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BOOK DECORATIONS



Bertram Grosvenor Goodhue 1869 - 1924

BOOK DECORATIONS

BY

Bertram Grosvenor Goodhue



NEW YORK
THE GROLIER CLUB
M CM XXXI

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INTRODUCTORY

ERTRAM GOODHUE'S book decorations were so full of charm and distinction, varied so widely, yet were always so nicely fitted to their purpose, that the bringing of them together in one book, where they may easily be enjoyed and compared, would in itself be a sufficient reason to booklovers for the publication of this collection. Two other reasons—were justification necessary—have had weight: Goodhue's marked influence on the awakening of a better taste in bookmaking and the hope, which in spite of his modesty he must none the less have shared had he known of this publication, that the study of his drawings might be of value to those young men and women who are today engaged in the design and making of books.

It would have been of interest to bibliophiles to have dated and identified each drawing; to have told something of its reason for being, something of the book for which it was made; something of the circumstances of its original publication. Indeed, such was Goodhue's sense of humor, his utter contempt for anything remotely smacking of commercialism, his actual inability to do well that in which he lacked genuine interest, and his abrupt and unshakeable refusal to do anything that he did not think he could do well, that such an account would supply an endless succession of entertaining anecdotes. On the other hand, a commission having been undertaken, no amount of the most exhausting and laborious detail was too great; and what he was to receive for it was of no moment to him whatever.

This is not the place for anecdote nor is the present collection intended as a check list or catalogue of Goodhue's book decorations. The collection makes no pretense at completeness. Goodhue was extremely prolific and his facility was astounding. An almost endless number of delightful bits of ornament, each drawn with amazing certainty of line and precision of detail, flowed from his ready pen. Many of these were printed in random publications all trace of which has been lost; many were never reproduced at all, and were either lost or remain as notes on odd scraps of paper or on the fly leaves or margins of books.

Goodhue's earliest book decorations were made while he was still in New York before his association with Ralph Adams Cram in the firm of Cram, Wentworth & Goodhue in Boston, where he was drawn into the companionship of a group of young men interested in good bookmaking, and where he produced those fine drawings which are found often in the publications of Copeland & Day, and less often in those of other publishers. Many very beautiful book decorations, as well as a distinguished fount of types, were designed for D. Berkeley Updike in the early days of the Merrymount Press.

Goodhue was, if my memory serves, one of the little group which included Charles G. D. Roberts, Bliss Carman, Harrison Rhodes, Herbert Stone and myself, who sat around an oilcloth covered table at the Holly Tree Coffee rooms in Cambridge one evening in May, '94, waiting for the first sheets of the "Chap Book" to come from the printer. A good many of his decorations found their way into later pages of this same publication.

Small, Maynard & Company, another of the early firms of young publishers, commissioned from him many decorations and covers, and some of the Boston printing houses awakened to the value of his distinguished work.

During this whole period there was great interest in book plates, and nowhere has Goodhue's nimble imagination, playing among the rich stores of symbolism with which his mind was crowded, brought forth lovelier bits of composition. After his separation from the Boston firm of Cram, Goodhue and Ferguson, following the winning of the competition for the United States Military Academy at West Point, Goodhue established himself again in New York. His architectural engagements became so pressing that the time available for book decoration was limited, yet many of his most distinguished contributions were produced during these years. As a member of the Council of the Grolier Club his unerring taste was of great value not only in the design of the Club-house, of which he was architect, but as a very active member of the Publications Committee.

Surely no man who produced a design so daring as that of the Capitol at Lincoln could be said to have been in any way bound by tradition. Yet Goodhue loved mediævalism. He delighted in black letter and in all the quirks of Latin abbreviations. He loved the crafts and yet was the most modern of the moderns.

With full appreciation for the work of Morris, of Shannon and of Ricketts, he was no less willing to attack the problem of putting into beautiful form an alphabet designed mainly with the idea of compactness and legibility, the whole to be brought within the limits possible to the linotype machine.

The solution of this problem resulted in the Cheltenham type, in which the letter press of this book is printed. On the other hand, it is to be confessed that, while gratified with the great popular success of the basic design, Goodhue was never willing to forgive the many commercial variations that were afterward made upon it.

Some of the most beautiful things he ever did were engrossed on vellum and never reproduced. Of these not even a photograph has been obtainable.

Bertram Goodhue was, it seems to me, not only through his decorations but through his association with the makers of books, an important influence in the movement for better designs in bookmaking, which began in the early Nineties. As in all forward movements in art and decoration, whether toward simplicity or the baroque, there is a tendency to go to extremes, and during the last few years, while many very beautiful books have been produced, the pur-

suit of mere novelty has carried many of our designers far beyond the limits of good taste.

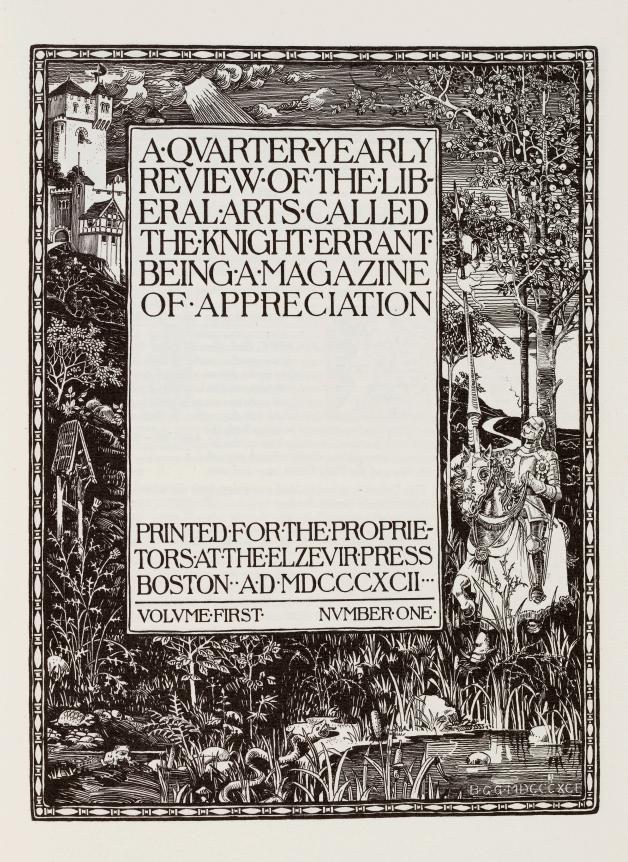
Is it too much to hope that the present publication may, by the sheer beauty of many of its pages, bring us back to a realization of the value of dignity and restraint?

