



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

75 Alphabets

FAUST'S
75 ALPHABETS

FOR
BRUSH
AIR BRUSH
AIR PENCIL
RELIEF
STENCIL

\$ 1.00

MARKING
SHADING
PAYZANT
SOENNECKEN
& COMMON
PEN

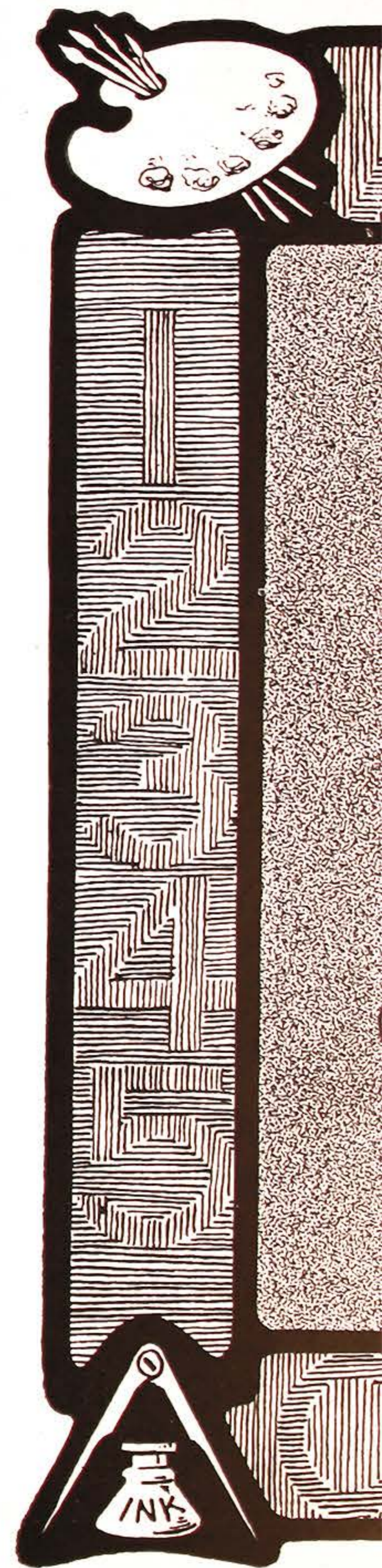
O P Q R S T U V W X Y Z

SWAY

66-

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CHAS. A. FAUST
CHICAGO, ILLINOIS
Sixth Edition

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GEO. E. WATSON CO.
"The Paint People"
164 W. Lake Street - CHICAGO





Fifty Alphabets

FAUST'S 75 NEW ALPHABETS

FOR
BRUSH
AIR BRUSH
AIR PENCIL
RELIEF
STENCIL

\$1.00

MARKING
SHADING
PAYZANT
SOENNECKEN
& COMMON
PEN



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THIS work will
 those thousands
 made possible the su
 Cardwriter," that I p
 "Faust's Complete
 tion needed by any ca
 employed in letterin
 repeat and print thos
 me the opportunity
 alphabets that are ab
 to anything ever atte
 Some beginners in
 many of the alphabe
 explanation, I desire
 bets are contained in
 Cardwriter," which r
 this book can be te
 should be in the hand
 in lettering, as they
 library on the subject

INTRODUCTION

THIS work will serve as an additional inspiration to those thousands of cardwriters who purchased and thus made possible the success of my book, "Faust's Complete Cardwriter," that I placed on the market a year ago.

"Faust's Complete Cardwriter" contains all the information needed by any cardwriter in mastering all the mediums employed in lettering. It is, therefore, not necessary to repeat and print those instructions in this book, thus giving me the opportunity of compiling a series of additional alphabets that are absolutely new, up-to-date, and superior to anything ever attempted at the price.

Some beginners in the study of card-writing may think many of the alphabets in this book are too elaborate. In explanation, I desire to say that the more simple alphabets are contained in my other book, "Faust's Complete Cardwriter," which rightly can be termed Volume 1 and this book can be termed Volume 2. These two books should be in the hands of every one who is at all interested in lettering, as they will then have about as complete a library on the subject as it is possible to secure at any price.

I am indebted in particular to Mr. George J. Cowan, Vice-President of the Koester School of Cardwriting and Window Trimming, for some of the most beautiful examples of penwork in this book; special attention is called to "The Lowney Alphabet" on the back cover. This alphabet was prepared and supplied by the Lowney Candy Company of Boston. I am also indebted to Mr. Dick Blick for two valuable pages made up from his work, and Mr. G. Wallace Hess for permission to use his copyrighted plates. Your attention is also called to the fact that this is the first book ever published showing alphabets designed for the Payzant pen. Shown on pages 46, 47, 48, 49, 50, 51, 58 and 65.

With the Fire, Snow-covered, Toy Blocks, Corn, Ribbon, Slate, Fire-cracker, Rope, and various other alphabets, sales of every nature may be announced in keeping with a particular sale or season.

Fraternally yours,

C. A. FAUST.

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A B C D E
F G H I J
K L M N O
P Q R S T
U X V Y Z
a r m y - e r

Cowan

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

Fancy Plug Alphabet

ABCDEFGHI
JKLMNOPQR
STUVWXYZ &

Ragged Edge Alphabet

ABCDEFGHI
JKLMNOPQR
STUVWXYZ &

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 Snow

Snow Covered Letter Alphabets

A a

B b

C c

D d

E e

F f

G g

H h

I i

J j

O o

T t

Y y

Fire Sale Alphabet

Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx
Yy Zz . &

Geo. J. Cowan

Different Ways of Treating
the Fire Sale 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 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

Slanted Heavy Base Alphabets

A

F

a

o

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 z̃

Poster Script 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 &

Faust

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

Modified German Alphabet
Antique Sign Alphabet

A B

C

a b c

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, 1 2 3 4 5 6 7 8 9 0 \$ &

Fancy Sign Alphabets, Payzant and Common Pens

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 Æ Œ & \$
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 & \$ 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 & Œ Æ ; ~ ! ?

Shaded Slab Alphabet

Plain Rustic Alphabet

Fancy Sign Alphabet

From Book of Alphabets, by McKeon and Schofield

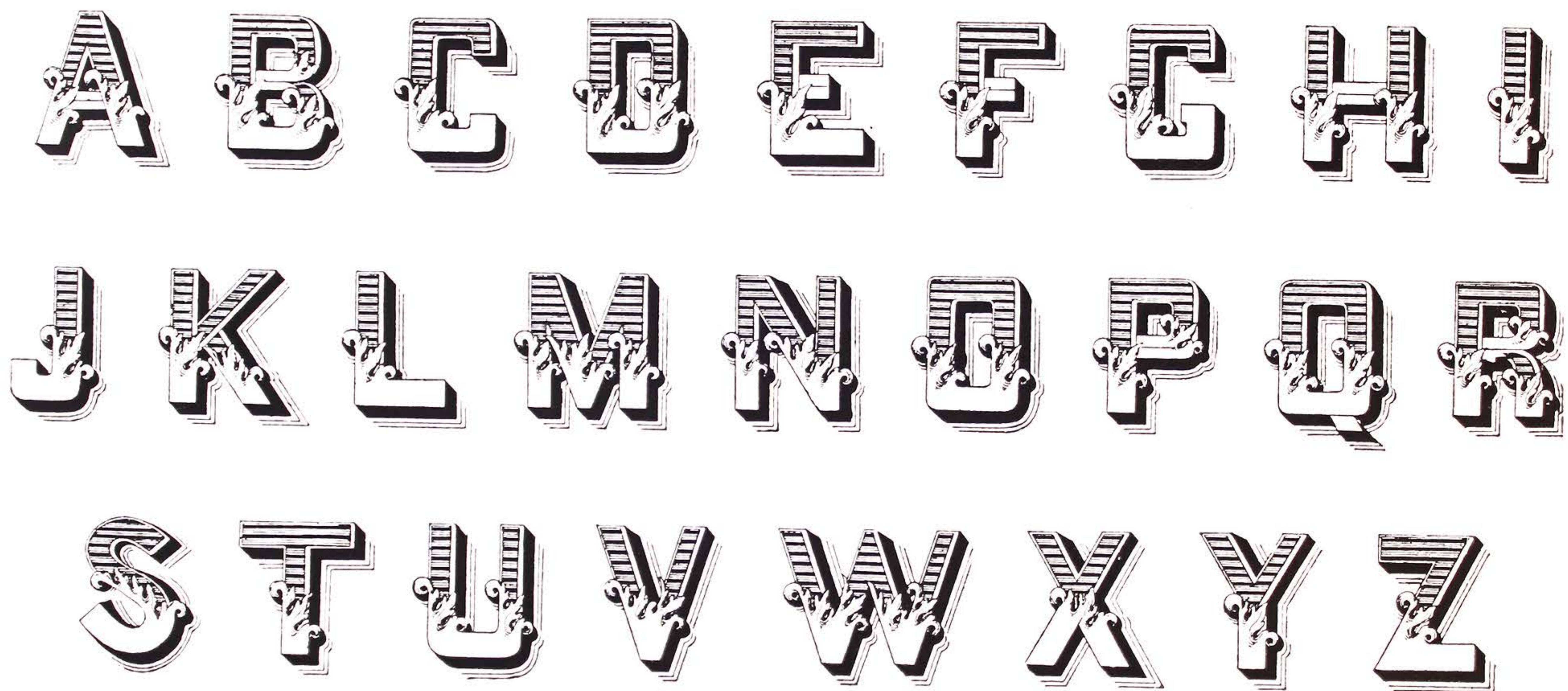


E & S

W X

P Q

! ?



Modified Gothic Alphabet, by G. DeFelice, New York City

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 abcdefgh

iklmnopqrstuvwxy&1234567890

Engravers' Fancy German Text Alphabets

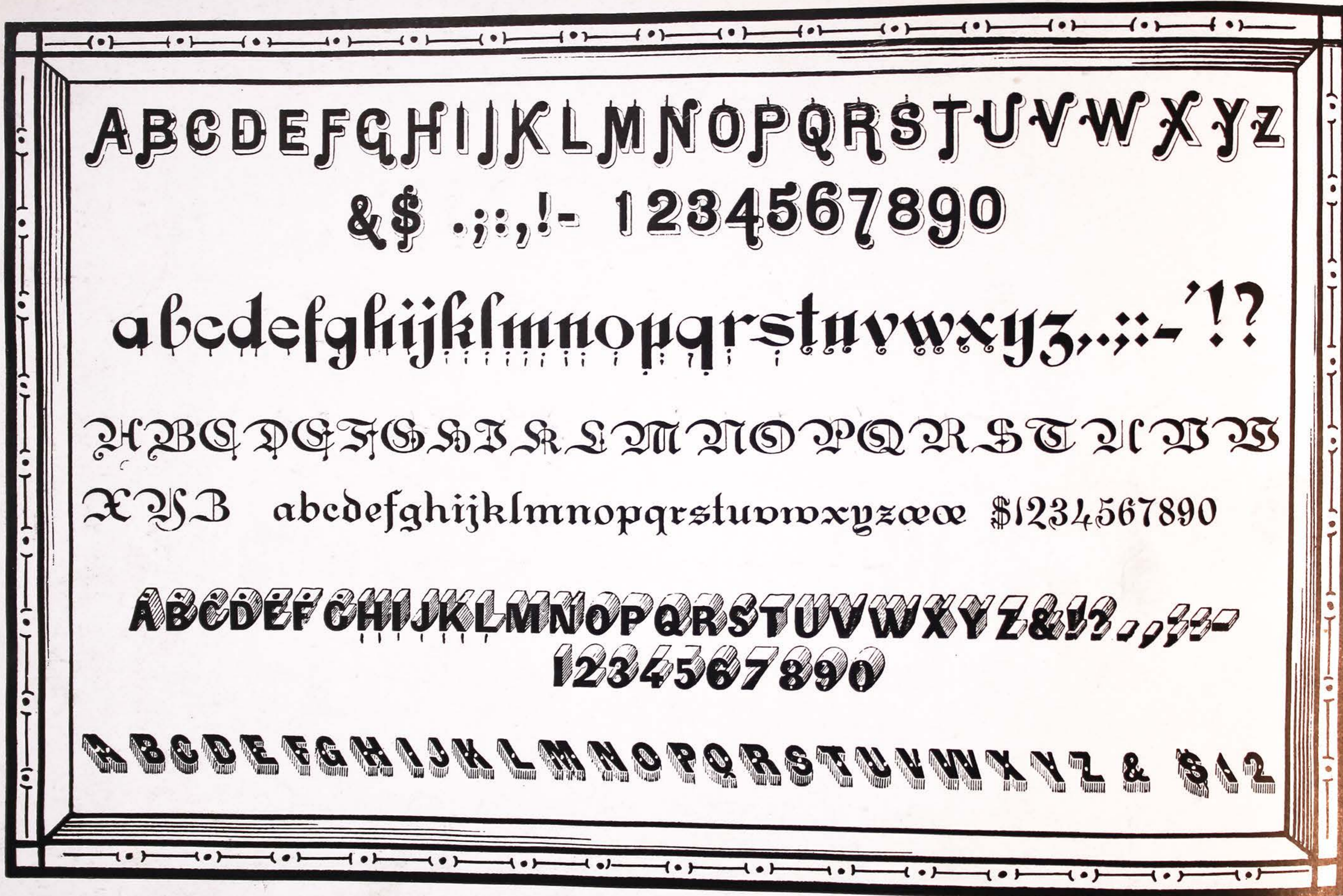


A B C D E F G H I J K L M N

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

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 ä ü ö ch d fi ff ß st ff fi fl k 1 2 3 4 5 6 7



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 , . ; : - ' ! ?

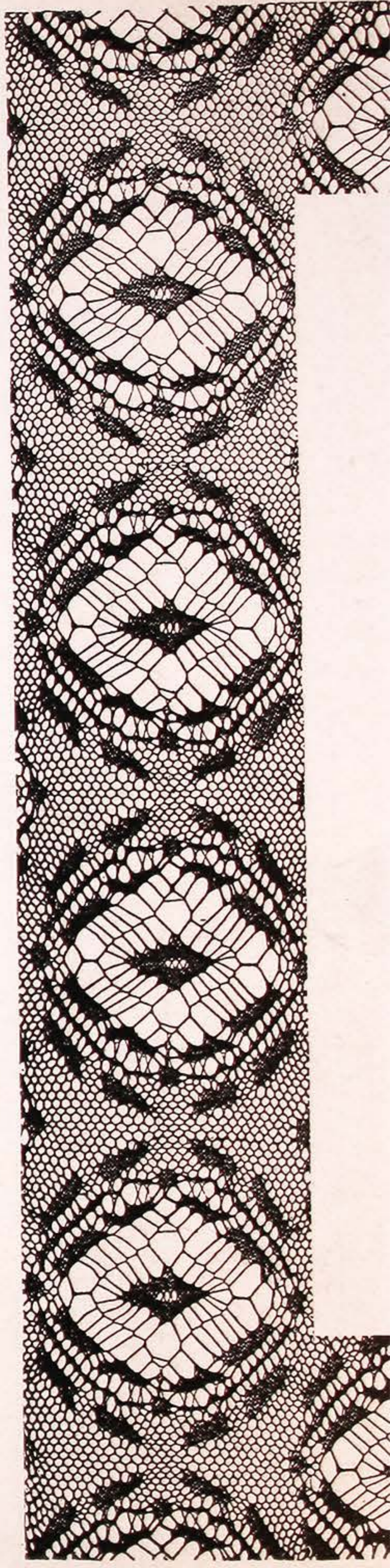
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

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 æ œ \$ 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 & ! ? , . ; : -
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 & \$ 1 2

Group of Old Style Alphabets



Poster Alpha

ABCDEFGHIJKLM
NOPQRSTTW
WXYZ abcdef
ghijklmnopqrstw
xyz hex & vu VU COWAN

Poster Alphabets with Veiling Border. A Good Idea for Making a Show Card for the Veiling or Lace Department

