

Lithographed trade card.

TRADE CARD FOR “LITHOGRAPHIST” TO THE UNIVERSITY OF OXFORD

Whittock & Goodman Lithographer’s [sic] to the University of Oxford. Lithographic Draughtsmen Engravers and Printers.

Author
WHITTOCK, Nathaniel

Publication date
[1828-1830].

Publisher
14 Paternoster Row,

Publication place
London,

Physical description
Lithographed trade card.

Dimensions
262 by 222mm. (10.25 by 8.75 inches).

Notes
Nathaniel Whittock (1791-1860), was resident in Oxford from 1824-1828, advertising himself as “Teacher of drawing and perspective, lithographist to the University of Oxford”, a position which he retained while moving his business to London, initially in partnership with Goodman, from the address advertised in this trade card, 14 Paternoster Road. From here he offered “Maps, Plans, and

Drawings of every Description, designed & executed with taste & accuracy. MS's and Fac Similes in any Characters Circular Letters, &c &c &c", and in the border, lower right, is a miniature estate plan.

In 1829, he published 'A Topographical and Historical Description of the University and City of Oxford' in which were displayed several of the urbas views and plans for which he gained his artistic reputation. These later came to include his popular aerial views of other English cities such as York, Hull, London, as well as those further afield in Dublin and Melbourne.

In addition to his lithograph prints, Whittock published a large number of books, mainly instruction books on topics such as 'the construction and decoration of the shop fronts of London', 'the most approved methods of imitating oak, mahogany, maple, rose, cedar, coral and every other kind of fancy wood', and simply 'the art of drawing'. His description of Oxford was also joined by other similar works, including 'a new and complete history of the county of York' and 'a picturesque guide through Dublin', as well as 'music titles, ornamental wrappers, maps, plans and drawings, of every description designed and executed with taste and accuracy, also bill-heads, law-forms, and facsimiles in any character', as advertised in a trade circular.

Other addresses associated with Whittock alone, are 24 Garnault Place, Spa Fields (1830-1831); 16 Somers Place East, New Road (1832-1834); 39 Rathbone Place (1848-1860); 34 Richard Street, Islington (1848-1860).

Bibliography
Heal 99.178

Provenance

Price:

Inventory reference: 17766

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