Note from the Editors

In this, the third issue of The Book: Newsletter of the Program in the History of the Book in American Culture, there appears a new feature called “Notes on Research Collections.” These will be brief descriptions of various collections, both printed and unpublished, or of items in collections, at AAS and in other repositories that should be of interest to scholars working in the field of the history of the book in American culture. We welcome contributions to this column from any of our readers, whether librarians, archivists, or researchers in the repositories whose holdings are described. We are eager to receive contributions of book notes and research notes from the readers of this newsletter as well. Any person wishing to contribute notes or news to The Book is urged to contact the editors.

Wells to Lecture on Self-Sufficiency in American Printing

American Printing: the Search for Self-Sufficiency” is the title of the 1984 James Russell Wiggins Lecture in the History of the Book in American Culture to be given by James Wells. This lecture, the second annual Wiggins Lecture, will be given at the American Antiquarian Society at 5 p.m. on Wednesday, October 31, 1984.

The lecture is open to the public, with no admission charge. Following Wells’s talk, which will be given in Antiquarian Hall, 185 Salisbury Street, Worcester, Massachusetts, there will be a reception and dinner in the Society’s Goddard-Daniels House, 190 Salisbury Street. The cost of the dinner is $15.00.

Wells plans to “trace the way in which American printers achieved independence of foreign sources: in type, in paper, to some extent in style, and to some extent in what they chose to print. They started off almost completely dependent upon foreign sources. Within a few decades, they were manufacturing most of their own materials; within a few decades more, they were exporting heavily. In addition, American printing technology has been responsible for a great many of the major developments of the last century: machine composition, high speed presses, electronic composition, satellite transmission of facsimiles, and the like.”

Wells joined the staff of the Newberry Library in 1951, following two years spent in London on an American Council of Learned Societies traveling fellowship. He has been custodian of the John M. Wing Foundation on the History of Printing, retiring from that post earlier this year. He is now custodian emeritus. He has also served at the Newberry as assistant director, as vice president, and as the first George A. Poole III custodian of rare books and manuscripts. In 1977, he was the Sands lacquer in bibliography at Cambridge University. He has published widely in the history of printing and in bibliography.

Persons wishing to reserve a place at the Wiggins Lecture dinner on October 31 should send a check for $15.00 per person to Ann-Catherine Rapp at the American Antiquarian Society, 185 Salisbury Street, Worcester, Massachusetts 01609. The deadline for receipt of dinner reservations is October 26.

A limited number of rooms has been set aside at the Worcester Marriott Inn for those wishing to stay overnight in Worcester following the Wiggins Lecture. The special rate is $64.00 per night for a single room, $76.00 for a double. Those who wish to reserve a room at the Marriott for the night of October 31 should also contact Mrs. Rapp. In order to qualify for the special discounted rate, reservations must be made by October 9.
AAS to Hold Mini-Symposium
On American Book History in August
As luck would have it, six scholars whose work in one way or another is congenial to the Society’s Program in the History of the Book in American Culture find themselves holding fellowships at AAS in August. Andy Hardy would have said to his fellow youthful thespians, “Hey gang, let’s put on a show!” The chairman of the AAS Program—more serious-minded—said, “Let’s put on a mini-symposium.”

The symposium will be a very informal affair. With David D. Hall, the chairman of the AAS Program, as moderator, the six fellows will briefly describe the research that has brought them to AAS. It is expected that the general discussion that will follow among the panelists and other scholars attending the symposium will touch on interrelationships in their research and implications of their work for the general development of the field.

The mini-symposium will be held on Thursday, August 9, 1984, in the Society’s Goddard-Daniel House. The conference will begin at 9:30 a.m. and end around 1 p.m. All are welcome to attend. Following the symposium, a buffet luncheon will be served. The cost is $6.00 per person. Luncheon must be reserved in advance. If you wish to attend, please send your check for $6.00 per person to Diane Schoen at the Society. Payment must be received at AAS no later than Friday, August 3.


Schedule for Needs-and-Opportunities Conference
Twenty-four scholars from a variety of disciplines and from the United States and abroad have been selected to prepare papers or commentary for an invitational conference on “Needs and Opportunities for Research in the History of the Book in American Culture” that will take place at AAS November 1 – 3, 1984. Some two dozen other scholars will attend as general observers and participants.

