

ARTS
ALPHABETS
AND
LETTERING
J.M. BERGLING

FOURTH EDITION

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, 1914, 1918, 1923

AMERICAN ROUNDHAND SCRIPT

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

MODERN FRENCH 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

Stationers 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

SPENCERIAN SCRIPT

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

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

French Ronde.

a b c d e f B D f h R b k n o u t.
 A B C D E F G H I K
 L M N O P Q R S T U
 1 2 3 4 5 6 7 8 9 0
 a b c d e f g h i j k l m n o p q r s t u v w x y z
 La patience est la clef de la jouissance.

German Gothic

A B C D E F G H I K
 L M N O P Q R S T U
 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 GOTHIC CAPITALS

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

MODERN GERMAN

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

UNCIAL GOTHIC INITIALS

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

Roman Italics

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

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

Italic Capitals and Small Letters

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

Italien Alphabet ad. XVI.

A B C D E F G H
I K L O P Q R
S T U V 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
abcdefghijklmnopqrstuv
wxyz. B

Engrossing Script

A B C D E F G H I
K L M N O P Q R
S T U V W X Y Z
abcdefghijklmnopqrstuvwxyz
1234567890.

MODIFIED CURSIVE

A B C D E F G H I
K L M N O P Q R S T
U V W X Y Z M N
abcdefghijklmnopqrs
Paris stuvwxyz & Wien
London 1234567890 Berlin

Deutsches Renaissance-Alphabet

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

abcd efgh 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

Deutsche Schrift XVII Jahrh.

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
abcd efgh i j k l m n o p q r s t u v w x y z

Angelsächsisch.

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

abcd efgh 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 3 4 5 6 7 8 9 0.

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

Copperplate Engravers Alphabets.

DÜRER 16th CENTURY GOTHIC

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

W X Y

GERMAN GOTHIC

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

ENGLISH GOTHIC LETTERS 15th CENTURY.

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 ENGLISH 14 Cent.

UNCIAL GOTHIC INITIALS

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 14th GERMAN

GREEK ALPHABET

CHARACTER	NAME	CHARACTER	NAME	CHARACTER	NAME
A a	Α λ φ α Alpha	Ι ι	Ἰ ῶ τ α Iota	Ρ ρ ρ	Ρ ῶ Ρο
B β β	Β ῆ τ α Beta	Κ κ	Κ ά ῶ π α Kappa	Σ σ σ σ	Σ γ μ α Sigma
Γ γ γ	Γ ά μ μ α Gamma	Λ λ	Λ ά μ β δ α Lambda	Τ τ γ	Τ α ῦ Tau
Δ δ δ	Δ έ λ τ α Delta	Μ μ	Μ ῦ Mu	Υ υ υ	Υ ψ ι λ ὶ ὄ ν Upsilon
Ε ε ε	Ε ψ ι λ ὶ ὄ ν Epsilon	Ν ν	Ν ῦ Nu	Φ φ ρ ρ	Φ ι Phi
Ζ ζ ζ	Ζ ῆ τ α Zeta	Ξ ξ	Ξ ι Xi	Χ χ	Χ ι Chi
Η η η	Η τ α Eta	Ο ο	Ο μ ι κ ρ ὶ ὄ ν Omicron	Ψ ψ	Ψ ι Psi
Θ θ θ	Θ ῆ τ α Theta	Π π	Π ῶ π Pi	Ω ω	Ω μέ γ α Omega

The Greek Alphabet, written

A, a B, b Γ, γ Δ, δδ Ε, ε Ζ, ζζ Η, η Θ, θ
Ι, ι Κ, κ Λ, λλ Μ, μ Ν, ν Ξ, ξ Ο, ο Π, π
Ρ, ρ Σ, σσ Τ, ττ Υ, υ Φ, φ Χ, χ Ψ, ψ Ω, ω

Ω

CELTIC

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

HEBREW ALPHABET

Tau Sin Shin Resh Kaph Tzade Final Tzade Pe Final Pe Gairin Samech Nun Final Nun Mem Final Mem Lamed Caph Final Caph Yod Teth Heth Zain Luv He Daleth Gimel Beth Aleph
א ב ג ד ה ו ז ח ט י כ ל מ נ ס ע פ צ ק ר ש ת

MODERN LETTERS

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

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

ROMAN ORNAMENTED

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

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

Bordered Block

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

Advanced Ideas and
Various Uses Suggested for this Beautiful Series

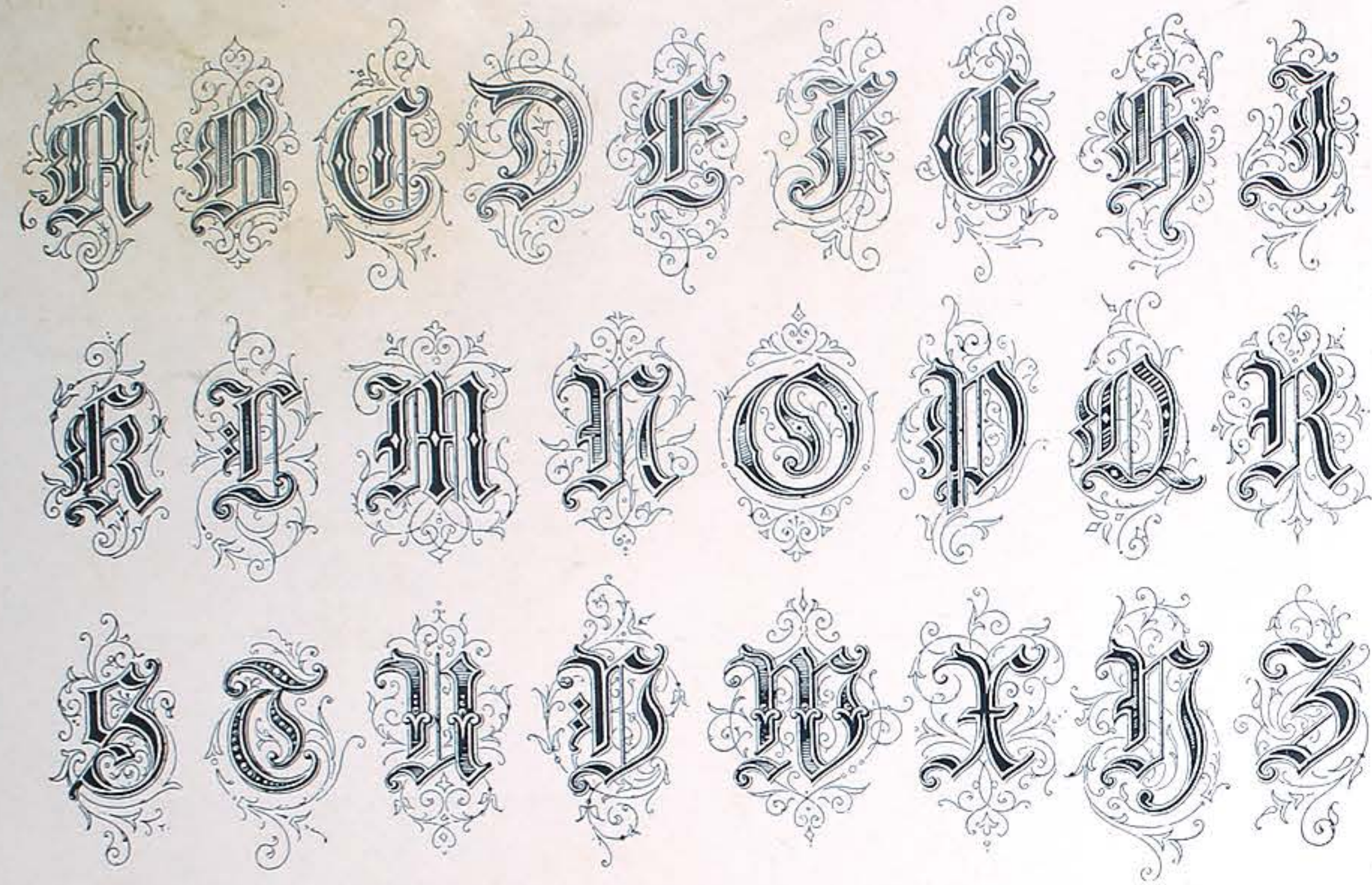
SPURRED ROMAN

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
1 2 3 4 5 t u v w x y z 6 7 8 9 0

