

# THE BOOK

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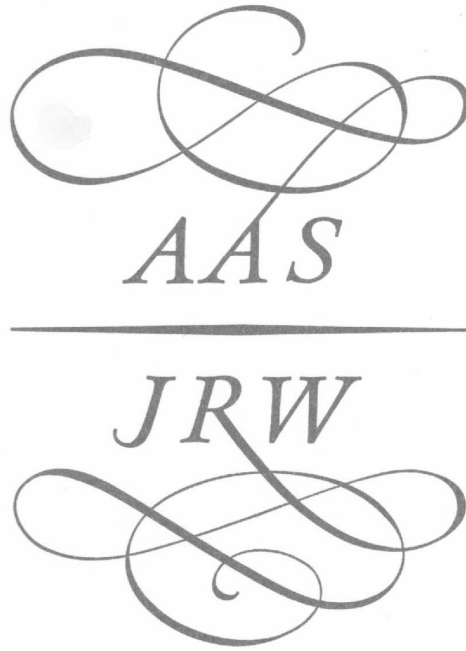
## Using Graphic Arts as Primary Sources Is Summer Seminar Topic for 2001

A hands-on workshop for scholars on the use of graphic arts materials as primary sources in historical research will be offered in early June. It will take the place of the customary Summer Seminar in the History of the Book in American Culture for 2001, although scholars engaged in studies using a history-of-the-book approach will find it highly relevant.

The seminar will begin on Sunday, June 3, in the mid-afternoon and conclude after lunch on Tuesday, June 5. Topics reflecting two of the strengths of the Society's growing graphic arts collection have been selected as this year's focus.

Sessions will be led by three visiting scholars. John Reps, professor emeritus of city and regional planning, Cornell University, will discuss ways to use city views and maps to reconstruct nineteenth-century communities. James A. Newton, history department coordinator, Lincoln-Sudbury (Mass.) Regional High School, will discuss the Jacksonian Era as revealed by the lively collection of contemporary political prints in the AAS collections. Louis Masur, professor of history, City College of New York, will lead a discussion of publications that exemplify the ways in which historians have creatively used images as research documents. Masur and Newton have both held AAS fellowships. Georgia Barnhill, Andrew W. Mellon Curator of Graphic Arts, and other members of the AAS staff will also participate.

This seminar is intended to enrich research, teaching, and offer professional development for those engaged in doctoral or postdoctoral study, librarians, editors, and other scholars. More information, including fees and registration materials, may be obtained from the Society's website, [www.americanantiquarian.org](http://www.americanantiquarian.org), or by writing or telephoning the Department of Scholarly Programs at AAS (508 363-1139). A limited amount of financial aid is available. The priority deadline for application is March 19, 2001. Enrollment will be limited to 25.



## James Russell Wiggins Dies at the Age of 96

With the death of James Russell Wiggins on November 19, 2000, at the age of 96, the American Antiquarian Society lost one of its most distinguished members. Russ Wiggins was president of the Society (the position now called chairman of the Council), from 1970 to 1977. When he retired from the office, his fellow members and friends established an endowment that has, since 1983, funded the Society's annual James Russell Wiggins Lectures in the History of the Book in American Culture.

A native of Luverne, Minnesota, Wiggins spent most of his life in the newspaper profession. His first job, while still in high school, was on his hometown weekly, the *Rock County Star*, which, not

long after graduation, he bought with borrowed money and renamed the *Luverne Star*. He later served in various capacities, including Washington correspondent and editor, with the *St. Paul Pioneer Press*. He worked for the *New York Times* as assistant to the publisher briefly after World War II. He made his real mark in journalism when, in 1947, he became managing editor (later chief editor) of the *Washington Post*, then but a minor player in the newspaper world of the capital city. Wiggins beefed up the paper's reporting capabilities, insulated its staff from outside influence by prohibiting reporters from accepting favors from people on their beats, and helped persuade Katherine Graham to take over the newspaper following the death of her husband, Philip, in 1963. By the time he retired from the *Post* in 1968, he had put the newspaper in the forefront of Washington journalism, effectively setting the stage for the glamour days of Ben Bradlee, Sally Quinn, and Woodward and Bernstein.