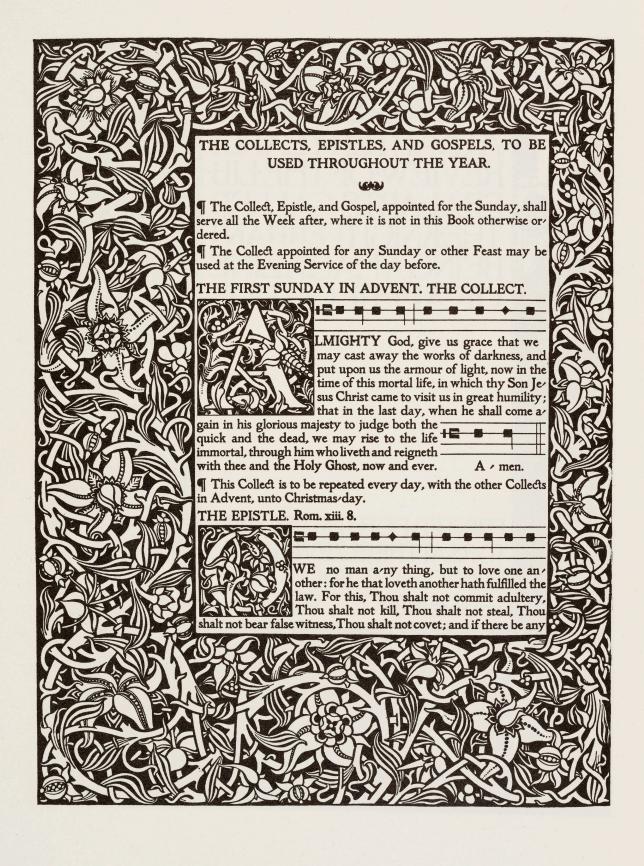
Ingalls Kimball

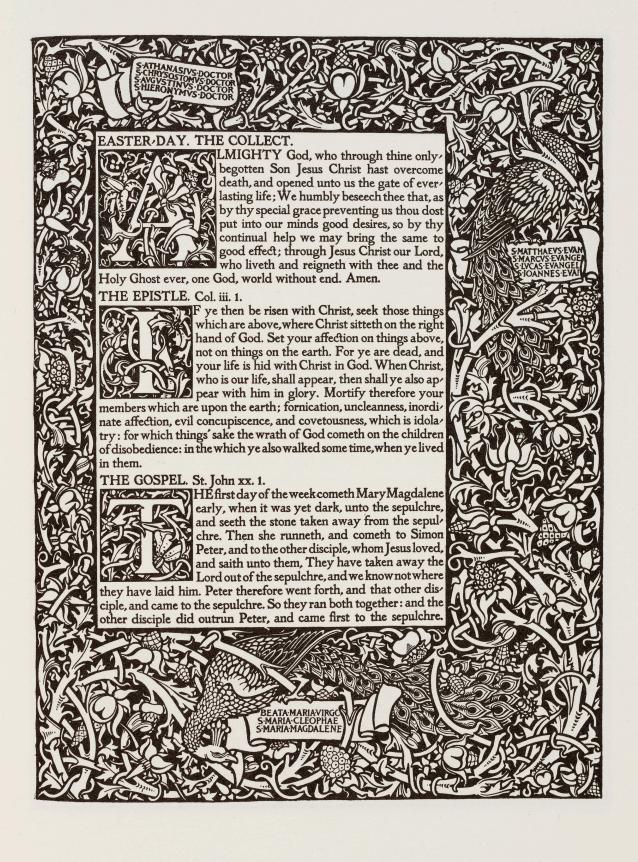
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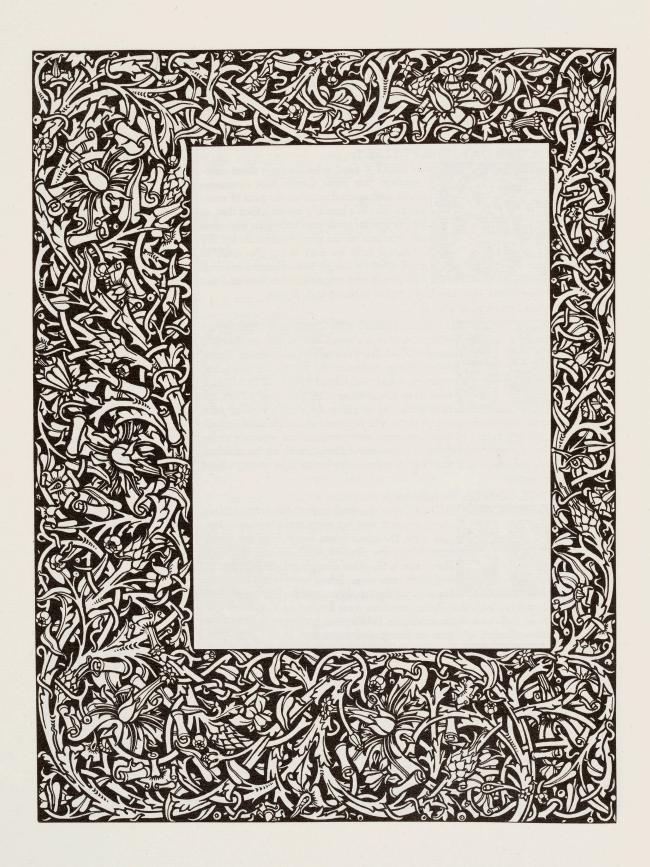
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BORDERS AND FULL PAGES

