

New Publication Ready for Release

APHA ANNOUNCES the publication of *The Spiral Press [1926-1971]: A Bibliographical Checklist* compiled by Philip N. Cronenwett, Rauner Special Collections Librarian at Dartmouth College.

While preparing an exhibition to accompany the 1997 Dartmouth Book Arts Summer Workshop, "Joseph Blumenthal and the Spiral Press," Mr. Cronenwett discovered that there was no standard bibliography of the Spiral Press. Since that time he has exhaustively researched and examined the holdings of many collections to compile this checklist of over 600 items. The bibliography lists the press's monographs, pamphlets, exhibition catalogs and all publications relating to printing arts. This APHA publication will be an important research tool to literary and printing history scholars and collectors.

The significance of the Spiral Press to American letters and cultural history is underscored by the items listed in the bibliography. Joseph Blumenthal designed & printed for Robert Frost, W. H. Auden, Pablo Neruda, William Carlos Williams, Robinson Jeffers and Franklin Delano Roosevelt. Institutions counted among the press's clients were The Metropolitan Museum, The Museum of Modern Art, the Morgan Library, the Grolier Club and the American Academy of Arts and Letters.

The press is also extremely significant to printing history in America. As a printer, Joseph Blumenthal set standards that are unequalled for dedication to the details of fine printing and design. His proprietary typeface, Spiral, was admired by the Monotype Corporation and adapted as "Emerson" for commercial book composition. In his later years Blumenthal prepared a series of exhibitions on fine printing in America and Europe. He wrote and taught, sharing his passion for the book. To him the book was "a prime cultural heritage. Poetry, knowledge, the aspirations of mankind have been spread by the book to the whole of society."

The 196 pages contain more than two dozen reproductions of Spiral Press pages. These will be offset-printed, in additional colors where appropriate, at the Studley Press. The book will be casebound in a fine imported cloth over boards and issued in an edition of 500 copies. In addition, a special edition of 50 copies will be specially hand bound by Judi Conant and will contain a few original specimens of Spiral Press printing.

To purchase a copy, contact our distributor, The Veatchs, 413-584-1867, or go to <<http://www.veatchs.com/apha.htm>>. The cost is \$55 plus \$5 shipping. For more information about available APHA publications, go to <<http://www.printinghistory.org/htm/pubs/>>. ❖



Newsletter
Number 147
Spring 2002

APHA Annual Meeting

JANUARY 26, 2002

ON A PLEASANT Saturday afternoon in January, APHA members met at the New York Public Library for the annual meeting. Robert Rainwater, Assistant Director, Miriam & Ira D. Wallach Division of Art, Prints and Photographs, welcomed us to the Library and told us of the public exhibitions we might enjoy.

Irene Tichenor, our President, began by quoting from Susan Otis Thompson's editorial in the first number of *Printing History*, in which she wrote "All around us, as terrorism, pollution, vandalism, and criminal profiteering increase, preservation efforts are also on the move," efforts which include APHA.

Tichenor thanked Barbara Henry and Bowne & Co., Stationers, South Street Seaport Museum, for the lovely printed keepsake agendas.

OFFICERS' REPORTS

Michèle Cloonan, outgoing Vice-President for Membership, noted that, while APHA continues to be a dynamic organization, our membership has gone down over the past five years. She attributes this trend to an aging membership, competition from other similar organizations, and the need for a successful marketing strategy. Membership is now just barely large enough to support our ambitious publishing program and active events calendar.

The Board suspended the Southeastern Chapter last year, as it had ceased to be active, but several members hope to organize events in 2002.

Other chapters have been quite busy. The NY Chapter has had talks recently by John Randle and Alastair Johnston. The New England Chapter had talks by Greer Allen, Ellen Cohn, and John Randle; field trips to the Parsons Paper Mill in Holyoke, MA, Smith College and the Veatchs in Northampton, MA; and a "Boston Calligraphy Discovery Tour" with Margaret Shepherd. The Chesapeake Chapter met at Johanna Drucker's Lieberman Lecture and had a field trip to Mike Denker's

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• Chapter News •

APHA New York

Both events will be held at the Grolier Club, 47 East 60th Street, NYC, and are free and open to the public.

Friday, April 26, 6 PM

"Past Beyond Printing: Design for Dynamic Display," presented by David Small.

David Small's work presents a compelling vision of how computers can redefine the paradigm of printed typography. His experiments ask fundamental questions about how reading, writing and expression are evolving in response to computer technology. The result is a personal vision of the future of computer-mediated typography.

David Small is Principal of Small Design Firm, Inc., in Cambridge. His PhD at the MIT Media Labs focused on the display and manipulation of complex visual information. His thesis, *Rethinking the Book*, examined how digital models, in particular the use of 3D and dynamic type, will change the way designers approach large bodies of information.

