



Aldus Society Notes

Autumn, 2012

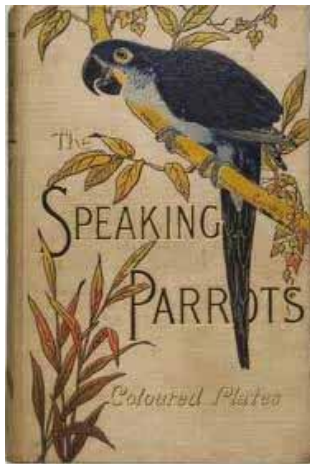
Volume 12, No. 3

September 13 Program Features Creator of *Booktryst*

Stephen Gertz, the virtuoso webmaster and grand poobah of the rollicking website called *Booktryst*, will launch our 2012-13 programming season with his talk, "From Athanasius Kircher To Ashton Kutcher: 350 Years of Strange, Unusual, Eccentric, and Just Plain Weird Books. Or, Heteromorphic Literature 101."

His website, occasionally outrageous but always entertaining and educational, is dedicated to news, information, and features about the world of rare books and all aspects of the antiquarian book business.

(continued on page 3)



Examples of the treats on the Booktryst site include "The Writing Parrot" which features beautifully illustrated books on parrots and "Planet of the Monkey-men 1827," about satiric anthropomorphic literature.



Legendary Bookseller to Speak to Aldus on October 11

Justin G. Schiller, who runs the nation's foremost antiquarian bookselling firm specializing in historical children's literature, will be our speaker on October 11. In his talk titled "A Bookseller's Odyssey," he will share many adventures in his bookselling career.

NOTE: This program will be held at the Thompson Library at OSU - at our regular time - due to a scheduling conflict with Thurber Center, our normal venue. Our meeting room and parking suggestions will follow on the listserv.

Schiller's New York City store focuses on collectible children's books, original related art, and manuscripts. Fellow bookseller David Mason wrote in 2010 for an ILAB newsletter: "Justin Schiller is generally

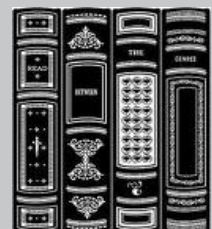
(continued on page 5)

Aldus Society Meetings

Regular meetings of the Aldus Society are held at 7:30 PM on the second Thursday of the month at

**The Thurber Center
91 Jefferson Avenue
Columbus, Ohio**

☞ Socializing Begins One-Half Hour Before ☞



The Aldus Society

TRUSTEES, 2012-2013

PRESIDENT

Ed Hoffman

SECRETARY

Kassie Rose

TREASURER

Amy Bostic

PROGRAMS

Marilyn Logue, Chair

MEMBERSHIP

Nancy Campbell, Chair

COMMUNICATIONS

Joe Perko, Chair

ARCHIVES

Lois Smith

HOSPITALITY

Ron Beach
Christine Hayes

MEMBERS AT LARGE

J. Wesley Baker
Tony Clark
Emerson Gilbert
Clara Ireland
Eric Johnson
Don Rice
Anna Sowell

PHOTOGRAPHER AT LARGE

George Cowmeadow Bauman

Aldus Society Notes is published by the Newsletter Committee of The Aldus Society. For article ideas or submissions contact Genie Hoster (editor) at: (614) 299-9985 or bookshigh@aol.com

The Aldus Society

Mailing Address

P.O. Box 1150

Worthington, Ohio 43085-1150

Web Site

www.AldusSociety.com

aldussociety@gmail.com

All contents copyright 2012 by The Aldus Society and may not be reproduced without express permission.

President's Message

"Bubblin' "

Dear Aldus members,

Our energetic and devoted editor and outgoing president, Genie Hoster, asked if I would like to share something with you as I begin my term. I thought I'd share this photo with a few explanatory notes.



This picture is from about 1985. My wife, Tina, and my Mom and Dad (Jack and Kate) and I were filling a giant order from the Pine Factory furniture stores. At that time they were a hot outfit, opening branches all over the place. Somehow I made a connection with them to supply thousands of junk (but reasonably nice looking!) books as props for the shelves of their unfinished pine products. We called them "pretty books."

They were a "major client" for nearly two years. It was the dream customer – THEY BOUGHT BOOK CLUB BOOKS! AND ODD VOLUMES! We started out at 25 cents a book and got them up to 50 cents before they went belly up. I hope it wasn't the cost of the books. They covered the UPS shipping and on a nice day the four of us ran an outdoor assembly line in front of what was then called, "The Photo Place Gallery & Book Shop," at 211 E. Arcadia.

In this picture, my Mom is wiping the books off and loading them into a packing box. She liked to use a "good clean rag," and kept the shop supplied with them. Tina and my Dad would then stuff newspaper all around them and tape them up with brown packing tape that they ran through a great old metal tape dispenser. The scale on the porch was for weighing the boxes for UPS – nothing digital about it. I generally did the lugging – and acted like a big shot.

Tina and my Dad were something to see working together. They had always hit it off and so were comfortable enough to criticize each other's work when the occasion arose. "Whoah, wait a minute – that's not quite right," my Dad would say. "Well, it's going to have to do – here's the next one!"

Dad had retired from the car business. He sold "new and used" for 57 years in Columbus. One of his favorite words was "productive." He would call me in the morning and say, "I'll come up there today if we can be productive! But I'm not going to come up there and bubble!"

continued on page 11

BOOKTRYST, from front page

Gertz claims that he is an author who began “as a wire-tapper for the LAPD while simultaneously wire-tapping the LAPD for a L.A. mobster, invisible worlds seen, paradise inside Earth, strange creatures and plants, and, oh, so much more.”

He has worked in the TV/film, advertising and video industries in various creative and marketing capacities. He is a pop-culture historian and journalist as well. His writing has been published by *Fine Books & Collections*, *The Journal of the Arthur Rackham Society*, Feral House, The Disinformation Company, the *Los Angeles Times*, the *Huffington Post*, *L.A. Review*, and various online magazines.



Gertz is now Executive Director of David Brass Rare Books in Calabasas, CA. He is the former Chairman of the Southern California Chapter of the Antiquarian Booksellers Association of America (ABBA).

He promises us “a festival of the outlandish in letterpress presented by antiquarian bookseller and author, Stephen J. Gertz, A.B.A.A., I.L.A.B., M.G.M., B.S.A., H.B.O., and honorary Odd Fellow.”

