

The APHA THE AMERICAN PRINTING HISTORY ASSOCIATION Letter

No. 21

January-February, 1978

This newsletter, a bimonthly publication of the American Printing History Association, Inc., is sent without charge to all members. See back page for mailing address information. Editor: Prof. Catherine T. Brody.

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ANNUAL MEETING. APHA's Fourth Annual General Meeting was held on January 28th at the Harkness Theater of Columbia University's Butler Library. Despite New York's cold weather, the auditorium was well filled, both with New York area residents and with a number of out-of-towners. The APHA meeting climaxed a busy week in New York, during which the Bibliographical Society of America, the Grolier Club, the College Art Association and the Art Libraries Society also held their annual meetings. The APHA agenda included a brief business meeting, the election of new officers and board members, retiring president J. Ben Lieberman's "farewell address," and the presentation of the Third Annual APHA Award to Joseph Blumenthal. Several citations were also presented in the name of the organization. Featured speaker was Roderick Stinehour. A reception after the program gave members an opportunity to meet one another, their APHA officers and trustees, and the honored guests of the day.

ELECTION OF OFFICERS. The slate of new officers and trustees, as proposed by the Nominating Committee at the Annual Meeting, was unanimously accepted. New president is Catherine Taylor Brody (New York City Community College), who has been vice president for the past four years and editor of the APHA LETTER. Under a recently adopted Bylaw provision, three vice presidents were elected; Philip Grushkin (free lance designer and calligrapher) as program vice president, Jack Golden (Designers 3) as publications vice president, and E.H. "Pat" Taylor (Life Underwriters Assn.) as membership vice president. Herbert Johnson (Teachers College Press) was elected treasurer, and Jean Peters (R.R. Bowker) was named secretary. Each officer is to serve for a two-year term. The new trustees named include Joseph R. Dunlap and Terry Belanger, to serve through 1978; Lili Wronker to serve through 1979; Abe Lerner, Leonard Schlosser, and Parker Worley, to serve through 1980.

THIRD ANNUAL APHA AWARD. A warmly applauded feature of APHA's Annual Meeting was the presentation of the Third Annual APHA Award to Joseph Blumenthal, who, both as practitioner and as historian, has contributed so much to American printing. President Lieberman presented the commemorative plaque to Mr. Blumenthal "in grateful recognition of his contributions to American printing history by the writing of two major books in the field, The Art of the Printed Book in 1973 and The Printed Book in America in 1977, resulting from his lifelong attention to the subject and his deep love of the fine printing tradition."

Dr. Lieberman went on to explain the basis of this award by APHA's Board of Trustees. He pointed out that the name of Joseph Blumenthal is well known to everyone with any acquaintance with the course of fine printing in the past half century. His Spiral Press is deservedly famous for its quality printing. His Emerson typeface is "unobtrusively beautiful and thus ideal." "And yet," Dr. Lieberman continued, "we honor him here today not for these contributions...but specifically for his contri-

butions as a scholar of printing history, as a printer scholar or scholar printer, in the tradition of Isaiah Thomas, of DeVinne and of Updike."

Prolonged applause greeted Joseph Blumenthal as he accepted the award. In his brief acceptance speech, Mr. Blumenthal remarked, "Printing has been very good to me. It has given me not merely a livelihood, but a good life, which is a much greater reward. If, through these two books I have given something back to the trade that nurtured me, I'll be very pleased." He promised to treasure the burnished cooper plaque, engraved with the words of APHA's citation, as a reminder of his commitment.

CITATIONS. A special feature of the Annual General Meeting was the bestowal of handsomely printed citations to some of the people who have contributed conspicuously to APHA's early growth. To Stuart C. Dobson, whose title of Treasurer gave little hint of the variety of duties he so ably undertook, Dr. Lieberman presented a citation inscribed as being "awarded to Stuart C. Dobson in grateful recognition of his services far beyond the requirements of his office as treasurer, thereby contributing immeasurably to the success of APHA in its early years."

