

Aldus Society Notes



20 Great Years
2000 — 2020

*Celebrating Our
Founders and Members*

The Aldus Society

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George Cowmeadow Bauman

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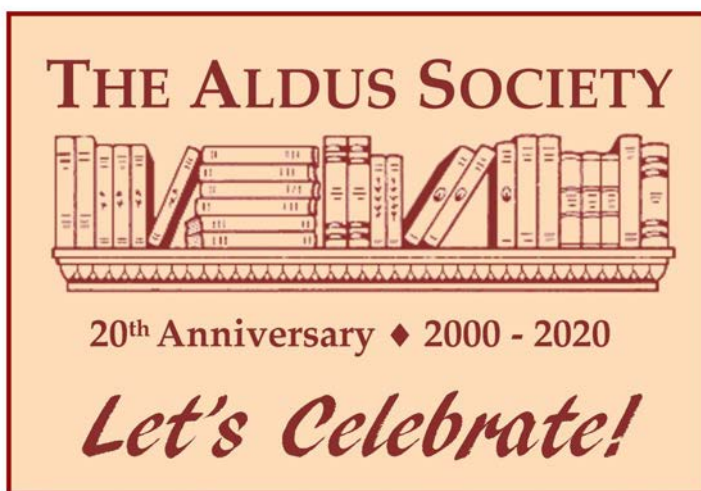
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Aldus Will Celebrate “Homecoming” April 9

The Aldus Society is planning a “Homecoming” with former members, speakers and friends on April 9, 2020, from 7 p.m. until 9 p.m. at a location to be announced. The evening is part of 20th Anniversary activities planned throughout the year and will include opportunities to:

- Hear Frank Mowry, one of the world’s leading experts and consultants in book and paper conservation and restoration, and retired Head of Conservation for **the iconic Folger Shakespeare Library in Washington DC.**
- See old friends, Aldus founders, favorite Aldus speakers from years past, and meet area booksellers and new aficionados and collectors of books and manuscripts.
- Sample special refreshments.
- See a brief visual memoir presentation.
- Bring your friends and family who share your interest.

Aldus members for two decades have helped build this unique Central Ohio organization that continues to promote and protect the value of the book and printed page—and that’s something to celebrate. Look for more information in Aldus emails in early March.



Special happenings for the Aldus Society 20th Anniversary in 2020:

- Each member received a keepsake at the Holiday Dinner & Silent Auction
- January Newsletter *Special Edition*
- Monthly “*From the Archives*” listserv article
- Be part of the “20 for 20” Membership Drive!
- Carol Logue Award Recipient Recognition at each 2020 meeting
- April 2020 Homecoming meeting
- Anniversary-themed June 2020 Picnic
- August 2020 Igloo Letterpress field trip

Questions/comments/suggestions?

Email membership.aldussociety@gmail.com

20 in 2020!

The Aldus Anniversary Membership Drive



Be a winner!

Help Aldus be around for another 20 years by joining in the 2020 Membership Drive—and be rewarded for your efforts.

Leah Kalasky, member of the board and Chair of Membership, has announced the kick-off of a 10-month membership drive beginning in January and ending in October, 2020. Here is how it works:

- Every Aldus member who brings in a new member will receive a \$10 gift certificate (for each new member) to be used towards your purchases at the 2020 Holiday Party Silent Auction.
- If you brought in a new member in October, November or December of 2019, you are eligible to receive the auction gift certificate.
- Signing up a former member who has fallen from good standing counts as a new member.
- Those who sign up at least three new members will be placed in a drawing for a \$50 Visa gift card. The drawing will be held at the October 2020 program meeting.
- Tell your new member recruit to place your name as the recruiter on the check or membership application.
- Board members will not be eligible for the Visa gift card drawing.

How to Get an Application

Carry a few applications with you when dining with friends or visiting relatives and neighbors so you can make the pitch in person. You can pick up an application at an Aldus program meeting from Leah or download and print an application from the Aldus website, aldussociety.com and click on “Membership.” Or Leah can email you an application which you may print out on your computer printer. And, there is usually a copy of an application in the newsletter.

Making a Case

We will email all members some points on the benefits of Aldus membership along with an application. You may wish to forward the e-mail to potential new members whom you know. The points will also remind you of your benefits.

Heady, Snooty, Quirky?

Well, yes, we are! Help us find others who share our irrational passion for the book and written word.

January 9, 2020

Aldus Collects

Short Talks on the Collecting Interests of Several Aldus Members

Jolie Braun, talking about “Collecting Sassy magazine”

Roger Jerome, discussing “Confessions of a Raving Soccer Fan”

Cathy Bennett, presenting “Books by or about Fluxus Artists and/or Fluxus, an ‘attitude’”

Dan Jenson, bringing us books and insights into H. L. Mencken

Phil Stichter, featuring six autographed works by Abraham Lincoln

Master of Ceremonies: **George Cowmeadow Bauman**

February 20, 2020

A Symposium on Bookselling:

A panel discussion featuring Linda Kass, George Cowmeadow Bauman, and Tony Sanfilippo. Jay Hoster will be the moderator.



Linda Kass

was the co-owner of the Acorn Bookshop in Grandview. George is a regular contributor to the Aldus newsletter, where he has chronicled journeys that have led him to a variety of bookstores, including the renowned Shakespeare & Co. in Paris. He has also shared his “bookstore-ies” about life behind the counter. While Acorn’s famous neon sign will not be present at our program, we ask

Our speakers bring a wealth of book knowledge to the topic.

Linda is founder and owner of Gramercy Books, an independent, curated bookstore that hosts or partners on nearly a hundred book-related programs each year. She has worked as a communications and public relations executive within the cable television and broadcasting industries in Detroit and New York. Her debut novel, *Tasa’s Song* (2016), was inspired by her mother’s early life in eastern Poland during World War II. Linda’s second novel, *A Ritchie Boy*, is also set during World War II and will be published in September 2020. It was inspired by her father.

George spent 54 years managing bookstores in four states, plus on an around-the-world educational cruise ship. From 1998 to 2018 he was the co-owner of the Acorn Bookshop in Grandview. George is a regular contributor to the Aldus newsletter, where he has chronicled journeys that have led him to a variety of bookstores, including the renowned Shakespeare & Co. in Paris. He has also shared his “bookstore-ies” about life behind the counter. While Acorn’s famous neon sign will not be present at our program, we ask that you honor its message: **“ABSOLUTELY NO TAP DANCING.”**

Tony was a bookseller for over 20 years, working in both chains and independents and culminating as co-owner and manager of Svoboda Scholarly Books in State College, Pennsylvania. In 2000 he joined the Pennsylvania State University Press, where he served as marketing director and assistant director. Tony drove initiatives to bring the press into the digital age as well as directing an active internship program. Tony became director of The Ohio State University Press in 2014 and is a member of the Aldus Society Board of Trustees.

Jay Hoster is the co-founder of Books on High/Tri-Village Book Co. with his wife Genie. Both Jay and Genie are founding members of the Aldus Society.