Tuesday, May 21, 6 PM

"Kabel to Corbu: The Spirit of Modernism Pervading All the Arts," presented by Virginia Smith.

Virginia Smith will speak on relationships between typography of the Early Modernist period and design in other fields, including architecture and *haute couture* – material covered in her forthcoming book *Visual Set: Typography and the Design Arts*. She will show results of her recent research in the Imprimerie Nationale in Paris, in the archives of the Louvre and in private col-

lections, including original photographs of the famous Art Deco Exposition of 1925 in Paris, and rare period photographs taken when Le Corbusier's "white boxes" of the 1920s were first built.

Virginia Smith is Professor of Art at the City University of New York, and past president of APHA.

APHA New England

"The Early Modern Book & Book Arts: A Conference on the Art & Practice of the Hand Press" was held March 2. Co-sponsored with the Massachusetts Center for Renaissance Studies. A summary of this conference will appear in the next *APHA Newsletter*.

Saturday, June 29, 1:30-3 PM

"From Pen To Press: Creative Process in Book Design: Manuscripts and Books in the North East Children's Literature Collection," Thomas J. Dodd Research Center, 405 Babbidge Road Unit 1205, University of Connecticut, Storrs, 860-486-3646.

Assemble at the main lobby of the Dodd Center for a tour with Curator Terri Goldich, through collections of book dummies, sketches, illustrations, drafts, revisions and related materials. We will see "the nature of the creative process from conception to completion" in the works of such author-illustrators as Richard Scarry, Barry Moser, Tommie dePaola and others.

For more information, contact Alice Beckwith, APHANE President, <abeckwth@providence.edu>, or Walker Rumble, APHANE Secretary, <rumble@ids.net>. ☛

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Bibliography

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Book Design/Illustration

Paper/Binding

Graphic Design:

Books & Periodicals

Advertising Arts:

American & European, 1900-1960

Poster Books and Periodicals

Single Items & Collections Purchased

Annual Meeting Report continued from page 1

Stoney Creek Press. The Northern California Chapter had its annual meeting and a talk by Greg Graalfs, and a number of events surrounding the Zapfest, including a talk by Robert Bringhurst. The Southern California Chapter had a talk by Gene Freeman.

This year's planned "APHA on the Road" events (see related story) will publicize APHA and help to increase membership. Possibly multi-year memberships or further targeted mailings of APHA brochures might help as well.

Cloonan ended with a moment of silence for APHA members who passed away in 2001: Dr. A. S. Compantitz, Ruth Anne Evans, Joel Harvey, Ernie Lindner, and Gregor Peterson.

Mark Samuels Lasner, Vice-President for Programs, started by reviewing APHA national events. The year started with the special presentation by Paul Needham and Blaise Agüera y Arcas on how the earliest types were made, cosponsored with the Grolier Club and the BSA. The Lieberman lecture, on Iliazd, the printer-publisher who produced *livres d'artistes*, was given by Johanna Drucker at the Smithsonian, and was cosponsored by the Smithsonian Institution Libraries and the Center for the Book at the Library of Congress. Although held close to the tragic events of September 11th, the event attracted more people than had visited the National Museum of American History that day.

The conference in St. Louis was a wonderful event for the 60 or so registrants. "Transatlantic Type" brought together speakers from both sides of the ocean for a full conference in gracious accommodations, thanks to our hosts at Washington University.

This year will bring the aforementioned "APHA on the Road." In lieu of a conference, we will hold a series of national – even international – events. In an attempt to bring APHA events to all, they will be held where we have local chapters. See page 5 for the full calendar. All in all, Samuels Lasner concluded, it is an exciting time for APHA, and an exciting time for printing and the book arts.

Lissa Dodington, outgoing Vice-President for Publications, reported that 2001 was a full year, featuring four *Newsletters*, two issues of *Printing History*, one special publication, and a busy website. Irene Tichenor, while president, edited four issues of the *Newsletter* with the help of Virginia Bartow and Jane Rodgers Siegel. Jane has taken over the editorship [*silly goose* – ed.]. Dodington thanked everyone, including Suzanne Micheau Tinnian, at the University of Iowa's Center for the Book, our production editor. She further called upon you all to "Help Jane and Suzanne, please." Offer to write a column or review an event, a book, or share expertise.

Dodington thanked Paul Romaine, our webmaster, for his vision and thorough care of the APHA website, which is a dynamic and valuable resource for those with web access, including events, publications, links to useful sites, and much, much, more.