Though he left the *Post*, he didn't retire from the newspaper world. After a brief stint as U.S. ambassador to the United Nations during the last months of the Johnson Administration, he moved, with his wife, Mabel, to a house in Brooklin, Maine, near the offices of the *Ellsworth American*, a weekly newspaper he had bought to keep him occupied during his retirement. This move

brought him, he said, full circle, back to his youthful days as owner and editor of the *Luverne Star*. Although he later sold the *American*, he remained editor until his death. Thanks to his journalistic skills and forceful editorial positions, Wiggins's small-town weekly exerted considerable influence in Maine political affairs and gained a wide following in and out of the state.

Principled and fearless, Wiggins was hard to pin down ideologically. Although he was ardently anti-Communist, he took on Sen. Joseph McCarthy for his excesses. His belief in the lessons of Munich and the domino theory of Communist aggression led him to support the war in Vietnam. He ended the *Post's* practice of identifying African Americans by their race unless such information was intrinsically important to understanding the story. He argued forcefully for the press's right of access to the news, and to publish it, in his book *Freedom or Secrecy* (1956), but was not above occasionally applying the principle inconsistently in his own editorial work when he felt the national interest required it. For example, while he resisted efforts by top confidants of President Johnson to withhold the news that Johnson's chief aide, Walter Jenkins, had been caught in a homosexual act, he had earlier refused to publish information he had obtained about the existence of American U-2 spy plane flights over the Soviet Union.

Wiggins' visits to AAS were memorable. He was probably the brightest and most learned person that I know who never attended college. He was a charmer and a marvelous raconteur. His prodigious memory and high energy were impressive. He led AAS effectively during his presidency, helping enlist colleagues in the creation of a newspaper endowment fund, which enabled us to hire the first curator of the collection, the late Joyce Tracy, coincidentally from Ellsworth, Maine. The Wiggins lecture series has been an intellectual and programmatic cornerstone of the AAS Program in the History of the Book. As I introduced the various speakers, I always began by giving a brief biography of Russ Wiggins, which ended with the statement that, at the age of ninety-something, he was still editing a newspaper in Maine and reading a book a day. I will, of course, continue to tell our audiences who he was, and why his life was important, but will greatly regret that he is no longer with us.

John B. Hench



## AAS to Expand and Renovate With Minimum Disruption to Service

Planning is under way for a March 1, 2001, groundbreaking for the construction of the Society's new book vault at the south end of the current building and renovations to Antiquarian Hall and the existing book stacks. The 12,000 square-foot addition will provide both a fire protection system and a state-of-the-art conservation environment, new housing for much of the existing collections, and room for expansion as they continue to grow. The project architects are the Boston firm of Shepley, Bulfinch, Richardson and Abbot, selected for its nationwide experience in the design of research libraries. Library staff members are working closely with the construction managers to minimize disruption in service to our readers.

Those who plan to use the library during the construction period in 2001-2002 are advised to check the AAS website [www.americanantiquarian.org](http://www.americanantiquarian.org) for the most current information. The work can be accomplished without closing the reading room until the end of 2001-early 2002 for about eight to ten weeks. (Special arrangements will be made with those holding fellowships during that time.) There is expected to be a shortage of parking places in the immediate vicinity of the Society during the eighteen-month construction period. Plans are being made so that most library materials will be accessible most of the time. Anyone intending to use the library during the summer and fall of 2001 is advised to check with Research Librarian Joanne Chaison ([jchaison@mwa.org](mailto:jchaison@mwa.org)) to confirm the availability of specific titles or collections.

