

TT
360
H49



OMNIMUS





Class TT360

Book .H49



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HENDERSON'S SIGN PAINTER



A COMPILATION of the very best creations from the very best artists in their specialties, embracing all the standard alphabets; also all the modern and fashionable styles of the times. The beautiful designs or artistic sign lay-outs are GEMS originally designed for this work, in many colors; also pages of ends of signs, displaying practical ornaments; also Drum, Hanging, Curled Iron and Side-walk Signs showing unique designing, and all so practical to the up-to-date and progressive painter.

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5
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3

TT 3-3
.449

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LETTER TO PAINTERS

All that is set down in the following pages must be taken for purely personal expressions of an opinion as to how signs could be done.

The main trend everywhere is to a decided suppression in all ornament and unnecessary detail on a direct line of pure simplicity. It is on this point that the workman and his customer ever differ,--- but the fact remains unalterable that all work is being done towards a point of --- once and always --- selling his goods. Give the man a good, legible sign --- that is what he wants. His customers have one conception of an alphabet, containing but 26 letters --- they all plain; so the more they are used the more successful does the announcement attract the public eye and lodge into the public mind.

With the sign upon the premises proper, the ornamented can be used, it standing more in the light of a decoration, incidentally a guide. In pictorial the intent is to eliminate all detail. Get good drawing, and then hold it together attractively in simple, broad masses; the fewer colors the better it becomes in the manipulating advantages where it is to be reproduced many times. The public is at once interested in work done by this method, in the sheer individuality and invention displayed in what has been done, --- has been done well. Attempting to painting it in the detailed, natural way always fails through time limitations. Remember the public again; they have to read it. Remember the man who pays for it; give him values, or you will never see him again. Doing this, and thoughtfully, insistingly voicing your own views and desires whenever occasion allows, you cannot fail in any work you touch.

Colors,--- well, if you don't know color when it is in its right place, no one can or ever will make you see it.

There is nothing else to say; the making good is within you. Again, remember the man with the money, and he will remember you to give you the money. He knows when.

OHNIMUS.



JOHN G. OHNIMUS



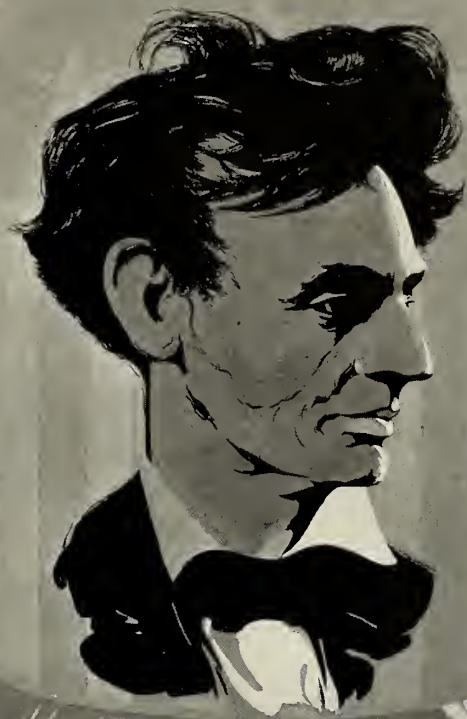
J. GOYA.

Art

Velare

FROM
FOREIGN
LANDS





THE
Lincoln
WATCH

THE
HONEST
ONE



NEW YORK ROMAN

A B C D E F G H

I J K L M N O

P Q R S T U V W

X Y Z &

a b c d e f g h i j k l m n o p

q r s t u v w x y z

EGYPTIAN

A B C D E F G H I J K L

M N O P Q

R S T U V W X Y Z &

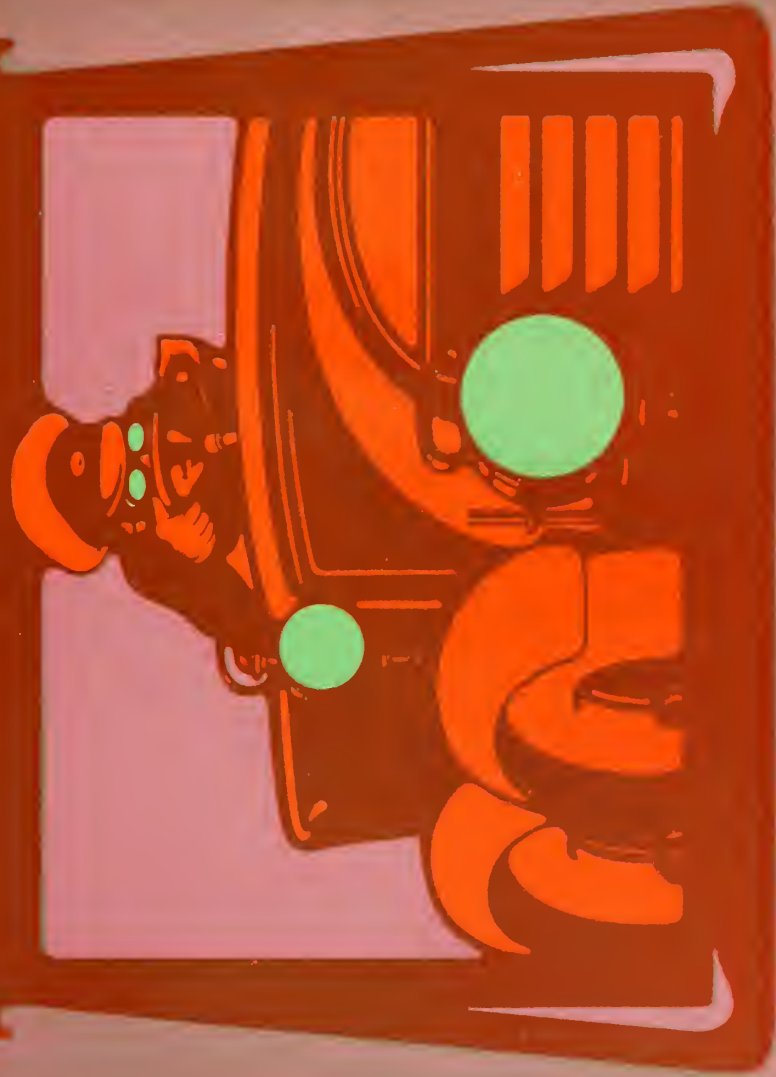
a b c d e f g h i j k l m n o p q r s

t u v w x y z



OKLAHOMA

MOBILIERS



JOHN G. ORNIMUS



JOHN G OHNIMUS

FRENCH THICK AND THIN

A B C D E F G H I J K L M N O P Q R

LETTERING

S T U V W X Y Z & 8 1 2 3 4 5 6 7 8 9 0

F.A.SAUNIER. NEWARK, N.J.



