About RIT Press
RIT Press is a scholarly publishing enterprise at Rochester Institute of Technology. Established in 2001 as RIT Cary Graphic Arts Press, the Press initially focused on publishing titles that documented graphic communication processes, printing history, and bookmaking. As its editorial policies have evolved, the Press has broadened its reach to include content that supports all academic disciplines offered at Rochester Institute of Technology, our host institution. These include — but are not limited to — business, computer science, applied science and technology, engineering, graphic arts, deaf studies, and liberal arts. In 2007, an additional imprint, RIT Press, was established for all titles not related to the graphic arts. As of 2013, all publications carry this imprint.

RIT Press is dedicated to the innovative use of new publishing technology while upholding high standards in content quality, publication design, and print/digital production. The Press offers specialized titles for niche academic audiences, trade editions for mass-market audiences, occasional limited editions with unique aesthetic standards, as well as gift items.

The Alexander S. Lawson Publishing Center
Our office space, the Alexander S. Lawson Publishing Center, opened in 2007. The striking design of the facility is based on the golden section, a schema that figured in historical book design. Glass walls enclose a sales area, conference room, and gallery. Hermann Zapf designed the typography for some 30 stimulating quotations that adorn the glass. The Lawson Center is located on the second floor of the Wallace Center at RIT, adjacent to the Melbert B. Cary, Jr. Graphic Arts Collection. Visitors are welcome; we are typically open 9:00–4:30 Monday through Friday, but feel free to call ahead to ensure we will be available.

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PHONE: (585) 475–6766
FAX: (585) 475–4090
WEB: HTTP://RITPRESS.RITE.DU

Forthcoming Titles
Preview a selection of our forthcoming book titles on the inside back cover of this catalog.

COVER IMAGE
No Words Posters

One Image Is Enough

Armando Milani

Armando Milani has curated a collection of nearly 200 posters that deliver a unique perspective on social issues. Nearly 100 internationally acclaimed graphic designers are featured — many contribute their personal artist statements. The book includes a foreword by R. Roger Remington, Vignelli Distinguished Professor of Design at RIT.
Frozen in Time
The History of RIT Hockey
Scott Pitoniak

Nationally acclaimed sportswriter Scott Pitoniak’s Frozen in Time recounts the rich history and traditions of the RIT hockey program, and its rise from a humble team with hand-me-down jerseys to one of the nation’s most respected athletic programs. Pitoniak's narrative, along with many photos old and new, brings to life the transformation of the RIT Tiger pucksters, chronicling the people, players, places and moments which enabled the men’s and women’s hockey teams to become national champions.

2.
LAUNCHING THE WOMEN’S PROGRAM

ABOUT THE AUTHOR
Scott Pitoniak is a best-selling author, nationally honored columnist, television correspondent and radio talk show host whose journalism career has spanned more than four decades. A native of Rome, New York and a magna cum laude graduate of Syracuse University, Pitoniak has written more than 20 books, including two previous works published by RIT Press—Jewel of the Sports World: The Story of the Hickok Belt Award and Johnny Antonelli: A Baseball Memoir. A member of four halls of fame and the recipient of more than 100 journalism awards, Pitoniak has been named one of America’s top sports columnists three times by the Associated Press. He and his wife, Beth, reside in Rochester and have two grown children, Amy and Christopher, and one grandchild, Camryn Marie.
Outside the Game
A Collection of Inspirational Sports Stories
Jim Mandelaro

In this collection of inspirational sports stories previously published in Rochester’s Democrat and Chronicle, Mandelaro describes the triumphs and tragedies of local and national athletes. These narratives go beyond the wins and losses of the game to illuminate the perseverance of the human spirit over challenging life situations.

“Jim Mandelaro writes about real people and real subjects. He goes deeper than wins and losses. The best of his inspirational work can be found here in Outside the Game.”
—Jim Kelly, Pro Football Hall of Fame quarterback

“I’ve gotten to know Jim over the years, and he has always been a journalist I looked forward to speaking with. His storytelling ability comes through in Outside the Game, an excellent collection of stories that concentrate on so much more than wins and losses and really bring out the emotion of sport.”
—Cal Ripken Jr., Baseball Hall of Famer

“These stories by Jim Mandelaro will inform and inspire you. They are about courage, perseverance and strength, and help us understand what ‘winning’ really means.”
—Jim Nantz, Emmy Award-winning CBS Sports broadcaster

“I have known Jim since high school and have always enjoyed his human-interest stories and passion for sports and people. Outside the Game is filled with the very best of these stories.”
—Abby Wambach, international soccer star

“Sports provide individuals an opportunity to compete and form everlasting bonds of friendship. As one of the premier writers in our industry, Jim Mandelaro shines a light on the deep meaning of what sports means in our society in his book, Outside the Game.”
—Russ Brandon, Buffalo Bills president

“Jim Mandelaro is more than a great sportswriter. He is a great storyteller. His stories in Outside the Game will leave you inspired and wanting more.”
—Jenn Suhr, Olympic gold medalist in pole vault

ABOUT THE AUTHOR
Jim Mandelaro is a writer for the Democrat and Chronicle in Rochester, New York. He is a three-time winner of the New York State Associated Press award for outstanding sports feature writing, a two-time recipient of the Rochester Press-Radio Club Sportswriter of the Year Award, and a member of the Frontier Field Walk of Fame. He lives in Fairport, New York with his wife, Kerri, and their children, Matthew and Sophia.
Art for the People

Decorated Stoneware from the Weitsman Collection

by John L. Scherer

A copiously illustrated and scholarly analysis of the single most important collection of 19th century American decorated stoneware. The book is a careful study of ordinary forms and their humble, utilitarian purposes that became vessels for an expression of a person, of a place, or of an event. What started out as an everyday ware was transformed into a work of art and the decorative designs in cobalt blue afford insight into and reflect life in 19th century America. Sometimes commemorative and other times humorous, whimsical, or provocative, the book’s 230 examples and 340 color photographs fully illustrate the variety of decorative folk art imagery, the range of potters and potteries, the broader historical context of manufacturing and transportation, and an important American tradition with regional practices. Senior historian emeritus John L. Scherer’s engaging and authoritative text, in tandem with the profuse illustrations, leads to greater understanding of these remarkable works. Published by the New York State Museum and distributed by RIT Press.

Two-Gallon Pitcher, c. 1796
Attributed to John Crolius (working c. 1755–1800) or John Crolius Jr. (working 1779–1812)
New York City
14 inches high x 9 inches diameter x 5 ½ inches diameter at base
l-2014.4.1

The large ovoid-shaped pitcher has a heavily tooled shoulder; narrow, tapering collar; and semi-rounded rim molding. The front of the pitcher is decorated with a large incised design of a lion standing on a stylized ground, filled with cobalt blue paint. The lion has an unusual head and humanlike face that stare forward with deeply carved eyes and bared teeth. A flowing mane, incised claws, striped incising to the body and legs, and a long curling tail further enhance this folk image. The pitcher’s handle is decorated with brushed cobalt stripes and circles around the terminals. It is similar in color and form to other Manhattan pitchers illustrated in this book that were produced at the Crolius pottery. There is one other known Manhattan piece decorated with an incised lion: a stoneware jar in the collection of Yale University, donated by John Paul Remensnyder in 1977.

The figure of the lion with its strange face and curling tail relates to incised cat decorations found on stoneware produced by Paul Cushman in Albany (see illustration of h-2010.21.15 on page 72). The frontal view of the lion’s face is also similar to incised owl or “catbird” decorations found on other stoneware from the northeastern United States on which the bird’s face looks human.

