

C-D-S Lettering

Box 2003, Station D

Ottawa, Ontario K1P 5W3

DRY TRANSFER LETTERING SETS

July, 1979

C-D-S Lettering sets contain enough material to completely letter one car or locomotive--roadname, herald, dimensional data and end lettering.

When ordering, please indicate the scale you desire by placing the prefix "O", "S", "HO" or "N" in front of the catalogue number--for example O-57, S-11, HO-155, or N-22.

The prices are: N--60¢; HO--90¢; S--\$1.25 and O--\$1.50. On orders of less than \$5.00, please add 25¢ for mailing and handling charges. Ontario residents please include the 7% sales tax.

No.	Set Description	Available In			
		O	S	HO	N
1	CN 40' steel box--green leaf herald, vertical wafer inside leaf	x	x	x	x
2	CN 40' steel box--green leaf herald, angled wafer inside leaf	x	x	x	x
3	CP 40' steel box--"Spans the World" herald	x	x	x	x
4	CN triple hopper--spelled out Canadian National	x	x	x	x
5	CN 52' gondola--spelled out Canadian National	x	x	x	x
6	CP 36' wood refrigerator--Bohn Convertible (circa 1912)	x	x	x	x
7	CP 36' double sheathed box--arched Canadian Pacific (circa 1910)	x	x	x	x
8	CP passenger car--gold (pre 1935) or yellow (after 1935)	x	x	x	x
9	CN passenger car--all green car, yellow lettering (pre 1954)	x	x	x	x
10	CN steam locomotive--both wafer and circle heralds	x	x	x	x
11	CP large steam locomotives--gold (pre 1935) or yellow (after 1935)	x	x	x	x
12	CN 36' and 40' outside braced boxes--both included	x	x	x	x
13	PGE 40' steel box--caribou herald	x	x	x	x
14	CP 36' and 40' outside braced boxes--both included	x	x	x	x
15	CP cylindrical covered hopper--script Canadian Pacific	x	x	x	x
16	CP 52' gondola--spelled out Canadian Pacific	x	x	x	x
17	CP twin hopper--spelled out Canadian Pacific	x	x	x	x
18	CP wood caboose--spelled out Canadian Pacific	x	x	x	x
19	CP 40' steel box--stepped Canadian Pacific Railway	x	x	x	x
20	Ontario Northland 40' steel box--red or green car, oval herald	x	x	x	x
21	Ontario Northland 40' steel box--large stylized ON herald	x	x	x	x
22	TH&B 40' steel box--boxcar red car with all white lettering	x	x	x	x
23	TH&B 40' steel car--yellow car with all black herald and lettering	x	x	x	x
24	CP 40' steel car--script Canadian Pacific	x	x	x	x
25	CN 40' steel car--large modern CN logo	x	x	x	x
26	GTW 40' steel car--boxcar red or blue car, large modern GT logo	x	x	x	x
27	CV 50' plug door box--large modern CV logo	x	x	x	x
28	DW&P 40 double door box--modern lettering, most had green doors	x	x	x	x
29	CN wood caboose--morency orange with white maple leaf	x	x	x	x
30	CN 40' steel box--early white maple leaf introduced in 1942	x	x	x	x
31	CP twin hopper--script Canadian Pacific	x	x	x	
32	CN 40' steel refrigerator--gray car, green leaf, red lettering	x	x	x	x
33					
34	CV single and double door 40' outside braced boxes--both included			x	x
35	Grand Trunk wood caboose--boxcar red, white lettering (circa 1910)	x	x	x	
36	GTW 40' steel box--green leaf herald with white lettering	x	x	x	x
37	GTW 50' steel auto--green wafer herald	x	x	x	x
38	CN passenger car--green/black car, yellow lettering (1954-1960)	x	x	x	x
39	Algoma Central 48' or 52' gondola, billboard Algoma Central	x	x	x	x

