

The APHA Newsletter

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California Fine Printing in the Twentieth Century 10 – 13 October 1996 The 21st Annual Conference of The American Printing History Association

THE AMERICAN PRINTING HISTORY ASSOCIATION's first conference on the Pacific Coast will focus on the rich traditions of fine printing in California during the twentieth century. The conference will be held at the renowned Henry E. Huntington Library, Gardens, and Galleries, in San Marino, with accommodations available at the nearby Doubletree Hotel in Pasadena.

Exhibitions at the Huntington Library, the William Andrews Clark Memorial Library, the Claremont Colleges Libraries, and the International Printing Museum in Buena Park will be of particular interest to those attending the Conference. Conference lectures, lunches, receptions, and bus transportation are included in the registration fee.

Pasadena developed its own identity in the nineteenth century, attracting prominent eastern families who wanted an attractive setting where they could winter with comfort. Henry E. Huntington, nephew of the founder of the Central Pacific Railroad, selected a ranch-site just south of Pasadena to build his California estate, San Marino. In addition to constructing a substantial residence in which to house his phenomenal collections of books and English art, he developed landscape gardens that have become world-renowned.

Among the highlights of Huntington's library, now in its own buildings, are the fabulous Ellesmere Chaucer, the manuscript of Benjamin Franklin's autobiography, a superb collection of incunabula including one of twelve surviving vellum copies of the Gutenberg Bible, more than forty Shakespeare quartos, and comparably rich holdings documenting the American West.

The climate and setting lent themselves to the development of distinctive architectural styles for houses, churches, and other public buildings. Pasadena abounds in Arts-and-Crafts buildings,

including an impressive number of houses by the Pasadena architects, Greene & Greene. The Gambles (Proctor & Gamble) of Cincinnati chose Greene & Greene to build their winter house in Pasadena, now a museum and one of the best preserved examples of an American Arts-and-Crafts bungalow. Effective use of the California-Mediterranean styles in the 1920s added still another theme to Pasadena buildings. Arthur H. Brown's city hall remains a striking place well worth visiting. Nearby are the Southwest Museum (on Mount Washington) and the Charles F. Lummis House, strongly influenced by traditional Mexican building styles, and housing excellent collections of Southwestern art. Not to be overlooked is the Norton Simon Museum, a small museum with an impressive collection of impressionist, modern, and contemporary art.

Not far from Pasadena are numerous sights of interest in greater Los Angeles. The Los Angeles area is rich in antiquarian book stores, museums, galleries, and libraries; so individuals may also wish to consider renting cars for the weekend. All in all there are sufficient temptations to make it worth while for APHA members to plan to spend an extra day or two before or after the conference.

Generous support of the program and events has been provided by the Henry E. Huntington Library, the Book Club of California, the Book Collectors of Los Angeles, Dawson's Book Shop, and the Zamorano Club.

The schedule of events for the conference and registration forms were sent to all members during the summer. If you did not receive one or if you need an additional form, please call Martin Hutner at (212) 982-6495.

—Peter Hanff, Vice President for Programs

New Publications

BOOK HISTORY • The Society for the History of Authorship, Reading and Publishing (SHARP) announced the creation of a new juried scholarly journal edited by Ezra Greenspan and Jonathan Rose and published by Penn State Press. *Book History*, a hardcover annual, will publish research on the history of the book, broadly defined as the history of the creation, dissemination, and reception of script and print. The first issue is scheduled for early 1998.

Membership in SHARP includes subscriptions to *Book History*, the quarterly newsletter *SHARP News* and the annual *Membership*

and Periodicals Directory. For membership information contact: Dr. Linda Connors, Drew Univ. Library, Madison, NJ 07940 or lconnors@drew.edu.

BIBLIO • A new publication premiered at the London Antiquarian Booksellers' Association Fair in June. *Biblio, The Magazine for Collectors of Books, Manuscripts and Ephemera* covers subjects ranging from medieval manuscripts to modern first editions, and from books to collectible ephemera. The magazine is available on newsstands and by subscription. For further information: Amy Knutson, Editor, *Biblio* 845 Willamette Street, Eugene, OR 97401 or see the web page (<http://bibliomag.com>).

