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Guide to the Primavera Records 1975-2006



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Descriptive Summary

Identifier	ICU.SPCL.PRIMAVERA
Title	Primavera. Records
Date	1975-2006
Size	17.5 linear feet (18 boxes)
Repository	Special Collections Research Center University of Chicago Library 1100 East 57th Street Chicago, Illinois 60637 U.S.A.

Abstract This collection contains records, correspondence, submissions, marketing materials, proofs, layouts, and published volumes of the literary magazine, Primavera, dating from 1975 to 2006. Founded in 1975, Primavera was originally associated with the University of Chicago's Feminist Organization. The magazine eventually disassociated from the organization and then from the University, but continued to publish "fiction and poetry that reflect the experiences of women," operating under the auspices of Moveable Type, Inc. and funded through subscriptions and grants.

Information on Use

Access

Series VII contains recommendation letters for members of Primavera staff, which are restricted for 50 years from date of creation, and subscriber addresses, which are restricted for 30 years. The rest of the collection is open.

Citation

When quoting material from this collection, the preferred citation is: Primavera. Records, [Box #, Folder #], Special Collections Research Center, University of Chicago Library.

Historical Note

Primavera was a feminist literary magazine founded at the University of Chicago in 1975. It was conceived of by Janet Ruth Heller, Celia Josephson, and Deborah Gordon Fisher, and was proposed at the first meeting of the University of Chicago Feminist Organization. The intention was to give women an outlet for their creative work and also to counterbalance another campus publication, Wild Onions, which at the time published work mainly by men. The magazine had several unique attributes from its inception, particularly the invitation extended to all contributing authors and artists to sit on its editorial board, and the commitment to providing feedback for manuscripts that were not selected for publication. These practices could not be sustained for the life of the magazine, however, and by Issue 8 it was operating with a 6-person

editorial board. In the mid-1980s the policy of returning all manuscripts with feedback was modified and authors given the option to request comments on their work.

Initially a student organization, the magazine received funding from the University, though that had to be supplemented by grants and loans to cover printing costs. In the 1980s Primavera began to have difficulty in continuing to secure University funding due to their women-only acceptance policy, though it remained affiliated with the University of Chicago until 1990. When the magazine went its own way, a nonprofit corporation was established (Moveable Type, Inc.), under whose auspices operations continued. It was around this time that Primavera began accepting submissions from men, though the focus remained on the lives and experiences of women.

Primavera came into being among many similar publications, among them *Black Maria*, *Calyx*, and *Sing, Heavenly Muse!* While these were all in some sense women's literary journals, they varied in focus. Primavera is notable for its lack of political content; very few essays were published, and the editorial focus was on the artistic merit of the pieces selected. The magazine was more concerned with reflecting the experiences of women than with encouraging activism or overt political messaging. The women reflected in its pages were often older than the demographic reflected by many feminist magazines, were more likely to come from the Midwest (or other areas besides the Northeast and West Coast, which were well represented in the mainstream feminist movement and its associated publications), and there was less of an emphasis on lesbian issues or experiences in Primavera than in some journals.

Issues for the feminist movement at large were also issues for Primavera. That Primavera was a Midwestern magazine placed it somewhat outside the (largely coastal) mainstream of the feminist movement. There was some initial difficulty in getting the magazine reviewed in *Ms.*, which the editors may have felt had to do with the differing values, experiences, and needs of women in large coastal cities and women in the Midwest and south.

The magazine was the recipient of multiple Illinois Arts Council grants and literary awards, awards from Chicago Women in Publishing, and a Puffin Foundation grant used to translate poems by women from around the world. Notable authors who appeared in its pages include Louise Erdrich, 1997 Pulitzer Prize winner Lisel Mueller, Pamela Gemin, Michael Lee West, Diane Seuss, Lori Ostlund, and Chitra Divakaruni.

Members of Primavera's editorial board undertook other publishing-related work as well. In 1986 designer Lisa Grayson and editor Ruth Young worked on a side project preparing and publishing a booklet of early poems by Margaret Pearce Rummel, entitled *The Other Side of the Hill*. Grayson also work as a designer for other periodicals.

Scope Note

The Primavera Records are organized into eight series: Series I: Administrative; Series II: Content and Design; Series III: Magazines; Series IV: The Other Side of the Hill; Series V: Photographs; Series VI: Oversize; and Series VII: Restricted. The collection contains records, correspondence, submissions, marketing materials, proofs, layouts, and published volumes of the literary magazine. Materials date from 1975 to 2006. The records document some of the financial and legal matters surrounding the running of a non-profit literary magazine, sources of grant funding, and include several folders of reviews and press mentions. There is a considerable amount of advertising and promotional material, including Primavera ad copy in various stages of creation and pieces of copy from outside advertisers. Much of the collection comprises accepted manuscripts (often accompanied by notes from the editorial board and ensuing correspondence with the author) and proofs. Series VI contains complete sets of paste-ups (layouts) for several issues and a set of (layout) flats with printer negatives for Vol. 1.

