

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 information. Edited by Prof. Catherine Tyler Brody. Assistant Editor: Philip Sperling.

DEATH OF BEN LIEBERMAN. The deep sorrow all of us feel on the death of J. Ben Lieberman, APHA's founder and first president, is difficult to put into words. For all these years he has been our inspiration, and up to the very end of his life he had been actively involved in a multitude of projects. The APHA Annual Conference, taking place so shortly after Ben's death was a time for remembering and dedicating ourselves anew to the objectives he so carefully formulated for our organization. APHA's president, E. H. "Pat" Taylor opened the Conference with this heartfelt eulogy:

"As many of you may know, on Wednesday, Sept. 19th we lost our Founding Father J. Ben Lieberman. Ben was a master organizer - teacher and believer in causes. In the early 1950's he started the Printing Chappel movement for "Personal Printers" - who at that time would have thought that "Personal Computers" would be the rage. I'm sure if Ben had had IBM's resources - Personal Printing would be as popular today. He then organized the Goudy Society to further recognize the human aspects of printing plus typography and then in November of 1973 at a memorable evening celebrating the 21st anniversary of his Herity Press, Ben held a meeting - at his home along with a number of interested friends and with James Mosley the Honorable Secretary of the Printing Historical Society - to see if an American Division could be formed. The outcome - after some considered remarks by Mr. Mosley - was that we should do it "our way" thus the formation of the American Printing History Association - APHA. Aren't we glad it isn't American Printing History Society - APHS. Even again, in the last few years, Ben was on another organizational binge -- to form "a Letter Press Society" - to provide a basis for furthering the craft and encourage the commercial and educational uses of the process. We have truly lost a great teacher and a great friend. At our APHA Board meeting yesterday, we approved the creation of the J. Ben Lieberman Endowment, which at its original concept will support a series of lectures directed at Personal Printing and Freedom of the Press. A committee under the chairpersonship of Alice Schreyer, Program Vice President, will report at our annual meeting in January as to the final form the project will take. However, in the meantime, you may well be receiving a solicitation for a contribution to the fund. I will close by reading an editorial which appeared in this last Monday's Westchester Gannett Newspaper, written by a friend of mine and of Ben's, Nancy Keefe.

' On one of the immaculately arranged bookshelves of the venerable St. Bride Printing Library in London stands a slim volume: "Printing As a Hobby," by J. Ben Lieberman. That is a significant measure of the far-flung influence of Ben Lieberman of New Rochelle. Ben, who

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died Wednesday, at 69, had a basement full of type; a head full of convictions and a sense of mission about quality; about the history of printing and about freedom of the press. He was like a hellbox full of crotchets and; as his brothers in the printing chappels and editors at these newspapers will testify; he knew he was right about all of them. Single-handedly, Ben got thousands of people interested in printing as a hobby and thousands of others to appreciate it as a great craft. In an era of cold type and cool indifference; that's a fine legacy.'"

The following obituary also appeared in this newspaper:

