

APHA Annual Meeting

25 JANUARY 2003

ALTHOUGH the weather was cold, the room was warm as APHA gathered to honor dear friends. Stephen Wagner, Curator of The Carl H. Pforzheimer Collection of Shelley and His Circle, welcomed us to The New York Public Library. APHA officers then gave their reports of the year's activities.

Paul Romaine, V-P for Membership told us that membership, which was flat in 2002, seemed to be rising for 2003. Paul noted the multitude of interesting events that chapters have held and encouraged members to join them. Strong local chapters "enrich your membership as well as our local printing and book culture; they provide a seedbed for ideas for APHA's conferences and publications; and they help retain and recruit members."

Efforts to increase membership and make the organization more appealing include the membership questionnaire, a special appeal to lapsed members, and broad distribution of brochures to like-minded organizations. A study of membership trends shows a steady decline since 1990 (936 in 1991, 754 in 2002); on the other hand, our numbers have held steady the last two years, despite a recession which has seen declines in the membership of peer organizations. The questionnaire results (see in-depth article on page 5) suggest that the membership is, on the whole, happy with APHA. Many people are APHA members because someone encouraged them to join; please go out now and bring a friend or colleague to a meeting, or share an article from *Printing History*, and greet new faces at events you attend!

Mark Samuels Lasner, V-P for Programs, spoke of our 2002 series of "On the Road" activities in diverse locations, lavishly reported on in this *Newsletter*, including a talk by Michael Twyman, held 3 June at The Grolier Club on Charles Joseph Hullmandel; a panel at the July SHARP conference in London, "Preserving the Pre-Digital Past: The APHA Perspective," with presentations by Michael Winship, Alice Beckwith, and Paul Romaine, our first event outside the United States; "A Conversation with Jack Stauffacher," the 2002 J. Ben Lieberman lecture, in which Matthew Carter aided and abetted the great printer/typographer in an evening of memory and commentary at the Getty; and "A New England Wayzgoose," held three days later on 27 October at The Museum of Printing in North Andover, Massachusetts.

2003 will bring "The New Digital 'Monticello' Type: History
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Editor's note: Although in general I prefer a respectful formality, I have used first names to refer to officers and award recipients in my report of the Annual Meeting, to convey my sense of APHA as an organization of like-minded folks. If these people are not your friends yet, they should be—get involved with APHA!



Newsletter

Number 151
Spring 2003

APHA ANNUAL CONFERENCE CALL FOR PAPERS

"New Work in Printing History"

FOR ITS 27th annual conference, to be held at The Grolier Club in New York 24-25 October 2003, the American Printing History Association (APHA) seeks papers which fit into the rubric of "new work in printing history." Printing history is broadly defined as the history of printing in all its forms, including all the arts and technologies relevant to printing, the book arts, and letterforms-typography, type-founding, presses and presswork, papermaking, calligraphy, bookbinding, illustration, publishing, and the literature of printing.

Submissions are especially wanted from those working in the area of American printing history, but the subjects of papers have no geographical or chronological limitations, and may be national or regional in scope, biographical, analytical, technical, or bibliographical in nature. We seek in particular proposals that use new methods of study or interpretation, that benefit from newly available primary sources, or that treat overlooked or forgotten persons, techniques, or design elements.

Speakers need not be academics, and we welcome participation by printers, book artists, design professionals, librarians, curators, independent scholars, and collectors. All papers are limited to a reading time of twenty minutes. Proposals (not to exceed the equivalent of one page, typewritten double-spaced) should be sent with contact information to:

Mark Samuels Lasner

Vice-President for Programs

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www.printinghistory.org

· *Meet Your Board Members,*
Continued ·

Stephen Crook, Executive Secretary Since 1989 I have been a librarian in the Berg Collection of English and American Literature at The New York Public Library, and Executive Secretary of APHA since 1991. I have also worked as a rare book librarian at the Newark Public Library in New Jersey and as Gifts Librarian at Georgetown University Library. I first became interested in printing history as a graduate student at the University of Chicago Library School. At that time I was introduced to R. Hunter Middleton, whose contribution to American printing history, both as a typeface designer and as proprietor of the Cherryburn Press in Chicago, became the subject of my master's dissertation. My job with APHA has been likened to "the herding of cats" but for me the challenge has always been to keep that herd purring.

Trustee **Sara Stone's** student years at Indiana University included work as an assistant at the Lilly Library for Rare Books and Manuscripts. Almost without realizing it, she absorbed the quiet, studious atmosphere of the place. Perhaps it was the care and handling of great books along with David Randall's exhibitions and tales, some of them quite tall, which pulled her toward an avocation in collecting and historical research.

