

The APHA Newsletter

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A Publication of the American Printing History Association

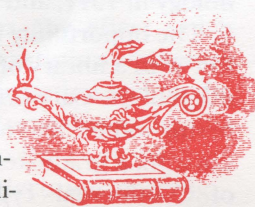
March/April 1992 No. 106

Special Issue of *Printing History*

The next issue of *Printing History* will be the first in a series of occasional thematic issues. The entire double issue (nos. 26 & 27) will be devoted to typefaces. Editor David Pankow promises the following articles: Matthew Carter on theories of letterform construction; Kay Amert on the types of Simon de Colines; Alastair Johnston on the literature of the type specimen; Maxwell Whiteman on the introduction and spread of Hebrew type in America; Mark Argetsinger on digital typefounding and historic types, a critique of Adobe Garamond; and Jerry Kelly's appreciation of Adobe Garamond. Look for this issue in the early summer!

A Handsome Gift

Treasurer John Hench reports that APHA has received a contribution of five thousand dollars from an anonymous donor "to be used toward publication costs of *Printing History*." This unsolicited gift is a gesture of great generosity and faith, and it should be enormously encouraging to all of us.



APHA Annual Meeting Reports

Note: To meet our publication deadline, a summary of some of the proceedings and comments appeared in January/February Newsletter, No. 105. Following are full texts and excerpts as further coverage.

New Chair, Board of Trustees

Irene Tichenor was elected to Chair the Board of Trustees and will serve until 1995 heading the new officer group listed in *The APHA Newsletter*, No. 105.

President's Remarks

I am happy to say that we are ahead of the rest of the country in an upswing to better times. Let me point out a few of our accomplishments in the past year, which augur well for APHA's future. First, as Martin has reported, we have made substantial gains in membership, back up to 1000, a number we are comfortable with, though we aspire to more. Martin deserves great credit for his unflagging efforts; he has really made this happen. The two new chapter beginnings, and the incipient student chapters will reach a wider

group of colleagues. We have invited seventeen colleges and universities to form APHA student groups. Progress on this will be reported to you.

We continue to form liaisons with other groups. This year we again co-sponsored a seminar at the American Historical Association's Annual meeting. We were invited to participate for the first time in the New York Club of Printing House Craftsmen's Printing Week Award Dinner. APHA's nominee, Ed Colker, was honored for a distinguished record of establishing college fine presses at the University of Illinois, at SUNY Purchase, and at the University of the Arts in Philadelphia. The Craftsmen asked me, as President of APHA, to make a few remarks on Benjamin Franklin. They appreciated our participation. Other collaborative ventures, with the Goudy Society and the New-York Historical Society, continue.

Our wonderful conference in Washington set a new standard for enjoyment and information, and we look forward to a similar brilliant autumn weekend in Princeton. Thank you, Jenny Lee, for organizing these great events. And thank you, Peter, for bringing us to the Smithsonian and the Library of Congress and the marvelous events planned by you and your colleagues in Washington.

Our Newsletter is on a regular and news-filled course, with an editorial and production team of Virginia Bartow, Jane Siegel, and Jennifer Dossin, chaired by Ed Colker, now at Cooper Union. Irene Tichenor's work as Publications Vice-President has been noble, and we all are in her debt for what she has given to APHA. Thank you, Irene.

We continue our Lieberman lectures; this year Stephen Saxe spoke in Galveston, Texas, to a traveling audience. And today we mark the first year of the tenure of our Executive Secretary, Stephen Crook. Last year at this meeting he was a new face to you; now he is an invaluable part of APHA.

We are in the process of planning a benefit, the first for APHA. This will be both a social and financial fund-raising event. We are planning to have this event at Sotheby's. When plans are firmer, you will all, of course, receive invitations, and news of it will be in *The APHA Newsletter*. It will be affordable.

As I leave the post of APHA president I want to thank, in addition to those I have mentioned, other officers and members who have given their ideas and spirit to APHA. How fortunate you, and I, have been to be the recipients of the knowledge and resourcefulness of such people as Frank Mattson, Martin Hutner, of indispensable John Hench, and Karen Nipps, of Thomas Tanselle and James Green, of typographers Mary Phelan and Lowell Bodger, of John

Ballinger, Katherine Pantzer, Paul Needham, Philip Metzger, of David Pankow and Board Chairman Jerry Kelly. These spirits of the book and press enrich APHA. To them, and the other APHable members of this organization, I bid an APHectionate farewell.

