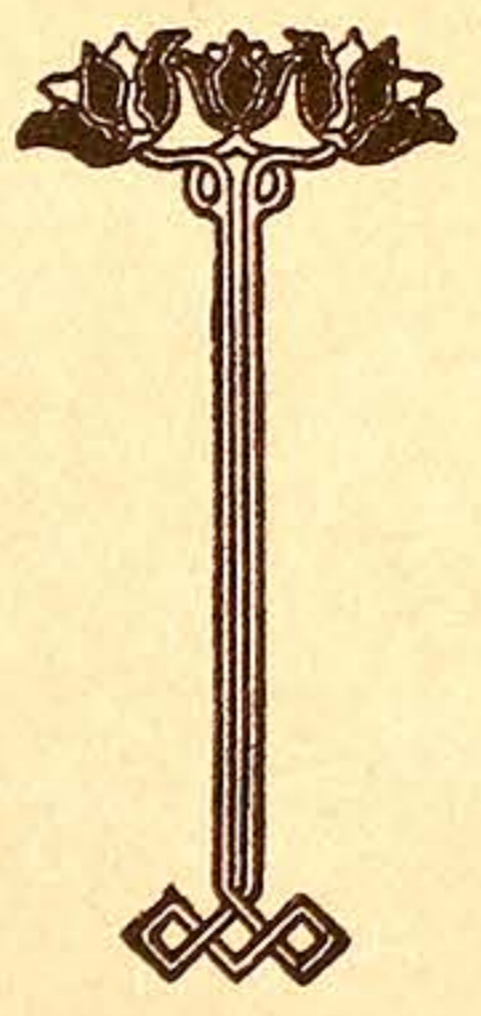
