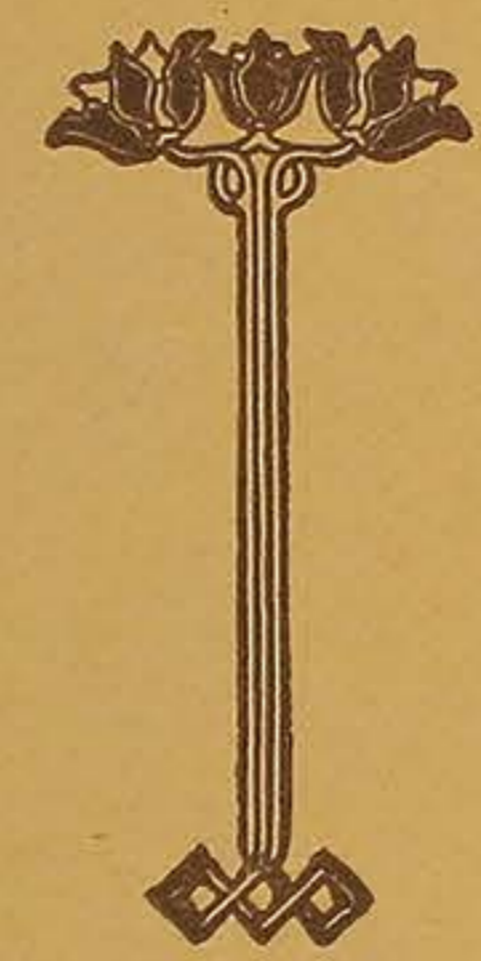




*Instruction Course in Show Card
Writing*



Lessons Eleven and Twelve





The MENHENITT COMPANY LTD.

Instruction Course in

SHOW CARD WRITING



FIFTH
EDITION

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SUPPLEMENTARY PLATE
Not to be sent in for correction