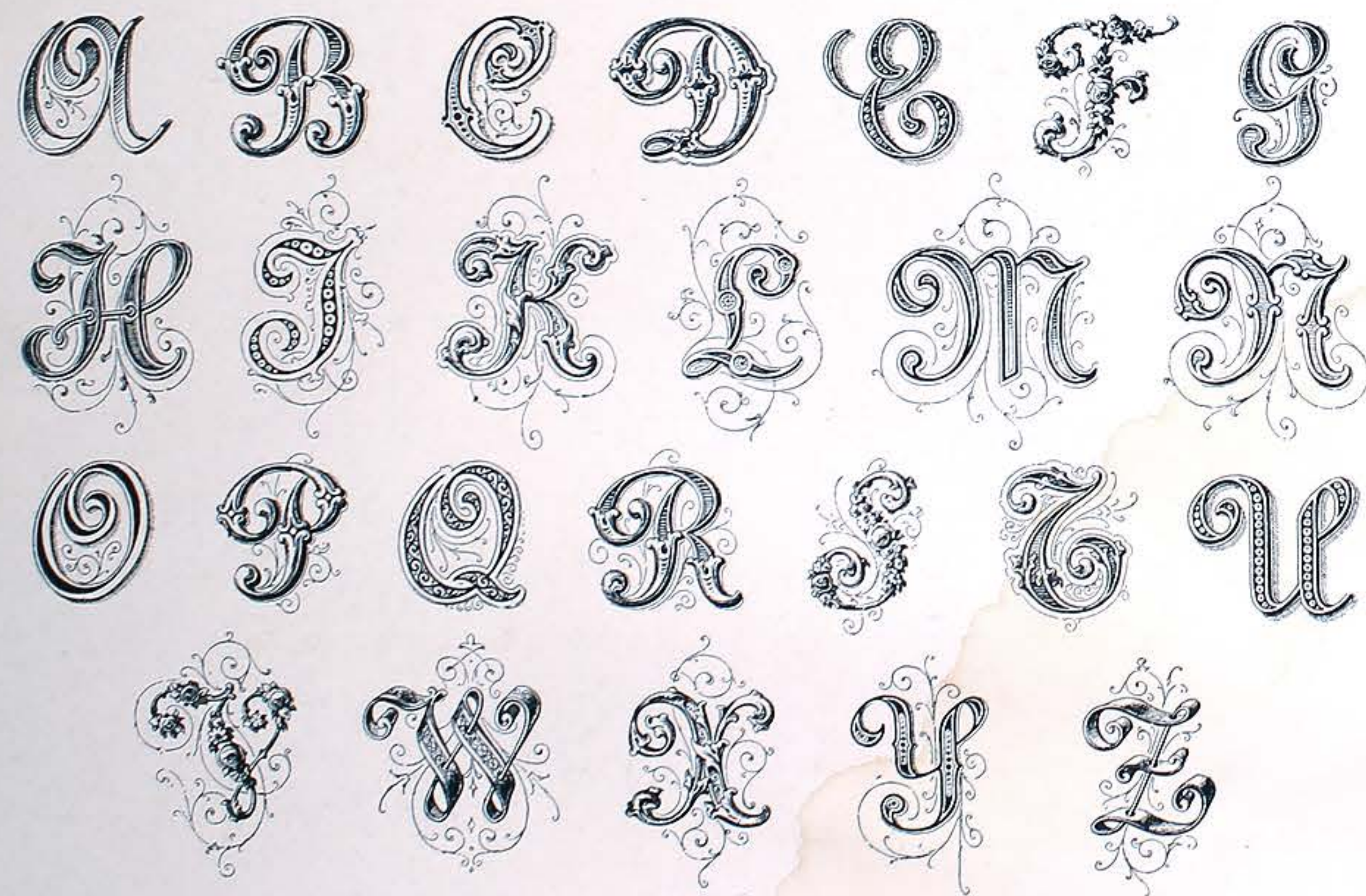
Heavy top and bottom Block

A B C D E F G H I J K L M N O P Q R S T U
\$ 1 2 3 4 5 V W X Y Z & 6 7 8 9 0
a b c d e f g h i j k l m n o p q r s t u v w x y z

Modern gothic Initials



Ornamented French Script.



English Church Text.



Gothic modified.



Art Craft Text

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

When Knighthood was
in flower

Lady Constance. Duke of York

Golden Anniversary Celebration

The English Tea Shop

Venetian Pearl

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

MODERN GOTHIC

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

By J. M. BERGLING

The Gothic Letters
From the Italian. 17 Century

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

Ex Libris

Theo. W. Mason

Washington D.C.

In God We Trust

ANCIAL GOTHIC
14 Century

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

Christmas Celebration

First Baptist Church
of New York

JB MH December 24th.

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

A B C D E F G H I J K L M N O P R S
Sample of the Black-Stone T U V W X Y Z ^{By} J. M. Bergling
abcdefghijklmnopqrstuvwxyz, & a s l
1917.

THE SOCIETY GREEK

By J. M. BERGLING '17.

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
abcdefghijklmnopqrstuvwxyz,
1 2 3 4 5 Designed for Society Printing 6 7 8 9 0