Another certificate of appreciation went to Miriam Steinert, APHA's first membership secretary. As Dr. Lieberman remarked, Mrs. Steinert "literally worked marvels through her dedicated work in behalf of the Association during its very early stages. She was literally indispensable for the period during which she worked." Many current members will remember Miriam Steinert's friendly welcoming letter when they first joined the organization.

The meeting was later interrupted by incoming president Catherine Brody, who took over the microphone in order to present surprise citations to Dr. J. Ben Lieberman, APHA's founder and first president, and to his wife, Elizabeth. The citation expresses appreciation to Dr. Lieberman "whose vision was responsible for the birth of APHA, and whose constant and dynamic devotion has been a determinant factor in APHA's successful development. As he departs now from our routine councils, having served with distinction as our Chairman and President since our organization's inception in 1973, we are heartened by our knowledge that we can continue to count always on his help and encouragement whenever the need arises. For both his indispensable contributions of the past, and the advice and support we shall receive from him in the future, we hereby express our deepest respect and gratitude...."

Ben's wife Elizabeth was called up to receive a second surprise citation from the officers and trustees, thanking her for her valuable contributions to the growth of APHA. All these special citations were fittingly designed by Herbert Johnson and printed by E.H. "Pat" Taylor at his Out of Sorts Pres.

PRESIDENT'S FAREWELL ADDRESS. In his "farewell address," Dr. Lieberman reemphasized his understanding of what APHA is and should be. He hopes that APHA will never become an elitist organization, but will continue to serve the broadest possible membership. He feels that, "scholarship" can be of all kinds, and APHA should encourage the study of printing history at all levels, from that of the amateur to that of the professional scholar. He hopes the emphasis will be on a "grass roots" type of organization, with many local chapters. The "American" in APHA's name was meant, he noted, to be understood in the context of world printing history. "On the other hand," he added, "there is a lot of work that needs to be done on American printing, and this is where the emphasis should seem to be, but it still should be seen in its larger context." In Dr. Lieberman's view, APHA should not attempt to be an activist organization, making history rather than dealing with it. "Underlying all this is the basic assumption that I go on," Dr. Lieberman concluded. "We are in the third printing revolution. It gives every evidence of being simply an automatic cold thing unless we hold to the human values of printing and do what we can to foster them. I think in essence that this organization was founded to sustain, protect, preserve, and nurture those human values."

THE AMERICAN SCHOLAR PRINTER. Featured speaker of the Annual General Meeting was Roderick Stinehour, of the Stinehour Press, whose talk on "The American Scholar Printer" was particularly appropriate for the occasion. Mr. Stinehour's carefully prepared talk traced the tradition of the scholar printer in America from the time of Colonial Amer-

ica's early printers down to the present. Members will be pleased to learn that APHA hopes to publish this informative talk so it will be available to all in more permanent form. Mr. Stinehour concentrated on the careers of the three great scholar printers through whom the tradition has come down to us: Isaiah Thomas, Theodore Low DeVinne and Daniel Berkley Updike. He brought his treatment of the subject down to our own time by noting the contributions of Joseph Blumenthal, whose name now deserves to be added to the list of American scholar printers, as he told the audience. To "printer," the title Joseph Blumenthal has so well earned through his craftsmanship, must now be joined the equally honorable title of "scholar." The audience enthusiastically agreed.

ANNUAL REPORT. According to APHA Bylaws, an annual report, written by the Secretary and approved by the Board, is to be distributed to all members. Herewith we present the Annual Report for the Year 1977, as prepared by APHA Secretary Joseph R. Dunlap.

Public Occasions. This year again, APHA's two public occasions were particularly interesting. On January 29, at the Annual Meeting, APHA's Second Annual Award was presented to Rollo Silver, who then addressed the audience on "Writing the History of American Printing." After an excellent survey of what has been done and what needs to be done, he offered a number of suggestions for future research. APHA, he asserted, "must help the scholar and it must settle for nothing less than the highest standards."

