

# *The APHA* THE AMERICAN PRINTING HISTORY ASSOCIATION *Letter*

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APHA (NEW YORK CHAPTER) LECTURES. The final lecture in the 1977-78 series is by Susan O. Thompson, Assistant Professor at Columbia University School of Library Service, on Tuesday, June 6, 1978, at 7:00 p.m. at Willkie Memorial Building, 20 West 40th Street. Professor Thompson's lecture is "On Elbert Hubbard and Thomas Bird Mosher." Admission is free.

Members enjoyed the March 28 lecture, "On 50 Years of the Peter Pauper Press," by Edna Beilenson, its President.

PETER PAUPER PRESS. 1978 marks the fiftieth anniversary of the Peter Pauper Press. The press was founded by the late Peter Beilenson in 1928 and is now owned and operated by Edna Beilenson. Mrs. Beilenson joined her husband in running Peter Pauper Press in 1931 and has been actively involved in the business ever since. Over the past half century, Peter Pauper Press has published hundreds and hundreds of attractive, reasonably priced books that has established high standards for what is possible in low-priced book production. Even Mrs. Beilenson doesn't know the total number of titles published by the company. The attractive bindings which have been a Peter Pauper tradition have been Mrs. Beilenson's special concern. Illustrators have included such fine artists as John Steuart Curry, Valenti Angelo and Fritz Kredel. Mrs. Beilenson recently announced that she is giving up the printing plant in Mt. Vernon, NY. Many of her workers were retiring or moving away and she couldn't be sure of getting the necessary quality of presswork. Her publishing activities, however, will continue. The corollary to this announcement is the good news that the printing equipment is going to the State University of New York at Purchase, as part of its Visual Arts Department and as a printing museum. All the equipment is being set up there as a memorial to the Peter Pauper Press. As Mrs. Beilenson said of this chapter in the story of the Peter Pauper Press, it is "a very happy ending and a very happy beginning."

ACID FREE PAPER. The Executive Board of the American Library Association is trying to do something to encourage the use of long-life, acid free paper, so that books published today won't crumble away in a few years, as conservation experts warn they may do. The Association has been gathering information on this problem. Eric Moon, President of ALA, is quoted as saying "the real target is the papermakers... Don't go after the publishers, but work with them on this." Moon maintains that acid free paper need not be more expensive, but it is not now widely available. Because of paper shortages and price increases, the price of acid free paper has soared. The problem now has been referred to a joint committee of the ALA and the Association of American Publishers.

BILL FILBY "RETIRES" (?). P.W. Filby retired from the Directorship of the Maryland Historical Society on March 31, 1978, but his plans for the future hardly indicate that he will have any leisure on his hands. He will stay on as a volunteer, part time, to work on the Society's collection of sheet music. Thanks to Lester S. Levy, the Society has

a fine collection of 9,000 Maryland pieces. Also, Bill plans to put up his shingle as an appraiser of books and manuscripts for estate, gifts and insurance purposes. In addition, he writes, "I shall be writing two books and shall mastermind two large national indexes for Gale Research Co., Detroit. One will be a complete list of passengers who arrived in the U.S. up to 1825, and the other, a topical index to all local history and genealogy magazines and journals in the U.S. and Canada." As he says, this is "a 'retirement' where I shall enjoy myself no end!" His many friends will want to know that he will be at the same home address: 8944 Madison St., Savage, MD 20863.

