

A SERIES OF FORTY TWO

# ALPHABETS & LETTERS FOR LETTERING

by  
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**MILTON BRADLEY  
CO SPRINGFIELD  
MASSACHUSETTS**

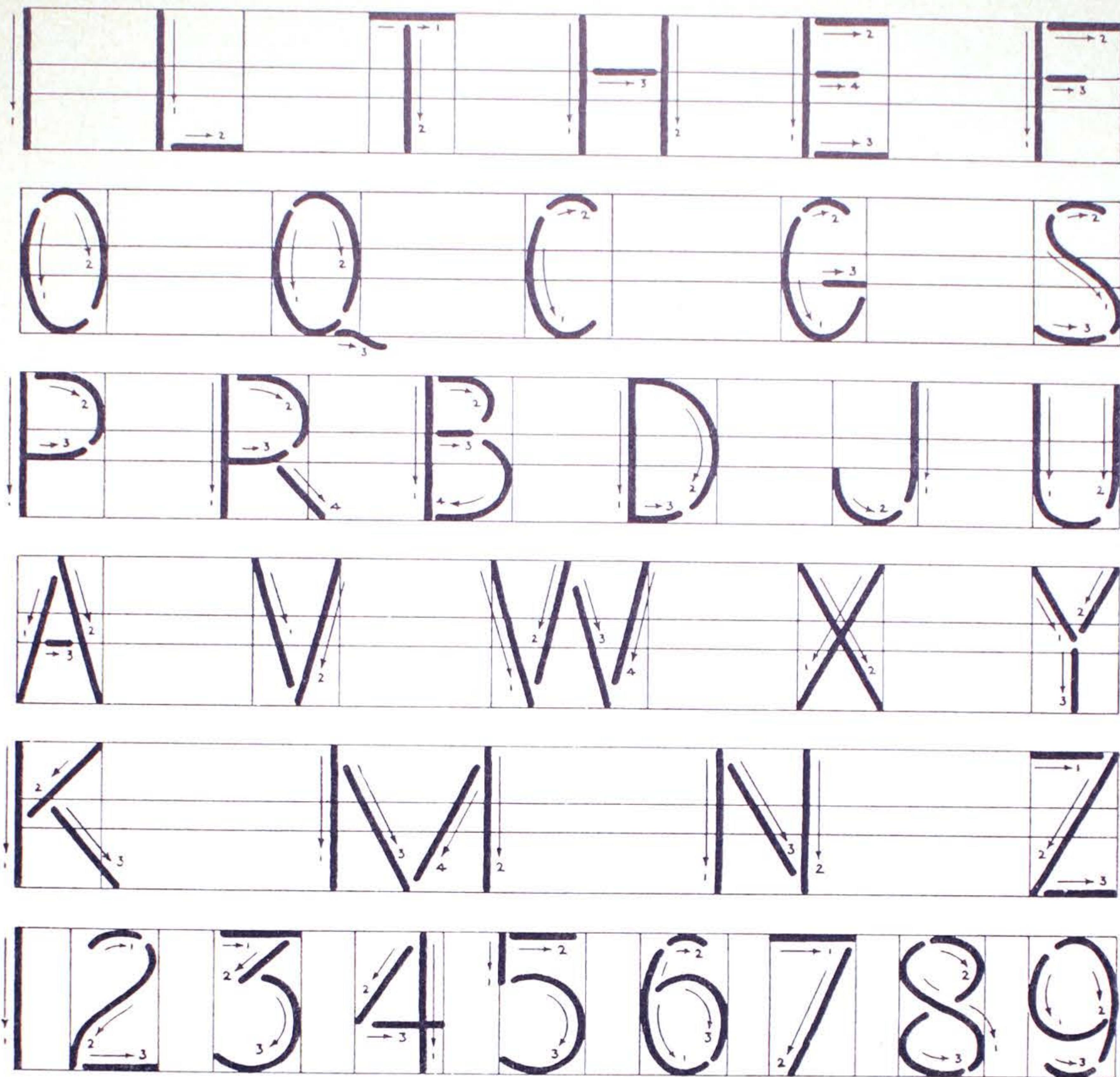
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AND DESIGNERS OF COMMERCIAL WORK

PLATES IN THE ART AND PRACTICE OF

LETTERING FOR STUDENTS





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

PHILADELPHIA.

