

PRINTED & BOUND

A Newsletter for Bibliophiles

October 2015

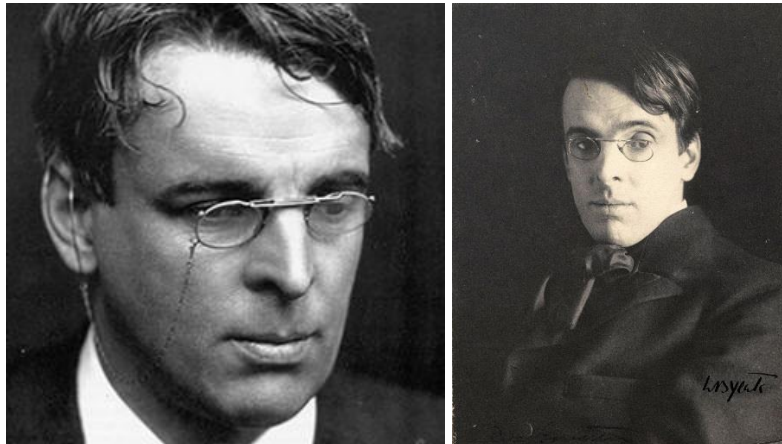
Printed & Bound focuses on the book as a collectible item and as an example of the printer's art. It provides information about the history of printing and book production, guidelines for developing a book collection, and news about book-related publications and activities.

Articles in *Printed & Bound* may be reprinted free of charge provided that full attribution is given (name and date of publication, title and author of article, and copyright information). Please request permission via email (pjarvis@nandc.com) before reprinting articles. Unless otherwise noted, all content is written by Paula Jarvis, Editor and Publisher.

Printed & Bound
Volume 2 Number 3
October 2015 Issue

© 2015 by Paula Jarvis
c/o Nolan & Cunnings, Inc.
28800 Mound Road
Warren, MI 48092

Printed & Bound is published in February, June, and October. Past issues are available in the "Newsletters" section of The Book Club of Detroit website: www.bookclubofdetroit.org.



William Butler Yeats, born 150 years ago. (Photo above right taken by Alice Boughton [1866-1943], probably on December 22, 1903.)

CELEBRATING W. B. YEATS

This year fans of William Butler Yeats (1865-1939) are celebrating the 150th anniversary of the birth of the beloved Irish poet, playwright, and cultural leader. Born in Dublin, Ireland, on June 13, 1865, Yeats was not just the author of memorable poems and plays; he was also a proponent of the Celtic Revival, which promoted Ireland's native language and traditions, and was later a senator of the Irish Free State.

Son of a well-known Irish painter (John Butler Yeats), W. B. Yeats originally studied painting but soon learned that he preferred poetry. In 1889, he met Maud Gonne (1866-1953), the beautiful Irish revolutionary. Although she married Irish nationalist Major John MacBride in 1903 (and Yeats married Bertha "Georgie" Hyde-Lees [1892-1968] in 1916), Maud Gonne remained a lifelong influence on Yeats' cultural and political activities.

In December 1923, Yeats was awarded the Nobel Prize for Literature. Because Ireland had achieved its independence shortly before he received this honor, Yeats included the following statement in many of his letters to those who congratulated him: "I consider that this honour has come to me less as an individual than as a representative of Irish literature; it is part of Europe's welcome to the Free State."

(continued on page 2)



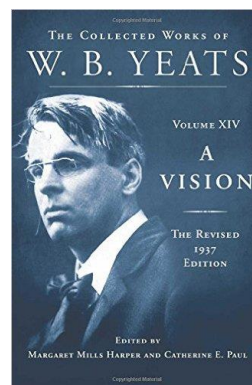
Above, left to right: poet Walter de la Mare (1873-1956), Bertha “Georgie” Yeats (1892-1968), William Butler Yeats (1865-1939), unknown woman. Photo taken during summer of 1930 by Lady Ottoline Morrell (1873-1938).

CELEBRATING W. B. YEATS (continued from page 1)

If you would like to start a collection of Yeats’ work, you might want to begin with the Macmillan *Variorum Edition of the Poem of W. B. Yeats*, published in 1957, printed on special paper produced by the Oxford Paper Company, and limited to 825 numbered copies containing the signature of Yeats on sheets signed before his death. Yeats revised his work frequently, and this volume presents the variations along with comments by the poet and others.

