

The APHA

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ASSOCIATION

Letter

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Editor: Prof. Catherine T. Brody. Masthead design by Philip Grushkin. This newsletter - an occasional publication of The American Printing History Association, Inc. - is sent without charge to all members. Please refer to last page for mailing address information.

ANNUAL MEETING. APHA's first annual national meeting on January 22nd in New York drew a large turnout of members with a surprising number coming from outside the N.Y.C. area for the occasion. APHA now has over 450 members (within six months of its founding!) in 37 states, the District of Columbia, and four foreign countries. The membership profile prepared by membership secretary Miriam Steinert shows a remarkable diversity of member interests and backgrounds. The organization includes librarians, editors, publishers, educators, printers - both vocational and avocational - and others in the graphic arts, business executives, authors, artists, historians, attorneys and many others. Committee chairmen who presented tentative program activities included E. H. (Pat) Taylor (Artifacts Preservation), Dr. Morris Gelfand (Education), Terry Bender (Exhibits), and Mark Carroll (Publications). APHA President Dr. J. Ben Lieberman reported for H. Richard Archer, who could not be in New York, on Research committee plans.

As Dr. Lieberman pointed out, APHA seeks the response of its members--comments on organization activities, and whether we're headed in the right direction. Local chapters will develop their own activities, while coordinating them with overall national programs. Following are the addresses of newly formed local chapters which may be contacted by those living in the area for further information:

BOSTON AREA, NEW ENGLAND

David R. Godine, 306 Dartmouth St., Boston, MA 02116.

PHILADELPHIA AREA

Thomas M. Whitehead, Head, Special Collections Dept., Temple University,  
Philadelphia, PA 19122.

WASHINGTON, D.C.

Mark Carroll, 3902 Aspen St., Chevy Chase, MD 20015.

CHICAGO AREA, MIDWEST

James Wells, Wing Collection, Newberry Library, 60 W. Walton, Chicago, IL 60610.

LOS ANGELES AND SOUTHERN CALIFORNIA

Carey S. Bliss, Curator of Rare Books, Huntington Library, San Marino, CA 91108.

SAN FRANCISCO AND NORTHERN CALIFORNIA

Adrian Wilson, 1 Tuscany Alley, San Francisco, CA 94133.

NEW YORK CHAPTER. APHA's Number One Chapter has announced plans to hold four program meetings a year. Initially, the programs will be built around the theme of "milestones" -- in the development of lithography, publishing, machine setting, type designing, printing papers, binding, great printers, to give a few examples. Also proposed is a series of group participation seminar discussions, possibly in connection with exhibits at such places as the American Institute of Graphic Arts. The cooperation of other organizations and institutions in the New York area also is being sought.

Since New York is still the center of American book publishing, and since publishing and bookselling are an integral part of the history of printing, the New York Chapter will include these areas among its particular concerns. President of the New York Chapter is Chandler Grannis, Publishers Weekly Editor at Large.

To take full advantage of these activities, New York area APHA members who are not already members of their local chapter are invited to send their \$5.00 local chapter dues to Mary Ann O'Brian Malkin, Treasurer, Drawer O, Old Chelsea Station, New York, N.Y. 10011. The first program meeting, incidentally, was presented on February 26th, with Jack Golden (Designers 3, Inc., and a Trustee of the Chapter) presenting an illustrated lecture on the history of lithography to a highly enthusiastic capacity audience.

ISRAELI PRINTING EXPERT TO VISIT U.S. Gideon Stern, Director of the Printing Information Center of the Israel Export Institute's Book & Printing Center, is planning a lecture trip to this country during May and June of 1975. He is currently preparing material on Israeli and Hebrew graphics and typographics. Any institution or organization that is interested in finding out about his availability for a lecture date should contact him directly: Gideon Stern, Israel Export Institute, Book & Printing Center, 47, Nahlat Benyamin St., P.O.B. 29732, Tel Aviv 61290, Israel.

HELP WANTED. APHA is desperately in need of volunteers who can help out with some of our record keeping and clerical work. If you have a few hours to donate on a regular basis (and live in the New York area), please send us your name, address, and phone number.

DEAR BROTHER ERIKA. The Pacifica Tape Library (2217 Shattuck Ave., Berkeley, CA 94704) is selling two tapes on which Erika Seastrom, a member for 20 years of the Printers Union, describes her life working under terrible conditions in an almost entirely male trade. These two programs, which were produced in 1973, cover her attempts to get into the union, working conditions in New York print shops, "and the way she was harrassed by men because she wore a skirt." The price is \$10.00 each, or \$19.00 for the two.