PLATE I

FORMATION OF 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

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

ALPHABET

To be used in making  
posters • titles ••

invitations • etc.

FLOWER SHOW  
SCHOOL 57

PLATE 2

GOTHIC LETTERS



ABCDEFGHIJK  
LMNOPQRST  
UV&WXYZ  
abcdefghijkli  
mnopqrstuv  
| WX.no.3 pen.Y Z |  
1 2 3 4 5 6 7 8 9

ABCDEF  
GHIJKLM  
NOPORS  
TUVWX  
Y & Z



abcdeff  
ghijklmn  
opqrstuv  
wxzy  
no.1 pen

**MADE IN  
BUFFALO**

PLATE 3 · ROUND NIB PEN LETTERS



FREEHAND LETTERS  
FOR PENCIL WORK &  
PEN

CAPITALS

ABCDEFGHIJKLMN O  
PQRSTU VWXY & Z

Small Letters

abcdefghijklmnopqr  
stuvwxyz

& yz

1234567890

THE · ELM · SCHOOL

You are invited to the

GRADUATION

Friday June third. 2 P.M.



III III // \\ ( ( ( ) ) )  
U J J J J O C C U P  
R B S I H L E N M A  
V W X Y Z & 2 5

PRACTICE STROKES

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

abcdefghijklmnop  
qrstuvwxyz

Vertical gothic letters are  
used by draftsmen

A CIVIC CENTER PLAN  
FOR  
CHICAGO



IIII IIII WV IIII CCC  
DDD IHLEF T N M A W  
OC GD PR SE 3857  
oia l b c d e f g h i j o  
k m n p q r s t u v x y z

AS PRACTICE STROKES

ABCDEFGHIJ  
KLMNOPQRS  
TUVWXYZ

abcdefghijklmnopqr  
stuvwxyz

12345678901

Used by draftsmen, the slope  
is to the proportion of 2 to 5,  
an angle of 68° plus.