VIRGINIA SMITH

Treasurer's Report

My report is a rather more optimistic one than I would have imagined a couple of months ago. As was the case last year, both income and expenses were held to levels considerably below what had been budgeted. Fortunately, the income side of the ledger more closely approached our target (a budget balanced at \$39,300 in both income and expenses) than did the expense side.

For 1991, the Association's revenues totaled \$37,297 and expenses \$35,190, which represented an excess of revenues over expenditures of \$2,107. That small surplus should, however, be understood in light of the fact that only one issue of *Printing History* was included in the year's expenses. As in 1990, the drop-off in membership dues received and a deficit incurred by the annual APHA conference were the major negative factors in 1991. More positive indicators were an increase in revenue from advertising in *Printing History* and a nice savings achieved by acquiring *pro bono* labor in typesetting *The APHA Newsletter* and by moving to a less costly printer for it. The 1991 results are definitely an improvement over 1990, which saw a cash deficit. On December 31, 1991, assets were as follows:

Cash (Bank of New York checking and savings accounts)	\$ 20,021
Endowment (Franklin U.S. Government Securities Fund)	4,877
Total	\$ 24,898

In contrast, the assets on December 31, 1990, were \$10,648 lower, as follows:

Cash (Bank of New York checking and savings accounts)	\$ 9,548
Endowment (Franklin U.S. Government Securities Fund)	4,702
Total	\$ 14,250

An even greater cause for optimism lies in the early going in 1992. By the time of the annual meeting (January 25), membership dues income for the new year was already at a level equal to 90 percent of dues income received for all of 1991.

JOHN HENCH, *Treasurer*

Individual Award

The individual award went to Paul Needham, Vice President, Sotheby's, and former Astor Curator of Printed Books and Bindings at the Pierpont Morgan Library. His talk on "History in Paper: The Legacy of Allan Stevenson" will appear in a future issue of Printing History.

Institutional Award

The institutional award was presented to the Melbert B. Cary, Jr., Collection at Rochester Institute of Technology and accepted by Curator David Pankow, whose remarks, entitled "From the Sizzle to the Steak", are summarized below:

The Cary Collection at Rochester Institute of Technology was established in 1969 by the Mary Flagler Cary Charitable Trust to enable students to study the finest examples of typography, and to learn something of the history of printing. Though the tools have evolved, certain unchanging requisites—design, materials, execution, and an appreciation for past achievements—must all be present in competent bookmaking. At RIT, upwards of 1000 students are enrolled at any one time in various graphic arts programs, including between 400 and 500 students in the printing school alone.

The notion of informing printers about the history and practice of their art is nothing new. To do it within the context of an academic discipline is, however, a relatively recent occurrence. Programs in printing instruction were established at Harvard in 1910, at Carnegie Institute of Technology in 1917, and at RIT in 1937.

The opportunity to enhance the printing curriculum at RIT with a library of printing history came with the acquisition of the Cary Collection. The original collection, numbering some 2300 volumes, had been formed by Melbert B. Cary, Jr., a graduate of Yale University and later president of Continental Type Founders Association, a firm he founded in 1925. Cary of the Continental, as he was sometimes known, imported European foundry type machined to American standards for use by American printers. During this period, Cary assembled a library on the history and practice of printing. It was a personal, working library shaped by his taste, his professional interests, and the advice and generosity of some of the most important typographers of the twentieth century.

The graphic arts collection now numbers about 20,000 volumes; original strengths in typographic exemplars, printer's manuals, and type specimens have been augmented, while holdings in supplementary areas have been developed, including a substantial archive of books, ephemera, correspondence from Paul Standard, the Bernard Middleton Collection of Books on Bookbinding and papers of Herman Zapf.

The challenge lies in how to entice students into using the library. This is where the sizzle comes in, making the seemingly irrelevant history of printing irresistible to students more immediately concerned with the latest buzzwords of the graphic arts industry. To begin with, the Collection's high spots are emphasized. Second, six to eight exhibitions a year are mounted in the Cary showcases. Third, three different School of Printing courses meet on the library's premises and learn about its holdings. Once they visit, many students begin to explore the library's resources in greater depth and savor the typographic entrees

spread before them. They acquire an appreciation for the history and achievements of their chosen profession. Not every student will pay attention, but to those who do will fall the responsibility of preserving in some way the ideals of printing for another generation.