No.	Set Description	Available in O S H O N
40	Vermont Railway 40' steel box--modern three-peaks herald	x x x x
41	CN cylindrical hopper--gray car, modern CN logo	x x x x
42	CP wood or steel cabooses--script Canadian Pacific	x x x x
43	CP small double sheathed box--lettered Canadian Pacific Despatch	x x x x
44	C&EI 40' steel box--large modern C&EI	x x x x
45	NKP 50' double door automobile car	x x x x
46	Erie 40' steel box--large 6' black and white Erie diamond	x x x x
47	C&O 40' steel box--earlier Roman style lettering (circa 1950)	x x x
48	Erie-Lackawanna 40' steel box--boxcar red car, white lettering	x x x x
49	Reading 40' steel box--black and white herald, speed lettering	x x x x
50	Reading 40' steel box--green car, yellow speed lettering	x x x x
51	Reading 40' steel box--earlier small Reading on right side	x x x x
52	CN flat cars (assorted lengths) spelled out Canadian National	x x x
53	DL&W 40' steel box--billboard Lackawanna, Route of the Phoebe Snow	x x x x
54	TH&B 40' steel box--yellow car, black and white herald, black lett'g	x x x x
55	CN 50' steel auxiliary door box--large modern CN logo	x x x
56	Great Northern Ry of Canada small double sheathed box--(circa 1890)	x x x
57	Canadian Northern 36' double sheathed box--(circa 1912)	x x x
58	Grand Trunk 36' outside braced box--(circa 1910)	x x x
59	Canadian Northern 36' refrigerator--white car, (circa 1910)	x x x
60	MacMillan Bloedel 40' double door box--red and white car	x x x x
61	Gov't of Canada grain car--brown car, yellow herald and lettering	x x x x
62	D&H 40' steel box--boxcar red car, large shield and lett'g white	x x x x
63	D&H 40' steel box--circular herald "Linking New England and Canada"	x x x x
64	PGE 50' plug door box--large black and white map herald	x x x x
65	Heinz 50' insulated box--bright red car, white lettering	x
66	CN 50' plug door box--large modern CN logo, some had yellow doors	x x x x
67	CV wood or steel cabooses--modern CV logo	x x x x
68	GTW wood or steel cabooses--modern GT logo	x x x x
69	CP International of Maine Division 40' steel box--script lettering	x x x x
70	DW&P 50' plug door box--large DW&P on right hand side	x x x x
71	CN wood cabooses--morency orange with green leaf herald	x x x x
72	CN steel cabooses--modern CN logo	x x x x
73	CN 40' wood reefer--boxcar red car, with or without green leaf	x x x x
74	SP&S 50' double door auto--oval herald	x x
75	Soo Line 40' steel box--early large billboard lettering	x x x
76	Northern Alberta steel cabooses--blue and gray body, yellow lett'g	x x x x
77	CP 40' wood reefer--boxcar red body, no herald	x x x x
78	C&NW 40' steel box--"Route of the 400 Streamliners"	x x x
79	D&RGW 40' steel box--modern lettering	x x
80	PGE 40' steel box--stacked Pacific Great Eastern lettering	x x
81	CN 40' steel box--green leaf "Canada's Largest Railway"*slogan	x x x x
82	D&RGW steam locomotive--modern lettering	x x x x
83	PGE 40' insulated box--stacked Pacific Great Eastern lettering	x x
84		
85	PGE 40' steel reefer--large black and white map herald	x x x x
86	PGE 52' gondola--caribou herald	x x
87	PGE 52' gondola--large P.G.E. initials	x x
88	PGE 52' gondola--boxcar red car with black and white map herald	x x
89	PGE 40' wood reefer--silver sides with black lettering	x x
90	PGE 36' stock car--caribou herald	x x
91	Wabash 40' steel box--large "follow the Flag" herald	x x x
92	Wabash 50' double door auto--"Serves the Heart of America" slogan	x x x
93	PGE 40' steel reefer--stacked Pacific Great Eastern	x x
94	CP small steam locomotives--gold (pre 1935) or yellow (after 1935)	x x x x
95	CNJ 40' steel box--large Statue of Liberty herald	x x x x

