

The APHA THE AMERICAN PRINTING HISTORY ASSOCIATION Letter

No. 46

1982, No. Two

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, Philip Sperling.

ANNUAL MEETING. The eighth annual general meeting of APHA was held on January 30, 1982 at Columbia University's Butler Library. A highlight of the proceedings was the presentation of APHA's Annual Award to John Tebbel, well known as a publishing historian by reason of his four volume History of Book Publishing in the United States (R. R. Bowker). These four volumes, encyclopedic in their scope, were published in 1972, 1975, 1978 and 1981. They comprise a survey of the entire American publishing scene from 1639 to 1980. As part of the program Mr. Tebbel delivered a stimulating and thought-provoking address on "Sources and the Writing of History," recounting some of the problems that challenged him during his research and writing of his history of the publishing industry. The talk was enthusiastically received by the large number of members present. It is hoped that Mr. Tebbel's talk can be published and made more widely available. Catherine Tyler Brody, President, presided at the Annual Meeting. Presentation of annual reports from the officers on activities of the past year and election of new officers also were on the meeting's agenda.

As is now becoming a tradition, the meeting was called to order and adjourned by the ringing of a miniature Liberty Bell. Dr. J. Ben Lieberman, former president of APHA and recipient of its Annual Award in 1980, recommended the practice as symbolic of American democratic principles, including freedom of speech and freedom of the press. The democratic process had a very special meaning for APHA at this Annual Meeting. For the first time in the history of the organization, election of officers was conducted by a mail ballot. Voting was heavy with ballots being returned from members all over the country and even from abroad. In a surprising result, the vote for the presidency was a virtual tie, with only one vote separating the two candidates, Dr. Morris A. Gelfand and E.H. ("Pat") Taylor. Some members failed to follow instructions correctly in filling out their ballots to ensure their validity, and some of the ballots appeared to have been lost in the mail. Consequently, a recount was called for. Subsequently it was decided to send out a second ballot for voting on this position. In the meantime, the incumbent, Catherine Brody, will remain in office as president until her successor is duly elected. A second ballot for the office of president was to be prepared with more explicit instructions and an inner envelope to ensure confidentiality. Plans were developed to send this second ballot out as soon as possible and members were urged to cooperate by voting. In her remarks, Prof. Brody mentioned some of the high points of the past year. These included the extremely successful conference held in September and a new oral history project. The APHA Board of Trustees approved a plan whereby Dr. J. Ben Lieberman would gather oral history interviews with some of the leading living personalities in various activities connected with printing. APHA purchased recording equipment and authorized Dr. Lieberman, on behalf of the organization, to create oral history research materials, which

Annual Meeting (continued)

will make available a future record for historians. The project will include the provision of typewritten transcripts, duplicate tapes, and so forth, comprising primary source materials on the lives of the present-day giants in the world of printing.

It was because of the death of Edna Beilenson, a much respected figure in the publishing world and a valued member of APHA's Board of Trustees, that the urgency of the creation of oral history records became obvious. Prof. Brody observed that the death of Edna Beilenson last February 28th was a great loss to APHA, and called for a moment of silence in her memory.

ANNUAL REPORTS. Reports from the treasurer and the three vice presidents summarized data on the organization's activities during the past year.

TREASURER'S REPORT. Philip Sperling presented a carefully prepared account of APHA's finances. Despite the impact of the recession and of general inflationary increases in all expenses, the future of the organization seems secure, although continuously in jeopardy. The Treasurer's Report follows:

January 1, 1981 through December 31, 1981
(All figures rounded to the nearest dollar)

CASH BALANCE AS OF JANUARY 1, 1981 \$1,730.00

INCOME:

Membership Dues, New and Renewals	\$24,938.00	
Registrants to 6th APHA Conference	5,040.00	
Ephemera Sold of 5th APHA Conference	251.00	
Advertisements in Printing History, incl. re-imbursement for cost of paper, Issues 3 and 4	5,656.00	
APHA Publications Sold	210.00	
APHA Mailing Lists Sold	192.00	
		<u>36,287.00</u>
		\$38,017.00