The text of this speech was produced in a pleasing format. It was designed by Herbert Johnson, composed by Pat Taylor, edited by Terry Belanger, and printed by Edna Beilenson. Many favorable comments have followed its appearance.

On September 24, APHA held its Second Annual Conference. The theme this year, chosen by Jack Golden and his committee, was "Printing Revolutions" The First Two and What They Can Teach the Third." The speakers -- Frank Romano, Leonard Schlosser, Paul Noble, Mike Bruno and Ken McCormick -- brought special insight to the different aspects of this important subject.

Publications. The APHA LETTER, edited by Catherine Brody, has continued to bring interesting and useful news and comments to APHA's widespread membership.

The Board of Trustees approved plans to establish a journal which would carry essays on all aspects of printing and book history. Susan Thompson was selected as the editor, and Jack Golden was named to head the Publications Committee.

Bylaws. As in many organizations, APHA's Bylaws need scrutiny from time to time. Terry Belanger was commissioned to look at them this year and to point out where changes need to be made. As a result of his suggestions, several revisions have been made.

Things to Come. APHA's Annual Award for 1978 will be presented to Joseph Blumenthal, historian of printing and for many years proprietor of the Spiral Press.

The Board of Trustees approved the addition of two vice presidents to the present number of officers of APHA. The three vice presidents will oversee the activities of the Association in the fields of Publications, Program, and Membership (including Chapters).

Notes. APHA, as of November 1977, has 879 members. This does not include the second member of joint memberships or institutional members.

The Two-Thirds Press, a reduced replica of the Colonial Common Press which was constructed for the Bicentennial, is now at the Bank Street School on West 112th Street (NYC) where its use for team printing is much appreciated.

ANNUAL FINANCIAL REPORT. The following report, for the calendar year 1977, has been submitted by APHA Treasurer Stuart C. Dobson.

Cash in Bank, January 24, 1977	\$1,688.33
<u>Income</u>	
Dues, subscriptions, sale of publications	\$7,817.75
Conference registrations	880.00
Sale of mailing lists	402.57
	<u>9,100.32</u>
	\$10,788.65

<u>Expenditures</u>	(from previous page) \$10,788.65
Printing and photocopying	\$2,481.82
Conference expenses	1,518.87
Postage and transportation	1,146.16
Annual meeting expense	299.80
Cost of mailing lists sold	232.35
Telephone	104.00
Typing	96.00
Stationery supplies	75.84
Permissions	20.00
Bank charge	1.25
	<u>\$5,976.09</u>

Cash in Bank, January 27, 1978 \$4,812.56

Mr. Dobson adds that because of the timing of the receipt of certain income the financial picture looks slightly better than it actually is. Nonetheless, APHA is solvent, and hopes to improve its financial situation so future projects may be undertaken with confidence!

PHILADELPHIA CHAPTER. At the APHA Board Meeting held on January 28, 1978, just prior to the Annual Meeting, the application of Philadelphia for chapter status was approved. Association members living in the Philadelphia area will thus have a better opportunity to participate in APHA activities at the local level, while both celebrating and preserving Philadelphia's historic printing heritage. To Thomas Whitehead (Temple University Library) goes the credit for organizing the formation of this newest chapter. As a prelude to chapter formation, the Rare Book Collection of Paley Library of Temple University sponsored two lectures and an exhibit on Philadelphia Printing History in early December. Dr. Scott Bruntjen (Shippensburg State College Library) spoke on "Philadelphia and the American Imprints Inventory," and Walter Hershey (former sales engineer for Lanston Monotype) gave first-hand recollections of "The Lanston Monotype Machine Company: The Philadelphia Years." Dr. J. Ben Lieberman, then APHA President, was a special guest at this meeting.

NEW YORK CHAPTER. APHA's New York Chapter has proceeded with its busy season of program meetings. Mirjam M. Foot, Asst. Keeper of the Rare Book Department of the British Library, presented an illustrated lecture on "English Bookbinding, 8th Century to the Present" on January 24th. Other scheduled lecturers include Edna Beilenson (President, Peter Pauper Press, Inc.) on "Fifty Years of the Peter Pauper Press (March), and Susan Otis Thompson (Asst. Prof., School of Library Service, Columbia University) on "Elbert Hubbard and Thomas Bird Mosher" (May).