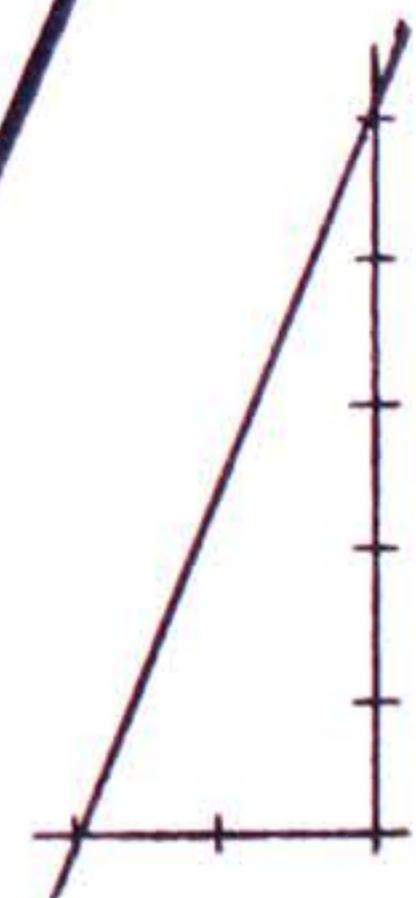


PLATE 6

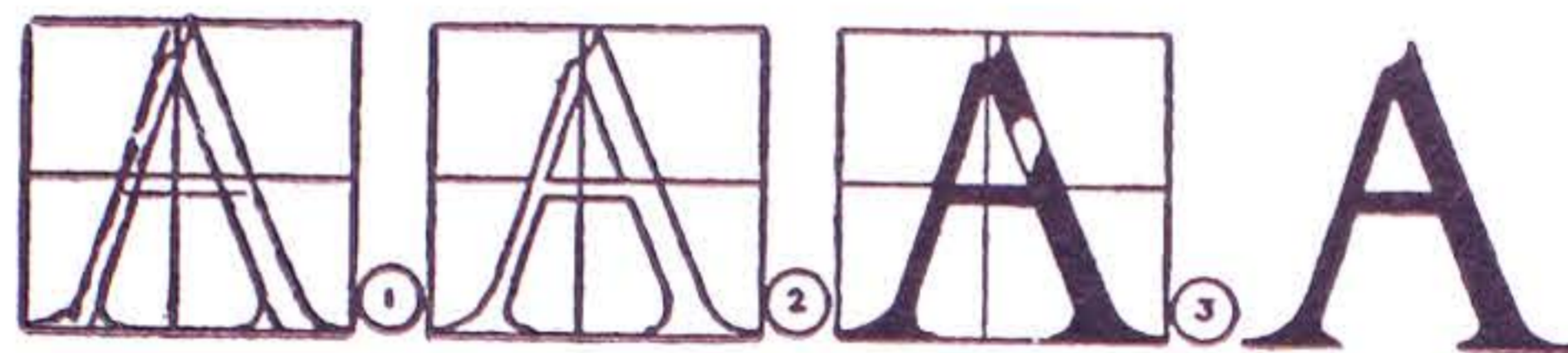
INCLINED GOTHIC



# ROMAN LETTERS



PARTS OF THE ROMAN LETTER



STAGES OF CONSTRUCTION  
 ① SKETCH. ② TRUEING OF THE LETTER. ③ OUTLINE AND FILL IN. ④ FINISHED LETTER.

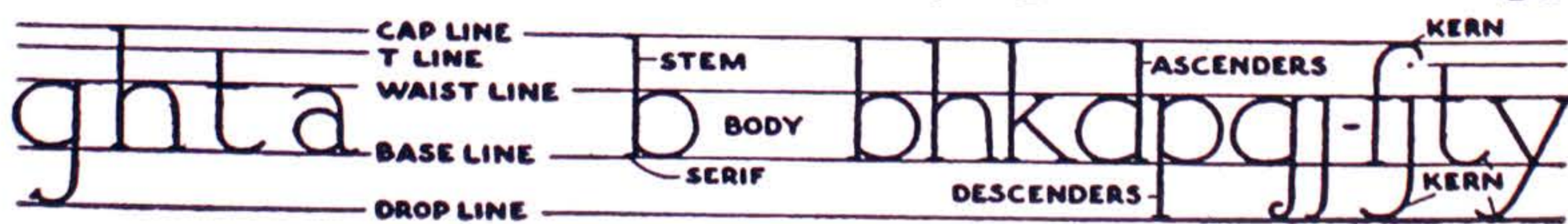
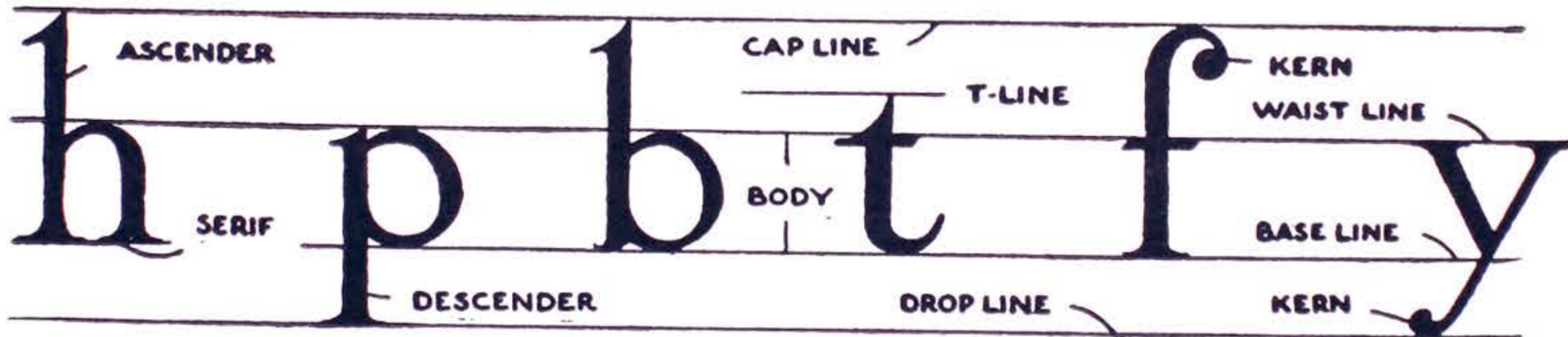


VARIETY IS GAINED BY CHANGING THE THICKNESS OF THE STEMS, SERIFS CROSS BARS AND HAIR LINES.