EXPENSES:

Paid to New York Chapter (Dues)	1,345.00	
Membership Maintenance, Mailings, APHA Newsletters, etc.	6,314.00	
Expenses 6th APHA Conference	3,980.00	
Expenses Printing History Issue No. 4	7,456.00	
Paper for Printing History Issue No. 4	1,964.00	
Paper for Printing History Issue No. 5	1,580.00	
Equipment for Oral History Project	242.00	
Annual Meeting - January 24, 1981	103.00	
Re: The APHA Letter	200.00	
Postage	440.00	
Rental P.O. Box 4922 Grand Central Sta.	190.00	
Stationery	740.00	
Sundry Supplies and Miscellaneous Exp.	1,346.00	
		<u>25,900.00</u>

CASH BALANCE AS OF DECEMBER 31, 1981..... \$12,117.00

Submitted by:

Philip Sperling
Treasurer

ANNUAL REPORT OF THE PROGRAM VICE PRESIDENT. Philip Grushkin, Program Vice President, commented on the major program event of the past year, the highly successful conference on "The Mark of the Printer," held on September 26, 1981. Mr. Grushkin thanked the conference committee, chaired by Alice Schreyer (Columbia University), for its fine work. The conference speakers, whose talks explored the role of the printer in the machine press period, included Alan Fern (Library of Congress), Irene Tichenor (Columbia University), James M. Wells (The Newberry Library), John Dreyfus (typographical adviser to the British Monotype Corporation and the Cambridge University Press), and Albert Materrazzi (Graphic Arts Consultant).

Plans in progress for the next conference were announced by John Lancaster, who is chairing the committee handling these plans. Although a specific title for the conference has not yet been chosen, it will focus on American printing during the first half of the 19th century. Speakers will include Rollo Silver on "The Sources of Power in Printing in the Early 19th Century." Michael Winship co-editor of the Bibliography of American Literature and president of the New England Chapter, will speak on stereotyping. James Barnes, Prof. of History at Wabash College and an authority on copyright, will speak on Jonas Winchester a printer whose varied career epitomizes the state of American printing in the 19th century. Other speakers will discuss such topics as the use of early city directories in doing research and 19th century craft and guild practices. The date of the conference is to be September 25, 1982, and members were advised to mark their calendars now.

ANNUAL REPORT OF THE PUBLICATIONS VICE PRESIDENT. The report of the Publications Vice President, Jack Golden, was read by the President, since Mr. Golden could not be present to deliver his report in person. His report follows:

"I regret the inability to deliver my report in person. I have the good news to tell you, however, that the long-delayed issue 5 of Printing History has been printed and is in the process of being mailed. I'm sure you will all agree it was well worth waiting for. And I want to take this opportunity to thank everyone on the editorial board, Stinehour-Meriden and Mohawk Paper for a job well-done. Copies are available at the meeting for those who wish to have a look.

I am also happy to report that we have the galleys for issue 6, and that they are now being proof-read. Hopefully, we should get the issue out by the end of April or early May. We expect to have the articles ready for issue 7 very shortly. With your indulgence, we are going to make every effort to get Printing History back on schedule before the end of the year."

Submitted by:

Jack Golden
Publications Vice Pres.

Prof. Brody, who is editor, noted that six issues of APHA Letter had appeared during 1981. She thanked Barbara Jones, who had served as assistant editor during the early part of 1981, and Philip Sperling, who recently took on the responsibilities of this post. She announced that news items and queries from members are always welcome for publication in this newsletter.

In calling attention to the just-distributed issue of Printing History which contains several richly illustrated articles on "The Renaissance Book," Prof. Brody congratulated the editor, Dr. Susan O. Thompson, Mr. Golden and their entire staff.

