



The Publications Committee of The Book Club of California
Announces a New, Major Publication

*Cyclone on the Prairies:
The Wonderful Wizard of Oz
and Arts and Crafts in Publishing in
Chicago, 1900*

[With an original leaf from the first edition of L. Frank Baum's
The Wonderful Wizard of Oz printed in Chicago in 1900]

By *Peter E. Hanff*

And companion volume

*A Bookbinder's Analysis
of the First Edition of
The Wonderful Wizard of Oz*

By *Michael O. Riley*

THE BOOK CLUB OF CALIFORNIA is delighted to announce *Cyclone on the Prairies: The Wonderful Wizard of Oz and Arts and Crafts in Publishing in Chicago, 1900* [With an original leaf from the first edition of L. Frank Baum's *The Wonderful Wizard of Oz* printed in Chicago in 1900] by Peter E. Hanff, and the companion volume, *A Bookbinder's Analysis of the First Edition of The Wonderful Wizard of Oz* by Michael O. Riley. These two works bring together important new scholarship on the printing and design history of an American classic.

The Wonderful Wizard of Oz, written by L. Frank Baum and illustrated by W.W. Denslow, was first published by the George M. Hill Company of Chicago in 1900. Embodying the hopes, dreams, and fears inherent in the American character, it is probably the most beloved American children's fantasy. In addition to the story's extraordinary status as an American myth, the first edition is itself of exceptional importance to the history of American children's books. Nothing like it had been seen before its publication: its inno-

vative design literally changed the look of children's books. And more than one hundred years after its publication, *Wizard* is still a powerful influence on children's book design.

The chief aim of Peter Hanff's study and analysis of "America's most famous fantasy" is to explore some of the particular facts and circumstances that helped establish Baum's *The Wonderful Wizard of Oz* as an American classic, despite formidable obstacles to success. Hanff's work is a pioneering study of printing and publishing on the prairies, and an eloquent study of the influence of the Arts and Crafts Movement in Chicago on American book design. It informs us of the work of Baum's first publisher in Chicago and his work with William Morris' Kelmscott Press. Hanff's work, like Baum's, exceptionally integrates text and illustration. Each copy of Hanff's book includes an original leaf from the first edition of *The Wonderful Wizard of Oz* published in 1900. The companion volume by Michael Riley is a scholarly and readable study of the production of the first

edition of this children's classic. Together, the books' art works, extensive footnotes, and historic narratives offer a broad chronicle of the publication of *Wizard* and its long-lasting impact on children's book publishing in the United States.

Both texts were designed and printed by Peter R. Koch, assisted by Jonathan Gerken, of Peter Koch Printers in Berkeley, California. The text was set in Adobe Jenson designed by Robert Slimbach. The edition of 300 copies was printed on Mohawk Superfine by letterpress. The binding is by John DeMerritt Book Binding. The books measure 9 x 12 inches and consist of 152 pages for Hanff's work (hard bound) and 56 pages for Riley's text (soft bound). The Hanff work includes 77 color images. The price of the book is \$375 (plus applicable sales tax and shipping). Requests for second copies by Book Club of California members will be honored in order of receipt, should copies remain after all first-copy orders have been filled.

Available online from The Book Club of California website or by calling the Club's business office at: (800) 869-7656.

The Publications Committee
The Book Club of California
312 Sutter Street, Suite 500
San Francisco 94108
www.bccbooks.org
415.781.7532
Publication number 228

