

“Mt. Equinox, Winter”

Very Rare Vintage Circa 1933-38 Large Version OOP (Long Out-of-Print) Color Halftone Offset (“*Deeptone Process*”) Lithograph titled “Mt. Equinox, Winter” (Vermont, AKA “*Mount Equinox, Winter*”), after the original 1921 painting by the famous listed painter, printmaker & illustrator ‘Rockwell Kent’ (American, 1882-1971), whose printed signature, location & date, ‘Rockwell Kent – Vermont - 1921’, appears lower right in the image corner. The size with wide margins is 25” x 30”, Image size is 20-3/4” x 26-1/4”.

The Print was copyrighted & published by Rockwell Kent himself and the print info appears lower middle in the outer margin area just beneath the image, ‘Mt. Equinox, Winter, From Original in the Art Institute, Chicago. Copyright by Rockwell Kent. Published by Rockwell Kent, Ausable Forks, New York. Printed by Donnelley Deeptone Process at the Lakeside Press.’ (*for: R.R. Donnelley & Sons Company, Chicago, IL*).

“In 1932 RR Donnelley engineers pioneered advances in offset lithography to improve halftone plates. Later that year, the company acquired exclusive rights to a patent for a lithographic halftone etching method that utilized a sensitized photographic plate. This led to RR Donnelley's patented Deeptone process, one of its most important trademarks of that period. Deeptone plates enabled coated papers to be printed with finer screens, which made for better tonal values and more faithful reproductions, especially large-format illustrations and photographs.” (From: lib.uchicago.edu).

R.R. Donnelley published a pamphlet that featured “Mt. Equinox, Winter” as one of their newest prints done by the Deeptone Process, called *Specimen of a New Technique In Offset Lithography*, by R.R. Donnelley & Sons Co. (The Lakeside Press), Chicago, c1933-36, and the statement in the pamphlet regarding the painting stated about the image, “*Mount Equinox, one of the Green Mountain range of Vermont, by Rockwell Kent, a well known American painter and graphic artist born in 1882, was painted in 1921. The mysticism and grandeur of the landscape, the swift play of line and color, enhanced as they are by the motion of the running deer, add to the crisp exhilaration of the scene suggested by the sharp shadows on hills and forests and clear blue winter sky overhead.*”

Rockwell Kent even made a statement in 1933 regarding the Donnelley Deeptone Process used for the book *Rockwellkentiana: Few Words and Many Pictures*, which incidentally also featured the “Mt. Equinox Winter” painting, “*This book of reproductions of an artist's work is, as a book, itself SPECIMEN of that work. It should bear his signature - and shall. Yet he may not thus lay claim to it without acknowledging however reluctantly, that perhaps its best qualities are the work of its makers, THE LAKESIDE PRESS, nor without confessing that where his own hand as a book designer faltered it was sustained and steadied by The Lakeside Press's William Kittredge - without confessing that and thanking him. No work of art, no matter how robust its qualities can bear bad reproduction. No artist tolerates it. Seeking, for the pictures of this book, the best*

available process of reproduction, that known as the Donnelly Deeptone Process was chosen. It was a new technique in offset lithography and, by its nature, offered itself impartially to the reproduction, either in color or in black and white, of those varied media - painting, drawing, wood engraving, and lithography - which were to be represented in the book, and promised to reproduce, without the sacrifice of clarity and brilliance, those subtler values which were essential to the pictures.” —Rockwell Kent.

From research, Rockwell Kent originally only published two open editions of this particular print himself (small runs, I believe less than 1500 prints each [not numbered]); First edition was circa 1933-34, and the 2nd edition was ordered in February of 1938 by Kent himself for Raymond & Raymond, Inc., NYC who became exclusive distributors of this particular print for Kent, and they sold them for \$10- each back in the day.

(Written by Mark Strong of Meibohm Fine Arts, Inc., East Aurora, NY, meibohmfinearts.com, sources: Furnished upon request.)