George Cowmeadow Bauman



Tony Sanfilippo

March 12, 2020

Jeff Smith, Cartoonist

Bone, Graphic Novels and Cartoon Crossroads Columbus (CXC)

Jeff Smith is the *New York Times* best-selling author of the award-winning series, *BONE*, which launched Scholastic’s graphic novel imprint, Graphix, in 2005. A co-founder of the 90’s Self-Publishing Movement, and an early adopter of the graphic novel format, Smith has written and illustrated other successful comics series: *RASL*, the story of a Tesla-obsessed, dimension jumping art thief, *Shazam! Monster Society of Evil* for DC Comics and books for beginning readers: *Little Mouse Gets Ready* (TOON Books) and *Smiley’s Dream Book* (Scholastic/Graphix).

In 2009, Smith was the subject of a documentary called *The Cartoonist: Jeff Smith, BONE and the Changing Face of Comics*, and in 2013, he was the guest editor of *The Best American Comics*.

In 2015, Smith established the Cartoon Crossroads Columbus (CXC) comics festival in downtown Columbus, which is now in its 5th year. He is currently working on *TUKI Volume 1: Two Million Years BCE*, about the first human to leave Africa, set for release in 2021.

He continues to make and promote comics around the world.



April 9, 2020
Frank Mowery
A Conservator's Journey
Through History



Frank will discuss 35 years of improvements in book and paper conservation, covering a wide range of conservation issues, and finish with a presentation of some of his exquisite fine bindings.

John Franklin Mowery, trained as a fine bookbinder at the National Academy of Fine Arts, Hamburg, German, from 1971-75, under the instruction of Kurt Londenberg. During that time he also began training in book conservation at the National and University Library, Hamburg, Germany. In 1975 upon graduation he was granted the title Master bookbinder. He went on to train in Vienna Austria for several years at the National Arts Academy in art and paper conservation, and went on to an internship at the Bibliotheca Nazionale Centrale in Florence Italy. He returned to the States and took his first job at the Huntington Library in San Marino, California but shortly thereafter was offered the position of Head of Conservation at the Folger Shakespeare Library, in Washington DC. A position he held for 35 years. Upon leaving the conservation department he spent the next couple of years as the Rare Bindings Specialist, photo documenting most of the important volumes in the collection and writing detailed aesthetic and technical descriptions as only a bookbinder could. Thus establishing the Library's historic binding's database.

Frank served as President of the Guild of Book Workers for 10 years and participated in numerous exhibitions displaying his Fine Bindings, most notably a one man show at the Metropolitan Museum of Art, 1982, and numerous international exhibitions.

For more than 40 years he has maintained a private practice. His clients include galleries, museums, libraries, dealers and private collectors in the United States and abroad. Specializing in particularly difficult paper conservation problems such as stain reduction (mold stain, foxing, acid burn, adhesive stains, ink stains), severe paper loss, and distorted vellum documents. He built the first American Leafcaster

(miniature paper making machine) used in filling in losses in paper using tone paper pulp. This has led him to teach his techniques in numerous countries around the world.

He currently lives in Venice, Florida where he still maintains a busy conservation studio, working on historical documents and rare books, but mostly fine art on paper.

May 14, 2020
Wes Baker
A History of Arguments for
Freedom of Expression

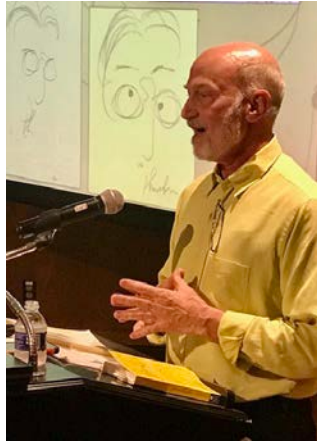


Wes will discuss a topic that is still crucial today, highlighting several important works along the way from the first arguments for freedom of expression in England in the 17th century to the first U.S. Supreme Court case to apply the First Amendment to the states in the 1930s. He will illustrate his talk with several original sources, an important two volume bibliography and contemporary editions and works on the topic.

Dr. Baker has been at Cedarville since 1977, teaching courses in media law, media ethics, news writing and reporting, Christian approaches to the media, survey research, Web analytics, and data-driven journalism. His research interests are in the intellectual history of freedom of expression, the "image/word" conflict, and the effect of new communication technologies on society and particularly on media and journalism. Dr. Baker has twice received the Faculty Scholar Award at Cedarville, an Innovative Excellence in Teaching, Learning, and Technology Award at the International Conference on College Teaching and Learning, and the Dr. Allen Monroe Integration of Faith and Learning Award. He is a member of Investigative Reporters and Editors, the Radio Television Data News Association (RTDNA), and the Web Analytics Association (WAA). Wes is a long-time member of Aldus, and has previously presented a talk on Freedom of the Press.

Re-Caps of Fall Programs

September: Michael Rosen presented a program on his recent best-selling book, *A Mile and a Half of Lines: The Art of James Thurber* (published by OSU Press). Rosen is an author of children's books, poetry, and adult non-fiction, and an editor of anthologies. He was literary director of Thurber House in Columbus and has taught writing extensively.



October: Richard Polt gave an entertaining talk on the history of typewriters, and displayed several vintage typewriters. He included interesting facts about which machines were preferred by various famous authors. He is a typewriter enthusiast active on the Typoshere and a former editor of the quarterly *ETCetera* publication about manual typewriters. Richard is a professor of philosophy at Xavier University in Cincinnati.



November: Alison Beach, professor of Medieval History at The Ohio State University, talked about her recent research and book on female scribes in the 12th century Bavaria, which is based on the belief that the scriptorium was vital to the intellectual revival of the Middle Ages, and that women played a role in this renaissance. A central, and fascinating, feature of her presentation was the collaboration with scientists to examine and identify writing pigments in ancient tooth plaque of known female individuals.



Return to Mountain House

By Lois Carlsten Smith

On a recent beautiful fall morning, over a dozen Aldus members journeyed about an hour south to visit Mountain House & Studio in Chillicothe. This was Aldus' fourth field trip in 20 years to this special destination, where we are always greeted graciously by Dard Hunter III and treated to a personal tour of his house, print shop, and studio.



Dard III has taken his role as preservationist, conservator, and active designer/printer of the Hunter legacy to new heights, and it was a pleasure to see the progress he has made since our last visit. The exterior of the house has new attractive landscaping. The beautiful female ginkgo tree in the front yard still stands, trimmed and well-cared for, its stinky flesh-covered seeds corralled. Dard wasn't sure if it was just serendipitous that the ginkgo leaf was a favorite motif in the arts and crafts movement. He regaled us with



stories of his famous grandfather Dard and father Dard II. Dard I worked for the Roycrofters in East Aurora, NY and was quickly found to be a talented designer of what would become some of the classic

graphics of the arts and crafts movement, including stained glass. The original library is very much intact at Mountain House, where a wall of windows overlooking the Chillicothe valley support various original stained glass pieces crafted by Dard I.



We were then led into a room devoted to various objects and oddities from Dard I's lifetime of world travel to research papermaking. Objects included weapons, wooden sculptures, a very early and large music box that plays hymns and operatic songs, and a mummified head under glass. Hanging in a corner were "Neta" and "Frenchy"-- two skeletons our host Dard remembers as "just always there" when he grew up in Mountain House.



