ART ALPHABETS AND LETTERING

By J. M. BERGLING

This work deals on the subject on broader lines than found in other publications. Much of the text, usually found in other books and so ably covered by great masters of the art, has been eliminated in order to furnish much more real Material in Designs. It may be justly termed an

Encyclopedia of Lettering

Its aim is to interest, help and inspire ENGRAVERS, COMMERCIAL ARTISTS, ENGROSSERS, SHOW-CARD WRITERS, PAINTERS AND ARCHITECTS, AMATEURS AND PROFESSIONALS.

The contents include the most important Standard Alphabets and such Classics as are in most demand. Many of the new introductions of designs are the contributions of some of America's best known artists, making it altogether a most interesting and fascinating album.

ENLARGED FOURTH EDITION 1923

COPYRIGHT BY J. M. BERGLING, 1916, 1918, 1923
German Capitals and Small Letters for Beginners

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

French Roman.

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
12345 WXYZ
La patience est la clé de la jouissance.

German Gothic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

abcdefghik
LMNOPRSTU
abcdedfghijklmnopqrstuvwxyz
GERMAN GOTHIC CAPITALS

ABCDEFGHIJKLMNOPQRSTUVWXYZ
LMNOPQRSTUVWXYZ

MODERN GERMAN
ABCDEFGHIJKLMNOPQRSTUVWXYZ
LMNOPQRSTUVWXYZ
abcdefvwxzy.

ITALIC GOthic INITIALS

ABCDEFGHIJKLMNOPQRSTUVWXYZ
LMNOPQRSTUVWXYZ

Roman Italics

ABCDEFGHIJKLMNOPQRSTUVWXYZ
LMNOPQRSTUVWXYZ
abcdefvwxzy.

Romany & Americus. Florence 1714-1914. Italy.
CINCINNATI. B BARCELONA.

Italic Capitals and Small Letters

ABCDEFGHIJKLMNOPQRSTUVWXYZ
LMNOPQRSTUVWXYZ
abcdefVWXZY.

abcd VWXZY.

klmnopqrstuvwxyz.
Italien Alphabet 2.3.11.

A B C D E F G H I
J K L O P Q R
S T A B X Y.
abcdefghijklmnopqrst
uvw Waldeck-Pyrmont.xyz.

Alphabet in japanese Form

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

Engrossing Script

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
1234567890.

Modified Cursive

A B C D E F G H I
J K L M N O P Q R S T
U V W X Y Z M N
abcdefghijklmnopqrstuvwxyz
Paris stuvwxyz & Wien.
London 1234567890 Berlin.
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**The Greek Alphabet (written)**

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**Celtic**

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**Hebrew Alphabet**

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AHEDF GHIJ
KLMNOPORS
TU VWXYZ
When Knighthood was in Flower
Lady Constance Duke of York
Golden Anniversary Celebration
The English Tea Shop
VENETIAN PEARL
ABCDEF GH I J
KL MNOP SRTU
VWXYZ SPRAY

ABCDEF GHIJ
JKLM NOPK
STU VWXYZ

The Gothic Letters
From the Italian, 12th Century
ABCDEF GHIJ
KL MNOP
QRSTU
WXYZ
Ex Libris
Theo P. Watson
Washington D.C.
In God We Trust

ANCIENT GOTHIC
14 Century
ABCDEF GHIJ
KLM NOP
QRSTU
AVAY

Christmas Celebration
First Baptist Church of New York

18
19
December 24th
Leaf Cipher Letters.

New Style Fancy Initials

ABCDEF

GHJK

LMNOPR

QRSTU

WXYZ

New Style Ribbons

ABCDEFGR

HJKLMNO

PQRSTUVWXYZ

X
Artistic Diploma Filling

Samuel W. Pennypacker
1. EngravingHand

Henry R. Sanderson
2. German Hand

William H. Richmond
3. German Print

Charles R. Rodney
4. Old English, Not Retouched

Robert H. Warwick
5. Old English, Retouched

Margaret W. Burnham
6. Old English, with relief lines.

Whereas Resolved

Adamson Brand Curtis Don't Easton

Faculty Graham Huntley Indian Kemp

Lampy Mackay Mortor Opp. Painter

Quacks Roberts Sinclaire Toney

Notice: While Navier Young Zane

34

35
Resolutions adopted by the Board of Directors of Richardsöm Silk, No., of Chicago, at a meeting held on Monday, November first, Nineteen Hundred and Eighty-four.