Sara has been a working archivist for 25 years and is currently employed with the National Park Service, National Capital Region, in Washington, D.C. One of the founding members of the Chesapeake Chapter, she has been an APHA member for almost twenty years. Her teaching career has included summer seminars at The Catholic University of America. Related to her teaching, Sara was recipient of a MacArthur Foundation Fellowship in 1995. She publishes regularly in the *Washington Print Club Quarterly*. [

Annual Meeting continued

and Inspirations," a talk by Matthew Carter and Charles Creesy on Tuesday, 25 February 2003, at The Grolier Club. Attendees will receive a keepsake, the first showing of Carter's "Monticello," courtesy of Princeton University Press.

The annual conference will return to New York City with an experimental format. "New Work in Printing History" will present short papers from the broad group of folks who will respond to the call for papers which has been circulated widely, and can be found on page 1 of this *Newsletter* and on the website.

Basic arrangements are in place for the 2004 conference, on "Illustration," to take place 30 September - 1 October (the days prior to Oak Knoll Fest) at the University of Delaware. APHA will also likely join the Victorian Interdisciplinary Studies Association of the Western United States and SHARP in a major conference, "The Victorian Book," tentatively planned for the fall of 2005 or 2006 in southern California.

Ending with thanks for the many people who helped make APHA's programs possible, Mark noted that all these efforts helped APHA pursue its goal to promote the history of printing and the book arts as they also brought greater awareness of our association and, potentially, new members.

Michael Peich, V-P for Publications, reported on a productive year. *Printing History* 43/44, a double issue, was inspired by "Type to Print: The Book and The Type Specimen Book," an exhibition organized by Jennifer B. Lee at Columbia University. David Pankow, editor of *PH*, with the aid of Jerry Kelly's design, created one of the most beautiful and informative issues in the history of our journal. We are fortunate to have an editor of David's skill, intelligence, and high standards. Our *Newsletter* continues to inform, thanks to the editor, with the assistance

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Annual Meeting continued

of Suzanne Micheau Tinnian, Julia Blakely, and Nina Schneider.

Also appearing in 2002 was Philip N. Cronenwett's *The Spiral Press Bibliography*, designed by Jerry Kelly. To date sales have been brisk and we are nearing the break-even point on cost versus sales.

Mike praised the skills of Paul Romaine, our webmaster, who has been "unstintingly diligent in keeping APHA's website up to date." He noted that APHA made a gift of the extant issues of *Printing History* to The Museum of Printing in North Andover, Massachusetts. Unfortunately, Mike had also to announce that he must resign as Vice-President for Publications but is heartened by the fact that Jerry Kelly will re-assume the post.

Deirdre Stam, Treasurer, delivered a cautious account of APHA's finances. We ended up in the black in 2001

<i>Financial Report</i>	
As of December 31, 2002, assets were:	
Unrestricted cash	\$62,193
Restricted assets	18,384
Total	\$80,577
As of December 31, 2001, assets were:	
Unrestricted cash	\$55,164
Restricted assets	19,912
Total	\$75,076

and 2002, and our liquid assets are up from 2001, but the money in the bank is largely tied up in obligations to publish the issues of *Printing History* that are in arrears. Also, part of 2002 income came from several "significant" contributions

from our friends. So we are solvent, but just. Hence, the Board approved a stringent budget for 2003. Deirdre suggested that we must depend this year on our ingenuity and on the kindness of friends...and the occasional stranger.

Irene Tichenor presented the slate of the *Nominating Committee*: Susan M. Allen, Jerry Kelly, and Sara Stone were nominated and duly voted in for three-year terms as Trustees.

Mark Samuels Lasner, Chair of the *Fellowship Committee*, announced the winner of APHA's new fellowship for the study of printing history. Although the committee despaired of making a single choice, because the submissions were of such a high quality, they selected John A. Lane, for his study on the "Voskens/Mappa Type Foundry and its Specimens." (See the related article in this issue.) Thanks are due to the anonymous donor who has funded the fellowship for three years.

Martin Antonetti, President, pointed out APHA's many activities and initiatives, but noted that the Board worked hard to keep the budget in the black and to counter a long slow decline in membership. He is very

eager to get APHA into a financial position that will enable us to expand the range of our activities, meet the challenges of life in an increasingly digital environment, and continue to offer high-quality publications and programs. To this end, the Board has begun a strategic planning process "to take a good long look at all

Save the Date!

"New Work in Printing History"

24-25 October 2003
The Grolier Club, New York

*Join us in New York for
scholarly papers and
panels about the latest work
in printing history.*

aspects of the organization with the object of moving into the future with direction, confidence and purpose." Four working groups will tackle issues in the areas of membership, finance, programs and publications.

