The APHA Newsletter

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Stephen O. Saxe, Editor

19th Century American Typographic Periodicals

A friend of mine in Arkansas recently found some old printing periodicals at a book fair in Little Rock, and he wrote to learn more about them. In replying to him, I realized that these periodicals are not known to many people who are otherwise familiar with the literature of American printing. Although a great many learned papers have been written using information based on these publications, little has been written about the periodicals themselves. This is intended to be a start in that direction.

In any area of printing, it is always well to start by defining the field. With a good map of the terrain, it is possible to know the extent and topography of what might otherwise be terra incognita. Fortunately, with printing periodicals, there is an excellent guide in the form of a bibliography, Books and Printing: A Selected List of Periodicals, 1800-1942, compiled by Carolyn F. Ulrich and Karl Kup and published in 1943 by William E. Rudge and the New York Public Library. It lists almost every periodical in all major languages dealing with the book arts, including the dates of publication, brief

THE PRINTER

A Monthly Rebuspaper, deboted to the Surrests of the "Art Describite of all Arts."

COLUME II.

**COLUME II.*

1859 issue of *The Printer*. This issue features a biography of typefounder James Conner, probably written by David Bruce, Jr. (Illustrations in this article from the author's collection.)

description of subject matter, and other pertinent information. Although now scarce, it should be possible to consult it at major libraries.

There are several types of periodicals to distinguish, but the two main varieties are trade journals and house organs.

The first American printing trade journal of importance was *The Printer*, a monthly published in New York from 1858 to 1875(?). Although subsidized to some extent by the Conner typefoundry, which advertised many new typefaces in its pages, it was essentially independent, full of technical articles and news. It also included numerous unsigned articles about the history of typefounding and biographies of typefounders by David Bruce, Jr. These articles, especially, are a fine source of information on figures of importance in this field.

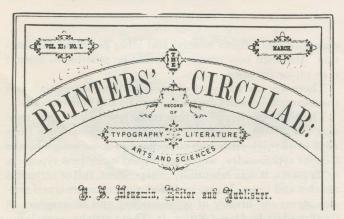
The most important trade journal, both to the trade and to the modern researcher, is *The Inland Printer*. It was pub-



Volume I, Number 1 of *The Inland Printer*, October, 1883. From this 24-page issue the magazine rapidly expanded to become the major printing trade journal in America for over 75 years.

lished monthly in Chicago starting in 1883, and from a small 24-page issue it rapidly expanded in size and importance. (The publication continues today, although a few years ago the publisher, with a fine disregard for tradition, renamed it American Printer.) Over the years The Inland Printer has covered every development of significance in the printing trade, and for many years was the publisher of articles by Henry L. Bullen. I am not aware of any good index to this most important printing periodical — if there is one I hope someone will bring it to my attention, and if there isn't, it would be a very useful tool for research. In 1977 Maurice Annenberg published A Typographical Journey Through Inland Printer, 1883-1900, which contains in 730 pages a fascinating mixture of articles and advertisements; it is a good introduction to the magazine for those who don't have access to the original bound volumes. It is still available from Maran Publishing Co., 320 N. Eutaw Street, Baltimore MD 21201.

Some of the lesser printing journals have much to offer and repay study. Two fine publications were American Model Printer, published by Kelly and Bartholomew, New York, 1879-1885, and its successor, American Art Printer, published by Bartholomew, New York, 1887-1890. These volumes contain examples of the finest letterpress color printing of the time, in the form of samples sent in by leading American printers eager to show their best work.



Another trade journal on my shelves is *The Printers' Circular*, published by R.S. Menamin, Philadelphia, 1866-1891. Menamin was the co-publisher, with J. Luther Ringwalt, of the *American Encyclopaedia of Printing* (1871).

House Organs

Some of the most interesting publications were house organs, sent out to customers and subscribers by typefoundries or by press and equipment dealers. One of the most important was *Typographic Advertiser*, issued by MacKellar, Smiths and Jordan, the leading American typefoundry, from 1855-1892. According to Ulrich and Kup, it was "a forerunner



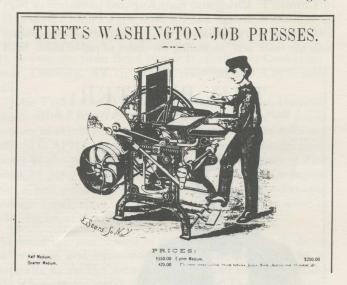
of all similar periodicals and, at the time of its appearance, of world—fame." It was edited by the great Thomas Mac-Kellar, whose skill and whimsical touch make the MS&J specimens such a delight to read, even today.

Other typefoundries issued periodicals, most with practical hints for the printer mixed with promotional matter. Some of these are *Practical Printer* (Inland Type Foundry, St. Louis, 1899-1911); *American Bulletin* (American Type Founders Co., New York, 1910-1918), *Chicago Specimen* (Marder, Luse, Chicago, 1867-1891), and *Typographic Messenger* (James Conner and Sons, New York, 1865-1881?).

