

Catalog  
*of*  
Script  
Cuts

*for*  
Business College  
Advertising

The Zaner-Bloser Company  
612 North Park St. Columbus, Ohio

C O P Y R I G H T

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We value your respect and appreciation for the art of penmanship and the hard work that the individuals who originally contributed to this document endured.

A handwritten signature in cursive script, reading "D. Grimes". The signature is written in dark ink and is positioned at the bottom right of the page.

# Script Advertising for Business Colleges

It is well known that fine penmanship is admired by nearly all classes of persons. It is appreciated by more people than is painting or sculpture.

This is especially true as regards young persons, the very class whose attention business schools desire to attract. Many of the leading business educators and professional penmen of today were, while young, attracted to the business college through penmanship.

Probably the reader of this will remember the influence fine penmanship had over him when he was a boy.

It behooves those who teach good writing, and wish to attract the attention of those who are desirous of improving their writing and securing a practical education, to reach them through the attractive medium of good penmanship.

Type is too universal to be striking, too plain to be attractive, hence the attractiveness of script because of its scarcity and gracefulness.

There are many kinds of script—best, good, bad and indifferent. You know which attracts and which repels. In this, as in all things else, the best is the cheapest, and we feel quite sure that there is no better than that which we are offering.

You should have the benefit of this business-bringing, inexpensive advertising.

## BEAUTY AND LEGIBILITY

There is need for a script cut that is "as plain as print," and as graceful as offhand penmanship. The styles presented herewith combine in an extraordinary degree the essentials of legibility and beauty. Certainly never before has such a variety of timely, attractive, and appropriate cuts been offered to the public.

School catalogues, journals and other advertising matter can be greatly enhanced by the use of these cuts.

## TERMS

Cash should accompany all orders. Every cut we sell represents a direct outlay of money and time

on our part and it is therefore not our custom to open accounts, bill and charge script cuts. Kindly do not overlook remittance so as to save delay.

We prepay carriage charges. Due to the constant changes in cost of materials and labor, the prices in this catalog are subject to change without notice.

## "THE PROGRESS OF PENMANSHIP"

Is a large design 22x28 inches in size, presenting the history of penmanship in a nutshell. Beginning with the year 1500, it presents each style of writing used during the different stages of its progress down to our own day, each style recording its own history.

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 the stipple and pen drawing typifying aspiration and the future, while on the left side of the design is another female figure typifying achievement and the past; all blending 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. The original is valued at \$1,000.00. Securely sent in tube, postpaid, for \$1.00.

"PROGRESS" is 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 the finest plate paper 22x28 inches, and the original of this de-

sign hangs on the wall of the Zanerian College, being valued at \$1,000.00.

This design also makes a very appropriate prize to present to the student making the most improvement in penmanship. Hundreds have been used for that purpose. All who admire pen flourishing should have this design. When you see it, you will soon decide that it is worth framing. Securely mailed in tube, postpaid, for \$1.00.

## BUSINESS COLLEGE DIPLOMAS

Today the best taste demands a diploma which is not overdone in ornamentation. If you are interested in our diploma, which we are furnishing commercial schools in two sizes and two styles of lettering, send stamp for samples.

The diploma is simple, plain and classic. We can furnish it in two sizes, 10½x16, or 16x21.

We can supply the following headings: Business College, Business School, Commercial College, Commercial School, College of Commerce.

Special headings and designs made to order. Ask for terms, explaining just what is wanted. Orders filled as promptly as possible. Be careful to state whether large or small, tinted or black is desired.

## PRICES

### Large—16x21

	Prepaid
1 Diploma or Certificate, Blank.....	\$ .50
6 " " " " " " " " " " " "	2.40
12 " " " " " " " " " " " "	3.50
25 " " " " " " " " " " " "	5.50
50 " " " " " " " " " " " "	9.50
100 " " " " " " " " " " " "	18.00

### Small—10½x16

	Prepaid
1 Diploma or Certificate, Blank.....	\$ .40
6 " " " " " " " " " " " "	1.75
12 " " " " " " " " " " " "	2.50
25 " " " " " " " " " " " "	4.00
50 " " " " " " " " " " " "	7.00
100 " " " " " " " " " " " "	13.00

Name of school, course, name of pupil, and date filled in to harmonize with the rest of the design for 50 cents each.

Let us quote on a special diploma for you.

THE ZANER-BLOSER COMPANY  
COLUMBUS, OHIO

# Single Column Script Cuts

(Size about 2½ in. wide)

The cuts on the following three pages are designated single column cuts because they will go in a single column, which is about 2½ inches. School catalogs, journals, circulars and other advertising matter can be made very attractive with these cuts. When used in newspaper advertising they prove to be very effective, since they are distinctive, differing from all other advertising cuts, and are very appropriate for school purposes.

When ordering, be sure to give the number as well as the word or words the cut contains.