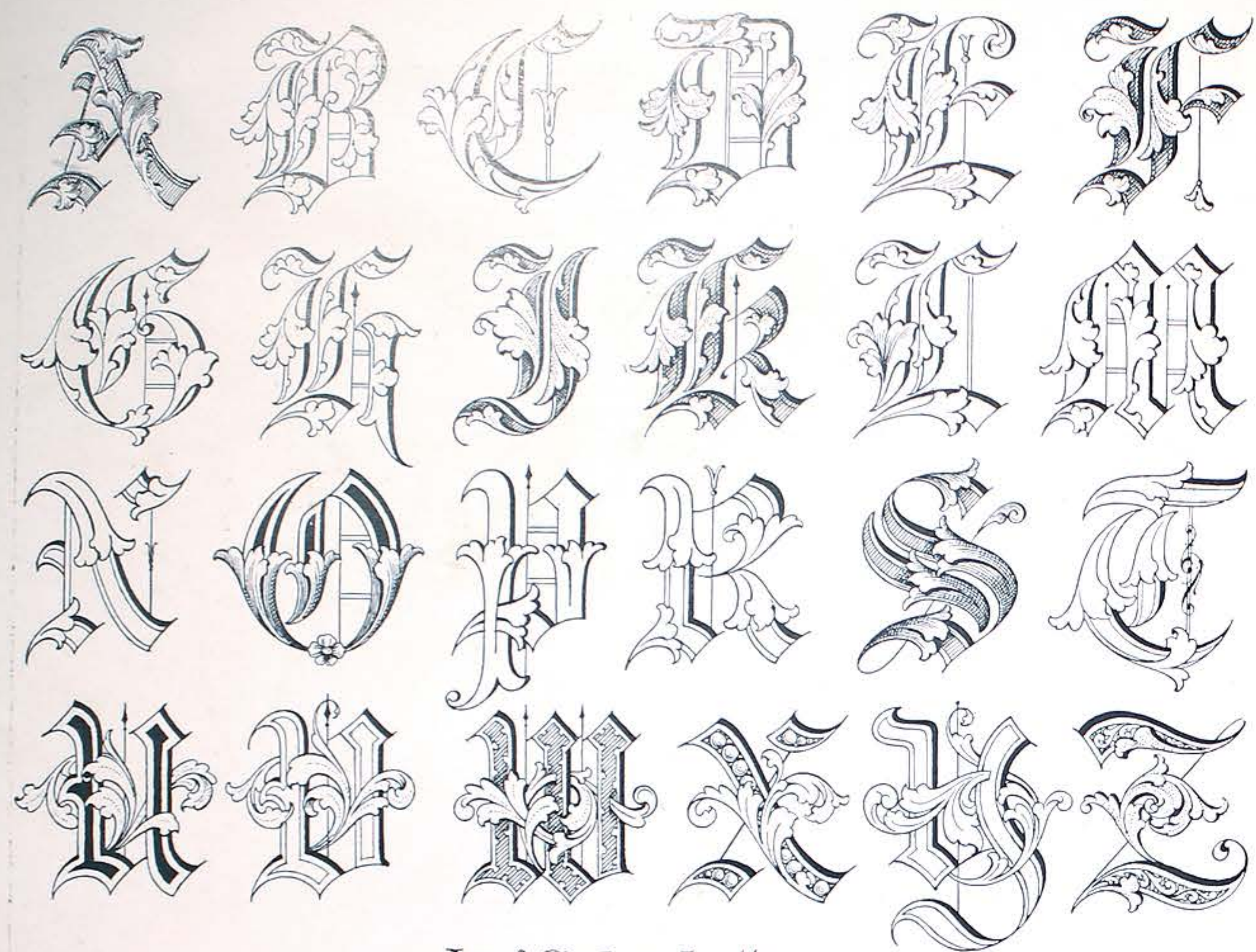
Modern Gothic (Old English),

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

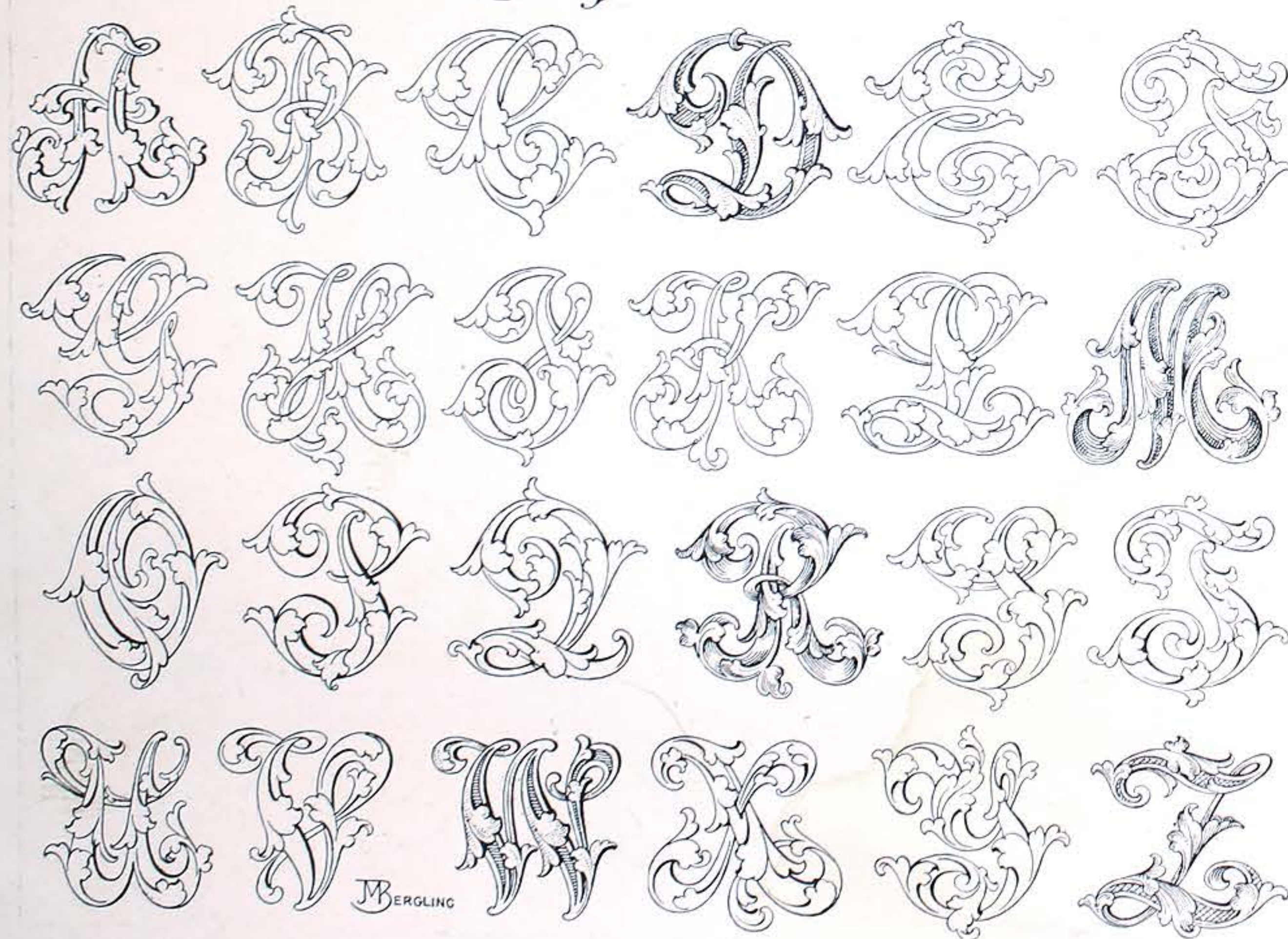
Old English.
AMERICAN STANDARD

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 JB

O P Q R S T
U V W X Y Z



Leaf Cipher-Letters.



