

# Originating

in the late 17th century with the writing masters of England, France and Italy, the round hand became the popular lettering style in business and correspondence. Clerks were specially trained to write this legible hand in business affairs. Talented penmen were commissioned by royalty to write correspondence for the courts of Europe. Then the typewriter put craftsmanship aside and substituted speed. It has taken years and a more responsive generation to appreciate the beauty of an art once almost abandoned.

Now a renewed interest is flourishing—as witness the fine work appearing on book jackets, packaging and in trade advertisements. Yes, the craftsman is back! A new appreciation is being manifested. The knowledgeable letterer is indispensable to today's commercial art.

"Spencerian" or "Copperplate Engraver's Script" gained special favor as developed and written so beautifully by England's P. R. Spencer. It is the study of

## Spencerian Round Hand

that this book is directed. This represents to me the ultimate beauty in hand lettering endeavor. Lettering it is a demanding discipline, requiring a devoted and dedicated student seeking nothing less than perfection. He (she) will be well rewarded for his efforts.

The titles and practice sheet examples were written actual size and are un-retouched to reveal the strokes and the joining or breaks that occurred. Of course the perfectly executed line of lettering would not reveal these flaws, but would flow as one continuous line. That is our goal.

Good writing is a fine art, and is to the eye what good music is to the ear.

And so I challenge you to join the growing numbers of lettering artists who strive for the skills of the master penmen. This fascinating art form will provide great personal satisfaction.

Maurice Scanlon

