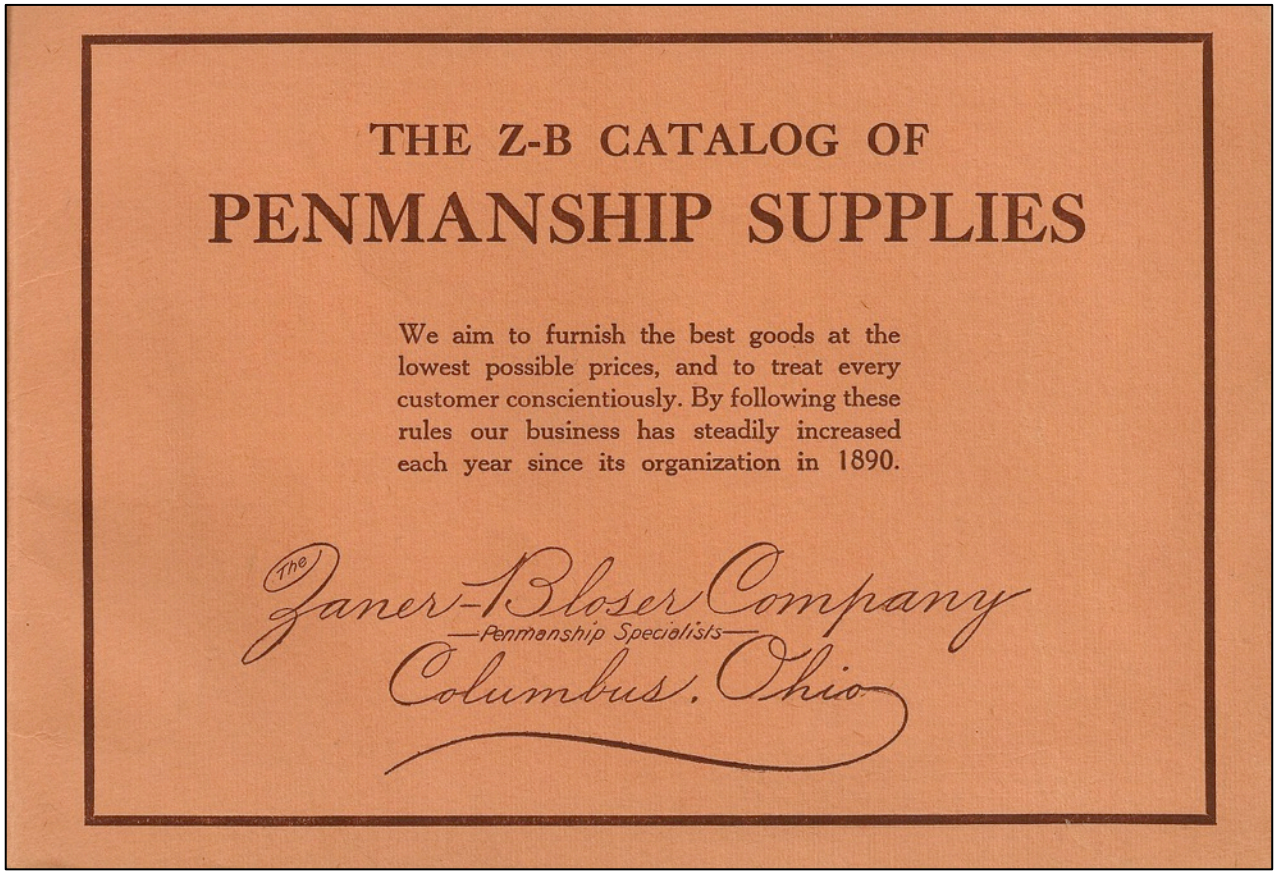
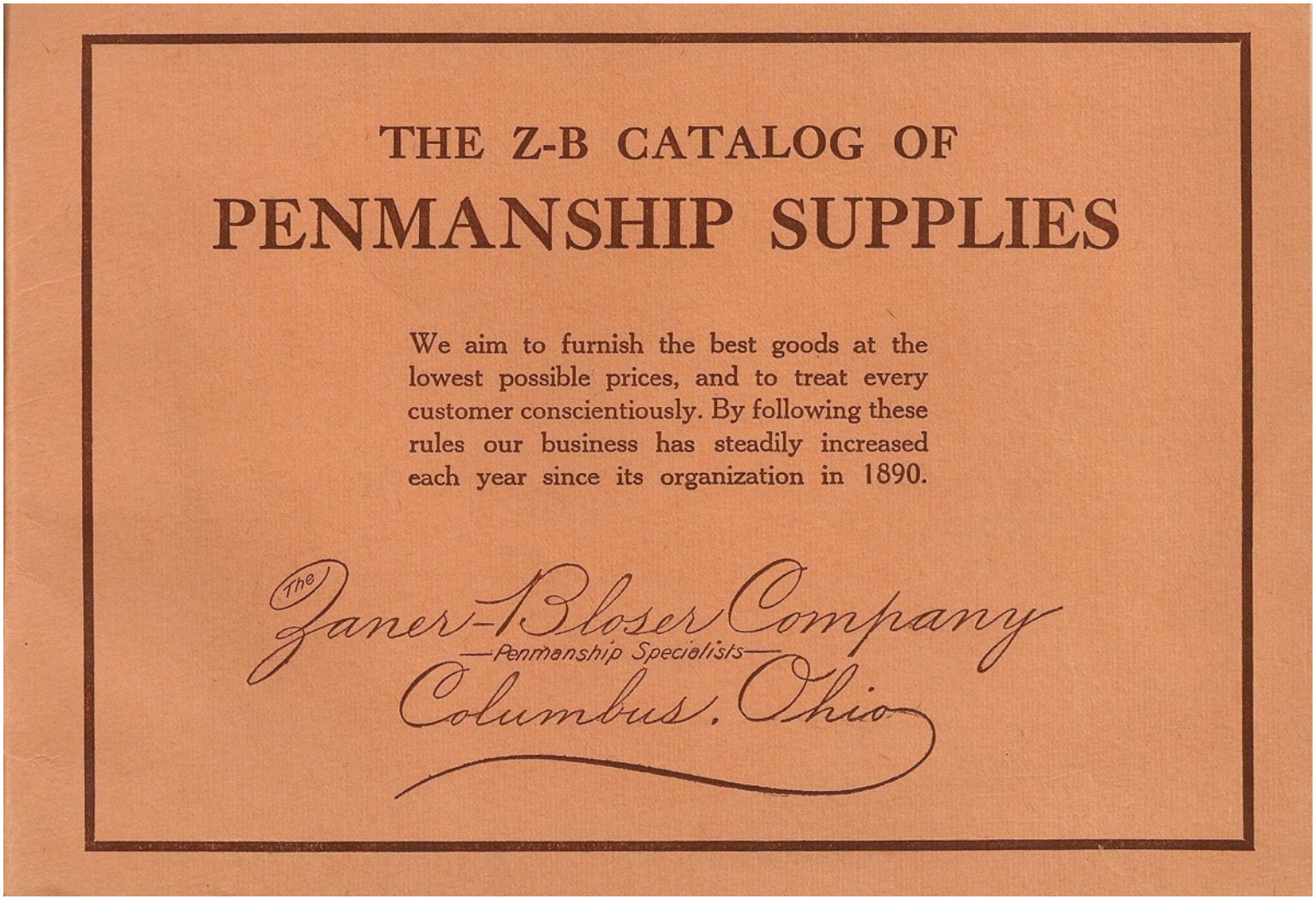
Zaner-Bloser Catalog of Penmanship Supplies

Circa 1920's



Scanned and Compiled by Dr. Joseph M. Vitolo, Penman and IAMPETH Historian, 2013



Front Outside Cover

To Our Patrons---

THE FINEST QUALITY

It is quite generally known that we handle the finest supplies, such as paper, pens, penholders, ink, blank cards, cardboard, etc., to be obtained in this country. We also have a large and complete stock and, quality considered, our prices are the lowest. We can save you money. If you do not find listed in this catalogue what you want, write us, stating your desires, so that we can quote you our prices. We can furnish almost anything in our line. **If you desire a quantity of any article, whether listed here or not, let us know the quantity and we shall be pleased to quote a special quantity price if possible.**

OUR AIM

We endeavor to furnish the best goods at the lowest possible prices. We can do this by making small profits and many sales, rather than by making larger profits and fewer sales. Goods sold at a large profit require a great deal of pushing; the best goods sold at the lowest possible prices practically push themselves. We aim to give every one the greatest possible value for his money, and this policy has made us thousands of permanent customers.

WE SELL FOR CASH ONLY

If we sold on credit, no matter how much care we should exercise, occasionally we should lose, and to make up for this loss we should be compelled to add to the price of our goods. All losses of those who sell on credit are made good by the people who pay; and we confess that we do not like the idea of the honest paying the debts of the dishonest. Even if we should lose nothing we should have to charge more if we sold on credit, on account of the additional help that would be required to do the billing, charging, bookkeeping, etc. People are learning that goods can be sold cheaper for cash than on credit and that it is to their interests to patronize firms that sell for cash. They get better goods and pay less for them. We established the cash-with-order plan, not that we did not care to trust our patrons, but simply because we could serve them better. It will be readily seen that by following this plan we can sell at lower prices than we could if we sold on credit.

HOW GOODS ARE SENT

Cash should accompany all orders for goods listed in this catalog. No discount can be allowed, except on quantities, and on Zaner & Bloser Writing Supplies for Public Schools when ordered in quantities, such as are listed on page 22.
If interested in school supplies in quantities write for a copy of our complete catalog of Zaner & Bloser Writing Supplies for Public and Private Schools containing discounts allowed.
All goods go by mail, postpaid, at prices stated, except those mentioned to go by express or freight, on which carriage charges are paid by the purchaser. Keep this in mind when ordering, and when comparing our prices with those of other houses. Most houses charge extra for postage. If goods go by express or freight, give name of your express or freight office if it is not the same as your postoffice address. Be sure to give correct name and price of each article ordered.

REMITTANCES

Remit cash with all orders. All prices are clearly stated, but if you are not certain as to the amount to remit and send too much, we will return balance promptly. Send express or postal money order, bank draft or registered letter. Stamps accepted for small amounts. Canadian patrons will please send money orders payable at par in U. S.—not stamps, which we cannot use. Make all money orders payable and address all letters to

Zaner and Bloser Co.

COLUMBUS, OHIO

Front Inside Cover

WRITING PAPERS

In writing papers we are able to give the greatest possible value for the money. In fact, we know of no other firm in the United States that sells equal grades of papers at figures as low as we quote. All of our papers listed on this page are put up in half-ream packages of 240 sheets each — two packages to the ream—for convenience in handling, except Nos. 9 and 15, which are put up in 500-sheet packages. The cheapest way to purchase paper is to make up a fair-sized order and have it sent by freight. Wherever you buy your paper, do not buy the grades that are too cheap to be good. It is not economy to buy such papers, since they discourage good penmanship.

A sample sheet of each of the six grades mentioned below will be mailed for 5 cents in stamps.

Remit cash with all orders. Purchaser pays carriage charges, except on the small quantities of No. 9 mentioned to go by mail.

Zaner & Bloser Method Writing Paper No. 9

A white wove paper weighing 4½ lbs. to the ream of 500 sheets, 8 x 10½ inches in size. Ruling is ⅜ inch on both sides with red line near top of one side. In 500 sheet packages.

100 sheets by mail postpaid, **50c**: 1 to 17 pkgs., 500 sheets each, per pkg., by express or freight, **85c**: 99 pkgs. per pkg. by freight, **75c**: case lots, about 100 pkgs., per pkg. by freight, **65c.**

A good paper for general penmanship practice work, correspondence use, etc. In fact, it is one of the best papers for penmanship practice on the market. It is used very largely in business colleges, public schools, etc.

Zaner Method Paper No. 15

Size 8 x 10½; 500 sheets to the package.

1 to 5 packages, per package **$1.50**
6 to 10 packages, per package **1.25**
20 or more packages, per package **1.00**
All of the above prices are F. O. B. Columbus.

A high grade pen and ink paper and a good quality also for general use. It is a higher grade than our No. 9. It is ⅜ inch ruled with one red line heading. It is a delight to use this paper. Good paper greatly encourages good penmanship. No one makes a mistake in using good school paper, and here is a grade that will please the most exacting. Our watermark in each sheet guarantees Zanerian quality.

Zanerian 5 Lb. Paper

Weighs 5 lbs. to the ream of 480 sheets and is suited for fine penmanship, correspondence, etc. Sheets are 8 x 10½ inches. Wide or narrow ruling can be furnished. Shipping weight, per package, 4 lbs., 240 sheets.

1 package of 240 sheets by express **$1.50**

Zanerian 6 Lb. Paper

Weighs 6 lbs. to the ream of 480 sheets, and is exactly the same in stock size and finish as the 5 lb. mentioned, but one lb. heavier per ream. Sheets are 8 x 10½ inches. It can be furnished in narrow ruling (⅜ inch). Especially suited for ornamental penmanship, letter heads, etc. Shipping weight, per package, 4 lbs.

1 package of 240 sheets by express **$2.00**

Zanerian 7 Lb. Paper

Weighs 7 lbs. to the ream of 480 sheets, and is one of the finest white wove papers made. The ruling is faint and wide (½ inch) on both sides. Sheets are 8 x 10½ inches. Narrow ruling (⅜ inch) can not be furnished. Especially suited for ornamental penmanship, fine letter heads, etc. Shipping weight, per package, 5 lbs.

1 package of 240 sheets by express **$2.25**

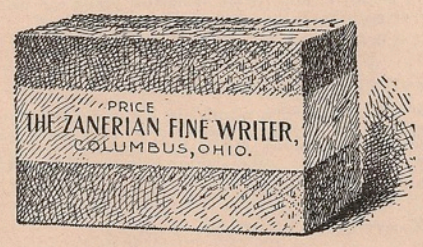
Zanerian Azure (Blue) Paper

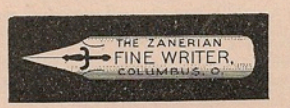
Is an azure wove paper, weighing 6 lbs. to the ream of 480 sheets. Sheets are 8 x 10½ inches, and ruling is faint and wide on both sides. It is a delight to use this beautiful paper. Persons who have weak eyes find this paper best to use. We can furnish envelopes that exactly match this paper in quality and color. See prices of envelopes elsewhere. Shipping weight, per package, 4 lbs.

1 package of 240 sheets by express **$2.00**

ZANERIAN PENS

Pens of the Zanerian brand are the highest grade that can be secured, being made from the very best material by the most skillful pen makers in the world. They should, therefore, not be confounded with the numerous cheap and inferior pens on the market. When a Zanerian pen is purchased it can be depended upon as being the best of the kind that can be produced. These pens are the most economical to buy, because they last longer and do better work than pens of lower grades. Special prices in quantities.





