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HENDERSON'S SIGN PAINTER

A COMPILATION of the very best creations from the very best artists in their specialties, embracing all the standard alphabets; also all the modern and fashionable styles of the times. The beautiful designs or artistic sign lay-outs are GEMS originally designed for this work, in many colors; also pages of ends of signs, displaying practical ornaments; also Drum, Hanging, Curled Iron and Sidewalk Signs showing unique designing, and all so practical to the up-to-date and progressive painter.

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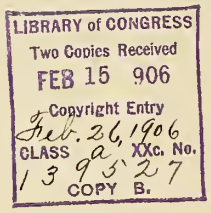
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LETTER TO PAINTERS

All that is set down in the following pages must be taken for purely personal expressions of an opinion as to how signs could be done.

The main trend everywhere is to a decided suppression in all ornament and unnecessary detail on a direct line of pure simplicity. It is on this point that the workman and his customer ever differ,--- but the fact remains unalterable that all work is being done towards a point of --- once and always --- selling his goods. Give the man a good, legible sign --- that is what he wants. His customers have one conception of an alphabet, containing but 26 letters --- they all plain; so the more they are used the more successful does the announcement attract the public eye and lodge into the public mind.

With the sign upon the premises proper, the ornamented can be used, it standing more in the light of a decoration, incidentally a guide. In pictorial the intent is to eliminate all detail. Get good drawing, and then hold it together attractively in simple, broad masses; the fewer colors the better it becomes in the manipulating advantages where it is to be reproduced many times. The public is at once interested in work done by this method, in the sheer individuality and invention displayed in what has been done, --- has been done well. Attempting to painting it in the detailed, natural way always fails through time limitations. Remember the public again; they have to read it. Remember the man who pays for it; give him values, or you will never see him again. Doing this, and thoughtfully, insistingly voicing your own views and desires whenever occasion allows, you cannot fail in any work you touch.

Colors,--- well, if you don't know color when it is in its right place, no one can or ever will make you see it.

There is nothing else to say; the making good is within you. Again, remember the man with the money, and he will remember you to give you the money. He knows when.

OHNIMUS.

