



# The Book

Newsletter of the Program in the History of the Book in American Culture  
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## *Report on Volume 2 Conference*

The planning conference for Volume 2 of *A History of the Book in America* convened in Worcester on January 14-15, 1994, to consider the rise of "An Extensive Republic" in the period 1790-1840. The challenge was to chart the expansion of print culture in a society dispersed over space and divided not only by geography but by religion, class, race, gender, education, and literacy. How do we explain the rapid proliferation of printers, publishers, booksellers, authors, and readers in the cities and towns of the early republic? What forces of economy, politics, and ideology propelled this growth? Who participated, and on what terms, in this pluralistic culture? To what extent can we even speak of a common world of books? If diversity is the central fact of the age, perhaps we should attend to themes of regional and local difference. Even so, we will still confront the consequences of the "reading revolution" of the period. What were the prevailing reading practices, how were they encoded in different genres, and how did they alter modes of social perception and cultural understanding? How did reading serve to define communities and to shape personal identities? And how did readers, in turn, put books to their own individual purposes?

These questions constituted a challenging agenda for a two-day interdisciplinary conference, at which scholars in bibliography, literature, library studies, and history were represented. And while the meeting, as it was hoped, opened up far more questions than it answered, the conversations unexpectedly challenged what little conventional wisdom exists for the period. Recent scholarship has emphasized the centrality of the "market revolution" to the rise of authorship, the expansion of publishing, and the dissemination of print culture. But a number of participants in the planning conference complicated or revised this perspective. First, David Nord of Indiana University forcefully argued that "not-for-profit" institutions — notably, evangelical and benevolent associations — were crucial agents in the popularization of print. Deliberately constructing their own channels of distribution, these groups fashioned innovative ways to reach readers, consistent with their religious or reform message. But they were not alone in such non-market designs. The early republic witnessed the creation of great book collections — the foundation of the Massachusetts Historical Society and

the American Antiquarian Society — by such bibliophiles as Jeremy Belknap and Isaiah Thomas and the multiplication of voluntary libraries of all sorts. Natural scientists, as Chandos Brown of the College of William and Mary reported, founded learned societies, sponsored magazines, and promoted textbooks in hopes of generating an audience for their works. A good many women eschewed publication altogether; Joanne Dobson of Fordham University noted that in the face of a commercial, male-dominated marketplace, they opted to write and circulate manuscripts among select circles of friends.

In short, the market revolution had profound limits in the period 1790-1840. Even the leading agents of commerce in culture were selective in what they chose to buy and sell. James Gilreath of the Library of Congress observed that publishers were quick to copyright reference books that promised strong sales, but in the decade of the 1790s, stayed away from *belles lettres*. More importantly, federal and state governments spurred the expansion of print through postal subsidies for newspapers and public contracts for printing. But as John Brooke of Tufts University cautioned, the mainstream political parties, in their efforts to dominate public discourse, may have operated "aggressively to restrict and constrain the form and purposes of print culture."

These novel approaches to the "Extensive Republic" are examples of the creative contributions made by the participants and the general commentator, Robert Wiebe of Northwestern University, in two days of lively discussion. Such formulations open up vast expanses of uncharted territory in the field. As we move to design a plan to comprehend within a single volume a sprawling society that resisted all consolidation, we will surely come to feel like the Lewis and Clark of book history, excited by the venture but determined to find order and meaning in the quest.

Robert A. Gross and Mary Kelley

*[Editor's Note: The planning conference for Volume 3, chaired by co-editors Stephen W. Nissenbaum and Michael Winship was held on February 25-26, 1994, completing the series of volume planning conferences for A History of the Book in America to be published by Cambridge University Press in association with AAS. A report will appear in number 33 of The Book (July 1994).]*



## *Southern Working Group Proposed*

Librarians and scholars located in North Carolina's Research Triangle Area met in Chapel Hill on April 14 to discuss the possibility of establishing some sort of formal program for the study of the history of print culture in the American South. Attending the gathering held at the School of Information and Library Science of the University of North Carolina at Chapel were nearly two dozen people, including John Y. Cole from the Center for the Book in the Library of Congress and John B. Hench from the AAS Program in the History of the Book in American Culture.

Convenor of the meeting was Wayne A. Wiegand, professor of library science at the University of Wisconsin — Madison and a principal figure in the establishment of Madison's Center for the History of Print Culture in Modern America. Wiegand has been a visiting professor in the library school at Chapel Hill this semester.

