



THE BOOK BLOCK  
Fine & Rare Books

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We are appraisers and antiquarian booksellers specializing in a broad range of rare and fine books including Illustrated Books, Literature, The Dance of Death, Private Press, Fine Printing & Binding, Americana, Voyages & Travels, and Autographs & Manuscripts. The Book Block began business nearly 50 years ago in Greenwich, Connecticut and now is located in Boynton Beach, Florida (on the east coast near Palm Beach.) This is the second catalogue conceived, designed, and executed by Ms. Skye Schneider, who at 16 years of age undoubtedly is among the youngest booksellers in the U.S.

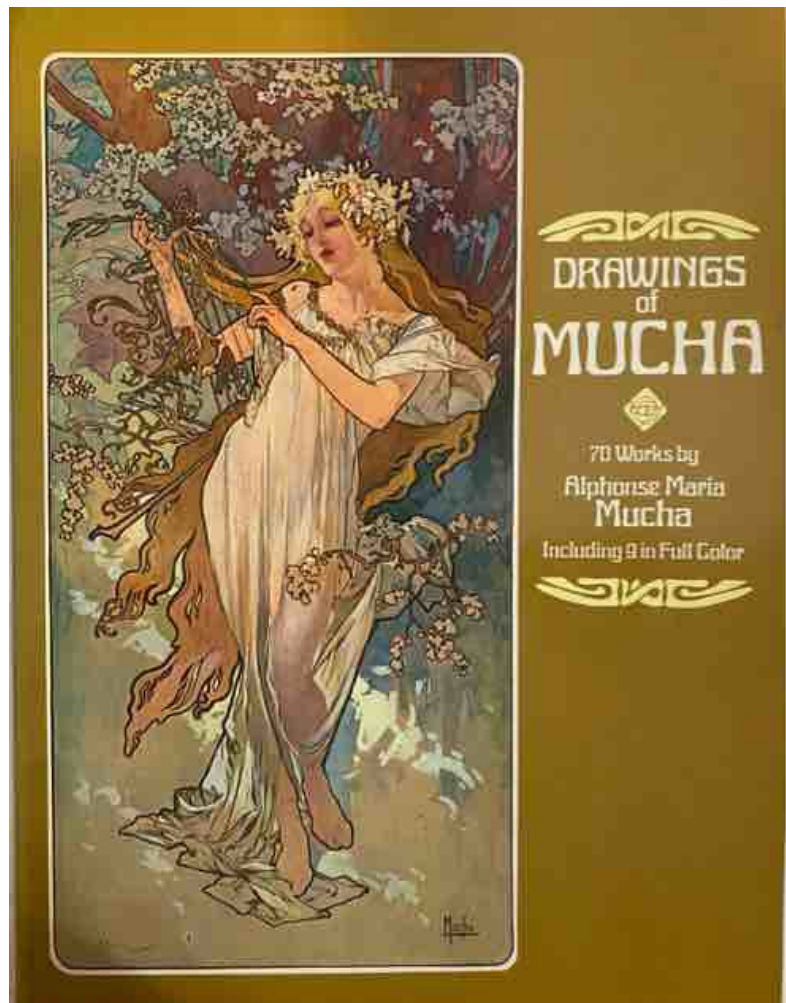
## Posters

The introduction of color lithography initiated a craze for poster collecting in Paris towards the end of the 19<sup>th</sup> century. Interest in posters was so great that posters were torn, usually after dark, from the *hoardings* where they hung for transport to homes where displayed. Interest in posters has never waned and remains high to this day. Below, we offer a variety of books on posters including some of history's most important. We'd be pleased to provide additional images of any you may be interested in acquiring.

1. *DRAWINGS OF MUCHA 70 WORKS BY ALPHONSE MARIA MUCHA*. New York: Dover Publications, 1978.

\$10.

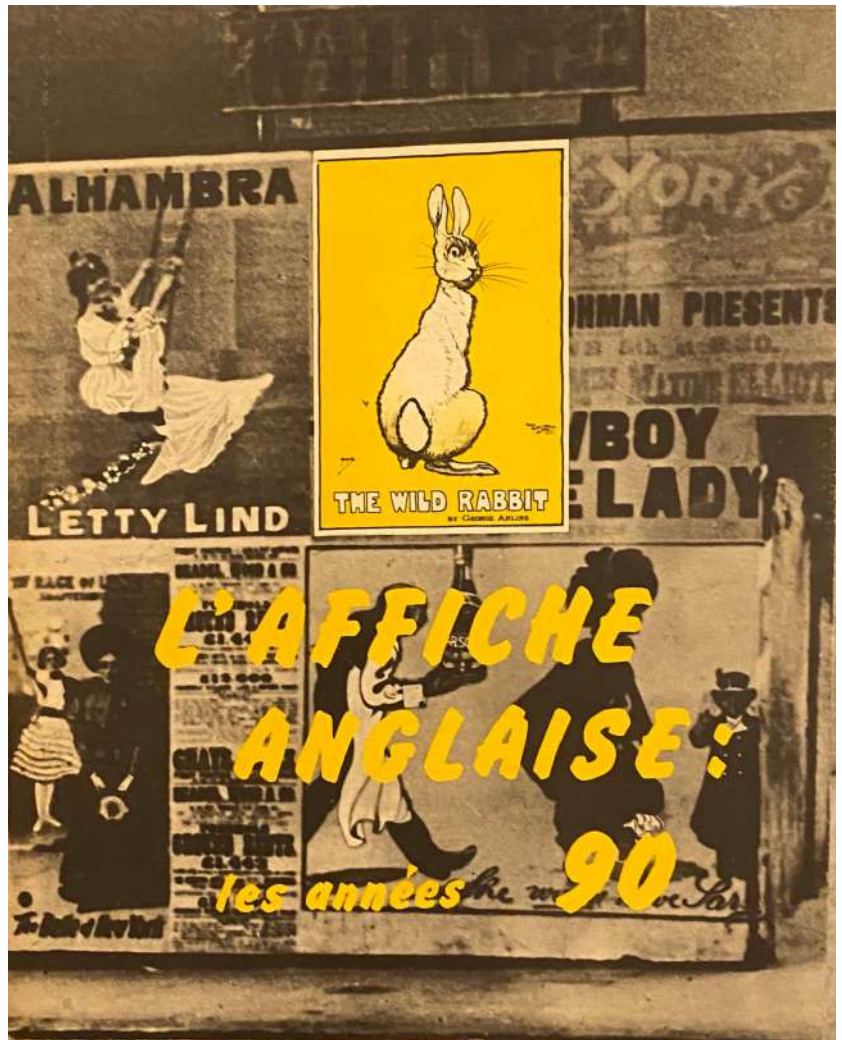
Fine in pictorial wraps. Features 70 full page reproductions of Mucha posters, 9 in color. A short narrative accompanies each poster.



2. *L’AFFICHE ANGLAISE: les années 90*. Paris: Musée des arts décoratifs, 1972.

\$50.

Fine copy of catalogue for the 1972 exhibition at the Paris Musée des Arts Décoratifs of English Art Nouveau posters. Laid in is the Musée’s printed announcement, in French, of the exhibition and, on the letterhead of the Bibliothèque des Arts Décoratifs, the curator’s handwritten name and title.

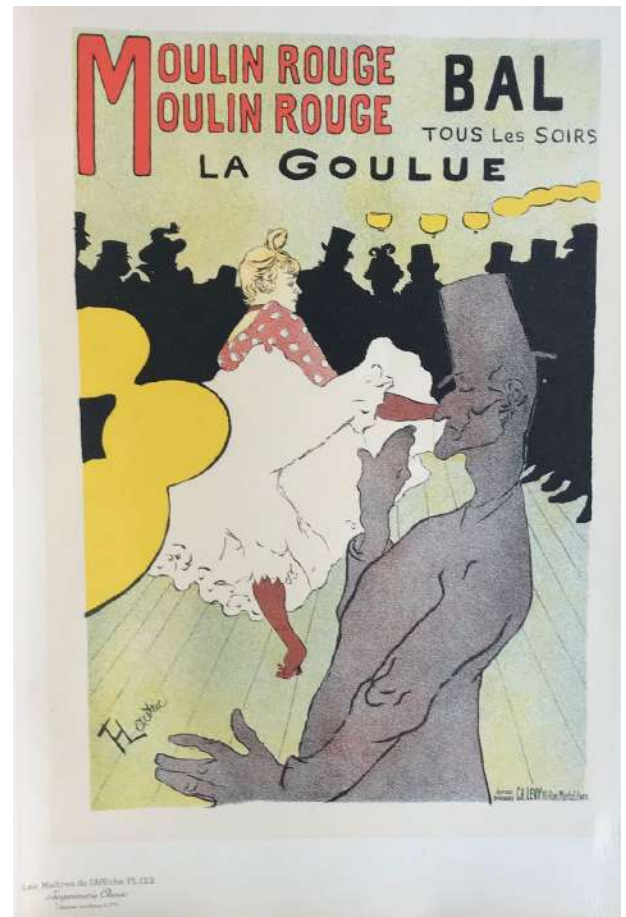


3. *Les Maîtres de L’Affiche*. Paris: Chaix, 1896 - 1900.

\$65,000.

2 folio (16 x 12½ inches) vols. ¾ morocco over French curl marbled paper. Each vol with 5 raised bands; gilt title stamped in second compartment surrounded by gilt rule. Third compartment gilt stamped “Tomb I” and “Tomb II” respectively also surrounded by single gilt rule. Wear to corners and spine though each volume strong and structurally sound. Wrappers lacking. Front pastedown with bookplates of Harold Byron Gibbs, and Robert and Gladys Koch. Gladys Koch was a well known antiques dealer and her husband, Robert, was an art historian best known for his books on Louis C. Tiffany and Will Bradley. He specialized in the Art Nouveau period and authored articles on posters.

Recognizing the continual theft of posters from the Paris hoardings reflected a fierce interest in posters and seeing a marketing opportunity to capitalize on that demand, the publisher, Chaix, introduced a smaller version of the best of those posters, which were made available via subscription. Subscribers received four posters per month, each a smaller full color lithograph of the larger version. Since the publication lasted five years, a subscriber throughout the entire run received a total of 240 posters. Additionally, Chaix issued 16 special posters. Thus, a complete run of posters from *Les Maîtres de l’Affiche* (“Masters of the Poster”) consists of 256 posters. Among the many poster artists represented in *Les Maîtres de l’Affiche* were Lautrec, Mucha, Cheret, and the American, Will Bradley. Our set contains 259 posters. It lacks only special poster three, by Jules Cheret, and includes two copies each of poster 49 by Cheret, poster 50 by Eugene Grasset, poster 51 by J.-L. Forain and poster 52 by Bradley. Finding a set this complete has become increasingly difficult owing to the propensity of owners to break them up to sell individual plates. With all lithographs fine, our set, bound in two matching volumes, is rarely found.

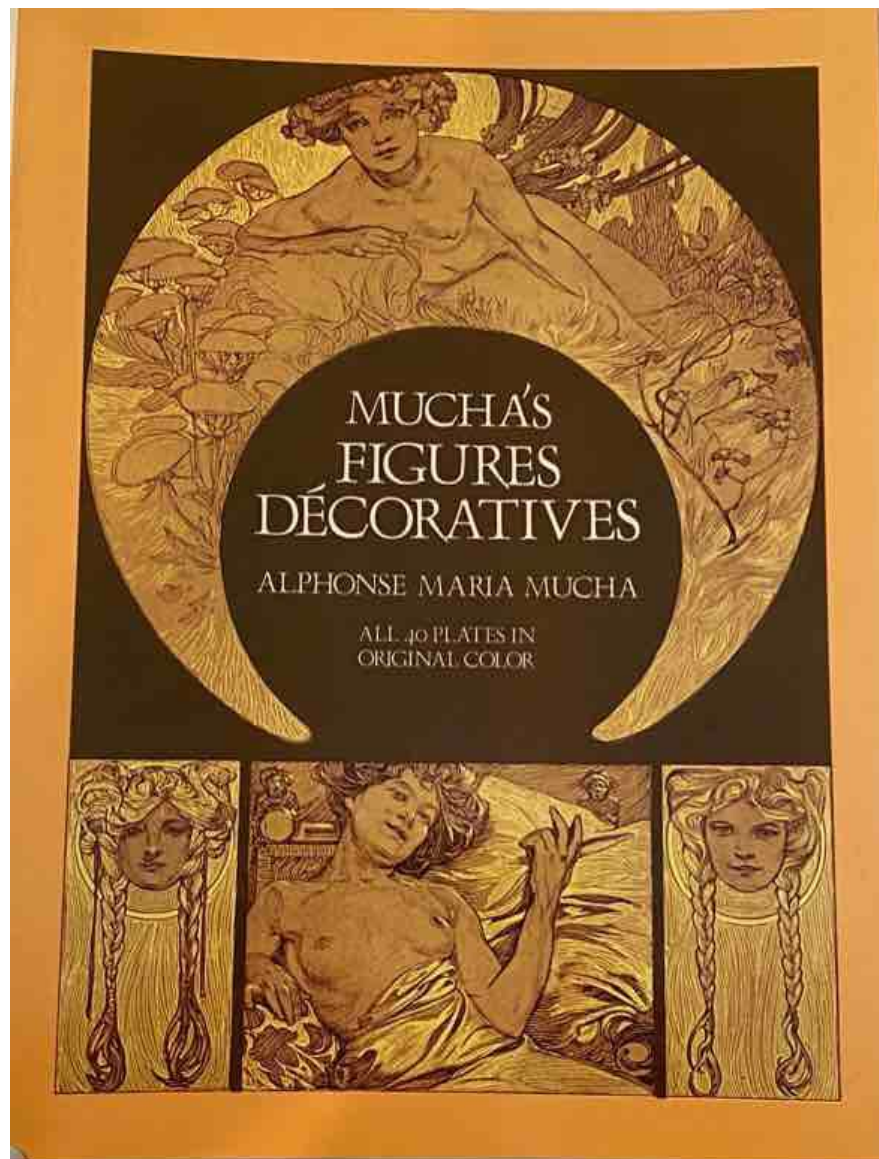




4. *MUCHA'S Figures Decoratives*.  
New York: Dover Publications,  
1981.