If you haven’t already discovered his delicious website, we encourage you to explore past postings on www.BookTryst.com before attending Gertz’s program. Here you’ll find “a festival of the outlandish,” as he puts it, as well as a dizzying array of articles inspired by catalogs issued by various booksellers, and by book events, auctions and other happenings in the rare book world. Subscribing to the website is free and subscribers can find as many as four or five submissions in their email boxes each week.



A few more examples of the treats on the BookTryst site include (clockwise from top left):

“Sometimes Not so Great A Notion: When Buffoons Horse Around,” which features sporting caricatures by Henry Alken.

“A Wake For the Still Alive: Peter B. Howard,” a multi-part collective of articles to honor the legendary owner of Serendipity Books in Berkeley. The moving tribute was later reprinted by ABAA and is available in a limited edition benefitting the Antiquarian Booksellers Association of America (ABAA) Benevolent Fund

“The Art of the Map” previewing wonderful maps being offered that particular week at Bloomsbury - London

“You Can Smoke William Faulkner’s Pipe for \$3-5,000,” which previews PBA Galleries’ auction of Faulkner’s legendary pipe and other Faulkner memorabilia.

November 8th Program Will Focus on Freedom of the Press

Aldus member J. Wesley Baker, who has a collection of works tracing the development of the concept of freedom of expression from the 17th century to today, will speak on this subject. His interest in the topic comes from a combination of teaching classes in media and journalism law, a love of history and a particular interest in the political philosophy developed by the Protestant dissenters from the Reformation onward.

Those whose views are suppressed by society are the ones most likely to make an argument that they should have the freedom to express their ideas. That is true of the dissenters, whose arguments in the 1600s were picked up by the English Whigs in the early to mid-1700s and, in turn, mixed with Enlightenment thinkers to influence the Founders as they wrote the Constitution and argued over whether or not there should be a Bill of Rights.

Those arguments continue to undergird our society's commitment to, as Anthony Lewis has so interestingly phrased it in the title of one of his books, *Freedom for the Thought That We Hate* (which is drawn from a court opinion written by Justice Oliver Wendell Holmes, Jr.).



Vindiciae Contra Tyrannos (A Defense of Liberty Against Tyrants)

Wes' collection begins with an early (1599) printing of the Huguenot treatise *Vindiciae Contra Tyrannos* (A Defense of Liberty Against Tyrants), first published circa 1579, pictured at left.

His most recent addition is Nicholas P. Miller's *The Religious Roots of the First Amendment* (Oxford, 2012). In between is a mix of facsimile reprints and original

publications that ranges from early polemic arguments to recent academic critiques.

His collecting recently has focused on finding original publications of the early books and pamphlets and shifting his recently published books from reading copies to

signed first editions. He will be bringing representative selections from his collection to display and illustrate his talk. He will also discuss the importance of reference sources to help the collector in his or her search. One of the reference books he will bring is an inscribed copy of Leona Rostenberg's two volume collection of essays, *Literary, Political, Scientific, Religious & Legal Publishing, Printing & Bookselling in England, 1551-1700* (Burt Franklin, 1965).

Wes is a member of Aldus and has recently accepted an invitation to the Board of Trustees. He serves as distinguished professor of communication arts at Cedarville University in Cedarville, Ohio, where he has taught for 35 years. He has a Masters degree in Journalism from the University of South Carolina and a Ph.D. in Communication from The Ohio State University.

Aldus Annual Meeting Results

Our Annual Meeting was held prior to our May 10th program. By acclamation, Aldus Society members elected new trustees, who in turn elected our organization's officers for 1012-13. New trustees, who will serve three-year terms, are J. Wesley Baker, Clara Ireland, Deb Lewis, Lois Smith and Anna Sowell. Joe Perko, was re-elected to our board and he will serve as our Communications chair.

We are proud to welcome our new Aldus president: Ed Hoffman, owner of Hoffman's Bookshop in Columbus. The following officers were re-elected: Kassie Rose, Secretary; Amy Bostic, Treasurer; Nancy Campbell Membership; and Marilyn Logue, Programs. Lois Smith has organized our archives, Anna Sowell is our Facebook administrator, and Deb Lewis will continue organizing our Book Crawls.

A special THANKS to out-going trustees: Laralyn Sasaki, who has committed to head up our future Holiday Dinners and Silent Auctions; Genie Hoster who will continue to prepare our newsletters; and a special tip of the hat to Geoff Smith, our fearless founder, who started this wonderful organization over twelve years ago.



SCHILLER, from front page

acknowledged to be the greatest authority on children's books in the book trade. Although he is only in his fifties he has been a bookseller for longer than many other people's entire career."

There are stories of Justin issuing mimeograph lists of books for sale from his bedroom in his parents' home in his early teens and there is a famous photograph of him in the front of the auction catalogue of his first great L. Frank Baum collection, auctioned in 1978, where he appears to be about 12 years old. David Mason continued in the ILAB newsletter: "That photograph of Justin shows him with braces on his teeth but also wearing a warm toothy smile. Now Justin wears three piece tweed suits and is exhibiting signs of portliness (aren't we all?) but the toothy smile remains the same."



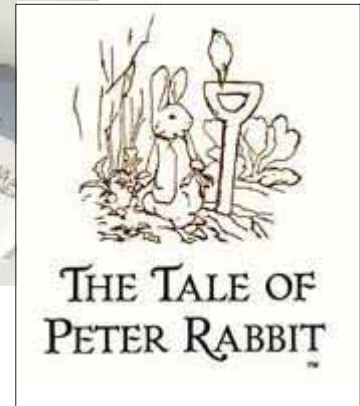
In 1956, the precocious Schiller served as one of the hosts of the original television broadcast of the 1939 MGM film of *The Wizard of Oz* along with Bert Lahr and the ten-year-old Liza Minnelli. In January 1957, Schiller, then thirteen years old, sent out the original solicitation letter for members for a new fan club devoted to Oz, for which he served as the new club's first secretary.

In addition to his store which opened in 1959, Schiller, with his partner Dennis David, has also established Battledore, in Kingston New York. It is a small privately-owned publishing operation, with the goal to produce and distribute books within his specialized focus.

Battledore also maintains an art gallery offering original drawings, vintage posters and signed prints by his long-time friend, the late Maurice Sendak. It also carries pencil, ink and/or watercolor illustrations by other Caldecott Award medalists.



