

# **E.H. Wadewitz Memorial Library Newsletter**

**June 2014**

*A publication of the Cal Poly  
E.H. Wadewitz Memorial Library  
Raymond J. Prince Shakespeare Press Museum Resource Room  
Shakespeare Press Museum*

## **Cal Poly and Printing Industries of America Complete Partnership in Transfer of E. H. Wadewitz Memorial Library**

In 1456, Johann Gutenberg invented the process of duplicating movable type. Today, 558 years later, printing has transformed and developed the institutions that define our lives — education, law, religion, medicine, science, technology, humanities and more. Print is responsible for the creation and distribution of knowledge like no other medium.

By contributing the E. H. Wadewitz Memorial Library to Cal Poly, to support its world-renown graphic communication program, Printing Industries of America has made sure that the history, traditions, influence and importance of print lives on today and into the future.

In discussion for more than a year, the transfer took place in April 2014, when two large trailer trucks arrived in San Luis Obispo, Calif., with several hundred cartons. These cartons contained nearly 20,000 books and related publications, representing the world's largest and most comprehensive library focused on the art, science, technology and management of printing, publishing, packaging, imaging and related areas of graphic communication. Many of these originated from the Printing Industries of America rare book collection. (See "E. H. Wadewitz Memorial Library" pg. 4)

The collection was contributed to Cal Poly through the College of Liberal Arts ([www.cla.calpoly.edu](http://www.cla.calpoly.edu)) and the Graphic Communication Department ([www.grc.calpoly.edu](http://www.grc.calpoly.edu)). The Robert E. Kennedy Library ([lib.calpoly.edu](http://lib.calpoly.edu)) is assisting the department with creating a permanent home on campus for the collection. A team is already being formed to assess, organize, inventory and house the library. Along with Kennedy Library staff, Cal Poly Professor Emeritus Gary Field, a former employee of Printing Industries of America (former Graphic Arts Technical Foundation division), has volunteered to assist with this initiative. While it is anticipated to be a lengthy process, selected works from the collection will be on display in Kennedy Library's Special Collections and Archives in January 2015.

### **Cal Poly is ensuring that the message is not lost!**

According to Harvey Levenson, professor emeritus and director of the Graphic Communication Institute at Cal Poly, "Printing has been the most pervasive, detailed, informative and influential mass medium for more than 500 years. New media has a place in our society, but its lore does not negate the value of print."



Robert E. Kennedy Library, partner in stewarding the E.H. Wadewitz Memorial Library collection.



A few volumes of the E. H. Wadewitz Memorial Library Donated to Cal Poly by Printing Industries of America.



Periodicals make up nearly 20,000 volumes of the Wadewitz collection.



Dedication of the Cal Poly Raymond J. Prince Shakespeare Press Museum Resource Room in January 2012. Raymond Prince pictured with Cal Poly students.



The Cal Poly Shakespeare Press Museum, one of only two "working" printing museums west of the Rocky Mountains.

"We will not forget more than 500 years of accomplishments of the printing industry and its contribution to the production and distribution of knowledge. Nor are we going to let our youth, those who will be entering our industry today and in the future, forget this. In fact, we are working diligently to remind those in business, commerce, education, science and all institutions of our society how print exceeds other media in the achievement of knowledge along with desired outcomes."

#### How were we able to do this?

Through a massive industry effort headed by printing industry guru and overseer Raymond J. Prince, \$100,000 was raised to complete phase one of the project — preparation, transportation, storage, inventory and development of plans for a permanent site on the Cal Poly campus. Phase two, the renovation of a site and annual maintenance and oversight, will take a similar effort.

"This would not have happened without Prince's commitment to the project and without the financial support of the many industry leaders who have provided financial contributions," said Levenson. (See "Founding Contributors to Date" pg. 5-6)

"We are invigorating the largest and most famous graphic arts library in existence today. Combined with the recently installed Raymond J. Prince Shakespeare Press Museum Resource Room and the existing Shakespeare Press Museum (one of only two 'working' printing museums west of the Rocky Mountains), the Cal Poly E. H. Wadewitz Memorial Library will be part of the largest, most complete, and most valuable, historic graphic communication collections in the world. The library will become integral to education in the arts and sciences, and will be made available to industry for research and exploration. It will become an applied tool to keep the history of printing alive and to demonstrate how history is a window into the future and valuable for research and strategic planning."

The E.H. Wadewitz Memorial Library is similar to other great focused libraries such as the Library of Congress, Harvard University, Yale, and others. It will be a resource supporting senior projects, Cal Poly's Learn by Doing teaching philosophy, and industry research.