We can furnish promptly all the cuts illustrated herewith. If, however, you do not find listed what is desired, let us know exactly what your wishes are and we shall be glad to quote prices. Cuts made to order, however, are higher in price than those listed herewith.

Prices of the single column cuts herewith as follows:

Any one single column cut, postpaid.....	\$1.50	Any six single column cuts, postpaid.....	\$7.50
Any three single column cuts, postpaid.....	4.13	Any twelve single column cuts, postpaid.....	12.00

When ordering, don't fail to give catalog number. At the prices quoted, we can furnish the cuts only as illustrated.

*Advertising*

No. 9

*Business Course*

No. 17

*Business University*

No. 16

*Announcement*

No. 5

*Business College*

No. 22

*Business University*

No.

\* *Arithmetic*

No. 4

*Business College*

No. 23

*Business Practice*

No. 30

\* *Arithmetic*

No. 1

*Business College*

No. 26

*Business Writing*

No. 13

*Athletics*

No. 6

*Business College*

No. 25

*Business Writing*

No. 14

*Bookkeeping*

No. 18

*Business College*

No. 345

*Business Arithmetic*

No. 28

*Bookkeeping*

No. 19

*Business College*

No. 24

*Business Spelling*

No. 29

\* *Bookkeeping*

No. 20

*Business School*

No. 27

*Commercial College*

No. 36

*Business Institute*

No. 15

*Commercial College*

No. 37

\* Those cuts with an \* before them can be supplied either white letters on dark background or dark letters on white background. Be sure to specify when ordering which kind of background you desire.

Write for illustrated catalog of penmanship supplies.

## Single Column Script Cuts (Continued)

*Commercial School*

No. 35

*Evening School*

No. 48

*Lectures*

No. 64

*Correspondence*

No. 32

*Evening School*

No. 47

*Learn <sup>to</sup> Write*

No. 268

*Correspondence*

No. 34

*Faculty*

No. 50

*Learn <sup>to</sup> Write*

No. 272

\* *Commercial Saw*

No. 39

\* *Faculty*

No. 52

*Learn <sup>to</sup> Write Well*

No. 269

*Civil Service*

No. 41

*General Information*

No. 60

*Night School*

No. 71

*Good Penmanship*

No. 273

*SECURES GOOD POSITIONS*

No. 58

*Night School*

No. 72

*Card Writing*

No. 273-A

*Guaranteed Positions*

No. 63

*Night School*

No. 67

*Day School*

No. 45

*Information*

No. 61

*Night School*

No. 68

*Evening School*

No. 49

*Indorsements*

No. 354

*Night School*

No. 70

*Introduction*

No. 62

\* Those cuts with an \* before them can be supplied either white letters on dark background or dark letters on white background. Be sure to specify when ordering which kind of background you desire.

Write for catalog of penmanship supplies.



No. 69



No. 85



No. 102



No. 80



No. 96



No. 103



No. 79



No. 99



No. 100



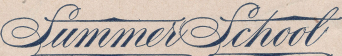
No. 78



No. 97



No. 81



No. 98



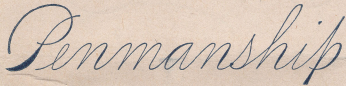
No. 303



No. 87

Handwriting Text Books for Business Colleges

They contain complete courses of penmanship copies with explicit instructions for each copy. Books for teachers as well as for pupils. Two of the most widely used books of their kind ever published in this country. They are regarded by Commercial Schools as standard texts on rapid business writing.



No. 82



No. 88



No. 77



No. 89



Zaner Method Writing Manual 144  
Size 6x8, 112 pages, paper, price 25c each, net, postpaid; per dozen, \$2.40.



No. 76



No. 91



No. 74



No. 85-A



No. 90



Zaner and Bloser Method Writing Manual 96  
Size 4 1/4 x 8 1/2, 96 pages, paper, price 25c each, net, postpaid; per dozen, \$2.40.



No. 84



No. 93

\* Those cuts with an \* before them can be supplied either white letters on dark background or dark letters on white background. Be sure to specify when ordering which kind of background you desire.  
Write for illustrated catalog of penmanship supplies.

# Double Column Script Cuts

(Size about 4¼ inches wide)

The double column cuts illustrated on the following ten pages are made to go in a double column, 4¼ inches wide. Any of the words listed under single column cuts, but which are not listed under double column cuts, can be furnished in double column width at a little extra cost.

When ordering be sure to give the number as well as the word or words the cut contains.

We can furnish promptly all the cuts illustrated herewith. If, however, you do not find listed what is desired, let us know exactly what your wishes are and we shall be glad to quote prices. Cuts made to order, however, are higher in price than those listed herewith.

Prices of the double column cuts herewith are as follows:

Any one double column cut, postpaid...\$1.88	Any six double column cuts, postpaid...\$8.10
Any three double column cuts, postpaid 4.50	Any twelve double column cuts, postpaid .....15.30

When ordering, don't fail to give catalog number. At the prices quoted, we can furnish the cuts only as illustrated.