Another option is the new annotated edition of Volume XIV in Yeats’s collected works, published by Scribner in May of this year. First printed privately in 1925 and then substantially revised by the author in 1937, *A Vision* is now presented for the first

time in a scholarly edition. In this book, Yeats brought together his interest in the occult and mysticism to develop a philosophy that encompassed psychology, history, and the life of the soul.



❧

*But I, being poor, have
only my dreams; I
have spread my
dreams under your
feet; Tread softly
because you tread on
my dreams.*

❧ W. B. Yeats ❧



Shown above are some of the 150-plus versions of *Alice in Wonderland* that were donated to Homerton College (Cambridge, UK) by Professor Maria Nikolajeva. This is a fine example of a “single title” book collection.

TEN WAYS TO START A BOOK COLLECTION

By Paula Jarvis

Unlike J. P. Morgan, Henry E. Huntington, or A. E. Newton, not everyone has a fortune to spend on books. In reality, many bibliophiles aren't interested in collecting rare first editions, fine bindings, or 15th century volumes. Instead, the majority of book collectors are people of relatively modest means who, rather than focusing on rarity or investment value, have chosen to enrich their lives with books that reflect their personal tastes and idiosyncrasies. Here are some ways in which budget-conscious book lovers develop their collections. (See page 11 for the story of one woman's uniquely personal book collection.)

(1) SINGLE TITLE: Among the most popular kinds of books collections are those

devoted to a single title. Lewis Carroll's *Alice's Adventures in Wonderland* (sometimes shortened to *Alice in Wonderland*) is a case in point. Although most people can't afford an 1865 first edition of *Alice*, Carroll's masterpiece has been reprinted in so many editions and in so many countries during the past 150 years that the collecting possibilities are endless. Shown above are samples from a collection now housed at Homerton College at the University of Cambridge in England.

Examples of single titles that offer large and varied collecting opportunities include *A Gift from the Sea* by Anne Morrow Lindbergh, *The Rubaiyat of Omar Khayyam* in (continued on page 4)

TEN WAYS TO START A BOOK COLLECTION (continued from page 3)

the popular Edward Fitzgerald translations (or in other translations), *A Christmas Carol* by Charles Dickens, *The Catcher in the Rye* by J. D. Salinger, *Gone with the Wind* by Margaret Mitchell, *The Secret Garden* by Frances Hodgson Burnett, *The Great Gatsby* by F. Scott Fitzgerald, *Pride and Prejudice* by Jane Austen, *Moby Dick* by Herman Melville, *Walden* by Henry David Thoreau, and *To Kill a Mockingbird* by Harper Lee.

If you collect a single title, be sure to visit local bookshops when you travel to foreign countries—or ask a globe-trotting friend to do it on your behalf. French, Czech, Russian, or Japanese editions of your favorite book will be wonderful additions to your library.

(2) THEME OR SUBJECT: Perhaps the most popular theme among book collectors is Christmas books. Each holiday season, hundreds of new and old titles appear in bookstores. Classic Christmas stories (such as *The Gift of the Magi* by O. Henry and *The Night Before Christmas* by Clement Clarke Moore) often appear in new bindings with new dust jackets and illustrations. In addition, many new Christmas books may be destined for “classic” status almost immediately, so buying them when they are first published can be a smart move. Within just a few years, you will have an enviable collection of books to be read and enjoyed for years to come.

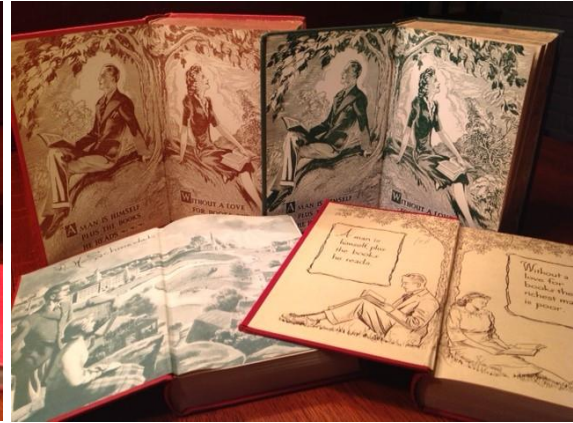
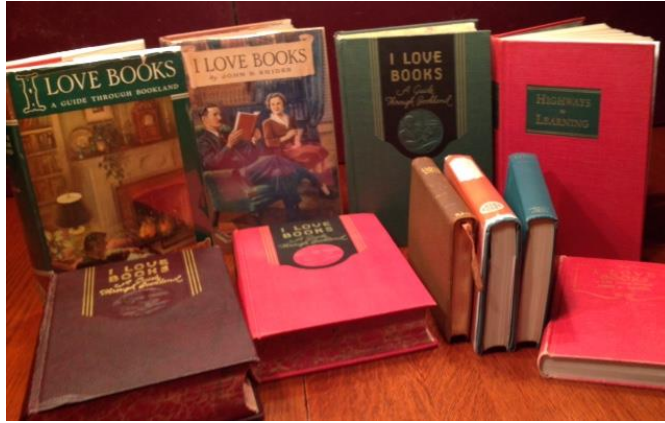
Other themes that are always popular include self-help, etiquette, and cookery books. A collection of Emily Post and Amy Vanderbilt etiquette books from various decades would provide a unique sociological insight into the changes that took place in America throughout the 20th century. As for self-help books, if you thought these were a new phenomenon,

