

TT 360

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1918

Copy 1

Practical

A



OF

Commercial Pen

Lettering & Designs.

Price  
\$1.00

FOURTH EDITION—REVISED

A Complete Instructor in the use of the Marking, Shading, Plain, Special, Border and Shadow Lettering Pens. Also Alphabetical List of Advertising Phrases suitable for Show Cards, Posters, Etc.

Published by the NEWTON AUTOMATIC LETTERING PEN CO., PONTIAC, MICHIGAN, U. S. A.

**FOURTH EDITION REVISED**

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**PONTIAC, MICHIGAN, U. S. A.**

SEP 23 1918

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## P R E F A C E

**T**HE wide extent to which the Lettering Pens — Marking, Shading, Plain, Special and Border,—may be profitably used, not only in Schools and Colleges, but also by the Commercial Card Writer, has made necessary the publication of this Compendium. Among the hundreds of technical books on the market today, there are few, if any, on the subject of Commercial Pen Lettering which meet the exact requirements of the beginner and the expert alike. That is the aim of this work and we trust it will fill a long felt want.

While the ornamental and elaborate results, which are obtained from Lettering and Designing with the Lettering Pens, have been treated quite extensively, yet it will, be seen that the greater part of the contents tends toward the more practical Commercial Lettering and Designing for price tickets, show cards, etc.

All the alphabets and designs are accompanied with complete instructions, giving in detail the steps necessary in building up the particular alphabet or design illustrated.

This volume contains 148 plates of Alphabets, Designs, Show Card Layouts, etc., some of which are printed in colors, showing a variety of color effects.

The arrangement of copies and exercises are especially graded for Schools and for the home student, and will be found invaluable for the experienced card writer.

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**THE NEWTON AUTOMATIC LETTERING PEN CO.**

**Pontiac, Michigan, U. S. A.**

18-20187

# PART ONE

## COMMERCIAL MARKING PEN LETTERING

The Marking Pen makes a solid mark full-strength of the color of the ink used, and is an ideal medium for producing rapid, clean-cut, free hand lettering for price tickets, show cards, etc.

The average card writer can produce more accurate and uniform lettering with the Marking Pen than is possible with the Lettering Pencil or Brush.

Study carefully the following illustrations and also the instructions given for each exercise and you will readily understand the proper form and slant necessary for producing all styles of commercial Pen Lettering.



PLATE 1

Relative position of Pen and Lettering to Base Line.

**HOW TO HOLD THE PEN**—The first essential is to understand exactly how to hold the pen so that the broad nib will work properly in all parts of the letters. Observe Plate 4 closely, take the pen in your hand and hold it in an easy and natural way, as suggested in this illustration, see that the nib of the pen is at an angle of about 45 degrees to the base line, (Plates 1 and 4), and preserve this position in all Marking and Shading Pen Lettering. When you have caught this idea you have already learned one of the first essentials for rapid and ornamental lettering with an easy movement. (It is a good idea to have six or eight sheets of paper under the one you are writing on, which serves as a pad, etc., the same as when using an ordinary writing pen.)

**CARE OF PENS**—When the pens are not in use, keep them in a glass containing not more than one-half inch of water, as shown in Plate 3. Before using the pen, remove the water by simply drawing a piece of paper between the pen blades. This method prevents the ink from drying in the pen and thus clogging the fine teeth, which must be free from dirt at all times.

**HOW TO FILL THE MARKING PEN**—Fill the Pen with **AUTOMATIC LETTERING INK** of about the consistency of varnish (ordinary writing fluid is too thin), using a small brush or stick, as shown in Plate 2. Note that the Pen Nib is held over the mouth of the bottle when being filled, so that if any ink should fall from it, no harm can result, as it again finds its way into the bottle and not upon the paper or desk. Then place the pen upon the paper at the proper slant, Plates 4-3-1, which is **Forty-Five Degrees to the Base Line**, being careful to see that the full width of the broad nib touches the paper. Then with a slight pressure, draw the pen down, or to the right, and the ink will flow nicely. Always keep the pen in this position; it is never run upwards, except edgewise, which makes a very fine line. Do not allow any surplus ink to collect on outside of pen nib. Should this occur, remove it by using a small piece of scrap paper or cloth.



PLATE 2

Showing how the Pen is filled



PLATE 3

Correct position at desk



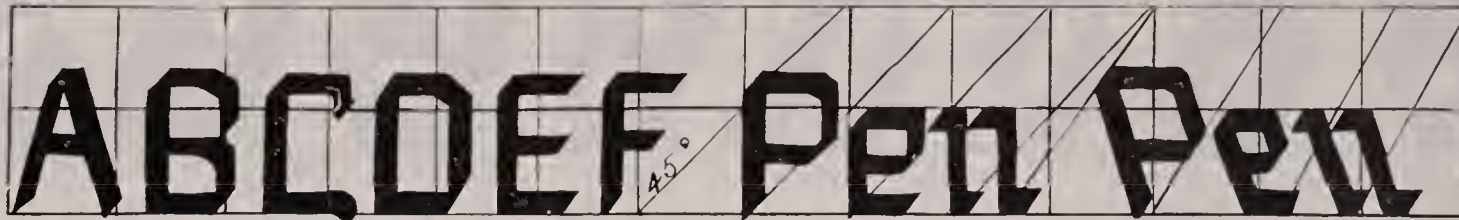
PLATE 4

Correct way of holding Pen

**PRACTICE PAPER**—Any paper with a smooth and firm surface will give good results. Cross-ruled paper is recommended if you are a beginner. With cross-ruled practice paper you have a guide to keep the pen at the proper angle when practicing perpendicular, horizontal and oblique strokes, etc.

**DIRECTIONS FOR FANCY LETTERING with Flock, Bronze, Metallic, Flitters, or Diamond Dust**—Use an Adhesive Ink to write with, and make the lettering the same as with other inks. Sprinkle the ornament on the lettering while the ink is wet, then shake the paper lightly, and all the unused ornament will fall off and can be used again. Many pleasing effects may be obtained by using the different ornaments.

PLATE 5

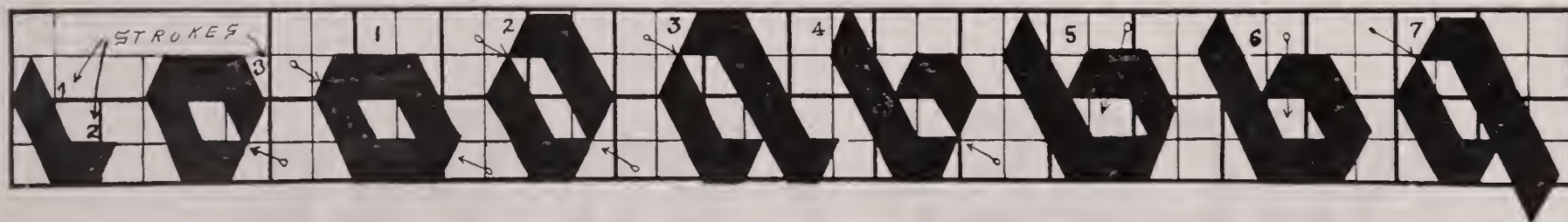


Commence and end each stroke of the letter being formed at an angle of 45 degrees to the base line.

PLATE 6

The one angle of pen point  
from base line holds good in  
all styles of Pen Lettering.  
Holiday Goods, Rapid,  
Show Cards, Signs,

PLATE 7



Examples showing correct position for starting and finishing different strokes.

PLATE 8

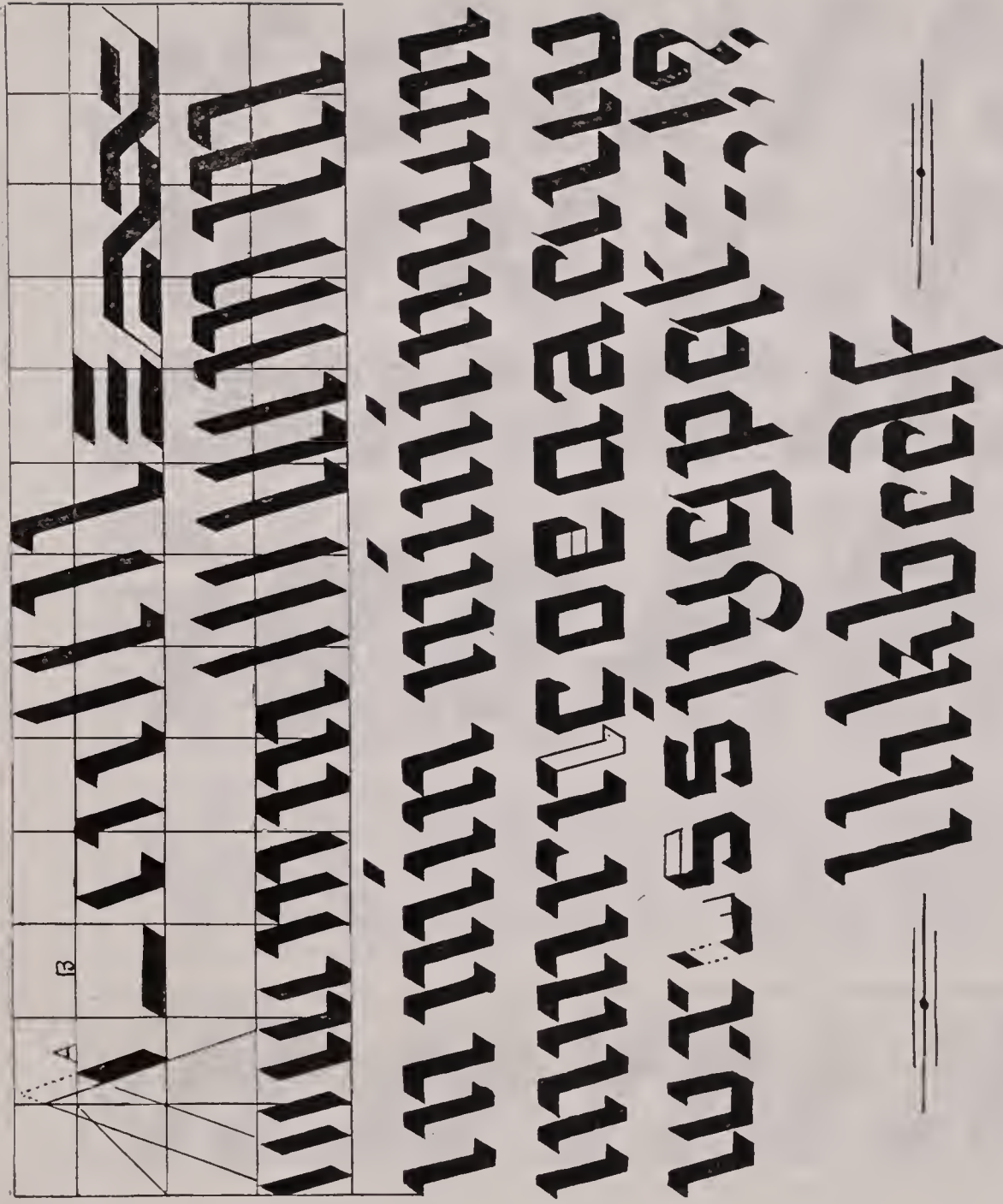
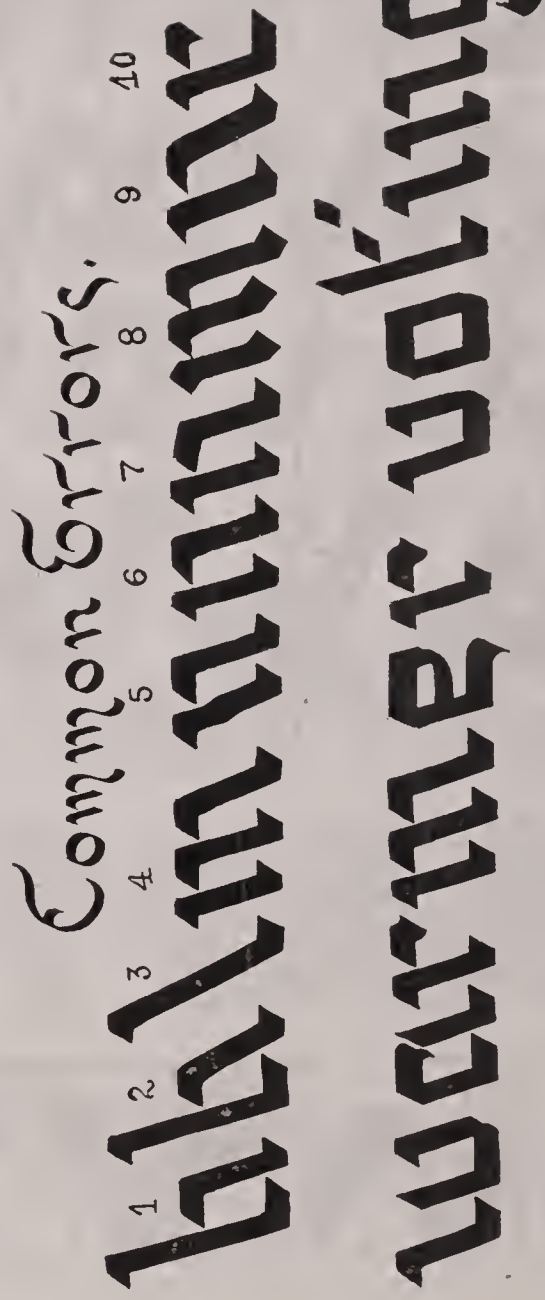
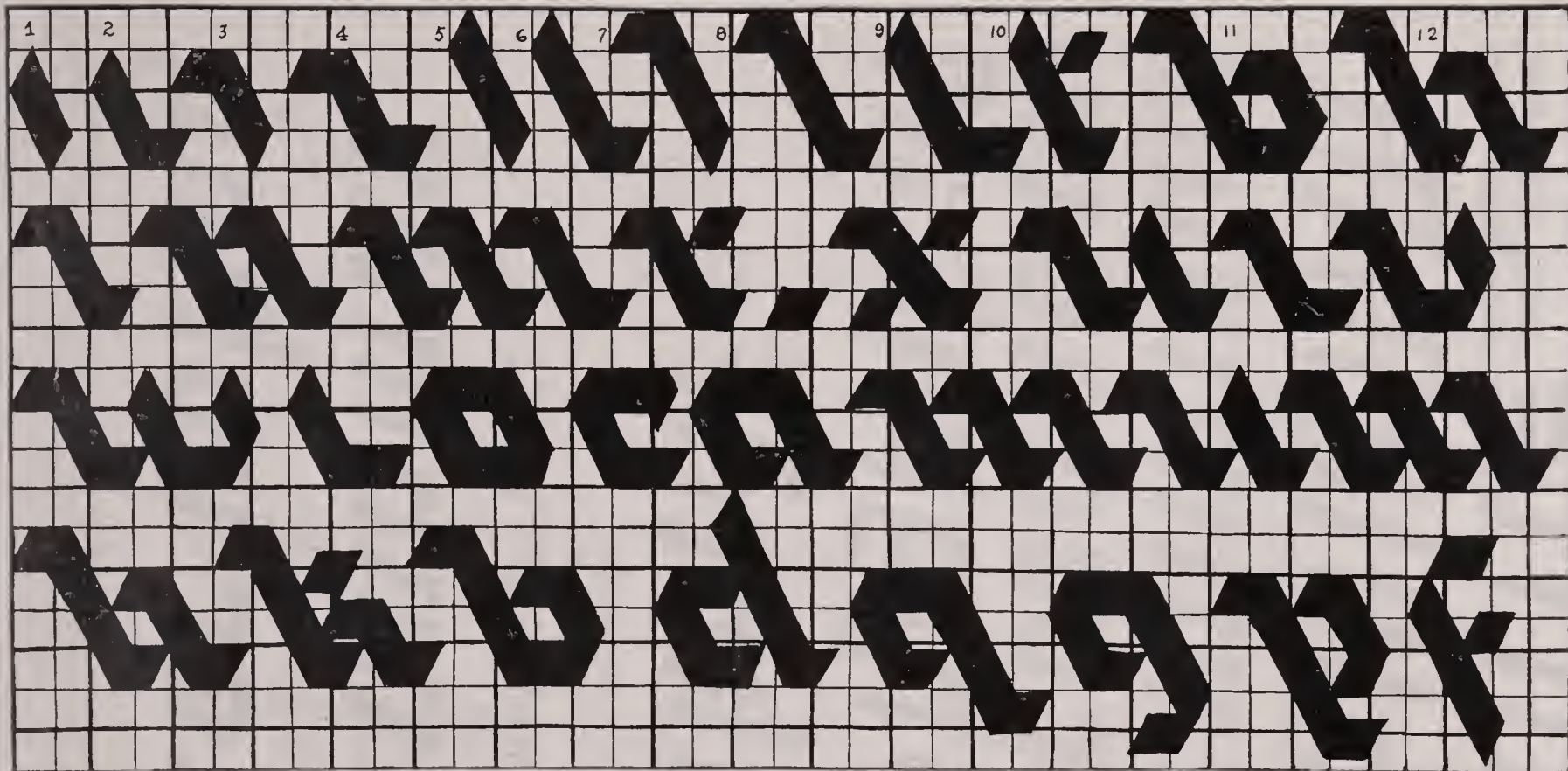


PLATE 9



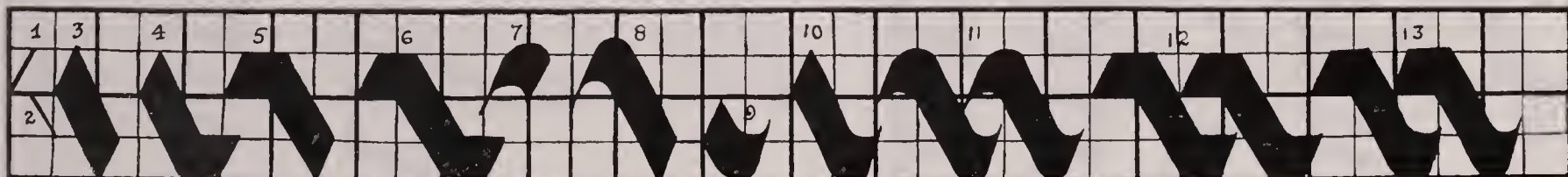
The above plates enable you to acquire the proper slant, and for the first alphabet we have selected the block letter to be used with the No. 1 Marking Pen. This Alphabet is composed entirely of two straight lines "A" and "B" as shown in copy. The only requirement necessary is to properly join these strokes and keep them in the proper slant. To show the effects of disobedience to these rules, we have prepared a few examples which you will find under the title of "Common Errors." Be very careful not to make the "b" too long, leave the letter open enough at the bottom, see No. 1, if not the tendency will be to make the last part on the wrong slant in your endeavor to leave proper space at the bottom, see No. 2; 3 shows wrong slant. The wrong slant in the last part of 4 spoils the letter; 5 explains itself; top of last part of 6 too long; 7 the same as 6; a wrong slant on 8, top of first and each finishing stroke not parallel with base line; 9 wrong slant of pen point, and 10, bottom too long. When you have mastered the straight and horizontal strokes, finishings like those shown in the words "warmer" and "voting" may be used.

PLATE 10



Owing to the fact that a vertical stroke is more difficult to make than a slanting one, we therefore begin to practice the slanting stroke first. To simplify, the following designed Practice Paper is advised: Rule your paper into squares, using a purple line for base line and light blue for upper line, rule to exact size, as shown in Plate 10. Use a No. 3 Automatic Marking Pen, place the lower side of the pen on the purple line at the lower left hand corner of the square, and the upper side of the pen should touch the light line above in the center of the same square. Note No. 1 in Plates 10 and 11. This gives you the correct angle of the pen blades for making a slanting letter, as shown in Plates 10, 11, 15. This rule applies for any style letter made on this slant. Always bear in mind that no matter what angles or turns the pen makes, the angle of the pen point never changes. It should be the same when finishing a letter as it was in the beginning.

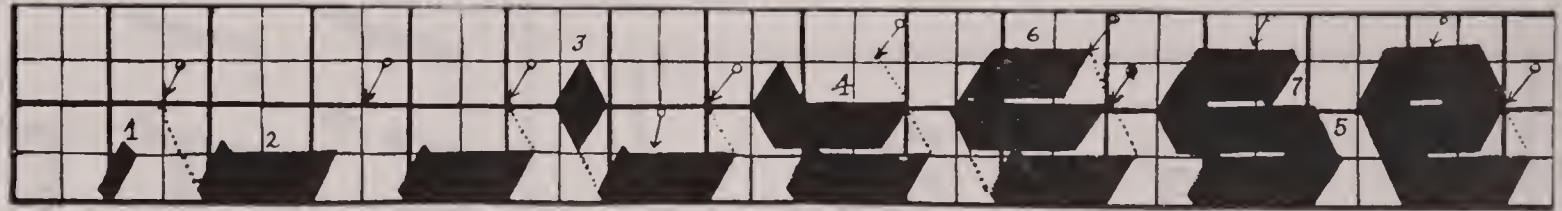
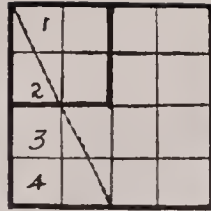
PLATE 11



Illustrating the different ways for beginning and finishing the letter "n" (Lower Case)



PLATE 12



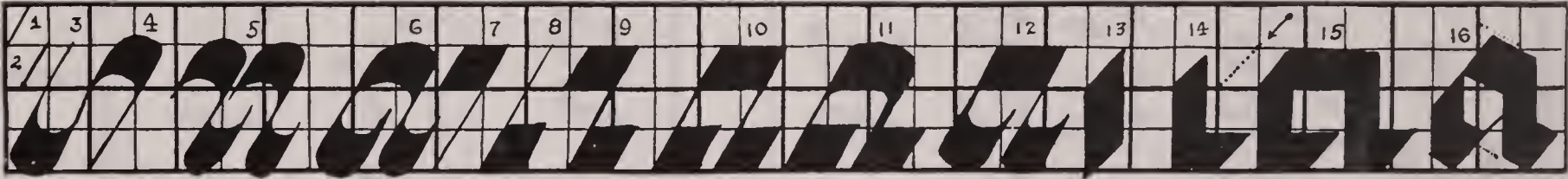
Example of horizontal strokes in letters "s" and "e"

PLATE 13



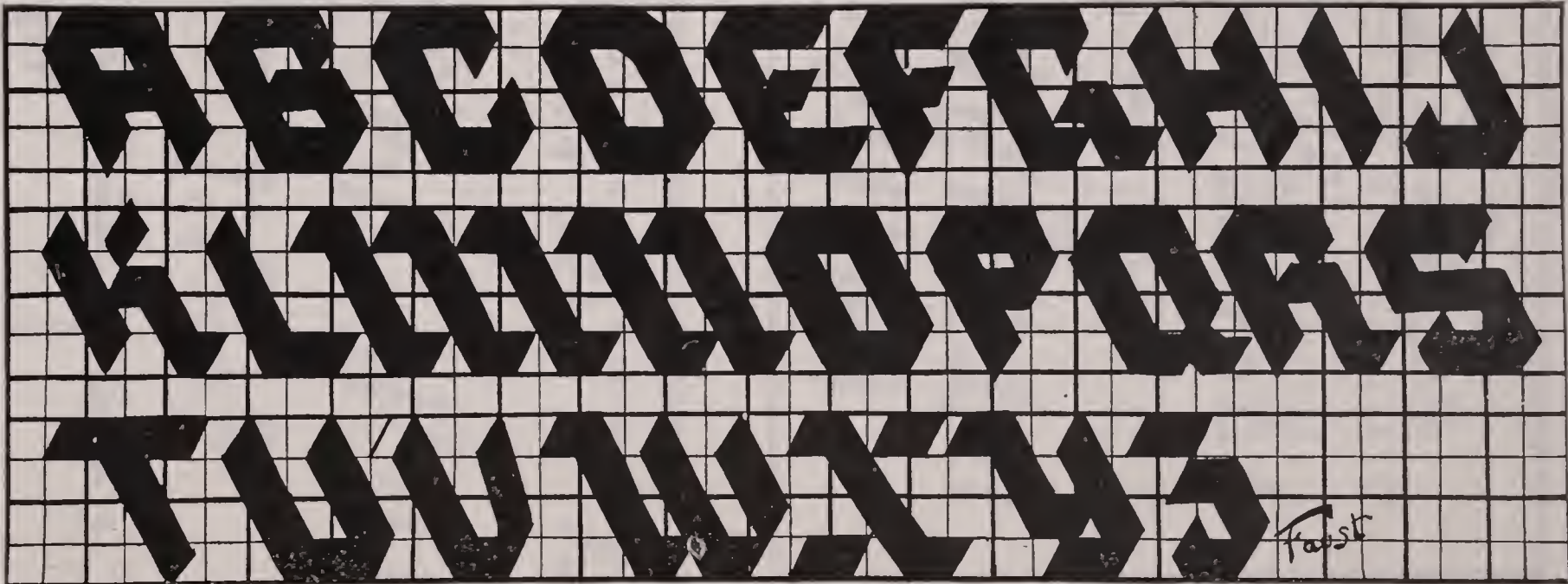
The horizontal stroke. Illustrating different examples of this lettering.

PLATE 14



Examples of round and angular finishes on slant letters.

PLATE 15



Marking Pen Capitals. A very simple alphabet for practice.

PLATE 16



Correct slant or position of pen in all styles of lettering. Hold the pen as an ordinary pencil. See Fig. 3.

Always keep the pen at an angle, no matter what strokes or curves you may penman.

The stroke "1" best important character in the alphabet

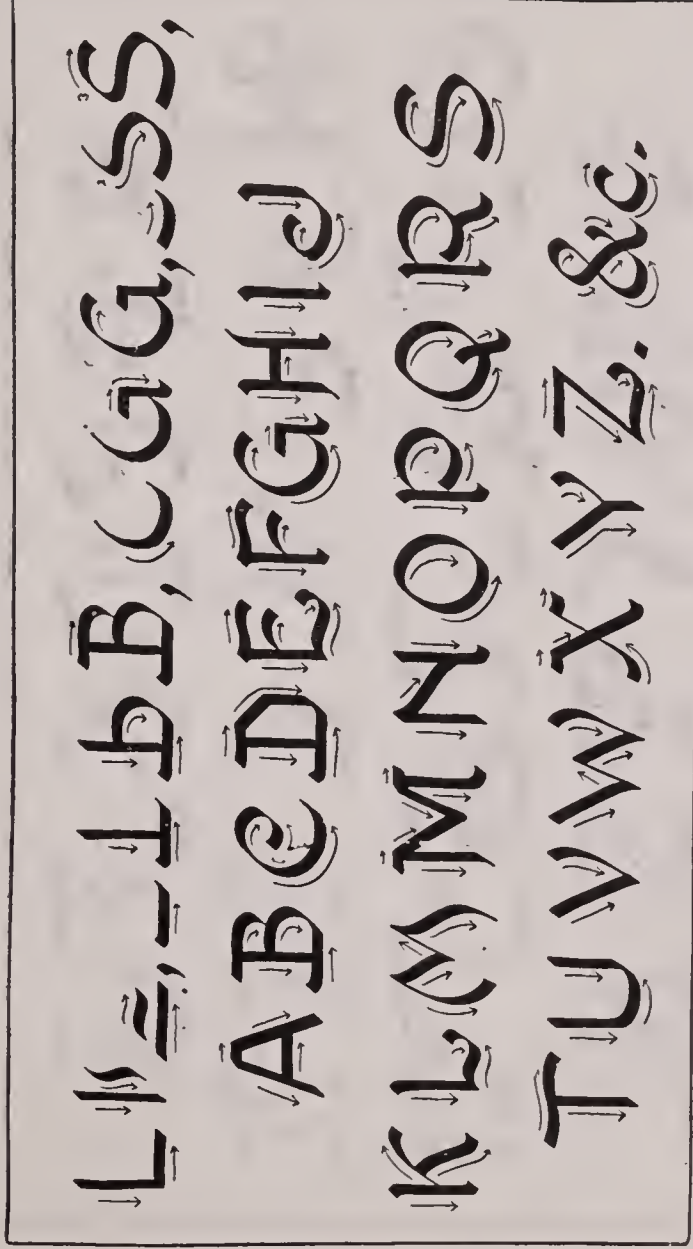
The above lines of lower case letters are made of stroke "1"—half length.

PLATE 17

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, &c.  
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 \*

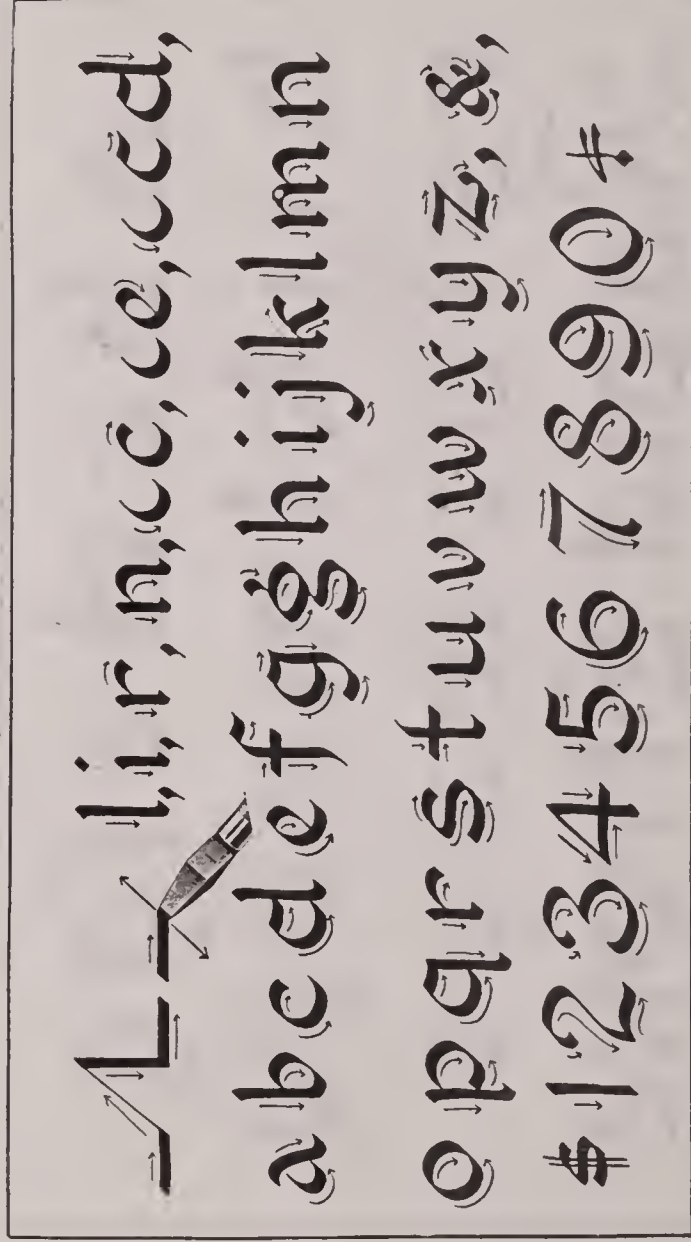
Study and practice on the construction of letters given in Plate 16 before commencing this alphabet.

PLATE 18



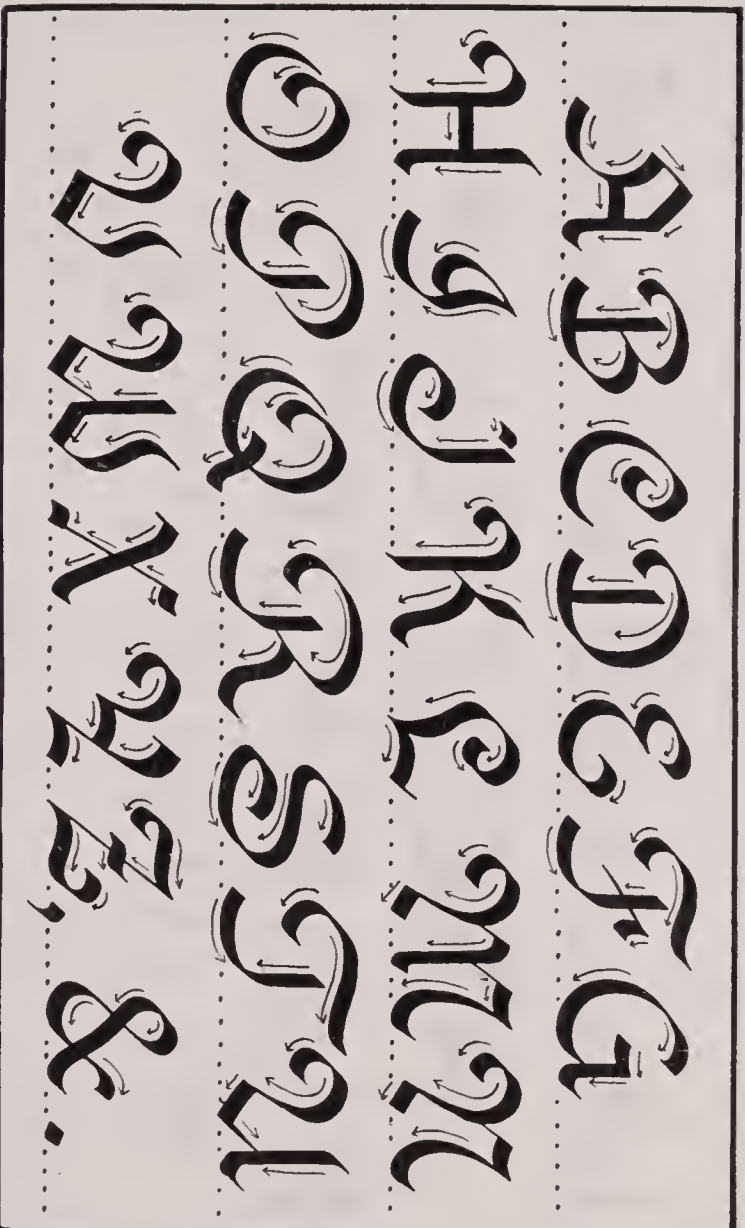
In the above Alphabet the letters are vertical instead of slanting. The small arrows show the order in which each stroke is made and combined for a finished letter. This Alphabet may be made very rapidly and also have the appearance of being somewhat tasty, without extra effort, as the letters are formed by natural and rapid strokes of the pen. The size of the letters may be varied by making the letters tall and slender or by making them low and extended.