Traveling menageries were becoming quite popular in the 1790s. Exotic animals such as elephants and lions were exhibited in the major cities and towns of northeastern United States, including in the New York City/Westchester County area. Most people had never seen these animals before and they were true curiosities. One specific lion was on display in several cities from 1791 to 1797. It was advertised many times in various newspapers, becoming quite famous. A New York City newspaper, The Minerva & Mercantile Evening Advertiser for August 31, 1796, advertised this lion complete with an engraved image; “To The Curious. A Beautiful AFRICAN Lion. To be seen every day, Sundays excepted…..in the Fields, next to the corner of Murray street in Broadway, where the proprietor has provided a cage in which the Lion moves at large …” Perhaps it was the exhibition of this lion or perhaps the illustration in the advertisement that inspired the Manhattan potter.

The pitcher was lot 1 in a sale of stoneware at Crocker Farm on March 1, 2014, where its provenance was listed as having descended in a family from Brooklyn, New York (www.crockerfarm.com/stoneware-auction/2014-03-01/lot-1/New-York-City-Stoneware).
The Dark Night Returns

The Contemporary Resurgence of Crime Comics

by Terrence R. Wandtke

Crime comic books in the 1950s caused controversy leading to their suppression and near extinction. Twenty-five years later, the dark hero, femme fatale, and bleak outlook of crime story comic books are even more striking and subversive. Terrence Wandtke traces the history of crime comics from their beginnings to the current resurgence and analyzes the cultural forces that give rise to influential works like Frank Miller’s *Sin City*, Brian Azzarello’s *100 Bullets*, and Ed Brubaker’s *Criminal*.

ABOUT THE AUTHOR

Terrence Wandtke is a professor at Judson University where he teaches courses on film, literature, and comic books. His books include *The Meaning of Superhero Comics* (McFarland) and the collections *The Amazing Transforming Superhero* (McFarland), and *Ed Brubaker: Conversations*. He is the founder of the Imago Film Festival and the area chair of Comics and Comic Art for the Popular Culture Association.
UnSquaring the Wheel

Comprehensive & Scalable Transformation
by Chris Bondy, Wayne Peterson, Joe Webb

Professor Chris Bondy of RIT’s School of Media Sciences knows this is a crucial time for graphic communications businesses. “Many management methods are deeply ingrained in our industry. Unfortunately, many no longer apply in the current market and environment. But our research revealed some exceptional companies that go against the common wisdom and outperform their competitors in a big way.” That piqued his interest and he sought others who shared that understanding.

In late 2012, Bondy found that Wayne Peterson of the Black Canyon Consulting Group and Dr. Joe Webb of Strategies for Management were of the same mind. Together, they began the examination of business models, technology, marketing, and management. They came to the issues from different vantage points, questioning assumptions and assessing alternative management actions. The result was a new process to assess and understand the condition of a complete business enterprise. They named it “UnSquaring The Wheel.”

“The proof-of-concept and beta workshops affirmed that we were on target, and gave us actionable feedback,” says Dr. Webb. “UnSquaring looks at printing organizations individually. It’s not a ‘one-size-fits-all’ approach. It works for print businesses from large to small, and all in between. It considers every element of a print business as integrated, not as separate functions or departments.” Published by Black Canyon Consulting Group and distributed by RIT Press.
HAYDN

Edited by Michael E. Ruhling

HAYDN, the journal of the Haydn Society of North America, is dedicated to the dissemination of all areas and methodologies of research and performance considerations regarding the music, culture, life and times of Joseph Haydn and his circle. Each semiannual issue includes large and small articles, reviews, reactions to previous articles, and other new and pertinent information. Its Web-based format is intended to take full advantage of current and emerging electronic media. For information on subscription plans, please contact Press Business Manager, Laura DiPonzio Heise, lmdwml@rit.edu.

Articles:
Beautiful Haydn by Nancy November

Work in Progress:
Diplomats as Musical Agents in the Age of Haydn by Mark Ferraguto

Reviews:

Recording Review: Recent Recordings of Haydn’s Music by Fortepianists Sylvia Berry and Patrick Hawkins by Michael Weiss

Marianna Martines: A Woman Composer in the Vienna of Mozart and Haydn by Bertil van Boer

ABOUT THE AUTHOR
Michael Ruhling, editorial director, has taught courses in music history and appreciation at Rochester Institute of Technology, and conducted the RIT Orchestra, since 1998. He has also taught courses at the Eastman School of Music, Goshen College, Huntington College, and The Catholic University of America. From 2004 to 2009 Ruhling served on the conducting and lecture faculty of the Classical Music Festival held each August in Eisenstadt, Austria. Publications include Johann Peter Salomon’s Scores of Four Haydn Symphonies: Edition with Commentary, and an essay on the symphonies of Michael Haydn for The Symphonic Repertoire, Vol. 1: The Eighteenth Century Symphony (forthcoming, Indiana University Press).
Bookbinding 2000 Proceedings
Edited by David Pankow
In June 2000 the RIT Cary Graphic Arts Collection hosted a conference, exhibition, and gala in honor of Bernard C. Middleton’s contributions to the art of bookbinding, and RIT’s acquisition of Middleton’s outstanding book collection. Some of the world’s foremost scholars and bookbinders presented a series of stimulating talks and detailed demonstrations at the event. This publication gathers the content of the six conference lectures into a fine volume with full-color illustrations.

7½x10¾", 110 PAGES, SOFTCOVER, $21.99

Highlights from the Middleton Collection of Books on Bookbinding
Bernard C. Middleton
This elegant cloth-bound, full-color catalog accompanied an exhibition of rare items from the Bernard C. Middleton Collection and was published to coincide with the Bookbinding 2000 conference at RIT. It includes illustrations and explanatory texts of the rarities on display—from historical ephemera to masterpieces of the binder’s art. A selection of some of Middleton’s most celebrated essays on bookbinding is also featured in this work.

7x10¾", 124 PAGES, HARDCOVER, $50

Edges of Books: Specimens of Edge Decoration from RIT Cary Graphic Arts Collection
Steven K. Galbraith
*Edges of Books* examines a familiar form from an unfamiliar perspective. When books are on display, it is usually their spines, covers, text, or illustrations that are featured. These are the familiar parts of the books—the parts that modern readers have come to interact with the most. *Edges of Books* takes a different approach, uncovering a tradition that extends back centuries in which the edges of books were important sites for information and decoration.

7x10", 68 PAGES, SOFTCOVER, $16.99

Bookbinding 2000 Demonstrations
These six videos present the demonstrations delivered at Bookbinding 2000. Along with their companion publication, *Bookbinding 2000 Proceedings*, they provide a complete record of the conference.

Gold Tooling
Michael Wilcox (113 Minutes)

Fully Dressed In Leather: Conservation Style
Don Etherington (68 Minutes)

Edge-To-Edge Doublure
Monique Lallier (110 Minutes)

A Decorative Leather Covering Technique
Anthony Cains (125 Minutes)

The Concave Spine: Rigid Flexibility
James Brockman (110 Minutes)

The Exposed Spine Binding
Louise Genest (122 Minutes)

All-region DVD or closed-captioned VHS NTSC $40 EACH, OR $200 FOR ALL 6 (SAVE $40!)

Art for the People: Carl W. Peters and the Rochester WPA Murals
Jessica Marten
Between 1935 and 1943 the government-funded Federal Art Project of the Works Progress Administration (WPA) sought to keep artists throughout the country working by creating projects that would benefit the public. In Rochester, the Memorial Art Gallery’s director, Gertrude Herdle Moore, administered the WPA art program, while Isabel Herdle, her sister and the Gallery’s curator, was on the program’s committee. In 1937, Rochester’s WPA art project was called “the most interesting and effective outside of New York City” by the regional director of the Federal Art Project. Rochester’s model program—hosted and administered by the Memorial Art Gallery—funded several mural groups by the artist Carl W. Peters. Published by the Memorial Art Gallery and distributed by RIT Press.