THE ZANERIAN FINE WRITER

The best fine writing pen made — the pen that makes the finest light line and the boldest shade. The specimen on this page is presented to show two styles of writing which are best

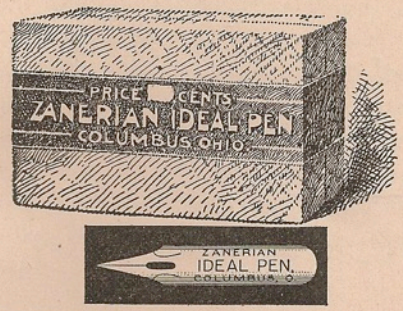
For fine ornamental penmanship, no other pen equals the Zanerian Fine Writer.

executed with a Zanerian Fine Writer. For card writing, round-hand or engrossing script, for flourishing, for artistic page writing, or for executing any of the shaded ornamental styles of writing, this pen has never yet been equaled. No other pen has ever been so generally praised by professional penmen. While this pen is made by the leading pen makers of the world, it is better than any of their own pens, because in manufacturing they bestow upon it more care than they give to any of their own. Here are the words which were written and signed by the manufacturers:

"Usually we give neither more nor less attention to special imprint pens than we do to our own, but we are quite willing to make an exception in favor of the Zanerian Fine Writer. We will give extra special care to them—more than we bestow upon our own."

This is why the Zanerian Fine Writer is without an equal for fine penmanship. One gross, **$1.75**; one-fourth gross, **50** cents; one dozen, **20** cents.

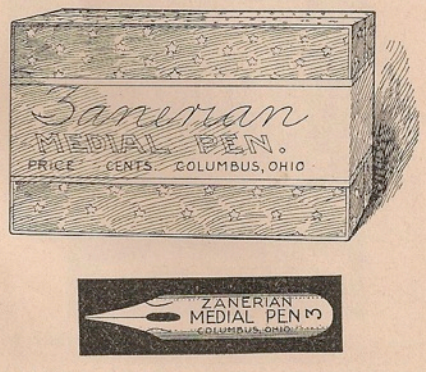
ZANERIAN IDEAL PEN No. 2



Ornamental penmanship and unshaded business writing are nicely executed with a Zanerian Ideal Pen.

The Zanerian Ideal Pen No. 2 is not as fine pointed and as flexible as the Zanerian Fine Writer, and not quite as coarse as the Zanerian Medial Pen, but it comes as near doing the work of both as any one pen can. See above specimen of shaded and unshaded writing. We especially recommend this pen to beginners in penmanship. One gross, **$1.25**: one-fourth gross, **40** cents; one dozen, **15** cents.

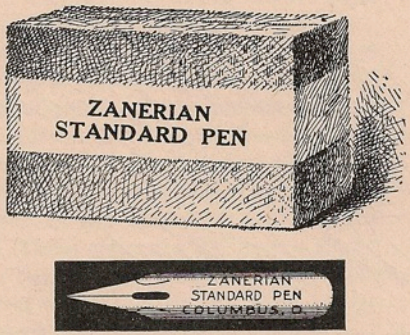
ZANERIAN MEDIAL No. 3



Good, medium fine-line writing is best written with the smooth-pointed Zanerian Medial Pen.

The Zanerian Medial Pen No. 3 is a smooth-pointed pen, much like the Zanerian Business Pen, but smaller in size, making a finer line. For executing medium fine, unshaded business writing it is certainly unexcelled, if equalled. One gross, **$1.25**: one-fourth gross, **40** cents; one dozen, **15** cents.

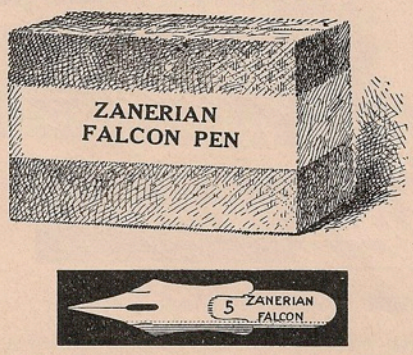
ZANERIAN STANDARD PEN No. 4



The Zanerian Standard Pen is used exclusively for business writing by some of the best penmen in the country.

The Zanerian Standard Pen No. 4 is a high grade pen for business writing generally. It also meets the requirements of the grammar grades, commercial students, etc. The smooth point encourages freedom and ease in writing, two essentials in the foundation on which to build quality and speed. One gross, **$1.25**: one-fourth gross, **40** cents; one dozen, **15** cents.

ZANERIAN FALCON PEN No. 5

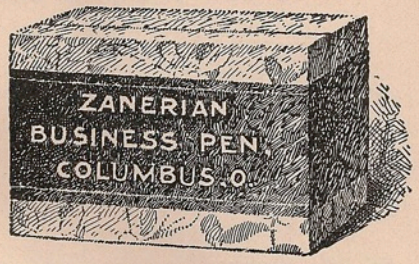


The Zanerian Falcon Pen is a small pen whose merits have won and are holding many friends.

The Zanerian Falcon Pen No. 5 is a high quality business pen. It makes a line fine enough to encourage neatness, but not too fine to discourage speed. It is a first-class pen for Junior and Commercial High Schools. One gross, **$1.25**: one-fourth gross, **40** cents; one dozen, **15** cents.

We are pen specialists, use pens a little ourselves, believe we know a good pen when we try it, preach the gospel of good pens for all, and bad pens for none, and in this catalogue offer you the best pens that money and experienced skill can produce at prices below which none can go and live.

ZANERIAN BUSINESS PEN No. 6



Smooth business penmanship with a medium coarse line is best executed with a Zanerian Business Pen

The Zanerian Business Pen No. 6 is purely a business pen and certainly one of the best, if not the best, on the market. For smoothness and durability, and for executing unshaded business writing, it has never been excelled, if equaled. It is a trifle coarser than the Zanerian Medial Pen. In many banks, business houses, etc., this pen is used to the exclusion of all others. See specimen of business writing above, such as is best executed with t his pen. One gross, **$1.25**: one-fourth gross, **40** cents; one dozen, **15** cents.

Joseph Gillott's Steel Pens

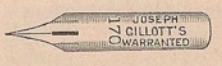
While Zanerian pens are the best that can be had for the work they are intended to execute, we also carry in stock the leading makes of other pens. No matter what pen you desire, get our prices. Special rates on quantities.

Gillott's Tit Quill. A recent invention of Mr. Gillott. Has a point nearly as fine as No. 1000, but makes strokes up and down, or in any direction with equal facility.

1 pen, **20c:** holder for this pen, **15c.**

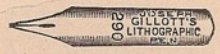
Gillott's No. 1 Principality. For fine ornamental writing, roundhand and flourishing. Flexible, makes a fine line and a bold shade. The pen is much like the Zanerian Fine Writer.

1 gross, **$2.00:** ¼ gross, **60c:** 1 dozen, **25c.**



Gillott's No. 170. An extra fine pointed pen used for copper-plate scripts, retouching and drawing.

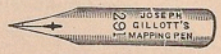
1 gross, **$2.00:** ¼ gross, **60c:** 1 dozen, **25c.**



Gillott's No. 290. A small lithographic and drawing pen; has a very fine point. A pen much used by pen artists. Used by penmen in retouching and in small writing, especially copper-plate script.

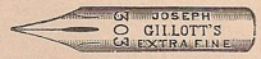
1 dozen, **80c:** 6 pens, **50c:** 3 pens, **30c.**

A holder for this pen, **15c.**



No. 291 Mapping Pen. Superfine drawing point, mapping, drawing and engraving pen, exquisite point.

1 dozen, **80c:** 6 pens, **50c:** 3 pens, **30c.**



Gillott's No. 303. A pen used largely for drawing purposes. A good pen for preparing writing for photo-engraving. For copper-plate script and retouching.

1 gross, **$2.00;** ¼ gross, **60c:** 1 dozen, **25c.**

No. 404. Warranted public pen with bead.

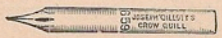
1 gross, **$1.25:** ¼ gross, **40c:** 1 dozen **20c.**

Gillott's No. 601 E. F. Magnum Quill. A business pen, similar to the Zanerian Business Pen.

1 gross, **$1.50:** ¼ gross, **50c:** 1 dozen, **20c.**

Gillott's No. 604 E. F. Double Elastic. A medium fine pen, much like the Zanerian Ideal.

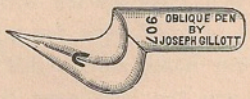
1 gross, **$1.50:** ¼ gross, **45c:** 1 dozen, **20c.**



Gillott's No. 659 Crow Quill. Very fine point, used for drawing.

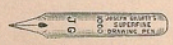
1 dozen, **80c:** 6 pens, **50c:** 3 pens, **30c.**

A holder for this pen, **15c.**



No. 907 Oblique Pen. Fine points, medium flexibility.

1 gross, **$2.00:** ¼ gross, **60c:** 1 dozen, **25c.**

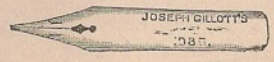


Gillott's No. 1000. Regarded as the finest pointed pen made.

1 pen, **20c:** holder for this pen, **15c.**

Gillott's No. 1060. A Falcon pen, bronze color, of firm action, smooth point.

1 gross, **$1.50:** ¼ gross, **45c:** 1 dozen, **20c.**



No. 1066 Registry Pen. Firm smooth point, adapted to muscular or free arm movement in writing.

1 gross, **$1.25:** ¼ gross, **40c:** 1 dozen, **20c.**

No. 1096 Semyslant. Easy action and smooth point.

1 gross, **$1.25:** ¼ gross, **40c:** 1 dozen, **20c.**

Spencerian Steel Pens.

No. 1 (College). A pen similar to the Zanerian Ideal and Gillott's No. 604.

1 gross, **$1.50**: ¼ gross, **45c**: 1 dozen, **20c.**

No. 2 (Counting House Pen). A larger pen than No. 1. Fine pointed; adapted to the use of correspondents. Excellent for the bookkeeper.

1 gross, **$1.50**: ¼ gross, **45c**: 1 dozen, **20c.**

No. 39 (Subway Stub). Medium stub. Falcon shape; noted for its free, easy action.

1 gross, **$1.50**: ¼ gross, **45c**: 1 dozen, **20c.**

No. 5 (School). Fine point, semi-elastic action. Very popular school pen.

1 gross, **$1.50**: ¼ gross, **45c**: 1 dozen, **20c.**

No. 7 (Lithographic Pen). Wonderfully fine point and wonderfully flexible, said to be the most flexible, extremely fine pointed pen made. For fine and heavy line drawing.

1 dozen, **$1.00**: ½ dozen, **55c**: 2 pens, **10c.**

No. 12 (Mapping). A small, very fine pointed pen, and probably the finest pointed pen made with which free hand writing can be executed by a skillful hand. This is really a remarkable pen for executing exceedingly fine writing, engrossing script, drawing, etc., and is wonderfully durable.

1 gross, **$4.00**: ¼ gross, **$1.25**: 1 dozen, **50c.**

No. 14 (Artistic). A pen much like the Zanerian Fine Writer and Gillott's Principality No. 1. For fine or ornamental writing.

1 gross, **$1.50**: ¼ gross, **45c**: 1 dozen, **20c.**

No. 25 (Drawing Pen). A very fine pointed pen for writing and drawing.

1 gross, **$1.50**: ¼ gross, **45c**: 1 dozen, **20c.**

No. 28 (Congressional). Point blunt and circular, easy quill action, nickel plated.

1 gross, **$1.75**: ¼ gross, **55c**: 1 dozen, **20c.**

No. 38 (Signature Pen). Medium point. Stiff and smooth. For rapid writing.

1 gross, **$1.75**: ¼ gross, **55c**: 1 dozen, **20c.**

No. 42 (Gold Point Pen). Ball pointed. A firm rigid pen with round point. The most popular ball pointed model in use.

1 gross, **$1.75**: ¼ gross, **55c**: 1 dozen, **20c.**

No. 48 (Sterling Pen). A long pointed pen for rapid writing, with elastic, smooth action. For bookkeepers.

1 gross, **$1.75**: ¼ gross, **55c**: 1 dozen, **20c.**

Esterbrook's Pens

A-1 (Professional Pen). A pen for ornamental writing, much like the Zanerian Ideal and Gillott's No. 604.

1 gross, **$1.40**: ¼ gross, **45c**: 1 dozen, **20c.**

No. 14 (Bank Pen). A business pen of medium point and very popular for general use.

1 gross, **$1.40**: ¼ gross, **45c**: 1 dozen, **20c.**

No. 048. Falcon. The manufacturers claim this pen to be the most popular in use for general business purposes.

1 gross, **$1.40**: ¼ gross, **45c**: 1 dozen, **20c.**

ESTERBROOK PENS—Continued

No. 130. Easy Writer. An excellent correspondence pen.
1 gross, **$1.40**: ¼ gross, **45c**: 1 dozen, **20c.**

No. 313 (Probate Pen). A large engrossing pen, with long nib and medium point.
1 gross, **$1.40**: ¼ gross, **45c**: 1 dozen, **20c.**

No. 344. Double Line Ruling Pen. This pen makes two lines at once, and is especially adapted for architects, engineers, draughtsmen and bookkeepers.
¼ gross, **$1.00**: 1 dozen, **40c**: ½ dozen, **25c**: 1 pen, **10c**

No. 442. Jackson Stub Pen. Falcon shape. The most popular stub pen made. Good inkholding capacity.
1 gross, **$1.40**: ¼ gross, **45c**: 1 dozen, **20c.**

No. 453. Business and College Pen. A commercial and school pen with fine elastic action.
1 gross, **$1.40**: ¼ gross, **45c**: 1 dozen **20c.**

No. 556. Advanced School. Fine points. An extremely popular pen for school and commercial work.
1 gross, **$1.40**: ¼ gross **45c**: 1 dozen **20c.**

No. 570. Medium Points. A favorite business pen.
1 gross, **$1.40**: ¼ gross, **45c**: 1 dozen, **20c.**

No. 788. "Oval Point." The points of these pens have a perfect oval that comes in contact with the paper and makes them glide over the surface with a smoothness that is delightful.
1 gross, **$1.40**: ¼ gross, **45c**: 1 dozen, **20c.**

Hunt's Round Pointed Pens

No. 1. First National. Fine point, stiff action. Very popular with banks.
1 gross, **$1.60**: ¼ gross, **50c**: 1 dozen, **20c.**

No. 4. Arrow. Fine point, medium stiff for general correspondence.
1 gross, **$1.60**: ¼ gross, **50c**: 1 dozen, **20c.**

No. 5. Droop Point. Extra fine point, rigid action.
1 gross, **$1.60**: ¼ gross, **50c**: 1 dozen, **20c.**

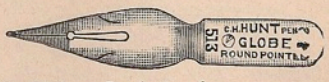
No. 11. Semi-Slant. Fine point, firm action; for school use.
1 gross, **$1.60**: ¼ gross, **50c**: 1 dozen, **20c.**

No. 57. Banking. Fine point a popular general writing pen.
1 gross, **$1.60**: ¼ gross. **50c**: 1 dozen, **20c.**

No. 59. University. Fine point. Moderate action. Very popular.
1 gross, **$1.60**: ¼ gross, **50c**: 1 dozen, **20c.**

No. 65. Manuscript. Medium stub point; popular business stub pen.
1 gross, **$1.60**: ¼ gross, **50c**: 1 dozen, **20c.**

No. 97. Fine point. Finished in bronze and white.
1 gross, **$1.60**: ¼ gross, **50c**: 1 dozen, **20c.**



No. 513. Globe. Bowlpointed.
1 gross, **$1.60**: ¼ gross, **50c**: 1 dozen, **20c.**

No. 709. Courier Stub. Medium broad point. A very popular stub.
1 gross, **$1.60**: ¼ gross, **50c**: 1 dozen, **20c.**

PENHOLDERS

The main idea of the oblique penholder is to assist in making smooth shades. When using a straight holder it is necessary to turn the hand to the left to some extent in order that smooth shades may be made if desired. When using the oblique holder the hand can remain in the usual and more natural position since the pen is held by the holder at the proper angle at which smooth shades can best be made. Of course, it is all right to use the oblique holder in executing unshaded writing, since very smooth lines can be secured, but it is indispensable when executing shaded writing.