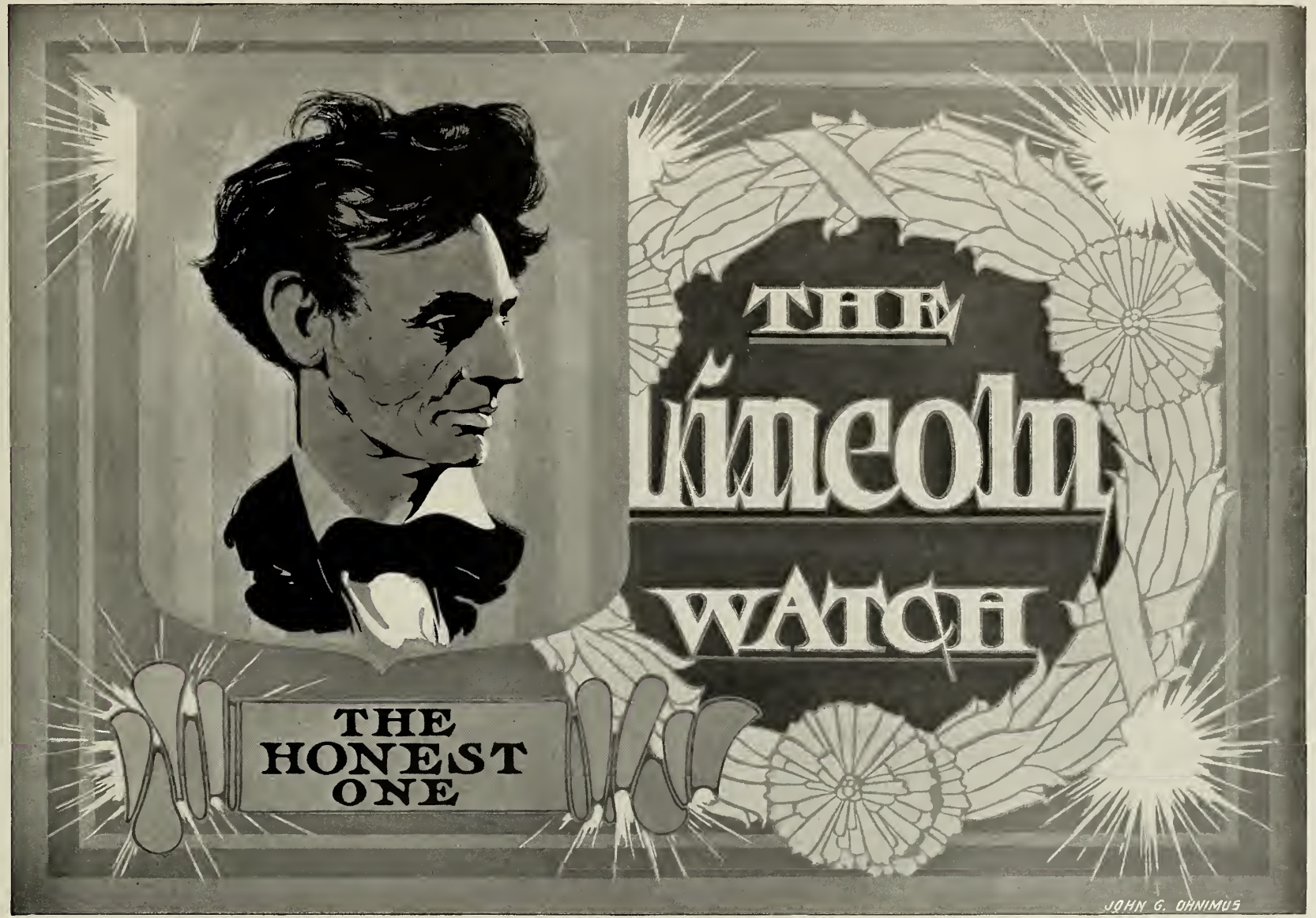
JOHN G. OHNIMUS

·J·GOYA·

Art Ware

FROM FOREIGN LANDS

JOHN G OHNIMUS


THE
Lincoln
WATCH
THE
HONEST
ONE
JOHN G. OHNIMUS

NEW YORK ROMAN

ABCDEFGH
IJKLMNO
PQRSTUVW
XYZ&

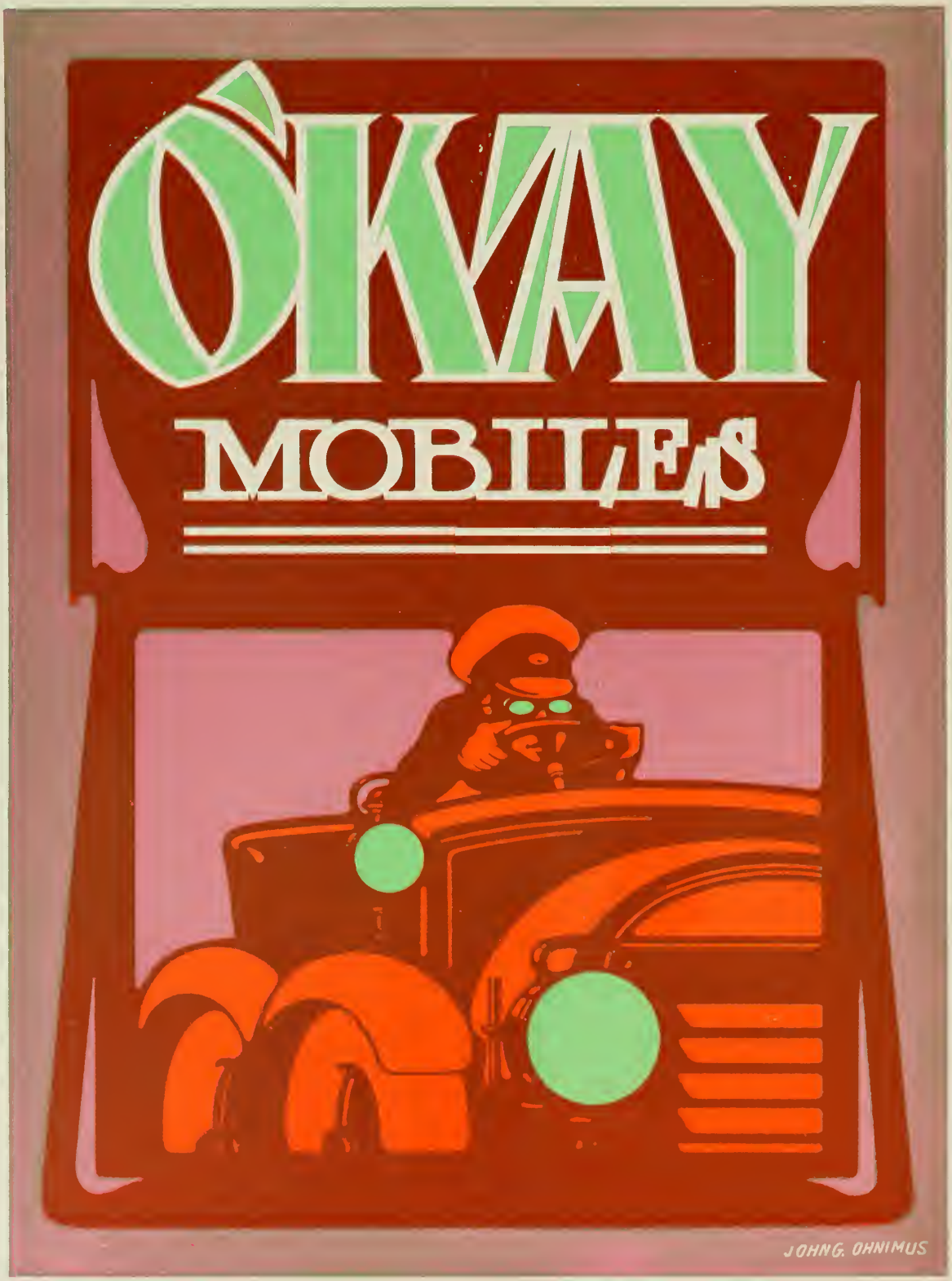
abcdefghijklmnop
qrstuvwxyz

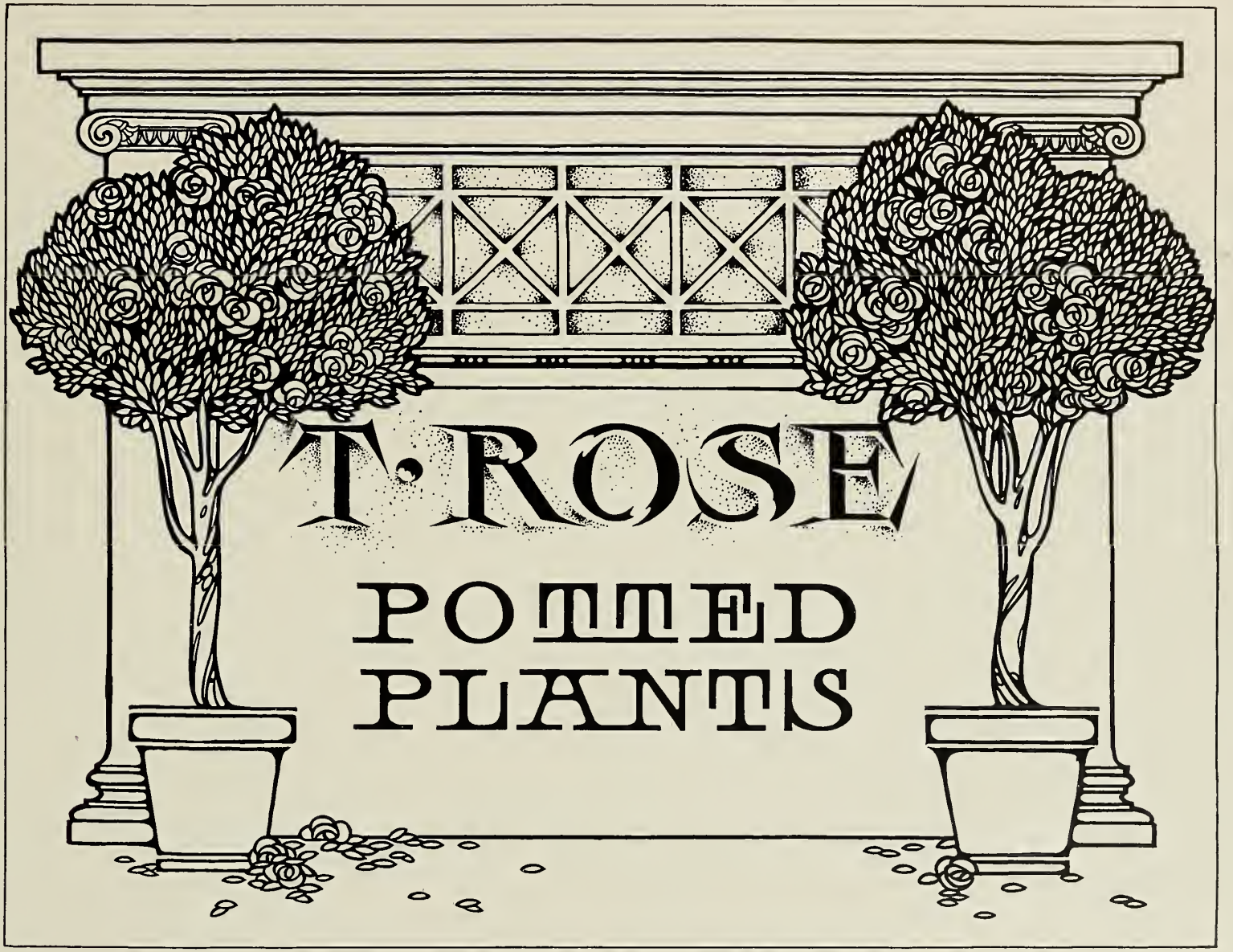
WM.M.HEALEY. NEW YORK

EGYPTIAN

ABCDEFGHIJKL
MNOPQ
RSTUVWXYZ&
abcdefghijklmnopqrs
tuvwxyz

WM.M.HEALEY. NEW YORK


OKAY
MOBILES
JOHNG. OHNIMUS



JOHN G OHNIMUS

FRENCH THICK AND THIN

ABCDEFGH JKLMNOPQR

LETTERING

STUVWXYZ&& 1234567890

F.A. SAUNIER. NEWARK, N.J.

ORNAMENTAL ROMAN & ITALICS

ABCDEFGHIJ

KLMNOPQR

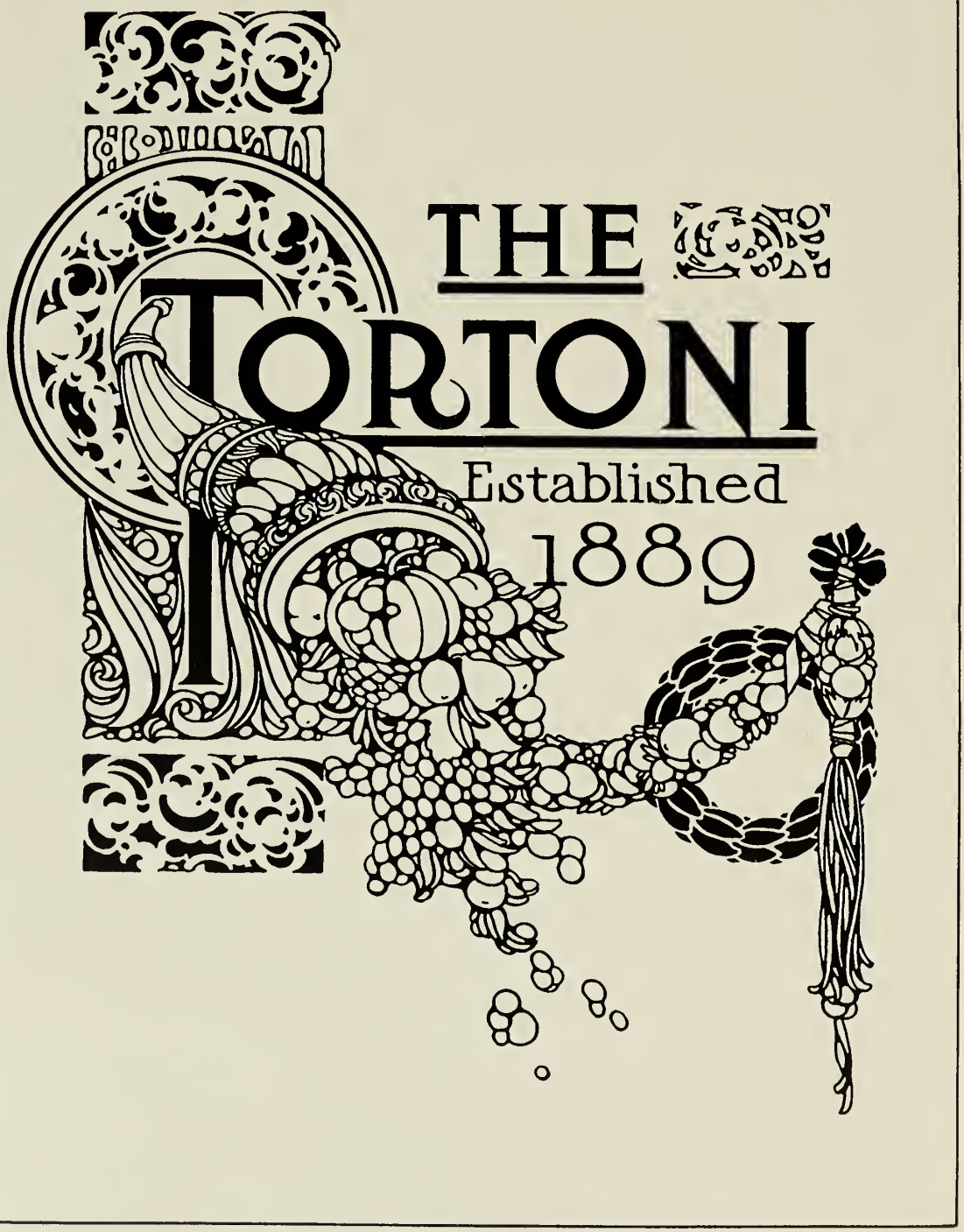
STUVWXYZ&

abcdefghijklmnopqrstuvv

C.S.FARINGTON N.Y.

wuxyyz

Littleton
CREAMERY
BUTTER
MELTS
IN ONE'S
MOUTH
JOHN G. OHNIMUS



JOHN O. OHNIMUS

DATY'S
RE-OPENS AUG
5TH WITH NEW
ATTRACTIONS
E. McDONALD NEW YORK

MODERN EGYPTIAN

JOHN G. OHNIMUS

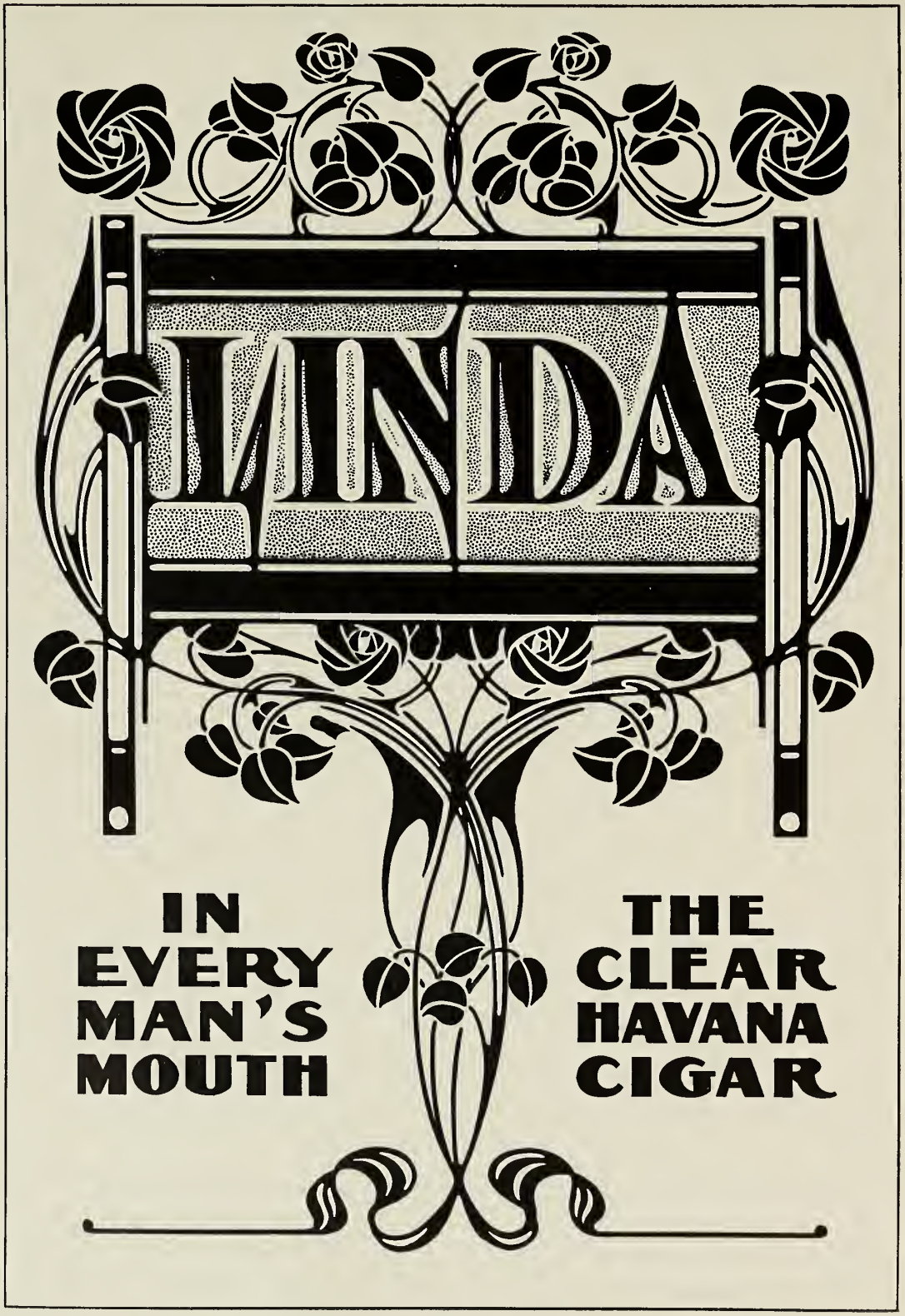
1905
EDWIN
KEENE
in Repertoire
JOHN G OHNIMUS