This planning started with a special retreat in September to consider the relevance of the mission statement drafted by APHA's founders for the present and for the future. After intense discussion on the validity, viability and relevance of our mission statement as given in Article II of the By-laws (quoted on the website at <www.printinghistory.org/apha.html>), the group heartily and enthusiastically endorsed it, without any reservation and without any change. Since the board is in agreement and is united in APHA's purpose, the next step will be to look critically at our program to determine where it is weak and fails to support our mission.

"And this is where you come in. Many of you responded to the questionnaire that was mailed with the membership renewals. But I am asking you now to participate a little further. I am asking the membership to send us over the course of the year your thoughtful suggestions, criticisms and comments," Martin said. [APHA contact information can be found on the last page of the *Newsletter*, or on the website.]

Martin finished his remarks by thanking Barbara Henry of Bowne & Co. Stationers, South Street Seaport Museum, for printing the Annual Meeting keepsake program; Lili Wronker, for hand-lettering of names on award certificates; William Walker, Director of the Research Libraries, The New York Public Library, for

Please Note

APHA's Postal Box and Zip code changed 14 December 2002.

The American Printing History Association
P.O. Box 4519, Grand Central Station
New York, NY 10163-4519

Annual Meeting continued

the use of the Trustees Room; Whitney Bagnall, for assisting at the publications sale; John Kristensen and Theo Rehak, Trustees who are leaving the board after distinguished service; Kathy Walkup, who has just stepped down as the Northern California chapter President; and “our fabulous Executive Secretary,” Steve Crook.

AWARDS

PHIL WEIMERSKIRCH, Chair of the Awards Committee, presented the Individual Award to James Mosley, Librarian and Director Emeritus of the St Bride Printing Library in London, and currently Visiting Professor at the Department of Typography and Graphic Communications at the University of Reading, England, drawing our attention to James’s writings, American lecture tours, and teaching.

James Mosely thanked us for the award, noting that he had come in 1989 to receive one of the first of APHA’s institutional awards, given to the St Bride Printing Library. James’s charming remarks, meditations on change and continuity in printing, printing history, and life, were wreathed in anecdotes. Memorable images included W. Turner Berry and his colleagues putting

out firebombs on the roof of St Bride’s during the war; the overlapping tenures of Berry and Mosley at the library covering 87 years in all; Mosley as a Cambridge undergraduate pulling 2000 impressions on a Stanhope Press with Philip Gaskell, hitting the rhythm on the third day, and only missing the press’s bar once; the disparity between the printing technology exhibits of the famous “Printing and the Mind of Man” in its 1963 revival and the exhibits at IPEX, the chief British printing trade show, which led to the formation of the Printing Historical Society; the last professional punchcutters in the world about to end their work at the Imprimerie nationale in Paris; Paul Needham as a bibliographical gadfly, keeping printing historians from complacency; and finally the joys and perils of the “wandering lecturer,” gathering many friends and memories over the years on both sides of the Atlantic.

Phil presented the Institutional Award to The Typophiles in recognition of all the work they have done to stimulate interest in fine typography and the history of printing, particularly their publications, described in 1992 by John Rathé in his *Bibliography of the Typophile Chap Books 1935-1992*.

Theo Rehak, the President of the Typophiles (and outgoing APHA trustee) accepted the award, reflecting on the relative lack of change among the Typophiles and their interests over the years. “The Typophile is a most private being, content with four informal Luncheons per year, addressed by the best of speakers and lecturers to be found in our genre.” While most Typophile publications, ephemera, and letterhead are still produced by letterpress, they have established (“dragging into the bright light of a new era”) a presence on the web at <www.typophiles.org>.

Theo is very conscious of his place in a long line of distinguished Typophile presidents: Paul Bennett, Robert (“Doc”) Leslie, Abe Lerner, and Morris Gelfand, all important bookmen dedicated to their organization. Although too modest to make the claim for himself, Theo is not least among their number, having dedicated himself to the production of traditional foundry type.

Theo asked a number of hard-working Typophiles, those who keep the organization working, to stand, and he accepted the award on their behalf.

Martin, our President, ended the meeting with invitations to the usual double whammy of receptions, starting with our own, and continuing on to the Grolier Club’s Bibliography Week Farewell Tea. He sent us on our way with a contest question: could someone come up with a better term for our members than “Aphians” or “Aphans,” he hopes? [

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The APHA Assortment RESULTS FROM THE APHA SURVEY

APHA'S 2003 SURVEY garnered the incredibly high return rate of approximately 66%. We are a diverse group. Among respondents to the survey, 40% identified themselves as printers (of whom 16% were professionals), while 35% are librarians, 33% collectors, 20% designers, 17% independent scholars, 13% academics, 10% publishers, and 7% calligraphers, with considerable overlap. (Totals are greater than 100% because respondents could check-off more than one description of themselves.) In general, most professional printers also described themselves as designers; many printers also described themselves as publishers, collectors, and independent scholars. Many librarians also selected amateur printer, independent scholar and/or collector; and those members who described themselves primarily as collectors also checked off independent scholar.