*Auditing*

No. 105

*Accountancy*

No. 110

*Accounting*

No. 113

\*

*Arithmetic*

No. 106

*Arithmetic*

No. 107

\* *Arithmetic*

No. 108

*Advertising*

No. 115

*Advertising*

No. 116

\*

\* Those cuts with an \* before them can be supplied either white letters on dark background or dark letters on white background. Be sure to specify when ordering which kind of background you desire.

\* Bookkeeping

No. 120

Bookkeeping

No. 119

Bookkeeping

No. 118

Bookkeeping

No. 121

Banking

No. 138

Banking

No. 137

Business Writing

No. 133

Business Practice

No. 135

Banking

No. 140

Business Department

No. 136—Also furnished 2% in. long

\*

\* Those cuts with an \* before them can be supplied either white letters on dark background or dark letters on white background. Be sure to specify when ordering which kind of background you desire. Write for illustrated catalog of penmanship supplies.



*Business College*

No. 125

*Business College*

No. 124

\* *Business College*

No. 122-A

*Business College*

No. 344—Add 50c for mortising panel

*Business College*

No. 123

*Business School*

No. 126

*Business School*

No. 127

*Business Education*

No. 134

*Business University*

No. 131—Also furnished 3¼ in. long

*The Great Business Training School*

No. 318

*Business Institute*

No. 128

*Business Institute*

No. 130

\*

\* Those cuts with an \* before them can be supplied either white letters on dark background or dark letters on white background. Be sure to specify when ordering which kind of background you desire. Write for catalog of penmanship supplies.

Commercial College

No. 158

Commercial College

No. 157

Commercial College

No. 159

\* Commercial School

No. 152

Commercial School

No. 154

College of Commerce

No. 162

Commercial University

No. 155—Also furnished 3½ in. long.

Commercial University

No. 156

Commercial Correspondence

No. 161

Commercial Education

No. 150

Commercial Law

No. 149

\* Those cuts with an \* before them can be supplied either white letters on dark background or dark letters on white background. Be sure to specify when ordering which kind of background you desire.

Commercial

No. 146

Commercial

No. 145

Commercial

No. 147

Curriculum

No. 163

Card Writing

No. 274

Card Writing

No. 274-A

Correspondence

No. 143

Correspondence

No. 141

Correspondence

No. 144

INSTRUCTION BY  
Correspondence

No. 275

\* Those cuts with an \* before them can be supplied either white letters on dark background or dark letters on white background. Be sure to specify when ordering which kind of background you desire.

*Department*

No. 164

\* *Department*

No. 165

\* *Evening School*

No. 171

\* *Employment*

No. 169

*Employment*

No. 166

*Endorsements*

No. 165

*Fine Penmanship*

No. 165-A

*Faculty*

No. 178

*Faculty*

No. 176

If you have a student especially interested in penmanship, send him to the Zanerian College of Penmanship. A school catalog will gladly be sent upon request.

\* Those cuts with an \* before them can be supplied either white letters on dark background or dark letters on white background. Be sure to specify when ordering which kind of background you desire.

*Information*

No. 188

*Indorsements*

No. 187

*Introduction*

No. 186

*Introductory*

No. 189

*Night School*

No. 195

\*

*Institute*

No. 190

\*

*Night School*

No. 198

*Night School*

No. 199

*Night School*

No. 196

*Night School*

No. 197

\* Those cuts with an \* before them can be supplied either white letters on dark background or dark letters on white background. Be sure to specify when ordering which kind of background you desire. Write for catalog of penmanship supplies.

\* Opportunity

No. 201

Penmanship

No. 206

Penmanship

No. 205

Penmanship

No. 211

\* Penmanship

No. 210

\* Penmanship

No. 207

Selling

No. 225

Rapid Calculation

No. 217

Rapid Calculation

No. 216

\* Those cuts with an \* before them can be supplied either white letters on dark background or dark letters on white background. Be sure to specify when ordering which kind of background you desire. Write for catalog of penmanship supplies.

*Summer School*

No. 219

*Summer School*

No. 220

*Summer School*

No. 221

*Summer School*

No. 222

*Summer School*

No. 221-A

*School of Business*

No. 233

*Shorthand*

No. 230

*Shorthand*

\*

*Shorthand*

No. 227

*Shorthand*

No. 226

No. 228

*Stenography*

No. 232

\* Those cuts with an \* before them can be supplied either white letters on dark background or dark letters on white background. Be sure to specify when ordering which kind of background you desire.

\*  
*Typewriting*

No. 237

\*  
*Typewriting*

No. 234

*Touch Typewriting*

No. 238

\*  
*Touch Typewriting*

No. 239

*University*

No. 241

*The School that Gets Results*

No. 304

*The School of Quality*

No. 304-A

*YOUNG Men AND Women*

No. 302

*Learn to Write Well*

No. 267

*Learn to Write*

No. 271

If you don't find what you want in this catalog, write for it. We shall gladly quote prices and submit sketches. It pays to use script in advertising. Are your pupils working for penmanship certificates? Write for illustrated certificate circular.