SPURRED EGYPTIAN

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

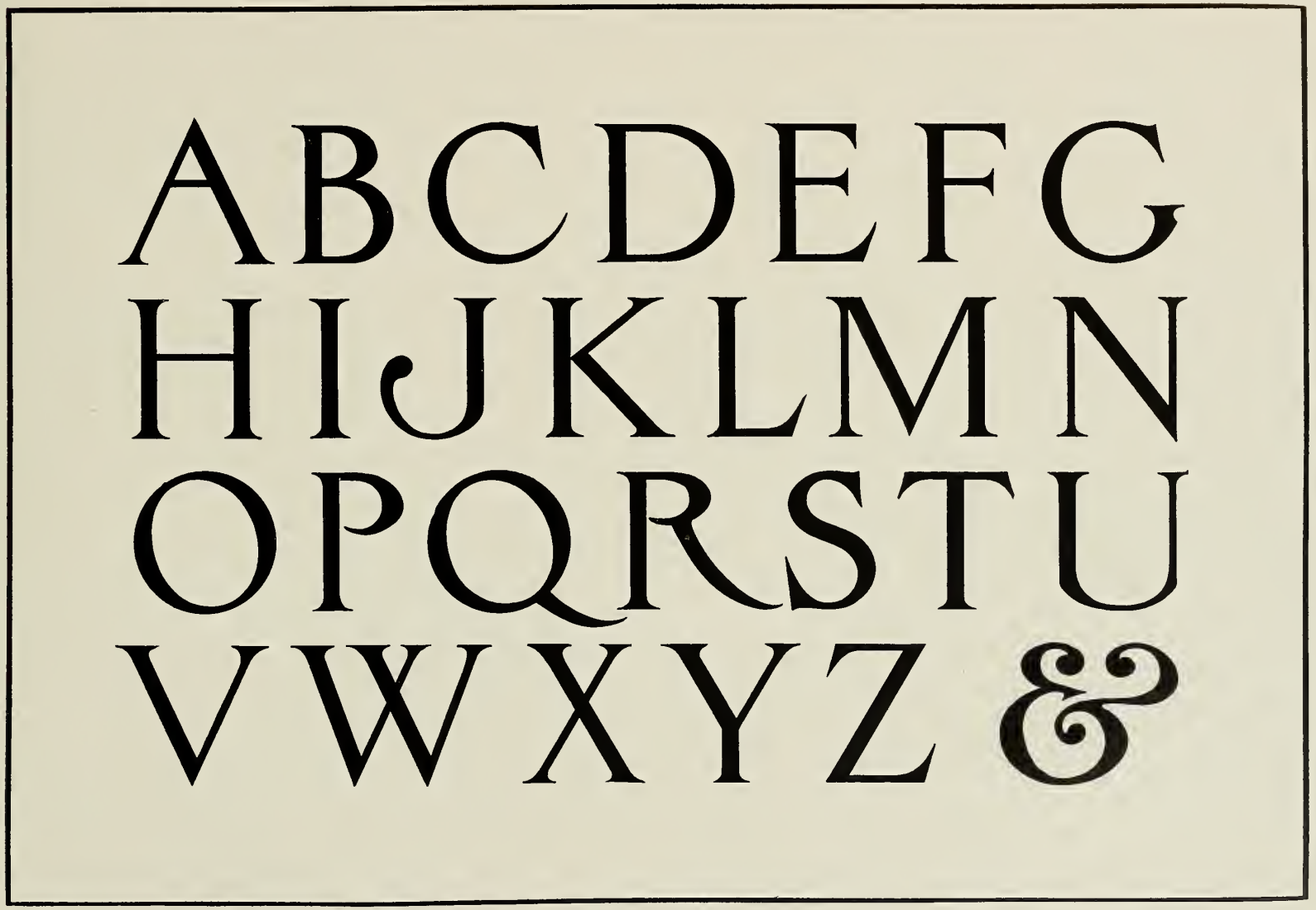
abcdefghijklmnop
qrstuvwxyz &

JOHN G. HAMMOND CHICAGO ILL.

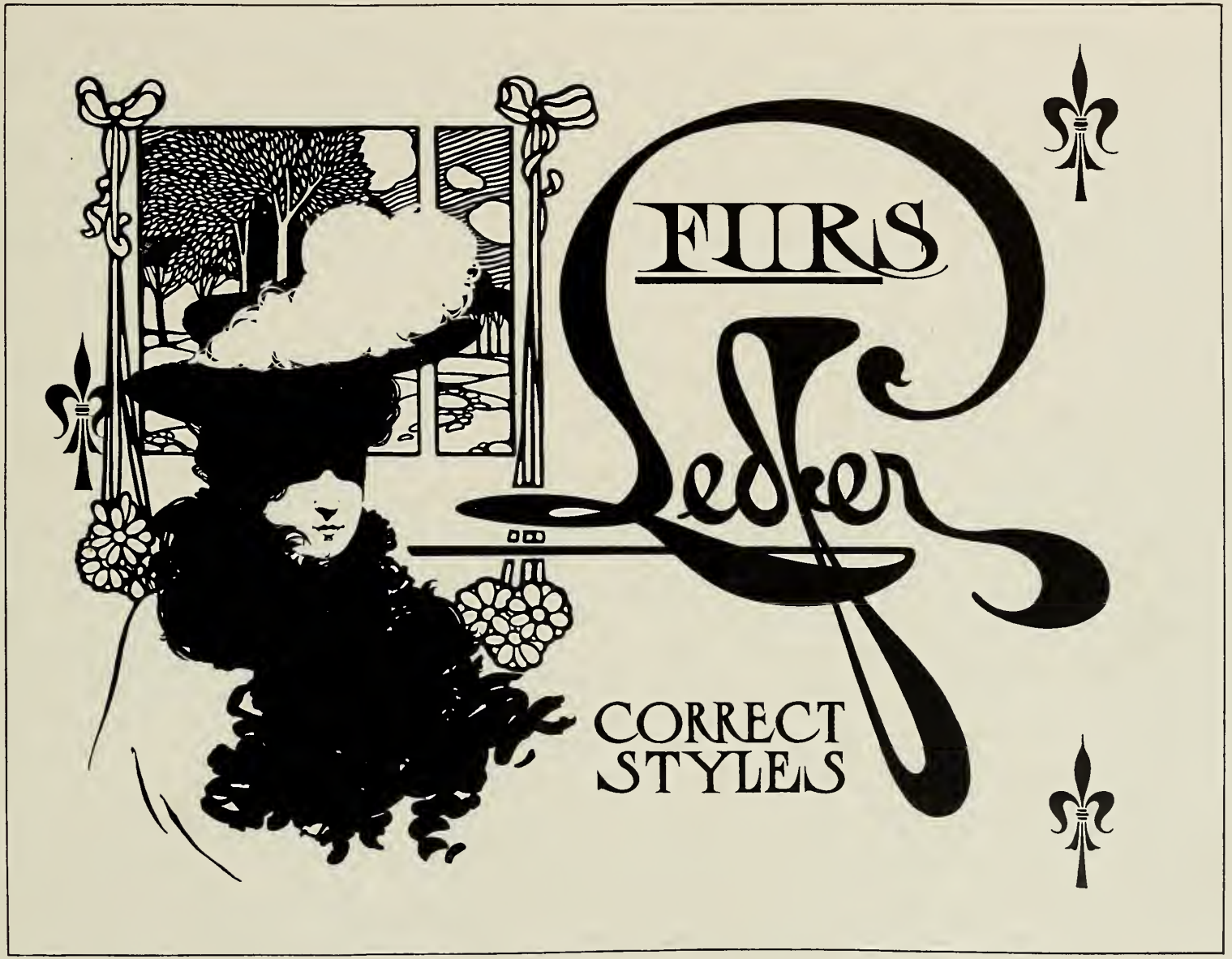


JOHN G OHNIMUS

ARCHITECTURAL



JOHN G. OHNIMUS



JOHN G OHNIMUS

CLEAN
AS AN
OCEAN
BREEZE
IRIS
SOAP
JOHN G. OHNIMUS

→ ROMANS ←

ABCDEFGHI
JKLMNOPQR
STUVWXYZ&

12345678 90

ALBERT DuBOIS, N.Y.

·· ROUND ·· BLOCK ··

ABCDEFGHI
JKLMNOPQR
STUVWXYZ&

1234567890

ALBERT Du BOIS. N.Y.