In 1990 Battledore produced a monograph on the original printing history of the legendary 1865 first edition of *Alice's Adventures in Wonderland*, which was suppressed by its author and illustrator, never distributed, and has become the most precious rare book of literature printed during the 19th century.



They also located and identified the original printing blocks for Beatrix

Potter's privately-published first edition *The Tale of Peter Rabbit* for which they produced a portfolio of prints (pictured above) carefully made from these actual plates.

Schiller has underwritten numerous fellowships to encourage scholarship in the area of children's books. The American Antiquarian Society has created the Justin G. Schiller Fellowship to support research on the production, distribution, literary content, or historical context of American children's books to 1876. He has also endowed the Bibliographical Society of America's Justin G. Schiller Prize for Bibliographical Work on Pre-20th Century Children's Books. He has taught many courses on pioneering collectible children's books at The Rare Book School at the University of Virginia.

Schiller has compiled many catalogues for museum exhibitions of children's literature books and art. His article "Fifty Years of the Oz Club" appeared in the 50th anniversary issue of *The Baum Bugle*, Autumn 2007. He has written a memoir, *Digging for Treasure: An Adventure in Appraising Rare and Collectible Children's Books*.



*"I'd give all the wealth that years have piled,
the slow result of life's decay,
To be once more a little child
for one bright summer day."*

-- Lewis Carroll

Aldus Collects

Treasures from Ivan Gilbert's Collection

by Genie Hoster

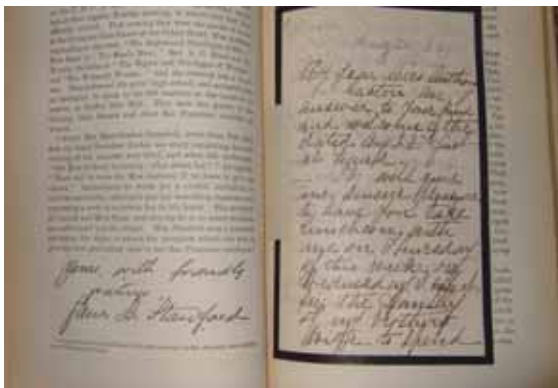
For a number of years, our January program has been "Aldus Collects," where members bring in special books or cherished objects in their collections and give an informal talk about their treasures. Unfortunately, Aldus member and founding trustee Ivan Gilbert has been absent from giving a presentation at these meetings due to an ambulatory debility.

A short time back, I visited with Ivan to interview him about his bookselling experiences for the history of bookselling in Columbus book that several Aldus members are working on.

People who know Ivan won't be surprised to hear that I discovered that his home is a treasure trove filled with bibliophilic materials and art amassed during his lifetime of collecting. I decided to pick out three recent, rather disparate acquisitions to share with Aldus members via the newsletter.

Life and Work of Susan B. Anthony (two volumes) by Ida Husted Harper (1898).

Ivan has the two-volume set which includes public addresses, her own letters and many from her contemporaries during fifty years Anthony was a champion of temperance, abolition and African American rights, the rights of labor, and equal pay for equal work. In 1897 Anthony brought Ida Husted Harper to live with her in Rochester to prepare the first two volumes of her biography. They worked together on this project in the attic of Anthony's home where Anthony had accumulated a

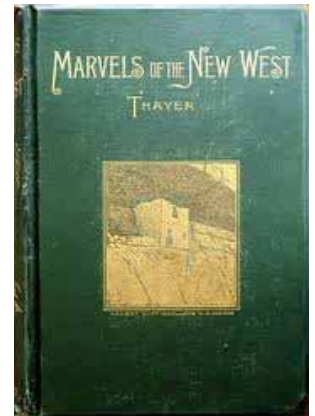


What makes this biography extraordinary is that it includes letters to Harper and Anthony from dozens of the people who were actually included in the text. Each letter is found tipped in at the exact page where its author is mentioned in the text.

massive archive of materials accumulated over her lifetime.

What makes these two books extraordinary is that they include letters to Harper and Anthony from dozens of the people who were actually included in the text. While I looked through the books, many familiar names popped out including Amelia Bloomer, John Greenleaf Whittier and Henry Ward Beecher. Each letter is found tipped in at the exact page where its author is mentioned in the text.

Marvels of the Old West by William Makepeace Thayer (1888), whose parents must have been fans of Thackeray. Thayer is considered the most famous American biographer of late-eighteenth and nineteenth-century self-made men; he wrote these biographies primarily for the juvenile audience. Little is known about Thayer's life, but the depth of this particular narrative (written in the first person plural) would indicate that he possibly made a trip to these untamed locales during the days of the "Wild West." (Many authors of these popular books about the newly-opened frontier lands never stepped foot outside of their book-filled studies).



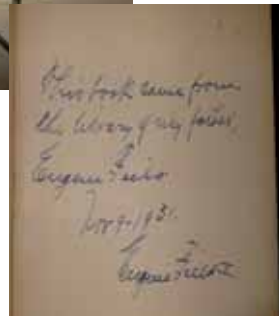
"Provenance" is the operative word for Ivan's copy of *Marvels*. Inscribed on the inside cover is "My book — Frederick Remington," complete with a hand-drawn picture of a bucking bronco. The opposite page has the signature: "W. F. Cody / Buffalo Bill."



Inscribed on the inside cover is "My book — Frederick Remington," complete with a hand-drawn picture of a bucking bronco. The opposite page has the signature: "W. F. Cody / Buffalo Bill."



Both Eugene Field and his son Eugene Field II would own this book that was once owned by Frederick Remington.



But wait, we're not finished! On the title page of the Thayer book is written "Eugene Field, Chicago, September 14, 1895." Finally at the back, we find the inscription, "This book came from the library of my father, Eugene Field, Nov. 9, 1931 (signed) Eugene Field II."



With full leather over wood boards, this very large Bible (16" x 11" x nearly 5") was published in the Netherlands, and contains the complete text of the Old and New Testaments (Statenvertaling). It has two beautifully cast metal clasps spanning the fore edge.



The last book will be of interest to those who love hand-colored and illuminated volumes. Ivan has a copy of *Vervattende alle Canonijcke Boecken des Ouden en des Nieuwen Testaments...Te Dordrecht by Hendrick and Jacob Keur en te Amsterdam by Marcus Doornick in compagnie, Anno 1682.*



Map of Jerusalem

And best of all it has many hand-colored pages including six full-page fold-out maps: one of the World (showing California as an island!); the Garden of Eden ('het Paradijs'); Jerusalem (pictured above); one of the 40-year voyage of the Israelites through the desert; the Promised Land; and a map showing the travels of the apostle Paul.