CORRECT SPACING DEPENDS UPON THE BACKGROUND AREAS BETWEEN THE LETTERS,

THESE AREAS MUST BE MADE TO APPEAR EQUAL IN ORDER TO GIVE THE DESIRED EFFECT,

LETTER SPACING IS NOT A MECHANICAL PROBLEM BUT DEMANDS CRITICAL JUDGEMENT ON THE PART OF THE WORKER,



abcdefghijklmnopqrstuvwxyz&j



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

PLATE 8

ROMAN 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

PLATE 9 · ROMAN SMALL LETTERS  
FOR CAPITALS SEE PLATE 8.



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



PLATE 10. MODERN ROMAN 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  
DALLAS

PLATE II. ROMAN LETTERS  
FOR SMALL LETTERS SEE PLATE TWELVE



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

San  
Francisco

PLATE 12

ROMAN LETTERS



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

Milwaukee



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  
abcdefghijklmnopqrstuvwxyz  
abcdefghijklmnopqrstuvwxyz

ATLANTA

PLATE 14

MODERN GERMAN



**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 1**  
**2 3 4 5 Z 6 7 8 9**

**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**

**DETROIT**

**Plate 15. modern letters**



A B C D E

F H G I K

L M N O P

Q R S T U

V W X Y Z

NEW  
ORLEANS

PLATE 16. MODERN ROMAN 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 i

h j k l m n o p.

q r s t u v w y.

x AKRON z

PLATE 17

ROMAN 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**

**SALEM**

**PLATE 18    MODERN POSTER**



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

PLATE 19 SMALL LETTERS  
FOR CAPITALS SEE PLATE 18.



*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*

*1 2 3 4 5 6 7 8 9*

*AKRON*

*O H I O*

*PLATE 20 ITALIC 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*

*Plate 21      italic letters*  
*capitals on plate 20.*



A B C D E

F G I H J K

L M N O P

Q R S T U

V W X Y Z

*abcdefghijklmnop*

*qrstuvwxyz*

*tuvwxyz*

*Los Angeles.*

*Plate 22*

*Italic 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 j k l m n o p q r s t  
v x u y y w z



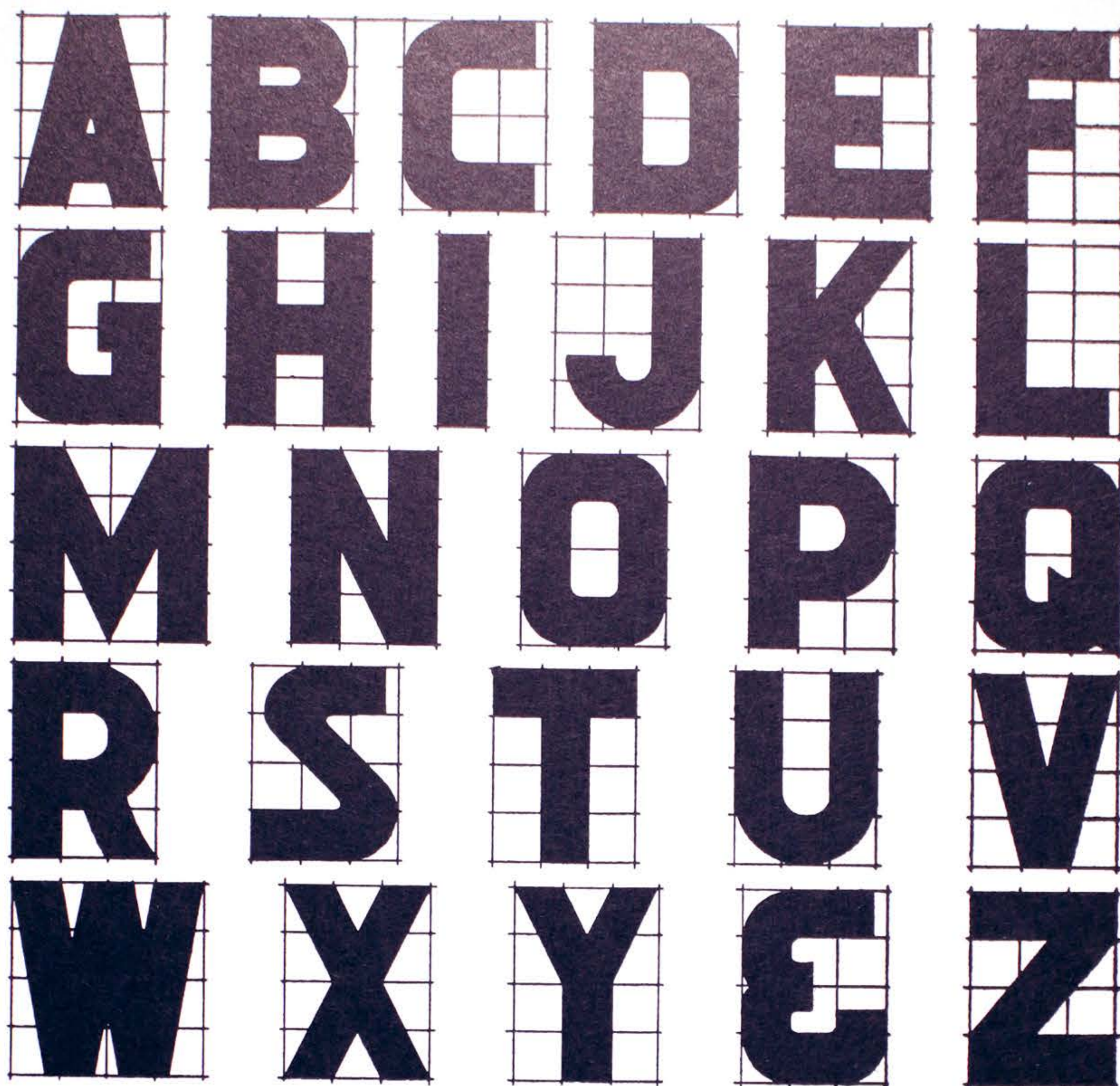
A B C D E F G H  
I J K L M N O P S  
Q R T V U V W &  
X Y Z