SPRING & SUMMER

HAS BROUGHT FORTH SOME
OF THE MOST ATTRACTIVE
WOOLENS WHICH ARE
NOW AWAITING YOUR
EARLY INSPECTION

A B C D E

F G H I K

L M N O P

Q R S T U

V X Y Z — FAUST. —

Alphabet La Faust

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

Modern Italic Alphabet
for Show Card

1 2 3 4 5 6 7 8 9 0

Figures for Alphabets on page 66

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 . 1912

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 ?-

Post Alphabets with Border Suggestion for Show Card

T C

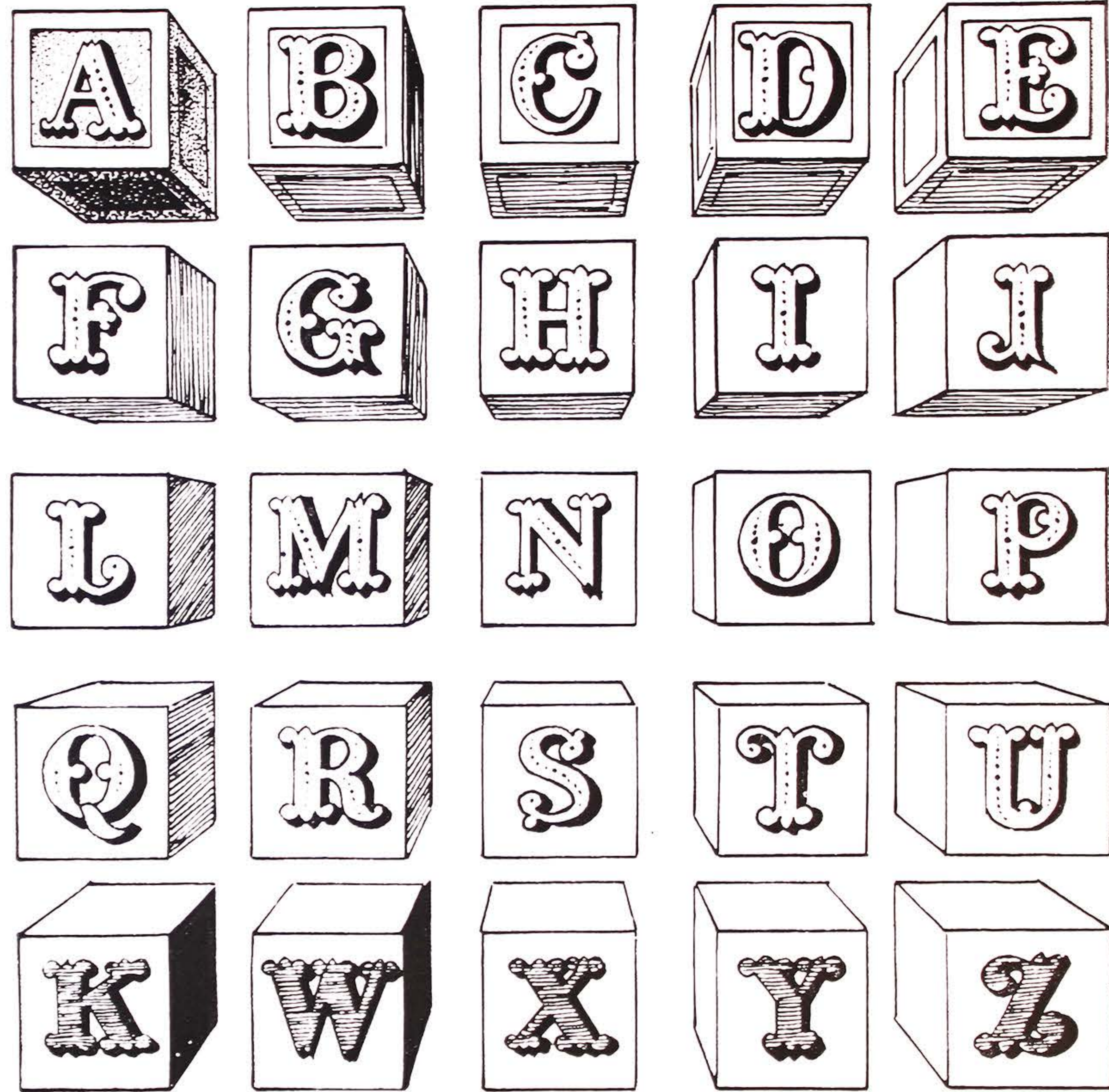
Entertain
The

Show Card La
the Playing Block
for Toy and Child

TOYS

Entertain *and* Educate
The Child

Show Card Layout, Indicating How to Use
the Playing Block Alphabet. Very desirable
for Toy and Children's Department.



PLAYING BLOCK ALPHABET

Designed by - Geo. J. Cowan

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 &

G.D.C.

Upper Case Roman Alphabet, White Letters on Black, and Suggestion for Border Imitating Slate, for Use When Featuring School Supplies



Upper Case Roman Alphabet, White Letters on Black, and Suggestion for Border Imitating Slate, for Use When Featuring School Supplies



GJC

Lower Case Roman Alphabet, with Another Suggestion for Slate Border

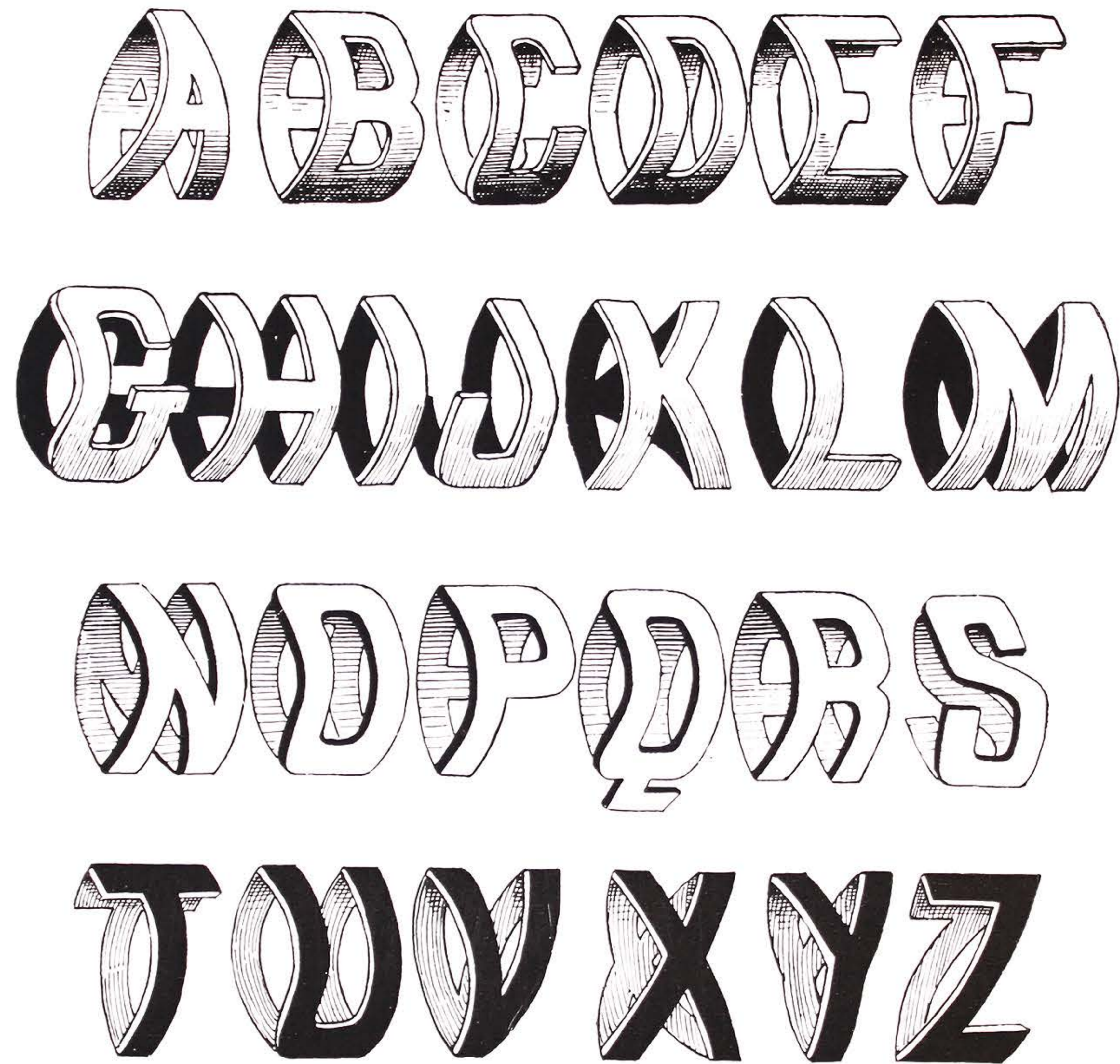
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Candy Alphabet - Ornamental - G.E.G.

A most novel alphabet by Mr. G. E. Gustafson, Penman, Inter-State Commercial College, Reading, Pa.

Candy Alphabets



FANCY BEND LETTER

GEO. J. EDWAN.

Fancy Bend Letter Alphabet

Sunshine AB

CDEFGHIJ

KLMNOPQ

RSTUVWXY

XZ abcdefghij

klnopqrstuvy

ABCDEF



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 j ~

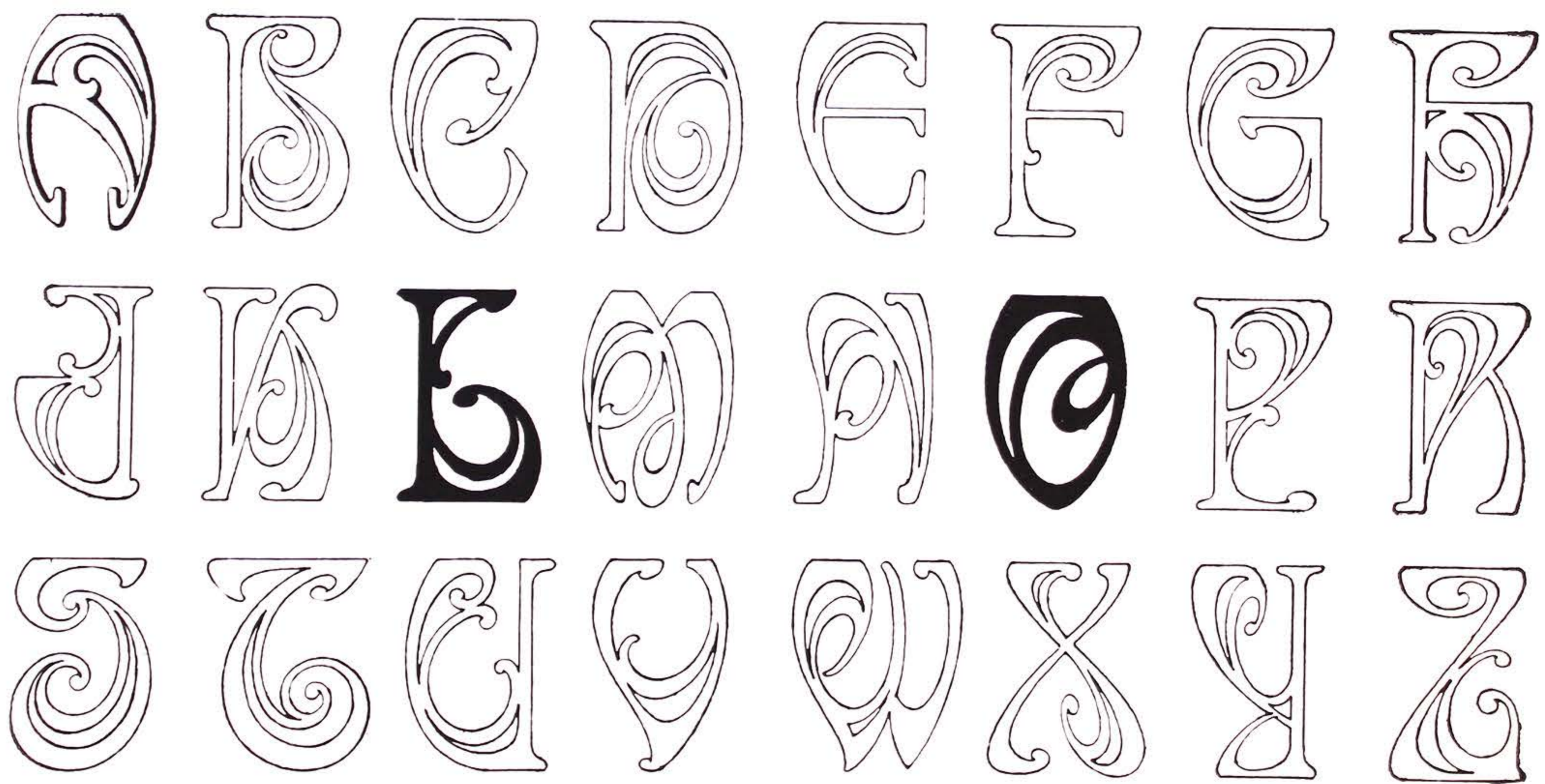
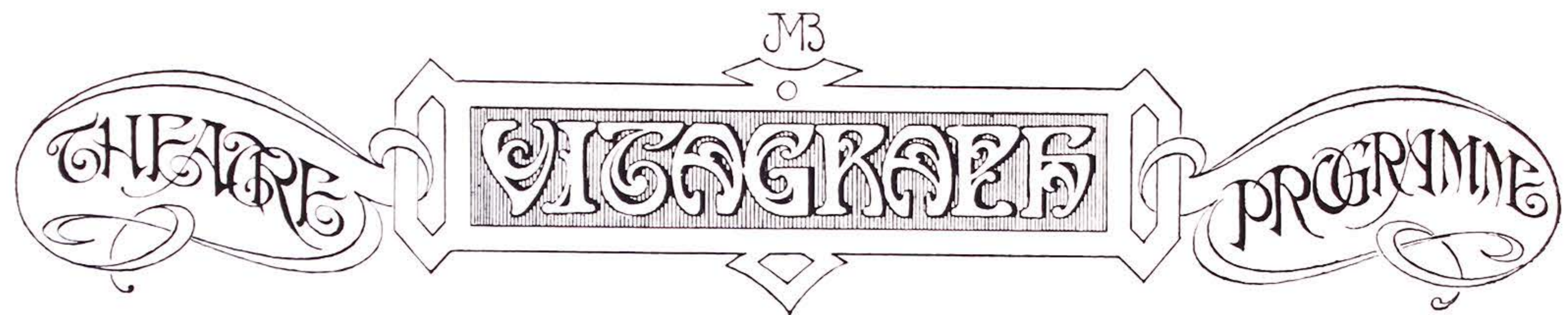


Chicago The AMERICAN BEAUTY NEW YORK

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

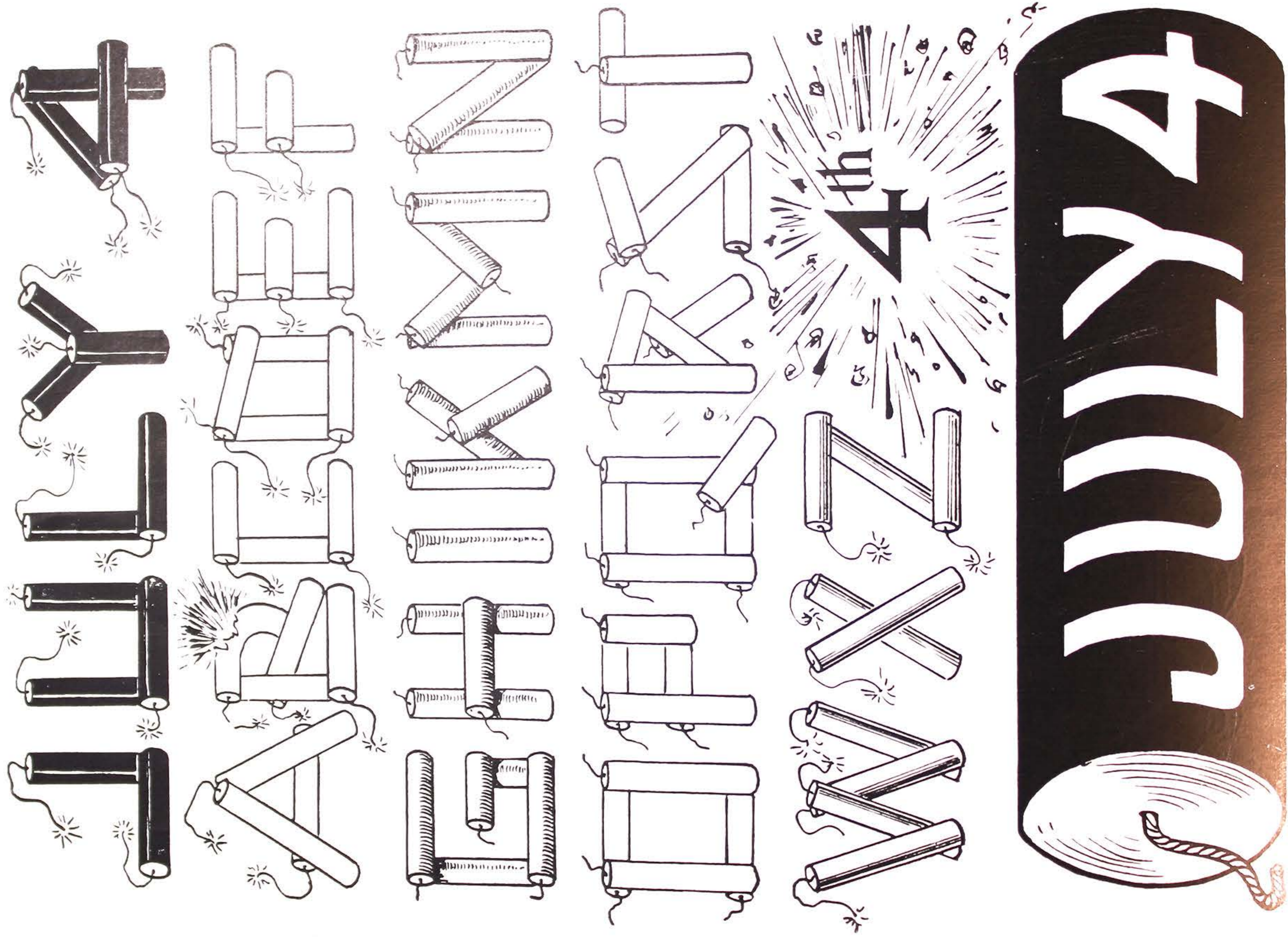
THE AMERICAN BEAUTY

The above alphabet and one on following page are from the Bergling Book, "Art Alphabets and Lettering," and are used by courtesy of Mr. Bergling.