TYPE (AND MUCH ELSE) FOR SALE. Caslon Oldstyle, Kennerley, and Century head the list of typefaces (some quite new, some old) all laid in cases in four double-tier Hamilton wood cabinets -- 48 cases to the cabinet. Cabinets have working tops with spacing material cases and are in good condition. All cases are full. Many faces are display or commercial designs, and there is type that has never been unwrapped. Four cases are filled with wood type. There are cabinets of wood and metal furniture, reglet, and miscellaneous spacing material. There is a Vandercook 320G Proof Press, a Hacker No. 9 Plate Gauge, a Nolan Remelting Furnace No. 600, many steel galleys, lead and rule cutter (ancient), a mitering machine (hand), and many miscellaneous cuts and ornaments. All of this material is the property of a publishing house which has converted to offset after at least fifty years of letterpress operation. Items are offered on a first come, as is, where is, basis, for cash. There is no restriction as to the amount sold to any one individual except for the type stands which will be sold only as complete units. Anyone interested should telephone John D. Bevis, Director of Publications, Seventh Day Baptist Conference, American Sabbath Tract Society, at (201) 561-8700, weekdays until 4:30 p.m. It is suggested that you make an appointment to visit. There is no detailed list of items and it would not be practical to hold out items on the basis of telephone reservations. By the way -- there is probably more type, cases, etc. in the "cellar." Some of this material may already be sold, so act promptly.

BIOGRAPHY OF A BOOK. The Printers' Shop (4047 Transport, Palo Alto, CA 94303) has been showing an exhibit on the book Twenty-Six Friends, by Robert F. Blankholm, documenting the steps from the inception of the idea to the finished volume. The book describes the origin and development of our alphabet. The author, who teaches at Cabrillo College in Aptos, not only researched and wrote the book, but also designed it, cut linoleum blocks for illustrations, hand set the type, printed each page of the 115 copies on his tabletop platen press and bound the completed book. The publisher, The Seagull Impression, is Mr. Blankholm's private press. The exhibit includes a dummy for the book, a page set in type, examples of each stage of the book from blank paper to completion, some of the binding tools used, and the 25 original linoleum blocks. There is also a paste-up showing the entire book on a single seven-foot long sheet, and photographs of the author-printer-binder at work.

#### DEATHS.

JAMES MORAN. We note with sorrow the death this spring (around March 1, we believe) of James Moran, the founder and first president of the Printing Historical Society. His book on Printing Presses (1973) is an invaluable contribution to printing history, and he has made many other contributions to the literature of printing, including a biography of Stanley Morison (1971). Another of his interests was heraldry, a subject on which he has spoken in this country. His book on Heraldic Influences on Early Printers' Marks is to be published this year. As author, editor and publisher, James Moran made many contributions to his chosen field. He was active in many professional organizations. APHA is grateful for his encouragement during the early days of our formation as an American counterpart of the PHS.

WALTER MUIR WHITEHILL. On March 5, at the age of 72, Walter Muir Whitehill died in Boston. From 1946 to 1973 he was director and librarian of the Boston Athenaeum and a major force in the movement to preserve Boston's historic past. From the time of his undergraduate days at Harvard he was strongly interested in the graphic arts. He was active in many historical associations and served as an officer of the Club of Odd Volumes.

He was the author of a number of books on Boston history, including a centennial history of the Boston Public Library (1956).

BROADSIDE OFFER. Member G.H. Petty (5303 E. 10th St., Indianapolis, IN 46219) came across some old broadsides that he printed 38 years ago. He has offered to send a copy of "How Wings Were Given to Words" to any APHA member who sends him \$1.00, which will just about cover mailing costs. "The supply is limited," as they say, "so hurry." The text re-creates the moment of Gutenberg's actual invention of printing.

EX LIBRIS. A Bibliography of Bookplate Literature, by George W. Fuller (Gale Research Co., Book Tower, Detroit, MI 48226, \$13.00). This bibliography was first published more than fifty years ago, so this reprint can't be relied upon for definitive coverage in any sense. However, it does furnish sources for the study of bookplates during their days of greatest glory. The main part of the book lists books, periodicals and brochures dealing exclusively with bookplates. Almost every item was examined by the editor. A subject index is included.

CALIFORNIA HISTORY. Manifesto to the Mexican Republic, translated, with an introduction and notes, by C. Alan Hutchinson (~~University of California Press~~, 2223 Fulton St., Berkeley, CA 94720, \$15.75). This is a translation of the volume by Jose Figueroa which was printed in 1835 at Monterey on the press of Agustin Zamorano. It was the first book printed in what is now the state of California, and ranks as an important source for the study of this period in California history. This edition also includes a facsimile of Zamorano's original. In a note at the beginning of the original edition, Zamorano apologized for the lack of sufficient accents and for typographical errors, "taking into consideration that it is the first of its kind to appear from the only printing press in this Alta California."

