

The APHA

THE
AMERICAN
PRINTING
HISTORY
ASSOCIATION

Letter

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Editor: Prof. Catherine T. Brody. Masthead design by Philip Grushkin. This newsletter of the American Printing History Association is sent without charge to all members. Please refer to Page 6 for mailing address information.

EDITOR'S NOTE

This is the first issue of a tool which we hope will help knit a national (indeed international) association of individuals, chapters and committees into a dynamic organization carrying out in fullness and fine style the important objectives APHA has set for itself. Through the issues ahead, the Letter will be shaped to serve the communication needs of the membership. Please consider this a standing invitation to provide information, to pass along suggestions, to ask questions. Please understand, too, that the early issues doubtless will not be representative, as we strive to bring all members up-to-date on what the organizing nucleus has done, and as we try to start up various activities and services. All the more, then, we welcome criticism and tangible help.

A BIT OF APHA HISTORY

It was just a year ago, November 10, 1973, at a memorable evening celebrating the 21st anniversary of Elizabeth and Ben Lieberman's Herity Press that the American Printing History Association was voted into existence by the coterie of printing devotees present. Dr. Ben Lieberman took advantage of the opportunity of having so many printing fans gathered together to encourage the inauguration of formal plans for a society that would encourage the study of printing history in this country. The keepsake printed that evening on the Liebermans' Kelmscott/Goudy press symbolizes the printing tradition APHA is proud to proclaim. William Morris had used this same Albion press for that monument of printing history, the famed Kelmscott Chaucer. Transplanted to America, the same press served Fred Goudy at his Village Press. At the Liebermans' Herity Press, it is now part of the modern American private press movement. APHA is American in its printing history emphasis, but with a firm consciousness of an international past that we're very proud of!

APHA, The American Printing History Association, Inc. (so-named consciously to avoid, as much as possible, confusion with PHS, the London-based Printing Historical Society), was incorporated as a non-profit organization under the laws of the State of New York in September 1974, after a formal founding meeting in New York on May 15, 1974.

APHA'S PURPOSES AND OBJECTIVES

The organization's broad objectives, as set forth in the articles of incorporation, are exclusively educational, literary, scientific and charitable on a non-profit basis to:

- a. Encourage the study of printing history, especially American printing history in its whole range--from a world context to national, regional, state and local interests. "Printing" is to be understood as including all of the arts and technologies that lead to or stem from printing, the book arts and letter forms. "Study" is to be understood as including the range from amateur efforts to professional scholarship.

- b. Specifically, encourage such study through publications, exhibitions, conferences, information services, lectures, social events, etc., at both national and local levels.
- c. Encourage the preservation of the artifacts of printing: equipment and related hardware, software, supplies, and specimens of printing.
- d. Encourage the development and maintenance of libraries and museums for the preservation and use of oral, written and printed records and other source materials for printing history, including the artifacts of printing.

The spirit of the Association is humanistic, cherishing and nurturing human creativity and individualism in the use of graphics technology and in the technological society in general, toward humane purposes. To this end, the Association will seek to cooperate with individuals and other institutions which give promise of contributing toward keeping the human spirit pervasive and dominant in printing, in communication and among mankind.

ORGANIZATIONAL STRUCTURE

To accomplish the purpose, APHA is being built along four interweaving strands:

1. As large and broad a membership as possible, of individuals ranging from the most professional scholars of printing history to the newest lay enthusiast for some part of the vast field.
2. Local chapters, to include as many of the members as possible in outgoing activities of community interest and value.
3. A national board of trustees and officers to coordinate the chapters and to be the catalyst for national or worldwide projects beyond the resources of the chapters as such.
4. Committees, at the national and local levels, to carry out programs in various specialized ways.

In due time, there may be a fifth strand consisting of subdivisions based on subject-matter interest.

IMMEDIATE PROGRAMS

Hopefully, the founding members of APHA (some 275 to date, and ultimately including all members who join before the first annual meeting in January 1975) understand that the founding period has necessarily been limited to organizational development. National and chapter by-laws have been set up; one chapter has been launched, others are on the way. Committees are being formed. All of this is detailed below.

