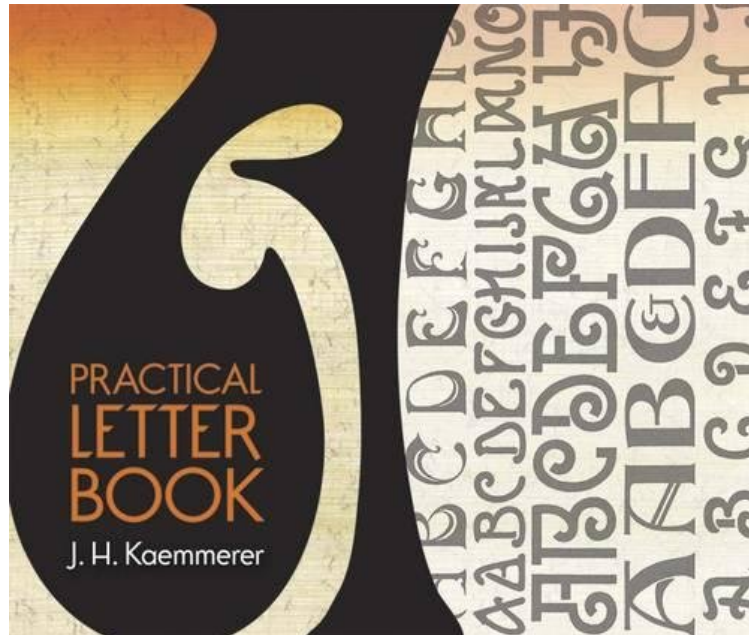


Practical Letter Book

J. H. Kaemmerer

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J. H. Kaemmerer : Practical Letter Book before purchasing it in order to gage whether or not it would be worth my time, and all praised Practical Letter Book:

0 of 0 people found the following review helpful. Originally published in 1911, this is a great source for nostalgic lettering. By Wayne A McCoy 'Practical Letter Book' by J. H. Kaemmerer is a historic collection of 140 different lettering plates first published in 1911. The book was for sign painters and show card writers. There is a pretty good introduction written and the different plates are introduced. Topics like spacing and centering are brought up. Having done some hand lettering myself, these notes are very useful. Then follows 140 plates showing different styles from English to Gothic to Dutch block letters. There are Hebrew, German, and Roman as well. Many of the plates are full alphabet, and many include sample logos written using the lettering. I'm a font and hand lettering fan, so getting a chance to look through this collection was fun and a bit inspiring. There are some great looking classic alphabets here, and this would make a good resource for hand letterers today. I received a review copy of this ebook from Dover Publications and NetGalley in exchange for an honest review. Thank you for allowing me to review this ebook. 0 of 0 people found the following review helpful. Helpful with great examples. By Ionia Froment If you are an artist, sign maker or in any other business or hobby where lettering comes into play, you really want to get this book. Practical it may be, but it is also a lot of fun. This book explains the fonts in the beginning and then goes on to show you some absolutely stunning examples of them in use later on. These would be great for anyone who does craft projects, or students who are learning to expand their horizons. I think basically anyone could get use out of this book in some way. The introduction was really interesting too, and the author obviously knows what they are talking about, so it made me feel confident. This is a really helpful book. This review is based on a complementary copy from the publisher, provided through Netgalley. All opinions are my own. 1 of 1 people found the following review helpful. Great to learn from. By Leyla The Introduction says that this book is mainly aimed at student and sign writers. I found

the information very good especially in order to familiarise myself with the characteristics of the different fronts. There is a description and information of each of the fronts at the beginning of the book, with reference to plate further in the book. I use fonts for my artwork so it is nice to actually get some information about the features of each one. A book that will be well used.

Created during an exciting period in the evolution of graphic design, this volume was initially published in 1911 as *Kaemmerer's Practical Letter Book: Containing Several Hundred Alphabets in 140 Plates; Together with Descriptive Text, For the Use of Sign Painters, Show Card Writers, Decorators, Artists and Craftsmen*. A century later, this magnificent compendium offers a useful reference for graphic artists and designers in many fields. The 140 plates feature numerous historic and modern styles from throughout Europe, including examples based on Latin, Greek, Hebrew, and Gothic originals. Selections include English and Dutch block letters; Roman, German, and French letters; script and Gothic letters; a variety of contemporary letters; foreign alphabets; numerals; and a sampling of monograms and vignettes. The compilation's original intent as a resource for sign painters ensures the eye-catching quality of its contents, making this volume an enduring source of possibilities and inspiration.