PLATE 19



The lower case letters will be found interesting, as a few simple strokes make up the full set. For the best results in practice always see that your ink is thick enough to throw a full and even stroke without blurring. It's a common fault with beginners to use ink that is too thin and in many cases this is the point where students fail for the want of a little careful study in keeping lettering materials in good working order.

PLATE 50



This alphabet was made with a No. 1 Marking Pen. For freedom in practice the letters should be made about an inch high. Always hold the pen so that the blades slant at one angle from base line of lettering. Note the slant of pen point in beginning the first stroke of letter "A", which is on the base line. The one position of the pen holds good in forming all the letters of this alphabet. The small arrows indicate the direction of each stroke in the make-up of each letter.

PLATE 51



Practice carefully on the "r" stroke and the ovals of "o". The size of letters may be varied by the use of large or small Marking Pens, which run from 1/32 to 7/8 inch wide. Spacing should be determined by the form of the letters.

PLATE 22

Bag Initials

In all styles and sizes.

Alarm Clock

That needs winding but once a week.

Those who are looking for better

Watch Repairing  
are still looking.

We have a beautiful line of

Rhinestone  
Mounted Goods.

The main thing is careful practice and close observation. Practice on familiar words, names, etc., and CONCENTRATE your mind ENTIRELY on your lettering. Study form, spacing, and proportion.

PLATE 23

Lock Link  
Cuff Buttons

Simple in construction;  
nothing to get out of order.

A finger's motion turns the  
lever and locks the button.

For Evening Dress Wear.

Stud and  
Vest Buttons

Bookkin Clutch

No hinges nor solder joints to break.

Enter like a needle.

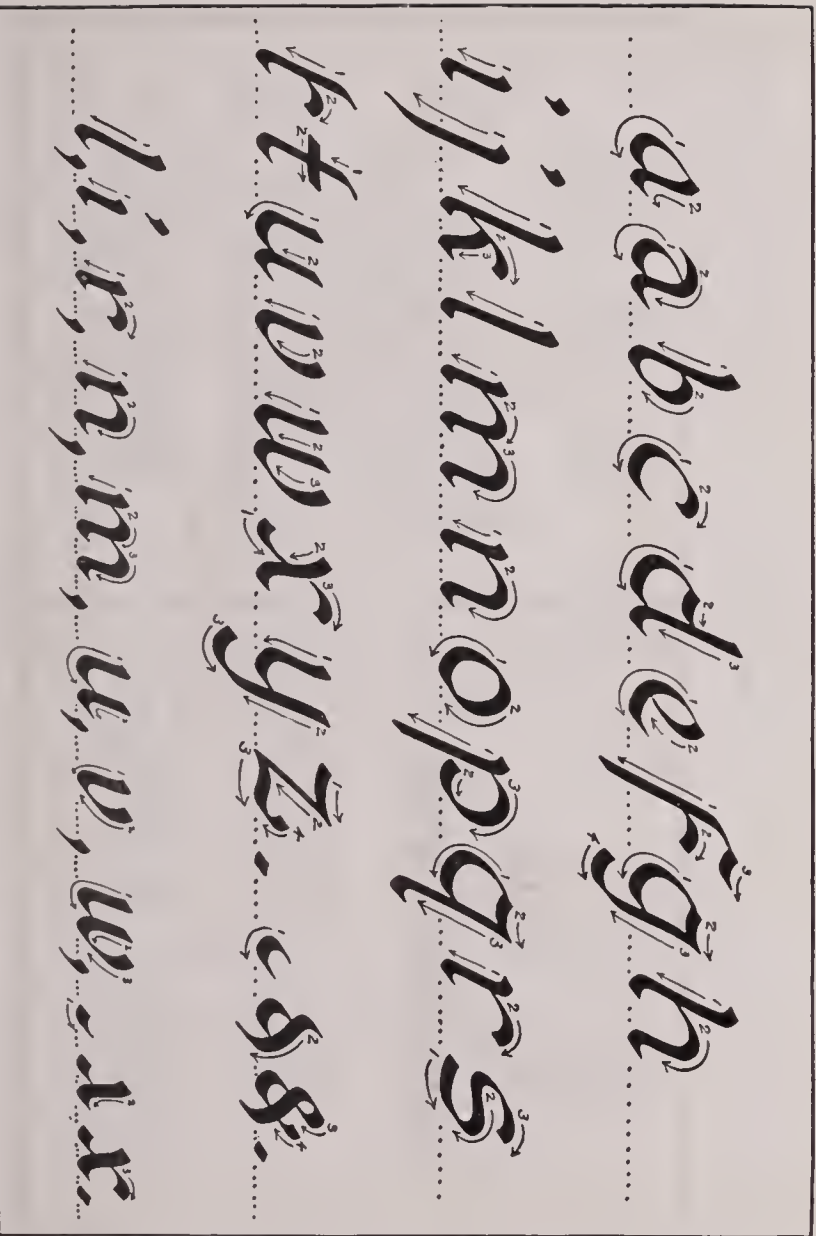
Hold like an Anchor.

Study on the component parts of the letters and the different strokes in relation to their make-up will always lead to rapid advancement.



This illustration shows a very desirable alphabet for neat and rapid work. The size of letters may be varied according to the size of pen used. Any size pen from 1/32 to a half inch wide can be used to good advantage. In lettering always use a downward pressure and only sufficient to make the ink flow. Always have the capital and small letters correspond in slant.

PLATE 25



When movement exercises are practiced the utmost pains should be taken to repeat them with precision, and each effort should be carefully looked over and studied to find the faults by comparison with the copy. For practice work use a No. 1 Marking Pen and make the letters larger than above copy.

PLATE 26

A Dainty  
Christmas  
Gift.

Correct Styles  
for just new.

All that's Latest,  
all that's good.

A Limited Number,  
but an unlimited  
value.

An old favorite  
at a new price.

Cost is trifling  
compared to its  
real value.

The above cards were lettered with a Marking Pen at a good rate of speed and give an idea of the style of work that all beginners can do with very little practice. Size of above cards, 5 1/2 x 7 inches.

PLATE 27

Toilet  
Goods  
Imported  
and  
Domestic.

Good Value

Guaranteed

Careful, Competent,  
Registered Pharmacists  
Compound every  
Prescription.

Our Leader

Popular

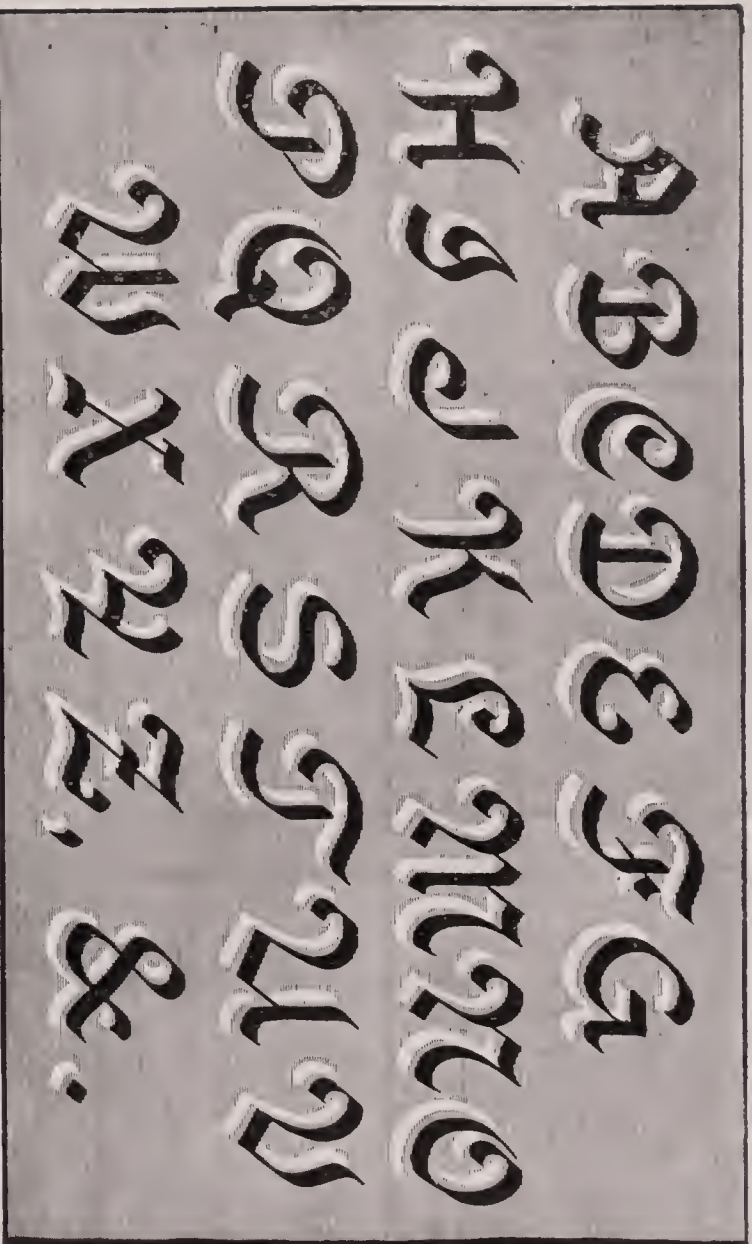
New  
Goods,  
New  
Prices.

Stop  
that  
Cough  
Ask Us How.

Jelly of  
Roses  
For  
chapped hands  
face and lips.

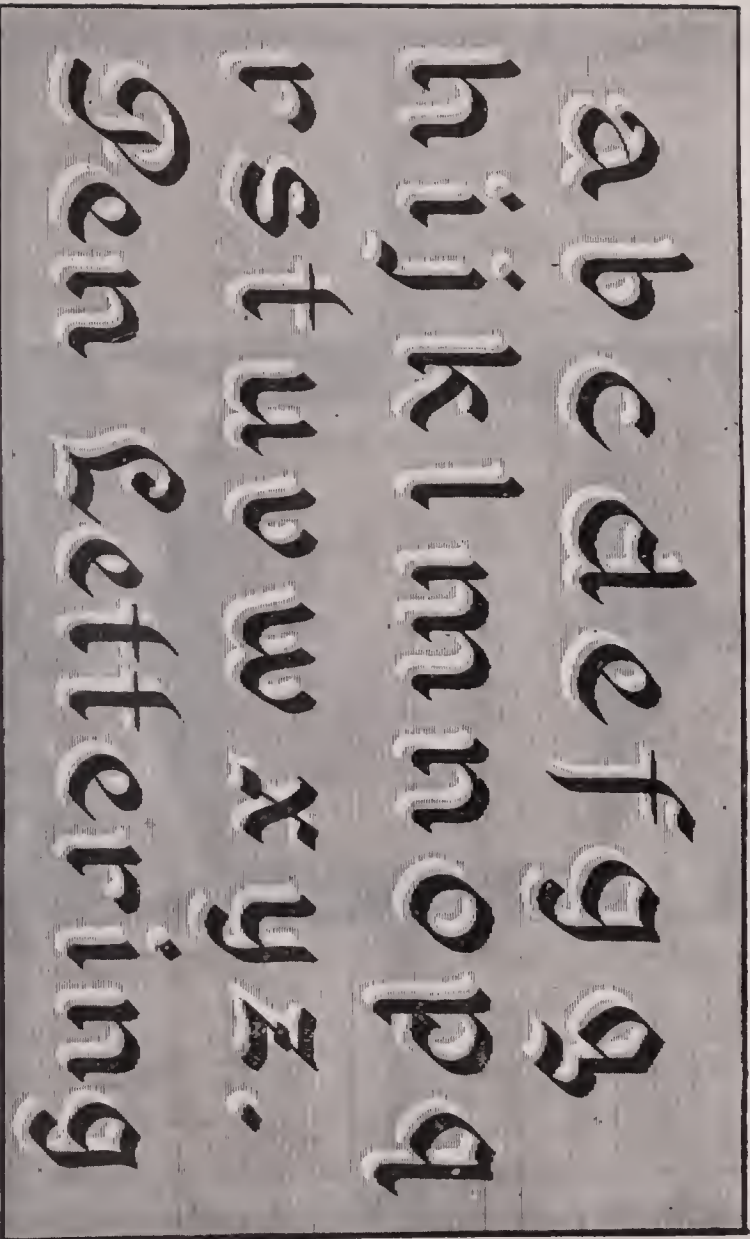
An endless variety of up-to-date Show Cards is possible, with very little practice, by using the Marking Pens. Note clean-cut appearance of above Show Cards.

PLATE 28



Marking Pen Lettering shaded to the left with a Plain Pen, as shown in the accompanying illustration, will enable anyone to make an endless variety of neat show cards. On white cards make the letters in black and shade with light green or red.

PLATE 29



Most all colors of ink for shading on white cardboard will produce a neat effect, as Plain Pens make a flat tint stroke about half the depth of color of ink used.



PLATE 30

Fancy  
Stationery  
and  
School  
Supplies

Toilet  
Goods  
Imported  
and  
Domestic.

Underscore lettering with narrow red line and run margin line around edge of card with Marking, Plain, Special or Border Pens, using any desired color. The margin line ( $\frac{1}{2}$  of an inch wide) adds strength to the card and brings out a substantial and finished appearance.

PLATE 31

We Carry  
a full line of  
Photographers  
Supplies  
-both amateur and  
Professional.

Let Us  
do your  
Finishing.  
All work  
Guaranteed

Colored cardboard known as "Railroad" may be had in several shades and has a fine surface for all styles of pen lettering. The cost of "Railroad" is about the same as that of common white stock. Very effective work can be made with colored cardboard by using black and white inks—black lettering and shaded with white.

PLATE 32



In this style of lettering, hold the Marking Pen at the same angle or position as that used in ordinary pen lettering. All the letters are formed by natural and free-hand pen strokes. In practice with a No. 1 Marking Pen, do not make the letters over one inch high, and aim to keep pen and ink in good working order, so that the letters will be full and clean-cut.

PLATE 33



In 'lower case' lettering, practice on the stroke or letter 'y', also left and right curve strokes of letter 'o'. When an easy control of the pen has been acquired, these simple strokes may be combined in the make-up of most all the letters in this alphabet.

Gas Stoves  
— Summer Economy —  
A Touch and there's a fire, — Full Blaze.  
Another touch, — Gone.  
Clean, Simple and Safe.

In using white cardboard the shading should be done with a Plain Pen and most any color of ink may be used for this purpose. This style of work is very rapid and with very little practice one can produce a large variety of show cards that are easy to read and neat in appearance.

Those who are  
looking for better  
Shoes  
are still  
looking.

Showing  
of  
Evening  
Slippers

The lettering on the cards given on these pages was done with two sizes of Marking Pens, "Shoes", "Evening Slippers" and "Gas Stoves" was made with a No. 2 Marking Pen, which throws a line 3/16 of an inch wide. The small lettering with a No. 6 Pen, which makes a line 1/16 of an inch wide. The white shading was done with a No. 0 Marking Pen. Colored cardboard can be used to good advantage with this style of lettering.

PLATE 36

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*

An easy Alphabet for practice

PLATE 37

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

Marking Pen Alphabet

PLATE 38

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

An original "Block" Alphabet

PLATE 39

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 *Faust*

Roman Alphabet (Upper Case)

PLATE 40

*abcdefghijklmnopqrstu  
vwxyz & c, ?!* *Faust*

Roman Alphabet (Lower Case)

PLATE 41

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.

Script Alphabet (Upper Case)



*abcdefghijklmnopqrstu  
vwxyz.*

Script Alphabet (Lower Case)

PLATE 43

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 & c *faust*

One stroke Special Pen Letters (Upper Case)

PLATE 44

Auto one stroke 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 *Coast*

One stroke Special Pen Letters (Lower Case)

PLATE 45

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

Extended Block Alphabets

PLATE 46

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  
Q R S C D E F G H I J K L M N O P Q R S T  
# 1 2 3 a u v w x y z 5 6 7 8 9 0

Very simple and attractive Alphabets for the Marking Pen

PLATES 47 AND 48

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 - 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 - 6 7 8 9 0 . " ' !

PLATES 49 AND 50

*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 &*

PLATE 51

**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 &**

PLATE 52

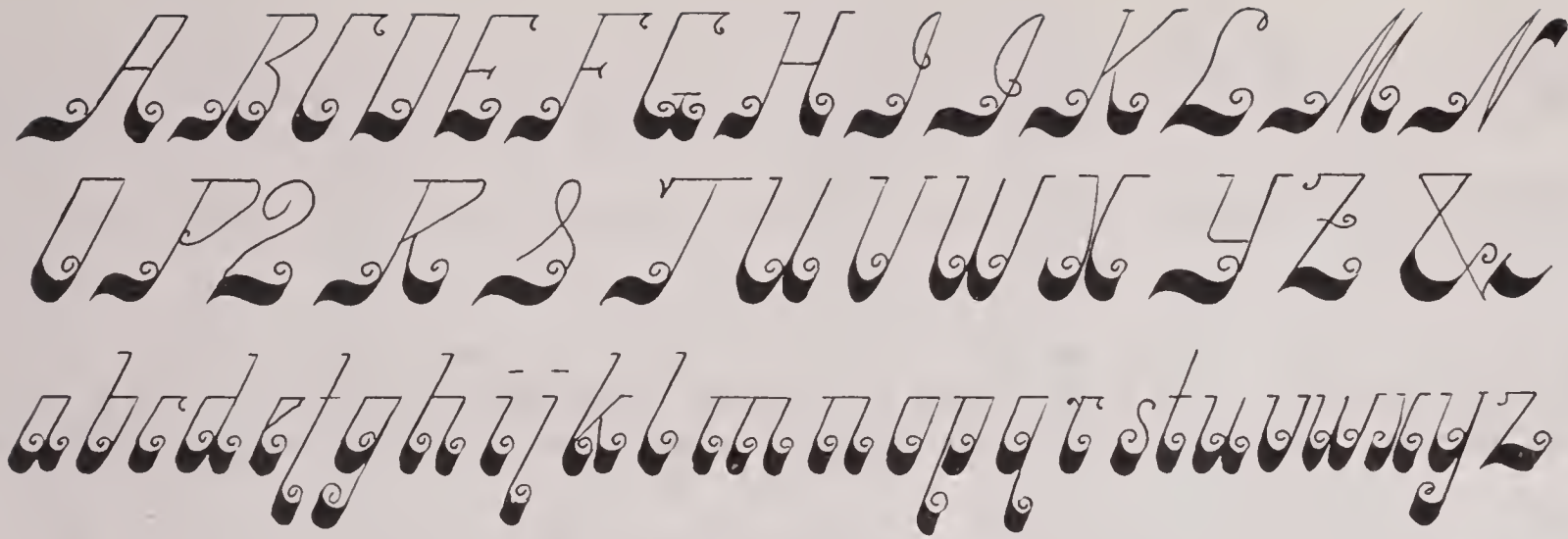
*a b c d e f g h i j k l m n o p q r s t u v w x y z &*

PLATE 53

**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 .**

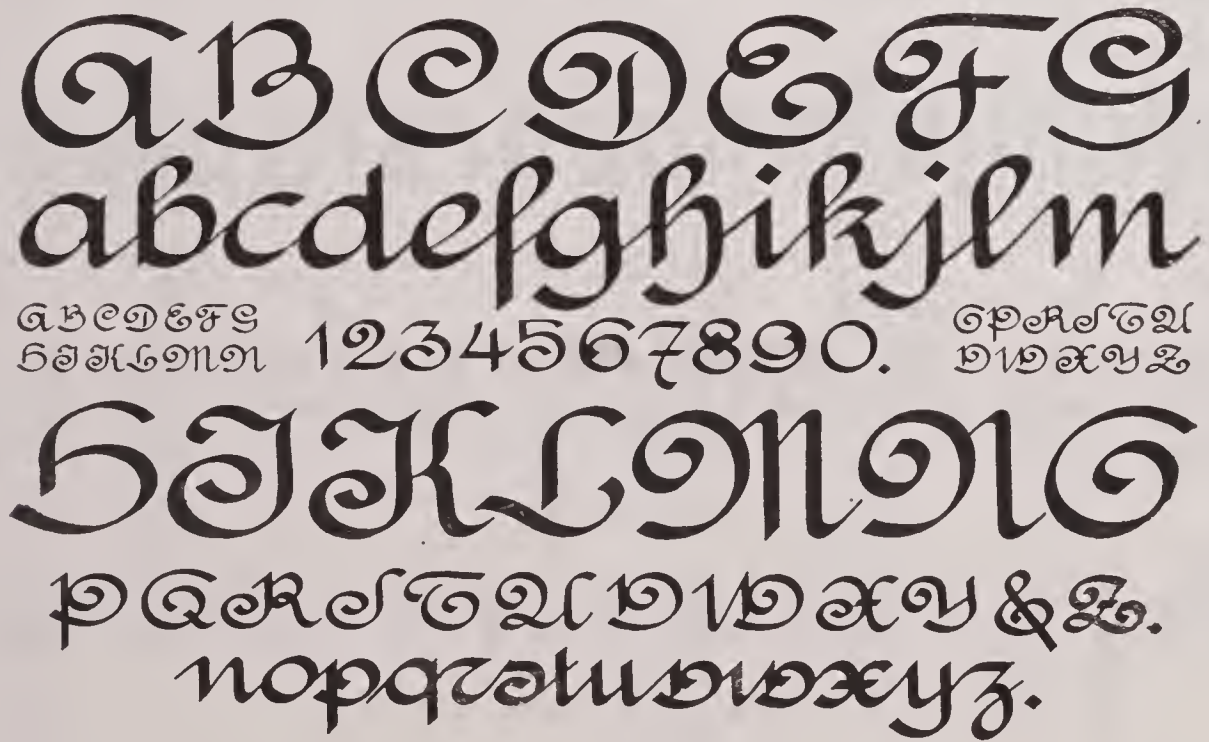
A variety of different Alphabets for practice

PLATE 54



When the bottom of the letter begins to the left the straight narrow line is run upward (note first stroke in capital "A") when to the right, the straight narrow line is made first, run downward, then to the right to form the bottom of the letter. An ordinary correspondence pen is used for putting on the curls. A very pleasing effect is obtained by making the curls with a different color of ink.

PLATE 55



Fancy Round Hand Alphabet

PLATE 56

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.

This style letter is easily executed and is very valuable for rapid sign lettering

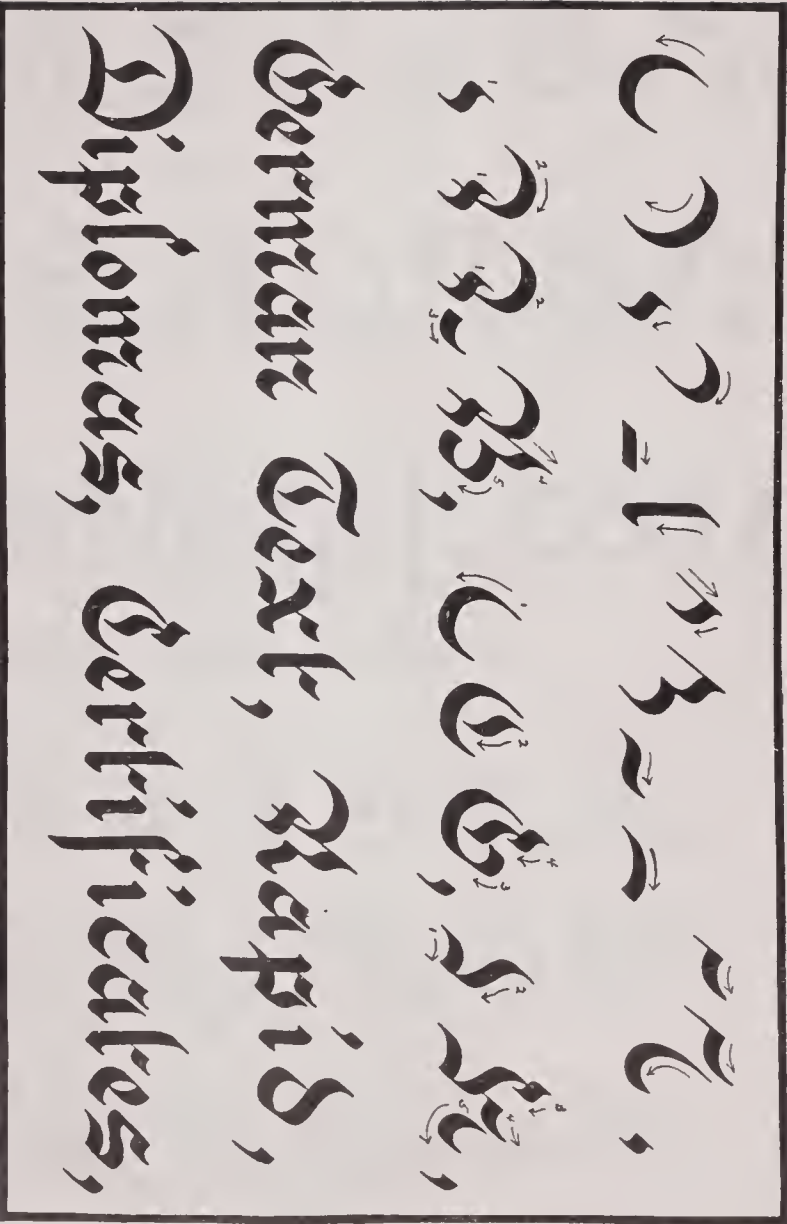
PLATE 57

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

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

This plate shows the letter known as "Medieval" and is the one most universally used for engrossing.



FUNDAMENTAL PRINCIPLES OF THE GERMAN TEXT ALPHABET. Note the construction of the letters by the figures in the first line above, also the method of constructing each letter as in "B", "G" and "H".

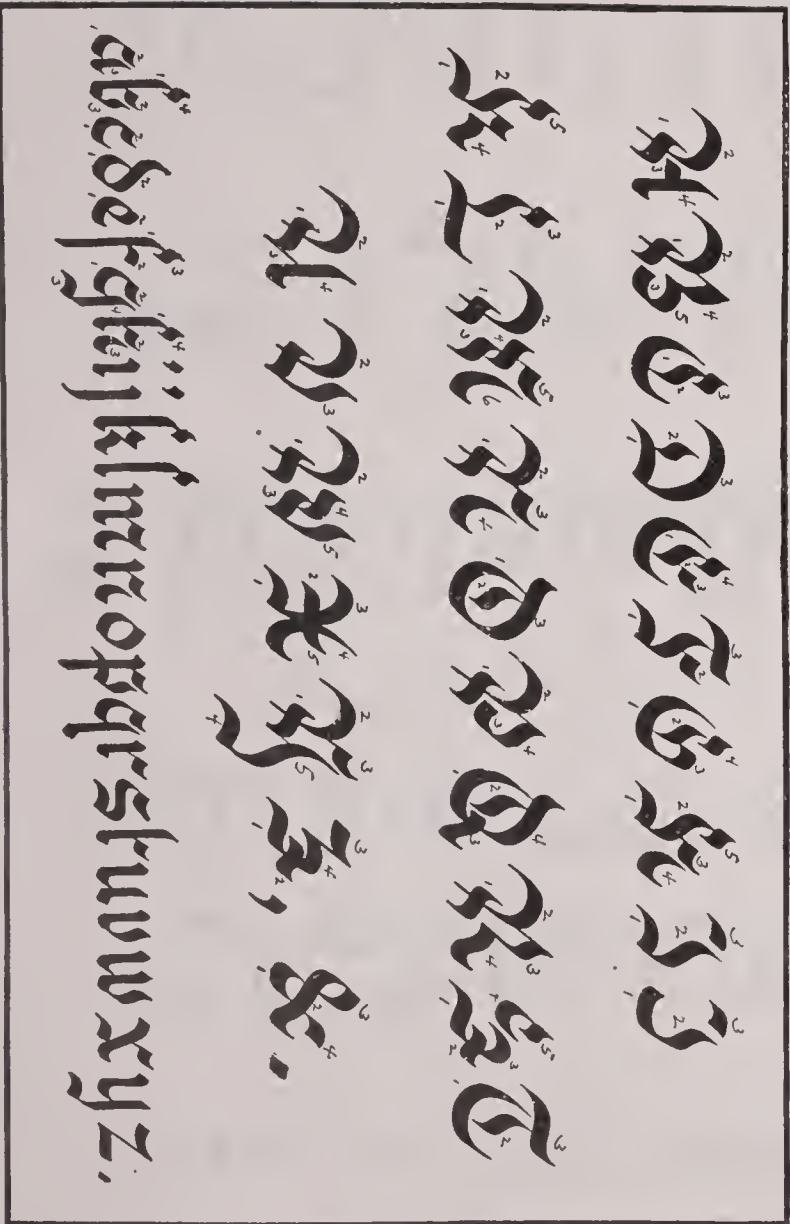




PLATE 60

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  
 ; : ; ; ( - ) " " \$ % &

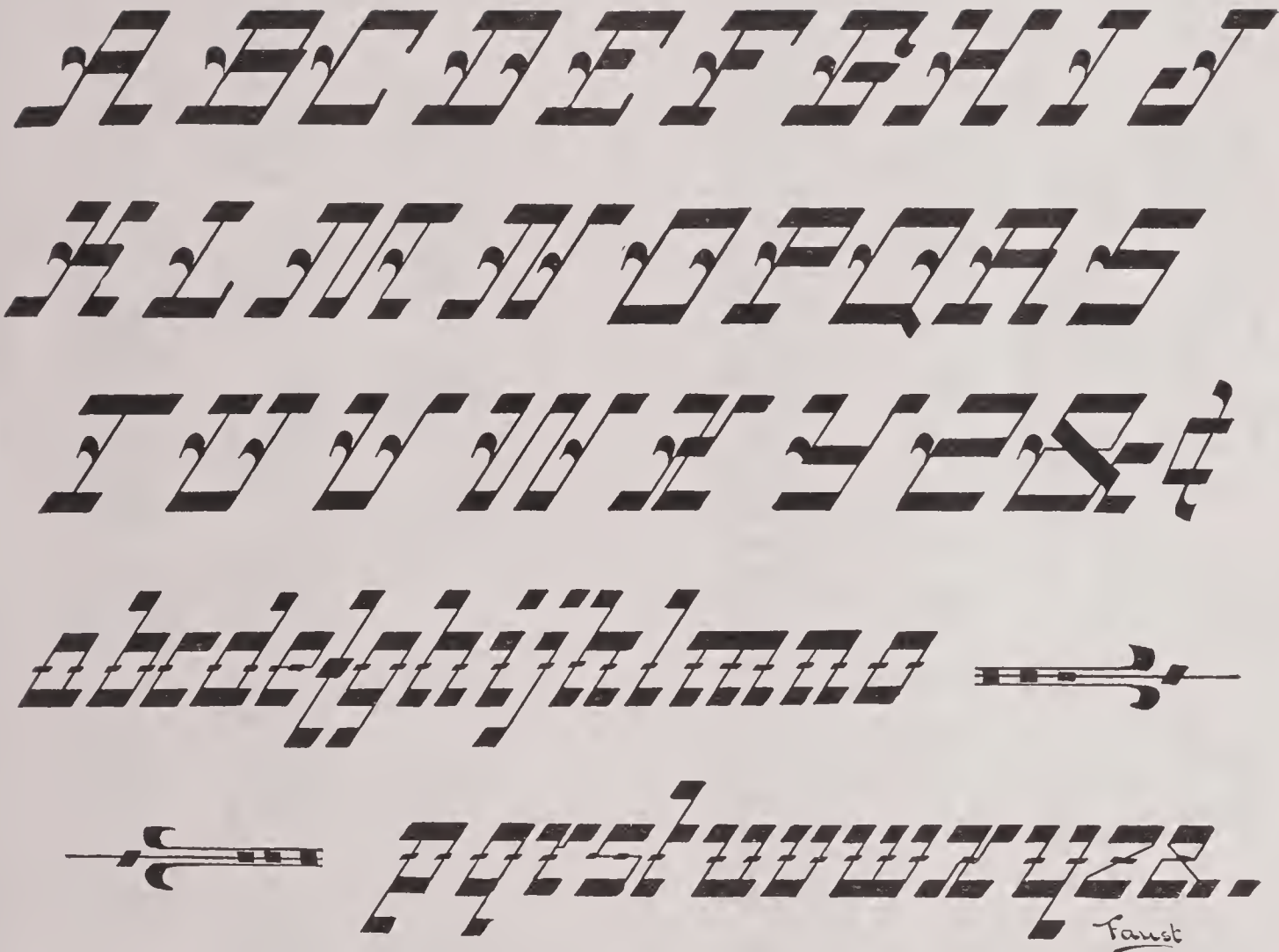
German Text. This style of letter is used principally for engraving

