

The APHA

THE
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Letter

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APHA MEMBERSHIP DIVIDEND. That copy of the Bicentennial issue of d/a, the paper quarterly for the graphic arts, which you received in the mail recently was a benefit of your APHA membership, although you may not have realized it at the time. Through the courtesy of The Paper Makers Advertising Association and Fred S. Van Voorhis, editor of d/a, and with appropriate costs borne by APHA, all members paid up as of May 1 were sent a copy of this special issue, dealing with the history of American printing in the Colonial period and the after-effect. All but one of the articles were written by APHA members.

The magazine is sent free to users, buyers and creators of printing, and Mr. Van Voorhis invites all APHA members who qualify to apply for subscriptions. Each issue deals with a specific area of the uses of printing the purpose being to encourage broader and more effective use. Some 65 years old, d/a is one of the oldest continuously active periodicals in the graphic arts field.

APHA CONFERENCE. The First Annual APHA Conference, devoted to Typographic America, will be held in the Harkness Theatre, Butler Library, Columbia University, New York City, on Saturday, October 2, 1976. The theme is "Typographic America: A Bicentennial Perspective."

The speakers will include Hellmut E. Lehmann-Haupt, who will review his long career as bibliophile and historian of American Printing, John Tebbel on "Highlights of American Publishing History," Edwin Wolf II on "Highlights of American Book Collecting," Joseph R. Dunlap on "The Private Press in America," Leona Rostenberg and Madeleine Stern on "The Role of the Bookseller." The program will conclude with a forward look at "The Future of Printing in America" by Paul D. Doebler, well-known editor and consultant on book production. Also featured will be an exhibition of American printing selected from the Special Collections Department of Columbia University Library, and an open house in the Book Arts Press of the Columbia University School of Library Service.

The registration fee for this all-day program will be \$5.00 for members of APHA, \$10.00 for non-members. The deadline for registration is September 15. Reserve now this October 2nd date. We hope that many members from outside the New York City area will be able to attend. For

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further information and application forms write to APHA or directly to Robert A. Colby of the Conference Planning Committee (33-24 86th Street, Jackson Heights, NY 11372).

A CALL TO PRIVATE PRESS PRINTERS. All private press printers are invited to contribute an example of their work for distribution to those attending the APHA Conference on Typographic America. We hope that our printing members, whether or not they will be able to attend the conference, will participate in it by contributing keepsakes to be presented to the approximately 300 registrants expected.

We ask that these be examples of your original printing, preferably related to the conference theme of "Typographic America." Your press name or full colophon should be on each copy. The maximum size is 8 1/2" x 11"; anything smaller is fine. The required number--350--should be sent to our APHA box number, to arrive before September 15. The keepsakes will be made up into commemorative packets, one of which will be presented to each registrant and to each contributor to the keepsakes, whether present or not.

Any printer interested in producing the cover folder for the keepsake as his or her contribution please write to APHA Conference Cover, immediately, for details. For address, use Box 4922, Grand Central Station, New York, N.Y. 10017.

NEW YORK CHAPTER ELECTS NEW OFFICERS. At its recent meeting, the New York Chapter of APHA elected new officers. Incoming is E.H. (Pat) Taylor, of the Life Underwriters Association of the City of New York, a prominent private press printer and typefounder (Out-of-Sorts Press and Letter Foundry). Vice-president is Mrs. Maud D. Cole, Keeper of Rare Books at the New York Public Library. Secretary is Stanley T. Lewis, Associate Professor, Department of Library Science, Queens College. Treasurer is Alice Roberts, free-lance editor. Three-year trustees (term to expire June 1979) are Jack Golden of Designers 3 and Roger Campbell of Bowne & Co., South Street Seaport Museum. Newly elected as two-year trustees (term to expire June 1978) are Marilyn Grastorf of the Angelica Press and Chandler Grannis of Publishers Weekly, the outgoing chapter president. Tom Kraner, the American Paper Institute, was elected as one-year trustee (term to expire June 1977).

SCHLOSSER PRESENTS TALK ON PAPER TO NEW YORK CHAPTER. Utilizing examples from his own unparalleled collection and illustrating his lecture with some splendid slides, Leonard B. Schlosser capped a series of excellent programs for the New York chapter on June 17 by speaking on "Papermaking in the Progress of the Graphic Arts." Mr. Schlosser, as the program announcement truly identified him, is an avid student and authority in the field of historic papermaking. His collection of primary and secondary source materials on the subject, along with examples of fine and historic papers, is one of the most comprehensive anywhere. Mr. Schlosser is President of the Lindenmeyr Paper Corporation.