New Style Fancy Initials
BY J. M. BERGLING



New Style Ribbons
BY J. M. BERGLING



Studies in Fancy Lettering.
by J.M. BERGLING

The Rose of Sharon

Armer

Glida
1914

Grace and Merritt

The New York Year 1916
CELEBRATED
INTERNATIONAL RACES

BOSTON COUNTRY CLUB
Robert E. Ward, Pres't.
Golf and Lawn Tennis

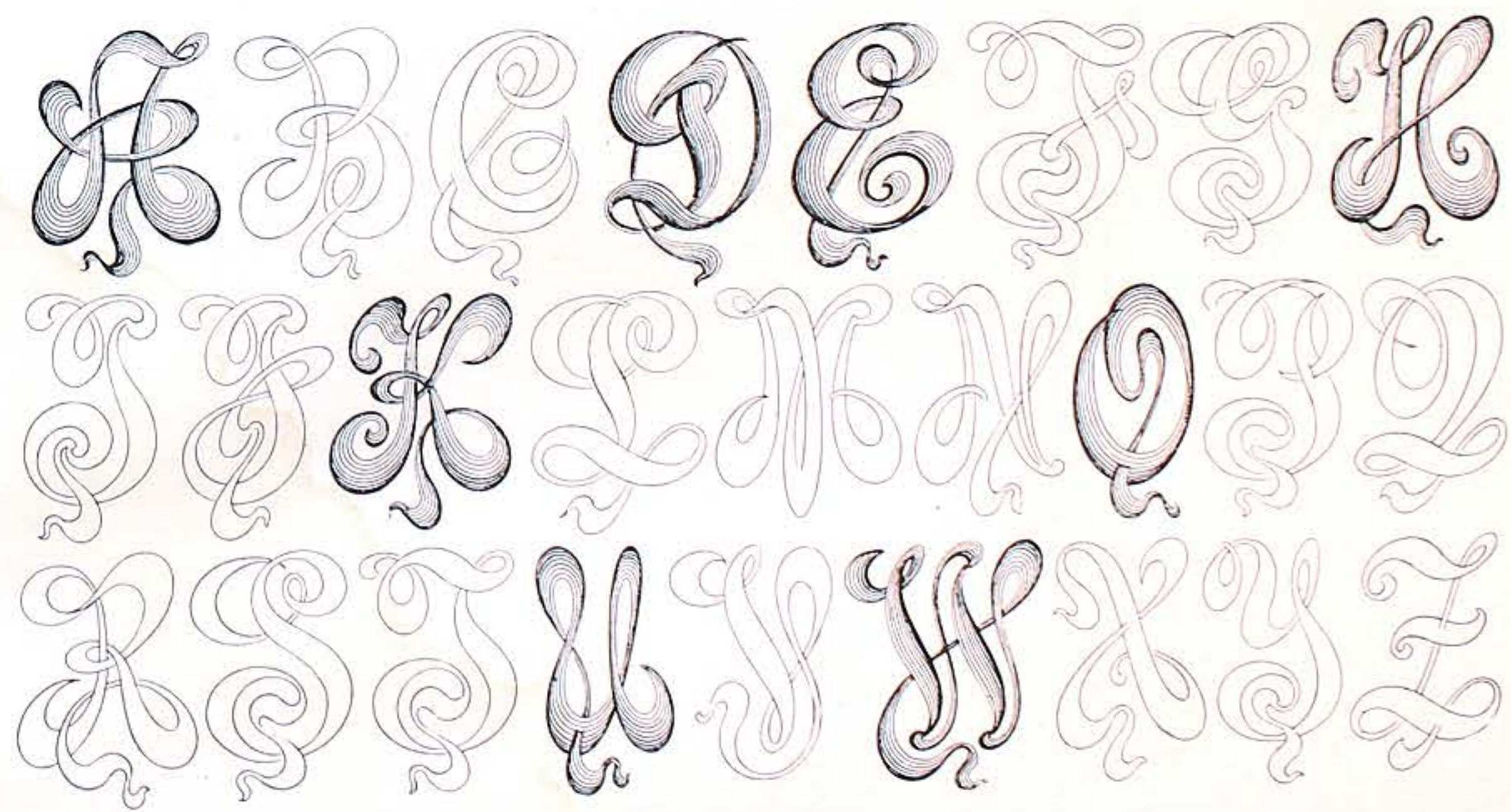
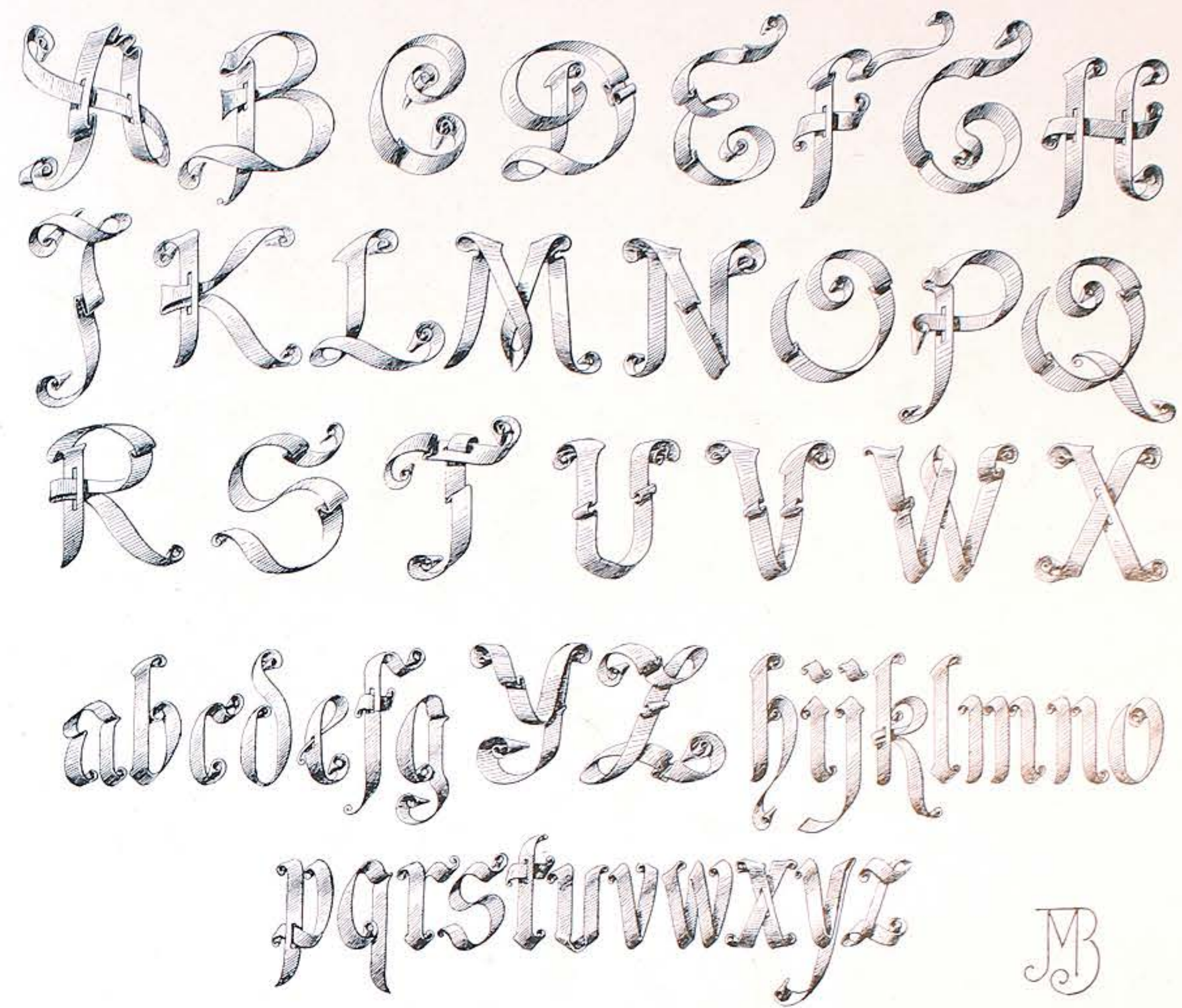
CENTENNIAL
CHALLENGE
TROPHY

RUSTIC ALPHABET.



abcdefghijklmnopqrstuvwxyz
rstuvwxyz. B

ENGRAVERS' RIBBON



New Art Initials

A B C D E

A B C D E

F G H I K

F G H I K

L M N O P

L M N O P

R S T U V

R S T U V

W Y Z

Bergling
1914

W X Y Z

NEW ALPHABETS FOR EMBROIDERY

LA FRANCE

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

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

LORRAINE

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

abcde fghijk
lmnopqrstuv
wxyz Script

Mode of Construction

3 2 3 8
4 5 6 7 8 9

A B C D E

F G H I

K L M N O

P Q R S T

U V W X Y

B

A B C D E F G H

I J K L M N O P Q

R S T U V W X

Study and Practise for *Y Z* the Penman and Engraver.

o o o o o o s s a a a d d g g c c c e e x

r r r r r r e t l l h h g g g l l k k b l y g i z

S. S. O. O. A. A. R. R. T. T. P. P. C. C. G. G. I. A. *Three cuts* *outside oval* *inside straight* *5 cuts* *two cuts* *squaring off cut* *First down-strokes*

abcdefghijklmnopqrstuvwxyz

ENGRAVERS UPRIGHT SCRIPT

A B C D E F G H I J K

L M N O P Q R S T U

Chicago V W X Y Z St. Louis

A B C D E F G H I

J K L M N O P R S

METHOD T U V W X Y Z

EXERCISE FOR PEN AND GRAVER.

C S S D S S I I J J K K L L

abcdefghijklmnopqrstuvwxyz

A VARIETY OF SUGGESTIONS IN DESIGN & FINISH. R Smith. 1234567890 E. Pierce.

Mabel University of Chicago George.

rstuvw April 23rd 1925. F. B. R.

Lake High School

O. J. Davids. J. W. Taylor.

Artistic Diploma Writing

Samuel W. Penrypacker
1. Engrossing Hand

Henry R. Sanderson
2. German Round Hand.

William H. Richmond

3. German Text.

Charles B. Rodney
4. Old English, Not Retouched

Robert K. Warwick
5. Old English Retouched.