Much of our time was spent in the Print Shop, a large working space within the house where today Dard and his assistants produce beautiful prints of book plates, stationery, and various designs on paper. He showed us a few of the elephantine volumes of graphics commissioned to Mountain House Press; we got to

peek into a large closet filled with hundreds of such volumes. Dard I wrote eight volumes on papermaking and watermarks, much of it the result of his extensive research trips. Dard III showed us the typeface his grandfather and father painstakingly designed and then crafted to publish these works. The dedication and talent these men had is staggering.



We ended our morning shopping the Dard Hunter Studio in downtown Chillicothe for decorative tiles, arts and crafts style items, and hand printed papers, then chatted over lunch at R Kitchen. I am looking forward to a "Return to Mountain House" in another four or five years!



Aldus Society Meetings

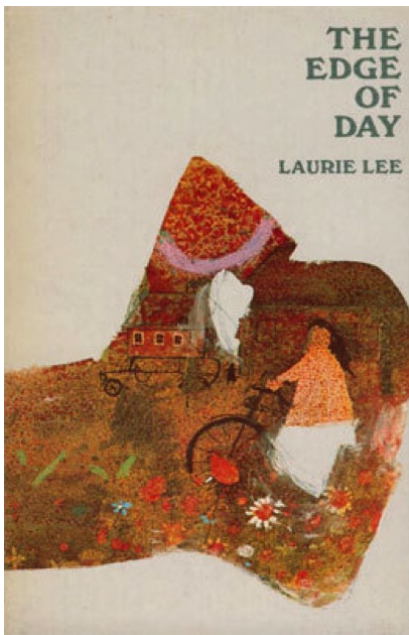
*Regular meetings of the Aldus Society are held at 7:30 p.m. on the second Thursday of the month between September and May. Meetings are held at **Thurber Center, 91 Jefferson Avenue, Columbus, Ohio** (unless otherwise announced). Socializing at 7:00 p.m. Free parking on Jefferson or behind Thurber House and at State Auto rear parking lot (between 11th St. and Washington).*

A Literary Jaunt

Lunch and a Pint with Laurie Lee

By Donald Tunnicliff Rice

Back in the mid-sixties I enrolled in the *Time* Reading Program. For five bucks per shipment I received, every so often, four books with beautifully designed covers and newly written introductions. The titles were selected by Max Gissen, who had been *Time*'s chief book reviewer, and what a great job he did. It was from this series that I first read *In Hazard* (Richard Hughes), *The True Believer* (Eric Hoffer), *Three Men in a Boat* (Jerome K. Jerome), *The Great Crash* (John Kenneth Galbraith), *King Solomon's Ring* (Konrad Lorenz), and on and on.



The *Time* Reading Program edition of *Cider with Rosie* with the boring American title.

One of the books was *The Edge of Day* by Laurie Lee. The boring title put me off, but eventually I read it anyway. What a great book. I later learned that the original title was *Cider with Rosie* and for no good reason it had been changed for the American audience. Earlier this year I reread it, in half-hour sessions over a period of a few weeks, to a very sick friend. I chose it because I thought Laurie Lee's beautifully

written memoir about growing up in the early twentieth-century Cotswolds would be a pleasant diversion for her—and it was.

Lee's sparkling prose never fails as he portrays the circumscribed world of a rural hamlet. The book could almost be regarded as an anthropological study if it didn't read like a prose poem. He breaks it up into topical chapters starting with "First Light," the story of his family's arrival in Slad, driven there by poverty as the result of a missing father during the last year of the First World War. In later chapters we learn about a village school, quarreling old ladies, the seasons, being sick, outings and festivals, some dark village secrets, and much more until his last days there as a young man.

This past September, I attended an Arthur

Ransome Society literary conference in Cirencester, a Gloucestershire town some eighty miles west of London. As I often do, I did a search for writers associated with the area, and whose name should pop up but Laurie (short for Lawrence) Lee's. The tiny hamlet of Slad, about which he wrote, was two miles outside Stroud, a city easily reached by train from Gloucester, where I planned to spend a few days after the conference.

I found Stroud to be a badly organized hill town, but a kind woman gave me clear directions for locating the road to Slad. I'll be honest and tell you that I'm always uncomfortable walking along narrow, winding English country roads. There's barely room for two approaching cars to pass, and sometimes one of the cars has to stop and pull into the dense growth beside the road. Fortunately there was an unlikely paved sidewalk. I thought I'd follow that as far as it went and then decide whether to go on. Wonder of wonders, it lasted the entire two miles to the Woolpack Pub in Slad, Laurie Lee's accustomed watering hole, where I'd planned to have lunch and a pint.



Without this alert, you could pass through Slad without realizing it.



An unlikely sidewalk along an English country road.



The Woolpack Pub, Laurie Lee's favorite haunt in Slad.

The pub has become something of a shrine over the years, and among other pilgrims that day I met two young French women, a couple from India, and a Texan. I guess it's like that all the time. As a result, the menu is pretty sophisticated for a country pub. There was the usual fish and chips, of course, but they also offered such dishes as Mersea rock oysters, crispy lamb belly, and quail with celeriac remoulade.

I had roasted aubergine drizzled with an interesting sauce and a pint of bitter. The Indian woman outdid me by having a pint of cider. Why hadn't I thought of that?



There are four rooms, each packed with artifacts.



A transplanted Scot shares local lore with a woman from India.

The weather was perfect, the Slad valley beautifully picturesque, and I thoroughly enjoyed the day out, returning to Gloucester in time to heat a frozen dinner in my hotel room microwave. Gloucester, by the way, is a pleasant place to spend a few days, with easy access to surrounding towns and cities.

Laurie Lee (1914-1997) was also a poet and screenwriter. *Cider with Rosie*, which has sold a million copies, is often referred to as the first part of an autobiographical trilogy including *As I Walked out One Morning*, the story of his vagabondage in Spain, and *A Moment of War*, an account of his participation in the Spanish Civil War. However, among his other writings there's a rarely mentioned book, *A Rose for Winter*, in which he describes a return visit to Spain. I'm inclined to consider it as summing up, even though it was written before the other three. At the end of the last chapter he writes:

Then we drew away from the harbor and from the town, and headed across the smooth waters of the bay, to the waiting ship, to the smell of brewed tea, to the shuffle of bridge cards and the snows of London. And Spain slid back from our eyes and into the mist leaving us lost and footless on a naked sea.

Laurie Lee pointed out that *Cider with Rosie* was a "recollection of early boyhood, and some of the facts may be distorted by time." He was a poet, after all, and I think he used that license to write not only what did happen or what might have happened, but what should have happened. If that bothers you, simply regard the book as fiction. It's still great fun to read.



A photo of Laurie Lee in later years almost certainly taken in the Woolpack Pub.

Erasmus Meets Aldus on a Collectible Trade Card

Erasmus (1466–1536). Aldus (~1450–1515). Trade Card (printed 1950–still alive)

By Scott Williams



Erasmus Meets Aldus

What a collaboration this was! And is that Aldus wearing a full-length mink stole?