BOOK ABOUT BOOKS. Between Boards; New Thoughts on Old Books, by Leona Rostenberg and Madeleine B. Stern (Allanheld & Schram, 36 Park St., Montclair, NJ 07042, \$12.00). As kind of a sequel to the delightful Old and Rare (1975), this is a personal "book about books" in the best sense. In chapters rich with anecdote, these two knowledgeable dealers recount their book hunting adventures. They have never lost their genuine love for books nor their scholarly enthusiasm. The book concludes with "An Antiquarian Bookseller's Credo," that distills their lifetime dedication and pride in their profession. A "Short Title List" of books referred to in the various chapters is appended as well as a listing of "Catalogues Issued by Leona Rostenberg, 1948-1978." With great verve the partners offer the fruit of their experience on such subjects as public relations for book dealers, "catalogues and collections," feminist literature, and literary sleuthing.

COLLOTYPE REVIVED. George Knight (R.D. 1, Box 301, New Hope, PA 18938) became interested in collotype about four years ago and began to research the literature with the thought in mind of doing a book about this now virtually obsolete printing process. He interviewed six American collotype printers (two of whom are now out of business), and has been in contact with or knows about one in England, two in France, two in West Germany, one in Switzerland and one in East Germany. If any APHA members know of others, please let him know. About three years ago Mr. Knight and his wife became interested in actually doing collotype printing themselves. They converted an old building on their farm into a studio, collected equipment, installed and tested it, and are still setting standards in the various procedures. They would like to do small editions of art reproductions. Also, Mr. Knight adds, "a book about collotype would be more effective if it were printed (the illustrations, at least) by collotype." In 1975 the Knights obtained two 32"x46" flat bed collotype presses made in Leipzig by Schmiers, Werner and Stein. They were obtained from Arthur Jaffe, who had had them stored in a warehouse since 1939. Previously, in the '20's and '30's they had been in the collotype shop that then existed at the Metropolitan Museum of Art. Mr. Knight is still restoring these two presses, handicapped by the fact that he hasn't been able to locate documentation on them. In the meantime, he is conducting collotype printing experiments on a 28"x32" Vandercook which has been modified for collotype work.

SPECIAL OFFER ON TYPOPHILE BOOKS. The Typophiles are offering some of their publications to non-members at very special prices. Chap Book 53, The Little ABC Book of Rudolf Koch, 80 pages, including 26 in facsimile, is available for \$6.00, including postage. For the same price (\$6.00) you may obtain a copy of The Dun Emer Press, Later the Cuala Press, by Liam Miller. Send orders to the Typophiles (check with order) at 140 Lincoln Road, Brooklyn, NY 11225. Typophile president Dr. Robert L. Leslie is also offering "a packet of types from the last type foundry." This consists of a number of type specimen booklets from the Haas Type Foundry of Switzerland, and from Stempl and Peignot. It is quite an impressive assortment. The price for the packet is \$6.00, including postage. Checks for the type specimen packet should be made out to Dr. Robert L. Leslie, and sent to the address above.

BOOK ON PRINTING IN ARABIC. A Gazeteer of Arabic Printing, by Miroslav Krek (available from the author, 805 Boston Post Rd., Weston, MA 02193, \$7.50). Limited to 200 copies. Mr. Krek's extensive bibliography lists the first printing in Arabic in various cities throughout the world. Did you know that the first Arabic printing in New York was in 1837? In Chicago, 1884? In Jerusalem, 1847? In London, 1524? An index of Arabic place names and a chronological index round out the work. This is the first attempt to publish such a bibliography of printing in Arabic, and the author would welcome additions and corrections, since he realizes all available material may not have come to his attention.