ANNUAL REPORT OF THE MEMBERSHIP VICE PRESIDENT. "At last year's meeting, I reported that our paid membership for 1980 reached 1,375, and that the number could grow to 1,500 in 1981. We did not meet that objective. Several reasons are apparent: 1. An increase in dues from \$10 to \$15 caused a number of members to reconsider their membership because of inflation and the general economy. 2. A production schedule on the APHA journal which must have convinced many of our members that we were out of business. In spite of these problems, membership did reach 1,262 for 1981 thanks to more than 250 new members who replaced the 350 members who did not renew.

These same factors face us today. The general economy is down, and one of our primary membership services, the Journal, is still on a production schedule that causes great membership concern, as can be attested to by the number of inquiries Phil Sperling has had to answer. So unless we can make headway into the publishing backlog on Journal 5, 6, 7 and 8 (which are due 1981 and 1982 members) we will face further adverse reaction from our membership.

Chapter development in Boston (New England) and Philadelphia has been positive. Other areas have requested listings of members that can be used for chapter solicitation. Unfortunately, in most cases, membership concentration is very light. I'm sure our new membership V.P., with his national contacts in the academic, library, and private press area will be able to identify and assist local leaders in further chapter development.

Our first computer listing of members appeared in APHA letter #44. The print quality is not great but, we hope as computer technology advances we will be able to interface with our printer's typesetter or at least improve the computer print quality.

Last year and in 1980 several direct mail solicitators were sent to University libraries, and rare book dealers. A new promotional piece has been developed by Jack Golden, and will be used for institutional solicitation."

Submitted by:

E. H. Taylor,
Membership Vice Pres.

ANNUAL REPORT OF THE SECRETARY FOR 1981. "Annual Meeting. At the seventh annual general meeting, January 24, 1981, held in Columbia University's Butler Library, Alexander S. Lawson, professor-emeritus of the School of Printing at Rochester Institute of Technology, received the annual APHA Award "in grateful recognition of his important service in advancing understanding of the history of printing and its allied arts." At the meeting the following trustees were elected to serve three-year terms: Alice Schreyer, Daniel Traister, and Parker Worley.

Publications. Six numbers of the association newsletter, the APHA Letter, were issued during the year under the editorship of Catherine T. Brody. Publication of the association journal, Printing History, was delayed, but Number 5 and 6, which were scheduled to be published during 1981, will appear early in 1982, and all members who paid 1981 dues will receive copies. Susan Thompson continues as editor, and Jack Golden as art director. With issue Number 5, Anna Lou Ashby succeeds Jean Peters as book review editor, and the rest of the staff includes: Alice Schreyer, assistant editor; Dorothy MacDonald, copy editor; Stephen Saxe, picture editor; and Philip Grushkin and Lili Wronker, art associates. The Education Committee, under the chairmanship of Morris Gelfand, completed the Directory of Printing Museums, compiled and edited by Mildred Lowe, and publication is expected in 1982.

Annual Report of the Secretary (continued)

Annual Conference. The sixth annual APHA conference, "The Mark of the Printer: Fine Commercial Printing in the Machine Age," was held on September 26, 1981, in the Harkness Theater of Butler Library, Columbia University. Alice Schreyer was chairman of the conference, and the speakers were: Alan Fern (Library of Congress); Irene Tichenor (Columbia University); James M. Wells (The Newberry Library); John Dreyfus (Typographic Adviser to the British Monographic Corporation and the Cambridge University Press); and Albert Materazzi (graphic arts industry consultant).

Archives. Material for the APHA archives was collected from past and present officers and organized at Columbia University School of Library Service by an SLS student, Carol Briggs. The archives will be housed and maintained at the School of Library Service.

Membership. At the close of 1981, APHA membership stood at approximately 1,265. APHA Letter Number 44, issued in December, contained a membership list prepared by Membership Vice President, Pat Taylor."