The book is indescribable, but they say a picture is worth a thousand words, so enjoy!



Robert Louis Stevenson and *Treasure Island*

by Bill Rich



Several areas of book collecting converge in the case of *Treasure Island*. It was first written to amuse a twelve year old boy, and remains a high spot of children's literature. It is a

rousing sea story and was one of the first books written by Robert Louis Stevenson, whose works are a standard of nineteenth century literature. It has lent itself to spectacular scenes which attracted some of the greatest book illustrators.

My own book collecting has certainly touched on the first three of these areas, and, while not a collector of book illustration as such, I have not been able to resist some of the illustrated *Treasure Islands*.



Fig. 1

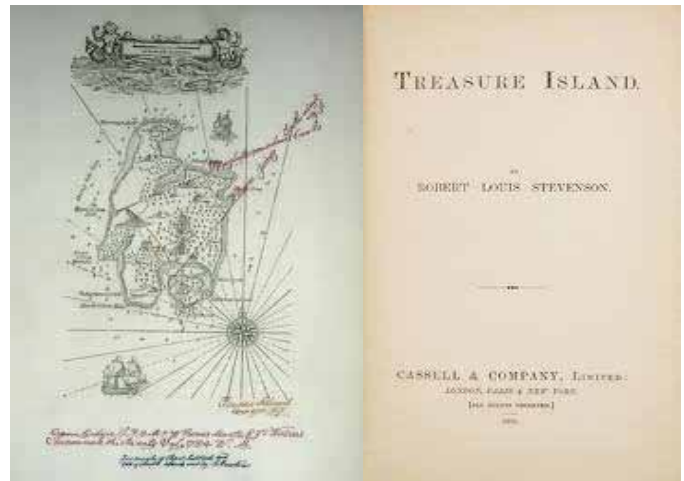
These are some of my collection of *Treasure Island*. L-R: the N. C. Wyeth illustrated edition; the second (and first illustrated) English edition; the true first edition; an edition with illustrations by Milo Winter; and the Limited Editions Club version illustrated by Edward A. Wilson.

When the book was written, Stevenson had recently married an American divorcée, and was living with her and her two children, a teenage daughter and a son,

Lloyd, who was twelve at the time of the marriage. During a bitter winter spent mostly indoors in Edinburgh, he drew a pirate treasure map in an effort to amuse his new stepson.

This map was a hit, and immediately Lloyd wanted a story to go with the map. Stevenson enthusiastically complied, and this was the origin of *Treasure Island*. Late in 1881 a serial version began to appear in a boys' magazine, *Young Folks*, under the title of *The Sea Cook; or, Treasure Island*. The complete novel was published in book form in 1883 by Cassell & Company in London and was an immediate hit. Perhaps the greatest of all sea adventure stories, it has never gone out of print.

Fig. 2



This is the title page and frontispiece of the first edition. Stevenson's map of the "treasure island" forms the frontispiece, but the book is not illustrated otherwise.

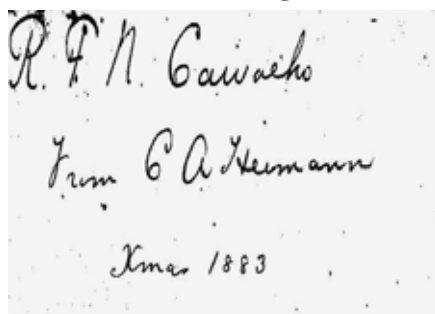
First editions of *Treasure Island* afford an opportunity to look at the market for firsts of literary high spots and the vagaries of this market place. Also, the book provides a wonderful example of what a famous bookman called "point-mongering" – the intricacies of what constitutes the first state of the first issue of the first printing of the first edition.

The avid first edition collector wants the earliest printing available of his prize book if such can be determined from evidence internal to the book itself – which, often, it can't be – but dealers and auction houses try, anyway.

In the case of *Treasure Island*, what is known from Cassell's records is that the first printing consisted of 2,000 copies. These were bound up in six different cloth colors between November 14 and December 11, 1883. There is no priority assigned to any particular binding color; my copy is in the green cloth (see Fig. 1).

It is believed that the first binding consisted of 750 copies; subsequent bindings were 250 copies on November 24; 750 copies on December 3, and the remaining 250 on December 11. Many of the copies have contemporary Christmas gift inscriptions; mine certainly does (see Fig. 3).

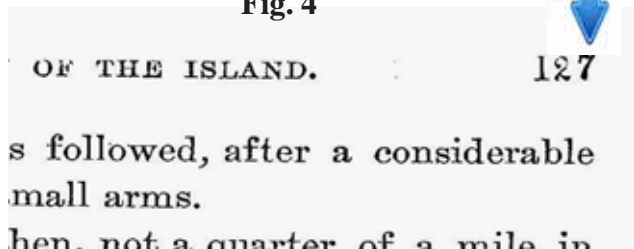
Fig. 3



Many of the copies have contemporary Christmas gift inscriptions; mine certainly does.

Within the text itself, several printing errors and faults, with, presumably subsequent corrections, constitute what are called “points,” and the absence or presence of these are used to infer priority of issue among the four printings. Fig. 4 below shows one such point.

Fig. 4



The page numbering on page 127 evidently had a printing flaw; a few copies show only the first two digits, “12”; evidently this was repaired with a slightly different-appearing font “7” inserted, which stands out rather prominently, as shown in Fig. 4 above.

As far as I can ascertain, there are no copies with a perfect “127” extant. The copies having only “12” are, naturally, used to infer an early issue, it being assumed that later in the press run the flaw was discovered, and the rather incongruous “7” inserted.

But, of course, says this skeptic, perhaps the flaw was ascertained and fixed before the press run even commenced, and, later in the run, the patch fell out – thereby reversing the priority argument.

And, indeed, some copies with the funny looking 127 have other evidences of being very early states. So, *quien sabe?* Catalogs that I have scanned seem to lack any uniformity on priority claims for this and many other of these points – depending on the state of the copy they are flogging, different combinations are given as “evidence of early issue.”

Despite 2,000 copies being printed of what quickly became an enormously popular boy’s adventure book, quite a number have survived into the twenty-first century, and are for sale. No way these can be claimed as “rare” in the book-person’s sense, or even as truly “scarce.”

