

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

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This newsletter, a publication of the American Printing History Association, is sent without charge to all members. See back page for mailing address information. Edited by Prof. Catherine Tyler Brody. Assistant Editor: Barbara Jones.

RAINTREE PRESS PUBLICATION. The Log of the Carla Mia by W. Carl Jackson has been announced by the Raintree Press, Bloomington, IN. In the summer of 1978, W. Carl Jackson, Dean of Libraries at Indiana University, embarked in his 30 ft. sailing ketch, the Carla Mia, on a voyage that had been a life-long dream -- a solo passage across the Atlantic Ocean. During this eventful voyage, he kept a notebook log, a document that reveals the stress as well as the events of the passage. The log will be published in 1980 and can be obtained only by subscription. The book will be printed in blue and black by handfed letterpress on acid-free 80 lb. text. The book will be quarter-bound in sailcloth from the Carla Mia's mainsail with blue paper sides, approximately 100 pages. The edition will consist of 300 copies, each numbered and signed. The price is \$35.00. Send your advance order to the Raintree Press, 4043 Morningside Drive, Bloomington, IN 47401. "Raintree Press," prop. Fredric Brewer writes, "is a private press founded in 1975 in a drafty garage. Antique, balky equipment clanks and shudders and expletives smoke, but somehow an agreement is reached and from the din ephemera and books emerge. The Lilly Library and the New York City Library have Raintree holdings. We are not unknown to Harvard but we have no familiarity at Purdue. Our publications have been exhibited at the John Herron Art Museum, the Matrix Gallery, and at Boston, Ball State, and Indiana Universities. The family cat, which on wild and windy nights shares our quarters, takes a feline indifference to our clatter and steadfastly keeps its tail in Raintree's drawer of fleurons and dingbats. One day we may print the cat."

CHROMOLITHOGRAPHY HISTORY. The Library of Congress recently acquired a set of seven proof albums for chromolithographs produced during the second half of the 19th century by Louis Prang and Co. of Boston. Chromolithography, a color printing method practiced in the U.S. from the 1850's to the end of the century, was used to print popular pictures and art reproductions. Prang was also one of the founders of the American greeting card industry. These albums were apparently workshop guides and records for Prang's printers and colorists. Each album consists of individual impressions from each printing or color stone and progressive proofs of each combination of stones, ending with the finished lithograph. Each plate is annotated with notes on ink color combinations and suggestions for tone modification. The albums show the sophisticated technology used and give insight into workshop procedures of the Prang firm. The Library owns several hundred chromolithographs from the Prang and Co. press. There has been a good deal of interest lately in chromolithography with major exhibits at the Baltimore Museum of Art in 1978 ("The Color Revolution") and at the Amon Carter Museum of Western Art in 1979-80 ("The Democratic Art; Chromolithography in America, 1840 to 1900"). Both exhibits resulted in important catalogs. Peter C. Marzio's book The Democratic Art; Pictures for a 19th-Century America was published by David Godine in 1979.

ARNOLD BANK HONORED. The Society of Scribes in New York sponsored a special tribute to Arnold Bank, the internationally known calligrapher and letterer in February at Columbia University. Arnold Bank has been Professor of Graphic Arts at Carnegie-Mellon University in Pittsburgh since 1960. He long has had a reputation as the most charismatic of teachers and he has a large and faithful following of students. Last year Mr. Bank was presented with the TDC Medal by the Type Directors Club of New York for his many contributions to letter design and typography.