The meeting resulted in a decision to establish a working group under the auspices of the university's Center for the Study of the American South. The group will meet in the fall with an eye toward establishing a more formal entity that would center upon the area's library resources in the history of the book in the South and elsewhere. For further information, contact Dean Barbara Moran, School of Information and Library Science, 100 Manning Hall, University of North Carolina, Chapel Hill, NC 27599-3360.

J.B.H.

## *Teaching the History of the Book, 1: Literacy and Reading in the United States*

[Editor's note: Janice A. Radway, professor of English at Duke University, Durham, North Carolina, has provided a recent syllabus of "Literacy and Reading in the United States." The course requirements include regular seminar participation, three oral presentations, and a formal research paper of twenty-five to thirty pages, exclusive of notes.]

### I COURSE INTRODUCTION AND REQUIREMENTS

### II PROBLEMS AND POSSIBILITIES IN THE STUDY OF LITERACY

Carl Kaestle, "Studying the History of Literacy," in Kaestle et al., *Literacy in the United States: Readers and Reading Since 1880* (New Haven: Yale University Press, 1991), 3-32. E. Jennifer Monaghan, "Literacy Instruction and Gender in Colonial New England," in Cathy N. Davidson, *Reading in America* (Baltimore: Johns Hopkins University Press, 1989), 53-80. Donald Lazere, "Literacy and Mass Media: The Political Implications," in Davidson, 285-304. Harvey Graff, *The Legacies of Literacy: Continuities and Contradictions in Western Culture and Society* (Bloomington: Indiana University Press, 1987), 2-14. Presentation by Robert Shreefter, Director of Workplace and Community Education, Partnership for Literacy

### III DETERMINING THE CONSEQUENCES OF LITERACY:

### THE STATE OF THE ART

David Vincent, *Literacy and Popular Culture: England, 1750-1914* (Cambridge: Cambridge University Press, 1989), pages tbd.

### IV RECOVERING READING: FIXING AN EVANESCENT EVENT WITH EXTENDED CONSEQUENCES

Carl Kaestle, "The History of Readers," in Kaestle et al., 33-74. Katherine Tinsley and Carl Kaestle, "Autobiographies and the History of Reading: The Meaning of Literacy in Individual Lives," in Kaestle et al., 225-44. Dana Nelson Salvino, "The Word in Black and White: Ideologies of Race and Literacy in Antebellum America," in Davidson, 140-156. Presentation by Duncan Smith, School of Library and Information Sciences, North Carolina Central University.

### V No class. Time to be used for work on research project.

### VI READING AND AMERICAN LITERACY STUDIES

David Paul Nord, "A Republican Literature: Magazine Reading and Readers in Late-Eighteenth Century New York," in Davidson, 114-39. Cathy N. Davidson, "The Life and Times of Charlotte Temple: The Biography of a Book," in Davidson, 157-79. William Gilmore, *Reading Becomes a Necessity of Life: Material and Cultural Life in Rural New England, 1780-1835* (Knoxville: University of Tennessee Press, 1989), 17-50. Cathy N. Davidson, *Revolution and the Word: The Rise of the Novel in America* (New York: Oxford University Press, 1986), 55-79.

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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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## VI STUDENT PRESENTATIONS

Five-minute presentations to define each project, specify the issues at stake, and sketch out proposed methods of research; followed by questions and suggestions from the class.

## VII THE TEXT-READER INTERACTION: PROBLEMS AND INTERPRETATION

Fanny Fern, *Ruth Hall*, ed. Joyce Warren, (New Brunswick: Rutgers University Press, 1986). Mary Kelley, *Private Women, Public Stage: Literary Domesticity in Nineteenth-Century America* (New York: Oxford University Press, 1984), 3-27. Ann Douglas, *The Feminization of American Culture* (New York: Doubleday, 1984), 1-13. Nina Baym, "Melodramas of Beset Manhood," *American Quarterly* 33 (Summer 1981): 124-39.

## VIII LITERACY, GENDER, AND THE CHANGING SOCIAL POSITION OF WOMEN IN THE NINETEENTH CENTURY

Barbara Sicherman. "Sense and Sensibility: A Case Study of Women's Reading in Late-Victorian America," in Davidson, 201-25; "Reading the Self: Books and Identity Among Progressive Women," unpublished paper; "Reading and Ambition: M. Carey Thomas and Female Heroism," unpublished paper. Helen Horowitz, "Nous Autres: Reading, Passion, and the Creation of M. Carey Thomas," *Journal of American History* 79 (June 1992): 68-95.

