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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

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-



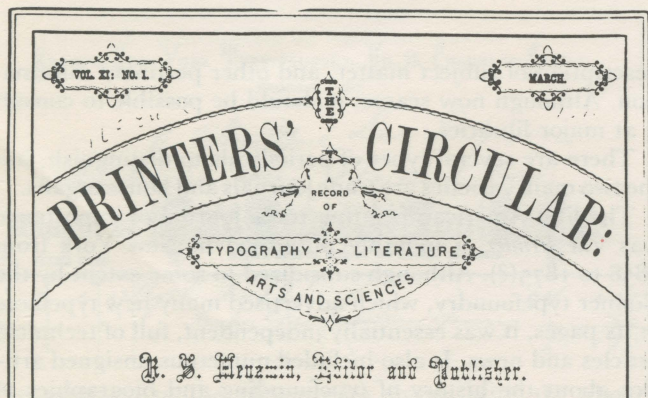
Volume I, Number 1 of *The Inland Printer*, October, 1883. From this 24-page issue the magazine rapidly expanded to become the major printing trade journal in America for over 75 years.

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.



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.)

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

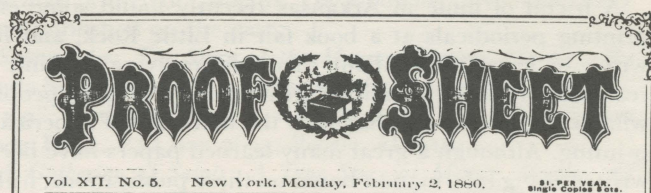
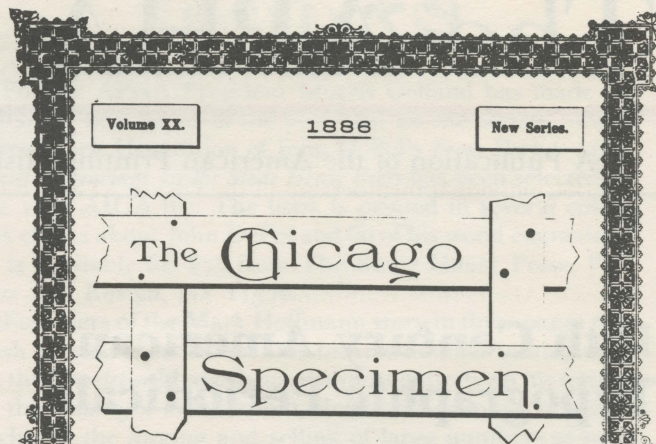
Some of the most interesting publications were house organs, sent out to customers and subscribers by typefoundries or by press and equipment dealers. One of the most important was *Typographic Advertiser*, issued by MacKellar, Smiths and Jordan, the leading American typefoundry, from 1855-1892. According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



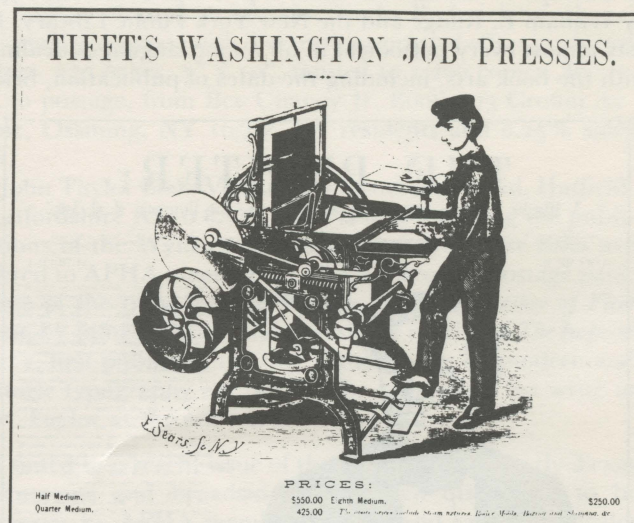
of all similar periodicals and, at the time of its appearance, of world-fame." It was edited by the great Thomas MacKellar, whose skill and whimsical touch make the MS&J specimens such a delight to read, even today.

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. Occasionally 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.)



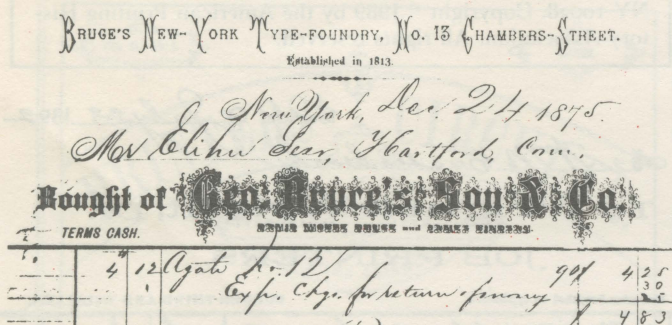
Advertisement in *The Mirror of Typography*, New York, 1869.

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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prised 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



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.

TYPE & PRESSES

The unequalled 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 Mormon 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 Chaney 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 *Newsletter*, 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.