Included in the collection is a complete run of the published magazine with the exception of Vol. 9.

Related Resources

The following related resources are located in the Department of Special Collections:

<http://www.lib.uchicago.edu/e/spcl/select.html>

Subject Headings

- University of Chicago
- Poetry, Modern -- 20th century -- Periodicals
- Feminism
- Literature -- Women authors
- Small Presses -- Periodicals

INVENTORY

Series I: Administrative

Series I contains materials relating to the non-editorial operation of the magazine, its history and reception in the press, and correspondence (except manuscript acceptances). The series is arranged by type of material: internal correspondence and memos, meeting minutes, personal/ contributor and business correspondence, promotional materials, ad copy, budgets, grant materials, reviews, and articles about the magazine and about feminist publications generally. There are a few items of personal ephemera, presumably from members of the editorial board, at the end of the series.

Box 1

Folder 1

Correspondence and Notes – Internal, 1976-1983, undated

Box 1

Folder 2

Correspondence -- Personal/Author, 1977-1995

Box 1

Folder 3

Correspondence -- Personal/Author, 1995-2005, undated

Box 1

Folder 4

Correspondence – Business, 1976-2004, undated

Box 1

Folder 5

Instructions and Memoranda, 1976, undated

Box 1

Folder 6

Artist Contacts, 1978-1995, undated

Box 1

Folder 7

Minutes, October Meetings, 1980

Box 1

Folder 8

Subscription/Circulation, 1979-2002, undated

Box 1

Folder 9

Periodical Directories and Lists, 1976-2006, undated

Box 1

Folder 10

Mailing Lists, undated

Box 1

Folder 11

Faxon Subscription Services, 1989-2001, undated

Box 1

Folder 12

Inland Distribution, 1992-1996

Box 1

Folder 13

Copyright Registration, 1973-2000

Box 1

Folder 14

ISBN/ISSN/Library of Congress, 1975-1976

Box 1

Folder 15

Moveable Type, Inc, 1990-1997

Box 2

Folder 1

Financial Records, 1975-1982

Box 2

Folder 2

Financial Records, 1982-1993

Box 2

Folder 3

University Financial Reports, 1988-1989

Box 2

Folder 4

Printing Estimates/Expenses, 1980-2002

Box 2

Folder 5

Bookstore Distribution, 1976-1980

Box 2

Folder 6

Press Mentions and Announcements, 1975-1990

Box 2

Folder 7

Reviews, 1975-1990

Box 2

Folder 8

Review Solicitations, 1981-2005

Box 2

Folder 9

Council of Literary Magazines and Presses, 1976-1991

Box 2

Folder 10

Chicago Women in Publishing Awards, 1978, 1982, 1985, undated

Box 2

Folder 11

Judges' Scores, circa 1978

Box 2

Folder 12

Illinois Arts Council, Literary Awards, 1984-1988

Box 2

Folder 13

Illinois Arts Council Guidelines, 1987, 1994-1997

Box 2

Folder 14

Financial Records for Illinois Arts Council, 1985-1987

Box 3

Folder 1

Illinois Arts Council Award and Grant Applications, 1990-1997, undated

Box 3

Folder 2

Pushcart Prize Nominations, 1991-2000

Box 3

Folder 3

Puffin Foundation Grant, 1993-2002

Box 3

Folder 4

Miscellaneous Grant-Related, 1977-1986, undated

Box 3

Folder 5

Promotion Materials, 1974-2000

Box 3

Folder 6

Poetry Readings, 1974-1981, undated

Box 3

Folder 7

Ad Rates and Revenues, 1977-circa1980

Box 3

Folder 8

Ad Copy and Pieces, 1976, undated

Box 3

Folder 9

Exchange Advertising, 1977-1986

Box 3

Folder 10

Exchange Ad Possibilities, 1978

Box 3

Folder 11

Primavera Outside Advertising, 1977-2002, undated

Box 3

Folder 12

Primavera Ad Copy and Art, undated

Box 3

Folder 13

Defective Primavera Copy, undated

Box 4

Folder 1

Ad Copy/Layouts, 1978-1979, undated

Box 4

Folder 2

Ad Pages, Galleys, circa 1979

Box 4

Folder 3

Primavera Ad Designs and Copy, undated

Box 4

Folder 4

Primavera Ad Layouts and Negatives, 1981

Box 4

Folder 5