## IX STUDENT PRESENTATIONS

Five-minute progress reports exploring some of the problems, challenges, and interpretive issues that have been raised in the course of the research. Seminar discussion follows each presentation.

## X LITERACY, RACE, AND HISTORICAL CHANGE

Thomas Webber, *Deep Like the Rivers: Education in the Slave Quarter Community, 1831-1865* (New York: W.W. Norton, 1978), selections tbd. Janet D. Cornelius, "We Slipped and Learned to Read: Slave Accounts of the Literacy Process," *Phylon* 44 (1983). Robert C. Morris, *Reading, Riting, and Reconstruction: The Education of Freedmen in the South, 1861-1870* (Chicago: The University of Chicago Press, 1976), 174-212. Donald Franklin Joyce, "Reflections on the Changing Publishing Objectives of Black Book Publishers, 1900-1986," in Davidson, 226-39.

## XI THEORIZING THE EXPERIENCE OF READING

Nell Victor, *Lost in a Book: The Psychology of Reading for Pleasure* (New Haven: Yale University Press, 1988). Janice Radway, "The Book-of-the-Month Club and the General Reader: On the Uses of Serious Fiction," in Davidson, 259-84.

## XII AND XIII FINAL PRESENTATIONS

Each student will give a formal ten-minute summary of the final paper structured in the manner of a typical conference presentation.)

## Teaching the History of the Book, 2: Print Culture, High and Low, in Early America: 1650-1800

[Editor's Note: Lee Heller, assistant professor of arts and humanities, Hampshire College, explains that her course explores the nature and impact of the word in early America and its influence on political, economic, social, and personal life, as well as the dialogues made possible among the peoples of the New World and between America and Europe. The course examines the array of texts available to readers at different historical moments, the factors determining who read, what they read, and how they used their reading. The materials are drawn from a variety of genres representing both high and low culture: sermons and theological treatises, periodical essays, political tracts, chapbooks, newspapers, captivity narratives, and the emerging novel. The course also looks at the different accounts of America offered by Native Americans, European colonists, and African Americans to observe how each used narrative to assert their versions of reality. How did access to print culture confer power of various kinds?

The texts for the course include Paul Lauter, ed., *The Heath Anthology of American Literature 2 vols.* (Lexington, Mass.: D.C. Heath, 1990), I, Cathy N. Davidson ed., *Reading in America* (Baltimore: Johns Hopkins University Press, 1989), Susannah Rowson, Charlotte Temple, and selected readings.

Students are also expected to attend several additional events during the course. In a recent semester those included a field trip to the Special Collections archive at Amherst College's Frost Library, a series of afternoon events in recognition of the Columbian Quincentennial, and an evening lecture by Richard D. Brown, professor of history at the University of Connecticut, author of *Knowledge is Power: The Diffusion of Information in Early America* (New York: Oxford University Press, 1989).]

### I FOUNDATION I: MYTHS OF ORIGIN

Native-American Accounts — Lauter: Winnebago, Pima, Zuni, 25-40. Cherokee myth, "How the World was Made." Winnebago Trickster Myth (handout).

Old Testament and New — Genesis, Exodus 1-20, Matthew 3-7, Revelation

European Versions of the New World — Lauter: Winthrop, "A Modell of Christian Charity," 191-99; Bradford, *Of Plimoth Plantation*, 212-18; Smith, "Description of New England," 156-59.

European Versions, continued — Lauter: Columbus, *Journal*, 70-80. Tzvetan Todorov, "The Discovery of America," *The Conquest of America* (New York: Harper & Row, 1984)

Field Trip to the Frost Library, Amherst College

### II METHODS AND ISSUES: THE HISTORY OF THE BOOK

What is the History of the Book? Cathy N. Davidson,



"Towards a History of Books and Readers." Robert Darnton, "What is the History of Books?" Both in *Reading in America*.

Literacy and Print Culture — David D. Hall, "The Uses of Literacy in New England, 1600-1850." Hall, "The World of Print and Collective Mentality in Seventeenth-Century New England," Janice Radway, "Interpretive Communities and Variable Literacies," in *Rethinking the Popular*, ed. Michael Schudson and Chandra Mukerji, (London: Routledge).

