

[PDF] Signboards of Old London Shops

## Signboards of Old London Shops

*Sir Ambrose Heal*

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**Sir Ambrose Heal : Signboards of Old London Shops** before purchasing it in order to gage whether or not it would be worth my time, and all praised Signboards of Old London Shops:

In this work the author surveyed a representation of traditional London shop-signs which figured upon billheads and trade-cards and which were identifiable by specimens in his own collection. The selection has provided records of some 2000 examples distributed over 150 trades. These reminders of the shop-keepers, their signs and addresses, bring to light the names and associations of many streets and byways in old London which have long since been swept out of existence. In order that this survey should be as authentic as possible the illustrations are derived from engravings actually employed by the shopkeepers themselves.