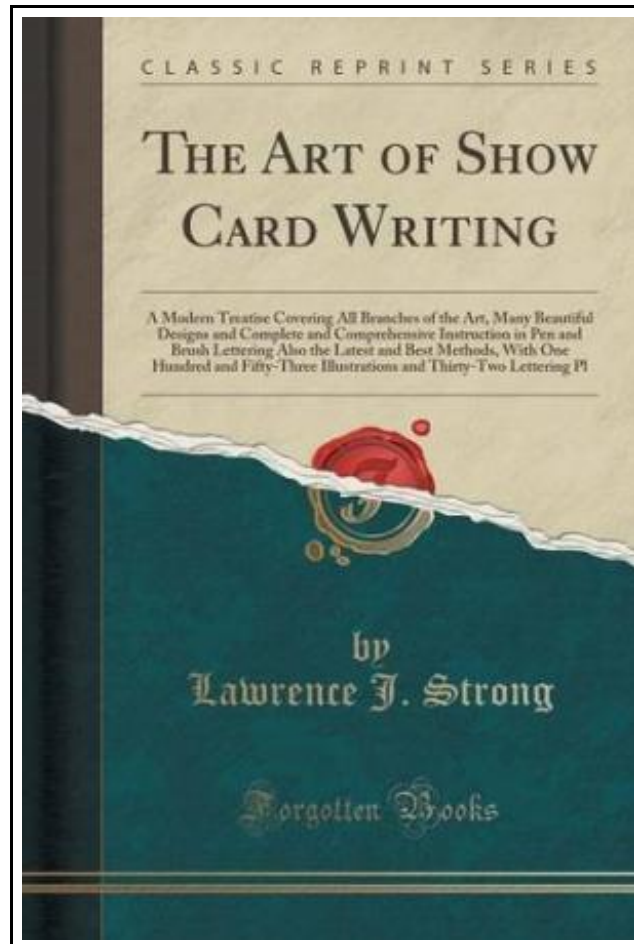


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Forgotten Books, United States, 2015. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.Excerpt from **The Art of Show Card Writing: A Modern Treatise Covering All Branches of the Art, Many Beautiful Designs and Complete and Comprehensive Instruction in Pen and Brush Lettering Also the Latest and Best** Methods, With One Hundred and Fifty-Three Illustrations and Thirty-Two Lettering Pl Like the products of the printing press, show-cards, or temporary signs to be displayed in store windows, have become important factors in trade circles. Every business, however small, whether in city, town or hamlet, finds growing need for this form of announcement, and merchants everywhere realize that the professional show-card writer is as important a part of modern business methods and equipment, as the clerk who hands the goods over the counter. The opening and development of this profitable avenue of employment for young men and women who can, with speed, produce neat and legible card signs, has inspired the authors to put into book form the results of their many years of experience as craftsmen and teachers. This work embraces a series of instructions written and illustrated in a plain and unmistakable manner which will enable anyone of average intelligence to acquire a thorough working knowledge of this branch of the sign writing art. Since a good workman must have good tools to produce good results, most painstaking advice has been given upon the selection, use and care of necessary tools and materials. Many instructive examples have been placed before the ambitious student in these pages. This wealth of illustration, from the rudiments to the finished product, enlightens the path of progress step by step, and the explanatory text, in simple and in mistakable language, demonstrates that the learner could...



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