In the death of our beloved deceased President, Mr. Thomas Roe, the Richardsöm Silk Company, as a mark of respect and sympathy, adopt the following resolutions:

1. That we sincerely regret the death of Mr. Roe, a member of the firm for many years, and deeply grieve at the loss of a valued friend and companion.

2. That we express our sympathy with the family of Mr. Roe, and pray for their comfort in their present affliction.

3. That we tender our sincere sympathy to the firm of Richardsöm Silk, in the loss of their valued and esteemed member.

4. That the resolutions be printed and presented to the family of Mr. Roe, and a copy transmitted to the firm of Richardsöm Silk.

Dated, Chicago, November first, Nineteen Hundred and Eighty-four.

[Signature]

Chairman of the Board of Directors.
Old English

ABCDEFGHIJKLMNOPQRSTUVWXYZ

The American Favorite Used by All

A Demonstration

Showing a few of the many forms the Old English can be used.

It is extensively used for its semi-decorative appearance and can be condensed in a space such as few other alphabets will permit.

Interesting Pen and Ink Styles

ABCDEF

MKNOPQRST

UVWXYZ

A combination of Fancy Block & Gothic

For

ENGROSSERS

AND

ENGRAVERS

ABCD

Lmnopqrstuvwxyz

ABCD

UVWXYZ
Presented to
William Atkinson
By his colleagues in Boston
ON HIS RETIREMENT FROM THE
Phoenix Insurance Company
and after 48 years service in insurance business
as a token of their friendship and regard
November 17th, 1915.

Presented to
John B. Watson
by his friends and admirers
on his retirement as President of the
Meadow Country Club
as a token of their esteem and appreciation
Chicago Oct. 5, 1914.

THERE are many interpretations on MODERN ROMAN
THIS ILLUSTRATION
Will give a few ideas
of forms and styles that
have met with such favor,
Extensively used in News-
paper & Catalogue work
by Pen and Ink
ARTISTS

Coming to the
AUDITORIUM
In a Supreme Arctraft Production Based
on the Play and Novel by
Eleanor Gates
“A POOR LITTLE RICH GIRL.”
Compliments to Hon. Geo. R. Shields by the Je Astra Council—Knights of Columbus. Hyde Park

Ornamental Writing in Script
The fascinating art of engraving Diplomas & Certificates

With Compliments
To Charles F. Kingsbury
St. Louis
August 25 1915.

Rapid and Practical German Text
J. M. Berling

The American Bond Script
An Other New Creation, Delightful and Pleasing
John M. Eustice.

Window Show-Cards
Easy to Make with Brush and Pen

The Script Artistique
McKay & Ubright
Bar Harbor, Me.

One of the American Favorite
"Rapid Poster Italic"

Modern Fashion Demands
Attractive Ideas in Letters
Try this style on your Stationery or with Brush
The Graphic Arts
Much Study and Practice is Required
to become proficient in the
Art of Lettering

A Study in Easy and Artistic Alphabets
for Ten Things:
- Show Cards
- Tea Party
- Menu Cards
- Stationery

MODERN FRENCH ALPHA:
For Rapid Work This Is Practical & Away From the Common.

For Brush on Any Thing
San Francisco to New York
NATIONAL ASSOCIATION
OF ENGRAVERS AND
DESIGNERS
OF AMERICA

The Artist's Club
ACADEMY DE ROYALE
Paris 1929 France

The National Society of
LITHOGRAPHERS & PRINTERS
CONVENTION 1917
London, England

Pierce Arrow
THE CAR DE LUXE
BUFFALO, N.Y.

Editorial

The Paris Shop
HIGH CLASS MILLINERY

May best
Mutter Wishes
be thine

THE BLACK CO
DETROIT, MICH.

Famous Publishers

by J.M. Burgsting
Light Poster-Roman
is a great favorite amongst artists and show-card writers.
Done with a single stroke of the brush or pen and by varying the height and width of letters, a greater artistic appearance is accomplished. This style should appeal particularly to the art student and amateur penman.

Unique & Eccentric Alphabets
ABCDEFGHIJKLMNOPQRSTUVWXYZ.

Henry B. J. Wilson.