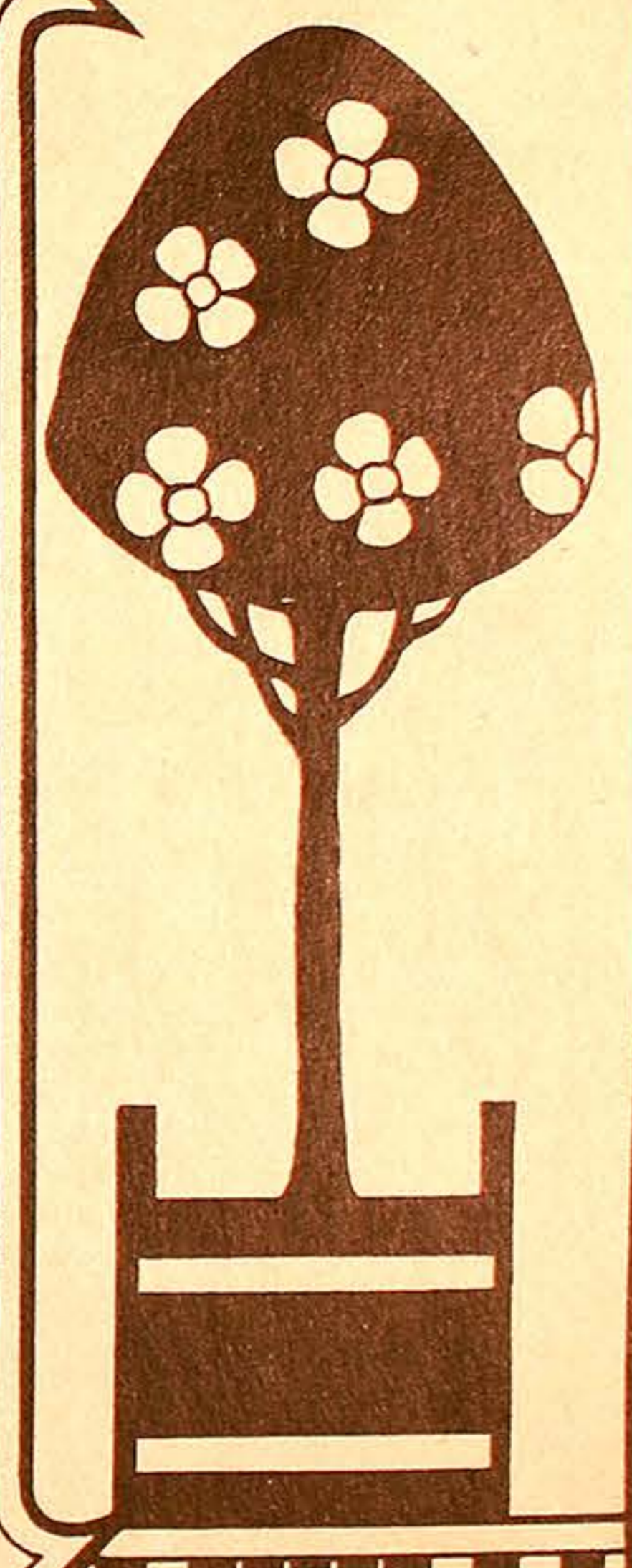
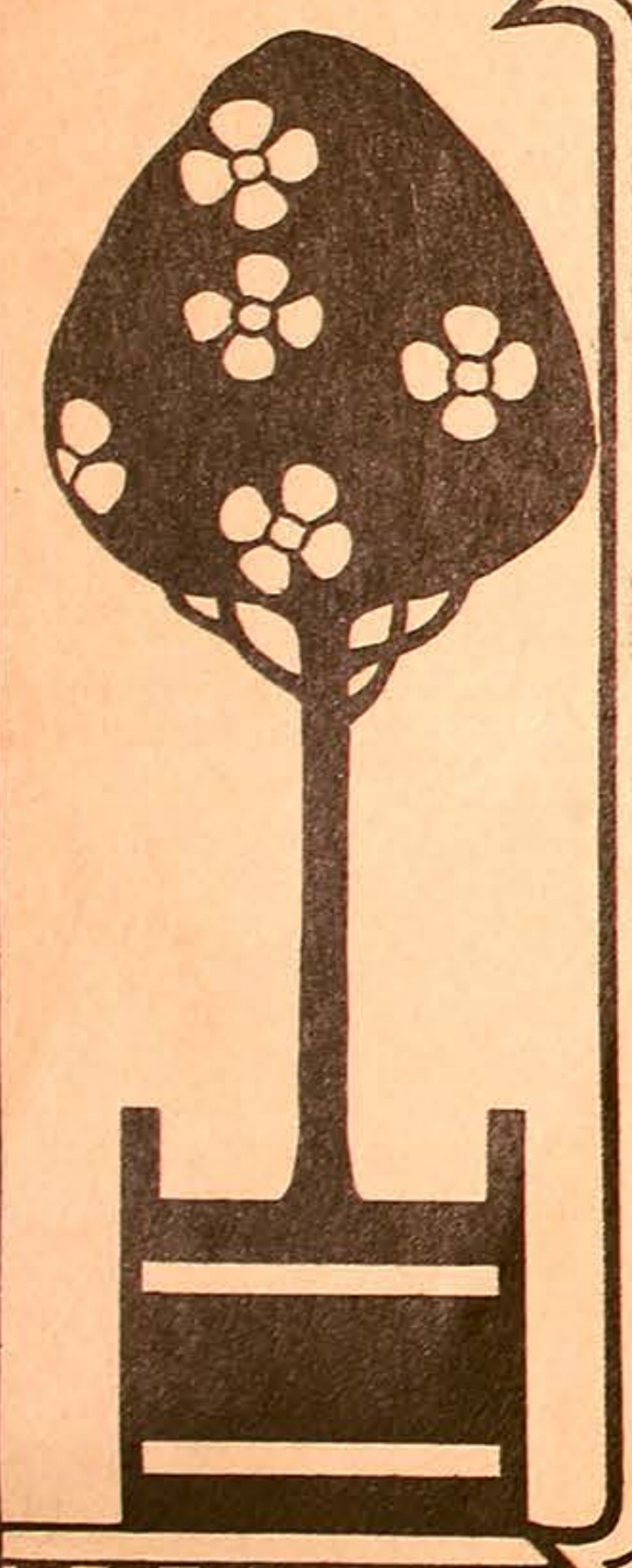