CONFERENCE PROCEEDINGS. All but one of the speeches presented at the Second Annual Conference of APHA (September 24, 1977) are being published in the January issue of Printing Paper Quarterly. This issue will be distributed to APHA members in the near future, through the courtesy of the journal's publisher. Printing Paper Quarterly, incidentally, is the new name for d/a, the Paper Makers Advertising Association's 67-year-old graphic arts magazine, directed, primarily, at paper buyers and specifiers. The January 1978 issue is the first under the new name. The magazine was known as Direct Advertising from 1911 to 1964, when it adopted the d/a designation. Fred Van Voorhis, editor of the quarterly, has generously cooperated in making this issue available to APHA members.

The AB Bookman's Yearbook for 1976 (Part Two: The Old & the New), distributed only recently, includes a number of speeches from the 1976 APHA Conference as its major editorial content. The issue is appropriately subtitled "Perspectives in Printing History." AB is offering a special price of \$4.00 to APHA members for this issue of the Yearbook, to be ordered from AB Bookman's Weekly, P.O. Box AB, Clifton, NJ 07015.

PROP CARD SWAPPERS. Here are the names of two more private press printers who have expressed their wish to exchange prop cards with other APHA members who are also private press proprietors, or "props." See the previous three issues of APHA LETTER for further details, and for the names and addresses of other props who would like to exchange cards. If need dictates, future issues of this newsletter will contain additional names.

Mr. Leslie W. Boyer, The Private Press of Leslie W. Boyer, 535 Kickerillo Drive, Houston, TX 77079

Mr. Marion Jack Yaeger, Fir Breeze Printery, 18204 64th Avenue, West, Lynnwood, WA 98036

EXHIBITS.

The Grolier Club (47 E. 60th St., NYC). Through April 8th. "Printing in France 1850-1900: The Artist and New Technologies." Over 100 preparatory drawings, illustrated books, journals, posters, prints, and 19th century material on printing processes, reflecting how artists adapted new printing techniques.

New York Public Library (5th Ave. & 42nd St., NYC). Through April 31. "Beneath Another Sun, Literature in Exile." Letters, manuscripts, and early printed editions by famous literary exiles.

Library of Congress (Washington, D.C.). Through March 31. Fifty Years of the Rare Book and Special Collections Division. Fine books and manuscripts acquired since 1927, including the Giant Bible of Mainz, Lincoln's Inaugural Bible, and the Bay Psalm Book.

OBITUARIES.

Giovanni Mardersteig, generally acknowledged to be the greatest printer of the 20th century, died on December 27, 1977 in Verona, Italy, after a long illness, at the age of 85. The beautiful volumes he produced at the Officina Bodoni attest to his superb standards of craftsmanship and scholarship. The 150 books he printed, moreover, are themselves works of art. The typefaces he designed, such as Dante, Griffo, and Zeno, have had wide popularity. His son Martino was his assistant for many years, as manager of the Stamperia Valdona, which was devoted to machine production. Happily, Martino has announced that he will continue the work of the Officina Bodoni, in collaboration with his mother and his wife. A visit to the Mardersteig home (where the Officina Bodoni is located) was one of the highlights of the 1976 visit of the Typophiles to Verona.

H. Richard Archer, whose happy plans for retirement were announced in the last APHA LETTER, died January 19, 1978, in Boston. He was 66. During the 20 years he was in charge of the Chapin Library of Williams College the library collection, especially in English and American literature and the graphic arts, grew substantially. Archer was a member of APHA from the beginning, and briefly was chairman of the Research Committee. He was also a member of the Grolier Club, the Zamorano Club, the (Boston) Society of Printers, the Typophiles, and other organizations. After his retirement in 1977, Archer had been looking forward to spending more time working at his Hippogryph private press. As mentioned in our last issue, the H. Richard Archer Book Fund was established last year for the acquisition of choice examples of 20th century printing. The Chapin Library recently presented a memorial exhibition in his honor.