FINE PRINT. The first issue of this new publication concerning the arts of the book has recently appeared and we welcome it most warmly. Coverage stresses modern fine printing in America, with valuable lists of the publications of these presses to be a special feature. News about book people will be included, along with short feature articles. The annual subscription rate is \$8.00. Address FINE PRINT at P.O. Box 7741, San Francisco, CA 94120. Through the courtesy of editor Sandra Kirshenbaum we can supply (as long as the supply lasts) a free copy of issue number one to introduce you to this publication. Send a post card with your name and address to APHA Letter to take advantage of this generous offer. First come, first served.

THE PRINTER is another new publication APHA members will want to know about. This is a monthly newspaper specializing in old time printing and printing presses. The articles, illustrations, and ads are fascinating. Beginning in March, The Newspaper Collectors's Gazette will be published as part of The Printer. The subscription rate is \$7.00 a year; the address is The Printer, Ghost Town Museum Park, Rural Route Four, Findlay, Ohio 45840. Editor is Michael J. Phillips.

GRAPHIC ARTS FILMS. In reply to an inquiry concerning the availability of good free or low rental 16mm films on printing history subjects, Dr. Paul A. Winckler, Professor of Library Science at the Palmer Graduate Library School of Long Island University, referred us to the appropriate section of his bibliography, Materials and Sources for Teaching the History of Books and Printing. A number of films are listed here, along with their sources. Although not a complete listing, this is a good beginning. He also includes information on filmstrips, slides, etc., as well as a comprehensive listing of printed materials on the subject. The cost of the bibliography is \$1.65, plus appropriate

taxes for New York state residents. Order directly from Dr. Paul A. Winckler, Palmer Graduate Library School, Long Island University, C.W. Post Center, Greenvale, New York 11548.

LOCAL CHAPTERS PLEASE NOTE: NEEDED FOR OUR ARCHIVES: Originals or photocopies of publicity on APHA that has appeared in your local newspapers, journals, or bulletins. Please identify with source of the item and the date. Send to APHA Secretary Prof. Joseph Dunlap, 420 Riverside Drive, Apt. 12G, New York, N.Y. 10025. APHA will be most grateful for your help in keeping our files up to date.

ALPHABET EXPERT DIES. Dr. David Diringer, professor emeritus of epigraphy (the study or science of inscriptions) at Cambridge University, and the world's leading authority on the history of the alphabet, died on February 13th in Cambridge, England. Dr. Diringer, who devoted his life to research on the origins of writing, founded the Alphabet Museum at Cambridge and moved it to the Haaretz Museum in Tel Aviv three years ago. (The museum was a high point of last fall's Typophile Printers' Pilgrimage to Israel.) Museum exhibits cover prehistoric times to the present day. Dr. Diringer had lectured widely, including in this country, and was the author of many books on the alphabet, including the monumental two-volume The Alphabet: A Key to the History of Mankind. (Funk & Wagnalls, \$40.00)

Another recent loss to the book world was the death of William Schab, the rare book dealer. He was 87 years old. Mr. Schab was said to have brought the first major volumes from the Russian Imperial Library to the West. He was active in the book business in his native Vienna and in Lucerne, Switzerland, before coming to this country in 1939.

SCHOLAR'S QUERY: Barrows Mussey writes that for forty years he has been pursuing the career and associates of Samuel G. Goodrich (1793-1860), better known as "Peter Parley." He would appreciate any help possible from our members. As he explains, "I am particularly interested in Abel Bowen and his Boston Bewick Co., Freeman Hunt, and the American Stationers' Co., whose 1837 bankruptcy ruined Goodrich. Another prime concern is the books that Goodrich wrote, manufactured, and in one or two cases had published in French during his years in Paris in the 1850's. And I should dearly love to locate the volume that appeared in Dutch. (I have Daniel Roselle's Samuel Griswold Goodrich, which casts no light on these matters.)" Anyone with any information for Mr. Mussey is invited to write to him at D-4 Duesseldorf 31, Postfach 310 168, West Germany. A copy to APHA Letter would enable us to share your comments with our readers.

CLUB-SODA TIME CAPSULE. A few years ago an assistant professor of library science at the University of Washington named Richard Smith concocted a simple formula for preserving newsprint, that has the same effect as the procedures advised in the standard books on paper conservation, but is much easier to carry out in the "home laboratory." The formula, which is meant only for printed matter, not for handwritten manuscripts or letters, reads like a headache remedy: dissolve a milk of magnesia tablet in a quart of club soda and chill the solution overnight. Pour it into a pan or tray large enough to accommodate a flattened newspaper, soak the newspaper for an hour and pat dry. By that elementary process the acidic decomposition that slowly destroys the cellulose fibers in paper is arrested. Thus most of today's paper, which normally lasts from 50 to 100 years, can, with repeated soakings at 50 year intervals, be made to last up to 200 years longer. Shake well before using.

