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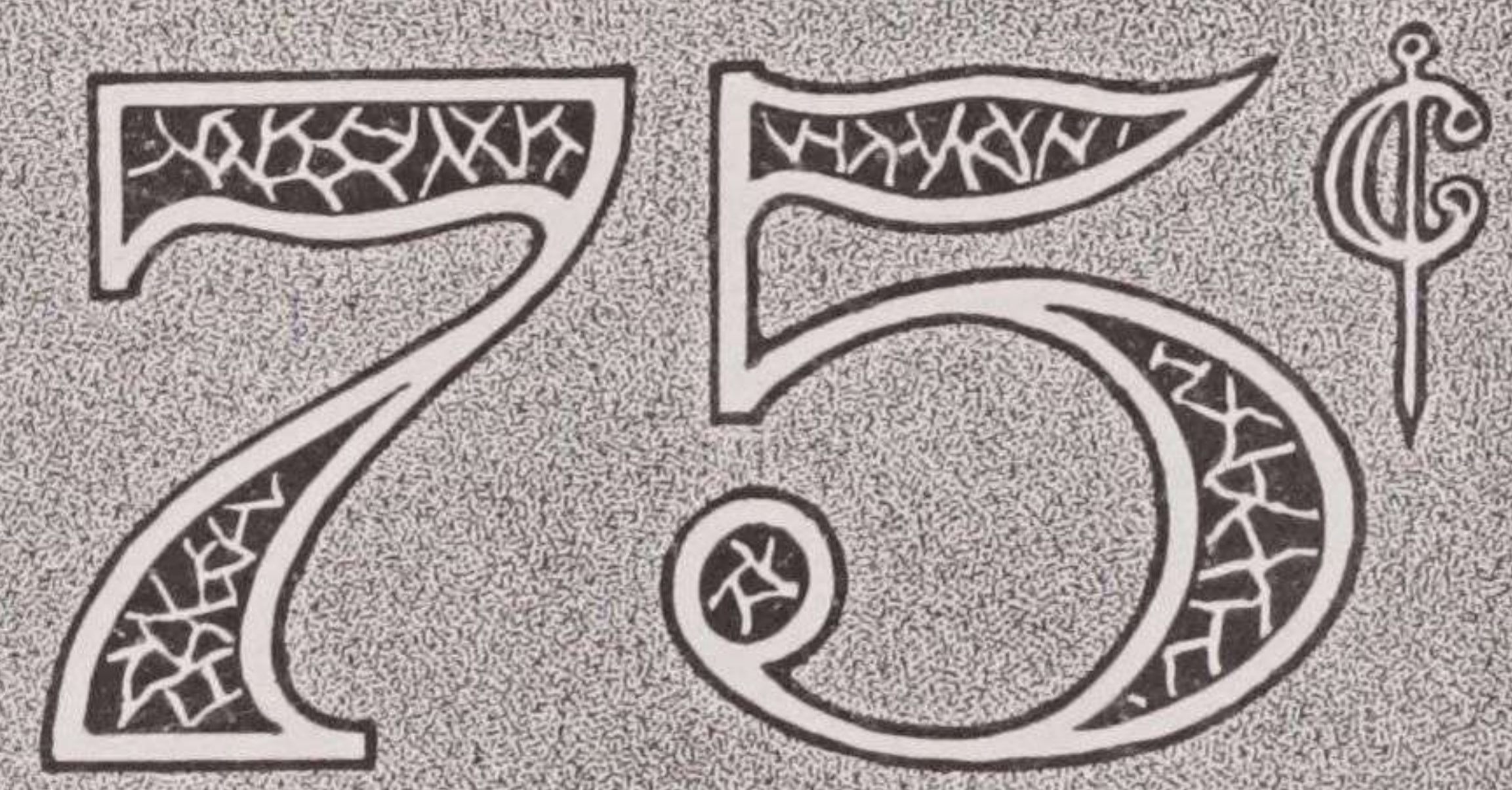
225 Faust, Charles Rogers

30



FAUST'S 75 NEW ALPHABETS

FOR
BRUSH
AIR BRUSH
AIR PENCIL
RELIEF
STENCIL



MARKING
SHADING
PAYZANT
SOENNECKEN
& COMMON
PEN



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INTRODUCTION

THIS work will serve as an additional inspiration to those thousands of cardwriters who purchased and thus made possible the success of my book, "Faust's Complete Cardwriter," that I placed on the market a year ago.

¶ "Faust's Complete Cardwriter" contains all the information needed by any cardwriter in mastering all the mediums employed in lettering. It is, therefore, not necessary to repeat and print those instructions in this book, thus giving me the opportunity of compiling a series of additional alphabets that are absolutely new, up-to-date, and superior to anything ever attempted at the price.

Some beginners in the study of card-writing may think many of the alphabets in this book are too elaborate. In explanation, I desire to say that the more simple alphabets are contained in my other book, "Faust's Complete Cardwriter," which rightly can be termed Volume 1 and this book can be termed Volume 2. These two books should be in the hands of every one who is at all interested in lettering, as they will then have about as complete a library on the subject as it is possible to secure at any price.

I am indebted in particular to Mr. George J. Cowan, Vice President of the Koester School of Cardwriting and Window Trimming, for some of the most beautiful examples of penwork in this book; special attention is called to "The Lowney Alphabet" on the back cover. This alphabet was prepared and supplied by the Lowney Candy Company of Boston. I am also indebted to Mr. Dick Blick for two valuable pages made up from his work, and Mr. G. Wallace Hess for permission to use his copyrighted plates. Your attention is also called to the fact that this is the first book ever published showing alphabets designed for the new Shepard pen. Shown on pages 48, 49, 50, 51 and 60.

With the Fire, Snow-covered, Toy Blocks, Corn, Ribbon, Slate, Fire-cracker, Rope, and various other alphabets, sales of every nature may be announced in keeping with a particular sale or season.

Fraternally yours,

C. A. FAUST.

Chicago, June 1, 1912

June 5, 1912

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

Cowan

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.

Fancy Plug 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 &

Ragged Edge Alphabet

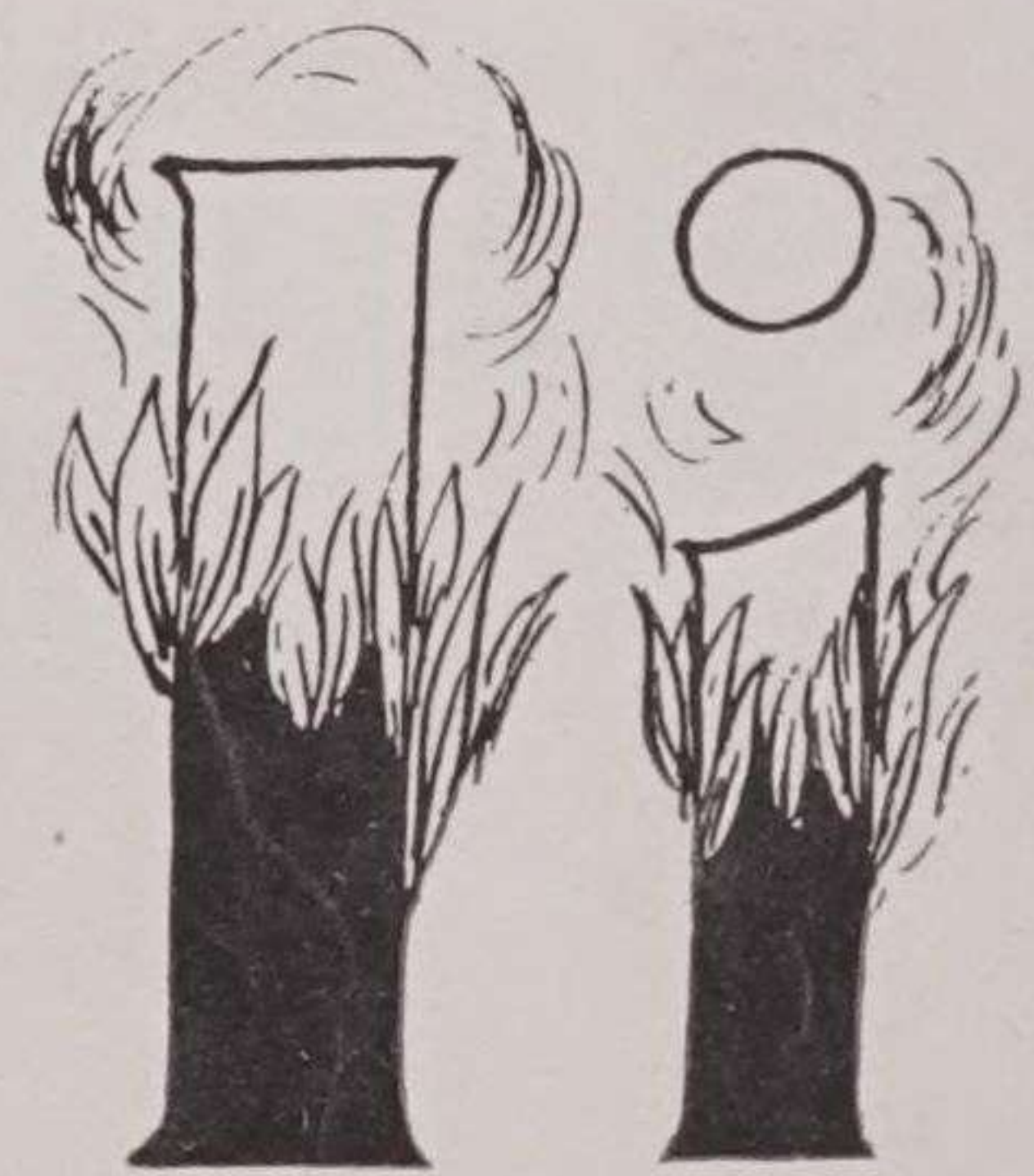
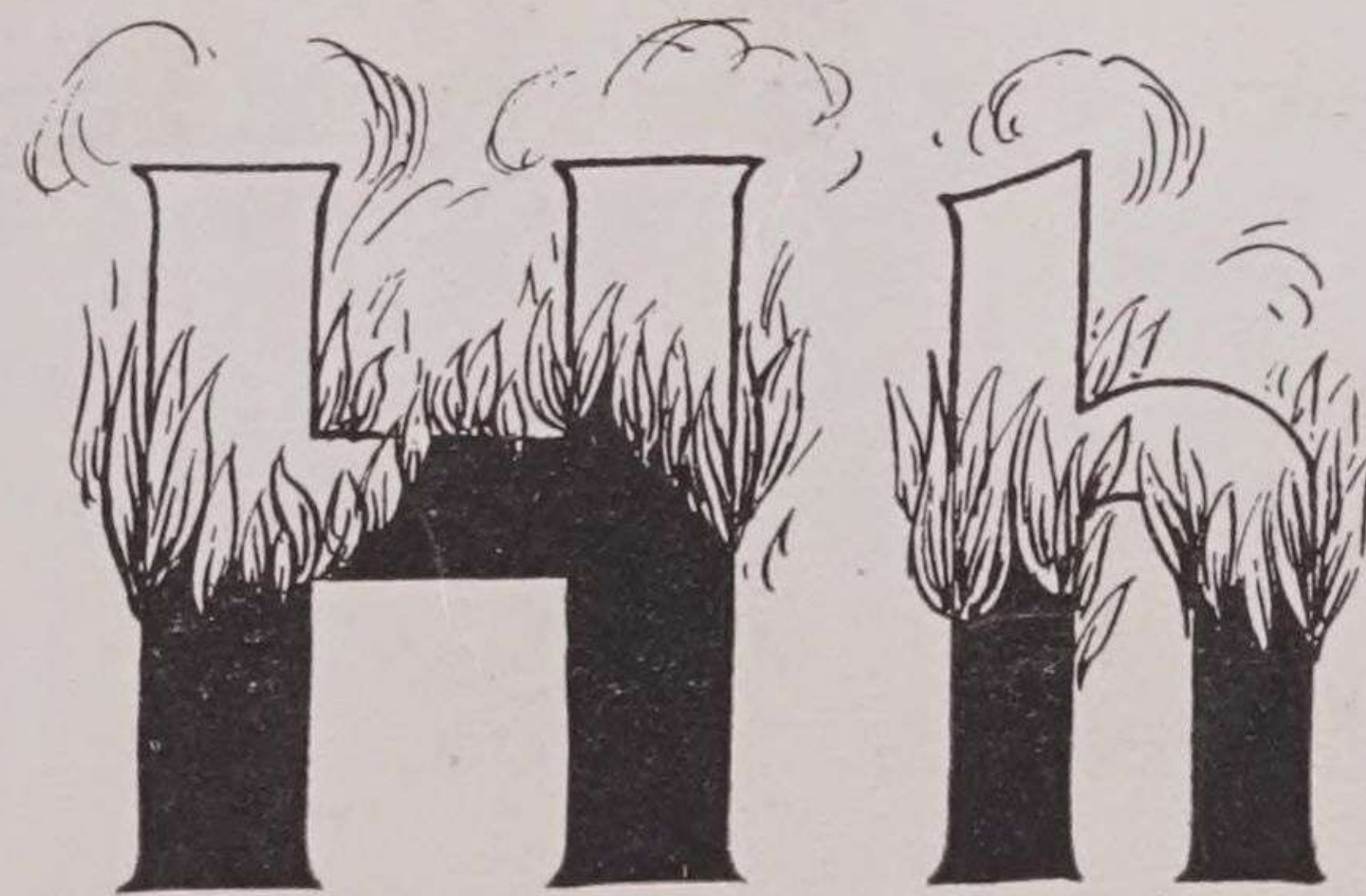
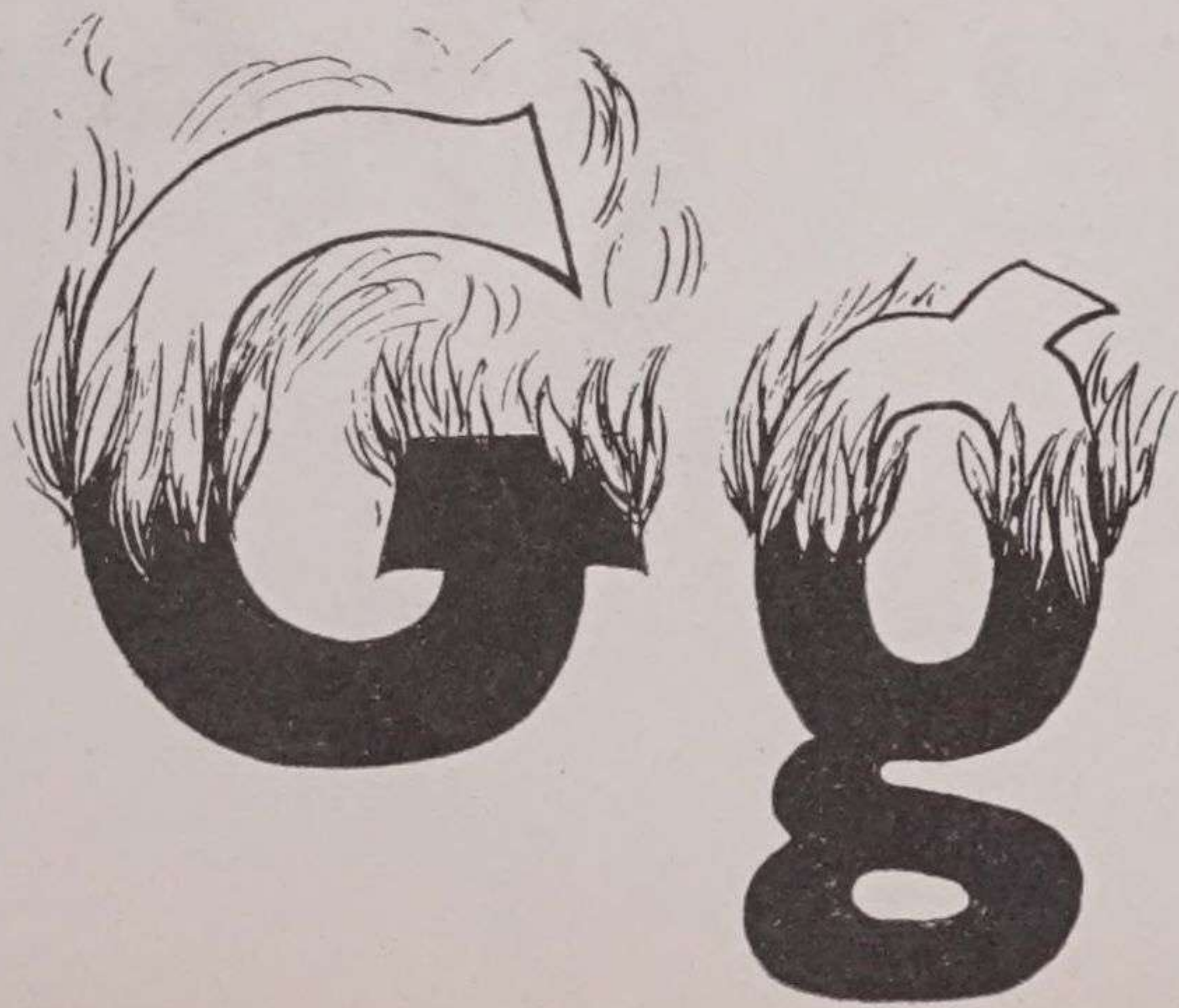
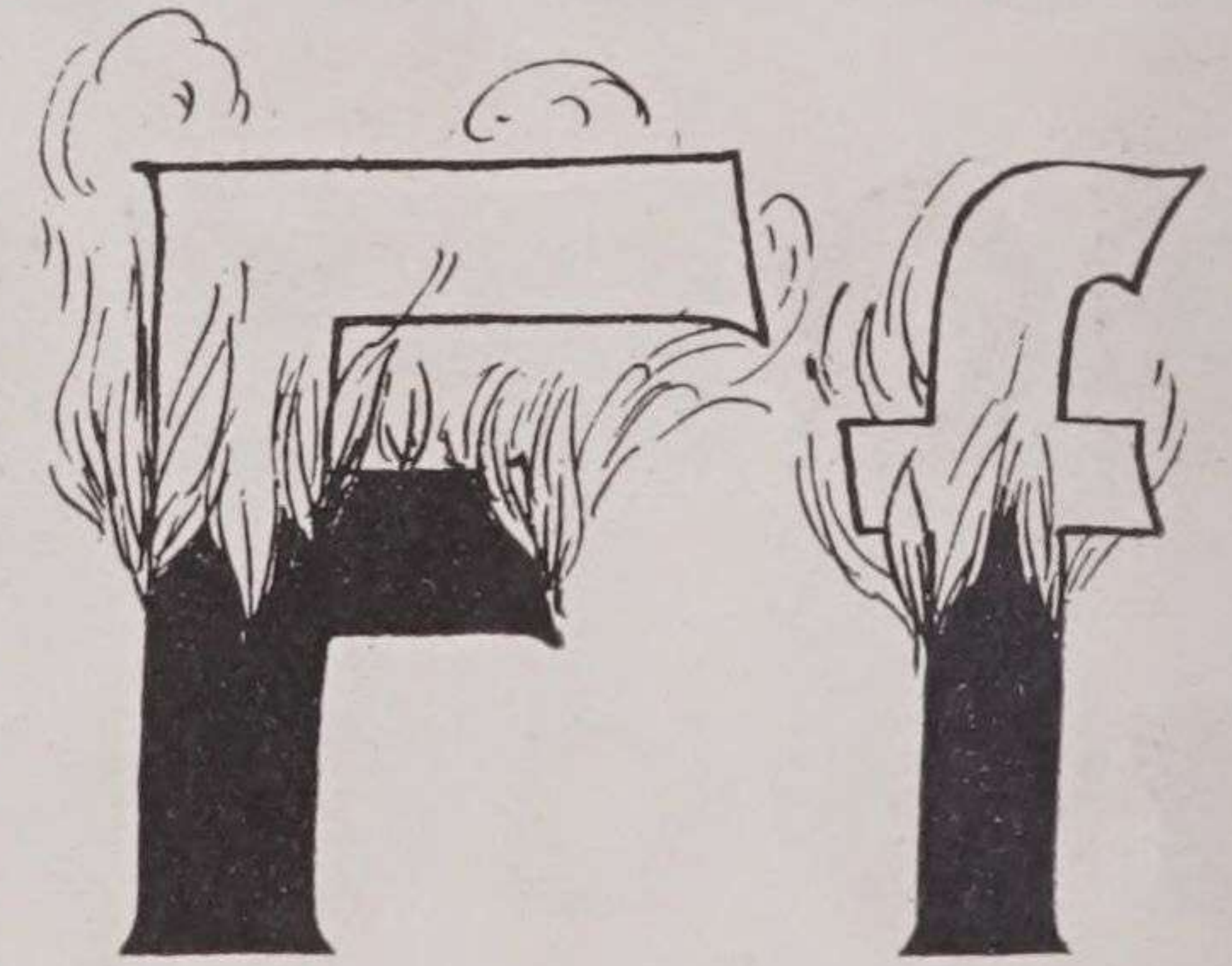
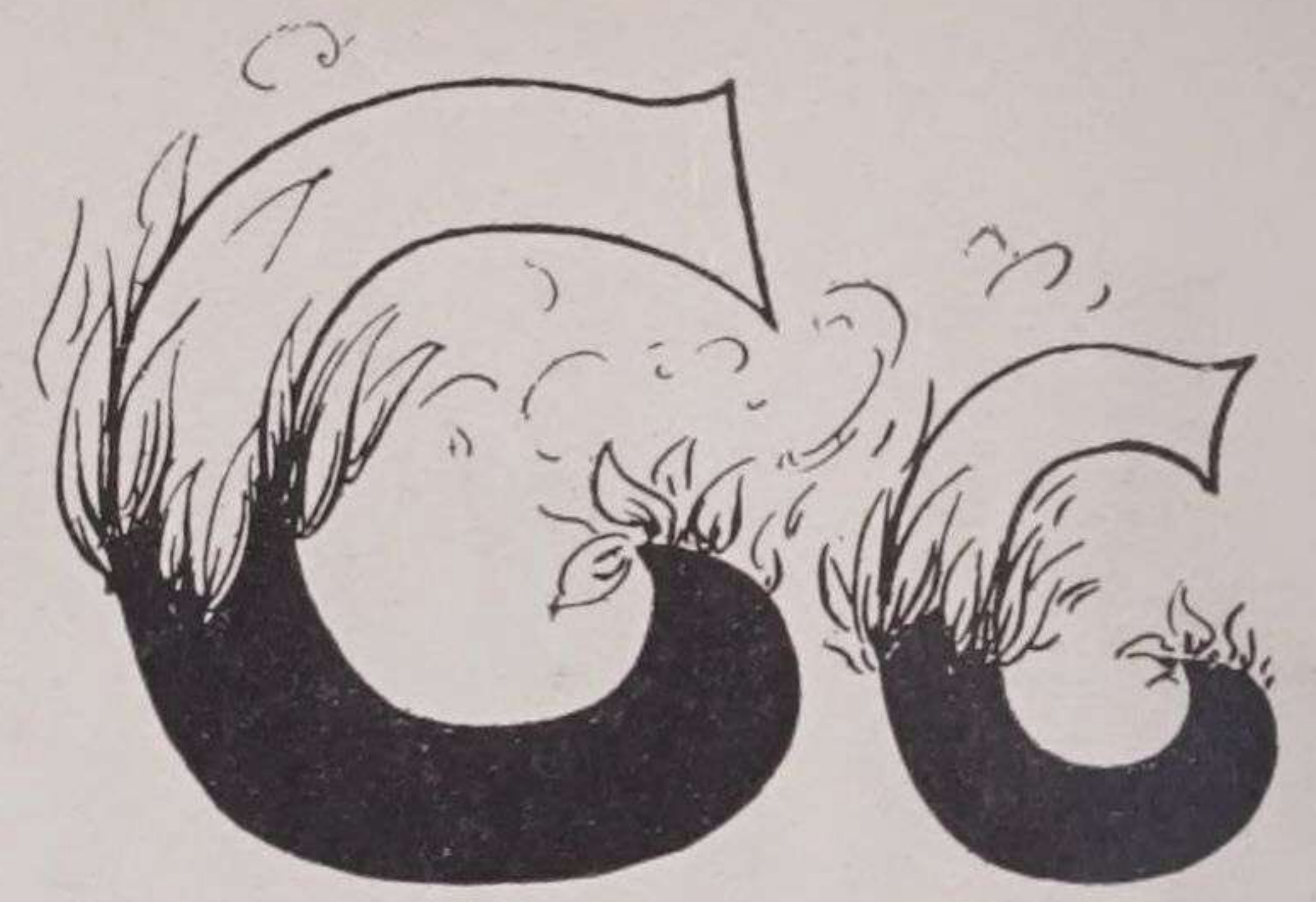
A B C D E F G H I J K L M N O

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 Snow

Snow Covered Letter Alphabets



Fire Sale Alphabet

Jj Kk Ll Mm Nn

Oo Pp Qq Rr Ss

Tt Uu Vv Ww Xx

Yy Zz &

Geo. J. Cowan

Different Ways of Treating
the Fire Sale Alphabets

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

Slanted Heavy Base Alphabets

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 z̃

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 &

Faust

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

F.