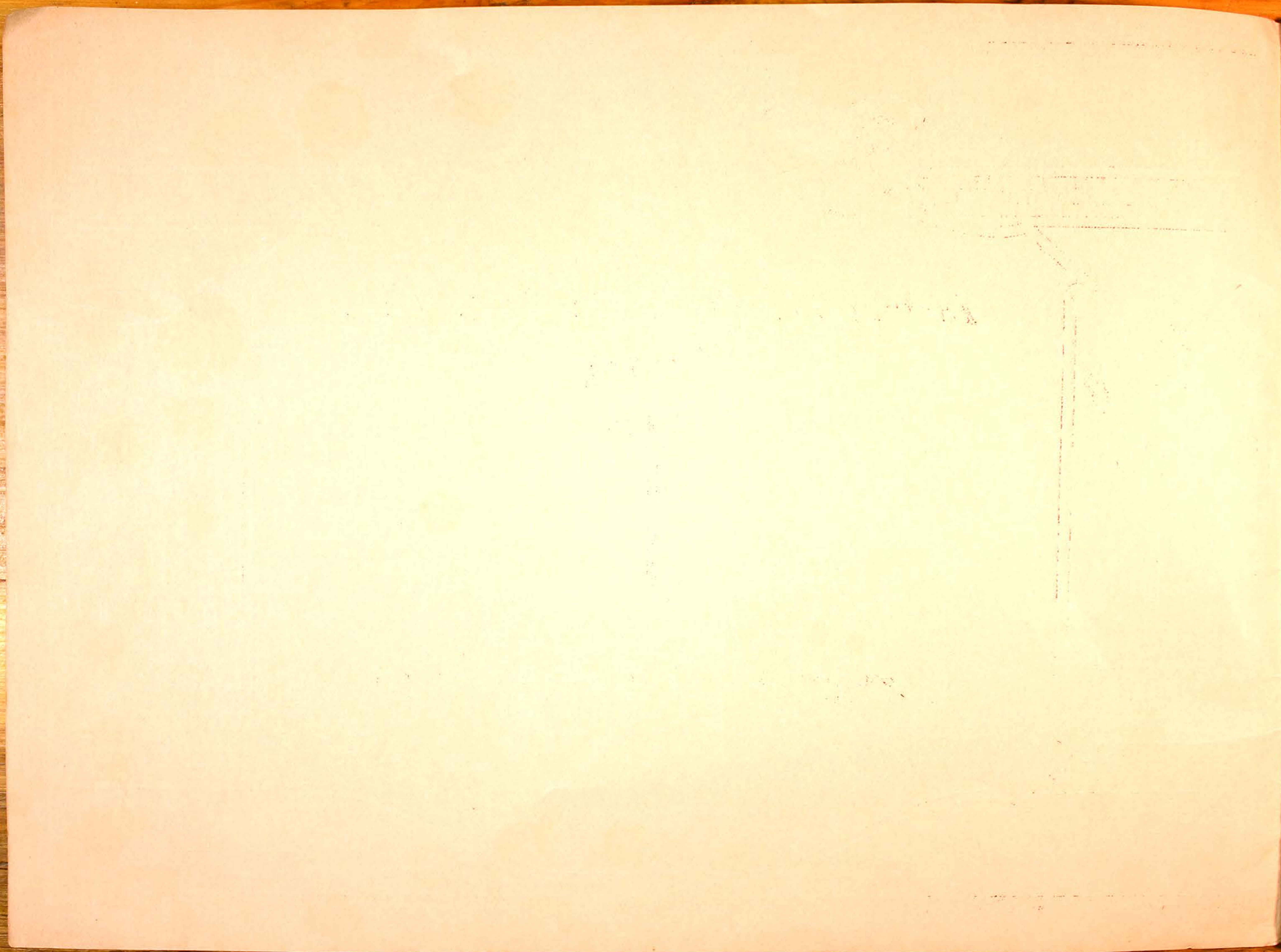