\* Those cuts with an \* before them can be supplied either white letters on dark background or dark letters on white background. Be sure to specify when ordering which kind of background you desire.



## Three Column Script Cuts

(Size 6½ inches wide)

The three column cuts illustrated on the following four pages are made to go in space 6¾ inches wide.

In addition to the three column cuts illustrated herewith we can also furnish three column cuts of all of those illustrated under single and double column cuts at slightly higher prices.

Prices of the three column cuts shown herewith are as follows:

Any one three column cut, postpaid.....\$2.63

Any three three column cuts, postpaid..... 6.75

Any six three column cuts, postpaid.....\$12.00

Any twelve three column cuts, postpaid..... 21.00

When ordering, be sure to give the number as well as the word or words the cut contains.

We can furnish promptly all the cuts illustrated herewith. If, however, you do not find listed what is desired, let us know exactly what your wishes are and we shall be glad to quote prices. Cuts made to order, however, are higher in price than those listed herewith.

At the prices quoted we can furnish the cuts only as illustrated.



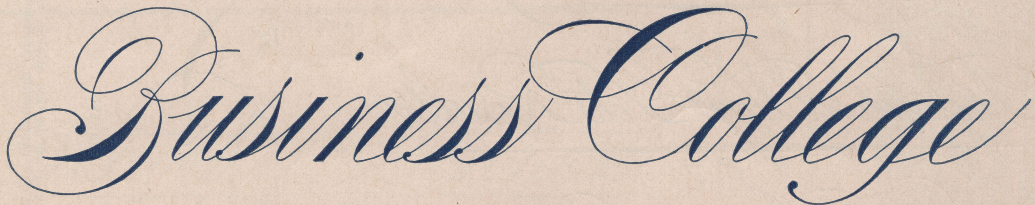
No. 244



No. 245



No. 246



No. 247



No. 247

\* Those cuts with an \* before them can be supplied either white letters on dark background or dark letters on white background. Be sure to specify when ordering which kind of background you desire.

\*

*Bookkeeping*

No. 248

*Bookkeeping*

No. 250

*Commercial College*

No. 251

*Night School*

No. 257

*Night School*

No. 258

\* Those cuts with an \* before them can be supplied either white letters on dark background or dark letters on white background. Be sure to specify when ordering which kind of background you desire.

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Any six three column cuts, postpaid.....\$12.00

Any twelve three column cuts, postpaid..... 21.00

When ordering, be sure to give the number as well as the word or words the cut contains.

We can furnish promptly all the cuts illustrated herewith. If, however, you do not find listed what is desired, let us know exactly what your wishes are and we shall be glad to quote prices. Cuts made to order, however, are higher in price than those listed herewith.

At the prices quoted we can furnish the cuts only as illustrated.



No. 244



No. 245



No. 246



No. 247



No. 247

\* Those cuts with an \* before them can be supplied either white letters on dark background or dark letters on white background. Be sure to specify when ordering which kind of background you desire.

\*

*Bookkeeping*

No. 248

*Bookkeeping*

No. 250

*Commercial College*

No. 251

*Night School*

No. 257

*Night School*

No. 258

\* Those cuts with an \* before them can be supplied either white letters on dark background or dark letters on white background. Be sure to specify when ordering which kind of background you desire.