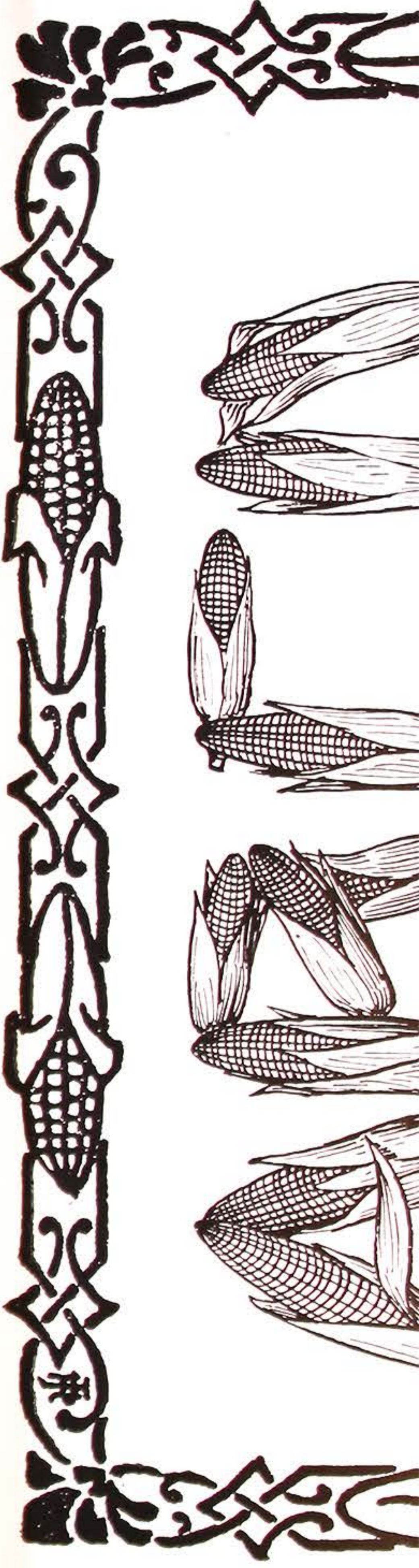
VITAGRAPH

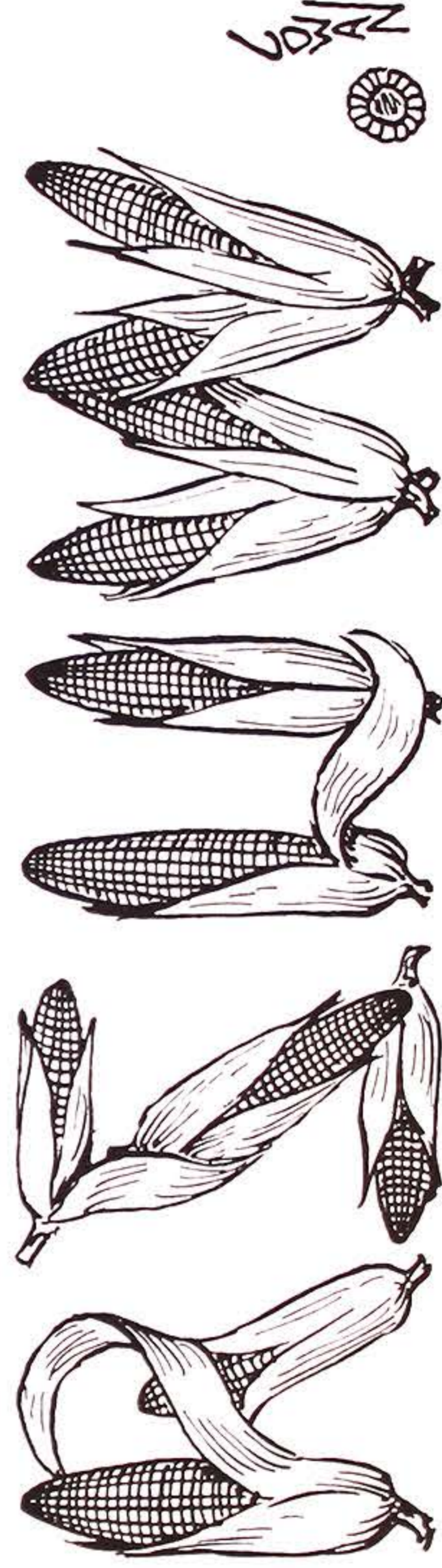
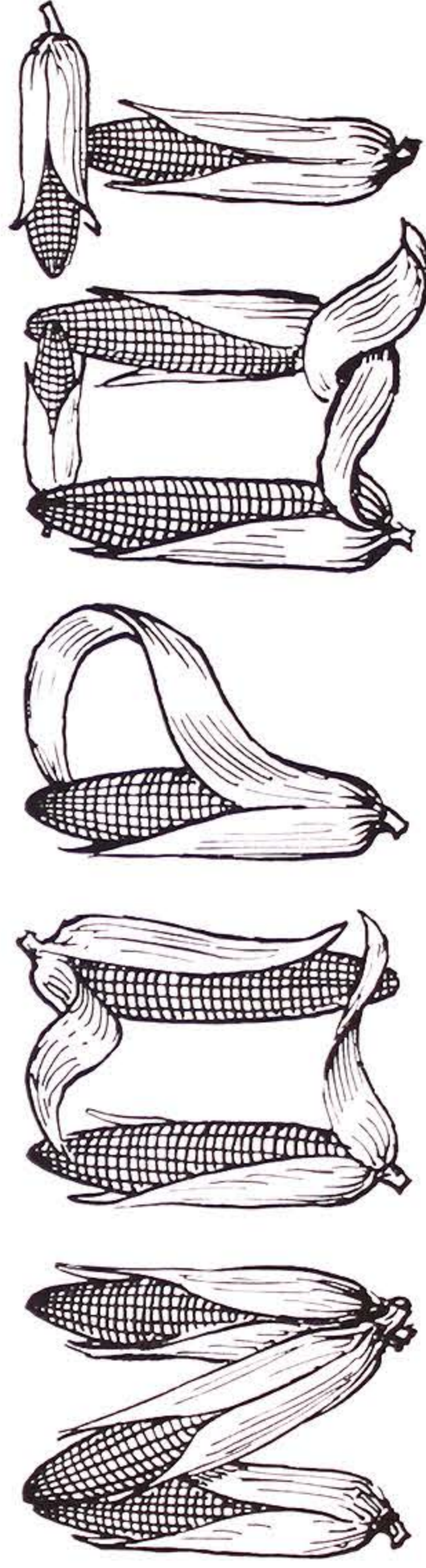
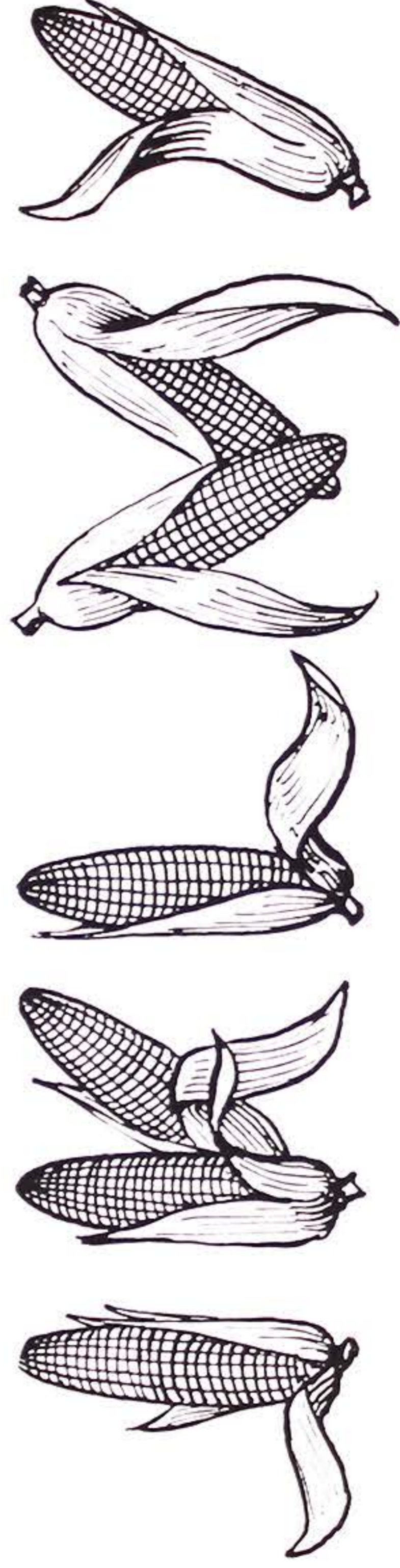
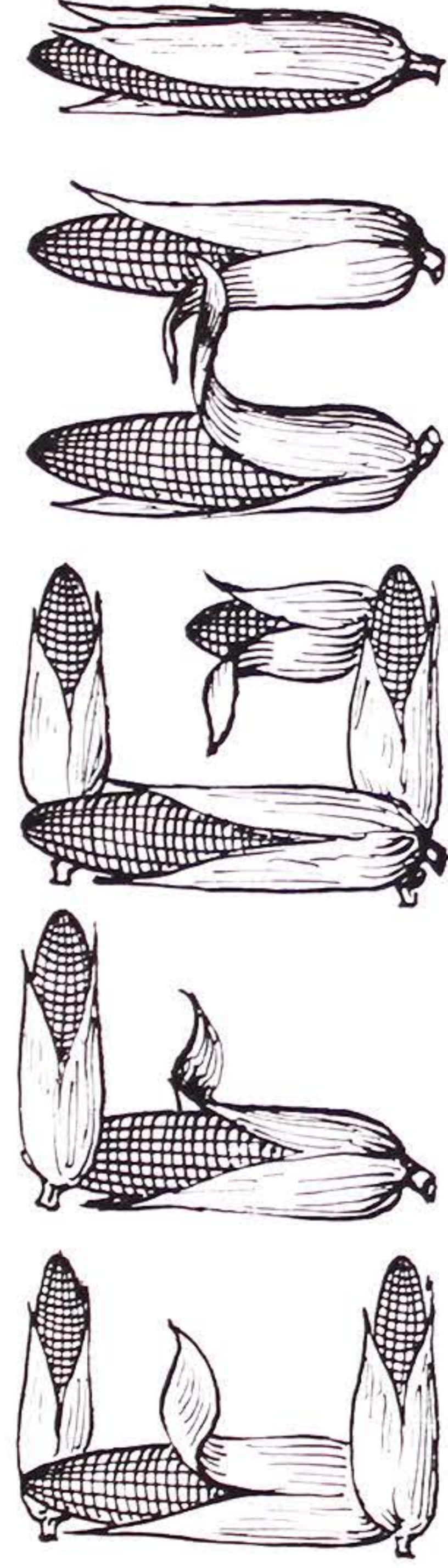
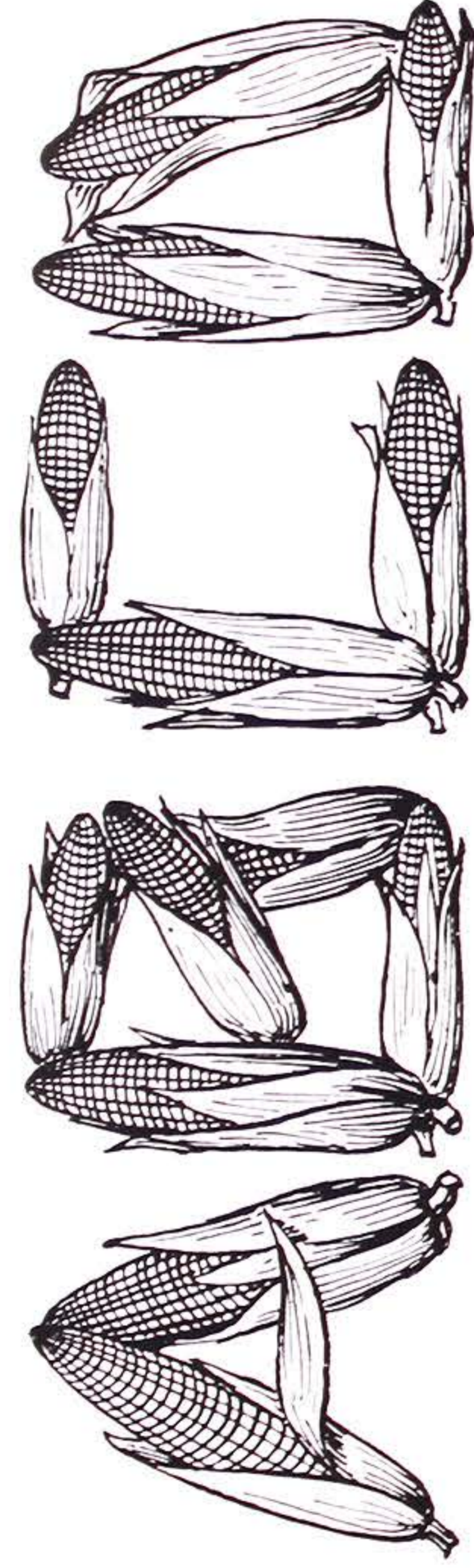
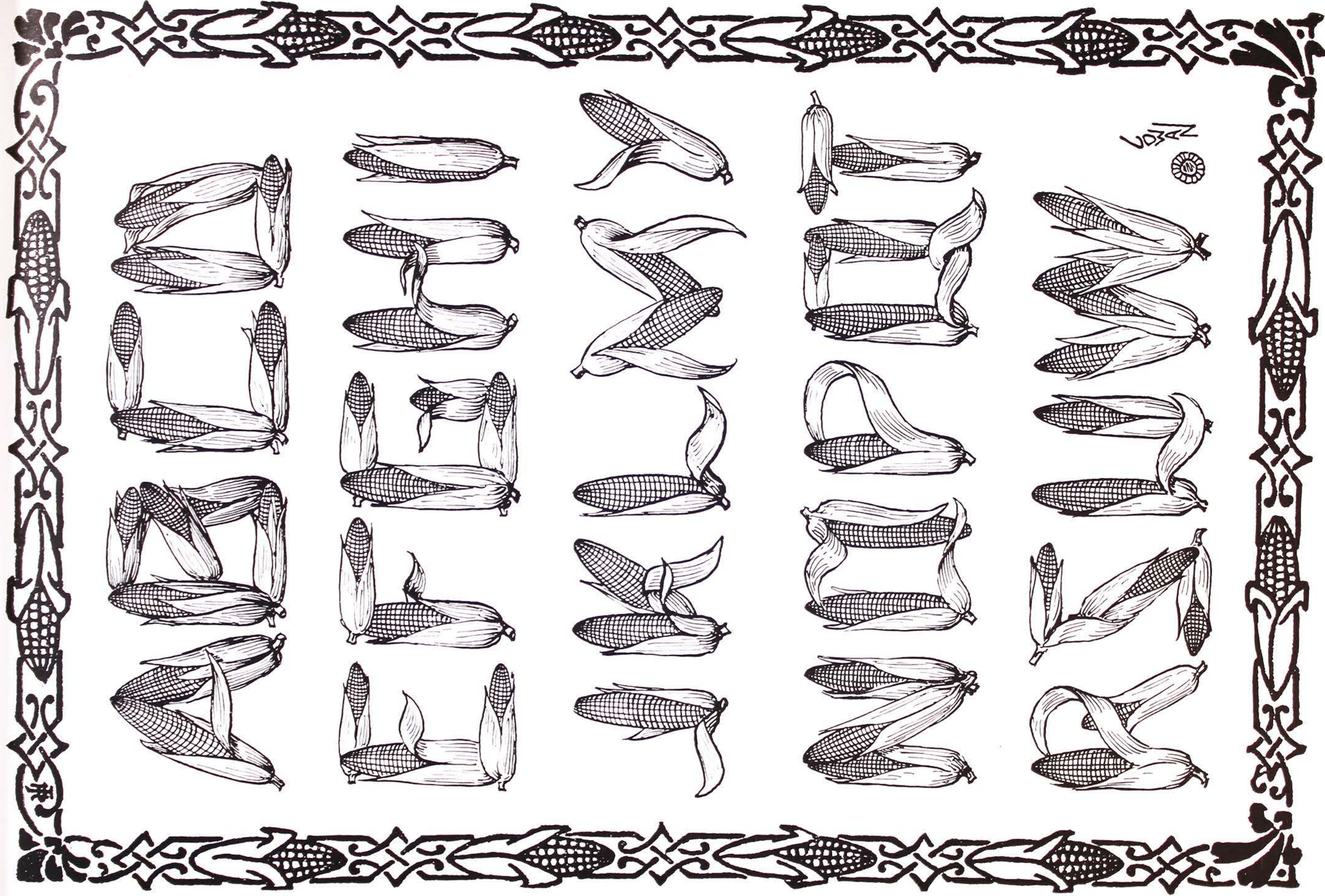
Note the variations that can be made in treatment of these alphabets.