ORNAMENTAL ROMAN & ITALICS

A B C D E F G H I J

K L M N O P Q R

S T U V W X Y Z &

abcdefghijklmnopqrstuuv

C.S. FARINGTON N.Y.

wuxyyz





Littleton

**MELTS
IN ONE'S
MOUTH**

**CREAMERY
BUTTER**

JOHN G. OHNIMUS





JOHN G. OHNIMUS



5 DAYS

**RE-OPENS AUG
5TH WITH NEW
ATTRACTIONS**

The sign features a dark background with white, stylized Art Deco typography and decorative elements. The word "5 DAYS" is prominently displayed in a large, bold, serif font. The number "5" is enclosed in a circular frame with a vertical line through it. The text "RE-OPENS AUG 5TH WITH NEW ATTRACTIONS" is centered below in a smaller, bold, sans-serif font. The entire design is framed by intricate, symmetrical flourishes, including floral motifs and geometric patterns.

E. McDONALD NEW YORK



MODERN EGYPTIAN

A B C D E F G
H I J K L M N
O P Q R S T U
V W X Y Z &

JOHN G. OHNIMUS



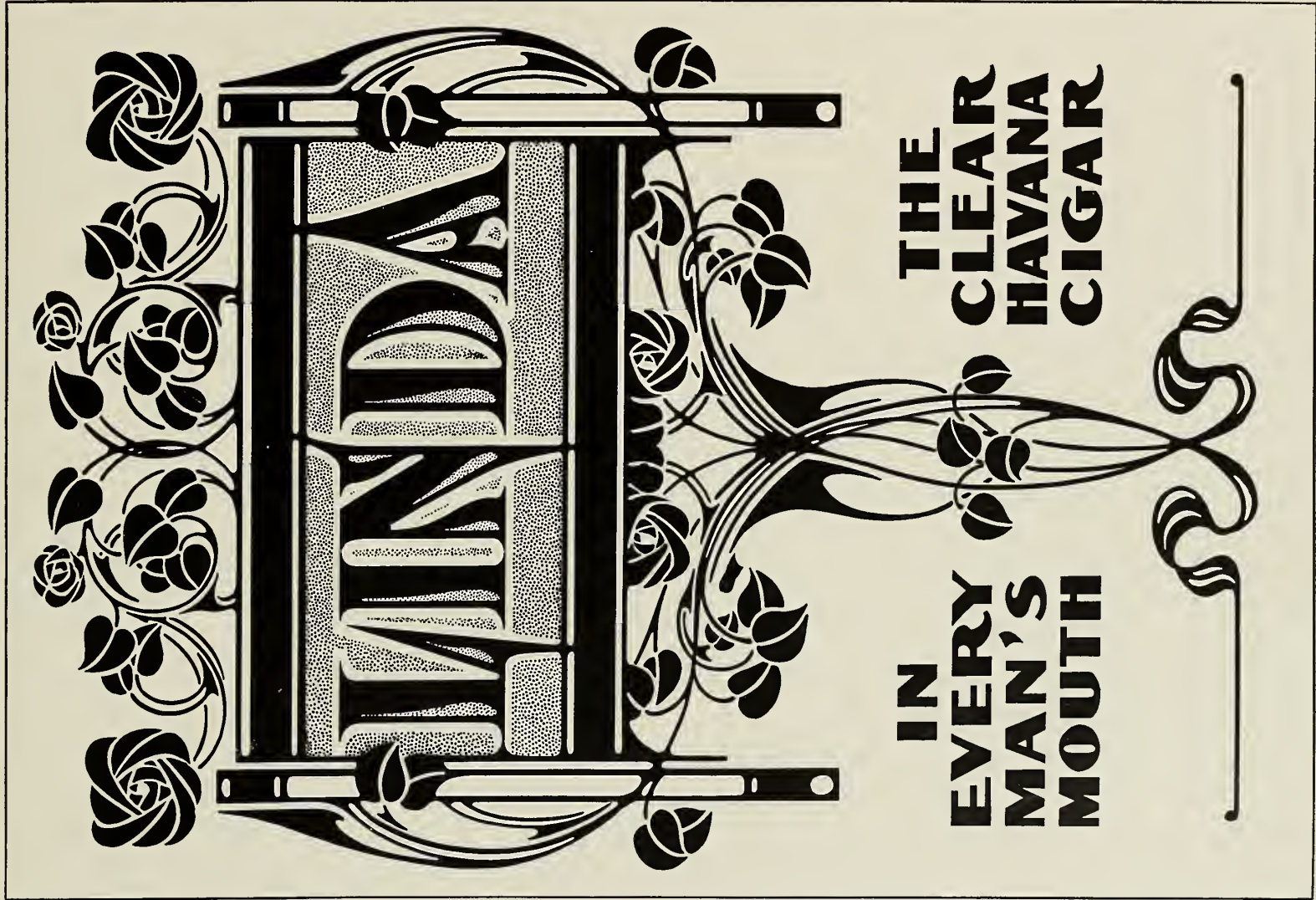
JOHN G OHNIMUS

SPURRED EGYPTIAN

***ABCDEFGHIJKLMN
OPQRSTUVWXYZ***

***abcdefghijklmnop
qrstuvwxyz &***

JOHN G. HAMMOND CHICAGO ILL.