*Night School*

No. 256

*Penmanship*

No. 259

*Gregg*

No. 254

*Shorthand*

No. 261

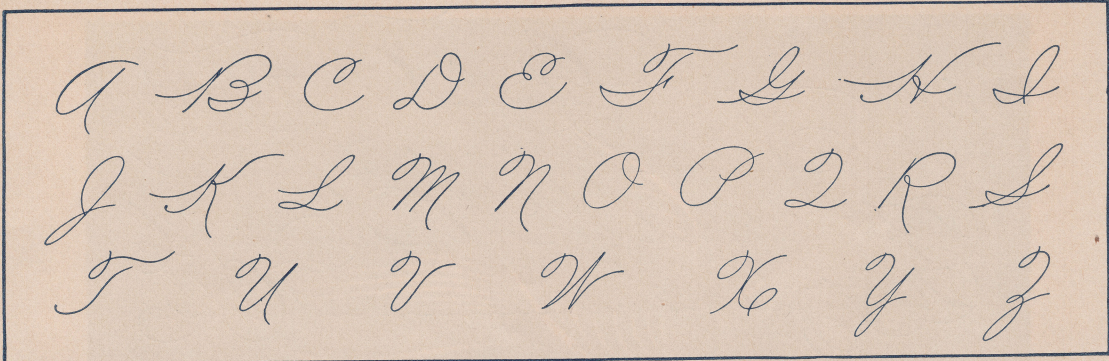
\* *Typewriting*

No. 264-A

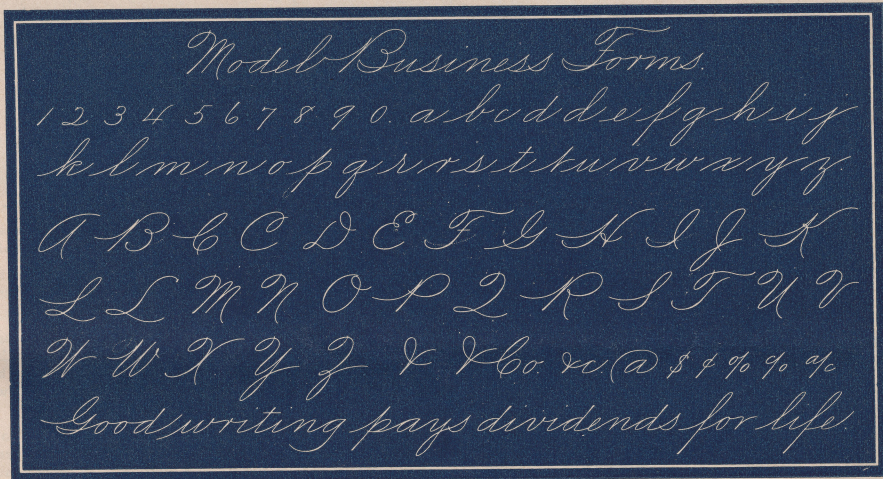
\* Those cuts with an \* before them can be supplied either white letters on dark background or dark letters on white background. Be sure to specify when ordering which kind of background you desire.





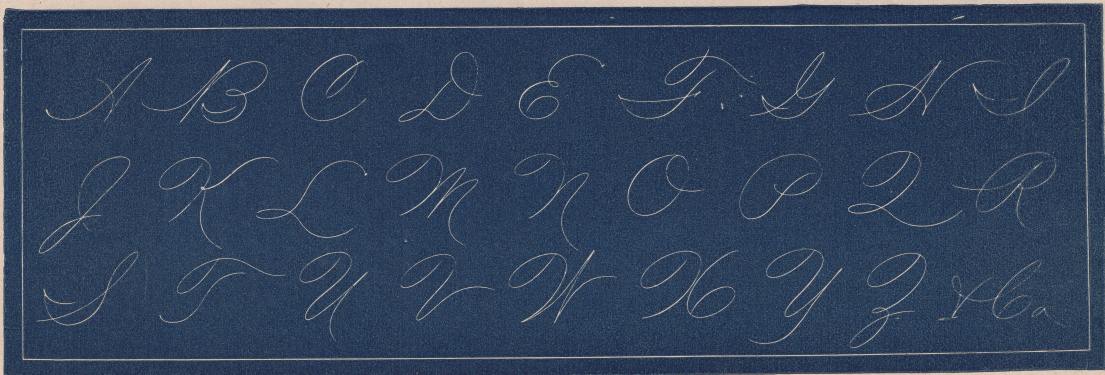


No. 312. Price \$3.00, postpaid



Cuts of "Model Business Forms"

- No. 313—3 x5 1/2 in., white letters on dark background, as shown above, postpaid.....\$3.00
- No. 314—3 x5 1/2 in., same forms as above, except dark letters on white background, postpaid..... 2.65
- No. 315—3 3/8 x7 in., same forms as above, except larger, white letters on dark background, postpaid..... 3.75
- No. 316—3 3/8 x7 in., same forms as above, except larger, and dark letters on white background, postpaid..... 3.75



No. 317. Price \$3.00, postpaid

These alphabets can be used on blotters, post cards, cards, in catalogs and circulars. When sent out on blotters or post cards, they are kept for the model business forms in practical penmanship they contain. Is there any better way to advertise?



\$19000<sup>00</sup> Columbus, O., Feb. 6, 1899.  
 Six months after date we promise  
 to pay to the order of W. C. Hemming Co.  
 Nineteen Thousand                      Dollars  
 Value received W. B. Dummer & Co.

No. 325. Price \$3.20, postpaid



No. 326. Price \$3.00, postpaid

No. 325. 3x5½ inches, \$3.20, postpaid.

No. 326. 2½x4½ inches, as shown to the left, \$3.00, postpaid.

No. 327. 4x7 inches, same as No. 326 except larger, \$3.75, postpaid.

Ornamental writing of this kind attracts all who would like to attain excellence in penmanship.

The object of having one of these ornamental notes appear in your circular or catalog would be to show what skill can be reached with the pen and to secure attention.

It is not the intention to convey the idea that they represent practical writing, but instead ornamental writing. Many a student has been drawn to the business college through a specimen of ornamental penmanship.