BOOK ON THE "HEROIC GENERATION" OF AMERICAN PRINTING. American Book Design and William Morris, by Susan Otis Thompson (R.R. Bowker, \$29.95). Dr. Thompson's wide-ranging study investigates the American printing renaissance of the early 20th century, which was inspired by the work of William Morris' Kelmscott Press. Prefaced by a background chapter on the state of American book design before Morris, the book records how the Kelmscott Press and the Arts and Crafts Movement brought about a revolution in American printing. Succeeding chapters discuss the work of Rogers, Updike, Bradley, DeVinne, Hubbard, Mosher, Goudy, etc. Commercial and private press printing in New York, Chicago, and other parts of the country are treated. Little information is available elsewhere on many of these printers, which increases the reference value of this volume. The book is extensively illustrated with more than a hundred pertinent reproductions and concludes with a comprehensive and valuable bibliography. Dr. Thompson's work throws valuable and much needed illumination on the general development of American printing during this rich period.

TAMARIND INSTITUTE APPOINTMENTS. On March 1, 1978, Clinton Adams, Director of the Tamarind Institute, announced the appointment of five noted artists and art authorities to the Institute's National Advisory Board. Newly appointed board members are: Amy Baker, art consultant, New York City; James T. Demetrian, Director, Des Moines Art Center; John Palmer Leeper, Director, Marion Koogler McNay Art Institute, San Antonio; James McGarrell, artist and Professor of Art, Indiana University, Bloomington; and Andrew Robison, Curator of Prints and Drawings, National Gallery of Art, Washington, D.C. Members of Tamarind's board advise the Director with respect to selection of artist-residents, major publishing projects, and other matters of policy.

Tamarind Institute, a division of the University of New Mexico, is one of the nation's foremost lithography workshops, and the only U.S. institution offering a professional printer-training program.

STAMPS AND PRINTING. The Graphics Philately Association has recently published Printing on Stamps, a twelve-page checklist with four sections: "Highlights of the History of Printing," "Printing Equipment," "Famous Printers," and "Printing Plants-Printers' Emblems," all as depicted on postage stamps. The Association, inspired by an interest in collecting stamps showing printers and equipment, also publishes a quarterly bulletin, Philatelic Graphics, and plans a program of monographs. Further information is available from President Mark H. Winnegrad (1450 Parkchester Road, Bronx, NY 10462).

#### EXHIBITS.

Cathedral Museum of Religious Art (1047 Amsterdam Ave., NYC). May 27-July 2. Graphic Art of Jacques Hnizdovsky. Hnizdovsky's preferred medium is woodcut, but the exhibit

also includes examples of his paintings and drawings. His bold and humorous style, though reminiscent of medieval graphic art, is thoroughly modern. Since coming to this country in 1949, Hnizdovsky has gained a distinguished reputation. Among the many books he has illustrated is Flora Exotica, published by David Godine, which was one of the "Fifty Books" of 1972. His illustrations for Tree Trails in Central Park (1970) are familiar to New Yorkers. For the Cathedral of St. John the Devine, he did a woodcut logo of the cathedral facade. The exhibit is co-sponsored by the Yale University Library, which presented Mr. Hnizdovsky's work last year in an exhibition in the Arts of the Book Room of Sterling Library. Mr. Hnizdovsky is giving a demonstration of his woodcut techniques on May 27th. Hours: Tues.-Fri., 9-5; Sat. & Sun., 12-5.

BEINECKE'S DEEP-FREEZE. Yale's Beinecke Rare Book and Manuscript Library is freezing 37,000 volumes to prevent further infestation of an insect detected in some recently imported volumes. The freezing technique involves wrapping the books in plastic bags and holding them at 30 degrees below zero Fahrenheit for three days. Such cold treatment kills insects and eggs without harming the book or the working environment; it is believed, although this possibility is still being investigated. The Beinecke intends to subject all future acquisitions to this treatment in their newly installed freezer room.

RARE CHILDREN'S BOOK DISCOVERED IN LONG ISLAND LIBRARY. In November 1977, among a pile of newspapers in a box, librarians at Glen Cove Public Library found a small white envelope. It contained the earliest existing printed book that contains the children's verse, "The House That Jack Built." The 58-page book, Nurse Truelove's New-Year's-Gift, was published by John Newberry in London in 1765. Gerald Gottlieb, children's curator at the Pierpont Morgan Library, authenticated the age of the book, noting that about 17,000 copies of the "Nurse Truelove" books were published in 1750, but all were thought to have been destroyed. The Glen Cove copy appears to be the only complete copy of the 1765 edition. The Morgan Library purchased it and expects to exhibit it in May.