\$20.

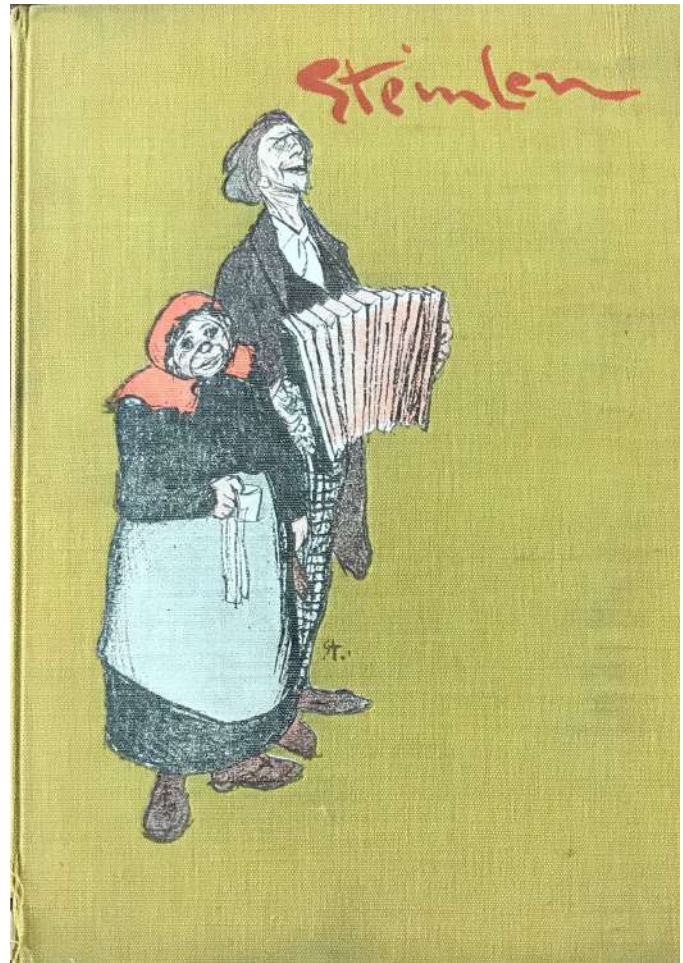
Near fine in pictorial softcover  
with 40 reproductions of the  
original two-color plates from  
rare first edition.



5. *Steinlen and His Art: Twenty-Four Cartoons with a critical introduction and descriptive notes.*  
New York: Brentano, 1912.

\$300.

Folio (15¼ x 11¼"). Yellow linen with colored decoration to top board. 1¾" fraying to tail of spine. Slight wear to head of spine and corners. 24 plates in color and black and white, some tipped in. Theophile Alexandre Steinlen was a Swiss-born leading poster artist.



6. *THE POSTER: AN ILLUSTRATED MONTHLY CHRONICLE*. London: Ransom, Woestyn & Co., 1898-1900.

\$9,500.

Small 4to., ½ black Morocco over marbled paper covered boards with original wrappers preserved within: slight wear to covers. Spines with gilt decoration and brown labels with gilt lettering. Marbled ep. Front pastedown with bookplate of Gus Bofa, famous French art critic and artist who also was a poster designer; fabric markers. Original subscription order form laid in. Monthly periodical bound as 2 vols. starting with first issue of June 1898 and extending through December of 1900; lacking August 1899. The leading and most important English chronicle of the development and importance of posters during the turn-of-the-20th-century profusely illustrated in color and black & white. Most of the great Art Nouveau poster artists are represented including Mucha, Chéret, Crane, the Beggarstaffs, Beardsley, Grasset, Bradley, Hardy, etc. Nearly complete collection rarely found.



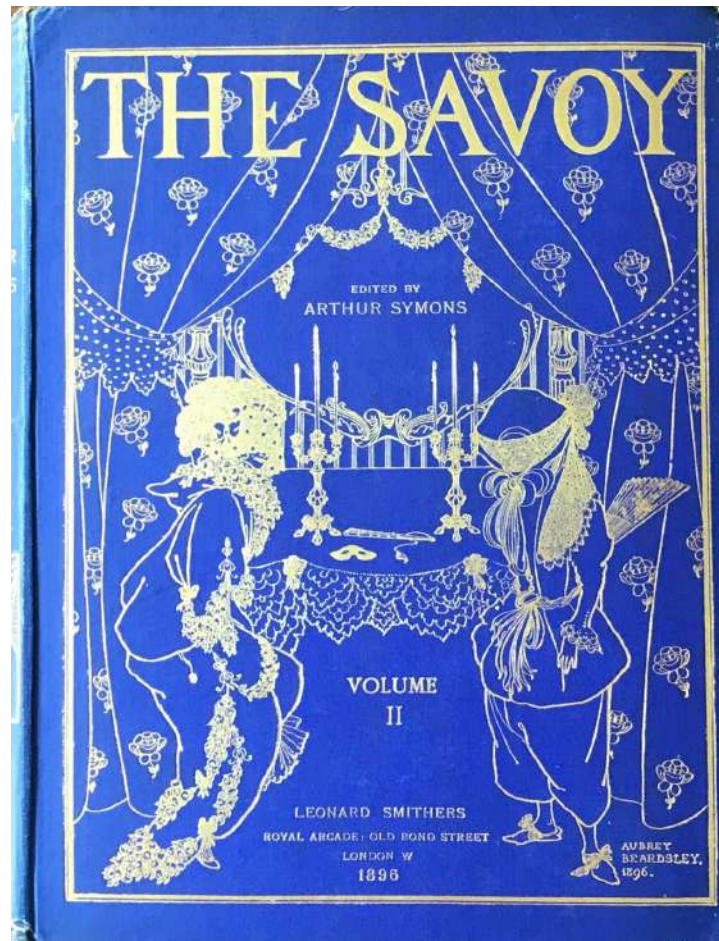


7. *The Savoy*. London: Leonard Smithers, 1896.

\$3,000.

3 vols, sm. 4to (10 1/2 x 8"). Blue cloth with gilt decoration and lettering to both covers and spine, slight edge wear; untrimmed. Contains often lacking Beardsley Christmas card.

Each volume with bookplate of Robert and Gladys Koch to front pastedown. Gladys was a well known antiques dealer and her husband, Robert, was an art historian best known for his books on the great American decorative artist, Louis C. Tiffany and master graphic artist, Will Bradley. Dr. Koch specialized in the Art Nouveau period and authored articles on posters. Each volume with bookplate of Willis Vickery to front pastedown. Willis Vickery was a well known judge in Cleveland whose important library collection was sold at auction in 1933. The Savoy was a journal produced from January to December 1896. Authors such as Yeats and Beardsley were represented. Also playing a prominent role in the production of the journal was Oscar Wilde. Important publication of the Art Nouveau period.





8. *The Yellow Book. An Illustrated Quarterly. Volumes I- XIII.*  
 London & Boston: Elkin Mathews & John Lane & Copeland & Day,  
 1894-1897  
 \$2000.

8vo. ( 8¼ x 6½").  
 Complete run  
 published in  
 13 volumes of

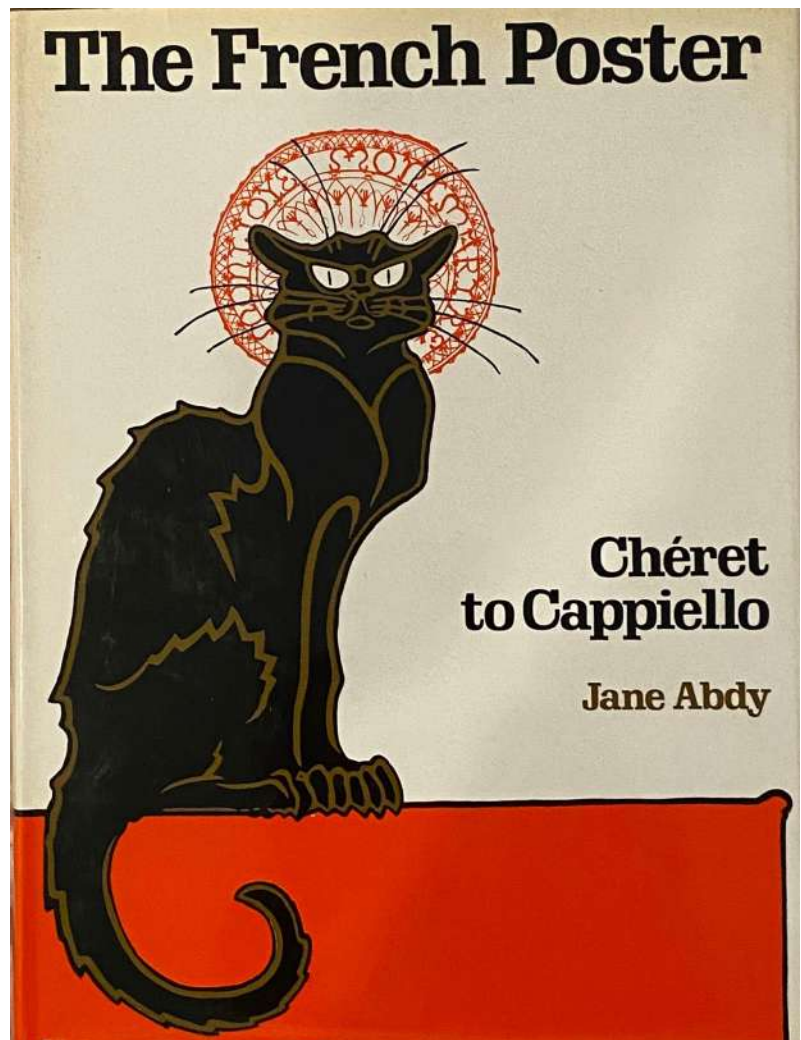


famous Art Nouveau periodical. Bound in publishers yellow pictorial cloth. Included works of most famous artists of the day including Beardsley, Le Gallienne, and Henry James.

9. Abdy, Jane. *The French Poster: Cheret to Cappiello*. New York: Clarkson N. Potter, 1969.

\$30.

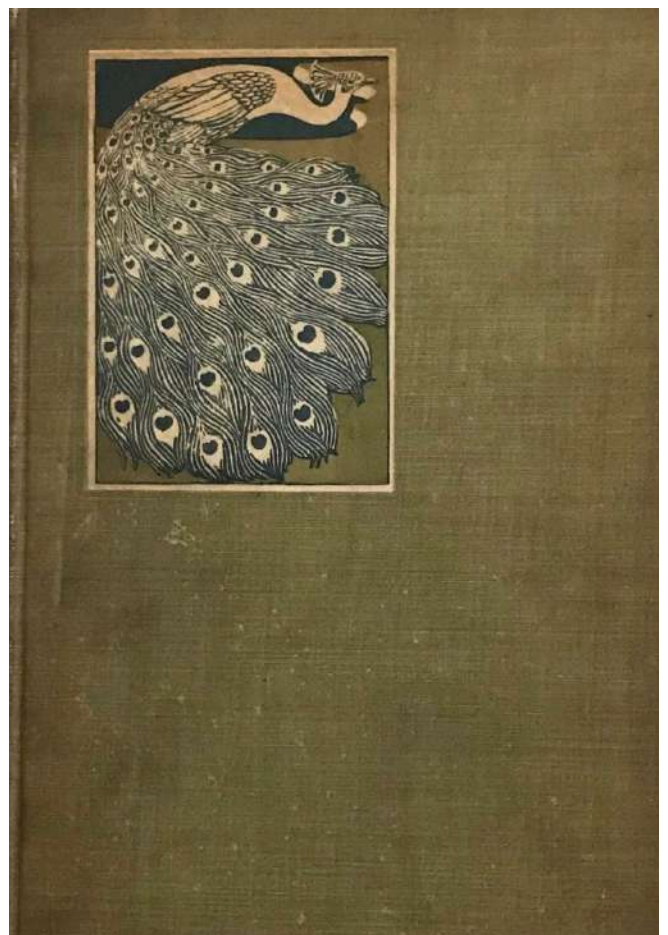
Fine first edition in brown cloth covered boards wrapped in pictorial paper dust jacket. DJ with fold and tear to top edge of verso. 176 pages; 16 color reproductions and 112 in black and white.



10. Alexandre, Arsene, et al. *The Modern Poster*.  
New York: Charles Scribner's Sons, 1895.

\$300.

Green cloth with classic Art Nouveau peacock image on front cover. t.e.g. Bookplate of Robert and Gladys Koch on front pastedown. Gladys was a well known antiques dealer and her husband, Robert, was an art historian best known for his books on the great American decorative artist, Louis C. Tiffany and master graphic artist, Will Bradley. Dr. Koch specialized in the Art Nouveau period and authored articles on posters. Name and address of previous owner on front end paper. 117 pp., 69 illustrations. Number 562 of 750 copies on enameled book paper. Includes sections on French posters and book covers, Posters and Poster-Designing in England, American Posters Past and Present, and Italian Posters and Mosaic Book Covers. As usual, lacking the Bradley poster that accompanied the book upon publication.