IN MEMORIAM

JEROME M. EDELSTEIN

Jerome Melvin Edelstein, a former staff member of the Getty Center for the History of Art and the Humanities in Santa Monica, Calif., died on June 12 at Rhode Island Hospital in Providence. He was 71 and lived in Bristol, R.I.

Mr. Edelstein went to the Getty Center in 1986 as senior bibliographer and resource coordinator and was promoted to assistant director of collection development, a position he held until his retirement in 1994. Among his acquisitions for the cen-

ter were major collections of books on Islamic and Byzantine art and architecture, books and graphics by Max Ernst and the papers of the Italian Futurist F. T. Marinetti.

He taught history, literature and rare book librarianship at John Hopkins, the University of California and Brown University. Mr. Edelstein published *Wallace Stevens: A Descriptive Bibliography* in 1974.

ERICH WRONKER

Erich Wronker, scholar, printer, teacher, and collector, died 9 June 1996 at the age of 75. Throughout his life he shared his knowledge of printing, history, and language with friends and colleagues around the world. With his wife, Lili, he founded the Ron Press and assembled an extensive library on typography, archaeology, Judaica and numismatics, as well as type and numismatic collections.

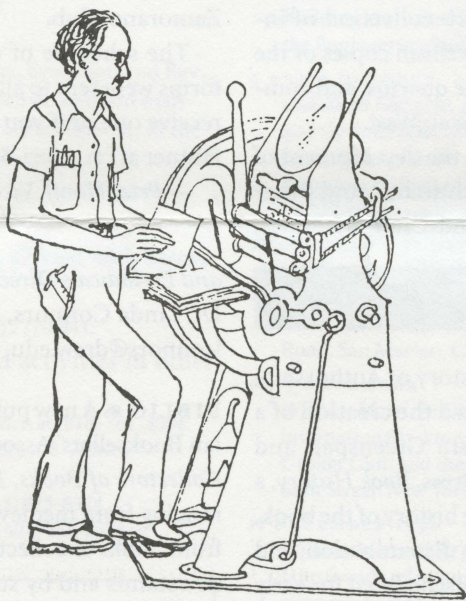
Erich was a founding member of the American Printing History Association, a member of the Typophiles, and a Fellow of the American Numismatic Society. He became an expert on printers' medals, awards, coins and badges, and other aspects of numismatics. In 1991, he published an article and portfolio based on his collection in the APHA journal *Printing History*. In 1992, he presented an illustrated lecture, "Printing History in Numismatics," for the APHA New York Chapter.

Erich Wronker was born in Frankfurt a/M and grew up in the small German town of Königstein. In 1933 the Nazis forced the family's flight to Paris, where he attended secondary school. The family then left for Cairo, and soon afterward Erich went to Palestine, where he began to study agriculture. These studies were interrupted by war. He was drafted by the British, and served in the Jewish Brigade. During and after WWII he helped many concentration camp survivors relocate and reunite in Palestine. Through sheer curiosity and enthusiasm he gained a wide knowledge of printing, history, and language despite his lack of formal education.

While living in Israel he wanted to become a printer but refused to borrow the money necessary to enter the printers' union. After his move to New York City in 1953, he was denied membership in the Typographical Union; but, determined in his desire to print, he learned to trace types from Arnold Bank, and with Eugene M. Ettenberg's book, *Type for Books and Advertising*, he studied the rudiments of design.

Through the aid of artist Marvin Billick, Erich began a thorough typographic apprenticeship with Louis Ansbacher at Edwin Rudge's shop. Later Robert Haas of the Ram Press taught him book printing, and sent him on to Siegle and Yahoda of the Profile Press. Dr. Robert L. Leslie helped Erich gain a proofreading position at New York University Press. He next took a position as proofreader in the Treaty Series department of the United Nations, where he became chief and remained for 25 years. Erich also taught typography and letterpress printing at the Cooper Union.