take a look at *Self-Help*, written by Scottish author Samuel Smiles and published in 1859. You may not be able to afford a first edition, but it has been reprinted many times and spawned thousands of similar titles.

Originally published in 1896 as *The Boston Cooking-School Cook Book* by Fannie Merritt Farmer, *Fannie Farmer* dominated the American cookbook market for the first three decades of the 20th century. Then *The Joy of Cooking* by Irma Rombauer appeared and rapidly took its place. Since its introduction in the early 1930s, this popular cookbook has gone through numerous editions and remains the most referred-to book in many American kitchens. (Shown below is a photo of past editions from www.thejoykitchen.com.) Another highly collectible cookbook is the *Good Housekeeping Cookbook*. Although the magazine published a cookbook in 1903, most vintage copies date from the 1940s and are readily available online and in used-book stores.



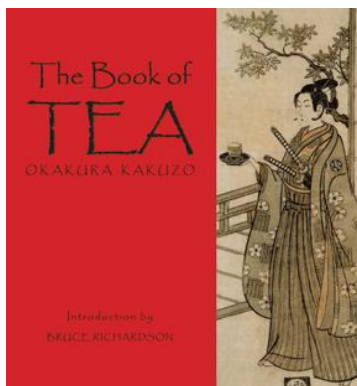
(continued on page 5)



Shown above, from the author's collection, are various editions of John D. Snider's *I Love Books: Why, What, How, and When We Should Read* (later changed to *I Love Books: A Guide Through Bookland*; also published as *Highways to Learning: A Guide Through Bookland*). First published in 1942 by the Review and Herald Publishing Association in Washington, D. C., *I Love Books* was written to overcome the disapproval of fiction fostered by Seventh-day Adventist leader Ellen White (1827-1915). Snider's delightful book, of interest to all book lovers regardless of religious affiliation, went through multiple editions and numerous printings for two decades. Modestly priced, it can be found in various sizes and bindings, both with and without dust jackets, illustrations, frontispieces, decorated endpapers, and marbled edges.

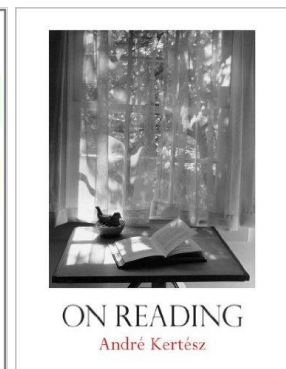
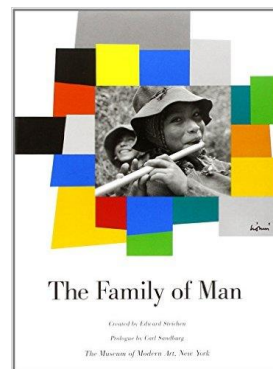
TEN WAYS TO START A BOOK COLLECTION (continued from page 4)

(3) HOBBIES: Are you fascinated by chess, photography, tea, astronomy, gardening, bird watching, Japanese flower arranging, or exotic fish? If so, you will probably begin by collecting current books that give you the information you need to pursue your pastime. Before long, however, you may find yourself buying the classic books related to your hobby and its history.



The Book of Tea by Okakura Kakuzo was first published in 1906 and can now be found in various editions and bindings. This classic

book can be the focus of a single-title collection or the starting point for a collection of books about the history of tea and tea culture and afternoon tea etiquette.