PLATE 61

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

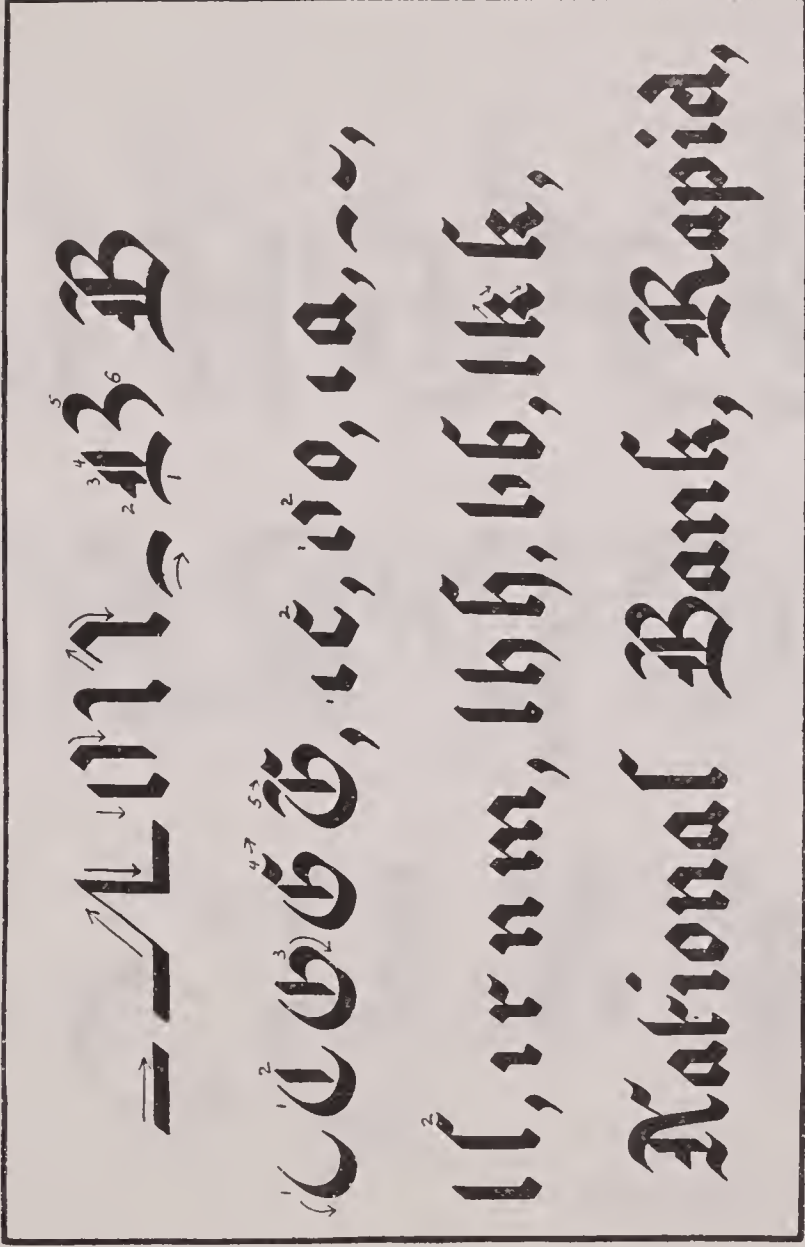
Ornamental German Text

PLATE 62



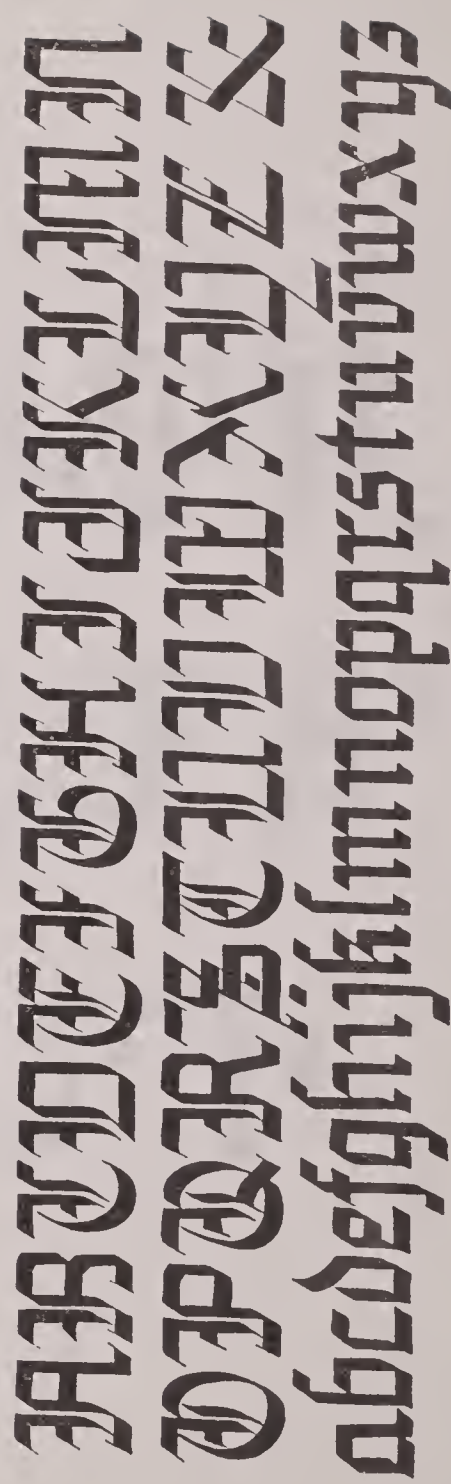
Ornamental heavy top and base Italic Alphabets

PLATE 63



FUNDAMENTAL PRINCIPLES OF THE OLD ENGLISH ALPHABET. Note carefully the construction of the different letters as shown above.

PLATE 64



Modified Old English Alphabet

PLATE 65

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.

Old English (Upper Case)

PLATE 66

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. *faest*

Old English (Lower Case)

PLATE 67

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 - ,

Old English (Plain)

PLATE 68

A B C D E F G H I J K L M  
 N O P Q R S T U V W X Y Z,  
 abcdefghijklmnopqrstuvwxyz.  
 1 2 3 4 5 Old English. 6 7 8 9 0.

The Old English Alphabets in this plate are not as difficult to execute as they may appear; however, unless the letters are made with some degree of accuracy, do not attempt to use them in work of any kind, as there is not an alphabet used in which a slight variation in slant or spacing is so perceptible as in this style letter. In the capitals you will observe three styles of ornamentation. Use the style that suits your fancy. The fine curved lines are made with an ordinary pen. The Old English alphabets may be made short or extended as the work may require. This style of letter is used more in filling in certificates, diplomas and head-lines in engrossing than in any other, and can be varied in many ways.

PLATE 69

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

abcdefghijklmnopqrstuvwxyz.

abcdefghijklmnopqrstuvwxyz.

Ornamental Old English

PLATE 70

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

Ornamental Old English



PLATE 71

Charles Ames Faust.

PLATE 72

George Washington.

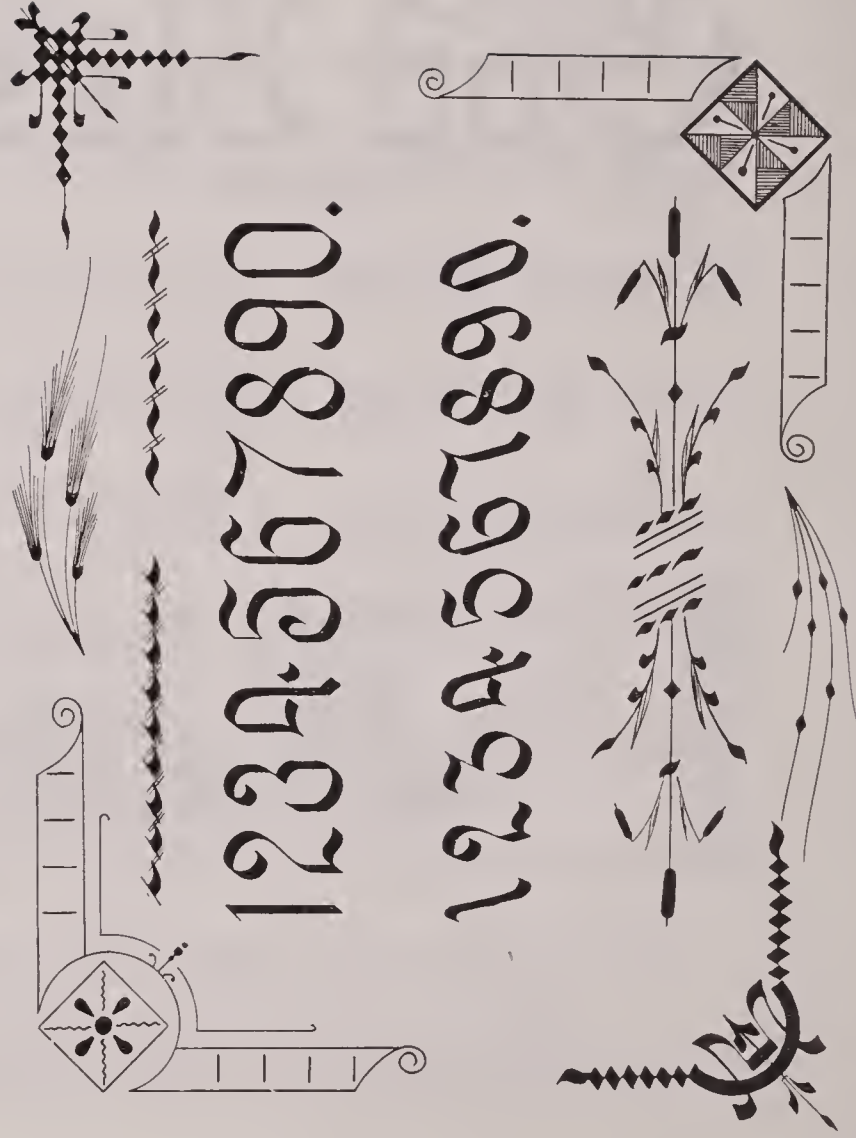
PLATE 73

M. S. Reynolds, M.D.

PLATE 74


R. A. Lee.

PLATE 75





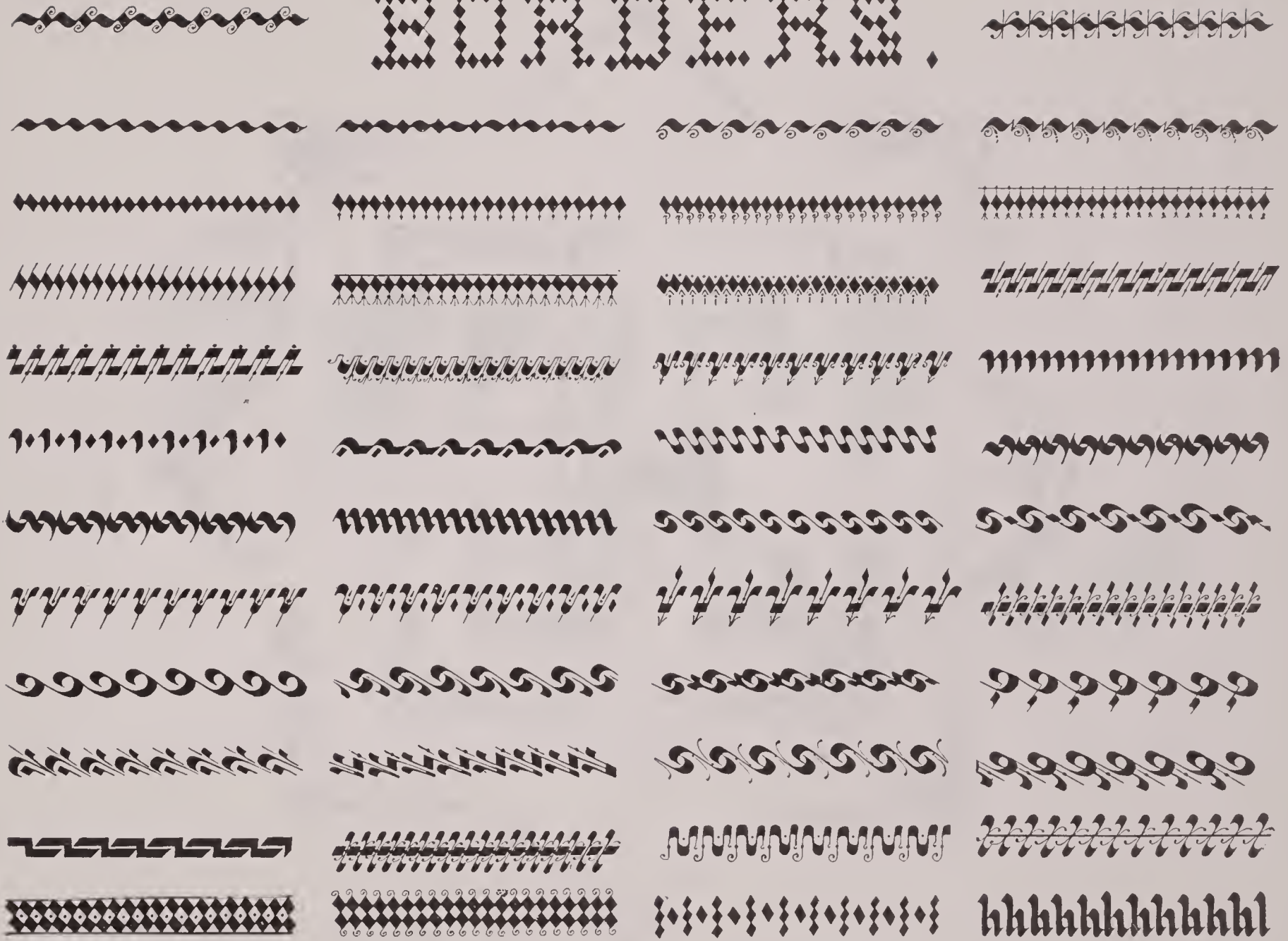
God Bless Our Home.



Mattie Hammond.

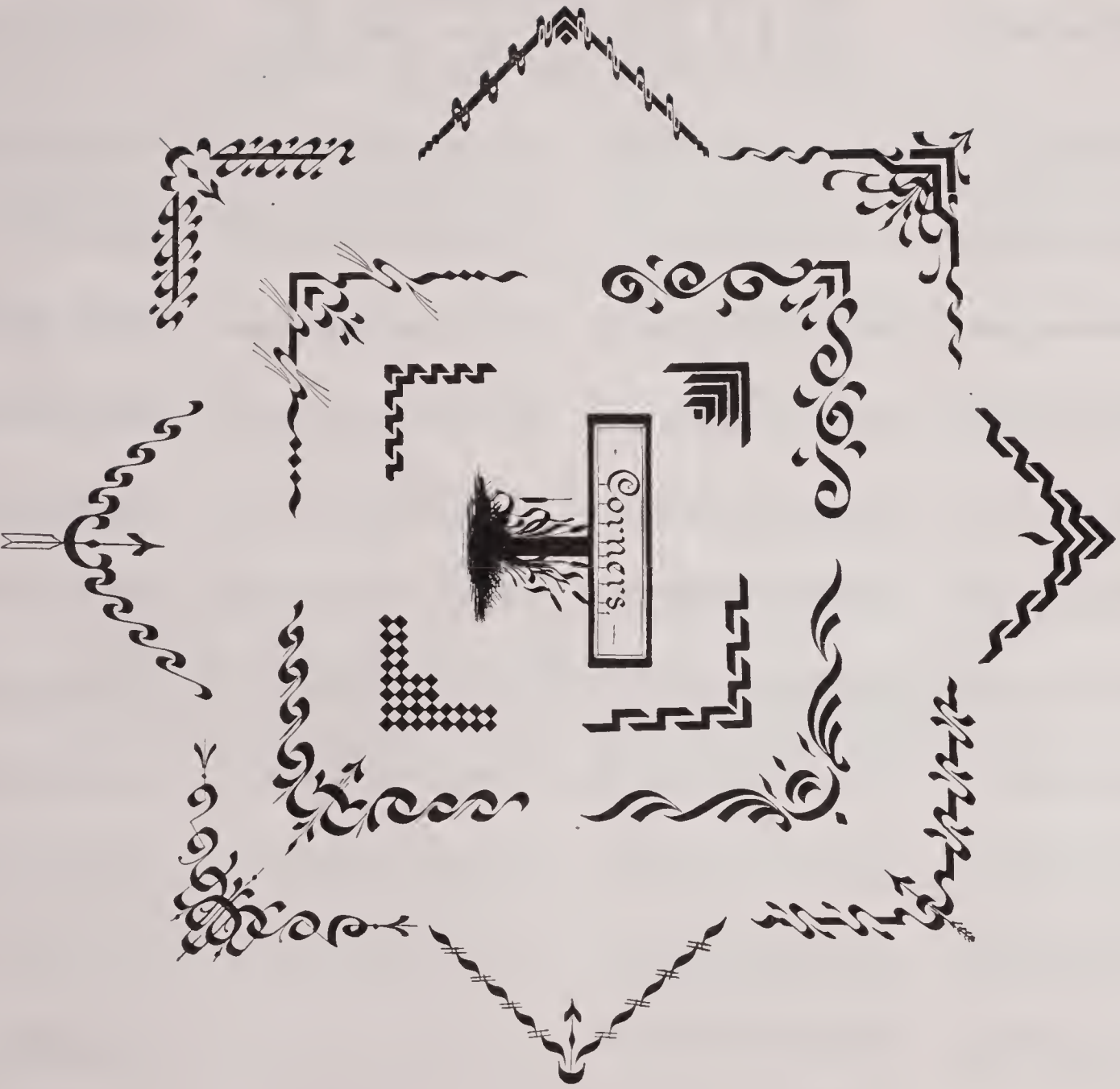
Book and hat marks can be made with the Marking Pen that surpass any other method. Use the very best ribbon, as an inferior quality will allow the ink to run through and spread. Fasten the ribbon to a smooth board or table, with thumb tacks or pins, putting six or eight sheets of paper under the writing surface. Use a No. 1 Marking Pen, with the teeth clean, and a good thick white ink. After ink becomes thoroughly dry, shade the strokes with gold ink, using an ordinary coarse pen.

# BORDERS.



Forty-six different style Borders for the Marking Pen

PLATE 79



Sixteen different style Corners for the Marking Pen

PLATE 80

Spring  
Styles

The above is a reproduction of Marking Pen Lettering. The shading to the left was done with the Plain Pen, which makes a flat tint stroke about half the depth of the color of ink used.

PLATE 81



The above is a reproduction of Automatic Shading Pen work. Shading Pens make a mark of two shades, at a single stroke of the Pen, from one color of ink.

# Prescriptions

Carefully Filled.

Show Card lettered with the Automatic 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.

These alphabets are printed with two plates producing an effect identical with that of the shading pen.



# Part Two. Commercial Automatic Shading Pen Lettering and Designing.

PLATE 84

## HOW TO USE THE AUTOMATIC SHADING PEN

The Automatic Shading Pen is exactly what the name implies. The person holding the pen forms the stroke or letter to be shaded, and the pen automatically does the shading without the assistance of the one holding it. The Automatic Shading Pen is held exactly the same as the Marking Pen. (Note instructions carefully as given on pages 2 and 3 of this Compendium.) The pen makes a mark of two different shades at a single stroke, and that color or shade which comes from the right side of the pen must under all circumstances be considered the shade, and the color which comes from the left side, or the side nearest to you, is the main stroke, or the stroke forming the letter. Fine lines are made by sliding the pen edgewise, either way. Wide lines by drawing the pen bodily downward, or to the right. Curved lines by sliding edgewise and around to the right or left and downward. In Lettering, the downward pressure on the pen should be only sufficient to make the ink flow.

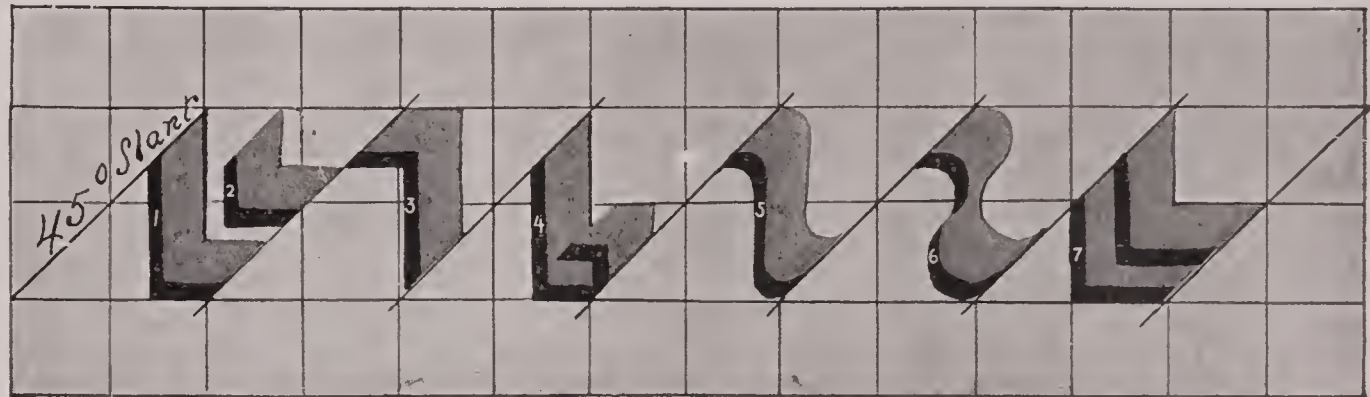


PLATE 85



## DIRECTIONS FOR PRACTICE

The exercises for practice are gotten up in the order of simplicity and should be mastered thoroughly in the order given before attempting anything further. Use the No. 4 Shading Pen in these exercises, and an ink that is the right thickness. If too thin, it will spread and run; if too thick, it will not flow from the pen smoothly, and will make a rough, ragged stroke. Be sure your ink is right. Inferior ink has caused more discouragements in this work than anything else. Should your pen be a little rough and scratch, make it smooth by drawing it across a piece of scrap paper a few times. Study the position of the point of the pen, beginning and ending the stroke. Plates 84 and 85 must be mastered before you can expect to make a letter. No. 9 in Plate 86 is designed to teach spacing and uniformity of stroke. Practice with care; don't hurry. Remember, this is drawing, not writing. Hurried, careless work would be a waste of time, and failure.

PLATE 86



PLATE 87



In Shading Pen lettering always hold the pen at one position or slant from the base line, as indicated in the first line of above illustration. Practice and study on the simple strokes as given on pages 47, 48, 49, 50 and 51 will enable you to make rapid progress in this style of lettering. Success with the Shading Pen depends almost entirely upon a definite knowledge of how and when each part or stroke of the letter is made and connected. In practice use a No. 4 Pen and make your letters about three-quarters of an inch high. When you have mastered this style of alphabet you will be able to do very creditable work in other styles, such as German Text, Old English, etc. (For full alphabet of above exercises see Plate 107).

PLATE 88

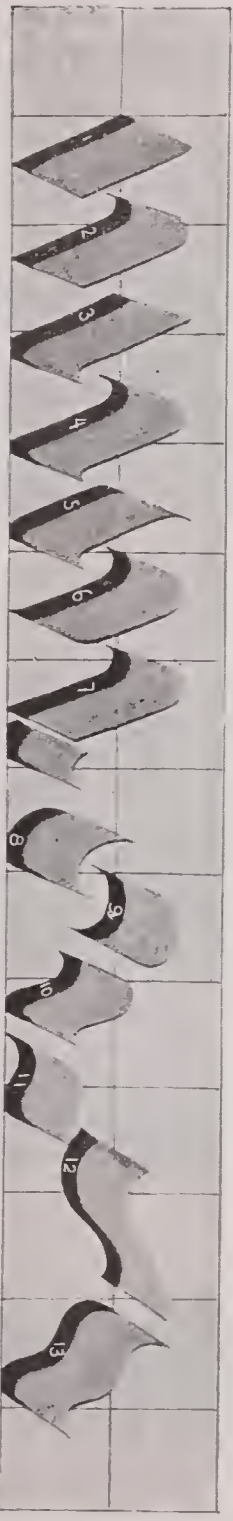


PLATE 89

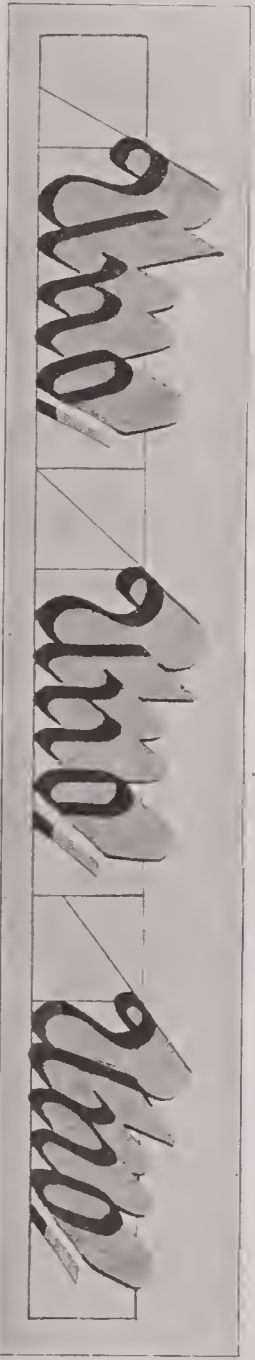


Plate 88 shows principles of an alphabet made with the No. 4 Shading Pen. Plate 89 shows three ways this alphabet can be made,—backward, vertical and slanting. The first named is considered best adapted for ordinary work. You will observe the pen points assume a different slant for each style. This is shown by the line drawn through the square before "U". The slant in the vertical is the same as in the previous plates. Be sure to master the principles in Plates 87 and 88 before proceeding, as the success in making these alphabets depends upon them.

PLATE 90

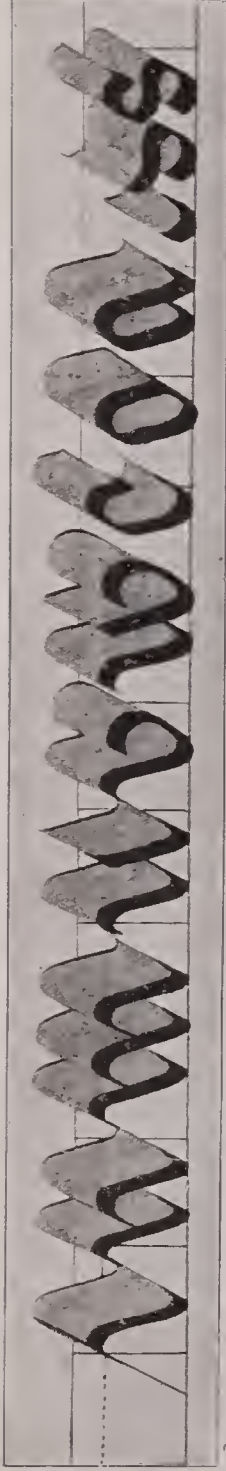


PLATE 91

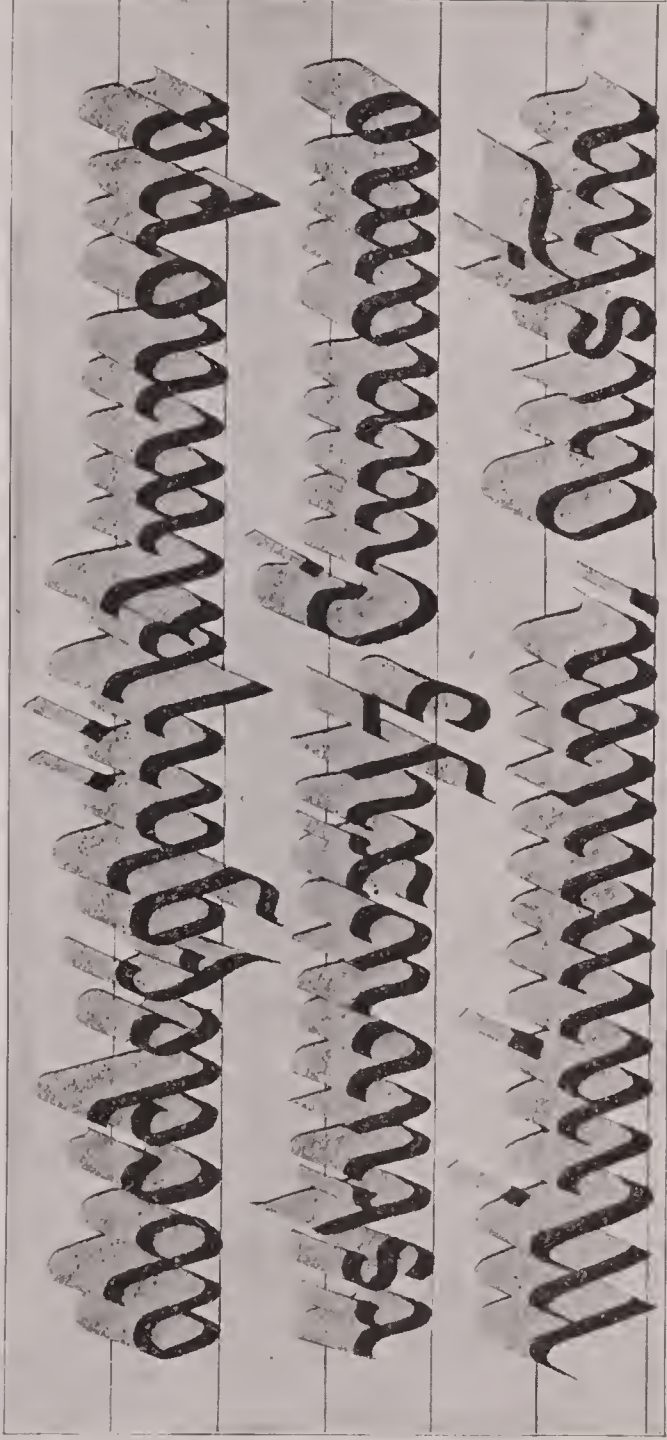


PLATE 92



Plate 90 embraces all the necessary points in the makeup of the small alphabet. Rule with pencil a line about one-eighth of an inch from the top, as shown by dotted line, placing the pen a little below this, sliding upward in the proper slant until it is even with pencil line, then make the turn. Do this with each stroke in your letter and it will be of uniform height. We caution you regarding the e, o, a and s. You will make these letters larger than the rest unless you use extra precaution. Knowing well the pitfall, we have fallen into it, as you will notice by examining the "c". Be careful, there is but little difference in the height of the one space and loop letters, one-eighth of an inch is sufficient. Begin the loop letters at the top line and the one space letters at the penciled line.