No.	Set Description	Available in O S H O N
96	Gov't of Canada grain car--aluminum car, brown lettering	x x x x
97	NYC Pacemaker 40' steel box--early version	x x x x
98	NYC 40' steel box--black and white herald (circa 1956)	x x x x
99	P&S twin hopper--spelled out Pittsburg and Shawmut	x x x x
100	CN car data--enough for five cars white/black/gold/red/yellow	x
101	CP car data--enough for five cars white/black/gold/red/yellow	x
102	Roman car data--enough for five cars white/black/gold/red/yellow	x
103		
104		
105		
106	CP bathtub gondola--red car, black & white multimark	x
107		
108	Northern Alberta diesel--blue and gray carbody, yellow lettering	x x x x
109	Green Mountain 40' steel box--dark green car, yellow lettering	x x
110	VIA passenger cars--blue cars	x x
111	VIA diesel locomotives--FP's and FPA's	x x
112	D&RGW 40' steel cookie box--silver car, all lettering black	x x x x
113	VIA stainless steel passenger cars--(Fall 1979)	x x x x
114		
116		
121		
122		
123	PGE wood cabooses--caribou herald	x x x
124	PGE wood cabooses--yellow car with large P.G.E. lettering in black	x x x
137	CN circular tender heralds (Fall 1979)	x x x x
138	CN rectangular tender heralds (Fall 1979)	x x x x
139	Florence & Cripple Creek 30' double sheathed box (Fall 1979)	x x
140	WP&Y steam locomotive--original lettering	x
141	WP&Y steam locomotive--intermediate and modern lettering	x
142	WP&Y diesel locomotive--90 class, green and yellow scheme	x
143	WP&Y passenger car--green car with yellow lettering	x
144	WP&Y 30' double sheathed wood box--early spelled-out name	x x
145	WP&Y 30' double sheathed wood box--intermediate scheme (square)	x
146	WP&Y 30' double sheathed wood box--modern scheme	x x
147	WP&Y 30' double sheathed wood reefer--intermediate scheme	x
148	WP&Y steel tank--modern lettering--black tank, white lettering	x
149	CP roadnames and numbers--white	x
150	CN/CP passenger letterboard alphabet (6")--white/black/gold/red/yel	x x x
151	CN/CP passenger data alphabet (5")--white/black/gold/red/yellow	x x x
153	CGTX 8000 gallon chemical tank--black carbody, white lettering	x x x x
154	Erie-Lackawanna twin hopper--black car with white lettering	x x x x
155	GN 40' steel box--black and white goat herald (circa 1955)	x x x x
156	CP locomotive cab heralds--first version (globe) (Fall 1979)	x x x x
157	CP locomotive cab heralds--beaver "Spans the World" (Fall 1979)	x x x x
158	CV wood cabooses--original version	x
159	Milwaukee 40' steel box--horizontal rib (circa 1944)	x x x
160	Milwaukee 50' steel auto--horizontal rib (circa 1941)	x x x
161	Milwaukee 40' double door auto--horizontal rib (circa 1942)	x x x
162	Milwaukee 50' double door auto--horizontal rib (circa 1937)	x x x
163	CN roadswitcher--original modern CN logo (before "stripe" scheme)	x x x x
164	NYC Pacemaker 40' steel box--final version	x x x x
165		
166		
167	Finlay Premium 40' plug door box--white car with dark blue lett'g	x x x x

No.	Set Description	O S H O N
170	UP (DSP&P) 26' and 27' wood reefer (narrow gauge)--circa 1885	x
171	DSP&P 26' and 27' Tiffany reefer (narrow gauge)--circa 1883	x
172	Buffalo Creek 40' steel box--large flour bag herald	
173	DSP&P steam locomotive--final version (narrow gauge)	x
174	DSP&P 28' wood box (narrow gauge)--circa 1881	x
175	Union Pacific Denver & Gulf 27' wood box (narrow gauge)--circa 1880	x
176	D&RG 30' wood box (narrow gauge)--circa 1903	x
178		

ALPHABETS--90¢ each for example X-1R, X-3G, X-4Y

X-1	3/32 inch Roman lettering--	White / Black / Gold / Red / Yellow
X-2	3/32 inch Extended Roman lettering--	White / Black / Gold / Red / Yellow
X-3	3/32 inch Gothic lettering--	White / Black / Gold / Red / Yellow
X-4	3/32 inch Extended Gothic lettering--	White / Black / Gold / Red / Yellow

STRIPING--approximately four feet in each package--90¢ each eg ST-2R, ST-4W

ST-1	1/64 inch	White / Black / Gold / Red / Yellow
ST-2	1/32 inch	White / Black / Gold / Red / Yellow
ST-3	3/64 inch	White / Black / Gold / Red / Yellow
ST-4	1/16 inch	White / Black / Gold / Red / Yellow

MISCELLANEOUS

Canadian National steam locomotive tender heralds

3/8 inch scale	circular (2)--\$1.50	rectangular (2)--\$1.75
1/2 inch scale	circular (2)-- 1.75	rectangular (2)-- 2.00
3/4 inch scale	circular (2)-- 2.00	rectangular (2)-- 3.00
One inch scale	circular (2)-- 3.00	rectangular (2)-- 5.00

Canadian Pacific steam locomotive cab heralds

3/8 inch scale	Globe "World's Greatest Travel System" (2)	} These cab heralds will be available in Fall 1979 prices to be announced.
	Beaver "Spans the World" (2)	
1/2 inch scale	Globe "World's Greatest Travel System" (2)	
	Beaver "Spans the World" (2)	
3/4 inch scale	Globe "World's Greatest Travel System" (2)	
	Beaver "Spans the World" (2)	
One inch scale	Globe "World's Greatest Travel System" (2)	
	Beaver "Spans the World" (2)	

HAPPY MODEL RAILROADING!