Many years ago, Talbot Baines Reed expressed the following caution which the Cary Collection endeavors to observe:

It is a bad day in the history of any art when it becomes a mere trade, and the "Art which preserves all other arts" should by all means be saved from that calamity.

DAVID PANKOW

National Events

Conference

SANTA MONICA, CALIFORNIA

The Getty Center for the History of Art and the Humanities, in collaboration with the other entities of the J. Paul Getty Trust, announces a conference on "Reading and the Arts of the Book" to be held June 25–July 3 in Santa Monica, CA. "Reading and the Arts of the Book" will explore, by way of lectures and panel discussions, the effect which book arts have had and are having on artistic and literary production, on education and communication and on the act of reading itself. The program will range from the illuminated manuscript as artist's book to the contemporary book to the psychology of reading to electronic imaging.

For further information, contact: J. M. Edelstein, The Getty Center, 401 Wilshire Blvd., Santa Monica, CA 90401; telephone (310) 458-9811; FAX (310) 458-6661.

Exhibits

AMHERST, MASSACHUSETTS

Cumington Press books. Special Collections Department, Robert Frost Library, Amherst College.

DALLAS, TEXAS

"The Gehenna Press: The Work of Fifty Years, 1942–1992." The Bridwell Library, Southern Methodist University, February 28–May 16. Call (214) 692-3441 for gallery hours. This travelling exhibit is described elsewhere in this issue.

NEW YORK CITY

"Solitary Visions: Prints by Rodolphe Bresdin and Odilon Redon." March 18–May 9.

"Centuries of Books and Manuscripts: Collectors and Friends, Scholars and Librarians Build the Harvard College Library. An Exhibition on the occasion of the 50th Anniversary of the Houghton Library, 1942–1992." Opens May 20.

Both these exhibits at the Grolier Club, 47 East 60th Street (Mon–Sat 10–5, closed major holidays.) Telephone (212) 838-6690.

APHA Benefit at Sotheby's

APHA is planning a social and fund-raising event at Sotheby's in New York, on Monday, June 15, 6–8 pm. Donations for the auction are needed! Contact Philip Metzger, Special Collections, Lehigh University; telephone (215) 758-4506; FAX (215) 758-5605.

"Dorothea Tanning: Illustrated Books and Prints." Third Floor Gallery, May 9–July 10.

"Shelley: Unacknowledged Legislator." Edna Barnes Salomon Room, April 25–August 8.

"Walt Whitman: In Life or Death Forever." Berg Exhibition Room, March 20–September 12.

The above at the New York Public Library, Central Research Library, Fifth Avenue and 42nd Street.

WELLESLEY, MASSACHUSETTS

"The Evolution of a Private Library: The Isabel and Charles Goodman Collection." April 15 to June 12, Wellesley College, Margaret Clapp Library. Call Special Collections at (617) 235-0320 x2129 for more information.

Lectures

AMHERST, MASSACHUSETTS

"New England Novitiate: 1939–1956" A talk by Harry Duncan concerning the early years of the Cumington Press in Cumington and Rowe, Massachusetts. April 24, 4:00 p.m. Converse Assembly Room, Amherst College.

NEW YORK CITY

"Pforzheimer Lectures on Printing and the Book Arts: Collectors and Collecting." New York Public Library, Trustees Room, Central Research Library. Recorded announcement, (212) 930-0571; other inquiries (212) 930-0855, 1:30–4:40 only.

William H. Scheide, May 5; Stuart B. Schimmel, May 12; Walter Bareiss, May 19. [Ed. note: Series was inaugurated by APHA Vice President Martin Hutner, March 31, followed by Caroline Schimmel, April 7, and Kenneth Rendell, April 14.]

Seminar

BLOOMINGTON, INDIANA

The Lilly Library is offering three short courses this summer: History of the Printed Book, July 12–17; Reference Sources for Rare Books, July 19–24 (both taught by Joel Silver); Codicology, July 26–31, taught by Thomas Mathiesen. Registration deadline is June 15, 1992. Contact Jane Clay, School of Continuing Studies, Owen Hall 204, Indiana University, Bloomington, Indiana, 47405; call (812) 855-6329; FAX (812) 855-8997.

News & Notes

The Bridwell Library, Southern Methodist University, announces the opening of a major exhibition, *The Gehenna Press: The Work of Fifty Years, 1942-1992*. This exhibit celebrates the artistic achievement of Leonard Baskin and chronicles his Gehenna Press even as it continues to produce works innovative in form and content.

