The Speedball Lettering Set

Contents:
1. Speedball Text Book
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Hunt Pen Co., Camden, N.J., U.S.A.

The Speedball Text Book
Modern Pen Lettering
Short Style Methods with Modern Lettering Pens

10th Edition
Revised

A Selection of Practical Alphabets
Decorative Borders
Sign and Shop Lettering
Artistic Designs
Introducory — The chief difficulty in lettering does not lie in drawing the characters but rather in producing clear, clean-cut elementary strokes with hard pens or brushes. The latter, being extremely thick, tend to produce a heavy, clumsy effect. This result is a wakening of the finish, a lack of neatness, and an absence of the effect of art and craftsmanship. The introduction of Speedball Lettering, in which the finished product is actually a true pen, makes it possible to produce elegant and artistic lettering. The Speedball Lettering technique, the lettering, in fact, being made up of carefully selected and perfectly cut letter forms, makes it possible to produce lettering of a quality and character which has never before been possible. These pens are now used throughout the civilized world.
A beautiful collection of movie titles, art titles, posters and reproductions that should prove helpful in arranging similar copy.

Briefly—The art of lettering is most easily accomplished by assembly of the given principles, or elementary parts of each letter, each and every element must be produced with a single stroke of the lettering pen or brush.—Remember, there are certain special pens and brushes which are best adapted to producing the elementary parts with a single stroke. Therefore, avoid a waste of time and effort in attempting letter styles with a tool not adapted to the production of the strokes without re-modeling.

Elementary Strokes—Roman letters.

Elementary Strokes—Gothic letters.

Elementary Strokes—Text letters.

Illustrating the various combinations of curves, angles and serifs in Text lettering. Any of the above elements made on a slant from the vertical are termed Italic. Derived from the Italic styles of script lettering.
Classification of letter styles by division of groups

GOTHIC
All letters having the elementary stroke & even weight are classified as Gothic -

Roman
All letters having elementary strokes "accented" & consisting of heavy and light lines, are classified as Roman

Italic
All slanting letters are classified as Italics - These can be further designated as Roman Italics, Gothic Italics, Old Italics

Text
This term includes all styles of Old English, German text, Braille text or others of various trade names - Text styles are too illegible for commercial purposes

Serif
A term applied to one of the fine lines of a letter especially one of the lines crossing at the top or bottom,

The addition of a different style of spurs does not alter the classification of any letter or alphabet - the style may change its general appearance and trade name. The example of Roman letters with difference in spurs:

Roman z - Roman a - Roman n - Roman o - Roman R - GOTHIC

PEN LETTERING
The rapid single stroke variety specially adapted for commercial art purposes.

NOTE CAREFULLY

To successfully manipulate any pen, it is necessary that the operator be thoroughly familiar with both its possibilities and limitations.

It is in the interest of letters by hand, study first the primary construction of their elements. Then determine just what style of a pen you will best produce those elementary strokes with the least amount of effort. Never attempt to copy or reproduce any letter or alphabet with a pen or quill merely because it happens to be possible. Such efforts are generally unsatisfactory, usually of the utmost. Such efforts are generally unsatisfactory, usually of the utmost.

In selecting a pen for any given letter let it be of a style which will produce lines conforming to the characteristics of the alphabet. It should make the normal changes in a single stroke, without subsequent reading, or pausing, by doubling or tripling the stroke if a heavier letter is desired. A very fine, thin-pointed pen is usually a poor medium in that it gives a stippled quality of lines of harder to render an oval or similar circular lines.

Never use a T-square, ruler or compass in tracing the elements of any letter. These instruments should be used for ruling or guiding guide lines than of actual circular, etc. A letter that is ruled in a straight mechanical draft may resemble a line, but never have letters, and is almost impossible to arrange in an artistic manner. The normal, plain and individual touch of hand lettering can never be duplicated by any mechanical contrivance.

The unique character of your own handwriting, and so many others, lies in the fact that it is your own. As in any other work, so in this, you must begin by learning the actual forms of the letters, and then a well made model with the sort left margin which contains an under feeder with the improved feeder on the top of the pen. The automatic control thus afforded gives a positive mechanism for flowing ink throughout the entire writing tool (at any easy speed) and makes it very simply task to produce clean, sharp, instantly readable copy in almost any of the popular letter styles. There is a Speedball pen designed for every different alphabet.

