

# University of Delaware Library Associates Invites You To Attend

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

### Program and Exhibition followed by a Reception

**Wednesday, September 30, 2015**

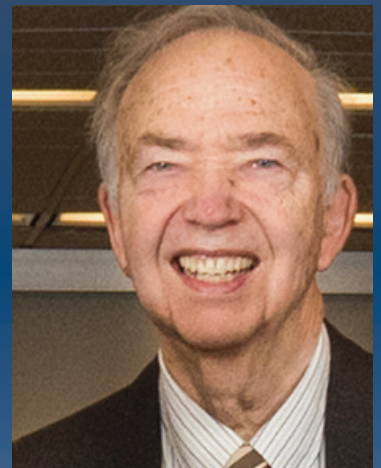
at 4:30 p.m. in the Reading Room  
First Floor of the University of Delaware Morris Library  
Newark, Delaware

#### Speakers will include

- **Gordon A. Pfeiffer, Past President of the University of Delaware Library Associates and founder of the Delaware Bibliophiles**
- **Paul Shaw, noted calligrapher and historian of graphic design**

**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 the age of 94 in 1962.

**Gordon A. Pfeiffer**, Class of 1956, has 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 through the antiquarian book world,” said Susan Brynteson, Vice Provost and May Morris University Librarian. “The University of Delaware Library is honored to be the home of his Will Bradley collection.” Gordon Pfeiffer retired as Senior Vice President from Mellon Bank. Gordon and his wife, Suzanne, have been members of the University of Delaware Library Associates since 1977. Over the years, Gordon 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.



Gordon A. Pfeiffer

**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.



Paul Shaw

Mark your calendars! The printed invitation will be mailed in August, 2015. All members of the University of Delaware Library Associates will be sent the invitation. Other interested persons may send an email message to [UDLA@udel.edu](mailto:UDLA@udel.edu) or call Library Administration at 302-831-2231 to request a printed invitation. This event is open to the public.

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



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