Aldus Newsletter readers may remember a translated missive by Aldus, that I contributed to the backside of a newsletter some time ago. Poor Aldus! He was being inundated with tourists arriving in Venice and disrupting him and his printshop.

Not Erasmus! He stayed a year working on many projects with Aldus. Perhaps the most famous work of this collaboration was Erasmus' expanded version of his proverbs: *Adages (Adagia)*. First published with 500 proverbs, Erasmus cranked out 3,260 Greek & Latin proverbs with commentary for the Aldine Press' second edition. Erasmus left us the phrase "Pandora's Box" and, in his time, led the European authors' market with 10 to 20% of all sales. This educational trade card, number 3 in a series of six about Erasmus, taught me on its backside in 228 words that Erasmus was double-dipping! The Dutchman from Rotterdam was also being paid by a wealthy Brit to take his two sons on The Grand Tour. What a tour guide they got!

I found the above famous scene by chance when searching about travel and tourism history. For only 63 cents, why not? A little research about this *Liebig trade card* opened up some further knowledge to digest, so to speak.

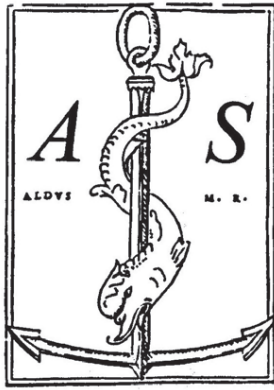
Chemist and Baron, Justus von Liebig (1803-1873), discovered in 1840 a way to take beef and turn it into concentrated beef extract. He published his method as an offering to the world. Like Erasmus and Aldus, Liebig was a humanist. He hoped his invention

would better feed the poor, but only the wealthy at first could afford it. A prominent scientist during his life time, the Baron also commissioned translations into German of important texts like John Stewart Mills' *Logic* in the hope that German governments would utilize science to protect and improve public well-being.

Various entrepreneurs began making his viscous concoction as "Liebig's" extract which became a generic term. But his "official" company did not get started until 1864. An industrial-size factory was built in that cheap beef surplus nation Uruguay, following a trip to Europe by a wealthy Uruguayan who learned about Liebig's formula. The first year's test production and marketing was a big success. Liebig accepted appointment to the board and the rest is history. In 1899 the company adopted the catchy trademark/brand name "OXO". Spelled in all caps, it is still in use today. In 1910, they perfected the beef cube. Talk about market penetration... one hundred million OXO beef extract cubes were hand-wrapped for allied troops in WWI.

"Trade cards" like the above, and "trading cards" are close to being twins in the world of print collectibles. For experts, there is a distinction between the two. You also see these categories listed as "advertising" or "marketing" cards. Such broad terms are also ignored by dealers for use of niche market collectible card names like tobacciana, baseball, or Pokemon. The print run totals can be monumental, but there are those rare titles that

Continued on page 17...



Aldus Reflects

The 20th Anniversary of The Aldus Society
2000 — 2020

Founders

Lois Smith
(front left)

Geoffrey D. Smith
(front center)

Paul Watkins
(back left)

Jay Hoster
(back left center)

Genie Hoster
(back right center)

George Bauman
(back right)



Photo taken at Thurber House by Leah Wharton

20th Anniversary Remembrances

By Geoffrey D. Smith, Founder and First President of Aldus

Prologue



Geoffrey D. Smith

The 20th anniversary of the founding of the Aldus Society gives many of us pause and to think about our origin and history. Aldus has always been a forward-looking organization and, with a vibrant Board of Trustees and new members at virtually every meeting, the future looks bright. As I reminisce, it is to reflect upon the early challenges of a nascent organization focused on books, documents, images and, generally, the transfer and preservation of knowledge.

The Aldus Society debuted, but, more importantly, endured because early leaders established an ethos and fellowship that was never meant to be stagnant nor exclusive, but always inquisitive and welcoming.

In the all too brief sketches below I hope to capture, beyond their remarkable intellectual contributions to Aldus, a glimmer of the emotion and spirit, the humanity, that, to this day, infuses The Aldus Society. Other founding and early members are still with us today: Paul Watkins, Genie & Jay Hoster, Emerson & Carol Gilbert, Chris Hayes, and Bill Evans among others. We are still making memories today. The individuals I write about in this piece are now gone. May their names always be said as a blessing.

... — ...

Marcia Preston



Every bibliophile who knew Marcia would declare her, by acclamation, the soul of the Columbus fine book world. Marcia's personal fine press collection was outstanding, motivated by a love for all aspects of the book (type, paper, binding, design, etc.) and nurtured by her friendships with leaders in the field. She regularly attended the annual Oak Knoll Fest (<https://www.oakknoll.com/fest/index.html>) and, through that group, expedited an early Aldus program with Graham Moss, founder of the Incline Press in Oldham, England (<https://www.inclinepress.com/about>). Marcia was an early and steady supporter of the Logan Elm Press, affiliated with Ohio State University and founded by master printer Robert Tauber.

As a founder and charter board member, Marcia added instant credibility to the Aldus Society and the success of Aldus' early membership drive was due to Marcia's many friends and adherents in the central Ohio area. She augmented Aldus programming by being a frequent, gracious hostess who put her fine books on

display at her home. Marcia's gatherings were elegant, amiable and enjoyed by scores of Aldus members and friends over the years.

Marcia had a mind of her own and, though always kind and polite, her candid remarks at early Board meetings were usually incisive and constructive. As poised and eloquent as she was in person, Marcia was a terror on the road. She had a lead foot and knew the quickest route from any one point to any other point in town. When William Voelke, Curator of Medieval Manuscripts at the Morgan Pierpont Library (<https://www.themorgan.org/blogs/william-voelke>) lectured to Aldus, Marcia and I drove in separate cars from the Thurber Center to the Harrison Street B&B where William was staying. I needed to get there early and headed out as quickly as I could, before Marcia, who was driving Mr. Voelke: they arrived there a full five minutes before me.

We owe a great debt to Marcia's service to Aldus and miss her dearly.

... ————— ...

Ronald Ravneberg



In the early years, the Aldus Society received good publicity, especially by Bill Eichenberger, then book editor for the *Columbus Dispatch*, who gave Aldus programs high visibility in the Arts Section. I believe that Janet Ravneberg had directed Ron to an early

Eichenberger piece on Aldus and I can only imagine that Ron thought: these are my people.

Ron's interest in books generated from his love of astronomy: current Board Member Wilkie Cirker can tell you more about the Columbus Astronomical Society than I can. I will simply generalize and suggest that, given some subtle veerings in life, Ron might well have become an astrophysicist. He did invent a portable telescope, "Alice," which is a "travel scope" developed to observe the 2004 transit of Venus. I make a quantum leap: Captain James Cook had observed the 1769 transit of Venus and Ron assembled a distinguished collection James Cook and Cook related materials, principally, the first printings of the *Voyages* by James Cook and John Hawkesworth printed by William Strahan. Ron's collection is now part of the OSU Rare Books and Manuscripts Library.