"CORRECTORS OF THE PRESS." The booklet, A Pride of Printers, prepared by students at Southern Oregon State College and sent as a membership dividend to APHA members, generated considerable interest. The volume

of mail assures us that APHA members are well-read, historically oriented, and care enough to write a letter. All appreciate the interesting little publication, so generously distributed through the cooperation of Lewis Osborne, the instructor. A Pride of Printers was a student effort, and not surprisingly, factual and editorial lapses occurred. While recognizing that these should be viewed with a certain tolerance, several members have pointed out the importance of not allowing such errors to be perpetuated. We appreciate reader concern in this matter, for we feel that APHA has an important responsibility to disseminate accurate information on the history of printing.

Some errors are due to student lack of familiarity with current bibliographical scholarship; these will be corrected in the next APHA Letter if members request it. One error in observation was noted by several readers, in the interpretation of the "medieval" bookbinder's shop. The accompanying text states that the craftsman shown in the illustration (p. 31) "apparently is impressing an emboss design in a book's case." The writer obviously had never seen modern hand bookbinding techniques, for the two men in this 16th century bindery are doing jobs still done the same way today. The man in the foreground is operating what is known as a "plough." In the press before him is clamped a book, which has been sewn and glued. At the base of the blocks that constitute the plough, a knife-like blade is held and is gradually worked along the book edge from one side to the other, so as to trim all the edges of the paper evenly. The illustration shows clearly how it was (and still is) done.

TWO-THIRDS COMMON PRESS. APHA members visiting Philadelphia this Bicentennial summer might like to know that the APHA prototype "Two-thirds Common Press" has been set up as part of the Pennsylvania Bible Society's Bicentennial exhibition. According to a report from Charles W. Bowman, Bicentennial Coordinator for the Society, the press is attracting considerable attention and is operating well. The press is being used to print parallel passages from the book of Ecclesiastes, comparing the King James translation used by Robert Aitken in the first edition of the Bible printed in English in America in 1782 with the contemporary translation, Today's English Version. The Pennsylvania Bible Society is at 701 Walnut Street in Philadelphia.

MEMBERS' QUERIES. Richard W. Flint (The Strong Museum, 700 Allen Creek Road, Rochester, NY 14618) seeks information about show printing houses and locations of circus, theater and other entertainment poster collections--such as Jared Bell, Samuel Booth, Clarry & Reilly, and Roylance & Purcell of New York City; Courier of Buffalo; and Strobridge, Russell & Morgan, Enquirer, and Donaldson in Cincinnati, among others, specializing in printing color posters solely for circuses and other traveling shows. He is also interested in artists such as Joseph Morse, Joseph Hart, Joseph E. Baker, Matt Morgan and Emil Roethengatter, who produced the generally anonymous show posters. Mr. Flint adds that he has uncovered a good deal of fascinating material and has located several thousand 19th century show posters so far. "It is intriguing to note," he comments, "that R. Hoe & Co. invested in a large menagerie and circus company in 1835. And to learn that the largest circus poster lithographed occupied 1120 square feet."

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Virginia M. Adams, Curator of Special Collections at the Providence Public Library (150 Empire St., Providence, RI 02903) sends the following request: "In connection with an effort to learn more about the activities of Isaac and Seth Adams I wonder if you would ask your readers to let me know of the location of any Adams hand presses still in existence. We have two iron acorn frame presses in our Updike Printing Collection. The larger is labelled No. 335, I. Adams & Co., with a platen size 24" x 36" and a toggle joint mechanism. The smaller is No. 329, I. & S. Adams & Co., platen size 13" x 16.5", and a toggle consisting of three inclined rods (cf. Hoe's small Stansbury press, illustrated on page 84 of James Moran's Printing Presses). I would be interested in hearing of others, and would like to know the press number and firm name as inscribed on the press, the type of mechanism for lowering the platen, and platen size, if possible."

INDEX TO APHA LETTER. An index to material in the first eight issues of the APHA Letter (through the issue for November-December 1975) has been compiled by Susan Bourla as a student project for Prof. Barbara Preschel at the graduate Department of Library Science at Queens College, City University of New York. APHA is grateful for this helpful index to its newsletter, and will publish and mail it soon to all members and subscribers. Now that her student days are over, and armed with a Master's degree in Library Science, Miss Bourla is eager to take on professional assignments. Anyone needing her services is urged to contact her at P.O. Box 283, Floral Park, NY 11002.