### III ESTABLISHING COMMUNITIES

Versions of the Other — Lauter: Cabeza de Vaca, 94-99; Smith, from "A True Relation" and "The Generall Historie," 151-56; "The Coming of the Spanish and the Pueblo Revolt," 52-56. "An Indian's View," in *The Way We Lived* (Lexington, Mass.: D.C.Heath). Jan Carew, "Columbus and the Origins of Racism in the Americas," *Race and Class*, vol. 29-30 (1988).

God and the Other — Rowlandson, "Narrative of the Captivity," 318-42.

Early Colonial Life — Wingfield, Frethorne, 164-76; Byrd, "History of the Dividing Line" and "Secret History," 492-512; Cook, "The Sotweed Factor," 614-31. T.H. Breen, "Looking Out for Number One" *South Atlantic Quarterly* 78 (Summer 1979).

Quincentennial Observance

"The 1541 Earthquake" *Journalism History*, vol.6, no.3 (Autumn 1979). "Newspapers and Newspaper Prototypes in Spanish America." Bradford, *Of Plimoth Plantation*, 218-32. Mather, "Wonders of the Invisible World," and "Magnalia Christi Americana," 401-22.

Lauter: Wigglesworth, "Day of Doom"; *Bay Psalm Book and New England Primer*, 298-311; *The Laws of New England to the Year 1700* (facsimile reprint). Public Occurrences (AAS facsimile). "Our First Newspaper of Continuous Publication," *Boston Newsletter*, April 24, 1704. "Oath of the Freeman" (Evans microfiche). Danforth, "Almanack" (Evans microfiche).

### IV EXPANSION AND SOLIDIFICATION

Reading and the Growth of the Press — Spurling, "Readership in the American Enlightenment," *Literature and History in the Age of Ideas*. Franklin, excerpts from *Poor Richard's Almanack* and "The Way to Wealth," 780-90. Selected newspapers and broadsides: *New England Courant*, *Pennsylvania Gazette*, *New York Weekly Journal*, "Charlestown, To Be Sold"; "Rules for Negroes"; "Quaker Resolution"; "Mennonites Protest Slavery"; "Slaves Petition"; and Bradley, "Slavery in Colonial Newspapers."

Entertainment and Instruction — Lauter: Occom, 730-51. Broadside, Occom's Address, in *American Broad-sides*, Georgia B. Barnhill, ed. (Barre, Mass.: Imprint Society, 1971). "The History of Little Goody Two-Shoes" (Evans microfiche). Victor Neuberg, "Chapbooks in America," in *Reading in America*.

The Periodical Press — Selections from *The Tatler* and *The Spectator*. Winton, "Richard Steele, Journalist"; Tebbel and Zuckerman, *The Magazine in America, 1741-1990* (New York: Oxford University Press, 1991). An Exemplary Instance — Lauter: Franklin, *Autobiography*, 823-81.

Franklin, continued. Larzer Ziff, "Writing for Print," in Ziff, *Writing in the New Nation* (New Haven: Yale University Press, 1991)

### V FOUNDATIONS AGAIN—DEFINING NATIONALITY

Reading and Writing in the Age of the Revolution

William Gilmore, *Reading Becomes a Necessity of Life* (Knoxville: University of Tennessee Press, 1989), 17-27. Lauter: Wheatley, 718-28, Warren, 649-54, Vassa, 695-711, Delgado, 757-61.

Revolution and the Press — Lauter: Patriot and Loyalist Songs and Ballads, 996-1006, Paine, "Common Sense" and "The American Crisis," 940-51. Harrison, "The War of Words," *A Treasury of Great Reporting*. Facsimile newspapers and broadsides, *The Pennsylvania Journal*, *The Massachusetts Spy*. "An Editor Defies the Crown (The Trial of John Peter Zenger)," "Bostonians Send Out Invitations to a Tea Party," "From the Rude Bridge... Isaiah Thomas Reports the Battle of Lexington," "A Glorious News," "Poem on...Boston," "Meeting of the Freeholders." "Sentiments of an American Woman," *American Broad-sides*.

The Arrival of the Novel — *Charlotte Temple*

Charlotte Temple, continued — Cathy N. Davidson, "The Life and Times of *Charlotte Temple*," *Reading in America*

Founding Texts — *Federalist Papers*, nos. 6 and 10, Anti-Federalist Paper (100-821). Constitution of the United States of America.

## Summer Courses

*The English Printed Book to 1800* is a short course offered at Indiana University July 11-15, 1994. This course will survey the printed book in Britain and English books printed abroad from the fifteenth to the eighteenth centuries. There will be extensive use of the Lilly Library's large collection of English books of the period and a demonstration using the replica of a seventeenth-century English printing press. Joel Silver, head of public services at the Lilly Library, is the instructor.