RARE BOOK AND MS CONFERENCE: The 1975 Rare Books and Manuscripts Preconference of the American Library Association will be held June 25-28 in San Francisco, with the theme: "Eighteenth Century English Books Considered by Librarians and Booksellers, Biblio-

graphers and Collectors." Among the speakers will be APHA member G. Thomas Tanselle, University of Wisconsin-Madison; John W. Folliffe, Bodleian Keeper of Catalogues and Director of Project LOC; William Cameron, Dean, University of Western Ontario School of Library and Information Science and HPB Project Director; and Patricia Hernlund, Wayne State University. Details are available from Beverly Lynch, Executive Secretary, Association of College and Research Libraries, 50 East Huron St., Chicago, Ill. 60611.

NEW BOOKS. Old & Rare; Thirty Years in the Book Business, by Leona Rostenberg and Madeleine B. Stern, has recently been published by Abner Schram (\$12.00). The two scholar-dealers, partners for many years in the rare book trade, have written an engrossing account of their bibliophilic adventures, telling of unusual finds and outstanding rarities that have passed through their hands. Both Leona Rostenberg and Madeleine B. Stern have written and lectured widely on rare books and the history of printing and publishing; both are members of APHA.

Jean Peters, Bowker librarian and APHA trustee, has edited the just-published revised edition of Bookman's Glossary (Bowker, \$10.50). This new edition includes sections on computer typesetting as well as standard library science and book terminology. Profiles of important people in the field are another feature. Other contributors to the Glossary include Chandler B. Grannis (President of APHA/NY), Paul Doebler, Edward J. Lazare and Victor Strauss.

COLD TYPE? The following letter calls attention to the ubiquitous misuse of that phrase COLD TYPE, of which we ourselves (alas!) have been guilty: "May I implore you to delete the words 'cold type' forever from the pages of APHA. There ain't no such thing... unless of course, some type has been standing out in the cold too long or has been refrigerated. There are: strike on, a direct impression typography; pressure sensitive, a rub on typography; metal typography--hand set from foundry type; machine set from linecasting machines (often referred to as 'hot metal'); phototypesetting--photo lettering, photo display, phototypesetting, digitized, CRT typesetting and photo imaging. Hate to be sticky about this but we must carefully chose our words if we wish to be understood." The letter is signed by member Carl P. Palmer, one of the leading authorities on phototypography, who yet has a lively interest in antique presses and their restoration.

DIGGING FOR HOE PAPERS. In another letter to APHA Carl Palmer commented on the fact that the actual Washington presses on hand at the Smithsonian "are at best rather incomplete and inaccurate restorations. Hoe's original drawings were lost in their 1926 fire in New York City. Does anyone have a copy?" We'll be happy to hear from any of our readers with comments on this subject. Important information comparable to this may be included in the Hoe Company papers, which are on deposit at the Bronx County Historical Society (3266 Bainbridge Ave., Bronx, N.Y.). This special collection may offer the resources for some exciting scholarly finds by researchers.

#### EXHIBITS

What were we saying about the renaissance of interest in calligraphy in the last issue? In addition to "Lettering, Calligraphy & Alphabets: The Work of 27 Artists," the Art Directors Club exhibition (closed February 28th), the Museum of American Folk Art in New York is presenting "Calligraphy: Why Not Learn to Write?" through March 23, 1975. This show of 150 pieces of calligraphy by American penmen includes Spencerian-style pen drawings, Pennsylvania German vorschift and Shaker spirit drawings. Pottery, quilts and painted furniture in which script is used are also on display. Tues.-Sun., 10:30-5:30.

Morgan Library, New York City. "Sir Arthur Sullivan: Composer and Personage," a comprehensive biographical collection of more than 450 manuscripts, books, letters, scores (including the originals of "The Pirates of Penzance," and "H.M.S. Pinafore")

and memorabilia, will be on view through April 20th. Tues.-Sat., 10:30-5; Sun., 1-5.