Modified German Alphabet

Antique Sign 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, 1 2 3 4 5 6 7 8 9 10 \$ &

Fancy Sign Alphabets, Payzant and Common Pens

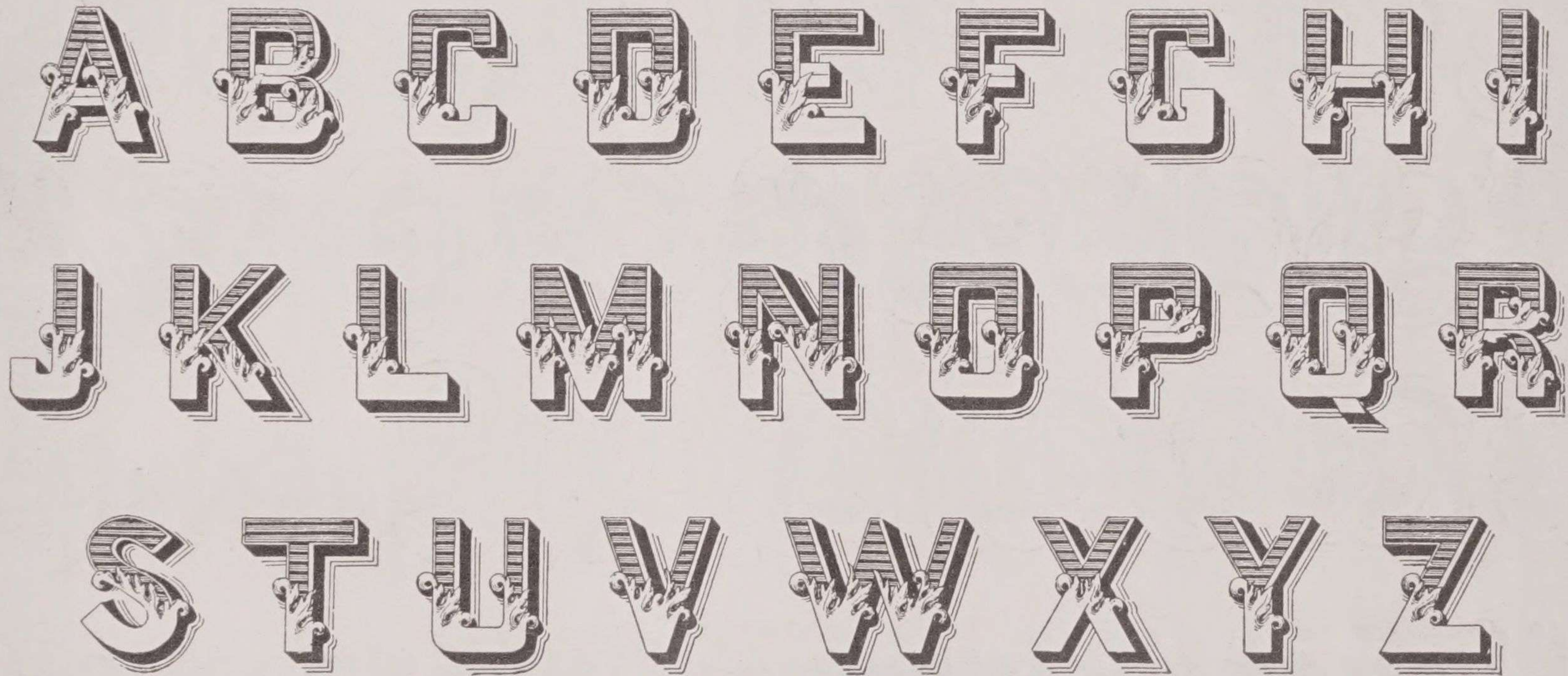
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z Æ Œ & \$
1 2 3 4 5 6 7 8 9 0

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

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 & Œ Æ ; ~ ! ?

Shaded Slab Alphabet
Plain Rustic Alphabet
Fancy Sign Alphabet

From Book of Alphabets, by McKeon and Schofield.



Modified Gothic Alphabet, by G. DeFelice, New York City



jk 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

Engravers' Fancy German Text Alphabets

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 ä ü ö ö h a f s i s s ß s t s s f i s l k 1 2 3 4 5 6 7

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 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

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 æ œ \$ 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

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

Group of Old Style Alphabets



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

Poster Alphabets with Veiling Border. A Good Idea for Making a Show Card for the Veiling or Lace Department

SPRING & SUMMER

— 1912 —

HAS BROUGHT FORTH SOME
OF THE MOST ATTRACTIVE
WOOLENS WHICH ARE
NOW AWAITING YOUR
EARLY INSPECTION

A B C D E

F G H I K

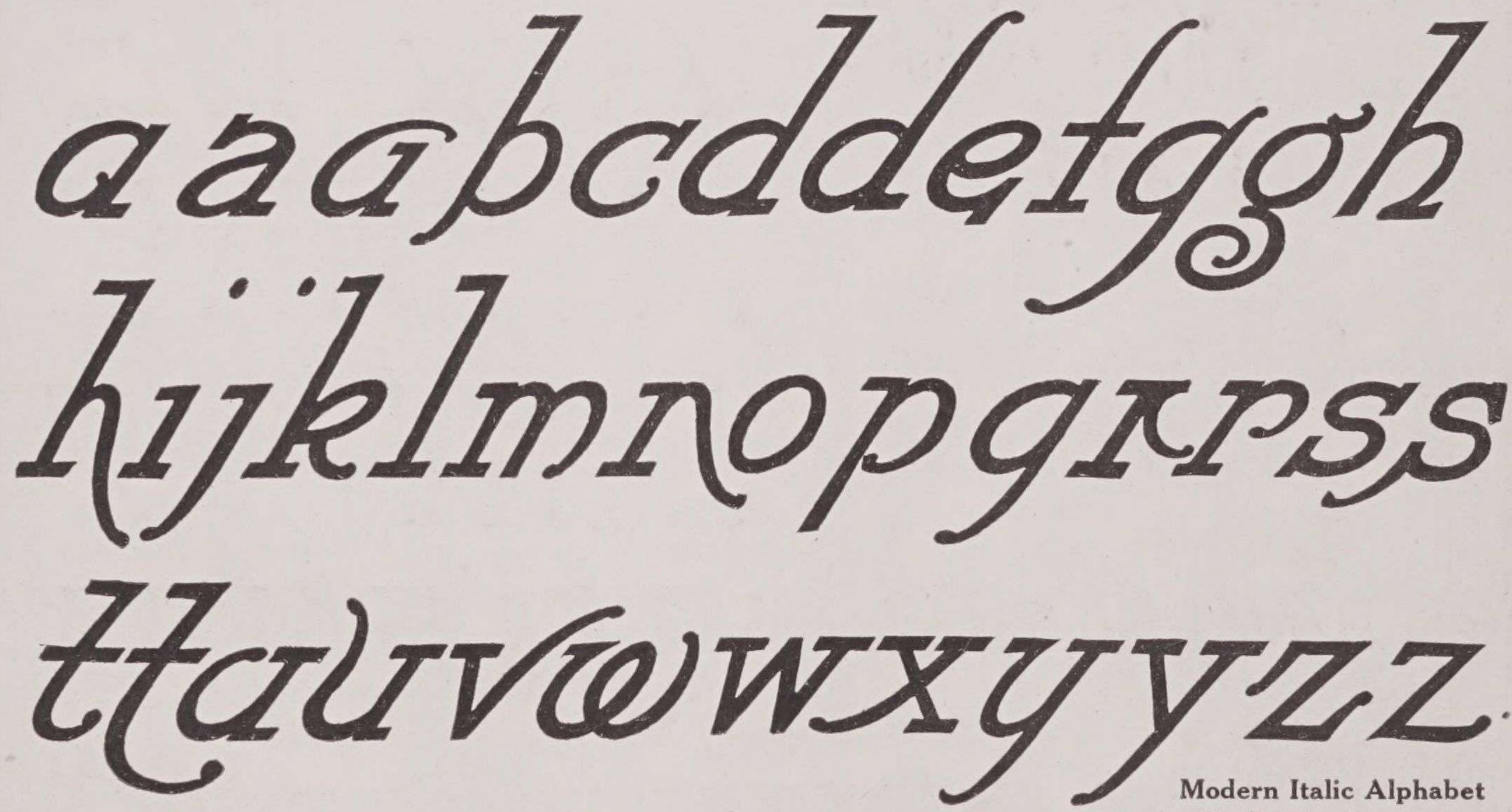
L M N O P

Q R S T U

V X Y Z

— FAUST. —

Alphabet La Faust



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

Modern Italic Alphabet
with Border Suggestion
for Show Card

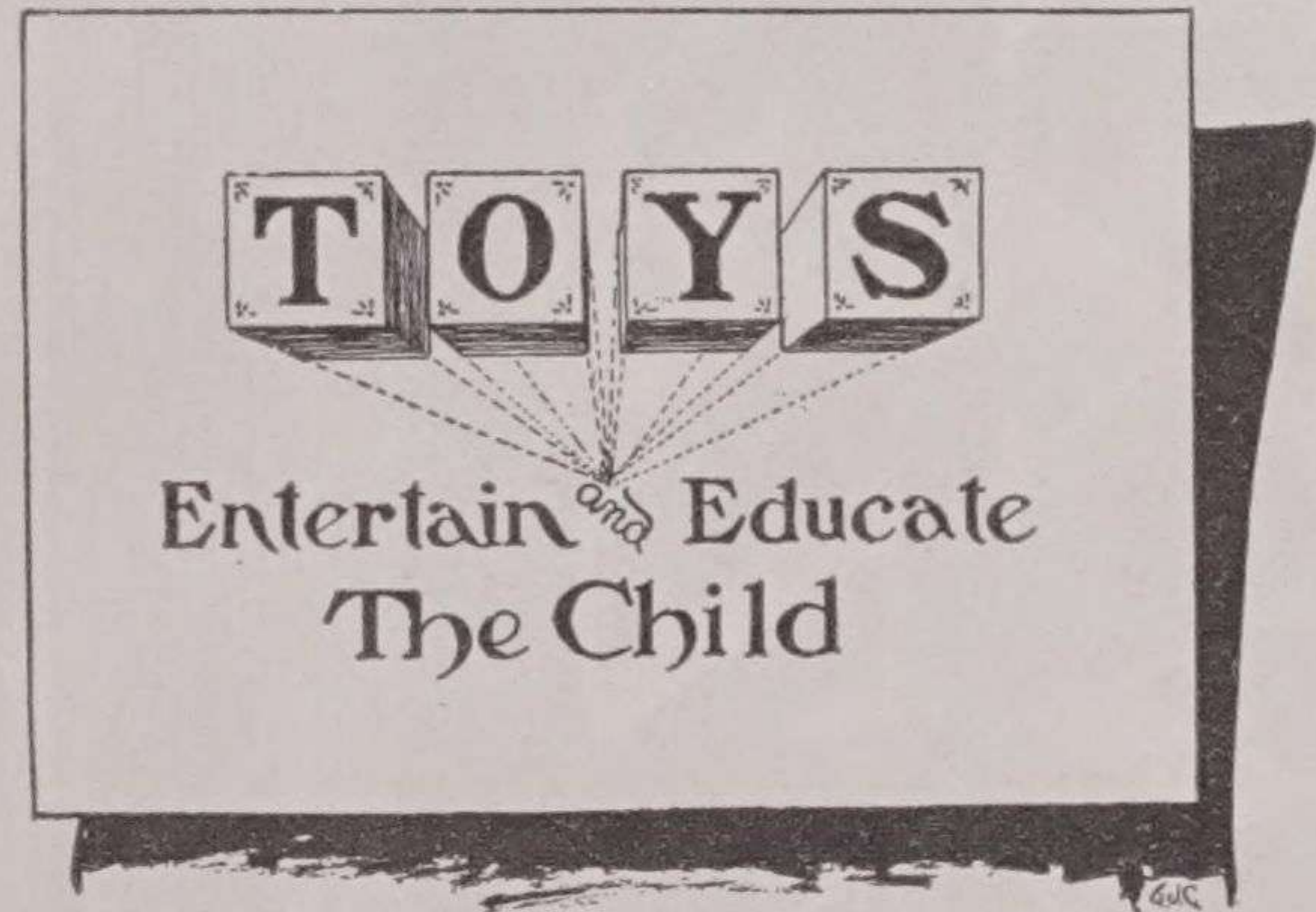
A B C D E F G H I J

K L M N O P Q R S

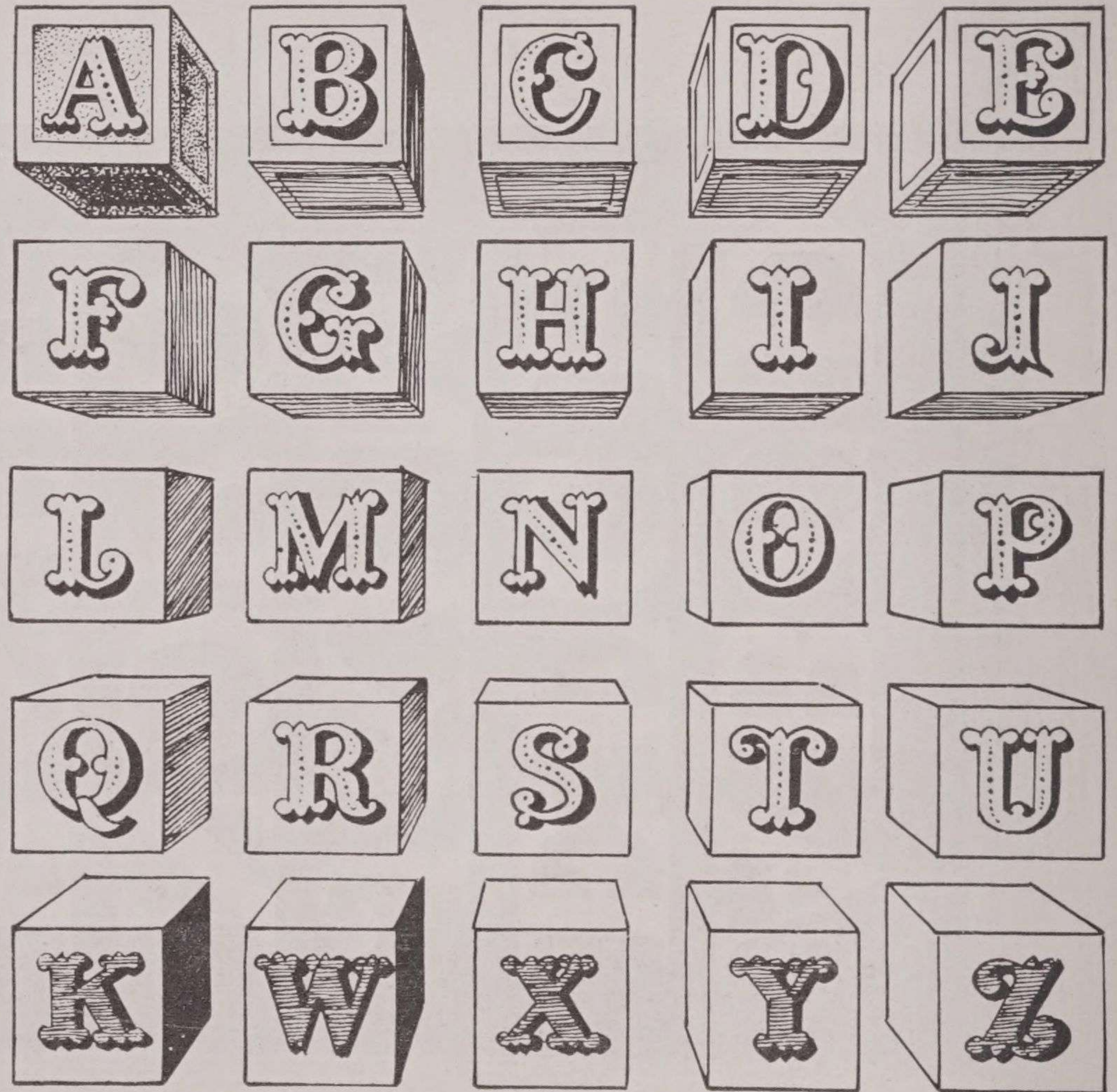
T U V W X Y Z . 1912

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 ?-



Show Card Layout, Indicating How to Use
the Playing Block Alphabet. Very Desirable for
Toy and Children's Department



PLAYING BLOCK ALPHABET

Designed by - Geo. J. Cowan

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.J.S.

Upper Case Roman Alphabet, White Letters on Black, and Suggestion for Border Imitating
Slate, for Use When Featuring School Supplies



Lower Case Roman Alphabet, with Another Suggestion for Slate Border

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

Candy Alphabet - Ornamental - C. E. C.

A most novel alphabet by Mr. G. E. Gustafson, Penman, Inter-State Commercial College, Reading, Pa.

Candy Alphabets

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

FANCY BEND LETTER

GED. J. EDWAN.

Fancy Bend Letter Alphabet

Sunshine A B

C D E F G H I J

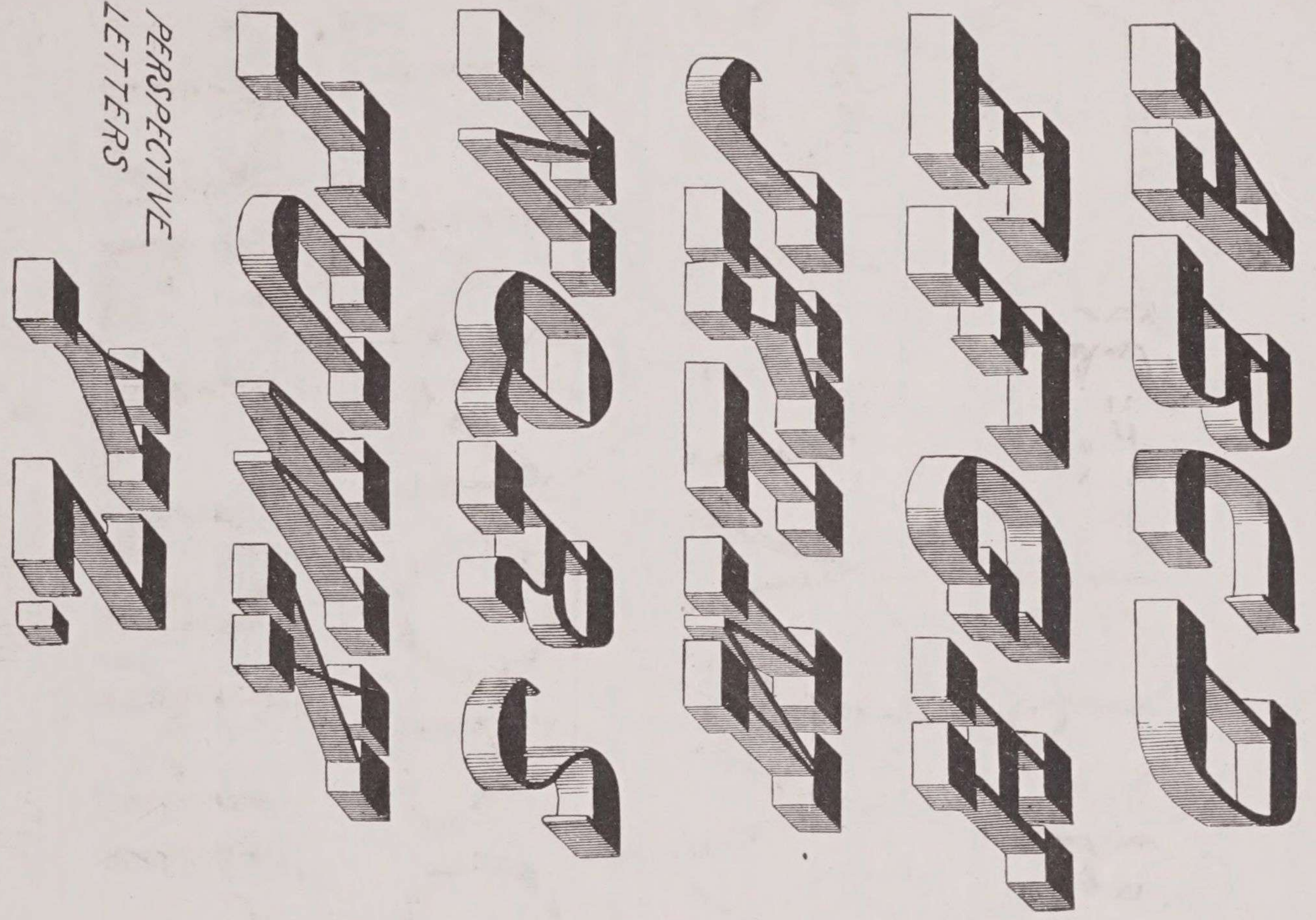
K L M N O P Q

R S T U V W X Y

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

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

Geo. J. Cowan



*PERSPECTIVE
LETTERS*

GEO. J. COWAN

A B C D E F G H I J K L
 M N O P Q R S T U V X
 W Y Z 1 2 3 4 5 6 7 8 9
 EGYPTIAN-BOOK
 B C D O U O P Q R S U 8 2 3

Egyptian Block Alphabet, with Letters Developed in a Variety of Ways
 From Zaner's Book of Alphabets.