The past year saw two colorful issues of *Printing History*; the coming year should see both a single and a double issue. The latter will feature the exhibition "Type to Print: The Book and the Type Specimen Book," curated by APHA member Jennifer Lee and featuring the holdings of the American Type Founders Library, held at Columbia University. Thanks to David Pankow, editor, Jerry Kelly, designer, and John Sippel, copy editor, who have worked earnestly on the journal for the past seven years.

It is our great good fortune that Cathe Giffuni has agreed to become the advertising manager for our publications; the ads generate much-needed income.

Dodington's biggest news is APHA's latest special publication, *The Spiral Press [1926-1971]: A Bibliographical Checklist*, compiled by APHA member Philip Cronewett, which will soon be ready to ship. [See the notice on page one of this issue and order now!]

Irene Tichenor, reporting for Anne Anninger and the nominating committee (Sue Allen, Phil Cronewett, and Michael Winship), announced the slate, which was duly elected (listed on page 5).

Irene thanked those whose terms are ending for their work for APHA: Michèle Cloonan, Vice-President for Membership, Lissa Dodington, Vice-President for Publications, Carolyn Smith, Treasurer, and Trustees Phil Cronewett and Claudia Funke.

Wearing her President's hat, Tichenor reported on the growth of the website, with thanks to the webmaster for his dedication. In the works is an online register of places dedicated to printing history and the book arts. She also discussed the APHA panel at SHARP, and how the panelists will address three types of preservation: the documentary or archival record of printing history, the testimonial or "witness" evidence through oral history programs, and the artifacts of printing through museums dedicated to their preservation and appreciation. For APHA this is another effort to reach out to the wider world of sister associations whose interests overlap with ours.

Harking back to Susan Thompson's editorial, Tichenor pointed out that APHA continues to play an important role as a preserver of our cultural heritage, through our events, conferences, programs, and also through our publications. She quoted from David Pankow's editorial in the most recent *Printing History*, in

which he addresses the continued need for printing historians even as the technology of typography changes.

And to pursue this role, Tichenor advised, APHA has to have greater financial resources. Our budget is in the black, but she believes that a mature, robust organization such as APHA must have a serious endowment, rather than always working hand-to-mouth. The first contribution has come – Terry Belanger not only came to the rescue on very short notice with a stimulating paper for the conference, but he also donated his honorarium to the cause of an Endowment. Tichenor has spoken with incoming president Martin Antonetti and the Board to set the wheels in motion.

In conclusion, Tichenor thanked all those members who gave so freely of their time and effort to APHA's welfare, particularly those who produced our publications, and most especially, our stalwart Executive Secretary, Stephen Crook.

2002 AWARDS

David Whitesell of the Awards Committee presented the individual award posthumously to Hugh Amory, with thanks to Lili Wronker, who created a unique certificate for this special award. Patrick Hugh Amory accepted with thanks to APHA, noting how much his father would have been honored and how he would have loved to have been at the ceremony. Roger Stoddard then gave a very moving tribute to Hugh Amory; like his friend, witty and grave. The full text is on the APHA website. It ends:

The next issue of *The Book*, newsletter of the Program in the History of the Book, will memorialize Hugh by printing work both by and about him. His chapter on the London booktrade will appear in the fifth volume of *The History of the Book in Britain*, and his biography of Andrew Millar will be printed in the new *Dictionary of National Biography*. Let us hope that we will see more fruits of Hugh's dedication to the products of the printer's twenty-six little lead soldiers, as he styled them. What a life! What an afterlife! What laughter! What special effects! What fun we had!

Phil Weimerskirch thanked the Awards Committee: David Whitesell, Blanche Ebeling-Koning, and Donald O'Brien.

In presenting the institutional award, Weimerskirch noted that there are two great museums of printing, the Gutenberg Museum in Mainz, winner of the award in 2000, and the Plantin-Moretus Museum in Antwerp. He presented the 2002 Institutional Award to the Plantin-Moretus Museum on the 125th anniversary of its founding. He noted that the museum had presented a video and a CD-ROM to APHA; chapters may want to borrow them for viewing.

The Director of the Museum, Dr. Francine de Nave, accepted the award. She spoke about the history of the Museum from the glorious three centuries of the Plantin printing and publishing enterprise, continued by Plantin's descendants and successors, the Moretuses, to the founding of the Museum in 1877, and up to the present day. She told us of the treasures of the Museum, a unique fully equipped printing business preserved as it was in the Renaissance and Baroque periods, with an

attendant rich and diverse typographical collection and a large art collection of drawings and plates for book illustrations. The Museum is very proud to have been recognized as a cultural patrimony by the government of Antwerp and by UNESCO. Dr. de Nave told us of the plans of the Plantin-Moretus Museum to continue to support the study of the development of the book in this new technological age. The full text of her remarks can be found at <<http://www.printinghistory.org>>. The meeting ended, as always, with a reception, and then we had further chances to talk to our book-friends in town for Bibliography Week at the Grolier Club's Farewell Tea.