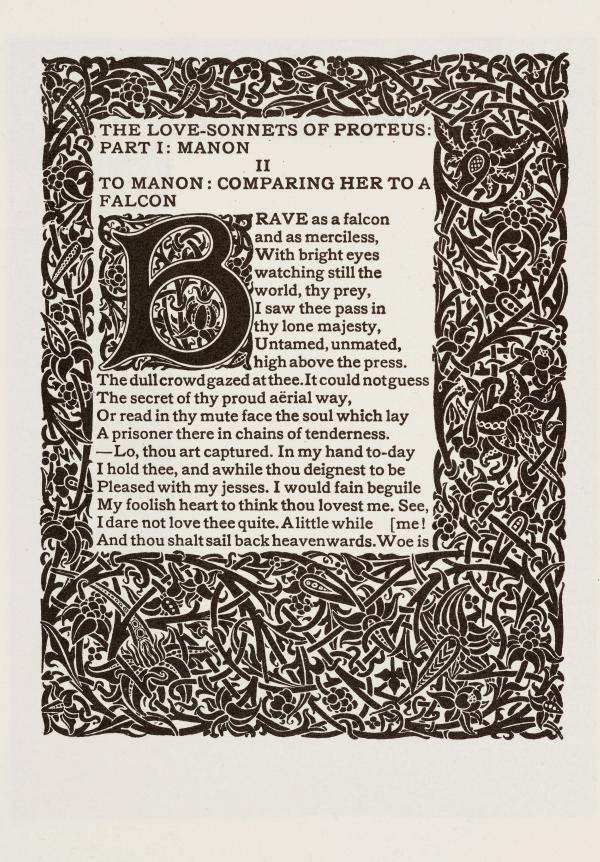


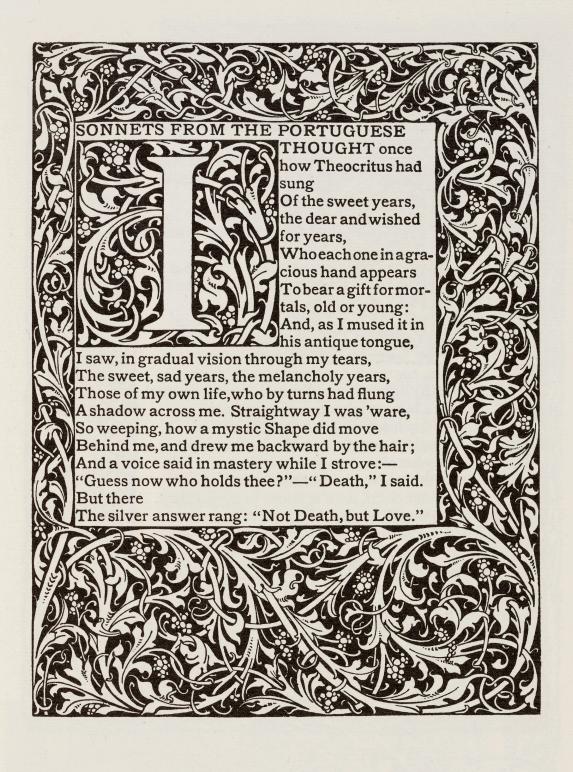


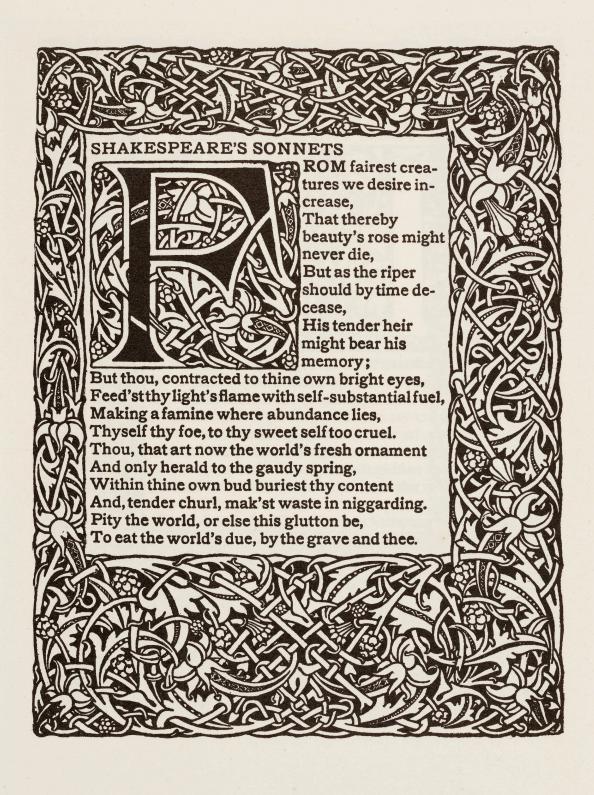


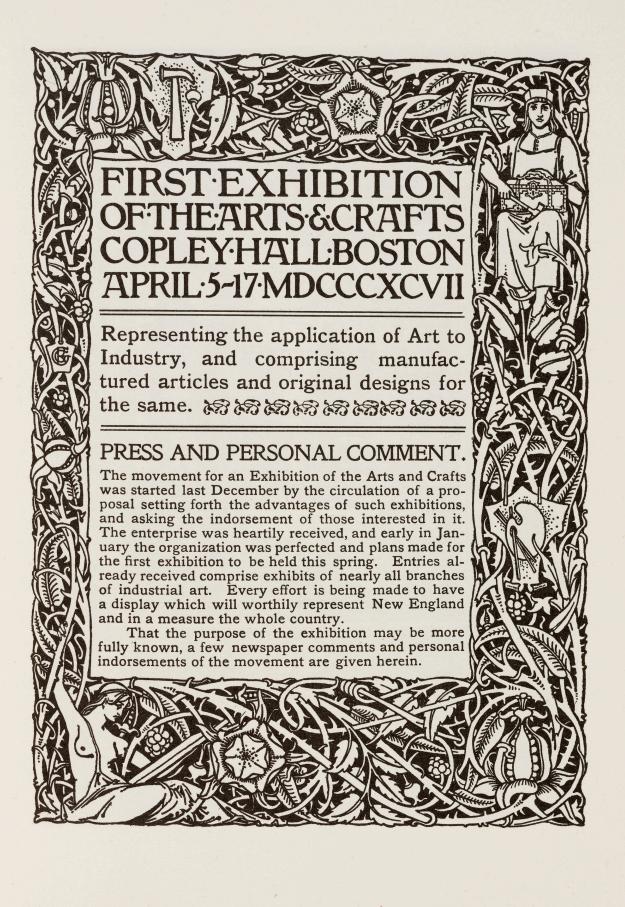


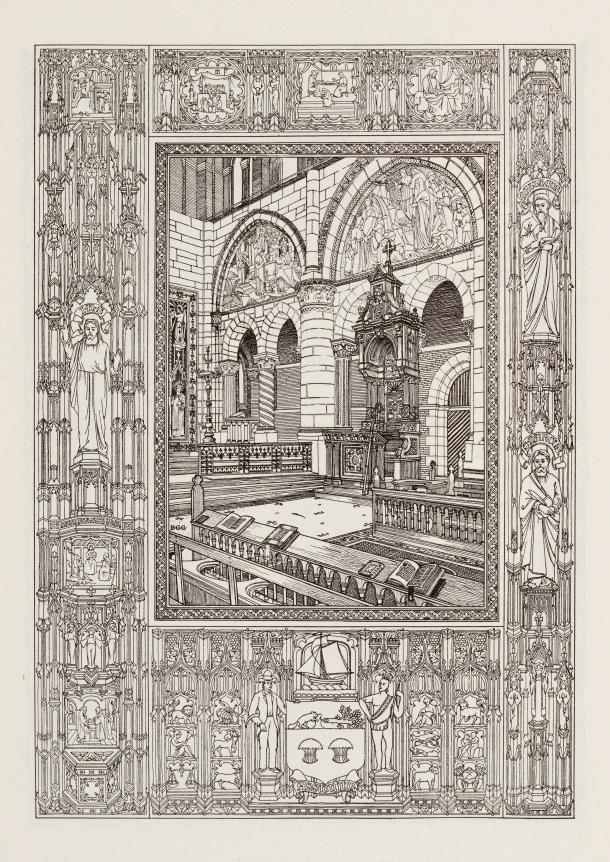


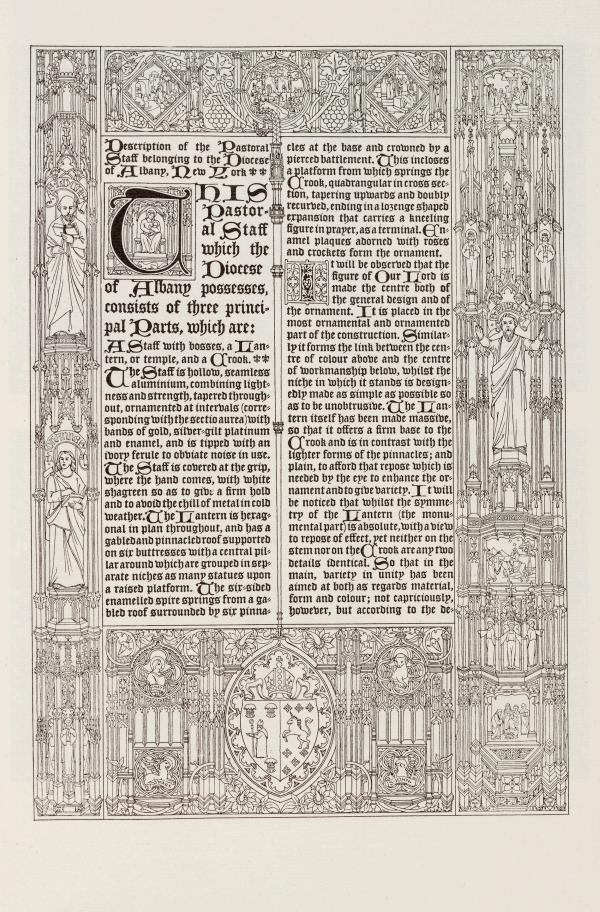


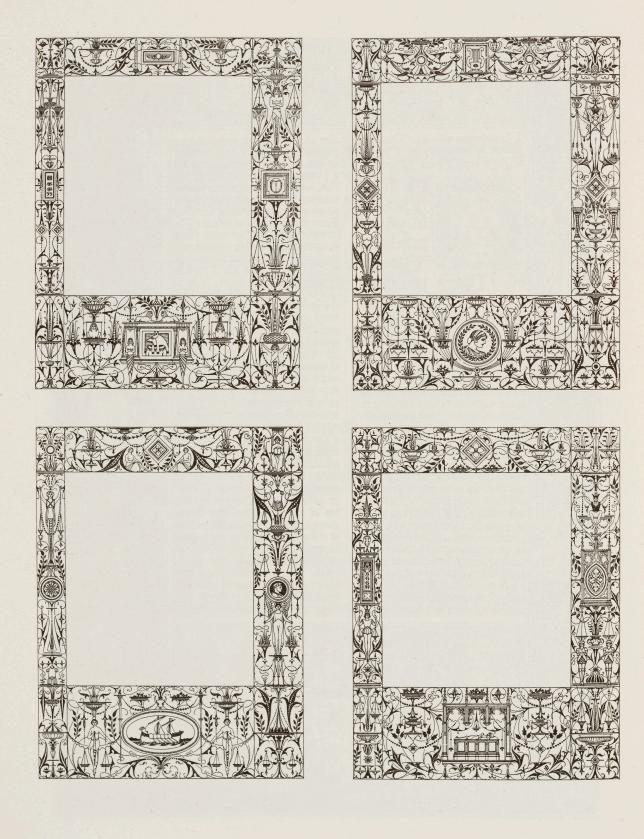


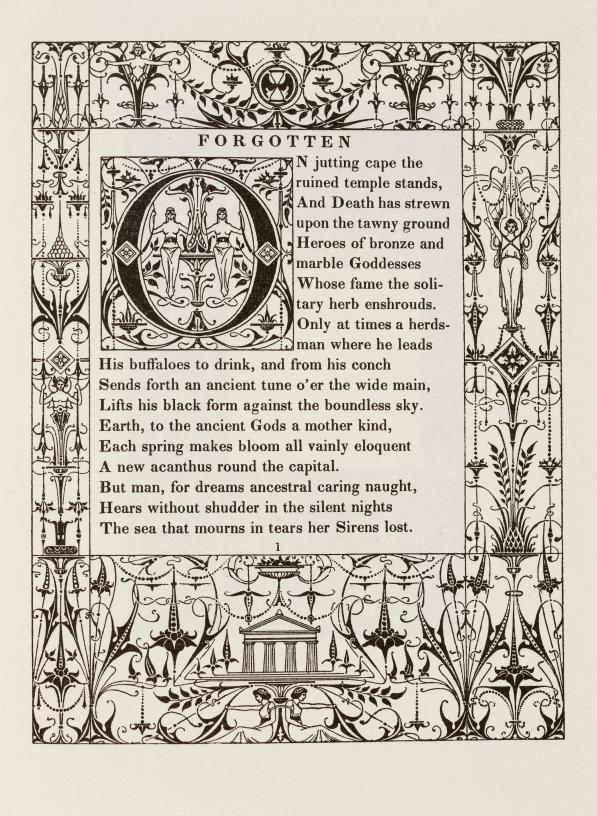


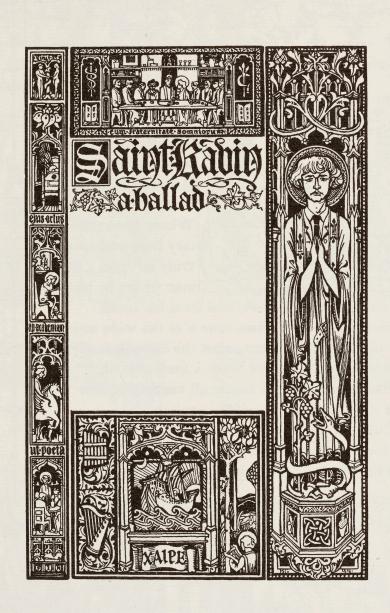