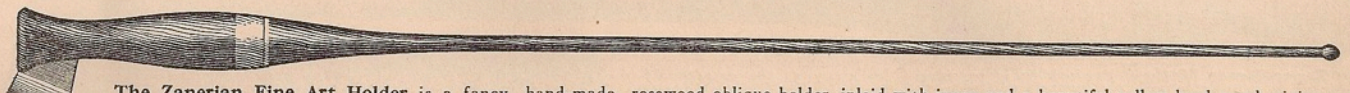
There are numerous oblique penholders on the market today, some of which are made by persons who, not being penmen themselves, do not understand the requirements of correct adjustment. It requires more than a wood-turner to produce a good oblique holder. If the adjustment is not correct in an oblique holder, it is practically worthless as an instrument for fine writing, no matter how fine the holder may be otherwise. Many students who enter the Zanerian College (the school of penmanship conducted by The Zaner-Bloser Co.) bring with them oblique holders which are miserably adjusted, and with which they have been laboring at a great disadvantage, not knowing where the trouble lies. It is no wonder that some persons should become discouraged with such instruments.

In purchasing oblique penholders it is undoubtedly safest to secure them from persons who know how to use them most successfully, and therefore know what the proper adjustment is. Of course, inferior holders can be sold for less money than perfect ones, since practically no time is spent in securing the proper adjustment. On each of our holders considerable time is spent on the adjustment by one who thoroughly understands what is best in this particular. Not only this, but we are confident that a careful comparison of our holders with others will reveal the fact that Zanerian holders are also the most perfect in workmanship. We originated and popularized the long oblique holder, and, as was to be expected, it is being imitated.

Our oblique holders are all adjusted for ornamental penmanship, and intended to fit the Zanerian Fine Writer or Gillott's Principality No. 1 pen, these two being the same in size. If a smaller pen is to be used, such as the Zanerian Ideal, Gillott's 604, or a Spencerian No. 1, anyone can easily contract the pen slot by pressing against it so that it will fit these pens.

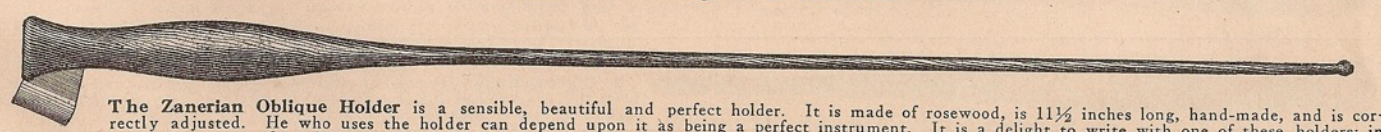
If one of the long holders should draw slightly crooked, as sometimes happens when wood is turned so long and slender, it can be easily straightened by holding it over a lighted lamp until the wood becomes heated, when, if care is taken, it can be straightened without danger of breaking.

ZANERIAN FINE ART OBLIQUE PENHOLDER



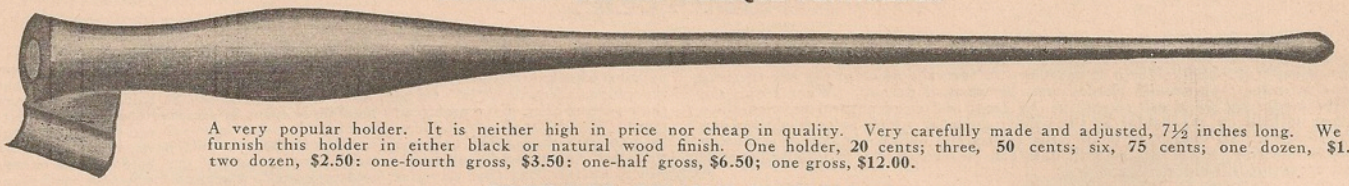
The Zanerian Fine Art Holder is a fancy, hand-made, rosewood oblique holder, inlaid with ivory and a beautiful yellow hard wood, giving a very pleasing contrast. It is perfectly adjusted, 11½ inches long, and is the most attractive oblique penholder manufactured. Present it to a good penman and he will be delighted. Present it to a poor penman and its beauty will compel him to pick it up, practice and improve his writing. The most indifferent pupil will delight in improving his penmanship when he has this holder. Price, **$1.25**. Sent in an appropriate wooden box for **15** cents extra. It makes a handsome present for Christmas or any other time. We also furnish the Zanerian Fine Art Holder but 8 inches in length, although otherwise the same in every particular as the longer holder. Price of the 8-inch holder is **$1.00,** sent in a wooden box for **15** cents extra.

ZANERIAN OBLIQUE PENHOLDER



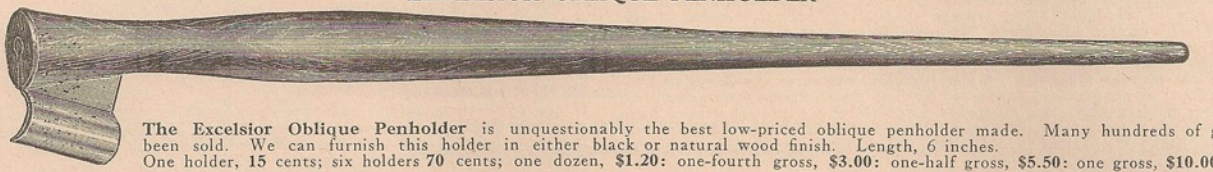
The Zanerian Oblique Holder is a sensible, beautiful and perfect holder. It is made of rosewood, is 11½ inches long, hand-made, and is correctly adjusted. He who uses the holder can depend upon it as being a perfect instrument. It is a delight to write with one of these holders; in fact, it is a great encourager of good penmanship. It has been observed that many persons who seemingly care nothing for good writing soon feel a desire to practice when one of these instruments comes into their possession. The Zanerian Oblique Penholder is the same in size, length, etc., as the Zanerian Fine Art Holder, but not so fancy. Price **75** cents. Sent in a wooden box for **15** cents extra. We can also furnish the Zanerian Oblique Holder but 8 inches in length, although otherwise the same in every particular as the longer holder. Price of the 8-inch is **65** cents. Sent in a wooden box for **15** cents extra.

ZANERIAN EXPERT OBLIQUE PENHOLDER



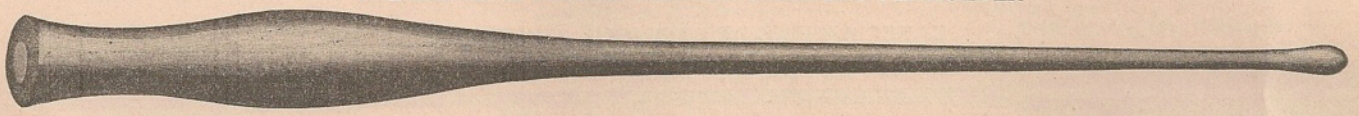
A very popular holder. It is neither high in price nor cheap in quality. Very carefully made and adjusted, 7½ inches long. We can furnish this holder in either black or natural wood finish. One holder, **20** cents; three, **50** cents; six, **75** cents; one dozen, **$1.25**: two dozen, **$2.50**: one-fourth gross, **$3.50**: one-half gross, **$6.50**; one gross, **$12.00.**

EXCELSIOR OBLIQUE PENHOLDER



The Excelsior Oblique Penholder is unquestionably the best low-priced oblique penholder made. Many hundreds of gross have been sold. We can furnish this holder in either black or natural wood finish. Length, 6 inches.
One holder, **15** cents; six holders **70** cents; one dozen, **$1.20**: one-fourth gross, **$3.00**: one-half gross, **$5.50**: one gross, **$10.00.**

THE ZANER & BLOSER METHOD STRAIGHT PENHOLDER



The Zaner-Bloser Method Penholder is considered by many as the greatest aid to good writing that has ever been brought out in the form of a penholder. It merits have won practically universal endorsement. Never before has a penholder been commended so highly by experts. It is shapely, attractive and the hand adjusts itself to it perfectly. With this holder in the hand there is a desire to write and a delight in writing. It is intended for use wherever a really good holder is desired. Appreciated by bookkeepers and all particular pen users. Just the holder for commercial college and public school pupils. The high ridge on end of holder does not allow the pupil to get his fingers on the pen. The shape discourages gripping. It slopes from the pen rather than toward it. Try it and see for yourself. Non-corrosive and durable. Keeps pen from soiling paper when lying on desk. Graceful in design, and comfortable to hold. Scientific, serviceable and economical. Furnished in dull black or in red finish. The red holder is intended for red ink work. One holder, **15** cents; three, **40** cents; six, **50** cents; twelve, **90** cents; one-fourth gross, **$2.50**: one-half gross, **$4.00**: one gross, **$7.50.** Prices on larger quantities on request

TRIANGULAR STRAIGHT PENHOLDER

Some persons prefer a triangular penholder to a round one. This holder is very carefully made of hard rubber. It is 7¼ inches in length. Price **25** cents each.

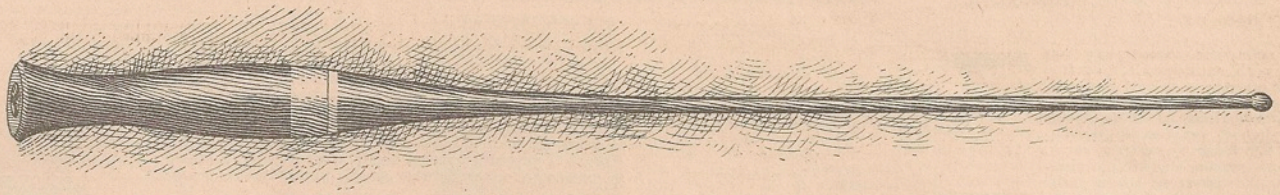
THE CORRECT HOLDER

The Correct Holder is very beautiful in design and finish. It is 6¾ inches long, and a favorite with persons who wish a very carefully made hard rubber holder. Price, **25** cents each.

DIXON'S MODERN WRITING PENCIL No. 2

Prices; 2 pencils, **10c**, postpaid; 12 pencils, **50c** postpaid; 1 gross **$3.12** prepaid. Quantity prices given if requested.
An excellent general use pencil. Medium soft lead.

Zanerian Fine Art Straight Penholder—Beautiful and Useful



The length is 8¼ inches and the holder is highly pleasing in gracefulness of curve and in shapeliness of design, as well as in color effect—the blending of red, yellow and dark woods with the whiteness of ivory. It is made of redwood, boxwood, celluloid, and ebony, all joined harmoniously and given a finish such as only an experienced and painstaking woodworker could give it. In appearance and feeling to the hand nothing further could be desired in a penholder.

The holder is hand-turned by one who possesses the old-time craftsman's pride in his work, and who aims at perfection rather than at quantity in production.

It is known that this holder greatly encourages poor penmen to practice and improve their handwriting, while good penmen are so delighted with it that they cause John Hancock's reputation to suffer.

Many have pronounced it to be the most beautiful and perfect penholder ever manufactured.

It is not the result of a moment's fancy, but a development by one who has made a study of penholders and of penholder manufacture for a period covering many years.

Any one of either sex, whether old or young, will surely appreciate an attractive and serviceable writing instrument like a Zanerian Fine Art Straight Penholder.

Holds a pen of almost any size—small, medium or large.

When ordering please mention the exact name, for we manufacture many kinds of penholders.

Price, postpaid, **$1.00.** Sent in an appropriate wooden box, **15** cents extra.

ZANER & BLOSER METHOD HAND POSITION CHART

FREEDOM IN WRITING

The above is a greatly reduced illustration of the **Zaner & Bloser Method Hand Position Chart.** The original is 14 x 22 inches. Printed on strong two-ply cardboard. This chart is used largely in the public schools, normals, etc.

It is based upon the position used by good writers.

For a few cents you now can place a practical idea before your class for years to come. No similar small investment will bring as large returns. For without correct position, correct writing is an impossibility.

Here we have a chart which stands out boldly clear across the school-room so that all can see it plainly. The eye strain is reduced to the minimum, because the essential points are executed boldly and with care.

The position is practical and therefore usable; not merely theoretical.

The essentials of a good position are fully explained below the illustration. The Chart, therefore, not only shows by illustration what the correct position is, but tells as much in words. In this way no misunderstanding can result.

When you get the Zaner Method Hand Position Chart you get **the** best. It is correct anatomically, chirographically and artistically.

The Charts are carefully packed and shipped prepaid; delivered to your door without extra expense or bother.

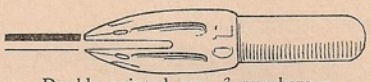
This chart helps both teacher and pupils.

1 Hand Chart in tube, postpaid	$ 30
6 Hand Charts around tube, postpaid	1.50
12 Hand Charts shipped flat, prepaid	2.88

SOENNECKEN LETTERING PENS

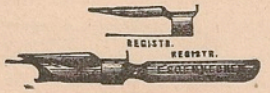
These are the pens that are used by all engrossers for executing the various styles of lettering, German Text, Old English, etc., etc. For making or filling names in diplomas, engrossing resolutions, for ledger headings, or in fact for executing any kind of practical, rapid lettering, these pens are the best made. There are a few other numbers of these pens than are mentioned here, but these twelve are all any engrossing artist ever has occasion to use.

Single pointed pen, 9 numbers—
1, 1½, 2, 2½, 3, 3½, 4, 5 and 6.



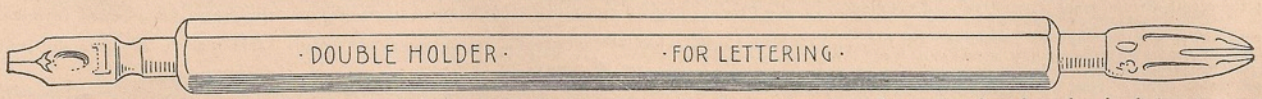
Double pointed pen, 3 numbers—
10, 20 and 30.

1 complete set of these twelve Pens, Nos. 1, 1½, 2, 2½, 3, 3½, 4, 5 and 6 single pointed, and Nos. 10, 20 and 30 double pointed, postpaid ..... $ .35
1 dozen of any numbers (assorted as desired) single pointed ..... .25
1 dozen of any numbers (assorted as desired) double pointed ..... .60
Less than a dozen single pointed pens, 2 for 5c, and less than a dozen double pointed, 5c each.
¼ gross of any **one** number single pointed pens, postpaid ..... .50
1 gross of any **one** number single pointed pens, postpaid 1.75
¼ gross of any **one** number double pointed pens, postpaid 1.50



"Inkholder" for Soennecken Lettering Pens. But little ink dipping is necessary when this inkholder is used. Saves time and patience when one has considerable work to do. Each, **10** cents.

DOUBLE PENHOLDER FOR SOENNECKEN LETTERING PENS



This is a very convenient holder. It holds two pens and thus saves the user the trouble of removing one and inserting the other when he desires to use two different numbers of pens on a piece of work. Price, **20** cents each.

The best engrossing instructor ever published, containing full instruction for using these pens and a large number of alphabets made with them, copies of engrossed resolutions, designs, etc., showing the application of alphabets and also much other valuable instruction and information for learners, is **"The Zanerian Manual of Alphabets and Engrossing,"** a beautifully bound and printed book of 136 pages, a copy of which we will mail for **$2.50** postpaid. It pays to learn engrossing. In every city there is plenty of work at good prices for skilled engrossing artists. See further description of this book on page 21 of this catalog.