Sponsored by The Bridwell Library, the exhibition had its national opening in the Library's Elizabeth Perkins Prothro Galleries on February 29, closing on May 16. It will then travel to The Grolier Club, the University of Delaware, Emory University, Carnegie-Mellon University, Brown University, Princeton University, the Library of Congress, and Yale University.

A 250-page, color illustrated catalogue designed by Leonard Baskin, with an assessment of the Press by Colin Franklin, and a complete bibliography of The Gehenna Press, is being published by the Press and The Bridwell Library. The catalogue is \$50 and it is available from: The Bridwell Library, Perkins School of Theology, Southern Methodist University, Dallas, TX 75275.



The Society for the History of Authorship, Reading & Publishing (SHARP) is a new scholarly organization devoted to all aspects of book history. SHARP will hold its inaugural conference in New York on June 9-11, 1993, hosted jointly by the English and History departments at the City University of New York Graduate Center.

SHARP invites proposals for conference papers on the social and economic history of authorship; the history of the book trade, copyright, censorship, and underground publishing; the publishing histories of particular texts, authors, editors, imprints, and literary agents; the spread of literacy, book distribution, and library usage; canon formation and the politics of literary reputation; reception studies, reading practices, and reader response. In addition to formal papers, the conference may feature workshops on teaching and research in book history.

Proposals should be no longer than two pages (please do not send complete papers). They should reach Dr. Simon Eliot, The Open University, 41 Broad St., Bristol BS12EP, England, by July 1, 1992.

SHARP News is the quarterly newsletter of the society. The annual membership fee for SHARP, which includes a

The Editorial Committee of *The APHA Newsletter* welcomes your news, announcements, comments and corrections. *The Newsletter* is published six times yearly by the American Printing History Association. Subscriptions are through membership in APHA. Individual memberships for the calendar year are \$30; \$35 for Institutions; \$60 for Contributing memberships; \$15 for Student memberships. Included in that membership is a subscription to *Printing History*, APHA's semiannual scholarly journal. Advertising in the journal is available at \$250 for a full page. APHA's mailing list can be rented for one-time use at \$100. Address all correspondence to APHA, P.O. Box 4922, Grand Central Station, New York NY 10163-4922. Copyright © 1992 by the American Printing History Association. All rights reserved.

subscription to *SHARP News*, is \$10 in the U.S., \$15 or £7 elsewhere. Address requests for sample copies or other information on SHARP to the Editor, Prof. Jonathan Rose, Department of History, Drew University, Madison, NJ 07940.

Book Column

There's a saying in the Lone Star State that the earliest settlers were either "preachers or sons-of-bitches," and it was, one must admit, often difficult to make the distinction. A recent book by W. Thomas Taylor in Austin, called *Texfake* (Austin: W. Thomas Taylor, 1991), suggests reasons to suspect that one or two of their descendants became booksellers—and printers of a sort. This is such a fascinating and attractively produced book that I'd like to take this issue's column to present a short review. I'd also like to commend Tom for an unusual level of involvement with the book. He is at once author, publisher, printer, bookseller, designer—and a good guy in the story. In fact, the role of reviewer is really the only one left for anyone else.

Texas has a unique identity as a state, in its history and in other ways. Printing had a special impact in pre-Republic days, producing broadsides and other documents which recorded and influenced that history. These pieces are eminently collectible, and Texana has long had much following among many Texans. There was, indeed, much money chasing after a few items. This book recounts how the author, a leading antiquarian dealer in the state, tracked down the story of a few men who attempted to supply this market with forgeries, men who were themselves at the time leading lights in the antiquarian book business. It is also the story of a certain degree of class resentment, much resembling the story of T. J. Wise.

The author gathers detailed information, primarily through interviews and careful and innovative examination of suspected pieces, and presents it in a most readable way. And although he makes no bald accusations, the evidence is overwhelming. In the process he reminds us of the importance of careful bibliographical procedure coupled with a thorough understanding of printing history. There is humor in the story he tells, but there is also sadness at the cupidity of librarians who covered up the fact that their institutions had either bought forged documents, or else through carelessness, had had important items stolen from their collection, which were then brazenly marketed.

Readers will enjoy the mystery, and they also will begin to appreciate the richness and drama of the earliest period of printing in the state. Finally they also will delight in Larry McMurtry's wry introduction, in which the novelist and book dealer ruminates on honesty and integrity in the antiquarian book trade, and even finds that he himself has been forged.

PHILIP A. METZGER