8x12", 96 PAGES, SOFTCOVER, $19.95
About More Alphabets: The Types of Hermann Zapf
Jerry Kelly, foreword by Robert Bringhurst
This book, a companion volume to the Typophile Chapbook About Alphabets (1960, updated 1970), describes Zapf's post-1970 type designs and provides new research on many of the earlier types. In this volume, Jerry Kelly describes the origins and history of numerous Hermann Zapf typefaces including Marconi, ITC Zapf International, Linotype Zapfino, and Zapf Civilite. Kelly also includes new information on the Palatino nova and Optima nova families. This new Typophiles Chapbook is profusely illustrated with type specimens and drawings, many of which have never before been reproduced.

The Work of Ismar David
Selected by Helen Brandshaft, Edited by David Pankow
Ismar David made his career over a broad spectrum of applied art: calligraphy, book arts, typography, and architectural design. The Work of Ismar David collects the designer's lifework, following his training in Berlin through his career in Jerusalem and New York. His archives are held in the Cary Collection at RIT. The new and frequently updated Ismar David Electronic Archive is available at http://www.shunammite.com/idea/

Spend Your Alphabets Lavishly! The Work of Hermann & Gudrun Zapf
Jerry Kelly, introduction by David Pankow
“Spend Your Alphabets Lavishly”—a quote from Victor Hugo’s Les Misérables—aptly describes the lifework of two principal figures in contemporary graphic arts: Hermann and Gudrun Zapf. The Zapfs’ 50-year relationship with Rochester Institute of Technology is feted in this exhibition catalogue. It presents rare holdings of Zapf materials held at the Cary Collection—the foremost Zapf archive outside of Germany.

Thinking in Script: A Letter of Thanks from Edward Johnston to Paul Standard
Foreword by David Pankow, introduction by Mark Argetsinger
Paul Standard named Edward Johnston as "The great exemplar of modern calligraphy, the link between all scribes living and departed." With this auspicious introduction, it is no wonder that Standard became Johnston’s chief benefactor in later years, heading a fund drive to save Johnston from destitution in his infirmity. Johnston’s letter of thanks became one of Standard’s cherished possessions and is here recaptured in a beautiful duotone facsimile.

Highlights of the Cary Graphic Arts Collection at Rochester Institute of Technology
Steven K. Galbraith, Amelia Hugill-Fontanel, Kari Horowicz
Since its founding in 1969, the Cary Graphic Arts Collection at Rochester Institute of Technology has grown from the personal library of its namesake Melbert B. Cary Jr., to one of the nation’s premier libraries on graphic communication history. Highlights of the Cary Graphic Arts Collection brings this history to life with a selection of items that not only exemplify the scope and mission of the library, but are treasures in their own right. The catalog features milestones in the history of printing, diverse examples of fine press printing, artists’ books, and rare artifacts from The New York Times Museum of the Recorded Word.

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Manuale Zapficum
Typographic Arrangements of the Words By and About the Work of Hermann Zapf & Gudrun Zapf Von Hesse

This book commemorates the Zapfs’ ninetieth birthdays through beautiful typeface specimens set in homage to the classic design of Hermann Zapf’s masterpiece, his 1968 *Manuale Typographicum*. The 20 specimen designs in the book are based upon quotes about the couple’s oeuvre, each typeset in Zapf faces and letterpress printed by friends and colleagues. Contributors include Jill Bell, Rick Cusick, Jerry Kelly, Nancy Leo-Kelly, David Pankow, and Doyald Young. The *Manuale Zapficum*’s innovative specimen pages employ timeless Zapf faces such as Diotima, Optima, Palatino, and Zapfino, while including fresh uses of proprietary typefaces such as Hallmark Uncial and Hallmark Textura. Each is printed in red and black on Hahnemühle Biblio paper. The Campbell-Logan Bindery bound an edition of 100 copies in vellum and Fabriano paper.

8¼×12½”, 24 PAGES, HARDCOVER, $180

Melbert B. Cary, Jr. and the Press of the Woolly Whale
David Pankow, Carl Purington Rollins, Kenneth Auchincloss

There is no doubt that Melbert B. Cary, Jr. reflected on what the books produced at his Press of the Woolly Whale might mean to those who acquired them. In the preface of his first book, *The Vision of Sir Launfal*, he declared, “Our intention [is] to publish only those text which appeal strongly to us, excluding those accepted classics, so completely accepted that they are never opened. Our interest lies only with those who read their books, cherishing them because of the enjoyment gained from using them.” The essays and bibliography that follow document the life and work of a man who loved books and who loved the making of books, from the formal to the ingenious and daring. Designed by Jerry Kelly, bound by Judi Conant, printed in letterpress and offset in an edition of 120 copies. Winner of AIGA 50 Books/50 Covers of 2002.

6×8¼”, 80 PAGES, HARDCOVER, $200

The Book of Jonah
Ismar David, Chaim Potok

In this special edition of the Book of Jonah, content and form are intimately interwoven. The linear drawings, suggestive rather than realistic, are contemporary in style yet drawn in the spirit of a past in which naturalistic representations were avoided. The atmosphere of the past is further evoked by the use of Oriental style elements in the Hebrew writing. While the letterforms are contemporary in their simplicity they are informed by manuscript writing of the pre-medieval era. The English text is rendered in uncial capitals, a style preceding the development of minuscules. The timeless clarity of this style complements the Hebrew. This edition of 325 copies was printed by the Meriden-Stinehour Press, and bound by Judi Conant. Helen Brandshaft, who assisted in the preparation of this volume, rendered the Hebrew and English texts. Design and illustration are by Ismar David. The copies are signed by the artist.

CHISWICK BOOK SHOP
10¾×12”, 40 PAGES, HARDCOVER, $100
The Printer’s Manual: An Illustrated History
David Pankow
As printing from movable type was perfected in the fifteenth century, the mysteries of its practice were guarded by a privileged few. The rapid spread of the new art depended on the development of a reliable mechanism for transferring knowledge, and printers naturally adapted the established practices of the medieval craft guilds. In this way, the art of printing was preserved and sustained, often carefully veiled from outsiders, and always the product of years of close study and practice. By the end of the seventeenth century, however, the pioneers of manufacturing technology and scientific inquiry were prying away at the rotting doors of medieval trade secrecy. The Printer’s Manual: An Illustrated History is based on an exhibition of the same name at the Cary Collection, and shows the history of printing manuals from 1683 to the end of the nineteenth century, including some of the rarest in existence.

6½×9”, 80 PAGES, SOFTCOVER, $30

Tempting the Palette: A Survey of Color Printing Processes
David Pankow
The book is intended to make the reader familiar with the history and identification characteristics of historic color printing processes. Twenty-five processes are described and illustrated here through informative texts and vibrant digital color reproductions. Numerous magnified detail illustrations show the tonal characteristics of each process. The majority of the image samples are drawn from the Cary Collection.

8½×11”, 60 PAGES, SOFTCOVER, $30

The Albumen & Salted Paper Book: The History and Practice of Photographic Printing 1840–1895
James M. Reilly
The Albumen and Salted Paper Book is a descriptive history of the major photographic printing processes that were used between the years 1840-1895. These first 50 years of photography established a tradition of individual experimentation and craftsmanship where each photographer participated in the manufacture of the printing materials that were used. Albumen print and salted paper print were the ordinary, all-purpose materials of the time—albumen print is the second most common type of photograph ever made. This book describes both the technical information of these historical materials and offers the reader a very organized approach to this interesting process.