PLATE 93

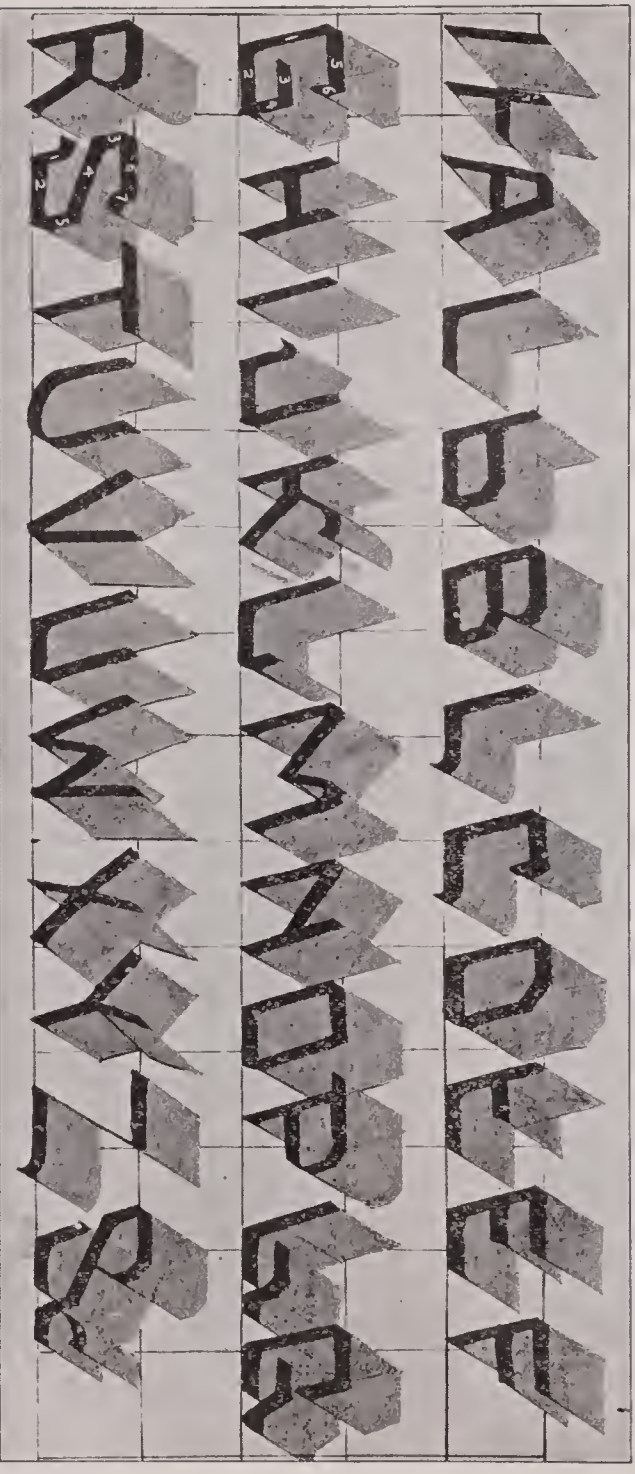
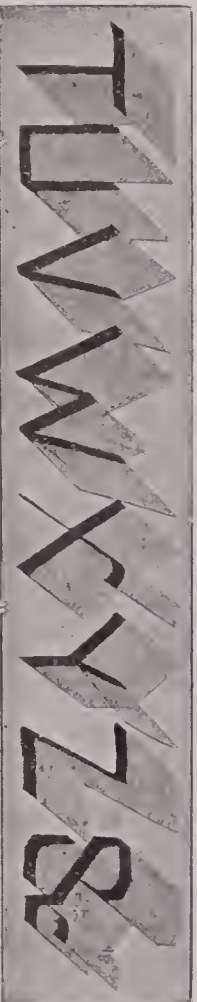
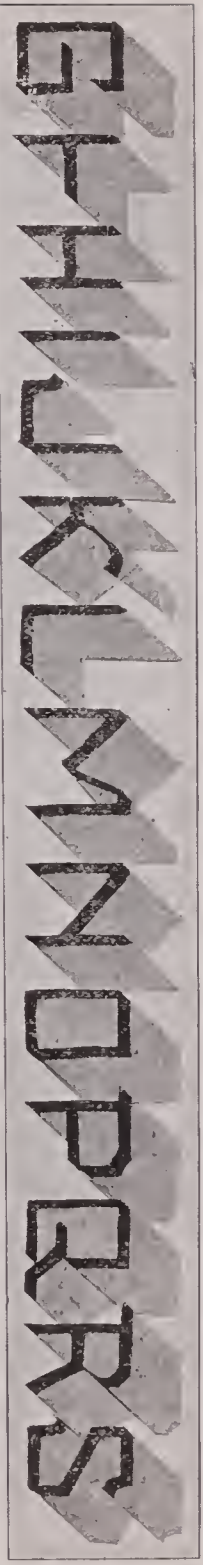
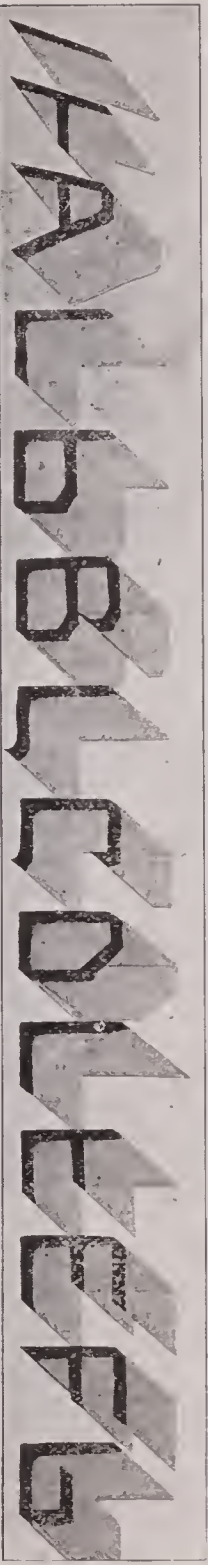


Plate 93 shows the slant of the Block Alphabet made with the No. 4 Shading Pen. The form of the letters is the same as in previous plates, but the mode of construction is somewhat changed. To make this point perfectly plain, we have broken up a few letters into sections and the strokes in G and S are numbered, thereby showing the order in which they are made. After you have mastered the slant alphabet with the Shading Pen, try the same in vertical, as illustrated in Plate 94.

PLATE 94



Watch your spacing and horizontal lines closely. In beginning the first stroke of the letter "A" draw the pen downward the full length of the letter, next add cross-bar at about the center of the letter, then place the pen at the top, or beginning of the first stroke, and draw horizontal stroke about half the length of cross-bar and run starting stroke to the base line.

PLATE 95

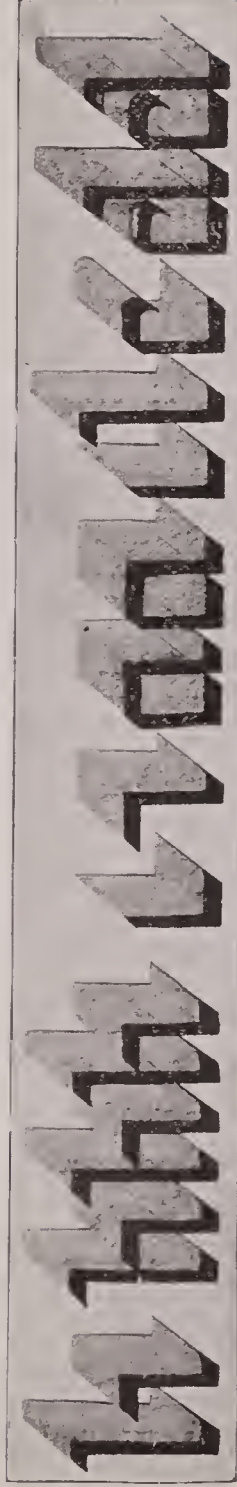


PLATE 96

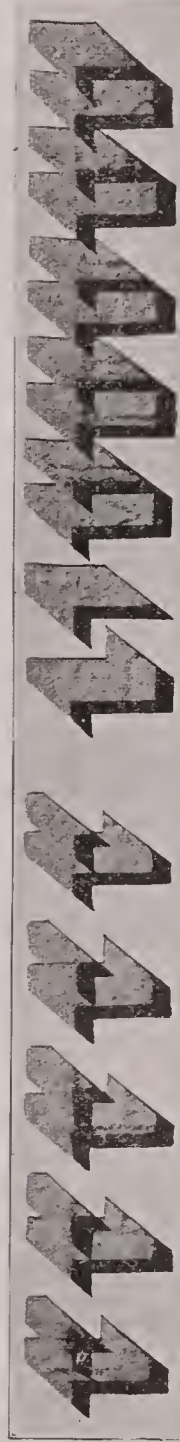
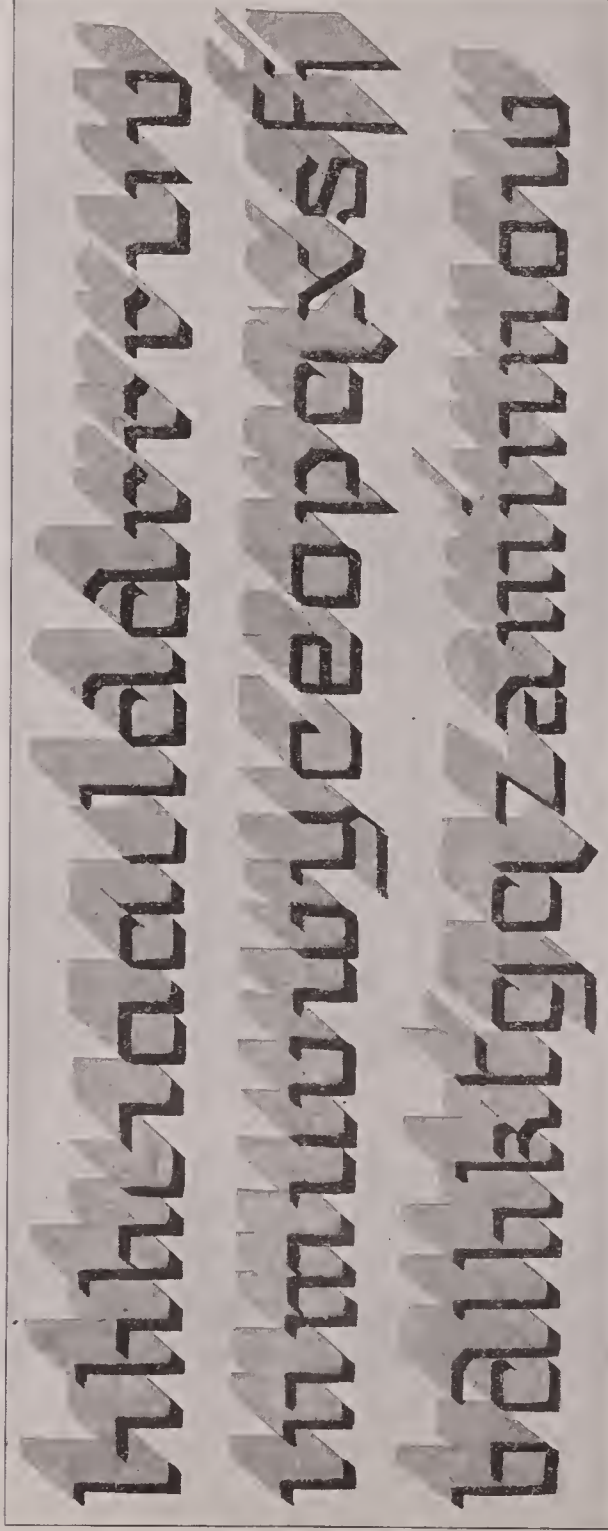


PLATE 97



We have in Plate 97 all the small letters that go with the capitals given in Plate 94. After you have mastered these letters sufficiently combine them into words beginning with a capital, then into sentences, as suggested in the instruction under Plates 97 to 101. The following contains all the letters in the alphabet: "John quickly extemporized five tow bags." Make this over and over again until your spacing is uniform and quite condensed, not to occupy over twelve inches in length and have a slight space between each word. Don't allow yourself to become careless in practice of Plates 95 and 96, as nearly all the small letters are made from these exercises. Should there be streaks in the heavy part of the stroke it is caused by one of two things,—either the ink is too thick or the teeth of the pen are not clean. If the latter, draw the edge of a stiff sheet of thin paper through the teeth or clean with a Steel Cutting Disc.

PLATE 98



PLATE 99

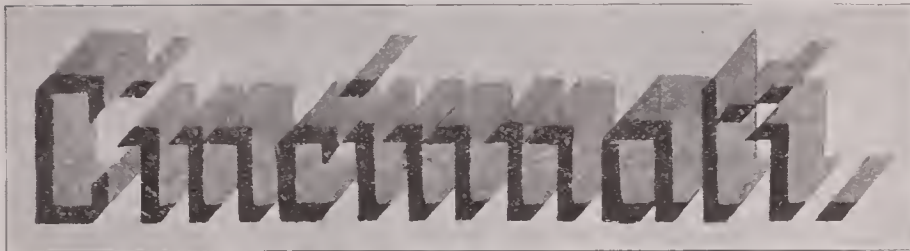


PLATE 100

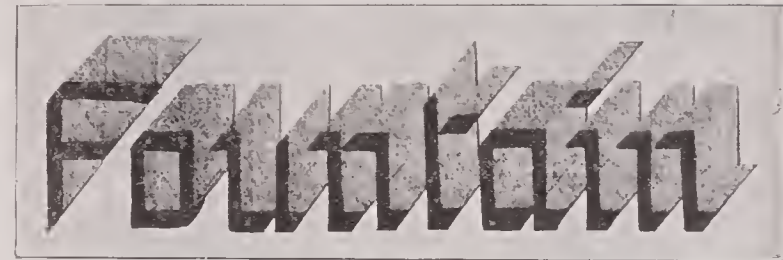


PLATE 101

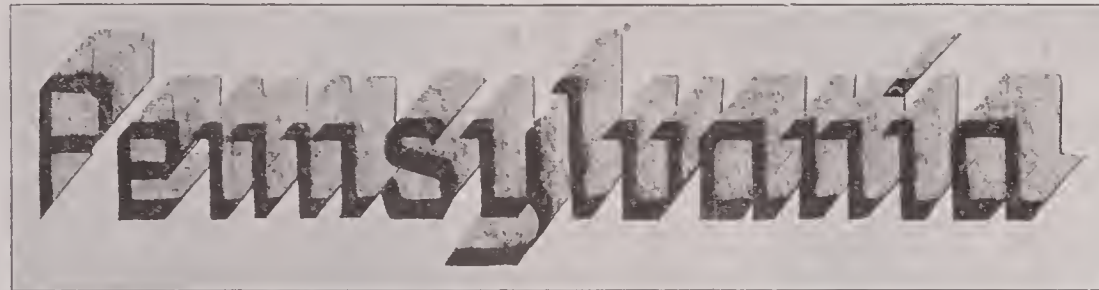
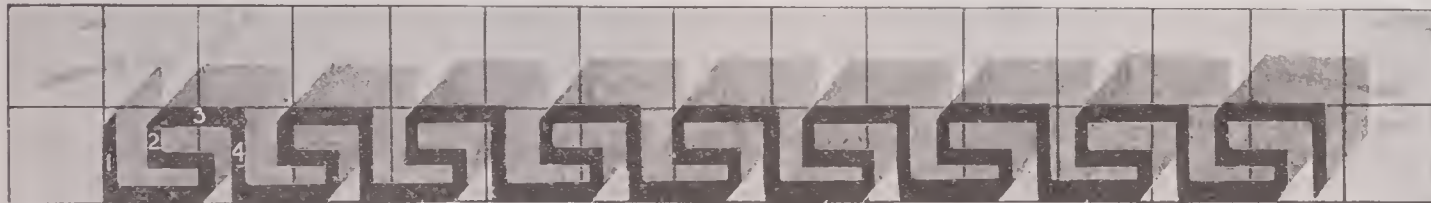
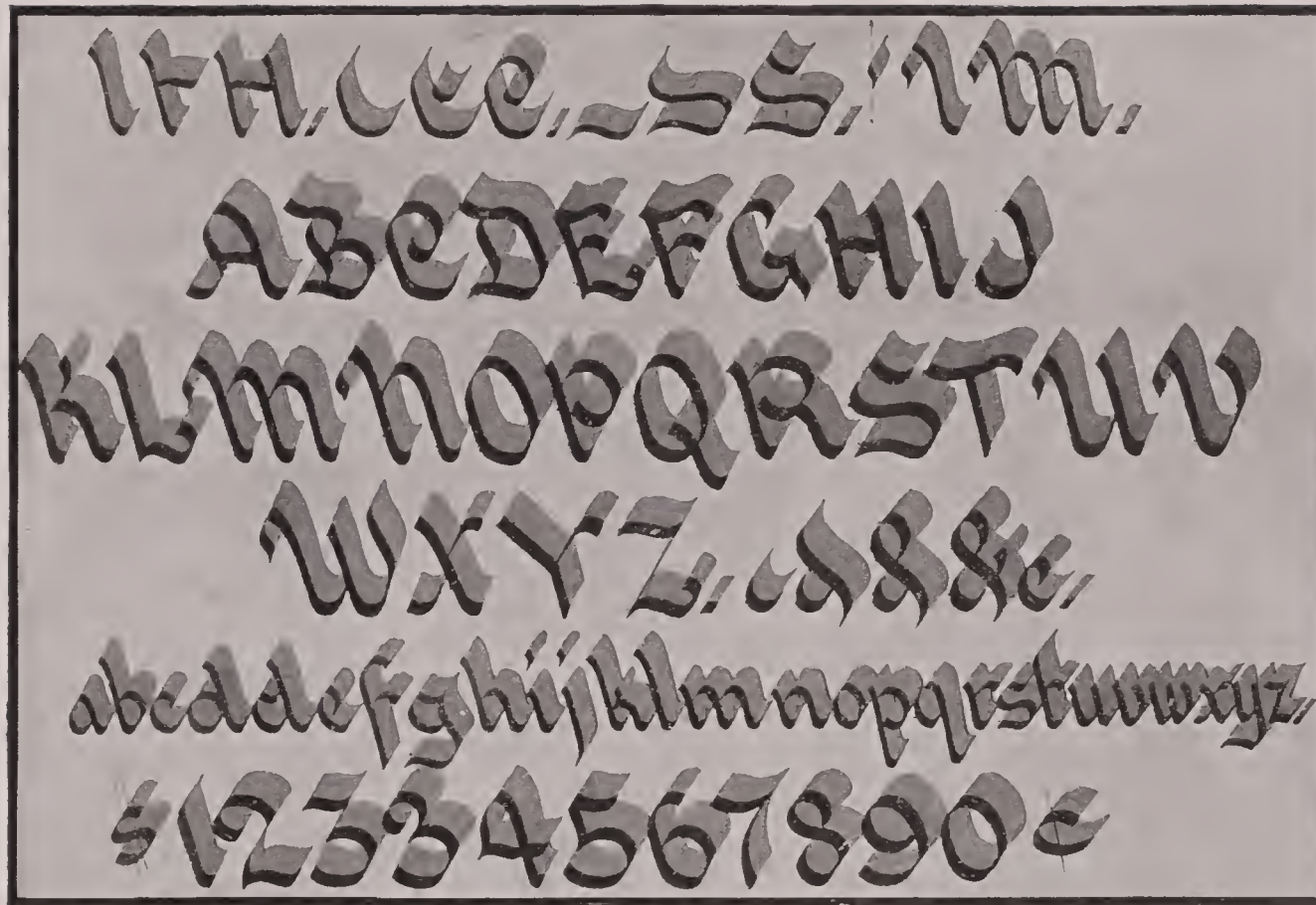


PLATE 102

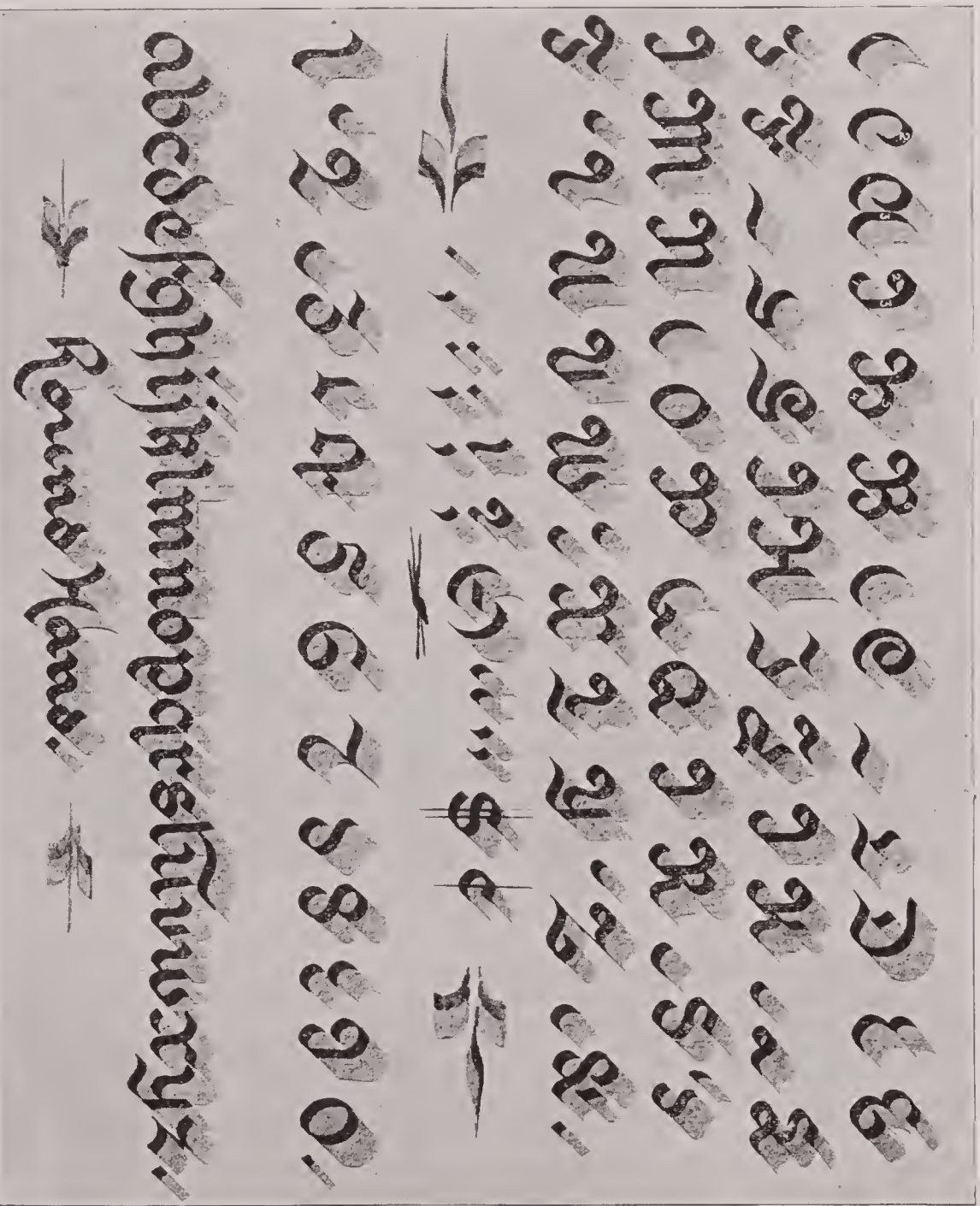


In order to become more proficient in making vertical and parallel strokes, try the above border, which contains such strokes as are used in the block alphabet. Nos. 1, 2, 3 and 4 show the order of construction.



Study carefully the combination of the letters in the above plate, so as to have your shading uniform. This is important. See letter "H" in the large letters. Make first stroke, then add cross-bar and finish with last stroke. When making letter "S", always begin with the bottom stroke and work up, the top stroke being the last made. Pay particular attention to the make-up of these two letters as you proceed, and you will readily catch the idea for neat joining of the different parts, so as to bring them clear and distinct. This will help you in forming the other letters of the alphabet. In the small letters, note carefully the curves, length and width of each. Note how the stroke "I" and the curve "o" are combined. In making "d", first make small "o", then add "I" close to the right; finish "b"

PLATE 104



The original of this plate was made with a No. 4 Shading Pen, reduced in engraving to No. 3



PLATE 105

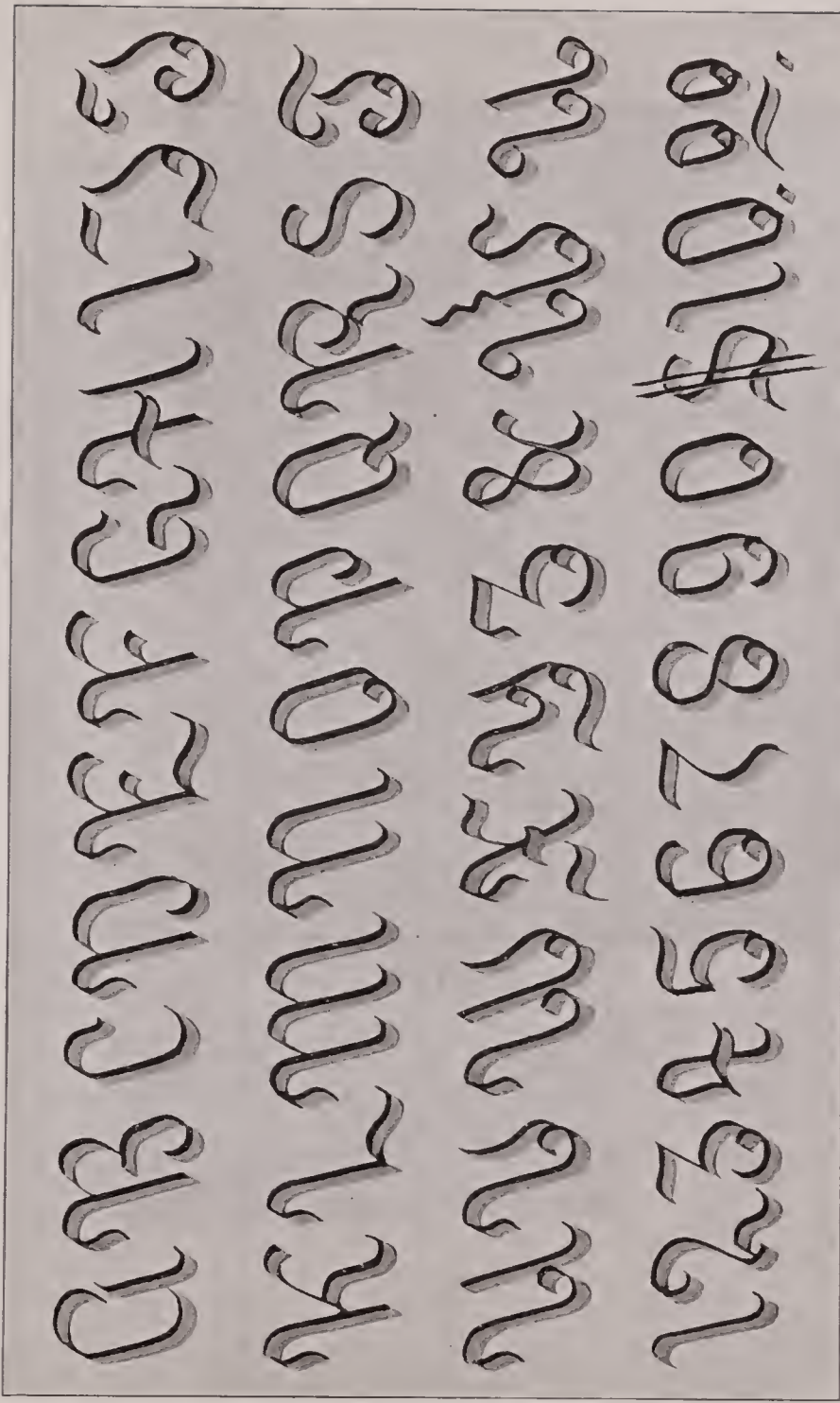
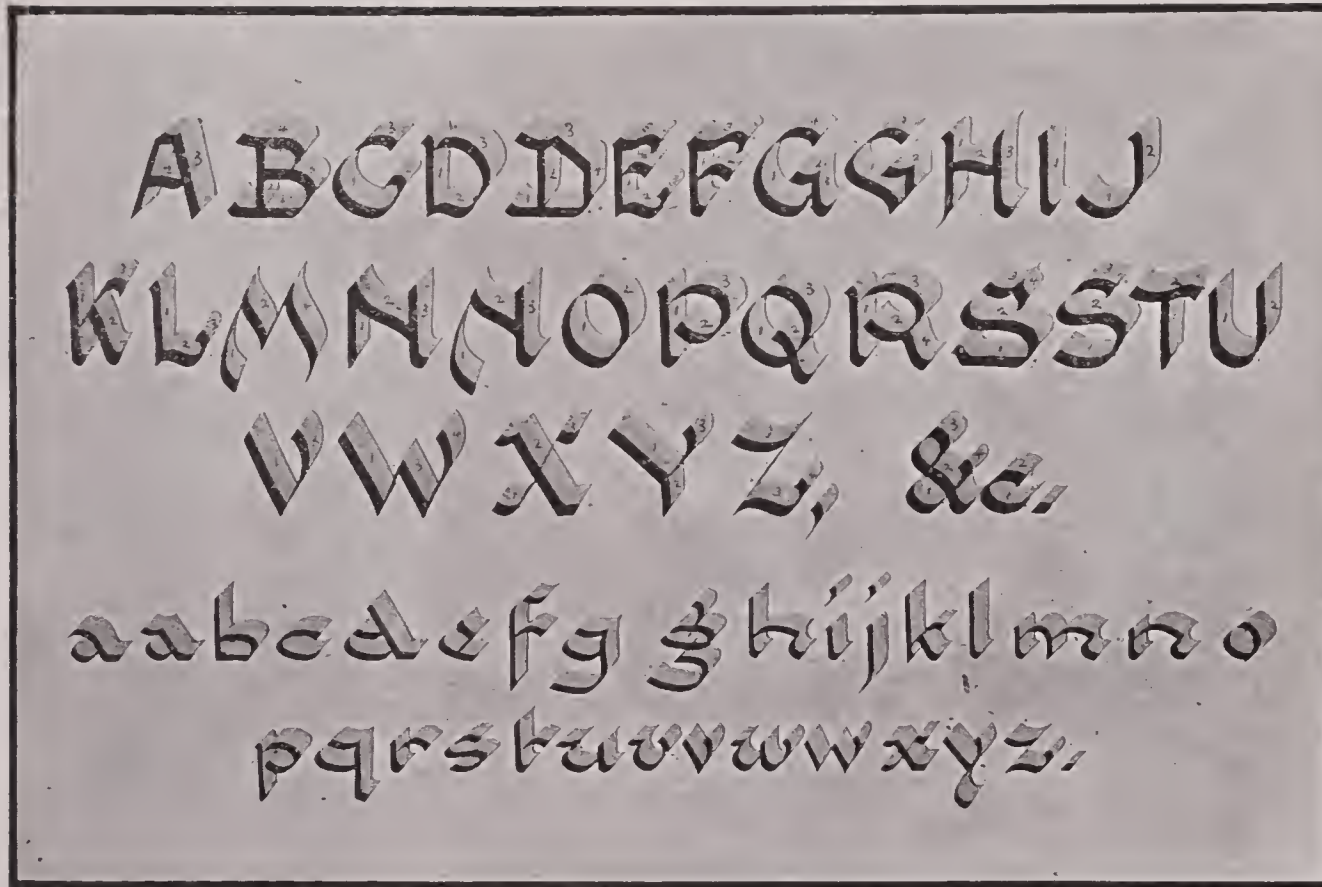


PLATE 106



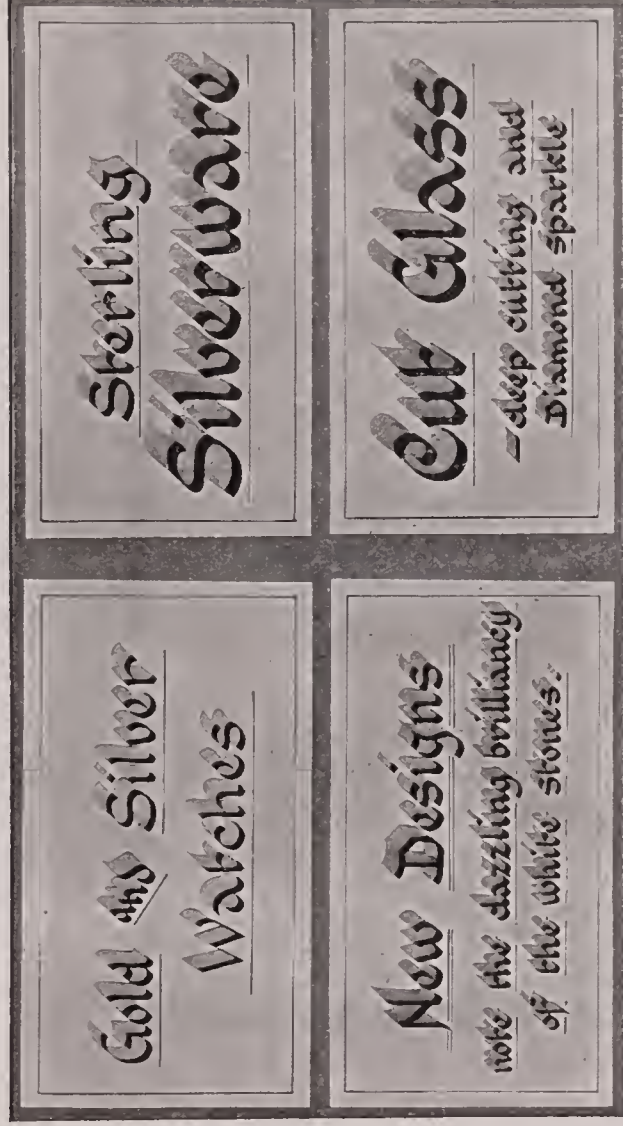
For the capitals and small letters in Plates 105 and 106, a No. 1 Shading Pen is used. With the dark line to the right making what is called an open letter. The compound curve at the beginning of B, D, E, F, H, etc., in Plate 105, is the last stroke of the letter. This stroke makes the letter a little more ornamental and does not impair its legibility.



In making B, first make the stroke at the bottom, then perpendicular stroke, then middle stroke as numbered in illustration, then top horizontal stroke and curve downward connecting with the third stroke, as shown in copy. In Shading Pen lettering always remember to work from the bottom up and from left to right. For instance, in making the letter H, first make vertical stroke, then join cross-bar and follow with last vertical stroke; also in making letter S, first make bottom stroke, then run second stroke to connect with lower stroke, then add top stroke, as shown in alphabet.

(For finished Show Cards made from above alphabets see Plates 108 and 109.)

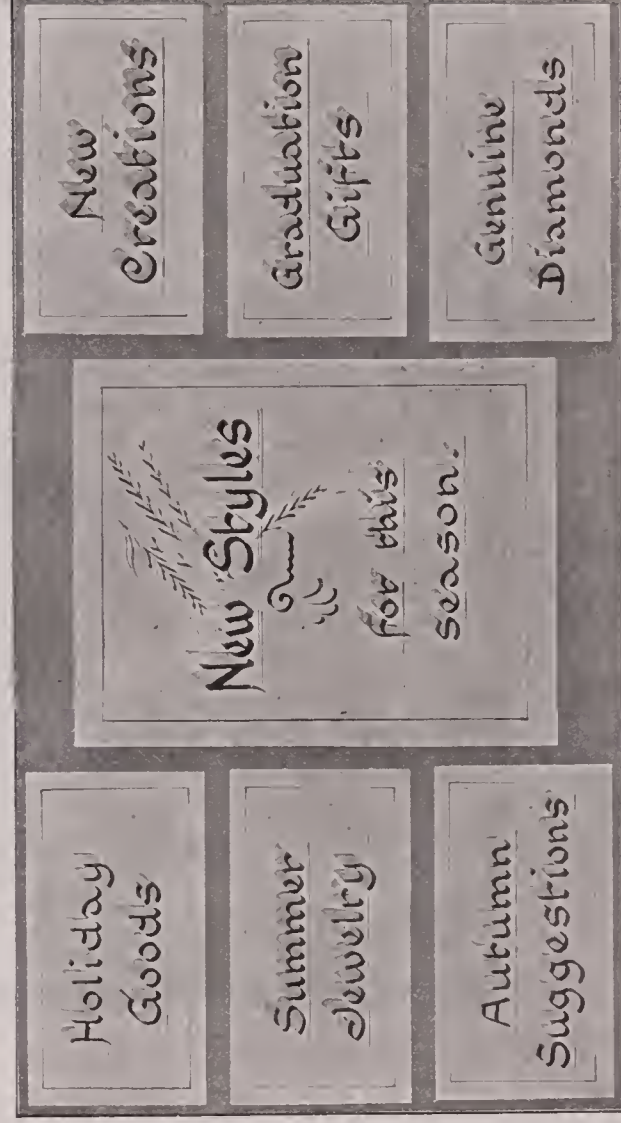
PLATE 108



Original size of above cards was 5½ x 14 inches. Lettering of card, "Gold and Silver Watches," was done with a No. 5 Shading Pen. Lettering of "Cut Glass" with a No. 8 Shading Pen, and the following wording with a No. 4 Shading Pen.