Geo. J. Cowan

Fourth of July Firecracker Alphabet





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

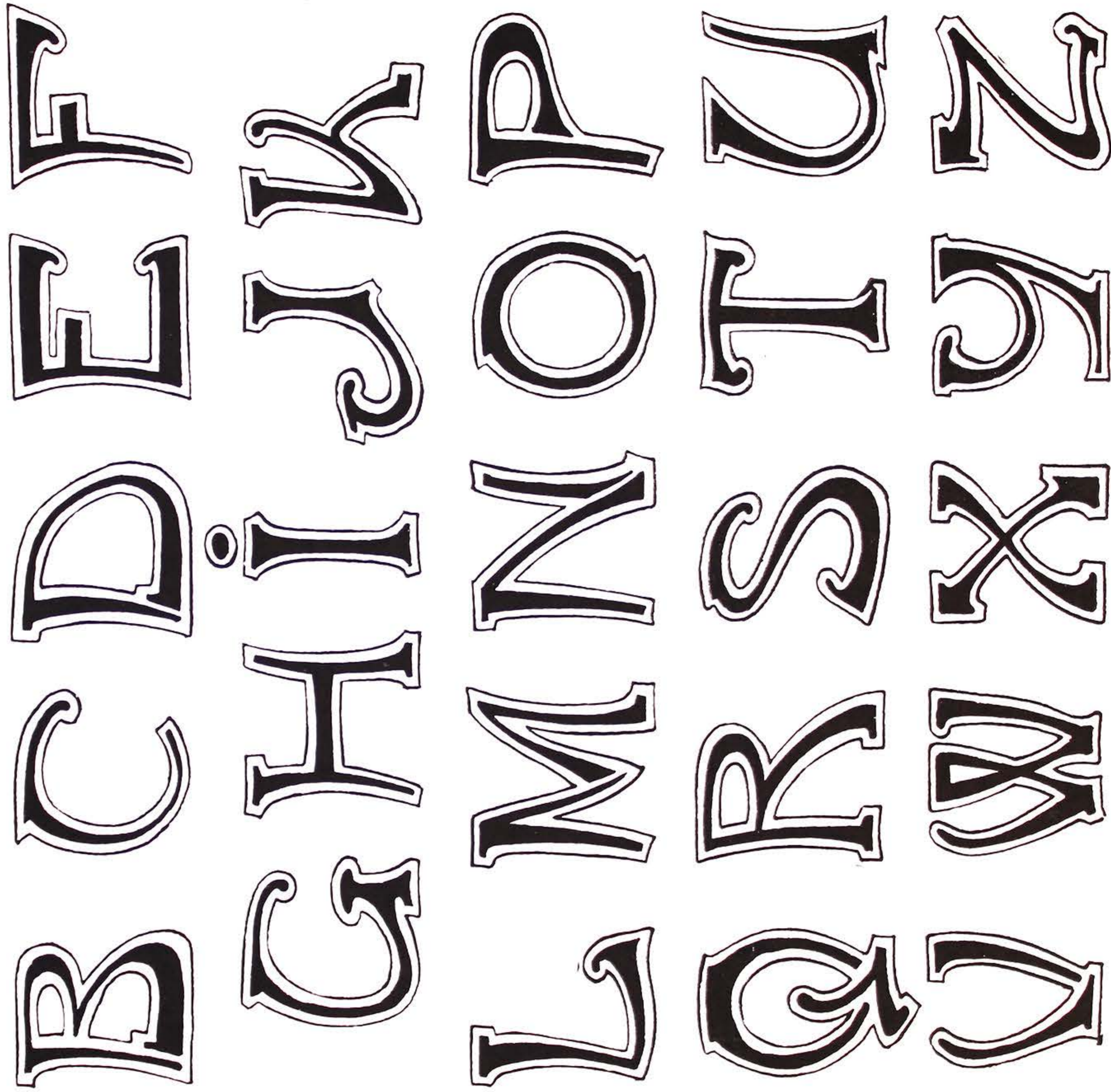
G.J. Cowan



Ribbon Alphabet



LETTERS ART NOUVEAU



Letters Art Nouveau

A
ABCDEFGHI
JKLMNOPQR
STUVWXYZ

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

Les Maitres de la typographie

Chap. 14 de J. Comar

Art Nouveau Alphabets

Letters Art Nouveau

A
ABCDEFGHI
JKLMNOPQR



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.

Faust.

AND - BORDERS



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

& \$ % ' ()

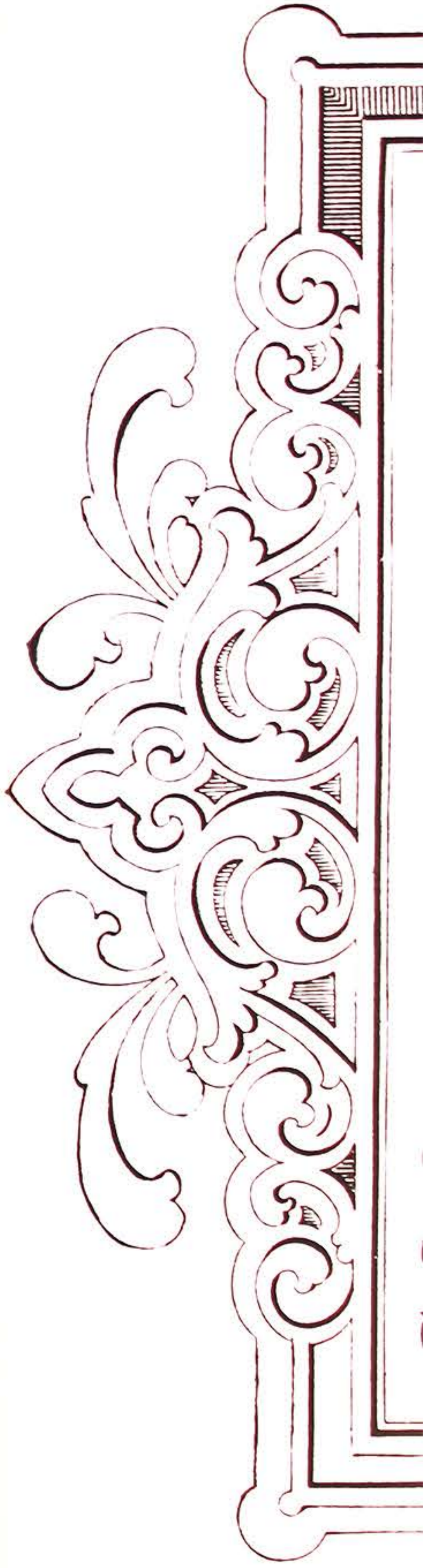
Engravers' Roman Alphabet







Scroll Alphabet





BORDERS

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

& \$18,450

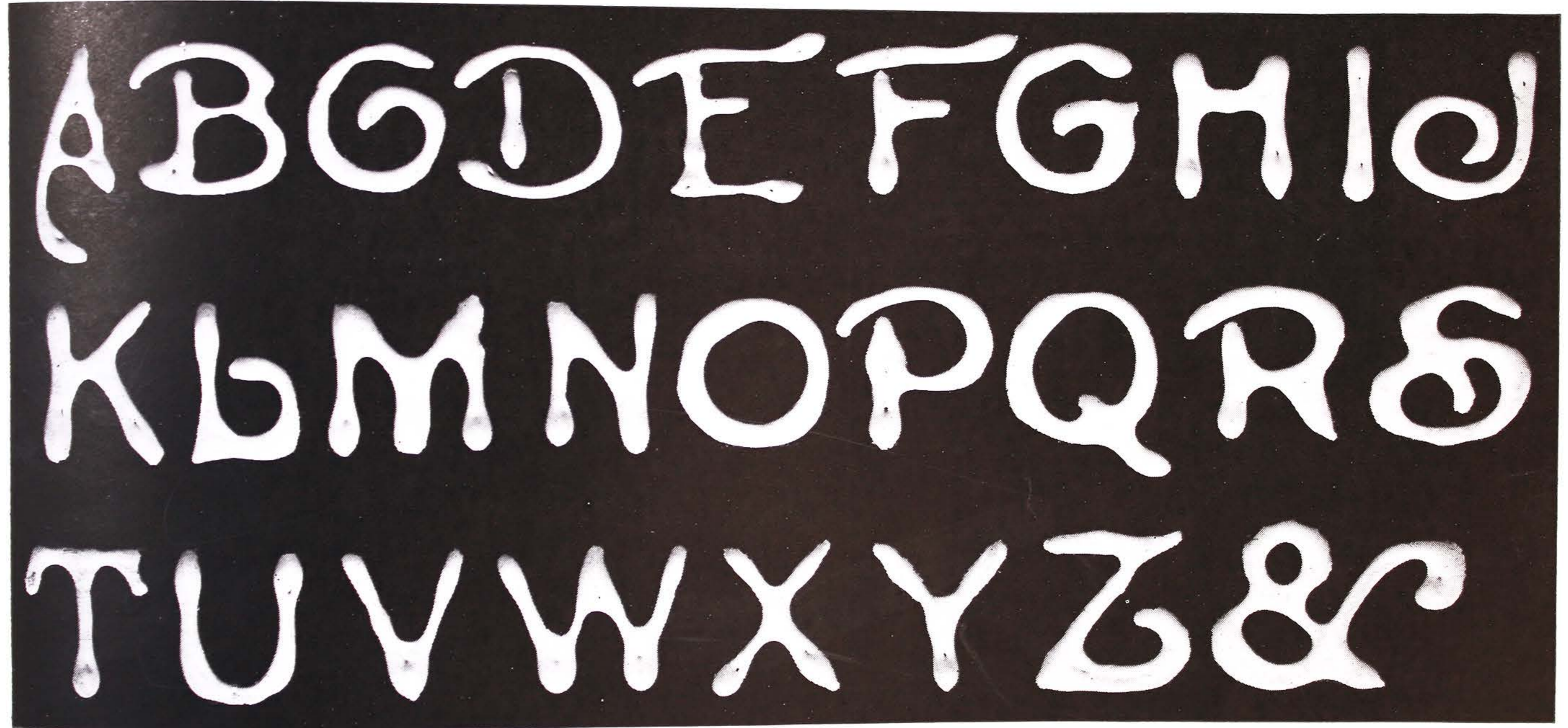
C - A - FAUST

Shadow Florentine Alphabet

A B C D E F G

00789
60700
...
COWAN

Fancy Skeleton Block Alphabet



Air Pencil Alphabet, by J. R. Hutson, formerly Instructor at Koester School



Egyptian Block Alphabet, with Letters Developed in a Variety of Ways

From Zaner's Book of 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 1 2 3 4
 5 6 7 8 9 ...
 COWAN

Fancy Skeleton Block Alphabet



OVERGOAT
\$25.00

abcde
fgghijk
lmnop

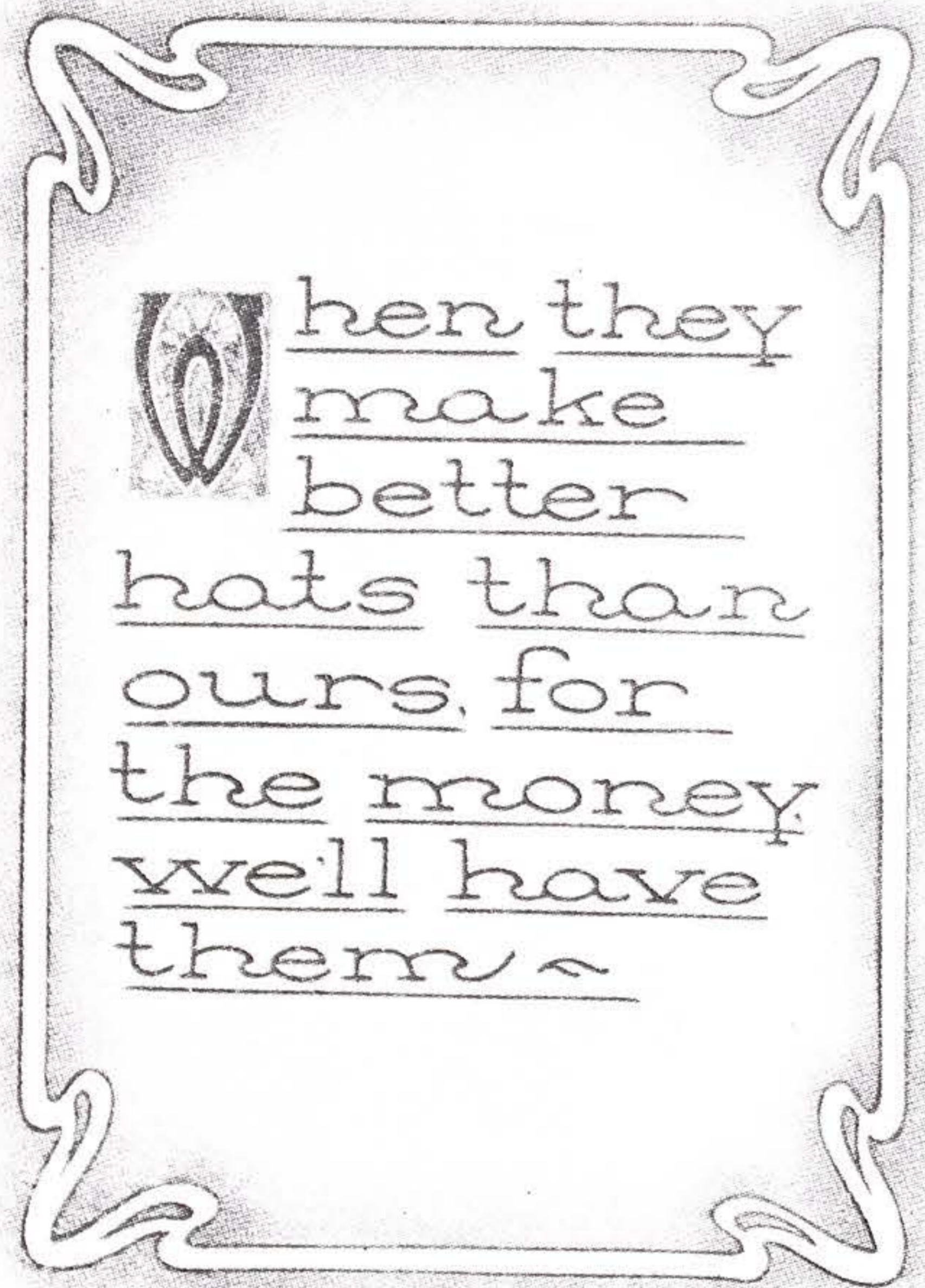
STETSON
\$6.00

qqrstu
vwxyz

SINGLE STROKE LETTERING \$12.00 BLICK

Lower Case Payzant Pen Alphabet, by Dick Blick

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, .

FREE HAND LETTERING

Upper Case Payzant Pen Alphabet, by Dick Blick

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 *Fast.*

Scroll Alphabets, Payzant Pen

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 and s

Faust

Double Base, Round Slant Alphabets, Payzant Pen

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 © & 1457
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

COWAN

Triangle Alphabets, Payzant Pen

Charles Ayers Faust.

