



Profile:

Patrick Smith Anaheim, California

If you saw the November/December 1984 issue of SignCraft, you probably noticed Patrick Smith's shop door in the feature of *Shop trucks, doors and windows* (page 48). On the next few pages, we'll take a look at what goes on behind that shop door.

PS Lettering & Design is the name of Patrick's shop. Currently a one-man operation, he works out of 1430 square feet of well-organized shop space. It consists of a front office and display area, a private office, and large warehouse area with a 10 foot overhead door.

Patrick describes the shop as a "very workable setup". "When you work by yourself," he says, "you have to make it workable — you can't afford not to."

Patrick is now 38 years old. He has been in the trade since 1970, although



Blue and red on white paper banner



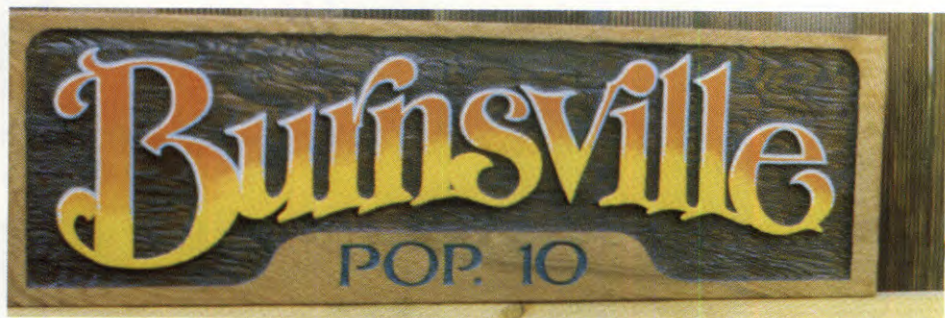
Red and blue on white panel, black border



Red and black lettering on white showcard



Maroon and white on office door



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he "first did a form of sign work in Vietnam in 1967-68." After the Army, he took a mail order course on his GI Bill. He was working in the aerospace industry at the time. "I did it mostly out of curiosity," he says.

"At work, I met an older guy who had been a sign painter. He amazed me with

his showcard work. He told me the old cliché that during the depression sign men always worked and were very independent. I guess that did it."

Little did Patrick know he would be running his own shop in less than two years. When he stopped in Ken Nair's shop to ask about japan colors, he

*When you work by yourself,
the shop has to be workable.*



wound up getting a job. Over the next year and a half he learned from Ken.

“At the time, I had no ambition to be in the sign business for myself,” says Patrick. “But Ken left the trade and sold the business to me. With the help of other sign artists and businessmen in the area, I managed to survive while learning.

Being married and having two children was also a great motivator.”

He moved to LaHabra, California, in 1974 and worked there for three years. From 1978 to 1981 he worked out of his home in Hacienda Heights. In November 1981 he moved to his current location in Anaheim.

As the shop photos show, the display area includes many sample signs — plus a series of wall graphics. It leaves no doubt in a client’s mind that he is in a sign studio that is design-oriented. And the photos of Patrick’s signs show his design ability at work for the client. •SC