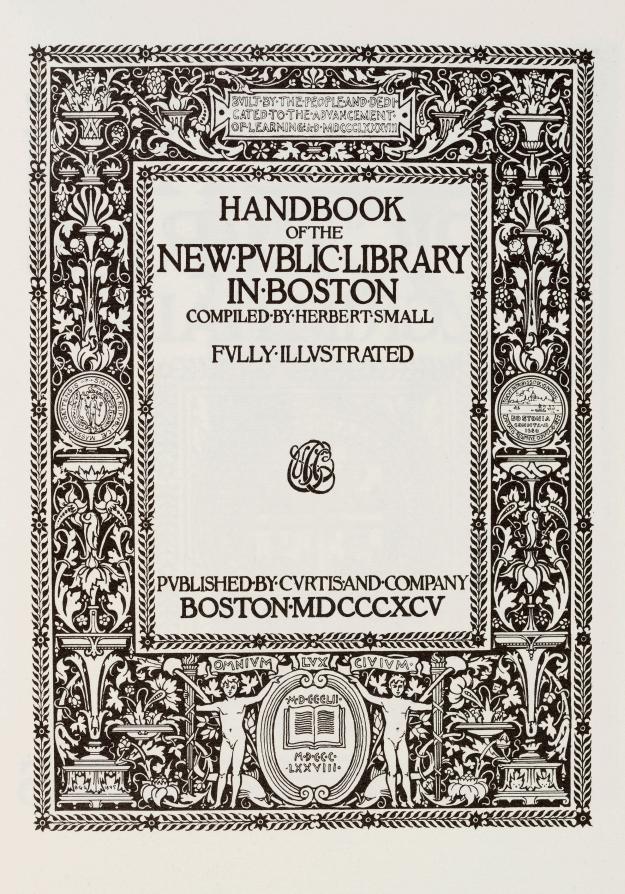








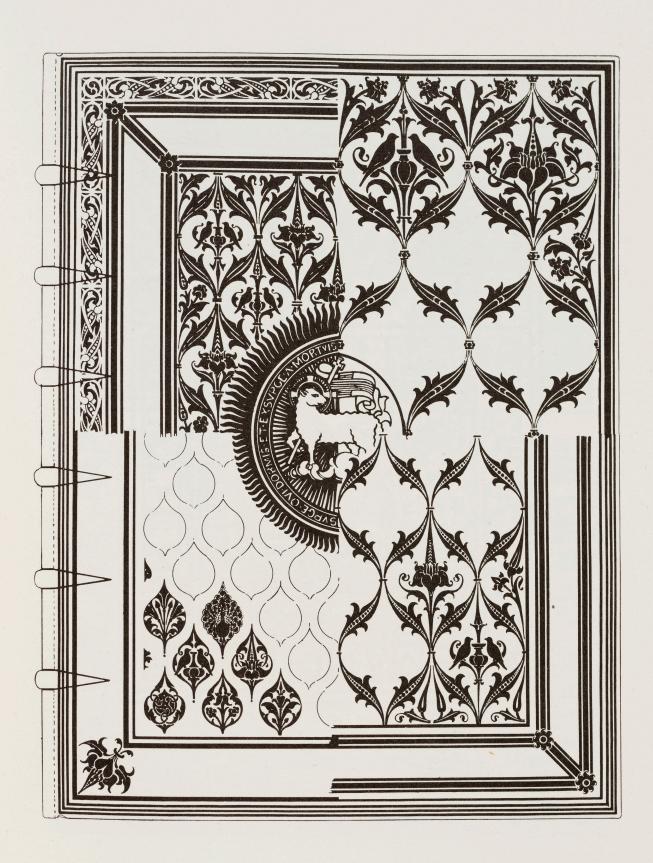
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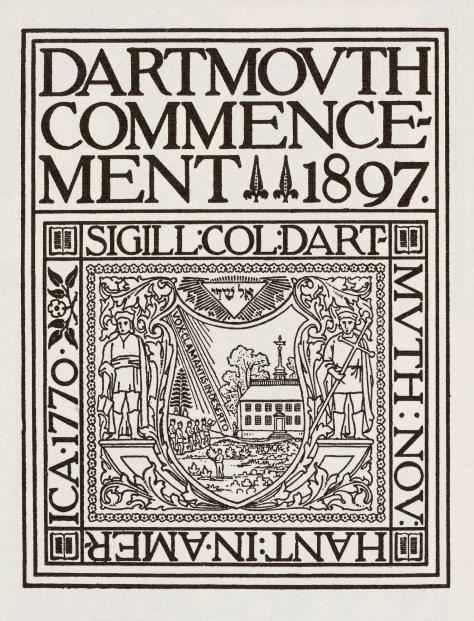


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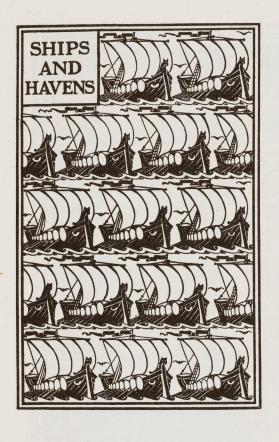
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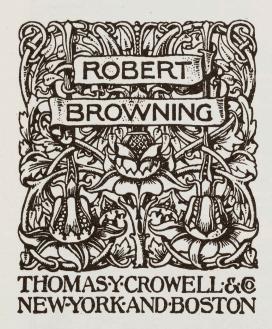


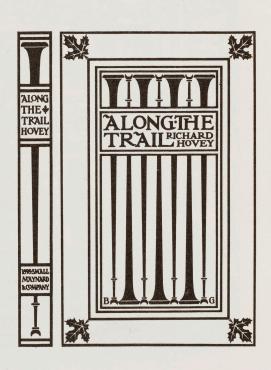