The goal of this conference is to identify research opportunities and interpretive themes that will enrich the field in the years to come. It is likely that the conference will help set a research agenda for the Society’s Program in the History of the Book in American Culture that will result in, among other things, the publication of a major multivolume, collaborative history of the book in American culture to appear under the AAS imprint around 1990.

The Society will publish the papers prepared for the needs-and-opportunities conference, probably in late 1985.

Funding for the conference is derived from a grant from the National Endowment for the Humanities, a matching grant from the Earhart Foundation, and a donation by ABC-Clio, Inc. Following is a list of the subjects to be covered at the conference and the names of the scholars commissioned to prepare papers and commentary:


approaches for studying the issues in this field, most of the essays in this volume look at books themselves as the keys to unlocking information about society and culture in eighteenth-century England. Thus, while Terry Belanger’s essay “Publishers and Writers in Eighteenth-Century England” sets the stage by explaining the dynamics of the changing book trade, and W. A. Speck’s essay looks at connections between books and subscribers, the remaining six essays—by Pat Rogers, Penelope Wilson, Thomas R. Preston, Isabel Rivers, John Valdimer Price, and G. S. Rousseau examine the ways that authors and publishers of different kinds of books (scientific, literary, religious and philosophical) tried to adapt their texts to the English audience of readers. Indeed, G. S. Rousseau’s essay “Science Books and Their Readers in the Eighteenth-Century” is a particularly fine example of how much can be imparted from the vantage point of the books themselves. In his examination of the popularization of natural philosophy and natural history, Rousseau focuses on the tensions between ideas and books and the process by which ideas about science were carried into print and into the marketplace.

However, one does not come away from these essays with any clear ideas about English readers in the eighteenth-century. Speck’s essay, “Politicians, Peers, and Publication by Subscription,” tries to pair legislators with the books they supported, but the other essays suggest rather than delineate the audience for books. While the articles focus indirectly on readers by looking at the changing texts, they do not look directly at who was reading, how books were acquired, or at the process of reading itself. This is disappointing, and the title of the volume is somewhat misleading in this respect.

Elizabeth Carroll Reilly
Boston University

Research Notes

EXPERTISE IN 18TH-CENTURY AMERICA

The aim of my current research is to write a book-length essay on print as a medium of transmitting expertise to and within the American colonies during the eighteenth century.

In our own age it is conventional to distinguish sharply between craft and professional knowledge. The former is apt to be described as customary activity passed on by individualized oral instruction, occasionally to be modified by trial and error. Professional knowledge, on the other hand, is said to involve theoretical analysis of print learning, which can be not only transmitted but also increased systematically within a university-model educational environment.

Whatever the merits of such a formula for historians of modern American culture, it is quite clear
that the structure of knowledge in eighteenth-century America must be understood in different terms. Although certain occupations were by tradition labelled crafts of professions, practitioners in the latter as well as the former category normally trained by means of apprenticeship. Through migration, this face-
to-face process of transmittal could extend across the ocean and from colony to colony. At the same time, for some colonists, craft as well as professional knowledge was available in print.

I like the inclusive word “expertise” for this project because it allows me to avoid reference to the modern taxonomy of service-oriented knowledge. Indeed, the very etymology of the word (from experiri, “to try”) should be a reminder that the print media in colonial America did not replace or even necessarily compete with older and more personal mechanisms of transmitting practical information.

The central problem ahead is to identify distinctive social functions of various literatures containing expertise, such as eighteenth-century dictionaries, treatises, manuals, and almanacs. During the period of my NEH fellowship at AAS, I have developed strategies of inquiry by preparing a kind of pilot study that focuses on military art and science. Among the specific questions that I have attempted to answer are the following: What military titles was an eighteenth-century American bookseller likely to keep in stock? To what extent did the new proto-romantic school of military thought, originating on the European continent, reach colonial America? Was there an alternative version of military expertise accessible to middling colonists through the foreign intelligence of their weekly newspapers?