6×9”, 188 PAGES, HARDCOVER, $34.99
What Is Reading For?  
Robert Bringhurst

This succinct and thoughtful essay is the text of a talk commissioned for a symposium entitled The Future of Reading which was held at RIT in June 2010. Written and designed by Robert Bringhurst, this limited edition is carefully crafted and letterpress printed. There are 450 copies printed on Mohawk Ticonderoga paper and 50 special copies printed on imported mould-made paper and signed by the author.

5×9", softcover, 40 pages, $29.95 mohawk paper, $99.95 mould-made paper

The Bentons  
Patricia A. Cost  
Foreword by Matthew Carter

The ease with which we can choose a typeface today from a plethora of options to fit a particular need is something we may take for granted, but it is possible only because of the tremendous amount of labor and ingenuity that came before. The story of the lives and work of Linn Boyd Benton and Morris Fuller Benton is an important chapter in the history of type, recalling a time in American history when men quietly worked at developing and improving mechanical technologies that they thought would continue evolving incrementally into the future.

7×10", 400 pages, softcover, $24.95

Printing History back issues

Printing History, the biannual journal of the American Printing History Association, publishes scholarly articles on the history of printing, publishing, books, type, typography, paper and related industries. Befitting a publication devoted to this subject it is beautifully designed, printed and illustrated, of course, and is available only in paper format. Printing History was founded in 1979; since then it has been edited by Susan Otis Thompson, Irene Tichenor, Renee Weber, David Pankow, William S. Peterson, and, currently, William T. La Moy. See our website for available issues.

American Printing History Association  
10¼×7½", SOFTCOVER, PRICES VARY

Goudy 150 Keepsake Portfolio

The RIT Cary Graphic Arts Collection commemorated the 150th anniversary of the birth of Frederic W. Goudy in Spring 2015. In the tradition of those who have been influenced by and admire the work of Fred and Bertha Goudy, twenty-six contributors have partaken in a celebratory keepsake exchange. These keepsakes were distributed to the participants, coinciding with the Goudy 150th anniversary exhibition at the Cary Collection in Rochester, New York. See samples from the portfolio on our website.

12×9", $50.00
Print Media Distribution: A Look at Infrastructure, Systems, and Trends
Twyla Cummings with Bernice Lemaire
Print: in the right hands, in the right place, at the right time. That's effective distribution — a critical step in the print supply chain. Dr. Cummings’ book, drawn from primary research studies, case-studies, and in-depth expert interviews, is the first publication to comprehensively analyze each player’s role in the distribution of printed product, offering workflow solutions that can provide significant advantages to print producers’ business models. 5½×8½”, SOFTCOVER, 176 PAGES, $18

The New Medium of Print: Material Communication in the Internet Age
Frank Cost
Print is so familiar that it remains invisible to the average person. Frank Cost has often wished for a small, fun-to-read book to give to people who were thinking about the world of print for the first time. Most of the available introductory books concentrate heavily on the technology, but say little about how people actually use print, let alone why. The New Medium of Print is a new kind of book: it provides an introduction to the underlying systems for the creation and distribution of print, as well as an exploration of its many and varied contemporary uses. 5½×8½”, SOFTCOVER, 272 PAGES, $10

Test Targets
RIT School of Print Media
Published annually, Test Targets is a collection of scholarly papers contributed by faculty, students, and alumni of Rochester Institute of Technology. It is a collaborative effort exploring the use of scientific method for color imaging and process control. The content is a result of student work to publish a technical journal for a graduate-level course, Advanced Color Management. Offered by the School of Print Media at RIT, the course is a platform to experiment and to realize a new digital imaging paradigm and the dynamics of teamwork. VOLUMES 3.0–9.0 AVAILABLE 8½×11”, SOFTCOVER, $24.95 EACH

Personalization: Data-Driven Print and Internet Communications
Patricia Sorce
This book, the fourth volume in the Printing Industry Center Series, serves as a follow up to Dr. Sorce’s previous book, Data-Driven Print, published in 2006. Here, she documents the importance of utilizing personalization and custom communication techniques, and identifies the best practices, best prospects and associated business models for delivering top value to printing clients. In addition, several case studies provide real-world examples of this evolving industry. 5½×8½”, SOFTCOVER, 248 PAGES, $18, $9.99 EBOOK

History of the Linotype Company
by Frank Romano
From the Victorian era to the start of the twenty-first century, the Mergenthaler Linotype Company dominated the typesetting and printing industries. Unlike previous books which have ended with the invention of the Linotype, Frank Romano tells the rest of the story. This book details the products, the people, and the corporate activities that kept the company ahead of its competition in hot metal, phototypesetting, and pre-press technology. Over ten corporate entities eventually formed the U.S. manufacturer, which ended its corporate life as a division of a German press maker. What began in 1886 ended finally in May 2013, when the Linotype Library division of Monotype Imaging was closed down. After 127 years, the last resting place of the history of the Linotype Company is in this book. 10.5×8.5”, 480 PAGES, SOFTCOVER, $39.99
Vignelli Transit Maps
Peter B. Lloyd with Mark Ovenden

Vignelli Transit Maps describes the history of the New York subway maps and follows this city’s transportation growth from separate, independent lines to one large system. Peter Lloyd uncovers the history of the Vignelli map that includes the legacy of the people who created and promoted this New York icon—as well as those who hastened its demise. The book includes a first glimpse at original, early development sketches of the famed map and of its recent successors. 9½ x 12”, 128 PAGES, SOFTCOVER, $39.99

Lella and Massimo Vignelli: Two Lives, One Vision
by Jan Conradi

Lella and Massimo Vignelli: Two Lives, One Vision is a portrait of two important twentieth-century designers whose careers intertwined since the 1950s. The Vignellis promote a modernist philosophy of designing for a better society: resourceful use of space and materials, clear communication, lasting quality, and logical functionality. Through a mix of archival research and personal interviews with Lella, Massimo, and their many colleagues and clients, Jan Conradi documents the Vignellis’ nuanced approach to “cleaning up” an often chaotic and messy society by adhering to a minimalist and structured design method. The Vignellis’ lifetime commitment to a world of design is marked by vibrant client relationships and unwavering attention to detail. With wit, grace, focus, and finesse, the Vignellis’ sustained pattern of working and living has influenced, and continues to inspire, generations of designers worldwide. 6½ x 9”, 176 PAGES, SOFTCOVER, $34.99

Vignelli Drawings: A Collection of Sketches for Book Design
by Massimo Vignelli

For the first time readers can look inside Massimo Vignelli’s book design process. Never seen before, ten of his book designs are deconstructed showing his page grid, hand-drawn sketches, and the photography on the printed pages. Vignelli said, “The grid is an integral part of book design. It’s not something that you see physically. It’s just like underwear. You wear it but it is not exposed.” In this age of digital visualization, it is refreshing to see a master designer’s ability at drawing. PUBLISHED BY THE VIGNELLI CENTER FOR DESIGN STUDIES AND DISTRIBUTED BY RIT PRESS 12½ x 8.5”, 76 PAGES, SOFTCOVER, $34.99

The Book Jackets of Ismar David
Misha Beletsy

This book rediscovers an important contribution to a popular field of graphic design and suggests that Ismar David’s calligraphic book jackets present a viable alternative to the current design approach. Ismar David belonged to a group of accomplished calligraphers who established themselves as jacket designers in New York in the 1950s. David’s jacket designs are distinguished from other work of the period as powerful and expressive. His style is informed by a thorough mastery of the typographic tradition yet looks remarkably fresh, even today. 6½ x 9”, SOFTCOVER, 48 PAGES, $24.95