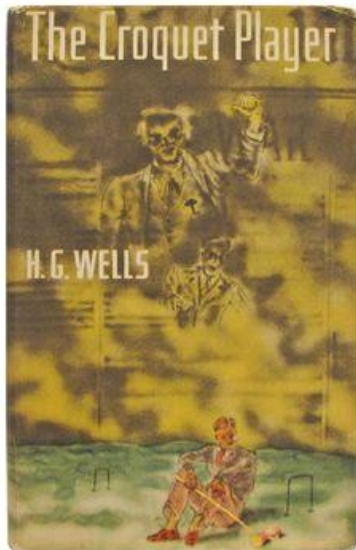
No collection of books about photography would be complete without a copy of *The Family of Man* (shown above), published in conjunction with Edward Steichen's 1955 Museum of Modern Art exhibit of the same name. Vintage copies of *The Family of Man* (continued on page 6)

TEN WAYS TO START A BOOK COLLECTION (continued from page 5)

(which is still in print) can be found in a variety of sizes and formats.

Another must-have title for a photography buff's collection is *On Reading* by André Kertész, a classic compilation of Kertész's photos of people engaged in the book lover's favorite pastime—reading.

(4) SPORTS: From archery and baseball to yachting and ziplining, every sport has its associated books. Whatever your sporting or athletic interests might be, your book collecting possibilities are endless.



Above: This 1937 horror story by H. G. Wells would be a special treat for die-hard croquet fans.

(5) SPECIAL EDITIONS: Commemorative, anniversary, annotated, and limited editions are among the special editions that attract buyers at all budget levels. Annotated editions of hundreds of books, from *Alice in Wonderland* to *Dracula* and *Frankenstein*, can form a collection in themselves. On the other hand, collectors of single titles (such as *The Adventures of Huckleberry Finn*, *Peter Pan*, *Wizard of Oz*, *Mother Goose*, *Uncle Tom's Cabin*, or *David Copperfield*) will want the annotated version of their favorite book to complete their collection.

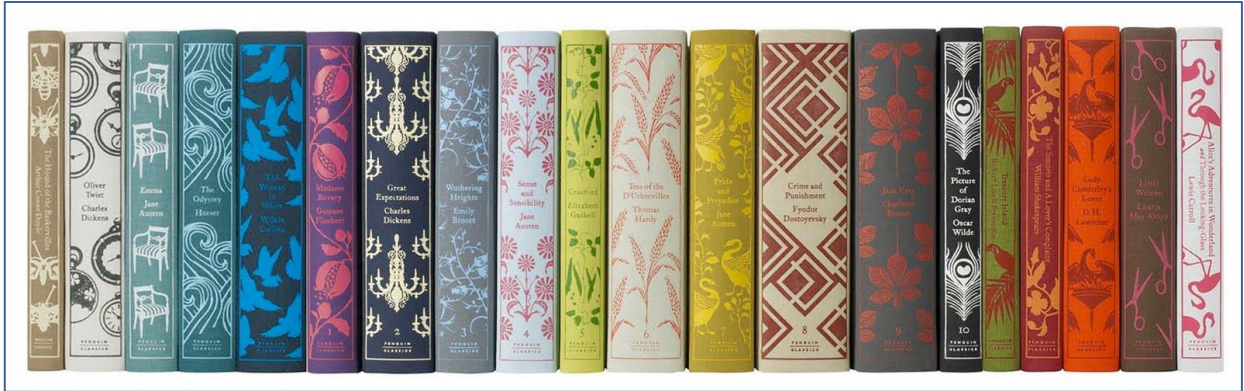
Commemorative or anniversary editions of books are sometimes annotated but more usually simply feature new introductions and a revised format or design. These may be published to commemorate a significant anniversary of the book's publication or the author's birth or death. For example, in 2016, to commemorate the 400th anniversary of Shakespeare's death, Hogarth will launch its Hogarth Shakespeare program, a series of prose retellings of Shakespeare's plays for the modern reader. These novels will be published simultaneously throughout the English-speaking world in print, digital, and audio formats.

Limited editions may be produced in very small editions (less than 100) featuring hand-set type, special paper, and luxurious bindings, or they may be published in larger editions featuring handsome but less expensive designs. The Folio Society, founded in London in 1947 and still active, publishes highly collectible limited-edition books for its members. In the United States, the Limited Editions Club produced equally desirable volumes until 2012.

(continued on page 7)



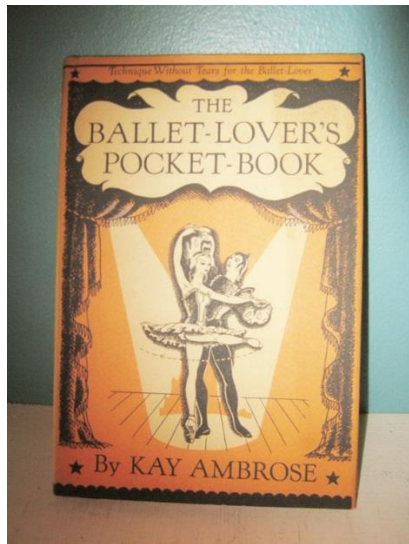
James Joyce's *Ulysses*, illustrated by Henri Matisse and published in 1935 by the Limited Editions Club.