BRADFORD PAMPHLETS. The New York Historical Society has recently acquired eleven publications of William Bradford, the colonial printer who printed a pamphlet so controversial that he was arrested and his type confiscated in 1692. The publications include four previously unknown to historians. Most notable is the second copy of what has been called the first book printed in New York, "A Narrative of an Attempt Made by the French of Canada Upon the Mohaques Country."

SHIP PRESS PROJECT. Jerry McWilliams, Oral History Librarian at the San Francisco Maritime Museum (Polk St., 94109) writes that a friend of the Museum has recently loaned a Washington hand press which is being installed on board the Museum ship BALCLUTHA. As the STAR OF ALASKA, it was one of the last fully square-rigged ships in commercial service in the U.S.

There seems to be a great deal of interest in ship presses -- readers recall the query and answers on this subject in APHA LETTER Nos. 17 and 18.

INFORMATION SOUGHT ON AUGUSTA LEWIS. Dorothy J. Holt (75 S. Pine Ave., Albany, NY 12208) is researching Augusta Lewis, American typesetter and newspaperwoman. She was President, Women's Typographical Union No. 1, and was affiliated with Revolution, the weekly newspaper published by Susan B. Anthony from 1868 to 1870. Ms. Holt would appreciate assistance in locating information. Can our readers help? (Please don't forget to share your information with APHA LETTER).

NEBENZAHL PRIZE ESTABLISHED. The Herman Dunlap Smith Center for the History of Cartography (Newberry Library, 60 W. Walton St., Chicago, IL 60610) recently announced the establishment of the Nebenzahl Prize. It will be awarded annually for the best scholarly, book-length manuscript written in English on any topic in the history of cartography. The prize is \$1,500 and publication by the University of Chicago Press. The first competition opens in 1978. For further details, please write to the Director of the Center.

WORKS IN PROGRESS: HARVARD. APHA member Max Hall (1 Bowdoin St., Cambridge, MA 02138) writes that he is working on a history of the Harvard University Press. He is also writing a related article for the Harvard Business School Bulletin, "The West Point of the Printing Industry," that tells about the Harvard Business School's famous course in printing from 1911 to 1920.

TENNESSEE IMPRINTS. Some excessively rare publications printed by George Roulstone Tennessee's first printer, have been acquired by the University of Tennessee at Knoxville. Among the items are the printed Acts of the Southwest Territory for 1794 and 1795; the Acts of the State of Tennessee for 1796 through 1801, and the Constitution of the United States of America to which is prefixed the Constitution of the State of Tennessee, 1799. All were printed in Knoxville. The University now owns 22 titles printed by Roulstone, probably the largest collection anywhere. Six years ago the University acquired nine early journals printed between 1794 and 1796. This was an important find since some of these early journals were thought not to exist any longer.

NEW INVENTION SPEEDS CHINESE PRINTING. Two Cambridge University linguists, Richard Sloss and Peter Nancarrow, have invented a device that enables a computer to manipulate Chinese characters more easily. Written Chinese has always been a problem because it employs nearly 4,500 characters and must be set by hand and translated into a complicated numerical code. The new device utilizes a grid wrapped around a small revolving drum and marked off into 4,356 boxes. Each character's location is stated in two numbers, like road map coordinates. An electromechanical device maneuvers a cursor to the appropriate box as an operator feeds in Chinese characters. While the inventors plan to use the device to compile a Chinese-English dictionary, a British communications company hopes to use the device to speed printing and telecommunications.

PUBLISHING ARCHIVES. Chadwyck-Healey, Ltd. of England and Somerset House (417 Maitland Ave., Teaneck, NJ 07666) have published the archives of a number of English publishers in a remarkable contribution to business history. Guides and indexes are available for the publishing archives of Cambridge University Press, Longman (1794-1914), Swan Sonnenschein and Co. (1878-1911), Richard Bentley and Son (1829-1898), George Allen and Co. (1893-1915), and Grant Richards (1897-1948). More than half a million pages of important source material are contained in these published records and correspondence, making this the largest single source for the study of English publishing history.