W. Jamison. W. B. Dummer.  
 W. C. Hemming.  
 F. N. Palmer. W. R. Kintner.

No. 328. Price \$3.20, postpaid



No. 286,  $3\frac{3}{4} \times 6$  inches, like above, white lines on dark background, \$3.00, postpaid.

No. 287, same design and size as above except dark lines on white background, \$2.70, postpaid.

No. 288, same design as above except larger,  $5\frac{5}{8} \times 9\frac{1}{8}$  inches, and black lines on white background, \$4.20, postpaid. The scrolls in No. 288 can be mortised in which printed matter can be run. Extra cost for mortising, 50c.

Either one of the cuts can be used effectively on a mailing card with some printed matter to accompany it.



No. 291

No. 291— $3\frac{1}{4} \times 7$ in., as shown above, postpaid.....	\$3.15
No. 292— $2\frac{1}{4} \times 4\frac{3}{4}$ in., same as above except in size, postpaid.....	2.60
No. 293— $4\frac{1}{2} \times 9\frac{1}{2}$ in., same as above except in size, postpaid.....	4.20

# The Zaner-Bloser Engrossing Studio

We engross resolutions, make diplomas and do all classes of pen work. Submit your copy for estimates. Liberal commission offered to Business Schools sending resolutions to us to be engrossed. We can give you prompt service.

## WE LETTER DIPLOMAS

Let us letter your next diplomas. We have a staff of expert penmen who can letter your diplomas in any style you desire, from a simple style to a carefully retouched, shaded and flourished style.

## EXAMPLES OF DIPLOMA FILLING

The following illustrations were photo-engraved direct from hand-made copies.

The prices include postage, wrapping and the name in first-class lettering with one date line on paper diplomas. Extra matter is charged in proportion to the amount. Sheepskin diplomas cost 15c extra because of the extra work in handling. Write for quantity prices.



Style 1. Old English, shaded and flourished, best quality of work \$1.00 each, postpaid.



Style 2. Old English, shaded and carefully finished and retouched, 75c each, postpaid.



Style 3. Old English carefully finished, 60c each, postpaid.



Style 4. Plain Old English, 40c each, postpaid.



Style 5. Plain Eclectic Text, 40c each, postpaid. This style can be flourished for 15c extra.



Style 6. Engrosser's Text, 40c each, postpaid. This style can be flourished for 15c extra.

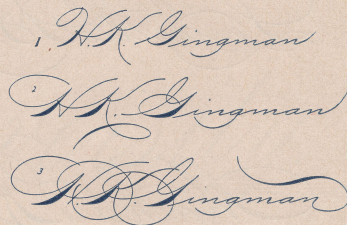


Style 7. Engrosser's Script, 25c each, postpaid.

Write for quantity prices or for special styles of work.

## Signature Cuts

Here are three styles of signature cuts. We can write your signature in simple or elaborate style and furnish you a cut for from \$5.00 to \$10.00. We can make your signature very accurate and unique. Let us help you to work out a good signature. Give us your ideas from which to work and we shall submit pencil sketches and prices.



No. 284. Price \$3.00, postpaid



No. 280. Price \$2.40, postpaid



No. 300. Price \$3.00—Single column size, \$2.25

The above cut can be used as a letter heading or corner envelope design for any business college. Plenty of space is left above and below for the name of your college and address to be set up in type.



No. 295. Price \$2.40, postpaid—Also furnished 3x7 in., for \$3.35, postpaid

## Card Writing

We will write cards for you for 50c a dozen in a neat style. However for \$1.00 a dozen we will write a dozen exceptionally skillful cards for your scrapbook. Let us select the names to go on the scrapbook cards and you will get some of our most attractive combinations.

What school can afford to use uninviting headings when such cuts as these can be purchased for but a few dollars? Give your school literature an individuality, making use of plenty of high grade pen work.

State Business College

THE Louisville Bryant AND Stratton

Mackay Business College

Lawrence Business College

Edward Business College

Lima Business College

SCHOOL OF SHORTHAND, TYPEWRITING AND PENMANSHIP

D. P. Woolfington.

Rossville, Ind.

## Script Letterheads

A script letterhead is attractive, dignified, and is admired by all. We have prepared cuts for hundreds of the leading schools of the country.

The cuts appearing on the following two pages are presented to give an idea of what we can prepare, specially for you. In ordering you should first give the exact wording and then as much information as possible, such as size of cut desired and style of letters, arrangement, etc.

If you can give us an idea of exactly what you desire, we can go ahead with the work; otherwise, it may be best for us to submit to you a hasty pencil sketch for your approval or suggestions before getting out the pen work.

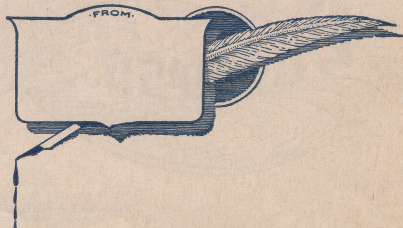
Such cuts can be furnished for from \$8.00 to \$25.00, depending upon the quantity and quality of work desired. Pencil sketches submitted gladly upon request.