Ron, the second president of the Aldus Society, arrived at a time when an ineptive organization, after some initial, perhaps superficial success, needed vision and energy, which Ron provided *par excellence*. With the help of the board and other volunteers, Ron organized the young organization's first major event. "We teamed up with the Friends of the Ohio State University Libraries to host a two-day 'Celebration of the Book' here in Columbus. The event was held on Thursday and Friday, July 22-23 at the Wexner Center for the Arts and the Columbus College of Art & Design, and featured a number of people speaking on book-related topics." (*Aldus Society Notes*, Autumn 2004) including the celebrated wood-cut artist Barry Moser and best-selling chronicler of the book world, Nicholas Basbanes.

I am not a science historian but as former Head of Rare Books and Manuscripts at OSU was grateful that Ron agreed to consult with me about significant and strategic purchases in the area of astronomy history. We had at the time a modest, but not insubstantial, annual income from the Philip Keenan endowment (https://en.wikipedia.org/wiki/Philip_Childs_Keenan) and I arranged a meeting with Bob Wing, Professor of Astronomy at OSU; Jane Duffey, OSU librarian for astronomy, mathematics and physics; Ron and me. Bob, son of Donald Wing, a giant in bibliographic scholarship at Yale University, called to advise me that his heating system had gone kaput, but we were still welcome.

Bob is from New Haven, Connecticut; I am from outside of Worcester, Massachusetts; Ron was from Idaho; and Jane, dear Jane, was from Ontario. Cold would not be a problem for us. Later Ron and I talked about cold and origins and Ron's Norwegian heritage. As free association goes I noted *lutefisk*, a Scandinavian luxury (fish dried with lye, yes, lye: if you like limburger you'll love it) and Ron noted that he and his sister, during the holidays (julebord) made it clear to their parents that Americans don't eat lutefisk. He was among the most tolerant of people that I have ever known but even Ron had his limits.

Charles Cole



Charlie Cole was an acknowledged leader of the humanities in Ohio, and his commitment to the Aldus Society. He was a founder and charter board member and added further distinction to this bibliophilic fringe group.

Charlie received his Ph.D. in history from Columbia University and capped his exemplary career as President of Wilson College and Executive Director of the Ohio Humanities Council. His arrival in Columbus enriched the lives of many. Charlie was an early host for public access television, and he invited me to the studio to talk about rare books: I was eternally grateful and sensed Charlie's commitment to books and historical documents. Charlie was a member of that cadre of scholars who sought facts and, ultimately, truth, through meticulous sifting of the myriad archival collections that remain little examined if examined at all.

Charlie's support and participation of Aldus was but a small part of his contributions to the Ohio State University, the City of Columbus, the State of Ohio, and his nation. Prior to the official founding of The Aldus Society, Charlie handed me a copy of *Roberts' Rules of Order* and, with Charlie's guidance, order and serenity normally prevailed during that anxious period. I believe that protocol and civility, particularly civility, were essential to Charlie and that ethos endured through the early Aldus years.

I assume everyone knows what I am going to relate, but, if so, it is a good reminder, and, if not, an eye-opener. Charlie Cole was a fighter pilot toward the end of WWII flying some of the most advanced aircraft at the peak of that conflagration. Fighter pilots were required to be intelligent (management of the plane; knowing all the dials, etc); athletic

(especially eye/hand coordination, general agility); visually gifted (at least in 1944 - 1945, they didn't have computer screens); and, lest we forget, courageous. The wash-out rate for fighter pilots is high because, quite frankly the US doesn't want to lose expensive planes due to pilot incompetency. Relatedly, the US wants domination of the air and it wants the *crème* to lead the charge. To our good fortune, Charlie survived the war, but he knew many who didn't come back.

... — ...

Carol Logue



Foremost, I remember Carol's voice, which was reminiscent of Julia Child's: lilting, confident and engaging. They shared a timbre; they shared as well direct and astute observations upon life's ironies. People gravitated toward her. The "Carol Logue Award" given annually to a deserving member/volunteer is aptly named.

Carol came to Columbus with her husband William (Bill), who had retired from Northern Illinois University as Professor Emeritus of History with a specialty in 19th-century France. Carol had been a librarian at NIU. Carol and Bill were imbued with a lifelong love of history, language, art, culture and, concomitantly with all those varied interests, books. They spent extensive time in Paris on an annual basis and rewarded Aldus members with "on the street" reports about the sometimes volatile but always influential Franco view of the world.

Carol was the first Aldus secretary where she established a standard for record keeping (clear, accurate and comprehensive minutes), a tradition that has been maintained over the years by Christine Hayes, Kasie Rose and, of this writing, Mary Saup. Carol originated the

Lady Aldines, a subsidiary Aldus group that continues today and is a model for other informal spin-off groups that have generated from Aldus.

As refined and elegant that Carol may have seemed, she was a robust sports fan and college football in particular (this is not to suggest that most sports fans are rude and crude). It was such a joy to send an e-mail to Carol and Bill when they were in Paris during the fall of 2003: UNI 19 - Alabama 16. Carol had that appreciation for performance, spontaneity, suspense, ardor, etc. that only athletics can provide: the outcome is never known. Then it is. Then it's history (Carol and Bill loved history). But then come the records and Carol was a librarian, a recorder, an archivist: the statistics of sports were fodder for Carol's mind (as they are to me as well). For many people, it does matter "what if" Ted Williams had played another five major league seasons missed due to military action in World War II and Korea where Ted Williams was a wingman for John Glenn. One could engage Carol in a discussion of nearly any topic."

... ————— ...

Ivan Gilbert



Ivan was a polymath. He attained his Doctor of Medicine degree from Ohio State University and served his residency at the distinguished Massachusetts General Hospital in Boston, but Ivan told me that he never practiced medicine because it was "too much work."

With his medical background, Ivan distinguished himself in business. Paul Watkins, an Aldus founder, has attested that Ivan Gilbert was among the greatest entrepreneurs he has ever known. When he was in

his early eighties, after a half-century of business success, Ivan met with two partners and created an intermediary link between insurance companies and under-credited hospital outposts (neither Johns Hopkins Hospital, Harvard Medical School, nor the Wexner Medical Center need worry). A decade later that early partnership resided in an elegant glass and steel structure near the confluence of Rt. 270 and Rt. 23 in Worthington. The company employed 250 people. Ivan, then in his late eighties, did sell out his business interests but remained an active Aldus Trustee emeritus. His book-related interests included an extensive collection of rare trade catalogs, many of which now reside at OSU-RBMS.

As an undergraduate at OSU, Ivan was a member of the OSU1942 NCAA Men's-Only Fencing Championship team (fencing became a collegiate co-ed team sport in 1982). Ivan plied the saber for that team and on September 8, 2007, he walked to the center of the OSU Horseshoe during half-time of the Ohio State-Akron game accompanied by eight other new inductees into the OSU Athletic Hall of Fame.

Ivan was challenging but playful. From rumor, I understand that Ivan did ruffle feathers. Ivan never ruffled my feathers: Ivan knew that he was toying with me and knew that I knew he was toying with me. I loved Ivan: at my mid-career he was mentoring me. He was capricious. At one time, I was honored to be a keynote speaker at a special event Ivan sponsored. We attended the post-event dinner (also sponsored by Ivan), where he was greeted as Dr. Gilbert, and Dr. Gilbert then introduced me as Dr. Smith, but introductions ceased at "Dr." leaving the impression that I was an M.D. not a Ph.D. First, I perceived a special deference, reverence, respect that exuded from the ownership and staff of the restaurant, that attested to their admiration of medical doctors. Secondly, thank the gods, there were no medical emergencies.