Shown above are some of the Penguin classics designed by Coralie Bickford-Smith, Penguin’s senior cover designer.

TEN WAYS TO START A BOOK COLLECTION (continued from page 6)

(6) ARTS AND CULTURE: Books about painting, sculpture, dance, opera, drama, jazz, and symphonic music—and the leaders in all of these fields—offer a wealth of collecting opportunities. Whether your taste runs to Aboriginal art, Japanese Noh theatre, Yoruba sculptures, or New Orleans jazz, the publishing world has books designed to meet your collecting needs.

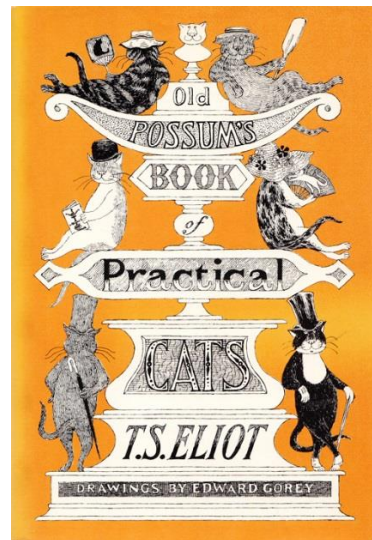


Above, *The Ballet-Lover’s Pocket-Book*, published in 1974 by Alfred A. Knopf.

(7) PRETTY BINDINGS: A book bound by the 16th century Aldine bindery in Venice or by other famous binderies in the 17th and 18th centuries can cost tens of thousands of dollars. However, many 19th and early 20th

century books have pretty bindings that please the eye and the pocketbook at the same time. More recently, publishers such as Penguin (see above) have commissioned attractive new designs for bindings that have become highly collectible.

(8) BOOK ILLUSTRATORS: Although most current books aimed at adults lack illustrations, children’s books continue to attract fans of the book illustrator’s art. Wood engraver Barry Moser, founder of the Pennyroyal Press, has gained well-deserved (continued on page 8)

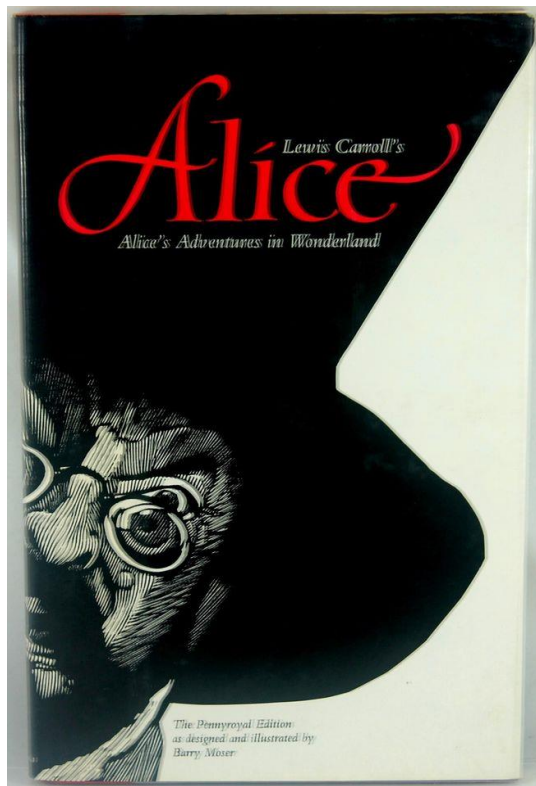


Edward Gorey’s illustrations for *Old Possum’s Book of Practical Cats* perfectly matched T. S. Eliot’s delightful poetry.

TEN WAYS TO START A BOOK COLLECTION (continued from page 7)

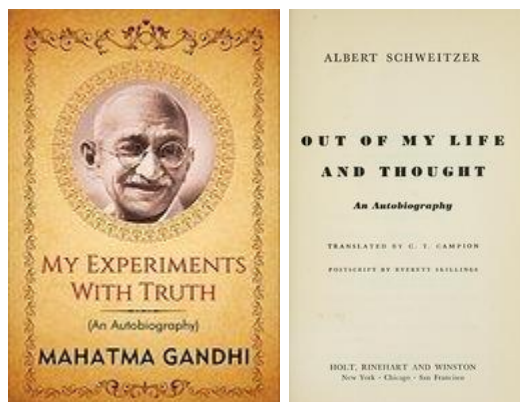
renown with books that straddle both markets. (See photo below.)