Lettering of card, "Gold and Silver Watches," was done with a No. 5 Shading Pen. Lettering of "Cut Glass" with a No. 8 Shading Pen, and the following wording with a No. 4 Shading Pen.

PLATE 109

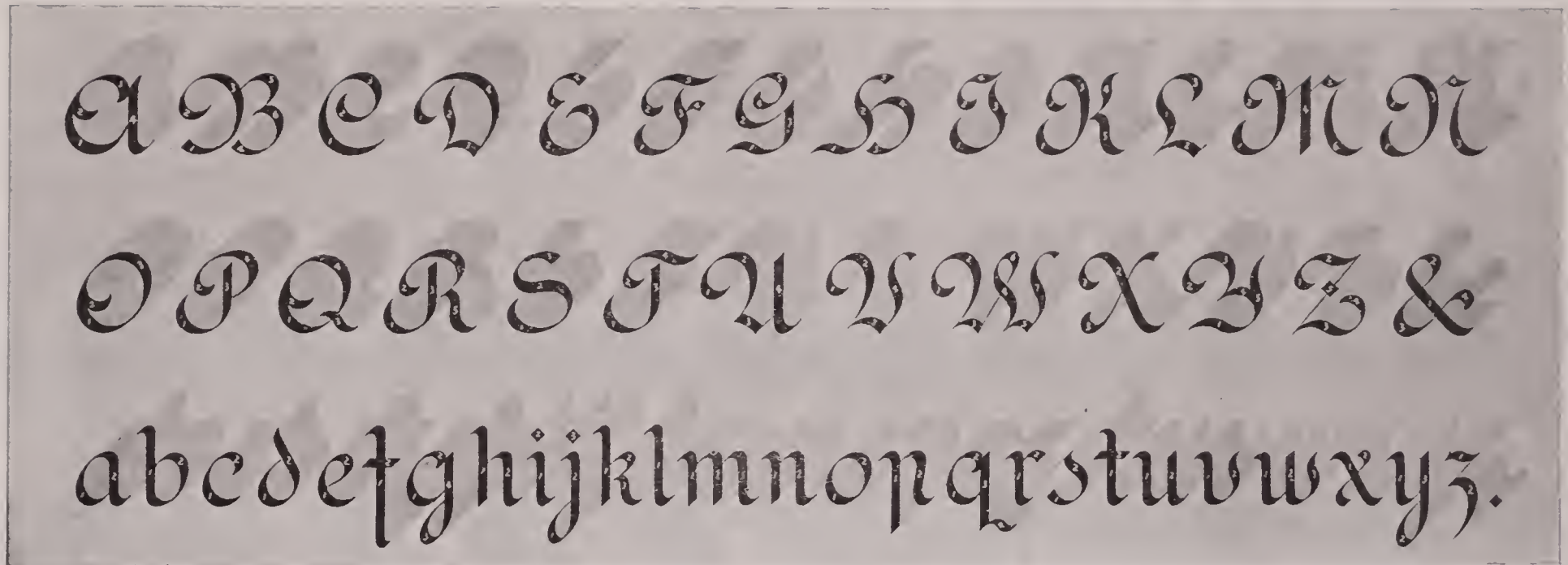


Original size of above cards—"Holiday Goods"—"Summer Jewelry," etc.—was 4 x 7 inches. Card "New Styles," 8 x 10 inches. Any color of ink will show well on white cardboard in this style of work.



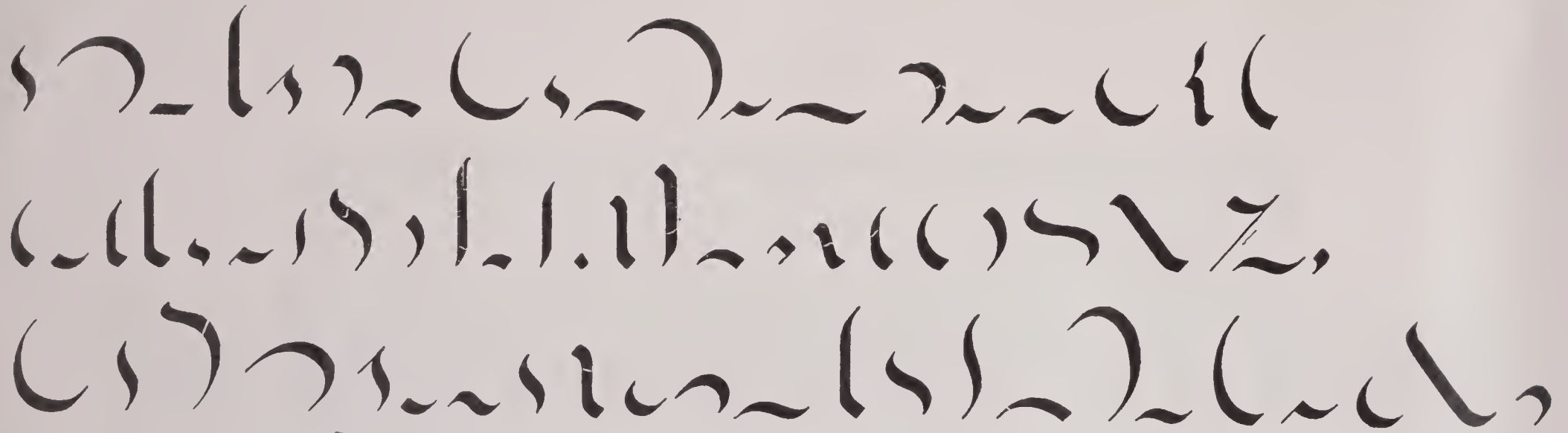
A few specimens of finished cards. Note the border effects and general lay-out.

PLATE 111



Modified Round Hand German Text

PLATE 112



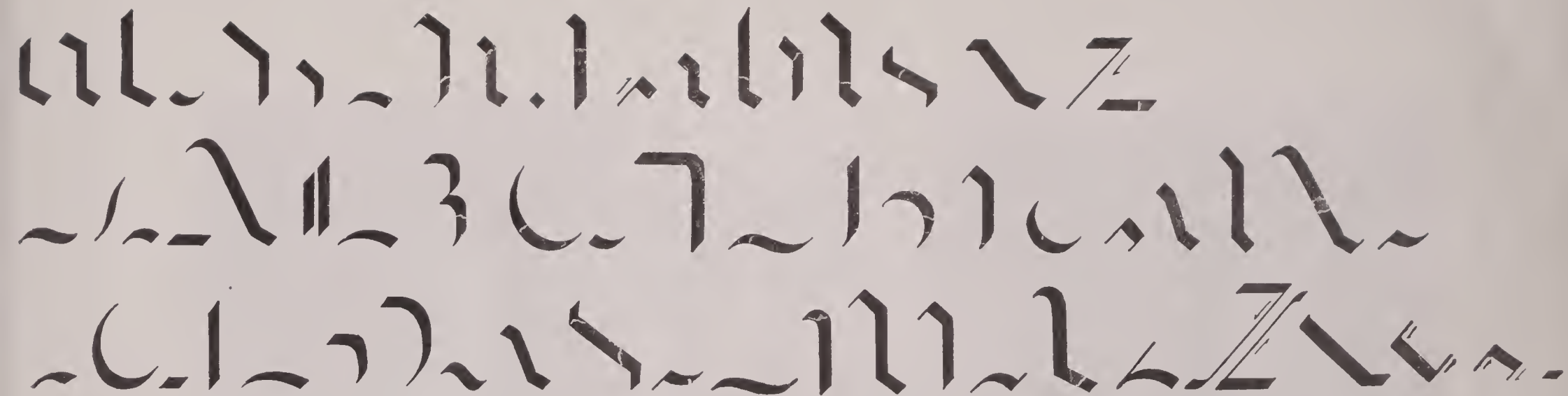
German Text Alphabet. Build up the letters in the order in which the strokes are numbered.

PLATE 113



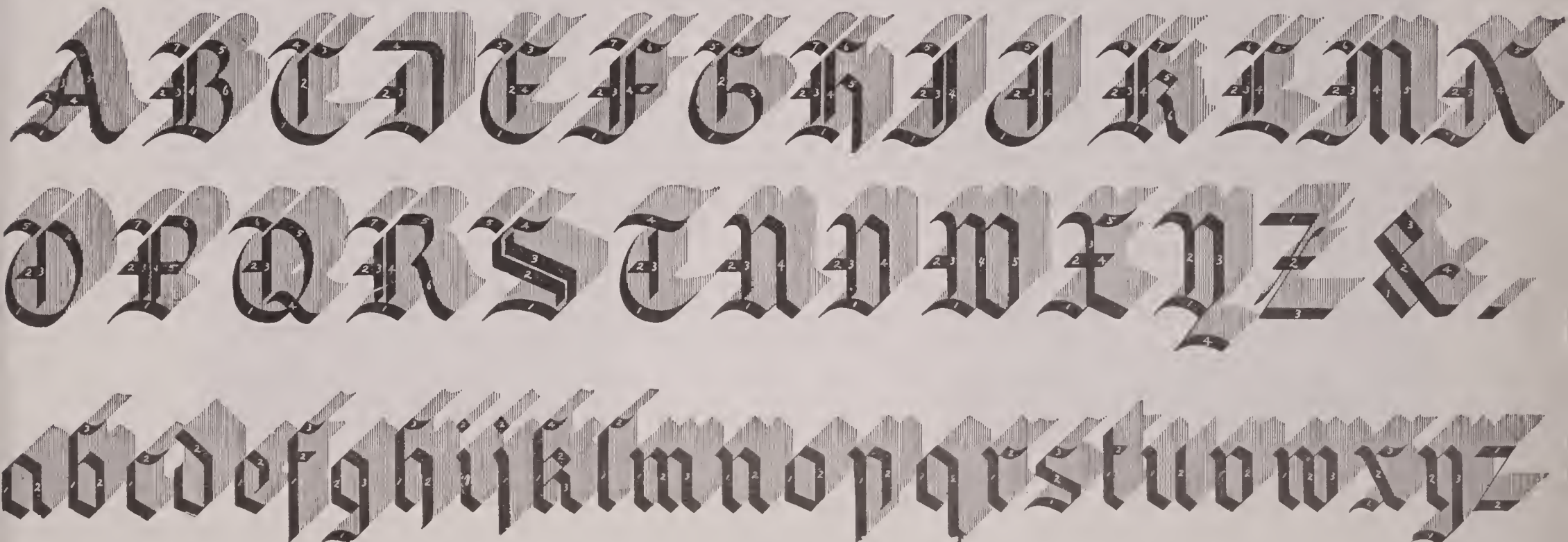
German Text Alphabet. Build up the letters in the order in which the strokes are numbered.

PLATE 114



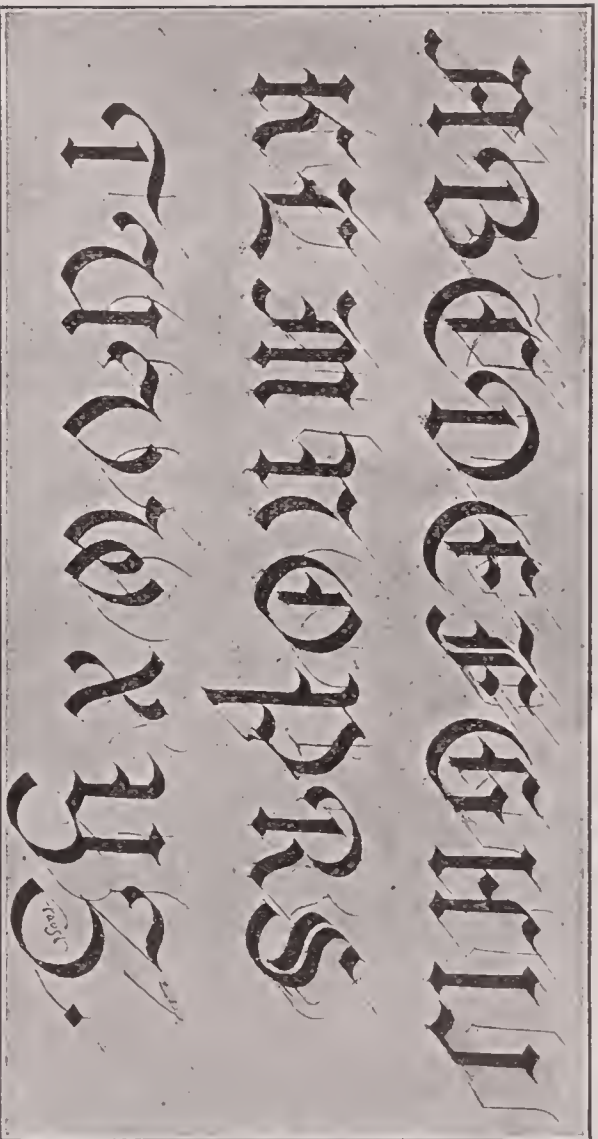
Principles for Old English Alphabet. Master these principles thoroughly before attempting to make the letters.

PLATE 115



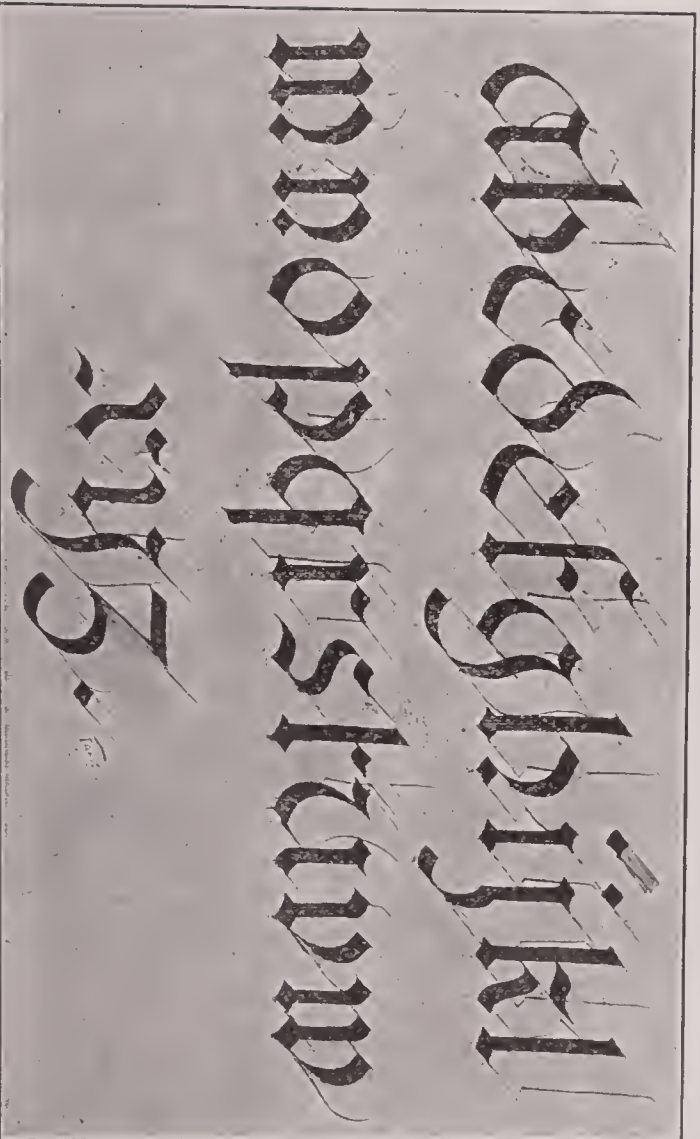
Old English Shaded. Build up the letters in the order in which the strokes are numbered.

PLATE 116



A Very Beautiful Type of Capital Letters, in Old English, Made First with the Auto Marking Pen, then Shaded with the Plain Pen

PLATE 117



Lower Case Alphabet, in Old English, to match the Capitals shown in Plate 116

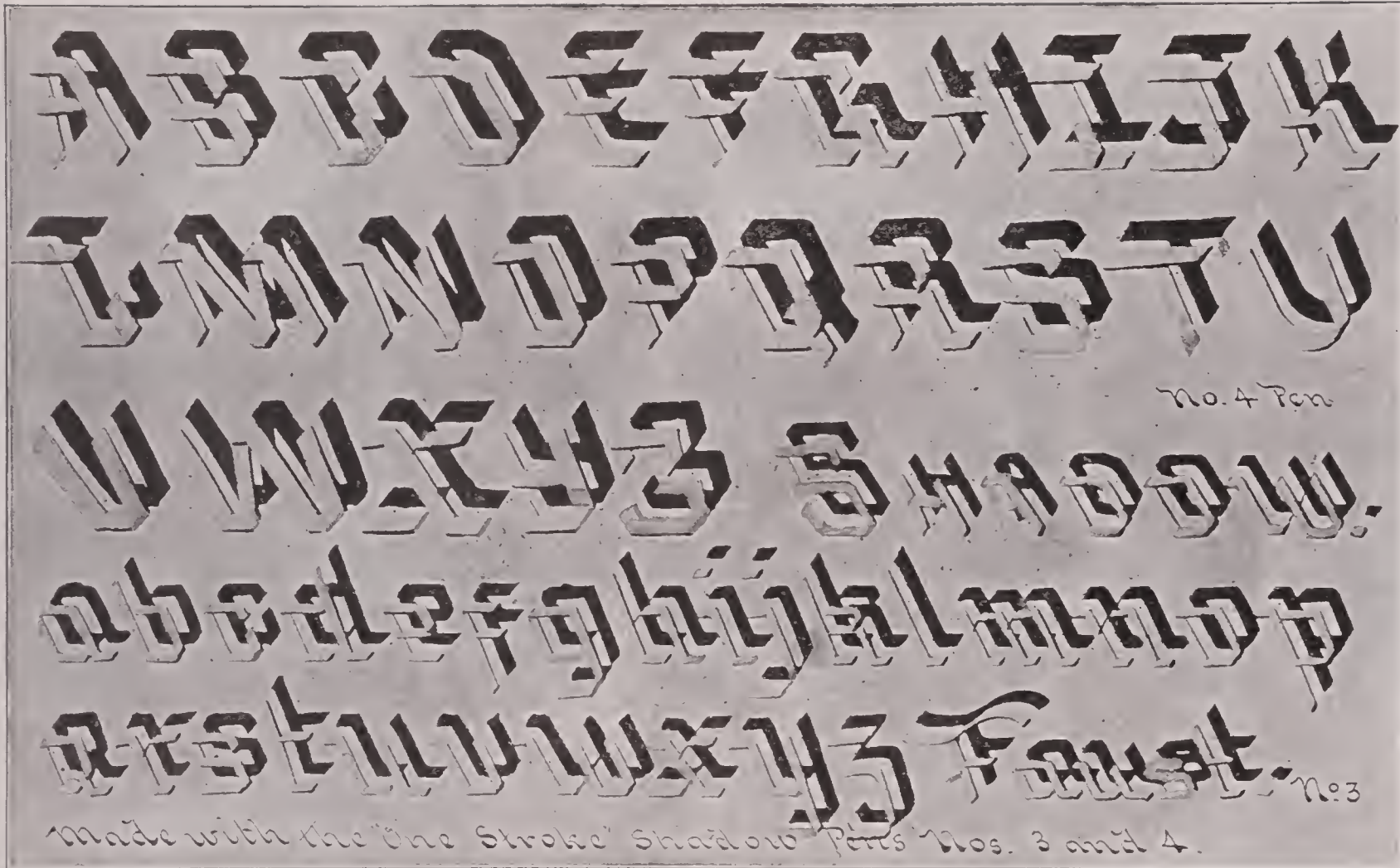


PLATE 118



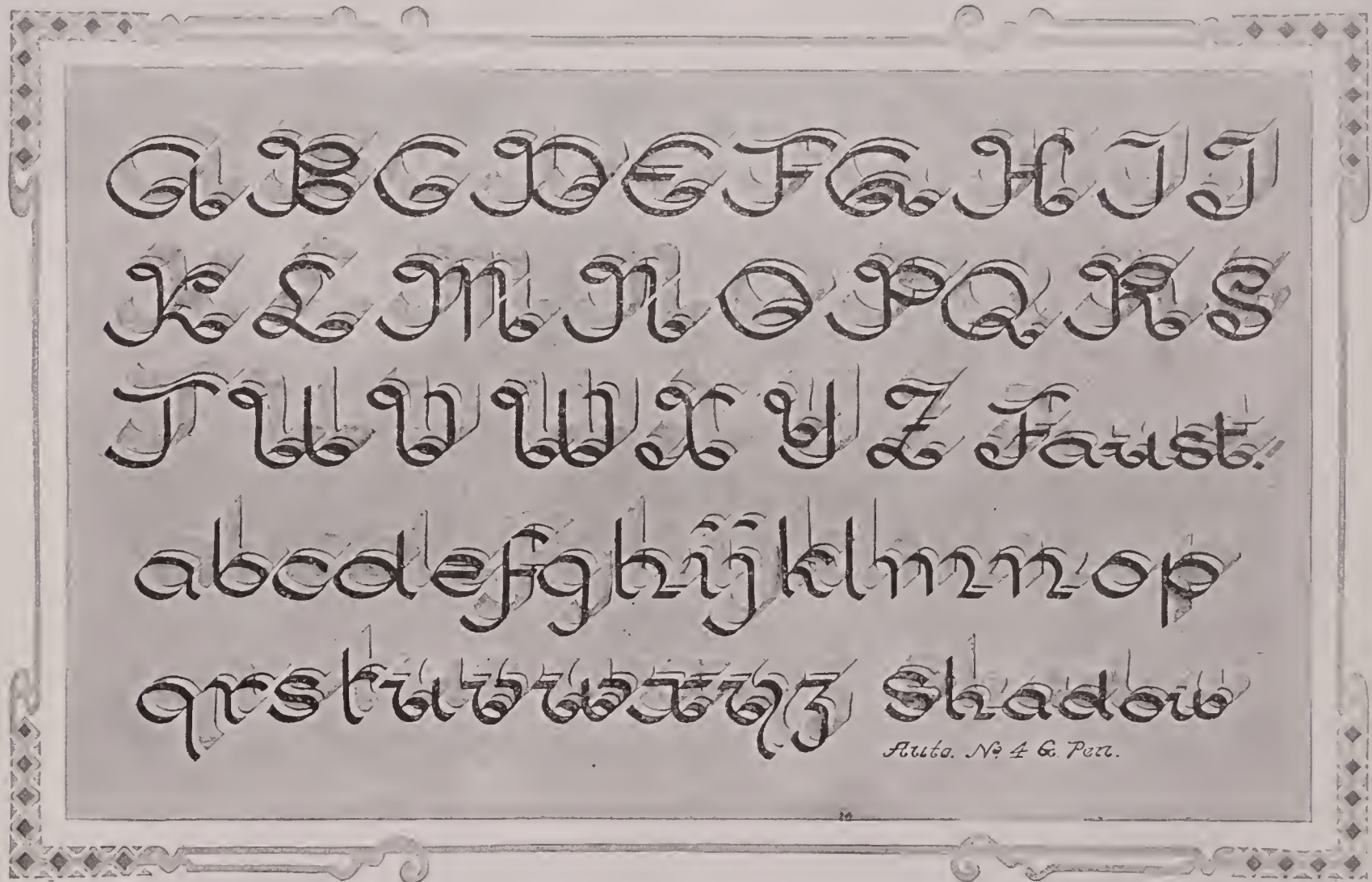
This Alphabet you will find the most difficult of any in this Compendium, owing to the parallel strokes and spacing. The strokes in A and B are numbered to show the order of construction. The principal use of this alphabet is for initial letters.

PLATE 119

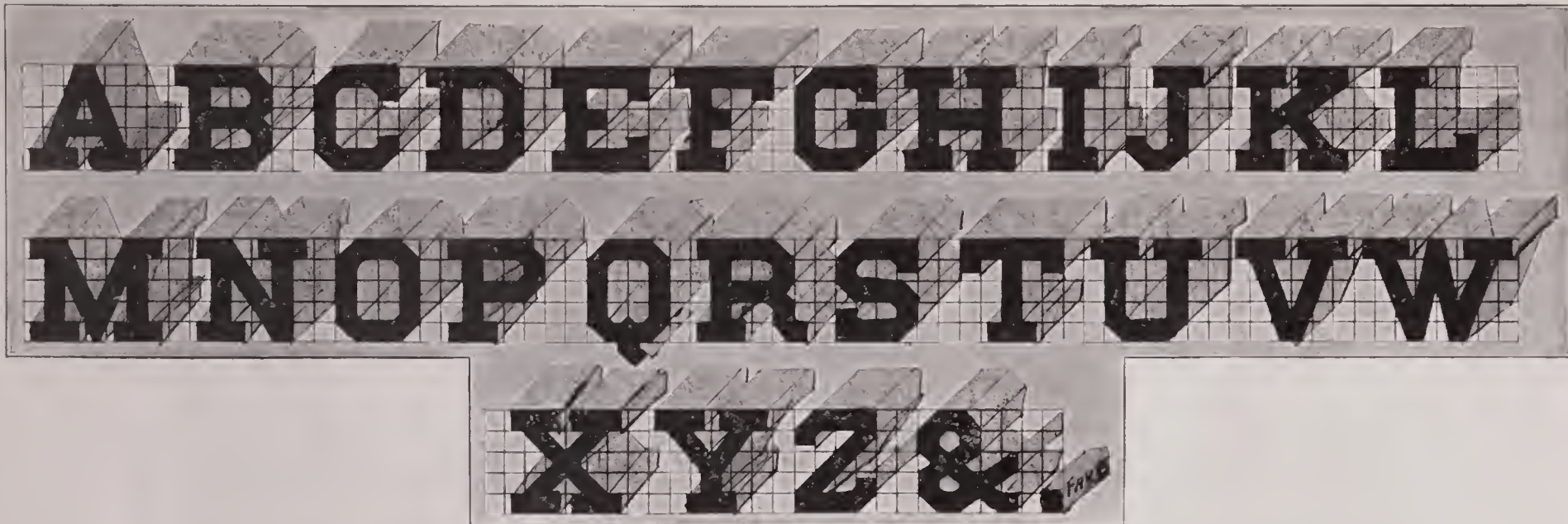


An attractive Alphabet made with the "Shadow" Automatic Lettering Pens Nos. 3 and 4

PLATE 120

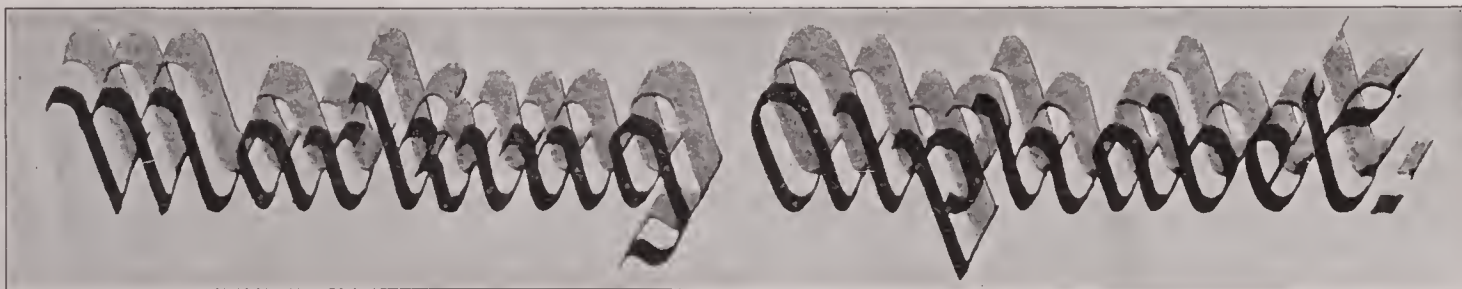


Round Letter effect. Alphabet made with the "Shadow" Automatic Lettering Pen. (Note neat border effect. Use a gray ink and fill squares with bright Rose or similar shade.)



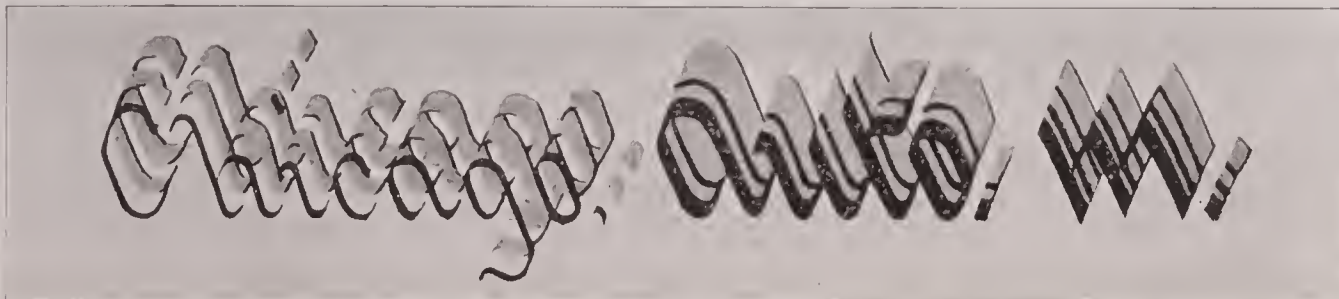
Egyptian Block Letters made with the Marking Pen and shaded with the Plain Pen.

PLATE 122



To produce the effect shown in Plate 122, file a nick in the pen about one-eighth of an inch to the right; two nicks are filed in the pen to produce the effect shown in the word Chicago, Plate 123. These nicks must be wide enough so that the ink will not flow into them. Ink should be quite thick. In the two other copies in Plate 123 a very narrow nick is made just as wide as a Steel Cutting Disc will produce. Many other combinations can be obtained by a little experimenting.

PLATE 123




The Perfection.

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 &       

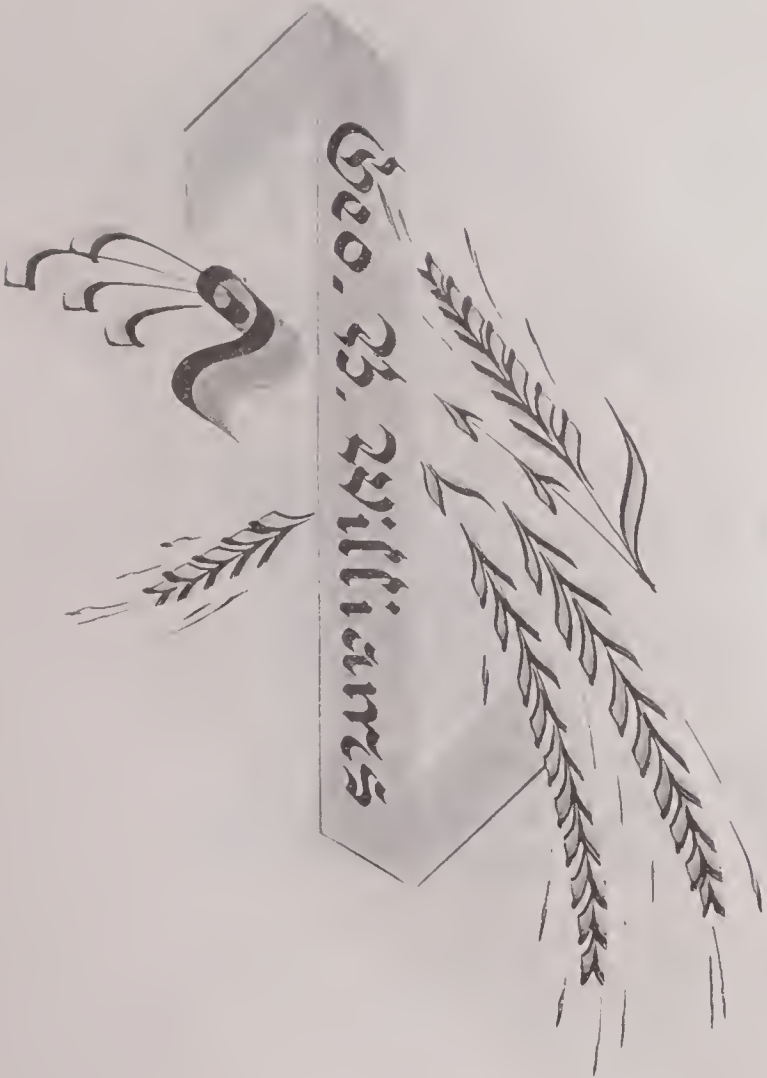
1 2 3 4 5 6 7 8 9 0 1/2

In order to show more thoroughly the commercial value of the Auto Shading Pen, we present in this plate a rubber type alphabet. A price card made with a rubber stamp alone would be very common, but could be made by any person, and with the use of the Plain Pen, in connection, effects could be produced that would defy criticism. A person without any knowledge of lettering whatever could make a beautiful price card after ten minutes practice. The words "Ice Cream 10c" in Plate 143 are given to further illustrate. Use various colored inks in shading the letters and ornament with metallics, diamond dust, etc., as illustrated in Plate 144.