Those interested should contact Jane Clay, Division of Continuing Studies, Owen Hall 204, Indiana University, Bloomington, IN 47405 telephone (812) 855-6329, FAX (812) 855-8997, or JCLAY@INDIANA.EDU (Internet).

*W.A. Dwiggin and His Legacy* is the title of the Book Arts Summer Workshop at Dartmouth College, August 17-20, 1994. The workshop, under the director of Roderick Stinehour, a renowned book printer, designer, and founder of The Stinehour Press, is intended for college students,



librarians, book collectors, bibliographers, literary scholars, and graphic artists who wish to acquire better, more detailed understanding of the practice and the accomplishments of printing done by handcraft means.

For further information, those interested should write or call Book Arts Summer Workshop, Dartmouth College Library, Hanover, New Hampshire 03753. Telephone (603) 646-2236 or FAX (603) 646-3702.

### *Germany and the European Book Trade in the 18th Century*

A conference, "*Deutschland und der europäische Buchhandel im 18. Jahrhundert*," will be held in Leipzig September 15-17, 1994. Those interested in knowing more about the conference should communicate with Dr. Mark Lehmsstedt, Leipziger Arbeitskreis zur Geschichte des Buchwesens, Die Deutsche Bibliothek, Deutsche Bucherei Leipzig, Deutscher Platz 1, 04103 Leipzig, Germany.

### *Upcoming Conferences: Calls for Proposals*

Library History Seminar IX will be held March 30-April 1, 1995, at the University of Alabama in Tuscaloosa. The conference theme, *Philanthropy and Libraries*, will be addressed by the plenary speakers and some of the presenters. As in the past, the seminar will also feature papers on a wide range of other topics related to library history representing the best scholarly work in the field undertaken in the past five years. The planning committee welcomes proposals for papers dealing with any aspect of library history. Potential topics include, but are not limited to, philanthropy in the nineteenth and twentieth centuries, biographical studies, institutional histories, cultural and socioeconomic environments; literacy, reading and book distribution. Abstracts of no more than fifty words and a one-page vita should be sent to Gordon B. Neavill, School of Library and Information Studies, University of Alabama, Box 870252, Tuscaloosa, AL 35487-0252. GNEAVILL@UAIMV (BITNET); GNEAVILL@UAIMV.UA.EDU (Internet). The deadline was May 15, 1994.

Sponsors of the seminar include the Library History Round Table, American Library Association; the Indiana University Center on Philanthropy; the Center for the Book at the Library of Congress; the School of Library and Information Studies, University of Alabama; and *Libraries and Culture*, Graduate School of Library and Information Science, University of Texas at Austin.

The Center for the History of Print Culture in Modern America encourages the interdisciplinary study of print culture history and welcomes scholars from all appropriate fields. The Center announces that it is sponsoring a conference, *Print Culture in a Diverse America*, to be held in Madison, Wisconsin, on May 5 and 6, 1995. This conference will assess readers and their texts in the "other" America.

Papers which illuminate the books, newspapers, periodicals, etc., produced by racial and ethnic minorities, women, political radicals, sexual minorities, and others since 1876 will be the focus. Both case studies of single-group experiences and those that compared the historical sociology of print in the lives of a number of groups too often placed on the periphery of power are sought. The directors and advisory board will select a number of papers for the Center's initial book publication in 1997.

The Center is a joint project of the State Historical Society of Wisconsin and the University of Wisconsin at Madison. For information contact Wayne A. Wiegand and James P. Danky, co-directors, Center for the History of Print Culture in Modern America, University of Wisconsin, 4217 Helen C. White Hall, 600 North Park Street, Madison, WI 53706. (608)264-6532. e-mail: James.Danky@mail.admin.wisc.edu.

### *Book History at OAH*

At the annual meeting of the Organization of American Historians, Atlanta, in April 1994, Robert A. Gross presided at a session entitled, "The Power of Books: Authorship, Readership, and the Structures of Print." Papers were presented by Martha Woodmansee, Case-Western Reserve University, "Copyright, Authorship, and the Dissemination of Print," Abigail Van Slyck, College of Architecture, University of Arizona, "The Structure of Reading: American Branch Libraries and the Control of Working Class Readers, 1890-1915," and Eric Cummins, San Jose State University, "Book Suppression, Communication Control, and Inmate Resistance at San Quentin Prison." Gross, professor of history and American Studies at the College of William and Mary, chair of the Program in the History of the Book at AAS, and co-editor of Volume 2 of *A History of the Book in American Culture*, and Janice Radway of the program in literature at Duke University and coeditor of Volume 4 commented on the papers.