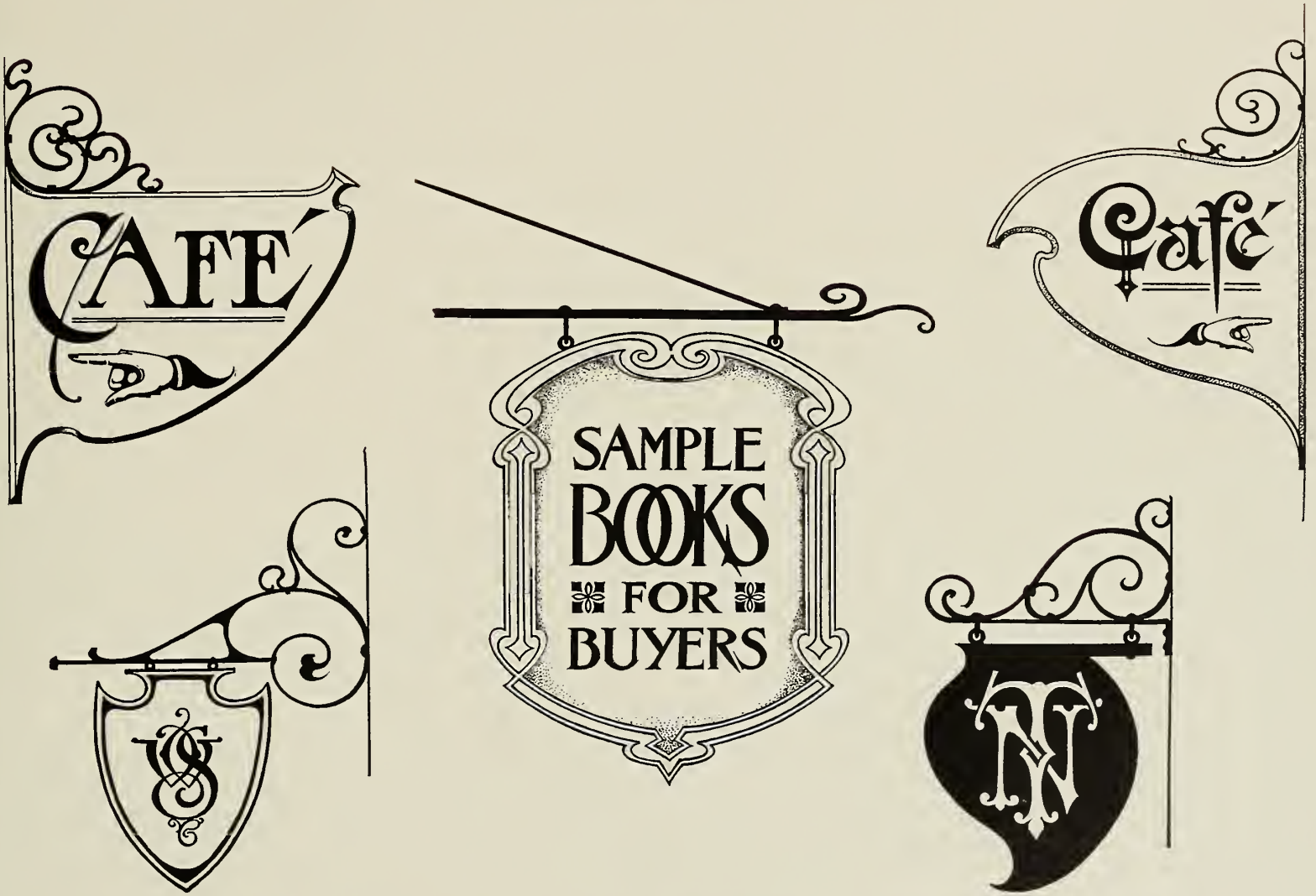
B. Mc DONALD, NEW YORK

JOHN G OHNIMUS

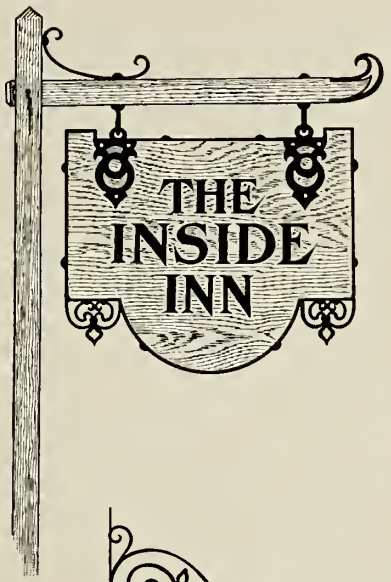
JOHN G. OHNIMUS

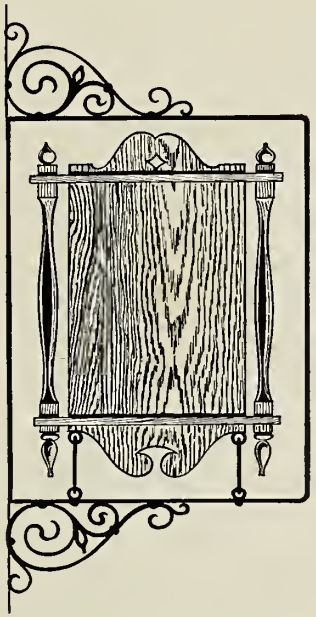
R. Henderson
DISPLAY
Bulletins
NEWARK
NEW JERSEY
JOHN G OHNIMUS