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

W...
 COWAN

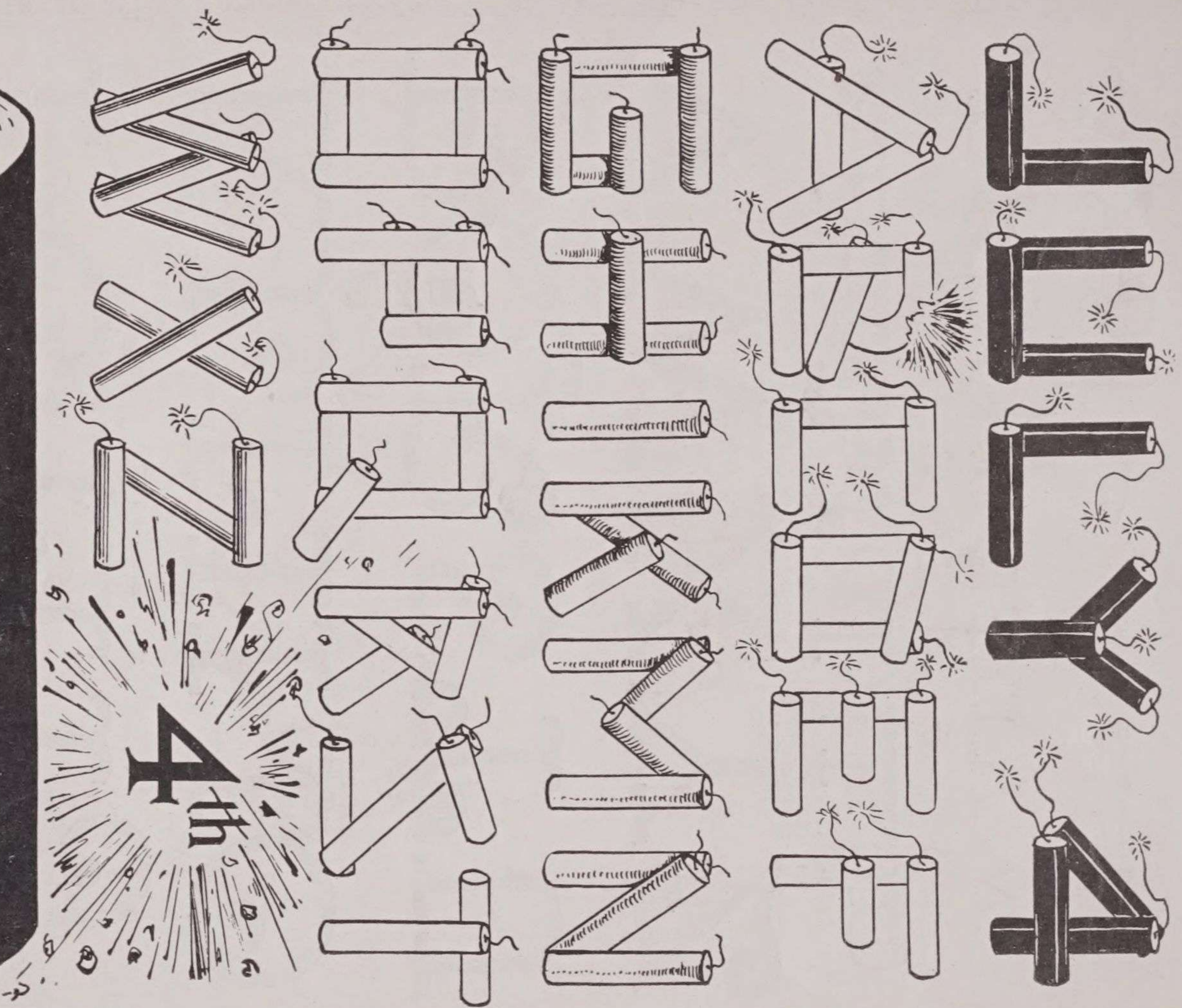
Fancy Skeleton Block Alphabet

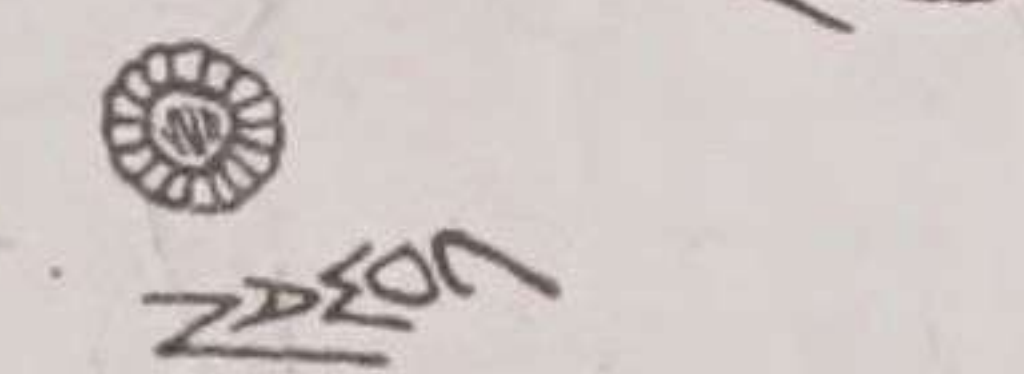
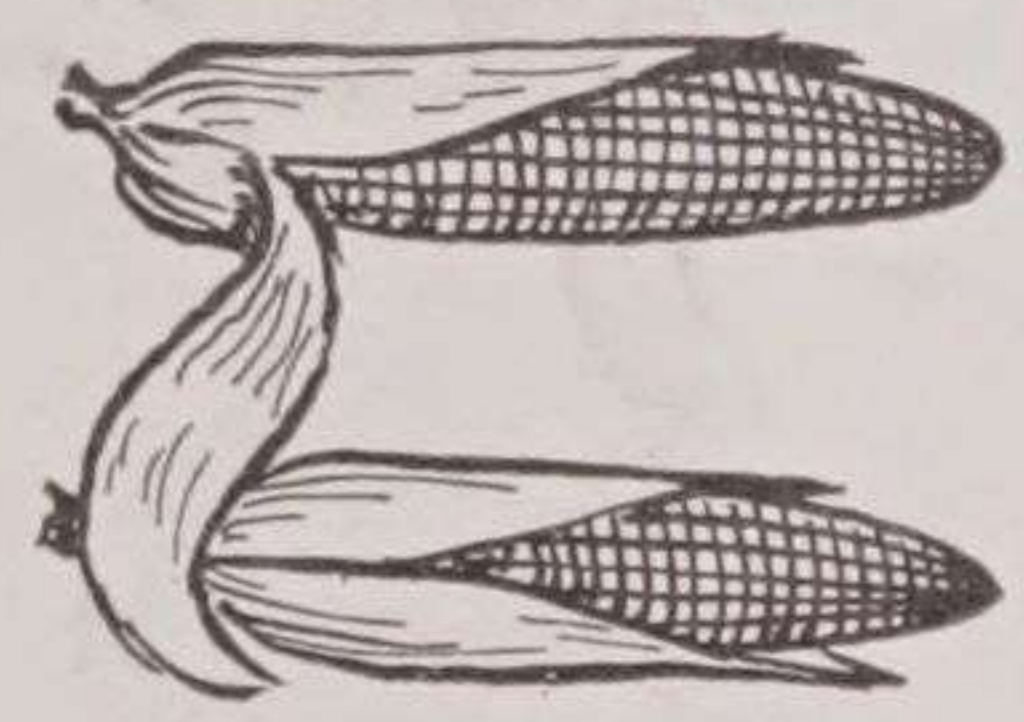
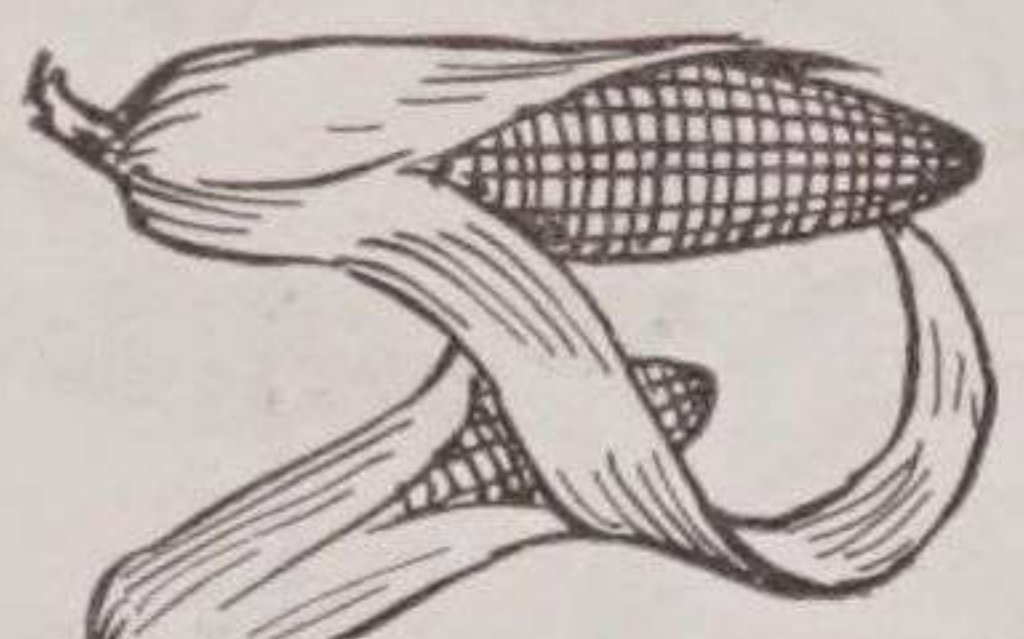
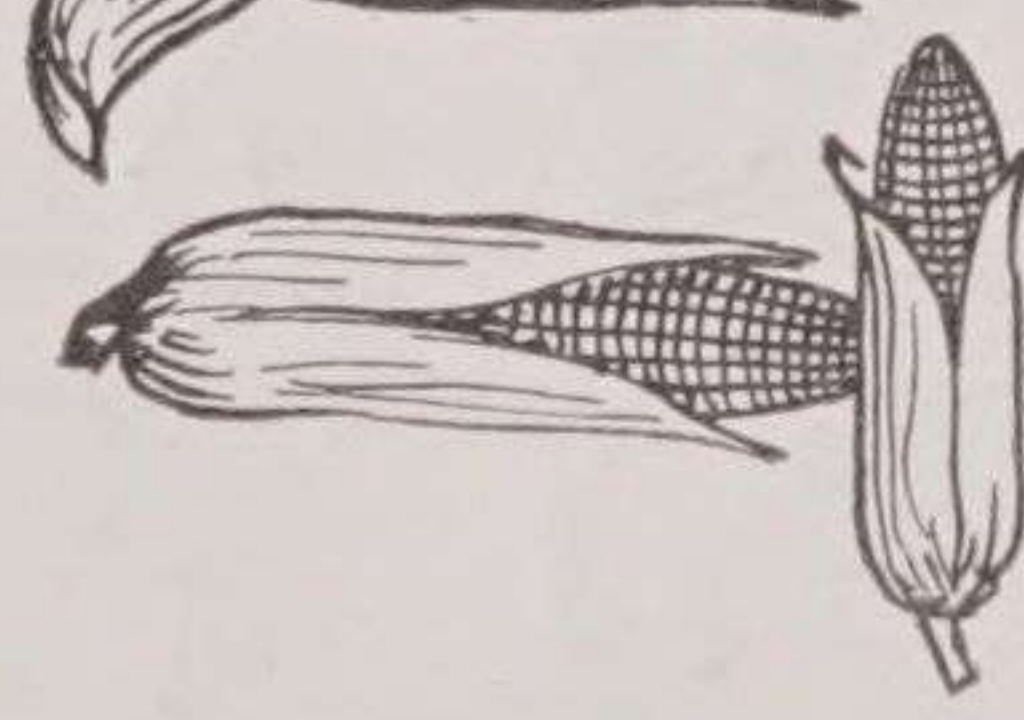
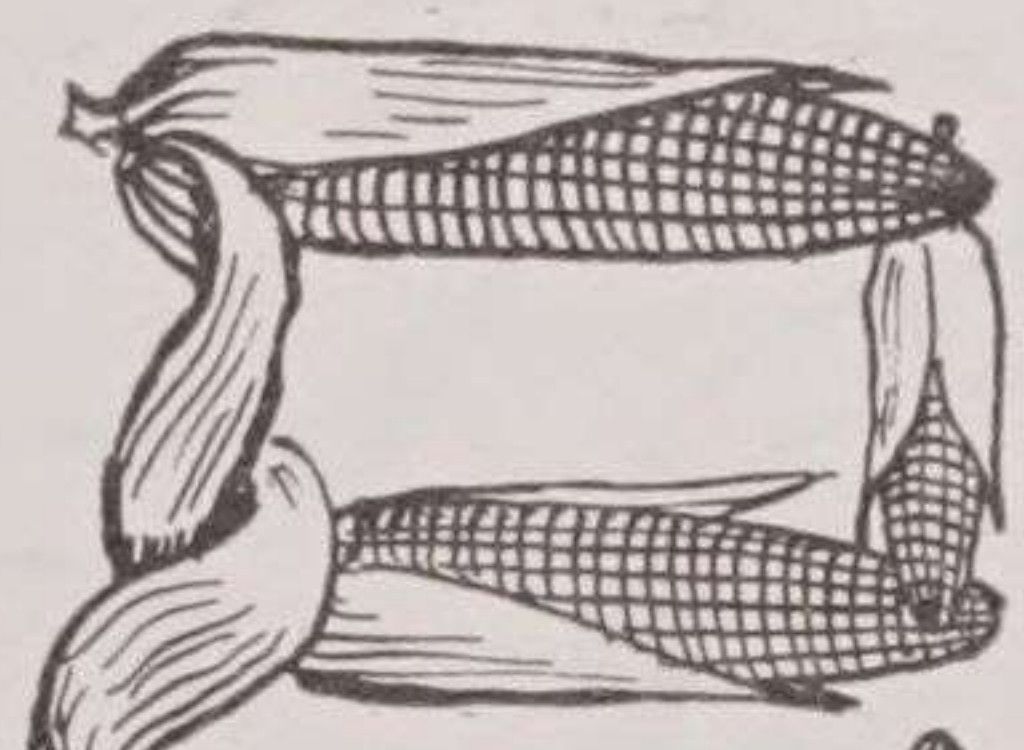
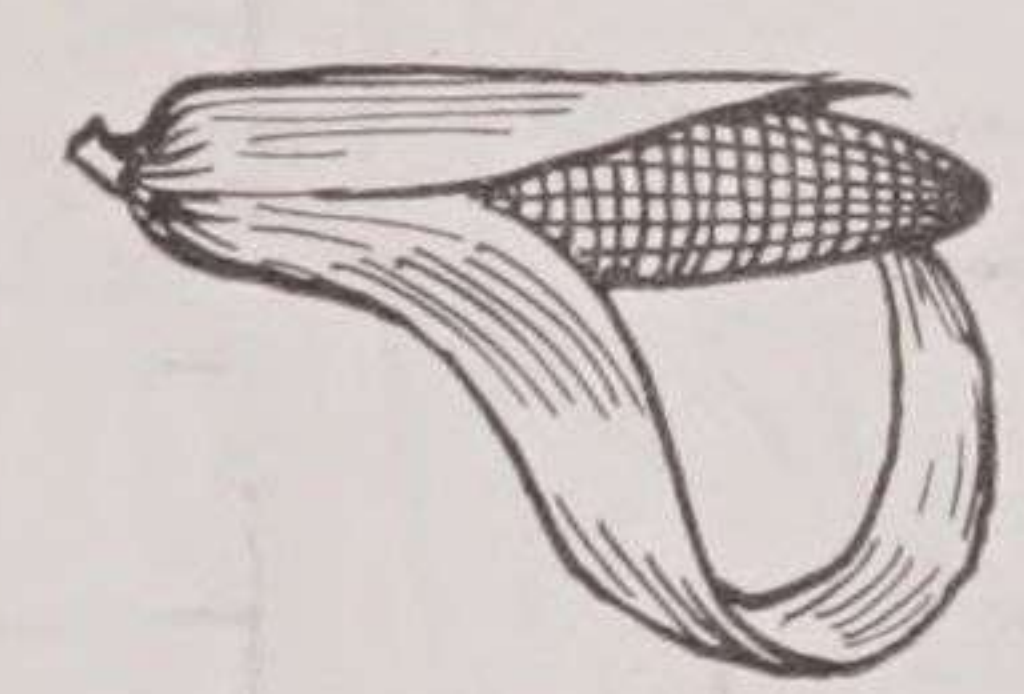
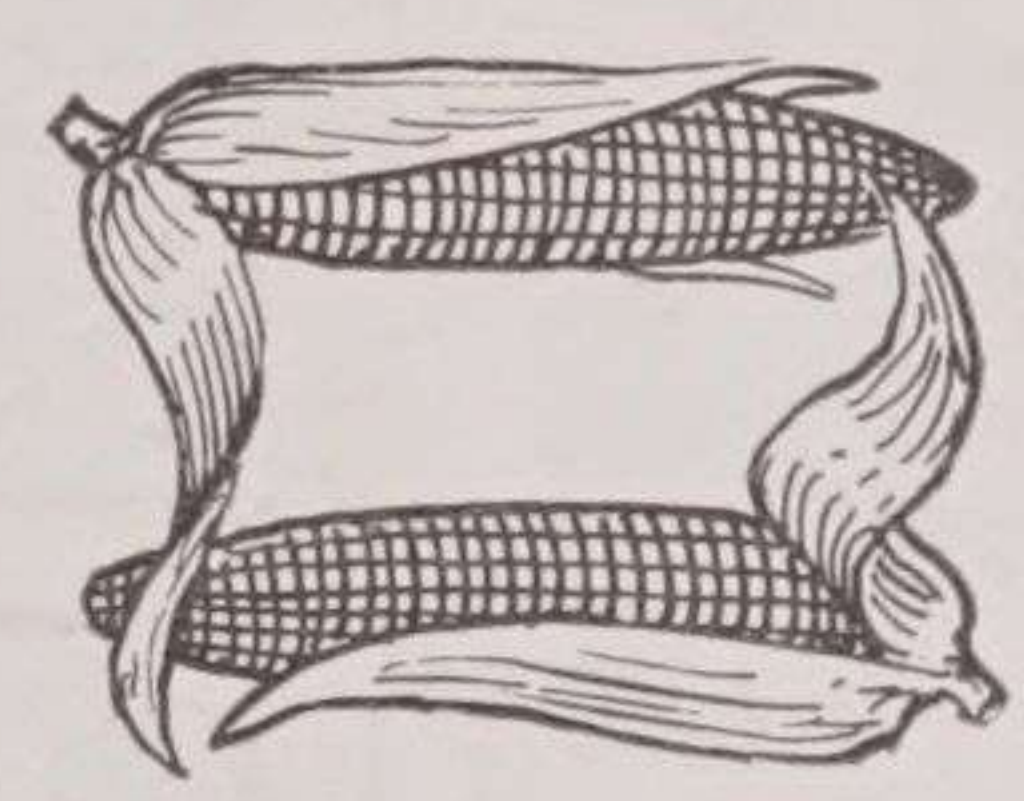
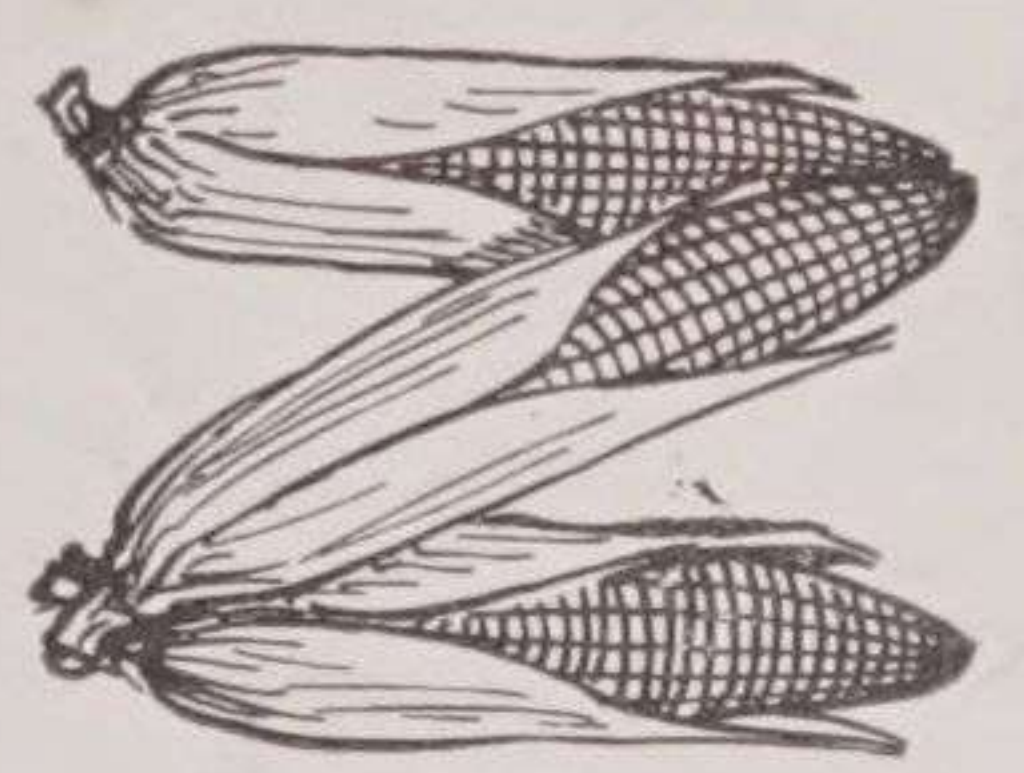
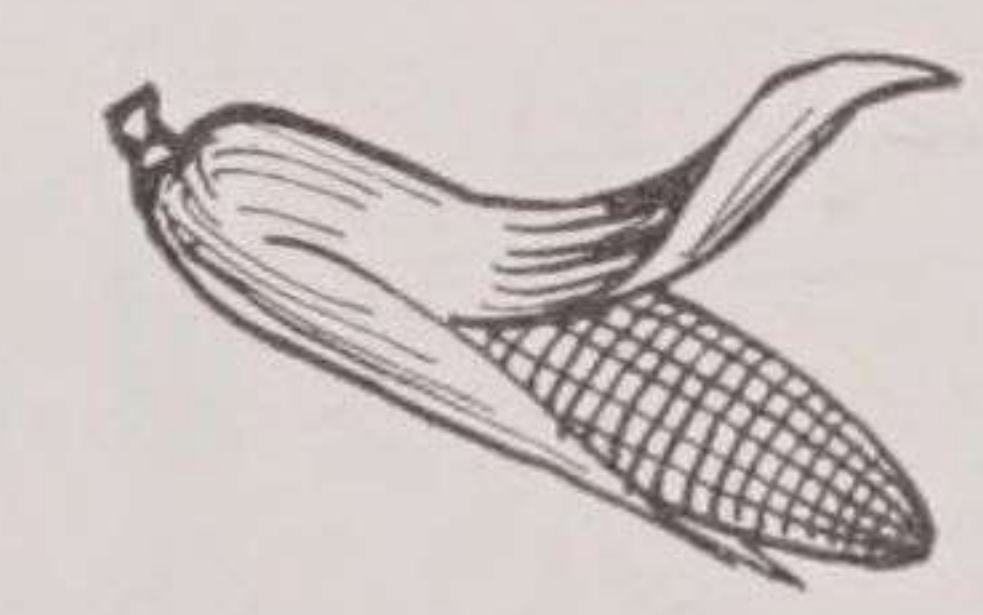
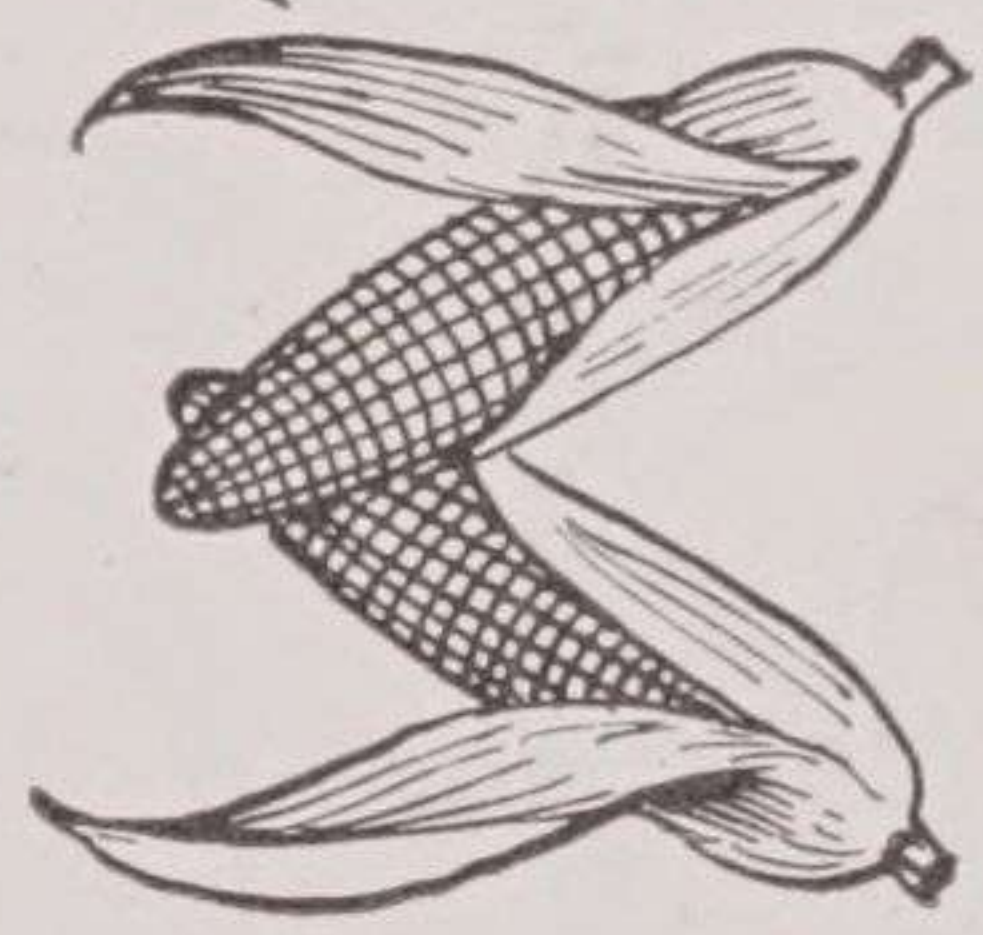
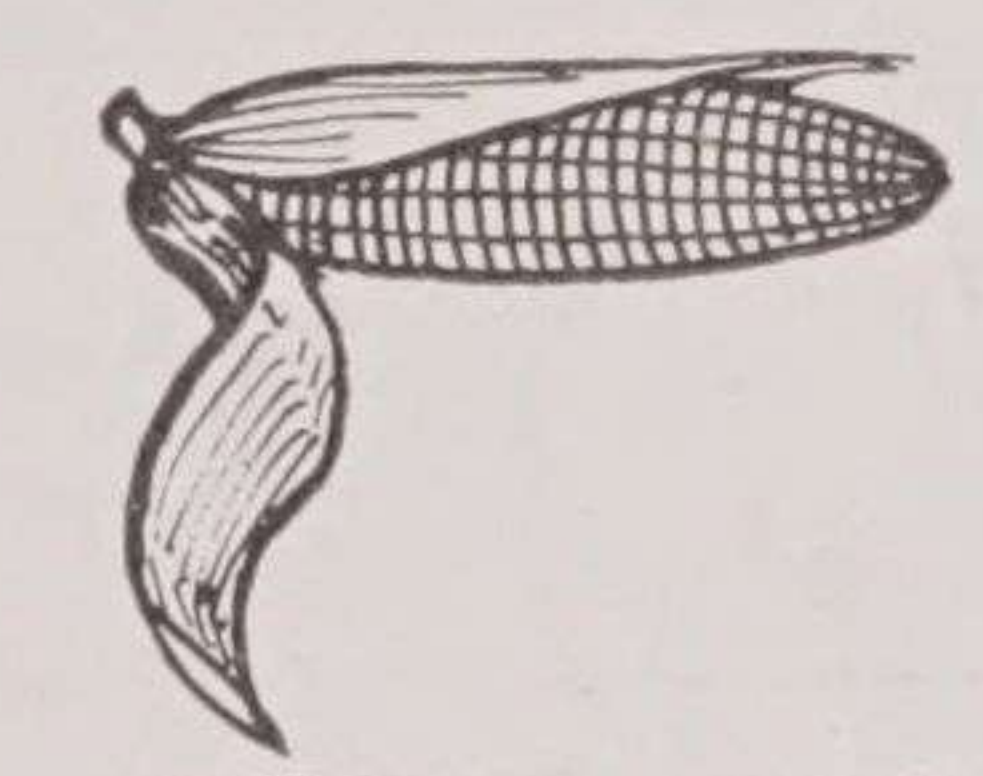
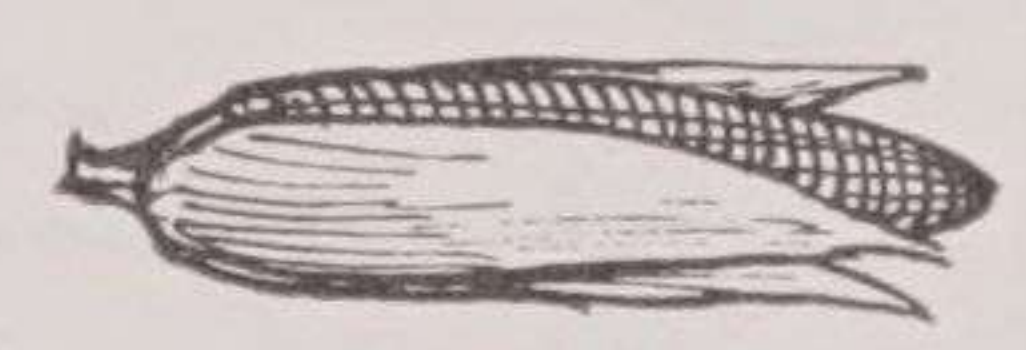
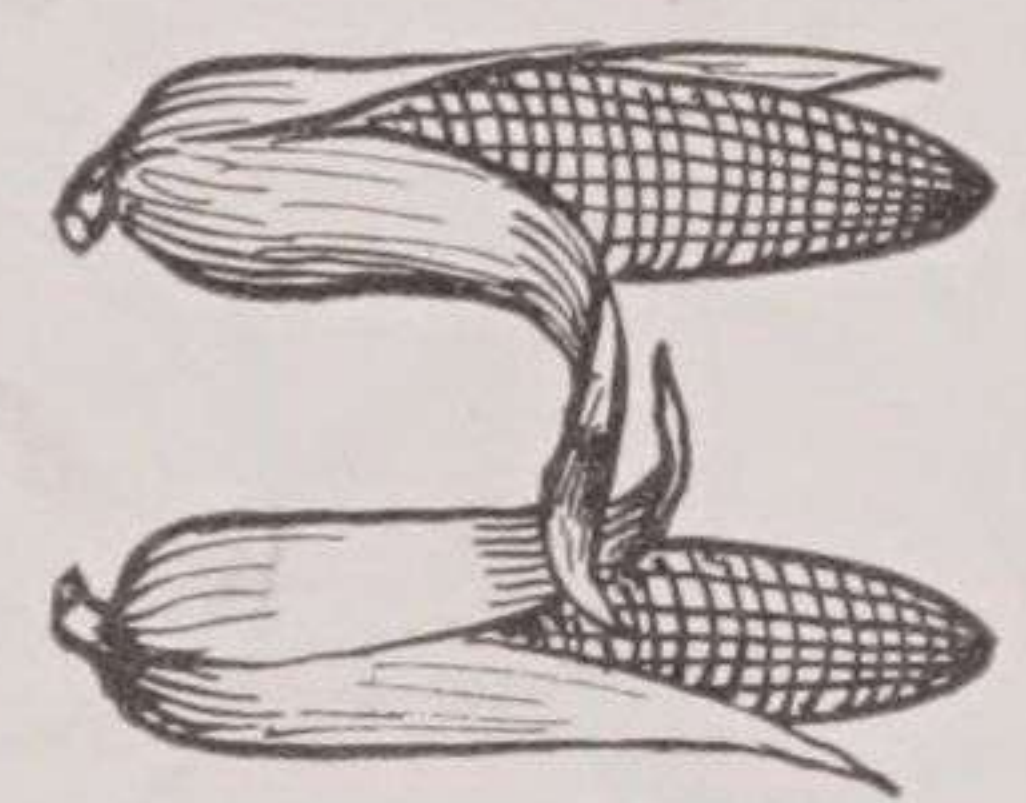
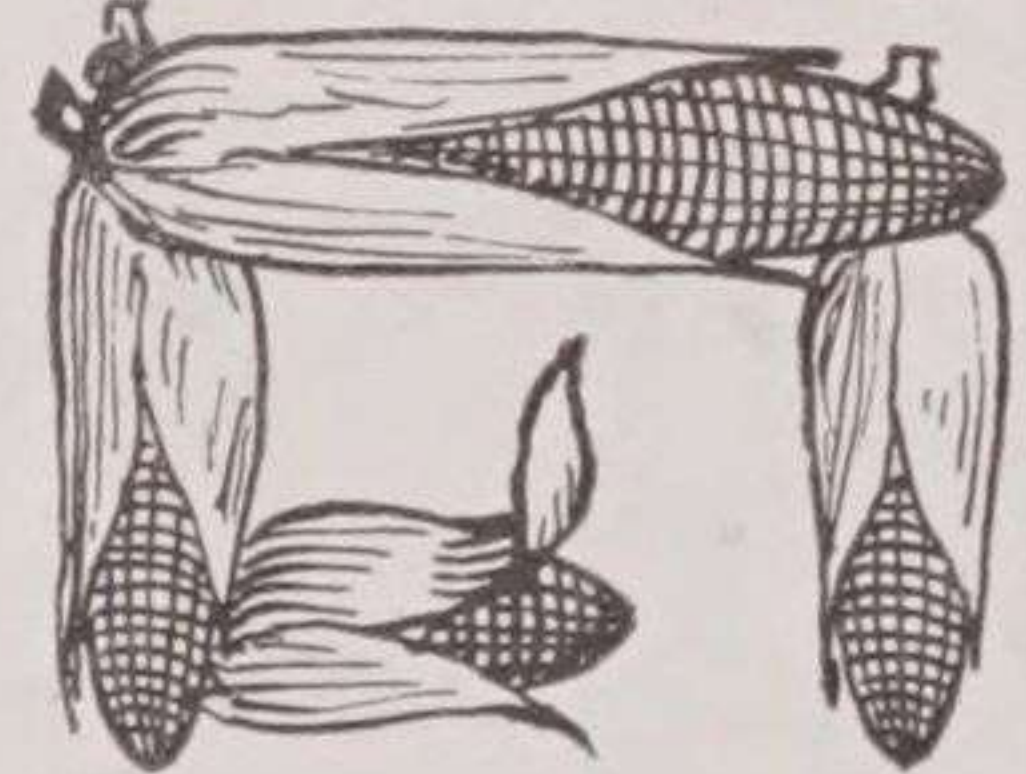
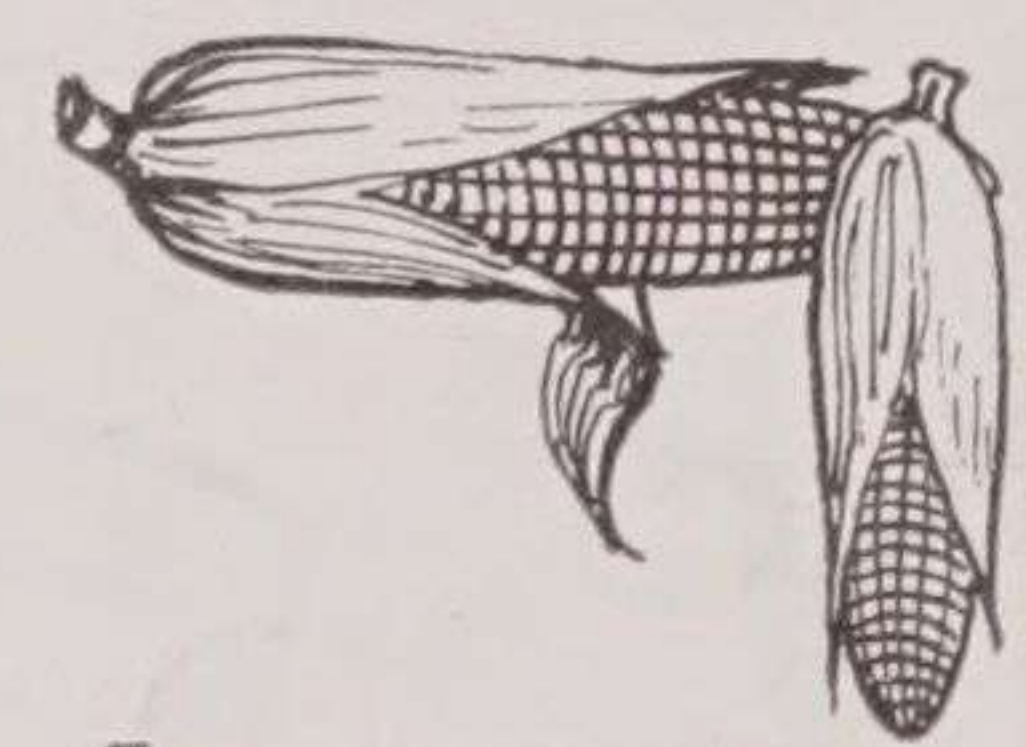
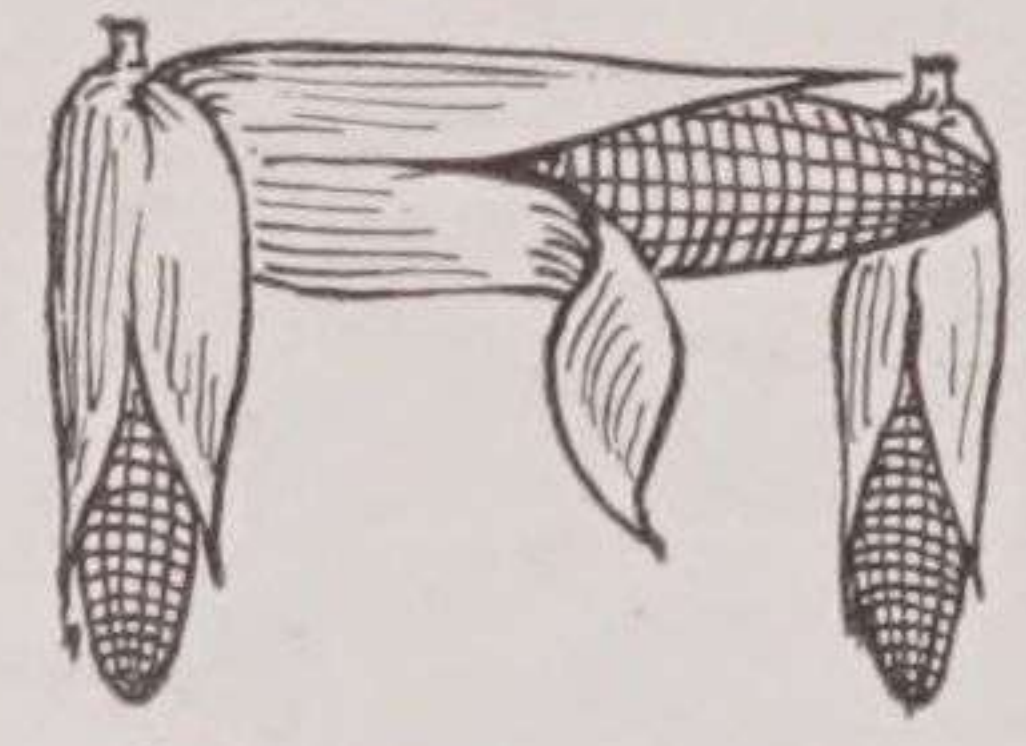
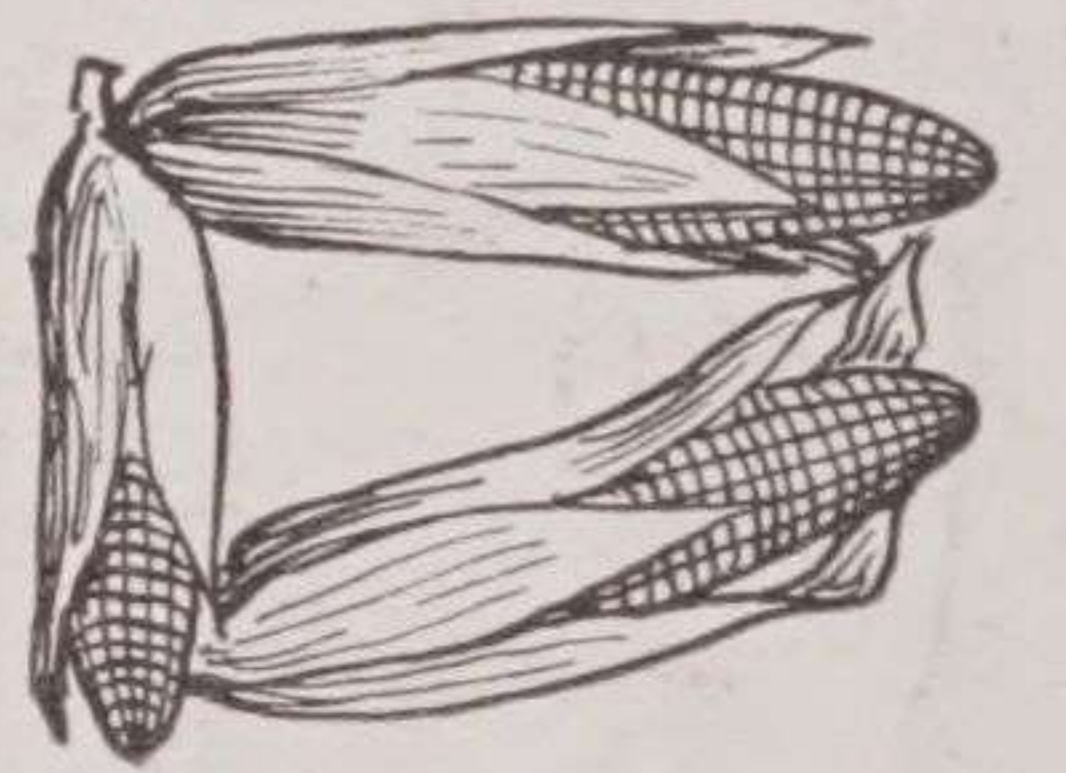
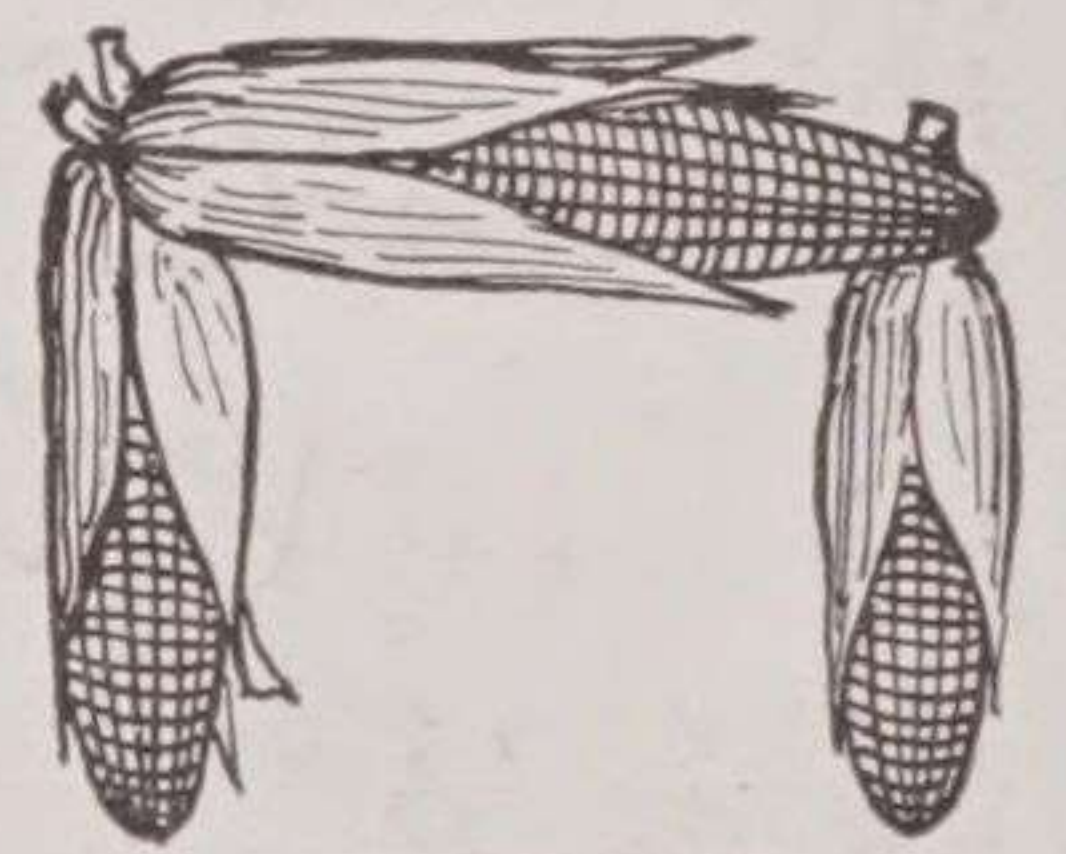
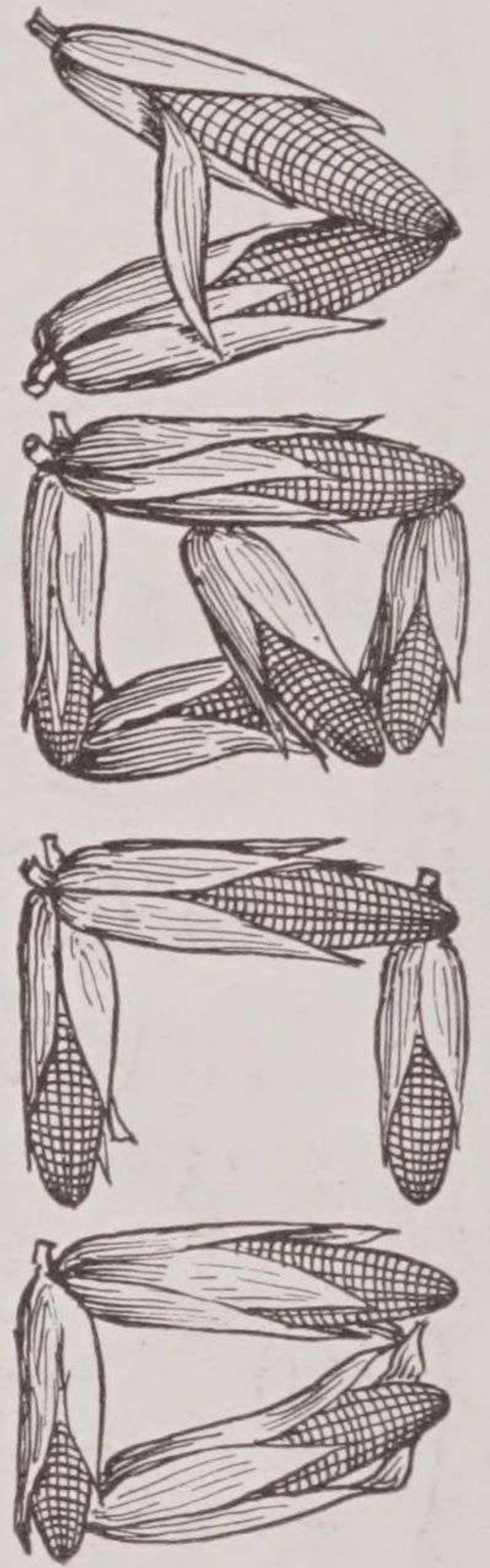
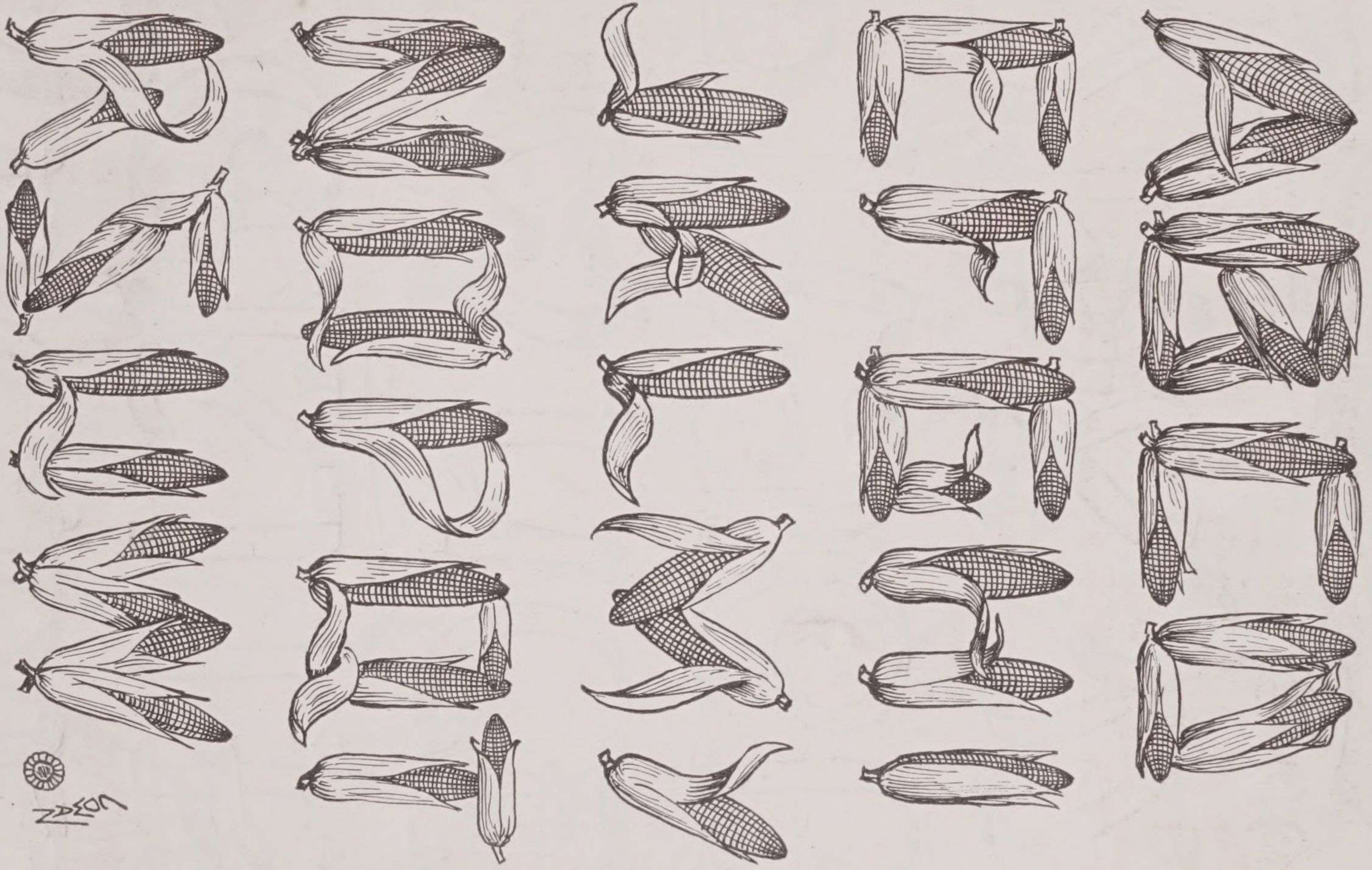
A B C D E
 F G H I J
 K L M N O
 P Q R S T U
 V W X Y Z
 a b c d e f g h i k l m
 n o p q r s t u v w
 x y z j —

