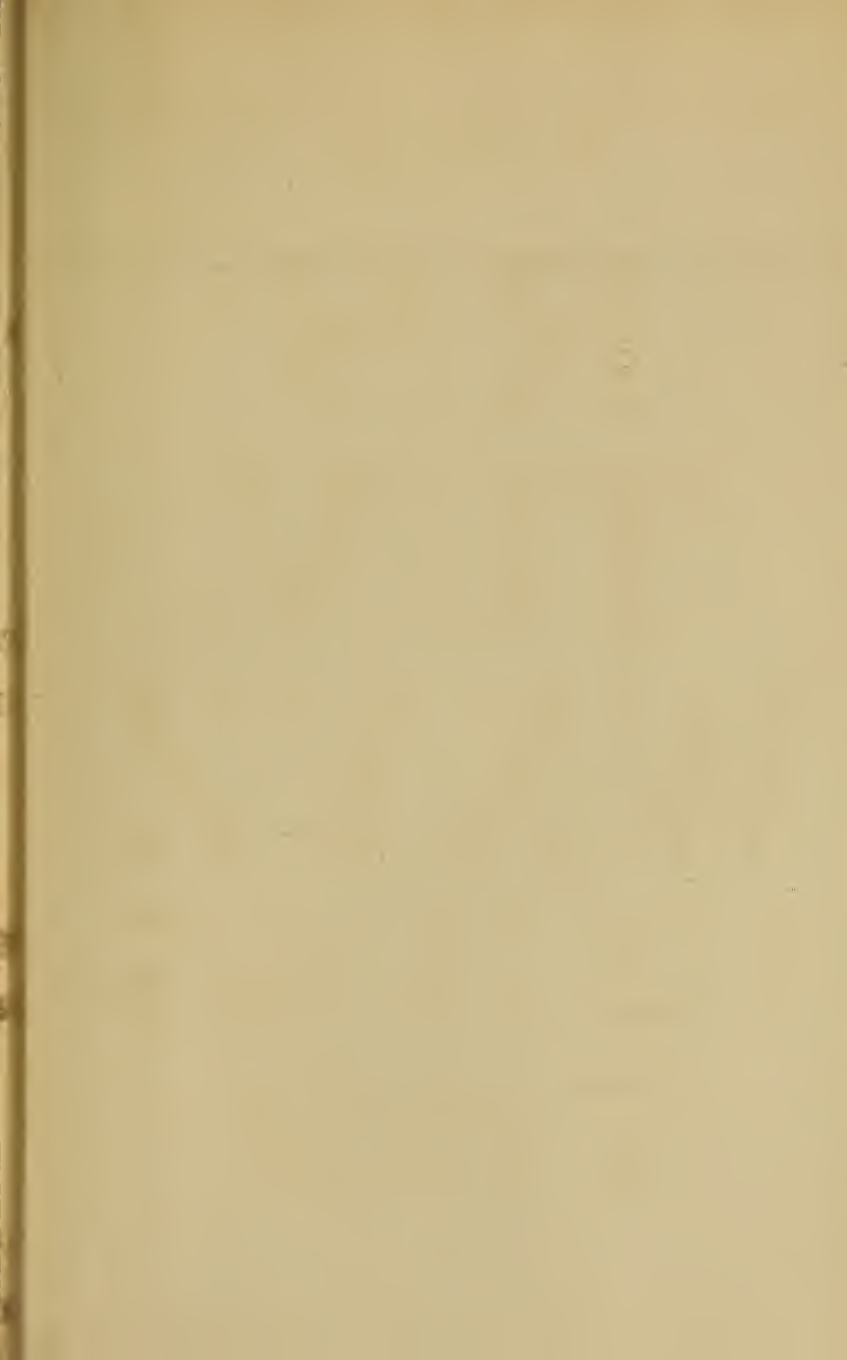
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