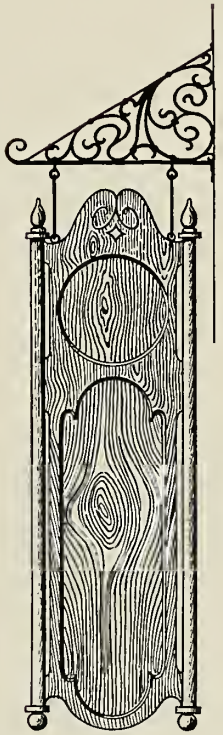
HANGING SIGN BY WM. H. ABBOTT. NEW YORK

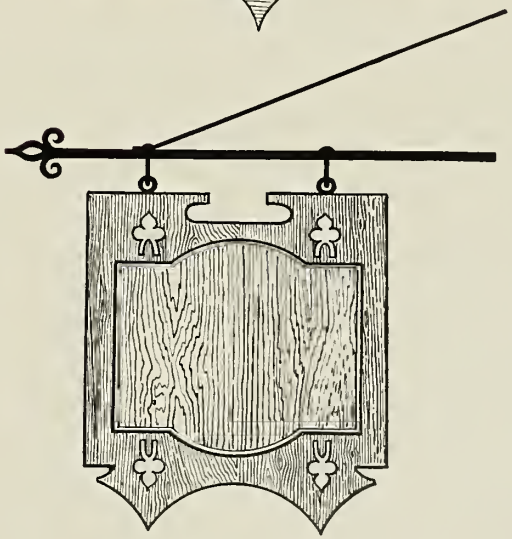

CAFÉ
SAMPLE
BOOKS
FOR
BUYERS
Café

HANGING SIGNS





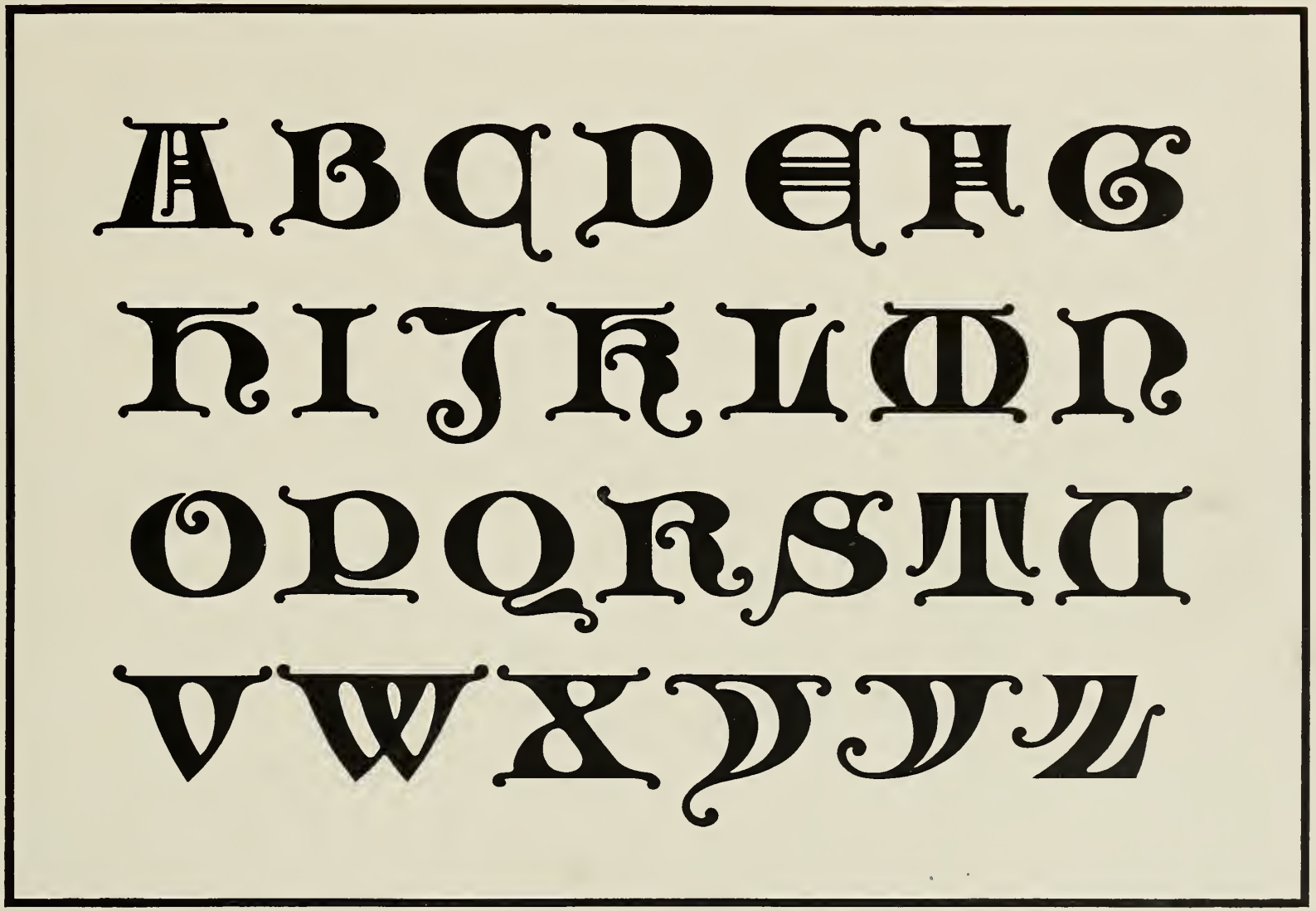




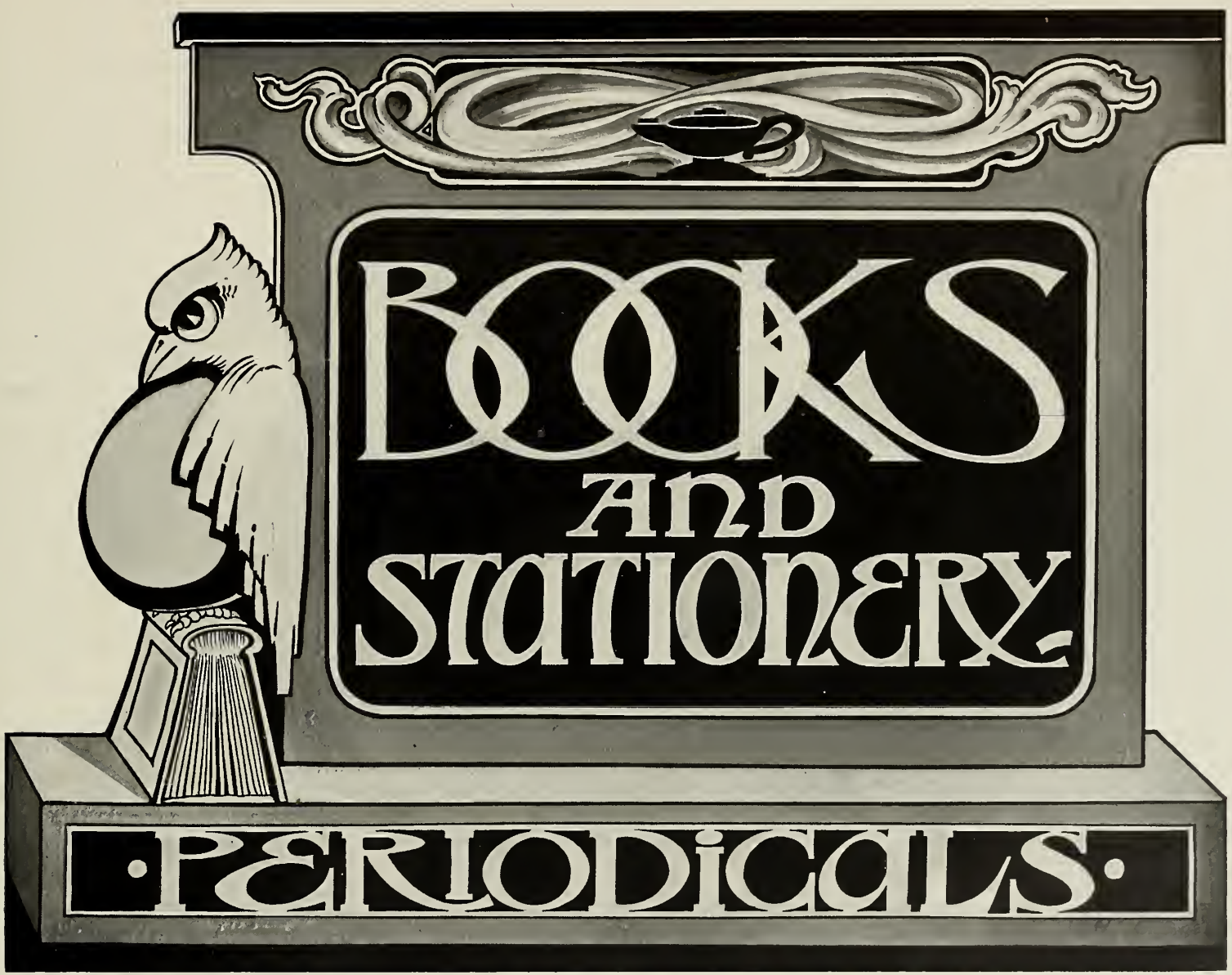
B. Mc DONALD. NEW YORK

Drifted Snow
FLOUR
JOHN G OHNIMUS

CHURCH TEXT



JOHN G OHNIMUS

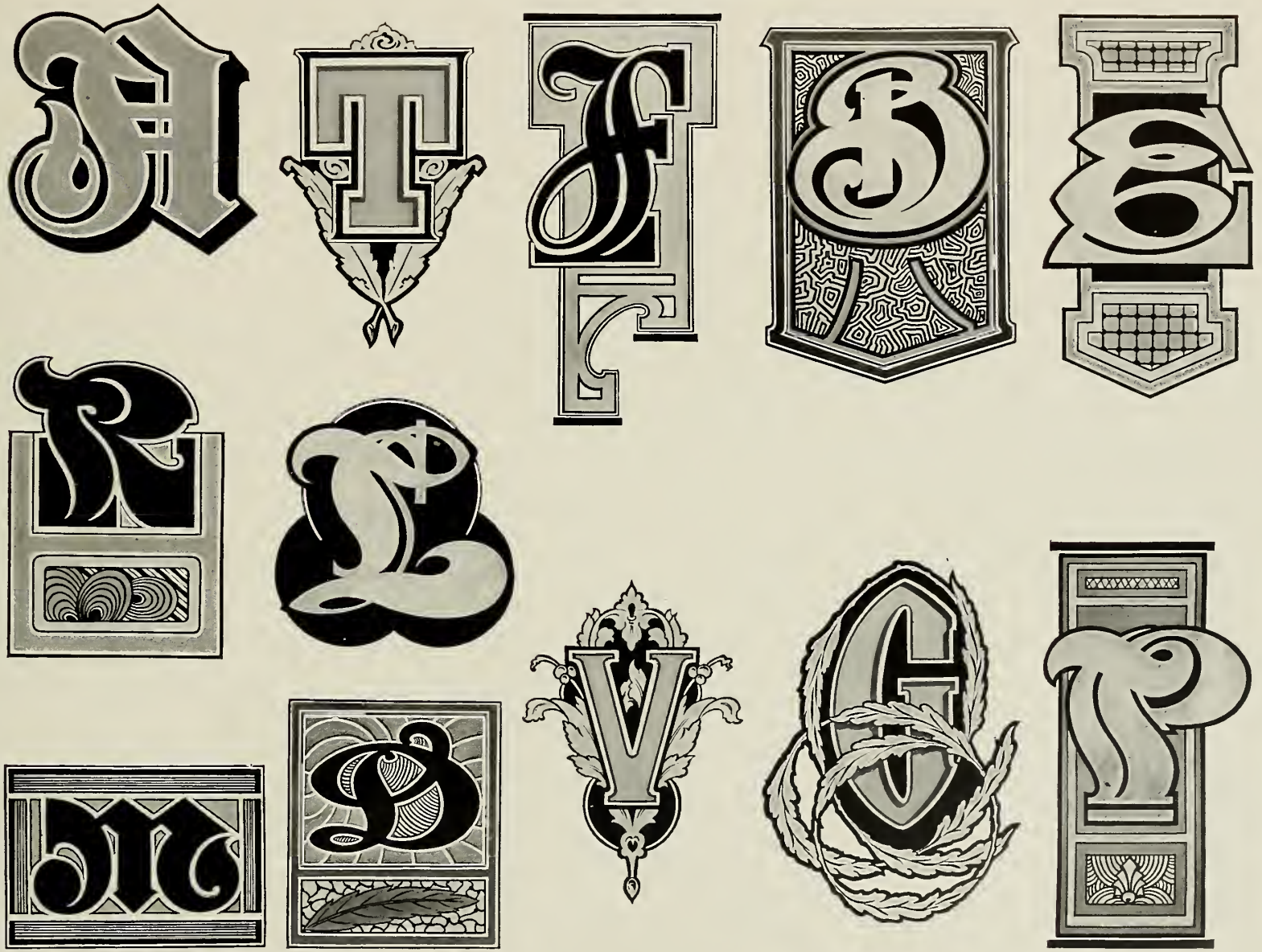


H. MOTT ALLEN

BRONZE SIGN

WM.H.ABBOTT. NEW YORK

JUST A FEW SUGGESTIONS