*Instruction Course in Show Card  
Writing*



Lessons Nine and Ten







*The* MENHENITT COMPANY LTD.

*Instruction Course in*

# SHOW CARD WRITING



FIFTH  
EDITION

Copyright 1926



## *Foreword.*

The preceding eight lessons have made the Student familiar with a number of letter styles which, because of the nature of their construction, are termed "single stroke" styles. Future lessons will deal with letters whose elements are made with two or more strokes of the brush, that is "double stroke" styles.

Card writers who understand their business properly, strive for two things, legibility and speed. They employ single stroke styles just as often as possible—perhaps three fourths of the time. Heavy face styles are chosen for the values they may offer in attractiveness plus ease of execution. Letter styles which require great care to execute are avoided by the efficient show card writer.

In selecting the alphabets to be included in this course of show card writing we have chosen those which may be executed most quickly and which at the same time meet the requirements of attractiveness and legibility.

Our intention is to present all the best modern alphabets. The fundamental alphabets are treated as lessons: their variations are shown in supplementary plates. Proficiency in the fundamental alphabets makes it easy to learn the others, and this explains why we do not require the Student to work on any alphabets which are merely variations of the basic ones.

The first double stroke letter of the series is the Thick and Thin. This is one of the most useful alphabets, and may be executed very rapidly. It is simply the Egyptian with the main bars accented (made heavier). Lesson Ten presents Cooper, the double stroke alphabet which is used more often than all the others combined for the reason that it is the fastest. The black and white supplementary plates show cards which employ these two alphabets.

On pages fourteen and fifteen are shown cards of the various stock sizes, viz.; seven by eleven inches; eleven by fourteen inches; nine by twenty inches; fourteen by twenty-two inches; twenty-two by twenty-eight inches and thirty by forty inches. These will give the Student a good idea of the nature of practical everyday show card work.

*The* **MENHENITT COMPANY**  
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SALE**

Henley's  
**BROADLOOM**

The "Genuine"  
English Quality

**SUIT  
TO ORDER**

**\$45<sup>00</sup>**

Season End  
**SALE**

*Dineen's* The Furrier

SUPPLEMENTARY PLATE

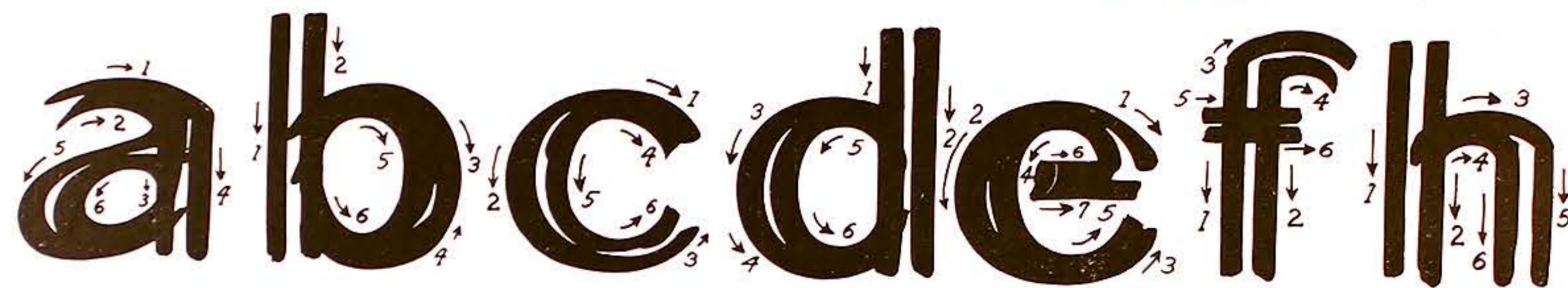
*Not to be sent in for correction*

LESSON NINE  
PART ONE

The height of any double stroke style is determined by the space it is intended to fill, but do not employ double stroke lettering unless the requirement is for lettering which is more than two inches high.

Study the copy plate carefully in order to note the relation of the thick bars to the thin. Keep your brush well flattened out and use as few unnecessary strokes as possible. Lost motion means lost time.