The Grolier Club (New York) is observing the fiftieth anniversary of the New Yorker with a superb collection of cover paintings and cartoons that originally appeared there, along with all sorts of memorabilia of the magazine's glorious history. The display of books by New Yorker authors, that appeared first within its pages is awe inspiring. (Final date for the current New Yorker show is April 5th.) The final exhibition of the current season is scheduled to open at the Grolier Club on April 16th and will run through June 7th. This will consist of an extensive display of books on landscape architecture, on loan from a number of institutions and private collectors.

Columbia University's Low Library is showing a selection of items from the Harper collection recently acquired by the University. "The Brothers Harper & Their Authors" consists of 19th century contracts, letters and first editions from the more than 3000 books and 5000 papers the publishing company turned over to Columbia, which also now houses the archives of Random House, W.W. Norton, Pantheon, M. L. Schuster, and Harper & Row later records. During these years of the 19th century, Harper & Bros. was the major publishing house in New York. The Harper papers shed new light on the careers of such writers as Mark Twain, Herman Melville, and Henry James. The free exhibit will be open from 9 to 5 through April 4th.

The Stanford University Museum of Art, in California, is presenting an exhibition of the work of Morris & Co. from March 4th through May 4th. The exhibit surveys the life and career of William Morris and displays the wide range of wares made by the company-- stained glass, painted tiles, wallpapers and chintzes, woven fabrics, tapestries, carpets and embroideries. Most of the items are from the collection of Sanford and Helen Berger of Berkeley, California, whose private collection of items produced by William Morris's firm is unrivalled. In addition to the finished work, preparatory studies and pertinent documents are on view. The Stanford Art Gallery is open weekdays except Mondays 10 to 5 and weekends 1 to 5. Admission is free.

COLLECTIONS: Papers covering the business life of Penguin Books, Inc. and New American Library, a period of about 20 years, were given recently to the University of Wyoming. The donor was Victor Weybright, who headed Penguin from the end of World War II until 1960 and who was editor-in-chief of N.A.L. until its acquisition by the Times Mirror Company in 1966. The archive covers "the comprehensive inside history" of Penguin and N.A.L. in their creation, growth and development, according to the University. Mr. Weybright is also one of the founders of Weybright and Talley, the hardcover trade-book publisher.

ROCKWELL KENT COLLECTION. A representative collection of the work of the late American writer and artist Rockwell Kent has been donated to the State University of New York's College at Plattsburgh by Mr. and Mrs. John F. H. Gorton of Au Sable Forks, N.Y. The collection comprises 17 paintings, 39 prints, 41 original drawings, 104 books, and literally thousands of examples of other works (bookplates, calendars, posters, etc.) The collection will be added to, with the hope of making the college a center for the study of Rockwell Kent's work.

Northern Arizona University Library (Flagstaff) has acquired the Lloyd C. Henning Collection, consisting of 650 items printed by Elbert Hubbard's Roycroft Press. Included are complete runs of The Philistine, The Fra, The Roycroft, and The Roycrofter, as well as many of the limited, signed and hand illuminated editions.

OLIPHANT PRESS. Located in a century old cast-iron building on Sixth Avenue in Manhattan, the Oliphant Press is one of the few one-man letterpress shops still

operating in the city. Much of the work is hand-set and printed in limited editions on a hand-fed press. Last November the American Institute of Graphic Arts offered an exhibit of Oliphant Press printing, including books, pamphlets, posters and ephemeral items produced for such institutions as the Metropolitan Museum of Art, the American Museum of Natural History, and the Folger Shakespeare Library. Although just over 30, Mr. Ronald M. Gordon is a believer in classic typography, beautiful papers, and traditional forms.

MAURICE ANNENBERG. For the past three years member Maurice Annenberg has been working on a project of bringing up to 1941 a compilation of old American type catalogs. This cut-off date was chosen because it was the last year of distribution of a case-bound catalog, not loose-leaf or spiral-bound sections. Just when this project was almost complete it was decided to modify the initial idea and complete the work by including a short history of each American type foundry. The work is finished at last, and the book will comprise between 250 and 300 pages. Mr. Annenberg writes: "I am already setting type on the VIP (don't let anyone say that the Linotype should be buried) and the book will be printed before the spring. Praise Allah. I would have been finished earlier, except for the almost impossible task of getting information from the New York and Boston areas."

FOOD FOR THOUGHT. Hungry admirers of American printing history should be gratified to know that there is a new East Side Manhattan "duplex restaurant" named "Bruce Rogers."