LETTERING INKS

Without the proper color or color, it is impossible to get the best result from any pen. This, then, is a very important consideration in lettering.

In the case of the lettering colors should be selected with care, as colors are usually characterized by a somewhat idealistic and cultural value.

With general use more or less, the best color for lettering is a water color which may be used in the same way as any other color, or the lettering can be made in the same way as before.

It is unnecessary to use a dropper, stick or to fill the Speedball pen. Simply dip it into the ink as shown and then wipe the surplus off. The lettering can be made in the same way as before. When using water color, letters are made in the same way as before, or they will become damaged. If they do become damaged, write them in water and with a touch brush to remove the residue.

Keep your pen clean if you want to do good work.
An Eccentric Single Stroke

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Size of original drawing, 11 x 14 inches, lettered with white ink on black show card board with style "C" Speedball, "The Rookwood Pen."

"I take great pleasure in recommending Speedball ink. They are giving entire satisfaction." - L. H. Rookwood, Rookwood.
Eccentric Title
made with a Style C - Speedball Pen - held at 45° angle

abcdefgijklmnopqrstuvwxyz
opqrstuvwxyzabcdefghijklmn

Note - The Three Line System of Professional Layout

ELEMENTARY PRINCIPLES
OF LETTER CONSTRUCTION

Arrows indicate direction of strokes and numbers the order in which they are made: Note - When joining circular elements OVERLAP strokes.

abcdefgijklmnopqrstuvwxyz
abcdefgijklmnopqrstuvwxyz

These letters were made with the Style B round point Speedball pens. Broken strokes show construction.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

$123456789$

The following alphabet is primarily constructed on the same Gothic principles (analyzed above)

abcdefghijklmnopqrstuvwxyz
The Plug finish added changes the appearance and name but not the constructive elements

ABCDEFGHIJKLMNOPQRSTUVWXYZ

The original of this plate was lettered on a card 3 x 14 inches using style 1 to 3 round point Speedball pens.
showing by comparative examples how lettering is related to writing

Note striking similarity of ordinary writing to italics and to roman lettering.

also the similarity of vertical round writing and the roman lettering -

round writing joined by connecting strokes - abcdghijklmn
round writing unjoined and the loops left off ml
round writing thus becomes vertical roman

Evolution of letter styles
from common basic principles - single-strocked with a speedball

following with the

abcdefghijklmnopqrstuvwxyz

following with stylek speedball

abcdefghijklmnopqrstuvwxyz

following with stylek speedball

abcdefghijklmnopqrstuvwxyz

following with stylek speedball

The most strikingly characteristic letter styles are those of the single-stroke variety

MOVIE

TITLES

with a list of commonly used titles

OPQRSTUWXYZ

with a list of commonly used titles

opqrstuvwxyz

sub opqrstuvwxyz

uvw 123456789

z

made with the style c - speedball pen

copyright single stroke roman construction in made
A Primary System of Line Ruling for Easy Letter Construction.

Note: 5 lines and 4 spaces in music staff:

Most everyone is familiar with the arrangement of 5 lines and 4 spaces in the music staff. This arrangement is identical with the system of alignment used in ruling quote lines for lettering.

Height of CAPITALS and all small letters which ascend above normal top line: M-2

Top Line = height of all normal small letters

Worst Line

Base Line = CAPITALS and all normal small letters

Dose Line = indicates depth of all small letters which descend below normal base line: M-4

Ascenders = small letters which ascend above normal height

Top Line

Worst Line

Base Line

Descenders = small letters which descend below normal base

With this method of alignment a child can produce good lettering.

In technical terms — Capital letters are called "Upper Case". All small letters are called "Lower Case" (Printers' lingo).

This scheme of ruling was conceived by Wm. High Gordon for beginners' use, and is not recommended for general work.
MOTION PICTURE SLIDES

The finest of littering losses its effectiveness when improperly spaced, arranged or aligned. Medium-sized littering is poor littering if tastefully arranged in a balanced manner, so good proportions, of form, to a part of the whole design. Littering in mass or page form, or groups of masses must conform in area to the spaces in which it appears.