In a casual look this summer, I have seen at least nine copies for sale, in catalogs of dealers and auction houses, and on Bookfinder.com. Surprisingly, seven of these are in the original cloth, the condition most prized by collectors. The price range is spectacularly wide.

For the copies in cloth, the range is from \$2,750 to \$32,500! The lowest, as might be expected, are for copies sold at auction in London (\$2,750) and in New York (\$3,840). The others are dealers’ prices, and are much higher, clustered around \$10,000. Condition and state seem to be rather uniform, being what would be called just “very good” – some wear, but not extremely faded or very grubby.

The \$32,500 copy, though, is from a very upscale California dealer, and is announced as “an exceptionally fresh, bright and fine copy.” At this price, it damn well should be. Judging from color photos, it does meet the bill – and it has the further distinction of being from a famous book collection. It was formerly owned by the noted collector Bradley Martin. Like many an aging actress or TV anchorwoman, however, even this fine copy has “had work.” The “rear inner hinge [has been] expertly and almost invisibly repaired.” (As in the ads of plastic surgeons, one rarely hears “inexpertly and very visibly repaired.”)



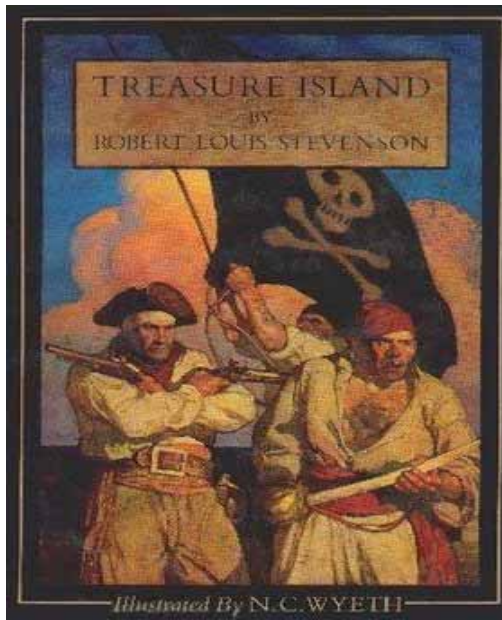


Fig. 5

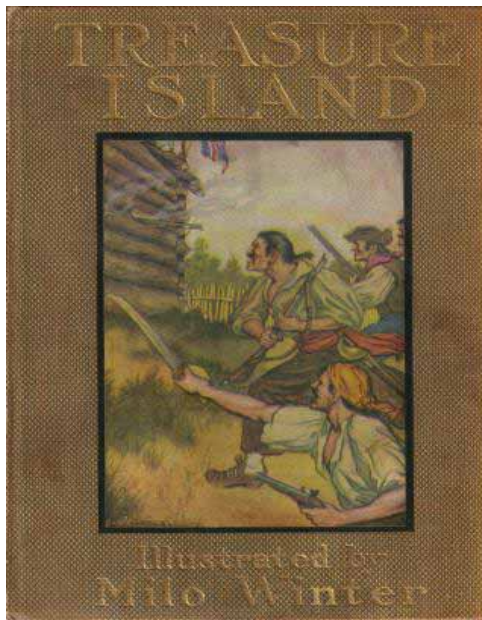


Fig. 6

Looking at these current prices makes me recall the ragged history of the purchase of my *Treasure Island*. I first saw a copy for sale at the Canadian Antiquarian Book Fair held in one of the big downtown hotels in Toronto in 1978.

A U.S. dealer had two nice-looking Stevenson firsts in original cloth, a *Treasure Island* at \$100, and a *Kidnapped* at \$50. Both of these were favorite books of my boyhood, and I was in the first burst of serious book collecting. But even so, at the time, an outlay of \$150 in a fell swoop caused a little hesitation.

I was with my co-dependent spouse, and we immediately plunked down the \$50 for the *Kidnapped*, then retired to have dinner in the hotel dining room and have a serious discussion on buying *Treasure Island* too. It was a good dinner, I recall – wine, appetizers, dessert, the works. An easy rationalization was that we were spending most, at least, of the *Treasure Island* price on the dinner – which was a transitory thing, after all, in this life. My spouse agreed, and fortified with wine, food, and rationalizations, we returned to the fair.

And, hastening to the booth in question, the *Treasure Island* was, of course, gone. The happy dealer had sold it while we were dining and deliberating.

This was an early lesson in book hunting which I have not forgotten: if you want it, if the opportunity is there, even if it's a stretch, the price will (usually) only be

"You only regret the ones you walked away from."

subsequently higher – buy it. You only regret the ones you walked away from. Almost ten years later, in 1987, an opportunity again presented itself.

A dealer in Minnesota advertised in the old *AB Weekly*, the old collector's magazine that was filled with ads for books sought and for sale. *AB Weekly* had its day, being now rendered obsolete by the internet book search services. But back then, there was a copy in cloth, in very good condition, for \$375.

No hesitation this time. I bought it, although it was the most money I had spent for a single book. This is the copy I have now, as shown in *Figs. 1 and 2*, and it has been a source of joy and comfort for me for twenty-five years.

In monetary terms, I note that my \$375 purchase price in 1987 is something like \$725 now. Not so bad: \$725 will not get me a comparable copy now, even if I got lucky at auction; and I presum-

ably have a decent chance of making some money on this one in the unlikely event I choose to sell it. Got to bear in mind, however, *Treasure Island* is a literary high-spot. Most of my books will never show such appreciation, I suspect.

Finally, a brief look at a couple of the most famous illustrated *Treasure Islands*. *Figs. 5 and 6* above show the pictorial covers of these two books: the first printing with the N. C. Wyeth illustrations (Scribners, 1911) and the first printing with the Milo Winter illustrations (Rand McNally, 1915).

The Wyeth-illustrated Scribner was the first of a famous series illustrated by Wyeth; these are extremely collectable books. The *Treasure Island* and some of the others with Wyeth illustrations have been in print to this day. A 1911 first in fine condition retails at near \$1,000. In hunting for the Wyeth printings, a careful check of the color plates is in order. In some copies, the color registration is poor, which spoils much of the beauty.

A later printing of the Milo Winter illustrated book was the edition of my boyhood, and made me want to buy the first, which is shown. I prefer the Wyeth illustrations, however, and can't resist showing two personal favorites (*Figs. 7 and 8*).