OF MAKING MANY BOOKS. . . . We regret that space restrictions in the past few issues necessitated the deletion of announcements and notices of several interesting new publications. Our apologies, especially to our publisher/printer members, and herewith an effort to catch up:

JOURNAL OF THE LONG ISLAND BOOK COLLECTORS. The Long Island Book Collectors has recently issued its third journal, a substantial publication of eighty pages. The organization, founded almost ten years ago, now meets regularly for lectures on books and collecting, discussions, exhibitions, and conviviality. Several of the journal articles are concerned with American printing history, including one on the little chapbooks published in the 19th century by the Phinney family of printers in Cooperstown, N.Y., another on Long Island cook books, and a third on collecting books on the history of Chicago. The price of the Journal to non-members is \$12.50. Further information may be obtained from the Secretary, Kenneth Clark, 12 Addison Lane, Greenvale, N.Y. 11548.

ISAIAH THOMAS BOOKLET. The Worcester Bicentennial Commission has published an excellent 32-page booklet on Isaiah Thomas by Richard C. Steele. The authoritative text is based on a talk given by Mr. Steele for the American Antiquarian Society. The booklet contains a number of illustrations, including a photograph of Thomas' printing press as restored in 1975. Isaiah Thomas may be ordered from the Worcester Bicentennial Commission, 55 Pearl St., Worcester, MA 01608. The price is \$1.00.

ISAAH THOMAS BOOK. Anyone who does not already own a copy should be alerted to the fact that the University Press of Virginia is offering a reprint of Isaiah Thomas' History of Printing in America for the astoundingly low price of \$5.95. This edition, edited by Marcus A. McCorison, is published for the American Antiquarian Society, and is identical with the high-priced Imprint Society edition of a few years ago. No APHA member should be without this book.

CALIFORNIA PRINTING. California State University, Northridge Libraries has published a book entitled Lynton Kistler, Printer-Lithographer. The book contains descriptions of the books that Lynton Kistler printed from 1927 through 1974. A limited edition of 150 copies will be available. The book may be purchased for \$24.00, in advance from Norman E. Tanis, Director of University Libraries, California State University, Northridge, CA 91324. Checks should be made payable to CSUN Library Publication Account.

STARLESS & BIBLE BLACK. The Bieler Press has published its second publication, Starless & Bible Black, a chapbook of five prose poems by Gerald Lange. The work was hand set and printed by the author in an edition limited to 100 copies; it was designed and bound with the assistance of Cathie Ruggie. Text typeface is Weiss Antiqua; the title, in Kennerley Italic, was imprinted on the covers in silver ink. The paper is Strathmore rag of alternating black and gray tied in wrappers of heavy weight black velour. Fourteen unpaginated leaves. Signed copies, at \$10.00, may be ordered from Gerald Lange, The Bieler Press, Route 2, Box 234A, Poynette, WI 53955.

PENMAEN PRESS. Michael McCurdy's Penmaen Press (Old Sudbury Rd., Lincoln, MA 01773) combines fine edition printing with the publication of poetry and broadsides. Among its new publications is Poems to Poets by Richard Eberhart, with five original wood engravings by Michael McCurdy (hardcover and signed, \$20; wrappers, \$6). The Boston Athenaeum Gallery devoted the month of April to an exhibition of Michael McCurdy's work. Most of the prints in this show were wood engravings Mr. McCurdy executed for books--either for his own Penmaen Press editions or for other publishers (Imprint Society for one). Recently the Penmaen Press opened its design and printing facilities to those wanting well designed and beautifully printed ephemera. Write to the Penmaen Press for further information.

THE CHECK-LOG OF PRIVATE PRESS NAMES. The following is meant to answer queries from several members about The Check-Log of Private Press Names, mentioned in APHA Letter No.8. It has become a custom, out of respect for the individuality of private press operators, that no new press use a name that has been previously used, even by a press now defunct. To provide a record and clearinghouse for proprietors seeking names, Elizabeth K. Lieberman maintains the International Register of Private Press Names. With one long interruption, a list of such press names has been published annually since 1960 as The Check-Log of Private Press

Names. The 1976 edition, containing some 2,300 names, is now available from The Myriade Press, 7 Stony Run, New Rochelle, NY 10804, at \$2.00 per copy postpaid (plus applicable sales tax in New York).

The Check-Log also contains the rules by which a new press name can be registered, without charge. The process is quite simple, primarily requiring evidence that the press name is in actual use. A printed title page or similar specimen is sufficient. Mrs. Lieberman (at the Myriade address above) invites inquiries, but requests a self-addressed, stamped envelope for reply. Many libraries have standing orders for the Check-Log as a reference for themselves and the public. Even for persons who do not contemplate owning a press, the list of varied names is fascinating. For presses seeking names the list provides valuable suggestions by example of what approaches have been taken toward unique and yet serviceable names.