**THE
CLEAR
HAVANA
CIGAR**

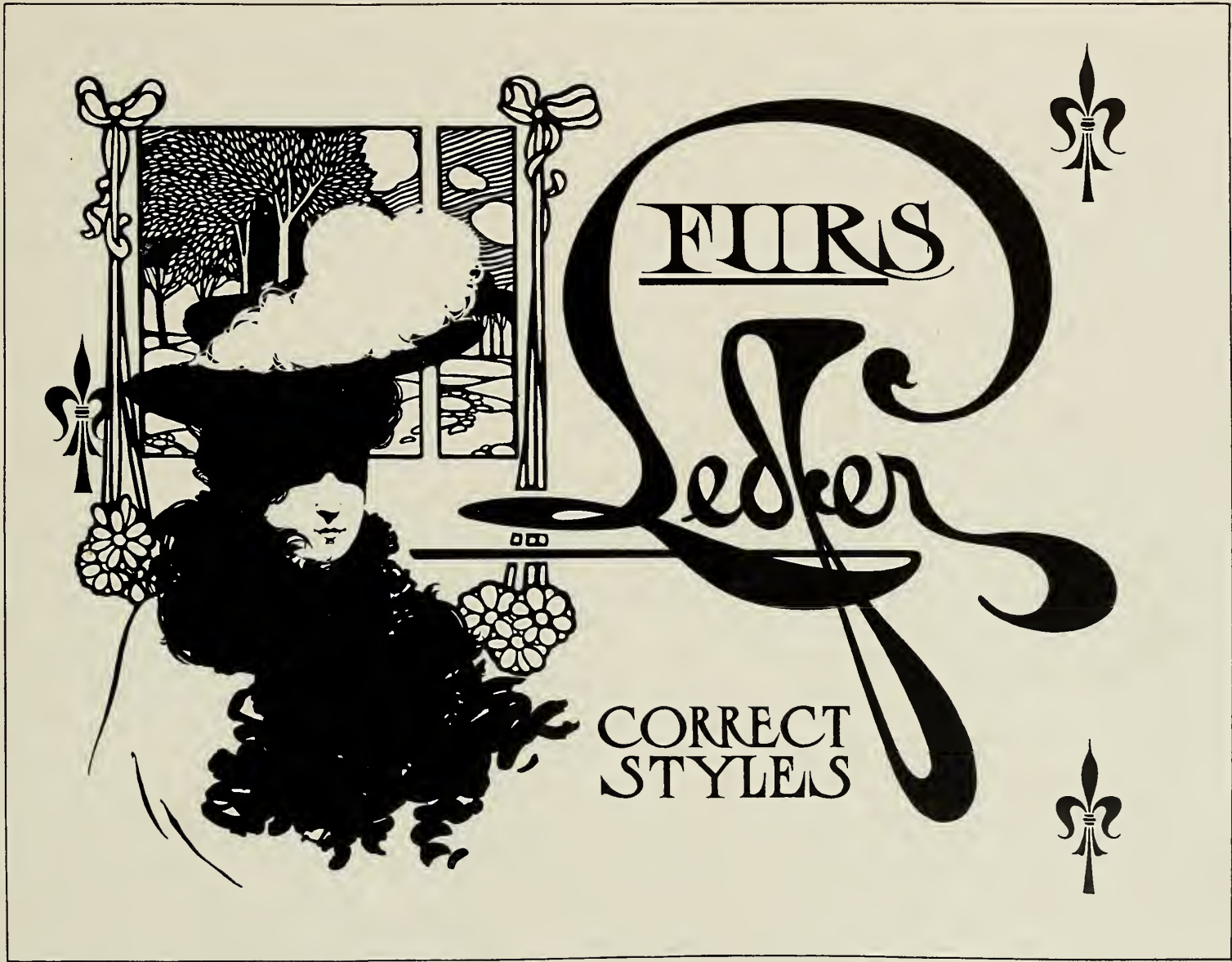
**IN
EVERY
MAN'S
MOUTH**

JOHN G OHNIMUS

ARCHITECTURAL

A B C D E F G
H I J K L M N
O P Q R S T U
V W X Y Z &

JOHN G. OHNIMUS



JOHN G OHNIMUS



CLEAN
AS AN
OCEAN
BREEZE

IRVING ISOAP

JOHN G. OHNIMUS

7
→ ROMANS ←

A B C D E F G H I
J K L M N O P Q R
S T U V W X Y Z &

1 2 3 4 5 6 7 8 9 0

ALBERT DuBOIS, N.Y.



·ROUND·BLOCK·

A B C D E F G H I
J K L M N O P Q R
S T U V W X Y Z &

1 2 3 4 5 6 7 8 9 0

ALBERT DU BOIS. N.Y.

DEVOTED TO
MUSIC AND
COMEDY

THE
CITY
THEATRE

WED. & SAT.
MAT. 2 P.M.

