
The APHA Newsletter

A Publication of the American Printing History Association

April-June 1995 No. 120

American Proprietary Types

The American Printing History Association has come to recognize that certain topics of interest to our readers demand a fuller treatment or a different format than that provided by its semi-annual journal *Printing History*. In an effort to broaden our commitment to scholarship, we have begun the publication of a special edition series. The first in the series was completed last year and consisted of a portfolio of broadsides on the subject of type, contributed by some thirty American fine printers. The edition is now nearly exhausted and has generated enough revenue for us to contemplate an exciting new publication, to be issued in time for APHA's annual conference this coming October in Charlottesville. This book will consist of ten essays written by various experts on the following American proprietary typefaces:

1. The Kaatskill type of Frederic Goudy (Dwight Agner).
2. Montaigne and Centaur Types of Bruce Rogers (Herbert Johnson)
3. Arrighi Type of Frederic Warde (Mark Argetsinger)
4. Merrymount and Montallegro Types of D.B. Updike (Martin Hutner)
5. Spiral Type of Joseph Blumenthal (Jerry Kelly)
6. Turn of the Century Arts & Crafts Types (Susan Otis Thompson)
7. Dard Hunter Senior & Junior's Types (Cathleen Baker)
8. Victor Hammer's Type (Gay Reading)
9. W.A. Dwiggins' Private Types (John Kristensen)
10. Private American Foundry Types (Paul Duensing)

The proposed format will be 6 x 9", with a total of 128 pages including approximately 32 pages of illustrations. The illustrations will be printed in two colors, while the text will be printed letterpress by the Stinehour Press from Monotype composition in Joseph Blumenthal's rarely seen Emerson type. The book is expected to retail for about \$50.00, and profits from sales will be used to fund additional publications in the series.

APHA's 1995 Annual Conference

APHA's 1995 annual conference will be held in Charlottesville, VA, on Friday-Saturday, October 20-21 (note date change!). The conference theme is "Life, Liberty, and the Pursuit of Printing: The Book in Jefferson's Virginia and the Early Republic." Speakers include James Green (Library Company, Philadelphia), Rosalind Remer (Moravian College), Roger E. Stoddard (Harvard), David R. Whitesell (Richard Ramer Rare Books), and Douglas Wilson (Thomas Jefferson Foundation).

Exhibits

AUSTIN, TX

"The Company They Kept: Blanche and Alfred Knopf, Publishers (Part I)" through August 18; Part II will be on exhibit September 4 - December 22.

"Who Wore the Pants in 1650? Gender and Identity in Early European Popular Imagery" through August 11. "Aldus Manutius, Renaissance Printer" through July 21. The above exhibits at the Harry Ransom Humanities Research Center, The University of Texas at Austin (512) 471-8944.

NEW HAVEN, CT

"Selected Recent Acquisitions" exhibit at the Beinecke Rare Book and Manuscript Library, Yale University, July - October 14. (203) 432-2964.

NEW YORK

"Paper in Disguise," members' exhibition at Dieu Donn   Papermill, July 22 - September 2.

"This Day in History..." artist members' exhibition at The Center for Book Arts, June 30-September 13.

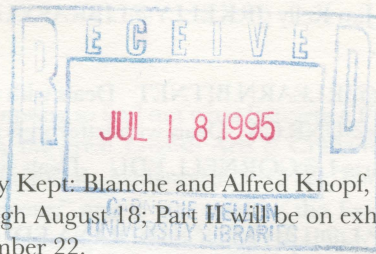
"The Work of Victor and Carolyn Hammer" through July 28
"Keats Bicentenary" September 19-November 22 both exhibitions at The Grolier Club (212) 838-6690.

WASHINGTON, DC

"Science and the Artist's Book" an exhibit pairing pioneering works in the history of Western science and artist's books inspired by them, the latter created especially for this exhibit. Half the exhibition is at the Washington Project for the Arts (202/347-4813) through September 2, and half at the Smithsonian Institution Libraries Exhibition Gallery, National Museum of American History (202/357-1568). In November, 1995, the second half of the show replaces the first half at the SIL gallery.

