

For removing pencil marks and soiled spots dip your sponge rubber into powdered pumice stone, using a slight quantity and considerable pressure while rubbing, except when gliding over the lettering. A rag, camel hair brush or feather duster should then be used to free the card from dust.

Block Letter "Capitals."

Block letters should always be carefully outlined, so that after they are filled in the edges will be as nearly even as possible. We have purposely refrained from making any corrections of imperfections in these designs, and the engravings show every stroke of the artist's brush without allowing the engraver to embellish any part of the work. Wherever there are coarse black lines the artist repeated his strokes. The blotches in the centre of letters, like A, B, D, E, L, U and V, were made to free the brush from surplus paint. The finished filled-in letters underneath those outlined offer an opportunity for comparison, which will prove valuable to the student.

With a soft pencil first outline the letters, not making the marks too heavy. Make the lines according to the arrows and numbers. Leave the same $1\frac{1}{2}$ inch space between each letter on all sides. This will give you an opportunity to clearly see the comparative difference in their widths, and in this manner you will gradually know how wide to make them without taking any measurements.

The untrained eye is very apt to be deceived. Look at the letter A in this alphabet. Would you have known, without measuring, that its widest part is wider than any portion of the letter R? Certainly not! We have sometimes disputed the necessity of making the centre line of the H and the bottom of the L as long as is the present custom with nine out of ten card-writers. Must we therefore adhere to old set rules?

Proportion.

As a matter of fact, only a few letters in the alphabet are proportioned exactly alike, and it is difficult to give a definite size for each. We can group them, however, so that the learner may approximate their relative sizes without being troubled with too many measurements. For show-card work, which should always be done quickly, we merely rule lines for the height of the letters. The letter I being the narrowest in width, we can gauge the others approximately, using one inch as a basis of measurement. Comparative width of capitals: 1 inch, I, 2 inches, J; $2\frac{1}{4}$ inches, E, F, H, L, N, P, S, T, U, V, Z; $2\frac{1}{2}$ inches, A, B, C, D, G, K, O, Q, R, X, Y; 3 inches, M; $3\frac{1}{4}$ inches, W. Comparative width of lower base (small) letters: $\frac{1}{4}$ inch, i, l; $\frac{1}{2}$ inch, j, r, s; $\frac{3}{4}$ inch, f, t; $\frac{1}{2}$ inch, a, b, c, d, e, g, h, k, n, o, p, q, u, v, x, y; $\frac{3}{4}$ inch, w; 1 inch, m.

After you have written and filled in the first alphabet, repeat the same work without any copy. Then correct your errors. In this way you will soon learn the exact shape of each letter and its proportions. You should practice each alphabet in this manner.*

You should now try to write words, ruling only two lines for the height of the letters. Try the word "cashier." Indicate the word in faint single stroke lead pencil marks, being sure to space the letters properly according to their widths, and then letter them with your brush. Examine some good card work in the magazines; the examples will guide you in the assembling of letters. Now try two or three words on a line. Try words with both capital and lower case letters.

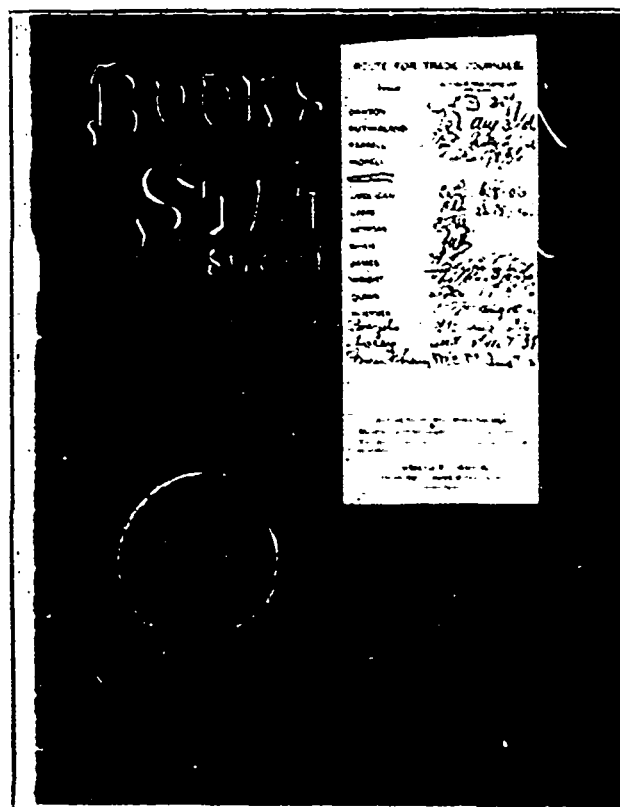
Now we are ready to write a card.

* Illustrations of the lower case (small letter) alphabet and of the numerals will be given in next issue

DEALERS' DEVICES

A Montreal Merchant's Scheme.

ON previous occasions Bookseller and Stationer has referred to the advantages to be derived by merchants from circulating trade journals among their clerks and office staffs. It remains, however, for Charles F. Dawson, the Montreal bookseller and stationer, to demonstrate a practical system, by which this purpose can be accomplished with facility. The illustration shows, better than words can describe it, the general scheme. A printed slip bearing the names of the various persons entitled to read the journal, and with spaces for jotting down initials and date, is prepared and pasted



Reader's Slip in Use

on the cover of the journal as soon as it is received. When Mr. Dawson finishes with the paper, he initials it, dates it and passes it on to the next person in order, who follows the same course. By this means everybody sees the paper.

Systematic Labelling.

William Turrell & Co., Toronto, have recently completed a systematic labelling of all their book shelves. A metal device fits over the shelf and into it can be inserted a printed slip bearing the classification of the books on the shelf. Thus a customer looking over the stock of books in search of a work of biography need only look at the shelves labelled "Biography," and is thus saved the trouble of examining the books on all the shelves. The classification has been made very complete and the neat labels add rather than detract from the appearance of the shelves.