COPYRIGHTED 1946 BY FREDERICK J. DRAKE and COMPANY
To keep in touch with modern art actually means to acquire an appreciation for Art in its varied forms... Here between two covers comes an irresistible desire to bring forth the thought of Handcraft Lettering... It will show the public what is being accomplished and make them more familiar with the work of Artists and Designers who can help them...

The Author
FOREWORD

Down through the misty ages man’s desire for expression gave rise to the alphabet, crude and incomplete at first. It remained for the Romans to perfect with a beauty everlasting—never since excelled.

New interpretations, however are ever arising, and with this fact in mind the author has endeavored to present a certain fulfillment of a long-felt want. Something of the old—ever more of the new bound by consistency about the whole.

Edward G. Locke
CONTENTS

PRACTICAL ART CLASSICS

SECTION ONE

EVOLUTION OF LETTERING
A FEW TYPE FORMS
[11-20]

SECTION TWO

HANDCRAFT LETTERING
COLOR AND SPACING LETTERS
[21-40]

SECTION THREE

FRENCH GIVE US FEMININITY
MODERN AND SCRIPT
[41-60]

SECTION FOUR

ORNAMENT AND DESIGN
MODERN INITIALS
[61-68]

SECTION FIVE

ULTRA MODERN LETTERING
NEW LETTER FORMS
[69-80]
AND ITS VARIETY OF DIFFERENT FORMS COME FROM A PERSON TERMED "The Designer" ONE INTERESTED IN SELLING MUST HAVE AN INTEREST IN "The Designer"

The Designer must create new ideas that possess sales power. He does not use his voice to persuade, he cannot employ a single gesture. He must make type, color or masses of black and white get the attention of prospects and appeal to their emotions or reason. You ought to know more about this person, his processes of thought, his ability, the principles he applies to put added Sales power in advertising...
OUR LETTER COMES FROM THE STONE-CUT LETTERS OF THE INSCRIPTION ON BASE OF THE "TRAJAN COLUMN" AT ROME, ERECTED BETWEEN 106 AND 110 A.D.

ALSO IN STONE, ON MONUMENT OF EMPEROR HENRY VII (HENRY OF LUXEMBOURG) BY TINO di CAMAINO A PUPIL OF PISANO DATED 1315

THEN INTO TYPE FORMS BY
JOANNES SPIRA 1469 NICOLAS JENSON 1470
LUCAS PACIOLUS 1494 ALBERT DURER 1525
GEOFROY TORY 1532
MOXON 1676 CASLON 1720 BODONI 1752

THE MODERN TYPES COME TO US FROM DRAWINGS BY
FREDERIC W. GOUDY

FORUM TITLE, KENNERLEY OLD STYLE, GOUDY OLD STYLE, GOUDY MODERN, GOUDY BOLD, GOUDY ITALIC, GOUDY BLACK, GOUDY GOTHIC.

* See books by FREDERIC W. GOUDY The Alphabet-Elements of Lettering *
THE LETTERS ON THIS PLATE ARE DRAWN FROM A PHOTOGRAPH OF A PORTION OF THE INSCRIPTION AT THE BASE OF THE "TRAJAN-COLUMN" AT ROME. DATED C XIV A.D.
Goudy-Old Style
This one we made different

Section of

Modern Handcraft Lettering
THE LETTER

Hand lettering is now a requirement in good advertising, because of its ability to give the advertisement the much-needed selling power, as type forms have failed. For that reason a designer must be able to draw good letters and must be able to space well also.

On the opposite plate we have taken the letter (R) which is one of the letters from the Trajan column as a model because of its even color.

These letters when put into word form and spaced well make any word appear beautiful, as their uniformity gives them good color.

One wishing a letter subject (a perfect letter) cannot go wrong in using these letters for a study on true form, color and beauty.

The word corsage has been chosen to show how all curved letters are drawn a trifle heavier and exceed the guide lines top and bottom; this gives them the required size and color to harmonize with the vertical letters in a word of this kind.

Color is also added by spacing right as is shown in corsage: corsage no.2 shows a few things to be omitted in lettering. Figure 3 shows how the alphabet may be divided into four parts: the thin, the medium, the oval, and the wide letters.
The LETTER has a color Value!

CORSAGE

When drawing letters watch your styles, do not mix or errors result!

CORSAGE

A letter may be altered to ones need - for correct spacing

The thin BEFJLPRSTV
medium ADHKUXYZ
oval CGQ wide MNW

This does not apply to all alphabets
SPACING

To be able to space well one must study carefully each word by the letters it contains, not so much by the amount but by what letters they are and the spacing each one should have to obtain the required effect of even color throughout.

The even color in lettering is obtained by keeping as nearly the same area of white space between each letter as possible.

