



Lettering and Alphabets: 85 Complete Alphabets (Lettering, Calligraphy, Typography)

By J. Albert Cavanagh

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Here is a practical book that not only teaches a full course in professional lettering but also contains dozens of hand-lettered alphabets that may be reproduced without cost or permission.

This volume is particularly valuable to beginners who want to get a job with an advertising agency, publisher, or commercial art studio. The author begins his text with discussions of such fundamentals as the correct pencil grip and how to transfer corrected letters from tracing paper to layout. Step-by-step instructions include spacing letters and giving them an individual character, filling in headlines quickly on rough layouts, condensing lettering, and working with brushes, leading up to full descriptions of Garamond, Caslon, Bodini, Formal Script, Barnum, and many other useful lettering styles. All of this is made clear and graphic with the author's own illustrations.

Used as a swipe file for lettering material for ads, trademark designs, monograms, and other commercial work, or as an instruction book in the art of lettering, this book will prove both a time saver and a money saver for any artist.

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