Aldus and the making of the myth (**): what Aldus really did

1. Was Aldus the first printer to employ:

a. the modernly-shaped comma
- ***Yes, with a slight qualification***

b. the semi-colon?
- ***Yes, officially in De Aeta***

c. a paragraph indent?
- ***Yes, with some hedging***

d. a modern Roman type?
- ***No, but nevertheless***

2. Was Aldus the first printer to use:

a. quotation marks?
- ***Yes, with an element of qualification***

b. an apostrophe in a modern language?
- ***Yes***

c. accented characters?
- ***Yes, obviously excluding Greek, which furnished the model***

d. a differently-shaped sheet?
- ***Yes, mostly***

3. Was Aldus the first to print:

a. books in octavo format?
- ***No, but with a tiny bit of Yes***

b. in Greek?
- ***No***

c. in an Italic?
- ***Yes, totally so***

d. an errata slip?
- ***Yes, seemingly***

e. an instruction to the binder?
- ***Yes, maybe***

f. the Bible in Greek
- ***No***

g. to publish an indecent picture?
- ***Yes***

4. Was Aldus the first to publish:

a. a work in multiple volumes?
- ***Yes, plausibly***

b. a series?
- ***Yes, by general consensus***

c. a book with printed pagination?
- ***Yes***

d. a paged index?
- ***Yes***

e. a catalogue?
- ***In a sense, Yes***

5. Was Aldus the first [printer]:

a. to arrange the text on a page in cul-de-lamp and other fancy shapes?
- ***Yes***

b. to have a separate run on large paper?
- ***Yes***

c. to have a separate run on blue paper?
- ***Yes***

d. to produce a bilingual o polyglot text?
- ***No, not really***

e. to compare manuscripts and provide a critical apparatus?
- ***Yes, in an embryonic fashion***

f. to have his own binder, which introduced significant innovation in style and structure?
- ***Probably Not, but possibly Yes***

6. Did Aldus pioneer a proto-paperback revolution:

a. by publishing Latin, Greek and Italian classics in a cheap, pocket-size format?
- ***No, quite the opposite***

(**) from Harris N., "Aldus and the Making of the Myth (Or What Did Aldus Really Do", in Infelise 2016