BIBLIOGRAPHY ON WESTERN PRINTING HISTORY. Western Printing, a selective and descriptive bibliography of books and other materials on the history of printing in the Western States, 1822-1975, by Roby Wentz was published not long ago. (90 pages, 12 illustrations, cloth and boards, 300 copies printed by Richard J. Hoffman for Dawson's Book Shop, 535 N. Larchmont Blvd., Los Angeles, CA 90004, \$12.50) Books, pamphlets and manuscripts on the history of printing in the Western States, including Hawaii and Alaska, make up this bibliography, compiled and annotated by Mr. Wentz. Nearly 200 items are listed under 182 main entries. The entries span 153 years from 1822 to the present, and include printers' memoirs, histories, oral histories, novels, specimen books, bibliographies, lists of imprints, and periodicals. Many of the materials are very rare. The editor's annotations comment on the contents, importance and reliability of the entries, and furnish historical background. Roby Wentz was editor of Western Printer & Lithographer for many years and has written other books and articles on printing history.

TYPOPHILES PUBLISH. The Typophiles, following a tradition that has been rather quiescent in recent years, have reactivated their publishing program. Two Chap Books on William Caxton, the quincentenary of whose English publishing is being celebrated this year, are well along in production. A Typophile monograph on the work of William Morris is also close to publication. At least two other publications are well along in the planning stage. More information should be available in our next issue. For additional information about Typophile membership, write to Dr. Robert L. Leslie, 140 Lincoln Road, Brooklyn, NY 11225.

HOGARTH PRESS. J. Howard Woolmer has compiled a Checklist of the Hogarth Press, 1917-1938. (Woolmer, Gladstone Hollow, Andes, NY 13731, \$15.00) A bibliography of the books printed by or for the Hogarth Press of Virginia and Leonard Woolf. Also included is a brief history of the press, along with a discussion of its literary and historical importance. For Leonard Woolf's own account of the founding of the Hogarth Press and how he and his wife taught themselves how to print, see the volume of Woolf's autobiography entitled Beginning Again (Harcourt, 1964).

POETICAL RECORD OF EARLY AMERICAN PAPERMAKING. A Poem by Richard Frame has recently been printed and published by Carol J. Blinn (Warwick Press, 100 Cottage St., Box 70A, Easthampton, MA 01027, \$7.50). This booklet consists of an excerpt from A Short Description of Pennsylvania, or A Relation of What Things are Known, Enjoyed and Like To Be Discovered in the Said Province, originally published in Philadelphia in 1692. Not only is Richard Frame's poem the earliest published reference to the Rittenhouse paper mill established about 1690 near Germantown, Pennsylvania, but it is also the earliest mention of papermaking in America. The well-produced booklet was designed, printed and bound by Carol J. Blinn. The type is Jan van Krimpen's Spectrum; the paper is handmade. The handsome linoleum cut (of flax) is hand-colored, and the covers are decorated paste paper. In every way this is an exquisite little production, and a bargain at \$7.50.

Carol J. Blinn is a one-woman letterpress shop, "very poor and eager to keep going," and deserves our encouragement. She has been involved in printing and publishing for the last seven years. Recently she has gone out on her own to start a letterpress business, although she realizes the odds are against her. A Poem by Richard Frame is the latest of five booklets done under the Warwick Press name. All of the work, including the paste paper, was done by her.

MAILING ADDRESSES FOR APHA

(Please use proper one to save time of all concerned.)

NEWSLETTER ONLY: Send news items, announcements, and comments for APHA LETTER directly to the Editor, Prof. Catherine T. Brody, N.Y.C. Community College Library, 300 Jay Street, Brooklyn, NY 11201.*

DUES AND CONTRIBUTIONS: Send these (along with filled-in membership application if available) directly to the Treasurer, Stuart C. Dobson, 215 Harriman Rd., Irvington, NY 10533. Make checks payable to APHA, either thus abbreviated or written out. Annual personal membership, \$5.00; family membership, \$7.00; student membership, \$2.50. Information regarding other membership categories is available upon request to this address.

ALL OTHER CORRESPONDENCE: Send to APHA, Post Office Box 4922, Grand Central Station, New York, NY 10017, unless specifically requested to do otherwise.

* PLEASE NOTE THIS IS A NEW ADDRESS.