Preparations for construction work in the current stacks have necessitated some shifting of collections. In the midst of the formidable task of moving newspapers, Russell Martin, curator of newspapers and periodicals, called attention to the serendipitous discovery by Philip Lampi, department assistant, who located an item that had been reported on its catalogue card as missing by former Curator of Newspapers and Periodicals Joyce Tracy in April 1973!

It is the extremely rare and important newspaper, Isaiah Thomas's *Massachusetts Herald: or, Worcester Journal*, issued from September 6 to 27, 1783. In his prefatory remarks to the public, Thomas called this new venture, "a RIB taken from the SPY." Unlike Eve, Martin reports, the *Herald* had a short and uneventful life. The AAS set, bound by Thomas is inscribed by him: "but 4 Nos. of late Massts Herald were issued." With Lampi's find now recorded in the cataloguing of this item, AAS can once again say that our collections include the only complete file in the world. Two other copies are known. The Massachusetts Historical Society and Duke University each have the copies for September 20, 1783.

Kudos to Mr. Lampi and to the rest of the staff for their dedication to maintaining the Society's generous tradition of service in 2001 and for future readers.

Caroline Sloat

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## HBA Volume 5 Editors Host Conference for Authors

In 1810 Isaiah Thomas, the founder of the American Antiquarian Society, published the first comprehensive history of printing in America. In the preface he complained about the job: “I have been, perhaps too easily, led to engage in a task which has proved more arduous than I had previously apprehended; and which has been attended with much expense.” One problem was the elusiveness of basic information and statistics on American printers and printing. Another was the ever-expanding scope of the project. Thomas was struck by how “the facts relating to printing are necessarily connected with others which I have thought it proper to enlarge upon.”

If the history of printing and print culture—of books, magazines, newspapers, and other media—was nearly unmanageable in 1810, imagine what it must be like today. Those of us involved in writing and editing the Society’s five-volume *History of the Book in America* share Thomas’s sense of the arduousness of the task. We have learned in hundreds of ways just what he meant when he said, “the facts relating to printing are necessarily connected with others.” And the officers of the Society have learned what their parsimonious founder meant when he spoke of “much expense.”

Yet, like Thomas, we carry on, gladly. On October 6 and 7, 2000, the authors and editors of *HBA* Volume 5 met in Worcester to discuss first drafts of chapters and to make plans for revisions. (The table of contents with the names of the contributors, as of February 2001, follows this article.) This was the last of the five author conferences, one for each volume, that have been held over the past few years. The purview of Volume 5 is American print culture in the post-World War II era, 1945 to 2000. It sometimes seems that every age in the history of printing and publishing was revolutionary, but surely few eras since Gutenberg have experienced more momentous change than our own. The tentative title of our volume is *The Enduring Book*, and books have endured; but the technological, economic, and cultural contexts in which they have been written, manufactured, sold, and read have been revolutionized.

A hazard of doing recent history is presentism. Standing at the threshold of the twenty-first century, we might easily imagine that the core subject of our volume must be technology, and our story must be the rise of the computer and digital information delivery, of the Internet and the e-book. Certainly the computer revolution is a key part of our volume. But we hope not to turn a rich, multifaceted history into a one-note fanfare to technology. The technological story we will tell in Volume 5 is not so simple as the arrival of electronic delivery of information. Despite numerous premature obituaries, the paper codex book is alive and well at the beginning of the new millennium, selling briskly and looking remarkably like it did at the beginning of the last century and even the century before that. Yet the computer has hummed behind the scenes, dramatically altering how books are manufactured (word processing, design, and typesetting) and sold



From left: Beth Luey, Priscilla Coit Murphy, Al Greco, Laura Miller, and John Richardson.

(inventory control and distribution). As Tom Engelhardt, one of our authors, put it at the conference, “the computer/digital revolution has turned publishing upside down in every way except the one on which everybody is focused, reading.” Contexts change, but the book itself endures—at least for now.