But what it means specifically is that founding members' initial dues payments have given them no immediate, tangible return, beyond this and another Letter or two, plus a Founding Member Certificate which is now being prepared and will be sent to all members entitled to receive one. The national board hopes direct benefits will begin with the new membership year, 1975.

NATIONAL OFFICERS AND TRUSTEES

The structure of APHA was formalized at the May 15th meeting when the following national officers and trustees were elected:

President: Dr. J. Ben Lieberman (Hill and Knowlton, Inc.) co-proprietor of the Herity

Press, and author of books on printing
Vice President: Prof. Catherine Tyler Brody (City University of New York, N.Y.C. Community College)
Secretary: Prof. Joseph R. Dunlap (City College librarian emeritus and Eastern Secretary, William Morris Society)
Treasurer: Stuart C. Dobson (Vice President, The Conference Board, and co-proprietor of the private Artichoke Press)
Trustees:
Three-year terms:
Dr. Paul Noble (President, Printing Industries of Metropolitan New York)
Dr. Robert L. Leslie (President of the Typophiles and director of the Heritage of the Graphic Arts)
*Herbert Johnson (Director, Manufacturing, Macmillan Publishing Co., Inc.)
Two-year terms:
Dr. Elizabeth Harris (curator of the Graphic Arts Department, the Smithsonian Institution)
Philip Grushkin (Philip Grushkin, Inc., book designer, calligrapher, educator, and proprietor of the private CAPGEE Press)
Martin K. Speckter (Clinton E. Frank, Inc., noted collector of printing equipment, author and co-proprietor of the private Four Penny Press)
One-year terms:
Prof. Terry Belanger (Columbia University School of Library Service)
Jean Peters (Librarian, R. R. Bowker Co.)
Prof. Susan O. Thompson (Columbia University School of Library Service)

* Herbert Johnson, who was elected to a three-year term as trustee at the APHA founding meeting, was assigned to Macmillan's London office soon afterwards and was obliged to resign the trusteeship. To take Mr. Johnson's place, in accordance with the by-laws, the Board has elected Stephen O. Saxe, a New York designer, collector, and proprietor of the Victoria private press.

STANDING COMMITTEES

In accordance with APHA by-laws, standing committees are being set up to carry out the aims of the organization. The following committee chairmen have been appointed:

Artifacts Preservation (to develop records of locations and to encourage preservation of equipment) Chairman, E. H. (Pat) Taylor (Life Underwriters Association of the City of New York) Residence: 25 Old Colony Drive, Larchmont, NY 10538.

Education (to advise educators on printing history instruction, to develop instructional material) Chairman, Dr. Morris Gelfand, Chairman, Library Science Department, Queens College of CUNY. Residence: Stone House, Post Drive, Roslyn Harbor, NY 11576

Program and Arrangements (to develop and conduct APHA activities) Chairman, Mrs. George Macy (Consultant to the George Macy Companies, Inc.) 475 Park Avenue, New York, NY 10022

Public Relations (to provide publicity, promotion, intersocietal relationships) Chairman, David Frank (T. J. Ross and Associates, Inc., 405 Lexington Avenue, New York, NY 10017

Publications (to oversee and produce APHA publications) Chairman, Mark Carroll (National Park Service, Department of the Interior) Residence: 3902 Aspen St., Chevy Chase, Md. 20015

Research (to develop research programs and projects, and maintain a state-of-the-art survey) Chairman: Prof. H. Richard Archer, Chapin Library, Williams College, Williamstown, Mass. 01267

Additional committee chairmen will be named in the near future. Members interested in serving on any of these committees should write or phone the appropriate committee chairman. Your help is welcome and needed.

NEWS AND NOTES

This column will appear in each issue of APHA Letter. The contents depend on all of you, since it is only through our members that we'll learn what is happening throughout the country.

