

SHOW CARD WRITING

BY CRAFTSMAN. (Continued from May Number.)

Out-outs.

When a quantity of cards are to be written, whether small price tickets or full sheets, the card-writer makes a cut-out. This method is illustrated in Figs. G and H in Cut No. 1. The sample card (H) being written, another card of the same size is taken, and lines are ruled on tissue paper or upon transfer paper to represent the exact position of the words on the original card (H), and pasted on it. The spaces showing the position of words or letters are then cut out with a sharp knife. By placing the cut-out over the other cards to be written and using a soft pencil, the spaces cut out are traced readily and quickly, and the card-writer is certain that all of the words will appear in the same position on all of the cards, each having the same slant, besides being also of the same height. The lead pencil marks are erased with a sponge rubber after the card is dry. These lead pencil marks are purposely left on our designs in order to guide the beginner. Under the cut-out (G) there is pasted a dark background to more clearly emphasize the spaces cut in the card.

In our second illustration, Fig. A is another cut-out for a trouser card. Three pens of different sizes were used to write the card. The number 5 was made with a brush. Fig. C is a cut-out for the small price ticket shown over (D).

Stencils.

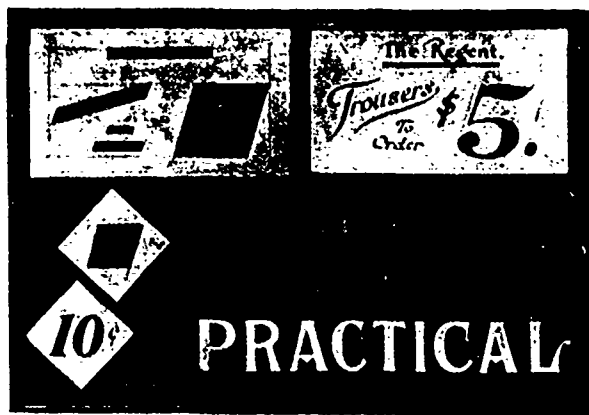
When large quantities of hand-painted cards are desired, the larger letters and designs are usually stenciled and then filled in by hand. Stencils are made as follows: The sample card being first made, some tracing paper is laid over it and the letters desired are traced. This paper is then pasted on a sheet of strong manila paper. With a very sharp knife-point the letters are cut out, as shown in Fig. E. This can be best done by laying the paper on a sheet of cardboard and cutting clean through the paper slightly into the card, thereby avoiding burr edges, which are sure to appear if the knife be dull or the surface used under the stencil-paper



No. 1.

uneven. The entire stencil should receive a thin coat of shellac, not forgetting the inner edges when the cut-out has been made. This will make it durable, preventing the color from soaking into the paper and the stencil brush from injuring the surface, which otherwise would, after some use, absorb much color and cause

blurred lines. A wide, round brush with short bristles is usually the kind required for this work. When a paper stencil is used the color is spread only on the outer surface of the brush by rubbing it perpendicularly across



No. 2.

some smooth surface, then holding the stencil firmly in position with thumb tacks, or with weights if it be large, or with the left hand when small. The brush is tapped gently up and down against the stencil and its work is done.

It leaves a neat faint or dark impression, according to the amount and tint of color applied; besides this, it places the design or letters in the exact position on all the cards. Fig. F shows a card made with stencil (E). After the stencil brush is used all the letters are outlined with a small brush, then filled in.

When large stencils are cut and there are many narrow spaces uncut, like those in the top of (A), (C), (T), and the bottom of (C) and (L), it is advisable to cut narrower strips of paper and to strengthen these weak parts by fastening on these strips with glue or shellac.

Floral Cards.

Artificial flowers, especially violets, are highly decorative, and can be used to good advantage in making both price tickets and window cards. Glueing one violet, without a stem, in each corner, is in itself a pretty decoration. Two or three violets with stems and one leaf, fastened to a corner of the card by piercing two holes and fastening the stems, and leaf stem, with thin wire, make an agreeable appearance.

CUTTING PRICES.

"Here y'are now; two packages for two-pence!" yelled a seedy-looking envelope dealer in Holborn.

"Here y'are, this way; two packages for a penny!" howled another envelope dealer, almost hustling his fellow-merchant off the pavement.

Women out shopping noted the difference in prices, and soon bought out the two-for-a-penny man. Then both peddlers drifted round the corner, and the one who had sold no envelopes divided his stock with the other, remarking with a chuckle.

"It works beautifully, old pal, don't it?"