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

Engrossing Text, Word Practice

Adamsor Brand Curtis Dent Easton
Faculty Graham Hunter Judiau Kemp
Langley Meekar Norton Opp Painter
Queens Roberts Sinclair Terrey Uno
Verice Wylie Cavier Young Zander

Whereas Resolved

Resolutions of Goodwill
 adopted by the
Request Tribe No. 337

Approved Order Revived
 of
 Danmore, Pennsylvania.

Whereas, It has pleased the Great Spirit to remove
 from our midst, our late Brother

John A. Kelly,

Resolved,
 That Request Tribe No. 337, Improved Order Robinet
 of Danmore, Pennsylvania,

thus express our sincere grief and record the high esteem in which
 Brother Kelly was held by all who knew him, and those who were
 in any way connected with the

Improved Order Robinet.

In Council wise, in manner courteous, in purpose honest, these were the
 attributes that endeared him to all who knew him. His kindly influence fell
 with genial and friendly warmth throughout the circle in which he moved.

We pray that his example may serve to illumine the path of us, and
 when it shall please the Great Spirit to call us into his eternal presence
 -we may be as well fitted as he is to enjoy the fruits of our earthly labors

Resolved,
 That these resolutions be spread upon the records of the Tribe, and a copy
 suitably engrossed sent to the family of the deceased to whom we extend our
 most sincere sympathies.

Committee,
 W. S. Purcell, Nickell Dempsey,
 Danmore, Pa., April 8, 1909

RESOLUTIONS
 ADOPTED BY THE
ANCIENT ORDER HERBIBERNS
 OF AMERICA AT THE REGIONAL CONVENTION
 HELD AT
 PORTLAND
 ME, JULY 27, 1910
 BEARING SINCE OUR LAST
 NATIONAL CONVENTION THAT
 WE HAVE
 A
MEMORIAL
 PRESENTED

PATRICK J. CONNOR,
 has passed within the brief period of the hour and upward
 upon our hearts a light - a brilliant illumination.

Resolved,
 WE DESIRE TO GO ON RECORD IN OWING
 EXPRESSION TO OUR DEPARTED BROTHER,
PATRICK J. CONNOR,
 THAT IN THE HEART OF PAST NATIONAL PRESIDENT
PATRICK J. CONNOR, OF SAVANNAH, GEORGIA,
 THE IRISH RACE IN AMERICA has lost one of its most brilliant ornaments, our
 country a most noted champion, and Irish Church, a valiant and
ELOQUENT EXPONENT AND DEFENDER.

Resolved,
 WE TAKE THIS OPPORTUNITY OF TENDERING OUR MOST SINCERE SYMPATHY
 TO HIS BELOVED FAMILY AND EARNESTLY PRAY THAT HIS NOBLE SOUL
 IS NOW ENJOYING THE FULLEST FRUIT OF A LIFE WELL SPENT
 IN THE SERVICE OF GOD AND COUNTRY.

Resolved,
 That the family of the deceased be commended to the most
 merciful and bounteous GIVER OF ALL GOOD, and
 His sweetest consolation be his loved ones left in the willing of those
 who the great of our beyond, disfigure over such, these rows, though with later responsibilities to
 the end that our dear man may truly serve in numbers with intelligence and continue for all time to study the
 factor of the beneficence upon the nations.

John J. Ferguson, Joseph H. Laughlin, Patrick J. Moran,
 National Officers

NATIONAL BOARD - DIRECTORS
 Wm. J. Smith, Secretary, Scranton, Pa.
 J. J. Conroy, Treasurer, Scranton, Pa.
 J. J. Conroy, Secretary, Scranton, Pa.

SPECIMEN ENGRASSING BY P. W. COSTELLO, SCRANTON, PA.

RESOLUTIONS
 ADOPTED BY THE
ANCIENT ORDER HERBIBERNS
 OF AMERICA AT THE REGIONAL CONVENTION
 HELD AT
 PORTLAND
 ME, JULY 27, 1910
 BEARING SINCE OUR LAST
 NATIONAL CONVENTION THAT
 WE HAVE
 A
MEMORIAL
 PRESENTED

DANIEL J. HENNESSY
 of
 Danmore, Pennsylvania.

Resolved,
 That these resolutions be spread upon the records of the Tribe, and a copy
 suitably engrossed sent to the family of the deceased to whom we extend our
 most sincere sympathies.

Committee,
 W. S. Purcell, Nickell Dempsey,
 Danmore, Pa., April 8, 1909

RESOLUTIONS
 ADOPTED BY THE
ANCIENT ORDER HERBIBERNS
 OF AMERICA AT THE REGIONAL CONVENTION
 HELD AT
 PORTLAND
 ME, JULY 27, 1910
 BEARING SINCE OUR LAST
 NATIONAL CONVENTION THAT
 WE HAVE
 A
MEMORIAL
 PRESENTED

MRS. WILLIAM J. SMITH
 has presented to the
Scranton School District
 the William T. Smith Manual Training School.

Resolved,
 The said school is fully supplied with the latest and best
 equipment, which splendid donation she has made in
 memory of her late husband.

MR. WILLIAM J. SMITH
 who has made this fine donation to the school, is a member of the
 manual training school.

Resolved,
 which is now recognized as an important feature in the Common School Curriculum,
 has been brought within the reach of the BOYS and GIRLS of this city, and which might
 otherwise have been delayed many years to come.

Resolved,
 That these resolutions be spread upon the records of the Tribe, and a copy
 suitably engrossed sent to the family of the deceased to whom we extend our
 most sincere sympathies.

Committee,
 W. S. Purcell, Nickell Dempsey,
 Danmore, Pa., April 8, 1909

SPECIMEN ENGRASSING BY P. W. COSTELLO, SCRANTON, PA.

Testimonial of Appreciation

The following resolutions were adopted by the Officers and Delegates of the

National Association of Stationary Engineers

in Convention assembled at Milwaukee, Wis. September 11th 1914. Resolved, That the Officers, Delegates and Visitors to this our Thirty Second Annual Convention do hereby express to the

Allis-Chalmers Manufacturing Company

of Milwaukee, Wis. and to its officers and employees The sincere thanks of our Organization and full acknowledgment of our appreciation and obligation to them for the generous hospitality and royal entertainment received at their hands



James R. Lee, National President
Frederick W. Swann, National Secretary

Chicago, September, 1914

Chicago Theater Managers Association

Chicago, April 7, 1913.

At a meeting of the Chicago Theater Managers' Association held today it was UNANIMOUSLY

Resolved, That the managers are deeply appreciative of, and gratefully express their sincere thanks for, the valuable services rendered with such charitable and unselfish spirit by

Richard Grever Co.

Chicago, Illinois.

in contributing so largely to the success of the testimonial to the Flood Sufferers held in the Auditorium Theater, Chicago, Friday April 4, 1913.

B

Resolutions adopted by the BOARD OF DIRECTORS OF THE



Richardson Silk Co.

OF CHICAGO

at a meeting held on Monday, November first Nineteen Hundred and six:

WHEREAS, in the death of our highly esteemed PRESIDENT, MR. THOMAS ROE,

the Richardson Silk Company has lost one of its most efficient officers, and WHEREAS, we who have been associated with him for many years are desirous of expressing to his bereaved family our earnest and affectionate sympathies, therefore be it RESOLVED, that we sincerely condole with the family of our deceased friend in their great affliction and devoutly commend them to Him who doeth all things well and who looks with pitying eye upon the widowed and fatherless.

RESOLVED FURTHER

that in the death of our friend we mourn the loss of one who was a devoted husband and father, a warm and sympathetic friend and companion, a wise counselor and most efficient help in our business and an active and upright member of society. RESOLVED, that in regretting his loss it is but a just tribute to his memory to say that we mourn for one who was in every way worthy of our warmest respect and regard, and be it further RESOLVED, that these resolutions be spread upon the records of this Company and a copy thereof be transmitted to the bereaved family of

Mr. Thomas Roe.