In 1955 after purchasing type and presses, a Chandler & Price, and a Golding Pearl foot-treadle, he and Lili began printing books, greeting cards, stationery, and proofs for book jackets and exhibits. The Wronker's press, known as The Ron Press ("Ron" is "Joy" in Hebrew), was a member of Ben Lieberman's Goudy Chappell of Private Presses for the duration of the Chappell's existence. Until his last months he kept a busy schedule attending lectures and club meetings, printing at home, visiting and travelling. He is survived by Lili, his wife of 44 years, a daughter, Rona, and a son, Eytan.



Erich Wronker printing on the Pearl press drawn by Lili Wronker.

Letterpress Printing and the Internet

I KNOW PEOPLE WHO FEEL THAT THE INTERNET IS TOO complicated for them to deal with. They are traditionalists who feel comfortable with the world of books, see no reason to become involved in this new form of communication, and are suspicious of what the new technology will do to the established patterns of reading and bibliography. In other words, they are like those who fought tooth and nail against the newly-invented art of letterpress printing when it was introduced by Joh. Gutenberg in the fifteenth century.

I won't belabor the point, which is simply that technology sometimes changes more quickly than people do. But there is no reason why thinking people cannot absorb and use the new technology, while remaining faithful to the old. With that in mind, I offer here a few suggestions for those interested in making use of the Internet as a tool to explore letterpress printing.

In the past year the Internet has come to mean, for most people, the amazing network called the World Wide Web, or WWW for short. At sites all over the world, people and institutions have placed text, images, information, as well as trivia and nonsense. Each site has a specific address known as an URL, or Universal Resource Locator. These addresses have been given the following form, in this case APHA's site:

http://wally.rit.edu/cary/printing_history.html

To get to APHA's site, you get on the Internet, start up your Web browser (such as Netscape), and type in the address you wish to go to. In a few seconds, you will find yourself reading about APHA. But that is only the beginning. Inside the text of APHA's pages, you will see certain words or phrases (usually in blue, but in this case in black). If any of these references interest you, you simply point the arrow controlled by your mouse on it, double click, and you will

almost instantly find yourself at a new site with information related to the blue word or phrase.

In other words, simply by manipulating the mouse, you can move from one resource to another, which may well be located physically in another part of the world. But to you, the reader, all these locations are, in effect within reach on your computer screen in moments.

Very well — where shall we start? One of the best Web sites I

know is one created by Eric Nevin for Briar Press. To start our tour of letterpress-related sites, simply type in Briar Press's address, or URL:

<http://westnet.com/~bpress>

(note that all URLs begin with the letters http followed by a colon and two slashes. "http" stands for hypertext transfer protocol, in case you wondered.

After typing that in, you see links in blue to take you to any of the following areas at this site: Letterpress ornaments, cuts and initial letters (all of which are available to be "downloaded" for free use in desktop publishing; Presses (more than a dozen printing presses of all kinds, with some information about each); and Resources (links to other Internet Web sites dealing with letterpress printing and the book arts.) Depending on which link you click on, the direction you go from this point is entirely up to you.

Here are some additional Web sites of interest to APHA members: William Morris Home Page:

<http://www.cuny.edu/wmorris/morris.html>

This is the site of the William Morris Society. It lists Morris centenary events worldwide, exhibitions, lectures, & scholarly activities.

Oak Knoll Books : <http://www.oakknoll.com>

Oak Knoll, in New Castle, Delaware, is well-known as the leading publisher of books about the history of the book, book arts, and printing; and of special interest to APHA members is the calendar of book arts related events. In addition, the site gives instructions for joining printing-related Internet newsgroups and electronic mailing lists. Oak Knoll can also be reached through the Briar Press site. The Oak Knoll site is highly recommended!