THICK AND THIN LOWER CASE



abcdefghijklmnopqrst

vwxyz

1234567890

*Have your tall letters two inches high*

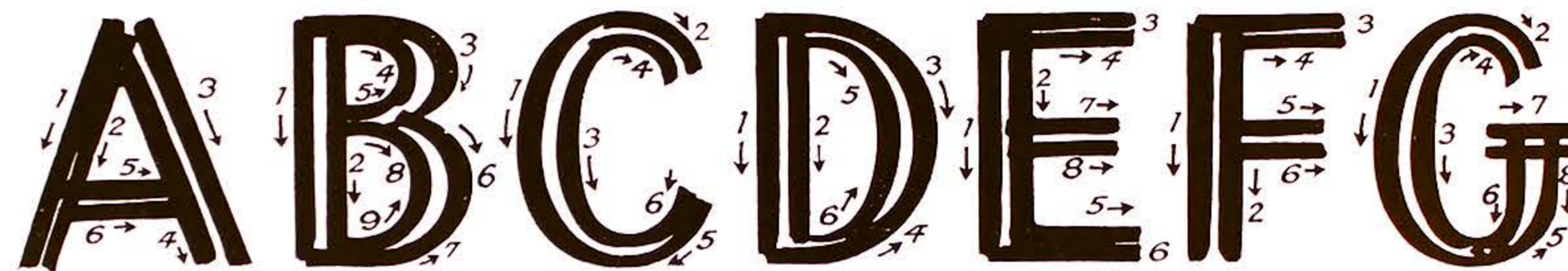
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LESSON NINE  
PART TWO

The experience gained from conscientious practice of the lower case letters of this simple and most attractive alphabet will simplify the task of mastering the capitals.

Remember to have curved strokes well rounded, straight strokes clean cut, the terminals square, and the light and heavy strokes in proper relation to each other.

THICK AND THIN UPPER CASE



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

**Q R S T U V W X Y Z**

**&**

**?**

**&**

*Have your letters two inches high*

---

LESSON NINE  
PART THREE

THE **M-C** LTD.  
Makers & Distributors  
OF  
**Sho' Cards**  
SINCE 1919

*Make your card about twice the size of ours*



**Look Them Over**

You may need some of these  
Cold Weather Necessities

We Serve  
**Malted Milk**  
Hot or Cold

VIGILANTIA  
EST  
SECURITAS

**SAFETY  
FIRST**

Vigilance Insures  
Safety

Surpass Shop  
**SHOE SALE**

FOR FOURTEEN DAYS

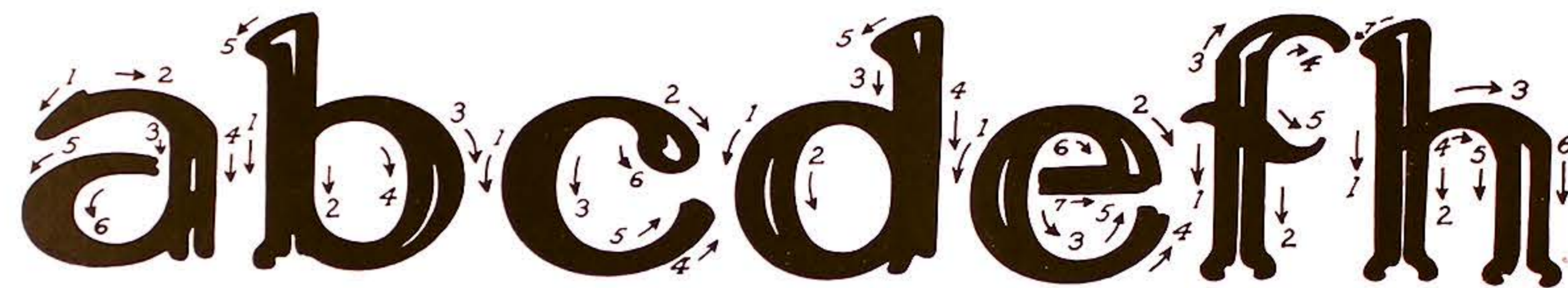
SUPPLEMENTARY PLATE  
*Not to be sent in for correction*

LESSON TEN  
PART ONE

All letters which are finished with either square corners or sharp pointed spurs are made with the brush flattened out to a chisel edge, and all others with brush kept sufficiently charged so that the color flows freely from the point.

Proceed by having your color a trifle thinner than usual, and hold the brush nearly perpendicular. The rounded spurs, moulded so easily by the light color flowing from the well filled point make this the quickest of double stroke letters.