Submitted by:

Jean Peters,
Secretary

ELECTION OF OFFICERS. Although the presidency has not yet been officially decided, the names of the successful candidates for the other elective offices of the organization were announced as follows: Membership Vice President, Terry Belanger (Columbia University School of Library Service); Program Vice President, Marie Korey (Library Company of Philadelphia); Publications Vice President, John B. Hench (American Antiquarian Society); Secretary, Anna Lou Ashby (Pierpont Morgan Library), Treasurer, Philip Sperling. The trustees elected for three-year terms were Jack Golden, Chandler Grannis and Philip Grushkin. These new officers assumed their duties at the conclusion of this annual meeting.

PRESIDENT'S FAREWELL COMMENTS. In a brief "farewell address," Prof. Brody offered her best wishes to the new officers and Board members and expressed appreciation for the help she had received during her years in office. "I can scarcely realize that four years have passed since I appeared before you to take on my first term as president. Before that I served four additional years as vice president. Fortunately, the Bylaws prevent me from continuing in office any longer," she commented.

"I have enjoyed my years serving APHA and am grateful for the friends I have made here," she added. "I am particularly indebted to my fellow officers, to members of the Board who have labored so devotedly in support of our objectives, and to that loyal body of members who have worked so faithfully and unselfishly with me. Their confidence and unfailing encouragement made my task easier. I extend to the entire membership my heartfelt thanks."

In taking leave of the presidency, Prof. Brody went on to thank the people who had accepted committee assignments, taking time from their busy professional lives, often at personal sacrifice. She went on to express appreciation to those members who have quietly helped APHA behind the scenes and wished to remain anonymous.

"I want to thank those kind members who have sent me good wishes and messages of generous tribute as I step down from office" she continued. "It is gratifying to receive such recognition. I trust that will give my successor the same cooperation you have given me. APHA members are a wonderful group of people, and to each of you I owe my respect, gratitude and affection."

President's Farewell Comments (continued)

In conclusion, Prof. Brody called upon all members to remind themselves of the high ideals that inspired the founding of the American Printing History Association. "As Victor Hugo has written, 'there is nothing so powerful as an idea whose time has come.' In 1973, as technology proliferated and as America's Bicentennial approached, it became obvious that the time for an organization to preserve America's printing history had arrived. Thanks largely to Ben Lieberman, the American Printing History Association was founded."

She commented on the increasing importance of APHA's aim of bringing to this era of increasingly complex and ubiquitous technological innovation the consciousness of the human qualities of excellence. This consciousness, she said, is supplied through an understanding of the history of printing and publishing. She urged the organization to adhere to its original goal of keeping the human spirit pervasive and dominant in printing, publishing, communication, and among mankind in general.

PRESENTATION OF ANNUAL AWARD. In continuing with the program, Prof. Brody noted that she had one privilege remaining before she left office, and that was to present the APHA Annual Award. Previous recipients have included Robert Leslie, Rollo Silver, Joseph Blumenthal, Maurice Annenberg, J. Ben Lieberman, and Alexander Lawson.

"It is now my very great pleasure to present the Seventh Annual APHA Award," Prof. Brody continued. "The plaque that I have here bears this inscription: 'This plaque, the 1982 Annual Award of the American Printing History Association, is presented to John Tebbel, in grateful recognition of his important service advancing understanding of the history of printing and its allied arts.'" Loud applause marked Mr. Tebbel's acceptance of the award.

"John Tebbel is an old friend of APHA," President Brody noted. "In fact, he has addressed APHA groups more than once on publishing history. He was one of the featured speakers at our First Annual Conference in 1976." She then introduced Mr. Tebbel, presenting the background on his rich career in journalism and publishing. Mr. Tebbel's speech was rich in insights derived from his own experiences. It is hoped that his talk can be published in its entirety, at some future time.

