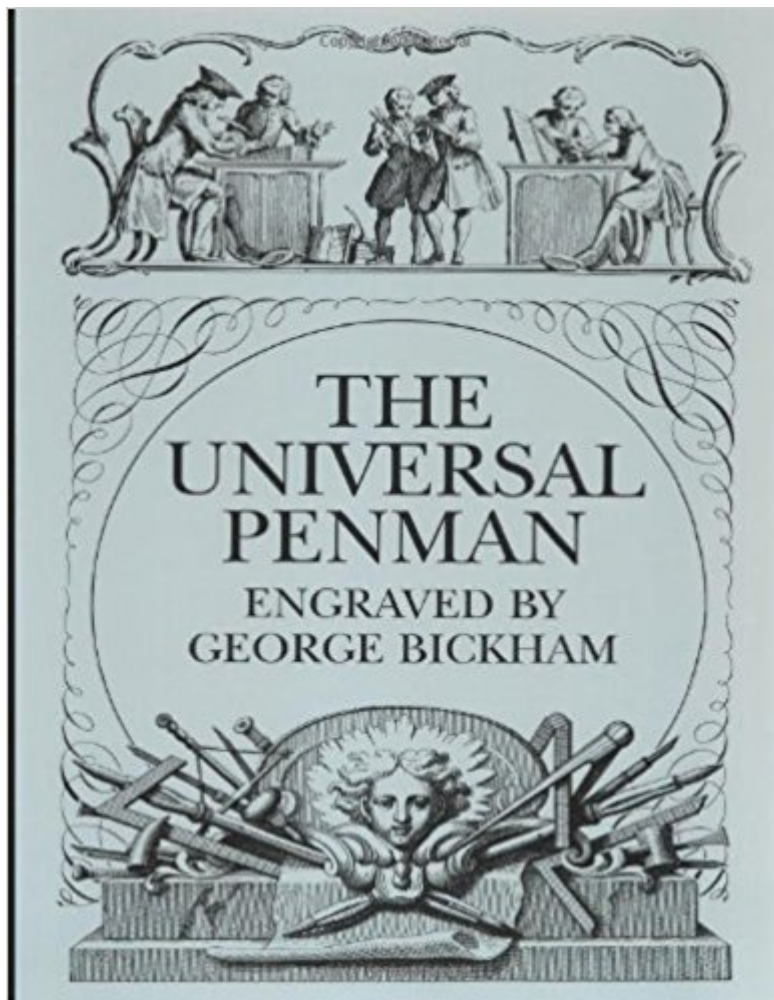


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# The Universal Penman



## Synopsis

"Very welcome . . . magnificent." • Graphis "A valuable addition for art directors." • Advertising Age This is the only complete edition available of one of the most famous and most useful books of commercial art ever printed. George Bickham, a noted engraver and calligrapher, first compiled this work back in the 1740s, from the best specimens of 24 of the leading calligraphers of his day. Unfortunately, Bickham published his work in 52 separate parts, over a period of eight years. In Bickham's own day it was difficult to get a complete set of the Universal Penman; today, apart from this edition, it is virtually impossible, for most surviving 18th-century copies lack certain rare plates. This Dover edition, however, contains every plate which Bickham engraved, and each is reproduced from an original so remarkably clear that these modern plates are actually better than most 18th-century originals. This book contains more than 210 full-page plates, each crammed full of beautiful and interesting material. To list only part of its contents: Over 125 pictorial scenes, clear copperplates of drinking scenes, family scenes, commerce, rustic festivities, duels, more. Over 200 script pictures, male and female heads, busts, cherubs, griffins, birds, fish, etc. 19 complete alphabets: round hand, round text, Old English, florid, foliated, and others. 275 lettered specimens, overlaid with fine flourishes, swirls, spirals, featherings, volutes, etc. Over 100 panels, frames, cartouches, and other effects Over 950 lettered specimens, with thousands of words that can be lifted right off for reproduction. Individual items in this book are permission-free, and may be used (up to ten items per use) without permission, payment, or credit line. Calligraphers find Bickham the best source for English round-handwriting; commercial artists, advertising directors, and designers all find Bickham first-rate as a source for immediately usable pictures and script that suggests antiquity, quality, and reliability. Craftspeople have found it rich in unusual ideas and motifs, while libraries and art historians find it a wonderful collection of 18th-century pictures illustrating art-life.

## Book Information

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## Customer Reviews

As Philip Hofer writes in the forward, "Altogether, there are many reasons why every intelligent person should take a renewed interest in good handwriting." Even if you're not a calligrapher, you should buy this book simply because it is BEAUTIFUL. The work done by George Bickham inside is stunning--both the artwork and calligraphy. Seriously, if you have any interest whatsoever in lettering, you will love this book.

One of the best resources for pointed pen lettering that exists. Loaned my first copy and had to replace it.

Both this for home schoolers

Not what I was looking for.

Perfect book for consulting, to see how they justify margins, flourishing openings and endings, etc. This book is perfect and lovely to read and to learn. Many examples from Joseph Champion, Bickham himself and many others. This art has no time. How beautiful flourishing and drawing letters.

This is a truly master crafts on calligraphy book. I can get lost analyzing the details and beautiful curves of the letters. It's a great reference.

This Book has the most gorgeous full page examples of various calligraphy. I have gone through it several times and continue to find new ways to scroll and flourish my lettering.

if you are interested in Calligraphy, they you need to have this book. The examples are beautiful and they provide an excellent guide for students of the art.

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