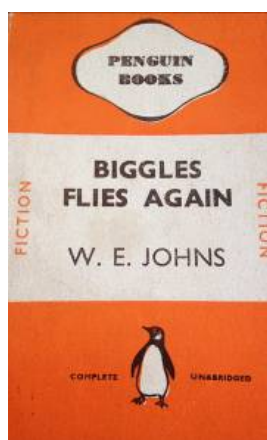


THE FIRST 30 YEARS OF PENGUIN A COMPLETE SET OF U.K. FIRST EDITIONS

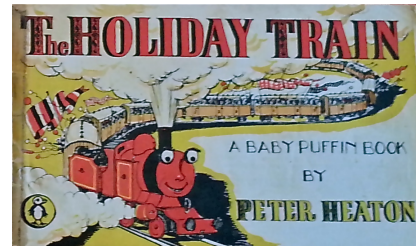
Bernard Quaritch Ltd. is pleased to offer a complete collection of the first thirty years of U.K. Penguin books from 1935 to 1965. This collection is a testament to revolutionary British publishing, impressive in both volume and breadth. It demonstrates growth and innovation in design and typography and also reveals the concerns of public debate during those dynamic years.

The pioneering publisher Allen Lane first produced Penguin paperbacks under The Bodley Head imprint in the summer of 1935 with the intent to provide affordable and accessible contemporary fiction. The paperbacks cost sixpence each, the same as a packet of cigarettes and were available at railway stations, news agents and chain retail stores such as Woolworths. The first publications featured such authors as Agatha Christie, Ernest Hemingway and André Maurois. With such popular titles, Lane proved that there was a mass market for affordable literature; the books were so well received that Lane was able to launch the Penguin imprint in 1936.

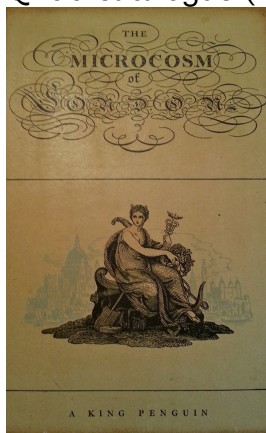
Design was a key element to Penguin's enduring success. From the outset, Lane insisted on a simple cover design distinct from common illustrated covers. The first designer was office junior Edward Young, who brought to life the Penguin logotype as well as Lane's cover idea of horizontal bands. The bands were clearly colour coded by genre: orange for fiction; blue for biography; and green for crime. As the imprint grew, Penguin published on a wider range of genres and continued colour coding for biographies, drama, belles lettres and world affairs. Lane eventually expanded the business in the late 1930s to include new, specialist imprints such as the educational Pelican, Puffin children's books, King Penguin monographs, the Buildings of England, Shakespeare and several more. The carefully crafted layout, sense of colour, and Gill Sans font were innovations in book design and attracted major European designers to work with the imprint. German typographer Jan Tschichold was the company's director during the



1940s and designed a template for use on all Penguin books that unified the front and back covers and spine. He also redesigned the Penguin logo and set a composition style for printers to follow to ensure consistency in all Penguin publications. In the 1960s, the Italian art director of Olivetti, Germano Facetti, was hired to renew Penguin design. He worked with such designers as Derek Birdsall and Romek Marber to bring Penguin back to the forefront of book design.



The current collection was compiled over 40 years by a bibliophile member of the Penguin Collectors Society. It contains a total of 4,844 items as per the Q100 catalogue (which was last updated in 1962), lacking only three rare



prints by Polish-born British artist Feliks Topolski. The condition is mostly very good to fine, with the 1930s and 40s editions showing their age to an expected but respectable degree.

The highlights include the rare crime novels published during the Second World War and the King Penguin series, alongside scarce excellent examples of the Penguin Scores, Puffin Cut-out Books, Building Books and the Baby Puffin Series.

To acquire a collection of the entire first three decades of Penguin's output is a rare opportunity to gain an important visual, textual and typographical resource, rarely offered in such a complete state. Apart from bound volumes held at deposit libraries, there are only a few significant institutional holdings of Penguin Books worldwide, none of which is complete; they include the collection and archive held at the University of Bristol on behalf of Penguin; The Bancroft Library collection at the University of California, Berkeley of approximately 2500 books; the Overton Collection at the National Library of Australia; and that of the University of Edinburgh Library. Covering approximately 60 metres of shelves, the visual and physical impression of this collection is a magnificent library feature that would exceed current institutional holdings across the UK, Australia and the USA.



COLLECTION OUTLINE

Penguin (main series)	2,345
Pelican (A).....	753
Peregine (Y).....	51
Buildings of England (28)	28
Classics (L).....	162
Guides (G).....	18
English Library (EL).....	7
Handbooks (PH).....	111
King Penguins (K).....	76
Peacocks (PK).....	56
Penguin African Library (AP).....	15
Plays (PL).....	58
African Series (WA).....	14
Puffin Books (PS).....	246
Poets (D).....	89
Illustrated Classics (C).....	10
Baby Puffins (BP).....	9
Science News (SN).....	54
New Biology (NB).....	31
New Writing (NW).....	38
Shakespeare (B).....	37
Ptarmigan (PT).....	9
Edizione del Penguinino (Q).....	1
Editions Pingouin (F).....	6
Editions Pingoiun (V).....	18
History of Art (Z).....	24
Puffin Picture Books (PP).....	119
Miscellaneous (Q).....	31
Porpoise (J).....	4
The Things We See (E).....	7
Planning Art and Design (E).....	8
Transatlantic (TR).....	34
Modern Painters (MP).....	19
Music Scores (SC).....	30
Russian Review (RR).....	4
Film Review (FR).....	9
Music Magazine (MM).....	9
Specials (S).....	235
Reference (R).....	28
Hansard (H).....	6
Parade (PDE).....	13
Prints (PR/PA).....	12
Puffin Cut Out (PC).....	10
TOTAL	4,844