Primavera Envelope Design and Negatives, undated

Box 4

Folder 6

Primavera Forms, Stationery, Brochures, undated

Box 4

Folder 7

Contributor Form Letters, 1978-1999

Box 4

Folder 8

Copy Exchanges, 1993-1995

Box 4

Folder 9

Ms. Magazine, 1978

Box 4

Folder 10

Small Press Review, 1979

Box 4

Folder 11

So to Speak Magazine, 1995-1996

Box 4

Folder 12

Staff Applications, CVs, Resumes, 1978-1994, undated

Box 4

Folder 13

Miscellaneous Clippings, Brochures, Newsletters, 1976-1998, undated

Box 4

Folder 14

Martha Selby/South Asian Studies Related, 1994-1999

Box 4

Folder 15

Party Sign, circa 1978

Box 4

Folder 16

Apartment Blueprint, 1983

Box 4

Folder 17

Convocation Program, 1984

Series II: Content and Design

Series II contains manuscript acceptances (including, in most cases, notes made by the editorial board about the pieces accepted), typescripts with printer's notes, proofs and galleys, and layouts. These are grouped by issue and arranged chronologically.

Box 5

Folder 1

Vol. 3 Contents, Contributor Bio, 1977

Box 5

Folder 2

Vol. 4 Contents, 1978

Box 5

Folder 3

Vol. 5 Corrections, 1979

Box 5

Folder 4

Vol. 6/7 Artwork, 1981

Box 5

Folder 5

Vol. 6/7 Rights Releases, 1979-1981

Box 5

Folder 6

Vol. 8 Rights Releases, 1981-1983

Box 5

Folder 7

Vol. 8 Page Layouts, 1983

Box 5

Folder 8

Vol. 8 Tear Sheets, 1983

Box 5

Folder 9

Vol. 9 Galleys, 1984

Box 5

Folder 10

Vol. 10 Rights Releases, 1985-1986

Box 5

Folder 11

Vol. 10 Typescript with Printer's Notes, 1986

Box 5

Folder 12

Vol. 10 Proofs, 1986

Box 5

Folder 13

Vol. 10 Proofs and Galleys, 1986

Box 5

Folder 14

Vol. 11/12 Accepted Submissions with Printer's Notes, 1988

Box 5

Folder 15

Vol. 11/12 Proofs, 1988

Box 5

Folder 16

Vol. 11/12 Galleys. 1988

Box 6

Folder 1

Vol. 11/12 Proofs, 1988

Box 6

Folder 2

Vol. 11/12 Blueline Proof, 1988

Box 6

Folder 3

Vol. 13 Acceptances, Releases, Bios, 1989

Box 6

Folder 4

Vol. 13 Manuscripts with Printer's Notes, 1989

Box 6

Folder 5

Vol. 13 Proofs, 1989

Box 6

Folder 6

Vol. 13 Proofs (Glossy), 1989

Box 6

Folder 7

Vol. 13 Galleys, 1989

Box 6

Folder 8

Vol. 13 Cover, 1989

Box 6

Folder 9

Vol. 14/15 Acceptances, Releases, Proofs (Babb-Burnham), 1989-1991

Box 6

Folder 10

Vol. 14/15 Acceptances, Releases, Proofs (Christman-Collins), 1989-1991

Box 7

Folder 1

Vol. 14/15 Acceptances, Releases, Proofs (Davis-Liatsos), 1989-1991

Box 7

Folder 2

Vol. 14/15 Acceptances, Releases, Proofs (Lindsay-Sundahl), 1989-1991

Box 7

Folder 3

Vol. 14/15 Contents, 1991

Box 7

Folder 4

Vol. 14/15 Ad, Folder, 1991

Box 7

Folder 5

Vol. 18/19 Acceptances and Releases, 1993-1994

Box 7

Folder 6

Vol. 18/19 Acceptances and Releases, 1994-1995

Box 7

Folder 7

Vol. 18/19 Editor's Note, Acceptances Chart, 1995

Box 7
Folder 8
Vol. 18/19 Proofs, 1995
Box 8
Folder 1
Vol. 20 Artwork, 1995
Box 8
Folder 2
Vol. 21 Contents and Editors' Note, 1998
Box 8
Folder 3
Vol. 23 Proofs 2000
Box 8
Folder 4
Vol. 26 Contents and Acceptances Chart, 2003
Box 8
Folder 5
Vol. 27/28 Acceptances Chart, 2005
Box 8
Folder 6
Vol. 27/28 Proofs, 2005
Box 8
Folder 7
Vol. 29 Acceptances, 2004-2005
Box 8
Folder 8
Vol. 29 Acceptances, 2005
Box 8
Folder 9
Vol. 29 Acceptances, 2005-2006
Box 8
Folder 10
Vol. 29 Releases, 2004-2006
Box 8
Folder 11
Vol. 29 Contents and Acceptance Chart, 2006
Box 8
Folder 12
Vol. 29 Front Matter, 2006
Box 8
Folder 13
Vol. 29 Proofs, 2006
Box 9
Folder 1
Unpublished Acceptances, 2002-2003
Box 9

Folder 2

Unpublished Acceptances, 2005-2006

Box 9

Folder 3

Rejections with Comments, 1989-2004, undated

Box 9

Folder 4

Letter and Border Transfers, undated

Series III: Magazines

Series III contains a complete published run of Primavera, with the exception of Vol. 9.