RECOMMENDED READING. The March/April 1980 issue of Communication Arts is dedicated to "Vanishing Creatures." As the "Colophon" reads: "The typography of this Special Issue of Communication Arts was accomplished by Othmar Peters of Mackenzie-Harris, San Francisco. It was set in monotype Centaur (designed by Bruce Rogers) and in its companion italic, Arrighi (designed by Frederic Warde). The color separations were crafted by Color Tech, Redwood City. The edition was printed web offset by Interweb, Los Angeles. This may be the last non-letterpress magazine to be set in hot metal type." As another feature, this issue presents "A Bestiary; the Endangered Species of the Communication Arts," compiled, illustrated and described by Bill Prochnow. One is the "Letterpress, Impressa non Offsetta," -- "Once the national symbol of the printing industry, this proud bird's extinction now seems imminent. It would construct its eyrie with most colorful arrangements of Flora Garamondius. The extraordinary effects this great bird had on the growth of our country cannot be measured in elephant folios. While gargantuan versions of this hearty creature, often with wingspans exceeding 52 in. (no bleeds), are still responsible for much of the newsgathering, it may be only a matter of time before they are reduced to exotic pets."

RISE OF THE DUTCH REPUBLIC. Bryn Mawr College has published a catalog of the exhibition recently held in the Mariam Coffin Canaday Library which may be obtained for \$3.00. The exhibit entitled "The Die is Cast," was concerned with the rise of the Dutch Republic, honoring the 400th anniversary of the Union of Utrecht. The well-illustrated catalog provides a record of the autograph letters, documents, prints, books and works of art that comprised this exhibit on a crucial period in European history. The Union of Utrecht of 1579 marked Dutch separation from Spain as the Declaration of 1776 marked America's separation from Britain and thus was an inspiration to Colonial American revolutionaries. The address of the Library is Bryn Mawr College, Bryn Mawr, PA 19010.

PRIVATE PRESSES: MINNESOTA, WISCONSIN, IOWA. The Sumac Press (613 North 22nd St., La Crosse, WI 54601) has recently issued a useful and attractive overview of private press printers in this part of the Midwest. Emerson G. Wulling printed 255 copies on Curtis rag paper using Bulmer type from ATF. No copies are for sale but Mr. Wulling writes that he would be willing to exchange. The author has done his research well, rounding up considerable information about presses in the tristate area. He explains that he himself started in 1915 in Minneapolis as a private press printer. The second part of the book is an alphabetical listing of private press names, with name of prop., address and other information for presses in each of the three states. "This essay is my effort to see what I am in the middle of," Mr. Wulling concludes. He makes it obvious that he is in the middle of -- and is himself part of -- a very lively printing movement of high quality and enthusiasm.

BELGIUM TODAY CELEBRATION. A number of events and exhibitions have been held this spring in Washington, D.C., New York City, San Francisco and other U.S. cities in observance of the 150th year of Belgium's national statehood. The Morgan Library showed a superb exhibition on the Stavelot Triptych: The Legend of the True Cross and Mosan Art, including some of the great illuminated manuscripts of Flemish medieval times. In Washington, on May 29 Fernand Baudin, noted typographer and author from Bonlez, Belgium, lectured on type styles and aspects of book publishing from 1830 to 1980. He also discussed important Belgian authors, illustrators, and book designers.

The Morgan Library exhibition included the Averbode Gospels (Bibliothèque de l'Université, Liège), one of the greatest works of Mosan illumination, with the Mosan Psalter

Fragment (Kupferstich-Kabinett, Berlin) and the St. Trond Lectionary (Morgan Library), which show the close contacts in Romanesque times between illuminators and goldsmiths, who must have used common models.

PRESERVATION EFFORTS IN HAWAII. Hale Pa'i, now abandoned and deteriorating, is the last remaining link with the whaling era, the missionaries and the Kingdom of Hawaii. This old stone and lava block building is the only original building left on the campus of Lahainaluna School in the hills above the port of Lahaina, Maui. The building was condemned as unsafe by the state engineers in 1975 and was closed to the public. Hale Pa'i had been operated as a printing museum by the Lahaina Restoration Foundation for almost 10 years before it was closed. The foundation is now seeking ways to have the building restored so it can be reopened. It is expected that the complete restoration will cost about \$300,000.