COOPER LOWER CASE



abcdefghijklmnop  
nopqrstuvwxyz  
123456789

*Have your tall letters two inches high*

The Stud  
or "faster" than  
The alphabet co  
no square corne

A  
L

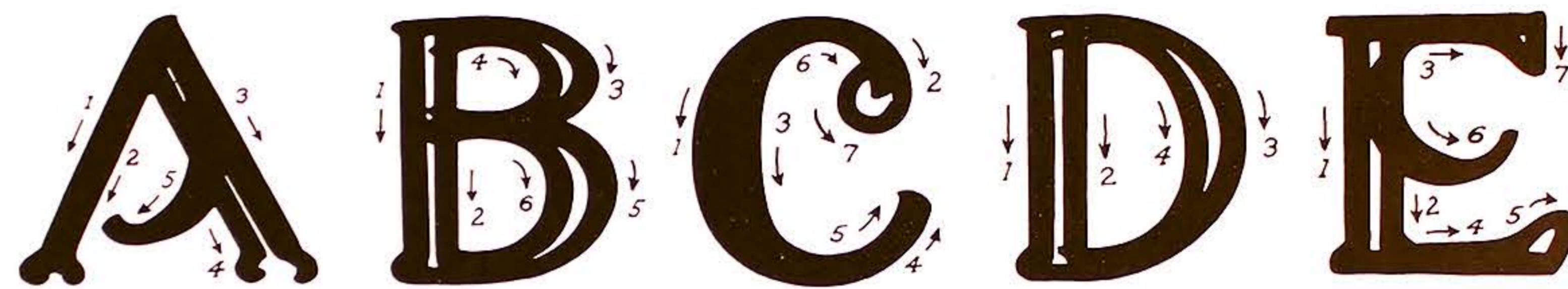
## LESSON TEN

### PART TWO

The Student has probably observed that one alphabet is "slower" or "faster" than another, according to its characteristic method of formation. The alphabet comprising the present lesson is "fast" for the reason it has no square corners.

Rapid production of each individual style is a matter of making every stroke of the brush count. Manipulating the brush in a more or less haphazard fashion means lost exertion. Make every stroke count—this is the secret of rapid production.