EVENINGS
8 O'CLOCK

B. Mc DONALD, NEW YORK



JOHN G OHNIMUS



JOHN G. OHNIMUS

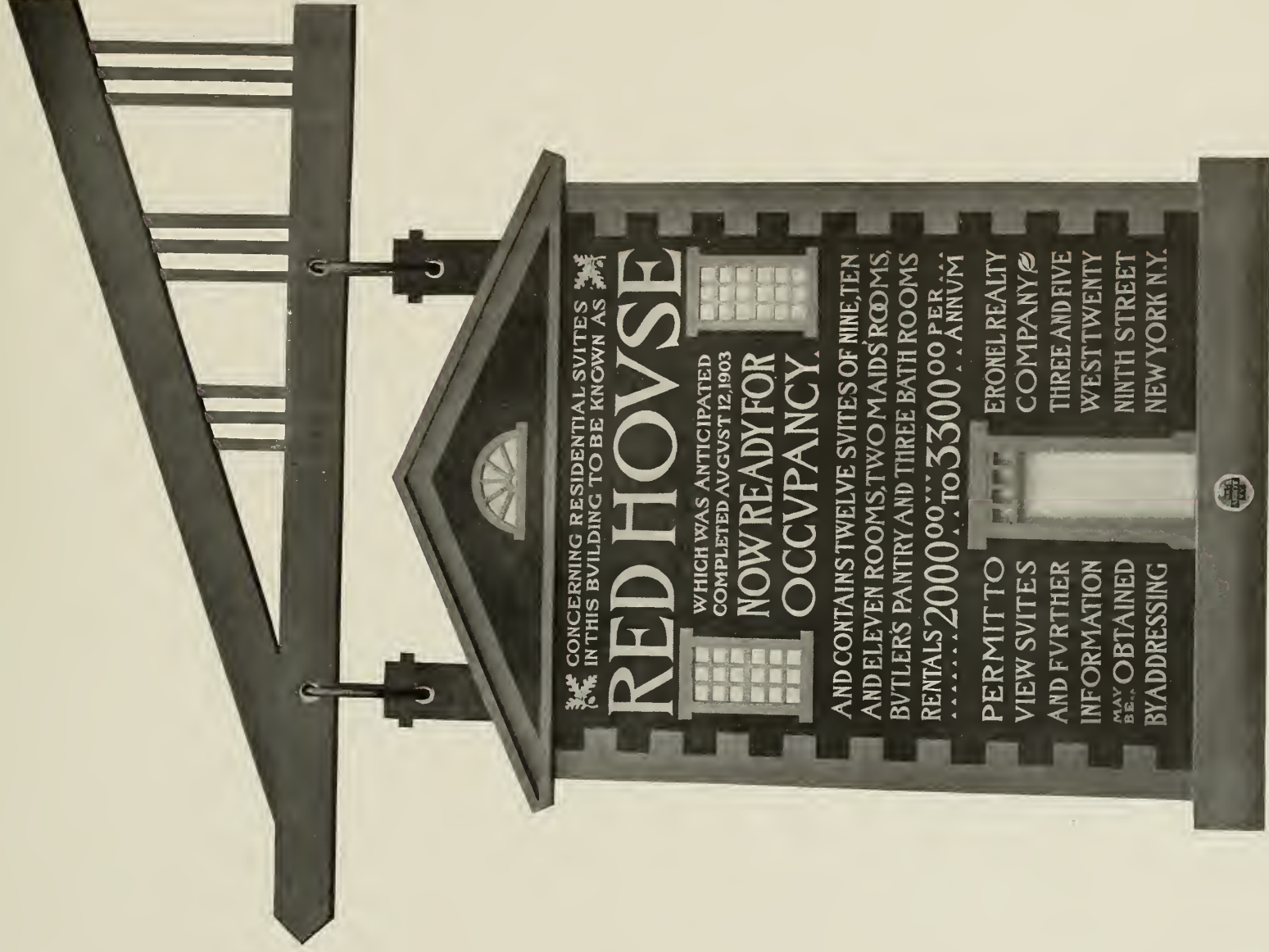
• Henderson •

DISPLAY

Bulletins

NEWARK
NEW JERSEY

JOHN G. OHNIMUS



CONCERNING RESIDENTIAL SVITES
IN THIS BVLIDING TO BE KNOWN AS

RED HOVSE

WHICH WAS ANTICIPATED
COMPLETED AUGVST 12, 1903

NOW READY FOR
OCCVPANCY

AND CONTAINS TWELVE SVITES OF NINE, TEN
AND ELEVEN ROOMS, TWO MAIDS' ROOMS,
BVTLER'S PANTRY AND THREE BATH ROOMS
RENTALS 2000⁰⁰ TO 3300⁰⁰ PER
ANNVUM

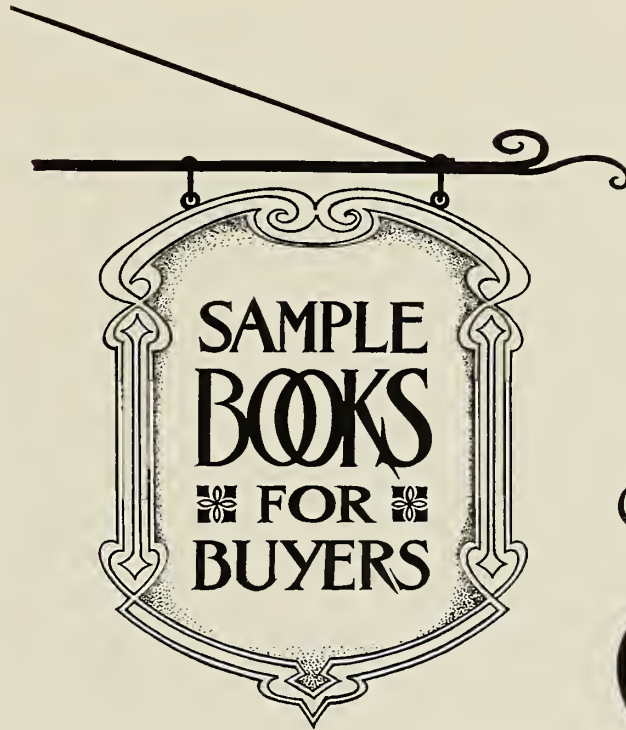
PERMIT TO
VIEW SVITES
AND FVRTHER
INFORMATION
MAY BE OBTAINED
BY ADDRESSING

ERONEL REALTY
COMPANY
THREE AND FIVE
WEST TWENTY
NINTH STREET
NEW YORK N.Y.

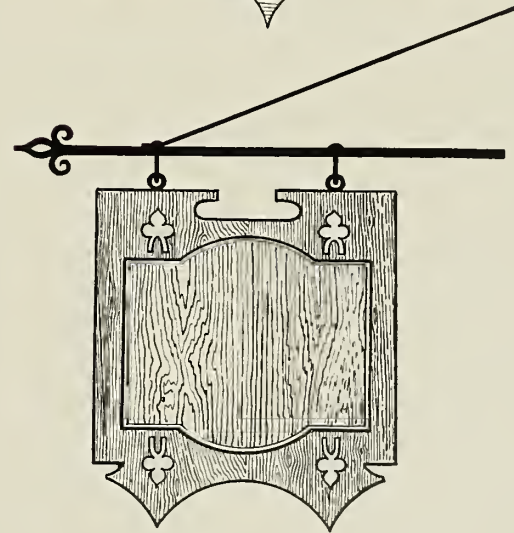
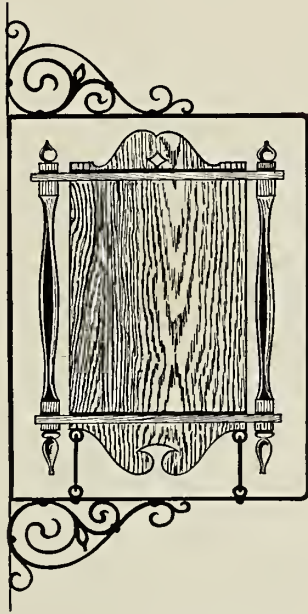
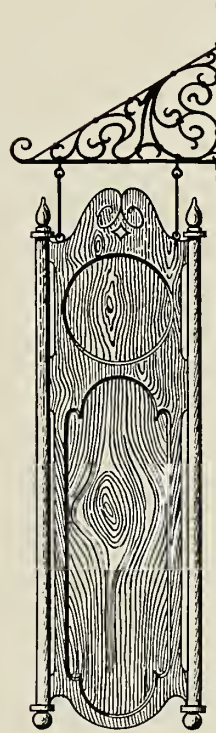
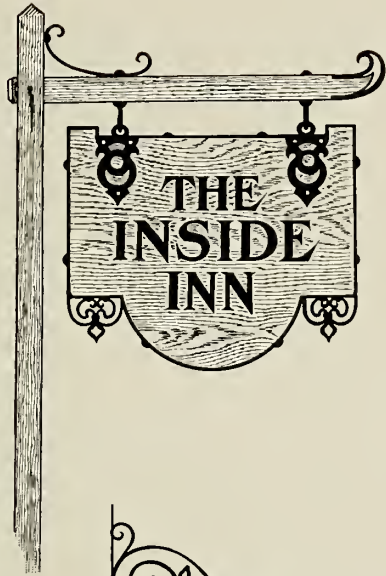