Other book illustrators to look for include John S. Goodall, Thomas Fogarty, Gustave Doré, Tasha Tudor, Fritz Kredell, and Edward Gorey (see page 7), to name just a few.



Books illustrated by wood engraver Barry Moser are highly collectible. Shown here is the cover of his Pennyroyal Press edition of *Alice's Adventures in Wonderland*. Moser also illustrated *Adventures of Huckleberry Finn* and *The Wonderful Wizard of Oz*, both of which appeal to adults as well as children.

(9) PEOPLE/PLACES/EVENTS: Military leaders, statesmen, inventors, founders of religions, favorite cities or countries, wars, shipwrecks, volcanoes and other natural disasters—major book collections have been built around all of these topics. Whether your interest is the life of Gandhi or

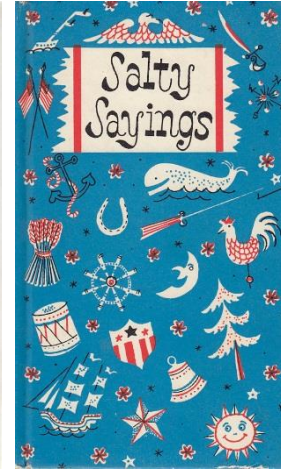
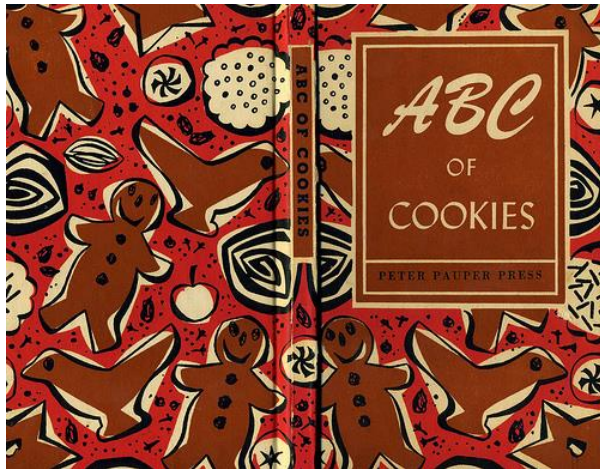


Schweitzer, the sinking of the *Titanic*, the destruction of Pompeii, or the origins of World War I, you can create a library of books that will feed your thirst for knowledge while satisfying your desire to assemble an interesting book collection.

(10) LITTLE BOOKS: Collecting miniature books is popular throughout the world. However, collecting small books that are a bit larger than “miniature” can be just as satisfying and often less expensive. Prestel Minis, Running Press Miniature Editions, Little Blue Books, and Little Leather Library volumes aren’t “miniature” by the U.S. definition* but are still pleasingly petite.



*Shown above is a selection of small (not miniature) books ranging from 3 1/4” to a little over 5” high. (A true miniature book is defined in the United States as not larger than 3” in any dimension. Elsewhere, a miniature book can be as large as 4”)



COLLECTING PETER PAUPER PRESS BOOKS

By Paula Jarvis

If you're like most book collectors, you probably have at least a few Peter Pauper Press (PPP) books on your shelves. Perhaps, when you were young, you discovered a rack of Peter Pauper Press Gift Editions for just \$1 and couldn't resist buying one or two whenever you saw them. Or perhaps a friend got you started by giving you a copy of the Peter Pauper *ABC of Casseroles* for your cookbook collection. Before you knew it, Peter Pauper Press books were scattered throughout your library in various categories—Christmas books, cooking, poetry, literature, and the always-popular “miscellaneous.”

The Peter Pauper story began in 1928 when young Peter Beilenson (1905-1962) set up a small press in the basement of his father's Larchmont, New York, home. Having previously studied with book and type designer Frederic W. Goudy and with printer William Edwin Rudge, Beilenson began his own printing career by designing and printing a small edition of J. M. Synge's *With Petrarch: Twelve Sonnets*. When the book was selected as one of the American Institute of Graphic Arts' “50 Books of the Year,” Peter Beilenson was well on his way

to becoming one of America's best-known publishers.