#### COOPER UPPER CASE



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

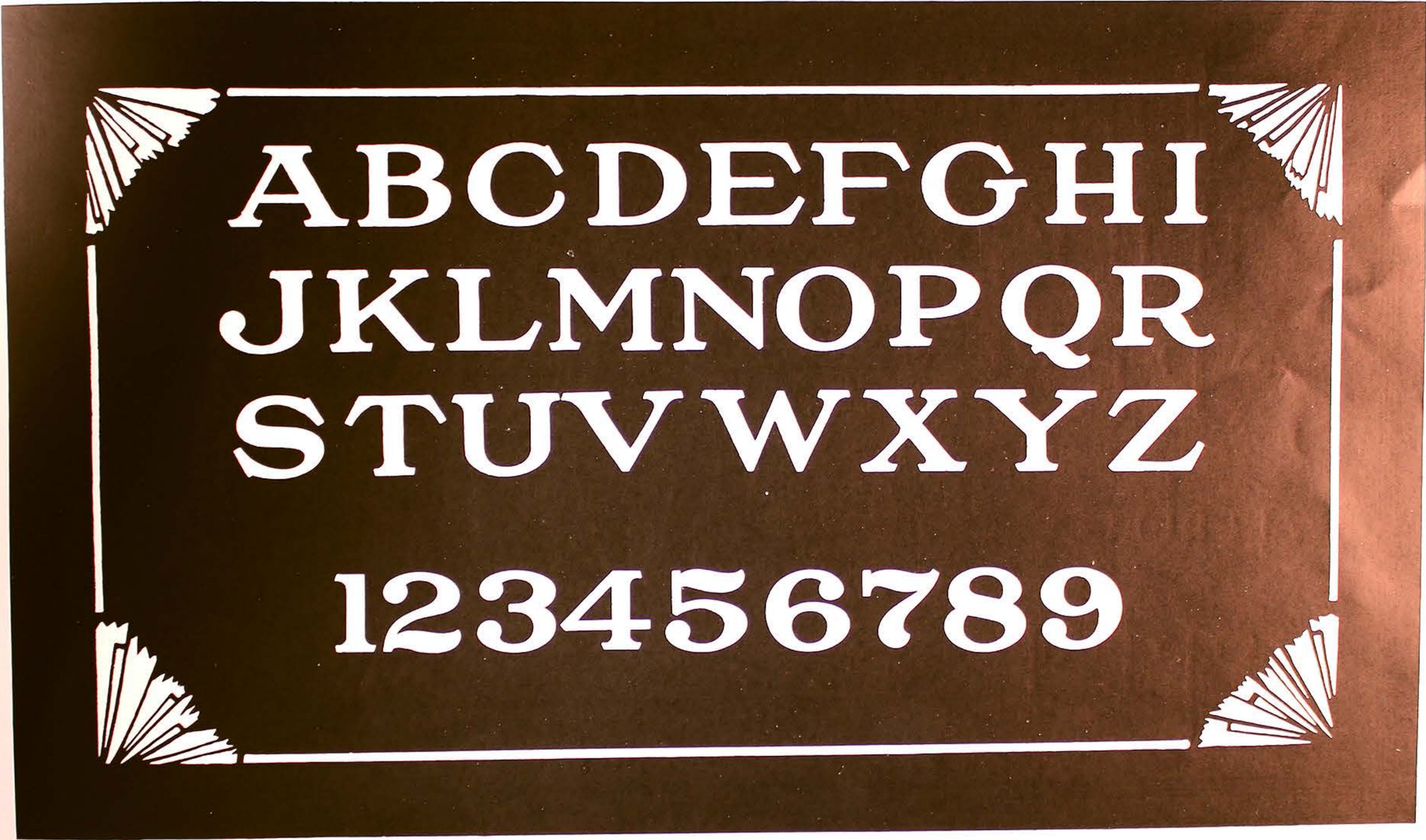
*Have your tall letters two inches high*