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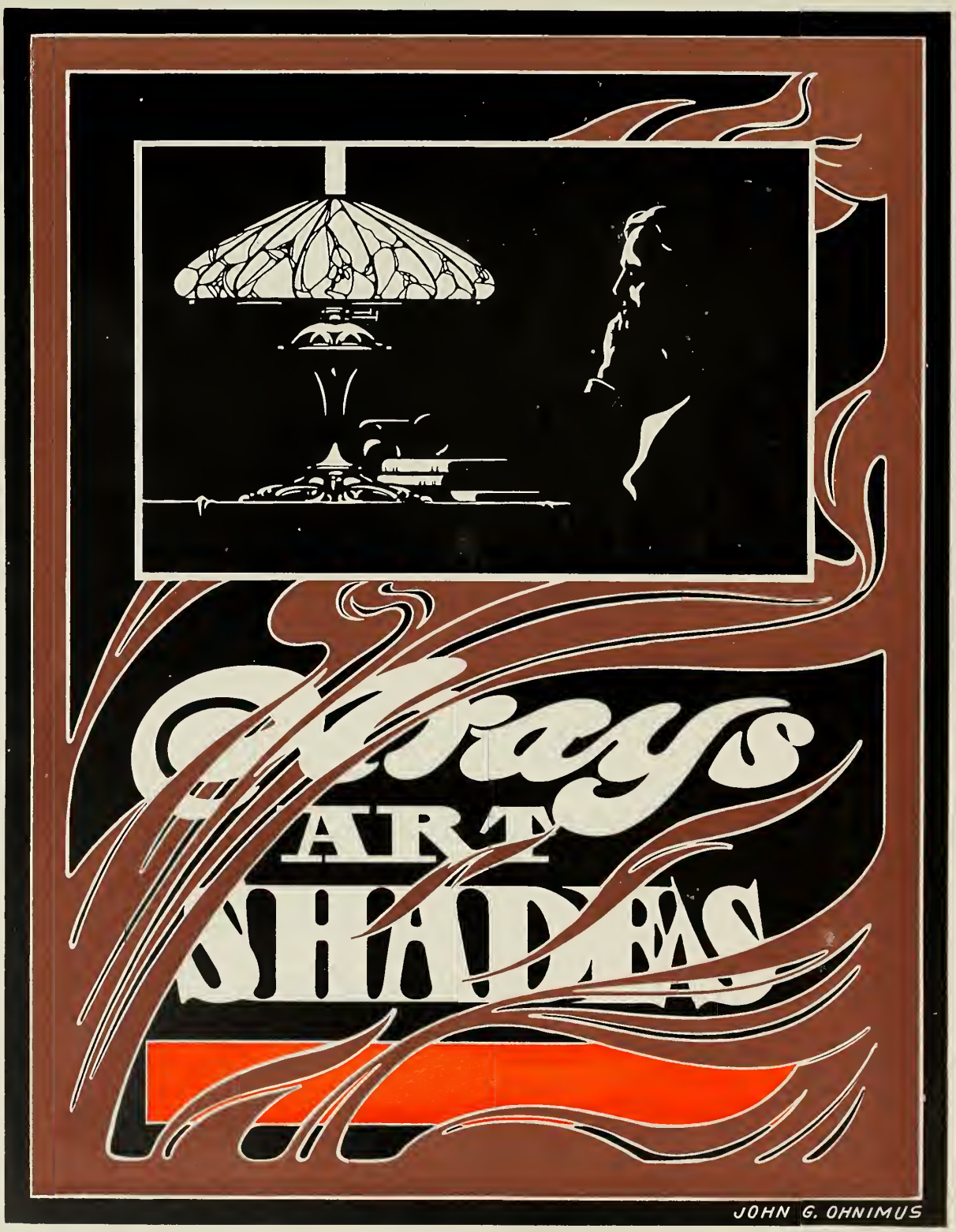
Krays
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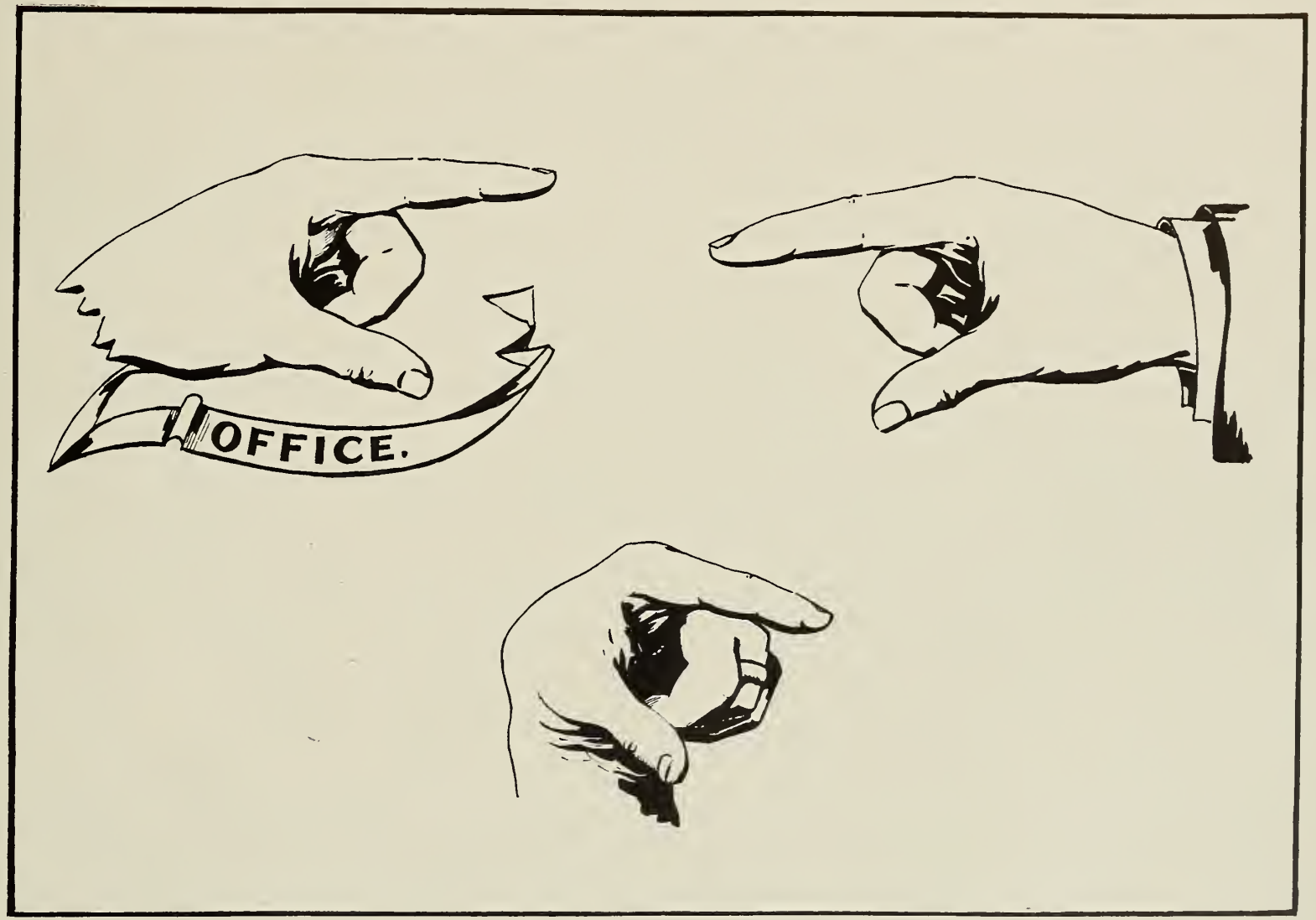
SHADES
JOHN G. OHNIMUS

RUSTIC ROMAN

JOHN F. IRWIN, NEW YORK



CHAS. JORDAN NEW YORK

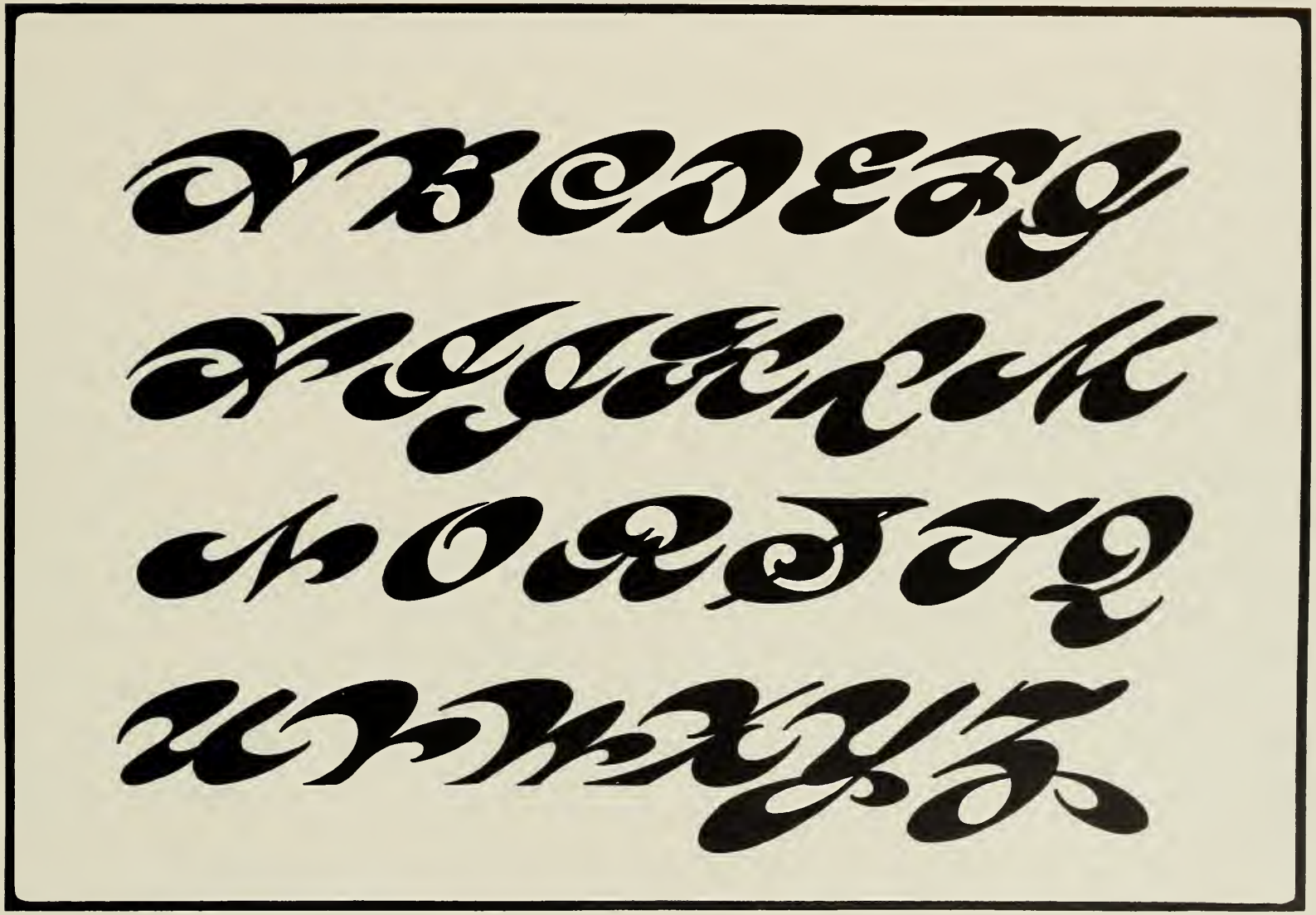
OLD ENGLISH

C.S.FARINGTON N.Y.

BRUSH LETTERS

JOHN F. IRWIN, NEW YORK

HEAVY SIGN SCRIPT

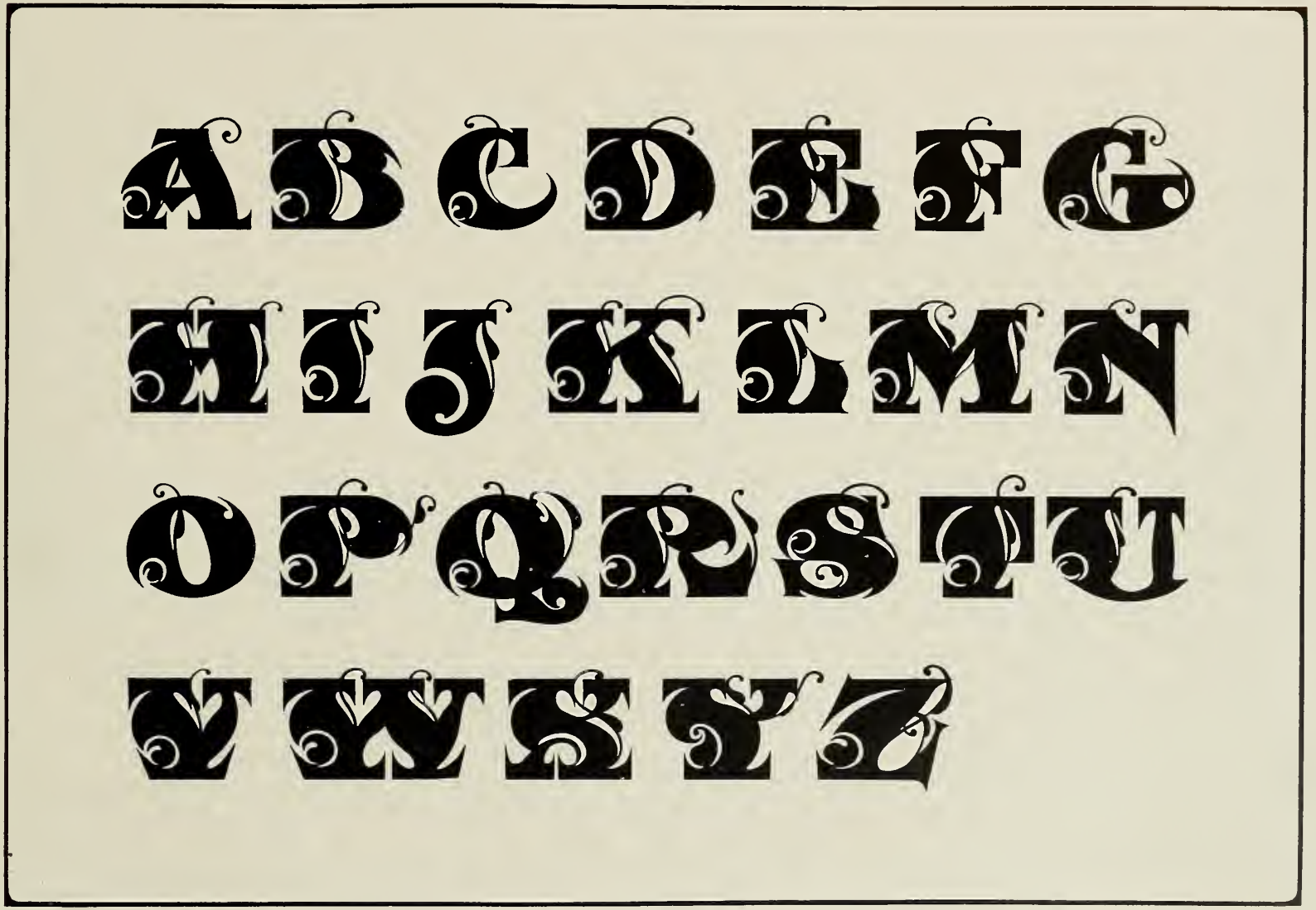


JOHN G OHNIMUS

"Sweet as the flowers that bloom in the spring"
Littleton
Creamery
Butter
JOHN G. OHNIMUS