In addition to the World Wide Web, a major attraction of the Internet for printers are the newsgroups and electronic mailing lists mentioned above. In a "mailing list," all messages posted are sent in the form of e-mail messages to your Internet address, instead of being posted in a special newsgroup. Here are some of the most interesting, with instructions on how to join:

Book Arts-L: for book arts professionals including designers, binders, papermakers, letterpress printers. To subscribe, send an e-mail with no subject in the header, and only the following message: "subscribe book_arts-l [your name]"

The e-mail should be addressed to "listserv@listserv.syr.edu".

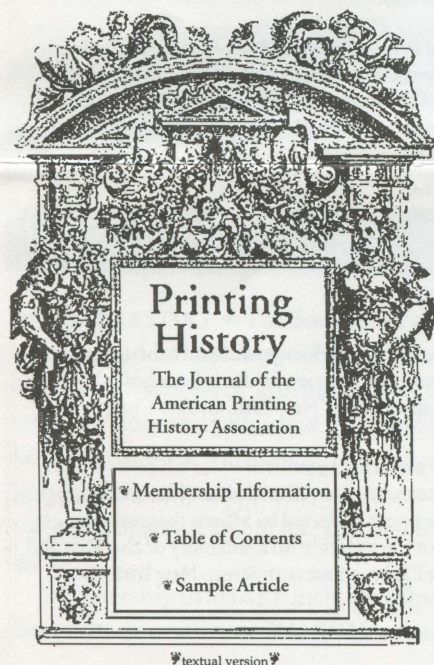
LetPress: A mailing list for letterpress printers, in which matters of interest are discussed and questions posed. To subscribe, send an e-mail to "listserv@unb.ca" with the message: "subscribe letpress [your name]"

Typo-L: a mailing list specifically for those interested in type and typography. Send an e-mail to: "listserv@irlearn.ucd.ie" with the message "subscribe typo-l [your name]"

There are also newsgroups dealing with digital type, which sometimes gets into a discussion of metal type and typography, called "alt.comp.fonts".

For those who might have additional questions, you can e-mail me at sos@westnet.com.

—Stephen O. Saxe



The APHA home page

Membership

1996 CONTRIBUTING MEMBERS

Susan M. Allan	Bob Hudson	Press of Appletree Alley
American Graphic Arts	Martin W. Hutner	William J. Pyper
David L. Andrews	Darrell Hyder	Charles Reichman
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Peter E. Hanff	Stephen Pekich	A. Kenneth Yost
John B. Hench	Rodney Phillips	

NEW APHA MEMBERS

Bayerische Staatsbibliothek, Munich, Germany; Keith Branscombe, Toronto, Canada; Bill Davis, Northbrook, IL; Randolph T. Faulkner, Smyrna, DE; George E. Finlay, Jr., Winchester, MA; Margareta Frimodig, Malmö, Sweden; Gunnel Hedberg, Malmö, Sweden; Douglas J. Horne, Hyde Park, VT; Roger Jacobson, Lund, Sweden; Robert Norton, Redmond, WA; Donald Oresman, New York, NY; Per. S. Ridderstad, Lidö, Sweden; William W. Robinson, St. Joseph, MI; Carol Z. Rothkopf, Summit, NJ; Sherwin Beach Press, Chicago, IL; Karin Sundén, Kivik, Sweden; Michael Tobin, Sterling VA; Jeanette Woodward, Santa Fe, NM

Chapter News

APHA New York Chapter — Fall 1996 Events:

MONDAY, 25 NOVEMBER AT 6:00 PM

"Design and Typography of *The New York Times*, Evolution and Revolution." A presentation by Louis Silverstein, former assistant managing editor of *The New York Times* and corporate art director of the New York Times Company.

FRIDAY, 13 DECEMBER AT 6:00 PM

APHA/NY Holiday Party

Both events will be held at the Grolier Club, 47 East 60th Street, New York. For further information call:

The New York Chapter • Lowell Bodger (212) 777-0841.

For information about membership and activities in other APHA chapters please call:

The Southern California Chapter • Regis Graden at (818) 361-4004.