HANGING SIGN BY WM.H.ABBOTT. NEW YORK

HANGING SIGNS



HANGING SIGNS





Drifted Snow FLOUR

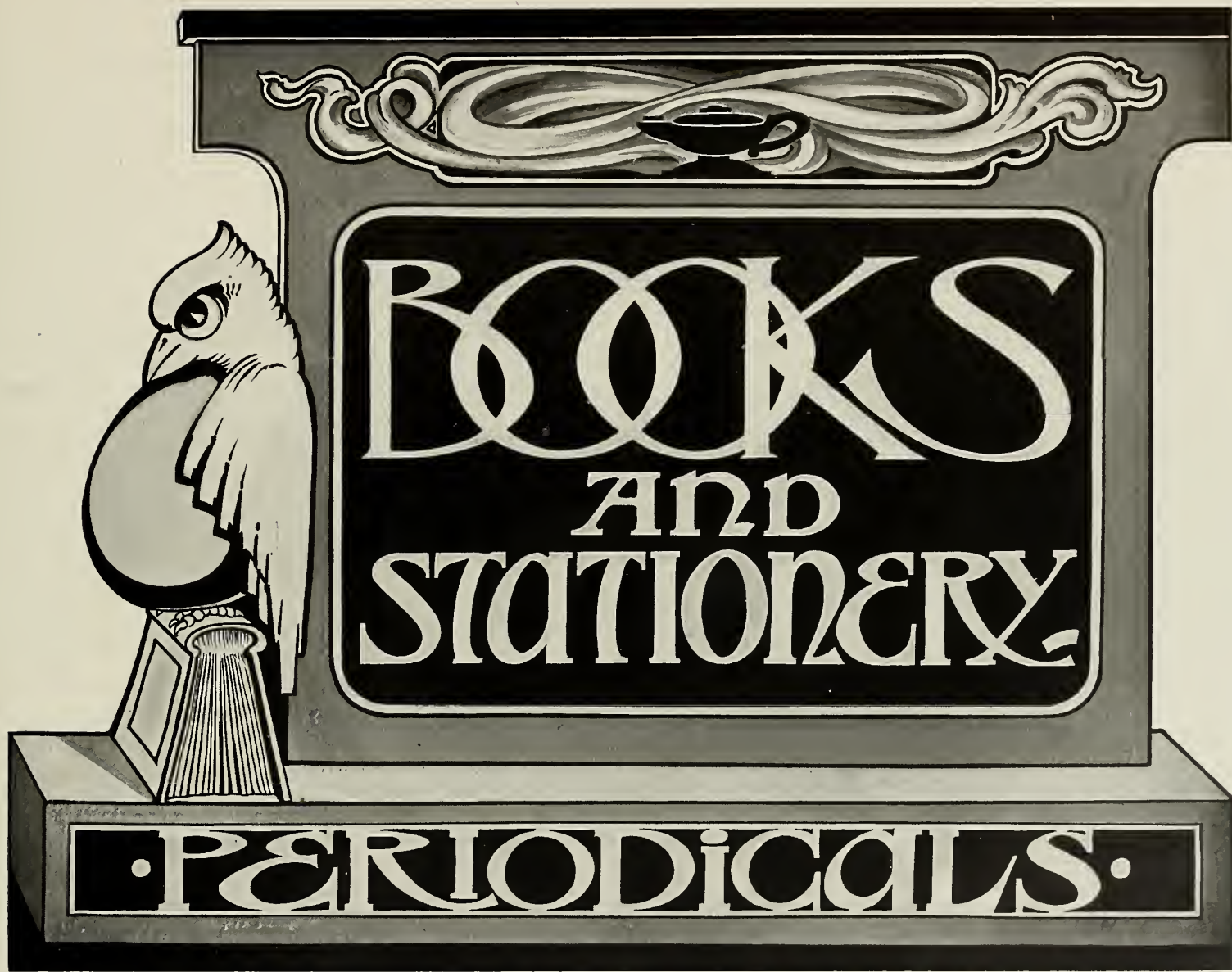
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CHURCH TEXT