JOHN G OHNIMUS

SOME INITIAL LETTERS



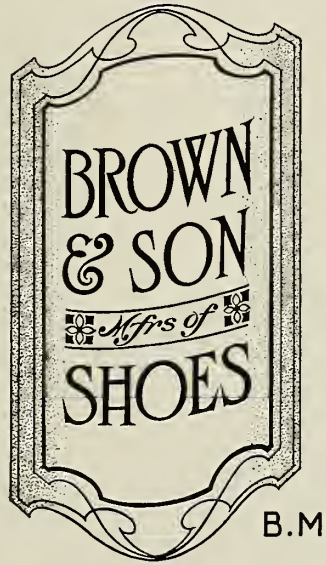
JOHN G. OHNIMUS

Restaurant

Cigars

Café

DRUM SIGNS



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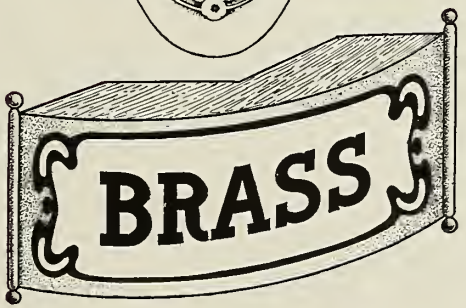

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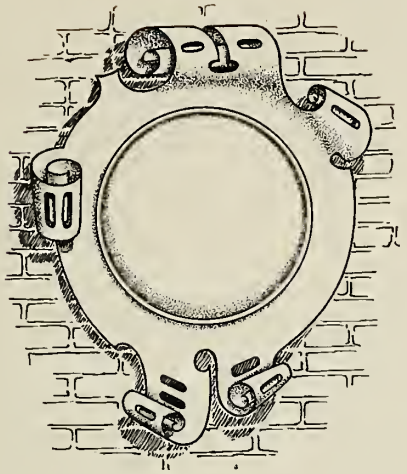
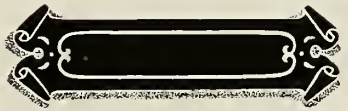
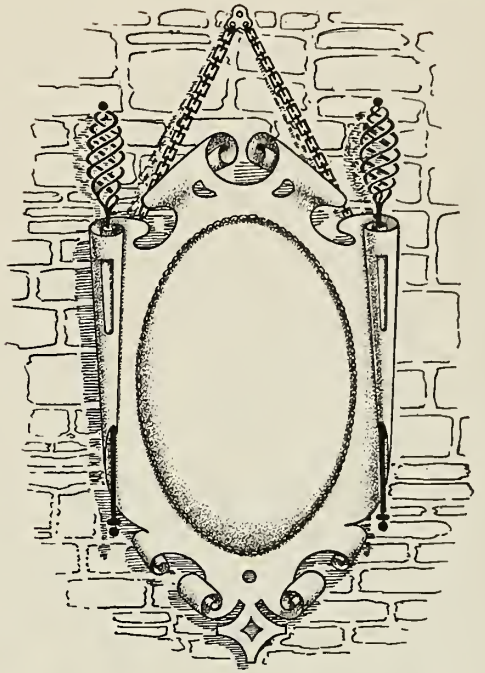
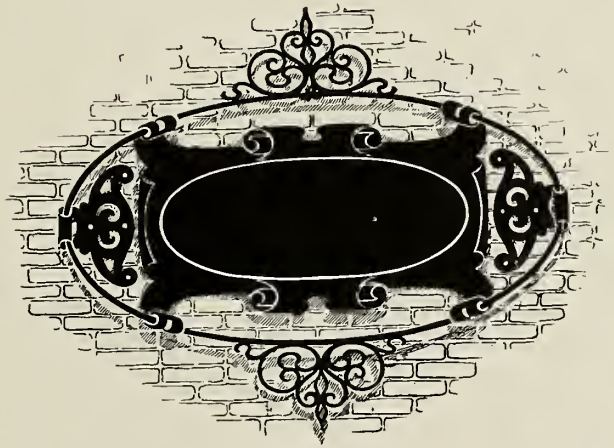


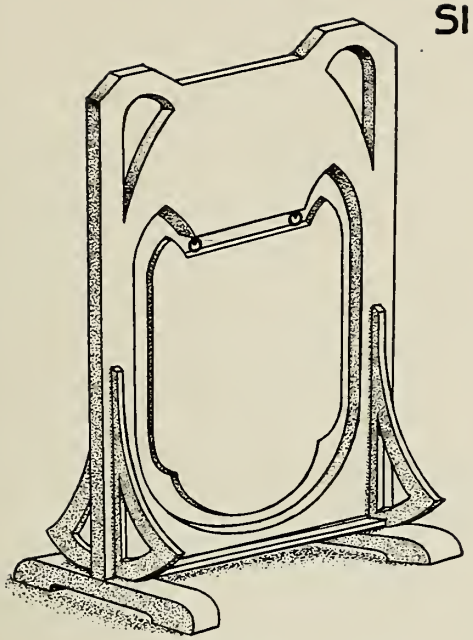


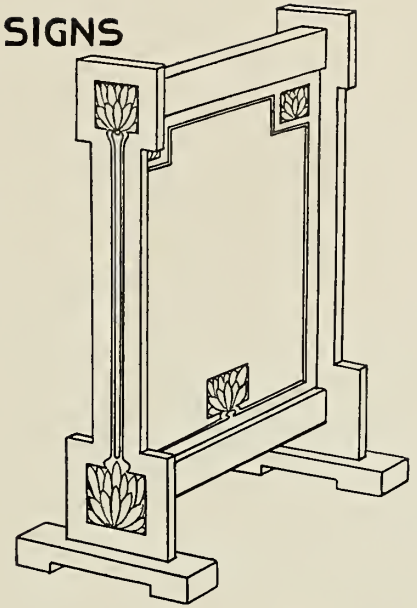


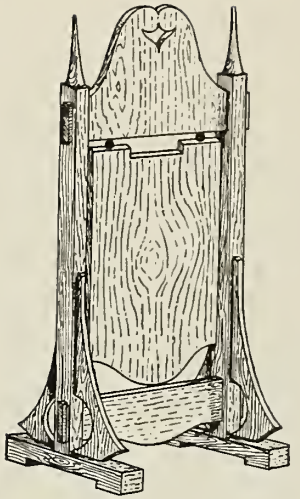


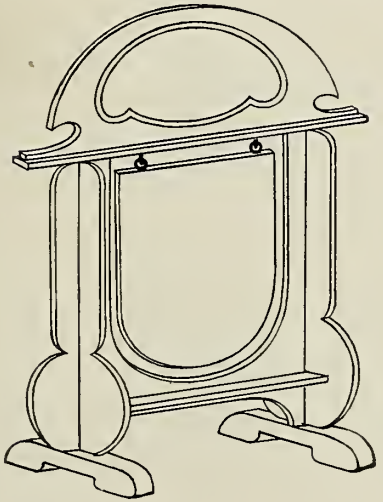
B.McD.N.Y.