COLLIER PIECES—In beginning make first stroke of small "o", then finish with strokes as shown in illustration No. 1. The second and third corner pieces and following border outlines can be followed very easily.

WHEAT HEAD DESIGNS—To make the wheat heads, first reverse your pen so that it will make a mark opposite to that of general lettering—that is, the heavy line or color of stroke being upward—then place pen at small circle of scroll (No. 9) and run pen downward. Finish with slight curve to the right. Make four strokes of this kind. Then begin above the scroll and run pen edgewise and upwards and complete the fine lines in the direction illustrated (No. 9). Finish wheat head as illustrated in No. 10. In finishing the wheat heads always begin at extreme upper end and work backward, enlarging a trifle at each stroke (Note Plate 81). In design No. 11 the broad flat tint stroke is made with a Plain Pen.



Look! — Only —  
\$16.00 — For —  
— This Suit. —

Attractive Show Card, lettered with the Shading and Marking Pens

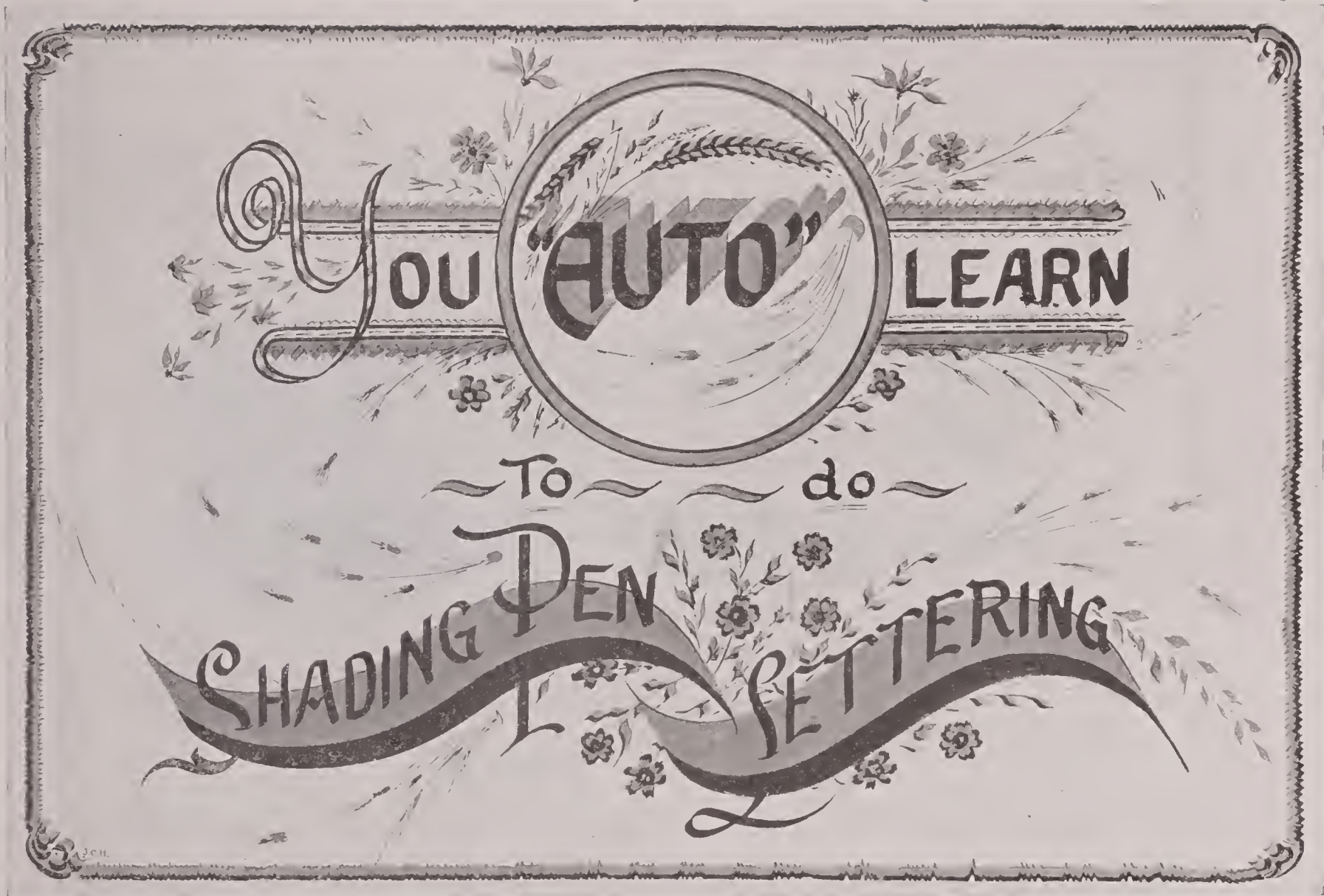


Made with Shading, Marking and Plain Pens





A neat specimen made with the Automatic Shading, Marking and Plain Lettering Pens



A variety of elaborate ideas to be worked in colors



An attractive Christmas Poster



Just a few simple strokes.—Note the tasty border made with the Plain Pen.

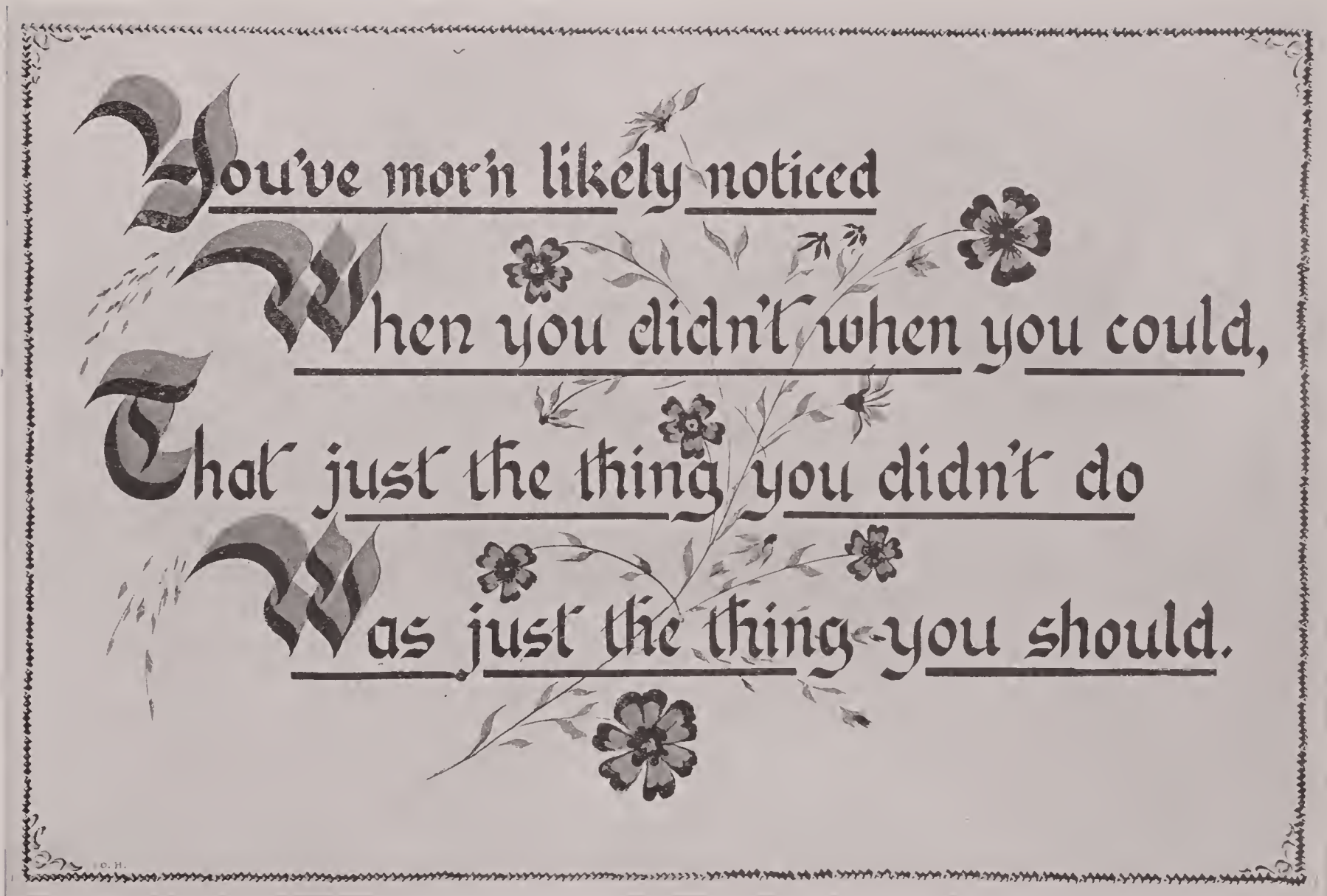


By using the different colors of ink, then sprinkling with Diamond Dust, this makes a neat Christmas card.

PLATE 134



A plain motto, easily and quickly made with the Shading, Marking and Plain Pens



Combination of Shading and Marking Pen Lettering with floral design

The Glee Club  
of the  
Hometown High School  
Will give a

The proceeds  
will be used  
to get new books  
for the Library.

**CONCERT,**

The Public  
are cordially  
invited.

Tickets,  
25¢

in Music Hall,  
next  
Wednesday  
evening.

Greatly reduced, original used for a window card



# Hometown High School.

This Certifies that **William Cook** has completed the  
English Course of Study prescribed in this Institution, and is  
entitled to this

## Diploma

In Testimony Whereof We have hereunto subscribed  
our names on this ..... day of ....., 190 .

..... Principal.

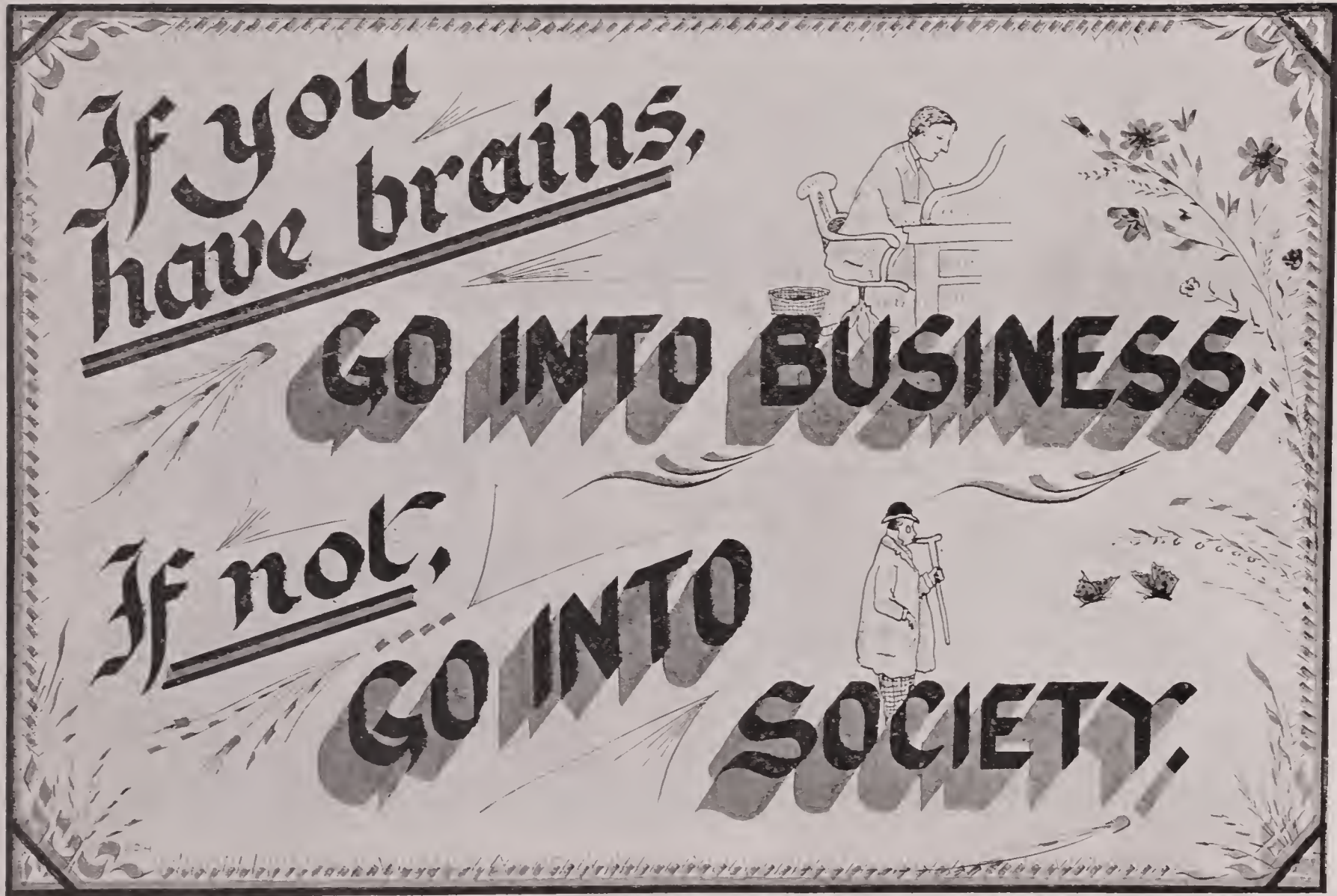
..... Superintendent.



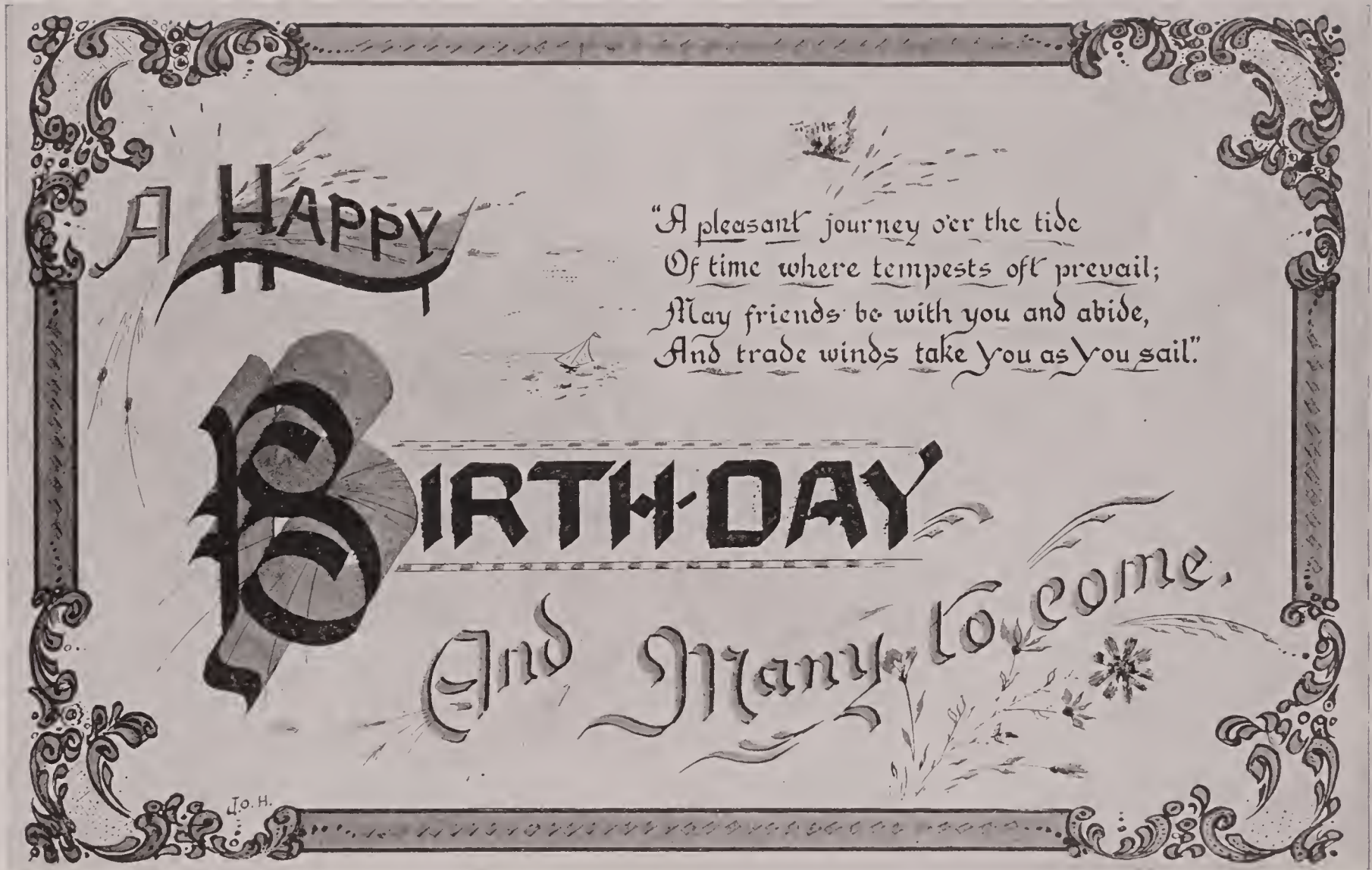
A well balanced card as to neat arrangement of wording and proper amount of white space.

Imported  
 Scotch Gingham  
 AND Egyptian Tissues,  
 For Waists & Dresses,  
 REDUCED  
 TO 18c yd.

The original of this plate was 8½ x 11 inches, made in colors, and as the effect was very pleasing, will describe its make-up. The word "Imported" No. 1 Marking Pen, bright pink ink; "Scotch Gingham" No. 1 Marking Pen, green ink, shaded with No. 3 Plain Pen, rose ink; "Egyptian Tissues" No. 1 Marking Pen, purple ink, shaded with No. 3 Plain Pen, bright yellow ink; the fourth line, No. 0 Plain Pen, dark green ink, shaded with No. 1 Special Pen; heavy line to the left, black ink; "18c yd." No. 1 Marking Pen, magenta ink, shaded with No. 3 Plain Pen, brown ink; "Reduced to" No. 00 Marking Pen, purple ink. The scrolls around first line and above the second, No. 1 Plain Pen, light blue ink.



Suggestion for Motto



Birthday Card



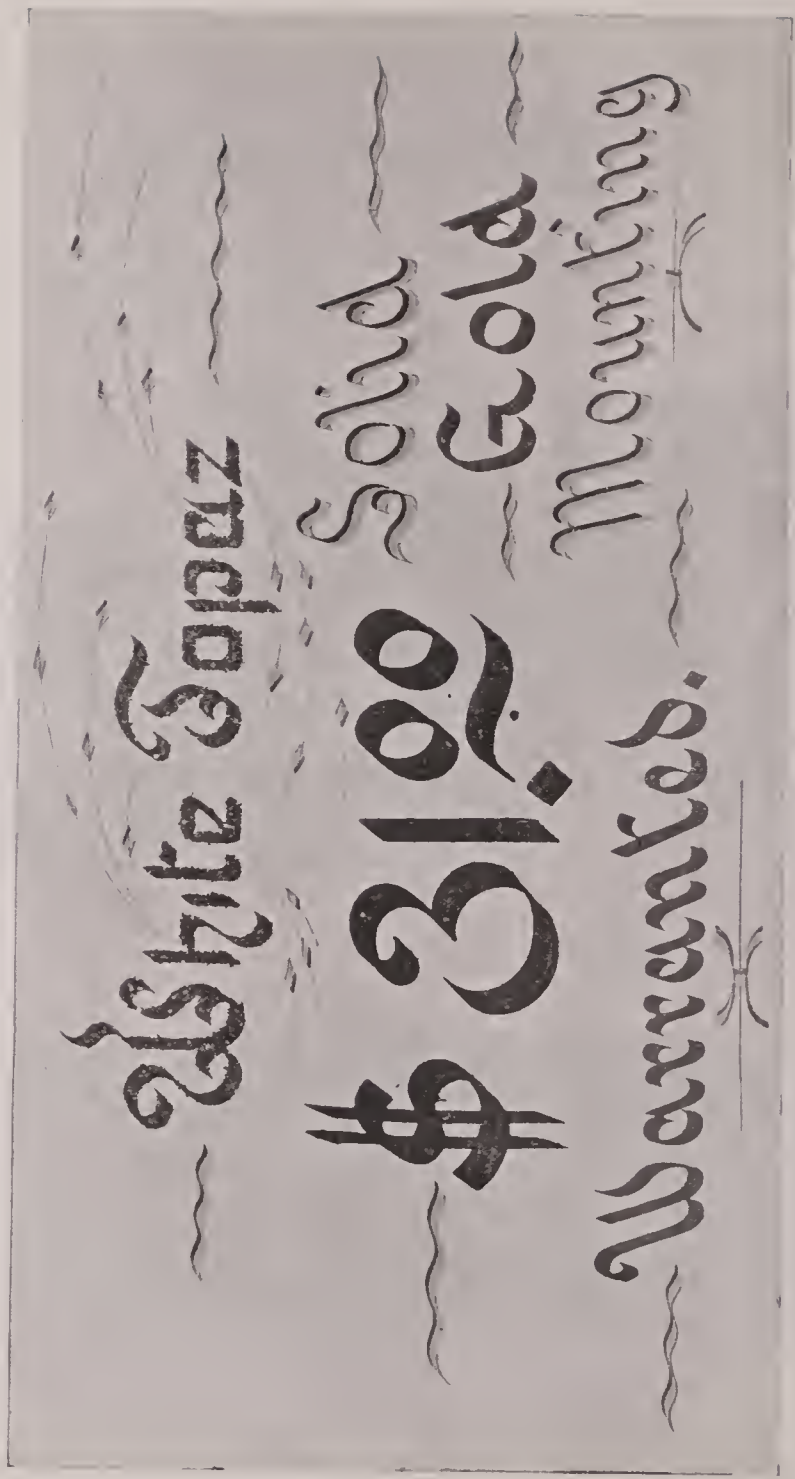
Show Card suitable for Easter decoration

PLATE 143



A finished Show Card made as per instructions given in Plate 124

PLATE 144



Original of Plate 144, 6 x 10. "White Topaz", Adhesive Ink and diamond dust; "\$31.00", No. 3 Marking Pen, Adhesive Ink, bright red flock mixed with various colored metallies; "Solid" and "Mounting", No. 1 Shading Pen, purple ink; "Gold" and "Warranted", No. 1 Marking Pen, Adhesive Ink, applying gold bronze before same becomes dry; Ornamentations, grass green ink.

**L. L. KELLY,**  
**DENTIST.**  
 Office in Opera House Block.  
 Practice confined to operative  
 DENTISTRY.

**E. WEISE,**  
 PHYSICIAN AND  
 Telephone 2 SURGEON,  
 OFFICE, 100 MAIN ST.

Repair Specialty.  
**W. G. HART'S HARDWARE**  
 CUTLERY, KNIVES, CAMERS, BICYCLES, SHOES.  
 AGENT FOR VICTOR VICK-IMPLEMENTS.

RESOURCES OVER \$200,000. **SHERWOODS BANK** CAPITAL \$50,000.  
 A GENERAL BANKING BUSINESS TRANSACTED.  
 CHICAGO, Ill.

Business Writing  
 Business  
 Business  
 Business

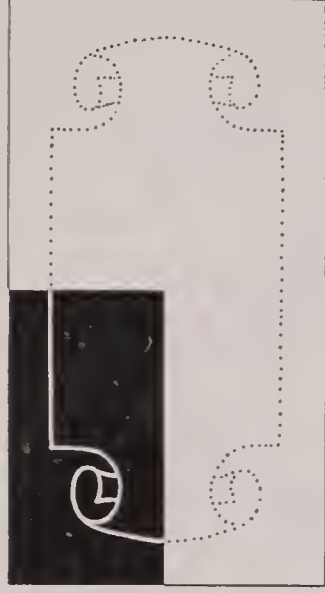
**W. W. CURTIS**  
 REAL ESTATE BROKER  
 LOAN AND INSURANCE AGENT  
 OPERA HOUSE BLOCK.

**S. LELAND. — R. LELAND.**  
**LELAND**  
**ABSTRACT & EXAMINERS**  
 EXAMINES & PERFECTS TITLES.  
 200 MAIN ST.

Illustrations of advertisement cards lettered with both the Marking and Shading Pens. This style of work is suitable for business directory, advertising bulletins, moving picture slides, etc.

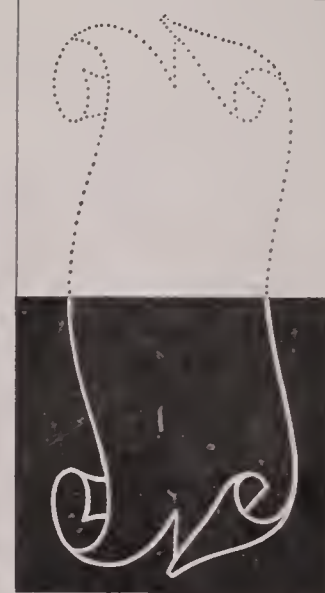
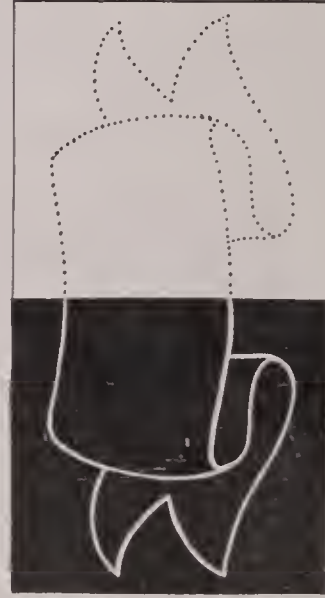
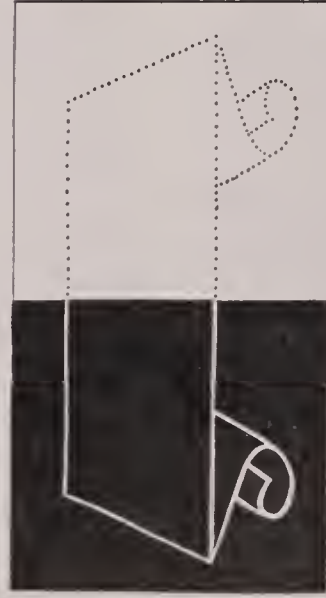


PLATE 146



For making scroll outlines true and well balanced, the above method will be found interesting. In beginning, simply take a sheet of paper the size of card to be used, fold it once, making it one-half size as indicated by the black portion of the first outline above. Then outline scroll on paper pattern with lead pencil as indicated. Carbon paper placed in fold of pattern paper will produce the full outline when unfolded. Paper folded twice, making it one-quarter size, may also be used to good advantage in special scroll outlining.

PLATE 147



A very simple scroll outline on pattern paper folded one-half size will produce quite an elaborate and accurate design when unfolded. Scroll designs of every description can be made in this way and preserved for future use.

## ADVERTISING PHRASES

### A

- A Satisfactory Article.  
 At Rock-Bottom Prices.  
 A Summer Satisfaction.  
 All Merchants Trust Some, We Trust You.  
 A Good Stock is an Education of the Customer.  
 Appeal to Your Taste.  
 A Top Notch Creation.  
 An Argument for Early Buying.  
 A Combination of Good Points.  
 A New Season with New Goods.  
 A Thought for You and a Thought for Ourselves.  
 A Forecast for Christmas.  
 A Last chance at a Good Thing.  
 A Square Deal for a Round Dollar.  
 A Price that Gladdens the Careful Buyer.  
 A Margin of Profit and a Portion of Pleasure.  
 As to Values, None Do or Can Give Better.  
 A Shoe "That Fits the Foot and Feasts the Eye."  
 A Leader for Spring.  
 A Dollar Saved is a Dollar Earned.  
 A Lady Wants Elegance, Symmetry and Comfort in Her Summer Shoes.  
 At Last! Perfection and Comfort for the Feet.  
 A Thoroughly High-Grade Shoe of Unusual Merit at a Sensible Price.  
 A B C of Economy.  
 A Pleasure and Comfort to the Wearer.  
 A Fur Snap for a Cold Snap.  
 "Always at Your Call."  
 An Opportunity to Supply Everyday Wants at a Tidy Saving in the Prices.  
 Alive to Ever Changing Demands of the Moment.  
 A Big Claim, and a Big Fact.  
 A Bounteous Feast of Thanksgiving Bargains.  
 Another Wonder Sale.  
 An Advantage Over Any Other Lady's Shoe Now Made.  
 An Inspection is All We Ask.  
 An Unquestioned Value.  
 Artistic and Complete.  
 Advantages Given to a Customer Always Repays Us.  
 All Our Time is at Your Service.  
 A Full Stock Makes the Store Attractive.  
 All That You Want We Provide as You Want It.  
 A Much Talked Of Store.
- Alike in Quality, Different in Detail.  
 A Beautiful Assortment at Prices Away Below the Regular.  
 A Glorious Money-Saving Opportunity.  
 After These Are Gone—No More. It's Just Changing Money.  
 Always Make Excellent Holiday Gifts.  
 Always Acceptable and Always the Best.  
 A Select Line and New Styles.  
 A Style to Fit Every Fancy.  
 A Great Truth Quickly Told.  
 A Business Proposition Pure and Simple.  
 Attractions Abundant.  
 An Appeal to Your Taste.  
 An August Opportunity.  
 A Corner on Good Things.  
 An Easy Shoe at an Easy Price.  
 An Old Favorite at a New Price.  
 A Tempting Price on Tempting Goods.  
 A Small Allowance Goes a Great Way.  
 A Sale Today and a Friend Tomorrow.  
 A Limited Number, but an Unlimited Value.  
 A Great Clearance.  
 A Greater Variety of Other Styles.  
 Attractive Neckwear, New Effects.  
 A New Proposition.  
 Ask for Them, Get Them, Wear Them.  
 A Style Very Becoming.  
 A Dainty Christmas Gift.  
 All Wool, Luxurious, Snug, Pretty and Comfortable.  
 A Great Offer for the Month.  
 A Sensible Gift for Your Family or Friend.  
 A Chance for Comfort and Economy.  
 A Strong Statement, but a Straight Fact.  
 Anybody Would Think They Cost You Double.  
 A Day for You to Buy.  
 A Touch of Fall Fashion.  
 A Warm Thing for a Frosty Day.  
 A Small Profit on a Large Scale.  
 ALL We Want is Business.  
 A Bit of Holiday Splendor.  
 A Thought for the Thankful.  
 A Poor Article is No Bargain at Any Price.  
 Any Time is a Good Time—Now is the Accepted Time.  
 All That's Latest, All That's Good.  
 A Style to Fit Every Fancy.  
 "A Look In," Then a "Try On," and the Result Will Be You'll Walk Out Well Pleased with One of These Crown Brand Derbies.  
 An Ounce of Prevention Taken in Time Will Stave Off Many Annoyances.
- A Single Fact Outweighs a Thousand Claims.  
 Always Think Before You Act, But Don't Think Too Long.  
 A Banquet Feast of Bargain Splendors.  
 A Little Higher in Price, but Cheaper in the End.  
 Art in Cutting, Skill in Making.  
 A Stock to Delight the Home-Maker.  
 A Happy Combination of Style, Grace and Foot-Ease.  
 Art Tailoring Our Specialty.  
 A Wonder at the Price.  
 A Marvel in Quality.  
 A Rare Bargain at Our Special Price.  
 Always After You—Here We Are.  
 A Lot of Beauty for a Low Price.  
 A Purchase Made Now Will Save Worry Christmas Eve.  
 A Royal Time for Those Who Need Clothing.  
 A Mid-Week Bargain Tip for Wide-Awake Shoppers.  
 Attend the Big Convention at Our Bargain Notion Counter Tomorrow.  
 An Ounce of Underwear is Worth a Pound of Medicine.  
 As the Days Lengthen, the Bargains Strengthen.  
 A Treat for Winter—A Feast of Overcoats and Suits.  
 A Whirlwind of Bargains in Dress Goods This Week.  
 Always Winning Trade by Deserving It.  
 As Usual, We Are Right in Front with New Goods.  
 As to Prices—Well, These Few Will Give a Fair Idea.  
 A Good One—None Better—Few as Good.  
 An Occasion of Importance to All.  
 A Series of Sensational Bargain Events.  
 All Our Energies—All Our Facilities, Turn to Your Profit.  
 A Store with New Methods.  
 At This Sale He Buys Best Who Buys First.  
 An Indispensable Autumn Possession—An Umbrella.  
 Although We Take Off All Our Profit and Give It to You, We Do Not Take Off a Pin Point of Our Responsibility for Perfect Satisfaction.  
 All That's Good in Groceries is Found in Abundance Here.  
 Advanced Styles Without Advanced Prices.