Approximately one-third of our membership describe themselves as members of more than twenty years standing, while almost half have been members for ten years or less. From a separate study, we know that APHA has a large base of steady, long-term members since 54% of us joined before 1991.

Less than half of all respondents remembered what brought them to APHA (117 members), but the overall response suggests the importance of informal networks. Almost half of them said that another member had first brought them to APHA. Another 20% remembered joining APHA because they heard people talking about it or they learned of events or publications.

The responses suggest some of APHA's strengths. Far and away, members rated publications as the most important benefit of membership (highest rating by 79% of respondents); our public programs such as lectures, chapter events, and the annual conference were rated lower, but were also popular benefits.

Written comments were overwhelmingly positive. Many members cited the journal as the primary reason for their membership and praised its quality, while a few members expressed concern about its lateness. Many members praised our conferences and lectures. A number of members raised thoughtful questions about APHA's scope and direction, particularly with regard to balancing coverage of areas such as printing history vs. book history, commercial industrial printing vs. fine press printing, and recent or current printing practices vs. printing history. Indeed, historians pose these very

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APHA's First Fellowship Award

THE 2003 RECIPIENT of the APHA Fellowship is John A. Lane, an independent scholar located in the Netherlands, for his research on the type specimens of the Voskens/Mappa Foundry.

When A. G. Mappa bought the Voskens typefounders in 1780, it had about 150 types by about twenty punchcutters, dating from the early seventeenth to the early eighteenth century. Mappa moved his typefoundry to New York in 1789, what was then probably the largest foreign collection of matrices ever brought to America. His romans and italics were already old-fashioned when he acquired them, perhaps contributing to his lack of success in America, but his texturas, frakturs, hebrews and greeks appeared in the 1812 specimen of Binny & Ronaldson, who also had some of his other non-Latin types. Mappa's collection played an important role in early American printing and typefounding.

Lane is working on a catalogue of about 200 type specimens (ca. 1550-ca. 1850) at the Plantin-Moretus Museum. The APHA fellowship will enable him to compare the Voskens and Mappa specimens with related ones at Enschedé and elsewhere, allowing him to better establish the chronology of specimens and types, note additions not present in all copies, describe the paper stock even in specimens comprising less than a whole sheet, and fully describe specimens when the Plantin copy is incomplete. It would also allow him to use the Plantin-Moretus and Amsterdam archives (correspondence with those who sent the specimens, records of the firm's addresses, etc.) to date the specimens more precisely, improve his history of the foundry and build a foundation for dating and identifying more of their types.

The APHA Fellowship in Printing History is a program providing an award of up to \$2,000 for research in any area of the history of printing in all its forms, including all the arts and technologies relevant to printing, the book arts, and letter forms. The subject of research has no geographical or chronological limitations, and may be national or regional in scope, biographical, analytical, technical, or bibliographical in nature. Printing history-related study with a recognized printer or book artist may also be supported. The fellowship can be used to pay for travel, living, and other expenses. The Fellowship has been funded by a private donor for 2003, 2004 and 2005. Each fellowship competition is announced in the autumn preceding the period of the award, and the recipient announced at APHA's annual meeting. [

Membership Survey continued from page 5

questions right now: process vs. product, bottom-up vs. top-down history, and the question, when does the present become “history”?

One thoughtful survey respondent argued, “Most APHA members are inclined to the history of the book and fine printing, as opposed to the history of ephemera and commercial printing.” Consequently, the writer continued, “we...do not attract historians or researchers interested in popular culture in print or graphic design history.” He contended that “redress[ing] the imbalance” would reward APHA with “greater diversity of backgrounds, more wide ranging research & publications and more contact with other organizations that have high standards like APHA, but a different focus.”

The responses to the questionnaire will be of great help in the strategic planning process. Please keep in mind Martin Antonetti’s request at the annual meeting for members’ thoughtful suggestions, criticisms and comments. More from the survey will follow in the next *Newsletter*.
Paul Romaine

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 4519, Grand Central Station, NY 10163-4519.

The *Newsletter* is published four times yearly by the American Printing History Association. Subscriptions are through membership in APHA. Individual membership for the calendar year is \$40; Institutional, \$50; Contributing membership, \$75. Membership also includes a subscription to *Printing History*, APHA’s semi-annual scholarly journal.

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

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2003 Membership (as of 24 January 2003)

Individual	305
Institutional	99
Contributing	68
Foreign Individual	13
Foreign Institutional	21
Student	2
Honorary/Conferred	13

Chapter Membership

New York	63
New England	41
Chesapeake	22
Northern California	25
Southern California	17