The next stage of my project is to compare military with legal expertise, as transmitted to and within the colonies by print media. In each case, it seems, democratizing tendencies after midcentury were making the practical printed word less exclusively a luxury item in the typical gentleman’s library. Such tendencies seem especially significant because both military and legal expertise would prove more than a little relevant to public discourse about a range of controversial issues during and after the Revolutionary era.

Stephen Botein
Michigan State University

The Origins of American Fiction
Now completed in first draft, “The Origins of American Fiction” assesses the rising popularity and ideological importance of the novel in America from 1789 to 1820. I investigate how various fictional forms borrowed from England and the Continent were reshaped by a variety of social changes in the new nation: improved literacy rates, increased attention to education, particularly that of women, expanding leisure time or—perhaps more accurately—the prioritization of time to include reading. I am also studying the impact of economic changes on fiction in this period: innovations in the publishing industry, new distribution methods resulting from improved roadways as well as the competition and cooperation among booksellers, and the passage of federal and international copyright laws. I consider the impediments to the novel’s increasing popularity and especially the animosity of established figures of authority—clergymen, educators, politicians, critics—to the new genre. Why did these public spokesmen perceive the novel to be such a threat? And were they right?

After surveying the economics of publishing, writing, and reading fiction in the early Republic, I address my attention to the censure of fiction and the class and gender assumptions explicit and implicit within that censure. Thereafter, I assess the first American novel, The Power of Sympathy, as commodity and communication. In subsequent chapters, I examine the four most prevalent subgenres of early fiction. Each of these chapters concludes with a detailed discussion of a single representative work. My criticism of particular texts draws primarily upon contemporary semiotic and sociological theory as a means of analyzing the individual novels as expressions of or responses to prevailing structures of authority within early American culture.

I began working on this project in 1976 when I was awarded a resident fellowship at the Newberry Library in Chicago. An NEH grant further facilitated my research, which I hope will be brought to completion this summer as a Peterson Fellow at AAS. Ideally, my project will fit fiction within the kind of social patterns documented by historians such as David D. Hall, Rhys Isaac, and others, while at the same time addressing concerns that might be deemed primarily “literary.”

Cathy N. Davidson
Michigan State University

The American Reading Public, 1880-1980
I am in the early stages of a large project entitled “A Social Program in the History of the American Reading Public, 1880-1980,” a project that complements the work of the AAS Program in the History of the Book. The project aims to create a profile of adult reading activities in the United States for 1880, 1900, 1920, 1940, 1960, and 1980, relating changes between those points to changes in education, the workforce, standards of living, ethnic and religious relations, and print production and marketing. The study will ask how technology and culture have interacted to shape reading activities and how literacy in print has served to enhance cultural homogeneity or to maintain divergent subcultures and points of view. This will involve a thorough study of circulation figures and surveys of reading activities, the collection of
autobiographical materials that reveal the importance of reading in ordinary individuals’ lives, and the analysis of the changing content, themes, and prose structure of representative reading matter.

With the help of two research assistants, I have made progress during the past year on three subprojects, each of which will produce a working paper by the fall of 1984. Lawrence Stedman and I will collaborate on a paper entitled “A Century of Illiteracy: The Definition and Measurement of Reading Ability in America, 1880-1980.” It will distinguish different types and levels of literacy, trace the development of the concept of functional illiteracy, and comment upon debates over the alleged recent decline in reading skills.

William Trollinger and I have been studying the work of psychologists on readability and comprehension. We have tentatively decided to employ a four-pronged descriptive measure of prose to compare popular reading materials from different historical periods. We propose to include the traditional measures of word and sentence length (without the grade-level formulas of the Flesch-type readability tests), plus two measures more recently emphasized, i.e., propositional density and cohesion. Our study of changes in the most widely read prose over the past century will combine technical descriptions of prose with thematic and content analysis.

Also, I shall write a review of the literature on the history of literacy for the American Educational Research Association’s annual volume, *Review of Research in Education*. This essay will include a review of European and a few non-Western historical studies of literacy, plus a brief review of historical studies of literacy in the United States. Finally, the review will suggest a broader concept for the history of literacy, a synthesis that would combine historical studies of print and publishing, journalism, reading interests, educational levels, literacy policy, and other aspects of cultural and social history.