Board of Directors

J. M. BERGLING Old English 1915

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

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.

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 combination of Fancy Block & Gothic
for

ENGROSSERS

AND

ENGRAVERS B

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

INSCRIPTIONS ON GOLD AND SILVER EXEMPLIFIED.

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.

MB

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.

COMMERCIAL ART LETTERING

THERE are many interpret-
ations on MODERN ROMAN
THIS ILLUSTRATION

Will give a few ideas
of forms and styles that
have met with great favor,
Extensively used in News-
paper & Catalogue work

by
**Pen and Ink
ARTISTS**

J. M. Bergling.

Coming to the
AUDITORIUM
In a Supreme
Artcraft Production Based
on the Play and Novel by
Eleanore Gates
"A POOR LITTLE RICH GIRL."

Compliments to
Hon. Geo. R. Shields
BY THE
The Astra Council - Knights of Columbus.
Hyde Park

Ornamental Writing in Script
THE FASCINATING ART OF ENGROSSING
Diplomas and Certificates

With Compliments
To **Charles F. Kingsbury**
St. Louis
August 24th 1915.

Rapid and Practical German Text
J. W. Bergling.

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
Mc Kay & Albright
Bar Harbor M.

One of the American Favorite
"RAPID POSTER ITALIC" B

ROBERT FASHION DEMONSTRATES
ATTRACTIVE IDEAS IN LETTERS
Try this style on your Stationery or with Brush

ABCDEFGHIJKLMNO
 PRSTUVWYZ abcdefg
 hijklmnopqrstuvwxyz. &

Crafty Lettering
 for
**COMMERCIAL
 ARTISTS**

An easy method for
 doing these letters use
 "Speed-ball" Pens
 for the outline
 and then fill in center.

by George Maurice.

A modern Classic,
 a most beautiful type
 for the
**NEWSPAPER
 and
 MAGAZINE
 ARTISTS**

for headlines and
 display cards.

by J.M. Bergling.

123456789
 ABCDEFGHIJKLMN
 OPRSTUVWXYZ &

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 Penwork
 on
 Show Cards, Poetry, Etc.

THIS SKELETON TYPE IS
 most useful
 where speed and delicacy
 is required,
 much in use by
 ARCHITECTS, FOR MAPS
 AND OTHER THINGS.

MODERN FRENCH ALPHABET
 For Rapid Work This Is Practical &
 AWAY FROM THE COMMON.
THE EUROPEAN WAR.

For Brush on Any Thing
 San Francisco to New York

NATIONAL ASSOCIATION
 OF ENGRAVERS AND DESIGNERS
 OF AMERICA

The Artists' Club
 ACADEMY DE ROYALE

Paris  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
 Easter Wishes
 be thine

THE BLACK CO
 DETROIT, MICH.
 Famous Publishers
 by J.M. Bergling

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
ABCDEFGHIJKLMNO
PQRSTUVWXYZ & . \$. \$
Henry B. J. Wilson.

ST VALENTINE
Say it with
Flowers

D B Mardc Gras A C
abcdefghijklmnopqrstuvwxyz &
ABCDEFGHIJKLMNOP
QRSTUVWXYZ The Storm

**BUILDING
MACHINERY**

**ELECTRICAL
SPECIALTIES.
LAMP SHADES**

**NOVELTIES
and Parisian
JEWELRY** JB

Jeffrey & Clark
Crockery and China

The Latest in
SUMMER
CLOTHING
Nifty
Foreign and Domestic Patterns

REBAULT & CO
STOCKS & BONDS
INTER OCEAN BLDG, DETROIT.

**CAMERAS
SUPPLIES**

*Catalogue
of Artistic
FURNITURE
1918*

SPORTING GOODS
*a full line of
Fishing Tackle*

HENRY B. SMITH
Importer of fine
FURS AND SKINS

Diamonds &
Pearls
Theo. B. Stone
*Gold &
Platinum Goods*

John R. Stevenson
SPECIAL
ATTENTION
GIVEN PHOTOS
FOR PASSPORTS
& HALFTONES
STUDIO CHILDRENS
AND CLUB
SITTINGS
CAREFULLY
EXECUTED

STOCKS & BONDS

**Gustav =
Simpson**

CHICAGO

**STATIONERY
& BOOKS**
Co. Bergh

Candies

Musical Instruments

EYE SPECIALIST

S. R. Brainbow
345
STATE ST.

AND
ROBEY HOSPITAL

**Herbault &
Richard Co**

**LITHOGRAPHY
&
PRINTING**

Modern Alphabets

ABCDEFGHIJKLMN OPQRST
abcdefghijklmnop
qrstuvwxyz edpnr

ABCDEFGHIJKL MNOPQR
abedef STUWXYZ- ghiklm
nopqrsthuvwxyz-

ABCDEFGHIJKLMN OPQRST
abcdefghijklmnop
qrstuvwxyz-123456

ABCDEFGHIJKLMN OPQRST
abcdefghijklmnop
stuvwxyz-123456789

NEWSPAPER AND MAGAZINE LETTERING

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

ABCDEFGHI
GHIJKLM
NOPQRW
STUVY
abcdefghijklmnop
mnopqrstuvwxyz

B

UNIQUE ROMAN

ABCDEFGHI
JKLMNOPQR
STUVWXYZ

Illustrating a Series
of Variation in Letter
Styles of one Alphabet
abcdefghijklmnopqr
stuvwxyz. a b c k u f w

Unique Block

ABCDEFGHI
KJLP MRSNQ
QSTUVWXYZ

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

JB

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 Poite.
"A PRINCE THERE WAS"
by Ruth J. Albers.
"His only Love"
by Juliet Morton.

COLONIAL GARDENS
 PARAMOUNT and ARTCRAFT
 Motion Pictures
Florence Arkenow
 IN HER GREAT TRIUMPH
THE STAR & PALM BEACH
(From Lomis D. Albert's famous book.)

BLACKSTONE

HARRY J. POWERS, MGR.

12th BIG WEEK
 SEATS 2 WEEKS IN ADVANCE.

HELEN
CULBERSON
IN
A TRIP
ABROAD

A SENSATIONAL SUCCESS
 Supported by
Famous All Star Co.

CENTRAL PARK
AL. JOHNSTON Manager
 12th & Central Park Ave.

TO DAY ONLY
PARAMOUNT PRESENTS
ENID BERTHOW
in the heartthrobbing drama
THE LAW OF MEN

TO MORROW
 WALTER KEARNS
 IN
"THE BEST MAN"

JB

Grand Spring Opening
FALL EXHIBIT
Mid-Summer Sale

Artistic
Novelties
in Xmas
and
New-Years

Greeting Cards.



**CAFE
RIVIERA**

Baby
Robster
AND
MILANO'S BAND

JB

FALL FASHION SHOW
Gorgeous Fur Display
THE WORLD NOVELTY CO

UNIQUE Letters
AND
ECCENTRIC Letters
A splendid
AND ATTRACTIVE TYPE

ART-BEAUTY-ELEGANCE

A WIDE RANGE OF OPPORTUNITIES
FOR THE

AMATEUR & PROFESSIONAL

A STUDY
FOR
PLEASURE AND PROFIT

Am. Study

THE COLLEGE HOP
 AT THE HALL
 TANGO AND THE OTHERS
 GRAND SQUER TONIGHT
 Don't fail to show up
 CONCERT 
 PROGRAM
 THE FINE ARTS CLUB
 IN CHICAGO 

ART MUSIC
 GRAND OPERA
 Drama
 Beautiful Pearls ^{of The} SEA
 Last ⁱⁿ Word Paris Fashions
 THE Beverly Garden
 Lopsy  all the rage


"ETRUSCAN" IN MONOGRAM FORM
J. M. BERGLING

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

HEAVY POSTER BLOCK
J. M. BERGLING

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
abcdefghijklmnopqrstuvwxyz

SIGN PAINTERS FANCY
The "Art Navoe" of Roman

BRUSH 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

SHOWING THE ROUGH PENCIL SKETCH

abcdefghijklmnopqrstuvwxyz

Ladies Tailor ^B

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

1 2 3 4 5 W X Y Z 6 7 8 9 0

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJK
 LMNOPQRSTUW
 The Glories of Ruthen
 Modern Art in Classic Roman
 ARTIST & COMMERCIAL WORLD
 ARCHITECTS ALPHABETS.
 ABCDEFGHIJKL
 MNOPQRSTUVWXYZ
 abcde X Y Z & & fghij
 klmnopqrstuvwxyz
 ABCDEFGHIKLM
 NOPQRSTUVWXYZ

ABCDEFGHI
 JKLMNOPQRS
 TUVWXYZ &

The
GRUEN ©
Manufacturers of
WORLD FAMOUS
WATCHES
 Cincinnati, Ohio.