The Chesapeake Chapter • Mike Kaylor at (410) 778-7896 or mike.kalor@washcoll.edu.

The Philadelphia Chapter • Mary Phelan (215) 875-8574.

The New England Chapter • Alice Beckwith (401) 865-2354 or abeckwith@providence.edu.

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 \$40 for Institutions; \$50 for Contributing memberships; \$75 for Student memberships \$15. 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 © 1996 by the American Printing History Association. All rights reserved.

Calendar of Events

THROUGH 8 NOVEMBER

From Bibles to Bibelots, Book Ownership and Collecting from the 14th to the 20th Centuries: The exhibition shows cultural highs and lows through seven centuries. M – F/9 am – 5 pm. The Rare Book Department, The Free Library of Philadelphia 1901 Vine Street, Philadelphia PA 19103.

THROUGH 11 NOVEMBER

Kelmscott and Beyond: William Morris & Modern Fine Printing, San Francisco Public Library, Book Arts and Special Collections Center, 6th Floor, New Main Library, Civic Center, San Francisco, CA 94102. Contact: Asa Peavy or Andrea Grimes, 415-557-4560.

THROUGH 23 NOVEMBER

"so precious a foundation": An exhibition at the Grolier Club of over 100 carefully selected treasures from the Library of Leander van Ess in the Burke Library at Union Theological Seminary in the City of New York. For information on publications related to the exhibition: Grolier Club, 47 East 60th Street, New York City.

THROUGH 11 JANUARY, 1997

The Romance of the Stone: Lithography, 1796 - 1825: A major exhibition examines the early commercial and fine art history of lithography. New York Public Library, Third Floor Galleries of the Center for the Humanities, 5th Avenue and 42nd Street. New York City.

27 SEPT - 7 DECEMBER,

(Opening Reception: Friday, September 27, 6-8 PM)

Paper, Art & the Book: This exhibition will reveal the innovative ways artists utilize paper to express the ideas contained within books and broadsides. Center for Book Arts Gallery, 626 Broadway New York City. Hours: 10 am – 6 pm M–F and Sat. 10 am – 4 pm.

3 OCTOBER - 18 DECEMBER 1996

The Kelmscott Press and Its Legacy: All four of the library's copies of the Kelmscott Chaucer are exhibited with books from the Ashendene, Vale, Eragny, Essex House, and Doves presses. Bridwell Library, Perkins School of Theology, Southern Methodist University, Dallas, TX.

4 OCTOBER - 8 NOVEMBER

Paul Rand Retrospective: A retrospective of the designer's work. Displays in the Lubalin Center, the Houghton Gallery located in the Foundation Building at 7th Street and Third Avenue, and at the Humanities Gallery of the Engineering Building, 51 Astor Place, New York City.

5 AND 6 OCTOBER

Oak Knoll Fest 1996, Annual Private Press and Book Fair: David Esslemont and Gaylord Schanilec to speak at this year's annual private press book fair featuring books printed by letterpress and illustrated by respected illustrators and wood-engravers. Oak Knoll 414 Delaware Street, New Castle, DE 19720. 1-302-328-7232.

25 OCTOBER - 31 DECEMBER

William Morris Works from the Berger Collection: Exhibition from the unrivaled private collection of Sanford and Helen Berger at Huntington Library Art Gallery, San Marino, CA. The Huntington Library, 1151 Oxford Road, San Marino, CA 91108.

6 - 7 DECEMBER

William Morris in Our Time: A two-day symposium on Morris featuring internationally-known speakers in a variety of disciplines hosted by the Grolier Club and the City University of New York. Grolier Club, 47 East 60th Street, New York City.

11 DECEMBER 1996 - 15 FEBRUARY 1997

William Morris: The Collector as Creator: The Grolier Club exhibition presents a wide selection of the books collected by Morris that served as creative sparks for his work. For information on availability of checklist and special publication: Grolier Club, 47 East 60th Street, New York City.