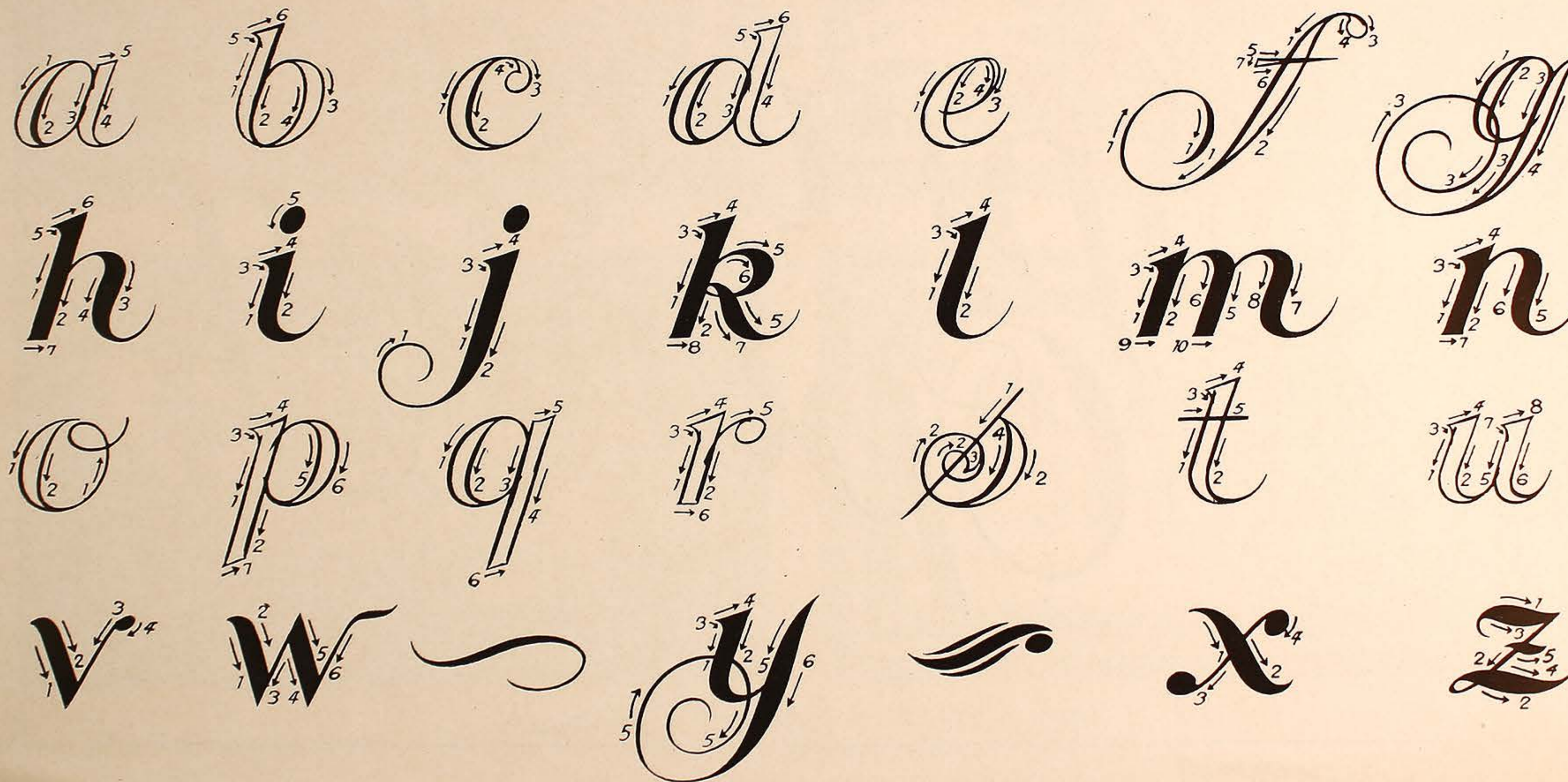
LESSON ELEVEN

PART TWO

As Script capitals are never under any circumstances used together, it will be well for the Student to devote chief attention to the lower case letters. The experience gained from the first part of this lesson will greatly simplify mastery of the small letters. Bear in mind the importance of keeping the slant uniform, and the necessity of having the long strokes continuous and clean cut.

In presenting this style we wish to emphasize clearly that it is to be used sparingly in practical work. Only when conditions call for a card of refinement and elegance—only when a distinctive effect is required—is Script to be used, and then it is to be confined to feature lines. The cards in the preceding supplementary plate illustrate the type of announcement which may properly employ Script.

BRUSH SCRIPT LOWER CASE



Have your tall letters two inches high

Announcement
The Hardy Art Gallery Inc
will occupy this building
after June 1st.

A Merry Xmas



Community Plate



Old English Antiques



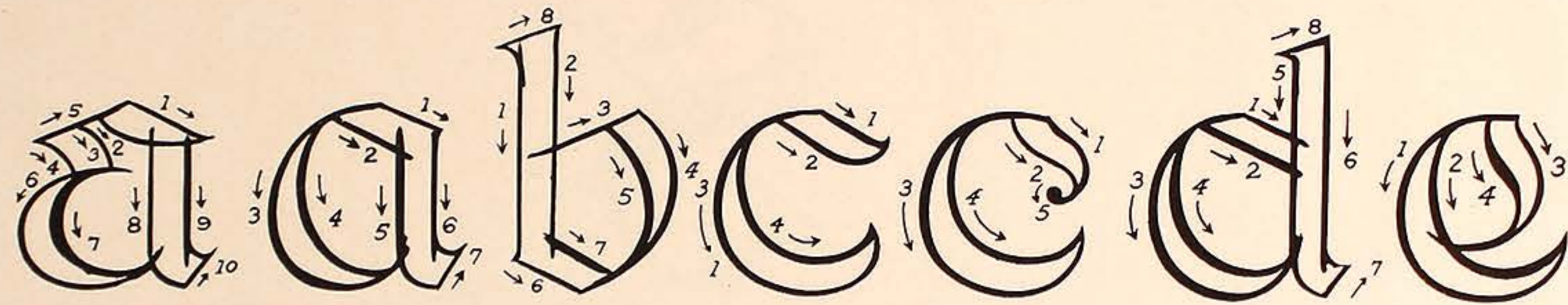
SUPPLEMENTARY PLATE
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LESSON TWELVE PART TWO

Lower case Old English requires the same method of treatment as does the capitals. It is much less difficult and may be done with greater rapidity than the capitals for the reason that the structural strokes are much shorter. There are fifteen variations from the standard letter forms shown here and these can be used in place of the standard at any time. Indeed any letter may be changed from the standard, provided the variation is in character with the style from which it springs, and provided the variation is not so radical as to literally constitute a distinct style. Expert show card writers who have made an intelligent study of the essential alphabets are able to

create original variations of their own. In fact, first class card writers seldom have their lettering precisely according to the standard. With the plainer alphabets, however, the more closely one's lettering follows the orthodox the better. In the case of Egyptian and Thick and Thin, excepting variations in height and width (condensing and expanding, as space requirements may dictate) there are no satisfactory variations. Before one is able to impart touches of originality to any given letter style, one must first have received a thorough grounding in the standard alphabets.