The SONG
BIRDS
 Latest hit in
 classy music
 by a
 great composer
Words by
 J. B. MORDEWSKY.
J. M. BERGLING.

ABCDEFGHIJK
 KLMNOPQRST
 UVWXYZ. FAT

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



abcdefghijklmnop
nopqrstuvwxyz
12345-67890

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



abcdefghijklmnop
opqrstuvwxyz

GRAND POSTER DISPLAY

BY THE STUDENTS

ACADEMY OF ARTS PARIS

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

LETTERS THAT CATCH THE EYE
ECCENTRIC AND GROTESQUE

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 &

J. M. BERGLING.

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

ATTRACTIVE
POSTER ALPHABET

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

NOVELTY DESIGN

FOR

7 TITLES, HEADLINES AND POSTERS

by J. M. BERGLING.

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

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

J. M. BERGLING.

DARIO RESTA

The Demon of Speedway

Art Poetry

ITALIAN RENAISSANCE CAPITALS. 16 CENT.

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

CLASSIC ROMAN

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

TWO STANDARD ADOPTIONS

JB

ROMAN FROM THE FORVM

MODERN AMERICAN ROMAN

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

MODERN ROMAN

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 &

FRENCH ROMAN

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 . &

JOHN B. STARK

Special agent for

THE CHICK AUTO

abcdefghijklmnop
nopqrstuvwxyz
123456789

Modern Painters & Designers Alphabets

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

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

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

ARCHITECTURAL LETTERS

AND

SIGN PAINTERS FANCY

ECCENTRIC BLOCK.

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

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

YOUR CHOICE

X Y Z . &

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

St. Patrick's Day
Greetings

FROM THE SOUTH TO THE NORTH,
FROM THE EAST TO THE WEST;
HERE'S TO THE GREEN ISLE
THAT THE IRISH LOVE BEST!

Yours
O'Brian

The powers of
the Opal.

October's child is born
for woe
And life's vicissitudes
must know;
But lay an opal on
her breast
And hope will lull the
woes to rest.

OUR LIVES -

SHOULD BE LIKE UNTO
THE SUMMER GLOWS,
WITH PROMISE AND LIKE
THE AUTUMN RICH WITH
GOLDEN SHEAVES OF WORKS
AND DEEDS RIPENED
ON THE FIELD.

The place

that does contain my
Books, my best compa-
nions, is to me a glorious
Court where hourly I
hold converse with
Old Sages and
Philosophers.

MB

X
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 D. Bergling.

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

POSTER SCRIPT

A Quaint Design of Early
Spanish and French origin
John W. Davis. Lewy G. Burton.

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 free-hand ROMAN for speed

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

Rapid Brush Letters for
Show Cards.

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

Method and Mediums for the Show Card Writer, With Pertinent Examples

By WILLIAM H. GORDON, 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 freehand modeled, and written.

Why the maker of show cards is called a show card writer, is from the fact that most of his lettering is really written, so called because it is produced by the single stroke method much the same as writing regardless of whether a bush 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 Italics 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 chisel 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 mucilage 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 one stroke show card brushes revolves 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 Sonneck and Hunt's No. 400 line of which there are eleven sizes, each particularly adapted to Text styles of lettering. Italic marking 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 condense the spacing and give the letters full weight values, but if sufficient space is available in which to make full round ovals 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, round 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 on 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 gradation 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 hap-hazard 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.

Roman Variant
BRUSHABLE

abcdefghijklmnopghij

klmnopqrs

tuvwxyz &

ABCDEFGHI

JKLMNOPQ

RSTUVWXYZ

Single-stroke Construction

FIG 1

Mixed Roman Text-2-
 abcdefghijklmz
 nopqrstuvwxyz
 ABCDEFGHIJK
 LMNOPQRSTU
 VWXYVW⁹WU.

Roman *and* Italic Numerals \$ 12.65
 1234567890 00
 1234567890 75¢

FIG 2.

abcdefghijkl
 mnopqrstu
 vwxyz & co.
 ABCDEFG
 HIJKLMN
 OPQRSTU
 VWXYZ &

FIG 3

abcdefghijklmnopqrs
tuvwxyz.....
 abcdefghijklmnopqrstu
 vwx condensed italic.yz
 ABCDEFGHIJKL
 MNOPQRSTUUVW
 XY · UTILITY · Z&
 a bold face condensed, very
 easy style to make and
 adapted to rapid work

FIG 4

Characteristic
Single-Stroke
ROMAN LETTER

For The
Show Card Writer

Who desires to impart
individuality of style
to his ordinary work.

abcdefghijkl
mnopqrstuv
wxyz vwxy &

A Combination
of Speed, Grace &
Legibility.

Fig 5

Rapid Single Stroke
Italics

Especially adapted for the

Show Card Writer

abcdefghijklmno
pqrstuvwxyz&2

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

Fig 6

The
Best Value
for the
Least Money
at
Black's

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 wearing
apparel for
F a l l

Womens Department
THIRD FLOOR.

Poster and Sign Card Alphabets

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmno
pqrstuvwxyz.

1234567890
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnop
qrstuvwxyz.!

Poster and Sign Card Alphabets

A B C D E F G H I J K
L M N O P Q R S T U
V W X Y Z. abcdef
ghijklmnopqrstu
Four. v w x y z. Mode

ABCDEFGHIJKL
NOPQRSTUVWXYZ
abcdefghijklmnopqrstu
vwxyz. 1234567890.
Modern Brush Letters