"J. Ben Lieberman, printing, typography authority by June Schetterer

J. Ben Lieberman, who started the "printing-as-a-hobby" movement, died Wednesday at New Rochelle Hospital Medical Center of a heart attack. A communications consultant, he was an internationally recognized authority on printing, typography, and freedom of the press. He was 69, and had moved to New Rochelle 16 years ago from White Plains. Mr. Lieberman had been selected for the Printer's Wall of Fame in New York City, and was to be inducted into the wall in November. Since 1976, when he retired as director of social issues for Hill & Knowlton, a New York City public relations firm, he was president of Myriade Press, Inc., a publishing firm in New Rochelle devoted to printing and the graphic arts. Mr. Lieberman was a founder and the first president of the American Printing History Association and a board members of the American Institute of Graphic Arts. A long-time advocate of hobby printing, in the 1950's he founded the "chappel movement, clubs of personal, small-press printers in the United States and in London. His wife, the former Elizabeth Koller, a former copy editor for William Morrow & Co. Inc., said her husband always encouraged freedom of the press, promoting the right of an individual to use his own press to print what he wanted. The Liebermans worked together, printing on their own small presses for 30 years. Mr. Lieberman was the author of many books, including "Type and Typefaces" and "Printing as a Hobby," and held four patents on simple printing equipment. "Ben was best known as a teacher," said his friend, E. H. Pat Taylor of Larchmont. "Thousands and thousands got into printing because of him. He was my mentor and teacher. Fifteen years ago he took this malleable dum-dum and turned him into a devoted disciple. I finally learned enough so I could argue with him. Ben was a very strong man. He knew he was right all the time. This is a great loss because he was a great friend." Taylor said. The Liebermans' basement has more than one press, but their pride and joy was a press built in 1891 in England, and used for five years by William Morris, a Victorian poet, artist, craftsman and socialist. In 1896, Morris used the press to print a monumental and highly decorated folio of Chaucer, considered to be one of the finest works of printing and a landmark in the history of printing. The press eventually was brought to the United States. "Ben learned about it while attending a chappel meeting in New York City and mentioned wanting to acquire a Washington hand press," Mrs. Lieberman said. "Someone said he should get a 'real' press like William Morris' and everyone laughed. But when he found out the press was in New Jersey, Ben called the owner and tried to buy it. "Unfortunately, someone in California had an option to buy it, and it was a year later when the man in New Jersey called and asked if we still wanted it because it had never been picked up." That was in 1961. In June, Mr. Lieberman received the William H. and Harry J. Friedman Memorial Award and Medal for distinguished service in and for graphics arts education. In 1980, he received the American

Death of Ben Lieberman (continued)

Printing History Association Award for work on behalf of freedom of the press. Mr. Lieberman was born on Nov. 17, 1914, in Champaign, Ill., the son of Abraham and Rebecca Lieberman, but grew up in Evansville, Ind. He was a graduate of the University of Illinois and earned a doctorate in political science from Stanford University in California. During World War II, he was director of informational services of the United States Navy. He rose from ensign to commander in three years, and served throughout the war as the first editor of All Hands, the Navy's general service magazine. After the war, Mr. Lieberman had been, among other things, assistant general manager of the San Francisco Chronicle for nearly five years; a staff member at Stanford Research Institute, and in the early 1960s was a professor at Columbia University's Journalism and Business Schools. Additionally he consulted for a variety of international development programs, including, AID, Unesco, and OECD. In addition to his wife, he is survived by a son, Jethro K. Lieberman of Hastings-on-Hudson; a daughter, Sarah Haddon of Larkspur, Calif., and three grandchildren. Also surviving are three brothers; Harry, Nathan and Dr. Heiman Lieberman in Evansville, Ind. and a sister, Dora (Mrs. Leonard) Lasky of Cleveland, Ohio."

MEMORIAL TO J. BEN LIEBERMAN. As Pres. Pat Taylor has announced, a proposal has been made that APHA establish a memorial to Ben Lieberman in recognition of his many achievements. The Board has agreed to sponsor a program in honor of Ben (possibly a lecture series) and will be raising money to support this activity. The details will be announced at the Annual Meeting in January. The committee working on this project includes Ed Colker, Herb Johnson, Alice Schreyer, Virginia Smith and Pat Taylor.

NOMINATIONS. The APHA Nominating Committee, under the chairmanship of Dr. Morris Gelfand has proposed the following slate to fill the three openings for members of the Board of Trustees for 1985-1988:

Frederic C. Beil, president, Sandstone Press,
Ronald Gordon, proprietor, Oliphant Press,
Michael Hentges, designer, A. Colish.

The Board has approved the nomination of these three candidates. In the event that there are no additional nominations for these offices, these candidates will stand for election at the Annual General Meeting by a voice vote. No ballot would be mailed out.

ADDITIONAL NOMINATIONS. In accordance with the APHA Bylaws, additional nominations for any elective office may be made in writing signed by any five Personal Members and delivered to the Secretary at least 40 days before the date of the Annual Meeting. Such nominations must be accompanied by the written permission of the nominees.

ANNUAL GENERAL MEETING. This preliminary announcement is to call your attention to the date of APHA's Annual Meeting. This event is scheduled for Saturday afternoon, January 26, 1985. As in past years, the meeting place will be the Butler Library of Columbia University.

GARAMOND TYPE (ENGLISH MONOTYPE) FOR SALE. A long run of Garamond in Roman from 10 points to 72 points, and a broken run in Italics, all together about 40 wooden cases plus the two cabinets and an additional half size wooden cabinet. For particulars call N. Luboff, (516) 883-0085.