Alphabets used by H. Oelrich,
with Klee Bros. & Co., Chicago



Geo. J. Cowan

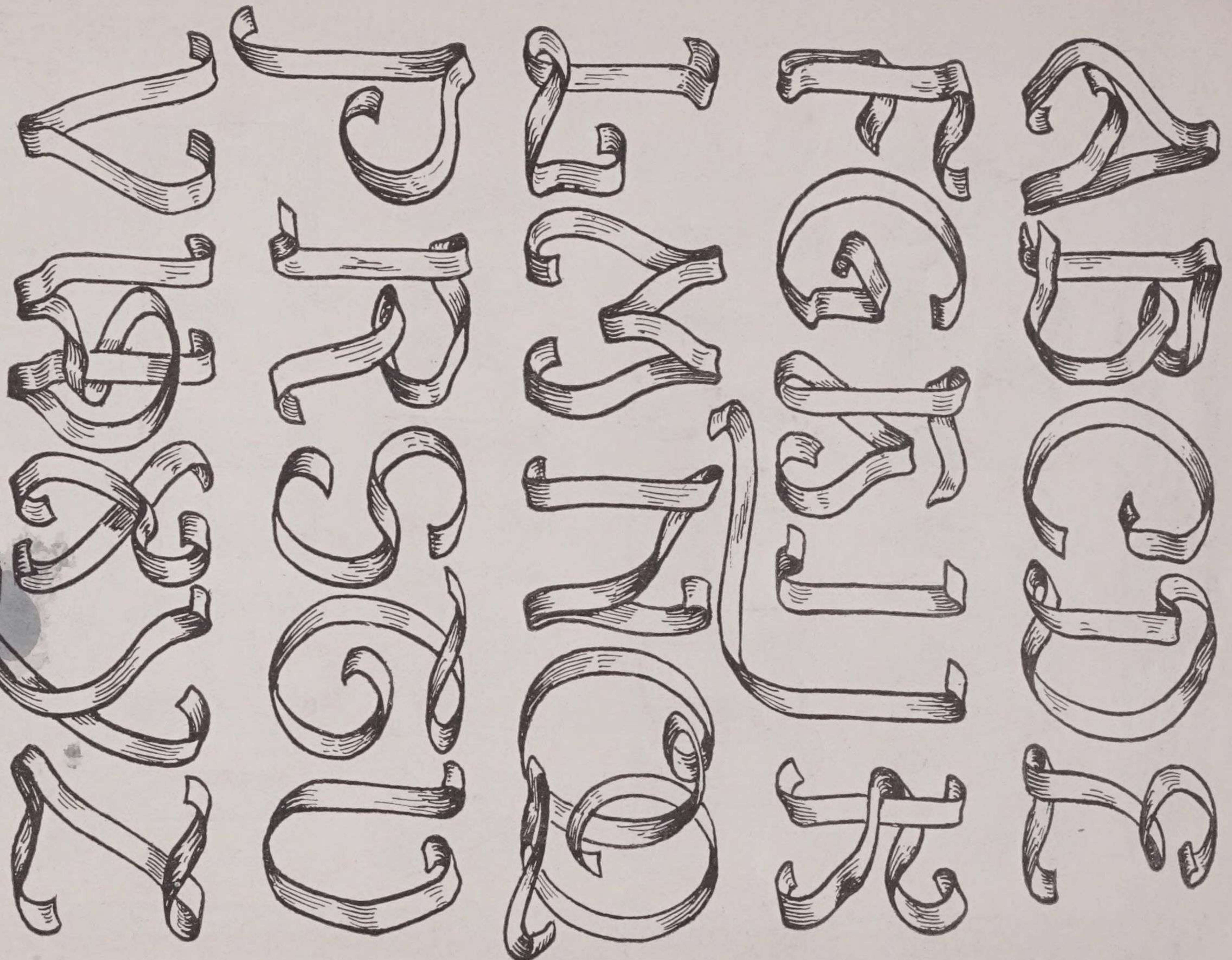




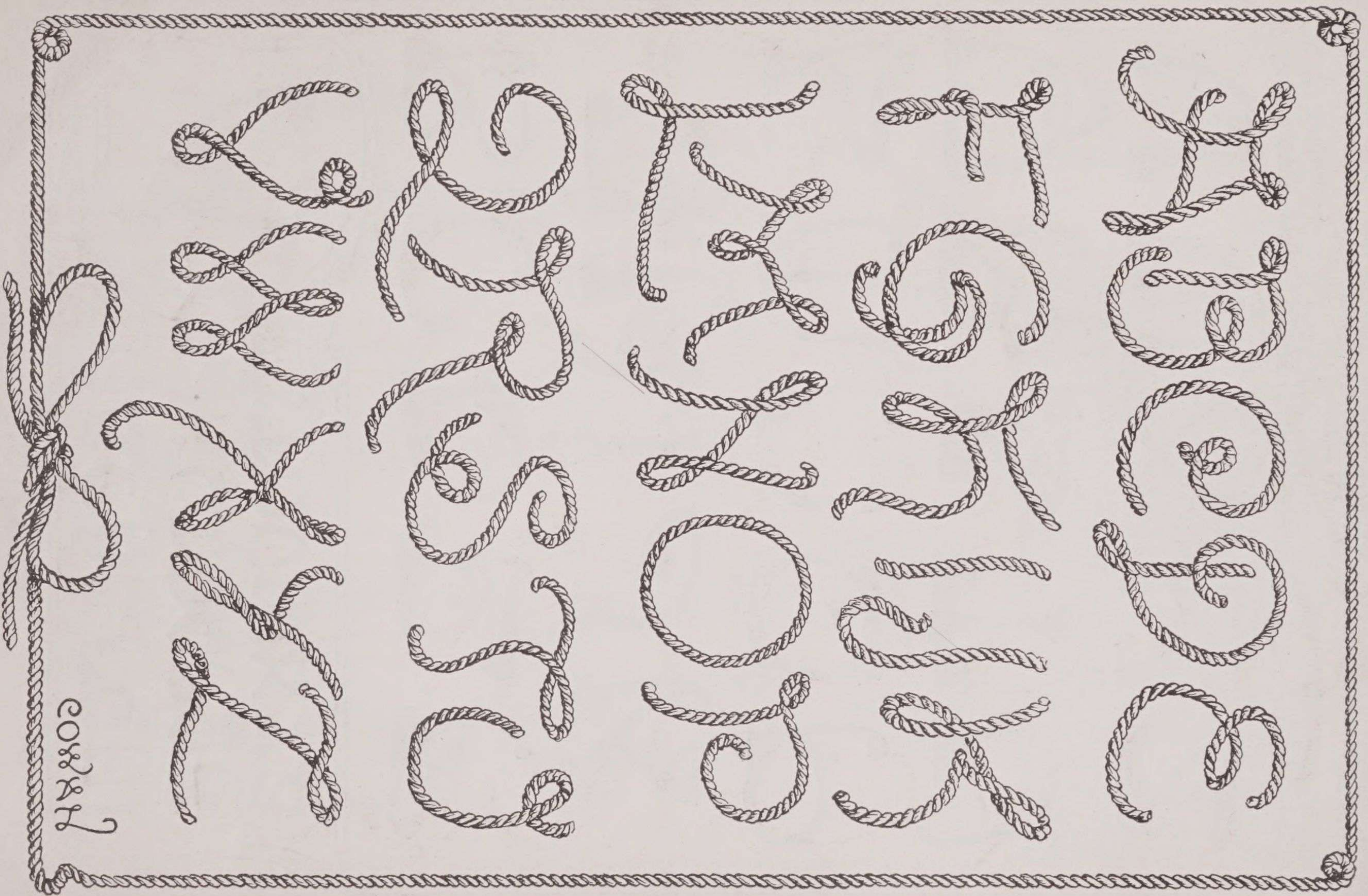
WAZZ



G. J. Cowan



Ribbon Alphabet



e
d
c
b
a

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

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

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

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

208287

Letters, ART NOUVEAU.