### *Notes on Lectures and Conferences*

Roger Chartier, Directeur d'Études in the *École des Hautes Études en Sciences Sociales* delivered the A.S.W. Rosenbach Lectures in Bibliography in April 1994. The lectures were titled "Representations of the Written Word," "Authorship and Patronage: The Price, the Library, and the Dedication," "'Popular' Culture and 'Popular' Literature: Reading as Appropriation." The University of Pennsylvania Libraries and The French Institute of Culture and Technology were the sponsors. For more information, contact the Department of Special Collections at (215) 898-7088.

A lecture by Richard Brodhead on Charles Chesnut, the first African-American novelist, was given at the Beinecke Rare Book and Manuscript Library at Yale University on Wednesday, April 6, 1994. Brodhead is dean of Yale College



and a member of the advisory board of the AAS Program in the History of the Book in American Culture.

The Second Annual Oxford Conference for the Book sponsored by the Center for the Study of Southern Culture was held at the University of Mississippi, April 8-10, 1994. The program included a workshop for aspiring writers led by Barry Hannah as well as lectures, panel discussions, and readings. Topics of the lectures and panel discussions included the state of poetry, interactive books of the future, copyrights, and fair use, literacy issues, superstores and independent booksellers and the effect of bestsellers on their authors' lives. Other activities included a folk music opera based on Faulkner's *As I Lay Dying*, a tour of the Seymour Lawrence Room for Writers in the University of Mississippi Library, and an exhibition of John Grisham's works.

### Book Notes

Harold Love, *Scribal Publication in Seventeenth-Century England*, Oxford: Clarendon Press, 1993.

The great grey goose of bibliography has laid a golden egg. Starting from a description of scribal publication, which is to say the production and distribution of manuscript texts, the Australian scholar Harold Love moves out to broad matters of social, political, and literary history and beyond these, to reflections on issues that arise from contemporary critical theory about authorship, orality, and writing. In this brief notice I can call attention to only a fraction of the arguments and forms of evidence that make *Scribal Publication* a book of great importance.

First and foremost is the reclaiming of scribal (handwritten) publication as an ongoing and significant mode of cultural production in seventeenth-century England. I may have been unduly ignorant of this process, for Hugh Amory has had to remind me of the local evidence—for example, that the Massachusetts Body of Liberties of 1641 was produced in this fashion. Yet even what I have learned from David Shields about manuscript production in the American colonies in the eighteenth century had not alerted me to the importance of the practice in the previous century. Now I know otherwise, for Love takes us through three major spheres of culture—poetry, music, and politics—and in each instance reveals a preference for the handwritten over the printed. To be sure, this preference was contingent on certain circumstances. In the case of a poet such as Donne, the publication of his poetry in handwritten copies can be linked to what another scholar has termed the “stigma of print,” or the assumption that the gentleman poet should avoid the self-advertisement implicit in that alternative mode. In the case of newsletters, libels, and other political documents, circulation in manuscript was ostensibly covert and therefore less dangerous. Or it may have been that the factor of cost favored manuscript publication, as in situations where the desired number of copies did not exceed fifteen or twenty.

Armed with a bibliographer's keen eye for materiality, Love leads us through handwriting and paper to the *scriptorium* and the social world of the professional copyist or clerk. And we watch as he negotiates the tension between the bibliographer's interest in establishing authoritative texts and the open-endedness of publication by individually written copies.

*Scribal Publication* moves far beyond these circumstances. Love is extremely interesting on the relation between political authority and the medium of transmission, showing, for example, how the authority of the king was understood to be embodied in his voice and, by extension, in royal proclamations. Another matter of wide significance concerns what Love names “scribal communities.” But let me quote him as he serves up an enticing menu:

“We must seek through a process of recontextualization to understand the ways in which scribal publication served to define communities of the like-minded. We must also consider what the scribally published text has to tell us about how information of all kinds was constituted, encountered, and encoded by seventeenth-century readers. Beyond these lie other questions concerning the ways in which scribal and print media project their respective metaphors of the nature of knowledge, how the reader and the writer are constructed by the scribal text, and how the ‘presence’ of the writer is projected through the two media” (p. 33).