MODIFIED OLD ENGLISH LOWER CASE *(With Original Variations)*



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

Have your tall letters two inches high

EXAMINATION

As soon as you have successfully completed Lesson Twelve you will be advised to practice and send in for criticism the four simple cards which follow.

CARD NUMBER ONE

CARD NUMBER TWO

The Season's
Most Popular Styles

*Pleasing
to Men of
Good Taste*

Make your card the same size as the above

CARDS WHICH EMPLOY ALL THE ALPHABETS INCLUDED IN THE COURSE

Special Sale
of
Japann
**GAS
RANGES**
*Small Down
Payment
Balance Later*

TO-DAY'S
SPECIALS
Mayfair
VESTEEES
*Tailored
or
Lacy* \$1.50

USED CARS
TAKE ELEVATOR
4TH FLOOR

Youthful
Frocks
For Summer Days
\$21.⁵⁰

Orlando
*A United Cigar
of the Samatra
Wrapper Type*
MEDIA PERFECTOS
10¢
Box of 50 \$4.⁰⁰

*Immense
Variety
IN*
**WALL
PAPER**

SIGNED
ETCHINGS
*Sizes about
14 x 20 in...*
Special \$8.

The
Eatonia
HAT
Special \$5 To-day



Lamp Shade
Silks
IN
Colorful
Array

Modern
RUGS
IN
*Oriental
Patterns
& Colors*




**MODISH
UMBRELLAS**
MAIN FLOOR-LEE ST.




**CLEAN UP..
& PAINT...
..UP WEEK**

Confuration
Treatments
*Make enquiry about
them in the Hairdress-
ing Parlors. Advice is
gladly given, free of
charge...*



AUGUST SALE
— OF —
FURNACES
THE GUELPH CO.

SUPPLEMENTARY PLATE
Not to be sent in for correction

Looking Backward and Forward

To you who are about to work on this final group of lessons we address congratulations. There is truth in the maxim that nothing worth while is gained in this world without effort. You expected when you embarked on this course to make some effort, and having applied yourself to the lessons consistently you have gained steadily in confidence and skill. You are now well on the way to success as a show card writer, since you have demonstrated that all-important success quality—persistence of effort. We on our part have done everything possible to encourage you to achieve the purpose for which you enrolled, knowing that the learning of show card writing is for any person of average intelligence entirely a matter of desire and attention. We have endeavored to fix firmly in your mind the fact that this vocation offers rewards which are well worth making an effort to win; and the show card writers and trained educators who prepared this course have made the instructions as simple, as easy to follow and as interesting as they can be made.

In this lesson group is presented two of the most attractive and useful double-stroke alphabets, and supplementary plates show how they may be employed in practical show card work. Both these alphabets are made by the outline method of construction, and are therefore done with a small brush. While they differ radically from any that have gone before, they are really not as difficult as they appear to be: you will find that your present knowledge of letter construction will enable you to quickly memorize the order in which the strokes are made, and you will find too that manipulating a small brush is perhaps easier, once you are used to it, than handling a large one.

The final supplementary plate shows a series of cards which employ all the alphabets dealt with in the course.

Upon completion of Lessons Eleven and Twelve, together with the four cards which comprise the examination, you will be awarded a diploma which certifies that you are entitled to all the rights, privileges and benefits of the Menhenitt Company's employment service.