In 1819 Elisha Loomis, a 20-year old printer and missionary sailed from Boston, with a 50-year old Ramage Press with a frame of Honduras mahogany. After a long voyage around Cape Horn, Loomis set up his printing shop in a thatch-roofed shed by the mission house still standing near Kawaiahao Church. A written version of the Hawaiian language then was devised. Loomis printed a translation of the Bible, a hymnal and other pieces on the press. In 1828 he received a replacement, again from Boston, for the old press. In 1832 the original press was sent to Lahainaluna, to be used there to print textbooks for the mission schools. Illustrations were engraved on copper sheets that were carried on the whaling ships to reinforce the ships' hulls. On February 14, 1834 the press printed the first copy of Ka Lama Hawaii, the schools' first weekly newspaper and the first newspaper ever published west of the Rocky Mountains. The first paper money in the Kingdom also was printed on the Ramage to pay students for work done on campus. Some of the students printed up their own money -- so it was also the first counterfeit money west of the Rockies.

None of the original equipment remained when the museum was established, but a careful reproduction of the original Ramage was built in 1965 by students at Maui Technical School. The press is made of ohia rather than mahogany and the working parts are lined with tapa. This copy -- and a similar one at the Mission House Museum -- were made under the direction of J.R. McConkey, director emeritus of the foundation and retired executive of Pioneer Mill. Working drawings and photographs of a Ramage press at the Ford Museum in Dearborn, MI were used as guides. The press has now been taken apart and is in storage. The type used with it, the type cabinets, etc. were all modern replacements of the originals. A new group called Friends of Hale Pa'i is being organized to raise funds and the hope is that the building can once again be used as a printing museum. As James Luckey, general manager and vice president of the Lahaina Restoration Foundation said, "the printed word in 20 short years was responsible for the remarkable transition of the Islands into a constitutional monarchy. We shouldn't watch Hale Pa'i fall apart."

LITHOGRAPHIC STONES FOR SALE. No delivery is possible because of the weight problem, but Robert P. Long writes that he has a small quantity of various sizes of lithographic stones which he must dispose of because of an impending move. These are old stones with the images unfortunately worn away, and they have hairline cracks making most of them unsuitable for litho art printing. They are authentic printing relics, however, useful as decorations, doorstops, table conversation pieces, bookends, composing stones, etc., he adds. For hand bookbinders they are superb weights as well as working surfaces. They range in size from about 7"x9" up to 18"x25", all from 2" to 3" thick. He would like to sell them to interested persons who could pick them up either in East Meadow, L.I. (just north of Merrick), or in Cutchogue, L.I., on the North Fork about 85 miles from NYC. Mr. Long's address is 634 Bellmore Ave., East Meadow, NY 11554.

PERIODICAL ON PAUL DAVIS. ARTOGRAPH 2, a publication of the Baruch College Art Department, is devoted to the work of noted poster artist Paul Davis. The publication contains a transcript of an interview Davis granted to students in graphic design, photography and journalism courses, along with numerous illustrations and biographical data on the artist. Inserted is a 4-color poster of "The Woods." Editor/Designer is

APHA member Prof. Virginia Smith. Future issues will be on other major contemporary figures in the graphic arts. Teachers and professionals in the advertising design field are invited to write to Prof. Smith for information on how to be added to the mailing list. Write to her at Baruch College Art Dept., 17 Lexington Ave., New York, NY 10010.

ALBION COPY TO BE AVAILABLE. APHA member Lewis A. Pryor sends the following interesting information: "I have just learned from a California dealer in printing equipment who recently returned from a trip to London this information: An exact copy of a ca. 11"x16" Albion handpress is about to be marketed for £ 1000 (ca.\$2300 US), F.O.B. London, plus crating. The makers are F.J. and C.L. Whittaker, props., City-Gate Unit, Nobel Road, Eley Estate, Angel Road, Edmonton, London, N18, England. A perfect example of a 19th century Albion was disassembled and the several parts were used as patterns for the newly produced press. I was given to understand that this operation is beyond the talk stage. The parts have been cast and at least one complete new press has been assembled. The £1000 figure is for direct purchase only. No dealer arrangements have been made so far."