Perhaps the highest compliment I can pay this book is that it actually does address each of these questions via a robust and intellectually satisfying mixture of critical theory and practical evidence.

David D. Hall, Harvard Divinity School

*The First Century of German Language Printing in the United States of America: A Bibliography Based on the Studies of Oswald Seidensticker and Wilbur H. Oda*. Edited by Karl John Richard Arndt and Reimer C. Eck; Compiled by Gerd-J. Botte and Werner Tannhof using a preliminary compilation by Annelies Müller. Volume 1 (1728-1807) and Volume 2 (1808-1830). Göttingen: Niedersächsische Staats- und Universitätsbibliothek, 1989.

Students of the history of the book in America, and more particularly, students of German-language printing in the United States, will be interested to learn of a new series of bibliographies of German-language imprints. *The First Century of German Language Printing in the United States of America* was published in 1989 by the Niedersächsische Staats- und Universitätsbibliothek, Göttingen, as Numbers XXI and XXII of the Publications of the Pennsylvania German Society. The first volume enumerates 1,584 titles printed from 1728 through 1807; the second volume, a further 1,567 titles printed from 1808 through 1830. Broad­sides are not included, but a separate volume describing an estimated 1,200 pre-1831 German-language broadsides is planned.

Werner Tannhof was in large measure responsible for



compiling the bibliographical descriptions, and examined materials in over 100 libraries, archives, and private collections. After returning to Göttingen, Tannhof began the task of creating machine-readable entries, using the US-MARC (machine-readable cataloging) format. Upon his departure from the project, Gerd-J. Botte saw the task to completion.

*The First Century of German Language Printing* more than doubles the number of German language titles recorded by Oswald Seidensticker in his 1893 bibliography, *The First Century of German Printing in America*. Some 600 of the titles described were previously unrecorded in any bibliography and, of 612 titles only a single copy was found in the collections examined. Entries are far more detailed than those found in the Seidensticker bibliography, and include full title and imprint transcriptions, indication of pagination and collation, and a host of useful notes. Locations of known copies are given, and copies examined at first hand are flagged. The arrangement is chronological, with imprints for a given year arranged by place of printing and printer. In addition to the main index of authors and titles, there are useful indexes of printers, of places of publication, and of genre. The last enables the user to quickly locate—taking entries under the letter F as an example—fables, fairy tales, farewell sermons, fiction, folk tales, and funeral sermons.

The cataloguers of the North American Imprints Program (NAIP) at the American Antiquarian Society have found *The First Century of German Language Printing in the United States of America* to be a highly useful and reliable tool. We are currently checking entries in the NAIP file against the bibliography and find that we are able to enhance existing records in a variety of ways, including the addition of attributions to authors and printers. We estimate that we will eventually create more than 200 new NAIP records for eighteenth-century imprints previously unknown to us.

We anticipate that the planned volume describing broadsides will be even more useful to us, given the greater scarcity of these imprints, and the frequent absence of any statement as to printer, place of publication, or date of publication.

Alan Degutis

Head of Cataloguing, American Antiquarian Society

Charles E. Clark, *The Public Prints: The Newspaper in Anglo-American Culture, 1665-1740*, New York: Oxford University Press, 1994.

In an age of global communications, when public and private media — television, radio, newspapers, magazines, the Internet, commercial newsletters, and other insider publications — compete relentlessly to set our agendas and keep us constantly up to date, Charles E. Clark, *The Public Prints: The Newspaper in Anglo-American Culture, 1665-1740* takes us back to the moment when newspapers were truly new, just embarking upon their role as key agents in the making of our modern world. Originating in Restoration

England to communicate royal proclamations in print, newspapers soon became a major force in the expansion of trade, the spread of gentility, and the integration of the first British Empire. Instruments of the metropolis, Gazettes, News-Letters, and Post-Boys proliferated from London into the provinces, carrying news from the Continent and the capital into the thriving ports and market towns of the British Isles and the North American colonies. In the process, these messengers of a cosmopolitan world intruded into the realm of oral culture, where necessary information was passed among neighbors and officials alike in the familiar settings of local life. This first encounter between press and community forms the essential subject of *The Public Prints*. As an inquiry into the cultural work of the eighteenth-century newspaper, *The Public Prints* adds significantly to the history of the book. Clark carefully traces the “evolution” of the genre from several models, notably, the manuscript newsletter that for centuries had supplied “intelligence” of war, diplomacy, and trade to private merchants and gentlemen and the official gazette of the seventeenth century that served as a bulletin board for the Crown. Other sources were commercial advertisers, selling books, medicine, and real estate in an impersonal, urban market; the periodical “newsbooks” issued by Puritans and Cavaliers in the English Civil War; and literary essays written for the clubs that gathered in the new institution of the coffee house. Ultimately, these varied forms would come together to define the mid-eighteenth century newspaper as a hybrid genre.