A PRESS FOR THE SMITHSONIAN. Thanks to "the prepared mind" and observant eye of APHA trustee Stephen O. Saxe, the Hall of Graphic Arts at the Smithsonian Institution in Washington was able to obtain an important early press. Steve was reading the New York Times in late November when he noticed a classified ad offering a hand press for \$500. He wrote to the box number, and received a Polaroid photograph a few days later. "With a magnifying glass," he recalls, "I could see that it was cast with the name of the Cincinnati Type Foundry on it. I called Roger Campbell (curator of the Bowne & Co. Shop at the South Street Seaport Museum) and we drove to New Jersey the following weekend to look at it. It weighed over a ton, which ended my hopes of getting it into my living room between the Albion and the Pearl! Even Roger decided

he couldn't handle it. The platen size is 26" x 42" -- a press made to print newspapers. I called Elizabeth Harris (curator of the Smithsonian's graphic arts collection); she spoke to both Roger and myself; and on our recommendations bought the press for the Smithsonian. It is now in the basement workshop being restored (mainly, having a tympan and frisket made), and Elizabeth says that eventually it will be moved upstairs to go on exhibit, replacing the Washington handpress that is now there." Mr. Saxe adds that the press seems to date from around 1850-1860. The casting has a motif of guns, cannon balls, eagles, and flags that seems to indicate the Civil War era.

BAYBERRY HILL PRESS. From Foster Macy Johnson, prop. of the Bayberry Hill Press (403 Preston Ave., Meriden, CT 06450) comes a remarkably generous offer for some fortunate institution or individual. Mr. Johnson writes as follows:

"In 1959 I established a private press in my basement, and over the years its operation has afforded me the greatest pleasure and satisfaction I have ever known. The name I gave my press is Bayberry Hill Press. However, I am now fast approaching my 79th birthday, and I find that aside from being afflicted with cancer, I do not have the strength to carry on the work for the many hours a day that I used in former days to devote to the work. Over the years I have published well over 75 books in very limited editions, in almost all cases setting the type, printing and binding these entire editions by myself. A number of my productions have brought praise from college and university librarians as well as from collectors of private press books, and a number have been listed in rare book catalogs at rather exorbitant prices. Many of them are listed in the publication Private Press Books.

"My equipment consists of three "job" presses, one of which was, for years, the property of Fred Goudy and was used extensively by Mr. Goudy and his famous wife. I have a large assortment of types, including Caslon, Bodoni, Jenson, Bookman, Centaur (and Arrighi Italic), all in good sized fonts and sizes as well as a number of other faces. I have five type cabinets, a large composing stone and electric saw-trimmer. Also the usual assortment of wood and steel furniture and other equipment too numerous to mention, necessary to the printer of limited editions of high quality. I have a very good "standing press" for use in my bindery work.

"All this brings me to the reason for this letter. I am most anxious to give (not sell) this whole outfit to someone or some school or university who will make good use of it, and carry on, if not in the tradition of Bayberry Hill Press, at least in a way that will bring pleasure and fulfillment. My hope would be that through your Newsletter for APHA you could locate such a person or organization. I should be happy to have him or her come here to Meriden and inspect Bayberry Hill Press and take possession of it. The only expense that the new owner would have to assume would be the cost of removing the complete shop from my basement (which might run into a fair sum of money)."

Please write to Mr. Johnson if you feel you are qualified to accept this noble offer. We hope that Mr. Johnson will find the appropriate person to share the joy that his private press has brought to him.

COURSES, WORKSHOPS, ETC.