Carl . Kaestle
University of Wisconsin-Madison

Notes on Research Collections

**Dun Credit Ledgers At Baker Library**

In the early 1840s, the New York merchant and abolitionist Lewis Tappan organized a business for recording and selling credit information. Between then and 1890, the R.G. Dun Co. generated over 2,500 ledgers of reports on individuals and firms from all parts of the U.S., the western territories, and Canada. One hundred years ago, the reports helped businesses make credit decisions about one another; now they give scholars, including those involved in the history of the book, a unique window on the activities of almost two million 19th-century Americans.

The reports, held at the Baker Library of the Harvard Business School, are vivid, with both impressionistic and quantitative descriptions—pertinent credit information at that time included social and fiscal assessments. R. G. Dun employed local people, usually lawyers, to send appropriate information on individuals as often as twice a year to the head office. Clerks there entered the reports seriatim by state and county into large ledgers (only in the New York volumes were industries clustered together); the company also maintained index volumes by individual name to provide orderly access to the information. A typical report contained name, address and occupation of the firm or individual being recorded, moves since the last report, sources of capital, current dollar value, changes of fortune, whether personal or financial, the quality of business connections, remarks on character and deportment of the principals, and the regard in which other members of the trade held the owners.

Entries included very large and very small firms, celebrities and modest citizens, pivotal industries and marginal enterprises, artisans and capitalists. For example, the ledgers floridly follow the successful but slightly unreliable publishing entrepreneur Frank Leslie from 1861 to 1873; we can also find an entry on a hardworking bookseller Anthony Dowling “who has made progress very slowly but is honest.” Although the number of entries is not as large as in the census, the ledgers provide a continuity in our glimpses of nineteenth-century life that is lacking in the census, and of course the portraits are much fuller than information in city directory data. Students of the book will locate authors, publishers, printers, auctioneers, booksellers, binders, stationers, lithographers, engravers and photographers. For small firms, such as that of an artisan-engraver, whose records are lost and which flourished during intercensal years, the R. G. Dun entry may be the only surviving record of its contribution. Even some fairly large and important firms’ records are unique to the collection.

But the rarest evidence offered by the collection has to do with the feel it gives of the interconnectedness of nineteenth-century life, whether in a small town or in an impersonal commercial metropolis. One can follow the thread of relationships involved in the popular publishing firm of Rudd & Carleton, New York (*Les Miserables*, Artemus Ward, Lincoln’s campaign biography). The firm was shaky, but a bit better off than some in 1861 since they “sell but little South.” When Edward P. Rudd died, George Carleton bought out his heirs and was considered solid, probably because his father-in-law, George Baldwin (engraver?), worth $200,000, was helping him out (which Carleton, however, denied). In early 1865, perhaps because of wartime economic dislocations, Carleton let some of his riskier authors fund their own publications and went to South America for his health that winter.
Two years later, bookseller Henry Allen joined Carleton. Formerly of Leavitt & Allen, a business that had floundered and finally sunk during the Civil War partially because of uncollectible southern accounts. While Allen’s brother John went to California to work for A. Romaine & Co., Henry accumulated $35,000 in capital with Carleton—enough to start again with his brother on their own in 1868. They bought the plates to some juvenile literature from a James Miller, and had a modest if fragile success. In 1870, the Allen brothers rejoined Leavitt, now in the book auctioneering trade.

Meanwhile, Carleton, still on his upward climb, again brought in a partner who knew books and publishing as well as he knew capital and profits. The partnership with C. Dillingham lasted until 1886, with a growth in wealth for the firm and the principals; Carleton retired a man rich in securities and New York real estate while Dillingham stayed in the business.

The R. G. Dun collection has been harvested by social and business historians with great success; it lies fallow for the bibliographic historian who will be welcomed to Baker Library in person or by letter.