A B C D E F G
H I J K L M N
O P Q R S T U
V W X Y Z

JOHN G OHNIMUS



H. MOTT ALLEN



BRONZE SIGN



WM.H.ABBOTT. NEW YORK

JUST A FEW SUGGESTIONS



H. MOTT ALLEN



JOHN G. OHNIMUS

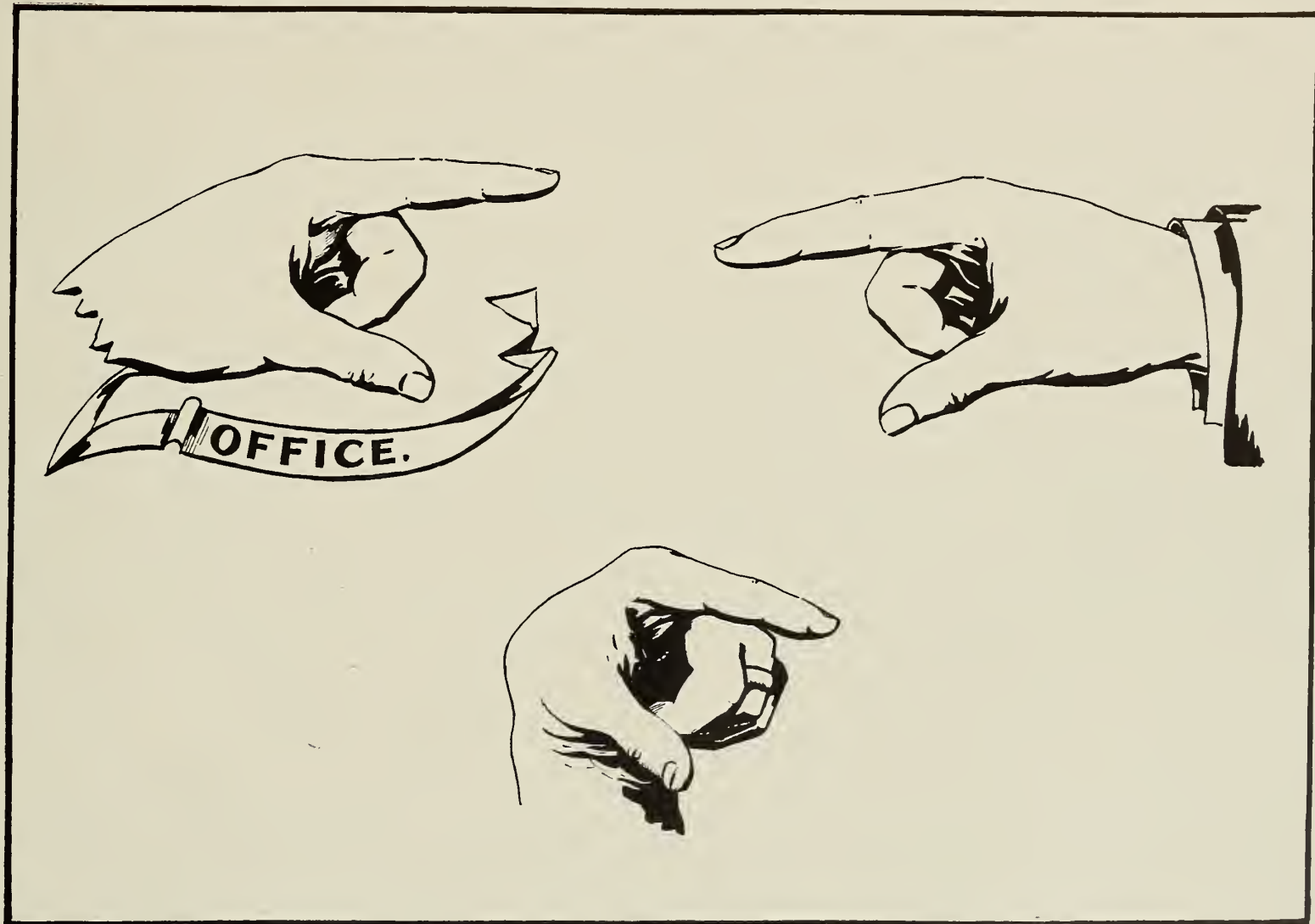


Shadows
AVERT
SHADOWS

JOHN G. OHNIMUS

RUSTIC ROMAN

A B C D E F
G H I J K M
L N O P R T
S U V W X
Y Z & &c



CHAS. JORDAN NEW YORK

OLD ENGLISH

A B C D E F G H I J K L M

abc def

N O

ghijklmnopqr

s P Q

tu v w x y z.

R S T U V W X Y & Z.

BRUSH LETTERS

A B C D E F

G H I J K L M

N Q P R T S U

V X W Z & Y

HEAVY SIGN SCRIPT

W B O O E O
W B O O E O
W B O O E O
W B O O E O

JOHN G OHNIMUS

"Sweet as the flowers
that bloom in the spring"