Heritage of the Graphic Arts, "Books and Their Makers." A ten-lecture series (in tribute to the memory of Giovanni Mardersteig), March 1-May 3, featuring a number of distinguished speakers from the U.S. and abroad. Wednesday evenings, 7-9 P.M., Willkie Memorial Bldg., 20 W. 40th St., NYC. Course: \$50.00, single lecture: \$6.00; 10% discount to APHA members. For further information, write to Heritage of the Graphic Arts, 140 Lincoln Rd., Brooklyn, NY 11225.

Printing and Publishing on the Handpress. A five-week workshop, sponsored by the Graduate School of Library Service of The University of Alabama, to be held in Verona, Italy June 6-July 7, 1978, and conducted by Richard Gabriel Rummonds at his Plain Wrapper Press. \$360.00 workshop fee, plus housing, meals, transportation. For further information write to Dean James D. Ramer, Graduate School of Library Service, P.O. Box 6242, University, AL 35486.

AN ANNIVERSARY FOR JOHN DE POL. The recently issued Franklin Keepsake volume, My Dear Girl II, the twenty-fifth in this highly regarded series, was illustrated with wood engravings by John De Pol. It was a silver anniversary for Mr. De Pol as well as for the series, for he has illustrated all of these charming books since the inception of the series in 1953 -- a truly remarkable record. A comprehensive collection of works by Mr. De Pol was shown recently at the Seaport Gallery of the South Street Seaport Museum in New York City. In addition to a large collection of his wood engravings -- with a display of original blocks, engraving tools and a photo essay on the technique of the art -- the exhibit included a selection of De Pol's early sketches, etchings and lithographs. At one time, wood engraving was the chief form of printed illustrations. With the introduction of photomechanical methods, the art practically disappeared from commercial use. In the hope of keeping the craft alive, Mr. De Pol has been teaching a course in wood engraving for the South Street Seaport Museum. In the heyday of wood engraving, in the 19th century, South Street was New York's printing center, so the location is most appropriate.

MAKE WAY FOR THE NEW. Now that "typography" has nothing to do with type the following bit of information shouldn't surprise us, but somehow it strikes a sad note. The Meriden (CT) Record and Journal has modernized not only its equipment but also its terminology. The newspaper has decided to eliminate the use of the term "composing room." It is now to be called the "graphic services department." Somehow the new phrase lacks the old magic, but it only reflects the drastic changes in the nature of newspaper production.

MEMBERS' QUERIES.

Robert F. Hanson (Printed Pages, P.O. Box 640, Mattituck, NY 11952) is looking for a small press (3" x 5"), reasonably priced, preferably with type. He wants this for a beginner -- himself. He notes that the new Kelsey presses and kits are too expensive, and he would like to buy a second-hand one. Mr. Hanson is the editor and publisher of The Microbibliophile and The O.P. Bookletter, information about which may be obtained from the address above. (E. Kennedy Whitesitt's article in the February O.P. Bookletter on his typographic collection is especially recommended.

David Farrell (King Library Press, University of Kentucky Libraries, Lexington, KY 40506) is collecting notes on hand presses that are operating or have operated at American colleges and universities. He would appreciate hearing from anyone who has worked at such a hand press or has knowledge of one.

Peter Koch (Black Stone Press, 190 S. 3rd West, Missoula, MT 59801) recently ran across mention of William Venard's Branding Iron Press in Terry, MT, in Print Magazine, ca. 1941. He is interested in finding out more about this press, and wonders if any readers of APHA LETTER have any knowledge of the press, its proprietor, and output.

Lester Lloyd (909 Moon Court, Lafayette, CA 94549) is interested in trying to get more information on printing in Hawaii. As he remarks, it seems to be one of the areas in which we haven't too much information. Oswald's Printing in the Americas has exactly two pages on Hawaiian printing; Pioneer Imprints from Fifty States (U.S. Library of Congress) has only one, although footnotes cite T.M. Spaulding, "The First Printing in Hawaii," The Papers of the Bibliographical Society of America, vol. 50, 1956, p. 313-327, and R.E. Lingenfelter, Presses of the Pacific Islands 1817-1867 (Los Angeles, 1967), p. 33-44, as well as a 1908 article by H.R. Ballou and G.R. Carter on "The History of the Hawaiian Mission Press..." in the Papers of the Hawaiian Historical Society (no. 14, p. 9-44. Mr. Lloyd would appreciate knowing of anyone who has done more research on this subject.