The letters themselves (speaking of type) are all of the same height and nearly the same in width. But in lettering one has the liberty to do as he sees fit regarding the width; letters may be widened or condensed to help fill an awkward-looking hole.

Instructions on spacing letters are to keep letters of the same value in black, with the space between letters the same. In many cases this is misinterpreted as it is shown on the opposite plate.

The words packard car have been used in two lines to show how spacing for color is handled.

The term letter spacing of a word is shown in the word manufacturer which means to show more than the width of the letter in the open spaces; the term is used in lettering a few words in a space of great length. Coat and photoplay (one a four letter word, the other a nine) each occupy the same space.

Welcome is to show a word hard to space for even color being close in two places and having awkward holes. The remedies are many.

Figures 1 show the words well spaced, Figures 2 are poorly spaced.
RIGHT AND WRONG SPACING

PACKARD CAR
PACKARD CAR
MANUFACTURER
MANUFACTURER
COAT COAT
PHOTOPLAY PHOTOPLAY
WELCOME WELCOME WELCOME WELCOME
SPACING
ONE MIGHT TERM THIS LETTER AS HAVING A "SLOW SERIF." ALL UPRIGHT AND SUPPORTING LINES ARE SLIGHTLY CONCAVE, WHICH GIVE A LONG APPROACH TO SERIF POINT.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
To know what letter to use for a caption is often puzzling. One should be able to take a style of letter and revise it to suit the desired requirement. For example~
Arrow has a wholly new type of starched collar that is rescuing young men from the sloppy informality of sport shirts for business wear—for it is actually easier than a soft shirt—and miles handsomer.

abcdefghijklmnopqrstuvwxyzghijklmnopqrstuvwxyz
NEVER SAY CAN'T
SAY I'LL TRY
INPRIMER AVEC UN SENTIMENT FRANÇAIS

MONTRER SOU LES PAGES SUIVANT

LETTERING WITH A FRENCH FEELING SHOWN ON THE PAGES THAT FOLLOW

FRENCH-MODERN AND SCRIPT
A letter that expresses grace and style, in other words the "chic" so typical of the French people. ~ ~ ~

It is not a letter for bold display but one that creates the atmosphere of refinement. ~

French letter forms bring us a unique quality of tone that is truly distinctive.~
Here are two sets of cars for the one lower case.

French femininity-in a thin line letter

A B C D E
F G H I J K L
M N O P Q R
S T U V W
These may be used with lower case on opposite page by omitting serif.
This letter is shown in italics which gives it more femininity. Note how the lines composing the heavy stroke may be changed to give variety.

ABCDEFGHJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
FGHIJKLMNOPQRSTUVWXYZ
MNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
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
DESIGN
...for Packaging!

LETTERING
will be
Essential

IN YOUR
POSTWAR
PLANNING
TO GET
"JUST WHAT YOU WANT"
IN ART WORK IS ALWAYS
DIFFICULT
FOR SUCH CREATIVE
PRODUCTION FACTORY
METHODS CAN NEVER BE
SUCCESSFUL AND THE
SMALL UNIT IS THE MOST
EFFICIENT
OUR GROUP OF VERSATILE
ILLUSTRATORS AND DESIGNERS
IS NOT TOO LARGE TO GIVE
EACH PROBLEM THE CLOSEST
INDIVIDUAL CARE AND
ATTENTION

McMULLEN-WELLO
ADVERTISING ART
8525 WISCONSIN DETROIT,
ORNAMENT AND DESIGN

DESIGNED BY

DETROIT, MICHIGAN.
These letters are valuable in enhancing an otherwise uninteresting body of type or lettering. When using the initial letter one must consider the “color tone” of body type. Then design his letter to harmonize. This modern age demands legibility in designing of ornamented letters and following are a few pages of adaptable examples.
Est of all are those which show simplicity in design. A trend to the modern.
JUST A FEW MORE
NOTHING so good as this, nothing so smart as this
*The Merrion CC*
~for all round sports wear~ Bilt primarily for the golfer, it thinks nothing of the tufest servis, yet it is eazful enuf & wel-bred enuf for any clubhouse veranda. Like all John Wards it bespeaks distinction

_Mail orders shipt the day receivd. Send size and address on a postal A catalog, gladly~"_
ULTRA MODERN

New Letter Forms Developed to Meet the Modern Trend

SAMUEL WELO STUDIOS
8525 Wisconsin - Detroit
MODERN

If it is a modern letter, it is one which has recently been developed; it expresses the present, as contrasted with the earlier periods of lettering."
"
"The modern letter should express in some manner the spirit of the time. It must be decorative free and daring, but also built on the solid fundamentals of good taste"
THIS BOOK IS CLOSED