

University of Delaware Library Associates

cordially invites you to

“Will H. Bradley, An American Artist: Selections from the Gordon A. Pfeiffer Collection” Program and Exhibition

Wednesday, September 30, 2015

4:30 p.m.

Reading Room, Morris Library
University of Delaware

All guests are invited to a reception that follows.

This lecture celebrates the exhibition, “Will H. Bradley, An American Artist: Selections from the Gordon A. Pfeiffer Collection,” which will be on view through Friday, December 18, 2015, in the Special Collections Exhibition Gallery, Second Floor, Morris Library.

RSVP by Thursday,
September 10, 2015, via email at
librarysvp@winsor.lib.udel.edu
or call 302-831-2231
Remarks begin at 4:35 p.m.

Parking validation will be provided upon leaving
the Morris Library for the Trabant University
Center Garage on Main Street, the Perkins Center
Garage on Academy Street or the Visitors’
Lot #41 on South College Avenue.



About Will Bradley

Will Bradley established the Wayside Press at which he served as illustrator, editor, typographer, designer and press manager for *Bradley: His Book*. After illness at 28, Bradley sold the Wayside Press and worked as a consultant for American Type Founders and as editor for *Collier's Weekly*. His later work included children's books. He also published *Will Bradley: His Chap Book* in 1954. He won the highest honor for graphic designers, the AIGA award, in 1954. He was an avid artist and designer until he died at 94 in 1962.