The **MENHENITT COMPANY**
LIMITED

TORONTO - - CANADA



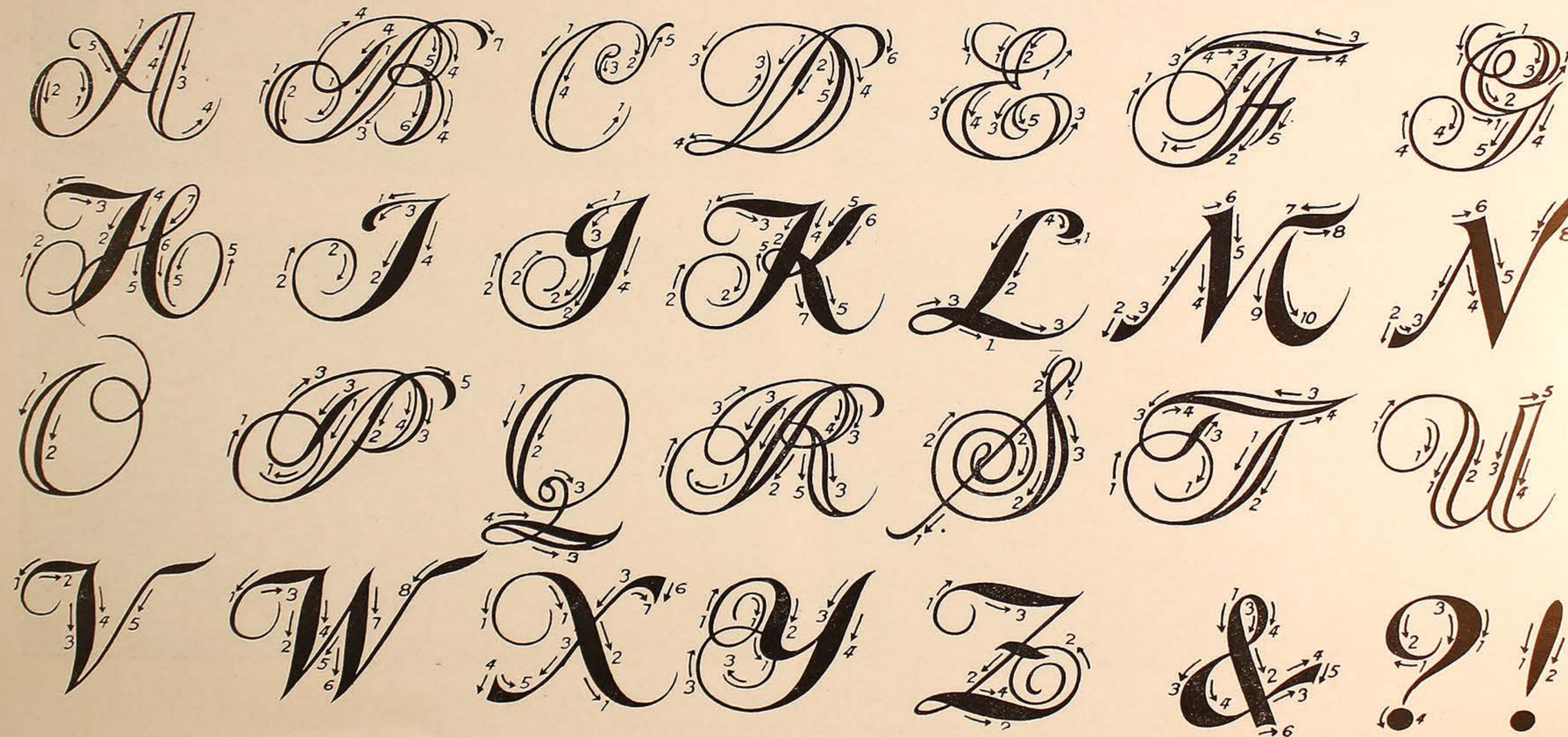
LESSON ELEVEN PART ONE

This alphabet is derived from Spencerian script, an alphabet designed for those who are skilled in elegant penmanship. It is not used frequently in show card work, although there are occasions when no other style will serve quite as well. Any course of show card writing which did not include Script would be incomplete.

Brush Script is always formed by outline construction; i.e., the letters are first outlined with a fine pointed brush and afterwards filled in with a larger brush. The beauty of Script letters depends mainly upon uniformity of slant and upon the gracefulness of the longer structural strokes, which

must be made with a free, swinging movement of the hands and fingers. It will be an assistance at first to cover your practice paper with lightly ruled pencil lines, about half an inch apart, indicating the desired slope. Before using the brush sketch the letters with pencil a sufficient number of times to become acquainted with their general construction. This alphabet—which is not at all as comparatively difficult as distinctive—is approached in the usual manner: that is, first, memorize the order in which the strokes are made; then practice the basic components (in this case they are practically all curves) and finally assemble them to form finished letters.