The complicated and sometimes unexpected impact of technology on publishing is just one example of a range of contradictions and tensions that have emerged as the central themes of Volume 5. The first drafts of the chapters testify to the astonishing complexity of the postwar publishing world. This was a fabulous era of merger, consolidation, and concentration in publishing; yet there have never been more small specialized publishers. It was an era of lust for the bestseller and disdain for the “mid-list” book; yet never have so many different titles been published annually. It was an era of increasingly fierce commercial forces in publishing; yet never have governments, universities, foundations, and sundry interest groups subsidized publishing more lavishly. It was an era of intense competition from new media, notably television; yet books were doing better in 2000 than they were in 1945. It was an era of censorship, yet also one of full-frontal disclosure. In every way—technological, economic, political, and cultural—the postwar book has been a wonderfully complicated and fascinating institution.

With such a complex, expansive topic at hand, it is no wonder that the editors and authors of Volume 5 have been hard pressed to decide what should go into the volume and what should be left out. Many of the conversations at the Worcester conference turned on what was left out. Several authors urged the editors to include more on minority publishing of various sorts: racial, ethnic, language, regional, and ideological minorities. Several urged us to highlight the uses of books by readers. Others urged more attention to the pervasive role of government in the postwar publishing world, both subsidy and censorship, at home and abroad. Still others argued that we should look into illiteracy, that we should explore the curious persistence, even resurgence, of non-reading in an age of mass education. Some

urged more attention to content, to what was actually in books; others urged attention to what was left out of books and why.

It is scarcely surprising that the authors spoke with such diversity at the Worcester conference; this was an unusually diverse group of scholars at an AAS function. Only three of the twenty-nine authors and editors come from departments of history. The other academics come from departments and schools of business, journalism, communication, library science, sociology, English, education, American studies, anthropology, divinity, and technology. The group also included professionals from the publishing industry, from a university press, and from a state historical society. By the end of the first day of discussions, the editors' note pads were filled with enough ideas to fill half a dozen volumes on print culture in postwar America. And their heads were spinning.

But one volume is all we have. So, what will be in it? At the moment, we imagine a book roughly divided into seven parts. Part One is a "General Introduction" to the themes of the volume and to contexts of postwar American history. It is here that we will introduce some of the contradictions and tensions that I have written about in this essay. Part Two, "Technological, Economic, and Business Foundations," will focus on production, mainly publishers and publishing. We have chapters that describe the technology of book manufacture, the business organization of commercial publishing, marketing, government printing, and the organization of two major forms of publishing other than books: newspapers and magazines. Part Three will deal with what we call "Forms of Mediation." These are institutions and cultural forces that touch and shape the world of books, including literary agents, bookstores, the scientific research establishment, universities, schools, libraries, political and cultural interest groups, and literary critics. Part Four, "Reading, Identity, and Community," will include chapters on the uses of books by communities of readers, such as religious groups, ethnic and racial minority groups, children, book collectors, and others. Part Five will look at "The Future of the Book," with chapters looking ahead to the new technologies of production and distribution now on the horizon and looking back to historical eras of new technologies and new futures. Part Six will be a statistical appendix, and Part Seven a comprehensive bibliography.

At the Worcester conference we were exhilarated by the possibilities but sobered by the difficulties of the task at hand. Even in 1810 Isaiah Thomas found that his hope for a complete and comprehensive history of printing and bookselling in America was beyond reach. "That art which is the preserver of all arts," as he put it, was a subject too expansive and the information about it too elusive. In the end, Thomas had to admit that his history was "not so complete as I intended it should be." Yet he had no doubt that his story was "worthy of the attention of the learned and the curious." We know just how he felt.