"We have already been receiving requests from industry worldwide to research information that has not yet been digitized," said Levenson. "Digitizing the collection is a possible long-term goal."

**If you are an advocate of the printing industry  
and if you believe in the value of print,  
this resource is for you!**

***To become a supporter:***

**Make pledges to:**

Harvey R. Levenson  
Professor Emeritus, Director  
Graphic Communication Institute at Cal Poly  
Graphic Communication Department  
California Polytechnic State University  
1 Grand Avenue  
San Luis Obispo, CA 93407  
hlevenso@calpoly.edu  
805-756-6151

**Send checks to:**

Wadewitz Library Fund  
Graphic Communication Department  
California Polytechnic State University  
Att. Dr. Harvey R. Levenson  
1 Grand Avenue  
San Luis Obispo, CA 93407

**Give online at:**

<https://securelb.imodules.com/s/699/donations.aspx?sid=699&gid=1&sitebuilder=1&pgid=961&cid=2272&dids=253>

***All contributions are tax deductible.***



Cal Poly graphic communication students produce the campus newspaper, Mustang News, as part of the university's Learn by Doing teaching philosophy.

# E.H. Wadewitz Memorial Library

## Overview of Holdings — A Wealth of Knowledge

The E. H. Wadewitz Memorial Library currently houses what is thought to be the largest, intact collection of technical information and literature for the field of graphic communication and printing processes in North America. The library is a valuable resource for printers and suppliers. It is also a unique tool for researchers, chemists, physicists, educators, scholars and students.

### **The library holdings currently include:**

More than 180 current magazines and periodicals; 100 no-longer-published magazines dating to 1894; more than 15,000 books, texts and reports describing every aspect of graphic communication and print processes; GATF/LTF-published materials; past and present Printing Industries of America publications, reports and affiliate information on related industry associations; a variety of directories; and other reference material.

The library has a number of collections that are of historical interest and value, including complete sets of American Printer and Graphic Arts Monthly magazines and TAGA journals. The library also received the Diamond Research Corporation library on toners, photo resists, and inkjet printing.

### **The larger rare collections include:**

The **Frank Preucil Collection** was dedicated April 22, 1999, and contains 1,400 books. Preucil was considered by many to be the “father of densitometry” due to his pioneering and promotion of the use of color reflection densitometry to control and evaluate process color printing in lithography. This extensive collection on the subject of color reproduction is thought to be one of the most complete historical libraries on the graphic arts process. He also collected rare books on printing. The collection includes one of the few complete collections of the Penrose Annual.

The **Dr. Fred W. Billmeyer Collection** was received in May 1999. Billmeyer was a world-renowned color scientist, and his holdings include a complete collection of materials from the International Commission on Illumination. He also authored many books on color and polymers. The collection includes more than 200 books on color and related subjects, several complete collections of periodicals relating to color, and bound transcripts and reports.

The **R.S. Fisch-Robert L. Leslie Graphic Arts Collection** was received in October 2003. This large collection includes books and journals on photography and photographic processes. The more than 200 books in the collection were published between 1855 and 1999 and include several very rare editions. Notable books are “Photographic Chemistry” by Thomas Frederick Hardwich, published in 1864, and “Photographic Mosaics” by Edward Livingston Wilson and Mathew Carey Lea, published in 1866. Fisch was employed for 35 years as a corporate scientist in the Printing and Publishing Systems Division of 3M Co. and holds 37 U.S. patents on color photography, photo resist imaging, non-silver imaging, color proofing, silver recovery, and substrate addendum.

The **Lee Augustine Collection** has more than 500 rare volumes on the history of printing, including “The Printers Manual,” dated 1817, believed to be the first printing manual published in the United States. The group of books in this donation was carefully selected from the thousands of volumes Augustine collected.

The **William Stevens Collection**, named after a former GATF research committee chair, contains more than 50 graphic arts books, clippings and advertisements dating from the early 1900s.

The **Printing Industries of America Collection** of early PIA books, reports, and early board meeting minutes was received in March 1999.

The **Al Materazzi Collection** includes Research Department Reports from the early Graphic Arts Technical Foundation and its predecessor, the Lithographic Technical Foundation. Materazzi was deeply connected to environmental issues and compliance work, and was involved in preparing data and documentation related to lithographic platemaking. This collection was received in 2001.

The **Seybold Collection** includes all published Seybold Reports, along with reports and books, and was donated in the spring of 2004.