Florence Bartoshesky
Baker Library,
Harvard Business School

Salesman’s Sample Books at AAS
In recent years the American Antiquarian Society’s library has been forming a collection of salesman’s dummies, also called blads and salesman’s samples. AAS now preserves some 261 examples of this genre, dating from 1850 through 1900. They consist of specimen groups of pages and plates, in representative bindings, from works in publication. These samples were shown from door to door by publishers’ agents in towns and rural districts and exemplified what the prospective purchaser would receive if he subscribed for the complete work, to be delivered to him on publication. In addition, between ten and twenty ruled leaves were bound in at the end of the dummy for recording subscribers’ names. These samples provide the historian of the book with a revealing glimpse into marketing strategies and popular taste in books (as texts and artifacts) in nineteenth-century America.

This marketing practice existed for several years before the Civil War, but it vastly expanded after the war’s close and continued well beyond the turn of the century. The titles peddled by subscription were not usually sold in bookstores; they generally consisted of works of travel, humor, popular history and biography, and war experiences. These were the books that furnished the contents of postbellum glass-fronted Globe Wernicke bookcases throughout the American countryside.

The publishers’ agents were recruited locally, with the inducement of a commission which would slightly supplement their normal income. A good deal of time and travel and persistent salesmanship were required to effect this modest aim, and sometimes the dummies with which the salesmen were furnished never actually made their appointed rounds. Most of those in the Society’s collection have few or no subscribers’ names written in. In some instances, the dozen or score of ruled leaves at the end of the volume were employed as a convenient blank book for quite a different purpose.

One of these examples provides an artifact doubly useful to the historian of the book in America. Among our salesman’s dummies is one of Henry S. Randall’s The Life of Thomas Jefferson, issued at New York by Derby & Jackson in 1858. It consists of preliminary pages [i]-xvi, pages 449-64 of the text with specimen plates, a leaf containing a publishers’ blurb, and the usual twenty-four ruled pages. The latter, however, are occupied in our copy with something most unusual: the manuscript circulation record of a local rental library, probably dating from the first half of the 1860s, with titles of books and names of borrowers.

The name of the locality is not given in the manuscript, nor are any dates noted until the next-to-last page. A certain amount of detective work has identified the town as Lyons, New York, and pinpointed the time of the circulation record as February 1860 to April 1865.

A search in genealogies for some of the more uncommon personal names cited in the records produced the fact that Miss Katy Parshall lived in Lyons (a town in Wayne County, between Syracuse and Rochester), and was the daughter of a president of the village. A search of G. W. Cowles’s Landmarks of Wayne County (1895) revealed that nine of the most prominent families in Lyons were found represented among the library’s clientele.

Many of the borrowers are listed only by surname, and efforts to locate more than a few in genealogies were unsuccessful. Besides Katy Parshall, those found include Samuel C. Redgrave and Edward P. Taft, who entered the Union army from Lyons in 1862, and Amos Harrington, president of the village in 1859-60. Finding these individual names, taken with the family names, confirmed the identity to the community.

The entries, in ledger form, give titles, readers, the month and day borrowed, and notations of payment and return. Even before the date of 1864 was found near the end of the five years of entries, the first year was thought to be 1860, from the popularity of both The Mill on the Floss, which had been published in 1860, and Adam Bede, which appeared in 1859. The other titles circulated are chiefly popular fiction of the day, but Cooper, Dickens, Austen, and Charlotte Bronte are also among them. In addition, a rough census shows twelve works of nonfiction.

Further analysis of reading trends in nineteenth-century communities must await students who wish to
visit the Society and explore this interesting document of village library readership during the Civil War.

Richard Anders
American Antiquarian Society

Fellowships Awarded in Field

Nine of the seventeen scholars awarded American Antiquarian Society fellowships for 1984-85, together with two of the three academics named research associates, are pursuing topics that bear in one way or another upon the history of the book in American culture.

Five of the fellows—Cathy N. Davidson, Victor Neuburg, Margaret L. Ford, Gary J. Kornblith, and Robert A. Gross—are listed in the article, above, on the August 9 mini-symposium at AAS. (The sixth participant on that occasion, Stephen Botein, is a holdover from the 1983-84 class of fellows.)


Research associates working in the field are Lance Schacterle (Worcester Polytechnic), "An Edition of Cooper's The Spy", and Stephen Nissenbaum (Massachusetts at Amherst), "Nathaniel Hawthorne and the Literary Marketplace."