Prof. Susan O. Thompson, of the Columbia School of Library Service, recently presented a lecture on the history of the book for studio art students at New York's Cooper Union. Prof. Thompson used her extensive collection of some 160 slides to illustrate the major developments in the history of books and printing. The students, as part of their course work for instructor Steve Anderson, are actually making their own books--from the creation of the original prints they use as illustrations to the finished binding.

PROJECTS

Member Richard Wolf, of the National Park Service, is setting up a re-creation of a colonial printing operation at the Federal Hall Building (26 Wall Street) in Manhattan. As part of the re-creation of John Peter Zenger's print shop, Mr. Wolf will be operating their replica of a colonial common press. He needs help in locating appropriate historical equipment--especially an imposing table. Considerable research is still needed, he adds, on Zenger's personal life and printing methods.

Roger Campbell, curator of the South Street Museum print shop, announces that the Museum's re-creation of a mid-nineteenth century stationers and print shop is now open, at 211 Water Street in Manhattan. "Bowne & Co., Stationers" offers, as shops of the time did, job printing, and appropriate stationery items--quills, steel pens, ink, and cards. Star of the museum branch is a splendidly restored Washington hand press. The press and considerable funding are due to the generosity of Bowne and Company itself.

ANNUAL MEETING

The first annual meeting of APHA will be held on Wednesday, January 22, 1975, in New York City. Details will be available later, but mark your calendar now to reserve this important date. At this meeting, important business will be transacted affecting APHA's future. All members will receive in the mail an announcement of this meeting.

Under the by-laws, three trustees are to be elected. A nominating committee has named Prof. Terry Belanger, Ms. Jean Peters and Prof. Susan O. Thompson to succeed themselves for a second term. By provision of Article 8, Section 3, additional nominations may be made in writing, signed by any five qualified members and delivered to the Secretary at least 40 days before the annual meeting date. Nominations must include written permission of the nominee to stand for election and to serve if elected.

NOTES AND QUERIES

Miroslav Krek, librarian at Brandeis University, writes as follows: "My interest lies in the history of Arabic typography and I have an atlas of 16th century printing specimens ready for publication. Would any of the members have any suggestion as to where such a typographical work--which underlies any serious work in the history of printing with Arabic type--could be published? The work includes almost a complete repertorium of Arabic type for that period." (Brandeis presented an exhibition of Arabic typography in 1971, and published *Typographica Arabica: the development of Arabic printing as illustrated by Arabic type specimens.*) Any suggestions for Mr. Krek?

APHA would appreciate suggestions from members as to the availability of good free or low-rental 16mm films on printing history subjects that can be used for educational purposes in the classroom, or possibly at APHA meetings.

EXHIBITS

The New York Public Library is observing the 125th anniversary of the Astor library with a major exhibition of rare books and manuscripts. The exhibit will be on view until December 2nd at the Library's Central Building, Fifth Avenue and 42nd Street. Hours are Monday through Saturday, 9 am to 9 pm. Some of the star items: the *Lectioarium Evangeliorum*, a richly illuminated Carolingian manuscript, possibly dating as early as 850 A.D., thus making it the oldest Western book in both the Astor Library and the New York Public Library; *Rationale Divinorum Officiorum*, printed by Fust and Schoeffer in 1459; *Antiphonale*, a lavishly ornamented 17th century French manuscript used at the coronation of Charles X in 1824; and a splendid copy of Audubon's elephant folio of *The Birds of America*. The celebration marks the 125th anniversary of the incorporation of the Astor Library (1849), the city's first large free public reading room. The Library served as University for many an ambitious young person of the time; among them was Theodore Low DeVinne, who began working as a printer in New York in 1848. DeVinne later told of his careful study and research at the Astor Library; it was there he researched printing history and acquired the language ability to further his scholarship. It has been claimed that DeVinne wrote more on the subject of printing than any other person up to his time.

At the Morgan Library the impressive collection of Gifts in Honor of the Fiftieth Anniversary of the Pierpont Morgan Library closes November 3rd. The major exhibition of the winter season opens at the Morgan on November 14th and will run through February 2nd. It is composed, actually, of three exhibitions: *Mediaeval Manuscripts from the Glazier Collection*; *Four Centuries of Scenic Invention*; *Drawings from the Collection of Donald Oenslager*; and an exhibit in honor of *Lodovico Ariosto, 1474-1525*.