Pure Old English Used Principally for Engrossing and Diplomas. Complete
Alphabets Given in "Faust's Complete Cardwriter"

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

Fancy Italic—Payzant and Common Pen

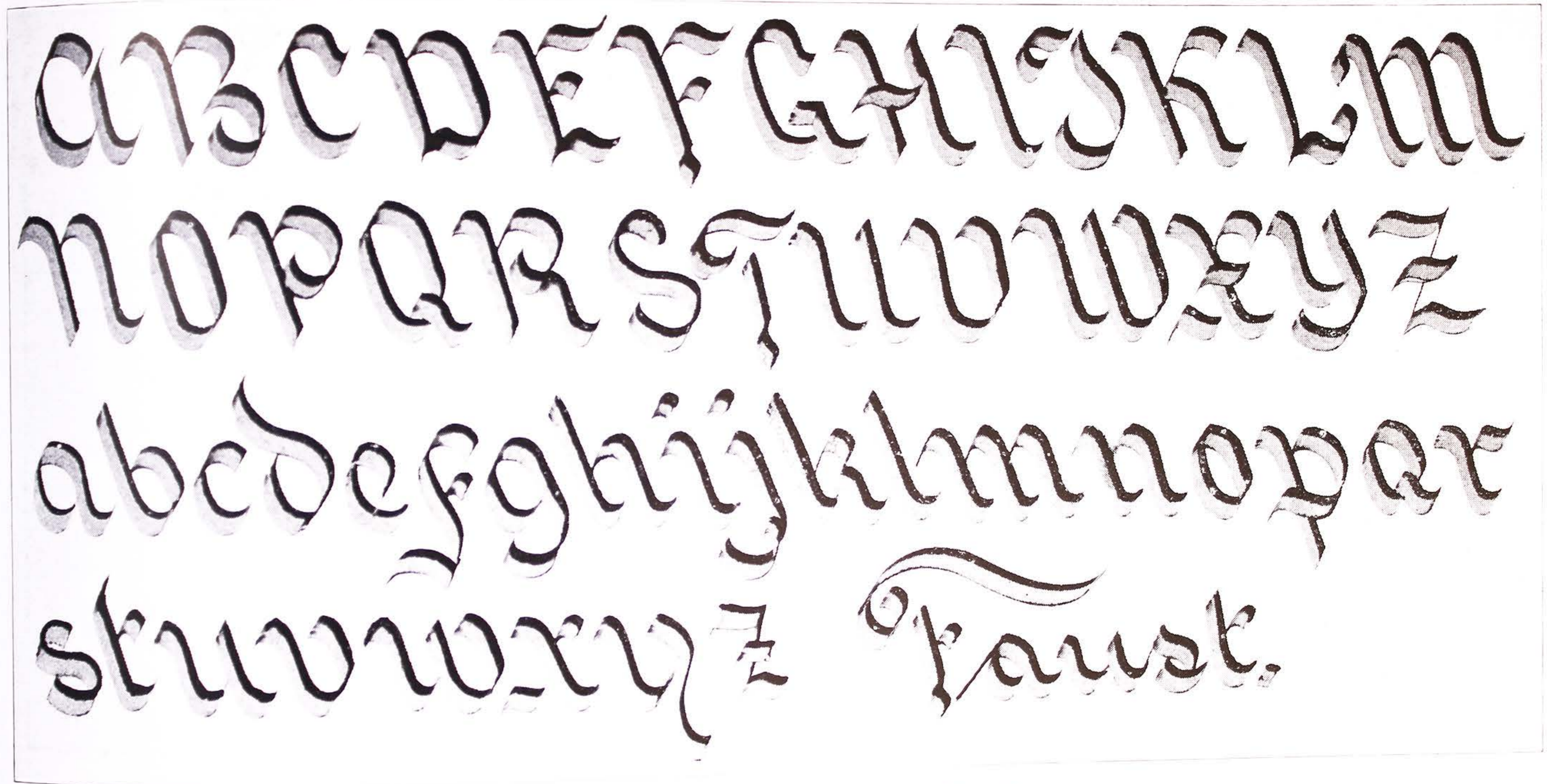
Plain and Easy Alphabets.

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 & ¢ \$ 1 2 3 4 5 6 7 8 9 0

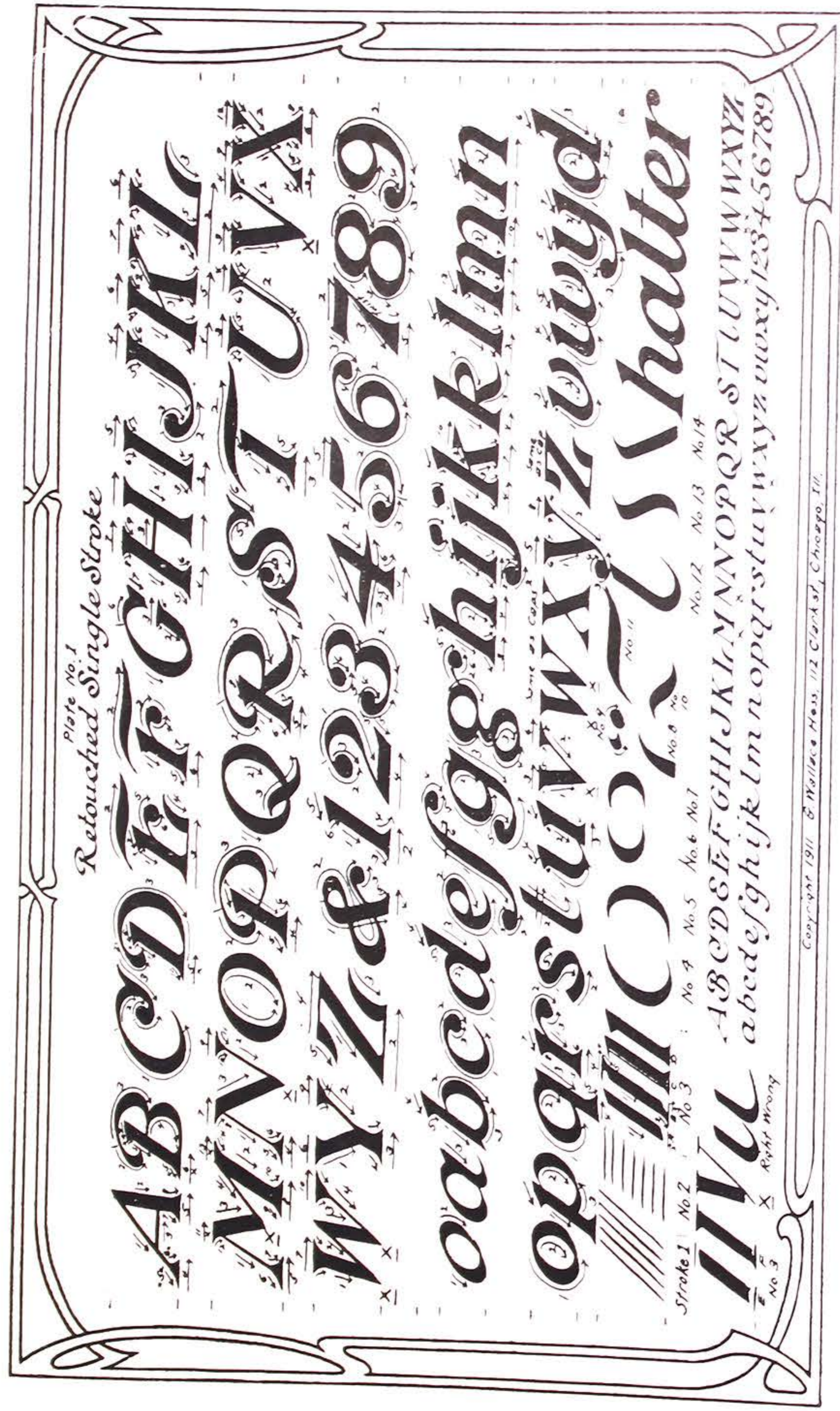
a b c d e f g h i j k l m n o p
q r s t u v w x y z . , : ; ! ? & *FRUST*

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 Faust.

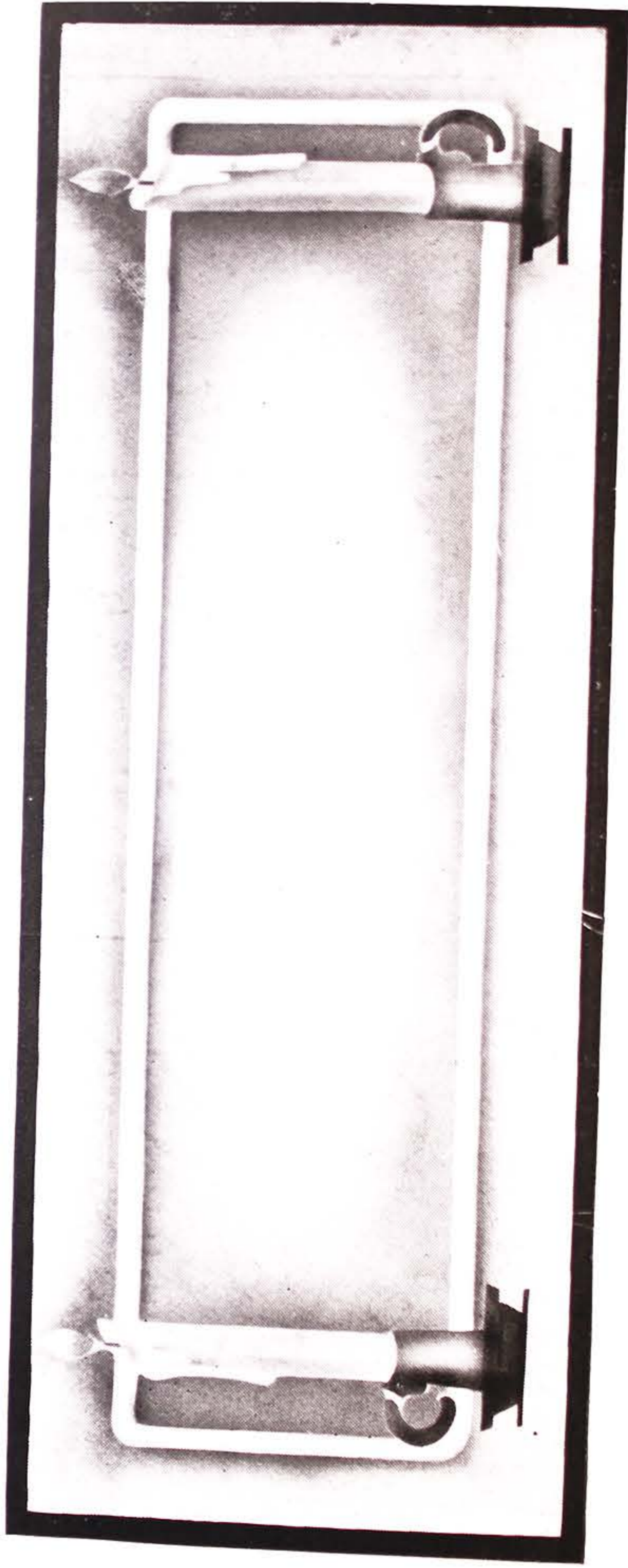
Faust's Combination Alphabets for Auto Marking Pen



Rapid Alphabets for Automatic Shading Pen



Examples of Work by Mr. G. Wallace Hess

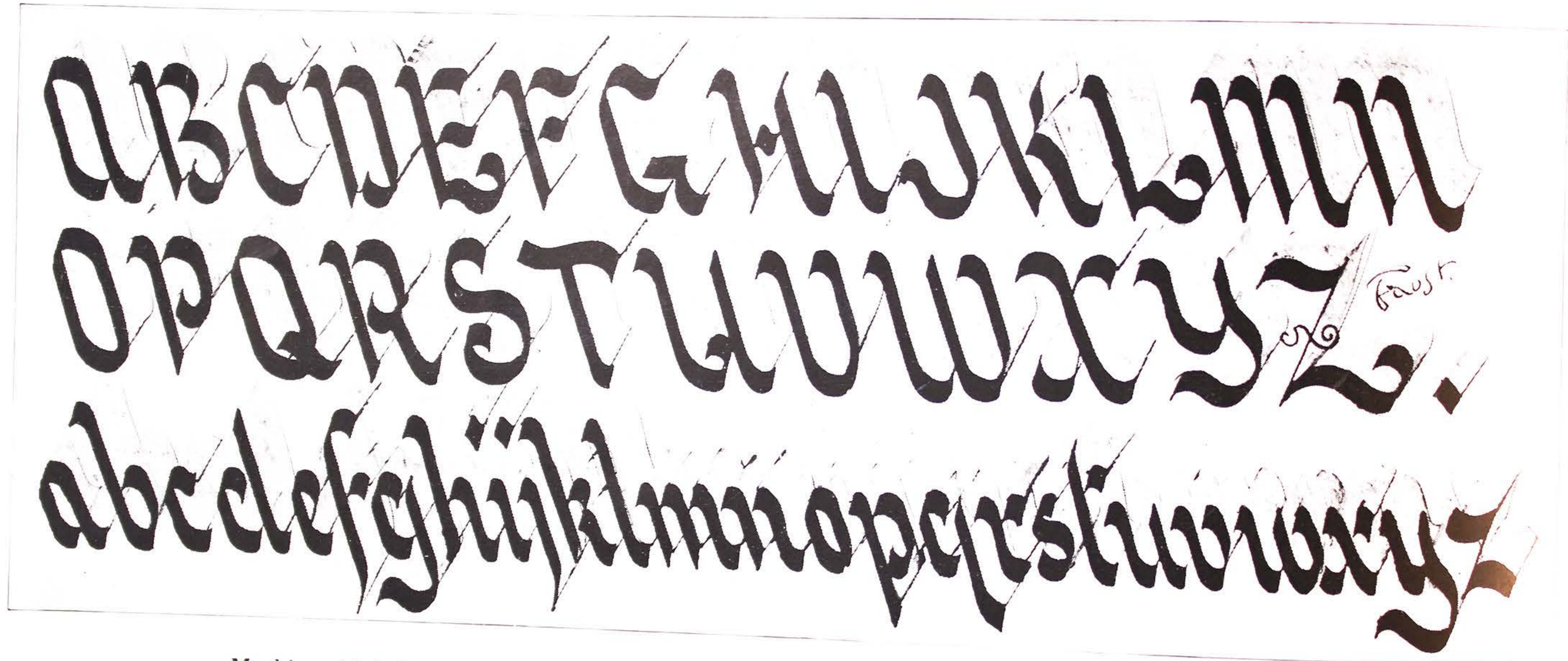


Christmas Design Made with Air Brush





Egyptian Block Letters, Made with Brush or Common Pen and
Shaded with Automatic Non-Shading Pen



Marking Alphabets, Automatic Shading Pen No. 0, Shaded with Auto Non-Shading Pen No. 4





A Very Beautiful Type of Capital Letters, Made First with the Auto Marking Pen,
then Shaded with the Auto Non-shading Pen



Lower-case Alphabet to Match the Capitals Shown Above

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
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

Payzant Pen Alphabets, Shaded with an Automatic Non-shading Pen

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 1 2 3 4 5 6 7 8 9 0

Brush Alphabets, Shaded with an Automatic Non-shading Pen



Roman Air Brush Alphabet, Made with Stencil Letters, then Airbrushed

A B C D E F G H I

TO COMPLETE THE LETTER FILL IN THE DOTTED LINE SPACES THE "J" SHOWS THE FORM MADE FROM A

J K L M N O P Q

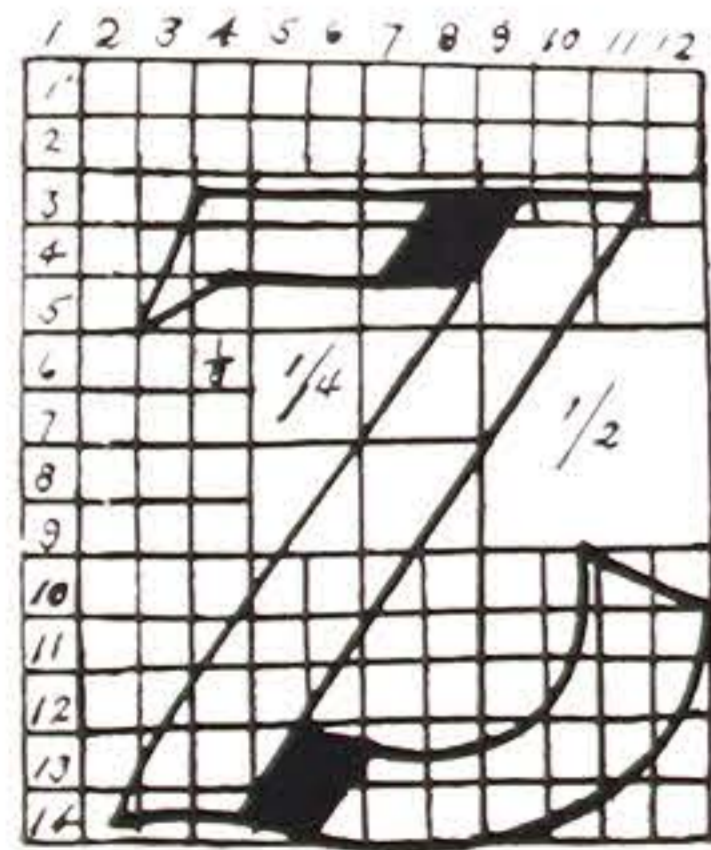
LETTER PATTERN

STENCIL LETTERS COST DOUBLE THE PATTERN FORM

R S T U V W X Y

Stencil
No 134
2 1/2"

THESE LETTERS WERE MADE FROM "BLUE LABEL STENCILS"



& A B C D E

TO ENLARGE OR REDUCE ANY ALPHABET OR DESIGN, USE THE PLAN OF RULING INTO SQUARES AS SHOWN IN "Z" ABOVE

Stencil Alphabets, Reduced One-Half, Outlined with Speed Ball Pen

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 Faust.
 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 Shadow

Auto. No 4 G. Pen.

Round Shadow Alphabets, Made with Automatic Special Shadow Pen

To obtain beautiful effect of border, use a gray ink and make squares in corners with bright rose ink.

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 S H A O O W
 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 Faust.