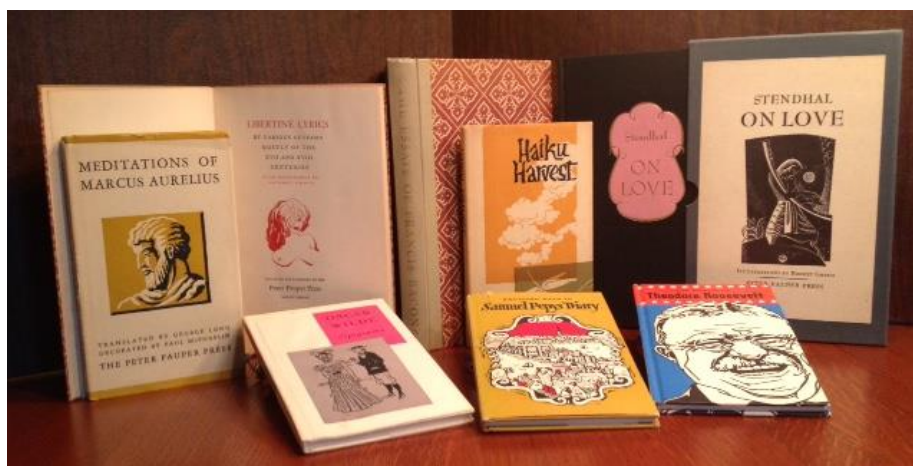
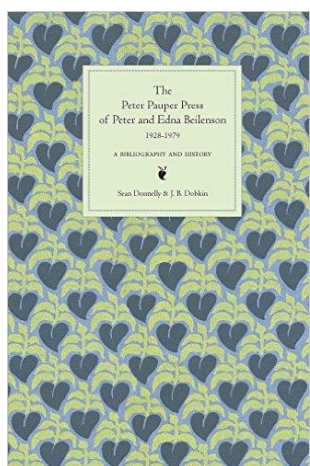
Peter married Edna Rudolph a few years later and together they built Peter Pauper Press into a publishing house that brought well-designed and lovingly printed books to the public at affordable prices. In 1949, Peter Pauper Press introduced its Gift Miniatures (17.6cm x 10cm), which sold for \$1 each. Thirteen titles in the Gift Miniature format were issued until 1951, when the format was slightly enlarged (to 18.8cm x 11.3cm or approximately 7.5 inches x 4.5 inches) and renamed Gift Editions but still priced at \$1 each. Not surprisingly, these slender books with their colorful matching bindings and dust jackets soon became best sellers. Inexpensive and collectible, they continued to be published for 30 years.

Throughout their partnership, Peter and Edna were active in many organizations dedicated to fine printing, including the American Institute of Graphic Arts (AIGA). Although best known to many people for their one-dollar Peter Pauper Press books, 69 of their other titles (many of which were *(continued on page 10)*)

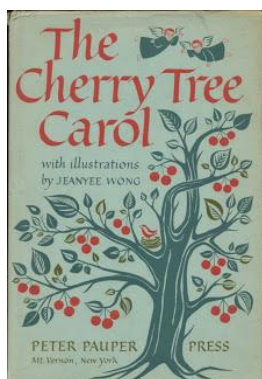
PETER PAUPER PRESS (continued from page 9)

commissioned jobs printed for other organizations or individuals) appeared on the AIGA annual list of “50 Books of the Year” between 1928 and 1959. After Peter died in 1962, Edna continued to run Peter Pauper Press. The last of the books supervised by Edna Beilenson was published in 1979. She died three years later, in 1981, at the age of 71.