A few foundries mixed their promotional copy with articles of a literary sort, which are generally not very interesting. Occassionally there is a surprise, however; a few years ago I found an unnoticed humorous short story by Theodore L. DeVinne (not usually noted for humor) in one of my bound volumes of *The Proof Sheet*, issued by the typefounders Collins and McLeester (Philadelphia, 1867-1882?). It was reprinted in *Printing History* 6 (1981.)



Many printing press and equipment dealers issued periodicals in addition to their usual catalogues. These include Golding & Co.'s *Printers Review*, and *Bulletin*; Damon and Peets' *Proof Sheet* (a title used by several publications); and *Printers' Album*. (This is listed by Ulrich and Kup as a house organ of the Challenge Machinery Co., but it later seems to have been issued by Schniedewend & Lee Co., Chicago.)



Advertisement in The Mirror of Typography, New York, 1869.

I only have skimmed the surface of this source of information — a glance at Ulrich & Kup's bibliography will make that very clear. These materials are not to be found at flea markets — my friend was very lucky. But many of them are available in major libraries, and for that we are all truly fortunate.

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Reminder APHA members are reminded to renew their memberships for 1989 immediately. Send your check for \$25 (for individual membership in the US) to APHA, P.O. Box 4922, Grand Central Station, New York, NY 10163.

The APHA Nominating Committee (consisting of John Hensch, Abe Lerner, Ruth Mortimer, Sue Allen, and James Green, chair) has nominated the following members to be APHA Trustees:

Peter Van Wingen, Library of Congress, Washington, DC

John Ballinger, bookseller, Williamsburg, VA Mary Phalen, The University of the Arts, Philadelphia

The APHA Awards Selection Committee (Philip Grushkin, Katherine Pantzer, Parker Worley, and Irene Tichenor, chair) has unanimously selected

Roderick Stinehour for the individual award

St. Bride Printing Library, London, for the institutional award.

Trustees will be elected and the Annual Awards presented at the APHA Annual Meeting at the New York Public Library Trustees Room, Saturday January 28. An account of the meeting will be given in the next Newsletter.

NOTES & QUERIES

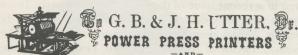
To the Editor:

I enjoyed your article about your collection of old bill heads.

We've been in the same building since 1876, the date the building was completed. You will notice on the 1861 bill head that the office was on Broad Street . . .

George H. Utter, II Co-publisher, The Westerly Sun Westerly, R.I.





Publishers of "The Narragansett Weekly,"

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The APHA Newsletter is published six times yearly by the American Printing History Association. Subscriptions are through membership in APHA, and include all publications. Personal memberships for the calendar year are \$25; \$30 for U.S. institutions. All subscriptions matters (other than purely editorial) should be sent to APHA, P.O. Box 4922, Grand Central Station, New York, NY 10163. Newsletter editorial correspondence only should be addressed directly to the Editor: Stephen O. Saxe, 1100 Madison Avenue, New York, NY 10028. Copyright ³⁰ 1989 by the American Printing History Association. All rights reserved.

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JOB PRINTERS.

Estimates furnished on application.

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THIRD AND WILLIAMS

To the Editor:

The great lead article in the current *Newsletter* struck a bell in my mind . . . You know of my work on the "other career" of Wilbur and Orville Wright as editors, printers, and publishers (*Printing History*, Vol. X, No. 1, 1988).

While we had no occassion to use it in our manuscript, I remembered a print I made in the Manuscript Division of the Library of Congress . . . As you see, it shows the bill head of Wright and Wright, Job Printers, which was used on July 23, 1892. They were then in their third location, (Corner Third and Williams) . . . Modern printers may be interested in the pricing.

August E. Brunsman Kettering, OH

To the Editor:

Your collection of printing trade billheads in *Newsletter* 86 prompted me to search the archives of Bowne & Co. for a specimen older than your first from 1847. The only earlier I can find is a crude example used in 1837, giving the address to which the firm had moved only the year before and reflecting at least five different typefaces (copy enclosed). As you know, it appears in your very useful book *Billheads and Broadsides* (1985) at page 34.

MEW-YORK, of Ingust 183 y

Mr. Mass Jaylor

for R, J. To. Bought of BOWND & OD.

BY A TROYAL Sith, Mayor " Lig paper full this " 235;

Much older Bowne & Co. billheads must survive, however, inasmuch as our company had been a commercial printer continuously since 1775. Those APHA members familiar with the popular recreation at South Street Seaport of our own 19th-century printing office, or who know us as the oldest surviving business in New York, will not be surprised that Bowne & Co. is intensely interested in its history. I would appreciate hearing from any of your readers with knowledge of Bowne & Co. imprints before 1837, including billheads and other ephemera.