## ADVERTISING PHRASES

### B

Baragins That Cannot Be Repeated.  
 Better Times Means Better Goods.  
 Briefly Told—Briefly Sold.  
 Book-Lovers Find Our Place a Perfect Paradise.  
 Better Credit Bargains Than Others Ask Cash For.  
 Better Goods, Same Money—Same Goods, Less Money.  
 Best Leaves No Room for Improvement.  
 Books for the Holidays.  
 Barely Able to Hang On is the Dealer Who Persists in Clinging to Old Methods.  
 Business is Balky, but Under the Spur of Necessity it Will Move at Its Accustomed Pace.  
 Big Results from Small Beginnings is the Only Name for the Kind of Investments We Offer.  
 Buy if You Like—Looking Means No Obligations to Buy.  
 Big Values Hitched to Small Prices.  
 Be in the Lead—Don't Follow the Style.  
 Best Goods Are Easiest Sold.  
 "Bargains" Are Uncertainties.  
 Beautiful Effects from Beautiful Goods.  
 Best Made for Best Trade.  
 Beauty, Ease and Service.  
 Baby's Wants Have Our Special Care.  
 Blow-on-Your-Fingers Weather is Coming, So Be Overcoat Wise.  
 Brimful of Bargains from Far and Near.  
 Better Than Ever Before.  
 Bargains—Not Remnants.  
 Balance the Goods with the Price.  
 Buy by Comparison. We Do; Every Expert Does.  
 Bought in Enormous Quantities for Spot Cash, Offered to You at Half Price.  
 Best in Stock, Best in Style.  
 Best There Is,—That's the Certainty to Customers in Our Store.  
 Below Cost Sometimes; Below Value Always.  
 Break the News to Mother. Tell Her That She Takes No Risk Here.  
 Bargains Beckon You. The Best Possible for the Least Possible.  
 Be Sure of Your Footing, Then Go Ahead.  
 Best in the Market.  
 Bright Things for Dull Days.  
 Buying Will Be Lively—Get Here Early.  
 Bright Bits Stirred Up.  
 Big Store Filled with Little Prices.  
 Broken Sets at Broken Prices.

Because They Fit Well, They Wear Well.  
 Buying Right Saves Losses.  
 Big Prices Are On Vacation.  
 Busy? We're Always Busy.  
 Bought at a Bargain and the Prices Made by Us.  
 Be Wise in Time; It's Ever So Much Better.  
 Best Investment You Ever Made.  
 Bargains That Stir Up Business.  
 Better Buy Early.  
 Buy and Own a Good One.  
 Beautiful and Different.

### C

Commence the New Year Right. Turn Over a New Leaf. If You Are Not Already One of Our Customers Commence Now. You Never Had a Better Chance to Save Money.  
 Cut Glass—Rich and Rare.  
 Chilly Winter Winds Cannot Keep the People Away from Our Tremendous Sale.  
 Cooking Comfort at Small Cost.  
 Comparison and Calculations Concerning Cash and Credit.  
 Count it Good if \_\_\_\_\_ Sells It.  
 Come and See Them Anyway.  
 Curtains Very Heavily Appliqued in Beautiful Scroll and Flowered Effects.  
 Compare Our Prices and Be Convinced.  
 Costs Less Than It Should.  
 Certainty of Suiting You.  
 Costs You Nothing to Come In.  
 Crowd-Drawing Prices.  
 Come In and Look Around—That's What this Store is For.  
 Character and Exclusiveness of Design.  
 Clothing Prices That Defy Competition.  
 Clothing is Cheaper for a Healthy Boy Than Doctor's Bills for a Sick One.  
 Cost is Trifling Compared to Its Real Worth.  
 Christmas Dolls. They Are Here—A Big Family of Them.  
 Cut, Made, Trimmed and Finished Equal to Most "Made-to-Order" Suits and Superior to Many.  
 Contrary to What Anyone May Say, a Man is Judged by His Clothes.  
 Comfort Clothes for Hot Weather—Prices Just as Light as the Goods.  
 Combination That Unlocks the Pocket Book.  
 Chips Are Still Flying from the Original Prices.  
 Cross the Street First, Then Come Here.

Cash Prices on Cash-Bought Goods.  
 Correct Effects Are Not Accidental.  
 Common Sense Heels, Extension Soles, and Goodyear Welt.  
 Certain Elegance Yoked to Sensible Economy.  
 Cotton Goods at Cotton Goods Prices.  
 Come-Back-Again Trade Makers.  
 Consistency is the Gem of Business Philosophy.  
 Can You Resist These?  
 Convincing Facts of Convincing Goods.  
 Consistency is the Gem of All Business Propositions.  
 Credit Business at Cash Prices.  
 Complete Conceptions of Styles.  
 Choosing Is at Its Best Now.  
 Come and Profit, Buy and Rejoice.  
 Come and Get Posted as to What's Going to Be Worn and What Looks Well on You.  
 Credit for Those Who Ask It.  
 Cool Things for Hot Days.  
 Choose Wisely by Choosing Here.  
 Comfort for You and Your Pocket Book.  
 Correct Things for Just Now.  
 Closing Values at Eye-Opening Prices.  
 Christmas Prices Encourage Christmas Giving.  
 "Clean Up" Sale of Crockery.  
 Cleanliness is Our Strong Point.  
 Cash or Easy Payments—To Suit Your Convenience.  
 Correct Shapes and Colors.  
 Credit at Cash Prices to All Who Are Correct.  
 Come Again and Gain Again.  
 Clearance Sale That Clears Quickly.  
 Cannot Be Duplicated Anywhere Else.  
 Cheaper to Buy Shoes at This Sale Than to Pay Doctor Bills.  
 Cheering News to Close Buyers.  
 Chances Are Golden in the Rebuilding Sale.  
 Common Prices, but Un-Common Values.  
 Cash Buying is a Benefit.  
 Come for Them, They'll Please You.  
 Calf Lined, Double Sole to the Heel.  
 Come Back Tomorrow for What You Have Forgotten Today.  
 Cannot Get Out of Order.  
 Come and Say What You Think.  
 Correctfully Cut and Skillfully Tailored.

### D

Doing Beats Promising.  
 Dress and Elegance.

## ADVERTISING PHRASES

Distinctive, Uncommon.  
Door of Real Economy.  
Don't Decide Until You Are Ready.  
Doing Right is Our Best Capital.  
Don't Wait Too Long.  
Dull Times Have Something To Do with the Keennes of These Bargains.  
Don't Let Cigars Get the Best of You; Get the Best of Cigars.  
Deliciousness for Those Who Love Good Things.  
Does Money Saving Mean Anything?  
Dollar's Worth for Dollar Spent.  
Don't Forget the Little Ones at Home.  
Drive Slow, Whip Lightly, Cash Up or No Go.  
Diamonds and Precious Stones.  
During Festival Week Come to Our Feast of Fat Bargains.  
Direct Appeal to Common Sense.  
Don't Hesitate—Now is the Time.  
Don't Wait—This is Your Best Chance.  
Don't Wait Until the Best is Gone.  
Dull Months Turned to Busy Ones.  
Dainty Shoes for Little Girls and Misses.  
Don't Allow the Nicest Things to Slip Away from You Without Seeing Them. Come In.  
Do You Want the Best for the Least Money?  
Digging for Dollars is What Everybody is Doing.  
Dollars in Merhandise for Dimes in Cash.  
Don't You Wish to See the Nicest Line of Dress Goods Ever Brought to This Market?  
Don't Worry About the Fit, We Attend to That.

### E

Eager Buyers' Opportunity.  
Events of Money-Saving Importance.  
Every Expenditure a Saving.  
Every Dependable and Desirable Kind of Merchandise.  
Elegantly Lined, Fashionably Cut.  
Exquisitely Tailored Suits.  
Every Fancy Can Be Pleasid.  
Everything That Necessity, Comfort and Style Demands.  
Eye-Openers in Necessities.  
Eye Satisfaction—Foot Comfort.  
Every Cent Spent Gets Full Value.  
Elegant, and Yet Economical.  
Extra Quality, Leather Lined.  
Every Taste and Every Purse Finds Satisfaction Here.

Economy Isn't Always Wealth When It Comes to Appearance.  
Easy Walking is as Necessary as Sleep.  
Everything Marked Away Down.  
Every Day the Same, and Every Day Worth of Your Confidence.  
Economical Because It's Double Strength.  
Every Line Here is a "Guide Line."  
Evidence is Better Than Talk.  
Ease and Comfort Combined—Ease for the Feet, Comfort for the Purse, \$2.00.  
Economy Day for Men Folks.  
Every Dollar Left With Us Proves a Wonder Worker.  
Extraordinary Values in Seasonable Clothing.  
Every Clothing Concern in Existence Has Fifteen Dollar Suits, But They Are Not This Kind.  
Every Counter a Tidal Wave of Bargains.  
Every Article Offered is Strictly High-Grade.  
Entering Upon Prosperity is Easy if You Only Have the Key. Here It Is.  
Enormous Values in Style, Beauty, Wear and Satisfaction.  
Examine Today, Buy Tomorrow.  
Economy Shop for the Gift Buyer.  
Examine the Beautiful Design, Exclusive Patterns and Quality.  
Every Line Perfect—Every Style Right.  
Every Day Here is 'Bargain Day.'  
Every Point a Good Point.  
Ever Been in Our Basement? It's the Busy Place of the City.  
Everything That's Used in Furnishing the House—from a Parlor Suite to a Tin Basin.  
Everything in Cut Glass for the Table.  
Extravagance is Paying More at One Store Than You Have to Pay at Another.  
Economy is Getting Best Quality Possible at the Least Possible Cost.  
Evening Jackets That You'll Be Tempted to Wear All Day, They're So Smart Looking.  
Every Article Here is a Bargain.  
Exclusive Styles and the Best Quality.  
Exact Methods, Living Prices, Latest Styles.  
Entire Satisfaction to Each and Every Customer.  
Every Fashionable Effect, Every Style, Every Color of This Season.  
Extra Events for the Boys. Summer Specialties, Specially Priced.  
Every Day Sees New Features Added to

Our Long List of Money-Saving Opportunities.  
Elegant Designs in Carpets.  
Easy Shoes for Tender Feet.  
Every Time You Take a Drink Things Look Different.  
Every Stitch a Bargain.  
Economy is the Easy Chair of Old Age.  
Encouraging That Well-Dressed Feeling.  
Eighty Per Cent of the Profit is Yours.  
Excellence is the Chief Merit.  
Excellence is the Pleasing Point.  
Extra Pains Means Extra Satisfaction.  
Every Leading Specialty in the World.  
Every Department Greet's You With Right Goods.  
Every Woman Loves Flowers and Their Giver.  
Everybody Expects a Little More for the Money These Times—And They Aren't Disappointed.  
Everything to Write With, to Write Upon, to Figure Upon, to Draw Upon.  
Exceptional Quality Cannot Help but Satisfy in Every Particular.

### F

For Your Foot's Sake, Lend Us Your Ears.  
First Impressions Are Always the Strongest.  
Fine Feathers Make Fine Birds.  
Follow Your Knows and Wisdom.  
Finding a Bargain is Like Finding Anything Else—It Makes the Finder Happy.  
Finest-Place-to-Buy-Goods Store.  
Filled with Selling Points.  
Fitness and Fineness Characterize the Stock.  
Fat Facts for Slim Pocketbooks.  
Full of Sunshine, Full of Color, Full of Life, Full of Artistic Thoughts, Full of Honest Values.  
Feathers Cleaned, Dyed and Curled.  
Furnished and Unfurnished Rooms.  
Few Promises—Great Values.  
Finest Grade for Finest Trade.  
Fine Tailoring a Specialty.  
From Head to Foot We Clothe the Man; Clothe Him Rightly, Clothe Him Cheaply.  
Full of Snap, Style and Wear.  
Faultless Clothing for Men, Youths and Boys.  
For Fancy Hosiery There's Only One Place to Come—Here, of Course.  
Fascinating Fancies in Fashionable Footwear.  
From the Most Noted Gardens in Ceylon.

For Small Purses the Biggest Yet.  
 First-Class Materials, Superior Workmanship, Just the Thing.  
 Fall Goods Now Ready for Your Inspection.  
 Finest and Most Durable.  
 Fall Effects at Fallen Prices.  
 Fashion's Favorites for Fall.  
 Favorite Wear for Fashionable Folks.  
 Fine Chinaware in All Its Rich and Rare Varieties.  
 Fur Sets, Muff and Collar, Round and Flat Effects.  
 From the Good of the Goods Comes the Satisfaction of the Purchase.  
 Fresh from Fashion's Center.  
 For the Busy Man an Accurate Watch is a Necessity, Not a Luxury.  
 Frost Nipped and All Shrivelled Up Are the Prices.  
 Fine Furnishings for Fastidious Fellows.  
 Fine Silk Umbrellas with Fancy Handles in Every Possible Design.  
 Forehanded Buying Will Save You More in a Year Than Painful Pinching Will in Five.  
 Food for Thought and Pocketbook.  
 Facts Without Frills.  
 First Showing Spring Suits.  
 Fall Opening Today.  
 For Use and Beauty.  
 Furs to Protect the Features. A Feature Worth Investigating.  
 Fashion Claims for Them Their Preference.  
 Fluffy Daintiness in Feather Boas.  
 Free, Quick, Rapid Sellers.  
 For Those Who Enjoy the Best of Everything.  
 Fall and Winter Styles Now Ready.  
 Fragrant as the Flowers.  
 Fair Dealing is the Best Drummer.  
 Fit and Wearing Qualities Combined.  
 "Family Shoe Store—Where Honest Values Are Sold."  
 Fall Tints and Prices in Harmony.  
 Final Days—Yes, Final Hours—in the Clearing Sale.  
 Fit Well, Feel Well, Look Well.  
 Fancy Goods at Plain Prices.

### G

Good Shopping Opportunities Crowd One Another in This Ever Busy Bee Hive.  
 Give Us a Chance to Please You.  
 Get in Ahead of the Crowds.  
 Good Goods Do Their Own Drumming.  
 Get the Genuine Article.  
 Gigantic Sale at Dwarf Prices.

## ADVERTISING PHRASES

Good, Sensible Weaves and Patterns.  
 Goods That Never Vary.  
 Good Enough for Anyone.  
 Generous Terms on Stylish Goods.  
 Goods Shown with Pleasure.  
 Gents' Clothes Cleaned and Repaired.  
 Good Work is Our Success.  
 Good Things for Those Who Think of Good Things.  
 Good Teeth Mean Good Health.  
 Get What You Want—Pay What You Can.  
 Goods Backed by Reputation and Cash.  
 Good Goods Are a Little More Expensive.  
 Good Clothes Are Tools of Advancement.  
 Good Profits for Warm Customers on Hot Days.  
 Good Goods at Damaged Prices.  
 Good Shoes at Cheap Prices.  
 Goods Well Bought Are Half Sold.  
 Good Stock Makes Good Soup—Good Stock Also Holds Custom.  
 Gasoline and Other Stoves Repaired.  
 Good Values—Best Styles—Popular Prices.  
 General Appearance Would Indicate That It Would Cost Several Times the Price We Ask for It.  
 Gas Stoves, Summer Economy—A Touch, and There's a Fire—Full Blaze. Another Touch—Gone. Clean, Simple and Safe.  
 Gloves to Grasp the Hand of the New Year.  
 Glassware, Deep, Rich, Cutting; Best Value Ever Offered.  
 Glad to Have You Come and "Look."  
 Good, Honest, Desirable Merchandise.  
 Give Us a Trial and You Will Be Convinced.  
 Good Shoes and Low Prices for Everyone.  
 Gigantic Movements of Supreme Importance.  
 Goods We Guarantee.  
 Good Things for Cooler Days.  
 Goods That Demand Your Attention.  
 Gift Giving and How We Help.  
 Good Things for Cold Weather.  
 Get What You Want and Save Money.  
 Goods You Want at Prices You Can Pay.  
 Goods That Show Their Quality.  
 Growing Concerns—Corns. Our Corn Cure Cures Corns.  
 "Go 'Way Back and Sit Down" in One of Our Comfortable Chairs.  
 Gives Most Excellent Service.  
 Give Your Eyes a Treat; Every Suit Is a Work of Art.  
 Great Sales at Little Profits Give Great Business Advantages.  
 Greatest Millinery Bargains of This Season.

Good Clothing, Ready Wear Custom Made.  
 "Good Value" Here is More Than "Bargains" Elsewhere.  
 Going-Away Goods That Are Guaranteed to Stand the Roughest Usage.  
 Grasp the Chance to Spare the Home Purse.  
 Good Things Don't Last Very Long, You Know; Better Buy Today.

### H

Here Sensible Selection Becomes a Science of Buying.  
 Hardware That Will Withstand the Hardest Wear.  
 Have You Been Waiting for a Glove Opportunity? Here is the Best and Grandest of the Year.  
 Here's Where the Eye and I Are Both Pleased.  
 Hot Weather Negligees at Panic Time Prices.  
 Here Are Things We Know You Will Like.  
 Here's How We Save You Money.  
 Harvest for Frugal, Economical Housekeepers.  
 Honest Values Stitched with Truthful Words.  
 Helpful Hints for the Hurried. Buy or Not, But Come.  
 Helpful Hints for Those Puzzling on "What to Buy."  
 Hunters of Bargains, Like All Hunters, Must Act Quickly.  
 Happy Thoughts in Bright Colors.  
 Here's the Right Kind.  
 Hats Cleaned, Pressed and Altered.  
 Homes and Decorations Interest All Who See Our Great Stock of Furniture.  
 Housekeepers' Money-Saving Supply Sale.  
 Highest Possible Grade at Lowest Possible Prices.  
 Hanging On To Old Prices is No Way to Obtain New Business.  
 Hands and Brains Are Busy.  
 Here's the Way We Get Customers—Here's the Goods That Keeps Them.  
 Highest Price Paid for Old Gold and Silver.  
 Here's Where We Excel.  
 Here's Replenishing Opportunity.  
 Home Beauty is Home Comfort.  
 Here's a Quality You'll Be Proud Of.  
 Has Forged to the Front.  
 Helps to Economy.  
 Holiday Happiness.  
 How Would You Like These?  
 Health and Pleasure Combined.

## ADVERTISING PHRASES

High and Low Trousers—High in Quality and Low in Price.  
 Here You Will Find What You Want When You Want It.  
 Here You Have All the Beauty That Can Be Put in a Silk Waist, Except the "Beauty" Herself.  
 Here You Get More Than "A Ghost of a Show" for Your Money.  
 Help Out the Old Coat and Vest with a New Pair of Trousers.  
 Headquarters for Bargains That Are Bargains.  
 He'll Never "Play Hooky" if You Dress Him Like a Gentleman.  
 Here's a Trade Tonic.  
 High-Grade Clothing Within Everybody's Reach.  
 Heavy Sole Shoes, "Wearers."  
 Here's Where You Make Your Money Make More Money.  
 How Can You Hesitate?  
 Here's How We Get Your Approval.  
 How Can We Do More Than This?  
 Here's Comfort at Money-Saving Prices.  
 Here We Are Again With a Good Thing for Everybody.  
 Help Yourself to Clearance Bargains Tomorrow.

### I

It's Here You Get More Than Your Money's Worth.  
 It's Variety That Makes Our Stock Popular.  
 If You Appreciate Good Ones, You'll Appreciate These.  
 If You Come Once, We Keep You.  
 It's Homelike as Well as Businesslike Inside.  
 If You See It Today, You May Not Tomorrow.  
 Is Perfect in Fit, Comfort, Beauty and Quality.  
 It Has Style, It Has Comfort, It Has Wear, It Has Many Points of the \$5.00 Grade.  
 It Completely Fills the Bill.  
 It Will Please You.  
 Is Good All the Year Round.  
 It is the Doing, Not the Saying, That Counts in the Long Run in Selling Clothing.  
 If You're Not Beauty-Proof You Should Pass Our Art Goods Department Blindfolded.  
 "It is Better Than I Expected to Find," is What We Want Said About All the Goods We Advertise.  
 If You Come Early, You'll Not Be Late Getting Away.

If You See It on the Street, Its Duplicate is Here.  
 It Isn't the Price, It's What You Get for the Price, That Counts.  
 It's Not What You Earn, It's What You Save. Saturday's Offers Show the Way Plain and Direct for Big Savings.  
 It is More Essential to Eat Pure Food Than to Have Correct Dress.  
 "It Might Have Been" Always Follows Neglected Opportunities.  
 In the Line of Bargains—Try These.  
 It It's Worth Having, We Have It.  
 It's Hard to Earn, But Easy to Save.  
 It Would Take a Whole Library to Tell of the Advantages.  
 It Pays to Be Particular.  
 If Others Equal Them, They Must Be Good.  
 If You Want Them, We'll Make It Easy to Get Them.  
 If You Are Afraid of the Goods, You Can Depend Upon Our Guarantee.  
 It's Novel and Pleasing.  
 It's a Question of Price Here.  
 Isn't It Time to Give Thought to Your Winter Shoes?  
 If You Don't See What You Want, Step Inside.  
 If You Are in Doubt, Don't Buy.  
 It Will Be Our Fault if You Don't Return.  
 If You Don't Decide Today, You Will Find Us Here Tomorrow.  
 If You Don't Want What You See, We'll Get What You Want.  
 Is a Remedy of Sterling Value.  
 It Works Like a Charm.  
 Inspection Invited—Comparison Challenged.  
 Inspection Invited—Come Any Time—Bring Your Mental Microscope.  
 It Doesn't Cost Anything to Look at These Goods; It Doesn't Cost Much to Buy Them.  
 It is of Little Consequence How Much of the Price is Taken Off; the Principal Thing is How Much of It is Left?  
 It's Policy to Make Your Selections Early.  
 It's No Secret—You'll Be Money in Pocket if You Trade Here.  
 It's the Glove-Like Fit That Sells Them.  
 Incomparable Values at Unmatchable Figures.  
 It Pleases Us to Say We Are Here to Please  
 It's Up-to-Date Prices Like These That Keep You Busy.  
 If You Pay Less Than We Ask, You'll Get Less Style, Less Character, Less Quality.

It is a Feat to Fit Your Feet.  
 If It's Here It's Worthy—If It's Worthy It's Here.  
 It's a Waste of Time to Look Elsewhere.  
 It's a Poor Plan to Paint a Fine House with Poor Paint.  
 If it Pays to Advertise Part of the Time, Why Not All the Time?  
 If Nine Tailors Make a Man, We Have the Best Nine Tailors in the City.  
 If Interested, Send for Particulars, Proofs and Prices.  
 It's Not Alone That We Say It, But That You Know We Mean It.  
 It Takes Sense to Make Dollars.  
 It Takes Nerve to Sell at These Prices.  
 It's a Pleasure to Serve a Pleased Customer.  
 If in Doubt What to Select, Search Here.  
 It's Strange How Much Business Can Be Done When One Sets Out to Do It.  
 It Harrows One's Soul to Have One's Sole Wear Out So Soon.  
 In the Contest Between Goods, Prices Cut the Figure.  
 In the Lexicon of Elegance There's No Word to Express Their Goodness.  
 Invisible Patching Neatly Done  
 If You Don't See What You Want, Ask for It.  
 Imported Goods at Domestic Goods Prices.  
 It's a Wise Owl That Looks After Itself and Little Ones.  
 If You Want Wealth, Dig! If You Want Value, Dig! If You Want Truth, Dig!  
 In the Ladder of Economy, Every Round Counts.  
 If It's Worth Having, We Have It.  
 It's What You Get for What You Pay That Measures the Bargain—Not What You Pay.  
 It Reaches Directly the Spot Aimed At.  
 It is the Best Preparation Made.  
 If You Don't Want to Buy, Don't, But Look.  
 If You Knew Them You Would Buy Them.  
 It's All Right if You Like It.  
 In the Market for the Best.  
 If You Want to Save, Try These.  
 It's a Matter of Buying and Selling.  
 If You Buy Now, You Have an Advantage.  
 If You Don't Find It Here, Tell Us What You Want.  
 If We Make the Price, and Guarantee the Goods, What More Can We Do?  
 It's Not a \$1.00 Kid Glove, It's More, But We Make a Leader of It for \$1.00.

## ADVERTISING PHRASES

### J

Just a Chance to Please—That's All We Want.  
 Just for Curiosity's Sake, Try It.  
 Just an Inkling of Many Smart Things.  
 Jump Into These Bargains Quick and Think Later.  
 Just a Few Real Bargains.  
 Just for Our Best Friends.  
 Just a Little Better Than the Best.  
 Jack Frost is Prowling 'Round. Fool Him with a Top Coat (Price).  
 Just the Bargains That You Feel Elated Over When You Get Home, Because You've Got So Much More Than Your Real Money's Worth.  
 Just the Thing After the Day's Toil. Rest Your Weary Body in One of Our Comfortable Rockers.  
 Jot It Down—None Better Than These in Town.  
 Just to Keep Our Cutter Busy, We Will Make-to-Fit \$\$ Pants for \$6 During August.  
 Just the Kind of Suits That Will Make You Look Like a \$40 Tailor-Made Man.

### K

Kcenest Criticism Invited.  
 Keep Cool, and We'll Help You.  
 Keep Up with the Times.  
 Known the World Over.  
 Knives That Cut at Cut Prices.  
 Knce Deep in Attractiveness

### L

Ladies' All-Silk Skirts in Generous Widths at Low Prices.  
 Look After the Pennies You Can Save.  
 Low Shoes at Low Prices.  
 Leave Your Thirst at This Fountain, 5c.  
 Little-at-a-Time Payments is Absolutely Unexcelled.  
 Looks Like a \$4.00 Shoe, But \$1.98 Takes 'These While They Last.  
 Look Leisurely; We Ask No Sudden Nor Thoughtless Purchase.  
 Look Everywhere—These Are the Best Anywhere.  
 Low Prices Lowered to the Lowest Notch Monday.  
 Low Prices on Standard Goods Have Made This Store Famous.  
 Let Us Take You Into Our Confidence.  
 Low-Priced But High-Grade. That's It.

Learn When to Buy, How to Buy, and Where to Buy.  
 Lasts Longer, Goes Farther.  
 Look to Us for the Best.  
 Let's Trade Value for Value.  
 Little Trouble to Find It Here.  
 Little Things at Great Savings.  
 Live 100 Years and Such Bargains Will Never Come Again.  
 Low Price is the Great Pleader in Present Day Business.  
 Laugh and the World Will Look at Your Teeth, and Judge of Your Taste—Good or Bad—by Their Condition.  
 Loom Ends Disposed Of.  
 Lend Us Your Ears—Use Your Judgment.  
 Look at It—Test It—Buy It.  
 Light in Weight and Light in Price, but Long in Wear.  
 Linked to Comfort and Quality.  
 Little Leaks Sink Big Ships.  
 Let Us Put a Smile on Your Countenance.  
 Let Wisdom Name the Price.  
 Light on a Light Subject.  
 London and Paris Fashions.  
 Latest Styles Just Received.  
 Latest Styles in Neckwear.  
 Left Overs—Great Bargains in Winter Cloaks and Wraps Bought for the Holiday Trade.  
 Low and Easy Chairs at Low and Easy Prices.  
 Laugh and Grow Fat is an Axiom We Advise the Use of a Good Tonic.  
 Luxurious Effects at Plain Prices.  
 Leave It All to Us.  
 Ladies' Wash Suits.  
 Less Cost, Less Labor, Greater Ease, Than in the Old Way.  
 Little Needs at Little Cost.

### M

Made on Honor—Sold on Merit.  
 More for Your Money Than Your Money Can Buy Elsewhere.  
 Money Talks; and Right Here a Little of Your Money Can Persuade Us to Part With the Prettiest Shirts You Ever Saw.  
 Many Exclusive Novelties.  
 Merit is the Basis of Success.  
 Many Chances to Save Money.  
 "Money Talks" But Now Prices Shriek.  
 Men Buy Our "Columbia" Shirts as an Investment—Not a Speculation.  
 Matchless Goods at Unmatched Prices.

Money Back for Faulty Fit or Broken Promises.  
 Magnetic Qualities and Prices.  
 Most Men Have a Hobby—You Know Ours.  
 Money Talks, and Usually Talks Cents.  
 Modern Eloquence Cannot Do Justice to These Dress Patterns We Just Received.  
 Millinery and Dress Making.  
 Money Back Insures Satisfaction.  
 Money is Only Worth What It Will Buy.  
 Masses of Meritorious Merchandise.  
 Material and Workmanship Are Perfect and Satisfaction is Warranted.  
 Millinery of Every Description.  
 Marry the Girl! We'll Furnish the House.  
 More Beauty at Less Cost.  
 Many Points in Its Favor.  
 Make Yourself at Home Here.  
 Medium and Heavy Weights—Soft, Fleecy Garments.  
 Made of All-Wool Materials.  
 Many Astonishing Specials for This Week.  
 Merit the Trade Mark of Success.  
 More Business or Smaller Margins.  
 Meant to Save and Sure to Please.  
 Make Us an Offer on These Odd Pieces.  
 Men Who Dress Carefully, Both as to Taste and Expenditure, They Are Our Customers.  
 Midsummer Clearance.  
 Made in Light and Heavy Weights.  
 Made in Most Correct Styles.  
 Merit is the Trade Mark of Success; Quality the 'True Test of Value.  
 Modern Mercantile Methods.  
 Many Steps Turn Our Way.  
 Misrepresentation Inflicts Its Proper Punishment.  
 Meets All Requirements.

### N

"None Better" is a Strong Statement, and Here it is a Solid Fact.  
 No Headaches in These Hats.  
 No Trouble for Us to Point Out Superiority in These Patterns.  
 Not the "Everywhere" Kind.  
 Not Too Early to Select the Goods for Your Spring Garments.  
 Notice the Low Prices in This Window.  
 Not a Few Articles Priced Low as "Bait," But the Entire Stock Comes to You at Sharp Cut-Rate Prices.  
 Now is the Time.  
 No Comfort Without Comfortable Things.

## ADVERTISING PHRASES

Never Wait Until Too Late.  
 No Use to Talk, Our Prices Talk for Us.  
 Never Too Late to Get Your Money's Worth.  
 None Better—How Could There Be?  
 Never Pass Us By, Whether You Want to Buy or Not.  
 No Magic—Just Plain Business.  
 Notions That Pull Trade.  
 Not a Common Chance.  
 Not Something, But Everything.  
 Nothing Too Good for Mother's Boy.  
 Not the Price You Pay, but What You Get for the Price.  
 No One Else Sells Them.  
 No Stock So Beautiful.  
 None Are More Excellent.  
 Not How Cheap, But How Good.  
 Not Responsible for Work Left Over 30 Days.  
 New Styles of Neckties.  
 No Goods Misrepresented.  
 No Shoddy Goods at Any Price.  
 Noteworthy Novelties.  
 No Investment Pays Better Than Good Clothes. See Our Suits at —  
 New, Crisp, Reliable Goods at Clean, Honest, Desirable Prices.  
 No Baits, But Quality.  
 Nothing Useless Put In—Nothing Useful Left Out.  
 No Amittance Except on Business.  
 Not What We Say, What You Know, Counts.  
 Not What You Pay—What You Get.  
 Not Only Good Shoes for Perfect Feet, but Perfect Shoes for All Feet.  
 Newer Shapes at Newer Prices.  
 No Lady's Wardrobe Complete Without These Dainty Rustling Garments.  
 Neat, Dressy and Handsomely Designed.  
 Nothing Over 10c on This Counter.  
 No Matter What You Want, We Have It.  
 Nice to Own and Easy to Buy.  
 No Article But What We Can Save You Money On—Investigate.  
 Not What is Cheapest, But What is Best.  
 Not Bargain Clothes—Bargain Prices.  
 Not What We Say But What We Do Advertises Us.  
 Nothing Nicer, Nothing Newer, at Next-to-Nothing Prices.  
 Nothing But the Best of Everything, and You Can Depend On It.  
 Nowhere Else Can Such a Profusion of Exclusive Gifts Be Secured.

No Wild Chatter of Irresponsible Bargain Shouters Here.  
 Now is the Time to Buy.  
 Nothing More Appropriate or More Pleasing for a Present.  
 No Such Offer Ever Made Before.  
 Nothing Worth Having is Not Here.  
 Nothing Gets Customers So Certainly as Fair Dealing.  
 Neat in Style, Elegant in Workmanship.  
 Nothing Shoddy in Heel, Sole, Leather or Lining.  
 Not One Bargain But Many.  
 New Ideas at New Prices.  
 No Reason to Slight Them.  
 Never Too Busy to Save.  
 Now You Get the Pick—Later You Get the Remnants.  
 Newness, Beauty and Fascination in Every Price.  
 Newest and Best Helps for Simplifying Housework and Doing It Better.  
 Not Much of a Price, But a Great Deal of a Bargain.  
 Not Too Cheap to Be Good, But Cheap Enough to Make a Good Advertisement.  
 Now is the Time and This is the Place.  
 Not Too Heavy for Comfort and Not Too Light for Service.  
 No Credit House Wants to Compete with Us.  
 Now is Another Grand and Busy Week.  
 Nothing is Cheap That You Haven't Use For—But Everybody Must Use Handkerchiefs. We Have Them from 5c Up.  
 Not Made Simply to Sell, But Made to Surely Satisfy.

### O

Opportunities Like These Don't Often Occur.  
 Our Campaign for Popular Favor.  
 Our Solution of the Buying Question.  
 Our Saying So Means a Great Deal.  
 Others May Be Pretty, See These Anyway.  
 Our Advantage Comes from Care in Buying.  
 One for You, and You'll Like It.  
 One Quality, One Price, All Styles.  
 Our Stock—Only One Grade—The Best—At Popular Prices.  
 One Incident That Explains the Policy of Our Shoe Department.  
 Our Goods Go Before the Dust Collects.  
 Our Clerks Will Serve You Without Soliciting a Purchase.  
 Our Store Does Not Fear the Most Stringent Comparisons.