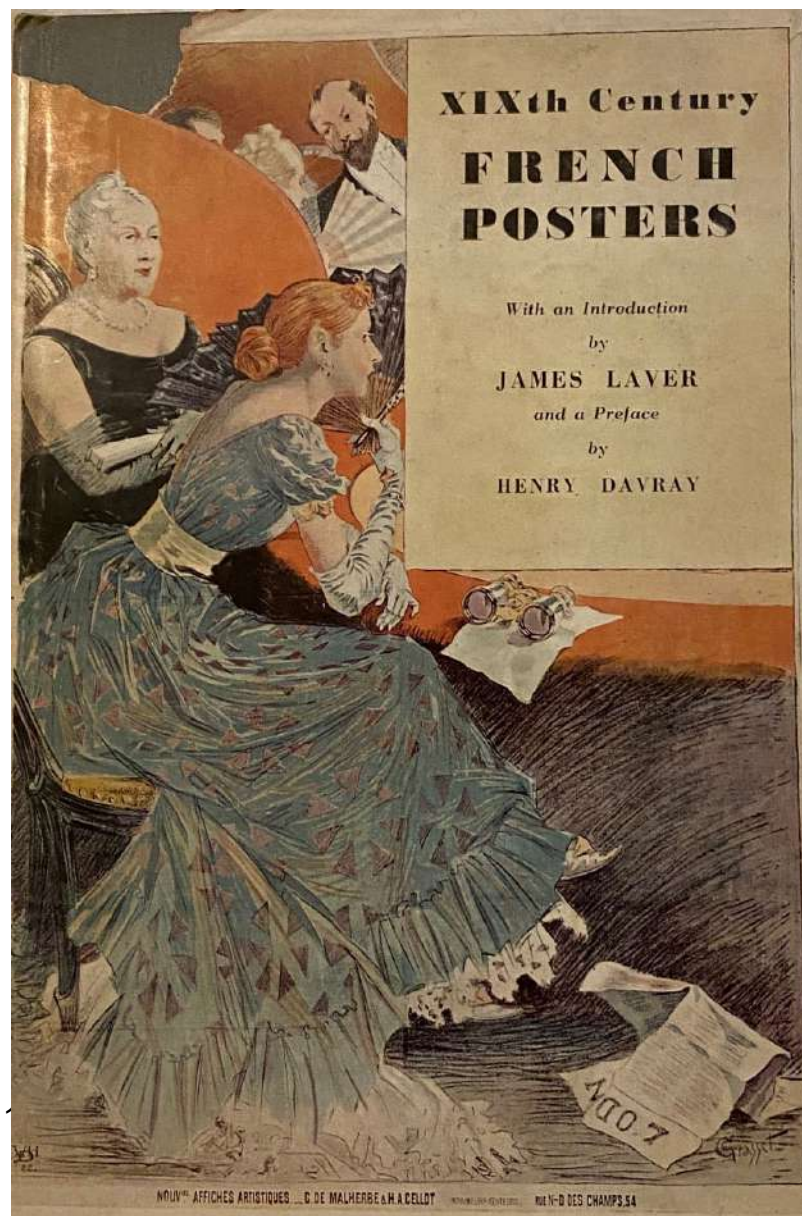




11. Laver, James. *XIXth Century French Posters*. London: Nicholson & Watson, 1944.

\$20

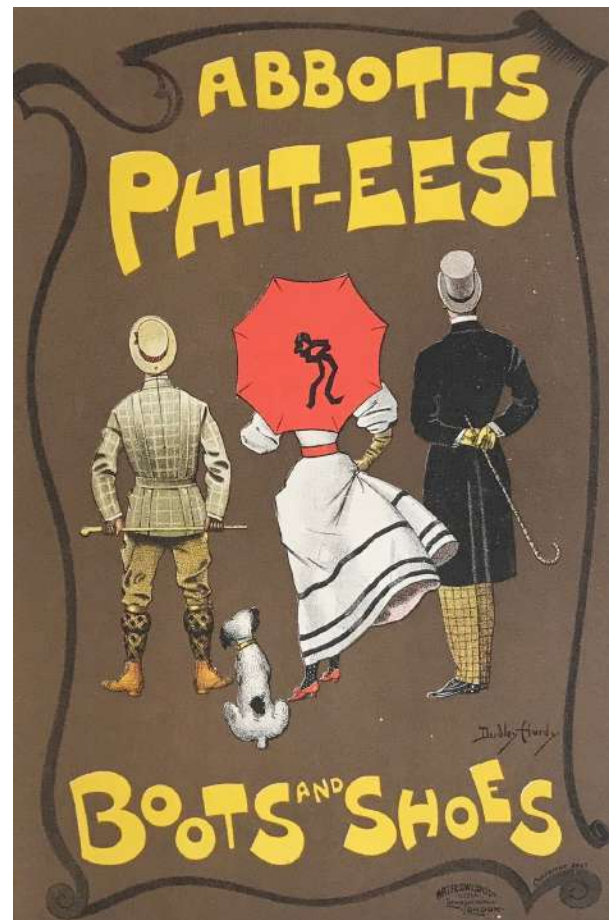
Hardcover. Illustrated paper dust jacket with 1¼ x 3/4" chip to front cover and 1 x ¾" to back cover. 25 full page plates, including 4 in color. Also included are an introduction by James Laver and a preface by Henry Davray. This book portrays posters from the nineteenth century.



12. Bauwens, Maurice & others. *Les Affiches Etrangères Illustrees*. Paris: G. Boudet Editeur, 1897.

\$5,000.

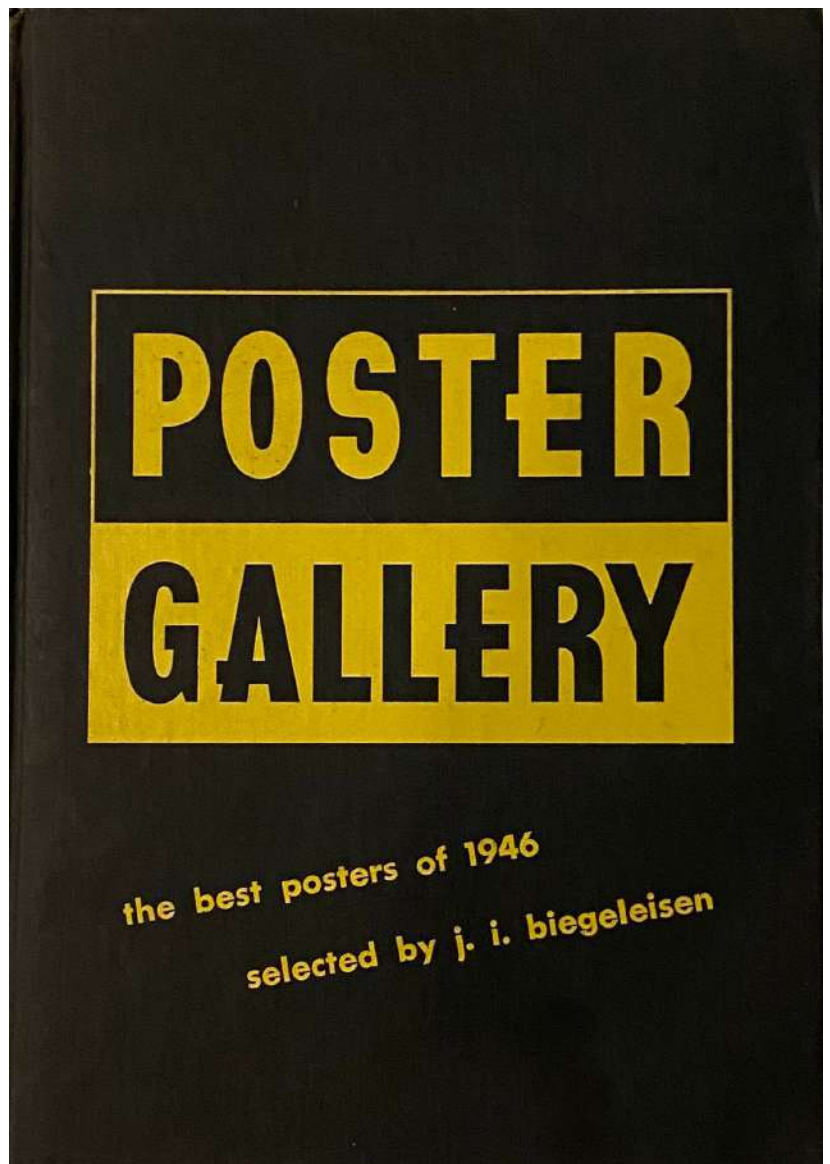
Near fine 4to. (12 ½ x 9 inches); three quarter red morocco over marbled paper covered boards with gilt rules separating leather from paper; 5 raised bands with elaborate gilt tooling except for second compartment containing gilt title only. Modest wear to binding with bumped corners. Marbled endpapers. Original wraps bound in. Number 533 of 1,000 copies printed on "papier velin." First edition complete with 67 (2 double-page) mostly tissue guarded colored lithographs and 150 illustrations. Bookplate of Robert and Gladys Koch on free front endpaper. "Property of Robert Koch" in his hand on a preliminary page. Dr. Robert Koch was an art historian whose first book on Louis C. Tiffany in 1962 helped repopularize this towering figure of American decorative arts and led to a collecting craze. Dr. Koch also authored the definitive bibliography of the great American graphic artist, Will Bradley, whose posters are well represented in this work.



13. Biegeleisen, J.I.; Editor. *POSTER GALLERY: the best posters of 1946*. New York: Greenberg, 1947.

\$25.

Black cloth with yellow lettering to spine and front board. 111 pages with 94 full page plates, six in color. Lacking dust jacket. Very Good.

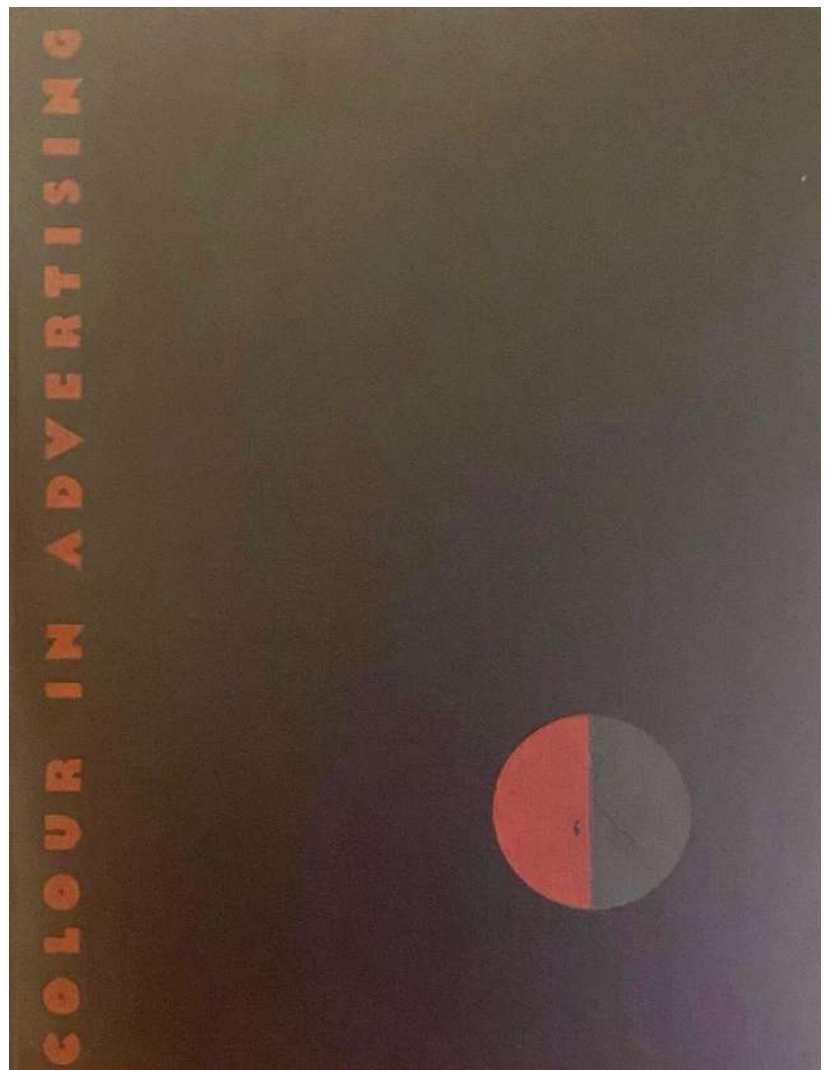




14. Binder, Joseph. *Colour In Advertising*. London: The Studio Limited, New York: The Studio Publications, 1934.

\$50.

Black cloth with red lettering to top board and spine. Lacks plate 12 - Kato Lukats Showcard for Cosmetics. 23 tipped in plates in color along with explanation of the work. Markings of ownership by David Hoyt Library in Providence Rhode Island including "discard" stamp.



15. Black, Mary. *AMERICAN ADVERTISING POSTERS OF THE NINETEENTH CENTURY* From the Bella C. Landauer Collection of the New-York Historical Society. New York: Dover Publications, 1976. \$20

Very good softcover folio (14.25 x 10 inches) in pictorial wraps. 34 color and 67 black and white posters with a short narrative describing each.



16. Breitenbach, Edgar and Margaret Cogswell. *THE AMERICAN POSTER*. New York: American Federation of Arts, 1968,

\$20.

Illustrated softcover based upon an exhibition first shown in 1967 of American posters from the early 19th century through the mid-1960s. 71 pages illustrated in color and black and white. Very Good.