We can prepare any kind of script advertising cuts. Let us help you.

—UP-TO-DATE—  
Iron City College  
PITTSBURG, PA.  
—EVENING SESSIONS—

Emporia Business College

THE BEST BECAUSE THE MOST PRACTICAL AND MODERN  
Iron City College  
EVENING SESSIONS - PITTSBURG, PA.



No. 350. Price \$2.25, postpaid

We can make a letterhead cut for you in a simple or elaborate style for any purpose.

Staubenville Business College

BATTLE CREEK  
Business University.

THE  
Morse College

Western Torpedo Company

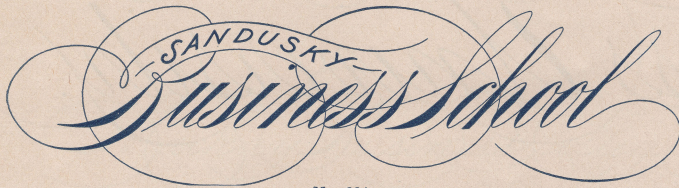
Independence, Kan., \_\_\_\_\_ 190\_

TRAINING  
Office School  
COLUMBUS, O.  
E. GAY ST.

Samples of letterheads. We can prepare a coarse line cut for you for newspaper advertising or a fine line cut for smooth paper.

SUCCESSFUL  
*Business College*  
 ANYWHERE

No. 340



No. 334



No. 341



No. 332



No. 338



No. 339



No. 337



No. 342



No. 343



No. 333



No. 335



No. 336

The cuts shown on this page make fine letterheads. They can, of course, be used in circulars, catalogs, on envelopes, mailing cards, or in newspaper advertising.

By having your printer run a rule around one of the small sized cuts, leaving considerable margin between the rule and cut, a very neat and tasty letterhead can be made.

The cuts on this page can be changed to bear your name and address and can be made

Single column size.....\$10.00, postpaid

Double column size..... 10.50, postpaid

Three column size..... 11.00, postpaid

Dear Reader.— A good commercial education is more valuable today, more of a necessity for ambitious young persons, than ever before. Thorough commercial training is the educational keynote of our times.

We specialize in this field of education, and wish to acquaint you with the advantages our institution affords. After carefully examining the accompanying literature, we request that you investigate our facilities for giving instruction, and learn of our success in securing positions for our pupils.

Hoping that you will either call to see us, or write us regarding this important matter, we are,

Sincerely yours,

No. 331

A cut of the above letter will cost you but \$4.50, postpaid. Your signature written and a cut of same to match the letter will be furnished for \$5.00—the two cuts for \$9.50, prepaid. If wording does not suit, we can prepare one to your order, equal to the above.

The script letter No. 330 was prepared by one penman and the letter above by another. As will be seen, both the writing and wording are different in the two letters. Of course, the one shown on this page can be used in any of the ways mentioned on the page showing the other letter.

After using one letter you may conclude to use the other at another time.

It pays to have these letters well printed on good stock so that they can be preserved. They will produce results.

Are your pupils working for penmanship certificates? Write for illustrated certificate circular.



Dear Reader, If you are seeking a practical, progressive school, with up-to-date courses of study, skilled teachers, twentieth century methods of instruction, and unexcelled opportunities for advancement, you will do well to investigate our facilities for giving instruction and securing positions.

The accompanying printed matter gives information and particulars pertaining to our school and work.

Hoping to hear from you, and to see you with us, we are,

Yours Truly,

No. 330

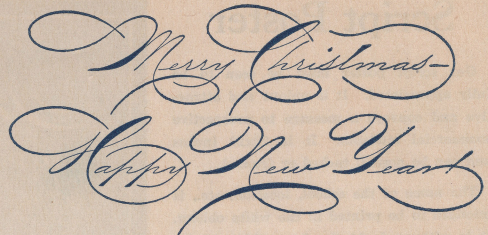
A cut of the above letter costs you but \$4.50, postpaid. Your signature written to order to match the letter and cut of same furnished for \$5.00—the two cuts for \$9.50, prepaid. If wording does not suit, we can prepare one to your order, equal to the above.

This letter can be used with good effect in circulars, catalogs, or as a circular letter.

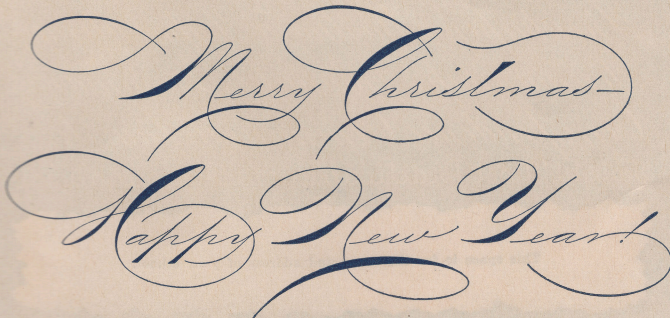
If you select the right kind of paper and instruct your printer to be careful, it can be made to closely resemble real pen work. If printed on cardboard with your signature included, as well as some printed matter, it can be used as a small poster to be hung up or tacked up. As a circular letter, it can be mailed with other literature. It will receive attention and therefore bring business.