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BOSTON SMALL:MAYNARD:AND:COMPANY MDCCCXCVIII



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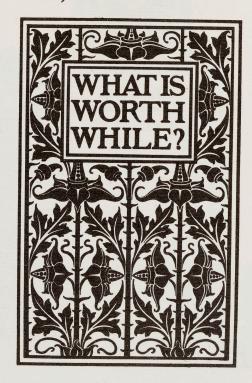


LAMSONWOLFFE: AND COMPANY: BOSTON: AND NEW-YORK: 1896

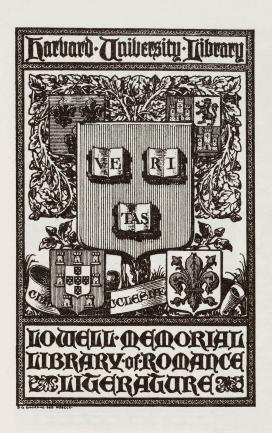
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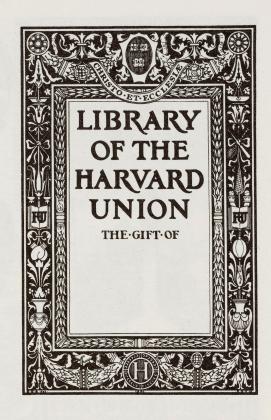