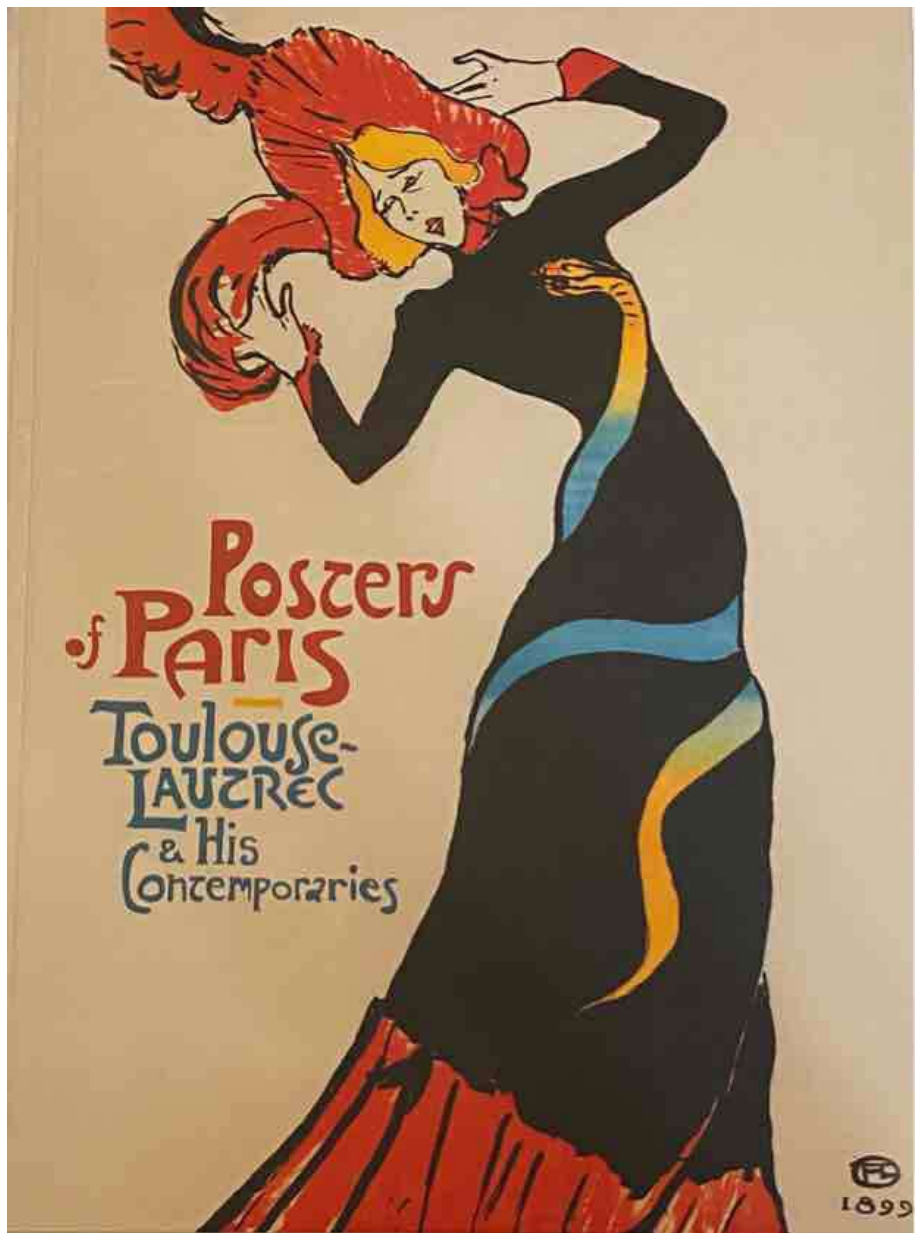




17. Chapin, Mary W. *Posters of Paris Toulouse-Lautrec & His Contemporaries*. Munich, London, New York: Prestel Publishing, 2012.

\$15.

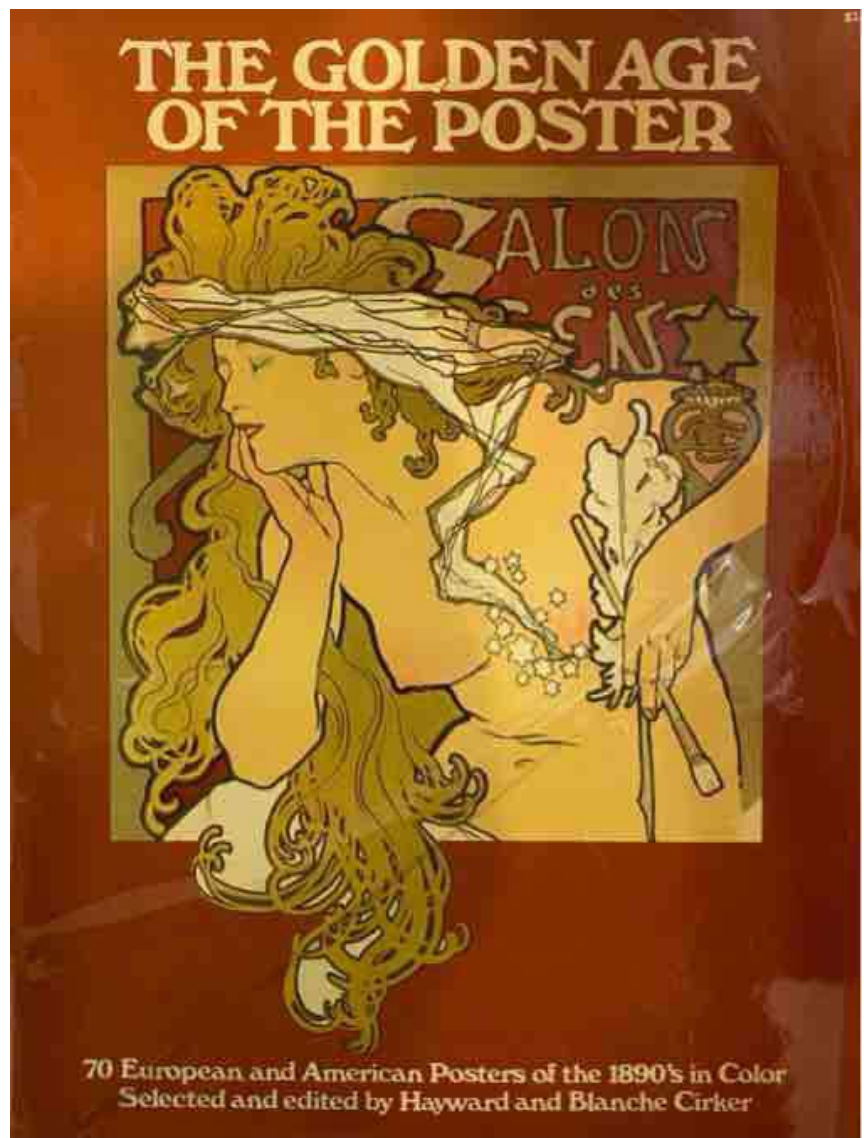
Fine softcover catalogue to accompany Milwaukee Art Museum exhibition of 105 posters, each reproduced and described within. Contains scholarly review of posters of the period.



18. Cirker, Hayward and Blanche,  
Edit. *The Golden Age of the Poster*.  
New York: Dover  
Publications, 1971.

\$20.

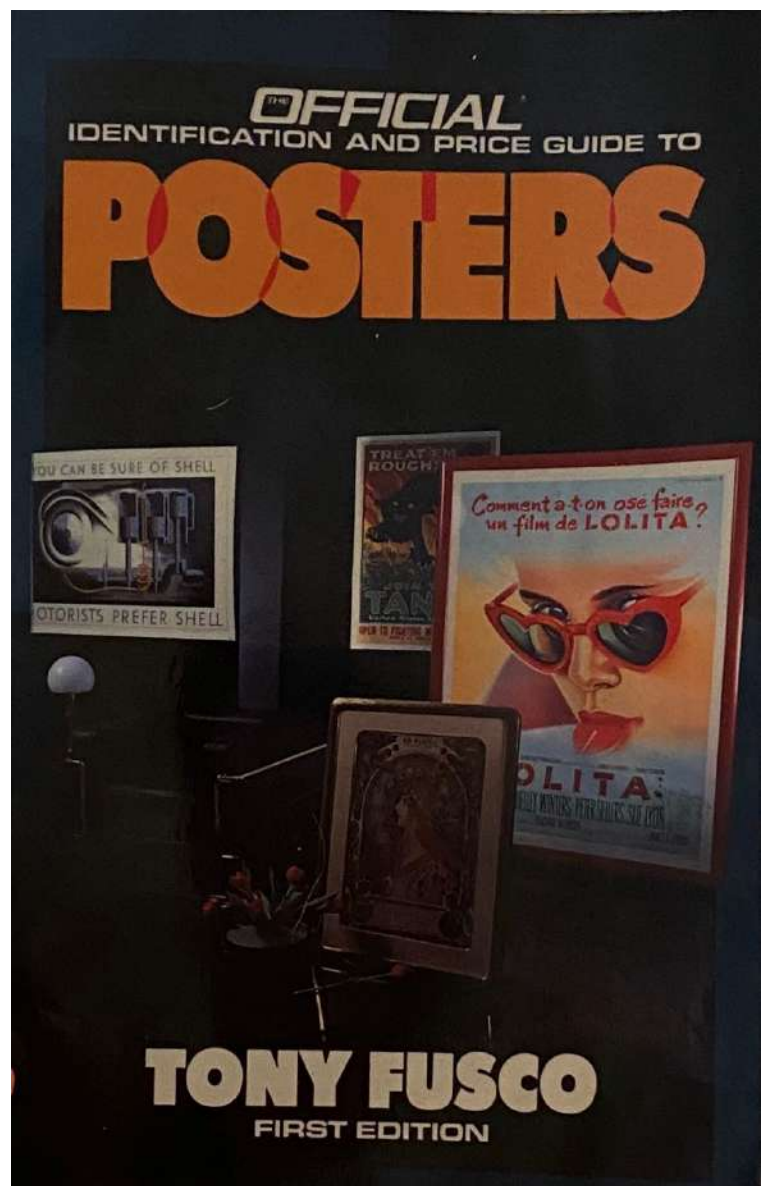
Very good with some peeling of the  
transparent film covering pictorial  
softcovers. Complete with 70 full  
page illustrations in color and black  
& white together with a short  
narrative describing each poster.



19. Fusco, Tony. *THE OFFICIAL IDENTIFICATION AND PRICE GUIDE TO POSTERS*. New York: House of Collectibles, 1990.

\$15.

Fine first edition in wraps inscribed and signed by author on title page. 562 pages of explanation, description and pricing of hundreds of black and white posters and 8 pages in color. A useful guide to posters and collecting.

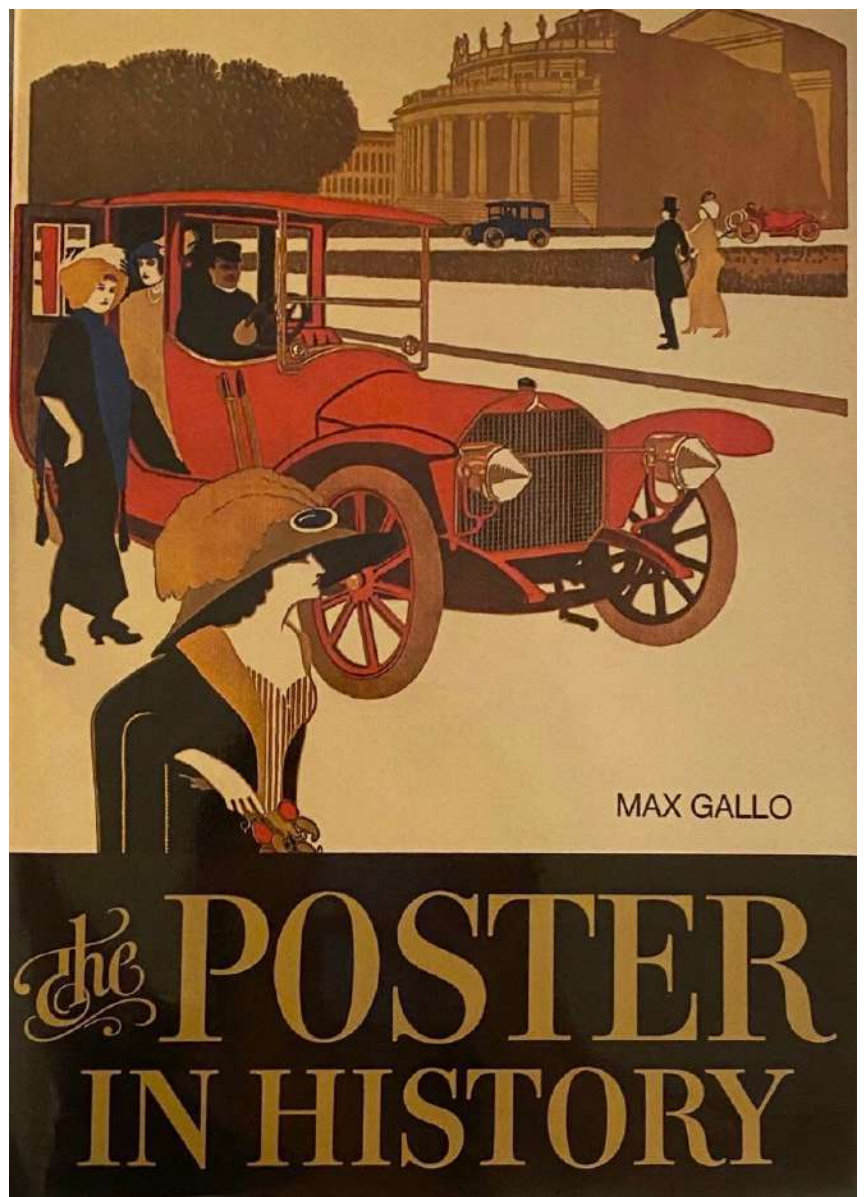




20. Gallo, Max. *The POSTER IN HISTORY*. New York: American Heritage, 1974

\$15.