abc defghijk  
lmnopqrstuv  
wxyz  
1 2 3 4 5 6 7 8 9

A SUBVRBAN  
HOUSE AND  
GARAGE AT  
ROCHESTER

PLATE 24 ARCHITECTVRAL LETTERS





**FURNITURE**  
**AT**  
**GRAND**  
**RAPIDS**

PLATE 25. DESIGNED ON SQUARED PAPER



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 2 3 4  
5 6 7 8 9 0

✚ **HARTFORD** ✚

PLATE 26. DESIGNED ON SQUARED PAPER



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

THIS FORM OF  
LETTER CAN BE  
ADAPTED TO  
COMMERCIAL  
PURPOSES

**CLEVELAND**

PLATE 27. AMERICAN 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  
STENCIL  
FORM OF  
LETTER  
.  
TOLEDO  
OHIO

PLATE 28 STENCIL LETTER



**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**

**Des Moines**

PLATE 29 MODERN POSTER



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

**MARSHALL  
FIELD CO.**

**GOLF**  
**MATERIAL**  
**FIFTH  
FLOOR**

PLATE 30 MODERN POSTER



**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**

**NEW**

**YORK**

PLATE 31

MODERN POSTER



**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**

**a b c d e**  
**f g h i j k**  
**l m n o p**  
**q r s t u**  
**Z v w x y z &**

PLATE 32

MODERN GOTHIC



**A B C D E**

**F G H I J L**

**K M N W.**

**O P Q R Z.**

**S T U V &**

**Y X**

**BOSTON**

PLATE 33. MODERN POSTER.



**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**

**PLATE 34. SMALL LETTERS  
FOR CAPITALS SEE PLATE 33.**







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

St. Paul



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

Albany

PLATE 37.

GOTHIC LETTERS



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

PLATE 38. LOMBARDIC GOTHIC LETTERS



1 2 3 4 5 6 7 8 9 0

1 2 3 4 5 6 7 8 9

1 2 3 4 5 6 7 8 9 0

1 2 3 4 5 6 7 8 9 0

1 2 3 4 5 6 7 8 9

1 2 3 4 5 6 7 8 9 0

1 2 3 4 5 6 7 8 9

1 2 3 4 5 6 7 8 9

1 2 3 4 5 6 7 8 9

PLATE 39.

NUMERALS



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

**abc defghijk**  
**lmnopqrstuw**  
**x v y z**

**TORONTO**

PLATE 40

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

a b c d e f g h i j  
k m n o p q r s t u

v w x y z

C I N C I N N A T I

PLATE 41

MODERN ROMAN



LETTERING  
CAN EXPRESS

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*Luxuriousness*

**Ecclesiastical**

**CULTURE**

**Uniqueness**

**Intimacy**

**FASHION**

**POWER**

**Attention**

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