Box 9

Folder 5

Primavera Vol. 1, 1975

Box 9

Folder 6

Primavera Vol. 2, 1976

Box 9

Folder 7

Primavera Vol. 3, 1977

Box 9

Folder 8

Primavera Vol. 4, 1978

Box 9

Folder 9

Primavera Vol. 5, 6/7, 1979, 1981

Box 10

Folder 1

Primavera Vol. 8, 10, 11/12, 1983, 1986, 1988

Box 10

Folder 2

Primavera Vol. 13, 14/15, 16/17, 18/19, 1989, 1991, 1993, 1995

Box 10

Folder 3

Primavera Vol. 20, 21, 22, 23, 1996-2000

Box 10

Folder 4

Primavera Vol. 24/25, 26, 27/28, 29, 2002-2006

Series IV: The Other Side of the Hill

Series IV contains materials related to the publication of a book of poems by Margaret Pearce Rummel, undertaken at the behest of her son by Primavera editor Ruth Young and designer Lisa Grayson.

Box 10

Folder 5

The Other Side of the Hill, Correspondence, 1986

Box 10

Folder 6

The Other Side of the Hill, Typescript with Printer's Marks, 1986

Box 10

Folder 7

The Other Side of the Hill, Proofs and Pieces, 1986

Box 10

Folder 8

The Other Side of the Hill, Published Copies, 1986

Series V, Photographs

Series V contains snapshots of Primavera staff members at a gathering in the late 1970s or early 1980s, several photo collages of contributors to issue 6/7, photographs submitted to the magazine, and photographs related to the Other Side of the Hill project.

Box 11

Folder 1

Snapshots, undated

Box 11

Folder 2

Photo Collages for Vol. 6/7, circa 1981

Box 11

Folder 3

Vol. 18/19, Photographs, 1994, undated

Box 11

Folder 4

Card with Photo, 2005

Box 11

Folder 5

The Other Side of the Hill, Photographs, 1921, 1926, 1935, 1941, undated

Series VI: Oversized

Series VI contains oversized paste-ups, dummies, and other layouts for Primavera, and layouts for The Other Side of the Hill and Health and Medicine, both designed by Lisa Grayson. Primavera materials are arranged chronologically with the exception of vol. 1 and vol. 9, which are separated due to size.

Box 12

Folder 1

Primavera Vol. 2 Cover Flats, 1976

Box 12

Folder 2

Primavera Vol. 3 Ad Layout, 1977

Box 12

Folder 3

Primavera Vol. 4 Artwork, 1978

Box 12

Folder 4

Primavera Vol. 4 Layout, 1978

Box 12

Folder 4

Primavera Vol. 4 Layout, 1978

Box 13

Folder 1

Primavera Vol. 5 Layout, 1979

Box 13

Folder 2

Primavera Vol. 5 Layout, 1979

Box 13

Folder 3

Primavera Vol. 6/7 Layout, 1981

Box 13

Folder 4

Artwork, 1982, undated

Box 13

Folder 5

Chicago Women in Publishing Award, 1985

Box 14

Folder 1

Primavera Vol. 10 Layout, 1986

Box 14

Folder 2

Primavera Vol. 18/19 Cover Mock-up, 1995

Box 14

Folder 3

Primavera Ads (Layout), undated

Box 15

Folder 1

Primavera Vol. 1 Flats (Layout), 1975

Box 15

Folder 2

Primavera Vol. 9 Layout, 1985

Box 16

Folder 1

The Other Side of the Hill Layout, 1986

Box 16

Folder 2

The Other Side of the Hill Layout, 1986

Box 16

Folder 3

Health and Medicine Vol. 4, No. 1 Layout, 1987

Series VII: Restricted

Series VII contains recommendation letters for members of Primavera staff, which are restricted for 50 years from date of creation, and a box of subscriber records on note cards, which are restricted for 30 years.

Box 17

Folder 1

Recommendations for Primavera Staff, 1988-2003

Box 18

Note cards bearing subscriber addresses and purchase records, 1977-1999.