9

Annual January Clearance

Semi-Annual Pre-Sale

375

Optical Center

Caroza Optical

Racine

1206 4th Street

Racine, Wisconsin

050

Wendy's

Optical Center

Racine Optical

1206 4th Street

Racine, Wisconsin

Wendy's

Racine Optical

1206 4th Street

Racine, Wisconsin

Port

The arrangement of renting a page or card is called "layout." These diagrams illustrate some of the most simple forms, and are employed...
ABCDEF GHijklMNOPQR
STUVWXYZ123456789%&*\WXYZ
abcdefg hi j kmnopqrstuvwxyz
abcdefg hi j kmnopqrstuvwxyz
ABCDEF GHijklMNOPQRST
abcdeghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz!
ABCDEFGHIJKLMNOPQRSTUVWXYZ
POQRSTTU V WXYEZ.

Showing a variation of "Text" styles made with the Style C Specklems press. Compare these alphabets with those on page 10 to see how changing press changes the character.
Fig. 4. To make a transfer design, first draw half of the design with a soft pencil or charcoal, then fill paper and rub on back. This completes the design which can then be transferred onto any cardboard paper by laying the paper face down and rubbing again.

Fig. 5. Illustrates the universal method of transferring the size and proportion of letters for reverse lettering. The design is made with the center of circles which is always located exactly above or at the left of optical center. This is the line which must be on a card.
In the age of speed, the modern brush writer must, of necessity, be able to turn out large quantities of work in a limited time. Speedball pens will enable the ordinary workman to produce high-grade work at top speed because they automatically control the flow of ink and complete the stroke without wavering.


dot-dash, long dash, fine, thick, thin, thick, thin.
Beginner's Speedball Alphabet

made with Style B Round Point Speedball

\[\text{abcdefghijklmnopqrstuvwxyz}\]

\[\text{ABCDEFGHIJKLMNOPQRSTUVWXYZ}\]

Construction illustrated.

\[\text{\$12.50 34567890}^{\text{.90}}\]

Small letters - Roundhand Script

\[\text{in union wine mine}\]

\[\text{move vine came ever}\]

\[\text{owner annum winner}\]

\[\text{over runner reason}\]

\[\text{sense sincere scissors}\]

\[\text{announce maximum}\]

Letters are grouped into collective word combinations. Practice with a smooth even stroke.
Principles and letters—Roundhand Script

Strokes numbered in constructive order and grouped according to their use.

"SPURRED GOTHIC"

A boldface alphabet of rapid single-stroke construction, suitable for show-card lettering; this is a familiar, cuttable style. The original was made on a 10-1/4 inch ruling style. A spread-out pen, also in spaces added with some pen turned over on the back.

abcdefgijklmno
pqrstuvwxyzja
ABCDEFHIJKLMNOPQRSTUVWXYZ
1234567890
Artistic Diploma Filling

George W. Brown  Anna Marie Hannah
William Jennings McIntyre

Western Wallace Watch Works
George H. Walker  James F. Bennington
Margaret W. Dunkam

Anna Marie Hall  Elmer Ray Deming

Samples of diploma filling, lettered with Itlan’s “Imperial” and Style “C” Speedball pens.

CONDENSED SQUARE POSTER

STYLE “A” SPEEDBALL PEN

ABCDEFHJKLM

NOPQRSTUVWXYZ

Pen held at right angle with letters forming square at the top

abcdefhijklm

mnopqrstuvwxyz

$123456789$  $123456789$

Orland with “A”  “C” Style “C” Speedball Pen

Anchal Goenia

Carl P. Meier, winner of many lettering display contests, says: “The Speedball is superior to all other lettering pens. It’s a wonder in a hand of speed.”
BLOCK LETTERS.
ABCDEFGHijkl
MNPQRSTVWXYZ

PLAIN GOTHIC
ABCDEFghijklmn
OQPQRSTVWXYZ:

A representative sample of illuminated manuscripts. Original covers
beautifully designed in burnished gold and bright gold combina-
tions on genuine parchment, size 6 x 42.
Decorative borders and corner pieces can be made freehand with the Speedball pens much easier and faster than by any other method or with any other tool. Any desired design should be sketched in with a pencil and then retraced with bold uniform strokes using the size and style of pen best adapted to the design. For squares or the checker-effect, use the Style A square pointed pen and for ovals, circles or wavy lines, the round pointed Style B pen will be found the best. Use the flexible Style C pen for accented strokes.\[\text{Wm. K. Fielding, English calligrapher, says: "I find the Speedball pens wonderful and remarkably efficient."}\]
MODERN SHOW CARDS AND ADVERTISING

The idea of what constitutes a GOOD SHOW CARD varies according to individual taste and locality. Each community has its ideals, based primarily on the success of its most accomplished artist, whose efforts are usually coupled with others. This same rule generally applies to the efforts of display advertising artists, both locally and nationally.

The main object of a display card or advertisement is to sell goods. It should be sufficiently attractive to arrest attention. An exponent should be such as will call to the public's eye the advertising. Its arrangement must be simple and at a size that is easily readable at a glance, especially if it has to apply to the crowd lines and billboards.

If decorations or Illustrations are used, they tend to be relative to the subject. Remember: a bunch of forget-me-nots on the corner of a display card would seriously suggest the season, time, climate, or geography. Perfect lettering does not always mean a GOOD card. Many stereotyped designs, monotonous cuts, endless pillars, scarce decorations, manipulated colors, and other devices, instead of impressing the public, often result in the impression of a failure. They look as though they were laid before you, and, subconsciously, suggest age, decay, or last season's necessities. This class of work may be essentially pleasing to those who do not want to be perturbed.

Truly artistic lettering, on the other hand, brings out the essence of beauty, grace, and distinction. This style is only acquired by intelligent, persistent practice with proper tools and materials.

For any kind of poster lettering, a good quality of black board is best. Its specially coated smooth surface permits the pen to be drawn in any direction and inures smoother lines than etchings. With ordinary care the ink will not spread, as on the more porous surfaces as used for broad work.

When you hear the expression "Just like Print" applied to "Hand Lettering," you may safely say: "It's too good to be such commercial work." The value of lettering more justly judged by its resemblance to type, individually would make lettering to come as its applied to the page.

As a whole, lettering for display is a science, and the work is done. The modern display lettering has almost reached the art. All reading characters are adapted from the same basic principles. The aim is to render any lettering in a style that may be both eye-pleasing and suitable for the purpose for which it is put on paper.

The modern letterer does not attempt to produce replicas of type faces. Type alphabets are written designs, and lettering is a handwriting. The modern letterer uses a more general style that characterizes the handwriting of the time, and, in fact, a lettering that is more modern than type. As a matter of fact, the modern letterer is not so limited as the type designer and can get away with a great deal more.

The modern display lettering has almost reached the art. All reading characters are adapted from the same basic principles. The aim is to render any lettering in a style that may be both eye-pleasing and suitable for the purpose for which it is put on paper.
MODERN Single Stroke ROMAN
A rapid legible alphabet for Artists and Sho-card Writers.

abcdefghijklmnopqrstuvwxyz
nopqrstuvwxyz

$1234567890

A rapid single stroke scheme alphabet that can be used with a little careful practice. Note that a flexible manipulation of the pen is required to produce the shape or clean cut off of the last letter in a single stroke.

ROMAN NUMERALS
MCMLXXVII = 1977
IIII IIII IV V VI VII
VIII IX X XI XII XIII
XIV XV XVI XVII XVIII
XIX XX XXI XXII XXIII
XXX XXXI XXXII XXXIII
XXXIV XXXV XXXVI XXXVII
L LII LIII LIV LV
LX LXI LXII LXIII LXIV
LXX LXXX C CC
CX CXI CXII CXIII CXIV
CML CM DM

Gordon Text

abcdefghijklmnopqrstuvwxyz
nopqrstuvwxyz

Modifed Old English

When a lighter quality is desired, use a smaller size pen or change to a Style C Speedball.

Comparisons with page illustrations how changing the style of pen changes the character of the letters.
A modern interpretation of heavy Roman made with the Style D Speedball pen. The white size inset can be varied in style and is usually applied with a brush.

The elementary principles of "modern" Roman lettering.

The dotted lines indicate the direction (and order) of strokes.

$123456789$
Snappy Styles with "Style D"
The Latest edition
of The Speedball pen family
The closest imitation of small brush letters at 5-times the speed of proficient brush men.