David Paul Nord, Indiana University

## Provisional Table of Contents For 'The Enduring Book: Publishing in Post-War America'

The co-editors of Volume 5 are David Nord (Indiana University), Joan Shelley Rubin (University of Rochester), and Michael Schudson (University of California at San Diego). David D. Hall (Harvard University) is general editor of the series. This outline reflects the status of the project as of mid-February 2001. The editors are still recruiting authors, and the order in which the contents will appear remains subject to change.

### PART I: GENERAL INTRODUCTION

Chapter 1: Post-War America, Michael Schudson, University of California-San Diego

### PART II: TECHNOLOGICAL, ECONOMIC, AND BUSINESS FOUNDATIONS

Chapter 2: Technological Innovation, 1945-1970, Patrick Henry, Jamaica, N.Y.

Chapter 3: Economic and Business Trends, Albert Greco, Fordham University

Chapter 4A: The Organization of the Industry, Beth Luey, Arizona State University

Chapter 4B: American Book Publishers Council, Dan Lacy, Montour, N.C., and Robert W. Frase, Fairfax, Va., independent scholars

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Editors: Robert A. Gross and Caroline Sloat

The editors welcome all news relevant to the interests of the Program in the History of the Book in American Culture.

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- Chapter 5: Markets and Audiences, Linda Scott, University of Illinois at Urbana-Champaign
- Chapter 6A: The Government Connection since World War II: Publishing, John V. Richardson, Jr., UCLA
- Chapter 6B: The Government Connection: Censorship, Donald Downs, University of Wisconsin at Madison
- Chapter 6C: The Postwar History of U.S. Copyright, Marshall Leaffer, Indiana University
- Chapter 7: Magazines, David Abrahamson, Northwestern University
- Chapter 8: “Wounded But Not Slain’: The Orderly Retreat of the American Newspaper, 1945-2000,” James Baughman, University of Wisconsin at Madison
- Chapter 9: Valuing Reading, Writing, and Books in a Post-Typographic World, David Reinking, University of Georgia

### PART III: FORMS OF MEDIATION

- Chapter 10: Editors and Agents, to be invited
- Chapter 11: “Magazines and the Making of Authors,” Carol Polsgrove, Indiana University
- Chapter 12: Selling the Product, Laura Miller, University of Western Ontario
- Chapter: 13 The Oppositional Press, James Danky, State Historical Society of Wisconsin
- Chapter 14: The Black Press in the Post-War Era and the Resurgence of Radical Journalism, Jane Rhodes, University of California-San Diego
- Chapter 15: Universities and University Presses, Paul M. Wright, University of Massachusetts Press
- Chapter 16: Science Books since World War II, Bruce Lewenstein, Cornell University
- Chapter 17: Where the Customer is King: The Textbook in American Culture, 1945-2000, John Zimmerman, New York University
- Chapter 18: Libraries, Books, and the Information Age, Kenneth Cmiel, University of Iowa
- Chapter 19: The Critical Climate, Harvey Teres, Syracuse University

### PART IV: READING, IDENTITY, AND COMMUNITY

- Chapter 20: Reading, Self, and Community, to be invited
- Chapter 21: The Book, the Reader, and the Ad, Tom Engelhardt, Metropolitan Books
- Chapter 22: Books and the Media: The Silent Spring Debate, Priscilla Coit Murphy, University of North Carolina at Chapel Hill
- Chapter 23: Children’s Reading, Christine Jenkins, University of Illinois at Urbana-Champaign

- Chapter 24: Religious Communities and the Uses of Print, Paul Gutjahr, Indiana University
- Chapter 23: The Perseverance of Print-Bound Saints: Protestant Book Publishing in the United States, 1945-2000, Paul Gutjahr, Princeton University
- Chapter 25: Foreign-Language Readers, to be invited
- Chapter 26: Nonfiction Reader Communities, Tanya Luhrmann, University of Chicago
- Chapter 27: Book Collecting and the Book as an Object, Robert DeMaria, Vassar College

### PART V: THE FUTURE OF THE BOOK

- Chapter 28: The Future of the Book, Roger Chartier, École des Hautes Études en Sciences Sociales
- Chapter 29: History of the History of the Book, David D. Hall, Harvard University

### PART VI: STATISTICAL APPENDIX

- Chapter 30: Reading the Data on Books, Albert Greco, Fordham University

### PART VII: BIBLIOGRAPHY

## Recent Proceedings Articles Are Available as Offprints

Three offprints based on the contents of the *Proceedings of the American Antiquarian Society*, Volume 108, part 2, are now available.