Specimen of Soennecken Pen Lettering

ZANER METHOD LARGE PENCIL No. 2

This pencil is larger in diameter than an ordinary pencil. It contains large lead which will not easily break and which will make a heavy line with a light touch. It is an excellent pencil for bookkeepers, stenographers, clerks and is ideal for small children learning to write. Used in many public schools for first and second grades. Price **10** cents each, postpaid; 1 dozen **$1.00**, postpaid.

ZANERIAN INDIA INK

The quality of many inks was greatly lowered by the war because certain ingredients could not be secured from foreign countries and the quality of many inks has not yet come back. The Zanerian India Ink is now guaranteed to be up in quality to pre-war standards.

Zanerian India Ink has well been termed the Penman's India Ink. While it is the equal of any other ink for drawing, it is preeminently the best for preparing script for photo-engraving. A finer and smoother line can be made with it than with any other. The work in this catalogue was executed with this ink and photo-engraved from pen and ink copy. It is as good as the stick India Ink and requires no grinding. It is always ready for use.

With each bottle we send a copy of "Helps and Hints on India Ink and on Preparing Script and Drawings for Photo-Engraving," which contains complete instruction on these subjects.

When thinned with water according to instructions, a splendid ink for business or ornamental writing is secured, many preferring it to any other for these purposes.

1 Bottle postpaid---------- $ .40
1 Dozen Bottles by express---------- 4.00

ZANERIAN GOLD INK

Zanerian Gold Ink is the most brilliant and free flowing gold ink on the market. There is a great difference in gold inks, many of the cheaper kinds being almost entirely worthless.

1 bottle, **25c.**

1 dozen bottles, by express, **$2.00.**

ZANERIAN INK POWDER

Quart package, **30c.**

Six packages or more, **22½c** per package, net.

Blue black writing fluid for school or commercial use which will positively not corrode a steel pen can be made by simply placing the contents of one package of Zanerian Ink Powder in a quart of water. The directions given on each package are so simple that any person can quickly make good ink with this powder.

Everybody knows what a joy it is to write with ink which flows freely from the pen and produces a good, strong, clear-cut line. You will be delighted with the beautiful, graceful lines which can be made with this ink. Why not supply yourself with ink which has been made from Zanerian Ink Powder? By so doing, you will save on carriage charges, insure ink against freezing, secure better results in handwriting, and save a great deal of money, since this ink will only cost you about 90 cents per gallon.

ARNOLD'S JAPAN INK

We are headquarters for Arnold's Japan Ink carrying a larger stock than any other dealer in this country. When used according to the instructions which we send with every bottle, telling how to get the best effects, the ink is without doubt one of the very finest to be had for executing fine penmanship, such as letter writing, card writing, flourishing, etc. Practically all professional penmen use this ink.

1 bottle, 4 oz., postpaid---------- $ .50
1 pint by express---------- .75
1 Quart by express---------- 1.15

WHITE INK

We have tried many different kinds of white ink, but we believe that there is no better made for writing or drawing purposes than the kind we are handling. With every bottle we send an instruction sheet telling how to use the ink so as to get the best results.

One bottle—enough to last a long while—postpaid, **30c.**

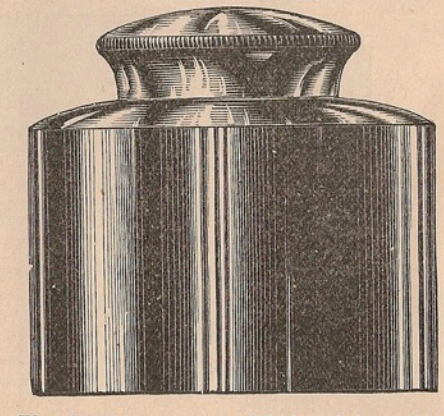
ZANERIAN INK TABLETS

1 Quart box of 32 Blue-black ink tablets---**30c**
1 Quart box of 32 Red ink tablets----------**30c**
6 Quart boxes or more, all of one color or assorted, per box, net----------**22½c**

These tablets produce an ink of strictly Zanerian Excellence quality. They are put up in appropriate round wooden boxes, and each box contains 32 tablets. Most ink bottles are made in sizes ranging from one to thirty-two ounces. Simply drop one tablet in a one-ounce bottle filled with water, and you will immediately have a one-ounce bottle of good ink. Put two tablets in a two-ounce bottle and so on; 16 in a pint bottle and the entire 32 tablets in a quart. If one tablet is dropped into an ordinary ink well filled with water more water can be added from time to time and good results secured.

These tablets are easy to divide according to quantity of ink desired. They are also easily handled—no scattering of the particles or soiling of the fingers

ZANERIAN HARD RUBBER INKSTAND



The above cut shows the full size of this polished hard rubber screw-top inkstand. This is the only one of the kind that has a mouth one inch wide, inside measurement, which is plenty wide enough to admit any oblique holder. Air tight, prevents evaportion, and it will not leak. Ink can be carried anywhere in it. A fine and serviceable ink well for use anywhere. Price, **60** cents each.

HIGGINS' ETERNAL INK

A fine, fluent, carbon writing ink for general use. Black from the pen point and eternally remains so. Proof to age, air, sunshine and chemicals. May be diluted for use in fountain pens. An ink for bank, legal and corporative use, business writing, general correspondence, and state, county and town records.

Price, 2-ounce bottle, postpaid, **25c.**

HIGGINS' AMERICAN DRAWING INK

This India Ink is used largely by artists, architects, engineers, schools, colleges and institutions. It is considered a standard liquid drawing ink by many professional draftsmen.

Price, ¾-oz. bottle, postpaid, **35c.**

HIGGINS' ENGROSSING INK

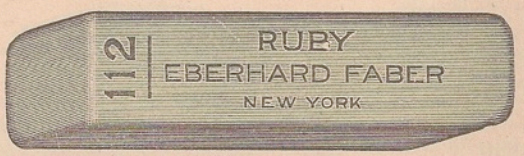
A dense black indestructible ink, especially adapted for all important writings, records and engrossing. Intended for ornamental penmanship, card writing, etc. Water-proof when dry. Will never fade.

Price, 2-ounce bottle, postpaid, **30c.**

Higgins' Inks are used largely by penmen. Special prices per dozen bottles. We can furnish almost any ink that may be desired. Send us your orders.

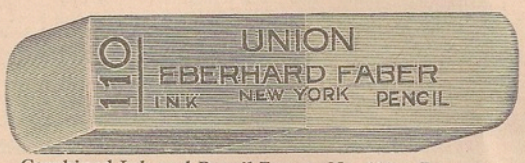
PENCIL AND INK ERASERS

These erasers are the highest quality on the market. We cannot sell less than two, but we can send one pencil and one typewriter ink eraser postpaid for **10c.**



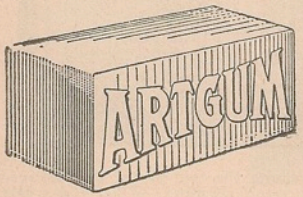
Pencil Eraser No. 112. Exact size.

This eraser with its bright, attractive coloring of red, its convenient shape, and its unsurpassed erasing qualities, has long been recognized as a standard for commercial and general use. Two erasers, postpaid, **10c.**



Combined Ink and Pencil Eraser, No. 110. Exact size.

One-half is pencil and the other half ink and typewriter eraser. Very convenient to make quick erasures of both. Two erasers, postpaid, **10c.**



While **Artgum** is used for many purposes, such as cleaning clothing of grease spots and dirt, cleaning wall-paper, etc., to the artist and draftsman it has become almost indispensible as a cleaner and eraser for all kinds of work.

One piece, 2¼ x 1 x 1 inch, postpaid, **10c.**

Typewriter and Ink Eraser, No. 102. Exact size.

This is one of the most popular ink and typewriter erasers on the market. Pen users use it to erase ink, and stenographers to erase typewritten matter. Two erasers, postpaid, **10c.**

SPONGE RUBBER ERASER

A very necessary article for artists, penmen, engrossers, draftsmen, etc., for cleaning papers of all kinds. It removes **finger** prints or other soiled marks, pencil lines, etc., without injuring the surface of the paper or removing the gloss. Size 2 x 1 x 1 inches. One piece will clean many papers. Two pieces, postpaid, **25c.**

THE GOOD GRIP PEN PULLER

Is a neat and handy little article, an inch and a half in length, for pulling pens from the holder. No soiled fingers. No pen too stubborn for this puller to extract. Every pen user should have one. Price **10c** each, postpaid.

THUMB TACKS

While we can furnish thumb tacks varying from the cheapest made to the highest quality, the two listed herewith answer the purpose of most persons.

Plated Steel, ½ inch in size.

12 tacks, postpaid (smallest quantity sold)..$ .10
100 tacks, postpaid..... .50

Brass, ½ inch in size.

12 tacks, postpaid (smallest quantity sold)..$ .15
100 tacks, postpaid..... 1.00

BLANK CARDS

We can furnish almost any kind of blank cards that may be desired. When ordering send a sample of the size and kind desired, if possible. Send 5 cents for samples of our white, black and colored cards listed herewith.

Extra fine quality of White Wedding Bristol—finest surface for fine penmanship.

100 by mail, postpaid.....$ .30
500 by express..... 1.00
1000 by express..... 2.00

Colored Cards, 6 colors, at same price.

PANELED CARDS

Paneled cards are something that are comparatively new in visiting cards. By hard pressing with an embossing plate, some smaller than the card, a raised border effect about one-fourth inch is produced. Many persons prefer them to the plain cards. The card listed here is 2 3/8 x 3¾ inches in size and is a very fine quality of wedding bristol. Card writers and others will find that persons are willing to pay more for a paneled card than for a plain card, although they cost but little more.

Send **5c** for samples.

100 by mail, postpaid.....$ .35
500 by express..... 1.30
1000 by express..... 2.50

FINE WHITE CARDBOARD

White Wedding Bristol. Best surface for fine penmanship or pen drawing. Sheets are 22 x 28. The Wedding Bristol blank cards listed herewith are cut from this board.

6 Sheets, postpaid.....$ .90
12 Sheets, postpaid..... 1.65
2 Sheets by mail, postpaid..... .50

LARGE SHEETS OF PAPER

Especially adapted for pen work, engrossing, etc., taking the place of cardboard when thickness or stiffness are not desired.

Zanerian, 16 x 21—32 lb. stock. Medium smooth surface. 6 sheets by mail, postpaid, **50c**: 20 sheets by mail, postpaid, **$1.50.** Special price on ream lots of 480 sheets.

Ledger, 16 x 21—30 lb. stock. Smooth, hard surface. 6 sheets by mail, postpaid, **65c**: 12 sheets by mail, postpaid, **$1.10.**

ENVELOPES

Extra Fine, White and Colored. While we can furnish almost anything in the line of envelopes, we here wish to call your attention to six very fine ones. They are all of the 6¾ size (3 5/8 x 6½) and we can furnish this grade in white, azure, primrose, dark blue, canary and cherry at the following prices: Send **5** cents for a sample each of the six envelopes.

1000 by express.....$2.50
500 by express..... 1.40
100 by mail, postpaid..... .50

BLUE PAPER FOR WHITE INK

This paper is a rich blue on one side of the sheet only. Sheets are 8 x 10 inches.

50 sheets by mail, postpaid.....$ .45
100 sheets by mail, postpaid..... .80

BLACK CARDS

After testing many different makes of black cardboard, we believe that the cards we are offering for sale possess the best writing surface that can be found.

100 cards by mail, postpaid.....$ .30
500 cards by express..... 1.00
1000 cards by express..... 2.00

Try our white ink and black cards. They are positively the best that can be had.

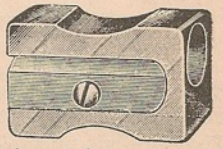
BLACK CARDBOARD

This is the finest quality blackboard for white ink that we are able to get hold of. The black cards listed herewith are cut from this board. Size, 23 x 33.

6 sheets, postpaid.....$ .90
12 sheets, postpaid..... 1.65
2 sheets of this board by mail, postpaid..... .50

We can usually furnish gray board and boards of other colors at about same price of black board.

THE HANDY PENCIL SHARPENER



This little sharpener does its work perfectly and fills the demand for a sharpener that is inexpensive, durable and always ready.

It is made of aluminum and has a steel blade that retains its keen cutting edge much longer than one would suppose. The blade can be removed easily and sharpened.

It is a very convenient article to have on one's desk for then no time will be lost in going to a large sharpener.

Being small and very light, it can be carried in the pocket and be ready for use at all times and places.

It is indispensible in the home where a large sharpener is impracticable.

It is just the sharpener for school children to use at home and in school. Much time and annoyance will be saved by them by its use.

Price, postpaid, **15c,** or two for **25c.**

We are continually adding new goods to our stock. If you do not find listed in this Catalog what you desire, write us stating your wants.

REMEMBER—We send all goods by mail postpaid, except those mentioned to go by express or freight, on which carriage charges are paid by the purchaser.

MAGNIFYING OR READING GLASS

This glass is made of the best quality of material by the most skillful workmanship. The lens is double convex, accurately ground from pure white glass and highly polished. Its magnification is calculated to give the clearest possible field for its respective diameter. The rim is of nickel and of sufficient width to protect the lens' surface. The handle is tastily made of ebonized wood.

A high grade magnifier like this one has proved itself of unquestionable value in many of the trades and industries, in the business office and in the home. It enables one to inspect many articles that come before him daily and ascertain their quality.

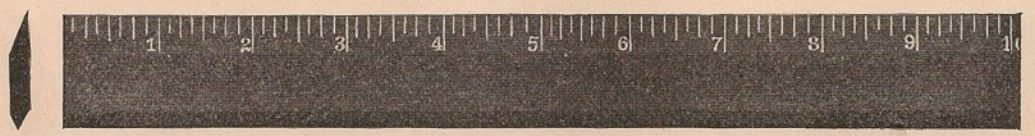
It is a constant convenience on the business man's desk for examining small print or writing, half-tones and the like. It is also equally useful for all in the home, and especially interesting and instructive for children. With it they can learn much as regards how things are made and of what they are made. It enables them to become judges of the quality of many things used daily in the home, which is truly educational.

For the penman and engrossing artist it is a very necessary article to enable him to examine pen work. Study the work of masters under a magnifying glass. The lens is 3½ inches in diameter. Price, postpaid, **$3.75.**

RULERS

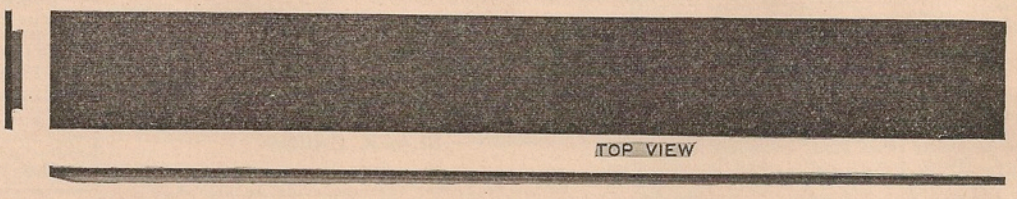
The three rulers listed below are very carefully made of the best quality hard rubber, and fulfill the demand for articles of this character in both superior quality and workmanship.