> Douglas F. Bauer Corporate Secretary & Counsel Bowne & Co., Inc. New York, NY

RUGE'S MEW- YORK MYPE-FOUNDRY, Mo. 13 CHAMBERS-STREET. Mor Clin Sear, Hartford, Com. Rought of Brais William TERMS CASH

In addition to the photocopies shown with the above letters, the editor received from Robert M. Jones of The Glad Hand Press, Stamford, CT, this bill head of the Bruce typefoundry, dated 1875. Sharp eyes may detect the use of lines of black letter set in all caps, generally considered a failing of the uninformed compositor.

For those interested in collecting letterheads, a catalogue has been recently issued by William Frost Mobley and aGatherin' for \$5, deductible from purchases. The catalogue can be obtained from P.O. Box 10, Schoharie, NY 12157.

Carol T. Blinn (Warwick Press, 1 Cottage St., P.O. Box 70-A, Easthampton, MA 01027, tel. 413-527-5456), a noted private press printer and publisher, is seeking information about the history of a Hoe Washington press, serial number 4732. Information about the date of the press or its provenance will be greatly appreciated.

TABE & BRESSES

The unequaled collection of amateur printing presses collected by the late Martin Speckter and his wife Penny has been sold. The bulk of the collection went to a fellow APHA member, John Horn of Little Rock.

Mr. Horn came to New York for the purchase, and returned to Little Rock in a truck loaded with about 150 amateur presses — a number that continues to boggle your editor's mind in spite of his having visited the collection many times over the years. The presses range in size from the smallest of the small, weighing only a few ounces, to large table top presses like a Feuerstein Card Press and a Standard Press, the forerunner of the well-known Pilot Press. There were more than a dozen Kelsey presses and scores of Baltimoreans and Sigwalts in the collection. Mr. Horn is planning to make an exhibit of these presses and the rest of his collection, which will be open to those interested.

BOOKS

Former APHA President Morris Gelfand has made the AIGA's "best books of the year" list for the second time in three years. His edition of John DePol's From Dark to Light: Wood Engravings for the Stone House Press has been selected for the 1988 AIGA list. The book is printed in several colors, has essays about John DePol and 60 of his wood engravings. It is available for \$75 from The Stone House Press, P.O.

Box 196, Roslyn, NY 11576.

Followers of the Mark Hoffmann story in these pages may wish to read more about this bizarre and fascinating case. In the Newsletter I have focused almost entirely on his forging of the Oath of a Freeman, but Hoffman's criminal activities included the forging and selling of large numbers of early Morman printed documents. The following three books have been published on the case:

Salamander: The Story of the Mormon Forgery Murders. By Linda Sillitoe and Allen Roberts. 556 pages, 43 photographs, 6" x 9", hardcover. \$17.95 + \$1.75 postage from The Spoon River Press, P.O.Box 3635, Peoria, IL 61614.

A Gathering of Saints: A True Story of Money, Murder and Deceit. By Robert Lindsey. 397 pages, illustrated. Simon & Schuster, \$18.95.

The Mormon Murders: A True Story of Greed, Forgery, Deceit and Death. By Steven Naifeh and Gregory White Smith. 458 pages, illustrated. Weidenfeld & Nicolson, \$19.95.

Of Interest to APHA Members

The Stinehour Press: A Bibliographical Checklist of the First Thirty Years, 1950 through 1979. Selected and compiled by David Farrell, with an introduction by Roderick Stinehour. Printed letterpress, with illustrations printed offset in several colors. 370 pages, 7" x 10", limited to 1,200 copies. \$60 + \$3.50 postage, from Bev Chancy Jr. Books, 73 Croton Avenue, Ossining, NY 10562. NY residents add 8.25% sales tax.

John Taylor Book Ventures, 7 Cranborne Road, Hatfield, Hertfordshire AL10 8AW, UK, is now handling the publications of the Wynkyn de Worde Society. These titles are offered to APHA members at a 10% discount, postage paid. Some of the titles include Wynkyn de Worde: Father of Fleet Street, by James Moran, and a facsimile reprint of The Imprint No. 1, first published in 1913. Other books on modern and historic typography are offered; for a complete list write to Mr. Taylor at the address above.

As noted in a recent issue of the Newletter, some early Texas documents and broadsides have been discovered to be forgeries by APHA member, printer and rare book dealer W. Thomas Taylor of Austin. Thirteen Texas institutions and collectors own the suspected forgeries, none of which can be traced to a date before 1972. Issues related to the forged documents will be the subject of a two-day conference sponsored by the University of Houston in late October. Matters to be considered are forgery detection, scholarly issues, and tax and legal implications. The actual date has not been set; for further information contact Pat Bozeman, Head, Special Collections, University of Houston Libraries, Houston, TX 77204-2091.