The Style C pen is also well adapted to the construction of this alphabet, lending a little lighter appearance to the finished letter.

The alphabet only offers a suggestion of how a casual treatment of any heavy face alphabet body, individually or hand lettered, advertising. The original of this plate was lettered on a card 1½ x 2½ inches, using the Styles "A" and "B" Speedball pens.

Western Letters
easy to make with a "Speedball" pen

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

$1234567890

The style of the lettering offers a fresh variation of how a casual treatment of any heavy face alphabet body, individually or hand lettered, advertising. The original of this plate was lettered on a card 1½ x 2½ inches, using the Styles "A" and "B" Speedball pens.
Ragged and Rugged:

abcdefghijklmn
opqrstuvwxyz
ABCD>EFGHIJKL
MNOPQRSTUVWXYZ
Y1234567890Z

Showing Simple Outline Method:

Characteristic "Italics"
of a very slight degree of slant

ABCDEFGHIJKLMNOPQRSTUVWXYZ
LMNOPQRSTUVWXYZ
VWX213456789YZ

Littered with "Style D" Speedball

"derived from Slant Italic Manuscript Writing"

abcd...
20th CENTURY CLASSIC ROMAN

Original lettered on an 8 1/4 x 11 card, using a small size Style B Speedball pen. This alphabet was fashioned from the early Roman letters of the 2nd century found on the Trajan column. It offers a practical form upon which new letter combinations may be added. The square in outline did not appear among the early Roman characters and they have been added to complete our modern alphabet.

ABCDEFHGIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

gojstupqvwxyz

ZNRI JEY ISHOWING FREE-HAND 2-STROKE CONSTRUCTION

Original lettered with size 4 Style B Speedball on an 8 1/2 x 11 card. Border is centered and design done painted with white ink outlined with a small size Style B pen. This alphabet is also well adapted to single stroke construction with the usual vertical style "w" Speedball pen.
Building up letters

Roman.
Constructive Elements

@annnnnn
abcdefg
abcdefghij
liimnoopqrstu

HEAVY-FACE ROMAN....
CAPITALS.

HAZOOO
AAABBBCC
DEFGHGH
IJKLMMMN

with the Style B' Speedball Pens

ABCDEFHGIJKLMNOPQRSTUVWXYZ
MNOPQRSTUVWXYZ

Arthur Linkenhoker, the most progressive western artist, says: "The Speedball is the 'King Sigma' of the pencil lines of Sigma; because you simply have to dess it and it does the work for you."

These letters are first sketched with a pencil, then inked in, using the two sizes of Style B pens best suited to the size and strength of the letter desired.
Double-Stroke Poster Roman
Letters Built-up with #4 Style B Speedball (Even) Pen
Note - A close imitation of double-stroke lettering is produced by
the single-stroke method using Style B Speedball (200 point) Pens.

```
abcdefg ABCDEF
hijklmn GHJKLM
opqrstuvwxyz NOPQRSTUVWXYZ
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"I am particularly pleased with the Speedball pens. We find them valuable aids in the teaching of lettering in our high school Art Department."
—Miss P. Reynolds, Teacher, Student.

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How Various Letter Styles Influence Advertising

Choosing harmonious letters is often more essential than
perfect lettering. The following is an example of how

1. Classic Roman
2. Roman
3. Gothic
4. Block
5. Personality Script
6. Freestyle
7. Cartoon Lettering

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Note: The size pen best suited to the job will complete the thin elements in a single stroke.
ROYCROFT DISPLAY

abcdefghijklmnopqrstuvwxyz & n m th.
ABCDEFHIJKLMNOPQRSTUVWXYZ

Jensen Bold Condensed

abcdefghijklmnopqrstuvwxyz
ABCDEFHIJKLMNOPQRSTUVWXYZ

Original sizes, 12 x 14 inches. These two standard alphabets are slightly modified. The Roycroft alphabet was built up with the small sizes of Speedball and was used in a reserved style, and the Jensen Bold was lettered with a No. 1 Speedball pen. The illustrations were cut from a speedball with a cross and then inked in with a small Speedball pen. The heavy blocks were separated with white ink, using a soft brush brush.