St Valentine
Say it with Flowers

D S Darte GExtensions & C
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ The Storm
Modern Alphabet

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdef g UVWXYZ hiklmnop
qrstuvwxyz6 edpnr

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdef g hiklm
nopqrstuvw

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdef g UVWXYZ ijklnop
qrstuvwxyz123456

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdef gij UVWXYZ klmnopq
stuvwxyz123456789

Freehand Rapid Italic Exemplified

"Moon of Israel"
by
Sir H. Rider Haggard

The Paris Shop
"Spring Opening"
Fashion Show Days
Tuesday - Wednesday

SHOW-CARD ROMAN
Wholesale & Retail

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdef ghijklmnop
mnopqrstuvwxyz

UNIQUE ROMAN

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Illustrating a Series of Variations in Letter Styles of our Alphabet

Unique Block

ABCDEFGHIJKLMNOPQRSTUVWXYZ

and

Half-Script Italics

THE RED LADY
A Fascinating New Mystery Romance.
BRUSH AND PEN ARTISTS' 
“HANDY IDEAS” 
OF 
LETTERING FOR ANY PURPOSE 
embracing a variation helpful to form a 
CHARM and ATTRACTION 
for 
News-Paper or Catalogue Work

Opera Season
Opens Feb. 1st
Advance sale of tickets now going on
"Caruso"
"Patricia"
"Mary Garden"

The Book Shop
complete stock of the very best books of great authors.
A few of the latest
"Cry of the weak" by Eugene Padel.
"A Prince There Was" by Arthur Gilmore.
"His only Love" by Walter Hixson.

Colonial Gardens
PARAMOUNT and ARTCRAFT 
Motion Pictures
Florence Arthurow
IN HER GREAT TRIUMPH
THE STAR & PALM BEACH
(From Lottie D. Albert's famous book.)

BLACKSTONE
HARRY J. POWER, MGR.
12th Big Week
Seats 2 Weeks in Advance
HELEN CULBERSON
A TRIP ABROAD
Sensational Success... 
Supported by Famous All Star Co.

CENTRAL PARK
A. JOHNSTON, MGR.
12th & Central Park Ave.
TODAY ONLY
PARAMOUNT PRESENTS
ENID BERTHOW
in the heart-stirring drama
THE LAW OF MEN
TO MORROW
WALTER KEARNS
in "THE BEST MAN"
COMMERCIAL ART

Grand Spring Opening
FALL EXHIBIT
Mid-Summer Sale

Artistic Novelties in Xmas and New Years Greeting Cards.

Cafe Riviera
Baby Lobster
and Milanu's Band

FALL FASHION SHOW
Gorgeous Fur Display
THE WORLD NOVELTY CO

MODERN STUDIES

Unique and Eccentric Letters
A splendid and attractive type

Art - Beauty - Elegance
A wide range of opportunities for the amateur and professional

A Study for Pleasure and Profit
MODERN ART.

**THE COLLEGE HOP**
AT THE HALL
TANGO AND THE OTHERS
GRAND SING-TO-NIGHT
Don't fail to show up

**CONCERT**
**PROGRAM**

**THE FINE ARTS CLUB**
IN CHICAGO

MODERN STUDIES

**ART MUSIC**
**GRAND OPERA**
**Drama**
**Beautiful Pearls of the Sea**
**Last Word in Paris Fashions**
**Topsy Turvey All the Rage**

**THE BEVERLY GARDEN**
A new and novel design
with a
GRECIAN TONE
very useful in a general way
for
ARTISTS, ENGRAVERS & ARCHITECTS

Strong and Graceful
ARTS AND CRAFTS
Plain, Artistic and so Different
Just what you are looking for.

1234567890
GRAND POSTER DISPLAY
BY THE STUDENTS
ACADEMY OF ARTS
PARIS

ABCDEFEGHIJKLMNOPQRSTUVWXYZ

LETTERS THAT CATCH THE EYE

ECCENTRIC AND GROTESQUE

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ATTRACTION

P.P. POSTER ALPHABET
FRENCH ART

NOVELTY DESIGN

FOR

7 TITLES, HEADLINES AND POSTERS

of J. M. Bergling.

ABCDEF

GH

STU

V

W

X

Y

Z

ENGLISH GOTHIC

ABCDEF

GHI

JKLM

NOPRSTU

VWX

Y

Z

DARIO RESTA

The Demon of Speed

Art Poetry
St. Patrick’s Day Greetings

From the south to the north,
From the east to the west;
Here is the Green Isle
That the Irish love best!

Yours
O’Brian

The powers of the Opal

October’s child is born
For woe
And his woes multiplied
Must know;
But lay an opal on her breast
And hope will fill the woes to rest.