BOOK PUBLISHERS DIRECTORY: A GUIDE TO NEW AND ESTABLISHED, PRIVATE AND SPECIAL INTEREST, AVANT-GARDE AND ALTERNATIVE, ORGANIZATION AND ASSOCIATION, GOVERNMENT AND INSTITUTION PRESSES. Third Edition. Edited by Linda S. Hubbard. (Gale Research Co., \$160.00). The new third edition of this now-standard reference work has added more than a thousand new entries, which seems to be a comment on the proliferation of small presses in this country. The presses described in this massive volume of almost 1200 pages range from publishers of paperbound offset versions of typewritten manuscripts to producers of finely bound limited editions. Museums, organizations, educational institutions, corporations and even government agencies are included. The information given was obtained from the publishers themselves. For each there appears a list of principal personnel, a brief description of the aims of the organization, its subject specialties, discount and return policies, and a list of representative titles. Here you can find listed such presses as Abattoir, Sumac Press, Sandstone Press, and Tideline Press, with much useful information including address and phone number. Some presses that I thought I would find here are not listed, however, possibly because they failed to return the questionnaire which was used to gather all this information. The reference value is increased by the indexes of publishers, subjects, and geographical location. The volume has many uses for those interested in printing and publishing. The broad scope of the volume makes it a valuable reference tool. Even individuals who can't afford the steep purchase price should find it of great value for reference in their local library.

HURRY, HURRY. To those APHA members who love print - more specifically, printed books, the University of California Press is offering some wonderful books at, according to them, "a whale of a sale." Interested: Write for the catalogue to University of California Press, 2223 Fulton Street, Berkeley, California 94720. This Warehouse Sale ends June 15, 1982.

CARTOGRAPHICAL TREASURES OF THE LIBRARY OF CONGRESS AVAILABLE. Facsimiles of four rare and beautiful maps from the 16th and 17th centuries are now available for sale. These finely colored maps depict the Mediterranean, North American, The World and Manhattan. Information and prices may be obtained by writing to: Library of Congress, Information Office, Box A, Washington, D.C. 20540.

BOOK OFFER. We are pleased to announce that the publisher, Thames and Hudson, Inc., is making The History of the Illustrated Book available to members of the American Printing History Association at a discount of 25% on the list price of \$60.00 (or \$45.00), plus \$1.50 postage and handling. All orders must be prepaid (check or money order -- no credit cards). Members should mention APHA when ordering from: Order Department, Thames and Hudson, Inc., 500 Fifth Avenue, New York, NY 10110.

BOOKS ON THE HISTORY OF THE PRINTING PRESS. (continued from APHA Letter No. 45)

Nash, Ray. An Account of Calligraphy and Printing in the Sixteenth Century from Dialogues Attributed to Christopher Plantin. Cambridge, Massachusetts, 1940.
A translation of the earliest description of a printing press.

*Nash, Ray. Durer's 1511 Drawing of a Press and Printer. Cambridge, Massachusetts, 1947.

*Neipp, Lucien. Les Machines à Imprimer depuis Gutenberg. Paris, 1951.

*Pottinger, David. "The History of the Printing Press" in The Dolphin No. 3, A History of the Printed Book. Edited by L.C. Wroth. New York: Limited Editions Club, 1938. (Reprinted by Greenwood Press.)

Ringwalt, J. Luther, editor. American Encyclopedia of Printing. Philadelphia: Menamin and Lockwood, 1871. (Reprinted by Greenwood Press.)

*Scholderer, Victor. Johann Gutenberg. London: The British Museum, 1963.

Silver, Rollo G. "Efficiency Improved: The Genesis of the Web Press in America," Proceedings of the American Antiquarian Society for October 1970. Worcester, 1971.

*Silver, Rollo G. The American Printer 1787-1825. The University of Virginia, 1967.

Southward, John. Principles and Progress of Printing Machinery with F.J.F. Wilson, Modern Printing Machines. London circa 1886.

Tucker, Stephen D. "History of R. Hoe and Company, 1834-1885" edited by Rollo G. Silver, in Proceedings of the American Antiquarian Society for October 1972. Worcester, 1973.