What Our Lettering Needs
Rick Cusick

This book is a thorough account of Hermann Zapf’s contributions to the artistry and success of Hallmark Cards, an experience that is now fully blended into the company’s rich heritage. Since the late ’70s, designer Rick Cusick has provided, in articles and presentations, most of what has been written about the Hallmark/Zapf association. This beautifully illustrated book is a tribute to Zapf’s own philosophy that the artist’s challenge is “to ensure, despite technology and mass production, that beauty is never lost. 6½ x 10”, SOFTCOVER, 136 PAGES, $24.95

From the Eye to the Heart: 50 Logos / 50 Posters / 1 Book
Armando Milani

Renowned Italian graphic designer Armando Milani specializes in branding programs and posters for humanitarian causes. This catalog shows the two sides of Milani’s profession, facing 50 logos with 50 posters: design for business alongside design for a better society and humanity. ARMANDO MILANI/VIGNELLI DESIGN SPIRAL BOUND, $24.95
Claude Bragdon and the Beautiful Necessity
Edited by Eugenia Ellis and Andrea G. Reithmayr
Claude Bragdon (1866-1946) was a first-generation modernist architect, illustrator, critic, theorist and theater designer. Bragdon practiced architecture in Rochester, New York throughout the Progressive Era. Although his masterpiece, the New York Central Railroad Station, was demolished in the 1960s-70s, the First Universalist Church, the Bevier Memorial Building, the Peterborough Bridge near Toronto, and nearly 100 residences remain today. A prolific and influential writer, Bragdon published more than twenty books and hundreds of articles. He was nationally known for his graphic art, his writing on the fourth dimension, his Song & Light Festivals of 1915–1918, and his role in theater’s New Stagecraft. He had technical and artistic expertise in many disciplines, making it difficult to categorize his work into a specific stylistic trend. Bragdon’s work as an early modernist is important both in its own right and as a key to other 20th-century architects’ work. This catalogue, which accompanied a 2010 exhibition of the same name at University of Rochester’s Rare Books & Special Collections, includes thirteen essays on Bragdon’s work and a gallery of nearly 250 illustrations. Winner of the 2011 Leab Award. 8½×11½”, 240 pages, softcover, $49.95

Where Would the Button Be Without the Button Hole? . . .
George Tscherny
This book is about designs born of necessity; often spontaneously, always pragmatically. It is also about the particular sensibility of graphic designer George Tscherny and his ability to find beauty or art in the most ordinary things, and to communicate this appreciation to others. Experience his infectious enthusiasm for “anonymous,” “ad hoc,” or “vernacular” design, for objects that have an aesthetic appeal in spite of themselves, for creations that are both ingenious and ingenuous. 8×11”, softcover, 32 pages, $19.95

The American Image: U.S. Posters from the 19th to the 21st Century
Mark Resnick with R. Roger Remington
The “modern” American poster has figured prominently in virtually every major political, social, commercial, and cultural development in the country. With arresting images and text, these posters have informed and “sold” Americans on election campaigns, the nation’s war efforts, protest movements, consumer products, travel, entertainment, etc. They also comprise a history of U.S. graphic design, reflecting dramatic changes in style, advertising theory, and printing, as well as the emergence of key graphic designers. The American Image provides a rare survey of this popular art, spanning more than one hundred years. Selected from the Resnick Collection, the book analyzes some 70 posters representative of every significant style and theme. They range from design masterpieces to works of historical value, from posters by renowned designers to those created anonymously, and from celebrated images to those never before published. This handsome book includes superb, full-color reproductions; an incisive essay on American poster design by RIT professor R. Roger Remington; and a preface and authoritative commentary on each image by Mark Resnick. 8×11”, 112 pages
SOFTCOVER $29.99 $14.99
HARDCOVER $50

The Art of the Book in the Twentieth Century
Jerry Kelly
Through the selection of eleven master designers, Jerry Kelly illustrates a wide range of styles: from classically inspired design and historical revival, to novel and modern layouts. He describes the care with which each designer combined typographic elements in his own unique way. The selection of these designers, ranging from Updike to Zapf, is only a small sampling of the practitioners that the twentieth century produced, but they are indicative of the wide range of book design styles achieved during this exceptionally dynamic century. 9×12”, 200 pages, HARDCOVER, $39.95
The Graphic Design Archives Chapbook Series celebrates the achievements of key design pioneers whose work is held in the Special Collections at RIT Libraries. From the inaugural acquisition in 1986, RIT’s holdings have grown to include the work of eighteen designers.

SET OF 5 CHAPBOOKS: $79.99

**Will Burtin: The Display of Visual Knowledge**
R. Roger Remington, Amy J. Vilz

*Will Burtin: The Display of Visual Knowledge* explores the work of Will Burtin (1908–72), designer, visionary, and teacher. Whether in advertising, exhibits, magazines, or other print material, his constant goal was to provide the audience with optimum communication of the content. Burtin designed visual training manuals for gunners during World War II, served as art director of *Fortune* magazine, organized several ground-breaking design conferences, and worked as a design consultant for pharmaceutical giant Upjohn. Burtin had a unique ability to visually express complex concepts in a sophisticated yet aesthetically pleasing and accessible manner; this became the defining characteristic of his work.

7½×7½”, 40 PAGES, ILLUSTRATED, $15.99

**Purity of Aim: The Book Jacket Designs of Alvin Lustig**
Ned Drew, Paul Stemberger

*Purity of Aim: The Book Jacket Designs of Alvin Lustig* is a colorful and well-researched representation of Alvin Lustig’s book cover designs. Lustig (1915–55) used the book cover as a vehicle of his bold graphic experimentation that was enhanced by a lifelong collaboration with James Laughlin, founder and publisher of New Directions Books. As a modern designer, Lustig’s interests spanned many fields: architectural, industrial and interior design which served as an expression of his deeply held convictions. For him, the designer was not a single-minded specialist, but an integrator of many art forms—and simultaneously, as he saw it, a spokesman for social change.

7½×7½”, 88 PAGES, ILLUSTRATED, $21.95

**Elaine Lustig Cohen: Modernism Reimagined**
by Aaris Sherin

Elaine Lustig Cohen is widely recognized for the client-based design work she produced in the 1950s and 1960s. Influenced at an early age in Modernism, she was later rewarded with accolades for her work as a fine artist in painting and collage. Aaris Sherin focuses on Cohen as a multi-faceted designer, paying particular attention to the book covers she designed for Meridian Books and New Directions. The author provides a critical overview of Cohen’s career based on interview sessions with the artist along with full color examples of her work.

7½×7½”, 66 PAGES, ILLUSTRATED, $21.95

**Cipe Pineles: Two Remembrances**
Estelle Ellis, Carol Burtin Fripp

*Seventeen and Glamour, Mademoiselle and Charm—Cipe Pineles* (1908-91) strengthened the visual appeal of each of these magazines with her award-winning design and art direction. Her groundbreaking work in the 1940s and 50s set the standard for the appearance of women’s magazines in ensuing decades. This volume’s vibrant reproductions of pen-and-ink sketches, fashion layouts, and gouache illustrations will orient readers to RIT’s extensive Pineles Collection. The book also introduces Pineles’s personal history through essays by Estelle Ellis, and Carol Burtin Fripp.

7½×7½”, 44 PAGES, ILLUSTRATED, $15.99

**Lester Beall: Space, Time & Content**
R. Roger Remington, Massimo Vignelli

*Lester Beall: Space, Time & Content* explores the work of Lester Beall through reproductions of RIT’s comprehensive holdings. Beall (1903-69) gained prominence through his ads, posters and identity projects commissioned from such high-profile clients as the *Chicago Tribune*, *Collier’s* and *Time* magazines, the Rural Electrification Administration and International Paper Company.