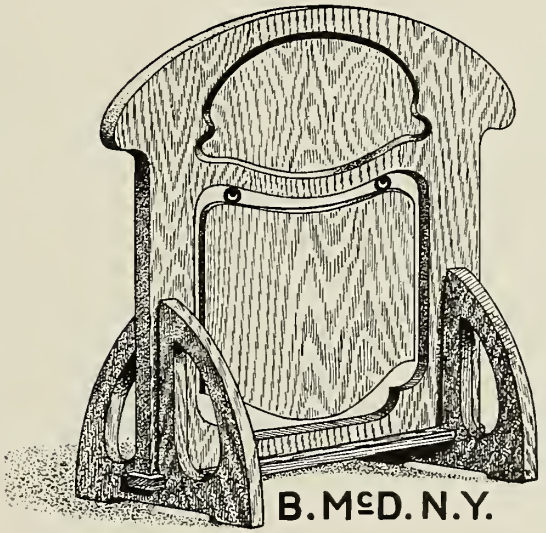
SIDEWALK SIGNS











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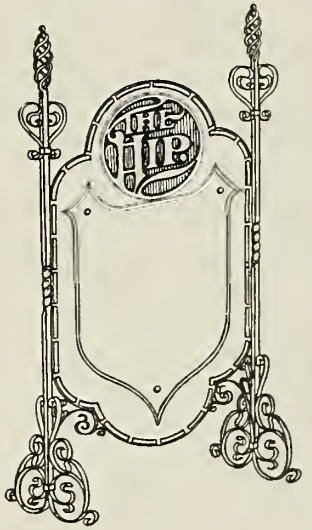
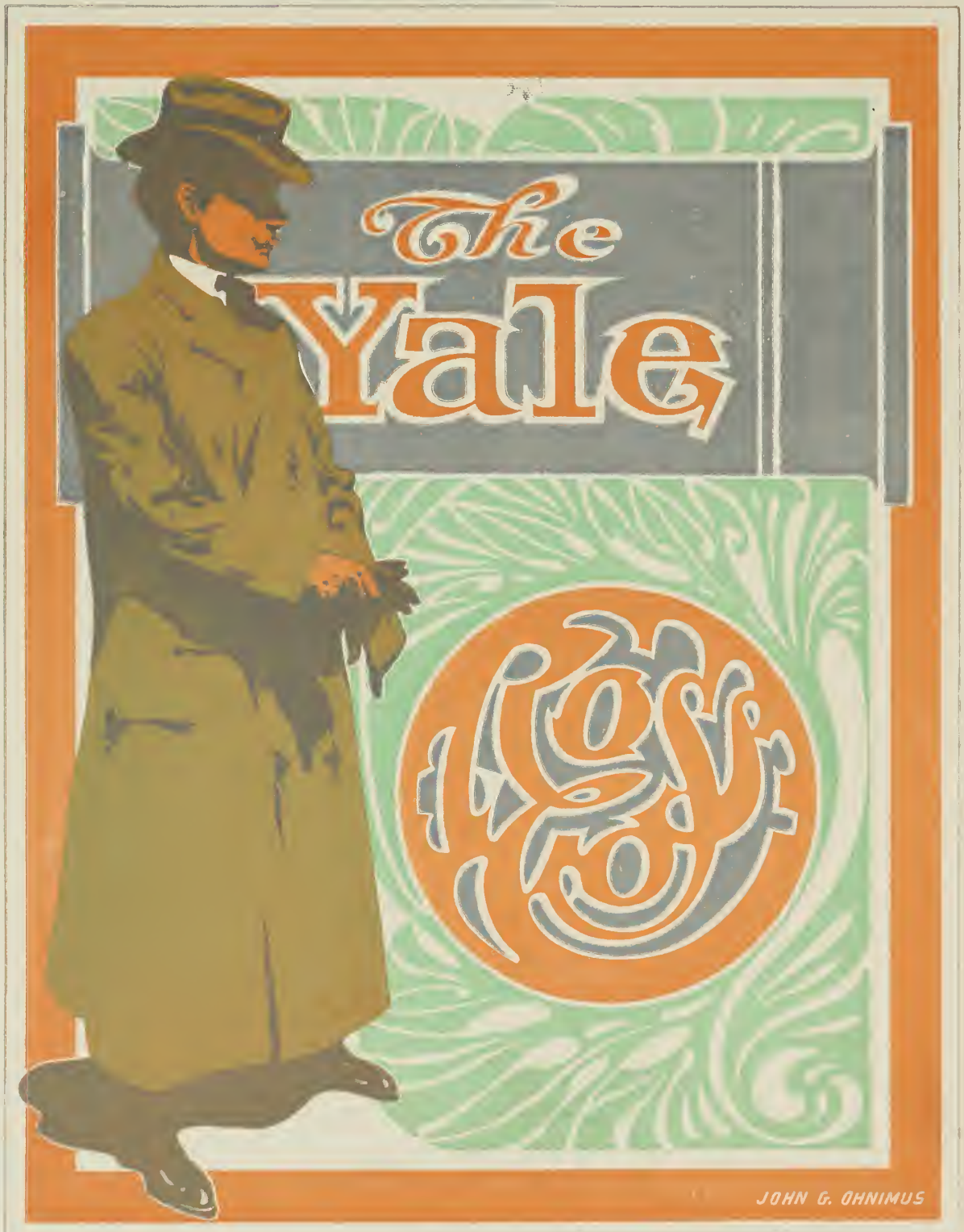



The
Yale
JOHN G. OHNIMUS

SIGN ENDS

B. Mc DONALD. NEW YORK

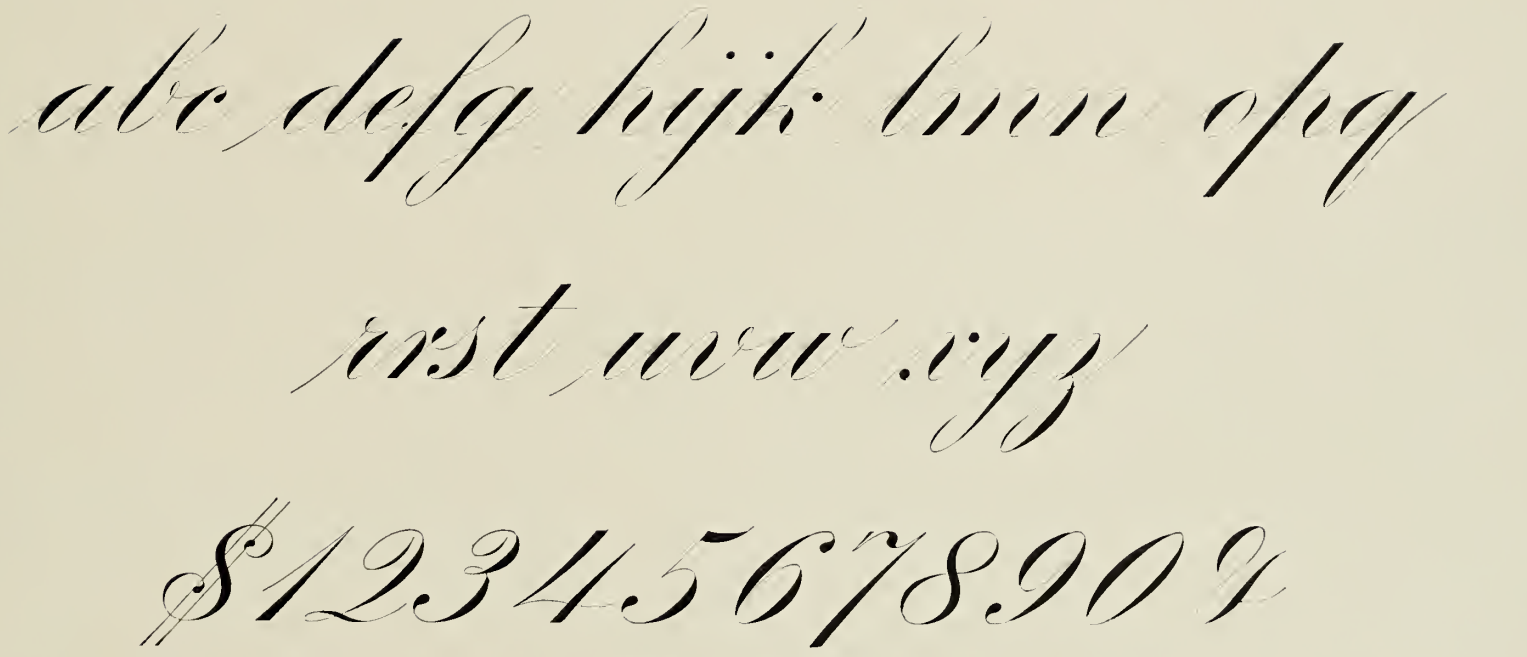
SIGN ENDS

B. Mc DONALD. NEW YORK

SIGN ENDS

B. Mc DONALD. NEW YORK

GRAND
OPERA
HOUSE
BOX OFFICE
NOW OPEN
B. McDONALD. NEW YORK.



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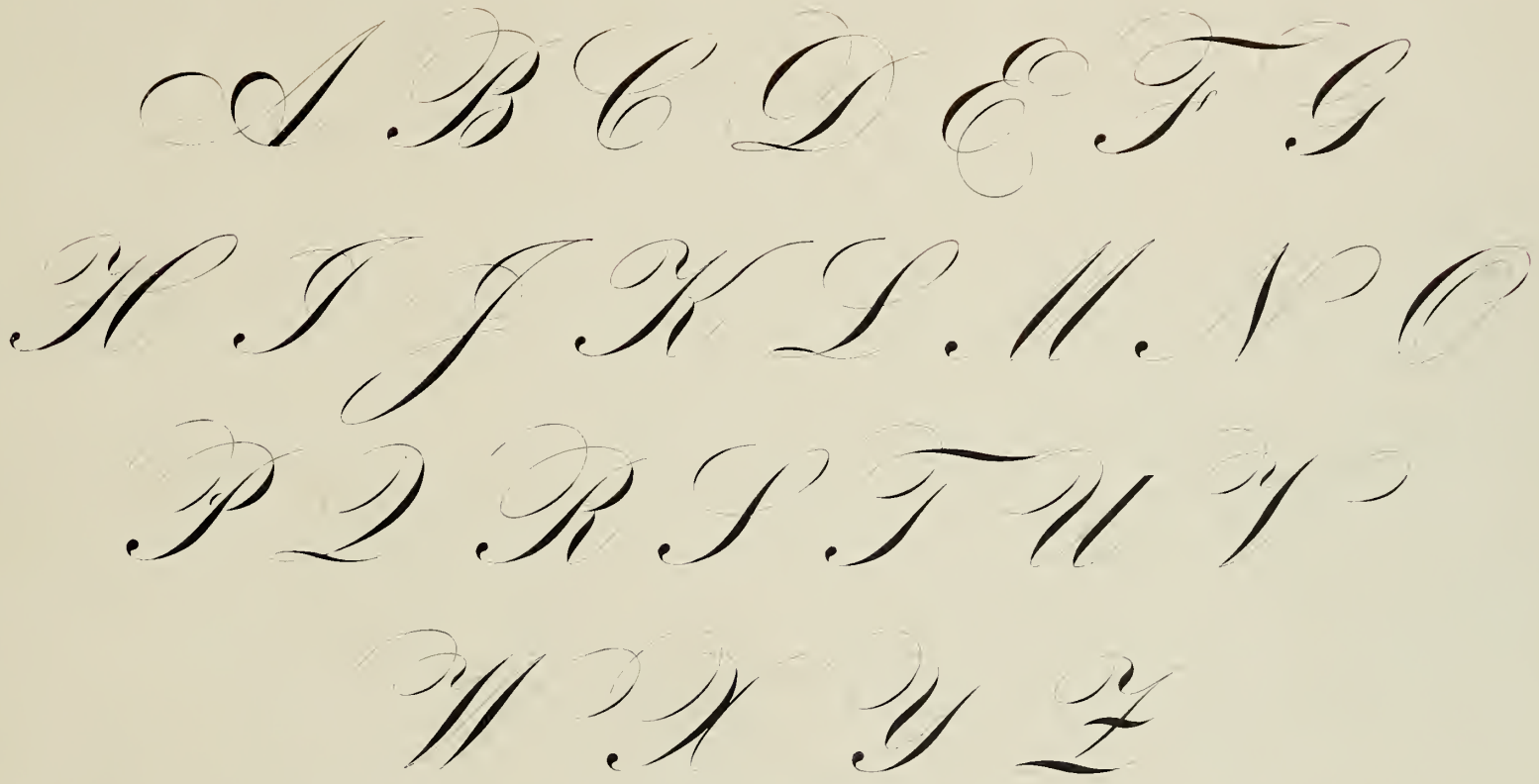

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