Littleton
Creamery
Butter



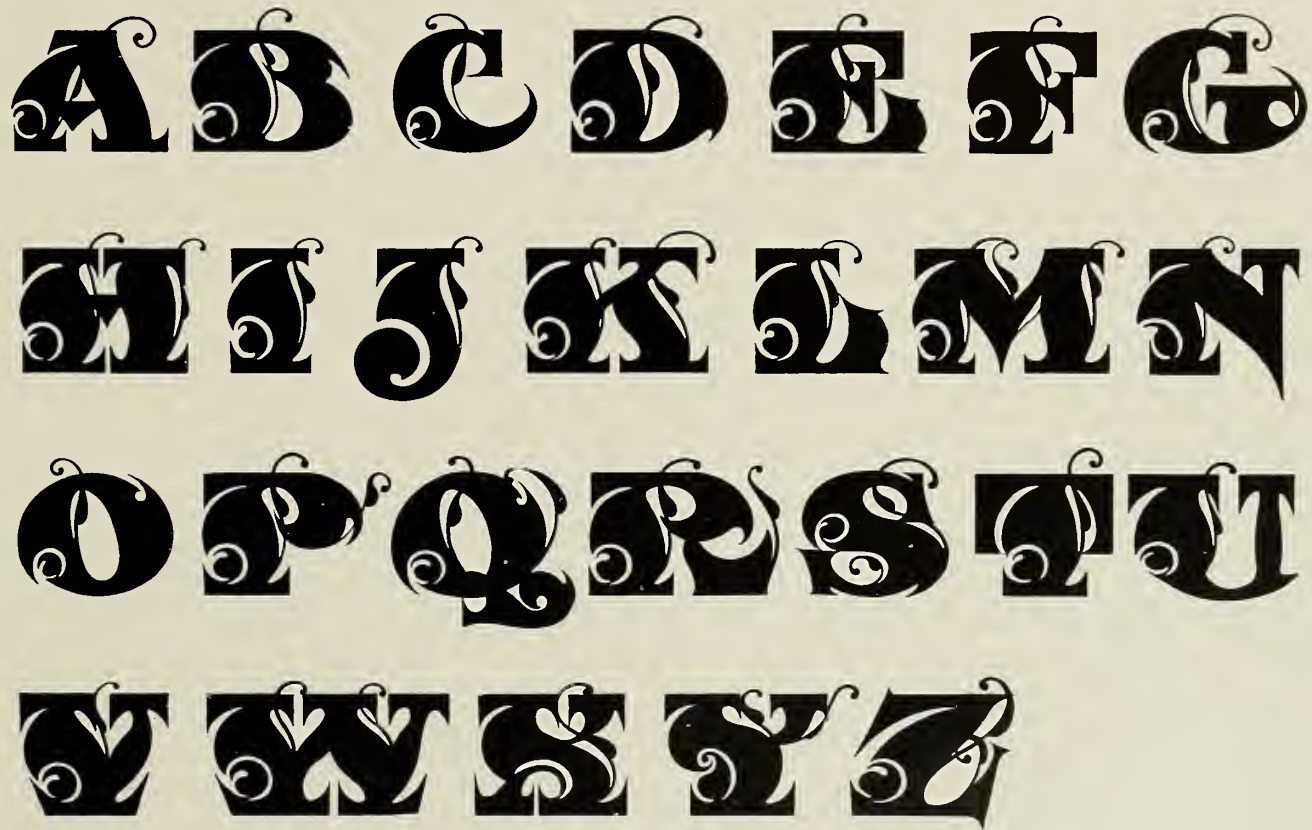
JOHN G. OHNIMUS

TRY THE
ONLY
Ritestyle
GLOVE

The advertisement features a woman in a black dress and hat on the left. The background is divided into sections: a top section with the words 'TRY THE' in a bold, serif font; a middle section with the word 'ONLY' in a smaller, italicized serif font; a large section with the word 'Ritestyle' in a highly decorative, cursive script font; and a bottom section with the word 'GLOVE' in a bold, serif font. The background is decorated with a pattern of small dots and a decorative border.

JOHN G OHNIMUS

SOME INITIAL LETTERS



JOHN G. OHNIMUS

UNIQUE DESIGNS

Restaurant

Cigars



Cafe

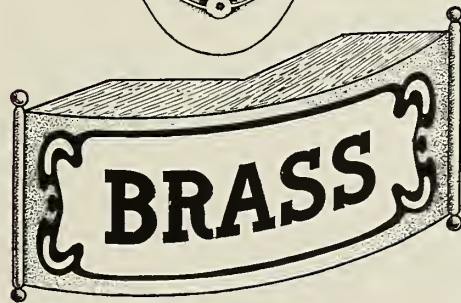


DRUM

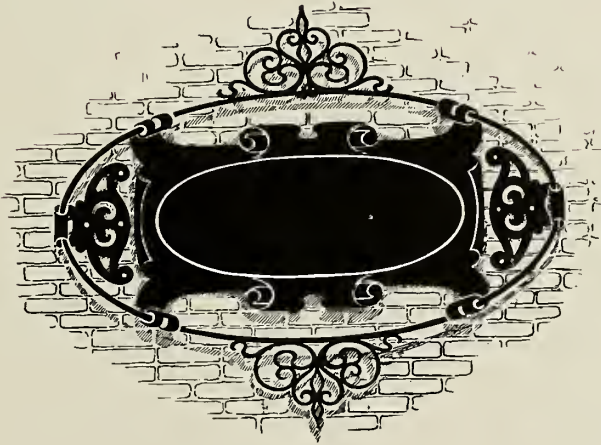
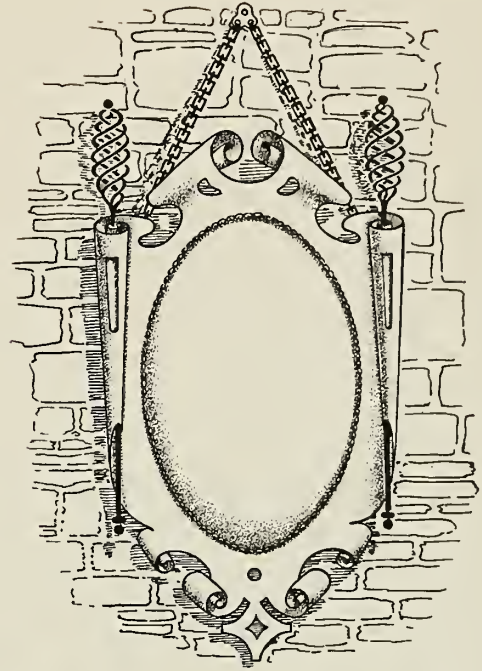
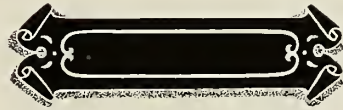
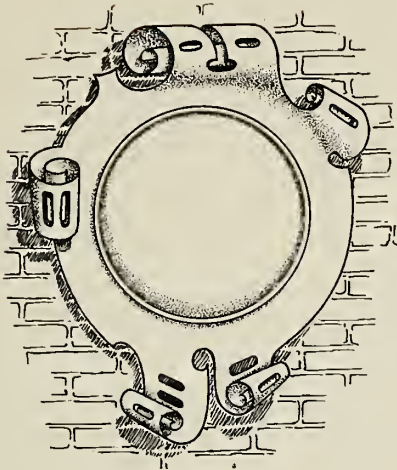
SIGNS