STATE OF THE PRINTING ART. W. Pincus Jaspert, well-known writer on printing (and an APHA member) ordinarily lives in London. During this past year, however, he has been travelling around the world visiting printers and publishers to investigate the international status of the printing industry. From his observations and the many interviews he conducted came an extensive report which was presented at the Comprint International '80 Conference in Copenhagen. His conclusions attest to the growing internationalization of the industry because of new technologies and rapid communication. In relation to the astounding new technological possibilities, Jaspert states that "technology does not necessarily imply a better product or better quality. As a matter of fact, there are so many technical solutions available to the graphic communications industry that it is in danger of getting confused and ignoring some viable alternatives." Jaspert's valuable insights appear in two State of the Art reports. Published by Comprint International, at \$50.00 a copy, these are available from 20 Kingsway, London WC2B 6UN, England. The 1976 report is by W.P. Jaspert and Jean Otto Frey. The quite different 1980 report is by W.P. Jaspert. These reports aim at forecasting the state of the printed word five to ten years hence. No basic library on printing history would be complete without the Encyclopedia of Typefaces. Originally by W. Turner Berry and A.F. Johnson, with Jaspert as editor, this book is now out of print with its 4th edition. The first edition was published in 1953. The 1970 edition is by W. Pincus Jaspert, W. Turner Berry and A.F. Johnson. Price in the U.K. was £6.50, and an American edition was also available. Copies may still occasionally be found in out of print book shops and catalogs.

GOODBYE GUTENBERG. A BBC television program entitled "Goodbye Gutenberg" will soon be broadcast on American PBS. The program analyzes the new realities of newspaper publishing based on computerization rather than type. A new book by Anthony Smith bearing this same title has been published by Oxford University Press at \$12.95. This look at the newspaper revolution of the 1980's takes a broad view of technology, journalism and the information explosion. Despite the many problems associated with it, computerization has enabled the newspaper to meet the challenge of radio and TV. According to the author of this book, it has the potential to alter the quantity, nature and texture of information. "Writing and printing each in its time, symbolized and facilitated a great psychic transformation of mankind," Smith writes. "Today computer-assisted communication is bringing about a third great transition." The book also treats such related issues of computerization as the changed relationship between the reporter and his story and new elements in the definition of objective journalism.

#### BOOKS NOTED

Freedom of the Press: An Annotated Bibliography by Ralph E. McCoy. Foreword by Robert B. Downs. Southern Illinois University Press. \$32.50 (Published in 1968).

Freedom of the Press: A Bibliocyclopedia Ten-Year Supplement (1967-1977) by Ralph E. McCoy. Southern Illinois University Press. Each of these publications contains over 500 pages and thoroughly covers the literature of the press freedom.

BOOKS NOTED (cont'd)

Publishers for Mass Entertainment in Nineteenth Century America, edited by Madeline B. Stern. G.K. Hall, \$25.00. An overview of 45 "popular publishers" by 25 contributors.

Boston Printers, Publishers and Booksellers: 1640-1800 by Benjamin Franklin V. G.K. Hall, \$30.00.

How to Clothbind a Paperback Book by Francis J. Kafka, Professor Emeritus of Millersville State College, PA, and member of APHA. Dover Publications, Inc., paper, \$1.50.

An Autobiographical Outline by Ezra Pound Nadja, 265½ W. 94th St., New York, NY 10025. \$35.00. Handset Helvetica, handmade papers, 200 numbered copies.

DEATH OF HARPER'S MONTHLY. A victim of inflation, the 130-year old Harper's Monthly announced its demise with the August issue. Harper's has published the work of such writers as Norman Mailer, Mark Twain and Herman Melville and the artwork of Winslow Homer, Frederic Remington and Howard Pyle. Chairman Otto Silka blamed "increased costs of such items as paper and postage" for making the parent company, the Minneapolis Star & Tribune, decide that it was "no longer desirable for the company to support Harper's." In what could be a last minute reprieve, as we go to press, the John D. and Catherine MacArthur Foundation of Chicago has been initiating moves to acquire the magazine.

A REMINDER. Please send all membership dues, checks for copies of the newsletter or extra copies of Printing History to our P.O. Box. News items for inclusion in the newsletter should be sent to your editor at the address given on back page. This will speed up all procedures, facilitate better service, and prevent material from being lost in transit. Thank you!