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 Z

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

Letters, Art Nouveau



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

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

Muller, designer

drawn by Geo. I. Comar

Fantasy

B @ K L I D F G K L



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

& S P 9 0 8 9 ' 2 1

Engravers' Roman Alphabet

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.

Artist.

AMP - BORDERS



MASTERPIECES

OF

À Á Â Ã Ä Å
Æ Ç È É Ê Ë
Ì Í Î Ï Ñ Ò Ó
Ô Õ Ö × Ø Ù Ú
Û Ü Ý Þ ß à

LETTERING



GOOD BORDERS

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

For Show Cards

BORDEREDERS

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, !

& \$18,459

C-A-FAUST

Shadow Florentine Alphabet

DESIGN FOR

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 &

HURST

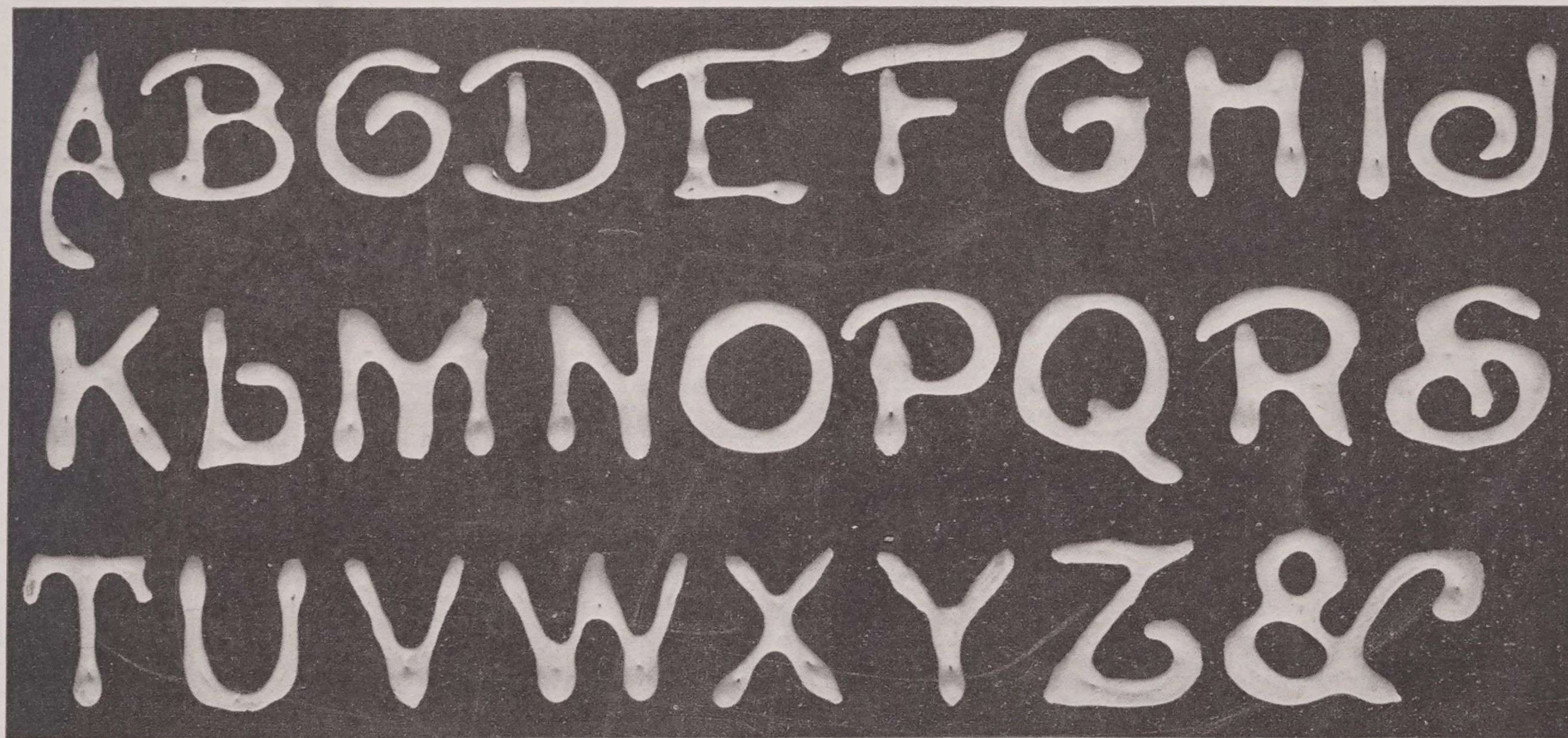
SHOW CARD BORDER

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
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

Back Slant Extended Shaded Alphabets, Made with a Special Shadow Pen

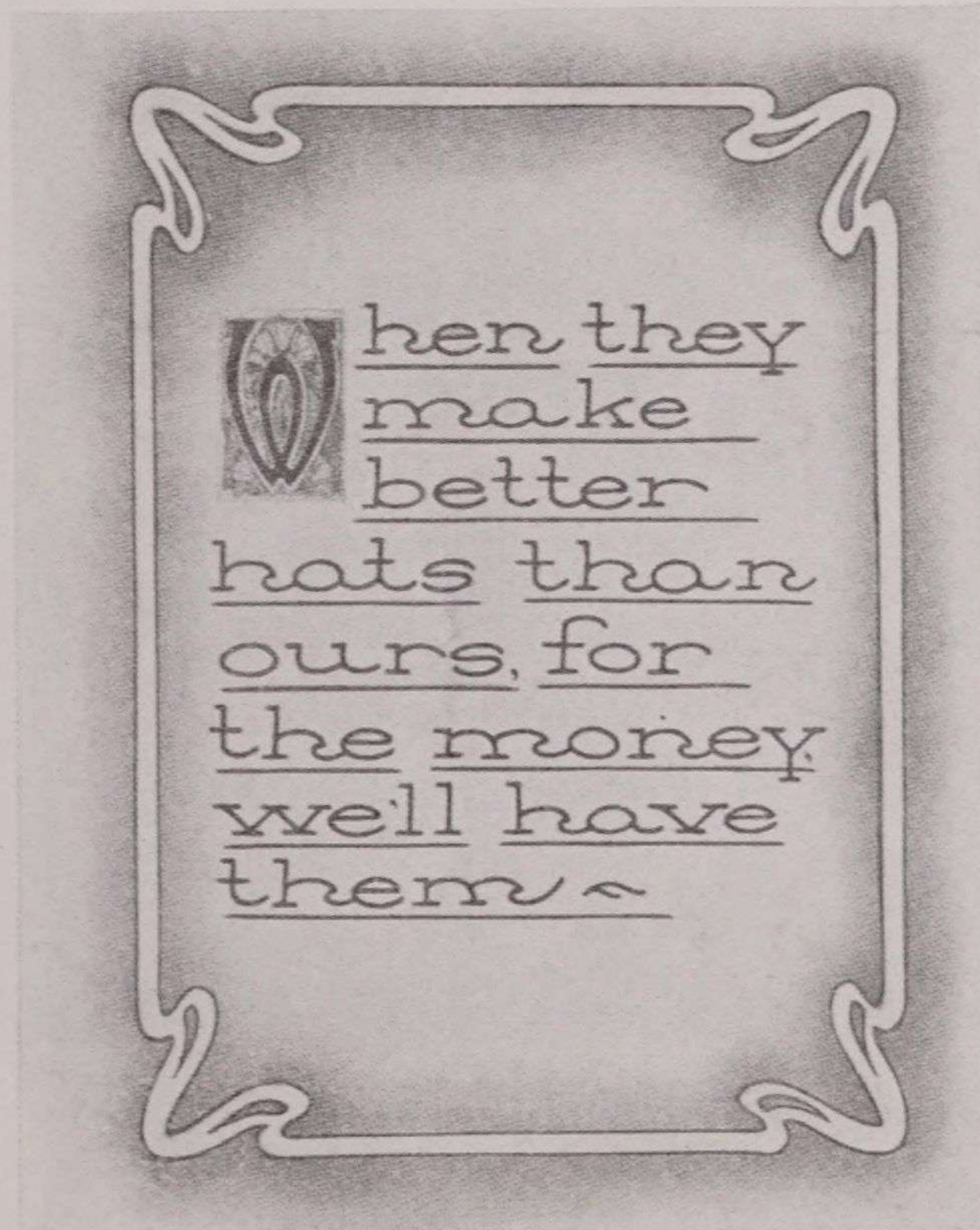
A B C D E F G H I J K
L M N O P Q R S T
U V W X Y Z &

Air Pencil Alphabet, Made by J. R. Hutson, Instructor Koester School



Air Pencil Alphabet, by J. R. Hutson, Instructor at Koester School

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 ; .

FREE HAND LETTERING

Upper Case Payzant Pen Alphabet by Dick Blick

OVERGOAT

\$25.00

a b c d e

f g g h i j k

l m n o p

q r r s t u

v w w x z y

STETSON

\$6.00

SINGLE STROKE LETTERING

\$12.00 BLICK

Lower Case Payzant Pen Alphabet by Dick Blick

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 and s

Double Base, Round Slant Alphabets, Shepard 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 k l m n o p
 q r s t u v w x y z *Artist.*

Scroll Alphabets, Shepard Pen

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

Fancy Italic — No. 5 Shepard Pen

A B C D E F G H I J K

L M N O P Q R R S T U V

W X Y Z © X 14 57

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

COWAN

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 Faust.

Faust's Combination Alphabets for Auto Marking Pen

Plain and Easy Alphabets.

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
q r s t u v w x y z . , : ; ! ? & *FAUST*

Plain and Easy Automatic Marking Pen Alphabets

Plate No. 1
Retouched Single Stroke

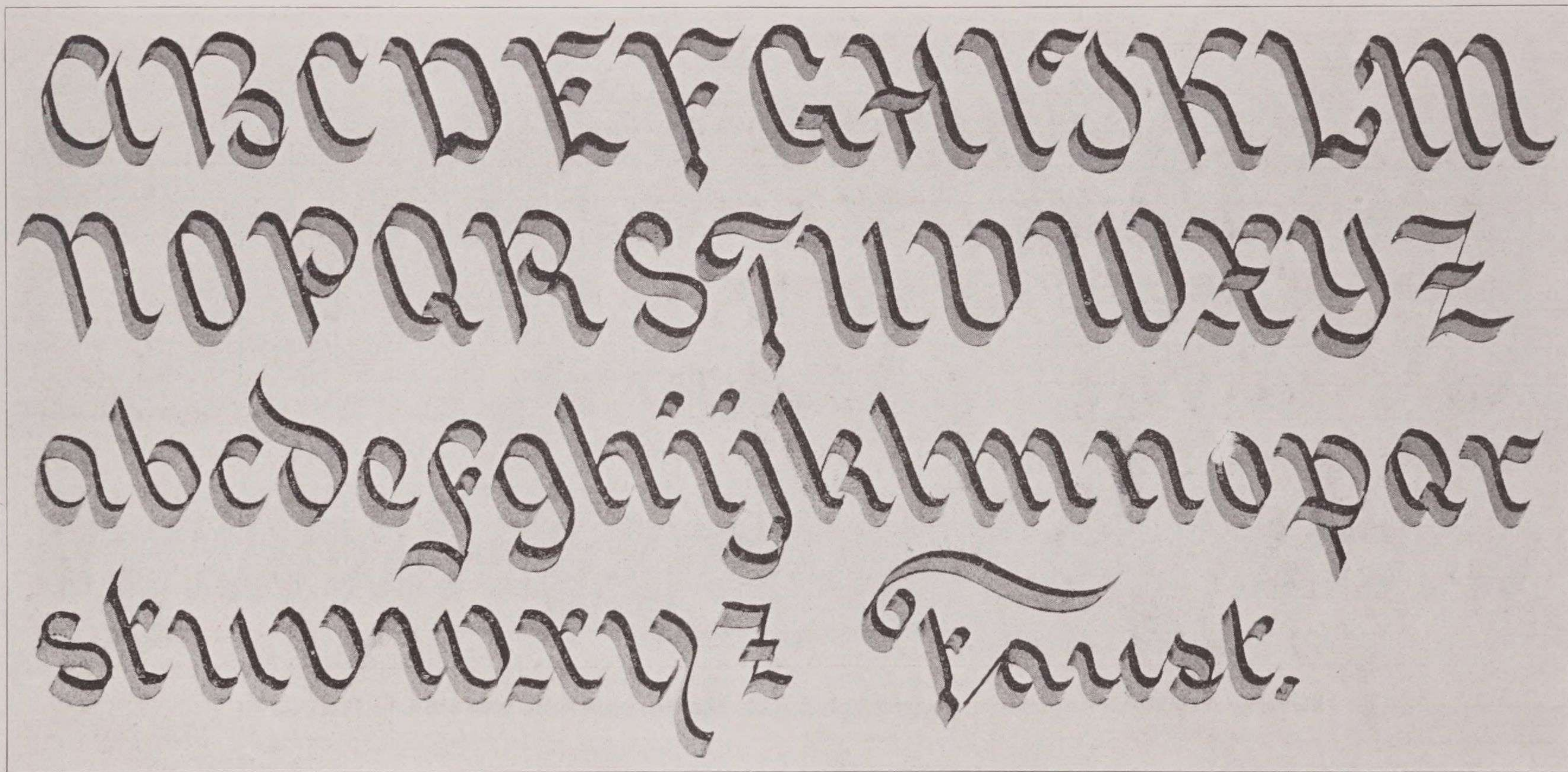
A B C D E F G H I J K L
M N O P Q R S T U V X
W Y Z & 1 2 3 4 5 6 7 8 9
o a b c d e f g g h i j k k l m n
o p q r s t u v w x y z v w y d
No. 1 No. 2 No. 3 No. 4 No. 5 No. 6 No. 7 No. 8 No. 9 No. 10 No. 11 No. 12 No. 13 No. 14
I I V U ABCDEFGHIJKLMNOPQRSTUVWXYZ
No. 3 X Right Wrong abcdefghijklmnopqrstuvwxyzvwxyz123456789

Copyright 1911. G. Wallace Hess, 112 Clark St., Chicago, Ill.

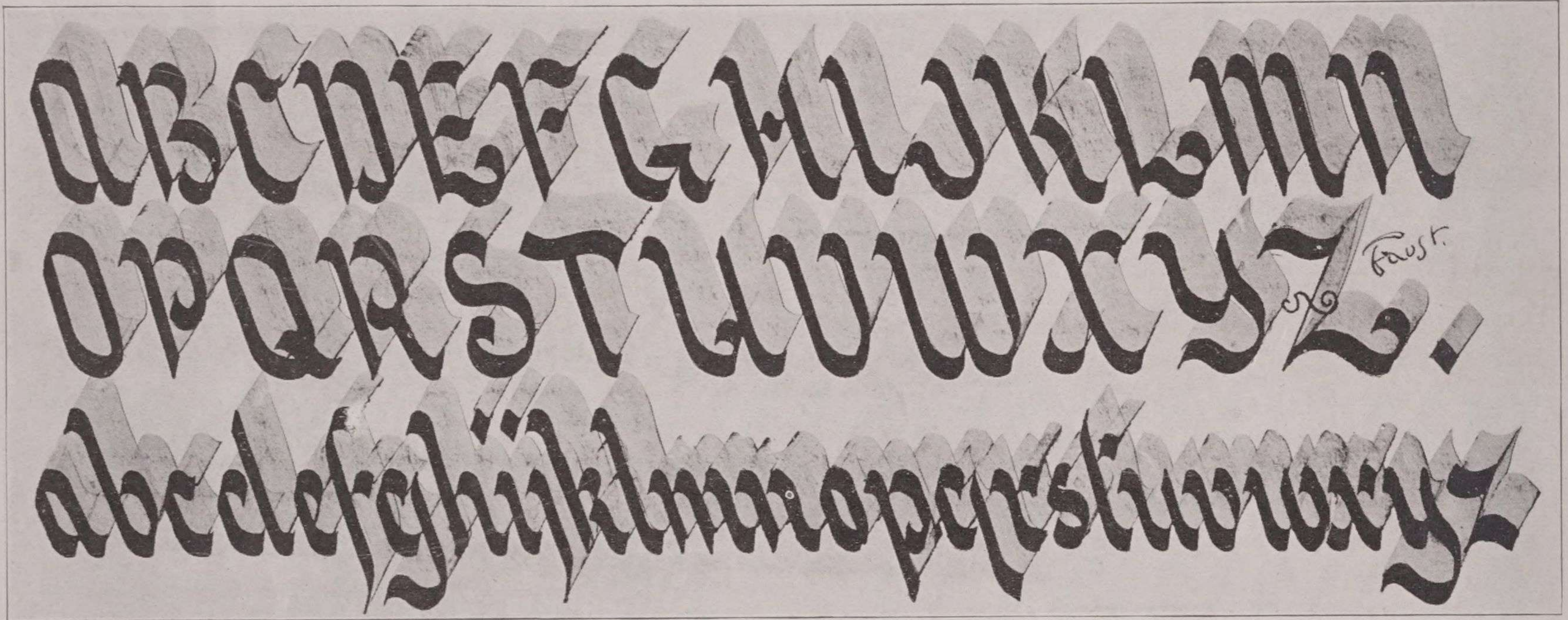
Examples of Work by Mr. G. Wallace Hess, Demonstrated at the 1912 Convention of Window Trimmers and Card Writers

Plate No. 2
Old English

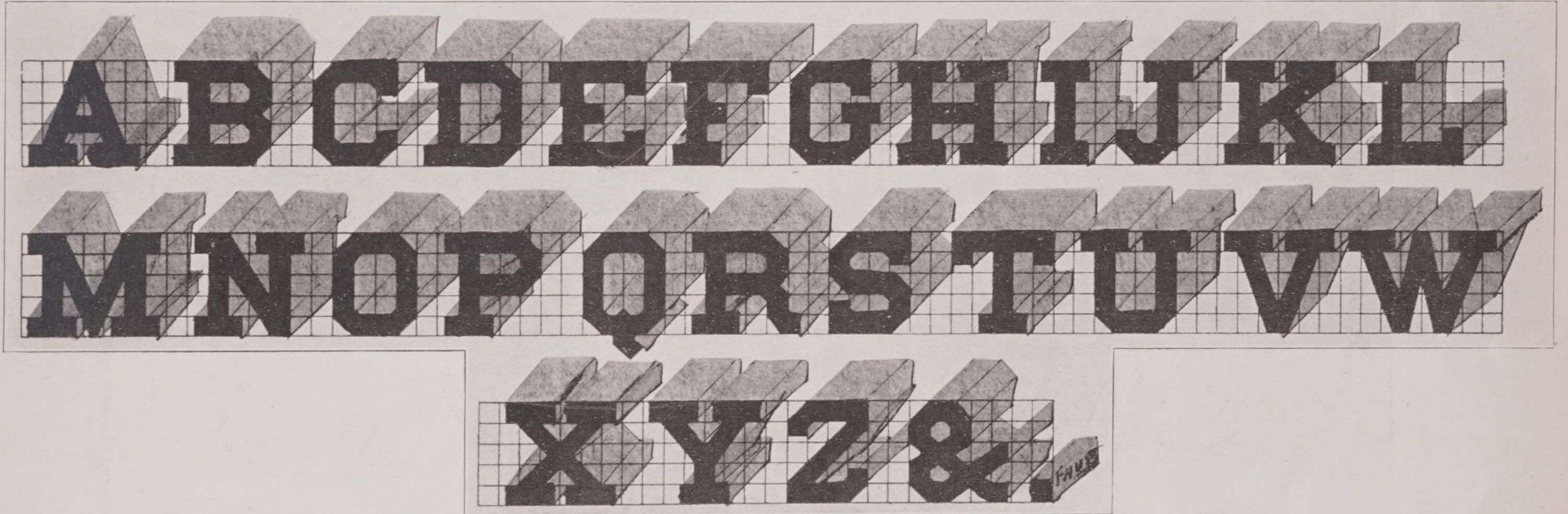
A B C D E F G H I J K
L M N O P Q R S T U V
W X Y Z abcdefghijklmnop
h e h q r s t u v w x y z . (a f
Irman Music Pen
A B C D E F G H I J K L M N O P Q R
S T U V W X Y Z 1 2 3 4 5 6 7 8 9 0 & \$
abcdefg h i j k l m n o p q r s t u v w x y z
No. 112 Joannodech Pen letter
A B C D E F G H I J K L
M N O P Q R S T U V W X
Y Z & a b c d e f g g h
i j k l m n o p q r s t u v w x z
Hess' Favorite "203" 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 k l m n o p
q r s t u v w x y z g \$ c ?
1 2 3 4 5 6 7 8 9 0 3 %
G. Wallace Hess, 112 Clark St., Chicago



Rapid Alphabets for the Automatic Shading Pen



Marking Alphabets, Automatic Shading Pen No. 11, Shaded with Auto Non-shading Pen No. 4



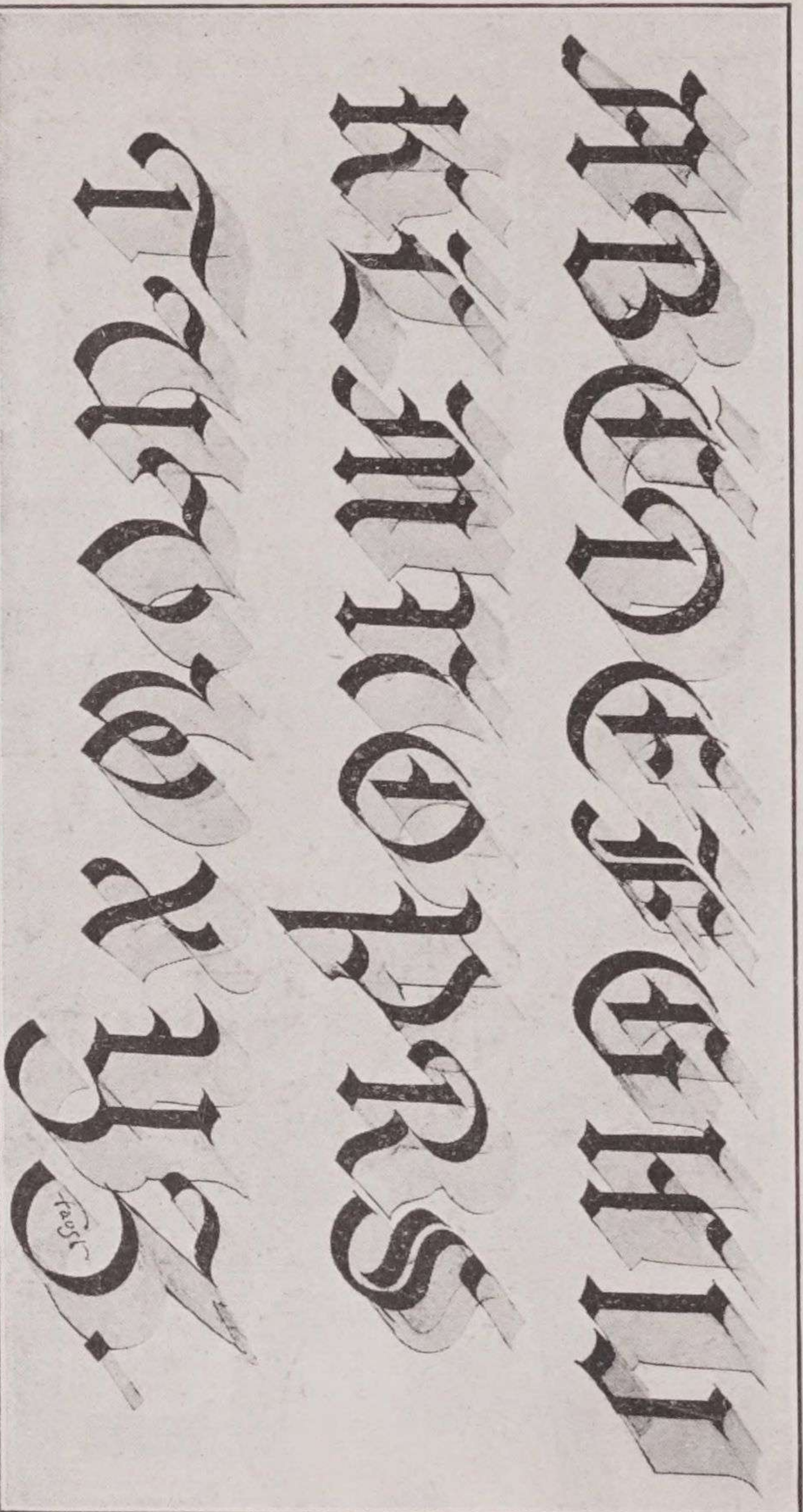
Egyptian Block Letters, Made with Brush or Common Pen and Shaded with Automatic Non-shading Pen