Hardcover with dust jacket. 319 pages including colorful illustrations, some full paged. Posters from French Revolution to mid-1970s with the author's historical commentary explaining political, industrial, and social changes through these times. Also includes an essay on The Development of Poster Art by European graphic arts critic, Carlo Arturo Quintavalle.



21. Heyman, Therese Thau. *Posters American Style*. New York: Harry N. Abrams, 1998.

\$15.

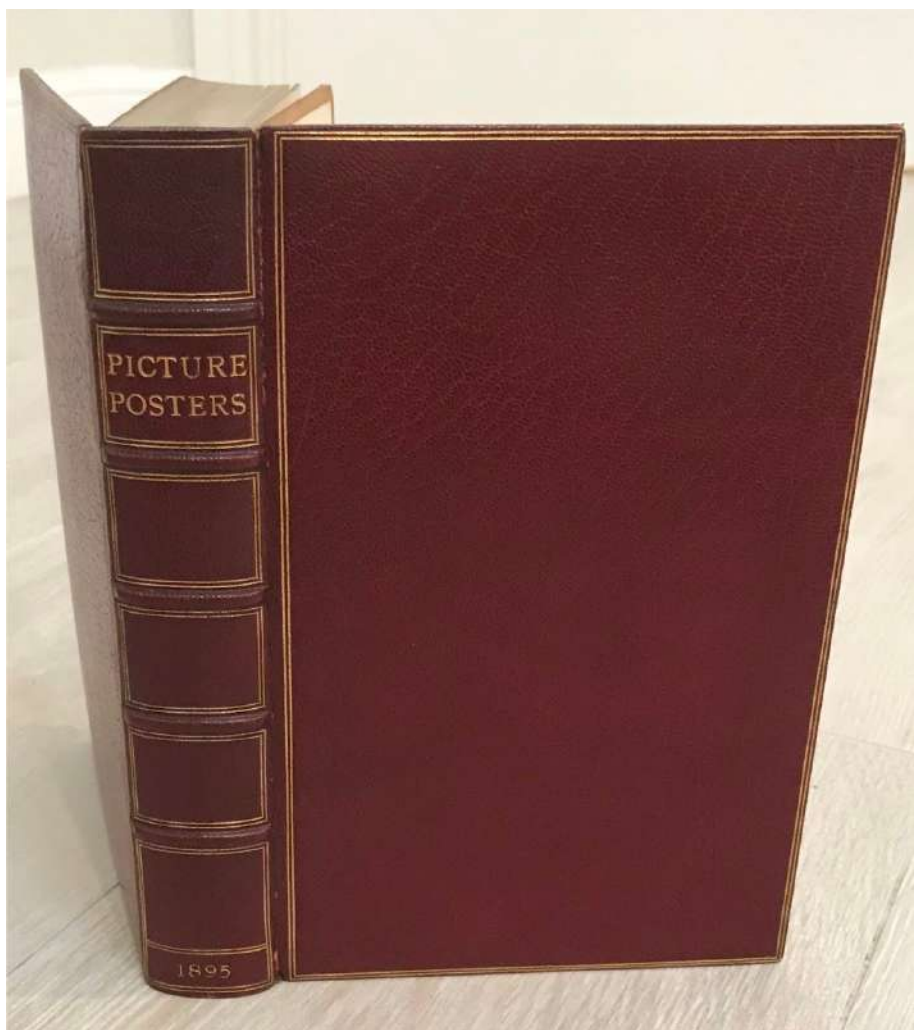
Fine softcover with 141 illustrations in full color. Plates divided into 5 categories: American Events, Designed to Sell, Patriots and Protestors, Advice for Americans and Sports



22. Hiatt, Charles. *Picture Posters*. London: George Bell and Sons, 1895.

\$500.

Burgundy morocco with double gilt rules to front and back cover. a.e.g. Spine with 5 raised bands; each compartment with gilt double rules; gilt title in second compartment and year in gilt at bottom. Front turn-in signed by famous binder, De Sauty. Few stains on the first few pages. Roughly 150 posters reproduced with emphasis on American, English and French.

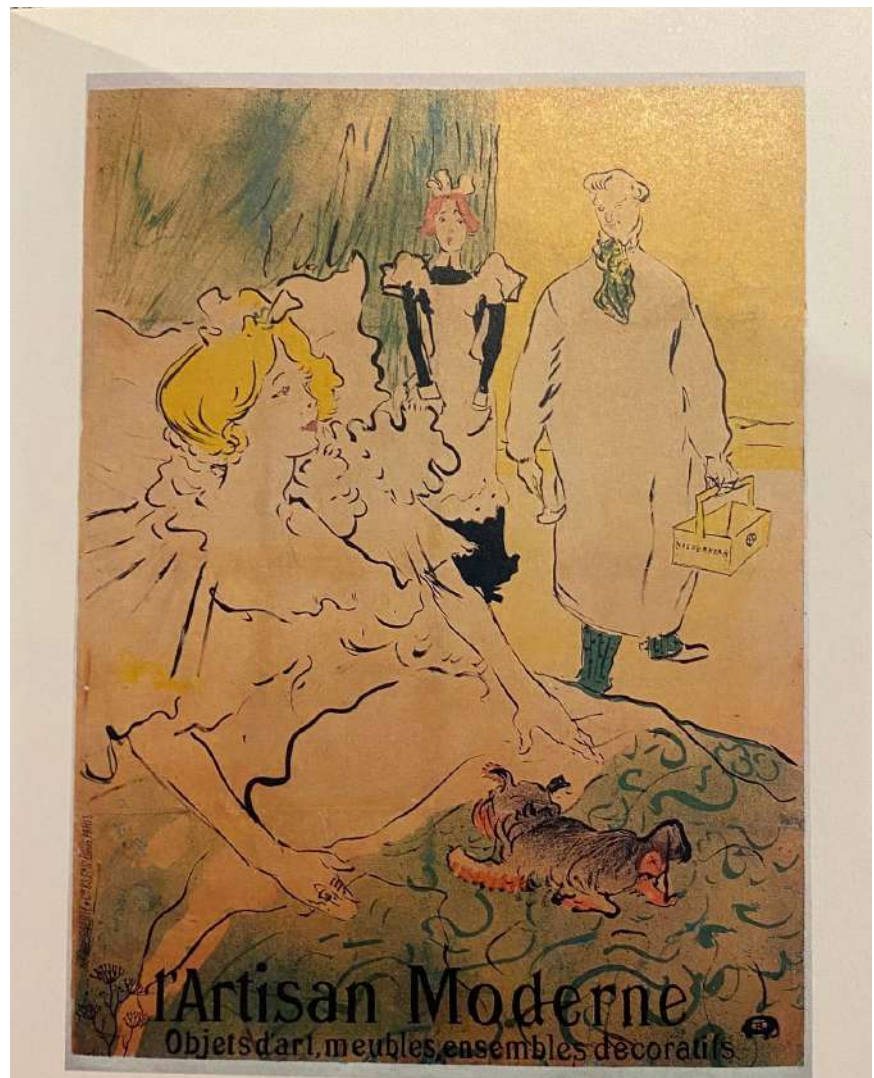




23. Hillier, Bevis. *Posters*. New York: Stein and Day, 1969.

\$15.

Hardcover with wear to DJ including 1" chip at tail of spine, ragged spine head and 4" closed tear to cover and corner tears. 296 pages with illustrations, some colored. Describes posters from the 1870s to World War II.

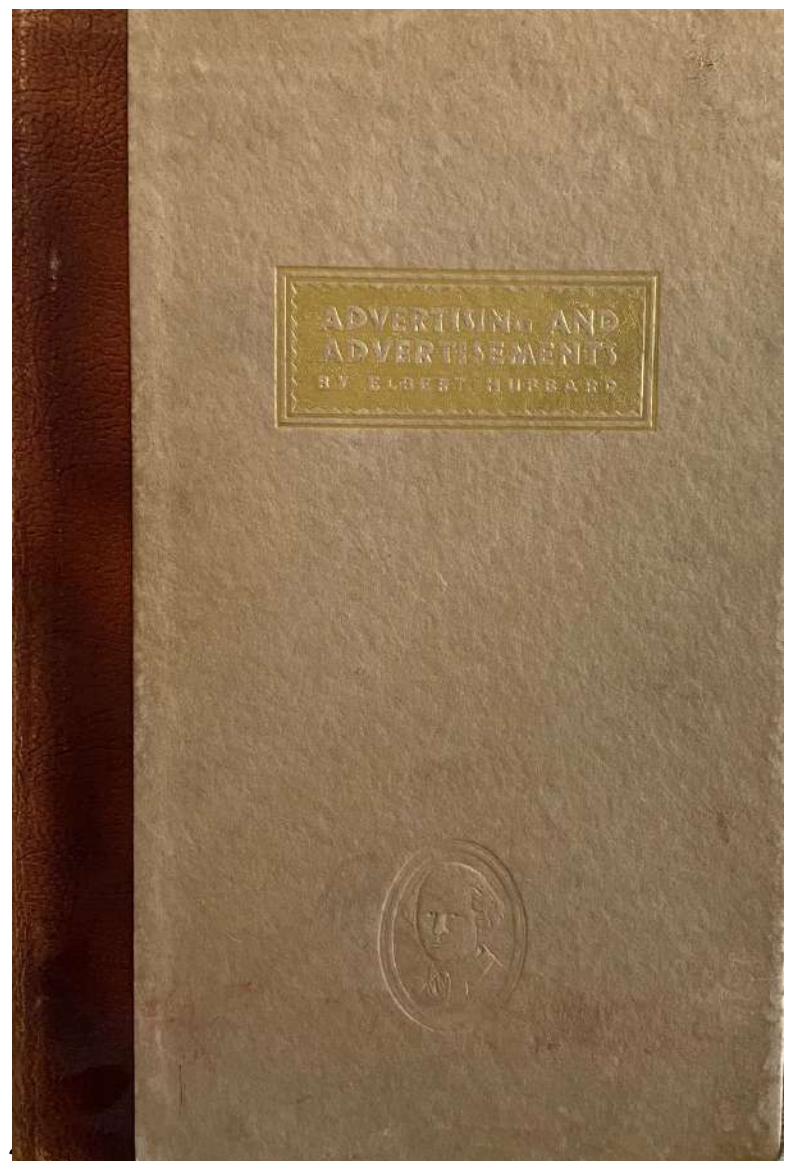




24. Hubbard, Elbert. *Advertising and Advertisements*. New York: The Roycrofters, 1929.

\$80

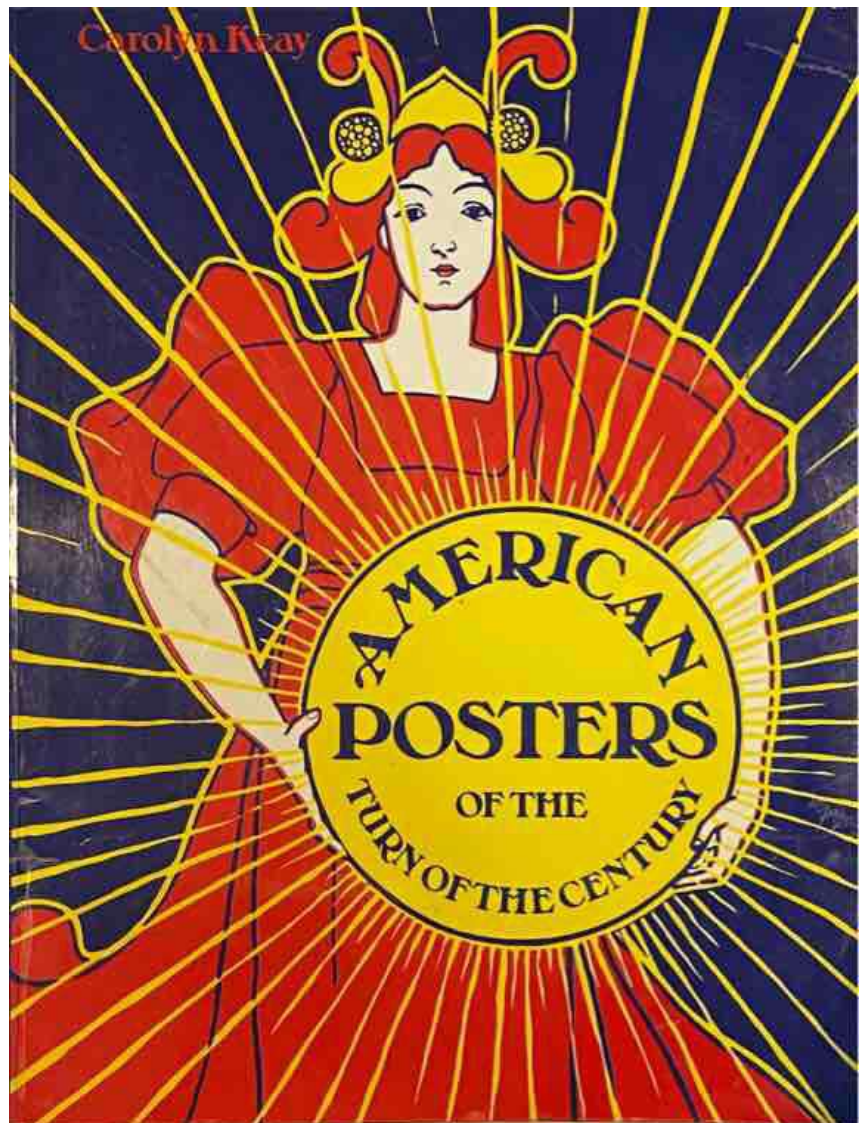
Hardcover with green lettering stamped vertically down the leather spine. Spine detached from pages but pages are in good condition. Includes a foreword and picture of the author, both accompanied by his signature. 276 pages.



25. Keay, Carolyn. *AMERICAN POSTERS OF THE TURN OF THE CENTURY*. London: Academy Editions/ New York: St. Martin's Press, 1975.