1995 Lieberman Lecture

Claire Badaracco will be speaking on "The Memorable Text: The Printed Good in Literary Design, 1920-1940." The lecture will take place on Friday, Sept. 22, at 4:30 p.m. at the University of Texas at Austin.



Internet Connections of Interest to APHA Members

For those members of the Association who have access to the Internet, the following Listservs (bulletin boards) may be of interest. If additional help is needed in subscribing to any of them, please contact Jim Kelly (JRKELLY@LIBRARY.UMASS.EDU) for assistance.

Typo-L@IRLEARN.BITNET Deals with typography

LetPress@UNB.CA Deals with letterpress printing

Book_Arts-L@CORNELL.EDU Deals with the book arts in general

SHARP-L@IUBVM.UCS.INDIANA.EDU Deals with topics of interest to the Society for the History of Authorship, Reading and Publishing

ExLibris@RUTVM1.BITNET Deals with the world of rare books and special collections

Please remember that you subscribe by sending a message to the listserv machine, not to the list address. For example, to subscribe to Exlibris, send to "listserv@rutvm1.bitnet" a message with only the text "subscribe exlibris [firstname lastname]" leaving out the quotation marks.

While some may have a reasonable and justifiable fear of being inundated by Listserv volume, nonetheless I would recommend that the reader try one (or more) of the above and then decide. Canceling one's subscription to a List is quite simple, but each is worth a week's trial before deciding whether the attendant distraction and clearing of one's mailbox is offset or not by the information gleaned, by the contacts with like-minded people, and by the general give and take of the correspondents.

—Jim Kelly

The Ludlow Quarterly

There is now a newsletter for Ludlow Typograph operators and enthusiasts. The Ludlow Quarterly will feature tips on operation and service of the Ludlow typesetting machine, feature articles on companies and individuals that use the Ludlow for hot lead typesetting, rubber stamp making, and hot foil stamping, and classified sections of "Wanted" and "For Sale" postings. The publisher plans to produce the newsletter letterpress, using Ludlow typography. A yearly subscription of 4 issues is available at \$6.00 U.S.; \$8.00 Canada; and \$12.00 Overseas. The classified rate is 15 cents per word. Subscriptions and inquiries to: The Ludlow Quarterly, 3115 W. Cavedale Dr., Phoenix, AZ 85027; Phone: (602) 581-1748.

Award for Outstanding Publications About Prints

The American Historical Print Collectors Society announced the opening of its annual competition for the most outstanding book, article, or catalog about prints. The award, established in 1988, recognizes and encourages work that enhances the understanding and appreciation of prints as part of the history and culture of the United States. Publications eligible for the award must be about prints, made before 1900, that relate to the American scene. Entries might have a narrow regional focus or be broad in scope. Original research, fresh assessments, and the way in which known material is drawn together will be taken into account by the jury. The award consists of a framed certificate and a \$500 cash prize.

This past year the award went to *Picturing Nature: American Nineteenth Century Zoological Illustration* by Ann Shelby Blum (Princeton University Press). Previous winners include: Gloria Deak for *Picturing America, 1497-1889*; E. McSherry Fowble for *Two Centuries of Prints in America, 1680-1880*; and John W. Reps for *St. Louis Illustrated: Nineteenth Century engravings and Lithographs of a Mississippi River Metropolis*; among others. This year's winner will be announced in May. The Society encourages submissions and therefore books submitted are eligible for two years. Please send submissions to AWARD, c/o Jonathan Flaccus, The Unique Antique, Main Street, Putney, VT 05346. For more information please call Mr. Flaccus at (802) 387-4488.