APHA OFFICERS AND TRUSTEES. The following list of current APHA Board members is provided for the information of the membership:

Officers:

John Hench, Chairman of the Board (Jan. 87) American Antiquarian Society
E. H. (Pat) Taylor, President (Jan. 86)
Alice Schreyer, Vice president for Programs (Jan. 86) Center for the Book,
The Library of Congress
Stephen O. Saxe, Vice president for Publications (Jan. 86)
Ginna Johnson Scarry, Vice president for Membership (Jan. 86) Bowne & Co.
Stationers
Renee Weber, Secretary (Jan. 86) Curator of Special Collections, Fairleigh
Dickinson University
Philip Sperling, Treasurer (Jan. 86)

Trustees:

Jack Golden (Jan. 85) Designers 3
Chandler B. Grannis (Jan. 85) R.R. Bowker Company
Philip Grushkin (Jan. 85) Philip Grushkin, Inc.
Edward Colker (Jan. 86) Dean of Visual Arts, SUNY Purchase
Herbert Johnson (Jan. 86)
Edith Hazen (Mrs. Allen T.) (Jan. 87)
John Hench (Jan. 87)
Jack Robinson (Jan. 87)
Morris Gelfand, Past President (Jan. 86)

APHA ANNUAL AWARDS. The APHA Board has voted to name the recipients of the APHA Annual Awards. This year, for the first time, an institutional recipient will be named, as well as an individual. Dr. James Eckman has been named -- unanimously by the APHA Board of Trustees to receive the APHA Annual Award and thus be the 1985 APHA Laureate. The Award, to quote the criteria for its selection, "is for a distinguished contribution to the study, recording, preservation or dissemination of printing history, in any specific area or in general terms." The tangible Award itself as is customary, will be presented at APHA's Annual Meeting, on the afternoon of Saturday, January 26th. The Smithsonian Institution, and more specifically the Division of Graphic Arts of The National Museum of American History, and Dr. Elizabeth Harris as the principal involved, have been selected as the first recipients of the APHA Institutional Award. This will henceforth parallel the Annual APHA Individual Award which has been presented since 1976, and is now accepted as a most prestigious accolade. It is expected that both Dr. Eckman and Dr. Harris, as the representative of the institutional recipient, will be on hand at the Annual Meeting, to accept their awards and respond to this honor. Our congratulations to them both.

NEW ENGLAND CHAPTER. In July the New England Chapter held an organizational meeting for planning fall activities, hosted by bookseller Robinson Murray III of Melrose, Massachusetts. Last year's officers will continue serving for 1984-85, with Earl Taylor of the John Carter Brown Library as President. Enthusiasm was expressed for chapter meetings and newsletters which reflect the broad base of members' interests, and committees were tentatively established for working on these. Members will receive notices of fall activities.

A FLASH FROM PRINTING HISTORY. Sorry to report that the APHA Journal, Issue No. 12 will be delayed about 30/60 days. This issue originally scheduled for late December 1984 should be in your hands sometime in February 1985. Our editor assures us that Issues 13 and 14 are on track for June and December 1985 respectively. It takes a great deal of work!

APHA/NEW ENGLAND. The New England Chapter of APHA has announced plans for the season in its recently published chapter newsletter. The Chapter has decided to offer fewer meetings on which all members can focus their attention. The Chapter plans to identify printing history projects for members to work on in groups. Also, the Chapter will continue its informal monthly dinner meetings (the first Tuesday of each month). This excellent newsletter is a useful medium of communication for members, offering many useful features, such as the calendar of upcoming events.

CENTER FOR BOOK ARTS RETROSPECTIVE. "Inspiring," "impressive," "provocative," "daring," "maddening" -- these are some of the words that have been used to describe the work that has come out of the Center for Book Arts. A splendid exhibition marking the completion of the first decade of the Center's work is on display at the New York Public Library's Central Building (through November 29th). The exhibit includes 132 contemporary handcrafted "books," many of which stretch the meaning of the word in unusual ways. The items were selected from both one of a kind and limited edition press books submitted by 1000 book artists from the U.S., Canada and Europe. Items in the show show binding designs, handmade paper and letterpress printing. Materials used include Nigerian goatskin, embroidered silk and wet paper pulp. Curator of this exhibition was Francis Mattson, NYPL's Curator of Rare Books. The exhibit is accompanied by an excellent catalog (\$7.95). The Center for Book Arts was founded in 1974 to develop and promote the arts of the book through travelling exhibitions, publications, lectures and collaborative art projects. Current President of the Center is Doug Wolf. APHA salutes the Center for Book Arts for its vitality and diversity and wishes it continued success.

