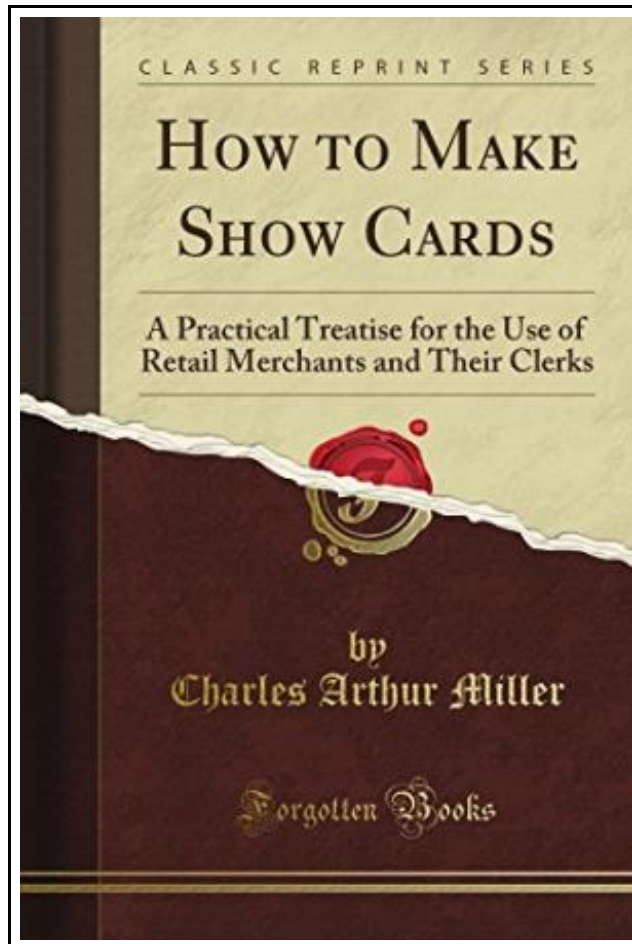


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Forgotten Books, United States, 2015. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.Excerpt from *How to Make Show Cards: A Practical Treatise on the Fundamental Principles of Artistic Lettering With Pen and Brush for the Use of Retail Merchants and Their Clerks* The temerity attending the taking up of the subject of Show Card Writing with the idea of presenting it in a clearer and more practical way, may call for explanations. Books and examples of artistic skill, there are galore, denoting ability in execution greatly exceeding my own. The majority of them sail away into a realm that is beyond the every day practical use of the small merchant. Those which attempt to enter this domain fail to make clear the fundamental principles and basic facts which are so essential an aid in the ready and quick construction of neat and simple lettering to meet the requirements of a busy merchant. About the Publisher Forgotten Books publishes hundreds of thousands of rare and classic books. Find more at This book is a reproduction of an important historical work. Forgotten Books uses state-of-the-art technology to digitally reconstruct the work, preserving the original format whilst repairing imperfections present in the aged copy. In rare cases, an imperfection in the original, such as a blemish or missing page, may be replicated in our edition. We do, however, repair the vast majority of imperfections successfully; any imperfections that remain are intentionally left to preserve the state of such historical works.



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