Book Design at Indiana University

A workshop entitled "Exploring Fables: a Book Design Workshop" is scheduled for July 16-21 at Indiana University in Bloomington. The workshop focuses on the study of the history of fables in print and includes a survey of other related illustrated children's books. Participants will produce a limited edition book with the staff of the Graphic Design Press at the Indiana University Hope School of Fine Arts. Teaching the workshop will be Nancy Lair, proprietor of Beech Grove Press and James Reidhaar, associate professor of Fine Arts. The workshop is sponsored by Indiana University's Division of Continuing Studies, Hope School of Fine Arts, Lilly Library and School of Library and Information Sciences. The course will draw on the resources in the collections of the Lilly Library and the Hope School of Fine Arts and the graphics facilities of the Hope School. Tuition, including all instructional materials, will be \$375.00. The registration deadline is June 30, 1995. For more information contact Jane Clay, Division of Continuing Studies, 204 Owen Hall, Indiana University, Bloomington, IN 47405. Phone: (812) 855-6329; FAX: (812) 855-8997; E-Mail: JCLAY@INDIANA.EDU

Book Talk



This association has occasionally engaged in small debate about the relationship of printing history to the history of publishing. The obvious one is that publishers need printers to produce their wares, and that relationship is certainly a fit part of printing history. And of course up into the 19th century, many trade publishing houses maintained their own printing plants.

Some of you may be familiar with Jacob Abbott's *Harper's Story Books* (New York: Harper & Brothers, 1855), which is a thorough illustrated description of the firm's printing facilities, and more said about the iron beams of the Franklin Square building than about publishing per se.

In some ways university presses carried this direct relationship to printing along later than did the commercial publishers of the United States. This was due in large measure to the need to print the scholarship of faculty and sometimes graduate students at a time when commercial publishers were little interested in this material.

Such a story is told in Albert Muto's book *The University of California Press, the Early Years, 1893-1953* (Berkeley: University of California Press, 1993.)

The Press got its start in, as one might guess from the title, 1893, at a university which traces its beginning to 1864. Indeed, the first publications, four geology bulletins by members of the faculty, and a monograph on child rearing by a graduate student, were purely exercises in printing. Even a commercial distribution system was lacking. There were in fact no sales; rather, the library used them as exchange for publications from other universities, an important means of collection building in those days.

The Press continued in the same vein for a number of years, and by the 1930s there were several dozen subject monograph series, with total publications numbering in the hundreds. During this time, little more than one real book a year was published.

From the 1930s to the early 1950s, the Press's story includes the struggle to free itself from the control of the University's printing service, and to become a full and independent publisher. This period also includes some fine design by university printer Samuel T. Farquhar and others, with several AIGA winners, and some work from Frederick Goudy, including his California Old Style type.

In 1953, with August Frug at the helm, and fully separated from printing, the Press entered its modern era, becoming one of the leading university publishing houses of the world. But this is presumably a story for a second volume.

Muto, who has served on the faculty of the Berkeley library school, has done an admirable job of bringing this history together, and making it coherent. He manages to include not only the politics, publishing and printing. It's an important addition to the body of knowledge on this interesting and important subject.

Philip A. Metzger

Notes and Queries

James Taylor is looking for a copy of *Printing History* no. 23. He is willing to buy it, or trade for numbers 7/8 or 13. Please contact him at: 22 The Drive, Stanwell Park, New South Wales 2508, Australia. Phone: (042) 94 2249; FAX: (042) 94 2929.

Inquiry: I am attempting to find out what happened to the metal type designed by the great English Arts & Crafts movement architect and designer C.R. Ashbee (1863-1942). The name of the type is "Endeavour," and it was used by the Essex House Press—Ashbee's own press, which he set up to publish the beautiful books he designed.

While examples of the work of the press are available for study, no one seems to know what happened to the *actual metal type* itself, after the press closed early in this century. I have asked leading Ashbee scholars (and even his surviving daughter!) about the fate of the metal type, and while each has graciously acknowledged that it's a good question, none have an answer as to what might have happened to it.

I am hoping that the type/printing/history community might help me turn up some clues. If you have any ideas about how I might pursue this grail, please contact me at the following address.