No. 4 Pen

No. 3

Made with the "One Stroke" Shadow Pens Nos. 3 and 4.

Faust's Original Shadow Pen 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 & § ¤ ¢
 ! a b c d e f g h i j k l m n n o p
 q r r s t u v w x y z c s p w o
 1 2 3 4 5 6 7 8 9 0

Above Alphabet is the work of the Card Writing Department
 of the Koester School, 314 S. Franklin St., Chicago.
 Payzant Pen or Brush

ew Letters

A B C D E F

G H I J K L

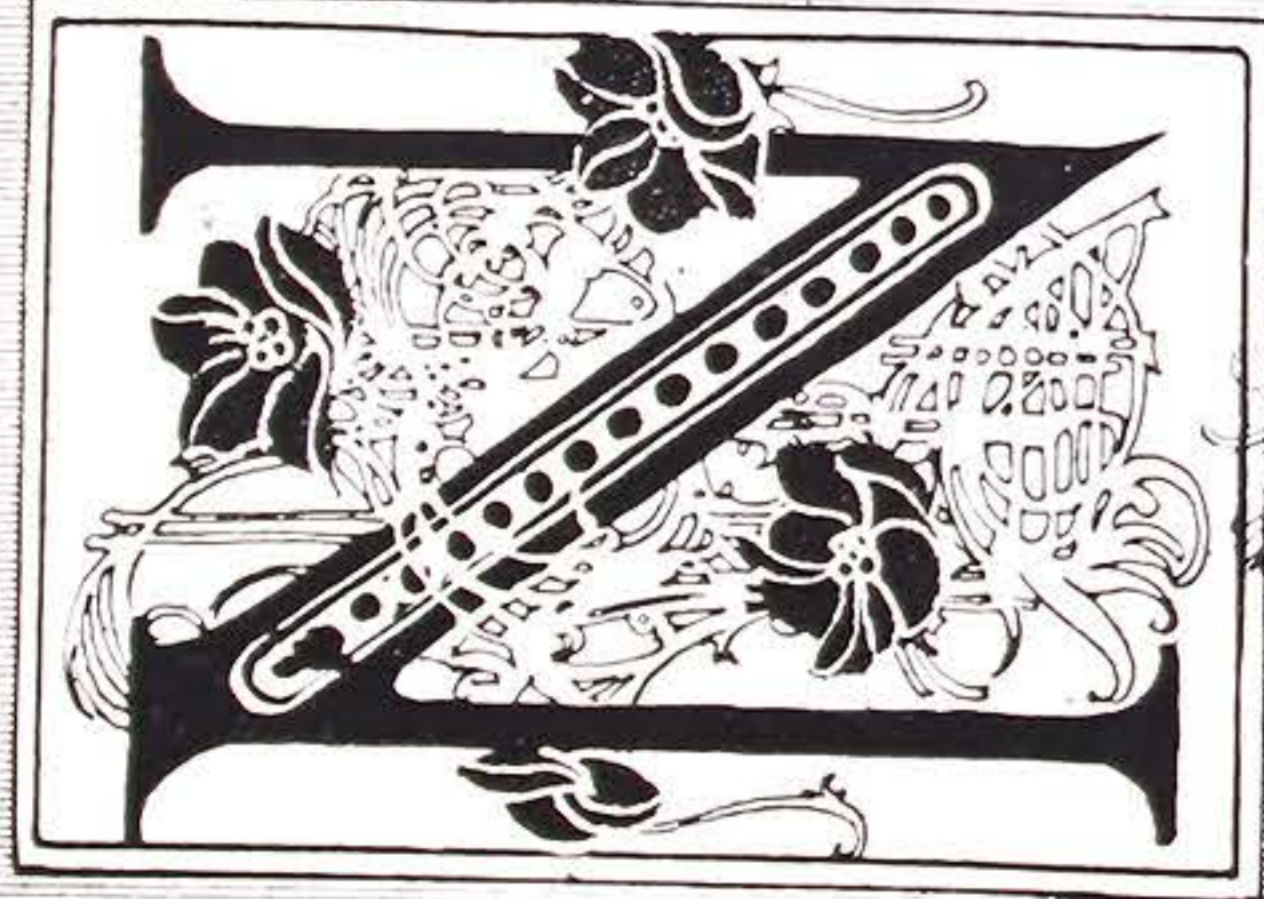
M N O P Q R S

T U V W X Y Z

A

R G F may

bcdef The End



Geo. Cowan

A
D
C

Plate A

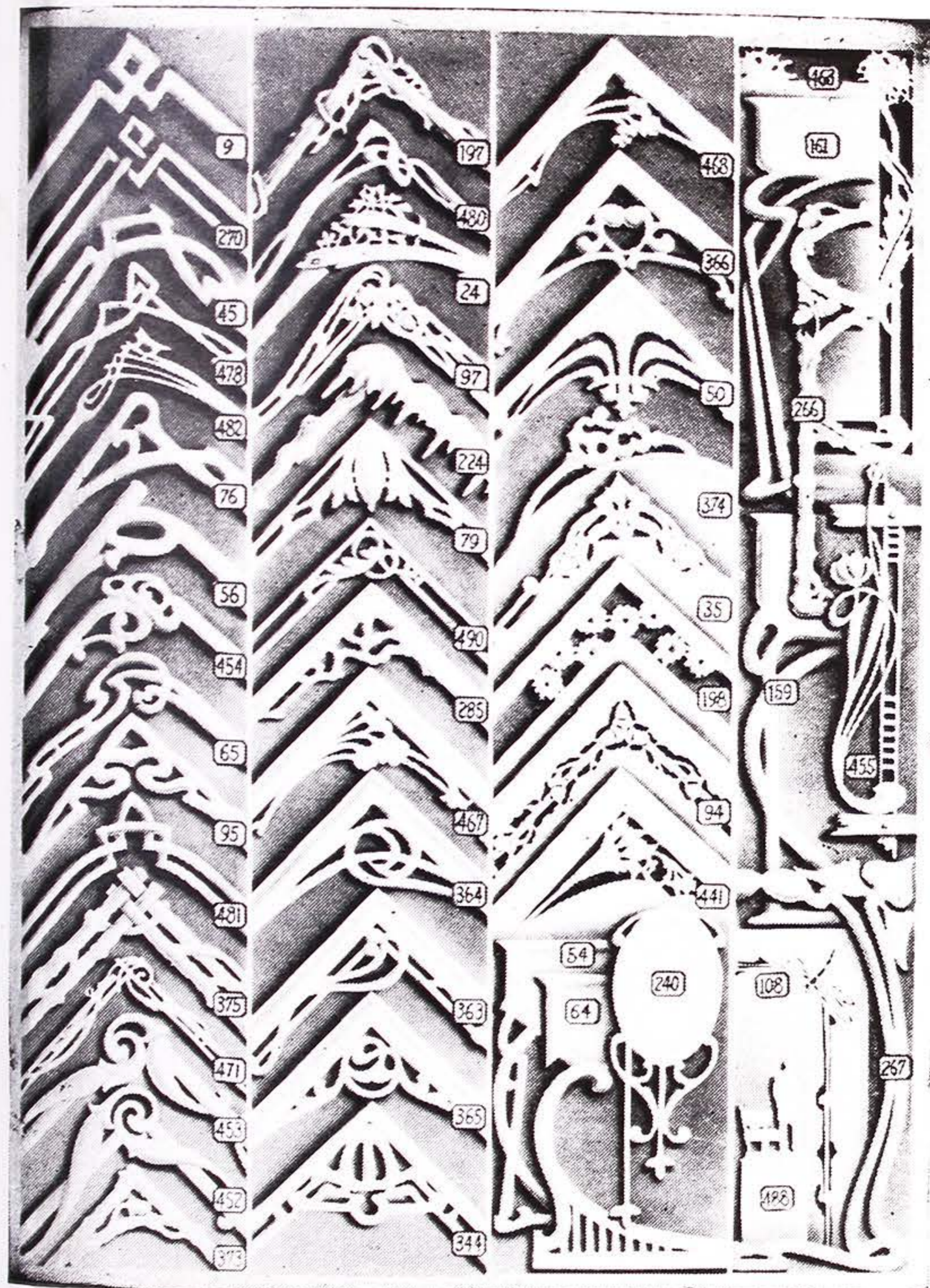


Plate A shows comprehensive assortment of Air Brush corners, panels and borders.

Border and Ornamental Stencils

PLATE A

BORDER STENCILS (CUT)

7x11-inch 1/8 card.....	\$0.75
11x14-inch 1/4 card.....	.86
14x22-inch 1/2 card.....	1.27
22x28-inch full	1.73
Uncut, but stamped, ready to cut, half above price	

PLATE B

CUT

Each

No. 495, 6-inch.....	\$0.52
No. 495, 12-inch.....	.69
No. 27698
No. 91-435-466-493 (11x14)....	1.50
All others on this page (11x14)	1.27

UNCUT

No. 495, 6-inch.....	\$0.17
No. 495, 12-inch.....	.23
No. 27652
All others on this page (11x14)52
All others on this page (14x22)86
No. 91-304-307-414-415-435- 466-479-483 (11x14)86
No. 91-304-307-414-415-435- 466-479-483 (14x22)	1.15

PLATE B



Plate B shows interesting assortment of Air Brush decorations and illustrations for use on show cards.

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 &

Above Alphabet is the work of the Card Writing Department of the Koester School, 314 S. Franklin St., Chicago.
See Page 21 for Numerals. For Brush or Auto Pen.

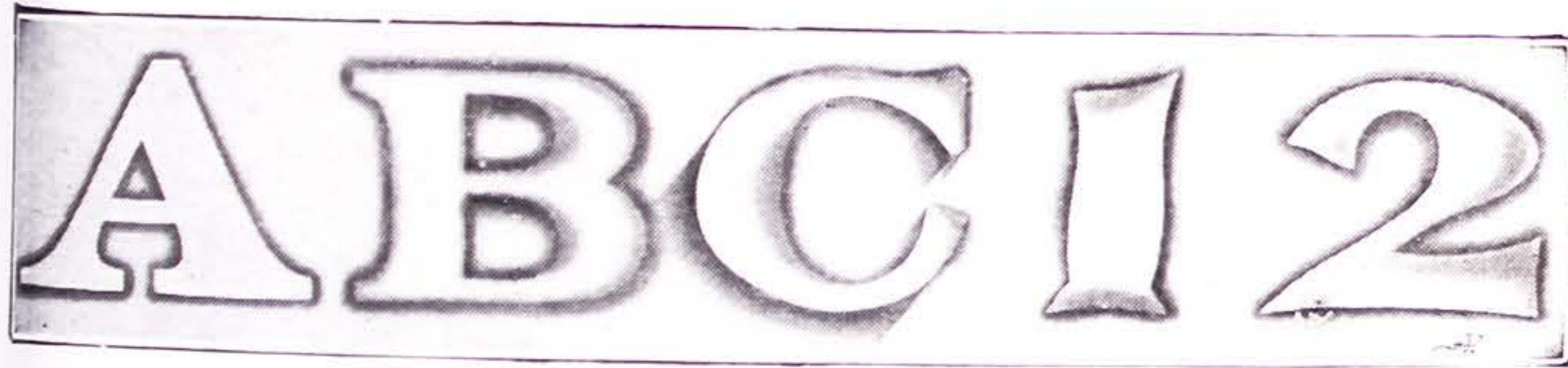


Plate A shows
Brush corner

The Latest and the Best in Air Brush Borders, Alphabets and Figure Stencils

ALPHABET AND FIGURE STENCILS

We are listing a few attractive stencils, alphabet with figures (numbering from one to ten) and suggest that beginners order a few of these, as they will be of great help in obtaining these beautiful effects from the very start. They will also be of help to you in making your own stencils after you get started. By placing the stencil onto the work with small thumb tacks, rubber cement or lead weights, and air brushing along the stencil edges, these effects are very easily obtained. If rounded, embossed or raised effects are wanted, air brush along the edges that you want the shadow to appear after stencil has been removed, and you will obtain the round embossed effect, as shown in some of these illustrations. Stencils are one of the greatest aids in connection with the use of the air brush, and a few of these will pay for themselves time and over again.



SET No. 1



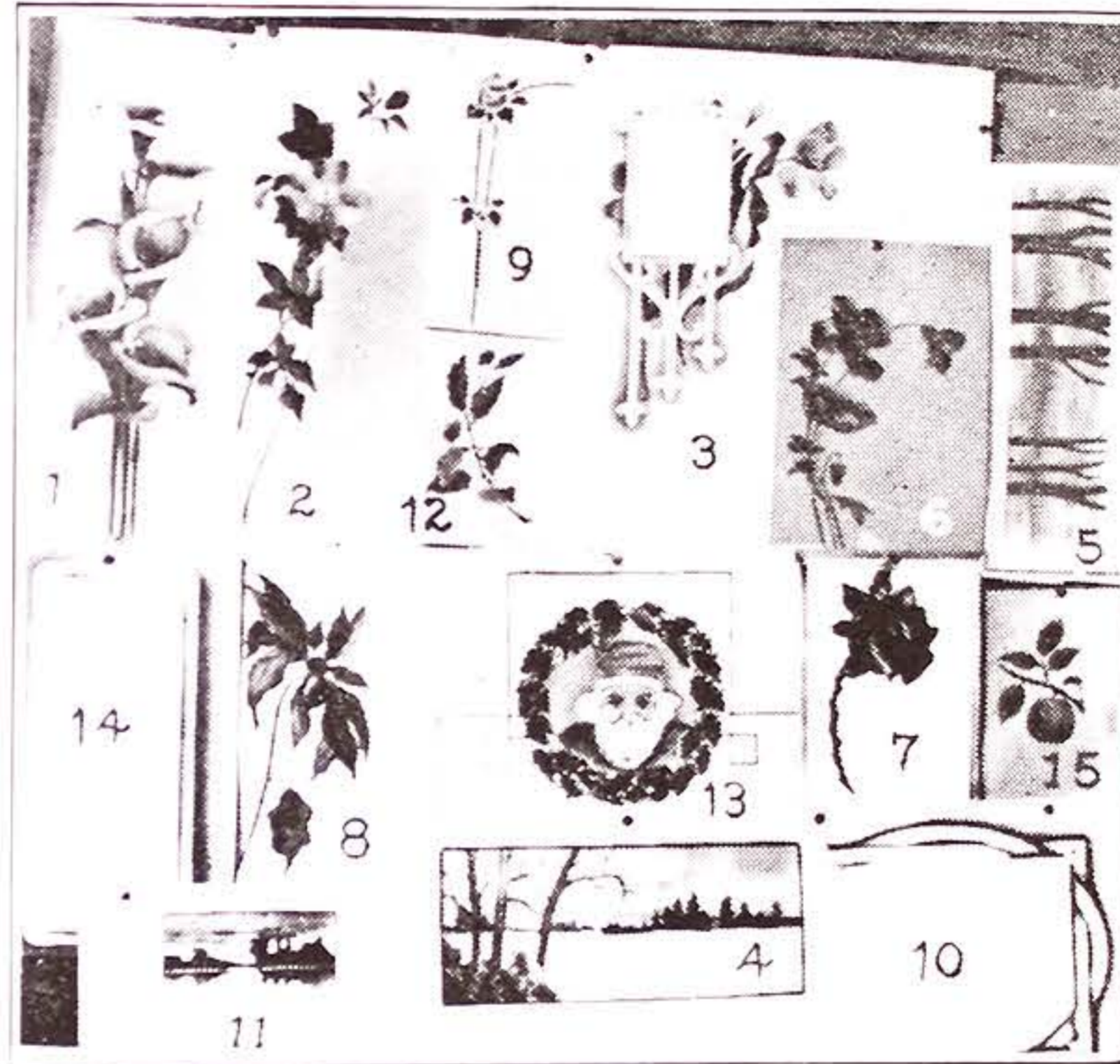
SET No. 2

ALPHABET AND FIGURE STENCILS—HAND CUT

Set 1, 2 or 3

1 in. high....\$1.40	3 in. high.... 1.15	6 in. high.... 1.80
1½ in. high. 1.40	4 in. high.... 1.25	8 in. high.... 2.00
2 in. high.... 1.00	5 in. high.... 1.40	10 in. high.... 3.00

Plate No. 2



Contents of Plate No. 2

No.	No. of Stencils	For Size Sheet	
1. Easter Lily...4		½ or full.	\$1.15
2. Wild Rose (both sides of panel) ...4		½ "	1.15
3. Fancy Panel and Poppy ...6		½ "	.86
4. Landscape, Winter or Summer ...4		½ "	.58
5. Landscape ...3	18	¼ "	.58
6. Poppy ...3	18	¼ "	.52
7. Rose ...5	18	¼ "	.86
8. Poinsettia ...3	18	¼ "	.46
9. Rose ...1	18	¼ "	.35
10. Fancy Border...3		¼ "	.58
11. Landscape ...2	18	¼ "	.30
12. Holly ...3	18	¼ "	.58
13. Santa Claus...6		¼ "	.86
14. Panel ...2		¼ "	.23
15. Apple ...1	18	¼ "	.12

\$9.12

The entire collection of Plate No. 2, consisting of 15 designs (50 stencils), for even \$8.00, postpaid, or any single number or numbers at prices quoted. Finished sketch of any stencil ordered, at one-half price of stencil.