BRUSH SCRIPT UPPER CASE



Have your tall letters two inches high

As Script capital will be well for the St. The experience gained mastery of the small slant uniform, and to clean cut.



LESSON ELEVEN
PART THREE

1928

*Spring
Opening*

Make your attempt on Paper 10 x 16½ inches



LESSON TWELVE

PART ONE

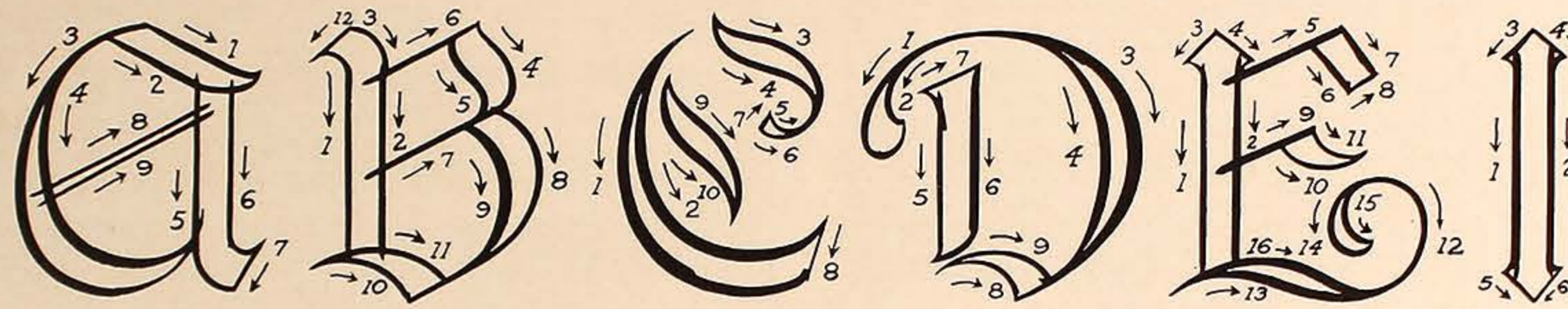
The modified Old English alphabet, known otherwise as Bradley Text, is, like Script, useful where a highly diversified style is well employed. It is especially appropriate for announcements bearing upon the seasons, although wider latitude is permissible if discriminating judgment is used. As with any other highly distinctive style, this one may be used to very good advantage or on the other hand may have a very bad effect. Old English is well employed in featuring two or three pertinent words (never for words of small relative significance); and for such time honored phrases as "Gifts", "Christmas

Display", "Holiday Showing," "Easter Music", "Fall Opening", "Spring Styles" or "Announcement", this alphabet, if well done, is unequalled. As with Script, the capitals are never used together.

Refined letters of wide and hairline elements are best made by outline construction. The Student has already acquired experience with this manner of brush manipulation in connection with the last lesson. Proceed as you did before, and pay particular attention to the matter of having your strokes clean cut and continuous and the terminals uniformly square.

MODIFIED OLD ENGLISH UPPER CASE

(With Original Variations)



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

Have your tall letters two inches high

Lower case Old English capitals. It is much less the capitals for the rest. There are fifteen variations these can be used in place may be changed from with the style from which radical as to literally c who have made an int

ijkl

LESSON TWELVE
PART THREE

Gifts

For Every Member
of the Family /

Make your attempt on Paper 10 x 16½ inches

CARD NUMBER TWO

CARD NUMBER ONE

Visit Our
**MENS
SHOE
DEPT.**
OF
*Selected
Merchandise*

Make your card the same size as the above

CARD NUMBER THREE

*Comfort
Supplies
Happiness*

*Make
Your Home
Comfortable.*

CARD NUMBER FOUR

Special
**Knitted
Coats**
\$ 12.

Make your cards the same size as the above

CARD

Special Sale
of
Tappan
**GAS
RANGES**
*Small Down
Payment
Balance Later*

*Immense
Variety
IN*
**WALL
PAPER**

**MODI
UMBRE**
MAIN FLOOR



Finis





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