Respectfully yours,
Seth Joseph Weine
224 Thompson Street
New York, NY 10012

Available: Working 7 x 11 Pearl, hand-fed letterpress (with fly wheel and treadle). Also numerous fonts of lead type in cases. Please contact: Tony Amand, 4221 Aldine Street, Philadelphia, PA 19136; Phone: (215) 335-1070.

News

METRO (New York Metropolitan Reference and Research Library Agency) is doing a Printing Industry Survey, working to identify and survey the historical papers, oral histories and photographs of the printing industry in New York City and Westchester County, including professional associations, unions, and businesses. This is part of the New York State Archives and Record Administration's Documentary Heritage Program. APHA members Lowell Bodger, Catherine Brody, Jack Golden, Carl Schlesinger, and Irene Tichenor are on the Advisory Committee to METRO on this project. If you are interested in more information about the survey, contact La Nina Clayton of METRO at 212 228-2320.

New Members

In recognition of the new members who joined APHA at the time of the 1994 conference we run the list in its entirety. Our coverage of the conference and the 1995 annual meeting took up most of the space in the last two issues. Welcome! —the Editors.

Kenneth Auchincloss, New York, NY	Martha Repman, Philadelphia, PA
Anne H. Baker, Burke, VA	Antonio Rodriguez-Buckingham,
Bruce Barton, New York, NY	Hattiesburg, MS
Karen Battles, Stoneham, MA	John Ross, New York, NY
Anna R. Bryan, Newark, DE	Charlotte F. Safir, New York, NY
Joanne D. Chaison, Worcester, MA	Margaret Sherry, Freehold, NJ
Ellen McCallister Clark, Arlington, VA	Joanne Sonnichsen, Menlo Park, CA
Christine Clarke, University Park, PA	Bob Stern, New York, NY
Jacqueline Coleburn, Alexandria, VA	Laura E. Wasowicz, Worcester, MA
Elizabeth Dedick, Washington, DC	Richard Wendorf, Cambridge, MA
Lissa Dodington, New York, NY	Wes Westmoreland, Shelby, NC
Deirdre E. Donohue, New York, NY	
Philip B. Eppard, Troy, NY	<i>and our newest members:</i>
David A. Ferris, Cambridge, MA	David L. Andrews, New York, NY
Arnold M. Frucht, M.D., New York, NY	Herbert Blum, New York, NY
Milton McC. Gatch, New York, NY	Catholic University of America,
Eileen Hogan, London, England	Wash., D.C.
Eric Holzenberg, Brooklyn, NY	Marija Dalbello-Lovric, Toronto, Canada
Don Hosek, Claremont, CA	Francis Gagliardi, Plainville, CT
Jennifer Johnston, Irving, TX	J.B. Gulbranson, Panorama City, CA
Steingrimur Jonsson, Lund, Sweden	John Kristensen, Somerville, MA
Michael Josefowicz, New York, NY	Claudia Laub, Los Angeles, CA
Stephen A. Kanter, M.D., Pasadena, CA	J.W. MacLean, Orleans, MA
Robert L. Maxwell, Provo, UT	Ernest P. Mauk, Jr., Los Angeles, CA
Norman L. McKnight, Berkeley, CA	Doyce B. Nunis, Los Angeles, CA
Robert A. Metzler, Fairlee, VT	David A. Rawson, Williamsburg, VA
Marvin Mondlin, New York, NY	Katherine Reagan, New York, NY
Irving Oaklander, New York, NY	Richard Sasso, New York, NY



The Editorial Committee of *The APHA Newsletter* welcomes your news, announcements, comments and corrections. *The Newsletter* is published four 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 © 1994 by the American Printing History Association. All rights reserved.



The Veatchs *Arts of the Book*

Printing History & Technique
Fine Typography of Five Centuries
The Book Arts

20 Veronica Court
Smithtown, New York 11787
Telephone 516-265-3357
Fax 516-360-2296

CATALOGUES ISSUED

If APHA is your
THING...
Then we should
be your Book-
seller!

Write for free catalogues of
books on printing, fine press
and book arts.

TIMOTHY HAWLEY BOOKS
915 S. Third St.
Louisville, KY
40203
502-451-3021