JOURNAL BACK ISSUES. Back issues of Volume One of Printing History, Numbers One and Two may be purchased at \$7.50 each by APHA members only. Address orders to our box number, please. Only single copies of these publications may be purchased.

THE DEVIL'S ARTISAN. An excellent new journal of the printing arts has begun publication in Canada. The Devil's Artisan, edited by Paul Forage, Glenn Goluska and William Rueter, has already produced two issues. Publication will be "occasional," but the editors hope to produce three issues annually. The content covers printing and book-making, bibliographic and historic matters and other subjects relating to the printing arts, with some emphasis on Canadian content. "We hope to maintain a balance between scholarship and practicality, and to continue reviews of current and out-of-print books" William Rueter writes. "Most issues will be 32 pages, with occasional inserts." Issue One is offered free to subscribers, with a fee of \$3.00 for issues Two to Four. Checks should be sent to The Devil's Artisan, 354 Markham St., Toronto, Ontario, Canada M6G2K9. The issues seen contain articles on such subjects as the introduction of Western typography to China, platen presswork mechanics, wood type, and a report on the "Seventy from the Seventies" exhibition in New York.

CHANGE OF ZIP CODE. Because of a restructuring of the New York City zip code system, our post office box number zip code has been changed from 10017 to 10163. The aim is to give more expeditious service. The address format that you should use for your mail to APHA is American Printing History Association, P.O. Box 4922, New York, NY 10163.

SAUL MARKS AND THE PLANTIN PRESS: THE LIFE AND WORK OF A SINGULAR MAN by Lillian Marks. With two Essays by Saul Marks, "The Art of the Book" and "On the Printing of Books which have a definite claim to beauty," 194 pages, 47 pages of illustrations. Plantin Press (1052 Manzanita St., Los Angeles, CA 90029), \$85.00. This limited edition (350 copies) tribute to the West Coast printer is by his widow. It is a biography of Marks, a history of the Plantin Press and an account of the fine press movement in Southern California. In the great renaissance of California printing, Marks was recognized as first among equals. "Why did they defer to him?" asked Lawrence Clark Powell. "Because

they recognized his uncompromising standards, technical skill, and impeccable taste." The book is rich with anecdote, and includes numerous excerpts from correspondence. Elmer Adler, Beatrice Warde, Paul Bennett and Paul Standard are among the familiar names that appear. Lillian Marks worked as a partner with her husband from 1931 until his death on November 27, 1974, and has carried on the work of the press herself since then.

OMAHA CONFERENCE ANNOUNCED. The University of Nebraska at Omaha, wishing to encourage and advance the exchange of ideas on fine printing in the 20th century, announces that a conference on the Art of the Printed Book will convene April 9-11, 1981 at the UNO Downtown Education Center. The purpose of the conference is to encourage discussion on the role of the private hand press in the contemporary publishing world. Topics of relevance might include book design and illustration, the history of hand printing, and the role of the small publisher considered from the perspective of the author, bookseller, and collector.

The conference coordinators wish to solicit participation from a wide variety of disciplines, bringing together the viewpoints of authors, printers, binders, illustrators, literary critics, librarians, and others. The coordinators will accept proposals for activities which address themselves to these concerns. Such proposals may be for papers, panel discussions, workshops, or presentations. The deadline for submitting proposals is October 15, 1980. Persons wishing to present original papers or other creative works, from panel discussions, or present workshops, roundtables, or seminars should submit an abstract to Mr. Mel Bohn, University Library, University of Nebraska at Omaha, Omaha, Nebraska 68182.

Of special interest will be poetry readings given concurrently with the conference by authors who have been published by the Cummington Press or Abattoir Editions. Mr. Harry Duncan, founder and president of the Cummington Press, is now the editor and printer of UNO's Abattoir Editions.