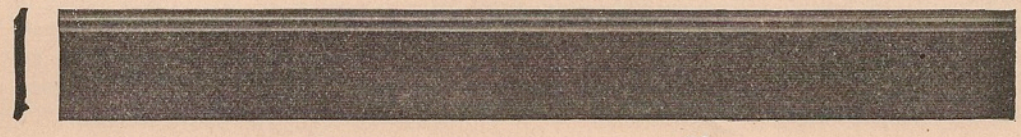
They are not affected by ink which may come in contact with them as are many other materials of which rulers are made. A good ruler is a very satisfactory article.



Scale Ruler—12 inches long, 1 $\frac{3}{16}$ inches wide. Price, postpaid, **65c.**

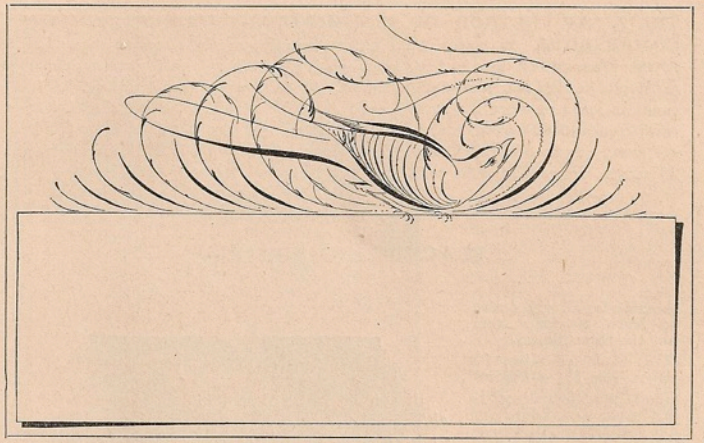
Flat Ruler—12 inches long, 1⅛ inches wide, not scaled. Price, **50c.**



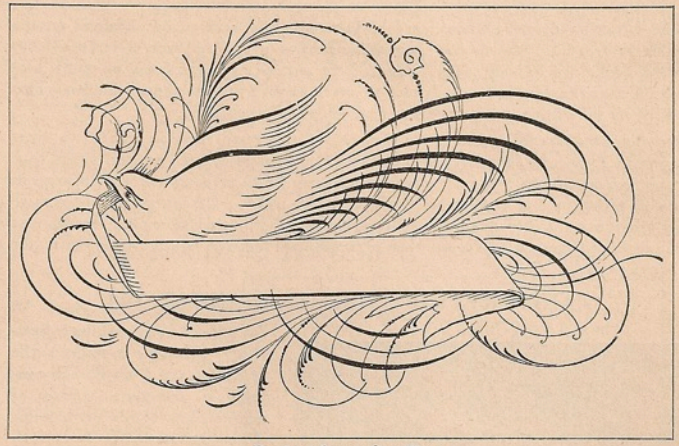


Flexible Ruler—12 inches long, 1 inch wide, not scaled.
Price, postpaid, **50c.**

HANDSOME DESIGN CARDS



Design from Set One



Design from Set Two

We here offer the penmanship loving public two sets of beautiful design cards, each set containing twelve cards with a different design on each, and with sufficient blank space for a name to be written.

These cards are unquestionably the finest of the kind ever gotten out. In the hands of wide-awake card writers they are money-makers, costing less than 5 cents per set of twelve cards when $4.50 worth are ordered at a time. Remit 10 cents for a set, or 20 cents for the two sets, one set of each number, and see how easy it will be to take orders at good figures. The writing surface of the cards is unexcelled for fine penmanship. They are printed so as to resemble pen work very closely, and most persons would suppose them to be pen work. The original designs were, of course, all prepared with the pen, set one having been executed by one penman, and set two by another, both of whom are recognized as masters in flourishing and designing.

We present above one design from each set, but you must see all of the designs to fully appreciate them. After seeing the cards, many persons have ordered large quantities, some using them for school advertising purposes and others for regular card writing purposes. One card writer who uses these cards reports that he and his brother cleared $37.00 in one day writing in a park.

PRICES FOR SET ONE OR SET TWO

(By mail postpaid.) At these prices the cards can be furnished in sets only.

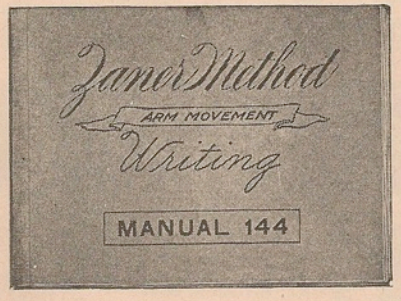
One set of 12 Cards	$ .10	Twelve Sets of 144 Cards	$ .70
Three Sets of 36 Cards	.25	Twenty-four Sets of 288 Cards	1.30
Six Sets of 72 Cards	.40	Forty-eight Sets of 576 Cards	2.40
Nine Sets of 108 Cards	.50	Ninety-six Sets of 1,152 Cards	4.50

BOOKS ON PENMANSHIP AND PEN ART

The following described books are undoubtedly the best to be obtained on the subjects treated. No similar publications have ever had such a large sale as these books are having today. One of the secrets of the success of many persons is that they are able to advance themselves with the aid of good books. This ability is something every ambitious person should acquire.

Persons who intend entering the Zanerian College will find it greatly to their interests to secure as many of these works as possible and master their contents before coming. By so doing pupils are able to complete the course in the Zanerian in less time than they otherwise could. Of course, the books are for prospective Zanerian students alone, but for all who wish to master the subjects not intended treated. If a number of books are desired at one time, write for special prices.

ZANER METHOD WRITING MANUAL 144



Is a book on practical business writing covering the ground from A to Z. It contains a complete course of penmanship copies with complete instructions for each copy. The copies and instruction represent the best effort and thought of those who have devoted the greater part of their life to the cause, and with this book they have solved the problem of producing a system of writing which is easy to teach, easy to learn, easy to read and easy to write. The style of writing presented is such as is in demand in our practical age. The instructions are so explicit and the copies so well graded and executed that no one need go without a good handwriting. The book is not only designed as a self-instructor for the home student who wishes to improve his penmanship, but it is also intended for the use of high and business school pupils, and also for teachers who wish to prepare to teach penmanship.

The work contains 112 pages and can be furnished in paper or cloth binding. It is being used widely throughout this country by correspondence students, home students, high and business college students, as well as by many private schools. Price, **25c** postpaid, in paper cover. In cloth cover, **50c** postpaid. See price in quantities on page 22.

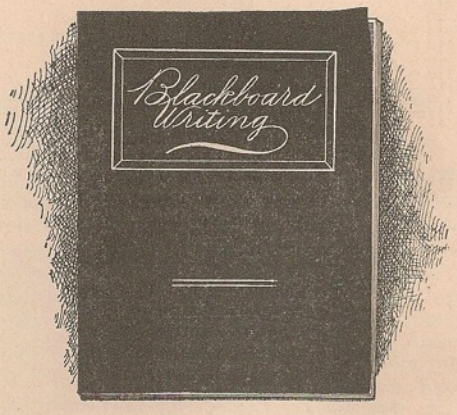
THE ZANER METHOD OF ARM MOVEMENT WRITING COMPLETE COMPENDIUM, 96 pages, 4 x 8 inches, contains nearly all of the copies found in the Manual 144, but without so much instruction. It is intended primarily for pupils in high and commercial schools. It has been the means of aiding thousands to learn to write a practical hand. Like Manual 144, it has recently been re-written and improved, and it is, therefore, new from cover to cover. There are many exercises in this Compendium never before published. Price, postpaid **25** cents. In quantities by mail or prepaid express, **16** cents each.

BLACKBOARD WRITING

A guide for all who desire to learn to write well on the blackboard.

The book contains 32 pages, size 5¼ x 6¾ in.

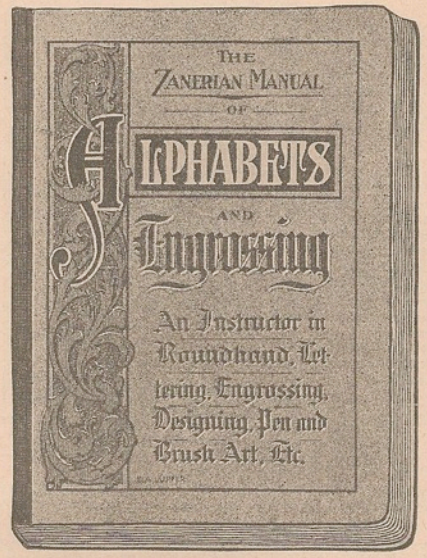
Good blackboard writing inspires confidence in one's ability. All teachers should be master of this art. This book makes the work interesting and easy to acquire.



It is very important that a teacher should be a good blackboard writer. Indeed, it is more important that she write well upon the board than upon paper, although very necessary that she excel upon both. By being a good penman, she knows through experience how much patience and perseverance is required to learn to write well. By being able to write well upon the blackboard, she can in a short time show many pupils how to practice in order to write well. And by so doing she can interest, instruct and enthuse; for it takes all three elements to lead a class onward to success.

This volume is issued in response to a number of requests for practical suggestions in presenting practical writing to classes from the blackboard. It is the teacher's chief and most potent method of showing, for there is much truth in the old saying, "Seeing is believing." Price, **30** cents, postpaid.

ZANERIAN MANUAL OF ALPHABETS AND ENGROSSING



The greatest collection of practical engrossing ever published. Revised edition, about one-half of the book being new material—the finest work of the kind ever prepared by the profession.

A book 8½ x 11½, 136 pages, containing complete courses of instructions in Roundhand, Broadpen, Penciled and Freehand Lettering, Wash Drawing and Pen Drawing. Instructs how to make Diplomas, Certificates, Title Pages, Engross Resolutions, and presents numerous full-page examples of pen and brush work from the leading engrossing masters of the country.

The one indispensible book for all engrossing artists and all who wish to learn practical and profitable engrossing or lettering. It contains a wealth of material and ideas.

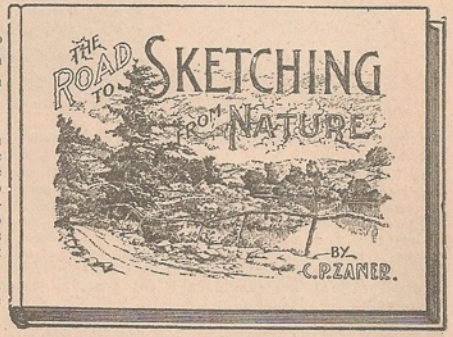
Price, postpaid, **$2.50.**

GEMS OF FLOURISHING

A work devoted exclusively to the fascinating art of flourishing. It starts at the beginning, showing the students how to make the simplest strokes and exercises, and finishes with a great variety of designs displaying the highest degree of skill yet attained in this art. Three editions of this popular work have already been sold. The constant demand for an instructor of the very highest order in the branch has necessitated our publishing the fourth edition. This edition is a great improvement over former ones, containing all that appeared in previous editions with much additional matter added. While all of the instructions and the greater number of the designs are from the pen of Zaner, who has long been recognized as the prince of flourishers, in order to illustrate the treatment of different masters of this art, designs are presented from the pens of the following recognized leaders in this work: W. E. Dennis, E. L. Brown, F. B. Courtney, M. B. Moore, H. P. Behrensmeyer, H. W. Flickinger, H. B. Lehman, C. C. Canan and others. It is unquestionably the best work on flourishing ever published.

Flourishing, like music, is an accomplishment, and any penmanship lover who has before him this book, paper, pen and ink, will find his hours going by altogether too rapidly. Price, **$1.00** postpaid.

THE ROAD TO SKETCHING FROM NATURE



A book for those who desire to learn to sketch direct from nature with pen and pencil.

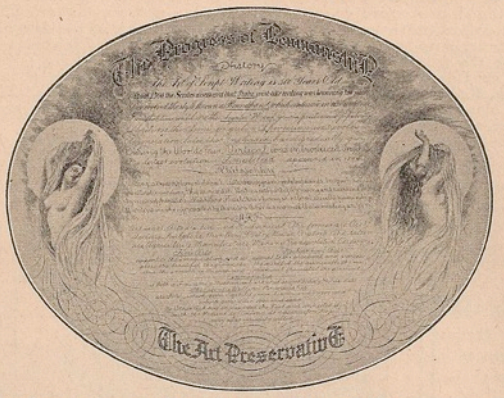
Many persons go through life unconscious of the marvelous beauty in nature all around them. To be capable of fully appreciating it means to doubly enjoy life. This book will arouse interest in both art and nature. and teach you to know, appreciate and produce good art.

Learning to sketch is as easy as anything else if you go about it correctly. "The Road to Sketching from Nature" tells you how, giving all the essentials of the art.

The instructions are plain, interesting, progressive, enthusiastic and enjoyable. It discusses location, proportion, light and shade, reflection, treatment, composition, and suggestions. The work contains 62 pages, over 50 illustrations made direct from nature, is printed on the finest plate paper, 6½ x 9 inches, and is bound in flexible art linen.

It is graded from the simplest outline sketch to the most artistic pen and pencil pictures. It contains one water color painting beautifully reproduced in colors. If you get this book, you will certainly go out and learn to sketch and appreciate nature. Price, **$1.00** postpaid.

THE PROGRESS OF PENMANSHIP



A large design presenting the history of penmanship in a nutshell. Beginning with the year 1500, presents each style of writing used during the different stages of its progress down to our own day, each style recording its own history. It thus presents the history of writing both objectively and subjectively, with an effect that could be secured only by one who has been a deep student of penmanship and who possesses unusual skill in executing it.

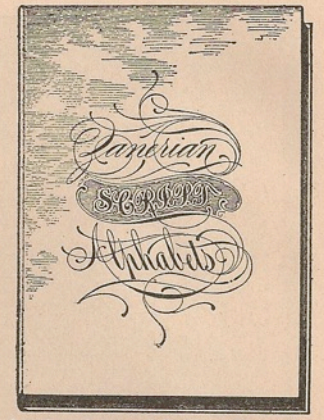
The historical part occupies the upper central portion of the design, while in the lower central part is represented, also in script, philosophy and definitions as regards writing, representing the author's best thought on these subjects after his twenty years study and practice of the art. At the extreme top of the design is lettering and pen drawing, and at the bottom, lettering and flourishing. On the right hand side is a beautiful female figure in stipple and pen drawing typifying aspiration and the future, while on the left side of the design is another female figure typifying achievment and the past; all blended most harmoniously and effectively.

On account of the instructive historical feature and great beauty of the design it is of permanent value, and most appropriate for hanging in the office, or wherever art and good penmanship are appreciated. It is reproduced by the photo-engraving process, and is therefore an exact duplicate of the original, which is valued at $500. It is printed on patent Cameo plate paper, 22 x 28 inches, ready for framing. The price is **50c.** Securely sent in tube, postpaid.

ZANERIAN PENMANSHIP ANATOMY, ETC. By C. P. Zaner. Contains a brief history of modern penmanship, with illustrations of the principal styles of writing in use during the last four hundred years. Also an analysis of all the script letters, and illustrations and descriptions of the muscles and bones of the hand and arm. Every penmanship teacher should understand the facts set forth in this book. 16 pages, postpaid, **25c.**

The reading and study of books arouses the best impulses and induces correct thinking.

ZANERIAN SCRIPT ALPHABETS



A work on penmanship containing the greatest variety of styles of writing ever presented in a publication, each style comprising small letters, figures and capitals with sentences, page work, signatures, etc. The styles range from the simplest and plainest to the most elaborate and intricate ever executed.