But this development, Clark shows, was not destined from the start. In the first three decades of the eighteenth century, newspapers assumed distinct guises, according to the particular purposes of their sponsors. John Campbell, postmaster in Massachusetts from 1704 to 1719, conceived his *Boston News-Letter*, the first continuously issued newspaper in the American colonies as a quasi-official organ of government. “Published by Authority,” as Campbell proudly proclaimed, the paper aspired to be an authoritative archive of public events, painstakingly gathered together into a chronological “Thread of Occurrences.” Challenging this view of the press was the *Boston Gazette* published by Campbell’s replacement in the post office; though still linked to government, the paper aimed to serve “the Trading part of this Town, and other Parts of America” by printing the “latest News” and the “prices current.” Against these staid organs of public and private business rose the upstart literary weekly of James Franklin and his club of “Couranteers.” Modeling itself on *The Spectator* and *The Tatler*, the *New-England Courant* offered irreverent comment on the local issues of the day; indeed, through satirical advertisements and parodies of official resolutions, it became a high-spirited spoof of the fledgling genre of the newspaper. It was as if the *New York Times* had generated the *National Lampoon* at its birth.

For all the differences among them, the pioneering papers in Boston were similar in their sponsorship. Though we commonly think of the colonial editor as a man at the press, physically producing the newspaper he compiled and profiting from its sales, the earliest ventures in journalism had



a modern division of labor. The publishers and editors were public officials, literary clubs, and individual gentlemen; it was they who provided the copy for "mere mechanics" to put into print. Not until the middle of the eighteenth century would printers assume for themselves the power of the press. And only then, under uniform *aegis*, would the newspaper crystallize into standardized form. With its foreign news and polite essays, taken directly from the British press, its public documents and its advertisements of imported goods, the newspaper was, Clark emphasizes, a powerful instrument of "Anglicization," fostering a sense of membership in a genteel, trans-Atlantic community. The printer-proprietor of mid-century thought globally and acted locally, supplementing and confirming the knowledge that his readers garnered in the face-to-face encounters of everyday life.

A onetime journalist himself, Clark draws on his experience to offer useful insights into such subjects as eighteenth-century layout and typography, and he perceptively connects the changing form of the newspaper to the working circumstances of the printer. Closely tied to his shops, running a post office, selling stationery, books, and their goods, supervising apprentices and journeymen, the printer could most conveniently assemble a weekly from the materials that came to hand, chiefly, the newspapers from England and other colonies, supplemented by occasional contributions from local gentlemen. The utilitarian character of the press reflected the ethos in which it was composed.

*The Public Prints* is, likewise, marked by the practical, industrious temperament of its author. Charles Clark seeks to

connect his reconstruction of the early American press to larger interpretations of its significance. Invoking the ideas of such scholars as Jürgen Habermas and Benedict Anderson, he argues that the newspapers contributed to enlarging the "public sphere" of eighteenth-century America and enabled readers increasingly to imagine themselves as active members of an inter-colonial community. But Clark falters in working out these arguments. Habermas seems a little more than a theoretical gloss on a familiar, Whiggish theme: as they achieved "authentic form," newspapers came to express the political interests and ideas of their communities and to stimulate an "Americanized" identity. Unable to shed the teleology of an older history of journalism, he inappropriately applies the metaphor of the life cycle to the development of the press. The brash, iconoclastic *New-England Courant* was, in this view, an adolescent brat, but "a necessary stage for the development of a mature periodical press in the American colonies." In this view, press and nation would inevitably and in tandem come of age. Such arguments run counter to the more persuasive cultural approach of *The Public Prints*.

Like the newspapers he charts, Charles Clark provides us with a rich miscellany of ideas and insights into the production and uses of the early eighteenth-century press. In the long perspective of his book, the constant assaults of the mass media in our time appear the latest expression of a long-standing dynamic. A compelling agent of cosmopolitanism, the newspaper has been breaking down boundaries of time and place from its origin— to the excitement and dismay of its readers.

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