୧ ୨ ୩ ୪ ୫ ୬ ୭ ୮ ୯ ୧୦ ୧୧ ୧୨
୧୩ ୧୪ ୧୫ ୧୬ ୧୭ ୧୮ ୧୯ ୨୦ ୨୧ ୨୨
୨୩ ୨୪ ୨୫ ୨୬ ୨୭ ୨୮ ୨୯ ୩୦ ୩୧ ୩୨
୩୩ ୩୪ ୩୫ ୩୬ ୩୭ ୩୮ ୩୯ ୪୦ ୪୧ ୪୨
୪୩ ୪୪ ୪୫ ୪୬ ୪୭ ୪୮ ୪୯ ୫୦ ୫୧ ୫୨
୫୩ ୫୪ ୫୫ ୫୬ ୫୭ ୫୮ ୫୯ ୬୦ ୬୧ ୬୨
୬୩ ୬୪ ୬୫ ୬୬ ୬୭ ୬୮ ୬୯ ୭୦ ୭୧ ୭୨
୭୩ ୭୪ ୭୫ ୭୬ ୭୭ ୭୮ ୭୯ ୮୦ ୮୧ ୮୨
୮୩ ୮୪ ୮୫ ୮୬ ୮୭ ୮୮ ୮୯ ୯୦ ୯୧ ୯୨
୯୩ ୯୪ ୯୫ ୯୬ ୯୭ ୯୮ ୯୯ ୧୦୦ ୧୦୧ ୧୦୨

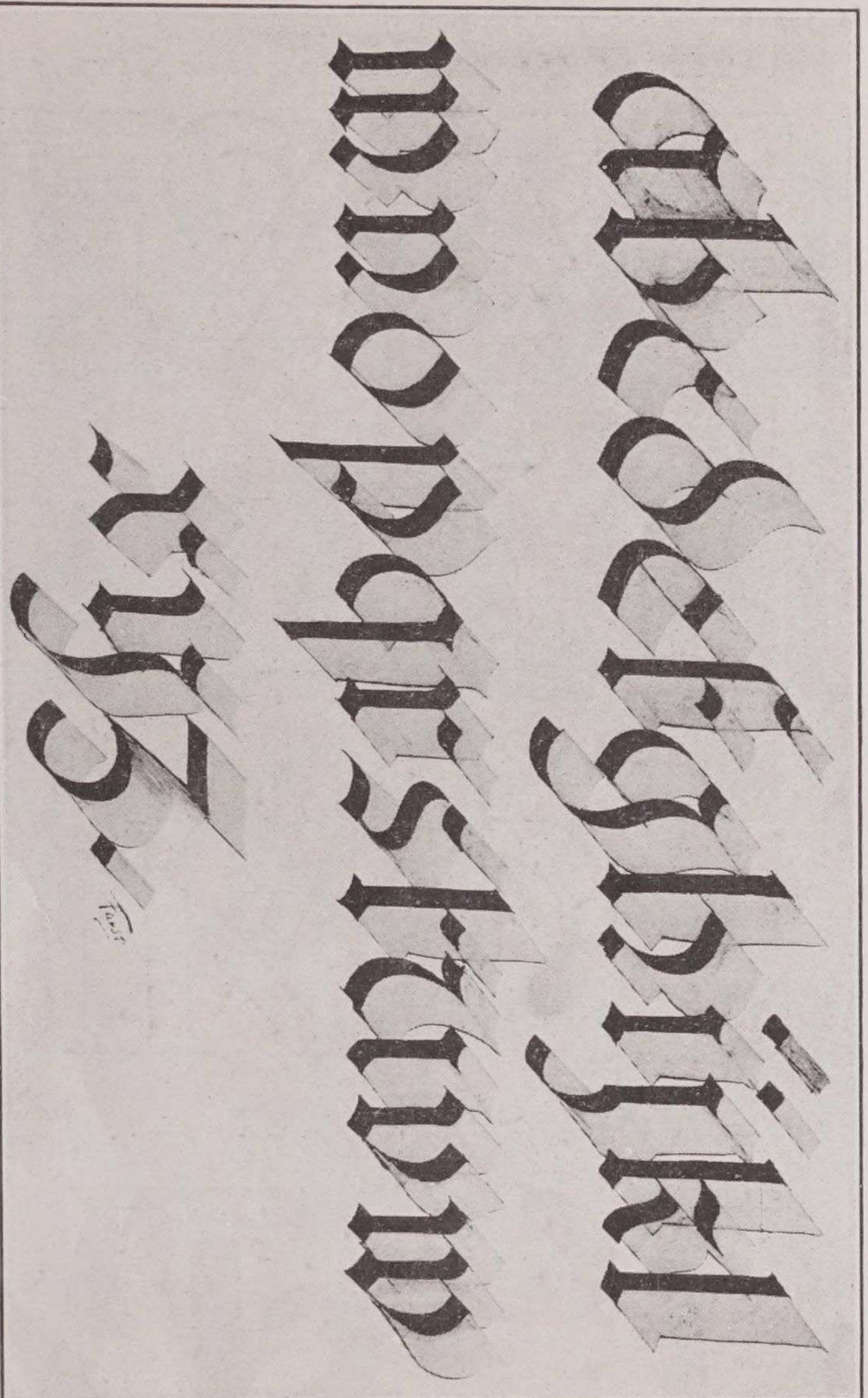
Payzant Pen Alphabets, Shaded with an Automatic Non-shading Pen

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 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

Brush Alphabets, Shaded with an Automatic Non-shading Pen



A Very Beautiful Type of Capital Letters, Made First with the Auto Marking Pen,
then Shaded with the Auto Non-shading Pen



Lower-case Alphabet to Match the Capitals Shown Above

A B C D E F G H I

TO COMPLETE THE LETTER FILL IN THE DOTTED LINE SPACES. THE "J" SHOWS THE FORM MADE FROM A

J K L M N O P Q

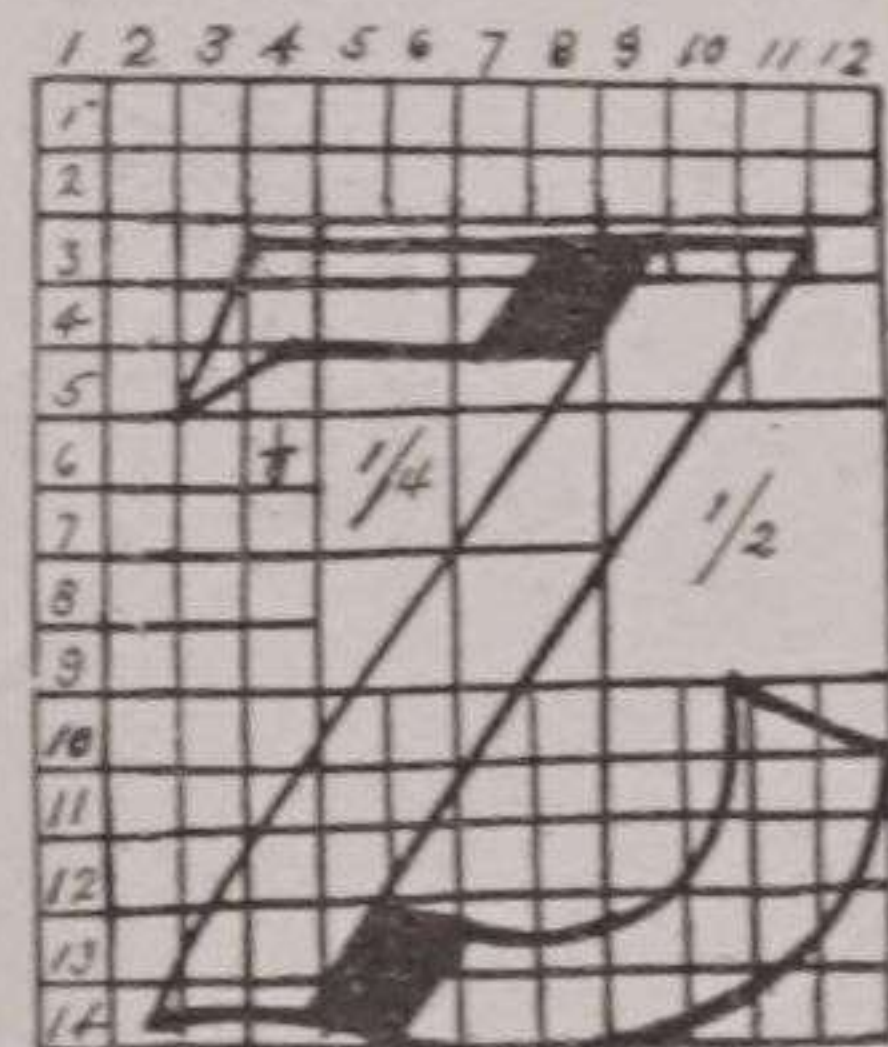
LETTER PATTERN

STENCIL LETTERS COST DOUBLE THE PATTERN FORM

R S T U V W X Y

Stencil
No 134
2 in.

THESE LETTERS WERE MADE FROM "BLUE LABEL STENCILS."



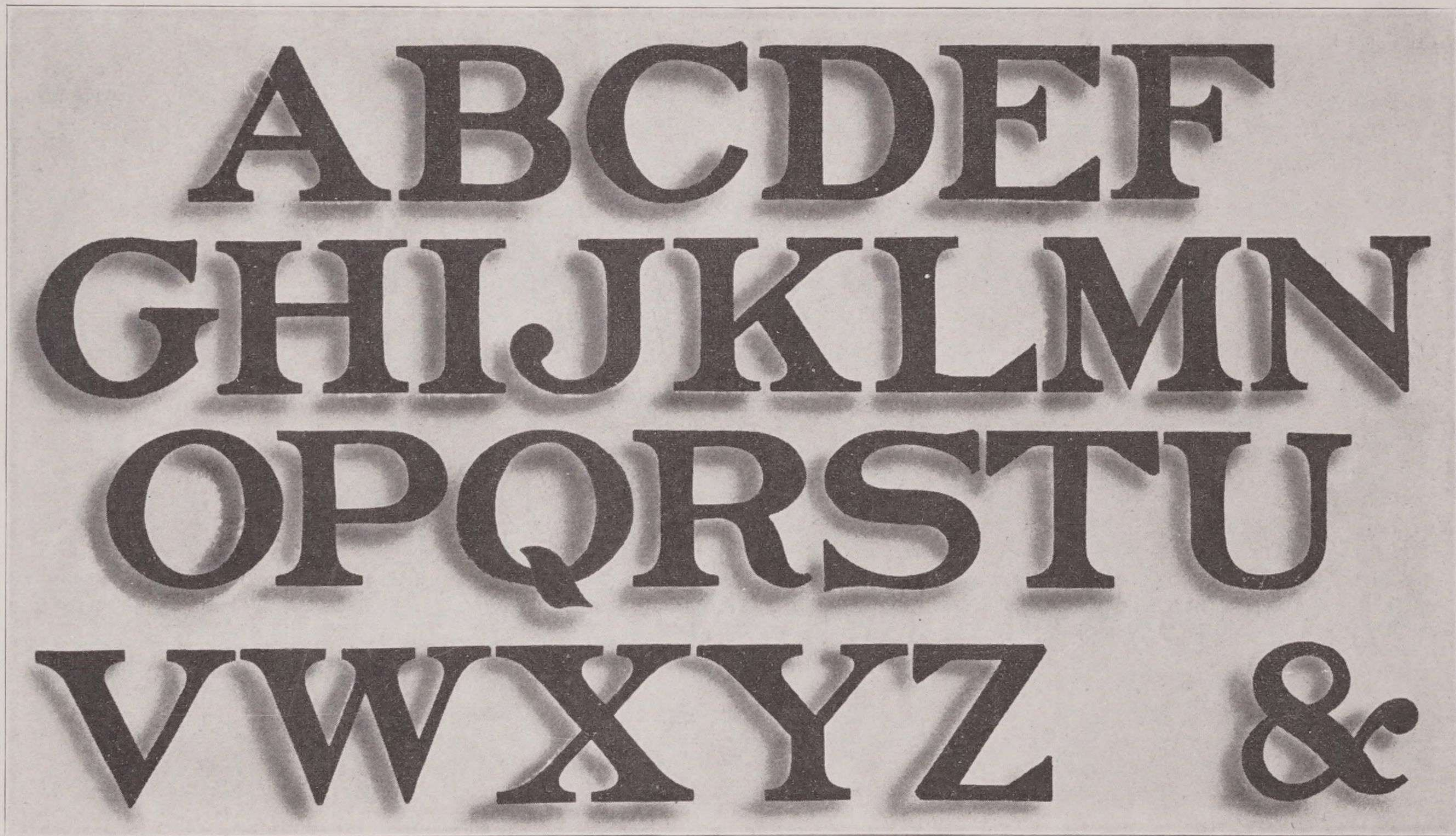
Z A B C D E

Artist.

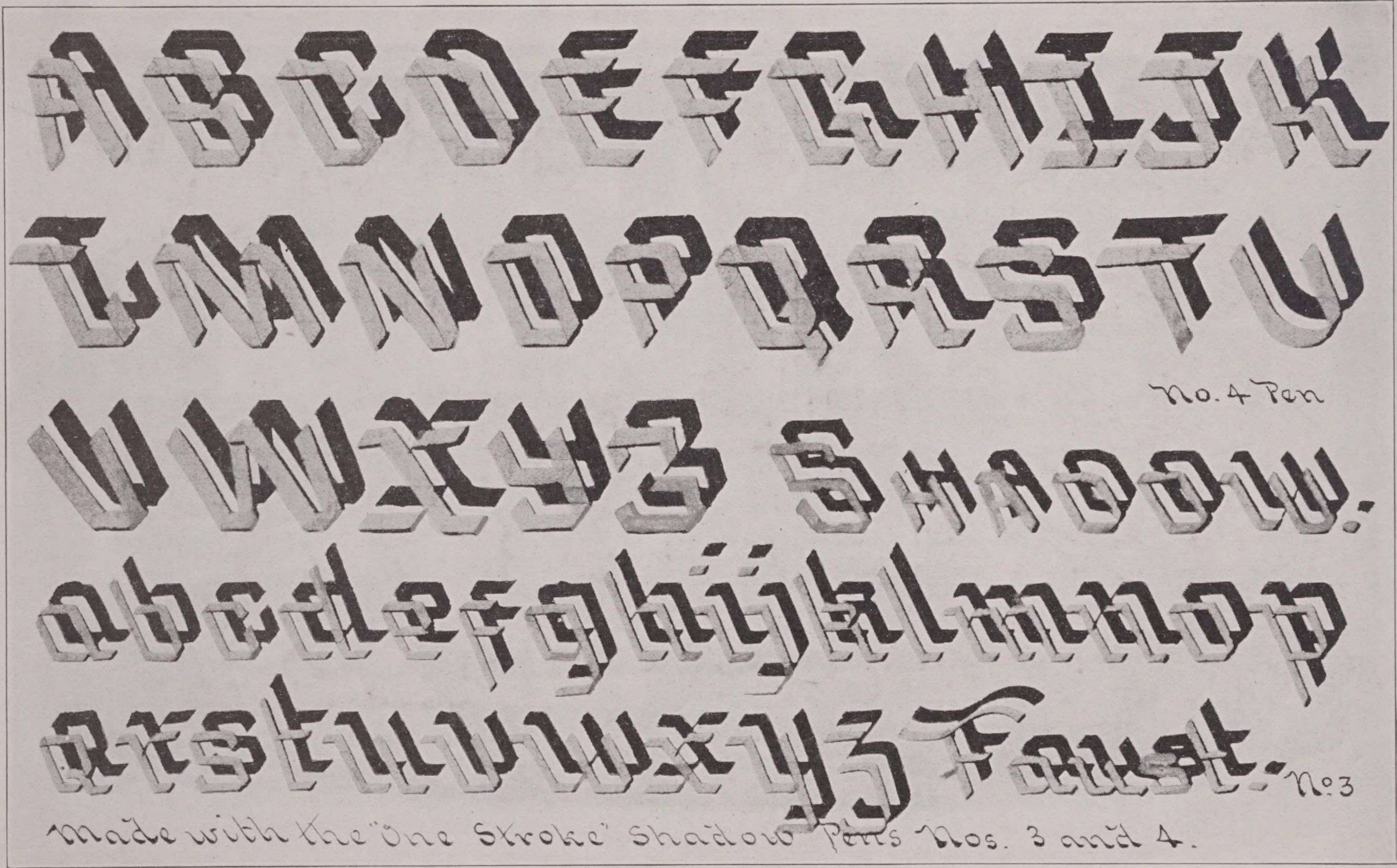
Stencil
No 118
2 in.

TO ENLARGE OR REDUCE ANY ALPHABET OR DESIGN, USE THE PLAN OF RULING INTO SQUARES AS SHOWN IN "Z" ABOVE.

Stencil Alphabets, Reduced One-half, Outlined with Shepard No. 4 Pen



Roman Air Brush Alphabet, Made with Stencil Letters, then Airbrushed

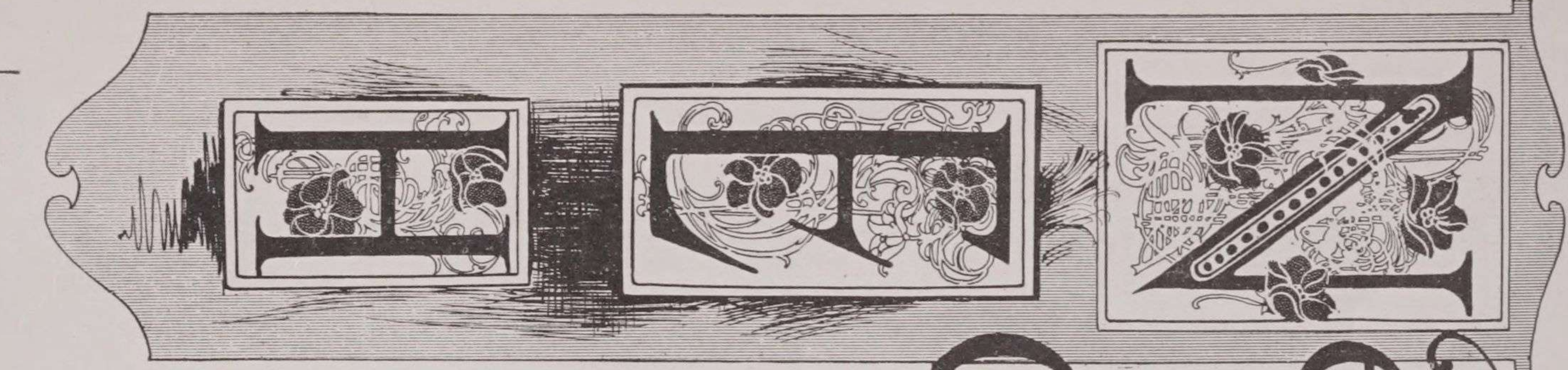


Faust's Original Shadow Pen Alphabets

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 Faust.
 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 Shadow

Auto. No 4 G. Pen.

Round Shadow Alphabets, Made with Automatic Special Shadow Pen
 To obtain beautiful effect of border, use a gray ink and make squares in corners with bright rose ink.

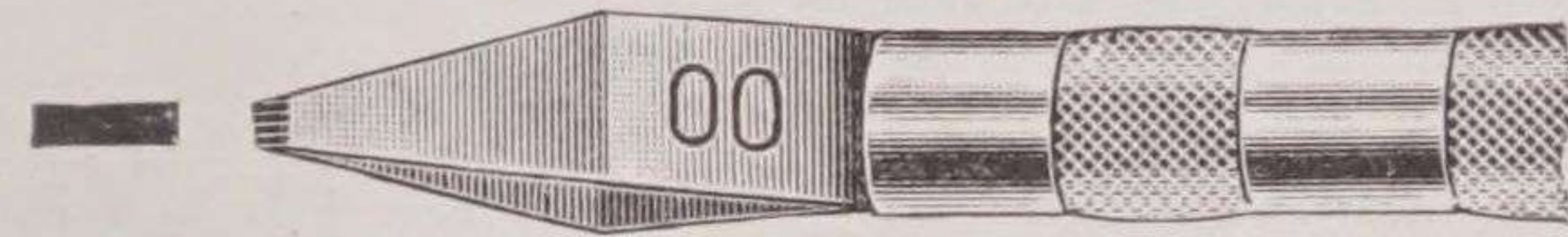


New Letters
 ABCDE
 GHIJKL
 MNOPRS
 TUV
 WXYZA
 B C D E F
 G H I J K L M N O P Q R S T U V W X Y Z
 The End

Geo. J. Cowan

Automatic Lettering and Sign Pens

(WHOLESALE AND RETAIL)

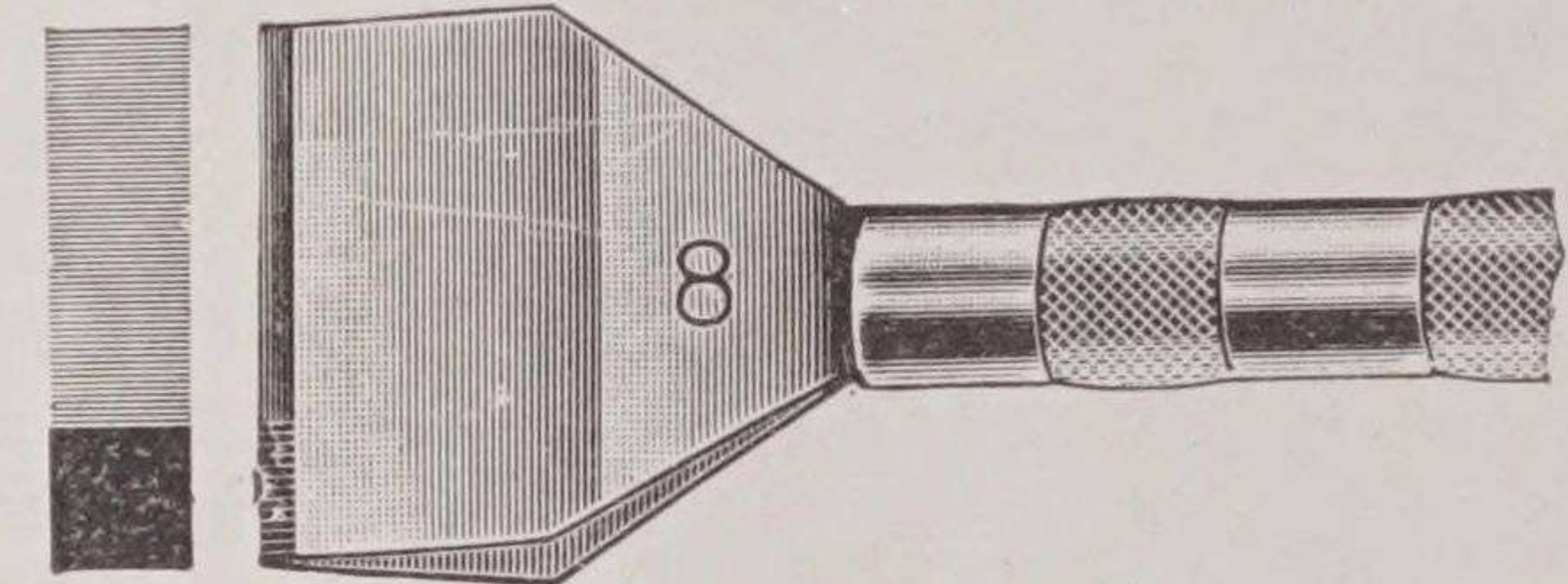


No. 00 MARKING PEN, 1-32 in. wide.

Marking Pens (00 to 8) make a solid mark full strength of color of ink used.

Rapid, Clean-Cut and Accurate Lettering

On Show Cards, Tickets, etc., is easily done by using our **Reliable Automatic Pens and Inks**. We manufacture over seventy-five different sizes and styles in Shading Marking, Plain, Special and Border Pens for all practical show card work—they are



No. 8 SHADING PEN, $\frac{7}{8}$ in. wide.

Shading Pens (00 to 8) make a mark of two shades, at one stroke of the Pen from one color of ink used.

the product of over **thirty years'** experimenting along this line, and are **GUARANTEED FIRST-CLASS IN EVERY RESPECT**.

We also carry a complete line of **Show Card Lettering Supplies** in Soennecken Pens, Automatic Inks, Lettering Brushes, Material for Ornamentation (Flock, Bronze, Diamond Dust, Metallic and Pearls), Paper Cutters, Air Pencils, Show Card Lettering Books, etc., etc.



A Good, Serviceable Outfit for Show Card and Ticket Lettering at Special Introductory Price

Marking Pens, Nos. 1 and 3.

Shading Pens, Nos. 1, 4 and 5.

Fifty Plates of Alphabets, many new and original.

Three Colors Automatic Ink (your selection).

All of the above goods will be sent prepaid upon the receipt of \$1.50.

Our Complete Catalogue of Automatic Pens, Automatic Inks, and Lettering Supplies is Free. Write for it. It will pay you.

THE NEWTON AUTOMATIC SHADING PEN COMPANY, Department A5, Pontiac, Mich., U. S. A.



ALBERT E. KOESTER, President

Author of first practical Book of Instruction on Window Dressing, 1896.
 Founder of first School of Window Dressing, 1897.
 Designed Exhibits for World's Fair, Chicago, 1893.
 Designed and Executed Exhibits for Berlin Exposition, 1896.
 Designed and Executed Exhibits for Paris Exposition, 1900.
 Selected by the German Government to represent German manufacturers and install their displays at the St. Louis Exposition, 1904.
 The only decorator awarded a medal by the St. Louis Exposition.
 Author of the first practical Book of Drapings: "The Koester System of Draping," 1907.
 Five years with Marshall Field & Company, Chicago.

