The Hertzog Collection

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Carl Hertzog Collection at the University of Texas at El Paso Library

Carl Hertzog Room on the sixth floor of the UTEP Library
Carl Hertzog was a printer, typographer, and book designer. He founded Texas Western Press and taught classes about book design.

The Carl Hertzog Collection began with his personal books, but the library has added many examples of fine printing, books about book design and printing, and the winners of the Carl Hertzog Award for Excellence in Book Design.
The Hertzog Room has a printing press that is a replica of an eighteenth-century common press. It is not very different from Gutenberg’s first press, but has a lever rather than a screw mechanism.

The top drawer holds tools of the printer’s craft: a brayer, tray, and composing stick.

Drawers hold individual pieces of type and spacers.
A portrait of Carl Hertzog by artist Tom Lea hangs in the Hertzog Room. Hertzog was Tom Lea’s friend and sometime model, notably for Lea’s depiction of the first surgery in America, where a very skinny Carl Hertzog posed as Cabeza de Vaca.
Hertzog collaborated with artist Tom Lea on several occasions, most notably for the two-volume *The King Ranch*.

The type used in the book was one of Hertzog’s favorites: Centaur. The name of that Roman-style type was connected in his mind to the vaqueros whose work was essential to the ranch.

The deluxe version had deckled edges and a splatter pattern on the top and bottom.
The cover of the limited edition “saddle blanket” edition of *The King Ranch* was inspired by the horse blankets decorated with the “running W” brand used on the cattle.
Carl Hertzog trained as a printer and book designer in Pittsburg at the Carnegie Institute. His teacher and printer was Porter Garnett. He came to El Paso in 1922 to work at McMath Printing, and stayed in El Paso. Much of the collection dates to the 1930s and before.

Books in the collection include ones about various typefaces, papers, book structures, and principles of design. There are also unusual book forms, a few very old books, and examples of fine printing or artists’ books.
The Hertzog Collection includes books about printers and typographers.

He was thirty when he first drew an alphabet, forty-six before he counted himself a professional type designer. Yet by the end of his long life, Frederic Goudy had become the most famous type designer in the world. This eccentric American created more than a hundred faces, including perhaps a dozen that rank among the best ever made. He was an exasperating loner, but he used his celebrity to stimulate enlivened debates about type & typography that amounted to a kind of national education in the aesthetics of type design.
The UTEP Library has one page from early English printer William Caxton. It has been framed so that both sides may be examined. You can see that this kind of early printing looks more like Gothic print or imitates the writing done by scribes before printing became common. Notice the writing in the borders of the page: it is known as marginalia. The little hand pointing at a line was the equivalent of today’s yellow highlighter; it is called a manicule.

Books or printed documents produced in Europe before 1500 are known as incunabula.

This page is from a 1482 book titled Polychronicon.
The oldest book in the UTEP Library was printed by another Hertzog: Johannes Hertzog, who worked in Venice in the late fifteenth century. It was a gift from Hertzog’s old professor, Porter Garnett. The condition of the text block is pretty good; maybe because the book is a collection of sermons in Latin.

Like the page from Caxton, this one has note in the margin, including a manicule.

Sermones quadregesimales de vitis. 1496
Hertzog collected examples of the work of early printers and book designers.

Aldus Manutius was a fifteenth-century printer credited with developing italic type. His famous printer’s mark was known as the anchor and dolphin. His books are often referred to as from the Aldine Press. The UTEP Library has three books printed by Manutius.
Some books on typefaces include information about the designer.
Many books from the Hertzog Collection are in current exhibit, including this one by Frederick Goudy.
Some books are promotional items for manufacturers.
BAUER BETON

LIGHT
MEDIUM
BOLD
EXTRABOLD
MEDIUM CONDENSED
BOLD CONDENSED
OPEN
CALEDONIA

A new printing type

1939

Linotype
THE NOBLEST ROMAN
A HISTORY OF THE CENTAUR
TYPES OF BRUCE ROGERS
BY JERRY KELLY & MISHA BELETSKY
DAVID R. GODINE • PUBLISHER
The Hertzog Collection includes many books about typography and book design.
Books about constructing books are available in the Hertzog Collection.
Books in the Hertzog Collection do not circulate, so you cannot check them out. However, the UTEP Library has at least 66 books in the MAIN stacks with the subject heading “Graphic Design (typography)”

To find books in the MAIN stacks about individual fonts or typefaces, try using subject headings of “Printing—Specimens” or “Type and type-founding.” You can also try keyword searches for the names of specific fonts.

If you wish to check out a book during the partial closure due to the pandemic, please request it at the Request a Book on the Library Home Page.
Thank you!

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