DREYFUS RECEIVES GOUDY AWARD. John Dreyfus, the 1984 APHA Laureate for his contributions to the study of printing history, recently was presented with the Frederic W. Goudy Award by Rochester Institute of Technology's School of Printing. The Award, which recognizes outstanding accomplishments in typography and design, has been presented annually since 1969, under the sponsorship of the Mary Flagler Cary Charitable Trust. As part of the Award program, Mr. Dreyfus spoke on "A Type of One's Own," an overview of proprietary types. He also made an "oral history" videotape, and met with students of the RIT School of Printing.

TYPE IMPORTS. The Oedipress (Sylvan Kamm, 3503 Rodman St., NW., Washington, DC 20008, (202) 244-4276) has announced a venture for the importation of foundry type from an Asian typecaster. All of the type covered in the Oedipress catalog was originally cast by ATF, Stephenson Blake, Stempel and Amsterdam Type Foundry. Mr. Kamm writes that he considers the quality excellent. The type was made on a pivotal casting machine with high quality metal and considerable hand finishing. For a copy of the catalog and price list, write to the Oedipress at the address given above.

AAS GRANTS. The American Antiquarian Society (Worcester, MA) has announced that it has received two grants, totaling \$24,542 from the National Endowment for the Humanities to fund the Society's longterm fellowship program to underwrite two series of public lectures in 1985 and 1986. The grant will allow the Society to award at least two fellowships during the next two years which will enable scholars to do research in the AAS for periods ranging from six months to a year. The AAS library holds over two thirds of all material known to have been printed in the country before 1821, and is preeminent through 1876. The two proposed lecture series will cover 19th century popular music, and historical writing in America.

BUYING BRITISH BOOKS. Sylvan Kamm (The Oedipress) writes to comment that many members of APHA might like to obtain a copy of a book published in England, such as The Encyclopaedia of Type Faces by Jaspert, Berry and Johnson, but have no idea of how to deal with a British book publisher. Copies of the American fourth edition of Jaspert's may still be available in local bookshops or from specialist dealers, though now officially out of print. (It should be noted that in some instances individuals may not order from abroad a book that is currently in print from an American publisher.) Some local book dealers often are happy to order for you a title unavailable in this country. If you regularly buy from a British antiquarian book dealer, often you may place your order through your own overseas connection. Some British new book dealers and jobbers (such as B.F. Stevens & Brown, Ltd., Ardon House, Mill Lane, Godalming, Surrey GU7 1HA, England), make a specialty of supplying British books to overseas customers. In the case of this firm, for example, US dollar remittances can be made directly to their American bank (Barclays Bank International Ltd., 100 Water St., New York, NY 10005). In general, writing directly to the publisher would seem to be the last resort since publishing firms seldom welcome single copy orders.

SHELBURNE MUSEUM. The well-known Shelburne Museum in Burlington, VT is about to open an early 20th century printing shop as part of its museum complex, after years of instigation by printing history advocates. Our thanks to member Frank H. Teagle, Jr. (one of those who has encouraged the project) for this news.

PROFESSIONAL PUBLISHING PROGRAM AT NORTHWESTERN. The Chicago Book Clinic in affiliation with Northwestern University's College of Continuing Professional Education is offering a series of courses and seminars tailored to publishing professionals. Courses include Basic Manuscript Editing, Intensive Manuscript Editing, and Book Production, as well as seminars on New Product Development and Computer Assisted Publishing. Fees range from \$125 to \$145. For further information write to the College of Continuing Professional Education, 339 East Chicago Ave., Chicago, IL 60611.

EQUIPMENT PARTS OFFERED. Graham Everett has written to offer the following piece of equipment as good for parts if any members are interested: Hohner DIN A4 letterpress. Mr. Everett may be reached at Everett Press & Publishers, Inc., 610C Bicycle Path N., Port Jefferson Station, NY 11776, (516) 928-4958).