Finally, it was Ivan who at nearly every board meeting talked about the need for Aldus to reach out to the community for a broader, more diverse membership.

... ————— ...

Coda

This is a personal essay, based on my relationships and talks with these dear friends. Relationships spread wide and many of you may have your own perceptions and accounts. I hope that I have not overlooked anyone, ruffled any feathers, and that these threads will contribute to the weave of a richer tapestry of our group. It would be enjoyable to read about current members in future issues of the newsletter.

—Geoff

Aldus Society Founders

George Bauman

Charles Cole

Genie Hoster

Jay Hoster

Ivan Gilbert

Nick Howe

Marcia Preston

Geoffrey D. Smith

Lois Smith

Paul Watkins

Aldus Society Presidents

Geoffrey D. Smith — 2000–2003

Ron Ravneberg — 2003–2006

Bill Evans — 2006–2009

Genie Hoster — 2009–2012

Ed Hoffman — 2012–2014

Emerson Gilbert — 2014–2015

Debra Jul — 2015–2018

Harry Campbell — 2018–2019

Pat Groseck — 2019–2020

...Continued from page 10

drive collectors nuts. Thanks to modern color printing developments, trade cards, like postcards, went viral in the latter 19th Century. The very best early color trade and post cards were all printed in Germany using chromolithographic presses.

Two Examples of Chromolithographic Liebig Trade Cards



German Caption Translation: How a sweet image emerges— 5. (#5 in the series) under the rapid press. Liebig's Meat Extract. In 10 colors. Copyright protected. See backside for explanation.

This card was published sometime soon after 1885 by Liebig's Meat Extract Company and shows their own trade cards being printed with a portrait of the dashing Baron, himself. The educational backside explains how this modern "rapid press" (schnellpress) works. Unlike the Gutenberg Press, modern steam-powered presses now only require the hand-insertion of paper sheets, with everything else being "automatic," we are told.



Upon closer investigation, this Windsor Castle Liebig trade card in my very modest collection seemed like it might be worth some bucks! After much drilling and many messages of "no item found," I stumbled upon its image as part of a six-card set of "castles" published in 1893. The set was going for the tidy sum of 210 Euros (35 Euros each). Studying what was on the backside, was more fun. I learned about the "Chef de Cuisine, Francatelli, to the late Emperor of France." Napoleon III's reign ended in 1870 and he died in England in 1873. Thus, I had an early clue that this card was printed soon after 1873. However, the Wikipedia entry about Chef Francatelli makes no mention of him being the Chef to Napoleon the Third! Rather, he was busy in England being their most famous Chef of the era: author of *The Modern Cook*, chief chef to Queen Victoria, chef to other royalty and London's best restaurants. So, perhaps he cooked a few meals for the exiled emperor before he died? I have to bet that that Baked Sweetbreads recipe shown on the backside is Francatelli's own.

Truly Rare Trade Cards Go Back in Time

In writing this story, the most expensive trade card I could easily find for sale on the internet was listed at \$8,500. That would be this circa 1750 trade card featuring an engraved portrait by Thomas Worlidge of James Ashley flanked by iron punch bowls on pedestals. Mr. Ashley has great historical importance having invented the mixed drink, or, in other words the modern "affordable" cocktail. His clientele, such as James Boswell and Benjamin Franklin, helped to spread the concept. So blimey, *another toast to British inventiveness!* Alas, no relation, that I could find, to *Punch* (magazine), founded 1841, which popularized the word "cartoon."



Caption to card: "The London Punch-House. James Ashley. Who at the London Punch House on Ludgatehill 1731, First Reduced the Price of PUNCH & rais'd its Reputation." Permission to use image given by Bauman Rare Books, Las Vegas, Nevada.

For anyone wanting to delve deeper, and even start collecting Liebig trade cards, well, there is Albert Van Den Bosch's website out of Antwerp, Belgium at www.chromo.be. And another useful one of his at www.collectomania.be. Albert reports that, starting in 1867, more than 10,000 Liebig trade card sets in various languages were printed for collectors who purchased their beef extract. Albert's "chromo" website is complex and confusing to a novice like me. But, it offers up some fun. He has a "Playinternational

chromos museum Quiz" to challenge your knowledge. Taking an easier approach to investigating some of the beautiful trade cards produced, perhaps related to a theme *you* are interested in, one can always visit mega-collectible web sales sites and type in "trade card" followed by a term of your own. Two such sites are: www.delcampe.net based in Europe, and www.hippocard.com based in USA.

potential of the Helen Santmeyer book and bought the rights from the OSU Press for an amount favorable to OSU.

"I learned that the deal with Putnam's did not mention anything about e-book rights, naturally enough, for who could have foreseen the need for that language in 1982?"

"So after checking with our attorney, the Press recently released the e-book version and it became an instant e-book bestseller for us!"

That kind of unexpected profitability is a godsend to a university press, which is not traditionally considered a profit center, unlike general trade publishers such as Random House, Simon & Schuster, etc. Scholarly publishing, the primary focus for all university presses, is a break-even proposition, at best, according to Sanfilippo.

"Heck, no! Every scholarly book loses money," he exclaimed when I asked about making money from academic books.

Money is a constant concern. "Our support from the university has greatly declined over the years. The average university press receives \$500,000 from its institution. Here at OSU, it's now down from over \$300,000 to \$80,000."

They get little help from the sale of those important academic-focused works. In that area, "We are discipline driven," the director said. "Our primary focuses are literary studies and identity studies." OSU publishes books-in-series in close to 20 specific academic fields. "But some fields are declining, such as Linguistics, and Romance Languages," so the Press has to closely evaluate the potential sales of each title there."

The mission of the Press states that they are to be "serving the university community and the citizens of Ohio through scholarly and popular works about the region's unique history, diversity, culture, and environment."

Traditionally the Press has published those scholarly works, but while continuing to release titles for the academic world, they have recently begun focusing on the "popular works" of that mission statement.

An Ohio Treasure: The Ohio State University Press

By George Cowmeadow Bauman

Aldus member Tony Sanfilippo has been the Director of the Ohio State University Press since 2014. In a recent interview, he talked about the Press—its history, mission, publications, and university presses in general, as well as about a profitable surprise.

"After I arrived at the Press, we made an interesting discovery," he related. "The Press had been the original publisher of *And Ladies of the Club*—which went on to become a national bestseller. New York publisher G. P. Putnam & Sons saw the national sales



A counterbalance to the necessary scholarly, but unprofitable, books is something that Sanfilippo has developed “from scratch” since his appointment. The Press has added the imprints of Trillium Books and Mad Creek Books to its publishing efforts. Both are published for the trade market, not for academia. And the Faculty Board, which is the Press’s institutional oversight committee, expects both imprint lines to make money.

Books that Trillium and Mad Creek are publishing have been well-received. Trillium “publishes books about Ohio and the Midwest in an effort to help the citizens of the state learn more about the unique history, the diverse culture, and the natural environment of the state of Ohio,” a worthy goal, and one for which books that might sell well are seeing the shelves of bookstores.