A TRIP THROUGH CHINATOWN
THE BELL & TOKYO
A
JAPANESE STENCIL TYPE

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

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

HAI PING YONG CO.
Oriental fine Art Goods
Genuine Jades

A B C D E F G H I
K L M N O P Q R

S

T

U

V

"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. Bengling

W

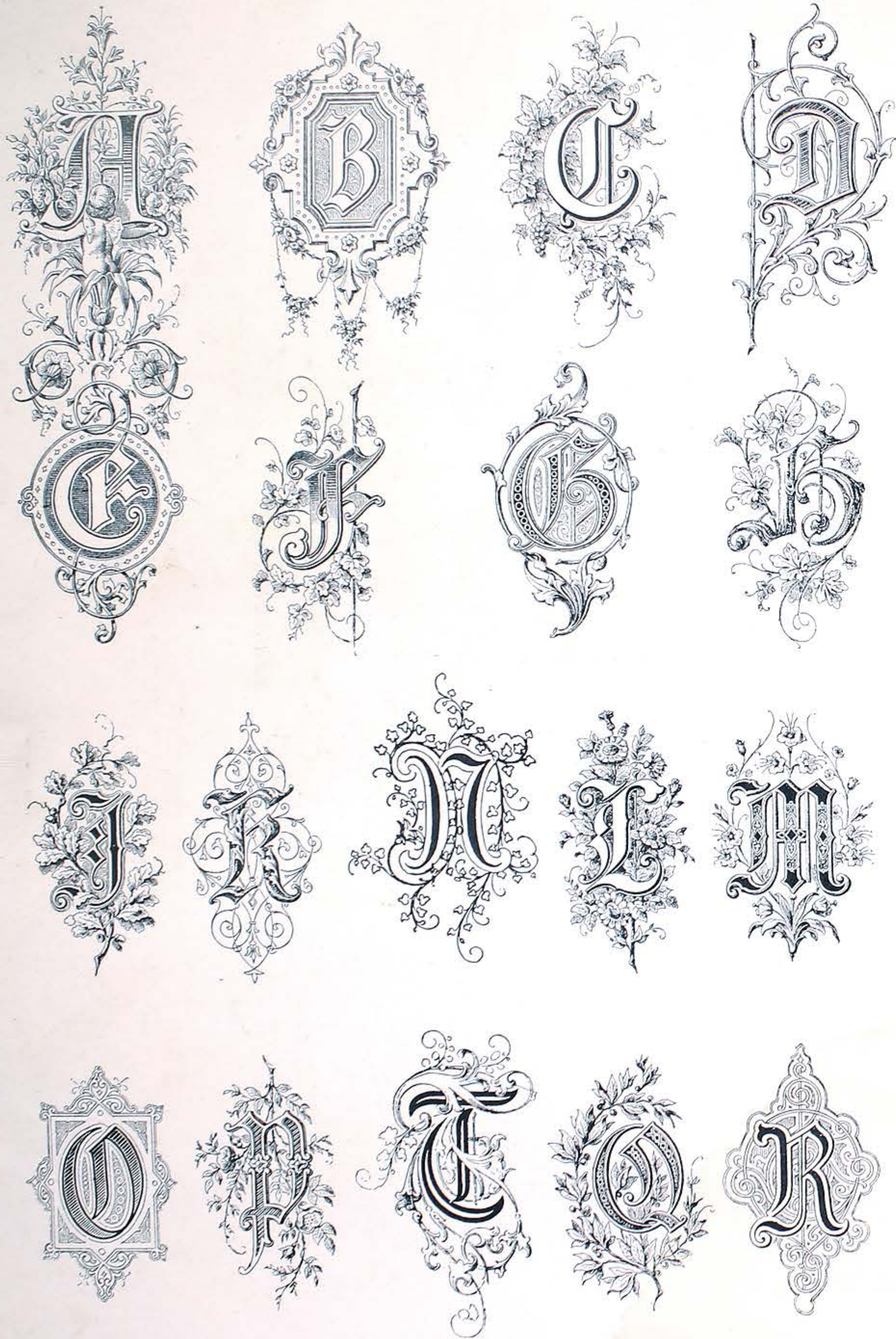
X

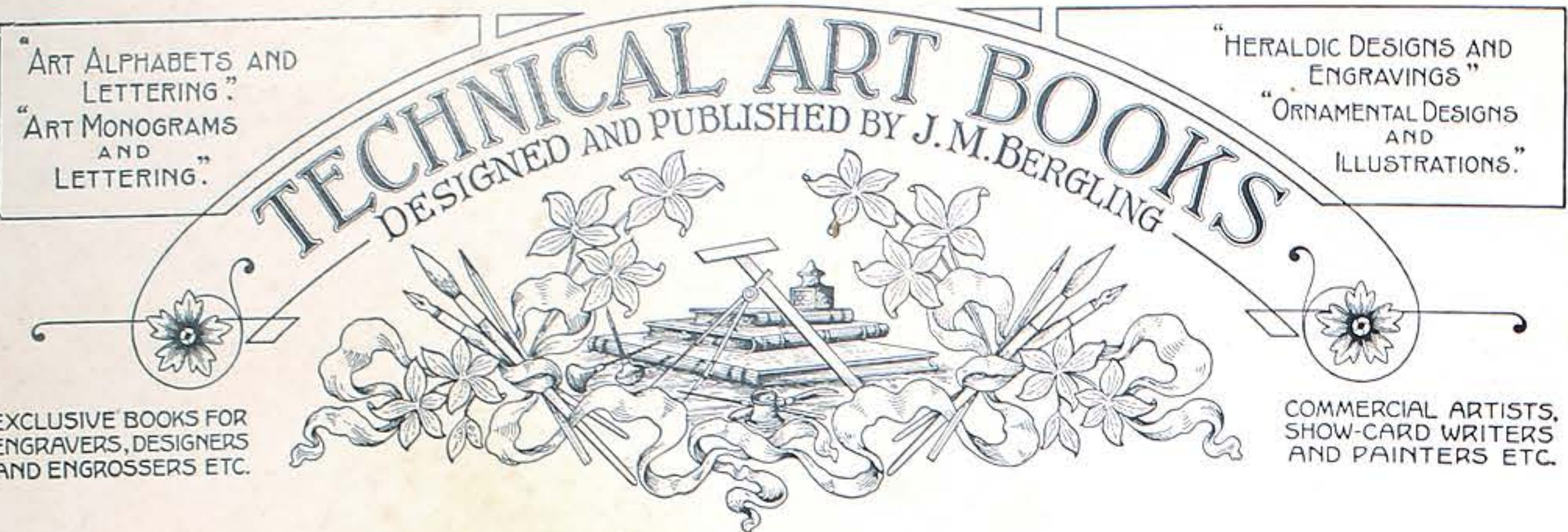
Y

Z


Columbus and Santa Maria V
"The Friars Inn"

ORNAMENTAL INITIALS.





1254 Rosedale Avenue, Chicago, U. S. A.



"Art Alphabets and Lettering"
By J. M. Bergling
4th Edition

THE GREATEST COLLECTION OF DESIGNS AND ALPHABETS

Ever put in one cover for the use of ENGRAVERS, COMMERCIAL ARTISTS, SHOW CARD WRITERS, ENGRASSERS, PAINTERS, ARCHITECTS and SCHOOLS.


America's foremost Artists have contributed to this work making it one of the most interesting and useful albums ever printed.

8 x 11. 96 pages. Cloth, \$2.75

"ORNAMENTAL DESIGNS AND ILLUSTRATIONS"
By J. M. Bergling

This is a handy reference book for all who find themselves in need of material in MOTIFS for DECORATIVE DESIGNS, ANTIQUE and MODERN. STUDIES in ANIMALS, HUMAN FIGURE, FLOWERS and thousands of interesting and useful subjects.

8 x 11. 68 plates. Cloth, \$2.50



"Art Monograms and Lettering"
By J. M. Bergling
11th Edition
IN TWO VOLUMES

KNOWN THE WORLD OVER

A more intensely interesting work on this subject can not be found. These Designs are Drawn or Engraved to meet present day requirements. Original and strictly up-to-date. They are classified for the various purposes they are intended for. For your AUTOMOBILE, your WATCH, your STATIONERY. Appropriate Designs to be embroidered on your LINEN. For PAINTERS. Anything! Students, professionals or just a lover of this fascinating Art give continuous testimonials of their delight and appreciation.

Vol. 1. 8 x 11. 64 plates. Cloth, \$2.75

"Artist's Special Edition" in Colors
This beautiful book of 32 plates is the only book of the kind ever published. Showing a wonderful selection of NOVELTY MONOGRAMS and NEW CREATIONS. *Don't fail to get this.*

Vol. 2. Paper Cover \$1.25

These two books bound in one (Cloth) . . . 3.75

"HERALDIC DESIGNS AND ENGRAVINGS"
By J. M. Bergling
For the Workshop, Studio and Library

Brimful of CRESTS and COAT OF ARMS, STATE SEALS of U. S. FRATERNITY EMBLEMS. RARE ENGRAVINGS out of print. Beautiful studies for the Engraver and Art Lover. A collection of a lifetime. Key and text on the origin of Heraldry.

8 x 10 1/2. 72 plates. Cloth, \$2.75

Add 15 cents to above prices to cover cost of delivery

BERGLING'S PUBLICATIONS
are sold at Wholesale and Retail Booksellers, Material Houses or direct from Publisher