LESSON TEN  
PART THREE

Dennisons  
**Colored Seals**

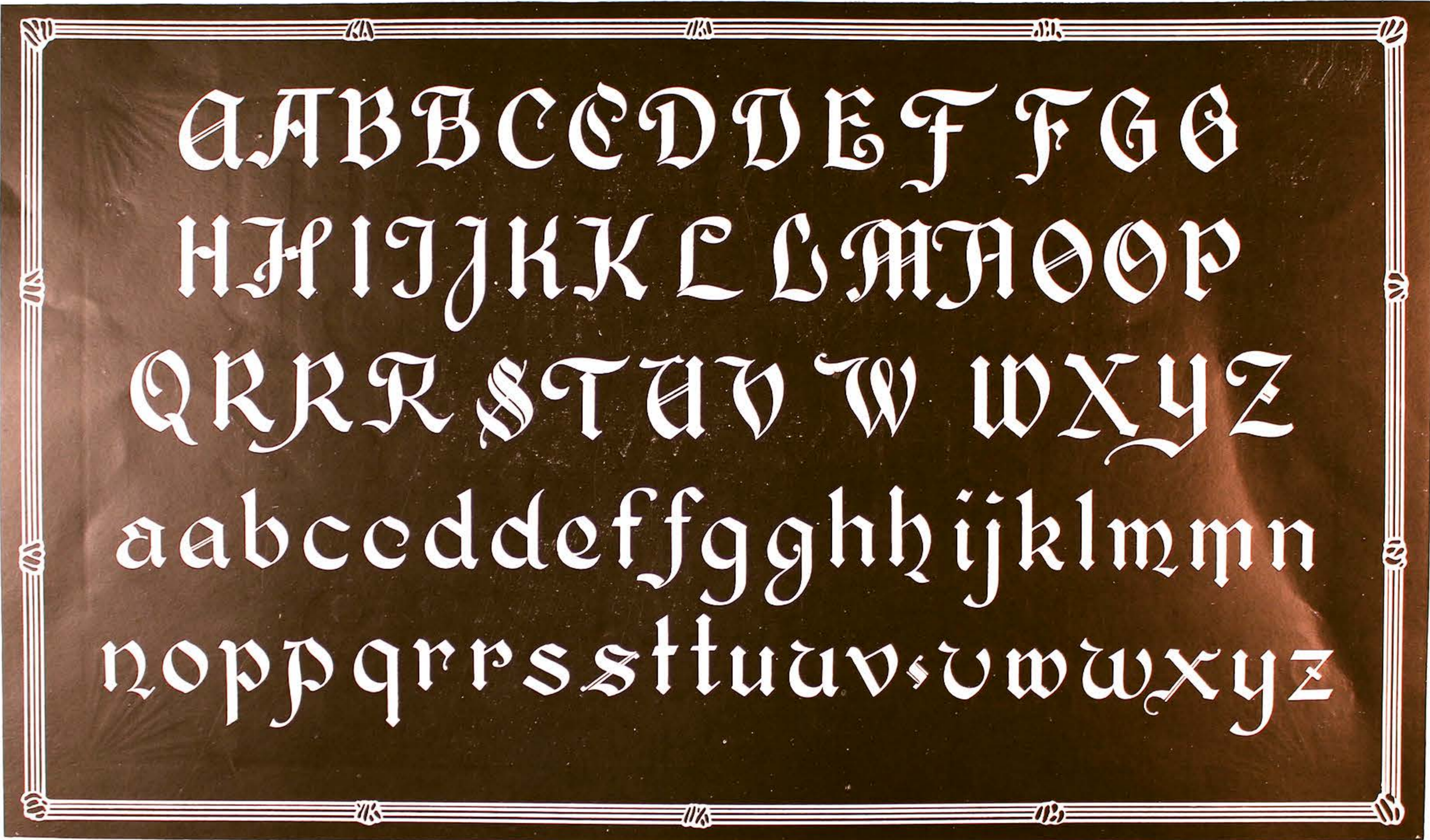
*for Many Purposes  
of Decoration*

*Make your card about twice the size of ours*



SUPPLEMENTARY PLATE

*Not to be sent in for correction*



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

SUPPLEMENTARY PLATE  
*Not to be sent in for correction*



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

SUPPLEMENTARY PLATE

*Not to be sent in for correction*

**FREE!**

We are giving away  
5000 keys - some  
of which will open the  
padlock which holds an

**AUTOHOT HEATER**

to a pillar at our display rooms  
55 ADELAIDE STREET - EAST,

*You may be the lucky one*  
Watch the daily papers for information!

YEARS OF EXPERIMENTING  
have produced in the

**Gurney**

**ELECTRIC  
RANGES**

*efficiency in durable parts*

Your Children's Health  
must not be neglected

*Every Day*  
*give them*

**WHEATENA**

The delicious whole wheat

**CEREAL**

*It builds up*  
*muscle & health*

*Buy Your*  
**ELECTRICAL  
APPLIANCES**

*from*  
*The Toronto*  
**Hydro Electric**  
**Shops**

*They are all  
guaranteed*

SUPPLEMENTARY PLATE

*Not to be sent in for correction*



**SPRING FROCKS**  
 The smartest new models are offered for your inspection.  
 M. J. NELSON, Ltd.

Chocolate Covered  
**MARASCHINO CHERRIES**  
 Hurts famed Quality **80¢**

**Pierce-Airo**  
 Receiver  
 with 6 Tubes  
 One Dial Control  
**\$135.00** Complete  
less speaker  
 Ask for Demonstration

**Now!**  
 Take advantage of the opportunity  
**Coupon Bonds**  
 issued in sums of  
**\$100, and upwards**  
**ABSOLUTE SECURITY**  
**Canada Trust Company**

RYRIES  
 Special Value  
 Box of 12  
 Assorted Greeting Cards  
**1.25**

*Slightly Used*  
**BELL PIANO**  
 Delivered to your home **\$395,**  
 Condition Guaranteed

*Silk*  
**TIES**  
**95¢**  
*Jawollke*

**Shirts**  
 — of —  
 "HENLEY"  
 English Poplin  
 Reduced to  
**\$2.95**  
 3 for **18.75**

SUPPLEMENTARY PLATE  
 Not to be sent in for correction

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