STA TYPE WORKSHOP. For more than 50 years, the Society of Typographic Arts (STA) in Chicago has encouraged excellence and professionalism in all aspects of design, printing and typography, offering its members unique opportunities to enhance their education in the graphic arts. Seminars, workshops, film programs and field trips are offered regularly. The Society also conducts a type of workshop at the Newberry Library, where members design, set in type and print small graphic pieces. Member Muriel Underwood has sent us a delightful keepsake celebrating the workshop and showing specimens of its type. The workshop, which opened in 1952, is a typesetting and letterpress printing shop where members can bring in their own projects and receive informal instruction. A registration fee in the fall of each year pays for expenses. Donations of equipment, type and paper have made it possible to carry on the venture. The workshop has survived for more than 27 years through the generosity of the Newberry Library, and by keeping its goals scaled to manageable activities by the members who volunteer as instructors. Type workshop chairmen are Ralph Creasman and Lloyd Altera.

WAYZGOOSE PLANNED FOR LOS ANGELES. A Wayzgoose Feast was in medieval times a traditional festival given by printers for craftsmen in the book trade. Joseph Moxon wrote in 1683: "It is also customary for all the Journey-men to make every year new Paper Windows; Because that day they make them, the Master Printer gives them a Wayzgoose; that is, he makes them a good Feast...And to this Feast, they invite the Corrector, Founder, Smith, Joyner, and Inck-maker...These Wayzgooses, are always kept about Bartholomew-tide." The celebration for 1980 is dedicated to all craftspeople in the book arts; printers and calligraphers, bookbinders and papermakers, illustrators and designers, book collectors and booksellers, typographers and typophiles. It is a three-day event including receptions and lectures, panel discussions and visits to local craftspeople, culminating in a feast. The purpose is the furthering of communication between craftspeople and those interested in contemporary bookmaking. The Feast this year will be held in Los Angeles at UCLA, September 26, 27 and 28; it is sponsored by UCLA Extension and is being coordinated by Kitty Maryatt.

Schedule:

Friday, September 26: Lecture and reception 7:30 - 10:00 p.m.

Saturday, September 27: Lectures 9:00 - 12:00, Lunch 12:00 - 1:00

Lectures 1:00 - 3:15, Panel Discussion followed by open floor discussion for all participants 3:30 - 5:00; visits in the evening to Open Houses at local establishments.

Sunday, September 28: Wayzgoose Feast 1:00 - 5:00; Tours of local establishments in the morning and evening.

Slate of Speakers and Panelists:

Francis Butler and Alastair Johnston, Poltroon Press

Adrian and Joyce Wilson, The Press in Tuscany Alley

Lillian Marks, Plantin Press

Ward Ritchie, Laguna Verde Imprenta, formerly the Ward Ritchie Press

Muir Dawson, Dawson's Book Shop

Hans Schmoller, former production manager and director of Penguin Books

Sumner Stone, Alpha and Omega Press, calligrapher

Kitty Maryatt, Two Hands Press, calligrapher, bookbinder

Sandra Kirshenbaum, Fine Print

Chris Weimann, paper marbler

Wally Dawes, The Paper Mill

Victoria and William Dailey, William and Victoria Dailey, Antiquarian Books and Fine Prints, Press of the Pegacycle Lady

Fee: \$35, plus \$5 for the Feast

BOOKS NOTED

The Living Alphabet by Warren Chappell. University Press of Virginia \$4.95. Paperback edition of this interesting study by the well-known type designer, illustrator and author.

Printing Poetry by Clifford Burke. Scarab Press (300 Broadway, San Francisco, CA 94133), \$50.00. A guide to "the craft of fine bookmaking" printed by Clifford Burke and Scott Freutel at the Spring Valley Press.

The Elbert Hubbard Notebook. Petrocelli Books, \$10.00. An edited version of the "Notebook" of the Roycroft Press sage of East Aurora.

Our Calligraphic Heritage by Ismar David. Geyer Studio (P.O. Box 1311, New York, NY 10008), \$67.50. A writing book with text and a set of folders of examples.

The Publish-It-Yourself Handbook: Literary Tradition and How-To, edited by Bill Henderson. Pushcart Press (P.O. Box 845, Yonkers, NY 10701), \$12.50. This revised edition contains several new essays on self publishing.