\$15.

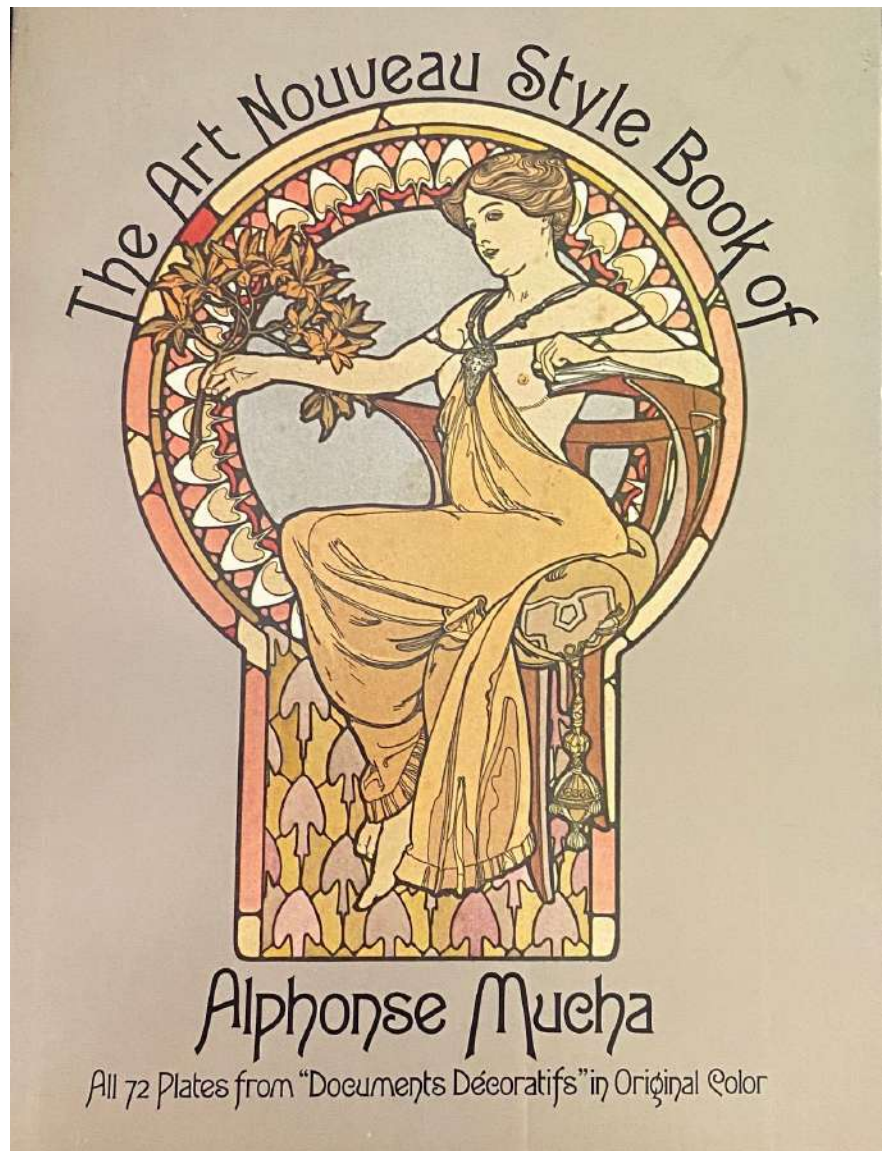
Near fine in pictorial wraps. 150 illustrations including 80 full page posters of which 12 are in full color.



26. Kern, David M.H., Editor. *The Art Nouveau Style Book of ALPHONSE MUCHA*. New York: Dover Publications, 1980.

\$20.

Fine softcover folio in wraps with printing on both sides and a Mucha design on front cover. 72 plates from *Documents Decoratifs* in original color. Mucha was a preeminent poster artist in his day and remains so today.

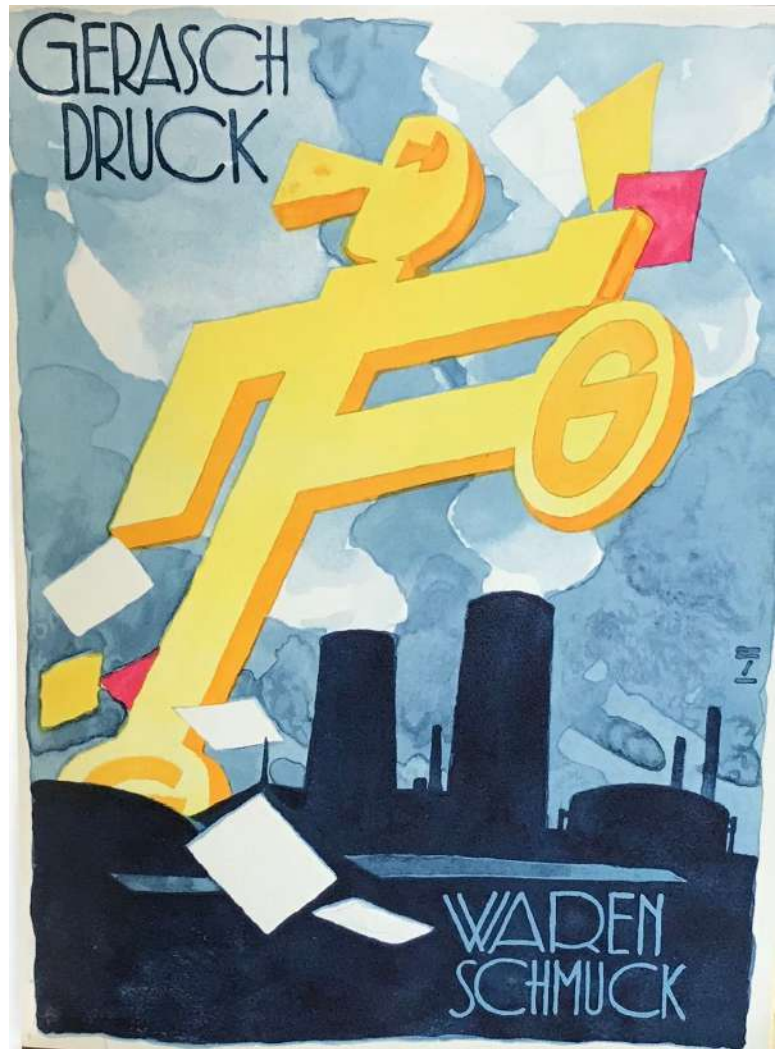




27. Ludwig Hohlwein. *Compiled And Edited By Prof. H. K. Frenzel With An Introduction By Dr. Walter F. Schubert. Translated By Herman George Scheffauer.* Berlin: Phönix Verlag, 1926

\$975.

Lg. 4to. (11 7/8 x 9 inches), publisher's turquoise cloth with gilt titling, spine a little sunned, but a very good copy of a book that, because of its size and weight, is invariably disbound, or altogether rebound. First edition of this bi-lingual edition devoted to the art of this innovative genius who "masters the language of the poster like no other, and whose designs for book jackets ...are all derived from the same rich soil that nourishes the garden of his posters." If the prose that introduces the artist is a bit over the top, the more than 220 plates (in color and in sepia tone), some with multiple images to the page, absolutely convince the reader of just how good a graphic artist Hohlwein was. From tobacco to travel, from automobiles to accessories, his posters, calendars, cigarette packs and sheet music are as fresh today as they were when they first made their appearance. An important work about an important artist, difficult to find in original condition.

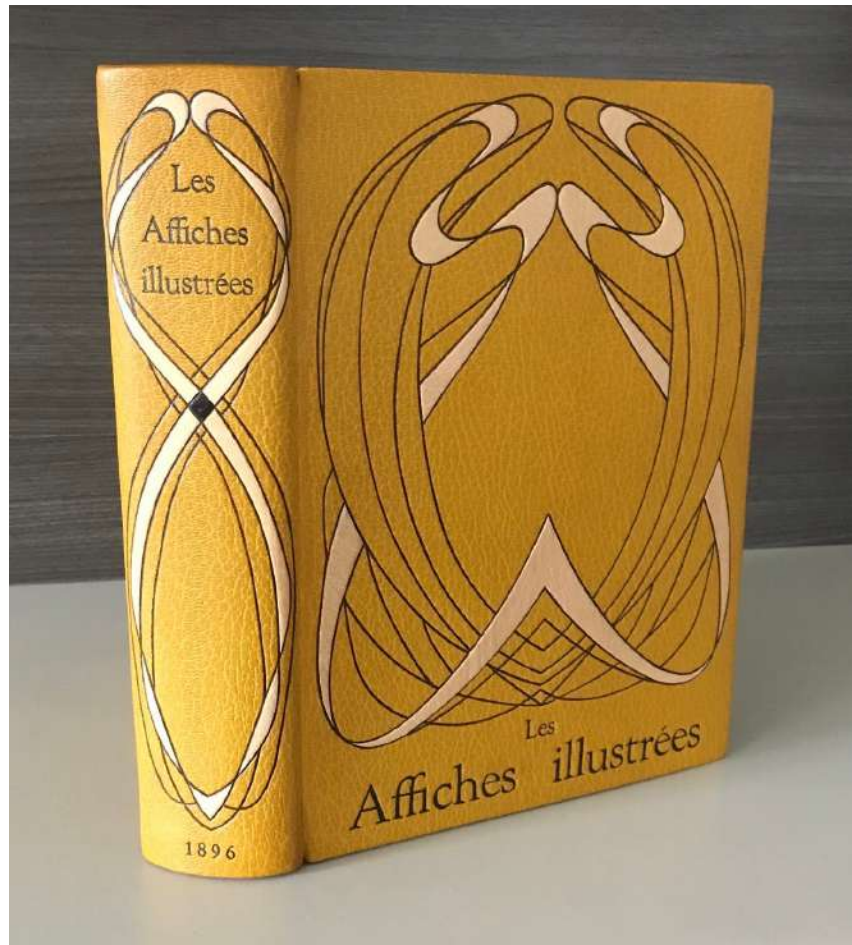




28. Maindron, Ernest. *Les Affiches illustrées* (1886-1895). Paris: G. Boudet, Éditeur, 1896.

\$17,500.

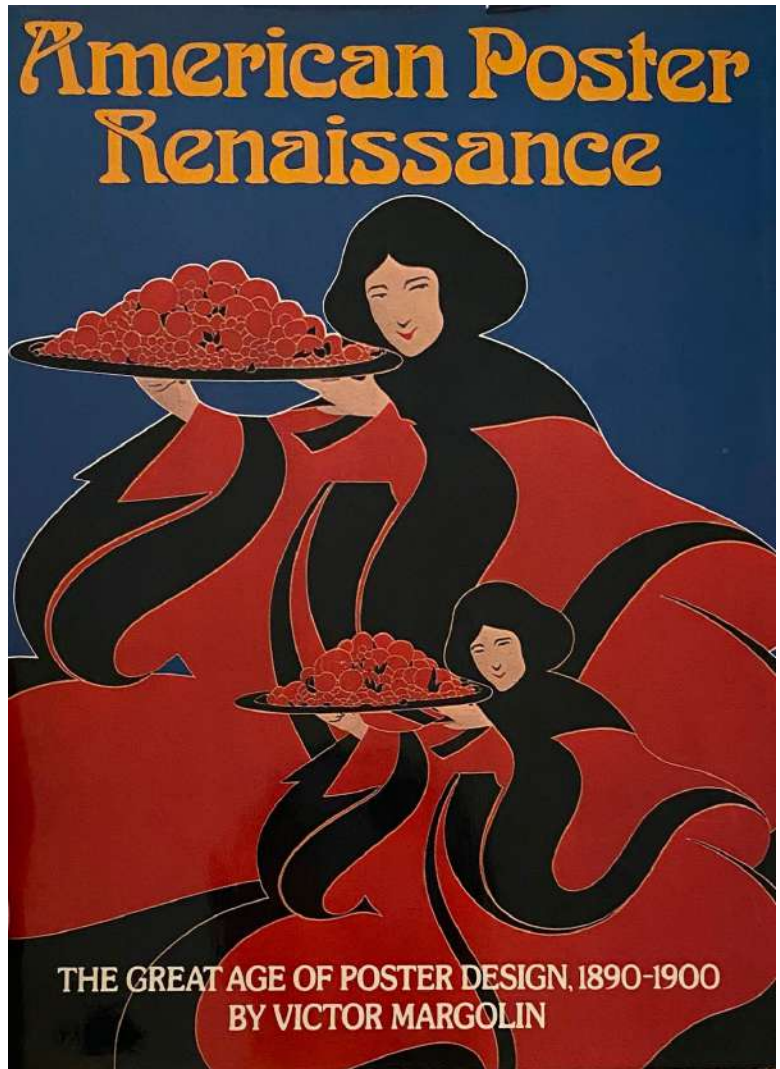
4to (12 ½ x 9 ¼"). Gold morocco with beige onlays and brown lines in an overall Art Nouveau design to spine and both covers; year and title stamped in black on spine and title on front cover. Binding signed on free front end paper by James Brockman, world famous London binder. Marbled endpapers; a.e.g. Black felt lined clamshell case with matching gold morocco and black lettering to spine. No. 7 of 25 on Japon out of a total edition of 1,025. Wrappers signed by editor bound in. 72 color lithographs and 200 illustrations. One of the rare 25 copies on Japon bound in Art Nouveau style by premiere book binder James Brockman in a clamshell case.



29. Margolin, Victor. *American Poster Renaissance*. New York: Watson-Guption, 1975.

\$25.