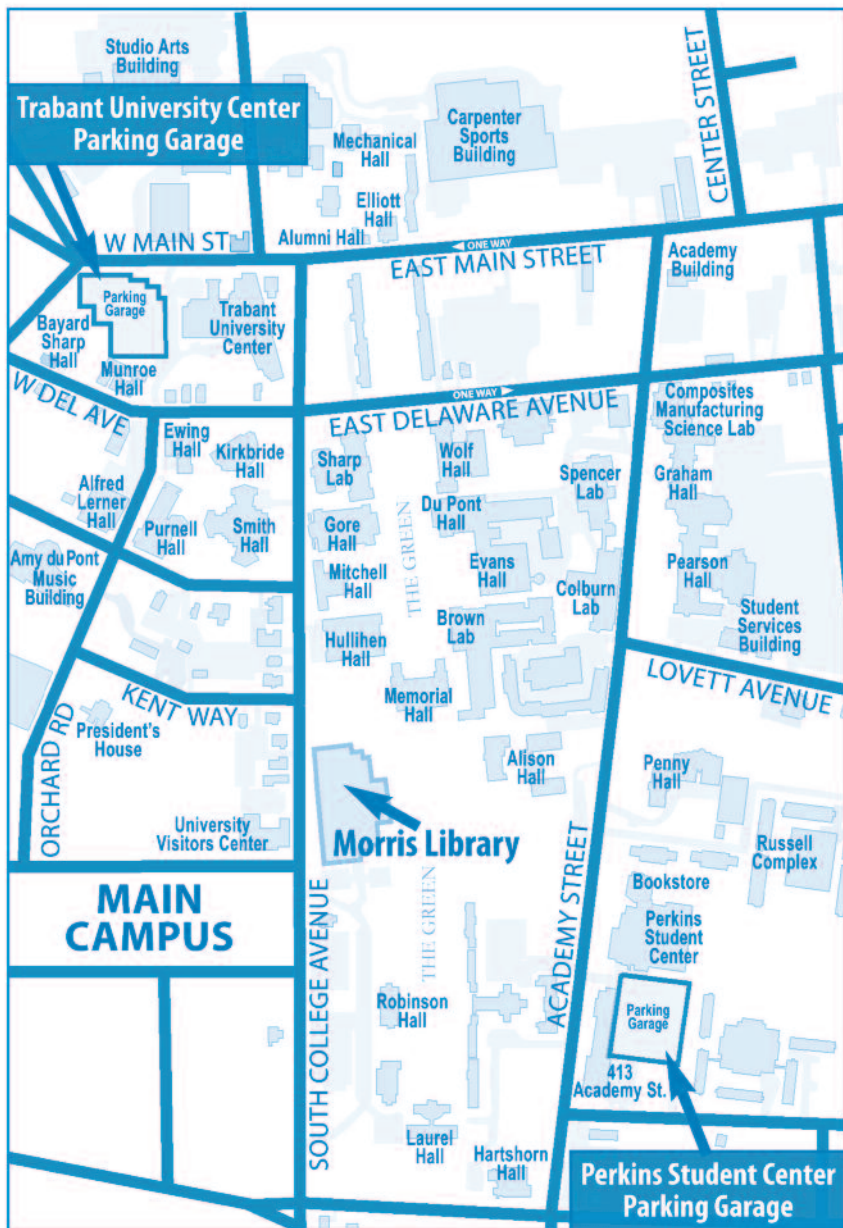
About Gordon A. Pfeiffer

Gordon A. Pfeiffer, Class of 1956, generously contributed his outstanding Will H. Bradley Collection to the University of Delaware Library. Gordon Pfeiffer is a respected bibliophile and his dedication to collecting Will Bradley is known throughout the antiquarian book world.

Pfeiffer retired as Senior Vice President from Mellon Bank. He and his wife, Suzanne, have been members of the University of Delaware Library Associates since 1977. Over the years, Pfeiffer has been extremely active in the University of Delaware Library Associates. His service includes President from 1982-1985, as a member of the Board of Directors from 1979 to the present and as a member of numerous committees. On June 2, 2012, Gordon Pfeiffer was honored for his accomplishments with induction into the University of Delaware Wall Of Fame.

About Paul Shaw

Paul Shaw teaches calligraphy and typography at Parsons School of Design and the history of graphic design and history of type at the School of Visual Arts in New York City. He has been a calligrapher for over 40 years, specializing in commercial work including script work for Campbell Soup, Avon, Clairol and Lord & Taylor. He is co-director of Legacy of Letters in New York City. He is the author of *Letterforms* (1986) and a *Black Letter Primer* (1981). He is completing a book on script typefaces.



Directions to Trabant University Center Garage

From the north: I-95 South to Delaware Exit 1-B, Route 896 North, and continue north on South College Avenue past the Bob Carpenter Sports/Convocation Center, the Delaware Stadium and the Field House until you reach central campus. Continue straight on South College Avenue past the Trabant University Center on the left. Turn left at the light onto Main Street and the Trabant University Center Garage will be on your left and after the Trabant University Center. The Morris Library is located at 181 S. College Avenue and the entrance is on The Green.

From the south: I-95 north to Maryland Exit 109B, Route 279 North (also called Route 2). Proceed on this road, which becomes Elkton Road, into Newark. Turn right onto West Park Place to South College Avenue. Make a left onto South College Avenue, continue on South College Avenue going past the Trabant University Center on the left. Turn left at the light onto Main Street and the Trabant University Center Garage will be on your left and after the Trabant University Center. The Morris Library is located at 181 S. College Avenue and the entrance is on The Green.

Directions to the Perkins Student Center Garage

From the north: I-95 South to Delaware Exit 1-B, Route 896 North, and continue north on South College Avenue past the Bob Carpenter Sports/Convocation Center, the Delaware Stadium, and the Field House until you reach Park Place Road. Turn right onto Park Place Road and then left onto Academy Street. The Perkins Student Center Garage is located at the intersection of Academy and Courtney Streets, adjacent to the Perkins Student Center. The Morris Library is located at 181 S. College Avenue and the entrance is on The Green.

From the south: I-95 North to Maryland Exit 109B, Route 279 North (also called Route 2). Proceed on this road, which becomes Elkton Road, into Newark. Turn right onto West Park Place and follow that road until you come to Academy Street. Make a left onto Academy Street. The Perkins Student Center Garage is located at the intersection of Academy and Courtney Streets, adjacent to the Perkins Student Center. The Morris Library is located at 181 S. College Avenue and the entrance is on The Green.