The Bibliographical Society of America also recently announced its fellows for 1984-85. Interestingly, all of the BSA fellows who are working on pre-twentieth century American topics also received AAS grants (Ford, Gross, and Winans).

Scholars Urged to Contribute,
Subscribe to AAS Proceedings

The Proceedings of the American Antiquarian Society has published scores if not hundreds of notable articles on early American bibliography and printing and publishing history during its long run. With the inauguration of the Program in the History of the Book in American Culture, with its implications for the interdisciplinary study of American culture, the Society intends that the Proceedings will be an indispensable journal for the publication of distinguished new work in this burgeoning field. (The Proceedings will continue to publish work on other subjects as well within the general area of American history and culture through 1876.)

Scholars laboring in this field, therefore, are urged to consider submitting their work for possible publication in the Proceedings. The Proceedings is open to the publication of work of varying length, including works that fall somewhere between the length of the typical journal article and that of a book.

Authors may send essays or inquiries to the editor of the Proceedings, John B. Hench, at AAS, 185 Salisbury Street, Worcester, Massachusetts 01609. A copy of “A Note to Contributors” is available on request.

Scholars wishing to keep abreast of the field may wish to subscribe to the Proceedings or to urge their libraries to order it if they do not already subscribe. Part 2 of each volume will publish the text of the Society's annual James Russell Wiggins Lecture in the History of the Book in American Culture. Thus, volume 93 contained David Hall’s essay “On Native Ground: From the History of Printing to the History of the Book” and volume 94 will carry James Wells’s account of the quest for self-sufficiency in the American book trades. Part 1 of volume 94, due out in October, will contain an article by Joseph Kett and Patricia McClung, “Book Culture in Post-Revolutionary Virginia.”

An annual subscription for two issues totalling 400 pages or more costs $35.00 (add $5.00 for subscriptions outside the U.S. and Canada). Individuals or institutions may place orders directly with the Society. Libraries may also subscribe through their usual subscription agency.

APHA Conference


The program chairman is Francis O. Mattson, New York Public Library.

The conference will be held in Wood Auditorium, Avery Hall, Columbia University, New York, on Saturday, September 29, 1984, at 9 a.m. Registration is $25 for APHA members and $30 for non-members. The registration fee includes a buffet lunch and a post-
conference wine-and-cheese reception. Owing to the limited capacity of the auditorium advance registration is recommended. Checks should be sent to the Treasurer, APHA, P.O. Box 4922, Grand Central Station, New York, N.Y. 10163.

Censorship Exhibition at NYPL

On June 1, the New York Public Library inaugurated its new Gottesman Exhibition Hall with a major exhibition entitled Censorship: 500 Years of Conflict. The exhibition traces the historical and intellectual origins of censorship in Western culture from the advent of printing to the present.

The exhibit contains nearly 300 items drawn exclusively from the NYPL’s collections of books, manuscripts, documents, prints, pamphlets, and broadsides. Among the highlights from American history on view are records from the court trial of John Peter Zenger, publisher of the New-York Weekly Journal, who was tried and acquitted for seditious libel in New York in 1735, as well as records from the trials of Thomas Paine, James Joyce, and Henry Miller. Juxtaposed with these court records is a manifesto on freedom of expression by Thomas Jefferson.

A 144-page catalogue, which includes eight essays on censorship by prominent historians as well as numerous photographs, has been published. Censorship: 500 Years of Conflict will be on view until October, Monday through Saturday from 10 a.m. to 6 p.m.

ECS Special Issue

Although it is not immediately germane to the American focus of the Program in the History of the Book, a special issue of Eighteenth-Century Studies, the journal of the American Society for Eighteenth-Century Studies, will be published this summer, dealing with the subject of the printed word in the eighteenth century. The issue is edited by Raymond Birn, professor of history at the University of Oregon. Contributors and topics include: John Feather on the eighteenth-century book trade; Martha Woodmansee on economic and legal considerations confronting the emerging eighteenth-century author; Hugh Amory on the subject of de facto copyright in Fielding’s Works; Robert Darnton on the literary market in prerevolutionary France; and Nina Gelbart on theater criticism and radical politics in the French press of the 1770s.