Tom Hood
Al Craig

July, 1979

We are often asked if we do custom lettering for model railroads. The answer to this question is both NO and YES.

NO We do not design heralds and roadnames for individual model railroads. A large amount of time and effort is required to draw and produce the artwork for each custom set, and, with both of us working full time at our regular jobs, we simply don't have the extra time available to do this work.

YES We can take artwork supplied "camera-ready" by a customer and print dry transfer sets to the desired scale. This means that if you do the drawing and finishing of the artwork, we can print the sets to your scale.

If you have the facilities (or access to the facilities) to prepare your own artwork and are interested in a "special", please read on.....

What does "camera-ready" artwork mean?

"Camera-ready" artwork is a scale drawing (black lettering on a white background) of the material to be printed. This drawing will be photographed with a special camera and film to produce a negative image in the correct size to be used in making the plate for printing the set. Usually the artwork is drawn oversize so that any small errors in the master will disappear as the drawing is reduced to the final size.

For us, "camera-ready" usually means a drawing no larger than 6" by 9" but $\frac{1}{4}$ " scale is the most commonly used. The finished set size as printed is 2" by 3" and thus the $\frac{1}{4}$ " scale drawing is 3.625" by 5.43" in size. An example of a "camera-ready" set in HO scale is attached

How do I prepare "camera-ready" artwork for my custom set?

Once you have decided on your herald and lettering design, you must produce an accurate black and white drawing. The easiest way to do the lettering part of the set is to make use of alphabet dry transfers. These alphabets are available in hundreds of styles and sizes at commercial art stores-- look for brand names such as Letraset, Geotype, Presstype etc. CDS Lettering has car dimensional data sets which you may find helpful in making up a freight car custom set. Remember to choose letter sizes for the master that will be correct when the reduction is made to the final size. Use a hand calculator to carefully work out the sizes of lettering required.

Producing the herald is probably the most difficult part of the task. This is usually done freehand with the help of a pencil, compass, ruler and an eraser. When the pencil drawing is to your satisfaction, trace or colour it in using black India ink. The herald drawing may be done much larger to reduce the effect of any small errors. Practical considerations dictate that the herald drawing be no larger than 8 $\frac{1}{2}$ " by 11" and photographically reduced to the scale of your set master. This reduction is then pasted on to your master with the other lettering. This "paste-up", consisting of the heralds and lettering, is then reduced to final size to make the plate to print your custom set.

What about colours?

The most common railroad lettering is white and this is the easiest for us to produce as we are running our normal sets continually. However, we also run Black, Red, Yellow, Gold, Green, Light Blue, Dark Blue, and Brown. If your "special" requires more than one colour, the colours must be separated in the master artwork. The printing process cannot properly "register" the colours (print one on top of the other, keeping the colours properly lined up), therefore the coloured areas must be separated on the printing area and applied separately by the modeller. One thing to keep in mind--some of the colours are not printed very often (eg--Light Blue) and the choice of colour may delay delivery of your "special" until we run that colour.

How do I send my artwork when it is ready?

Package your drawings carefully for the mail. A sheet of cardboard on both sides of your artwork is good protection. Please include a SAE for a reply that we have received it. We will let you know if the artwork is acceptable for printing and give you an approximate delivery date. At this time we would appreciate payment. We will return your artwork to you, but we will keep your "master negative" on file so that if reruns are needed, we simply re-use the "master negative".

How much does this all cost?

The current prices for CDS Lettering "specials" are as follows:

Printing and delivery--50 sheets (white)	\$30.00
Each additional colour--maximum three	5.00
Photo reductions (if required)	5.00

A typical "special" consisting of 50 2" by 3" identical sets in white only would cost then; \$30

If that "special" consisted of two colours, say Black and White, which required two photo reductions (one for the Black and one for the White), the cost would be; \$30 plus \$5 plus 2 x \$5 or \$45.

How long will it take?

This is a little more difficult to answer because there are a number of factors involved--the number of colours, the choice of colours, etc. It usually takes 20-24 weeks after the final artwork is received before you will have the "specials" in your hands, ready for use.

Thank you for your interest and, if you have any further questions, drop us a note and we will attempt to answer your questions.

Yours truly

Al Craig
Tom Hood

EXAMPLE OF "CAMERA-READY" 1" SCALE ARTWORK FOR HO SCALE