Mad Creek Books has more of a national market and is a bit edgier: “With a mission to foster creativity, innovate, and illuminate, Mad Creek Books will champion diverse and creative literary writing. A platform for artistic, daring, and innovative literary books—in nonfiction, fiction, and poetry—books on the imprint will push boundaries, explore new areas, and generate new ideas.

“You balance things,” Tony said. “Some books will be more profitable than others, and we understand that. “We had a recent bestseller titled *Not Far From Me* by Daniel Skinner and Berkeley Franz and priced it at 14.95. It’s about the opioid crisis here in Ohio, and we felt it was important to price it low so that many copies got into the hands of those who needed to read it, rather than price it for the market and let it *perhaps* find its niche. It won’t be a money-maker; we’ll break even if we sell all 2000 copies.”

Another important focus is the Latinographix series, also formed under Sanfilippo’s guidance. It showcases graphic and comic books—graphic novels, memoir, nonfiction, and more—by Latinx writers and artists, and has proved to be popular and well-reviewed.

“Trade books are part of our purpose. We’re supposed to be doing this for the benefit of citizens of Ohio.”

And they help the bottom line.

The Press publishes about 60 books a year now, as opposed to roughly 35 a year before Sanfilippo took over.

The OSU Press has been around since 1957. Or since 1914, depending how “university press” is defined. Tony said that it’s true that the Press had its origins in 1914, when it began mostly as a printing press for the university departments and faculty, often binding materials for the agricultural extension program, as OSU had been founded as a land-grant school.

In the Press’ library, surrounded by their many published works, I was shown several of their early staple-bound titles, including *The Study of the Malcontented Student* (1927) and *Negroes in Columbus* (1925).

But no publication sported “The Ohio State University Press” until 1957. Since then, approximately

2000 titles have been published with that imprint.

Their library holds most, but not all, of their published titles.

“There’s been no comprehensive catalog of all our titles,” said Sanfilippo. “So I can’t answer your question as to which was our first title published.”

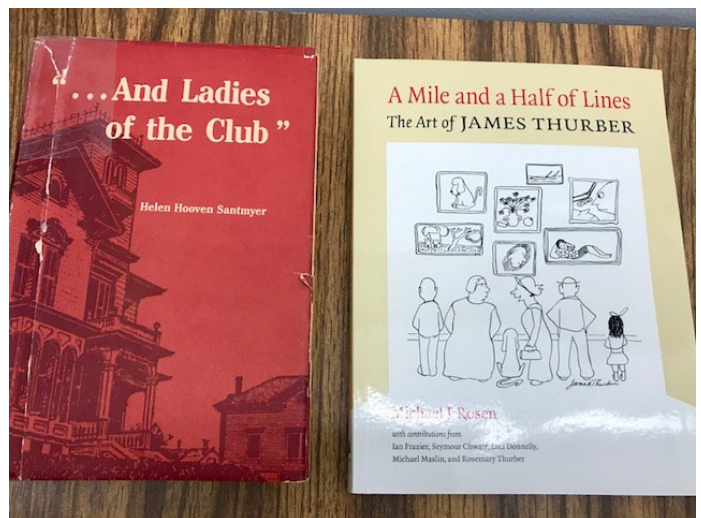
Though the Press has been around for 60 years, or so, Sanfilippo has been its director for five years. He came to Columbus from State College, Pennsylvania, where he’d been the Assistant Director of the Penn State University Press. Prior to publishing, Tony had been in the exalted profession of bookseller. For eight years in State College he owned Svoboda’s Books, a well-thought-of bookstore specializing in scholarly materials, before closing it down and going into publishing, bringing a wealth of book-world experience to his new profession.

I asked about local bookstores. “Gramercy Books is my bookstore of choice. Linda Kass (the owner) is very knowledgeable and I enjoy visiting with her and talking books. They carry many of our non-scholarly titles, and I get a big ol’ grin when I walk in and see them on display. I’ve been known to deliver Press books to her occasionally, especially now that the Rosen book (*A Mile and a Half of Lines: The Art of James Thurber*) is doing so well.

“And I’m pleased to be able to recommend her store to booklovers.”

The aforementioned *A Mile and a Half of Lines: The Art of James Thurber* is their latest bestseller. “All of our hardcovers have sold out,” Tony said with a smile. “And the trade paperbacks are also doing very well.”

I’ve read and reviewed the Rosen book. It’s magnificent, and will appear in many homes this holiday season.



In the past five years, the OSU Press’ books have received nearly 20 awards and honors, and many have been well-reviewed by national media.

The Press’ success is achieved by Tony and a staff of twelve others, including Aldus’ own former

president, Debra Jul, who is the Acquisitions and Production Assistant.

Sanfilippo said that boosting the image of the Press locally and nationally has been an important focus for him.

In conclusion, Tony acknowledged that the future of university press publishing is to reduce and perhaps eliminate books on paper and go digital. "My job is to figure out how that happens.

"The oddness of university press publishing is what's most interesting to me. We're forced to engage with the marketplace, but we're also mission-based to publish scholarly books.

"I love the physical books part of publishing," he said. "That's why I got into it. Hopefully we can stay in the physical book world."

Aldus Donation of Books Delivered to Campus Martius Museum

Ten boxes of books on a variety of topics in American history were delivered November 21 to the museum's gift shop, the only outlet for used books in Marietta. Naomi Schock (left), who manages the front desk and shop is shown with Nancy Campbell and the cartful of boxes. Many thanks to the Aldus donors, especially the "multi-box" donors, Stephen Habash, Phil Stichter, and Paul Watkins. And, thanks Nancy for organizing this donation and personally collecting and delivering the books, which were gratefully received in Marietta!



Naomi Schock (left), who manages the front desk and shop, receives the cartful of donations from Aldus member Nancy Campbell (right).

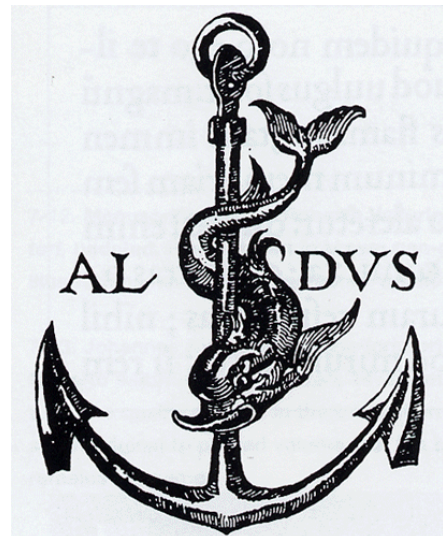
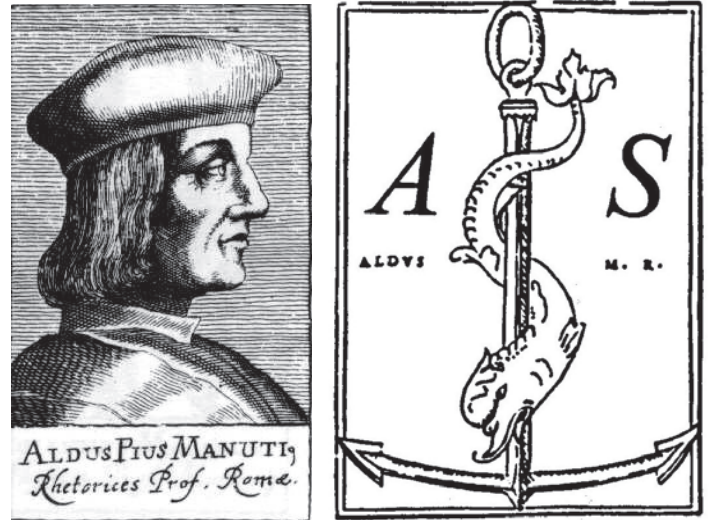
The Aldus Society Logo

The printer's device of the dolphin and anchor is associated with the name of Aldus Manutius (1452-1515), Venetian printer of the late fifteenth and early sixteenth centuries. An innovative and progressive printer, Aldus is credited with the creation of italic type.