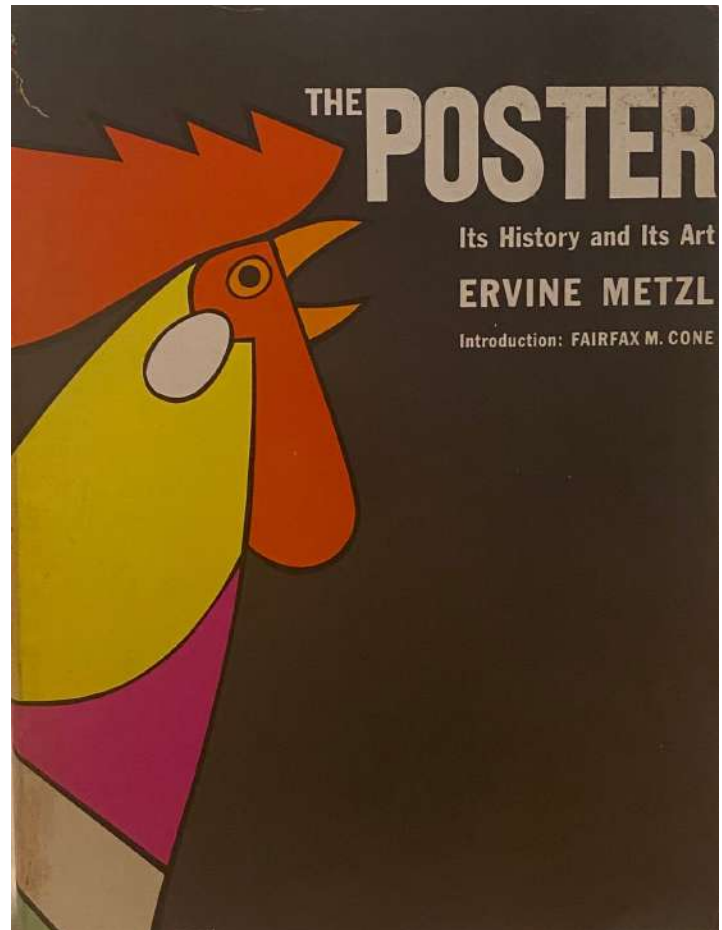
Fine with good DJ with ½" closed tear to top edge. Posters by many artists from the 1890s are highlighted. 224 pages including 175 black and white illustrations and 48 full color plates. With bookplate of Gladys and Robert Koch on front pastedown. Gladys was a well known antiques dealer and her husband, Robert, was an art historian best known for his books on Louis C. Tiffany and Will Bradley. He specialized in the Art Nouveau period and authored articles on posters.



30. Metzl, Ervine. *The Poster: Its History and Its Art*. New York: Watson-Guptill, 1963.

\$25.

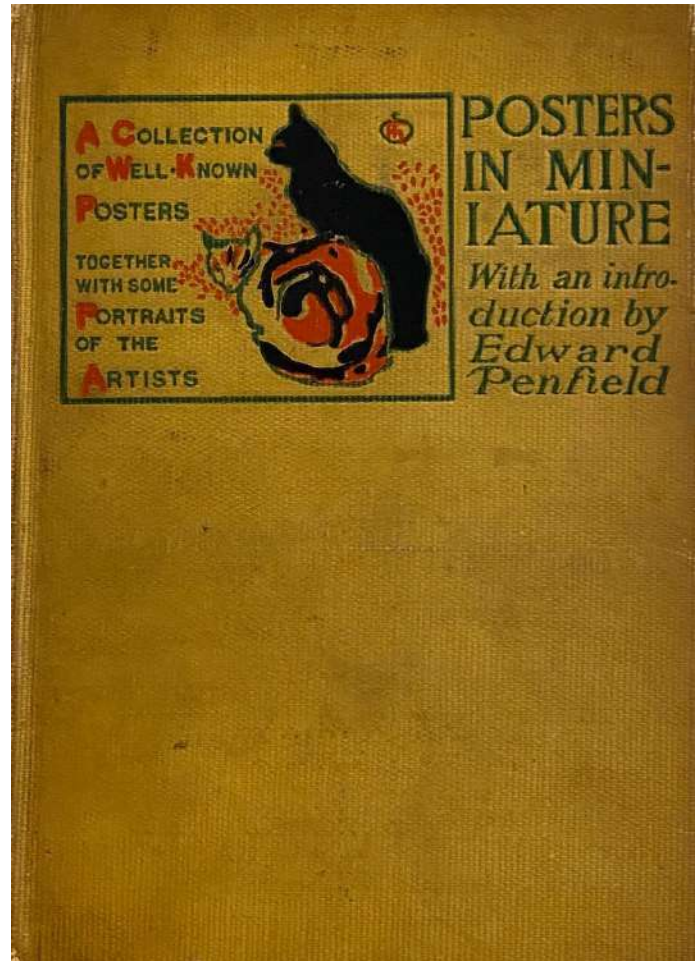
Fine hardcover with good colorful pictorial dust jacket with 1 ½" closed tear to head of DJ spine edge. 183 pages containing 140 black and white illustrations and 26 in color. Shows the influence of posters as an art form and as a means of propaganda in politics, business, economics, etc.



31. Penfield, Edward. *Posters in Miniature*. New York: R.H. Russell, 1896.

\$75.

Worn yellow boards with 1" fraying to spine; black and red stamped lettering to front cover and spine. First 2 and last 2 leaves loose. With bookplate of Gladys and Robert Koch on front pastedown. Gladys was well known antiques dealer and husband, Robert, was an art historian best known for his books on Louis C. Tiffany and Will Bradley. He specialized in the Art Nouveau period and authored articles on posters. Name and date of previous owner on fep. Introduction by Edward Penfield and foreword by Percival Pollard. Roughly 250 pages of black and white illustrations. Includes work of major poster artists such as Beardsley, the Beggarstaff Brothers, E.B. Bird, Jules Cheret, Ethel Reed, and Steinlen.

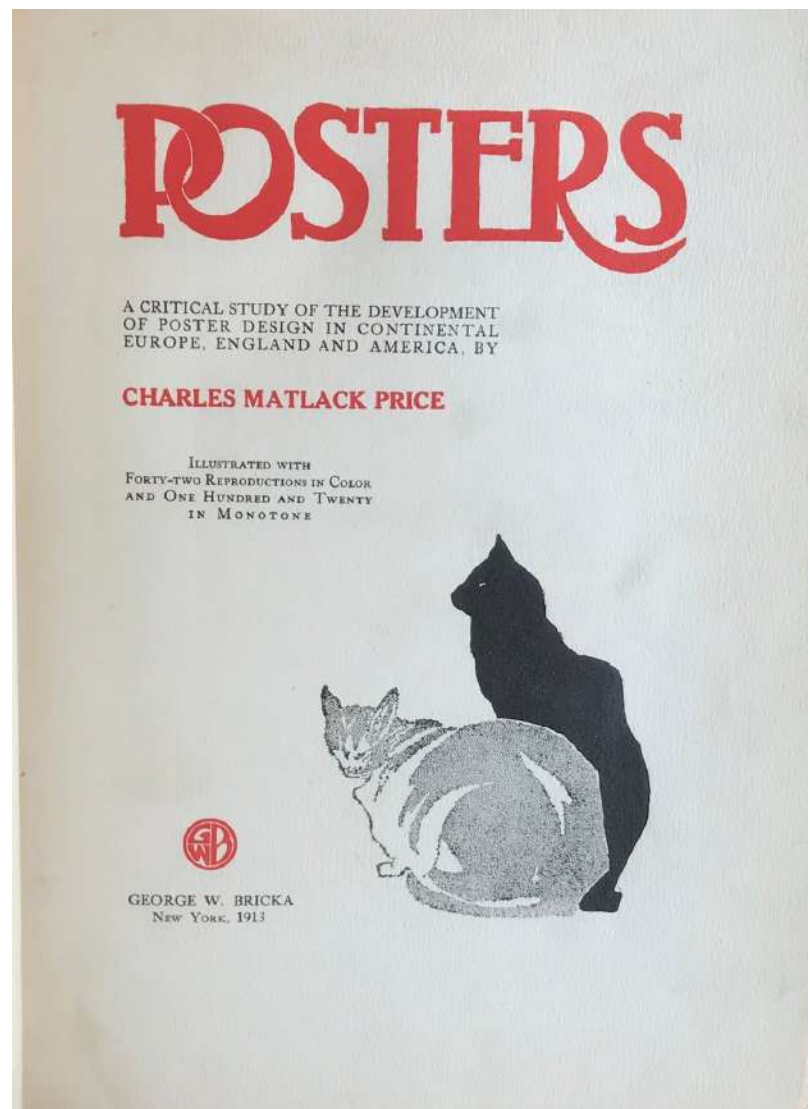




32. Price, Charles Matlack. *POSTERS*.  
New York: George W. Bricka, 1913.

\$600.

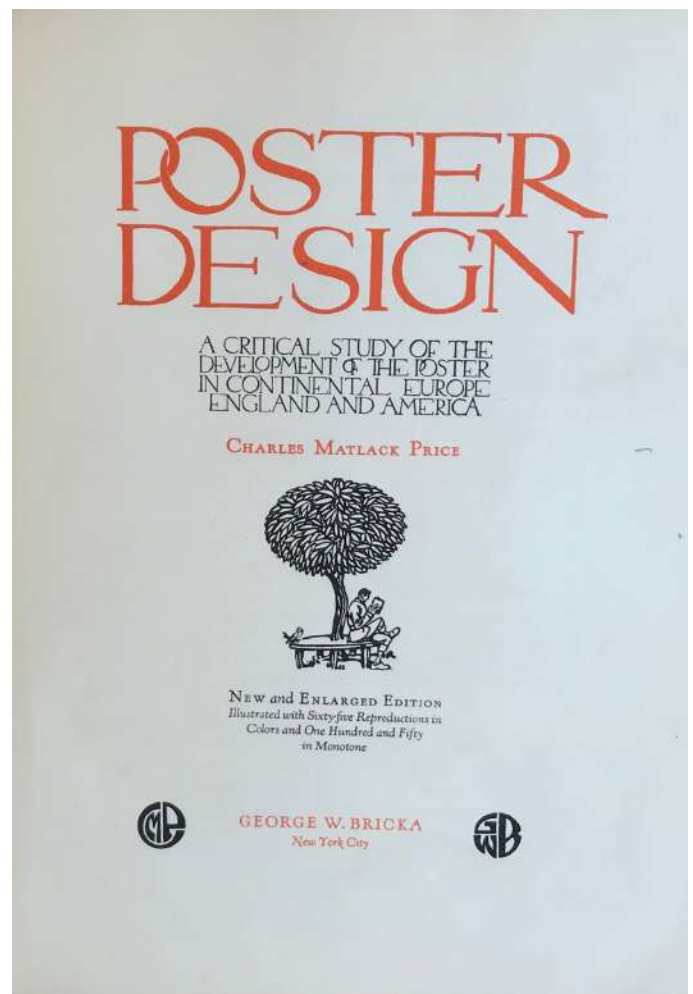
Fine 4to (11¾ x 8¾"). Tan cloth with gilt lettering stamped to spine and top cover. Slight wear to head and tail of spine. Frontis laid in. First edition, No. 79 of 250. 42 colored plates and 120 in black and white. Most of the great Art Nouveau poster artists are represented including Mucha, Cheret, Crane, the Beggarstaffs, Beardsley, Grasset, Bradley, Hardy, Lautrec, etc.



33. Price, Charles Matlack. *POSTER DESIGN*  
*A critical study of the development of the  
poster in continental Europe England and  
America.* New York City: George W. Bricka,  
1922.

\$2,500.

4to (11 x 8 ½"). Rare dust wrapper with chips  
at edges. New and enlarged edition illustrated  
with sixty-five reproductions in colors and one  
hundred and fifty in monotone. Authors  
inscription to Mr. Williams signed and dated  
November 1928. 370 pp. with 65 color  
illustrations and 115 black and white. Most of  
the great Art Nouveau poster artists are  
represented including Mucha, Cheret, Crane,  
the Beggarstuffs, Beardsley, Grasset, Bradley,  
Hardy, Lautrec, etc. Rarely found in this fine  
condition.