Our Lives

Should be like unto the summer’s glow,
With promise and like the autumn rich with golden sheaves of works
And deeds ripened on the field.

Go the place

That does contain my books, my best companions
Is to me a glorious court where hourly I hold converse with old sages and philosophers.

Write your name with love, mercy and kindness on the hearts of those about you and you will never be forgotten.

He that can have patience can have what he will.

Franklin

That man is idle who does less than he can.

The selection of appropriate styles of lettering for whatever purpose should be as important as the artistic treatment it may receive.

John M. Berington
MODERN COMMERCIAL SCRIPT

AQUAINT DESIGN OF EARLY SPANISH AND FRENCH ORIGIN

John W. Davis, Lewy G. Burton.

COMMERCIAL ROMAN

A FREE-HAND ROMAN FOR SPEED

RAPID BRUSH LETTERS FOR

SHOW CARDS.
Method and mediums for the show card writer, with pertinent examples

By William H. Gooden, Los Angeles.

One of America's foremost authorities on lettering

Aside from the individual qualifications as a letterer, the chief requisite of the show card writer is "speed" and to this end, letter styles have been and are still being devised that can be made fast enough to accomplish the amount of work that the present day craftsman is called upon to complete in the average day's work.

If the show card man still copied the styles and methods of lettercrafters in producing hand lettering it would require the services of four or five workmen to accomplish in the same time that which is now done by one.

The evolution of reading characters (letters) is mainly responsible for the record breaking bursts of speed displayed by the show card man. Whereas most of our predecessors used carefully drawn or modeled "Upper case" or capital letters in most of all of their copy, we of today have by necessity devised certain styles of lower case or small letters that permit of greater speed in execution. These changes have occurred gradually, and for the most part their individuality in appearance is caused by the mediums employed in their production. For the major part of this work, certain styles of lettering brushes, pens and other materials have been devised which are specially adapted to the rapid semi-automatic rendering of the elementary principles involved in these styles. These tools in turn have proven the logical possibilities of designing new letter styles or making acceptable modifications of existing styles, both of type and hand lettered origin.

The study of letter forms based on various classifications such as Printer's Gothic, Roman, Italic, Text and various others should receive careful attention by the student. The ability to distinguish these classifications in devising a style best adapted to certain needs is one of the prime requisites.

The ability to draw these characters does not qualify one as a letterer, especially from the show card writer's viewpoint, which is "Quantity first."

There are at least half a dozen methods of producing letters by hand, of these, but two can be considered; namely, (hand modulated) and written.

Why the maker of show cards is called a show card writer, is from the fact that most of his lettering is written, so called because it is produced by the single stroke method much the same as writing regardless of whether a brush or pen is used or the characters are slant or vertical.

A capable workman must be able to rapidly produce a fairly good resemblance to either upper or lower case Roman, Block, or so-called Printer's Gothic, or Italic with numerals to match either case, by the single stroke method. Also he must be able to do this with either a brush or lettering pen, depending on the size of the space to be occupied by the copy. Lettering pens can be used with much greater facility than brushes, especially due to the fact that to successfully and rapidly manipulate a brush one must accustom himself to the absence of the feel of contact with the writing surface which is apparent in using a pen or other devices of a like character.

Further: the selection of brushes for this class of work requires intelligent consideration, likewise the preparation of the colors which must be of the proper covering quality, adhesive nature and of a consistency best calculated to hold the brush in proper desired form while flowing freely therefrom.

There are various brands of ready-to-use show card colors now on the market, they are all good for the purpose intended. If something better is desired or a greater variety of colors needed, a selection of dry colors may be ground in water and the addition of sufficient gum arabic in solution, or ordinary rosin added thereto will act as a binder, the addition of a few drops of glycerine to any water color or fresco colors will serve to keep them moist, prevent cracking and help the flowing qualities, the foregoing may require a little personal experiment to meet the desired results, but in the main this represents what is known as show card colors.

The brush question, outside of certain brands of so-called or stroke show card brushes reduces itself into a question of individual requirements, each workman usually finds that better satisfaction can be obtained by choosing brands of manufacture that bear the approval of practical workmen. There are many kinds of brushes, simply made to sell, which usually find a quick resting place in the waste basket after a try out. Cheap brushes are the most expensive of all experimental purchases.