**Cal Poly E. H. Wadewitz Memorial Library**  
**In support of**  
**Shakespeare Press Museum**  
**Raymond J. Prince Shakespeare Press Museum Resource Room**

**Founding Contributors to Date**

**FUNDING**

**Categories**

Gutenberg – \$5,000 and Over  
Franklin – \$3,000 to \$4,999  
Caxton – \$1,000 to \$2,999  
Senefelder – \$500 to \$999  
Mergenthaler – Up to \$499

**Gutenberg**

Andy and Julie Plata (OutputLinks), Houston, Texas  
Bob Lindgren (Printing Industries Assoc. of Southern California), Los Angeles, Calif.  
Cal Poly Shakespeare Press Museum IRA Grant, San Luis Obispo, Calif.  
Gary G. Field, Paso Robles, Calif.  
Harvey and Barbara Levenson, Atascadero, Calif.  
Ralph Nappi (NPES), Reston, Va.  
Raymond and Nancy Prince, Canton, S.D.  
Richard and Lois Fisch, Bethesda, Md.

**Franklin**

Frank Romano, Boston, Mass.  
Larry and Susie Warter (Warter Colors), Stuart, Fla.

**Caxton**

Bryan Isley, Burlington, N.C.  
Carl and Elizabeth Joachim, Delray Beach, Fla.  
Dan Nelson (Visual Media Association), San Francisco, Calif.  
Diane and Craig Peterson, Houston, Texas  
Doug Tompkins (McCormick Armstrong), Wichita, Kan.  
Estate of Warren R. Daum, Carmel, Calif.  
Henry E. Wurst Family Foundation, Kansas City, Mo.  
J. S. McCarthy Co., Augusta, Maine  
John R. Berthelsen, Waunakee, Wis.  
John Werner, Scarsdale, N.Y.  
Michael Murphy (Japs-Olson Co.), St. Louis Park, Minn.  
Sid Chadwick (Chadwick Consulting Inc.), Lewisville, N.C.  
Wanzie Collins (PANAPRINT), Macon, Ga.

**Senefelder**

Dow Jones and Co., New York, N.Y.  
Edward Kniep, St. Louis, Mo.  
George Retsos (Enviro Image Solutions), Vancouver, B.C.  
Gerald Henseler, Menasha, Wis.  
John Rentchler, Las Vegas, Nev.  
Nelson Ho, Naples, Fla.  
Paul Cousineau, Roosevelt, N.J.  
Peter and Lynn Doyle, Newburyport, Mass.  
Rick and Suzanne Herrero, Corte Madera, Calif.

### Mergenthaler

Ann Gillette, Huntington Beach, Calif.  
Bill Orr (SpeedyDry – Genesis, Inc.), Burlington, N.C.  
Bob Petithomme, Angels Camp, Calif.  
George and Dorothy Murphy, Lake Havasu City, Ariz.  
George Kinney, Pasadena, Calif.  
George Ryan, Orlando, Fla.  
Jason Seto, Honolulu, Hawaii  
John and Judith Fornof, Toledo, Ohio  
Katherine O'Brien, Chicago, Ill.  
Katie Korgan, Hermosa Beach, Calif.  
Mike Licata, Richmond, Va.  
Nelson Eldred, Tampa, Fla.  
Richard A. Holub (RAH Color), Alexandria, Va.  
Steven Schnoll, New Providence, N.J.

### PUBLICATIONS

Andy and Julie Plata (OutputLinks), Houston, Texas  
Art Diamond (Diamond Research Corp.), Ojai, Calif.  
Bessie Halfacre (IPA), South Holland, Ill.  
Bill Orr, Burlington, N.C.  
Dean Gray, Philadelphia, Pa.  
Dennis Mason, Western Springs, Ill.  
Estate of Warren R. Daum, Carmel, Calif.  
James and Marilyn Anderson, Naperville, Fla.  
Joanne and Deke Sonnichsen, Menlo Park, Calif.  
Joe Hamilton (Stevenson Color), Cincinnati, Ohio  
Joe Smurlo, Thousand Oaks, Calif.  
John Geis, Chapel Hill, N.C.  
John Werner (Bourges Books), Scarsdale, N.Y.  
Katherine O'Brien, Chicago, Ill.  
Nelson Eldred, Tampa, Fla.  
Printing Industries of America, Sewickley, Pa.  
Raymond J. Prince, Canton, S.D.  
Richard Popp, Yorkville, Ill.  
Roger Ynostroza, New York, N.Y.  
Sandra Schaller, In Memory of Ben G. Schaller, Centralia, Mo.  
Ted C. Ringman, Inverness, Ill.

### SERVICES

Cal Poly Robert E. Kennedy Library, San Luis Obispo, Calif.  
*Selection and consultative services*  
Sid Chadwick (Chadwick Consulting), Lewisville, N.C.  
*Mailing list and email services*  
Tom Conley (Professional Printers), Columbia, S.C.  
*Printing services*