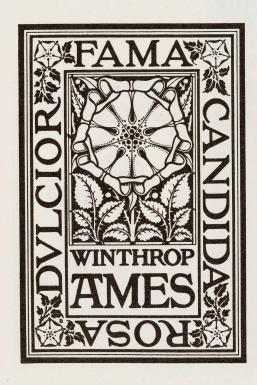
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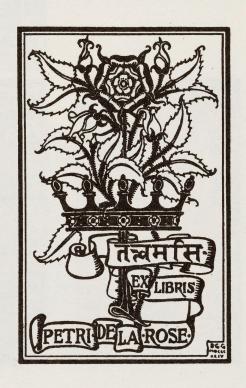


BOOK PLATES













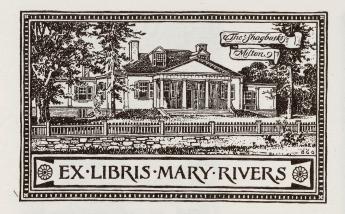


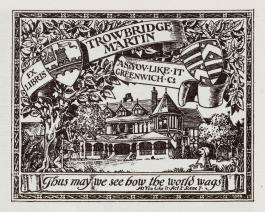








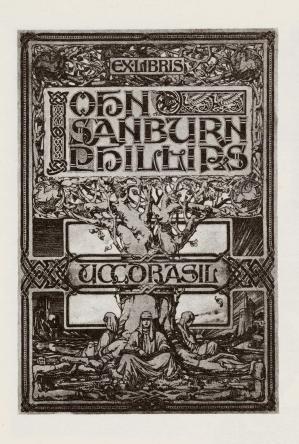


















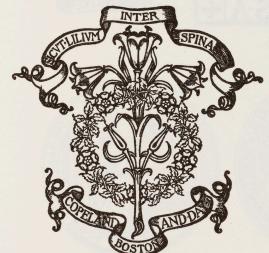
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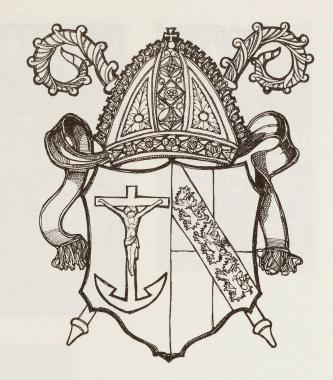


