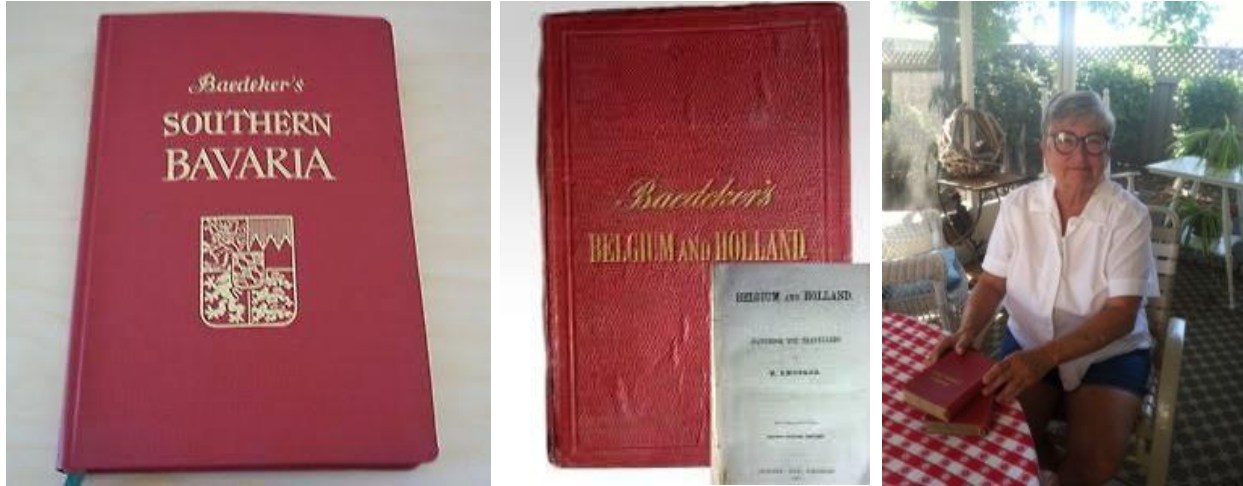
Today Peter Pauper Press is run by the family’s third generation. The company now publishes small gift books, journals, calendars, stationery, and other gift items that have expanded the PPP imprint into new markets. (See page 12 for a sampler of vintage PPP books. Current offerings can be found in bookstores and on the Peter Pauper Press website: www.peterpauper.com.)



Above left: This Peter Pauper Press history and bibliography, published by the University of Tampa Press in 2013, is an invaluable resource for the Peter Pauper collector. It contains listings for more than 650 PPP editions and ephemera. Above right: A selection of vintage Peter Pauper Press books from the author’s collection.



Above, left: *The Cherry Tree Carol*, published by Peter Pauper Press with illustrations by Jeanyee Wong, was one of AIGA’s “50 Books of the Year” for 1951. Above right: A collection of Peter Pauper Press cookbooks from a month-long series featured in the Autena Vintage blog in December 2011 (<http://autena.blogspot.com/2011/12/peter-pauper-seriesa-to-z.html>). Always among the most popular of Peter Pauper Press’s Gift Edition books, cookbooks continue to be sought after by collectors of these attractive culinary treasures.



Above, left and center: Antique and vintage Baedeker guides can be found on the Internet through eBay, Etsy, Biblio, and other resources. Above right: Harriet Kaufman with a few Baedekers from her collection.

TIME TRAVELING WITH ANTIQUE BAEDEKERS

By Paula Jarvis

In 1988, when Harriet Kaufman was working on her doctoral dissertation (about the transformation of Soviet centrally planned economies to free market economies), a professor friend gave her an antique Baedeker as a gift, telling her that it would give her some of the information she needed about pre-World War I European cities. Since then, Harriet's collection has grown to 20 volumes, ranging in dates from 1895 to 1912.

Having lived in Vienna and having traveled in the countries of the former Austro-Hungarian Empire, Harriet says the Baedeker for Austria Hungary is her favorite. Her copies of the guides to Palestine and Syria are also special to her, but the real star of her collection would be the Russian guide—if she ever finds it. It's the rarest of the antique Baedekers.

Harriet, who has no new Baedekers and says she doesn't intend to buy any, takes her vintage Baedekers with her when she travels abroad. She prizes the old editions because they provide the only true pre-World War I maps of Europe, and "the descriptions and discussions of regions and cities in them are just wonderful."

Prior to her retirement, Harriet was an executive for a satellite-based communications company and then a university-level teacher,

working in jobs that took her throughout Western and Eastern Europe, the Soviet Union, and Asia. Most recently, she taught English as a second language to engineers (mostly Chinese or Arabic speakers) at Lawrence Technological University before moving from Michigan to a senior community in Lincoln, California. Today she is an active volunteer—and she continues to travel with antique Baedekers in hand.

ABOUT BAEDEKER TRAVEL GUIDES

Karl Baedeker (1801-1859) was a German publisher and a leader in the field of travel guides. A year after founding his own firm in 1827, he bought a company that published a travel guide. Baedeker produced several revisions, and then, after seeing the guides produced by John Murray in London, decided to include in his own handbooks every kind of information a traveler would need. In 1839 he published what many people consider to be the prototype for all future Baedeker guides. Two years after his death, the first Baedeker in English appeared and was an instant success. To learn more, see Wikipedia's articles on Baedeker (the guides) and Karl Baedeker (the man). For information on collecting Baedeker guides, go to www.bdkr.com/collect.php.

A PETER PAUPER PRESS SAMPLER