New York based members should be especially interested in dropping into the Donnell Branch of the New York Public Library (53rd Street and Fifth Avenue in Manhattan) during November. The featured exhibition consists of leaves from some of the great printed books of the past five centuries. The material is from the personal collection of Stephen O. Saxe, APHA trustee.

NOTICES TO MEMBERS

For possible inclusion in LIST, the International Registry of Research, sponsored by the University of Maryland, we are seeking information on any research projects on printing history that have been undertaken by our members. In addition, we would like to hear about ongoing research efforts and any projects that are especially innovative or form a novel response to the need for information on the subject of printing history. Moreover, we are interested in knowing about any books on printing history that members may be working on. Send your information to APHA headquarters in New York (Address on Page 6).

LOCAL CHAPTERS

APHA's executive board has been delighted to find a considerable amount of interest in the establishment of local chapters, particularly in the cities of Washington, Philadelphia, Boston, San Francisco and Los Angeles.

Is the time ripe for the formation of a local chapter in your area? Anyone interested in establishing a local chapter in his vicinity is urged to write to national headquarters so plans can be set up for an exploratory and/or founding meeting.

The New York Chapter was formed on June 18, 1974, at a meeting attended by almost 150 printing enthusiasts of the metropolitan New York area. This "flagship" chapter is the first of what we hope will be a network of local chapters throughout the country. The following officers were elected:

President: Chandler Grannis (Editor at Large, Publisher's Weekly)
 Vice President: Mrs. Maud D. Cole (Chief, Rare Book Division, New York Public Library)
 Secretary: Dr. Stanley T. Lewis (Library Science Department, Queens College)
 Treasurer: Mrs. Mary Ann O'Brian Malkin (Field Editor, AB Bookman's Weekly)
 Trustees:

- 3-year terms: Edward Gottschall (Executive Director, American Institute of Graphic Arts)
 Mrs. George Macy (Consultant to the George Macy Companies, Inc.)
- 2-year terms: Jack Golden (Designers 3, Inc.)
 Karl Kup (Former Curator, Prints Division, New York Public Library)
- 1-year terms: Ephram Benguiat (Vice President, International Typeface Co., and Art
 Director, Photo-Lettering, Inc.)
 Prof. James P. DeLuca (Chairman, Graphic Arts Department, New York City
 Community College, City University of New York)

Anyone interested in joining the New York Chapter should write to the Chapter Treasurer, Mrs. Mary Ann O'Brian Malkin, Drawer O, Old Chelsea Station, New York, NY 10011.

MEMBERSHIP

"Each one reach one."

The American Printing History Association is off to a good start, but to accomplish the aims we have set for ourselves, it is necessary to enlarge our membership. The more new members we add to our rosters, the more we can extend our work--so tell your friends. Membership application forms and information will be sent out to names and addresses you provide; send in your membership prospects to APHA headquarters.

In recognition of yeoman service to APHA in handling membership correspondence and developing membership records and information for the guidance of the national board, Mrs. Miriam M. Steinert was designated Membership Secretary at the last board meeting.

TREASURER'S MESSAGE

To those of you who had checks for membership dues outstanding for several months, thank you for your patience. The backlog of over 100 checks made payable to the Association was cleared on October 11th when a bank account was opened at Chemical Bank in the name of the Association, after our incorporation became official.

MAILING ADDRESSES

If you have any news items or announcements, or wish to express your views on some problem or concern within the scope of our organization, please correspond directly with the Editor, Prof. Catherine T. Brody, Livingston Library, NYCCC, 250 Livingston Street, Brooklyn, NY 11201.

Those submitting membership applications should make checks payable to American Printing History Association (or simply APHA) and send them to Stuart C. Dobson, Treasurer, 215 Harriman Road, Irvington, NY 10533.

All other correspondence should be sent to APHA's official mailing address: Post Office Box 4922, Grand Central Station, New York, NY 10017.