His pioneering practice of publishing humanist texts in portable, octavo editions greatly influenced the democratization of book ownership and the dissemination of ideas. The Aldine Press became a gathering place for many of the great thinkers of the day and Erasmus referred to this print shop salon as a "university without walls."

The dolphin and anchor are the iconographic representation of the Renaissance motto *festina lente* ("make haste slowly"), the anchor representing "slowness" and the dolphin portraying "haste," reflective of the detailed yet constant output of the Aldine Press.

The A and S in the field next to the anchor were added when the Aldus Society adapted this image into our logo.



2019 Holiday Dinner, Auction, and Logue Award Presentation



Paul Watkins presents Logue Award to Geoff Smith

Once again the Aldus Society gathered for our annual Holiday Dinner and Silent Auction at LaScala restaurant on Thursday, December 12. The evening included musical entertainment, a family-style dinner, introductions of past board members and presidents, the silent auction, and, to top it all off, the presentation of the Carol Logue Biblio-fellowship Award.

This year, at long last, the award went to founder Geoff Smith, whose continued involvement as a Trustee had rendered him ineligible to receive the award earlier. When he finally resigned from the Board last year a lot of great minds had the same thought: Now Geoff can be given this award! So, he was nominated and justice has been done.

Fellow founding member and past recipient of the Logue Award, Paul Watkins, presented the award. Paul and Geoff have been close friends for years, and the presentation gave Paul the chance to gleefully "roast" his biblio-

comrade! However, he did have these serious words to say as part of his introduction of Geoff:

"Geoff was *the* founder of our Aldus founders. It was his dream to have a bibliophilic society. He brought together, and hosted with Lois's help, the organizing committee; he was responsible for putting together the original board; and was then voted in as our first president. He pushed and pulled and bullied our society into being. That was not enough apparently, so he became President of the Board of F.A.B.S., The Federation of Bibliophilic Societies, of which we are a member, bringing distinction to our own Aldus Society."

Congratulations, Geoff – "Founder of our Aldus founders."



Linda Mizejewski and George Bauman



Pat Groseck and Debra Jul

Holiday Dinner photos continued on the next page...

2019 Holiday Dinner, Auction, and Logue Award Presentation



Past presidents (from left to right) – Ed Hoffman, Geoff Smith, Paul Watkins, Bill Evans, Pat Groseck, Emerson Gilbert, Debra Jul, and Harry Campbell

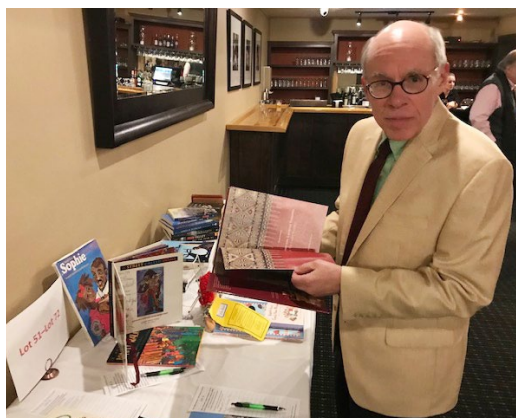


Above: Bill Evans and Lois Smith

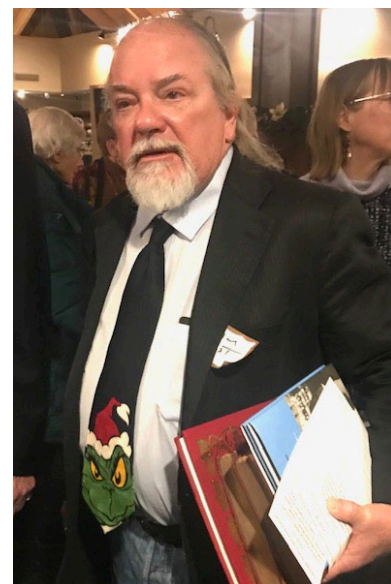


Left: Laralyn Sasaki Dearing

Below: Sam West



Right: Scott Williams





The Aldus Society 2019-2020 Membership Form

The Aldus Society is open to all individuals who appreciate the many facets of text and image.

FOR RENEWING MEMBERS, EDIT BELOW AS NEEDED.

FOR FAMILIES, INDICATE NAME LINKED TO EMAIL OR PHONES, AS DESIRED.

Name: _____

Address: _____

City/State/Zip: _____

2nd Name (Family Memberships): _____ Home Phone: _____

Phone 1: _____ Name _____ ☐ Mobile ☐ Work

Phone 2: _____ Name _____ ☐ Mobile ☐ Work

E-Mail: _____

2nd Name E-Mail: _____

My book-related
interests include: _____

PLEASE INDICATE YOUR ANNUAL MEMBERSHIP LEVEL AND CONTACT PREFERENCES BELOW

Annual Membership (check one):

- ☐ \$15 —Student
- ☐ \$50 —Individual
- ☐ \$25 —Individual out-of-town
(I live 100 miles outside Columbus)
- ☐ \$75 —Family
- ☐ **\$125 —Patron Thank you for your generosity!**

Please check all appropriate:

- ☐ This is a new membership
- ☐ I am renewing my membership
- ☐ I prefer to receive **print** copies of newsletters by mail instead of reading an electronic copy
- ☐ Do **not** include me in the Membership Directory
- ☐ Do **not** include me in the Aldus E-Mail Group (listserv)
- ☐ Do **not** include my photo in any Aldus publications or social media

☐ **I am including an additional donation of \$_____ in support of the Ravneberg Memorial Lecture.**

Payment Info/Method: (check one)

- ☐ Check no.: _____
- ☐ Invoice me via **PayPal** where I can use a Debit/Credit card

Amount: _____ Mailing date: _____

Return this form with your payment (if applicable) to:

The Aldus Society
P.O. Box 1150
Worthington, OH 43085-1150

For Aldus use: Added: Listserv: _____ Directory: _____ Name tag: _____

FOR YOUR RECORDS > > **Detach here** > > FOR YOUR RECORDS > > **Detach here** > > FOR YOUR RECORDS
Payment date: _____ Amount: _____ Check number: _____ **or** ☐ Paid via PayPal invoice

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