Prices for above are ready to cut stencils. Stencils cut ready for use double the price of the uncut. Size of full sheets, 22x28.

Nothing ever devised for attractive show cards has equaled the air brush work, and with the aid of stencils, in letters, borders, floral designs, etc., the amateur, without any training in lettering and sketching, can produce a card that shows up equal or better than the old timer's work done with the ordinary brush. On pages 67 and 68 is an elaborate collection of stencils for any style of work that may be desired. The prices given are "War Prices" and is hoped may not be advanced, but reduced; if the latter, you will be allowed the reduction. Best of material, prompt attention and lowest prices our motto. **A discount of 10% will be allowed on orders amounting to \$5 or over.**

Address C. A. FAUST, 1024 N. Robey St., Chicago

PLATE E



Plates E and C show a miscellaneous assortment of decorations possible to make with the air brush for show cards

CUT STENCILS
PLATE E

No. 603 (11x14).....	\$0.58
No. 288-289-472-586-604 (11x14)81
No. 288-289-472-586-604 (14x22)	1.27
No. 290-599-600 (11x14).....	.98
No. 290-599-600 (14x22).....	1.38
No. 146-542-563-564-598 (11x14)	1.15
No. 146-542-563-564-598 (14x22)	1.55
No. 382-548-565-596-601 (11x14)	1.38
No. 382-548-565-596-601 (14x22)	1.78
All other numbers (11x14)....	1.27
All other numbers (14x22)....	1.61

UNCUT STENCILS

No. 603, 11x14.....	\$0.23
No. 288-289-290-472-586-604 (11x14)35
No. 288-289-290-472-586-604 (14x22)58
No. 599-600 (11x14).....	.40
No. 599-600 (14x22).....	.69
No. 382-548-565-601 (11x14)....	.81
No. 382-548-565-601 (14x22)....	.99
All other numbers (11x14).....	.58
All other numbers (14x22)....	.81

Most all 11x14 designs may be used
on 7x11 cards

PLATE C

CUT

No. 115-109-230 (11x14).....	\$0.35
No. 420-469 (11x14).....	.52
No. 108A-493 (11x14).....	.69
No. 457 (11x14).....	.81
No. 281-282-284-327-384-418....	1.15
No. 424-486	1.55
All other numbers.....	1.27

UNCUT

No. 109-115-239 (11x14).....	\$0.17
No. 108A-420-469-493 (11x14)...	.29
No. 46735
No. 424-48681
All others (11x14).....	.58

For 14x22 add 20c extra

Plate C



Plate C shows interesting assortment of Air Brush decorations and illustrations for use on show cards.

ALP

We are listing (numbering from of these, as theyfects from the ve your own stencils the work with sm air brushing along tained. If rounded along the edges t been removed, and in some of these connection with t for themselves ti



ALPHA

1 in. high....\$
1 1/2 in. high...
2 in. high....

Automatic Lettering and Sign Pens

(WHOLESALE AND RETAIL)

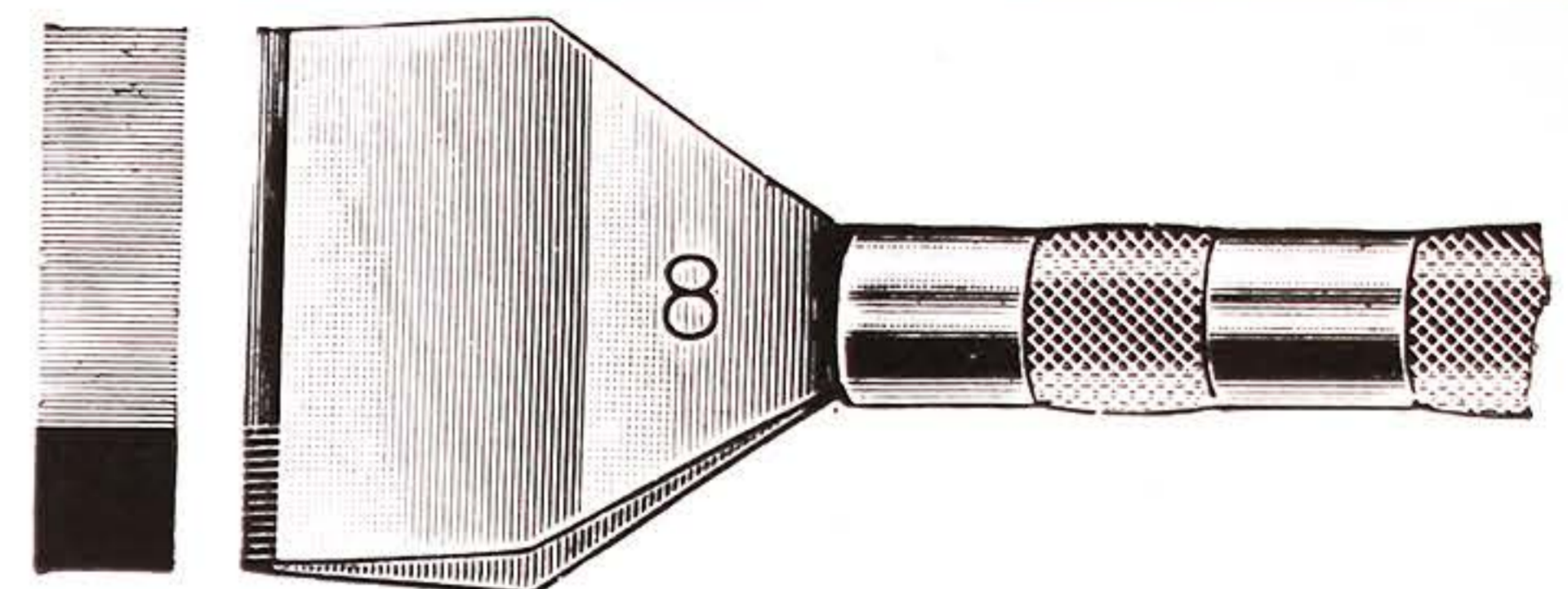
Rapid, Clean-Cut and Accurate Lettering



Style 200

No. 00 MARKING PEN, 1-32 in. Wide

Marking Pens (00 to 8) make a solid mark full strength of color of ink used.

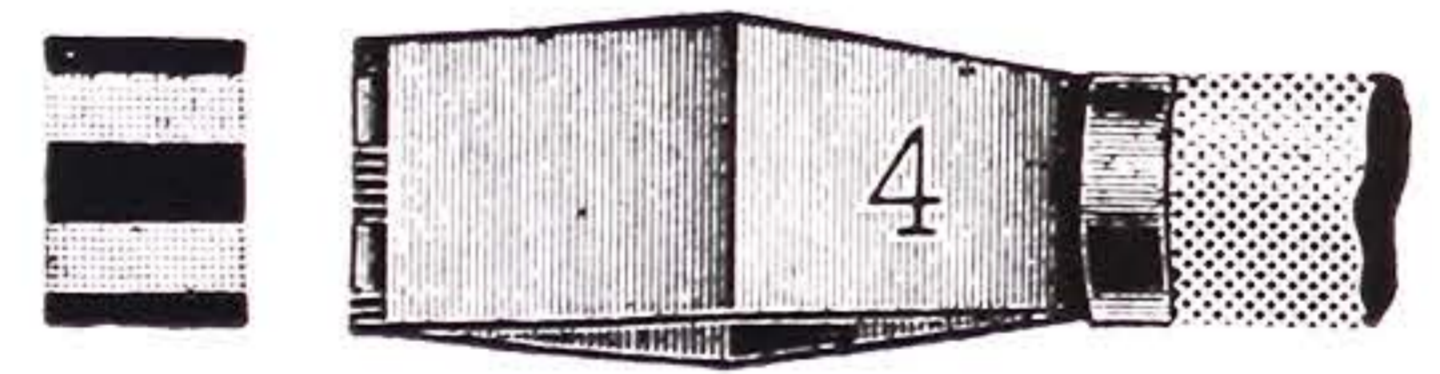


Style 100

No. 8 SHADING PEN, 7/8 in. Wide

Shading Pens (00 to 8) make a mark of two shades, at one stroke of the Pen from one color of ink used.

tical show card work—they are the product of over **thirty years'** experimenting along this line, and are **GUARANTEED FIRST-CLASS IN EVERY RESPECT.**



Style 400

SPECIAL AND BORDER PENS

Prices for Our Automatic Lettering Inks

	Each	Per Doz.
No. 11—Automatic Ink, any color, 1-oz. bottle.....	\$0.20	\$1.50
No. 21—White Ink, 1-oz. bottle.....	.25	1.75
No. 31—Adhesive Ink, 1-oz. bottle.....	.25	1.75
No. 61—Gold Ink, 1-oz. bottle.....	35	2.50

Single bottles prepaid. Dozen lots by express collect. Lettering Inks, in dozen quantities, will be shipped by Parcel Post prepaid only when the required postage is included with order. Should you desire dozen quantities of Inks shipped by Parcel Post ask your local Post Master the required postage on **four pounds** (each doz.) from your city to Chicago, Ill. This amount will be the correct postage on each dozen quantity to your city.

These fancy pens come in great variety of designs and in all the sizes. Similar to Shading Pen, but with several widths of shadings. See pages 82, 84 and 723 in Complete Cardwriter and pages 62, 63 and 70 in Alphabet Book for some of the various styles and work they do.

PRICES—Shading, Marking and Plain

	Each	1/2 Doz.	Doz.
Styles 100, 200 and 300 respectively, prepaid.....	\$0.25	\$1.00	\$1.60
Style 400 and Border Pens, prepaid.....	.30	1.25	1.75

In ordering these Pens be sure and mention style numbers 100, 200, 300, 400 or Border Pens, according to the kind you wish.

Address C. A. FAUST, 1024 N. Robey Street, Chicago, Ill.



The above is a sample of work done with the New Shadow Pens. The light and dark lines are made with one stroke of the pen automatically.

The pens are of inestimable value to the beginner in letting, as the shade made with the Shadow Pens is placed exactly where it belongs, enabling the user to determine where to place the shade when using brush or any other implement.

The above samples were made with the following pens: First line No. 4 G; Second line No. 4 O; Third line No. 2 P; Fifth and last line No. 3 Q pen.

Two styles of shading can be made with each pen by reversing, as shown in 2 P and 3 Q. These pens are made of the finest material obtainable. Price 35c each; 3 for \$1.00. Ink for same; black, per bottle, 25c, prepaid.

Give the Shadow Pen a Trial. You Will Be Delighted With It
Address C. A. FAUST, 1024 N. Robey Street, Chicago, Ill.

A u t



No. 00 M

Marking Pen
full str

tical show c
CLASS IN

Pri

No. 11—Auton
No. 21—White
No. 31—Adhes
No. 61—Gold

Single bottl
Lettering In
prepaid only v
you desire do
local Post Ma
from your ci
postage on ea

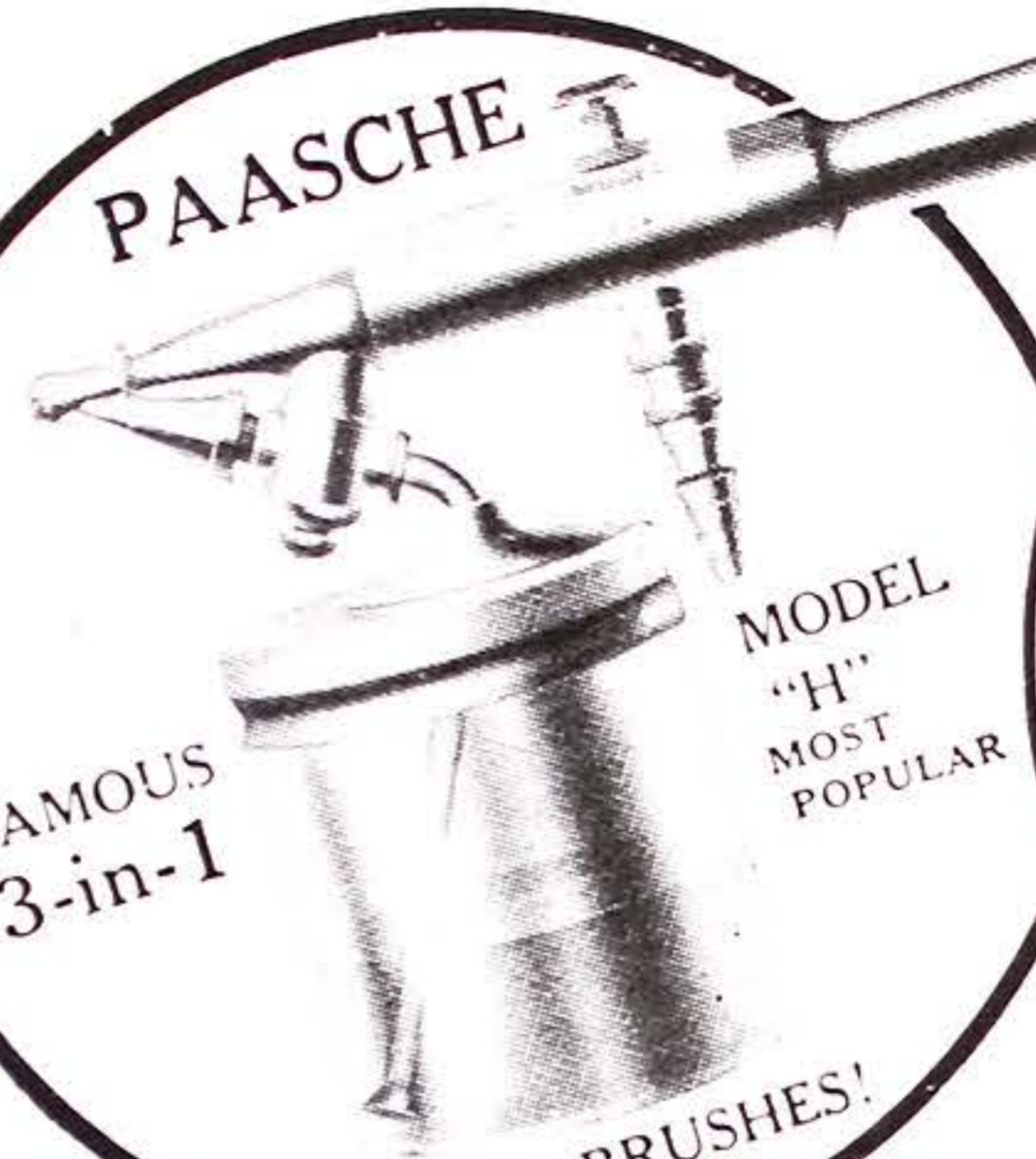
ALWAYS STRIVE TO DO YOUR BEST, BUT FIRST —
WITH THE PROPER TOOLS — THE PAASCHE

MORE
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SIGNS — SHOWCARDS
WINDOW BACKGROUNDS



ATTRACTS the EYE
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PAASCHE
FAMOUS
3-in-1



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POPULAR

AIR BRUSHES!

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and
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to say YES.

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TODAY, the demand for first class show card writers is far greater than the supply. Within a few years the salary paid a good man has risen from \$15 per week to \$50. It will undoubtedly go much higher, for the demand is increasing faster than the supply.

There is no mystery about show card writing. It requires no inborn gift or genius. With the right kind of instruction and reasonable application, anyone can learn the art in a comparatively short time. In fact, persons of little original ability, who apply themselves, are often more successful than those who have great natural talent without instruction.

Many years have been spent in preparing this course and perfecting every detail. Nothing has been omitted that could prove of value to the student. Not one thing that is unnecessary has been added. Every effort has

been used to make the instruction as simple and as thorough as it is possible for a course to be made.

The Card-writing instruction is either by personal instruction at the school or by mail.