BOWKER LECTURE. The Traditional Book in the Electronic Age, by Herbert S. Bailey, Jr. (R.R. Bowker, 1180 Ave. of the Americas, New York, NY 10036, \$2.50 -- C.W.O. includes self-addressed mailing label). This fifth of the R.R. Bowker Memorial Lectures (new series) has been warmly welcomed for Mr. Bailey's forthright expression of his concern for the improvement of the quality of modern book production. Mr. Bailey is the author of The Art and Science of Book Publishing (Harper & Row, 1970). He has been Director of the Princeton University Press since 1954 and has served as president of the Association of American University Presses. Can the book survive in the face of modern economic and technological forces? Mr. Bailey thinks it can. "Books are a national resource, and if we need them we will get them -- even if we have to subsidize them." Moreover, as he asks, "Who wants to go to bed with a floppy disk -- or with a microform projector?"

BOOKBINDING MANUAL. Introduction to Bookbinding, by Lionel S. Darley (Faber and Faber, Inc., 225 Broadway, Salem, NH 03079, \$7.95, cloth; \$4.95, paper). Originally published in 1965, this reissue of a reliable guide to binding techniques is welcome. The various procedures of hand binding are clearly explained and a number of clear -- though small -- illustrations add to the book's value. A chapter on machine bookbinding outlines modern commercial techniques, providing a feature seldom found in bookbinding manuals.

LEWIS OSBORNE DIES. Lewis Osborne, the proprietor of the Oregon Book Society and Lewis Osborne Limited Editions, died at his home in Ashland, OR on May 1. Following a distinguished career with Lane Publishing Co., he became a fine press publisher in 1966. In 1969 he moved from the Bay Area to Ashland. Over the last twelve years he published

nearly fifty volumes under his two imprints, mostly in the field of Western America, including works by John Muir and Robert Louis Stevenson. He designed his own books and did much of the typesetting and printing. Lewis Osborne's books won numerous recognitions, including selection for the Rounce & Coffin Club's "Western Books Exhibitions." He was a member of APHA, as well as of the Book Club of California, the Roxburghe Club of San Francisco, and the Moxon Chappel. His last printing press, a Kelly B, was presented to the Southern Oregon State College Library in 1975, where it is now housed in the Lewis Osborne Press Room, along with his type and other printing equipment. The SOSOC Library has an almost complete collection of his book publications. The Oregon Book Society has been transferred to Earle Henness of Beaverton, OR, who plans to continue its publication program. APHA thanks Harold Otness, of the Southern Oregon State College Library for supplying us with the above information.

MORE FROM THE PACIFIC NORTHWEST. Prof. Grant T. Skelley (School of Librarianship FM-30, University of Washington, Seattle, WA 98195) would like to hear from anyone in his area who is interested in forming an APHA chapter. Interest in printing is strong in Seattle, and the time seems right for chapter formation. Prof. Skelley also calls to our attention Nancy McGill's Calligraphic Northwest: A Source Book (Portland, OR, Western American Branch, Society for Italic Handwriting, 1977). This is an annotated bibliography of some 232 titles -- monographs, analytics, and journal articles -- compiled by a librarian who has taught calligraphy while living in Seattle. In the words of the compiler, it is "designed for the practicing calligrapher in the Northwest, novice or expert, who wishes to learn more about calligraphy and related topics." The regional limitation on sources, however, should not impair the usefulness of the work to people elsewhere. The scope excludes "manuscript facsimiles, books on commercial lettering, works dealing with handwriting other than italic, and works dealing with manuscript illumination as an art form." The Table of Contents lists the following sections: General Titles, History of the Alphabet, Specific Alphabets (Italic, Roman Capitals, Other), Copybooks, Examples, Illumination, Teaching of Calligraphy, Biographies, State of the Art, and Miscellaneous. There are indexes of personal names and of titles. Nancy McGill and her husband Jim (who studied with Lloyd Reynolds at Reed College) now live in Baltimore, according to Prof. Skelley. As he recalls, the price of this bibliography is \$3.50. The address of the Society for Italic Handwriting, Western American Branch, is 6800 S.E. 32nd Ave., Portland, OR 97202.