Fig. 7

Fig. 7 (above) shows Billy Bones, the old pirate who first brought the map back to England.



Fig. 8

In *Fig. 8* (above) young Jim Hawkins is attempting to recover the ship single-handedly, and is confronting the

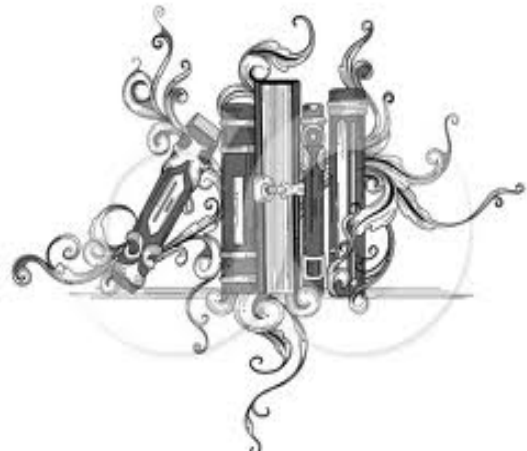
last mutineer on board. This is entitled “One more step, Mr. Hands, and I’ll blow your brains out.”

If my patient reader wants to know what happened in the next second, please have a read of this wonderful book.

“Single-work” collections, even such a modest one as discussed here, seem like one of the more obsessive forms of book collecting mania. But, in their defense, I can only quote Stevenson’s own words (from *The Wrecker*, by RLS and stepson Lloyd). These words formed the introduction to a catalog of the famous Beinecke collection of Stevenson’s works:

“My idea of man’s chief aim was to enrich the world with things of beauty, and have a fairly good time myself while doing so.”

Not a bad hunter’s motto.



PRESIDENT’S LETTER, continued from page 2

“Bubbling” was his way of describing the bookshop conversation that could some days seem to take up quite a bit of time. When my eight siblings and I were kids at the dinner table and someone tipped over a glass of milk – Dad would inevitably bark “too much bubblin’!”

I’m honored to be the President of the Aldus Society. Our purpose is education and entertainment and enjoyment of all things “book.” I look forward to a year filled with much productive bubbling!

Ed Hoffman

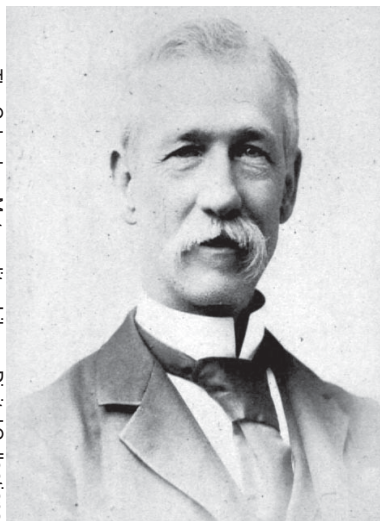
HISTORY OF COLUMBUS BOOKSELLING

H. C. McClelland & Co.

by Genie Hoster

For nearly a century, H. C. McClelland Co. was the most important name in Columbus bookselling. At a time when just about every city boasted a major downtown bookstore, McClelland's was the best-known name in Columbus.

The Columbus Metropolitan Library Digital Collections



Henry Clay McClelland

And yes, at the beginning there was an actual McClelland – Henry Clay McClelland, to be precise. In its day, McClelland's not only defined Columbus bookselling, the store also played a pivotal role in making *Ben-Hur* a bestseller.

To this day, no Columbus bookseller has worked more years in the trade of bookselling

than Henry Clay McClelland. And no Columbus bookstore would carry the same name longer than H. C. McClelland & Company. His store opened downtown in the 1880s, when downtown was the (only) center of commerce. After his death in 1918, his long-time partner Fred Flowers, then Flowers' family, continued operating the store, still under McClelland's name, until it closed in the mid-'70s following the advent of the chain and big box stores which spelled the decline and death of independent bookstores everywhere.

In the Beginning...

Henry Clay McClelland was born in Columbus on February 7, 1840. His father Samuel was a successful pioneering real estate developer and land agent whose offices were at 64 West Mound Street (his office is long gone, lost to the construction of Fulton Street and the Columbus county government office complex). Henry was the second oldest son of nine children whose parents had moved to Columbus from Nova Scotia, via Farmington Connecticut, in 1832. The family lived in a large, comfortable home at 321 East Broad Street which reflected his father's success.

From the time he graduated from high school at the age of sixteen, Henry was involved in the retail book busi-

Today the McClelland name lives on thanks to the humblest of devices — the little stickers that booksellers used to place in books.

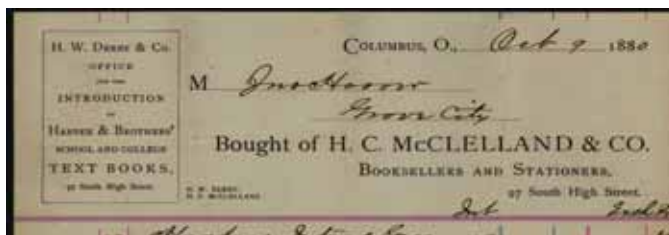


ness. He was first hired as a clerk in the esteemed bookstore owned by David A. Randall who had established Burr & Randall in 1853.

David Randall was the leading Baptist clergyman in Columbus, and editor of the *Journal and Messenger*, the state organ of the Baptist denomination. Randall was an absentee business owner who encouraged many young bookmen to learn the retail book and stationery business while on the job at his bookshop. Randall would come to partner with a number of others including S. H. Burr, Matthew Long, and Isaac Aston. With each new partner, the store's name would change to reflect the newer partnership, as each former partner, having nurtured their bookselling passion, left to establish a bookstore of his own.

During all the partnership changes noted, McClelland remained with the business as chief clerk and manager of the book department.

Finally, in 1872 McClelland, too, departed Randall's store and began working for long-time dealer Henry Derby as a clerk and manager. Derby had learned the book business from Isaac Whiting (Columbus' first full-time bookseller). Derby's store, H. W. Derby & Co. was located at 97 South High Street.



1880 Billhead from the Derby/McClelland partnership

Derby had been named a state agency for Harper & Brothers and was expanding his offerings. During the nineteenth century, the larger (and hence more successful), book dealers got a leg-up by contracting with prominent East coast publishers (such as Harper, Appleton, and

others). These contracts ensured them a timely inventory of the latest books and periodicals for their customers. At that time there were no distributors who funneled books from multiple publishing houses to individual bookstores, as they do today.