34. Rennert, Jack. *100 Posters of PAUL COLIN*. New York: Images Graphiques, 1977.  
\$20.

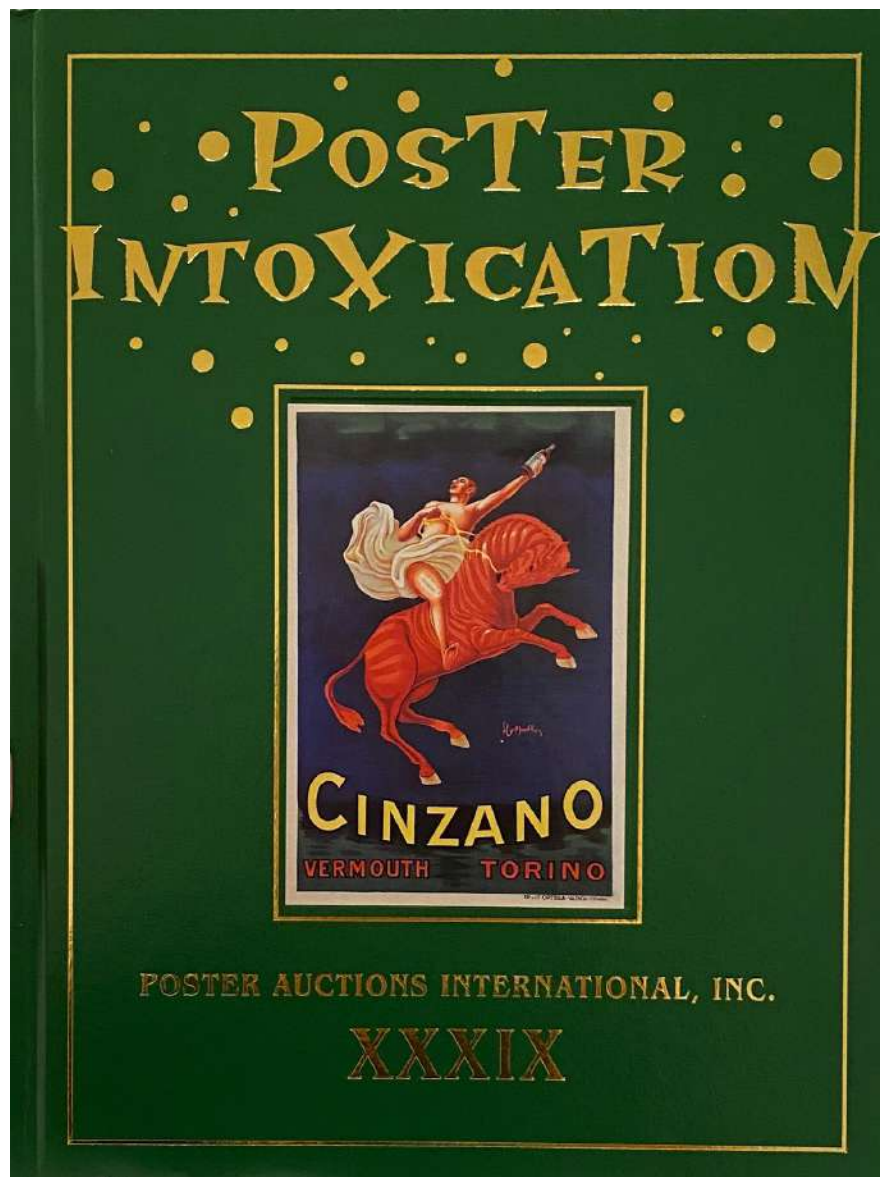
Very good softcover folio (16 x 11 inches) with 100 full page posters in color and black & white done between the World Wars. Includes a short narrative describing each poster.



35. Rennert, Jack; Editor.  
*POSTER INTOXICATION*. New  
York: Poster Auctions  
International, 2004.

\$25.

Fine auction catalogue  
containing 535 posters, many  
in color, together with  
descriptions.





36. Rennert, Jack. *100 Years of Bicycle Posters*. New York, Evanston, San Francisco, London: Harper & Row, 1973.

\$50.

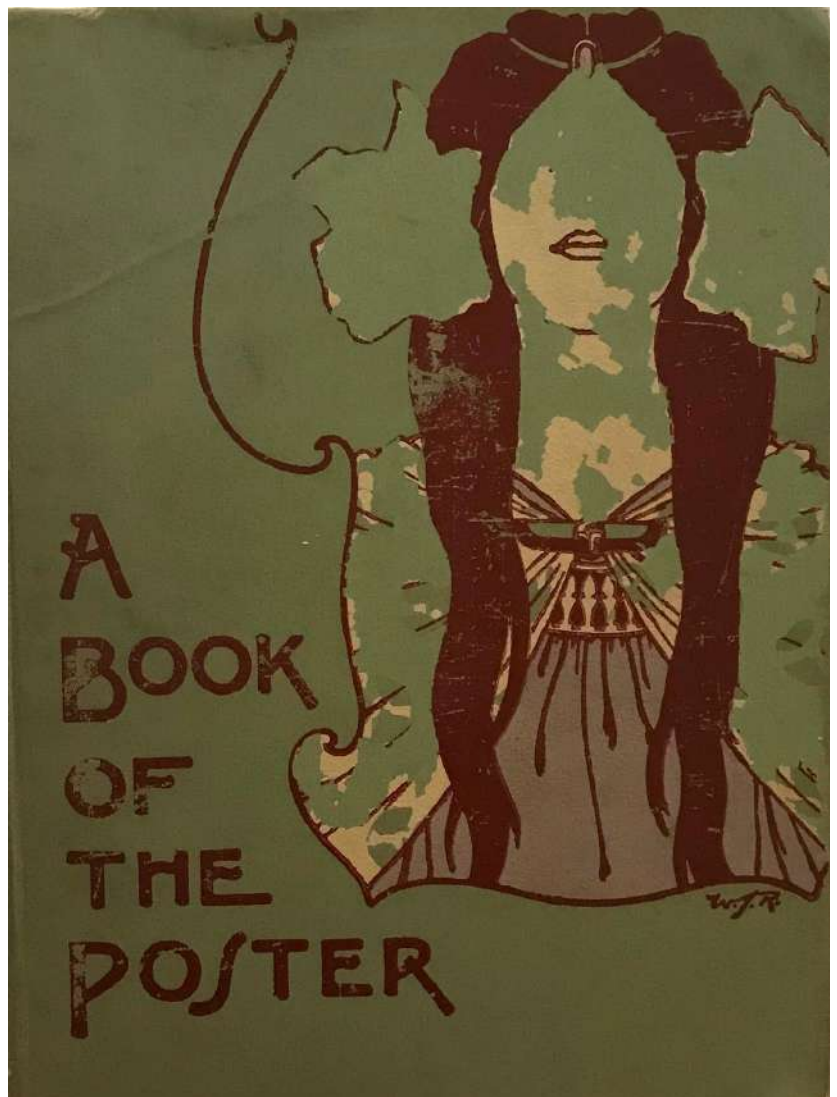
Very good softcover folio (16 x 11 inches) with 96 full page color illustrations, each highlighting bicycles together with a short narrative describing each poster.



37. Rogers, W.S. *A Book of the Poster*. London: Greening & Co, 1901.

\$250.

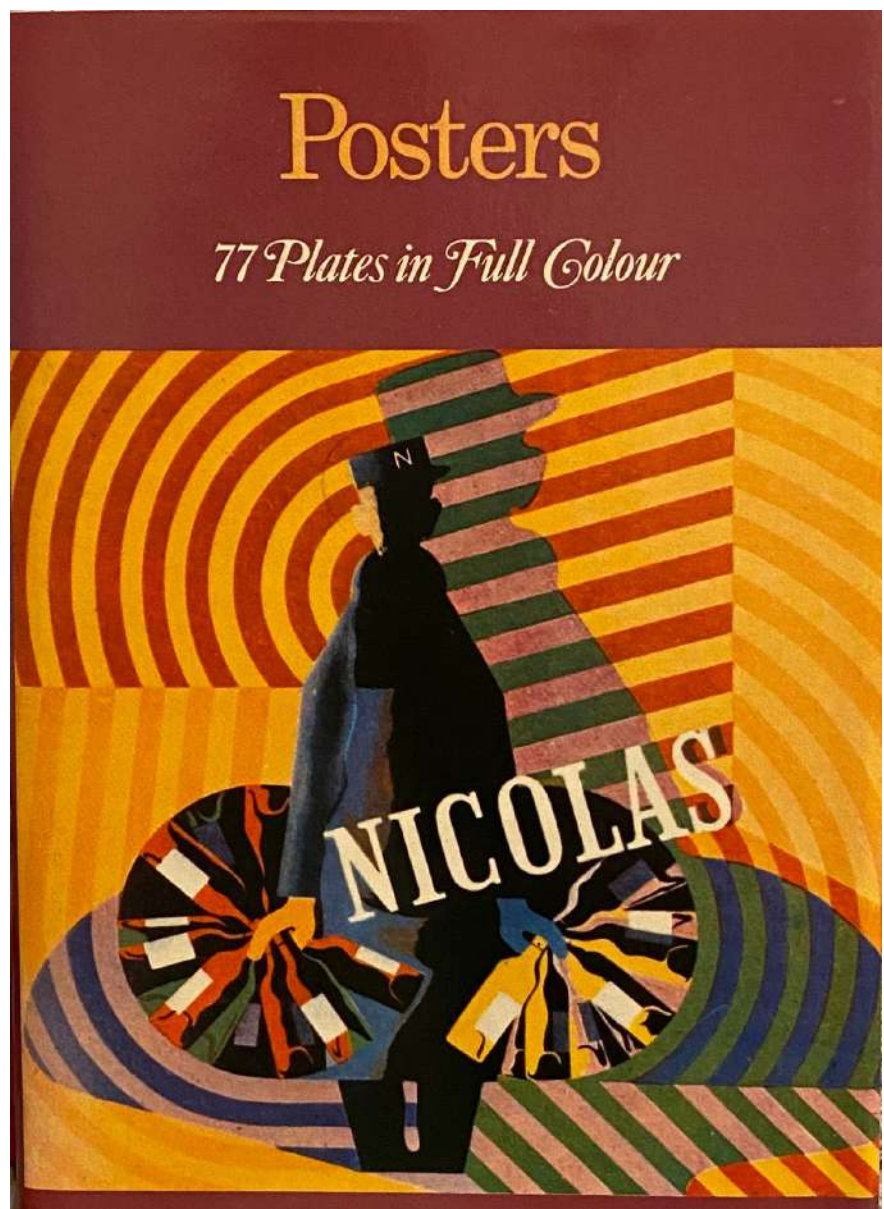
Hardcover light green cloth decorated with female portrait in brown. Includes a preface by the author. t.e.g. 13 colored poster plates and 54 b/w reproductions. 146 pp. All plates are unmarked and in good condition. Sections include English, French, Spanish, German, American, Belgian, Dutch, Italian, Austro-Hungarian, Russian and other posters.



38. Rossi, Attilio. *Posters*. London, New York, Sydney, Toronto: Paul Hamlyn, 1969.

\$20.

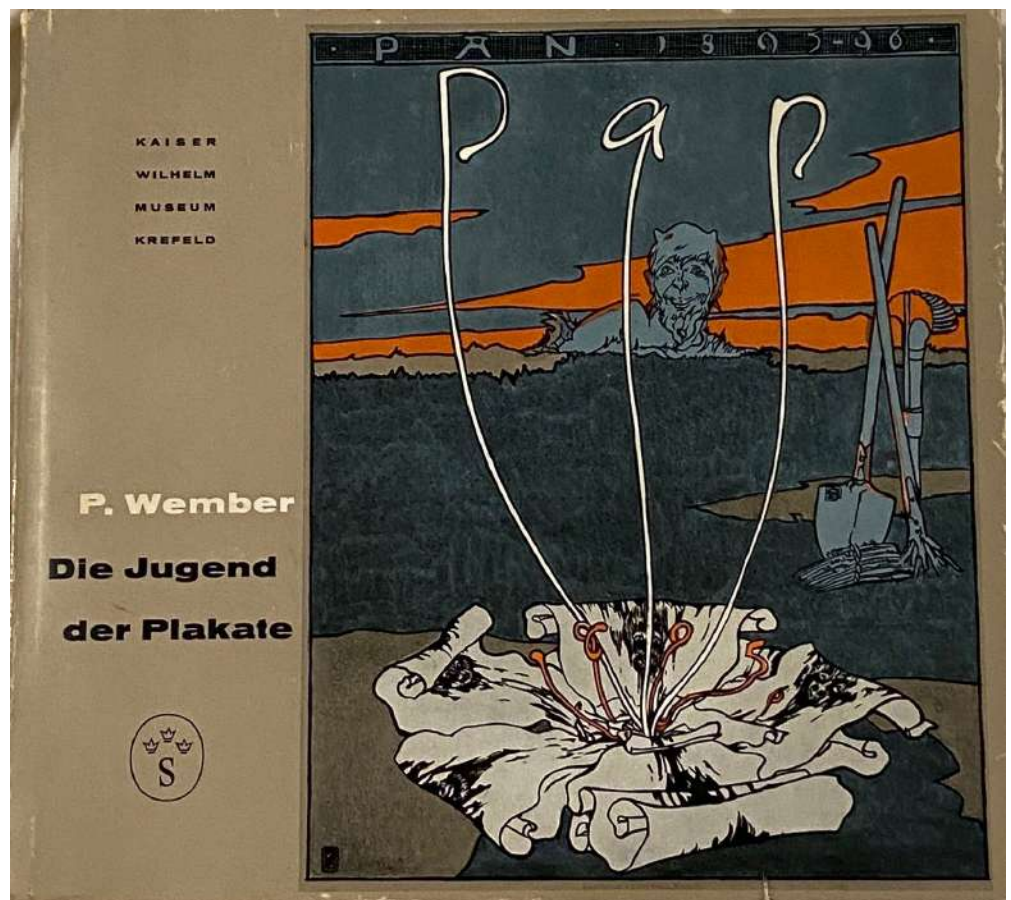
Fine in fine dust jacket. Color reproductions of 77 important posters with a narrative of each.





39. Wember, Paul. *Die Jugend der Plakate 1887-1917*. Sherpe Verlag Krefeld, 1961. \$50.

Very good; pictorial boards with slight wear to edges. 342 pages with 863 poster reproductions in color & black and white. German text.





40. Wong, Roberta, Curator. *AMERICAN POSTERS OF THE NINETIES*. Lunenburg: Stinehour Press, 1974.

\$50.

Fine. Stiff boards printed on spine and top cover with color reproduction of poster by American master, Will Bradley. Created to accompany 1974 exhibition of American posters with support by the Boston Public Library, Bowdoin College Museum of Art, the Currier Gallery of Art, the Hopkins Center at Dartmouth College, and the Mount Holyoke College Art Museum. 59 pages describing exhibition's 104 posters with numerous black and white reproductions. Laid in is a fine 12 page catalogue that accompanied a 1976 exhibition of 47 of the posters at Illinois Bell in Chicago, Illinois.



41. Wrede, Stuart. *The Modern Poster*. New York: The Museum of Modern Art, 1988.

\$15.

Softcover with ½ inch closed tear to head of spine. 264 pages including 301 color illustrations and 37 in black and white. Each poster accompanied by a description including the artist, year, measurements, etc. Posters by well-known artists selected from graphic design collection of The Museum of Modern Art.