Personal Instruction in Card Writing Window Trimming and Advertising At the KOESTER SCHOOL

The Koester School of Show Card Writing has been established in response to a strong demand for a practical school of this kind. Like the Koester School of Window Dressing, the School of Show Card Writing is different from all others. It is founded upon the correct basic principles of lettering, and is simple, thorough and correct.

The Koester School of Show Card Writing has the right kind of instructor. He is an expert of many years' experience in every branch of show card and sign work. Among the many whom he has taught, not one has failed to become a competent card writer. He is a thorough master of this line of work, and his system of teaching is so simple and explicit that the lessons are quickly learned and cannot be forgotten.

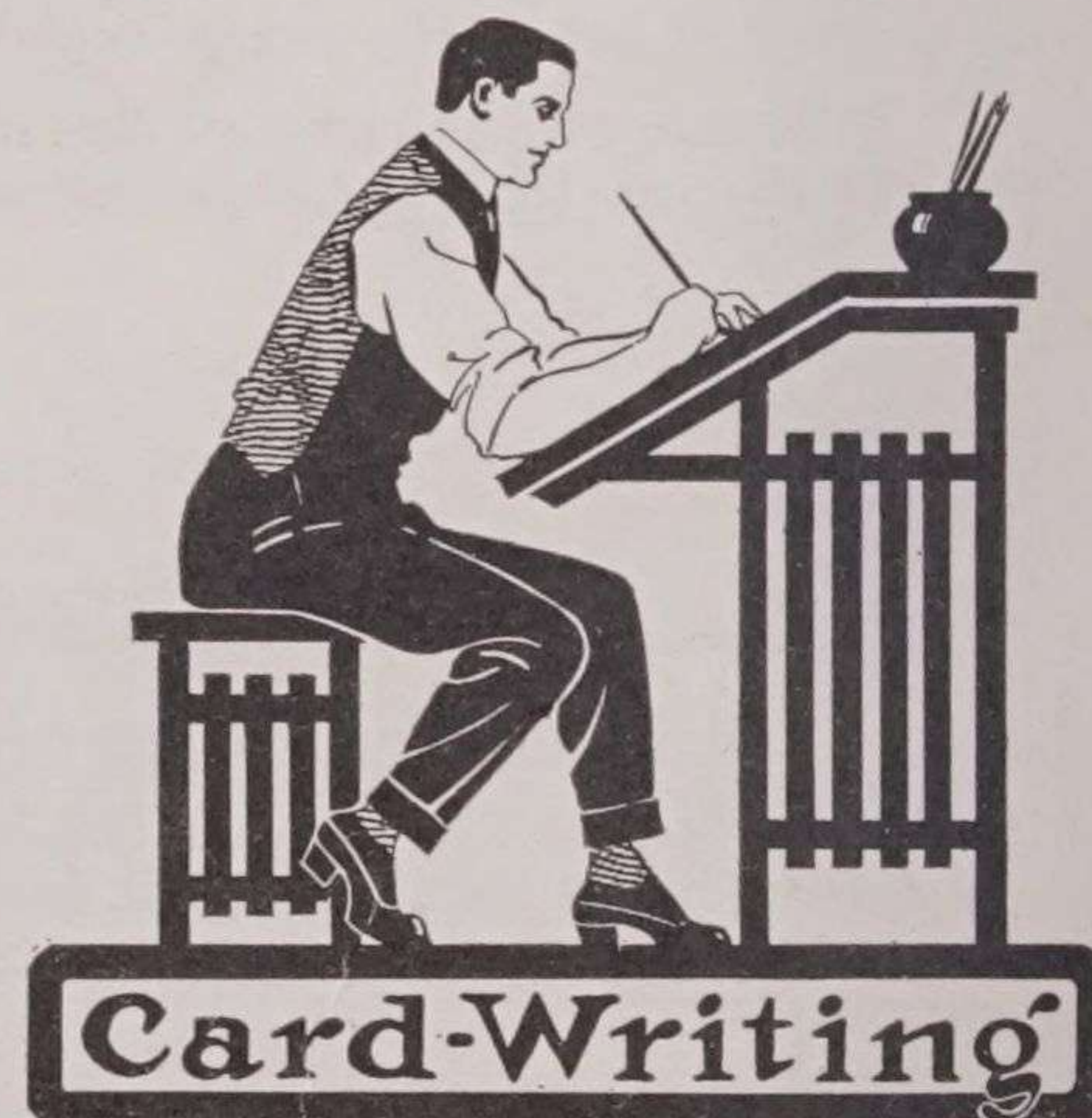
THE WINDOW TRIMMING COURSE

can be taken separately or in connection with the Card Writing Course. Every phase of Window Trimming is taught by personal instruction by the most capable teachers in this country.

If you are at all interested, we suggest that you write us asking for the names of graduates who live near you, so that you can write them and find out what a help the school was to them.

We also have *four interesting booklets* that we know will interest you very much; they are yours for the asking.

TERMS REASONABLE



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EUGENE DIETZGEN CO.

MANUFACTURERS

Surveying and Drawing Materials

With but comparatively little practice *you* can do lettering work similar to that illustrated on pages 48, 49, 50, 51 and 60 of this book, provided you *use* the unequalled

SHEPARD LETTERING PEN



ADVANTAGES

Simplicity of construction
Rapidity of operation

Quickness of cleaning
Large ink retaining cavity

Uniform ink flow
Uniformity of lines

Its use is simple and *unlike* other forms of "ink reservoir" pens, it can be cleaned easily and rapidly, while the construction of the pen points prevents it from becoming *clogged*. Made of high grade English tool steel, in six sizes for lines of different widths. Send for descriptive circular today.

CHICAGO

NEW YORK

SAN FRANCISCO

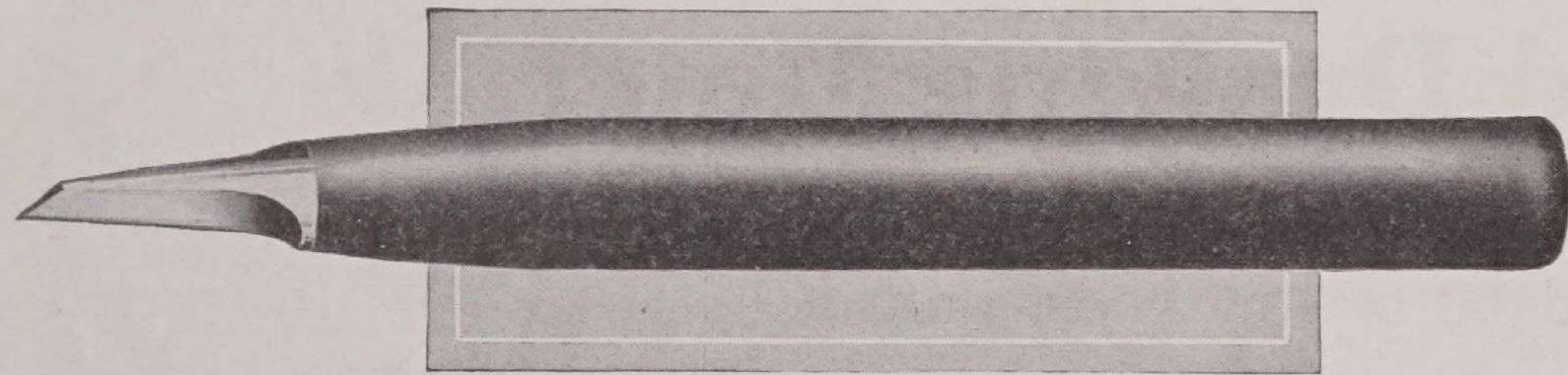
NEW ORLEANS

TORONTO

PITTSBURGH

PHILADELPHIA

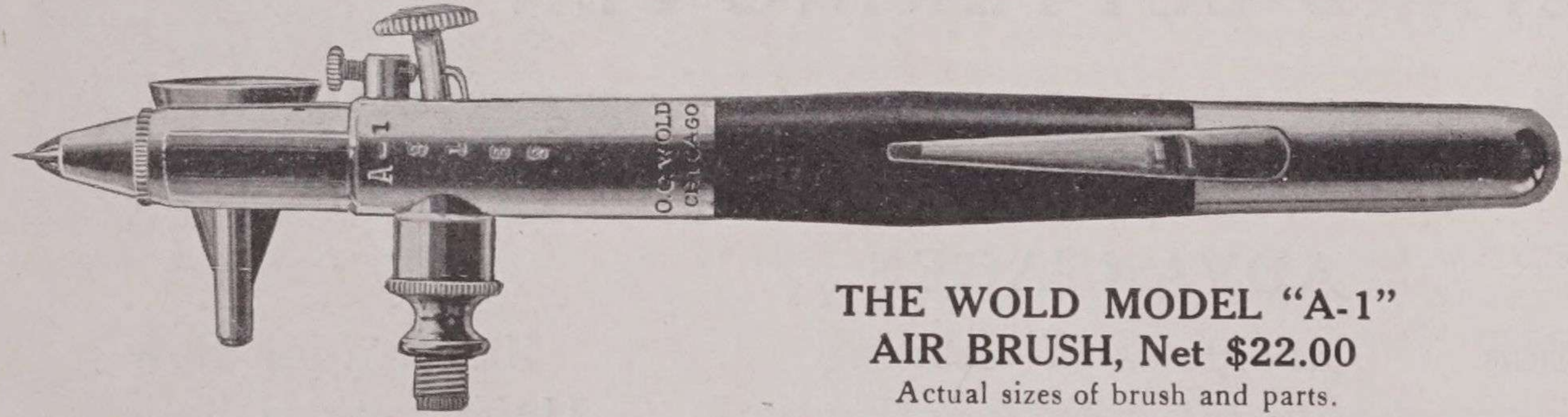
USE **WOLD** PRODUCT. IT IS THE BEST THAT CAN BE HAD IN ITS LINE :- :-



THE WOLD STENCIL KNIFE, NET \$1.00

Sprayers
from
\$1.50 up

THE WOLD SPRAYERS
With Glass or Metal Jars



THE WOLD MODEL "A-1"
AIR BRUSH, Net \$22.00
Actual sizes of brush and parts.

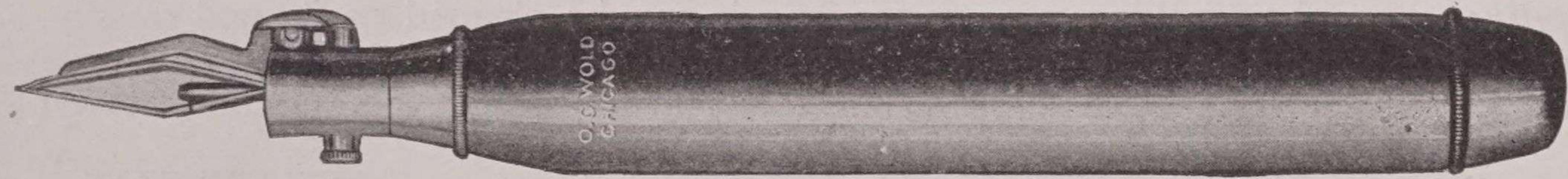
Air Compressors
Hand Air Compressors
Foot Air Compressors
Electric Air Compressors

Liquid Carbonic Gas
Outfits

Send for catalogue

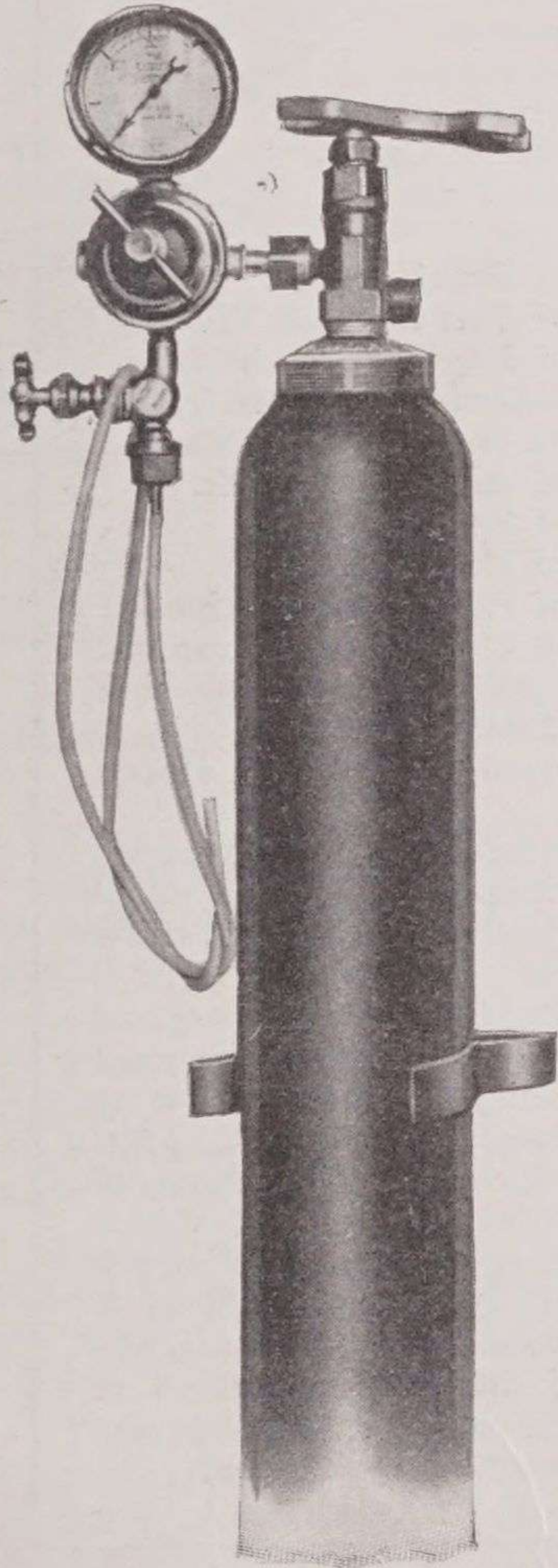
O. C. WOLD

716-722 W. Madison St.
CHICAGO, ILL.



THE WOLD FOUNTAIN LETTERING PEN, Net \$4.00

Gas for Air Brushes



A cylinder of "Liquid" Carbonic Gas attached to your air brush will improve your work wonderfully because:—

1. It furnishes its own power. No pumping needed.
2. It keeps your nerves steady.
3. Dust and dirt can't get into the brush.
4. The gas is perfectly dry. Rusty water cannot collect in the pipes and ruin your work.
5. Have any pressure you want, up to 50 lbs. Pressure always steady and even.

How to Operate

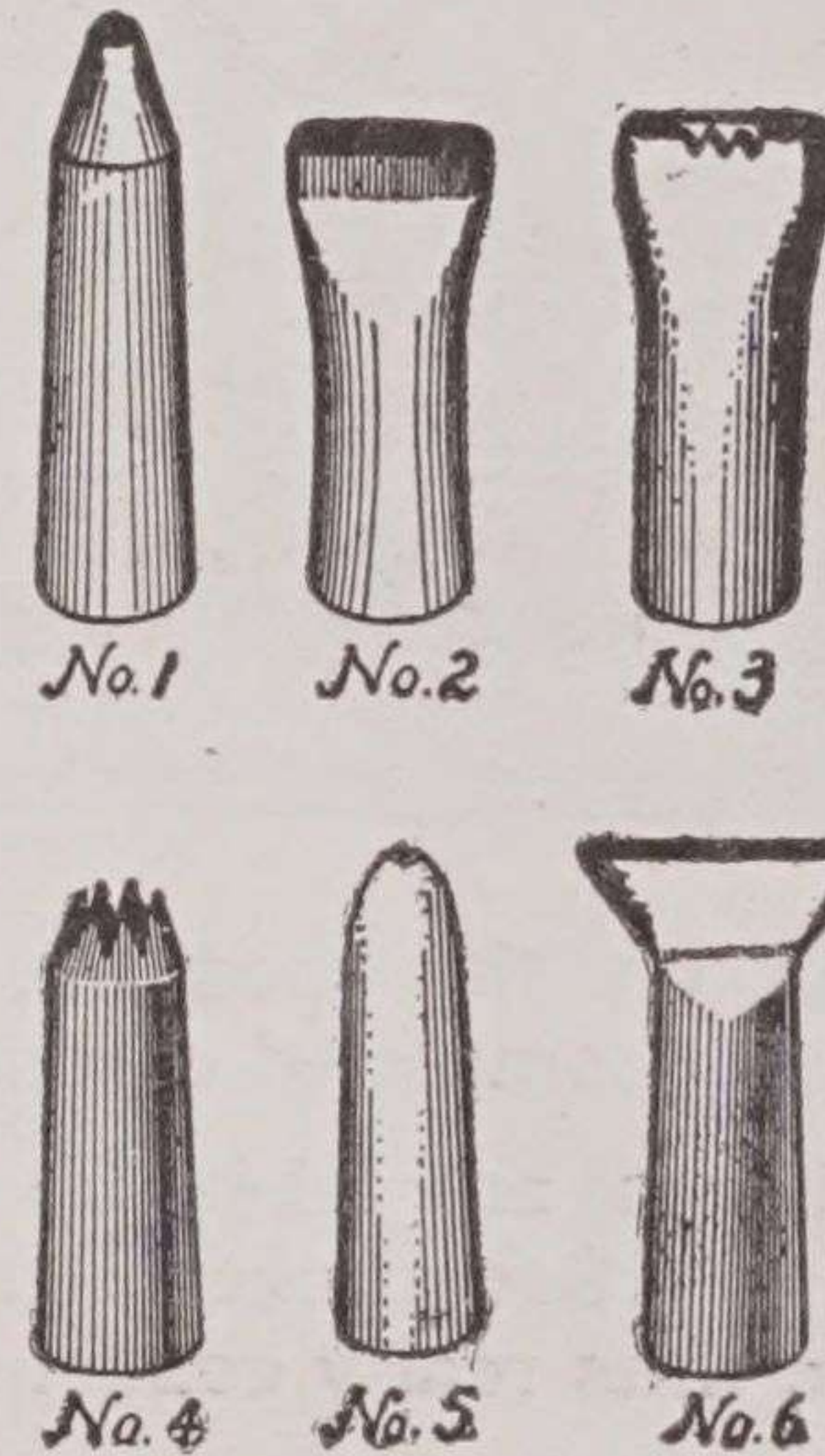
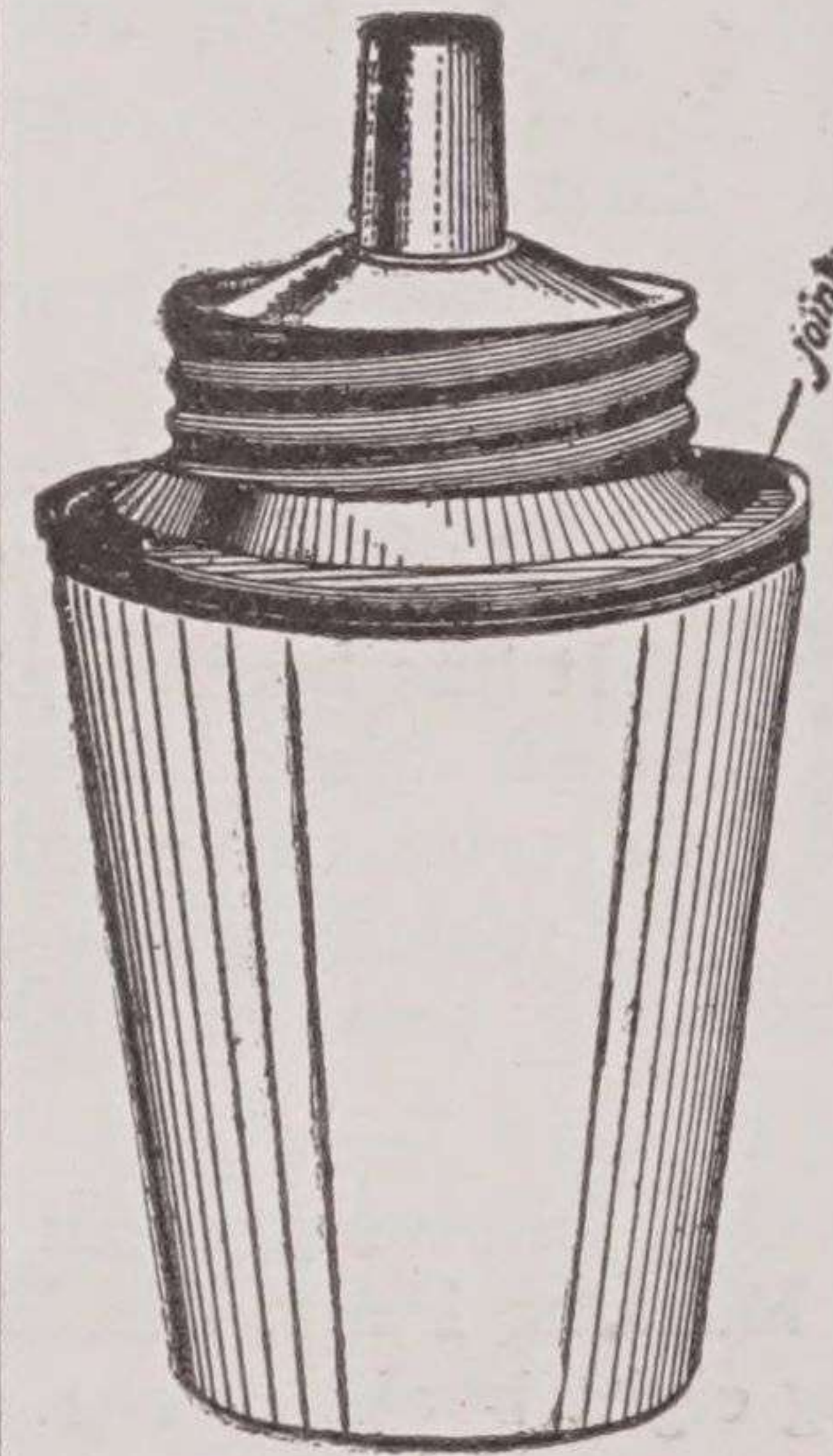
Just attach the tubing to your airbrush, set the regulator at the desired pressure, open the valve, and you are ready to work. Couldn't be more simple.

A complete gas outfit, including regulator, gauge, tubing, wrench, couplings and wall clamp, cost but **\$10.00**. The gas costs you only 1c to 2c an hour while you are using the brush, and when there is no flow through the brush the power cost stops. It will increase your output ten times—in some work a hundred times—its cost. Order today.

"The Liquid" Carbonic Company
 JACOB BAUR, Pres. and Treas. CHICAGO New York Boston
 Pittsburg Cincinnati Milwaukee Minneapolis
 Atlanta St. Louis Kansas City Dallas San Francisco

Price List of Air Pencil, Relief Machines and Outfits

STYLE No. 1
 (As shown in cut)



One Soft Rubber Relief Machine with 6 tubes.....\$2.50

1 lb. Relief Compound, ready to mix, express paid.. .40

5 lbs. Relief Compound, ready to mix, express not prepaid..... .75

See samples of work on pages 44 and 45.

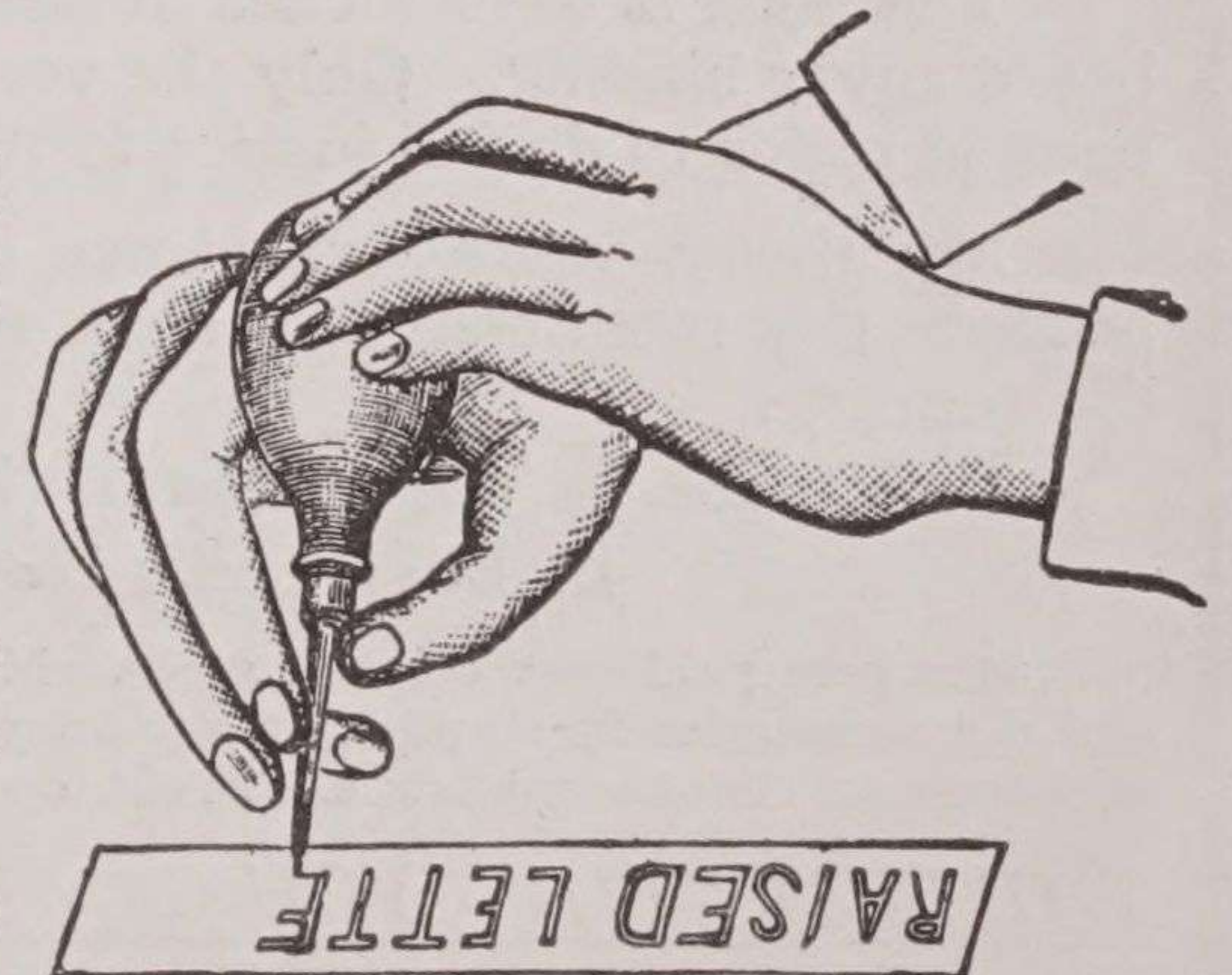
THE AIR PENCIL

For making Raised Letters and Relief Work, to be applied to Price and Show Cards, Fancy Boxes, Menus and Ornaments of all kinds, with most beautiful effect.