MEMBER'S QUERY. Robert D. Armstrong (2192 Denevi Drive, Sparks, Nevada 89431) writes as follows: "In 1881 a firm named Tatum & Powell was issued a state warrant for a press to be used in the Nevada State Printing Office; two years later a sizable amount of type was purchased from the same company. In the first instance there is evidence pointing to a New York location, though in the second there is at least a suggestion that it was on the West Coast. It was not, however, a predecessor of Tatum & Bowen, a San Francisco outfit that performed similar services for the Office later in the decade, and a search of appropriate western business directories turns up no mention of Tatum & Powell. Can anyone tell me where Tatum & Powell did business and whether printing material was its main concern or only a sideline?"

INFORMATION WANTED. William J. Rosenfeld (Salem Capital Corp., 105 E. 29th St., New York, NY 10016, (212) 686-5858) writes as follows: "I recently spoke with Ginna Johnson Scarry at the South Street Seaport Museum who recommended that I contact you regarding a Krause Washington style letterpress built in approximately 1870. It has all original tools and prints on paper 21 3/4" x 29 3/4". I have been retained to appraise this equipment which may ultimately become available for purchase. If you could assist me in this matter, it would be greatly appreciated."

TWO-BIT CULTURE, THE PAPERBACKING OF AMERICA by Kenneth C. Davis (Houghton-Mifflin, \$18.95, hardcover; \$9.95, paperback). To be authentic one really should buy the paperback edition of this fat book on the paperback phenomenon, I suppose. Whether in hardcover or in paperback, the book can be recommended as a valuable source of information on all aspects of the American paperback -- publishing history, design and production details, social background. Davis covers a tremendous amount of material, with detailed accounts of the paperback publishing history of the past 40 years, in particular. The success of the paperback must be classed as an American phenomenon, and Davis provides ample background on the progress of the various paperback houses, beginning with Robert de Graff's establishment of Pocket Books in 1939 to supply 25 cent reprints at first, with later triumphs along the way, such as Spock's Baby and Child Care, second in sales only to the Bible. The cheap reprints of English literary classics which were published by the German firm of Tauchnitz beginning in 1841 were the original paperbacks. Like so many of the later paperback lines, the aim was to furnish good saleable titles in portable form -- in Tauchnitz's case, for English-speaking tourists. The whole broad spectrum of later philosophies of paperback publishing from quality classics to trashy sensationalism is treated in Davis' chronicle. Reference lists of paperback bestsellers and "key paperbacks" of various time periods are scattered throughout the volume. Illustrations (all in black and white) show cover art for paperbacks that exemplify changing graphic styles and marketing ploys. Sadly, Davis sees the future of the paperback threatened by the problems of economics and an alarming decline in quality. In covering the whole story of the American paperback so capably, Davis has made contributions both to the history of an important aspect of American popular culture as well as to the history of American publishing.

BRAVO TO ALICE SCHREYER - OUR VICE PRESIDENT FOR PROGRAMS. R.R. Bowker Company has published Rare Books, 1983-84: Trends, Collections, Sources edited by Alice D. Schreyer, now a consultant to the Center for the Book in the Library of Congress. This volume combines an overview of recent developments in the field of rare books and manuscripts with information sources in the field, providing collectors, dealers, rare book librarians and scholars with a review and directory similar to the well-known and useful Bowker Annual. The Library of Congress staff (and also the membership in the American Printing History Association) is well represented in the volume. Included are essays by William Matheson on "Institutional Collections in the United States", Peter M. Van Wingen on "Periodicals for Collectors, Dealers and Librarians," Stephen Paul Davis on "Recent Work in Automation and Rare Books," and John Y. Cole on "The Center for the Book in the Library of Congress." Other contributors are: Jerome P. Frank, Jean Peters, Katharine and Daniel Leab, Robert Nikirk, G. Thomas Tanselle, Daniel Traister, Marie E. Korey, Terry Belanger, John B. Hench, and Joan M. Friedman. Among other topics discussed are the antiquarian book trade, the auction year, and trends in the preservation of rare and special materials. As a review of the year's work in the book trade, auctions and collecting, the book serves as a reference and a record. For example, a series of articles discusses developments in the growth of institutional collections in the U.S., Canada and Great Britain. The section reviewing bibliographical scholarship and publishing includes a useful evaluation (by Dan Traister) of "books about books" published in 1983. An overview of technological trends discusses issues concerned with computerization of bibliographical records, such as the 18th Century Short Title Catalogue. The major portion of the book is a directory of data (including names and addresses) on associations, auctioneers, appraisers, libraries and dealers. The directory of dealers is arranged geographically and includes information on addresses, phone numbers, names, subject specialties and special services. An index of specialties is a useful adjunct, providing access to dealers offering