The sixteenth annual James Russell Wiggins Lecture (1998), “Reading for the Enslaved, Writing for the Free: Reflections on Liberty and Literacy,” delivered by E. Jennifer Monaghan, professor of English at Brooklyn College, has now been published. Monaghan, a historian of reading, traces the way in which reading was once considered compatible with the institution of slavery, but, like writing, became defined as a seditious skill. Monaghan analyzes each literacy skill separately and from two different perspectives. By asking what is being read; who is doing the writing; and for whom is this an advantage; and assessing who benefits in any way from these skills, Monaghan shows how the relationship between literacy and liberty or any other topic can be seen more clearly.

“Art in the Early English Magazine, 1731-1800: A Checklist of Articles on Drawing, Painting and Sculpture from the *Gentleman’s Magazine*, *London Magazine*, and *Universal Magazine*” identifies 561 essays and notices on art-related subjects. Janice Schimmelman, professor of art history and chair of the department of art and art history at Oakland University, has compiled an assessment of the basic current knowledge of art in the eighteenth-century as presented in three English magazines that were also circulated in North America.

Those interested in reading the full text of articles that appeared during the first twenty years of publication of the *Gentleman's Magazine* will be pleased to know that it is available on-line. The web address for the Internet Library of Early Journals is <http://www.bodley.ox.ac.uk/ilej/>. This project has digitized multiyear runs of six journals, three each from the eighteenth and nineteenth centuries. In addition, for those wishing to know the authorship of anonymous and pseudonymous articles, the new Schimmelman publication coincides with a second electronic publication. The Bibliographical Society of the University of Virginia has mounted "Attributions of Authorship in the *Gentleman's Magazine*, 1731-1868, A Supplement to Kuist" on its website. The URL is <http://etext.lib.virginia.edu/bsuva/gm/>.

"Capitalizing on Mother: John S.C. Abbott and Self-Interested Motherhood" by Carolyn J. Lawes is an analysis of two books of advice by Abbott, *The Mother at Home* and *The Child at Home*. In the context of the Worcester community that he served as a minister, Lawes shows how Abbott's ideal of the self-denying mother offered a pragmatic message not of maternal self-sacrifice but of self-interest. Lawes's recent publication, *Women and Reform in a New England Community, 1815-1860* ([Lexington]: University Press of Kentucky, 2000), is based on her study of Worcester, Massachusetts, but the Abbott material does not appear in that volume.

Each of these publications is available from the Department of Scholarly Programs at the Society.

## Call for Papers on Print Cultures in the American West

Contributions are sought for Print Cultures in the American West, Volume 24 in the Halcyon Series, to be published by the Nevada Humanities Commission and the University of Nevada Press in 2002. The series editor is Scott Casper, associate professor of history at the University of Nevada at Reno. This volume will address the potential offered by the west as a relatively uncharted frontier for the rapidly growing field of print culture. This volume seeks to showcase contemporary scholarly approaches to the history of the book applied to what scholars of an earlier generation called "virgin land."

Contributions are welcomed from a variety of disciplines. The mission of the Halcyon series has been to publish articles accessible to a wide range of readers in the public humanities. All articles are subject to blind peer review. The deadline for receipt of material is April 1, 2001, and prospective contributors are encouraged to contact the editor in advance either by postal service or e-mail ([casper@unr.nevada.edu](mailto:casper@unr.nevada.edu)).

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