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APHA on the Road

June 3, 2002, 6 PM

Lecture at the Grolier Club, NYC

“Charles Joseph Hullmandel: Lithographic Printer Extraordinary,” presented by Michael Twyman, Professor Emeritus, Department of Typography and Graphic Communication, The University of Reading.

Cosponsored by APHA and the Grolier Club. Free and open to the public. A reception will follow.

July 17, 2002

“APHA at SHARP”

University of London, Senate House, London, England.
<<http://www.sas.ac.uk/ies/conferences/sharp2002.htm>>

“Preserving the Pre-Digital Past: The APHA Perspective” a panel discussion at the annual conference of the Society for the History of Authorship, Reading and Publishing (SHARP).

This panel discussion will include presentations by Michael Winship on the “Art Preservative,” Alice H.R.H. Beckwith on APHA’s oral history project, and Paul Romaine on preserving printing artifacts. Recent Past President Irene Tichenor will moderate.

September 2002

Annual J. Ben Lieberman Memorial Lecture
Tentative plans have this year’s event being held in Los Angeles at the Getty Center.

October 27, 2002, 1-3 PM

“A New England Wayzgoose”

Museum of Printing, 800 Massachusetts Ave
North Andover, MA, 978-686-0450
<<http://www.museumofprinting.org>>

We will hear some of the talks from the APHA panel on preserving the pre-digital past presented originally in July at the SHARP conference in London. We will also catch up on the newly installed exhibits in the Museum of Printing.

The Museum is a relatively new institution, featuring mostly nineteenth- and early twentieth-century presses, types, and other materials.

This event is scheduled to coincide with the Boston Antiquarian Book Fair so that our members from Maine, Vermont and New Hampshire might consider having a bookish weekend in Massachusetts. A “wayzgoose” is a printers’ term for a celebration. ↪

• Officers and Trustees •

◊ indicates elected this year

- ◊ Martin Antonetti *President*
- ◊ Paul W. Romaine *Vice-President for Membership*
- ◊ Mark Samuels Lasner *Vice-President for Programs*
(second term)
- ◊ Michael Peich *Vice-President for Publications*
- ◊ Deirdre C. Stam *Treasurer*
- ◊ Jane Rodgers Siegel *Secretary*

CLASS OF 2005

- ◊ Georgia B. Barnhill (second term)
- ◊ Martin Hutner
- ◊ Stephen Pekich

CLASS OF 2004

- ◊ David R. Whitesell
- Eric Holzenberg
- Marcus A. McCorison

CLASS OF 2003

- Jerry Kelly
- John Kristensen
- Theo Rehak

↪

The Yellow Barn Press *A History and Bibliography*

BY JACK WALSDORF AND NEIL SHAVER

The first book came from the Yellow Barn Press in 1979. Over the next two decades a selection of titles noted for their taste and craftsmanship have come from the press. This is the story of that press with an emphasis on the John DePol collaboration that helped make the books sought after by collectors. There are 58 illustrations including 22 plates in color. 12½ x 9 inches, printed on Zerkall paper. Quarter bound in black Oasis goat skin and a DePol pattern paper over boards in a clamshell box. Limited to 175 copies. \$400 and \$15 shipping & ins. Write for free prospectus.

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• Treasurer's Report •

Carolyn Smith, outgoing Treasurer, was happy to announce that our financial position for 2001 was positive:

As of December 31, 2001, assets were as follows:

Unrestricted cash	\$55,485
Revolving fund	12,934
Endowed Funds	6,657
Total	\$75,076

As of the previous December 31, assets were as follows:

Unrestricted cash	\$49,391	
Revolving fund	12,711	
Endowed Funds	6,462	
Total	\$68,564	↪

The APHA Newsletter

www.printinghistory.org

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The Editorial Committee welcomes your news, announcements, comments and corrections. Address all correspondence to APHA, POB 4922, Grand Central Station, NY 10163-4922.

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Advertising in the Newsletter is available for \$85 for a quarter page.

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• New Members •

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Caroline Fuchs
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ERRATA

We regret that our report of Phil Weimerskirch's talk at the conference included some misstatements of the facts he presented. F. S. Ellis's only aid to Updike was Edward Burne-Jones's address; The Merrymount Press didn't print any numbers of *The Quest*, and E. H. New didn't contribute any drawings in 1937.

We also note that the labeling of issue 146 was faulty: it was not the Winter 2002 issue, but Winter 2001. We apologize especially to all serials librarians. ↪

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