No. 296. Price \$2.70



No. 297. Price \$2.40



No. 298. Price \$2.70



No. 299. Price \$3.15



No. 283. Price \$2.60, postpaid

In preparing the script for "Merry Christmas—Happy New Year!" we adhered as closely as is possible to the style used by the famous Madarasz. These cuts represent the perfection of his appealing style of writing these words. You can easily imagine many uses that can be made of these cuts. The small ones can be used on cards, calling card size, for individual use. What a handsome post card can be prepared with the aid of these cuts to send at the proper time of the year to prospective students. If used in a circular or catalog would they not convey the season's greetings in a most attractive manner?

Write for sample Christmas cards.

### Zanerian College of Penmanship

The script cuts shown in this catalog were prepared in the engraving department of the Zanerian College of Penmanship, Columbus, Ohio, (The Zaner-Bloser Company, Proprietors) which is quite generally recognized as the leading school of its kind in the world. If interested write for catalog.

### Business Educator

The Business Educator, published by The Zaner-Bloser Company, is an interesting periodical devoted to penmanship and commercial education. Sample copy free to interested persons. Yearly subscription \$1.25.

### Penmanship Supplies

The Zaner-Bloser Company not only furnish penmanship supplies such as writing books, etc., for the public schools, but they also handle the finest penmanship supplies of various kinds for professional penmen, engraving artists, etc. Prices quoted on request.

## Script Poster

Our script poster must be seen to be fully appreciated. It is unique and attractive and conveys a message to prospective commercial students. It is 22x28 inches and can be posted, tacked or framed.

The name of the school, location, etc., is intended to be printed in the white oblong. It is without doubt the finest thing of the kind ever created, and it is yours for a nominal sum. Its use means a small outlay and an increased attendance.

### PRICES OF POSTERS

1 without name.....	\$ .75
12 without name.....	5.00
50 without name.....	15.00

Fifty printed with the name of the school, location, etc., in the white oblong, add \$3.00 to the above price.

For ten dollars additional to any of the above amounts a beautiful script cut of your school name and city will be designed, engraved and furnished for printing in the long white oblong space. This cut would then belong to the purchaser and could be used for circular or other advertising purposes. And for but a trifling additional cost, smaller sizes could be had for newspaper advertising, letterheads, business cards, etc.

## Script Street Car Card

Size 11x21 inches

Practically everybody rides in the street car, and street car advertising is therefore one of the most effective methods of reaching the public.

Fine script for such purposes is a rarity and a real innovation. It carries with it a tone, dignity, and practicability peculiarly fitting for business education.

### PRICES OF STREET CAR CARDS

On Cardboard Only

1 without name.....	\$ .50
12 without name.....	4.00
50 without name.....	11.00

Fifty printed with the name of the school, location, etc., in the white oblong, add \$3.00 to the above price.

A script cut of your school name can be furnished at same price as that mentioned for poster. The cut can be used in either the Poster or the Street Car Card.

*Success*<sup>IN</sup> *Business*

DEPENDS LARGELY UPON PREPARATION.

TRAINED Heads, SKILLED Hands, ALWAYS IN Demand.

ALL THE *Commercial* BRANCHES-  
*Bookkeeping, Shorthand, Typewriting,*  
*Penmanship, Arithmetic, Grammar,*  
*Correspondence, Commercial Law, etc.,*  
 Taught Most Practically and Thoroughly in

This space is for the name and address of your school.

AN INVESTMENT IN PRACTICAL KNOWLEDGE PAYS HIGHEST DIVIDENDS.  
*The Business World is Continually*  
*Seeking Persons Qualified to Fill*  
*the Best Paying Positions.*  
*Prepare! Prepare! Prepare!*

### Greatly Reduced Illustration of Business College Poster

No. 352—A cut, 4 $\frac{1}{4}$ x5 $\frac{3}{4}$  inches, from which the above greatly reduced illustration of our poster was printed, can be furnished, prepaid, for \$4.10.

*Success*<sup>IN</sup> *Business*

DEPENDS LARGELY UPON PREPARATION.

ALL THE *Commercial* BRANCHES-  
 Taught Most Practically and Thoroughly in

This space is for the name and address of your school.

Greatly Reduced Illustration of Street Car Card

No. 353—A cut, 4 $\frac{1}{4}$ x2 $\frac{3}{4}$  inches, from which the above greatly reduced illustration of our street car card was printed, can be furnished, prepaid, for \$3.35.  
 Fine for an advertising postcard.

Address all Orders to THE ZANER-BLOSER CO., Columbus, Ohio