In 1876 Derby offered McClelland an official partnership. In 1882, Frederick Wilcox Flowers also joined the partnership and the store was renamed H. C. McClelland & Co. A year or two later Derby retired, transferring his interest to Flowers, and the bookstore continued under the McClelland name.



McClelland's High and Long location would later become the home of The Union Department Store.

After the building (actually the entire Thomas Block) burned to the ground in 1903, additional floors were added when it was rebuilt.

During its early years of the business, H. W. Derby/McClelland & Co., re-located in the four-story Thomas Block at the northwest corner of Long and High Streets. The business grew considerably and it became necessary to move to a larger retail space.

In 1895 the store moved to the Marzetti Building at 67 North High. Their new location was exactly one block south, at the northwest corner of Gay and High Streets, opposite the new *Dispatch* offices. Their newspaper ads read, "The room is much larger, the stock in much larger, the location is better."

Over the years, McClelland was recognized as having a remarkable memory, and he became familiar with publishers, titles and authors; he was said to be a veritable walking encyclopedia of bibliography. School children were eager to patronize him on the opening day of school and called him "Mr. Mac."

In 1895 the store moved to the Marzetti Building at 67 North High. Their new location was exactly one block south of their location at Long and High Streets.

The entire Marzelli Block between Long and Gay Streets is now a parking lot.



The store was recognized in an article about Columbus booksellers in a 1915 Kit Kat Club's quarterly journal, *The Honey Jar*, as "a resort of the learned." The *Honey Jar* article noted the respect that McClelland had earned during his lifetime: "The dean of Columbus booksellers is Henry C. McClelland, his only near competitor for the honor being A. H. Smythe...These men, as well as others of those mentioned it has been the pleasure of the writer, in common with at least two generations of book-buyers, to know." The author concluded:

"Give me the pleasure of a book
An ample shade, a running brook,
A piping bird and splashing trout
And wildflowers shining all about;
Then even kings would envy me,
So full of joy my life would be."

The McClelland-Flowers partnership lasted until 1912 when, according to historian Osmond Hooper, Frederick Flowers bought out 72-year old McClelland, whose health was beginning to decline. Flowers decided to relocate the store to 141 North High (the Brunson Building), and he and his successors would retain the well-regarded McClelland name during the store's long run. McClelland continued to manage one of its departments until he suffered a stroke a short time before his death on November 11, 1918.

The history of bookselling was – and is – changing rapidly, including what is published and read, and how bookstores operate. Change seems to be the only constant. In his tribute to Henry Clay McClelland in the October 20, 1918 *Statesman*, colleague E. O. Randall wrote:

In this rare record of service Mr. McClelland witnessed many changes in the methods of conducting the book business, changes that gradually resulted in revolution of literary book-dom. In his early days the bookstore was the rendezvous of the book-buyers and book-writers and bookworms; the works of standard authors were the chief stock in trade. Then came the public library movement, (resulting in) the free and universal dissemination of popular fiction and the era of the “best sellers.” Authorship had become no longer the exclusive province of the scholar and the litterateur, but the trade of the purveyor of mental and – sometimes – intellectual pabulum.

...His business, faithful to a fault, ever patient, courteous and obliging, never other than a gentleman, he was the ideal salesman. Modest and retiring in disposition, he sought no praise of publicity, much less social or official distinction. Those and they were few, for he chose his favorites sparingly, who had the privilege of a close acquaintance, found him, though, somewhat reticent, a delightful companion, a man of rare candor, simple habits and tastes, sympathetic toward all unfortunates, direct and precise in thought and action; all crowned with the keenest sense of honor and integrity.

Columbus' *Ben Hur* Connection

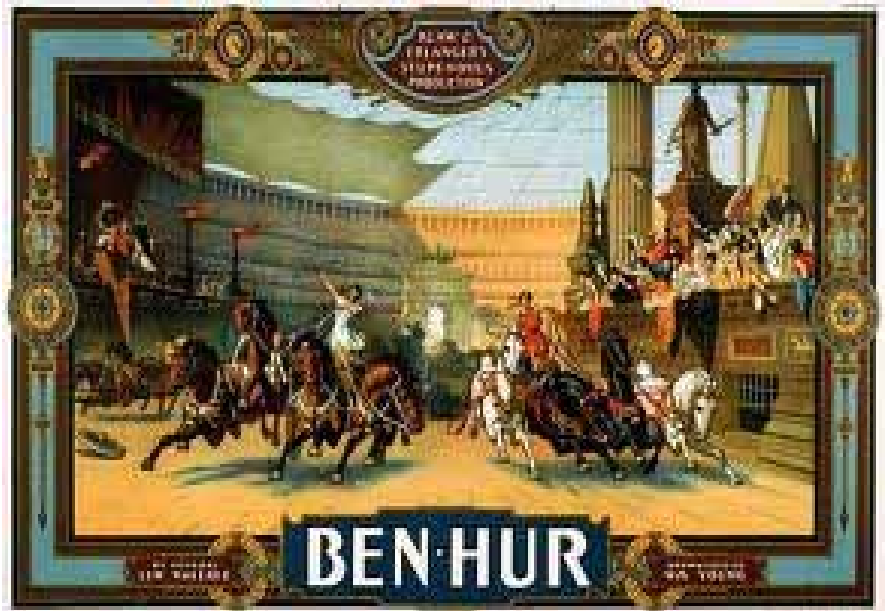
Randall's tribute continued: “Many were the interesting incidents and anecdotes in his experience that Mr. McClelland could relate...for instance: during his association with H. W. Derby the famous book *Ben Hur* was published. The author, Gen. Lew Wallace, had offered the transcript to several book concerns only to have it rejected. Finally Harper Brothers, with grave doubts as to its salability, printed it. The concern of H. W. Derby & Co. was, at that time, the middle-western headquarters of the Harper Brothers. A consignment of *Ben Hur* was sent to the Columbus agency; its merits were not appreciated and it did not ‘go.’

“McClelland took a copy home one evening, read it, and at once pronounced it unsurpassed as an historical novel;

he proceeded to talk and ‘book’ it with his customers, even selling it on the privilege of return if not found satisfactory.”