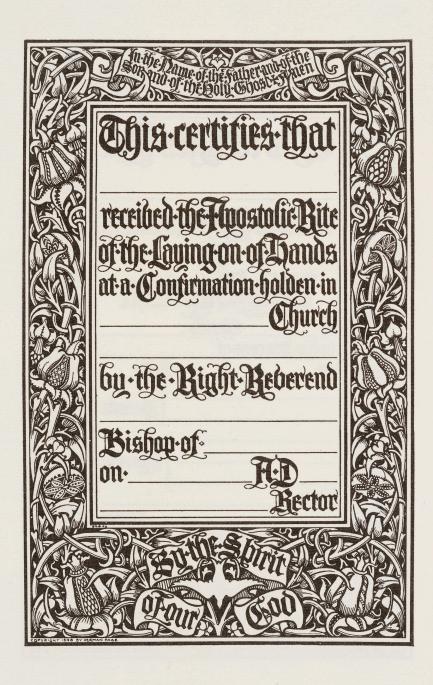






MISCELLANEOUS DECORATIONS









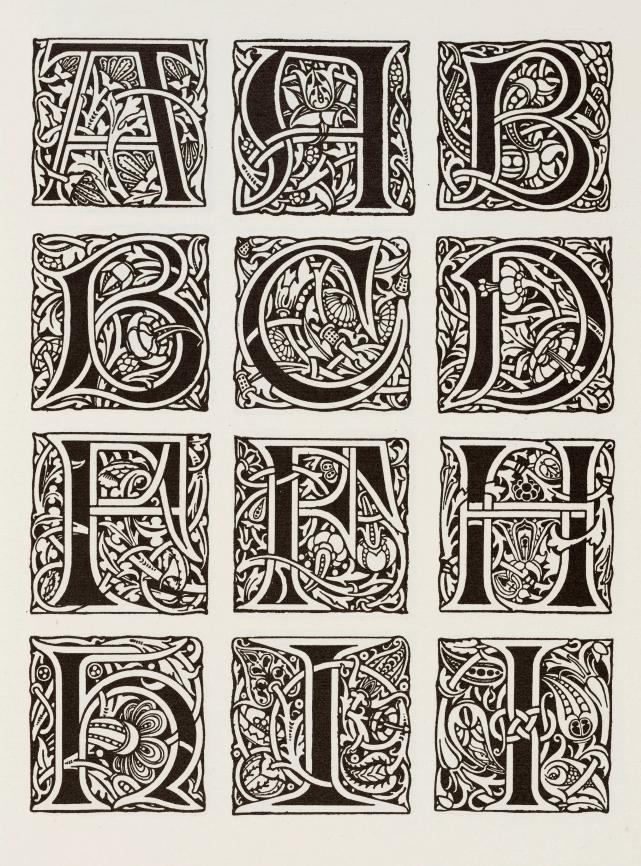


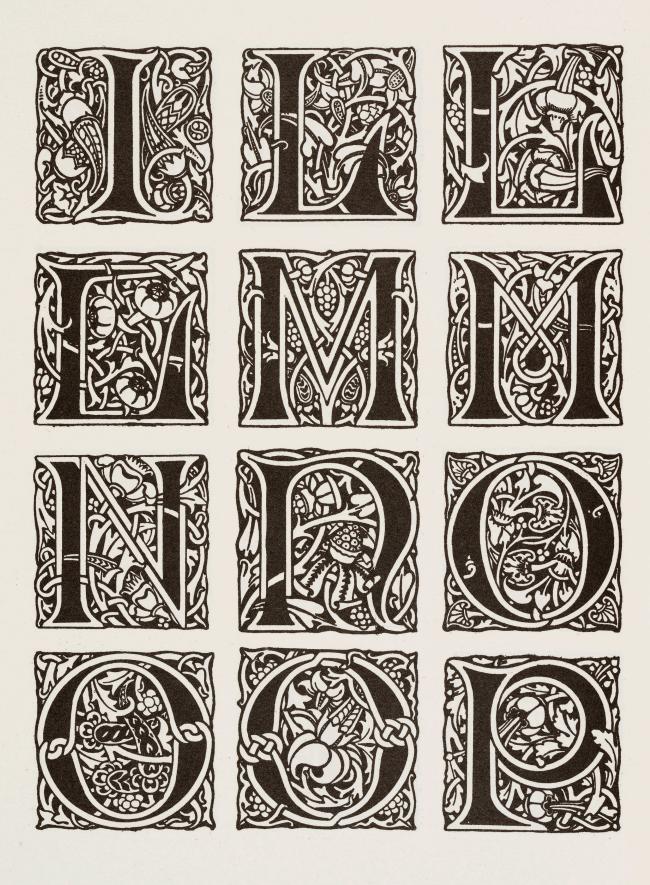
PRINTING TYPES

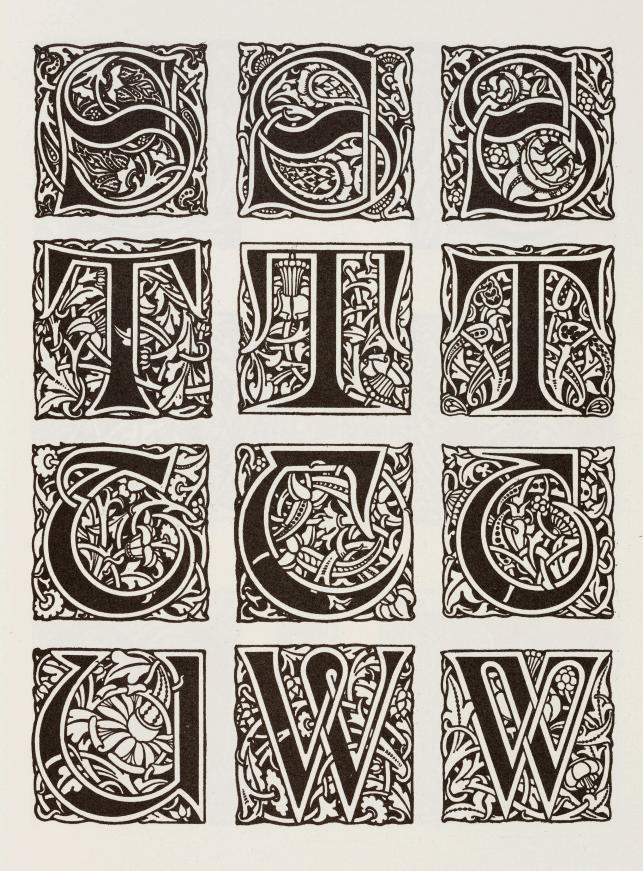
Hetruria autem de cælo tacta scientissime animaduertit, eademque interpretatur quid quibusque ostedatur monstris atque portentis. Quocirca bene apuó maiores nostros Senatus tum quu florebat imperium, decreuit ut de principum filijs sex singulis Hetruriæ populis in disciplinam traderentur, ne ars tanta propter tenuitaté hominum à religionis authoritate abduceretur ad mercedem atque quæstum. Phryges autem, & Pisidæ, & Cilices, & Arabum natio, auiu significationibus plurimum obtemperant: quod idem factitatum in Vmbria accepimus. Ac mihi quidem uidentur è locis quoq; ipsis qui à quibusq: incolebantur, siuinationum opportunitates esse suctæ. Vt enim Aegyptij, ut Babylonij, in camporum patentium æquoribus habitantes, quum ex terra nihil emineret quos contemplationi cali officere posset, omnem curam in syderű cognitione posuerűt. Hetrusci autem quò religione imbuti, studiosius O crebrius hostias immolabant, extorum cognitioni se maxime dediderunt: quódq; propter aëris crassitudinem de cælo apud eos multa fiebat, O quod ob eandem caussa multa inusitata partim ex cælo, alia ex terra oriebatur, quæ-Sam etiam ex hominu pecubumue conceptu & satu, ostentoru exercitatissimi interpretes extiterunt: quorum quidem uim (ut tu soles dicere) uerba ipsa prudenter à maioribus posita declarant. Quia enim ostenbunt, portenbunt, monstrant, præbicunt: ostenta, portenta, monstra, probigia bicuntur. Arabes autem & Phryges & Cilices, quòb pastu pecubum maxime utuntur, campos & montes hyeme & astate peragrantes, propterea facilius cantus auium & uolatus notauerunt. Easémque O Pisisiæ caussa fuit, O buic nostræ V mbriæ. Tum Caria tota, præcipuéque Telmesses quos antè dixi, quòd agros uberrimos maximéque fertiles incolunt, in quibus multa propter fæcunditatem fingi gignique possunt, in ostentis animaduertendis dili-

IN THE BEGINNING GOD CREATED THE heaven and the earth. And the earth was without form. and void; and darkness was upon the face of the deep. And the Spirit of God moved upon the face of the way ters. And God said, Let there be light: and there was light. And God saw the light, that it was good: and God div vided the light from the darkness. And God called the light Day, and the darkness he called Night. And the evening and the morning were the first day. And God said, Let there be a firmament in the midst of the waters, and let it divide the waters from the waters. And God made the firmament, and divided the waters which were under the firmament from the waters which were above the firmament: and it was so. And God called the firmament Heaven. And the evening and the morning were the second day. And God said, Let the waters under the heaven be gathered together unto one place, and let the dry land appear: and it was so. And God called the dry land Earth; and the gathering together of the waters called he Seas: and God saw that it was good. And God said, Let the earth bring forth grass, the herb yielding seed, and the fruit tree yielding fruit after his kind, whose seed is in itself, upon the earth: and it was so. And the earth brought forth grass, and herb yielding seed after his kind, and the tree yielding fruit, whose seed was in itself, after his kind: and God saw that it was good. And the evening and the morning were the third day. And God said, Let there be lights