B. M^{CD}. N. Y.

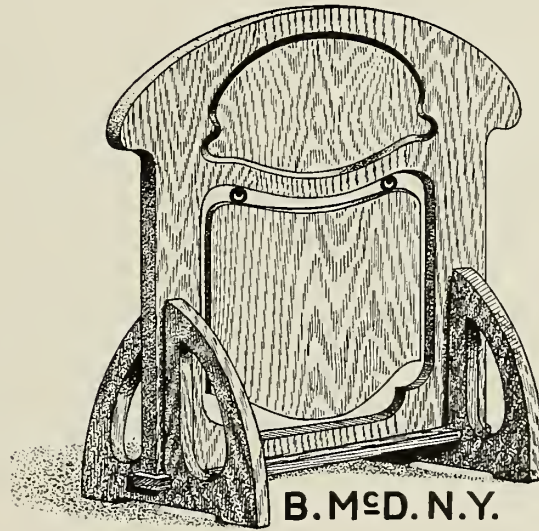
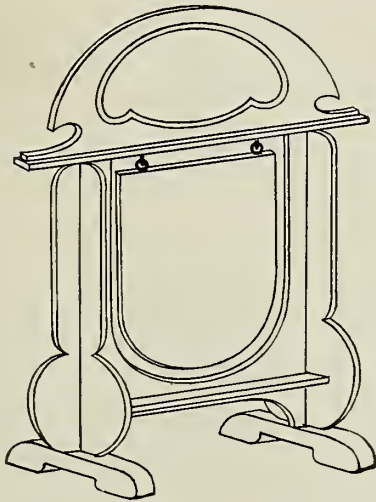
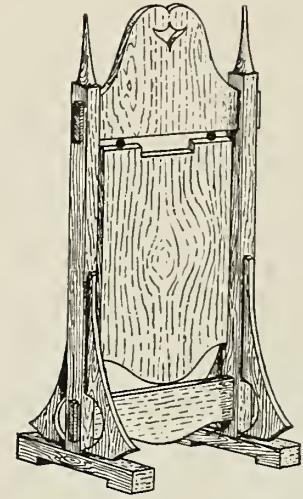
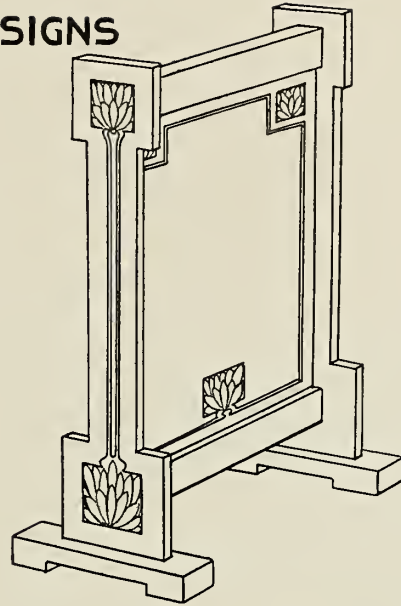
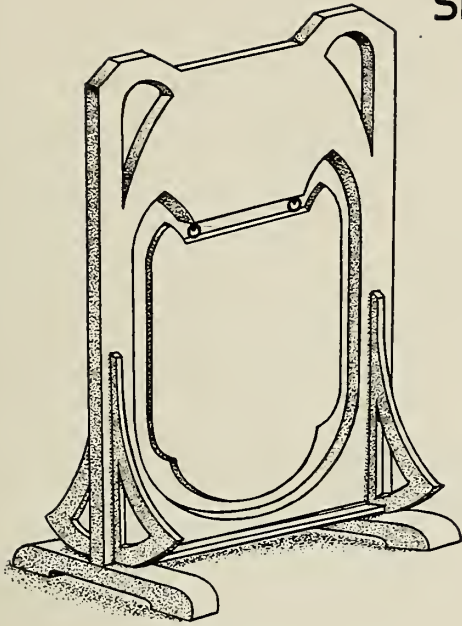


- CURLED IRON SIGNS

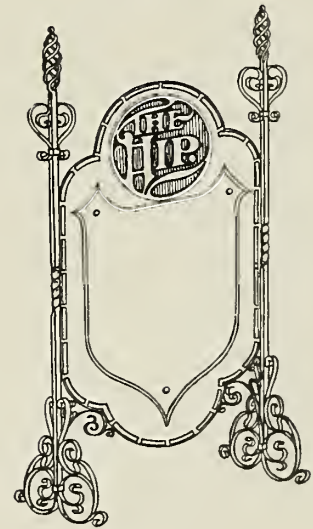


B.M^cD. N.Y.

SIDEWALK SIGNS



B. M^cD. N. Y.





JOHN G. OHNIMUS



SIGN ENDS

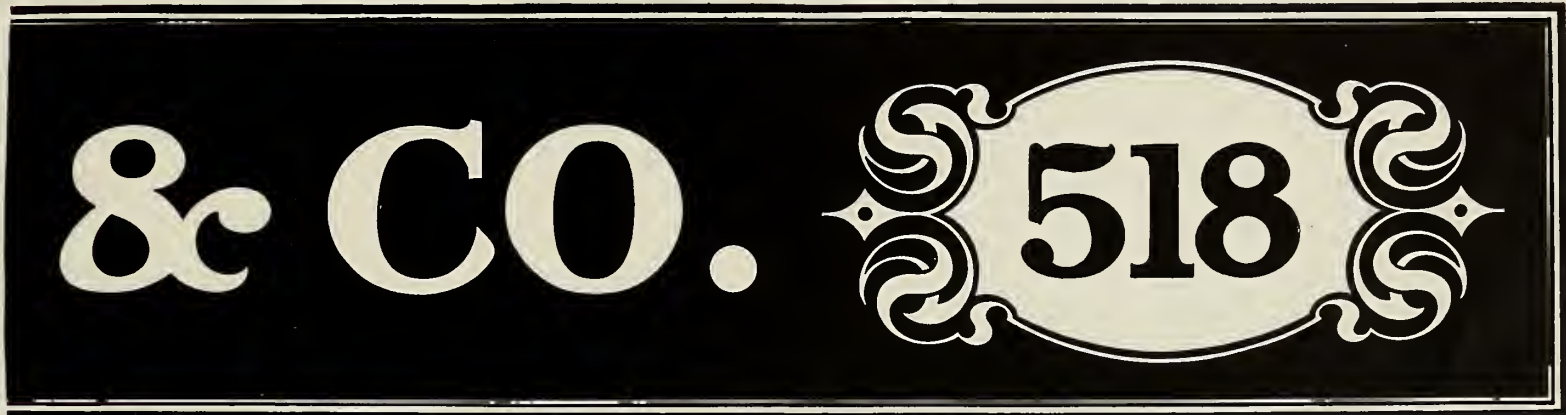
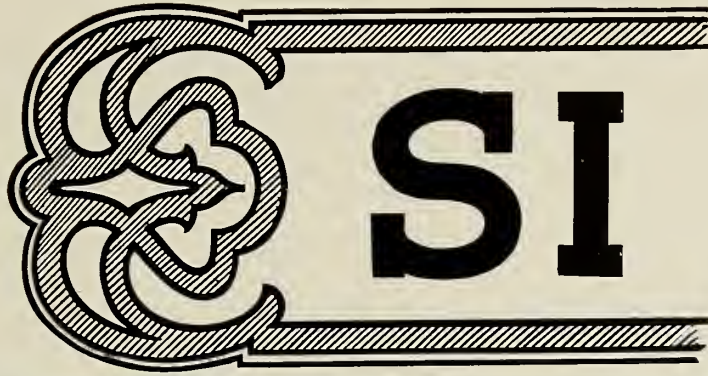


B. Mc DONALD. NEW YORK

SIGN ENDS



SIGN ENDS



GRAND
OPERA
HOUSE



BOX OFFICE
NOW OPEN

B. McDONALD, NEW YORK.

abc defg hijk lmn opq

rst uvw xyz

\$12345678904

FROM McLEES



A B C D E F G
H I J K L M N O
P Q R S T U V
W X Y Z

FROM McLEES



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