The plan of the book is to present on one page an entire alphabet, including small letters, figures and capitals, with complete instructions for executing them on the opposite page. Following a large number of the plates are numerous forms, such as paragraphs, notes, and full page letters, showing the application of each particular style, or the appropriate uses of it. In other words, it first presents a style with painstaking instructions how to acquire it, and then gives the application of the style in actual uses in letter writing, accounting, signature and specimen work.

Most of the work in the book is from the hand and pen of Zaner. The other masters who have contributed to this valuable publication are: Lyman P. Spencer, H. W. Flickinger, A. P. Root, L. Madarasz, F. B. Courtney, A. D. Taylor, E. C. Mills, C. E. Doner, C. C. Canan, E. W. Bloser, and others.

A letter written by A. D. Taylor a short time before he died, is presented fac-simile, and is alone worth more than the price of the book, as it is one of the finest, if not the finest, ever written.

For skillfullness in execution, originality, modernness, variety and conciseness of each style, this work stands alone—a veritable encyclopedia of penmanship—to be turned to for instruction by the learner, for inspiration by the amateur, and for resourcefulness by the professional.

The book contains 16 pages, 9 x 12 inches, and is a gem of the bookmakers' art. Many of the leading critics pronounce it the greatest penmanship publication of modern days.

The printing was done by a new kind of ink, giving the writing the closest possible appearance of actual pen and ink work, and some of the plates were engraved by a new process as applied to script. Nothing has been too good or too expensive for this book. Less expensive and far less valuable books have usually sold for $5.00, but the price of this one is only **$2.50** postpaid.

THE PENMANSHIP DICTIONARY OR WORD BOOK. Contains over three thousand words arranged to help penmanship teachers and penmanship students. To illustrate, if you desire to practice on words containing the small letter "s," the book presents a number of words, such as crisscross, assures, assessors, assassins, etc. Each letter in the alphabet is thus treated, long words for special practice, loop letter combinations, sentences, a list of nearly five hundred geographical names, difficult names for business combinations, etc. Postpaid, **15c.**

CHARACTER AND CARICATURE

Is the title of a 32-page cloth-flexible bound book devoted to two subjects named in the title by C. P. Zaner.

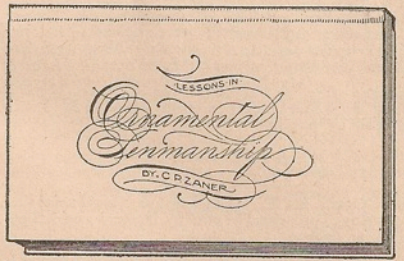
If "the greatest study of mankind is man," then the study of his character is the most important, since a man is what his character makes him.

What am I? And what are my inclinations? What peculiar traits have my friends? Who are good, and who are bad, and why? Why do people of a certain type like to do certain things? Who are naturally adapted to do certain lines of work; as preachers, teachers, lawyers, authors, lecturers, laborers, and out-door workers? Why are some men hogs, intemperate, thievish, and criminals? The book—"Character and Caricature"—answers all these questions, and more. It is not a large work, but by dealing only with essentials, and going to the point at once, it is really comprehensive, and so clear in its treatment of the numerous subjects that no one can misunderstand its meanings.

The illustrations are principally in outline, and are easily copied and sketched. It therefore, not only tells how to read character, but how to depict it. All intending to give chalk-talks or who desire to learn caricature will find this work invaluable.

"Character and Caricature" contains more sensible, serious, sound sense than most $1.25 and $2.00 books. We offer it, however, for but **50c** postpaid.

LESSONS IN ORNAMENTAL PENMANSHIP



A book of 94 pages, 5 x 8½ inches, bound in stiff, durable cloth cover.

The book takes the learner step by step from the simplest to the most complex. It covers thoroughly principles exercises, words, sentences, verses, pages, capitals, combinations, card writing, etc. No other book on ornamental penmanship has been so carefully graded or so thoroughly planned for the home learner.

The instructions are clear, encouraging, and tell pupils how and what to do to master ornamental writing.

The copies are masterfully executed, carefully graded and contain that charm and grace which make one desire to practice. Every person who wishes to master this beautiful art will find in it more real help than in any other book published.

The specimens which follow the regular lessons are an inspiration to all, even the best penman. They contain an abundance of accuracy, grace,, delicacy and strength. The book contains gems from C. P. Zaner, E. W. Bloser, E. A. Lupfer, C. C. Canan, F. B. Courtney, L. Madarasz, A. D. Taylor.

Ornamental penmanship is graceful in form and rhythmic in action and belongs to the fine arts. It also has a very practical side. Besides being used in many ways for card writing and advertising purposes, etc., it also gives one more skill in executing business writing which was evolved from ornamental writing. Therefore, the master of ornamental writing gives one a better understanding of the principles of business writing.

Even though you have a former edition you will want this edition for the large amount of new material it contains. Price **$1.00** postpaid.

SHORT CUT TO PLAIN WRITING

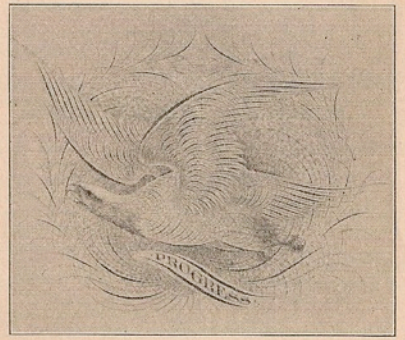
The book is typical of the title, a real "Short Cut to Plain Writing."

It is constructive rather than revolutionary, and reformative rather than reactionary. It is based upon the idea that it is better to improve the quality of the writing rather than change the style; that most writing is poor on the part of a few letters only and that it is better to improve the few poor ones rather than to change the good ones. Of course, it is a book for busy adults rather than for children; neither is it intended for people who are "sot" in their theories, but rather for the growing, going, and ambitious, progressive people.

It's different; t's unconventional; it's stimulating; it's helpful; it's concrete in its suggestions. C. P. Zaner is the author. Price **25c** postpaid.

PROGRESS— A large design known as C. P. Zaner's masterpiece in flourishing. It represents an eagle, forceful and lifelike, winging himself through intricate curves and branches with much energy. It is on a fine plate paper 22 x 28 inches, and the original of this design hangs on the walls of The Zanerian College of Penmanship, Columbus, Ohio.

If you admire beauty and curve, contrast and skill, get "Progress" and hang it on your wall. It also makes an appropriate prize to present to the student who makes the most improvement in penmanship. Securely mailed in a tube, postpaid, for but **50c.** Special prices in quantities.



ZANER METHOD WRITING BOOKS

WHY THE ZANER METHOD OF WRITING IS A SUCCESS

Because it furnishes a series of carefully graded sensible, pedagogically correct writing books for the pupils and a corresponding series of manuals for teachers, which contain the most complete, helpful and interesting material ever prepared to assist in teaching handwriting.

Because it publishes eight books, one for each grade pupil, for city schools with eight corresponding manuals for teachers, a text for high school pupils and teachers, and three books and a teacher's manual for rural schools.

Because the penmanship copies in all of the Zaner Method books were written freely, encouraging free-flowing arm movement, and are attainable by the average pupil; not hand-engraved or drawn with such accuracy that pupils readily see they are unattainable and become discouraged, or attempt to execute them slowly also.

Because—and best of all—these books with a fair amount of attention by the teachers do get the desired results—a free, rapid, legible handwriting, with the least expenditure of time and effort by the teacher and pupil.

RESULTS WIN ADOPTIONS

The success of the Zaner Method is not due to promotion, for it has never been strenuously promoted, a large number of adoptions having been secured by sending samples by mail. But the results secured with the books in one place frequently are the means of their adoption in another place.

Many words of commendation could be published, but probably the strongest possible endorsements of Zaner Method Writing are the re-adoptions that take place after it is given a fair trial.

California, in 1924, re-adopted the Zaner Method of Writing for another period of years after finding it satisfactory during the first five-year period, and a re-adopted five-year period.

New Mexico, in December, 1920, re-adopted the Zaner Method of Writing for another period of years, after having tried it for five years.

Arizona, in March, 1920, adopted Zaner Method Writing for a term of years.

North Carolina and Georgia recently adopted Zaner Method Writing for a period of years.

Many of the largest cities and towns throughout the United States are confirmed users of the Zaner Method of Writing.

As Zaner Method results become known, adoptions follow.

Zaner Method Practice Books by Grades

Nos. 1, 2, 3, 4, 5, 6, 7, 8, per doz.----------**$1.60**

Single copies by mail, **15c.** (For use by pupils in Primary and Grammar grades. Contain copies that were written freely and paper for practice.)

Zaner Method Compendiums by Grades

Nos. 1, 2, 3, 4, 5, 6, 7, 8, per doz.----------**$1.12**

Single copies by mail, **10c.** (For use by the pupils in Primary and Grammar grades. Contain copies that were written freely.)

Zaner Method Teachers' Manuals by Grades

Nos. 1, 2, 3, 4, 5, 6, 7, 8, per doz.- -------**$1.60**

15 cents each. (For Teachers in Grades 1 to 8, also for Pupils in Grades 5 to 8. Contain copies and complete instructions for teacher. Furnished free to teachers where Practice Books or Compendiums are used by pupils.)

Zaner Method Manual 144

112 pages, paper, 6x8, price **25c,** per doz.---**$2.40**
Cloth binding, price **50c,** per doz.---------- **6.00**

(For High and Commercial Schools and Grammar Grades of City and Rural Schools. Contains copies and complete instructions for pupil and teacher.)

Zaner Method Complete Compendium

96 pages, 4x8, price **25c,** per doz.----------**$2.40**

(For pupils and teachers in High and Commercial Schools. Contains copies that were written freely.)

Handwriting Scales and Standards

No. 1 for Grades 1 and 2, postpaid, **25** cents, per doz.----------**$1.76**
No. 3 for Grades 3 and 4, postpaid, **25** cents, per doz.---------- **1.76**
No 5 for Grammar grades and High School **25** cents, per doz.---------- **1.76**

Zaner Method Spelling Blanks B and A

To encourage the use of arm movement in all written work—to correlate practice, writing and spelling.

B—For Grades 3 and 4, per doz.----------**$1.12**
A—For Grades 5 to 8, per doz.---------- **1.12**
Single copies by mail, postpaid---------- **.10**

Zaner Method Rural School Manuals

5 x 8, price **25** cents, per doz.----------**$2.40**

PRIMARY, for teachers of one-room or primary rural schools. GRAMMAR, for teachers of one-room or grammar rural schools. Also used by pupils in the upper or grammar grades.

(Furnished free to teachers where Zaner Method Practice Books or Compendiums Nos. 1, 3, 4 and 8 are used by pupils.)

Discounts below apply.

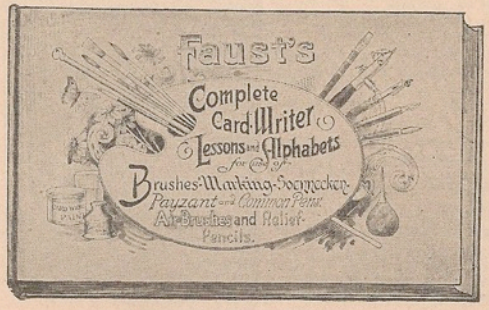
25 Per Cent F. O. B. Columbus (transportation collect) from list prices herein to Dealers and School Officials anywhere.

20 Per Cent F. O. B. destination (Transportation prepaid) from list prices herein to Dealers and School Officials in 1st, 2nd, 3rd and 4th zones; **10 Per Cent** in 5th and 6th zones; and **net list prices** in 7th and 8th zones and Canada.

Our new illustrated catalogue of Zaner Method Writing Texts and Supplies will be mailed free on request.

WORKS OF PENMANSHIP BY WELL-KNOWN AUTHORS

"COMPLETE SHOW CARD WRITER"



By C. A. Faust, is a book of 112 pages, 6 x 10 inches in size, and is one of the very latest publications for the Show Card writer.

The author has had more than 35 years experience in show card work, and has brought out a book that is a decided improvement on all similar works. It is complete in every detail. It takes up in consecutive order every medium used for making show cards, giving complete illustrations for using each medium and complete sets of alphabets made by each medium, as well as sets of completed cards. Complete instructions and illustrations are given for using the following mediums: Brush, Common Pens, Payzant Pens, Soennecken Pens, Automatic Marking Pens, Air Brushes, Relief Pencils, and Spatter Work, thus really combining eight books in one.

The work contains 63 Instruction Plates, 72 Full Page Designs, over 100 Alphabets, 32 Sets of Numerals, 163 Examples of Show Cards, 50 Styles of Ornaments, 50 Border Designs, 110 Illustrations of Brush Work, 50 of Pen and Ink Work, 6 of Payzant Pen Work, 15 of Soennecken Pen Work, 35 of Marking Pen Work, 40 of Air Brush Work, 8 of Spatter Work, 17 of Relief Work, 6 of Ribbon Decoration, and 12 Cut-Out Decorations.

One chapter is devoted to illustrations showing how to decorate most effectively. the store inside and out with Show Cards and Banners.

Some of the foremost show card writers in the country have contributed to the book, among them being S. S. Watts of Marshall Field & Co., Mr. Prieb of Mandel Brothers, etc., etc.

The author has endeavored to include in the book everything necessary for the up-to-date show card writer, or for anyone wishing to learn this work. It is beautifully printed on the finest calendered paper, and bound in paper cover, imitation leather, at **$1.50** per copy, postpaid; and in boards, silk cloth binding, at **$2.00** per copy, postpaid.

LESSONS AND LECTURES ON PENMANSHIP is a work by H. W. Ellsworth that contains a large amount of valuable material on penmanship subjects—too much to be overlooked by any one who desires to be well informed on penmanship matters. The author has spent a life time in this work, and for the benefit of others he presents in this work the results of his efforts in skill and thought. The work contains 175 pages, a large number of illustrations, and is bound in boards. Price, postpaid----------**$2.00**

MODERN SHOW CARD LETTERING, DESIGNING, ETC.

By W. A. Thompson, is a work of 144 pages, 6x9 in. in size, which fills an urgent demand for something practical in this interesting branch since it supplies just what is daily needed by all interested in making show cards. price tickets, etc, The book is a complete and practical treatise on Up-To-Date Pen and Brush Lettering and Designing. All of the illustrations in the book are reproduced from pen and brush designs. Over four hundred illustrations of finished show cards and price tickets are presented, as well as fifty-one page alphabet plates and lettering exercises, covering work done with the Marking Pen, Automatic Shading Pen, Soennecken Pen and Brush. It also presents a large number of plain and fancy borders, scroll outlines, tinted backgrounds, etc., and the instruction accompanying these designs, alphabets, etc., is all that could be desired. It presents simple, effective and quick methods of work, such as are in actual daily use by show card writers.

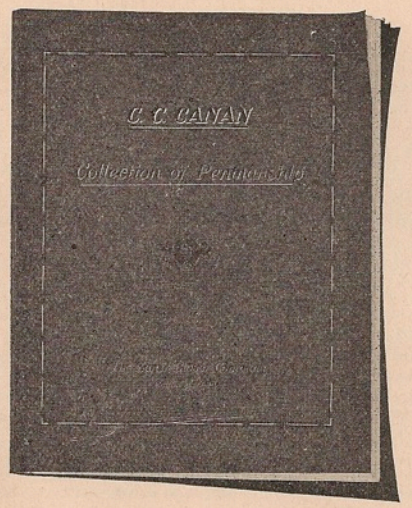
This book contains solid, practical, common sense instructions, and in addition it contains 2,000 Advertising Phrases for Card Signs, Signs, Posters, etc.