SILURIANS PUBLISH. Shoelather and Printers Ink, a book recounting the experiences and afterthoughts of New York newspapermen on the 50th anniversary of the Society of the Silurians, has been published by Quadrangle/The New York Times Book Company at \$8.95. George Britt has edited the book. The Society, founded in 1924 has 700 members, all of whom worked, 25 or more years ago, on the staffs of New York City newspapers as reporters, editors, photographers, artists, or illustrators. They have a semiannual publication, Silurian News, and hold two dinners a year. Their memories are of the exciting old days of New York newspapers.

PAPER SCIENCE. The State University of New York has announced that an energy saving papermaking process is being developed by the Empire State Paper Research Institute at the College of Environmental Science and Forestry, Syracuse. Under a \$60,000 National Science Foundation grant, Renata Marton, senior research associate at the Institute, proposes to conserve energy by modifying papermaking fibers. Presently great quantities of energy, mostly as heat, are used to refine these fibers so that they will form a bond. The new process will change the structure of the fibers so that less energy will be needed for refinement. In another interesting project, the College of Environmental Science and Forestry has been selected to train thirty Malawians in paper science and engineering. The Viphya Pulp and Paper Corporation is building the first pulp plant in Malawi, and plans to initiate a pulp exporting industry. The college, which has a pilot paper plant and extensive research facilities, was selected from institutions around the world to carry out the program. Each student is sponsored under a fellowship from the United Nations' Food and Agriculture Organization.

BIBLIOGRAPHY CLASSIC TO BE REPUBLISHED. Collectors should be interested in G. K. Hall & Co.'s announcement that a new edition of Merle Johnson's American First Editions is in preparation. Merle Johnson's author bibliographies first appeared in Publishers Weekly over fifty years ago. His book first appeared in 1929 and quickly established itself as the Bible for collectors of American firsts. This completely new fifth edition is being edited by Joseph Katz, Professor of English at the University of South Carolina, and editor of Proof: The Yearbook of American Bibliographical and Textual Studies. The authors to be included were selected through a survey of interested bookmen; it should be illuminating to chart collecting trends by seeing who's "in" and who's "out" this edition. For the chosen authors, judged to be "of contemporary significance," the book will record identifications of first printings, including states and

issues, and author's contributions to books by others. No publication date or price has been announced as yet.

"GOOD OLD DAYS?" The New York Sunday News for December 29, 1974 featured a picture layout and excerpt from APHA member Dr. Otto L. Bettmann's The Good Old Days--They Were Terrible, recently published by Random House in both hard (\$10.00) and softcover (\$3.95) editions. An article on "Living in the Past with Dr. Otto Bettmann" appeared in the November 25, 1974 Publishers Weekly, with more interesting anecdotes about the founder of that well-known pictorial archive.

NEWSLETTERS ONE AND TWO REPRINTED. Our first two APHA Letters have been reprinted for the benefit of founding members who joined APHA after these were distributed. Those who joined before the date of our annual meeting, and are therefore entitled to all 1974 publications, should have received this material by now, so their files will be complete.

A REMINDER TO FOUNDING MEMBERS: Please respond to the recent request to indicate how you would like to have your name and address appear in the forthcoming Founding Members Directory, and indicate on the form provided which--if any--of the interest areas you would like to have shown opposite your name in the directory. Those founding members whose dues for 1975 have not already been paid can include a check for dues with the pink sheet in the same envelope with the directory inquiry.

PRIVATE PRESSES PLEASE NOTE: Approximately one out of five APHA members are actively involved in keeping the craft of letterpress printing alive. Your editor would like to receive comments, questions, and what have you from this important segment of our membership. Any examples of your work, including prop cards and pieces of printed ephemera will be placed in your Association's archives.

NEW YORK BOOK FAIR. The International Antiquarian Book Fair will be held at the Plaza Hotel in New York April 3rd through 5th. Daily admission (for the benefit of the Cooper-Hewitt Museum) is \$2.50. The Fair is sponsored by the Middle Atlantic Chapter of the Antiquarian Booksellers Association of America.

MAILING ADDRESSES FOR APHA

NEWSLETTER ONLY: Send news items and announcements for APHA Letter, or relevant comment for publication, directly to the Editor, Prof. Catherine T. Brody, Livingston Library, NYCCC, 250 Livingston St., Brooklyn, N.Y. 11201.

DUES AND CONTRIBUTIONS: Send these (together with membership applications if available) directly to the Treasurer, Stuart C. Dobson, 215 Harriman Road, Irvington, N.Y. 10533. Make out checks to APHA, abbreviated or written in full.

ALL OTHER CORRESPONDENCE: Please address APHA, Box 4922, Grand Central Station, New York, N.Y. 10017, unless you are requested to do otherwise in a specific case.