POETRY JOURNAL. Porch (1422 37th Ave., Seattle, WA 98122), a quarterly journal of contemporary poetry, has completed its first year -- a dangerous time for any poetry magazine. It has been announced that Porch has won a 1978-79 Pushcart Prize, "best in the small presses," for its Volume One, Number One. A year's subscription to Porch is \$7.00. Future plans include the publication of limited edition chapbooks. The first one has been announced for spring publication: Odalisque in White, by Norman Dubie, fifty copies signed, each \$5.00, plus .25 postage; unsigned, each \$3.00, plus .25 postage.

THE CELLAR PRESS. Using some good old-fashioned type and a cut designed for the 1876 Philadelphia Centennial celebration, W.J. Hildebrandt printed a Bicentennial Tribute to the Printers of America at his Cellar Press, West Simsbury, CT. Mr. Hildebrandt sent us a proof of the special tercentenary edition of The Simsbury Echo, of which he is editor and publisher. He uses 19th century types to good effect here, as well, and had a lot of fun reprinting old advertisements. All type was set by hand and printed on a 20"x25" Washington hand press. The issue was a replica of what the newspaper must have looked like about the time of its founding in 1887. Types used included Consort Condensed (18 pt.), Century Bold and Century Expanded. Mr. Hildebrandt did the whole job of producing this special issue -- "writing, editing, research, setting type, printing, cutting, folding, stitching, binding, chopping firewood, making cocoa, and sweeping up."

VANITY PUBLISHING. What makes a publisher a publisher, instead of a printer? A recent lawsuit against Vantage Publishing House brings up this question. In filing suit



against Vantage, Frank Stillema charged that the company "employs neither book salesmen nor distribution personnel to call upon bookstores." Stillema, who had a book published by Vantage, said he paid \$5950 for its publication, and it was given only limited distribution. He also said that Vantage prints only 200 to 250 copies of a book. Vantage is a so-called "vanity press," that is, a publisher which charges authors to publish their books. It is alleged that during the past six years between 2400 and 3600 authors have had their books published by Vantage, paying anything from \$3000 to \$8000 for the privilege. According to the unhappy author's charge, Vantage isn't a real publisher because it doesn't solicit manuscripts, doesn't actively market their books, and author payments cover all costs of production, providing Vantage with a profit whether or not any copies are sold. A Vantage lawyer denied Stillema's charges of fraud and misrepresentation and said that the Better Business Bureau constantly oversees Vantage Press operations. A number of important books have taken the vanity press path to fame when other publishers would have nothing to do with them, among them such classics as Thoreau's Walden and Crane's Maggie.

GOLDEN ANNIVERSARY FOR PRINTING NEWS. One of the best loved graphic arts publications is New York's Printing News, which has been the "family newspaper" for people in the printing business for the past half century. The publication bears the impress of one man, Leo Joachim, who has the remarkable record of having edited and published Printing News from the beginning. On February 17th the 50th anniversary was observed with a special dinner at a New York hotel that drew hundreds of people from both within and outside the printing industry to pay tribute to Mr. Joachim for his accomplishments. All, as industry spokesman Charles Morris put it in his eloquent invocation, sought "to pay fitting praise to him who these past fifty years has shown loving concern for our personal needs and the broad needs of our industry."

CHANGE OF ADDRESS? If you have changed your address since becoming a member or renewing your membership for 1978, please notify us promptly, in order that we may update our mailing list. A number of members failed to receive our special publication of Rollo Silver's APHA Award acceptance speech because they neglected this important point. APHA cannot be responsible for members failing to receive mailings if they do not notify us of their change of address. A change of address notice should be sent to APHA, P.O. Box 4922, Grand Central Station, New York, NY 10017.

#### 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 NOTICE, 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.