7½×7½”, 36 PAGES, ILLUSTRATED, $15.99
Bernie Boston: American Photojournalist
Therese Mulligan

RIT alumnus Bernie Boston ('55) was a witness to American history as a news photographer. He chronicled the civil dissension and strife of the 1960s, prompted by the Civil Rights and anti-Vietnam war movements; the inner sanctum of the White House and its presidential residents; and history-making newsmakers, scandals, conflicts, and triumphs. This publication is the first survey of his photojournalistic career.

8½x8½, 104 PAGES, $24.99

Photo-Editing and Presentation
Douglas Holleley

This book introduces photographers, print-makers, and other graphic artists to the creative possibilities of image editing and presentation. By employing the principles outlined in this book readers can expect that the content of their work will be more coherent and accessible, not only to an audience, but also more importantly to themselves.

6x9, 140 PAGES, $24.95

Unfinished Stories: The Narrative Photography of Hansel Mieth and Marion Palfi
Janet Zandy

Unfinished Stories presents a parallel study of the lives and narrative photography of Hansel Mieth (1909–1998) and Marion Palfi (1907–1978). Mieth was the second woman staff photographer employed by Life magazine. Palfi’s photo of Henry Street Settlement kids was the first cover of Ebony magazine. German born émigrés who never met, they constructed remarkably similar photo narratives of unseen America.

8½x10½, 224 PAGES, SOFTCOVER, $34.99

Teaching Photography: Notes Assembled
Philip Perkis

This slim, unassuming book has been an unexpected hit in photography circles. An accomplished photographer and educator, Perkis draws from four decades of teaching experience, and he has distilled his knowledge into this volume of thoughts on visual perception, successful photo lesson exercises, and practical teaching advice for photography instructors.

6x9, 80 PAGES, $19.99

Mother Daughter: Posing as Ourselves
Elaine O’Neil, Julia Hess, Deborah Willis, Perri Klass, and Sheila Solomon Klass

Through daily portraits, this five-year project charts the physical and emotional changes of two women at the opposite ends of the “young woman” spectrum. Each day, Elaine and Julia stopped their separate activities and met in their living room to pose for a portrait. Through the lens of the camera, these moments have come to define the years of their shared experience.

8½x10½, 144 PAGES, SOFTCOVER, $49.95

Becoming Visible
Jessica Catherine Lieberman

Becoming Visible brings together scholarly discussions of visibility and illness, photographs of an experience in treatment for Hodgkins lymphoma, and personal testimonial about that time. An artistic and academic contribution to the fields of trauma studies, disability studies and auto-pathography, this cancer journey reveals how the forces of art and narrative can contribute to social dynamics for change.

8x10, 144 PAGES, SOFTCOVER, $19.95

Images from Science & Images from Science 2
Organized by RIT School of Photographic Arts and Sciences

These exhibit catalogs feature exciting contemporary photography from the fields of astronomy, physics, engineering, medicine, and microbiology, submitted by photographers from around the world.

IFS: 144 PAGES, 8½x10½, $4.95
IFS 2: 160 PAGES, 8½x10½, $21.99
IFS 2: $7.95
The School of Hard Knocks: The Evolution of Pension Investing at Eastman Kodak
Russell L. Olson
Russell L. (‘Rusty’) Olson, a consultant on institutional investing, retired in 2000 as director of pension investments, worldwide, for Eastman Kodak Company. He had overseen Kodak’s pension funds since 1972. Over the 1980s and 1990s (and through 2004) Kodak’s pension fund was one of the best performing pension funds in the country.

6 x 9”, 114 PAGES, SOFTCOVER, $29.99

It Isn’t Just Business, It’s Personal
Arunas A. Chesonis and David Dorsey
Rochester-based PAETEC Communications CEO Arunas Chesonis and his people tell how, by following a handful of basic ethical principles, their company has emerged as an example of how to succeed in the twenty-first century, not just in telecom, but in any industry.

6 x 9”, 172 PAGES, SOFTCOVER, $8.99

Telecommunications History & Policy into the 21st Century
Ronald G. Fulle
This book provides an overview of the telecommunications environment and the factors that have shaped this industry from its inception through 2009. Fulle presents a valuable examination of telecommunications, not only from its technological advances, but through case studies and analysis of the four components of industry change.

6 x 9”, 252 PAGES, SOFTCOVER, $34.99, $9.99 EBOOK

New Essays on Adam Smith’s Moral Philosophy
edited by Wade L. Robison, David B. Suits
Adam Smith (1723–1790) was a Scottish philosopher who, with his good friend David Hume, can be ranked as the most famous of the 18th century “Scottish Enlightenment” philosophers. The essays in this volume give us a better understanding of the complexities and subtleties of Smith’s thought about matters of morality and about his relations with Hume.

6 x 9”, 254 PAGES, SOFTCOVER, $24.99

Epicurus: His Continuing Influence and Contemporary Relevance
edited by Dane Gordon, David B. Suits
The philosophy of Epicurus (c. 341-271 B. C. E.), has been a quietly pervasive influence for more than two millennia. At present, when many long revered ideologies are proven empty, Epicureanism is powerfully and refreshingly relevant, offering a straightforward way of dealing with the issues of life and death.

6 x 9”, 236 PAGES, SOFTCOVER, $24.99, $9.99 EBOOK

Lucretius: His Continuing Influence and Contemporary Relevance
edited by David B. Suits, Timothy J. Madigan
Lucretius (c. 99 BCE–c. 55 BCE) is the author of De Rerum Natura, a work which tries to explain and expound the doctrines of the earlier Greek philosopher Epicurus. Lucretius’s philosophy is connected to contemporary philosophy such as existentialism and that aspects of his thought work against trying to separate the sciences and the humanities.

6 x 9”, 142 PAGES, SOFTCOVER, $24.99, $9.99 EBOOK

Epictetus: His Continuing Influence and Contemporary Relevance
edited by Dane R. Gordon, David B. Suits
Epictetus (c. 50-c. 120 CE) was born a slave. His master, Epaphroditus, allowed him to attend the lectures of the Stoic philosopher Musonius Rufus and later gave him his freedom. From numerous references in his Discourses it is clear that Epictetus valued freedom as a precious possession. Epictetus’s teachings about freedom and human dignity have echoed through the millennia-in the writings of Spinoza, Thomas Paine and Martin Luther King, Jr., to name a few.

6 x 9”, 264 PAGES, SOFTCOVER, $24.99, $9.99 EBOOK
RIT Press is pleased to announce a new series on Popular Culture, beginning with four ground-breaking titles in the Comics Studies Monograph Series, edited by Dr. Gary Hoppenstand, Professor of English at Michigan State University. Written by some of the finest scholars working in comics studies, each title will be attractively designed in a uniform format and will examine the history, the dynamic art and culture of comics and graphic novels.

**Narrative Structure in Comics: Making Sense of Fragments**
Barbara Postema

In *Narrative Structure in Comics: Making Sense of Fragments*, Barbara Postema seeks to explain how comics communicate and create meaning, with an emphasis on two aspects of comics. She first examines the pictorial quality of comics, which receives more emphasis than verbal/textual elements. Her second focus is upon the storytelling and narrative qualities of comics, as well as the literary explorations they provide. The “narrative structure” refers to the potential of images, the story telling capacities of panels, and the sequence of panels, in addition to the more traditional narratological concepts. Overall, the author presents a credible rationale for the way in which comics structure their narratives. RIT Press is pleased to announce *Narrative Structure in Comics: Making Sense of Fragments* as the first book published in its Comics Monograph Series. Gary Hoppenstand, Professor of English at Michigan State University, is the Series Editor.