No young man or woman ever made a mistake by mastering show card writing, for one skilled in such work can always find profitable employment. This book presents just what is needed for teaching this work in commercial colleges and high schools, many of which are now including this branch in the commercial course. Price, postpaid----------**$1.00**

NEW SPENCERIAN COMPENDIUM OF PENMANSHIP. This was published in book form, and also in eight parts. In book form the work has been out of print for some years, and four parts are also now out of print. However, we can still furnish the four remaining parts of this greatest of all Compendiums. Each number contains nine penmanship plates, 9 x 12 inches in size. The pen-work on these plates represents the highest skill attained by the Spencerian authors when they were in their prime. The work is a penmanship library in itself, an inexhaustable source of inspiration for the pen worker. But a limited number of copies of these parts is still on hand, and as they represent the last of the edition of this work, it will not be long until all will be sold and no more can be secured at any price.

The four remaining parts, postpaid, **$2.00.**

C. C. CANAN COLLECTION OF PENMANSHIP



The late C. C. Canan was a penman of rare skill and originality. Persons who were acquainted with his work agreed that his best efforts should be collected and preserved in book form for the benefit of others who wish to master penmanship. The publishers, therefore, spent considerable time and money in collecting and publishing this volume, which contains Mr. Canan's best work in Business Writing, Ornamental Penmanship, Flourishing, Lettering and Pen Drawing.

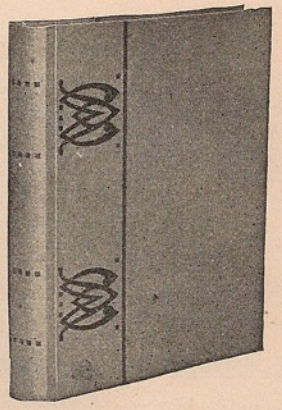
The book contains 64 pages, 9 x 12, and in addition to the many inspiring specimens of his skill, it contains the most helpful instructions for the learner that Mr. Canan was capable of writing. A volume well worth possessing and preserving.

Price, **$1.50** postpaid.

MUSCULAR MOVEMENT WRITING is a work on penmanship by C. A. Faust. The author has been teaching penmanship the greater part of his life. As a result of this valuable experience, he has discovered many strong points in presenting the art of writing to pupils and teachers. Now he presents in this book in tangible and teachable form this fund of knowledge, experience and skill in a system of penmanship that covers the ground most thoroughly and completely. Nothing is left for guess work, each step being made perfectly clear for the teacher and student. The work is a valuable one for any teacher, as well as for any student, since it contains many original ideas and short cuts to results never before published. The author's method of letter building is alone worth many times the price of the book. While this book has been on the market but a short time, it has already been adopted by a large number of business colleges, high schools, parochial schools, etc. The work is certainly worth a careful examination by teachers and students of writing. Price, postpaid----------**25c**

ONE HUNDRED WRITING LESSONS, By H. W. Flickinger, is a very valuable work for all who wish to become finished professional penmen. Mr Flickinger has long been recognized as one of the leading penmen and teachers.
Price, postpaid----------**$1.00**

PENMANSHIP SCRAP BOOK



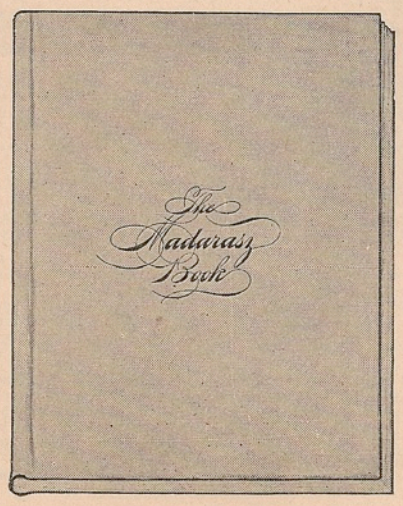
Every ambitious student of penmanship who hopes to climb to the top should possess a scrap book and collect specimens of penmanship. Such a book is a source of much inspiration and rarely is there an owner of such book who would be willing to part with it.

There are many kinds of scrap books on the market, but some are too large and some are too small; some are too thick and some are thin; some are too costly and some are too cheap to be good.

We have had experience with many kinds but some years ago we decided on one—the one that gives the best satisfaction and which is shown in the accompanying illustration.

It does not pay to buy a book that is too flimsy and not many persons can afford a very expensive book.

This book contains 144 pages of good paper and the leaves are glued and riveted into grooves in a wooden back. It is, therefore, practically indestructible.
Price, each, postpaid----------**$1.60**



MADARASZ BOOK

Second edition, contains all the work that appeared in the first, and a number of fine new plates which have been collected since the first edition was published.

The book contains the best penmanship executed by the late L. Madarasz, who was considered one of the finest penmen that ever lived. How he wrote, how he taught, etc., are fully explained—just what the young penmen who aspire to be masters should know. It will be many years before another book equal to this in charm and skill is produced. It is a store house of inspiration for professional penmen and for all who love fine penmanship or wish to master it. It contains 80 pages, 8½ x 11½ inches; many full page specimens. It is durably bound in heavy paper cover, price **$1.50** postpaid. Cloth cover, **$2.25.**

GASKELL'S COMPENDIUM OF PENMANSHIP

By G. A. Gaskell

This is the famous pioneer penmanship course of which more than two hundred and fifty thousand were sold at one dollar per set during a period of ten years, beginning about 1873.

It is the work from which the fathers of thousands of men now in middle life learned to write. Probably no other work on penmanship was ever used so widely by people generally.

The course contains twenty complete lessons, each lesson being on a separate sheet about 4 x 9 inches in size. There is also one large sheet of ornamental penmanship 13½ x 17 inches. An illustrated instruction book gives complete directions for each lesson and shows the proper position of body, hand, pen, etc.

This work is well worth the price of any one interested in penmanship, if for no other purpose than to note the progress that has been made in handwriting during the past fifty years. It also shows where some of the present penmen and teache rs secured some of their ideas.

Price, postpaid----------60c

ZANERIAN ALBUM BINDINGS FOR RESOLUTIONS, MEMORIALS, ETC.

Nearly every man of influence is connected with a corporation, bank, club, church lodge or other institution, and at his death it is the custom of his associates and friends to express their appreciation of him. The wording is usually in the form of resolutions to be beautifully engrossed, permanently bound and presented to the bereaved family. The demand for appropriately engrossed resolutions memorials, tributes, appreciations, etc., is growing year by year. Penmen find this a most lucrative branch of their work. They receive from $25.00 and $50.00 to $1,000.00 for each resolution. This line of pen work has great possibilities for the future. Many more persons can profitably engage in this interesting work.

The old custom was to prepare work on large sheets of paper for framing, but the modern custom is to frame only those pieces of work intended for public places and to bind in albums all work to be presented to individuals. There are a number of advantages of using albums. An album will fit nicely into a library, whereas a framed piece may not always fit on a wall or be desired there. An album is easily handled and can be carried from place to place if desired. If an engrosser accidentally makes a mistake, he has only one sheet to do over. A border in an album is much smaller and requires less work than for a large frame. A neatly bound album makes a much finer piece of work than a large unwieldly framed piece. The most expensive and choicest pen work is prepared in album form

After using many kinds of bindings for years, we have selected a very choice line of beautiful, well-made bindings, which we offer at very reasonable prices. Any penman can use our bindings and get a higher price for his work. Simply cut sheets of paper 10¼ x 16¼ inches, fold in center and slip under the ribbon on inside of binding.

NO. 1 GENUINE SEAL RIPPLE GRAIN BINDING; A very rich looking, skillfully made semi-flexible binding 8¼ x 10½ inches. Lined with purple silk poplin. The outside is genuine seal with a ripple finish. It is the kind of material used in making the choicest and most expensive articles in leather goods. Expensive resolutions and memorials are bound in this binding. It will enhance the beauty of your work. It is choicy, dignified, and appropriate.
Price, postpaid, in a cardboard box, **$10.00.**

No. 2 GENUINE SEAL LONG GRAIN BINDING; A beautiful, substantial semi-flexible binding, 8¼ x 10½ inches. The long grained cover is much like crepe in effect. Beautifully lined in purple silk. A very appropriate binding for death resolutions, memorials, etc. This is a very popular binding and will add much to the attractiveness of your work.
Price, postpaid, in a cardboard box, **$10.00.**

No. 3 LEVANT SEAL RIPPLE GRAIN BINDING; Similar in appearance to our No. 1 Genuine Seal Ripple Grain Binding, size 8¼ x 10½ inches, lined with purple silk poplin. It is a well made, semi-flexible binding and makes a beautiful album. It is quite widely used by engrossers.
Price, postpaid, in a cardboard box, **$6.00.**

No. 4 LEVANT SEAL LONG GRAIN BINDING; Similar in appearance to our No. 2 Genuine Seal Long Grain Binding. A medium priced, well made, semi-flexible binding. Appropriate for resolution work. Size 8¼ x 10½ inches, lined with purple silk. A binding frequently used for medium priced resolutions.
Price, postpaid, in cardboard box, **$6.00.**

No. 5 GENUINE BROWN OOZE CALF LEATHER BINDING; One of the most beautiful bindings made. The outside is brown velvet finished calf leather, semi-flexible, 8¼ x 10½ inches, lined with silk, making a very choicy binding for appreciations, tributes, etc., where it is desired to have a rich looking binding with a little color. It is very appropriate for work not intended for death resolutions, etc. This binding is sure to bring you repeat orders.
Price, postpaid, in a cardboard box, **$10.00.**

WORKS ON ACCOUNTING, MATHEMATICS, ENGLISH, LETTER WRITING, BUSINESS, Etc.

Today no one can afford to be without business knowledge, and no one need be. With the aid of such helpful books as are listed in this catalogue, any intelligent person who has a fair stock of ambition can become the possessor of a fair business education.

LETTERS OF A SCHOOLMASTER

A book of business ethics by C. E. Birch.

It is a splendid little volume of 69 pages on Business Ethics, especially suited for dictation in shorthand classes as well as for week-beginning or week-ending recitations and discussions. It adds value and quality to the commercial work by emphasizing character as well as efficiency.

The letters first appeared in **"The Business Educator,"** and those who read them know their value to students. The author added twenty short, spicy, inspiring, enthusiasm-begetting talks for young people, suggestions for class discussions, and a vocabulary of nearly one thousand words, spaces being provided for the proper shorthand outlines. Price, **50c** postpaid.

FUNNY FABLE FOLK—Peterson and Miss Strong. Fairy Stories, fables and stories of living things each and all have a fascination for normal childhood. Impressions and information of a needful nature are enjoyably conveyed through stories, real and fancied. Facts concerning handwriting may be so conveyed. Postpaid, **50c.**

ART SIMPLIFIED, by Pedro J. Lemos and John T. Lemos.

Art has for some time been considered as one of the essentials in modern business. Indeed, as a writer once said, "Industry without art is brutality." It is important, therefore, that due attention be given the subject as it relates to the industrial world. For several years the book, "Art Simplified," has been regarded as one of the best text books published on commercial art. A new edition was recently issued, the first having been exhausted.

Students, teachers and professional artists will find much of value in this volume. In fact, it seems that nothing has been overlooked and especially for the student who knows nothing about the work, but who wishes to take it up. The book is not lacking in illustrations, for it contains a very large number of designs, showing the first beginning strokes as well as the finished picture. Each chapter contains just such information as is necessary for the student. Some of the chapters are as follows:

Preparation and Materials
Beginning the Drawing
Uses of Lines in Drawing
The "General Form" in Drawing
The Drawing of Various Tones
Drawing of Light and Shade—The Shadows
Light and Shade—High Lights
Action Drawing
Perspective in Drawing
Composition
The Use of Design
The Application of Design
The Art of Lettering—Capital Letters
The Art of Lettering—Small Letters
Pen and Ink Drawing
Wash Drawing
The Planning of Advertisements
The Use of Coloring
Posters and Poster Stamps
Professional "Short Cuts"
A List of Working Materials

The book contains 175 pages and 22 full page plates. Price, postpaid, **$4.25.**

"Many times the reading of a book has made the fortune of a man — has decided his way in life."
— Emerson.

COMPLETE PRACTICAL BOOKKEEPING gives the theory of bookkeeping by double and single entry, with eleven sets for practice in this work. Much of the work is presented in model business script, making very attractive pages. It also contains sets for Retail Furniture, Retail Grocery, Commission and Shipping, Manufacturing, (illustrating Corporation Bookkeeping), Retail Hardware (changing from a partnership to a corporation, and closing the books.) It also contains extensive sets illustrating special ruled books and time-saving methods as applied to Wholesale Drugs, Wholesale and Retail Lumber, and Retail Dry Goods, Methods and Forms for Department Stores, Clearing Houses and Savings Banks. Thirty-nine pages are devoted to Banking, and an Appendix of sixty-five pages gives a most complete and valuable collection of forms and useful information for bookkeepers and business men. A very valuable book for home students of bookkeeping and as a book of reference for teachers, bookkeepers and officepeople. Cloth, three colors, 308 pages, 8 x 11. Price, prepaid----------**$2.25**

MODERN CORPORATION ACCOUNTING is a text for schools and for private learners which will not disappoint the one who purchases it expecting to find definite, direct treatment of those features of accounting, organization and management which are peculiar to corporations. The dealings of a business corporation with customers and creditors and the records of its current business transactions are not necessarily different from similar dealings of business houses that are not corporations. You want information as to the organization and management of a corporation as such, and of its dealings with its own stockholders. You want to know how stock is paid for and how profits are distributed. These are the distinctive features of corporation accounting and they are treated clearly and directly in **"Modern Corporation Accounting."** The voucher system of accounting is presented in this book. Five different methods of profit distribution are graphically illustrated by means of unique diagrams which appeal to the eye as the expressive language of the text appeals to the ear. The book and complete outfit, including the necessary blank books and blank forms to write up the work presented in the book, postpaid, **$2.00.**

THE PHILOSOPHY OF ACCOUNTS, by the late Charles E. Sprague, Ph. D., C. P. A., is one of the accounting classics and is regarded as one of the most satisfactory treatments of the pure logical reasoning on which accounting is founded. From this standpoint are discussed the mathematical equations of accounting, the construction and form of the account, structure of the balance sheet, assets and liabilities, proprietorship, insolvency, accounting periods, "economic" accounts, the trial balance, the financial books, theory of detection of errors, and so forth. No attempt is made to deal with practice or detail. Two interesting monographs deal with the cash account and the merchandise account. This book is the contribution to accounting literature made by one of the great pioneers of American practice. It is regarded as one of the fundamental books with which every accountant should be familiar. 161 pages, cloth cover.

Postpaid----------**$2.00**

PUBLIC ACCOUNTING AND AUDITING, by J. F. Sherwood, C. P. A. Published in two volumes of 258 pages each. A Balance Sheet Audit is featured in the first volume. In connection with this discussion, there is also a correlated discussion of accounting principles and practice and such legal phases as have a bearing upon the topics under discussion. The work of the junior and senior accountant is explained, and throughout the Balance Sheet Audit, the work of each is indicated. Auditing and accounting practice in relation to Cash, Notes Receivable, Securities, Accounts Receivable, Inventories, Fixed Assets, Depreciation and Current, Contingent, Accrued and Fixed Liabilities are the specific topics under discussion. An appendix of 16 pages contains 250 definitions of technical accounting terms. C. P. A. and Institute questions and problems appear at the end of each chapter.