Old or Out-of-Date Goods Go at Your Price.  
 Our Patrons Wear Smiles.  
 Our Goods Are This Year's Vintage.  
 Our Prices Bring You Back.  
 Overcoats Easy to Slip On, Though Hard to Give the Slip To.  
 On Rock Bottom—Have Been On That Desirable Ground for Ten Years.  
 Our Clothing Secures the Fashionable effect Sought For by the Careful Dresser.  
 Our Prices Are Never High—Our Goods Are New and Up-to-Date.  
 Our Goods Tell Good Tales of Us.  
 Our Clerks Are Instructed to Assist Careful and Economical Buying.  
 Our Suits Are Offered at Suitable Figures.  
 Our Method of Selling Invites You Back.  
 Our Clerks Are Here to Assist—Not to Insist.  
 Our Success Comes from Selling Good Clothes and Saving You Money.  
 Our School Supply Stock is Complete.  
 Object Lessons in Symmetry.  
 Our Best is the Best.  
 One Bargain You'll Appreciate.  
 Others Are Good But Not at This Price.  
 Our Hobby is Having the Best.  
 Our Goods Prove Our Assertions.  
 Out of the Best We Choose These.  
 Over Stocked and Under Priced.  
 Our Buyers Have Your Good at Heart.  
 Others May Be Cheaper—None Can Be Better.  
 ODDMENTS. By This Term We Mean Odd Sizes and Broken Lots from Our January Sale.  
 Our Thought and Our Action is for You.  
 Our Promise Protects You.  
 Our Promise Makes Us a Strong Platform.  
 One Reason for Our Business.  
 Others Like hem, So Will You.  
 Our Best Salesman is Mr. Sure Bargain.  
 Our Latest Thing for the Spring Trade.  
 Our New Shoe for Women.  
 Once Tested, Always Worn.  
 Only One Quality, Only One Price, Only One Dealer in a Town Can Have It.  
 Only Shoe Made That Conforms with the Foot.  
 Our Prices Are Purse Openers We Need Room for One More Lucky Buy from New York.  
 Our Prices Make It Expensive for You to Buy Elsewhere.



## ADVERTISING PHRASES

Only Registered Pharmacists Fill Prescriptions Here.  
 Our Aim is to Please Our Customers.  
 Our Word for It, They Are Worth More Than the Price Asked.  
 Order Now the Things Needed for the New Home.  
 Our Prices Cut Across Lots 'Tween Manufacturer and Consumer.  
 Our Object is to Place This Store "First in the Hearts" of the People.  
 Our Bread is the Baker's Triumph and the Eater's Delight.  
 Our Spring Awakening is a True Fashion Display of Elegance—Yet We Combine Elegance with Economy.  
 Of Course There Must Be Some Inducement to Bring So Many to Our Store.  
 Our Suits Are Standard in Quality, Honorable in Make, Right in Price.  
 Our Experience—Your Gain.  
 Our Fair Price Banner Waves Over All.  
 Out-of-Date Methods Do Not Satisfy Up-to-Date People.  
 Our Famously Low Prices.  
 On Your Judgment as to Quality and Price We Rest Our Case.  
 Our Mixologist Can Mix an Ice Cream Soda That Will Satisfy the Thirstiest Person in the City.  
 Our Clerks Serve Us Well by Serving You Well.  
 Our Customers Are Talking Advertisements.  
 School Shoes — High School in Quality, Down to Kindergarten Prices.  
 Our Customers Come In Hopefully and Leave Satisfied.  
 "Old Reliable in Quality, but "Up-to-the-Minute" in Style.  
 Our Mirror of Present Fashions.  
 Our Clerks Say: "It's the Weather." We Believe We Bought Too Many, Hence the Reduced Prices.  
 One Might as Well Try to Lift Himself in a Basket as to Undersell Us.  
 Our Aim is Constantly Toward the Mark of Public Patronage.  
 Our Prices Talk All Languages.  
 Our Forethought Gives You Bargains.  
 Our Desire is to Move Goods, Not to Get Cash  
 One of the Strongest Lines to Be Found.  
 Our Best Advertisement is Never Printed.  
 Our Shakespearean Department—"A Midsummer Night's Dream"—Our Shirt Waists.

Our Ambition is to Sell More Than Others, and We Know That Means to Sell Cheaper Than Others.  
 Our Motto—Purity and Accuracy.  
 Our Low Prices Are Loud Talkers.  
 Odd Sale of Odd Ends at Odd Prices.  
 Our Semi-Annual Clearing Sale.  
 Only the Best is Good Enough.  
 On Sale Saturday, Only —c Yard.  
 Our Guarantee, Nothing Better.  
 Our Best Customers Like These.  
 One Pair Makes You a Friend.

### P

Promptness in Buying Will Secure This Bargain for You.  
 Prices Cut in Two.  
 Pleases the Mind, Warms the Body.  
 Peace on Earth—Light Prices to All.  
 Popular Prices Win Popular Favor.  
 Prices That Tell—Goods That Sell.  
 Pure, Sure, Sells, Satisfies.  
 Pre-Eminence in Bargain Giving.  
 Price Counts Wherever Money is Counted.  
 Profit, Cost, and Loss All Join Hands Now.  
 Practical Gift Suggestions.  
 Prices Lowest, Quality Best.  
 Prices Are Pleasing in Their Smallness.  
 Prices That Argue Stronger Than Words.  
 Prepare for the Worst by Getting the Best.  
 Patterns That Please at Prices That Please.  
 Prices That Sparkle on Bright Bargains.  
 People - Pleasing - Presents, Per Pulverized Prices.  
 Popular Prices Mean Right Prices.  
 Peppered Bargains and Salted Prices.  
 Photographs Must Be Paid For in Advance.  
 Plain and Fancy Cakes to Order.  
 Positively No Credit.  
 Please Don't Ask for Credit.  
 Price is the Thermometer of Values.  
 Prosperity Follows Thrift.  
 Passing Goods to the Public.  
 Pays in Money—Pays in Satisfaction.  
 Price and Quality Yoked.  
 People of Any Color Treated White.  
 Prices in Themselves Are Not Conclusive.  
 Particular Proofs in These Prices.  
 Positively the Best Value for the Money.  
 Proven Itself to be the Best.  
 Pianos Tuned and Repaired.  
 Plainly Practical and Practically Pleasing.  
 Pay Big Dividends in Satisfaction.  
 Prices as Hard to Match as the Goods.

Paltry Prices Paid for Ponderous Purchase.  
 Prices Go to Pieces But Quality Remains Firm.  
 Painful Pauses in Prosperity Have Compelled Us to Make Special Prices on All Stock.  
 Prices Will Never Satisfy Until Quality Has Set the Mind at Ease.  
 Powerful, Peerless, Defiance, Demonstration.  
 Pretty as a Picture.  
 Positive Proof of Excellence.  
 Pay for What You Get and Get What You Pay For.  
 People Appreciate Our Push.  
 Prices That Make It An Object.  
 Pretty Pictures Create Pretty Thoughts.  
 Poor Goods Spoil the Temper.  
 Prices and Promptness Are Features of Which We Boast.  
 Perfect Plumbing Means Health in the Summer, Peace of Mind in the Winter, and Satisfaction All the Time.  
 Plenty of Style, Service and Fit.  
 Perfect Service Promptly Rendered.  
 Painting the Lily and Improving the Waterman Seed Seem Equally Absurd.  
 Price-Making on a Rare Scale of Lowness.  
 Plumpest Values Are Here.  
 Prices That Surprise—Values That Tell.  
 Perpendicular Truths—Horizontal Prices.  
 Profits Pared from All Prices.  
 Prices Shaved Doesn't Always Mean Money Saved.  
 Particular Purchasers Find Profitable Picking in Our Stocks.  
 Perfect in Construction, Superior in Finish.  
 Perfect in Comfort, Style and Fit.

### Q

Quality is Everything.  
 Quality the Highest, Prices the Lowest.  
 Quality First, Price Second.  
 Quick Sellers, and Why Not?  
 Quality, Style, Finish—These Are the Three Cardinal Points of Excellence Which Distinguish "Our" Clothing from All Others.  
 Quality Equal to the Best Made.  
 Qualities That Convince.  
 Quality Furniture—The Only Kind It Pays to Buy.  
 Quality is a Consideration Demanded by the Careful Buyer.  
 Quality the True Test of Cheapness.  
 Quality Pleases—Prices Sell.  
 Quality and Price Surpassed by None.

## ADVERTISING PHRASES

Quality Tells the Story of a True Bargain.  
Quality Costs, But It's the Surest Guaranty.  
Quality is Remembered Long After Price is  
Forgotten.  
Quality and Style Prove the Bargain.  
"Quality" is the Password.

### R

Right Prices and Up-to-Date Goods.  
Recognized as the Standard.  
Rapid Selling Keeps the Stock Clean.  
Rare Values if You Want Them.  
Really Remarkable Remnant Sales.  
Reasonable and Seasonable.  
Ransom! Who Will Pay the Ransom on  
These Articles?  
Repairing While You Wait.  
Recollections of Long Life Do Not Recall  
Anything Similar to Our Great Sale of--  
Rush of Business from a Whirlwind of Bar-  
gains.  
Run Regularly, Fit Finely, Wear Well.  
Retail Selling at Wholesale Prices.  
Rightness First, Profit Afterward.  
Rare Because of Style—Exceptional Be-  
cause of Price.  
Radical Revolution in Retailing—Revolu-  
tionizing the Regular Rates.  
Ready-Made, But Custom Goodness.  
Remnants at Less Than Remnant Prices.  
Real Worth for the Tired Pocketbook.  
Read Our Ads for the Latest Fads.  
Real Economy Dwells in Real Quality.  
Royal Examples of Expert Shirt Making.  
Rare Paris Organdies. Rare Patterns. Rare  
Prices.  
Ready-to-Put-On Suits That You'll Not Be  
Ready to Put Off Till the Last Stitch  
Gives.  
Removes the Cause and Cures the Headache  
in Five Minutes.  
Rare and Beautiful.  
Real Merit and Real Economy.  
Returns at This Store Mean That Custom-  
ers Return.  
Recognize the Real Service and Positive  
Economies of This Store.  
Remnants: Fine Quality, Exquisite Patterns  
—See the Bargain Prices.  
Rainy Days Ahead! Dry Weather Prices on  
These Umbrellas, \$1.  
Rugs Are Growing in Favor Year by Year.

### S

Styles to Suit All Occasions.

Strong Reinforcements of Style, Grace and  
Foot Ease.  
Superb Selection of Easter Dry Goods.  
Sleet-Proof, Snow-Proof, Rain-Proof coats.  
Sizzling Offerings at Cool Prices.  
Showers of Gold Would Be Worthless if it  
Was Not for the Things Gold Will Buy.  
Suit You? Will Suit Anybody.  
Selling You, We Sell All Your Friends.  
Seasonable Clothing Means Continued Health  
Selling Poor Goods is a Lie—Goods Should  
Be Good—Ours Are.  
Short Prices for People a Little Shorter.  
Some of Our Jewelry Will Do More to Make  
a Happy Year for You and Your Friends  
Than Anything You Can Buy.  
Small Profits, and Quick Sales.  
Stop! Look at Our Bargains.  
Summer Goods at a Sacrifice.  
Slight the Littles and Spoil the Whole.  
Stick a Pin Into the Fact.  
Something Others Haven't.  
Slot Machines Outdone—Our Plan Did It.  
Store Attractions Multiply.  
Service Long After the Price is Forgotten.  
Spot Cash Will Get Greater Bargains Than  
Twenty Promises to Pay.  
Surprise You—Only 60c Yard.  
Selection Never Larger or More Attractive.  
Stop a Moment and Consider the Money Ad-  
vantage We Offer.  
Special Day of Waist Remnants.  
Some New Propositions for You This Week.  
Several Reasons Why You Should Buy Your  
Neckwear Here.  
Sharp Talk on Cutting Subjects. We Carry  
a Splendid Line of Cutlery.  
Strong Shoes for Sturdy Boys.  
Some at a Fourth, Some at a Third, Some at  
a Half.  
Seasonable Suggestions for Correct Dressers.  
Style, Quality, Price—Right.  
Such Sales Are Seldom Seen.  
Summer Things it Will Be Economy to Buy.  
Selected from the Most Beautiful.  
Solving the Problem of Daily Need.  
Shoe Prices with Quality That Compel Your  
Attention.  
Settle All Doubt by Examining the Goods.  
They Speak Stronger Than We Can.  
Some Live Wire Prices for This Week.  
See Ours First and Last, But See Them.  
Selling Carnival, Purchasing Jubilee.

Storm Slippers. Where'er it Rains it Reigns  
Supreme.  
School Outfitting Claims Attention Now.  
Selling for One-Third the Price Asked for  
Similar Goods.  
Straightforward Statements.  
Summer Fancies in the Latest and Prettiest  
Styles.  
Strong Talk, But We've Got the Garments  
to Back It Up.  
Same Snap and Style as High-Priced Shoes.  
Springy Shoes for Spring and Summer.  
Sooner Have Our Low Price or High Qual-  
ity? Get Both in These Garments.  
Silks of Summer Brilliance and Autumn  
Brightness.  
Sensible Summer Suitings Superbly Tailored.  
Storm Rubbers—Cheapest Cough Medicine  
You Can Buy.  
Spring Goods "Blossom" This Week.  
Styles Were Never More Charming Nor  
Prices So Tempting.  
STOP THAT COUGH! It Means a Coffin.  
Try Our 20th Century Cough Syrup.  
Only 25c.  
Sold by the Sheriff! Bought by Us. You're  
Next.  
Save a Few Dollars at Our Expense.  
Shake Hands with Opportunity While it is  
Here.  
Shoes That We Keep Are the Kind to Wear.  
Star Attractions to Guide You to the Great  
Removal Sale.  
Saves Money, Saves Time, Saves Worry.  
Style Makes Trade, Quality Holds It.  
Shoes for Sunshine or Rain.  
Some Garments Are Guesses—These Are  
Results.



## Show Card Lettering

### Instruction Courses

IN

**MARKING PEN LETTERING,  
SHADING PEN LETTERING,  
SOENNECKEN PEN LETTERING,  
UP-TO-DATE BRUSH LETTERING.**

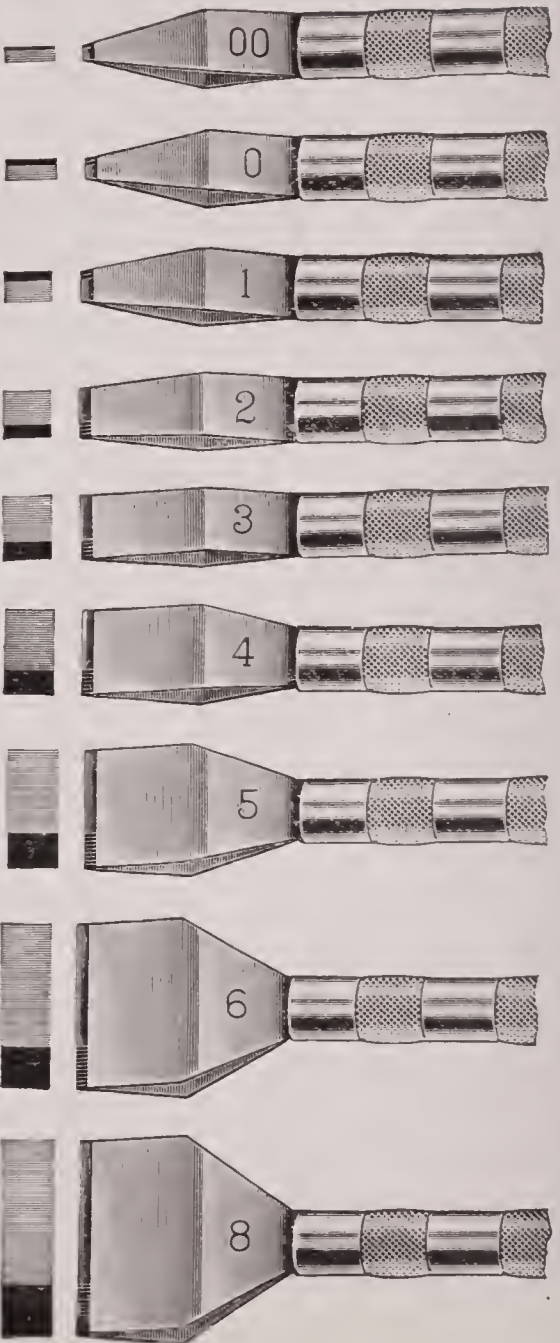
LESSONS THAT TEACH.

Catalog and full information in regard to  
price for instruction mailed free to all interested.

Address,

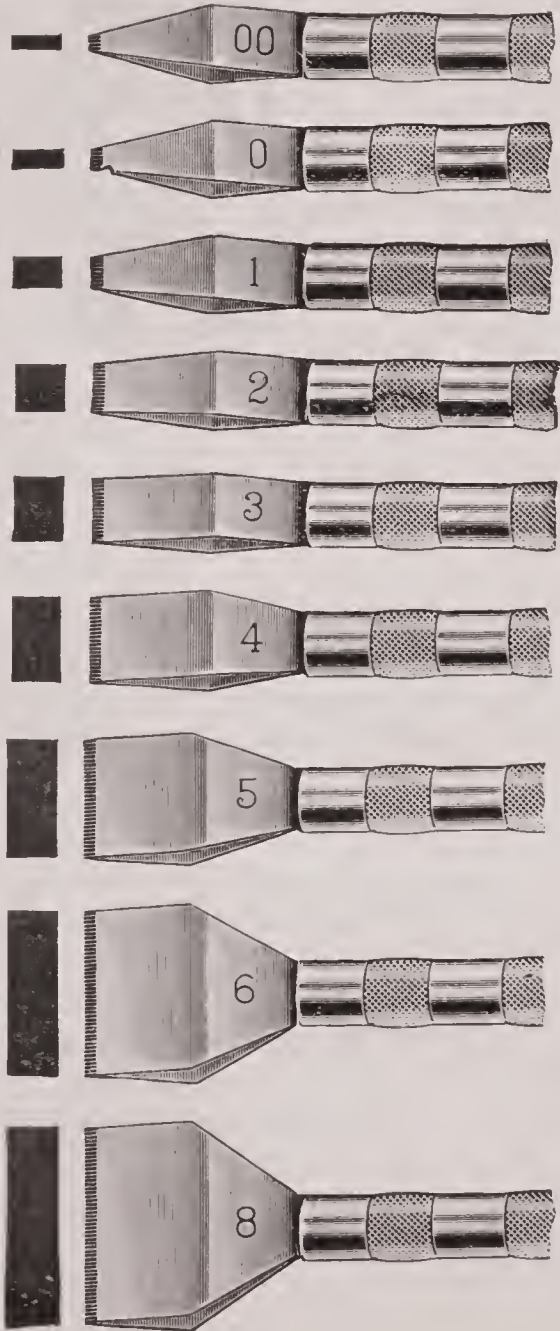
**THE THOMPSON SCHOOL OF LETTERING,  
Dept. N2  
PONTIAC, MICHIGAN**

SHADING PENS, STYLE "A"



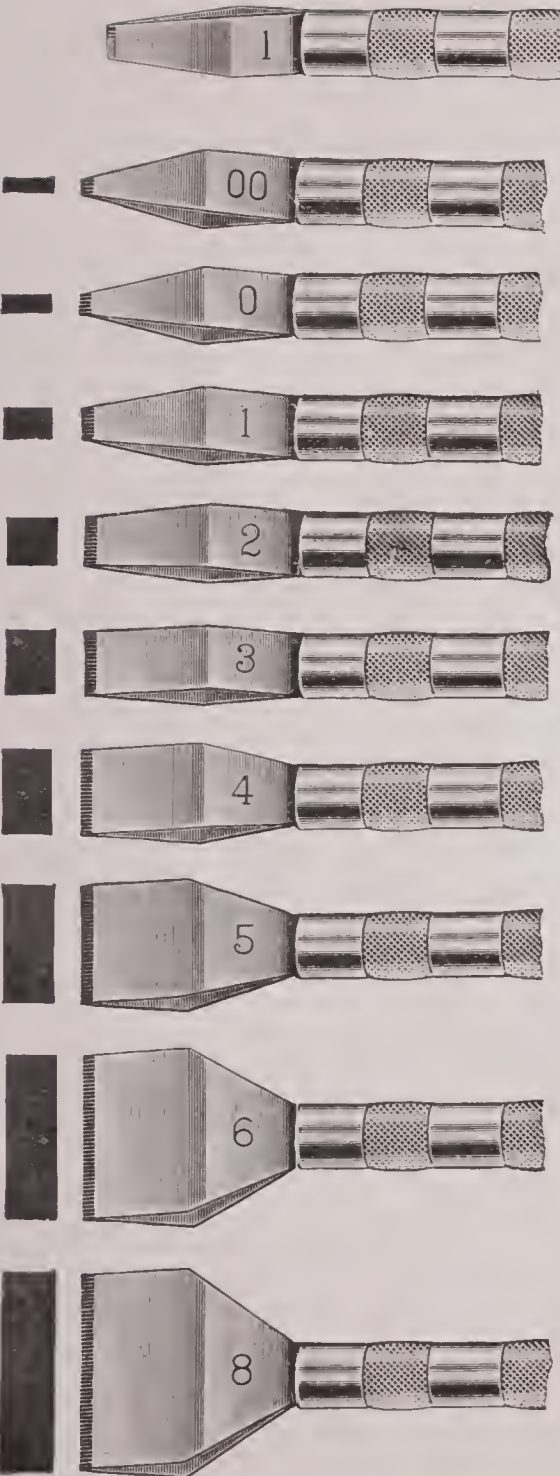
Shading Pens make a mark of two shades at a single stroke of pen, from one color of ink (9 sizes, 00 to 8)

MARKING PENS, STYLE "B"



Marking Pens make a solid, plain mark, strong, full strength of color of ink used. (9 sizes, 00 to 8)

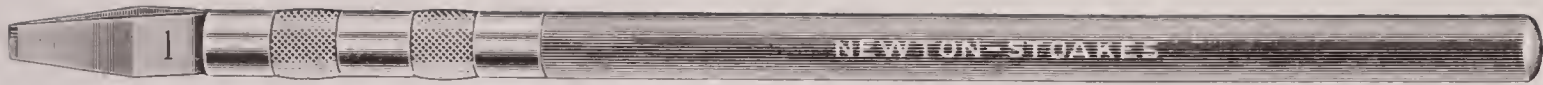
PLAIN PENS, STYLE "C"



Plain Pens make a shaded mark, one-half strength of color of ink used. Plain Pens are used for backgrounds, initials, scrolls, etc., also in connection with the other pens for two-color work. (9 sizes, 00 to 8)

NEWTON-STOAKES

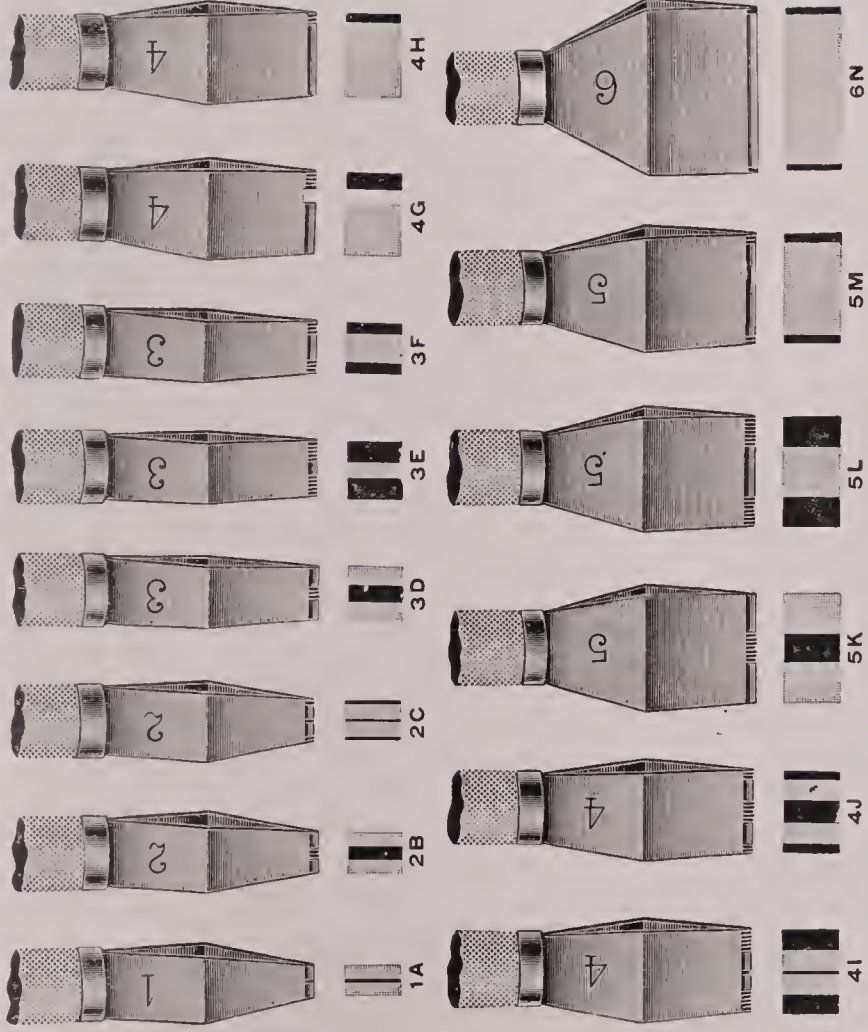
Full size of Style A, B, and C Lettering Pens



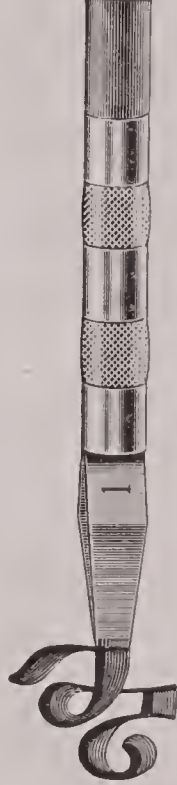
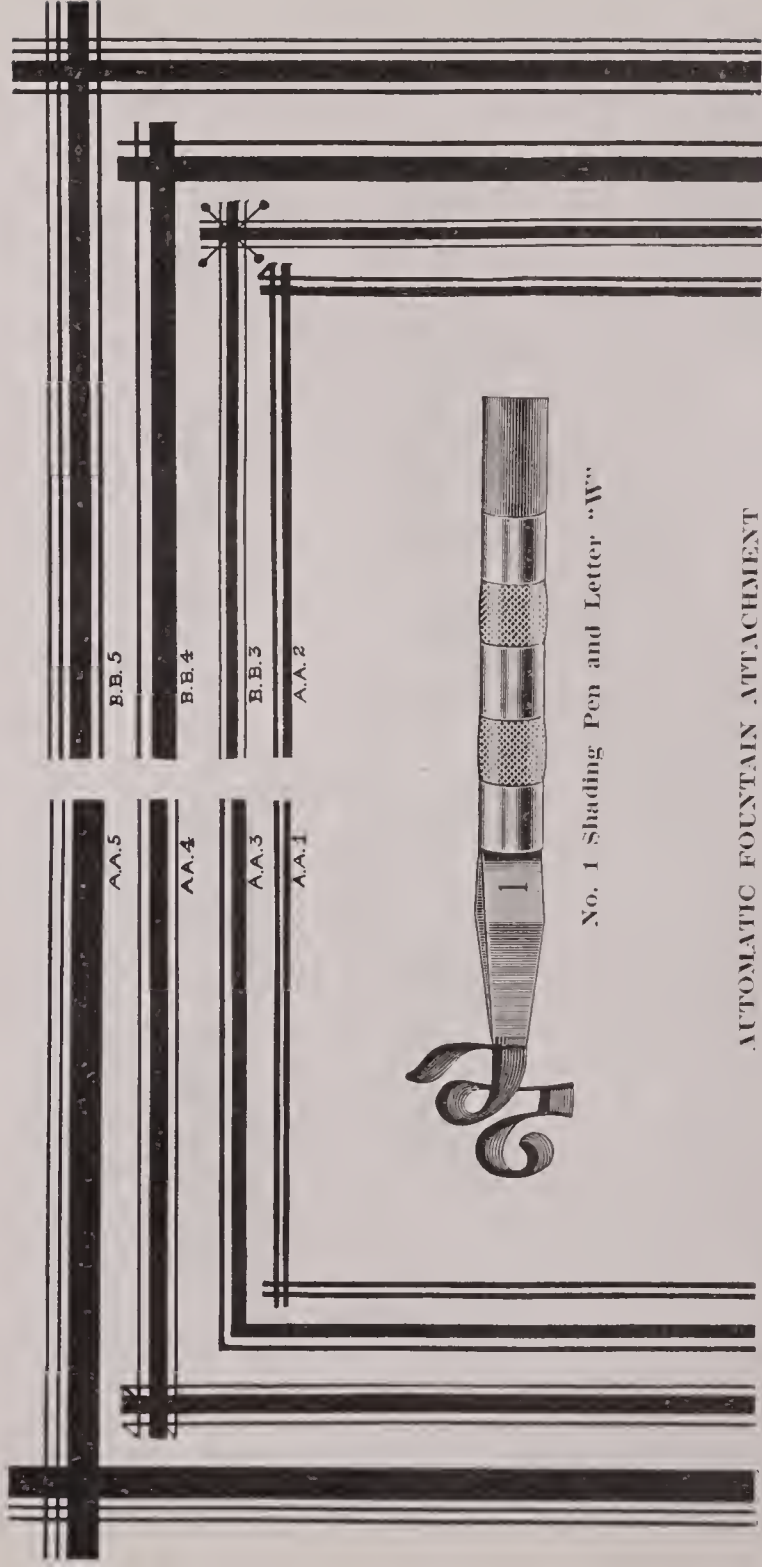
DIFFERENT WIDTHS IN SHADING, MARKING AND PLAIN LETTERING PENS

| No. | Size           | No. | Size           | No. | Size          |
|-----|----------------|-----|----------------|-----|---------------|
| 00  | 1/32 inch wide | 2   | 3/16 inch wide | 5   | 1/2 inch wide |
| 0   | 1/16 inch wide | 3   | 1/4 inch wide  | 6   | 3/4 inch wide |
| 1   | 1/8 inch wide  | 4   | 3/8 inch wide  | 8   | 7/8 inch wide |

**SPECIAL, STYLE 400 (14 Sizes)**



**BORDER PENS (8 Sizes)**  
(This cut reduced one-half)



No. 1 Shading Pen and Letter "W"

**AUTOMATIC FOUNTAIN ATTACHMENT**



The above illustrations are given for the purpose of showing the different sizes and styles of Shading, Marking, Plain, Special and Border. Lettering Pens such as are referred to in the instruction given in this Compendium. Complete Catalog of Pen Lettering Supplies FREE.

**THE NEWTON AUTOMATIC LETTERING PEN CO., Dept. 4, PONTIAC, MICHIGAN, U. S. A.**

# LETTERING INKS

## COMMERCIAL LETTERING PEN INK No. 11

An Ideal Lettering Ink for the Marking, Shading, Soemnecken and Speed Ball Lettering Pens.

Flows freely, gives a clear-cut shade, and has a decidedly rich color. These Inks are the product of 40 years' experimenting with Lettering Inks, and they are to be relied upon. The Ink is put up in wide-mouthed, one ounce screw capped bottles—11 shades—as follows:

|        |             |         |      |
|--------|-------------|---------|------|
| BLUE   | GREEN       | BROWN   | RED  |
| PURPLE | GRASS GREEN | MAGENTA | PINK |
| BLACK  | ORANGE      | YELLOW  |      |

## SUPERIOR WHITE INK No. 21

Prepared especially for use with the Automatic Marking, broad point, or ordinary pen. This Ink stands without a rival. The special requisites for White Ink are present. It's white and will not crack or peel off.

## ADHESIVE INK No. 31

This Ink is to be used in lettering or designing preparatory to using Bronzes, Flocks, Metallics, Filthers or Diamond Dust as an ornamental surface for the strokes.



## CROSS-RULED PRACTICE PAPER

### DOUBLE GUIDE LINES

Lettering, like many other arts, is simple if we go at it in the right way. Uniformity of stroke is the chief essential in good lettering. This can be accomplished only by holding the pen in the proper position. By making the strokes in lettering the right length, slant, etc., over and over again, we form a correct habit, and finally make a perfect stroke, apparently without effort. If we have a positive guide, there will be little chance for waste of time or the forming of incorrect habits.



PLATE "A"



PLATE "B"

Any person, by using this practice paper in connection with our Compendium, can master Automatic Pen Lettering in a surprisingly short time. It is largely used in SCHOOLS AND COLLEGES as a practice paper. It is so ruled that the beginner can not help but form correct position and movement, thus mastering the art of lettering.

## STEEL CUTTING DISC

The Steel Cutting Disc is a practical instrument for cleaning the teeth of the Automatic Lettering Pen. It is the ONLY instrument that should ever be used to cut the teeth deeper when they become worn. They are very thin and do not spoil the teeth by filing the sides away. Every user of the Automatic Lettering Pen should possess one of these instruments. Illustrated instruction sheet, showing each operation, included free with each instrument.



( Full size of instrument )

Complete Catalog of Pen Lettering supplies free.

THE NEWTON AUTOMATIC LETTERING PEN CO., Dept. 4, PONTIAC, MICHIGAN, U. S. A.

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