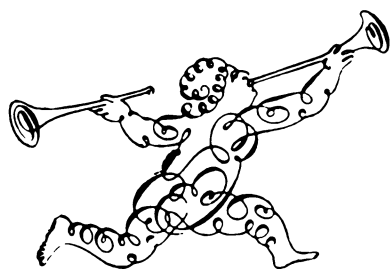
Bravo to Alice Schreyer (Continued)

materials in numerous special fields, including, e.g., printing and printing history. Both for its critical review articles and for its useful directory data, this guide should take a prominent place on the reference shelf. The book is available for \$39.95 plus shipping and handling from the R.R. Bowker Co., P.O. Box 1807, Ann Arbor, Mich. 48106.

CAMBRIDGE UNIVERSITY PRESS AT 400. America had its own celebration of the 400th anniversary of printing and publishing at Cambridge University at a gala reception in the press' honor at New York Public Library on September 20th. Cambridge University Press is the oldest printer-publisher in the world, having been chartered by Henry the 8th in 1534, 86 years after printing itself was invented. Geoffrey A. Cass, Chief Executive of the Cambridge University Press, spoke at the festivities on the press's glorious past and exciting present. In 1978, Oxford University celebrated the 500th anniversary of the first book printed in Oxford, but the printer, Theodoric Rood, had no formal connection with the University. Oxford has recognized the Cambridge claim to be the older of the two great university presses. The first genuine example of University printing was produced in 1584 by Thomas Thomas, and printing has gone on ever since at C.U.P. It is thus the oldest existing press in the world. As Cass pointed out, although there are now many university presses around the world, this type of institution was a Cambridge invention. The Cambridge list of authors includes literary greats such as Milton, Donne and Housman and scientists such as Newton and Einstein. Congratulations to Cambridge University Press on this happy occasion, and continued success.

UNITED STATES GOVERNMENT PRINTING OFFICE. For the first time since 1973, the U.S. Government Printing Office has released a revised edition of its authoritative Style Manual. The new edition, number 28, is the official reference source in matters of editorial style, English grammar and usage. It provides editors and authors with guides for both preparing manuscript for the printer and for planning and editing work. This 1984 edition of the Style Manual has been completely reset and all rules have been renumbered. The Manual also includes new formats for tabular matter which reflect the capabilities of computerdriven typesetting equipment. The U.S. Government Printing Office Style Manual is sold in hardcover (S/N 021-000-00121-0) for \$15.00 and in paperback (S/N 021-000-00120-1) for \$11.00. Send payment to: Dept. 36, Superintendent of Documents, Washington, DC 20402.

MAILING ADDRESSES. Members are reminded that inquiries regarding membership concerns, use of the APHA mailing list and similar matters are to be directed to the APHA box number, rather than to the editor of the newsletter. To do otherwise may create unfortunate delays in the handling of your request.



Mailing Addresses for APHA

NEWSLETTER ONLY: Send news items, announcements, comments & other materials for inclusion in *The APHA Letter* directly to the Editor: Prof. Catherine T. Brody, New York City Technical College, 300 Jay Street, Brooklyn, NY 11201.

DUES, Contributions, Change of Address Notices, & All Other Correspondence: Send to APHA, P.O. Box 4922, Grand Central Station, New York, NY 10163.

MEMBERSHIPS are for the Calendar Year & include *all* APHA publications for that year. Annual personal membership for 1984 is \$15.00 and \$20.00 for organizations (in the U.S.A.).

Copies of available back issues of *The APHA Letter* are for sale to members at \$2.50 each; numbers 1 through 20 are out of print. Back issues of *Printing History* are all available at \$7.50 each except Issue 7-8 at \$15.00. Send orders to the APHA Box Number.