7×10”, 188 PAGES, SOFTCOVER, $29.95

**Superheroes in Crisis: Adjusting to Social Change in the 1960s and 1970s**
Jeffrey K. Johnson

As the founding fathers of the superhero comic books, Superman and Batman have defined a genre of American mythology from the mid-twentieth century to the present. The author describes how the Man of Steel and the Dark Knight dealt with their midlife crises brought on by the cultural and social changes of the 1960s and 1970s. Johnson describes how the superheroes’ problems and adaptations mirror much of American societal changes during that time. This book details how the nation’s comic heroes reflected the substantial changes within American society. *Superheroes in Crisis* is the second book in the Comics Studies Monograph Series. The series editor is Dr. Gary Hoppenstand, Professor of English at Michigan State University.

7×10”, 142 PAGES, SOFTCOVER, $29.95

**From My Seat on the Aisle: Movies and Memories**
Jack Garner

Foreword by Robert Forster
Preface by Scott Pitoniak

*From My Seat on the Aisle* chronicles more than 30 years of Jack Garner’s experience as a nationally syndicated film critic for the Gannett newspapers. His book compiles the best of his essays, reviews, and interviews with many Hollywood celebrities such as Audrey Hepburn, Clint Eastwood, Meryl Streep, Jimmy Stewart, Woody Allen, and Philip Seymour Hoffman. Garner offers a unique perspective into the world of film that is humorous, anecdotal, and insightful.

6×9”, 260 PAGES, SOFTCOVER, $19.99, $9.99 EBOOK

**Visual Communication: Perception, Rhetoric, and Technology**
Edited by Diane Hope

Thought-provoking chapters by visual scholars are pulled together from Diane Hope’s conferences on “Visual Communication: Rhetoric and Technology.” Appropriately, the list of scholars proves as eclectic as the field itself — from experts in cognitive processing to economists. Published in collaboration with Hampton Press.

6×9”, 276 PAGES, SOFTCOVER, $35
No Room for Democracy: The Triumph of Ego over Common Sense
Richard M. Rosenbaum
Foreword by Henry A. Kissinger
Dick Rosenbaum, born to a Jewish immigrant family in 1930s upstate New York, traces his career as a Cornell Law student, a practicing attorney in Rochester, New York, head of his county’s Republican Committee, and a nomination as the youngest New York Supreme Court Judge in history.
6 x 9”, 320 PAGES, PAPERBACK $16.95
HARDCOVER WITH DUST JACKET $27.95

The Old Bank: The Rochester Savings Bank and its Presidents and Trustees From 1831 to 1983
James C. Duffus
This book chronicles the dynamic life span of an important Rochester institution, a mutual savings bank, that by definition, was owned by its depositors and operated for their benefit. It also chronicles the contribution of some of the Presidents and Trustees to the Rochester community.
6 x 9”, 108 PAGES, SOFTCOVER, $19.95

God’s Country: Historic Churches and Chapels of the Genesee Valley
Phyllis Pittman Kitt
Explore the Genesee Valley through photographs and brief histories of churches in this picturesque area of New York. Embark on a pleasant journey of discovery through Kitt’s history-laden text accompanied by full color images.
9 x 12”, 238 PAGES, SOFTCOVER, $39.95

Johnny Antonelli: A Baseball Memoir
Johnny Antonelli and Scott Pitoniak
One of only 17 major-league players never to have spent a single day in the minors, Johnny Antonelli was a highly coveted phenom who signed a “bonus baby” contract with the Boston Braves for $52,000 a few days after graduating from Rochester’s Jefferson High School in 1948. It wasn’t until six years later, when he was traded to the New York Giants, that the stylish left-hander began realizing the potential the scouts had seen in him. Following his baseball career, Antonelli became a successful entrepreneur in the tire business. Enjoy this inside look at the Golden Age of baseball.
6 x 9”, 132 PAGES, SOFTCOVER, $17.95, $9.99 EBOOK

Jewel of the Sports World: The Story of the Hickok Belt Award
Scott Pitoniak
Foreword by Muhammad Ali
Icons Muhammad Ali, Mickey Mantle, Arnold Palmer, Jim Brown, Sandy Koufax and Joe Namath were among the athletes who wore this belt made from genuine alligator skin featuring a five-pound, solid gold buckle, encrusted with diamonds, rubies and sapphires. From 1950 to 1976, the Hickok Belt was the most coveted and respected individual award in all of sports, given to the professional athlete of the year at a banquet held in Rochester, N.Y.
10 x 7”, 152 PAGES, SOFTCOVER, $24.95

The Life and Letters of Kate Gleason
Janis F. Gleason
Susan B. Anthony called her the ideal business woman of whom she had dreamed fifty years earlier. Playwright Eugene O’Neill saw her as the symbol of greed and emasculating ambition. Kate Gleason (1865–1933), groundbreaking nineteenth-century industrialist, mechanical engineer, and real estate developer, was her own best invention. The truth of her dynamic life, in all of its complexity, is revealed in Janis Gleason’s biography of this legendary American woman.
6 x 9”, 204 PAGES, SOFTCOVER, $17.95, $9.99 EBOOK

Rochester Panorama
Frank Cost
Inspired by a 1906 panoramic photo of Rochester, New York, Frank Cost captured numerous panoramas of modern-day Rochester over a ten-year period (2002–2011) using a variety of digital technologies. This oversized book contains over twenty of these stunning images. This edition published and distributed by RIT Press through a special arrangement with Fossil Press.
22 x 7.5”, 56 PAGES, $75.00
New Beginnings: Acquiring and Living with a Cochlear Implant
Edited by Michael Stinson and Gerard Buckley
Fifteen stories written by deaf/hard of hearing individuals who have had cochlear implants are told within the context of unique histories that are intimate, personal and moving. Readers will gain insight into the personal struggles and challenges for those who made the decision to get a cochlear implant. The writers share their process over the decision to obtain an implant as well as the delights and disappointments in hearing with one. Many of the book’s contributors noted how their involvement in the deaf community and Deaf culture influenced their perceptions of cochlear implants.
6×9”, 258 PAGES, SOFTCOVER, $17.99, $9.99 EBOOK

Sentinel: The Design, Fabrication, and Installation of the Monumental Sculpture by Albert Paley at Rochester Institute of Technology, NY
Edited by James Yarrington, with Sam Hunter, Frank Cost
Albert Paley’s Sentinel has transformed the face of Rochester Institute of Technology: a dramatic focal point in the heart of campus. This book chronicles all aspects of Sentinel’s inception, through essays and an interview with the artist himself.
9×11½”, 128 PAGES, SOFTCOVER, $35.99

View It! The Art and Architecture of RIT
David Pankow, Becky Simmons, Houghton Wetherald
The cohesive fabric of patterned brick on RIT’s unique campus is the backdrop for a significant collection of public art. The publication of this guide to RIT art and architecture marked the milestone of the university’s 175th anniversary.
5×10”, 76 PAGES + GATEFOLD MAP, SOFTCOVER, $9.95

RIT Then & Now: A Book of Postcards
The twenty-three mailable postcards within this wonderful book illustrate a slice of RIT’s history, through a mix of historic photographs, contemporary views, academics, and student life. Heavyweight pages are perforated for easy removal.
7×4¾”, 24 PAGES, SOFTCOVER, $9.95

Moments of Truth: Robert R. Davila, the Story of a Deaf Leader
By Harry G. Lang, Oscar P. Cohen, Joseph E. Fischgrund
Withstanding childhood poverty in a migrant farming family and an illness at age 11 that left him profoundly deaf, Robert R. Davila became one of the first deaf persons in history to earn a doctorate. This book is a tale of self-discovery and resilience appealing to all who face overwhelming odds, especially deaf children who are sure to be inspired by his legacy.
6×9”, 240 PAGES, $18 PAPERBACK, $26 HARDCOVER, $9.99 EBOOK

