

Bibliography

Ballinger, Raymond A. *Lettering Art in Modern Use*. New York: Reinhold Publishing Corporation, 1952.

Cavanagh, J. Albert. *Lettering and Alphabets*. New York: Dover Publications, 1974. Reprint of *Lettering* published by Halcyon House, 1946.

Dwiggins, W. A. *Layout in Advertising*. New York: Harper and Brothers Publishers, 1948. Revised edition.

Gates, David. *Lettering for Reproduction*. New York: Watson-Guption Publications, 1969.

Holme, Rathbone, and Kathleen M. Frost. *Modern Lettering and Calligraphy: A Sequel to Lettering of Today*. London and New York: The Studio Publications, 1954.

Leach, Mortimer. *Letter Design in the Graphic Arts*. New York: Reinhold Publishing Corporation, 1960.

Leach, Mortimer. *Lettering for Advertising*. New York: Reinhold Publishing Corporation, 1959. Second edition.

May, Don. *101 Roughs: A Handbook of Advertising Layout*. Wilmette, IL: Frederick J. Drake and Company, 1951.

Nerdinger, Eugen and Lisa Beck. *Alphabets for Graphic Designers and Architects*. New York: Reinhold Publishing Corporation, 1965. Original German edition published as *Alphabete für Werbung und Gebrauchsgraphik* by Verlag Georg D. W. Callwey.

Nesbitt, Alexander. *The History and Technique of Lettering*. New York: Dover Publications, 1957. Corrected edition of *Lettering: The History and Technique of Lettering as Design* published in 1950 by Prentice-Hall.

Newcomb, C. J., ed. *Palmer's Penmanship Budget*. New York: The A. N. Palmer Company, 1947.

Thompson, Samuel Winfield (Tommy). *How to Render Roman Letter Forms*. New York: American Studio Books, 1946.

———. *Script Lettering for Artists*. New York: Dover Publications, 1965. Reprint of 1955 edition, based on *The Script Letter: Its Form, Construction and Application*, 1939, originally published by Studio Publications.

Tschichold, Jan. *Treasury of Alphabets and Lettering*. New York: Design Press/McGraw-Hill, 1992. Reprint of English edition by Otto Maier Verlag, 1966, translated by Wolf von Eckardt, with new introduction by Ben Rosen. Original German edition published as *Meisterbuch der Schrift*.

Type Specs. New York: Type Specs Co., 1962. Paul J. Frank, designer.

Wotzkow, Helm. *The Art of Hand-Lettering: Its Mastery and Practice*. New York: Dover Publications, 1967. Reprint of original 1952 Watson-Guption edition.

Also consulted:

Benson, John Howard and Arthur Graham Carey. *The Elements of Lettering*. New York: McGraw-Hill Book Company, 1950. Second edition.

Bickham, George. *The Universal Penman*. New York: Dover Publications, 1941. New introduction by Philip Hofer, facsimile of circa 1743 compilation.

Brown, Phyllis. *Lettering Charts for Students and Artists*. New York: Van Nostrand Reinhold, 1977. Revised edition.

Douglass, Ralph. *Calligraphic Lettering with Wide Pen and Brush*. New York: Watson-Guption Publications, 1955. Second printing.

George, Ross F. *Speedball Text Book*. Camden, NJ: Hunt Pen Company, 1952. 16th edition.

Herold, Don. *ATA Advertising Production Hand Book*. [New York]: Advertising Typographers Association of America, 1954. Second edition.

Käch, Walter. *Schriften/Lettering/Ecritures*. Olten, Switzerland: Verlag Otto Walter, 1949.