Historic Preservation in Small Towns by Arthur P. Zeigler and Walter C. Kidney. American Assn. for State and Local History (1400 Eighth Avenue South, Nashville, TN 37203), \$8.95.

Scribes and Sources; Handbook of the Chancery Hand in the 16th Century, selected, introduced and translated by A.S. Osley. David R. Godine, \$25.00.

Published in Paris by Hugh Ford. The Pushcart Press distributed by David R. Godine, \$10.50. Paperback reprint.

Two Thousand Years of Calligraphy by Victor I. Carlson and P.W. Filby, compilers. Taplinger/Pentalic. Paperbound, \$9.95.

Modern Book Collecting by Robert A. Wilson. Knopf, \$12.95. A manual emphasizing collecting modern authors.

Paragraphs on Printing by Bruce Rogers. Doner Publications, \$6.00. A reprint of Roger's illuminating series of talks with James Hendrickson on book design.

A Short History of the Printed Word by Warren Chappell. David R. Godine (306 Dartmouth St., Boston, MA 02116), \$9.95. A Nonpareil Books paperback reprint of Chappell's survey of the evolution of printing.

The Invention of Printing by T.L. DeVinne. Gale, \$14.50. Write to the Gale Research Co., Book Tower, Detroit, MI 48226, for a complete list of their many reprints of books about books and printing.



BOOKS NOTED (cont'd)

The Author and His Publisher: Lectures Delivered in Mainz and Austin by Siegfried Unseld, translated by Hunter Hannum and Hildegard Hannum. University of Chicago Press, \$12.50. A consideration of the educational role of the publisher by a respected German editor.

The Art and Science of Book Publishing by Herbert S. Bailey, Jr. University of Texas Press (P.O. Box 7819, Austin, TX 78712), \$7.95. Paperback reprint of a popular survey of various aspects of editorial and financial operations of the modern publishing company.

Fox Talbot and the Invention of Photography by Gail Buckland. David R. Godine, \$50.00. Thoroughly researched study of the early photographer and his achievements.

A History of Printing Ink, Balls, and Rollers, 1440-1850 by Colin Bloy. The Sandstone Press (321 East 43rd St., New York, NY 10017), \$16.50. American edition of the history of the methods and implements used to make ink. This publisher has issued several other books on printing.

Printing Types, Their History, Forms and Use by D.F. Updike. Dover. 2 vols. each \$8.95. Reprint of the indispensable classic.

A Decorative Divertissement by Richard Hoffman (obtainable from Dawson's Book Shop, 535 North Larchmond Blvd., Los Angeles, CA 90004 for \$40.00). Subtitle: The Foundry and Monotype typographic piece borders and ornaments as well as the Linotype border matrices and border matrix slides that have been accumulated over many years together with the first Supplement to A Gathering of Types showing the printing types recently acquired by Richard J. Hoffman: Printer, finding pleasure in his printing office.

AVAILABLE AT NO CHARGE. Any of our APHA members who are book collectors may have a free entry in the third edition of the International Directory of Book Collectors (if it is still not too late) by writing to: Trigon Press, 117 Kent House Road, Beckenham, Kent, BR3 1JJ, England. Just list your name, address, subject(s) of special interest or author collected.

MEMO FROM THE TREASURER. When you read this issue of our Newsletter, the new year is not very far away. Please look for the 1981 Renewal Notice early in January and note that membership for individuals is now \$15.00 per year and for institutions \$20.00. Your early remittance will help APHA. Season's greetings and happy holidays to all.

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 Street, 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 10163.

MEMBERSHIPS are for the Calendar Year, and include APHA Letters retroactive to January of the year joined. Annual active individual membership for 1981 is \$15.00. Information regarding other membership categories available upon request to the box number. Individual copies of prior APHA Letters are available to members and subscribers at \$1.00 each, while the supply lasts. Back file of APHA Letters 1 through 20 available as a unit for \$10.00. Send orders to our box number.