WE ALSO TEACH WINDOW DISPLAY ADVERTISING AND RETAIL ADVERTISING

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Founded 1905—Over 9,000 Successful Graduates

ALWAY



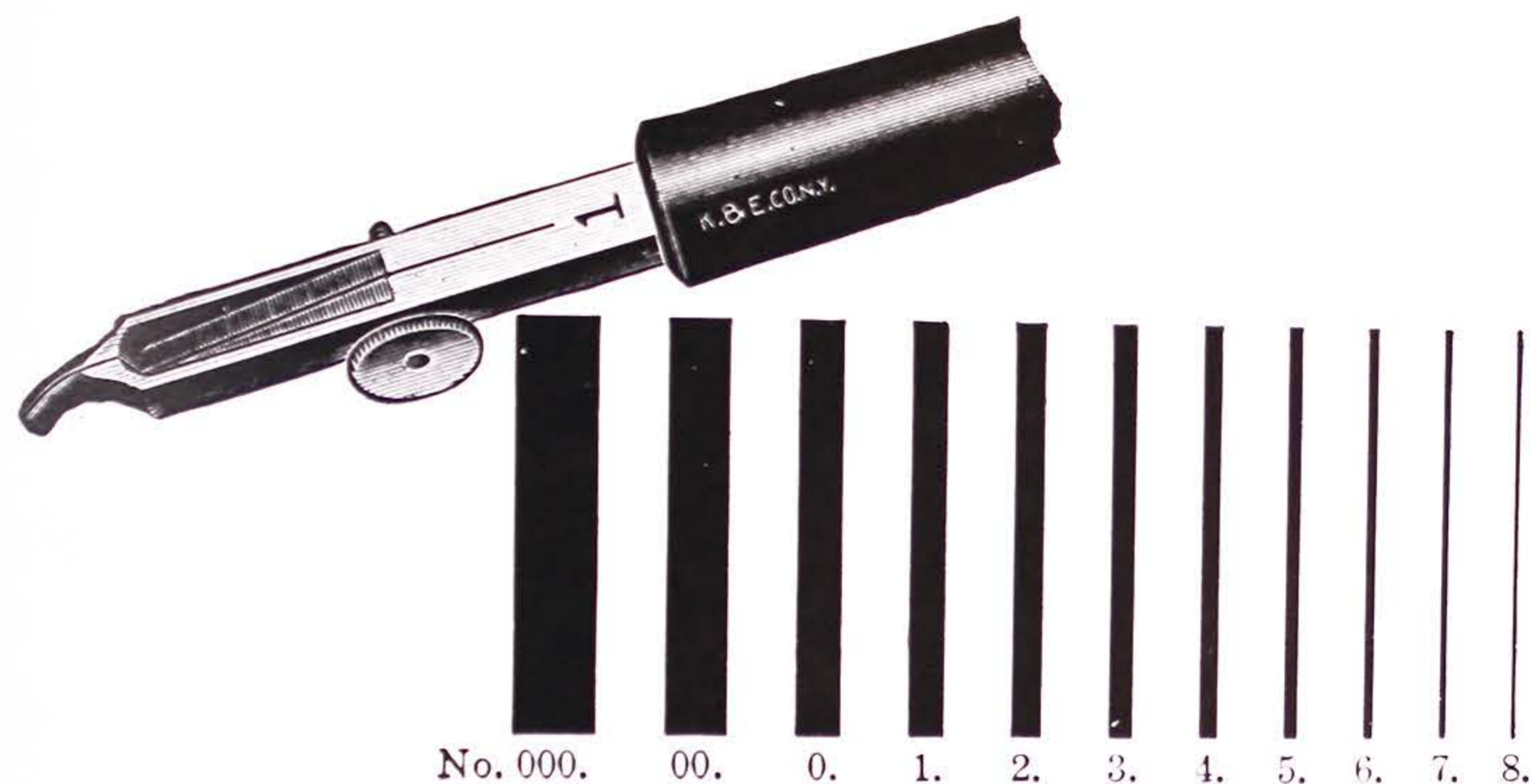
This Air
built to wit
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NEW IMPROVED BARCH-PAYZANT (FREEHAND) LETTERING PENS With Ink Reservoir

Patented Feb. 1, 1921



For the novice, as well as for the experienced card writer, these pens will provide the maximum of satisfaction. They are easy to use, easy to keep clean, produce uniform, even lines, are simple in construction, and with proper care should last a lifetime. They are particularly useful in rapid, free-hand lettering. With very little practice, you will be able to turn out beautiful work like that shown on pages 29, 46, 47, 48, 49, 50 and 51 of this Book, and on pages 52, 53, 54, 55, 56, 57 and 58 of Faust's Complete Cardwriter.

Barch-Payzant Pens are made *in eleven graded sizes* in brass and nickel silver; the width of stroke for each size is illustrated above.

BARCH-PAYZANT PENS

in their construction, have two special points of excellence which account for their extreme popularity among card writers and draftsmen.

First: The marking point is so constructed as to produce the same gauge of line, no matter in what direction the pen is moved over the paper.

Second: The ink reservoir has a generous capacity; giving for the No. 1 size, from 50 to 100 letters with each filling of ink. For border lines, 25 to 30 feet can easily be ruled without refilling the reservoir.

Full directions for use accompany each pen. If you have never used the Barch-Payzant pens, write for descriptive circular and price list, and join the ever-increasing number of enthusiastic users.

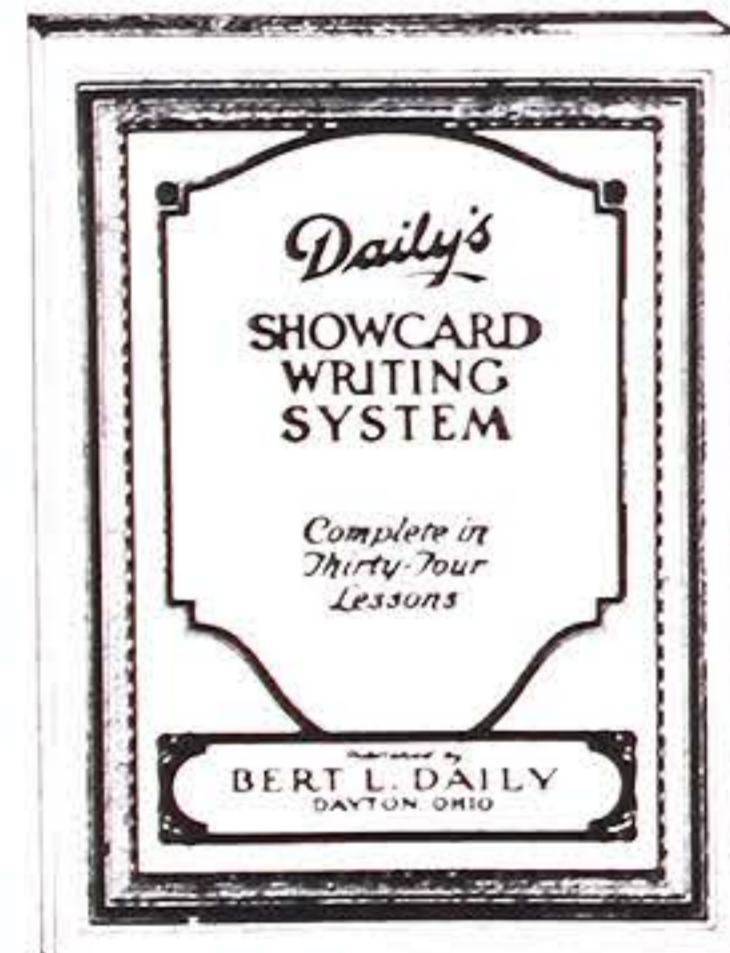
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CARTER'S, DEVOE and BISSELL'S SHOW CARD COLORS

These Colors Give the Rich, Flat Colors, So Much Desired for
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2-oz. Cylinders,
wide mouth,
air-tight

Adapted to writing on windows, mirrors, lantern slides, etc.
Flow evenly and smoothly from the brush.

Carter's Vel Vet Colors

Black	Dark Red	White
Light Blue	Light Red	Brown
Dark Blue	Dark Green	Orange
Lustre Black	Light Green	Yellow
	Lavender	

DEVOE

Above and Additional Colors

Magenta	Olive Green	Maroon
Medium Blue	Golden Brown	Gray
Mauve	Lt. Yellow	Medium Green
	Gold and Silver	

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PACKED IN FIBRE CARTONS

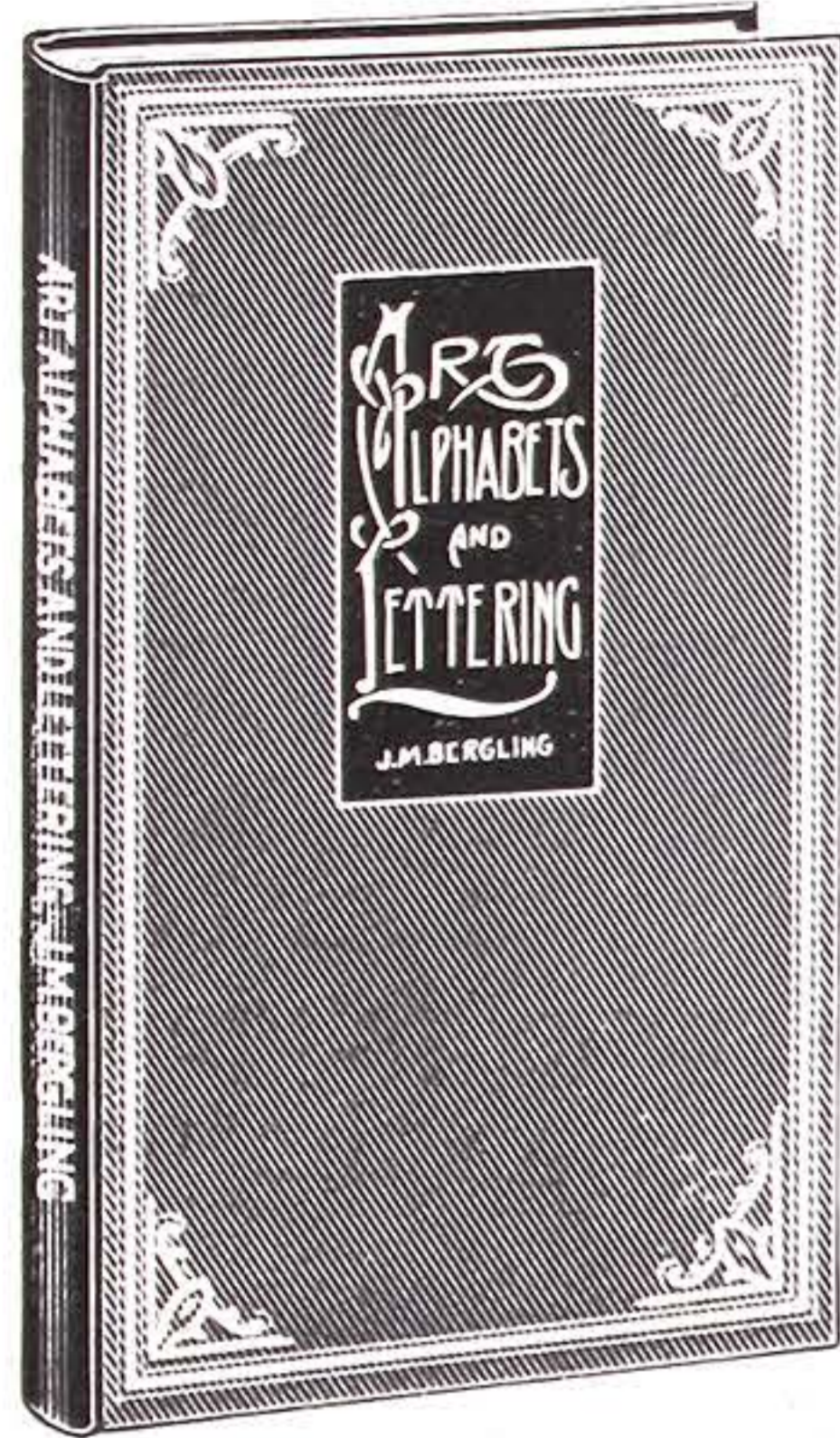
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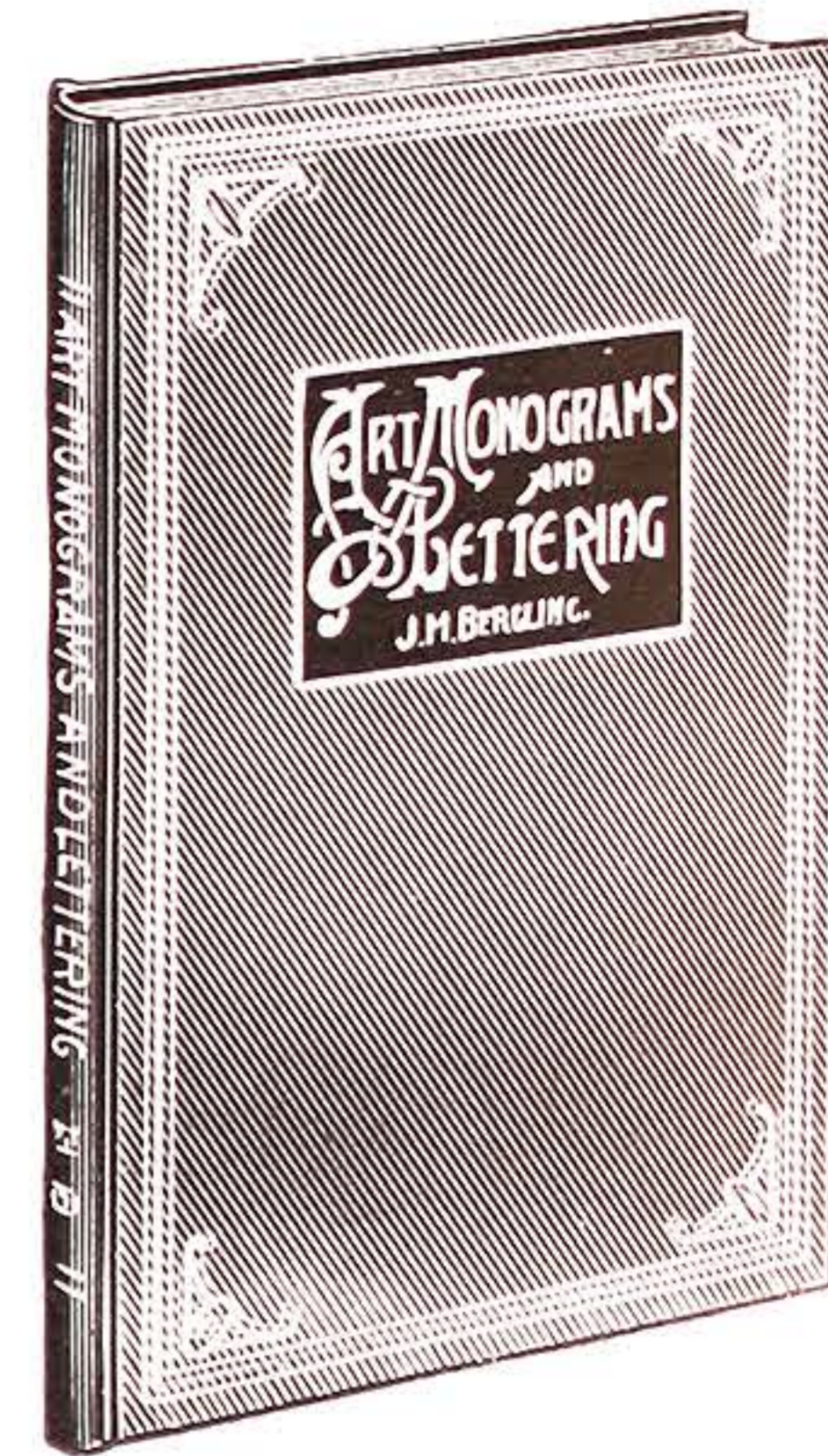
See Samples of Work On Pages 30 and 31
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New and revised edition. Up to date. Full of comprehensive instruction, alphabets, etc. 144 pages.

Daily's Show Card Writing

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Up-to-date information and ideas for the Window Trimmer and Show Card Writer. 100 pages, fully illustrated.

Compendium on How to Use the Automatic Pen

60 plates of alphabets, 20 display cards, 20 corner pieces, 60 border designs, also mottoes, scrolls, etc., etc. Many pages in full color. Size, 8x11 inches. Sent postpaid for \$1.00.

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By Geo. J. Cowan, President of the Koester School of Window Trimming and Editor of "Window Trimming Monthly," of the Reporter. Every background design is drawn in such way that any one can follow out the same as a carpenter does his work from blue prints. Every detail is fully illustrated and fully described with complete text matter. Over 150 Backgrounds. This book is 7x10 inches in size, strongly bound in de luxe cover, with handsome art designs. Over 250 pages and about 200 illustrations. Sent prepaid on receipt of \$2.50.

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Sizes.....	5	7	9	11	13
Each.....	\$0.33	\$0.42	\$0.60	\$0.84	\$1.14
This set of 5—\$3.25					

Style No. 49

Sizes	3	4	5	6	8	10	12
Each	\$0.42	\$0.54	\$0.78	\$1.08	\$1.44	\$2.40	\$3.12
Complete set of the seven sizes, \$9.70, postpaid.							

Style No. 51

Enclosed in nickel plated ferrules, with short black polished handles. Assurance of satisfaction or money back—goes with each brush.

Blick's "Master Stroke"

Style No. 61

Suitable for Water Colors Only
Seven-inch Polished Black Handles—Nickel Seamless Ferrules—Ready for Immediate Use

Nos.	5	7	9	11	14
Size.....	—	—	—	—	—
Prices.....	\$0.30	\$0.40	\$0.55	\$0.75	\$1.20

This set for \$3.15 prepaid.

See next page for other brushes.

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THIS new book is without question the best book for the money that has ever been published for the card writer.

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