A selection of lettering pens for the smaller work is of vital issue. Those of the stub variety called round writing pens are generally known by trade names, and all have their particular use. Of these we have the Summerson and Hart's No. 400 line of which there are eleven sizes, each particularly adapted to Text styles of lettering. Italic shading alphabets and single stroke Roman. These pens being flat chisel shape produce heavy down stroke of absolute even width, light or hair lines on lateral up strokes from left to right and on the horizontals, used the full width of the larger sizes it is impossible to confine the spacing and give the letters full weight values, but if sufficient space is available in which to make full round ovales and other oval elements, a beautiful copy can be made with these pens.
For pens that produce even width strokes throughout in the production of bold face display lettering there are two styles of the Speedball, roman and square points, each fitted with fountain retainers, these may be used more successfully by the beginner or amateur than most other styles. It has been remarked that anyone who can letter with a pencil can operate these pens.

A new comer in the lettering field is the “Romitalic” so named for its performance or single stroke or modeled roman and italic letters, its advantages lie not alone in producing these most beautiful of all reading characters by the free hand single stroke method, but it works successfully on either smooth or rough surface papers, mat board, etc., using either ordinary lettering ink, or heavier than ordinary white ink or show card colors too heavy in pigment body to flow from other pens. It will also work in Japan colors on wood, tin, enamel or glass, being built on a flexible basis the graduation of accent runs from a hair line to one-eighth inch wide on the strokes, which allows either expansion in spacing or correct individual elements in the more condensed form, these pens also come in graded sizes.

Fig. 1 represents a rapid single stroke letter made with a No. 7 Rigger brush. Size of original 8x12.

Fig. 2 a mixture of the elements of Text and Roman characters. Quick single stroke construction with No. 10 Rigger brush, suitable for semi decorative headlines, etc.

Figs. 3 and 4 with the speedball pens, size 6x8.

Figs. 5 and 6 display a characteristic Roman and italic letter, single stroke, originals 7x10 in, with Romitalic pens.

Together with the specimens of show cards these examples were all prepared, not with a view of displaying faultless display of lettercraft or carefully drawn models, but to illustrate method and medium of production at a daily working speed required of the average show card writer.

To successfully acquire this ability one must first practice on and cultivate a freedom of arm movement, much the same as prescribed by teachers of penmanship, using the elements of lettering in place of the elements of penmanship but in the same degree of visual, sub conscious, arm and finger action. By visual we mean first: a fixed image of the subject in the mind’s eye, which requires a well defined mental image of that which you attempt to produce. Therefore haphazard attempts or indiscriminate practice should be avoided. Always remembering the fact that a successful show card writer writes the letters and does not draw them.

WILLIAM H. GORDON.
Mixed Roman Text-2-

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
LMNOPQRSTUVWXYZ

Roman and Italic Numerals $12.50

1234567890 75c
1234567890

Fig 2.
Rapid Single Stroke
Italics
Especially adapted for the
Show Card Writer

abcdeghijklmnopqrstuvwxyz
ABCD\*\*\*EFGHIJKLMNOPQRSTUVWXYZ

Characteristic
Single-Stroke
ROMAN LETTER
For The
Slow Card Writer

abcdefghijkmnopqrstuvwxyz
WXYZ\*\*\*WXY\*\*\*VWXYZ

A Combination
of Speed, Grace &
Legibility

January Clearance
One To Each Customer
ONLY
Gloria Umbrellas
$2.00

-fall
We cordially invite you to view
this Exposition
of all that is
best and newest
in women's
apparel for
Fall
Women's Department
Third Floor

The Best Value
for the
Least Money
at
Blacks

Useful &
Appropriate
Holiday
GIFTS
For him
or For Her
Poster and Sign Card Alphabets

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

1234567890

ABCD
DEFG
HIJK
LMNP
QRST
UVWX
YZ.

abcd
def
efgh
ijkl
mnop
qrst
uvwx
yz.

Mode

ABCDEF
GHIJKL
NOPQRSTU
VWXYZ

abcdef
ghiijklmnopqrst
uvwxyz

1234567890.

Modern Brush Letters
A TRUE THROUGH CHINATOWN

THE BELL OF TOKYO

A JAPANESE STENCIL TYPE

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

STUDY

“In the days of old”

An engraver at his bench

would sit

straining his brains

for a letter to fit.

But now how different; with

a book of this kind,

for every purpose a letter

he will find.

J.M. Beale

COLUMBUS and SANTA MARIA D

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