INITIALS









































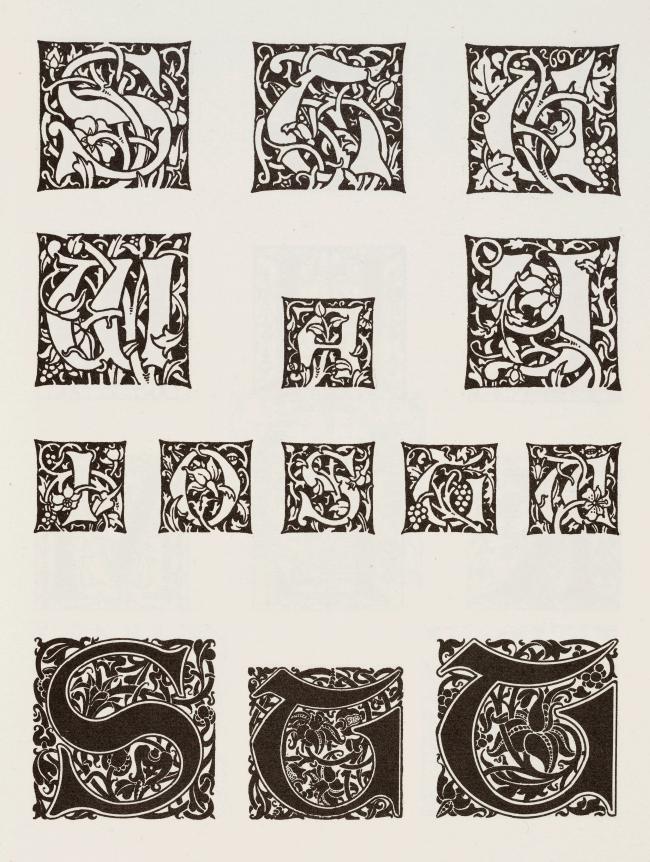


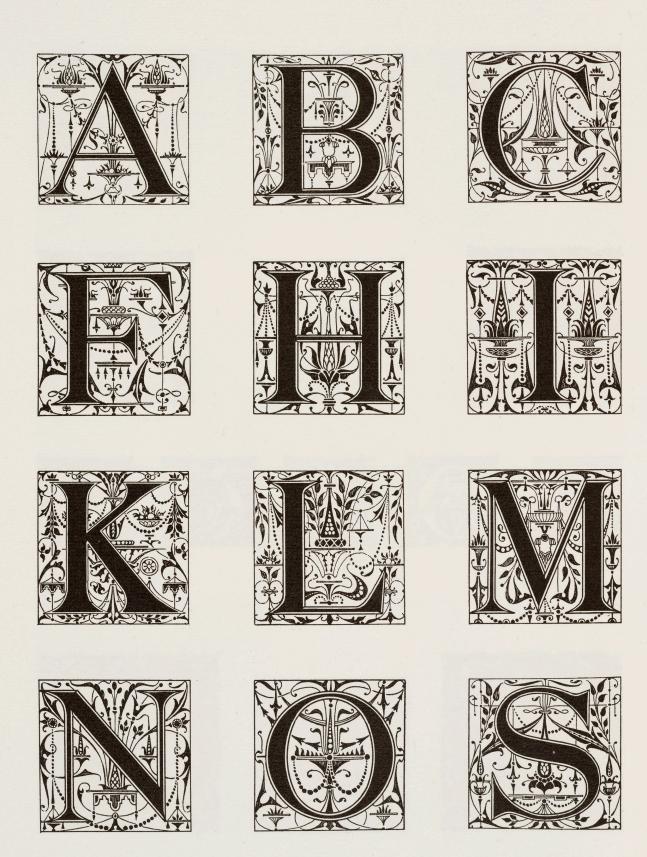


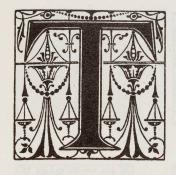










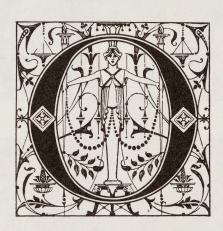






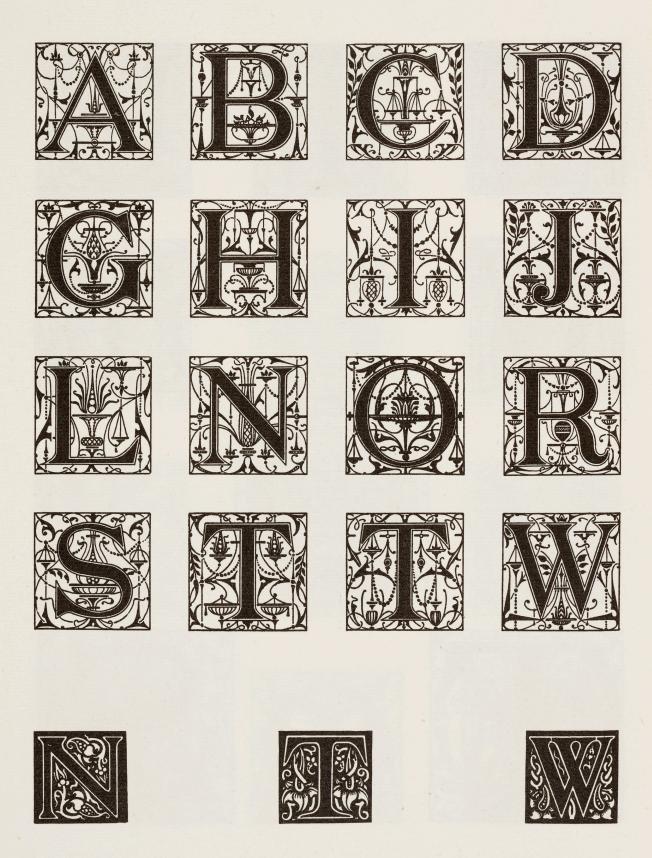












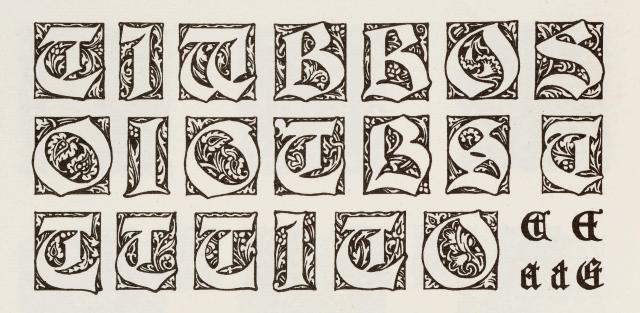






















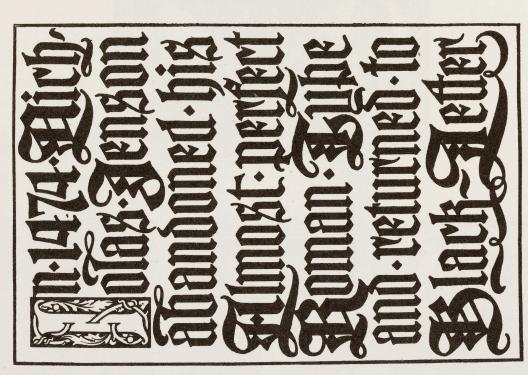












SOME WORKING SKETCHES







THE CHELTENHAM FONT

It is in characters not differing in any material item from these (the designer trusts) that this new font will be cut.



THE CHELTENHAM TYPE Quaint enough will be this type lacking exactly what chiefly gives the Italic, its qualities of bash & zip; i.e. the kerns. 1.