QUERY ANSWERED. APHA member David Wakefield (16 Sunny Bank, South Norwood, London SE25 4TQ) has replied to Robert Long's query in APHA LETTER 20 about wood type stamped "Delittle, York."

"The family business of Robert D. DeLittle has been and still is manufacturing wood type since as far back as 1888 from their small works in Vine Street, York, the

present partners being R.G. DeLittle, A. DeLittle and R.J. DeLittle. I believe they are the only surviving wood type manufactory in this country and they export their goods to many countries all over the world. They still employ traditional methods and operate machinery of their own invention. Their range of type is very extensive. I have had the pleasure of meeting Mr. R.G. DeLittle back in 1971 when I visited him at the works in York. I have also accumulated a small collection of old DeLittle wood type and would be only too pleased to identify the names or numbers in your collection. Maybe you could send over a proof sheet of the styles? All I know of the Empire Type Foundry in New York is that it started trading in 1893 and ceased in 1970. (Source: Maurice Annenberg's excellent book, Type Foundries of America and Their Catalogs.)" Our thanks to Mr. Wakefield for furnishing this firsthand information on English wood type.

Sr. Elizabeth O'Connor (Manhattanville College, Purchase, NY 10577) also replied to Mr. Long. She also visited the DeLittle shop while in England in 1974.

EQUINOX RECALLED. A Relevant Memoir: The Story of the Equinox Cooperative Press, by Henry Hart (Three Mountains Press, distributed by the Phoenix Bookshop, 18 Cornelia St., NYC 10014, \$10.95 + .30 postage + tax, if applicable). Written by one of the partners, this is the account of an inspiring episode in American publishing history. The Equinox Cooperative of the 1930's issued a number of handsome books that might not otherwise have found a publisher. Among the talented people involved were Lynd Ward, his wife Mary McNeer, Evelyn Harter, and Milton Glick. Members of the cooperative included writers, illustrators, designers -- all dedicated book people. Their aim was to obtain the best text, the best illustrations, and design that would be "most capable of developing and intensifying the desired impact of text and pictures, and uniting them." Their first book was one of the AIGA Fifty Best for 1932 and before they disbanded in 1939, victims of their own success, they put out several noteworthy volumes. The author, himself one of the Equinox members, considers this memoir "relevant" because it still has something to say to those whose ideal of producing beautiful books is the same as that of the young people of forty years ago. Incidentally, This Earth, a slim pamphlet of the William Faulkner poem, designed by Evelyn Harter, illustrated by Albert Heckman, and published by Equinox in 1932, is listed in a recent rare book catalog for \$200.00.

See your next issue of APHA LETTER for additional book reviews, news, and much, much more, which space restrictions do not allow us to include here.

MAILING ADDRESSES FOR APHA

NEWSLETTER ONLY: Send news, items, announcements, and comments for APHA LETTER directly to the Editor: Prof. Catherine T. Brody, NYC Community College Library, 300 Jay St., Brooklyn, NY 11201.

DUES, CONTRIBUTIONS, CHANGE OF ADDRESS NOTICES, AND ALL OTHER CORRESPONDENCE: Send to APHA, P.O. Box 4922, Grand Central Station, New York, NY 10017.

MEMBERSHIPS are for the Calendar Year, and include APHA Letters retroactive to January of the year joined. Unless otherwise requested, applicants whose dues are received after October 1 of any year will be placed on the mailing list immediately, but their membership will extend to December 31 of the following year. Annual active membership, \$5.00 individual, \$7.00 family, \$2.50 student. Information regarding other membership categories available upon request to the box number. Individual copies of prior APHA Letters are available to members and subscribers @ \$1.00 each, while the supply lasts. Back file of APHA Letters 1 through 20 available as a unit for \$10.00.