With Fire: Richard Hirsch A Life Between Chance and Design
Scott Meyer
With Fire is the story of ceramic artist Richard Hirsch, and an examination of the work for which he is so widely celebrated. This richly illustrated book presents the life of an artist whose career spans some of the most important developments in the American Clay Movement. Hirsch established a connection with legendary Japanese Living Treasures, the Raku and Ohi families, whose influence created a lasting pedagogical and creative link to the West that continues today.
9×11¾”, 160 PAGES, SOFTCOVER, $24.99

Colleagues
John Retallack and Anne C. Coon
Using ground-breaking advances in printing technology and a bold approach to graphic design, RIT Press presents Colleagues, a visually stunning collection of portraits by John Retallack with a companion poem, “Enter the Eyes” by Anne C. Coon.
8×10”, 112 PAGES, $29.99-$19.95
Your friends and family will enjoy these greeting cards, featuring historic reproductions of items held in the Cary Collection at RIT. Cards are printed in color on the front with a blank interior, and they look great framed, too! All card sets are packaged in clear gift boxes and contain eight 4½×6” cards (two each of four different designs), with envelopes, unless otherwise noted. See them all on our website.

ALL CARD SETS: $7

WILL BRADLEY SERIES 1

HARPER’S POSTERS BY EDWARD PENFIELD

JAPANESE WOOD BLOCK PRINTS

MEDIEVAL MANUSCRIPT LEAVES

NURSERYMAN’S CATALOG FLOWER SET 1

NURSERYMAN’S CATALOG FLOWER SET 2

NURSERYMAN’S CATALOG FRUIT SET 1

NURSERYMAN’S CATALOG FRUIT SET 2

POKER WOODCUTS

W.H PAGE WOOD TYPE

ASSORTED BIG SHOT 8 DIFFERENT IMAGES

SCHOEN PLACE BIG SHOT

FRENCH PAINTED ALPHABETS

GREEK ORNAMENT

LONDON IN THE 19TH CENTURY

SNOWFLAKE PHOTOMICROGRAPHS
**Letterpress Notecards**
These simple stationery sets are printed at the Cary Collection, drawing from our historical collection of metal and wood type. Sheets are blank, with a color illustration at the top. Colors may vary. More than forty designs are available—see them all on our website.

4 SHEETS WITH ENVELOPES, 4¼×5½", $3

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**Holiday Letterpress Cards and Valentines**
Choose from a variety of holiday greetings in different languages, non-denominational messages, and special valentines for your loved ones. May include quotations from Buddha, Channing, Dickinson, Keller, Rilke, Whitman, and others. These cards are printed by hand in limited runs. See the full selection on our website.

ASSORTED SIZES, $1.50–$7

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**Marvelous Menagerie**
Eight notecards, each featuring a different animal from the “Marvelous Menagerie” on front, blank inside. Printed from 19th-century wood-engravings.

8 CARDS WITH ENVELOPES, 4¼×6", $7

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**Mini Notebook**
Spiral-bound notebook features a letterpress-printed cover and a variety of paper stocks on the inside. Choose from top or side binding.

4×5", SPIRAL BOUND, $4.95

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**Love Card**
This beautiful woodcut of a couple embracing, with ‘love’ text below, makes an excellent Valentine’s Day card. Blank inside.

SINGLE CARD WITH ENVELOPE, 4¼×5½", $1.50

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**Peach Tote Bag**
These durable cotton totes feature colorful prints. Plenty of room for your books, clothes, or groceries — you name it! Natural cotton cloth.

14×14×3", $5

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**Perpetual Calendar**
This perpetual calendar will never go out of date as you flip through richly varied typographic styles! Sign painting at the turn of the twentieth century was an art form that required the skill of a trained artisan, as letters played a key role in the beautification and decoration of shop exteriors. The French master sign painters, Ducompex and Fleury, issued exquisitely chromolithographed alphabet model books to serve as inspirations for their fellow tradesmen. The characters in this calendar are reproduced from a selection of their alphabet plates; showing everything from curvilinear Art Nouveau and Gothic types in extreme perspectives to subtly shaded italic and roman forms.

9×3½", SPIRAL BOUND, $14.95
Lester Beall REA Poster Prints
In the 1930s, much of rural America lacked electricity, power, and running water. The Rural Electrification Administration hired designer Lester Beall to create a series of posters illustrating the benefits of electrification. The original posters are held in the RIT Graphic Design Archives. Reproductions are digitally printed on heavyweight paper.
12×16", $15 EACH OR 3 FOR $40

Bookbinding 2000
This poster was printed to commemorate the Bookbinding 2000 Conference that celebrated the Cary Collection’s acquisition of Bernard Middleton’s renowned collection of books on bookbinding. It is an attractive showpiece that tastefully illustrates bindery details in taupe duotone, with contrasting typography in deep red. Designed by Bruce Meader.
16×24", $5

Psalm 9:1–2 Broadside
This two-color broadside was printed using classic metal type held in the Cary Collection. The typeface, Victor Hammer’s American Uncial, was used to set this uplifting Psalm of rejoicing.
11×12", $9.95

Flower Power
Bernie Boston
Photojournalist Bernie Boston chronicled the civil dissension and strife of the 1960s, prompted by the Civil Rights and anti-Vietnam war movements. This is his iconic “Flower Power” image.
20×30", $10
“BERNIE BOSTON: AMERICAN PHOTOJOURNALIST” BOOK AND POSTER SET: $29.99

Hamlet Broadside
The classic verse of empowerment from Shakespeare’s Hamlet stands out boldly when printed from historic metal type at the Cary Collection. This broadside is typeset in Eve Heavy, designed by Rudolf Koch in the early 1920s for the Klingspor typefounding. It is printed on a fine quality tan laid paper, suitable for framing.
16×12", $10.95

Bestiary Wood Engraving
Wood engravings depicting twelve different exotic animals make an attractive print, suitable for framing. The images were carefully printed on the Cary Collection’s historic letterpress equipment, using 19th century wood blocks and a cream laid paper.
11×17", $10.95

2015 APHA Conference Poster
This poster was created for the 2015 American Printing History Association conference, Printing on the Handpress & Beyond.
13×18", $15.00
Coming Soon!
A selection of our forthcoming book titles. More information will be available on our website as the date of publication approaches.

The Noblest Roman:
A History of The Centaur Types of Bruce Rogers
Jerry Kelly and Misha Beletsky
In this richly illustrated and definitive history of Centaur, the American typeface, Kelly and Beletsky uncover and report new research culled from unpublished documents. They present a more accurate narrative of the type’s creation than previously written and offer colorful examples of Bruce Rogers’ work.
SPRING 2016

The Aries Press of Eden, New York
Richard Kegler
The Aries Press was an American private press founded by Spencer Kellogg, Jr. in the 1920s. A second-generation millionaire and patron of the arts, Kellogg established the press that was influenced by the Arts and Crafts Movement. Though little known today, the Aries Press produced fine examples of exceptional printing. Richard Kegler documents its history with colorful illustrations and samples from the Press.
SPRING 2016

Bob Davies: A Basketball Legend
Barry S. Martin
Bob Davies played a significant role in the development of modern basketball in Rochester, New York during the post-World War II era. Davies invented the behind-the-back dribble, developed the penetration and transition styles of play, and created several innovative passes. The NBA selected him as one of the ten best players in the 20th century. Author Barry Martin brings to life an original biography of Davies illustrated with photos, archival materials and personal interviews.
SPRING 2016
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