After a slow start, the book's popularity grew with leaps and bounds because of McClelland's sharing his appreciation of this novel. Derby & Co. ultimately sold ninety per cent, or forty-five hundred copies of the first five thousand issued from the first press run. The reading public had caught on and thereafter Harpers sold hundreds of thousands throughout the country. One could wonder if finding a first edition, first printing of *Ben Hur* might be easiest in Columbus, Ohio, because of McClelland's efforts.

In late 1899, *Ben Hur* opened on Broadway as a “triumph of theatre technology.” In 1903, the one hundredth staging of the touring production of *Ben Hur* was held at the Southern Theater in downtown Columbus. This



production included a cast of 350 colorfully costumed actors and a chariot race in which two teams of snorting horses galloped on treadmills strategically located under the stage.

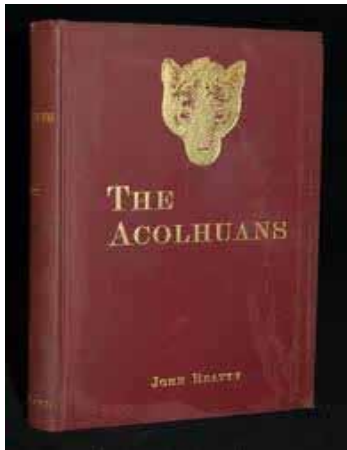
It's fun to wonder if Henry McClelland attended this performance of *Ben Hur* and could soak up a bit of glory in having promoted its popularity, the same as bookstore owner Frank Long would later attend the opening of *The Poor Nut*, where he is portrayed as Colonel Small, the proprietor of a campus bookstore (see our last newsletter).

McClelland & Co., Publishers

Between 1899 and 1915, McClelland & Co. published at least five books. During these years it was not unusual for bookstores to look to publishing for additional revenue and publicity. The names of bookselling colleagues such as A. H. Smyth, E. O. Randall, and S. F. Harriman can be found at the bottom of numerous title pages at the turn of the century.

The first book published by McClelland was *Claudia Procula & Other Voices* (1889), which was a volume of poetry written by Rev. Archibald A. E. Taylor. He was pastor at Westminster Church in Columbus and wrote and published much information about the Presbyterian church in Ohio.

Books about local native American culture became very popular during the years of exploration starting in the



1880s. In 1902, McClelland & Co. published *The Acolhuans: A Narrative of Sojourn and Adventure Among the Mound Buildings of the Ohio Valley*. The book had been “freely translated” from Ivarr Bartholdsson’s original text by Ohio author John Beatty, who had served

as a brigadier general in the Ohio Volunteer Infantry and wrote many books on military subjects.

In 1913, Washington Gladden’s book *Present Day Theology* was published by McClelland & Co in 1913. Gladden came to Columbus in 1882 to lead the First Congregational Church. A prolific writer, Gladden published over 40 books and also wrote hymns. This title seems to be the only Gladden title published by McClelland, however.



Washington Gladden

During the early part of the twentieth century, baseball player turned evangelist Billy Sunday travelled throughout the nation and stopped in Columbus several times. Fascinated by Sunday, local author Theodore T.

Frankenberg wrote many books and stories about Sunday including *The Spectacular Career of Billy Sunday, Famous Baseball Evangelist*, which was picked up for publication by McClelland in 1913.



Billy Sunday

The last book which was published under the McClelland imprint was Daniel J. Ryan’s *Masters of Men: A Retrospect in Presidential Politics* (1915). Ryan served in the Ohio House of Representatives and served as Ohio’s Secretary of State. His most ambitious project was a six-volume *History of Ohio*, co-written with Columbus bookseller/publisher E. O. Randall.

A Few Curious Things

In his 1918 *Statesman* tribute, E. O. Randall recounted that McClelland was recognized as “wedded to his wares; books were not only his constant environment but his cherished companions.” Although married since his twenties, city directories show that he may have lived only sporadically with his wife, sometimes preferring the company of his parents and siblings who lived out their lives in the family home at 321 Broad Street. (Unless, of course, his family didn’t like his wife, Matilda – or vice-versa).

Interestingly, the 1910 Columbus City Directory shows McClelland as a resident of both the family home as well as a brick duplex still standing on Sixth Street in Dennison Place (the two census reports were taken a few weeks apart).

It’s also probable that the McClelland family’s fortunes declined in the early 1900s. When he passed in 1895, the widowed Samuel McClelland left everything to his surviving children, including the family’s beautiful Broad Street home. (In the 1870 census he and his wife Emeline had declared their real estate holdings at nearly \$100,000 and personal property of \$47,000, which was the equivalent of nearly \$2 million and \$825,000 respectively in today’s dollars.) Their three daughters, who never married, continued to live in the family home and none apparently worked for any length of time. Throughout most of the 1800s they always had servants, according the census reports.





Book Crawl Fun

This summer Aldus held two book crawls where members searched for treasures at five local bookstores: Tri-Village Book Company and Acorn Bookshop in July, and Hoffman's Bookshop, Karen Wickliff Books and The Little Bookshop in Westerville in August.

Each crawl was followed by a fun get-together over food and beverages. Many thanks to Deb Lewis for making the arrangements for our visits.

MCCLELLAND from previous page

But by the early 1900s, it is apparent that the McClelland family had wiped out their inheritance. The 1910 census shows that the three sisters had converted the family's Broad Street home into a boarding house. Sadly, it also shows that there were no longer servants in the family's employ, leaving his three aging sisters to cook and keep house for an astonishing ten boarders. Various accounts of the time also imply that Henry began to suffer from either dementia ("hardening of the arteries" had been noted) or Alzheimers, so it is doubtful he was able to help in any way.

Perhaps McClelland had sold his partnership to Flowers in 1912 to raise funds to help support the family. Today, the site where their home was located, at the southwest corner of East Broad and Grant Avenue, is a seldom-used parking lot.

... to be continued...

COMING NEXT ISSUE: McClelland & Co. Under the Flowers/Vittum Family's Tenure

In our next newsletter, we'll share the history of McClelland's after Fred Flowers bought him out in 1912. The store eventually expanded to three locations...but then the chain and big box stores appeared in Columbus (and throughout the nation) and spelled the demise of independent bookstores.

If you have any additions or corrections to this article so far, or if you have any remembrances of the downtown location on High Street or the suburban Town & County or Kingsdale locations, I invite you to contact me at bookshigh@aol.com. What did the stores look like? How were you treated as a customer? Were there any favorite books you purchased from McClellands? We'll include your thoughts in the forthcoming book on bookselling in Columbus (publishing date still to be determined).