Complete Outfit, comprising Air Pencil, Bottle of Bronze, Liquid Medium, Dry Compound, Improved Filler, Cleaning Wire, Camel Hair Brush and Directions; best, by express, prepaid \$1.25

Smaller, by express, prepaid..... 1 00

Bronze, 3 colors, for the Air Pencil, 12c per pkg., 3 pkgs. for (postpaid)..... .30



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THIS new book is without question the best book for the money that has ever been published for the card writer.

It has the advantage of being the very latest book out on this subject, and thus has had a chance to overcome all of the faults of the others.

It has taken a great stride in advance of all other books, because it takes up in consecutive order every medium used for making show cards, and gives complete information on the medium, complete sets of alphabets made by this medium and sets of completed cards.

These mediums are taken up in the following order: Brushes, Common Pens, Payzant Pens, Soennecken Pens, Marking Pens, Air Brushes, Relief Pencils and Spatterwork, thus really condensing eight books in one.

The book is 6x10 inches in size, 112 pages in beautifully illustrated paper and board cover binding. Only the very finest calendered paper has been used in the book in order to do full justice to the over 200 engravings.

My thirty years' experience in card writing work has made it possible to produce this most complete book at a price within the reach of any card writer in the country.

The price, in paper cover (imitation leather), is only - \$1.25
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- 63 Instruction Plates.
- 72 Full Page Designs.
Over 100 Alphabets.
- 32 Sets of Numerals.
- 163 Examples of Show Cards.
- 50 Styles of Ornaments.
- 50 Border Designs.
- 110 Illustrations of Brush Work.
- 50 Illustrations of Pen and Ink Work.
- 8 Illustrations of Payzant Pen Work.
- 16 Illustrations of Soennecken Pen Work.
- 40 Illustrations of Marking-Pen Work.
- 40 Illustrations of Air Brush Work.
- 8 Illustrations of Spatter Work.
- 17 Illustrations of Relief Work.
- 6 Illustrations of Ribbon Decorations.
- 12 Illustrations of Cut Out Decorations.
- 4 Show Cards by S. S. Watts, cardwriter for Marshall Field & Co.
- 6 Show Cards used by State St. stores.
- 6 Easter Cards.
- 12 Christmas Cards; and the following:
An illustrated chapter on how to decorate the store inside and outside with show cards and banners.
- There are contributions of alphabets and show cards by some of the foremost card writers in this country, among them being S. S. Watts, of Marshall Field & Co.; Mr. Prieb, of Mandel Bros.; Mr. Al Hurst, of St. Louis; Mr. Wm. Smythe, of Cedar Rapids, Iowa; Mr. Siegfried Bing, of Youngstown, N. Y.; Mr. F. A. Stedman, Zaner & Bloser, Keuffel & Esser, J. D. Williams, Mr. Geo. J. Cowan, of the Koester School of Window Trimming and Card Writing; and Mr. C. A. Faust, author of the book.

COMMENDATIONS

From the scores of letters of commendation that have been received I have selected and publish herewith a few which will give you a better idea of the value of the book than pages I might write concerning it.

Your "Faust's Complete Card-Writer" is in reality a *Course in Card Writing* that should be as valuable as any of the correspondence courses costing from \$25.00 to \$50.00. This is the only book we know of that has every medium of card writing fully explained and so arranged that all alphabets using this medium are shown in connection with it.
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THE KOESTER SCHOOL OF CARD WRITING.

I have received a copy of your "Complete Card-Writer" and I must say that it is a beauty. I would consider my money well invested had it cost me two dollars.
G. A. SILVAIR, Watsonville, Calif.

I received the Lettering Book you sent me, and I think it just fine. It is the cheapest and best book of its size that I ever saw.

G. MILE, North Berkeley, Calif.

Your "Complete Card-Writer" came to hand promptly. I am more than pleased with it. Many things are made only to sell, but your book is far above that class. It has the merit of quality and quantity, above the price, stamped upon its many pages of instructive matter. It is easily the best at the price.

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You have certainly gotten out a handsome and valuable book. In fact, we do not see what more the show card writer or the one who desires to learn show card writing, could desire in the form of a book.

ZANER & BLOSER, Columbus, Ohio.

The "Faust's Complete Card-Writer" has taken a great stride in advance of all other books, because it takes up in consecutive order every medium used for making show cards, and gives complete information on the medium, complete sets of alphabets made by this medium and sets of completed cards.

MERCHANTS' RECORD CO., Chicago.

One seldom buys a book of any kind which fully meets his expectations as based on announcements and advertisements, hence it is a special pleasure when one is published which contains all that has been anticipated, and this is what can be truthfully stated about your new book on card writing.

G. B. JONES, Norwood, Ohio.

The "Complete Card-Writer" has been received and I find that it is all that you recommend it to be and is a book which every card writer should have.

LOWELL ULSH, Marion, Ohio.

Received your book on card writing. It certainly is a dandy, and is worth three times the price you ask for it.

THOS. E. SONNEMANN, Watertown, Wis.

Your book, "Faust's Complete Card-Writer," received. Have given same a thorough test and in doing so have found it to be the most up-to-date and complete work of its kind I have ever had the pleasure of owning.

For a number of years I have been doing card-writing for some of the largest firms in this section.

WILLIS W. SAYER, Bath, N. Y.

I received the copy of your "Card-Writer" and am very well pleased with it, in fact, it is just what I want. I am planning to introduce it as a text-book in my advanced penmanship class to teach card writing and the use of lettering pens.

J. T. SAUNTRY, Principal Kalispell, (Mont.) Business College.

Your book is a very fine one, and one which the old timer can afford to study, especially so the single stroke pen alphabets; to my mind, they are the most graceful I have ever beheld.

W. J. SMYTHE, Cedar Rapids, Iowa.

I think your new "Complete Card-Writer" the finest book of its kind on the market. It covers the subject in a thorough manner, giving just the right amount of instructions.

S. M. SMITH, Prin. Tulsa Business College.

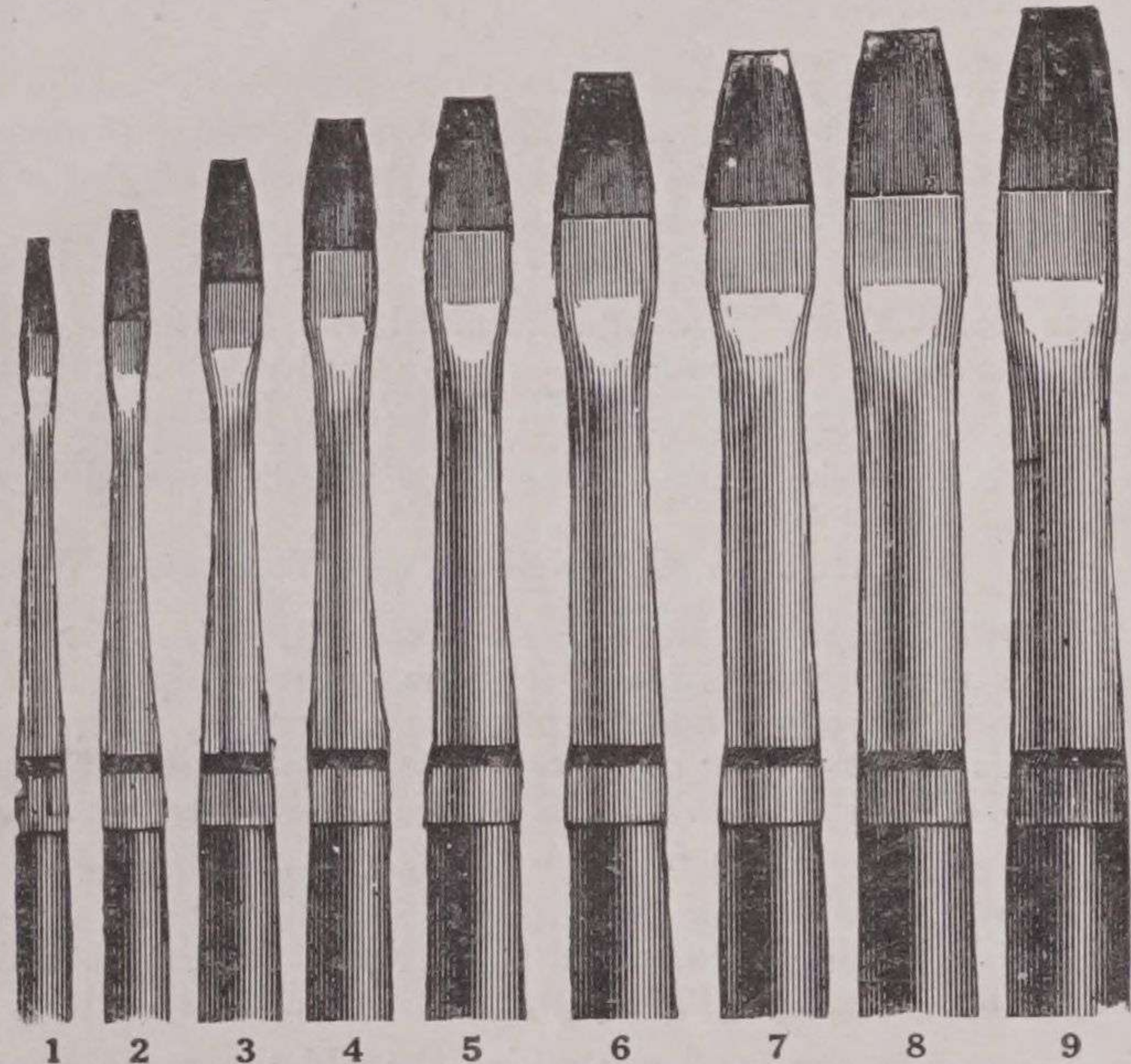
I am very well pleased with the "Complete Card-Writer. You have said much in a few words, and your letter designs and formations are up to the minute. Every card writer should have a copy for a common sense reference.

FOREST M. RUNYAN, Cleveland, Ohio.

I am in receipt of your book of alphabets. I have examined it carefully and believe it is the most comprehensive I have ever had the pleasure of examining.

A. A. KUHL, Douglas, Ga.

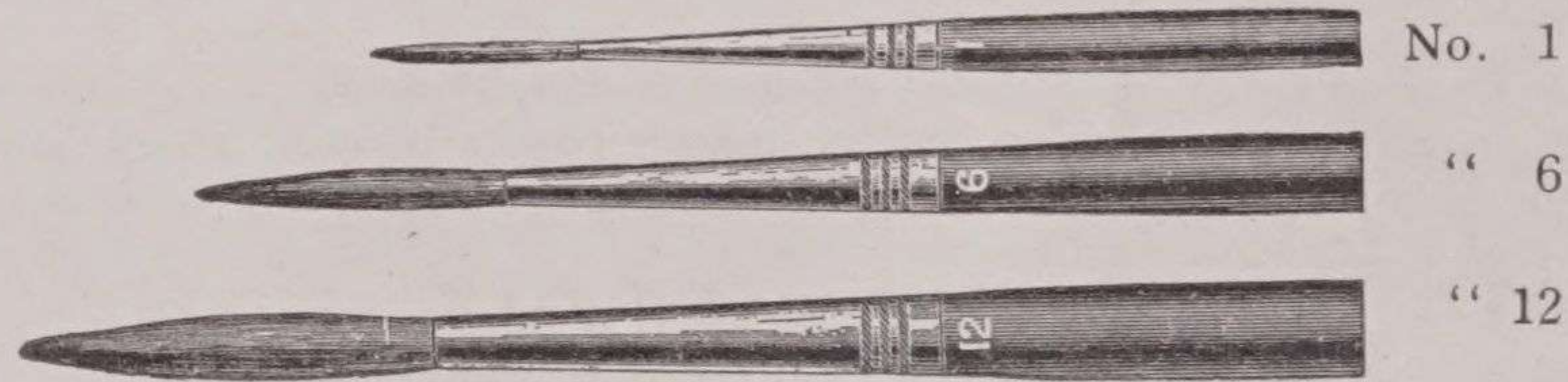
Show Card Best Quality Lettering Brushes



Brushes (Best Quality) Red Sable "Brights"

No. 1..... 9c	No. 7..... 27c
No. 2..... 10c	No. 8..... 32c
No. 3..... 12c	No. 9..... 38c
No. 4..... 15c	No. 10..... 45c
No. 5..... 18c	No. 11..... 55c
No. 6..... 23c	No. 12..... 65c

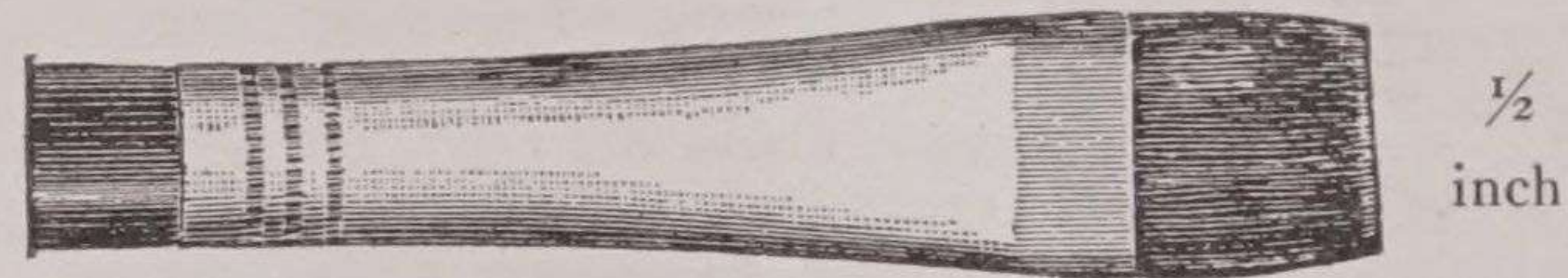
These quotations are postpaid. No order received for less than 25c, cash with order.



Red Sable Brushes—"Rigger's"

Nos. 1 to 12

No. 1..... 7c	No. 7..... 20c
No. 2..... 8c	No. 8..... 23c
No. 3..... 9c	No. 9..... 25c
No. 4..... 10c	No. 10..... 28c
No. 5..... 13c	No. 11..... 33c
No. 6..... 16c	No. 12..... 40c



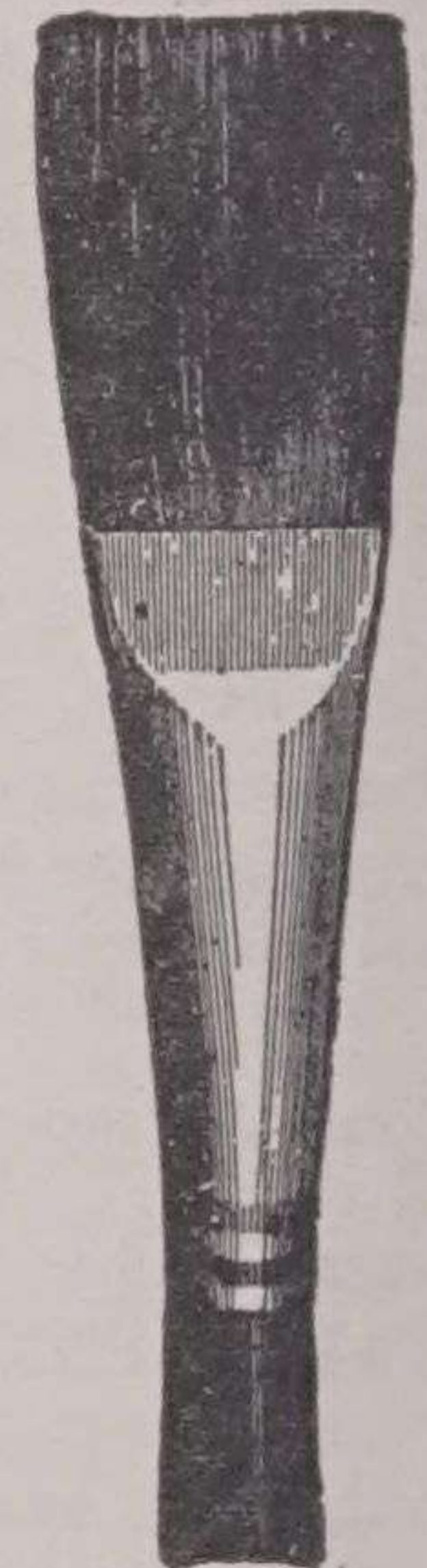
Russia Sable Grounding Brushes

Sizes.....	3/8	1/2	5/8	3/4	7/8	1 in.
	15c	16c	18c	21c	24c	27c

Cardwriters' Genuine Red Sable One Stroke

	Flat		
In three sizes.....	1/4	3/8	1 in.
	35c	45c	65c

Flat Camel's Hair One Stroke Lettering Brush



Size	
1/8 in.....	6c
1/4 in.....	7c
3/8 in.....	9c
1/2 in.....	11c
5/8 in.....	13c
3/4 in.....	15c
7/8 in.....	18c
1 in.....	23c

C. A. FAUST, 1024 North Robey Street, CHICAGO, ILL.



My thirty years' experience in card writing work has made it possible to produce these wonderfully complete books at a price within the reach of any card writer in the country.

- "Faust's 75 Alphabets," paper binding.....postpaid **\$0.75**
- " " " " " " and 1 Shadow Pen..... " **1.00**
- "Faust's Complete Card-Writer," paper cover (imitation leather)..... " **1.25**
- " " " " board, silk cloth binding..... " **1.75**

To introduce my new shadow pens (price 35 cents) I will send one free to any one ordering the two books at one time, retail price. Money must accompany the order. I keep no accounts. Inclose a dollar bill and the remainder in stamps, or a money order. Do not send a personal check. Profit too small to pay for any unnecessary expenses.

The Best "BUY" You Can Ever Make in Card Writing Books

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Prices Right, Quality the Best

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- Gold Ink**, for the common pen.
1-oz. bottle 35c; half-oz. bottle 25c.
- White Ink**, for the common, Soennecken and Auto Marking pens, 1-oz. bottle, 20c.
- Black and Colored Inks** for air brushes.
2-oz. bottle 25c, 6-oz. bottle 50c. 16-oz. bottle 85c.
- Colors**, powder form, all colors.
Tube, sufficient to make over one quart of strong color, 20c per tube, \$2.00 per dozen assorted.
- Black and Colored Waterproof Drawing Inks**, all makes.
3/4-oz. bottles 30c each, half dozen \$1.50.

BISSEL'S SHOW CARD COLORS

- For Auto Pens or Brush
- | | | |
|-------------------------------|-------------|-----------------------|
| | Postpaid | Not prepaid |
| 2-oz. bottles, each | \$0.30 | Per dozen.....\$ 1.50 |
| Half-pint bottles, each. .50 | Per " | 4.50 |
| 1-pint bottles, each.... 1.00 | Per " | 8.00 |
| 1-quart bottles, each... 1.25 | Per " | 15.00 |
- For 1/2-do. lots take 1/2 dozen price plus 10 per cent.

STENCILS

Of letters and pattern designs, cut and ready to cut, from 10c to \$1.00. Send for price list.

SPRAY OUTFITS

For making show cards and designs, consisting of six assorted colors of ink, one-half pint each, 1 sprayer (metal tube), double bulb, continuous fine spray, and 20 sprayed patterns with instructions, \$3.50 postpaid.

MY REFERENCES—North West State Bank or Any Art and Showcard Supply House in Chicago

PENS

- Automatic Pens**, 20c each.
- Soennecken Pens**, single and double-pointed.
Single, 20c per doz.; double 35c per dozen; 3-pointed, 5c each, 50c per doz.
- Music Pens**, (3 nibs) for large script writing.
5c each, 35c per dozen.
- Ball pointed Pens**, 2 for 5c, 5 for 10c, 12 for 20c.
- Payzant Pens**, each \$1.00, 3 pens \$2.85, 6 pens \$5.50.
- Shepard Pens**, \$1.35 each, 4 sizes \$5.00.
(See pages 48, 49, 50, 51 and 60 for description and work.)
- Shadow Pens**, each 35c; 3; assorted, \$1.00.
One pen and 1 bottle of ink for same, 50c.
- Paper and Card-Board Cutters**, brass 35c, nickel-plated 40c.
- Lecturers' Crayon**, all colors, for tinting back grounds, 10c each, \$1.00 per doz.
- Art Gum**, for erasing pencil and finger marks, size 2 1/4 x 1 1/2 x 1 1/8, 10c; large, 3x2x1, 15c.
- Pantographs**—A fine one, hardwood, nickel-plated trimmings, ball-bearing rest, adjustable pencil holder, in box, \$1.50.
- MISCELLANEOUS** Air Brushes, leading makes, \$8.00 to \$30.00.
Bronzes.
- Metallics, Flitter Tinsels, Diamond Dust, Flocks**, 10c per package, \$1.00 per dozen.

BRUSHES

- Best Quality, Red Sable (Rigger's) Round.

Nos.	1	2	3	4	5	6	7	8	9	10	11	12
	7c	8c	9c	10c	13c	16c	20c	23c	25c	28c	33c	40c

- Best Quality Red Sable (Bright's) Flat.

Nos.	1	2	3	4	5	6	7	8	9	10	11	12
	9c	10c	12c	15c	18c	23c	27c	32c	38c	45c	55c	65c

- Russia Sable Grounding Brush.

Sizes.....	3/8	1/2	5/8	3/4	7/8	1 inch
	15c	16c	18c	21c	23c	25c

- Card Writers' Genuine Red Sable One Stroke (Flat).

In 3 sizes.....	1/4	3/8	1/2 inch
	35c	45c	65c

- Flat Camel's Hair, One Stroke Lettering.

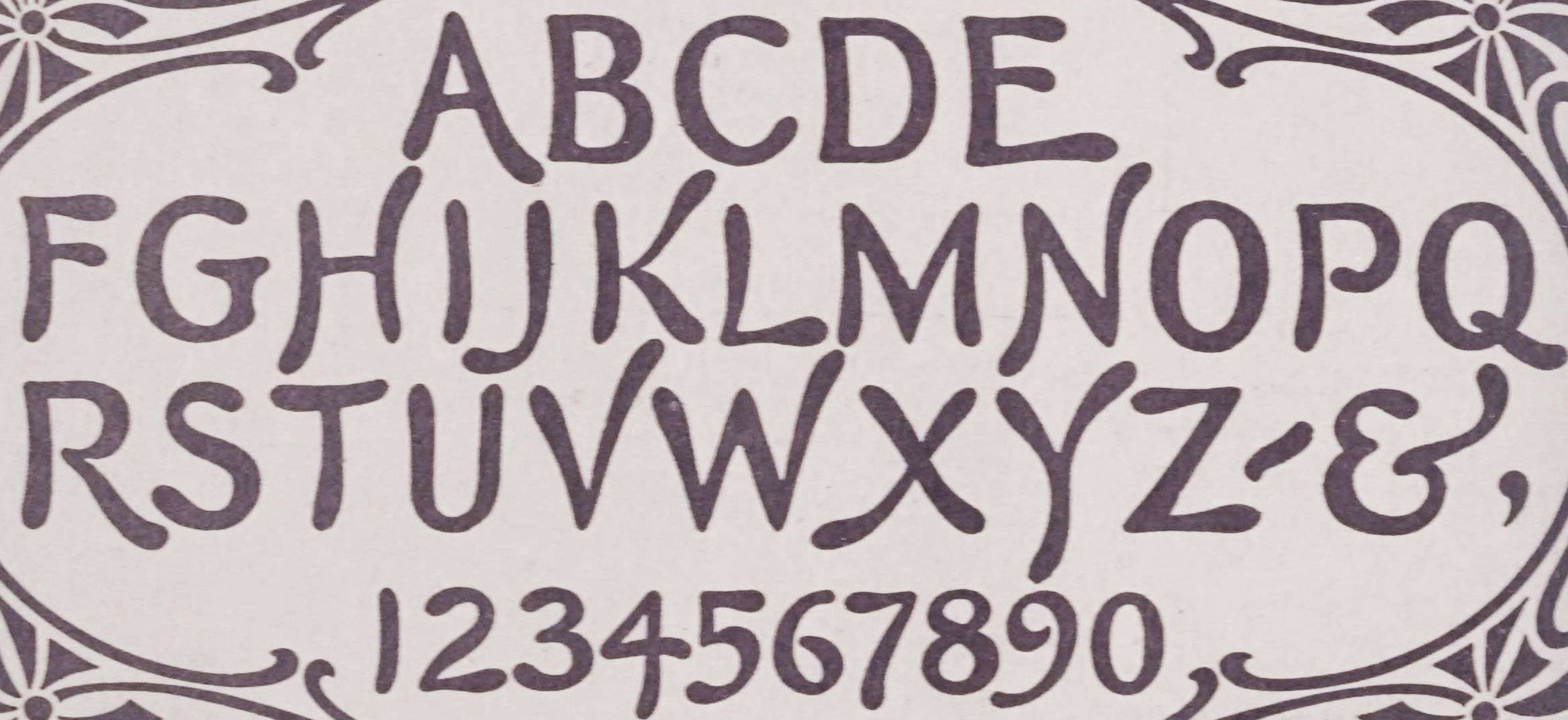
Sizes.....	1/8	1/4	3/8	1/2	5/8	3/4	7/8	1 inch
	6c	7c	9c	11c	13c	15c	18c	23c



Fountain Attachment for Automatic Pens, \$2.50.

The above articles are sent prepaid, except those otherwise indicated. Cash must accompany the order; stamps accepted for any amount.

Address **C. A. FAUST, 1024 N. Robey St., Chicago, Ill.**



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