Volume II is a continuation of the first volume and deals with Partnership Accounting, Corporation Accounting, Systematization, and Income Tax Procedure. Many C. P. A. problems are solved for purpose of illustration. Additional C. P. A. and Institute problems appear at the end of each chapter. The appendix to this volume is made up of 15 C. P. A. problems.

These texts are recommended to the junior or senior accountant who is preparing for the C. P. A. examination; to the student of accounting preparing for public practice or for advancement; to the business man seeking information regarding accounting practice or income tax procedure; to the accountant planning to install an accounting system, and to the auditor desiring information with regard to various classes of audits.

Price, postpaid:

Sherwood's Public Accounting and Auditing, Vol. I----------**$3.60**

Sherwood's Public Accounting and Auditing, Vol. II----------**$3.60**

READ'S LESSONS IN SALESMANSHIP, by H. E. Read, is a course of fifty lessons, arranged for school use and for private learners, in which the principles upon which the science of salesmanship is based are clearly stated. It will teach you how to improve your personality, how to study your goods, how to analyze your customer, how to present a proposition, how to gain an audience, how to get the attention of a buyer, how to arouse interest, how to awaken desire, how to close a deal, how to sell goods by correspondence, how to write a business-getting personal letter, how to write a form letter, how to write a series of follow-up letters, how to handle an old customer, how to interest new customers, etc. It contains the experience of thousands of successful salesmen, condensed and arranged scientifically in a simple, easy form that can be grasped without difficulty. No one will make a mistake in giving this book a careful reading, for the principles of salesmanship underlie all business, and there is no walk in life in which a knowledge of these principles, and the ability to apply them, is not valuable, even necessary. Cloth cover, 296 pages. Price, postpaid----------**$1.48**

HOW TO CHOOSE AND GET A BETTER JOB, by Edward Jones Kilduff. "Every man starting out in business will have to go over a hard road and will find out its turnings for himself. But he need not go over his road in the dark if he can take with him the light of other men's experience." This book contains sound, practical, workable methods for going about the business of selling one's own services, and is replete with concrete suggestions for job seekers. It is most helpful and suggestive, especially to young men looking about for a career.
Price, postpaid----------**$2.10**

SECRETARIAL STUDIES, by Rupert P. SoRelle and John Robert Gregg. Takes the elementary materials of shorthand, typewriting, English and the collateral technical subjects and welds them into a smooth working equipment. The equivalent of years of stenographic experience. Adapted to both private and public school courses and for home student, 402 plus xiv pages; cloth------**$1.40**

SECRETARIAL STUDIES, LABORATORY MATERIALS, by Rupert P. SoRelle and John Robert Gregg. Contains all the necessary forms for the working out of the laboratory assignments in Secretarial Studies. 96 pages; art paper cover--**60c**

MAKING THE BUSINESS SPEECH EFFECTIVE, by Harry Collins Spillman. A manual of practical suggestions for speechmaking, with outlines and analysis of speech materials, by one of the country's foremost orators. 263 plus xix pages; cloth----------**$3.00**

GETTING THE MOST OUT OF BUSINESS, by E. St. Elmo Lewis. Gives hundreds of examples of methods and policies of great business leaders and organizations, and their resulting failure or success, and formulates a philospohy of business inspiring and sound in practice. Topics discussed advertising, selling organizations, management, handling of men, discipline, personal efficiency in planning and execution. 515 pages----------**$3.00**

MODERN METHODS IN THE OFFICE — HOW TO CUT CORNERS AND SAVE MONEY," by H. J. Barrett—A book which aims to help those who have the management of business offices, large and small. The points are collected from everyday experience and possess the merit of being thoroughly practical. The message to managers the writer has tried to touch upon is, "The needs of every one in the office." A thorough study of this book will save young men from much groping in the dark to find the right of way of doing many things.
Price, postpaid----------**$2.00**

BOOKS ON FORGERY

When forgery is suspected in a signature or document, lawyers and others interested usually seek the person in the community who has a reputation as a skillful penman or as a teacher of penmanship to pass judgment on the writing. This is why it pays penmen and commercial teachers to prepare themselves to give evidence in court on disputed hand writing. Many have missed profitable work by not being prepared. The leading experts in this work command from $50 to $100 a day for their services.

The books listed herewith are the best to be had on the subject. They cover the ground very thoroughly, and persons adapted to this work can soon get properly started in it with the aid of these volumes.

FORTY CENTURIES OF INK FOR THE HANDWRITING EXPERT, by David N. Carvalho. The author is one of the best known **handwriting experts, having been called upon to examine questioned documents and to give** testimony in the courts in many of the most famous forgery cases tried in this country. It is stated that he possesses a greater knowledge of inks than any other person, and for that reason is best equipped to instruct others on the subject. This book should be found in the library of every handwriting expert.
Price, postpaid----------**$5.00**

HAGAN'S DISPUTED HANDWRITING. A very valuable work for all interested in forgery. A work that no handwriting expert would be willing to part with once it is in his possession.
Price, postpaid----------**$6.00**

THE PROBLEM OF PROOF, ESPECIALLY AS EXEMPLIFIED IN DISPUTED DOCUMENT TRIALS, by Albert S. Osborn.

This is Mr. Osborn's latest book of interest to the handwriting expert. Persons who are acquainted with his previous book, "Questioned Documents," which is temporarily out of print, will be well aware of the value of this book to all persons interested in any phase of this work. In fact the book is invaluable for anyone who goes into court to prove or attack a document from the standpoint of handwriting, typewriting, inks, paper, etc. The penmanship teacher who is occasionally consulted about Questioned Handwriting and appears in court as a witness and who is ambitious to give a thorough, scientific, professional quality to this work and become a convincing witness, will find "The Problem of Proof" of the greatest value to him.

In the past, too many persons known as penmanship teachers and skillful penmen have gone into court to give testimony on the subject of Questioned Handwriting without preparing themselves in that phase of the work treated by "Problem of Proof." The result has often been that they have been the victims of shrewd lawyers who made light of their work. As someone has remarked, "No lawyer will be able to 'make a monkey' of the handwriting expert who has thoroughly mastered "The Problem of Proof" before going into court. It is just the book that all persons need who do work in this particular field, or who wish to prepare themselves to engage in it. Price, postpaid----------**$6.00**

PSYCHOLOGY AND PEDAGOGY OF WRITING, by Mary E. Thompson, A. M., Ph. D. in this work the author has gathered from modern scientific psychology and especially from recent investigations in genetic and dynamic pschology all of the principles bearing on handwriting and shows the application of these to the teaching of writing.

The book is one that should be carefully read by every student and teacher of writing.

The Thorndike Handwriting Scale is included in the back part of the book. The book contains much valuable material and many helpful suggestions.

Size 7¾ x 5¼ inches, 128 pages, cloth binding,
Price, postpaid----------**$1.50**

TWO BOOKS THAT SHOULD BE READ BY EVERY PRIVATE BUSINESS SCHOOL PROPRIETOR, SOLICITOR AND TEACHER

THE ART OF BUSINESS COLLEGE SOLICITING, by Wm. G. Haupt, is a pocket-size, eighty-nine page, cloth-bound volume which, in unusually clear and terse terms, instructs the reader how to become a successful business college solicitor. The author has devoted more than twenty years to commercial school soliciting and presents in this volume the result of his successful experience.

In one chapter he states that there is no more honorable calling. He is ready to cite many cases where he has induced young persons to qualify in commercial subjects to their great betterment financially and socially.

The author believes that the business college teacher who knows thoroughly the work of the school and the value of a commercial education, and of what it consists, is especially qualified to solicit effectively.

It matters not whether you are a proprietor, teacher or solicitor, you will find this book full of sane and stimulating suggestions. Slip the book into your pocket, read a chapter when you find the time, and before you have finished you will enthusiastically thank us for bringing it to your attention. Price, postpaid--------**$2.00**

SCIENTIFIC BUSINESS COLLEGE SOLICITING, by Martin D. Zimmerman, is a book of one hundred and thirty-eight pages, well printed, bound in cloth, the purpose of which is to make soliciting students for private business schools more profitable and successful. One chapter entitled "Seventy-five Things to Be Thought of in Preparing a Selling Talk," is alone worth more than the price of the book to any one soliciting for or writing advertising matter for a business school.

Truth Is Power. Today, salesmen are picked with the utmost care. Every point is taken into consideration. So, too, Business College Presidents are demanding alert, well-appearing, progressive solicitors: solicitors with truthful, interesting stories to tell, and who know how to tell them. Such men, and a still larger class hoping to become such, are finding many helpful suggestions in the above book.

The book is the result of considerable experience, both as a teacher and solicitor, combined with a thorough and comprehensive study of Business Psychology and Salesmanship.

This may be your last opportunity to secure a copy of the book, as the supply is limited.
Price, postpaid----------**$2.00**

If you order both at one time, the two books will be sent postpaid for but $3.00.

These two books will teach you how to apply the most advanced ideas of modern salesmanship to commercial college soliciting.

Commercial teachers who wish to devote part time to healthful outdoor soliciting, either during the summer months or during the entire year, will find these books of great value.

MEN WHO ARE MAKING AMERICA, by B. C. Forbes. 500 pages. Here is your opportunity to know and to get for yourself the inspiration for achievement which actuated every one of the fifty men mentioned in this book. You will be astonished at the wealth of information the book contains. It will give you food for thought that will last as long as you live. How can any young person better prepare for success than by studying the lives of the successful? The book is intensely interesting and a careful reading is bound to pay handsome dividends. Price, postpaid--**$3.00**

PRACTICAL SALESMANSHIP, by Nathanie C. Fowler, Jr., is a treatise on the art of selling. It is a practical work on salesmanship that is addressed to every class and grade of salesman and saleswoman, from the retail or counterseller to the traveling salesman. It treats the subject in both a broad and concrete way, gets down to rock-bottom, and enters the heart of salesmanship.

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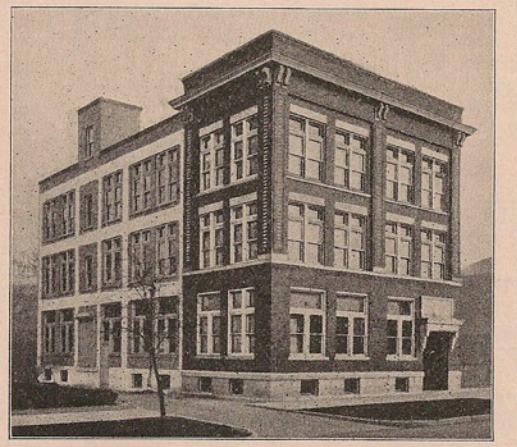

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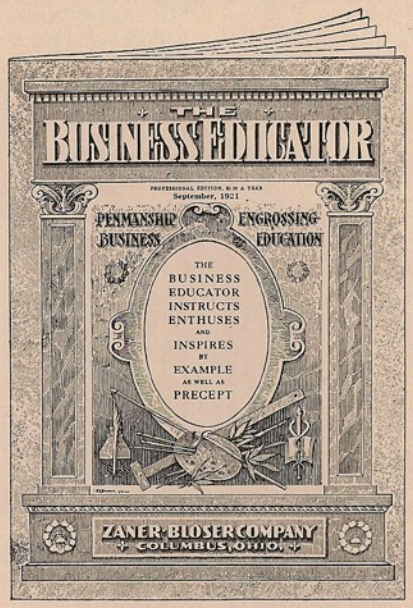

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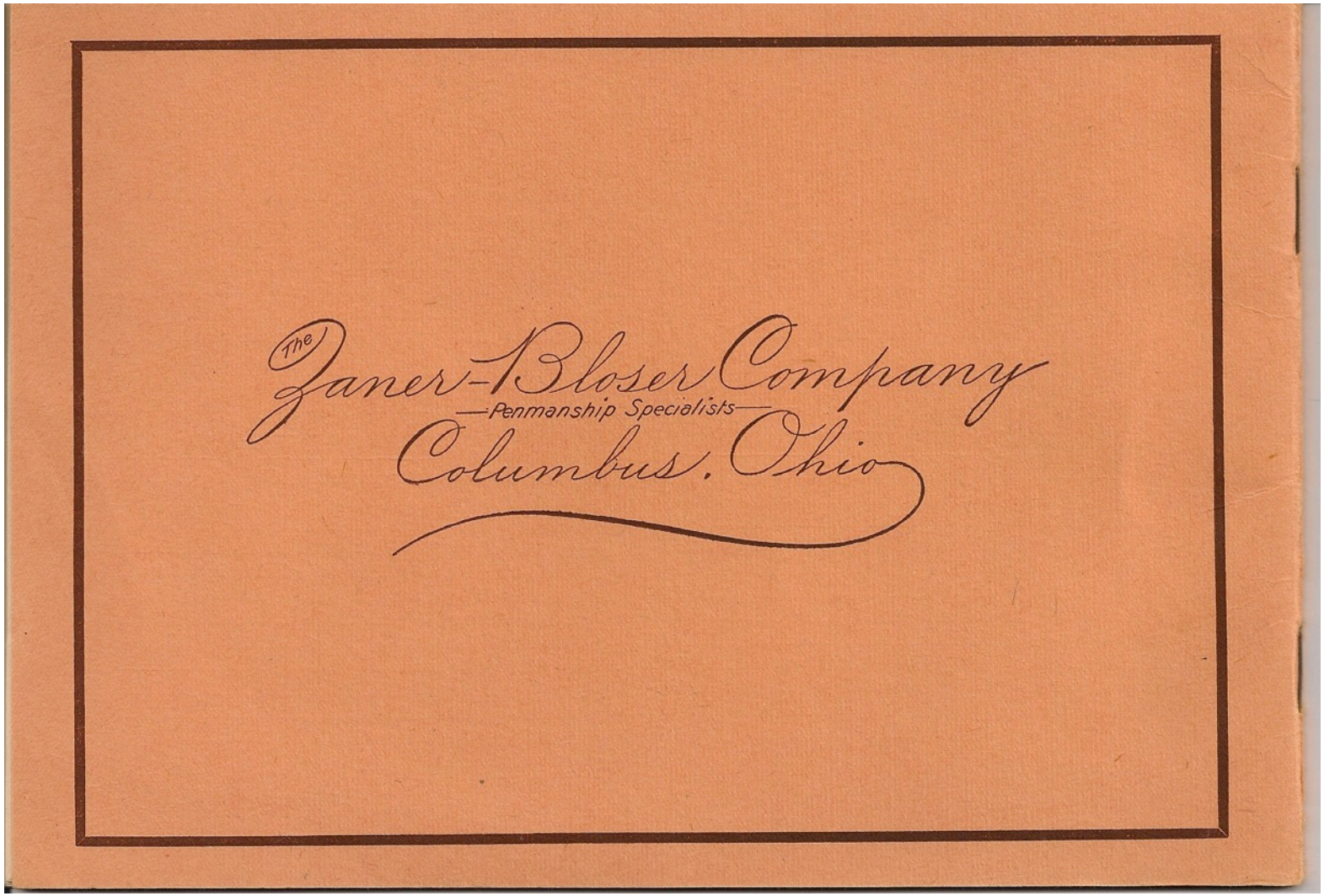

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