Twyman, Michael. "The Lithographic Hand Press 1796-1850" in Journal of the Printing Historical Society. London, 1967.

Wilson, Frederick D.F., and Grey, Douglas. Practical Treatise upon Modern Printing Machinery and Letterpress Printing. London, 1888.

*Wroth, Lawrence C. The Colonial Printer. Portland, Maine, 1938. Limited edition. Also available in paperback edition, published by the University Press of Virginia.

Printer's Manuals

Adams, Thomas F. Typographia. Philadelphia, 1837.

*Hansard, Thomas C. Typographia. London, 1825 (Reprinted by Gregg)

*Johnson, John. Typographia or the Printer's Instructor. London, 1824. (Reprinted by Gregg)

MacKeller, Thomas. The American Printer. 12th edition. Philadelphia, 1879.

*Moxon, Joseph. Mechanick Exercises on the Whole Art of Printing. (1683) edited by Herbert Davis and Harry Carter. London: Oxford University Press, 1958.

*Stower, Caleb. The Printer's Grammar. London, 1808. (Reprinted by Gregg)

* With illustrations of wooden presses. (Smithsonian Institution, Graphic Arts Division)

CHANDLER & PRICE PRESS FOR SALE. Mr. Karnig Thomasian (300 Continental Ave., River Edge, NJ 07661) has a Chandler & Price press for sale. "The patent date is April 12, 1887. Serial Number is #1030. Please contact me at (work) 212-684-4625 or at (home) 201-262-2984 if there are any questions. The press is in excellent working condition."

IN TOUCH: PRINTING AND WRITING FOR THE BLIND IN THE 19TH CENTURY. A catalog of a recent exhibition at the National Museum of American History traced innovations in printing and writing methods devised during the 1800s to educate blind persons is available in ink and in braille. To receive a free copy, write to the Division of Graphic Arts, National Museum of American History, Smithsonian Institution, Washington, D.C. 20560.

FIRST BOOK TO BE PUBLISHED IN METAFONT. A limited edition of the first book to be published in Metafont, the new method of type design, has been produced by Addison-Wesley Publishing Company. The title is The Art of Computer Programming; Seminumerical Algorithms, Volume II, Second Edition. The volume is bound in leather and is numbered and signed by the author, Donald E. Knuth, of Stanford University. The Metafont method allows the user to spell out his own design for each letter or symbol. The program as written for a particular alphabet design has the principles carefully stated. The author researched the history of type design for three years before developing this computer design system. The leatherbound edition, limited to 256 copies, is priced at \$195.00, and will probably be historically important.

SOME BOOKDEALER CATALOGS OF INTEREST TO STUDENTS OF PRINTING HISTORY.

- Tony Appleton, 28 Florence Rd., Brighton BN 1 6DJ, England (Catalogue No. 34 is largely devoted to Eric Gill.)
- Anne and David Bromer, 607 Boylston St., Boston, MA 02116 ("Rare and Unusual Books")
- Justin G. Schiller, Ltd., P.O. Box 1667, FDR Station, New York, NY 10150 (Illustrated Art and Children's Books)
- Robert & Carolyn Veatch, P.O. Box 985, Smithtown, NY 11787 (Lists of Books about Books)
- Wilsey Rare Books, 80 Watchung Ave., Upper Montclair, NJ 07043 (Note that this is a new address)

MAILING ADDRESSES FOR APHA

NEWSLETTER ONLY: Send news items, announcements, comments and other materials for inclusion in APHA Letter directly to the Editor: Prof. Catherine T. Brody. NYC Technical 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 all APHA publications for that year. Annual individual membership for 1982 is still set at \$15.00 and for institutions at \$20.00. Copies of back issues of The APHA Letter are available to members at \$2.50 each, while the supply lasts. APHA Letters Numbers 1 through 20 are now out of print. Back issues of our journal are all available at \$7.50 each copy. Send your orders to our Box Number.