

MOVABLE STATIONERY

VOLUME 4
NUMBER 3
SEPTEMBER
1996

Blue Ribbon Pop-ups

Ann Montanaro
East Brunswick, New Jersey

The "Pop-Ups" arrived in U.S. book stores in 1932 with much fanfare and publicity. An unprecedented advertising campaign preceded the publication of what was consistently referred to as the "Pop-Ups." Blue Ribbon Books placed double-page advertisements in *Publishers' Weekly* in October, 1932 proclaiming "The Pop-Ups are here! The Pop-Ups are the most complete and satisfying gifts to ever come out of Santa Claus' bountiful bag. No book ever made in America will arouse the curiosity of potential customers as thoroughly as these Pop-Ups." The publisher was not alone in celebrating the novelty. A *PW* columnist in the same month described the following event:

At another lunch, a few days before, we were looking at the new Blue Ribbon "Pop-Ups" which hadn't then been published. An elderly gentleman at the next table, getting more and more restless as we played, fascinated, with the illustrations, finally cleared his throat, leaned over and begged our pardon but where could he get books like that? He was told, of course, that they weren't published yet, but that after the 15th of October he could get them from any bookseller or from the Blue Ribbon office. He promised to buy a half dozen or so. They solved his Christmas problem, he said, nicely. Before lunch was over the head waiter had made the same enquiry, shaken his head over the price and promised to buy one for his youngster. Not in a long time have we seen anyone go so out of his way to buy a book.

The publishing house Blue Ribbon Books, Inc. was founded in 1930 as a non-fiction reprint venture owned jointly by Dodd, Mead, Harper, Harcourt, and Little, Brown. The larger firms provided most of the books which were reissued for \$1.00, and Blue Ribbon was very successful in its initial years. As sales began to slump, Eugene Reynal, a Blue Ribbon executive, took an idea which had been successful in England, called them "Pop-Ups," risked \$20,000 on two titles with only two

months before Christmas to sell them. The initial 1932 titles were: *Jack the Giant Killer*, and *Pinocchio*. [Full bibliographic citations appear at the end of this article.] Each title was offered for sale at \$2.00 apiece beginning on October 15, 1932. They were described as containing four, three-dimensional illustrations with horses that stand up, people who walk and enter doors, horses which rear, and fish that gape. "It's all very fascinating and new to this country," reported *PW*. "The English have had something like it in the London *Daily Express Annual*." Blue Ribbon announced that because of the difficulty in manufacturing, each book would be limited to one printing.



Harold B. Lentz

The Pop-Ups were created by Harold B. Lentz, a Toledo, Ohio artist. Lentz had worked in the field of juvenile art since 1919 and had been Art Director for the Cleveland Trust Co. and served as well as Cleveland's Art Director for the Liberty Loan Committee during the Victory Loan Drive. A brief article about Lentz in *PW* noted "much of the credit for the success of these books should be given to Harold B. Lentz . . . The finished quality is due to Mr. Lentz's ingenuity and diligence. After long hours of labor and experimenting, Mr. Lentz prepared preliminary sketches and dummies.

"When these failed to satisfy him he made more, tearing up one rough working dummy after another after he discovered impractical folds in the mechanism. The finished books which he finally submitted will permit constant opening and closing of the books without crushing the complicated folded pieces."

The Movable Book Society

Movable Stationery is the quarterly publication of The Movable Book Society. Letters and articles from members on relevant subjects are welcome. Advertising is accepted free of charge from members and is included when space permits. The annual membership fee for The Society is \$15.00. For more information contact Ann Montanaro, The Movable Book Society, P.O. Box 11654, New Brunswick, New Jersey 08906.

Daytime telephone: 908-445-5896

Evening telephone: 908-247-6071

e-mail: montanar@rci.rutgers.edu

Fax: 908-846-7928

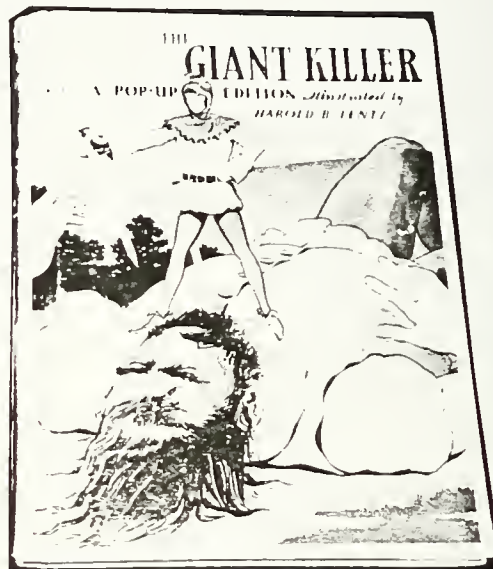
The deadline for the next issue is November 15.

As Christmas neared, Blue Ribbon placed an ad "toasting" the first 11 members of the "500 Re-Order Club: the honorary order of rapid purveyors of Blue Ribbon Pop-Ups." The large department stores, such as Bloomingdales, Gimbel Brothers, J.L. Hudson, R.H. Macy, Marshall Field, and John Wanamaker had each re-ordered 500 or more Pop-Ups at one time. Book sellers were further reminded "Who says the public won't buy books? All over the country they're buying all the Pop-Up books we can supply (at \$2.00, mind you), and crying for more. If you want *business* sell Pop-Ups. Every one you sell brings in a dozen more customers. But order now! We can only manufacture 700 a day - and we can't guarantee delivery in less than a week."

1932 was a difficult year for book sellers due to the continuing economic depression. The number of books published in 1932 decreased by 12% from the previous year and publishers and book sellers alike were looking for ways to increase sales. The Pop-Ups topped the juvenile best seller list in November and December but were not out long enough to earn a place on the 1932 Annual Best Seller list.

The first Pop-Ups were so successful that Blue Ribbon announced the publication of four new titles in May 1933. Reynal persuaded Walt Disney to add Mickey Mouse to the Blue Ribbon line with a full line of popping and non-popping Mickey's. Their ads boasted "From the moment they were published the 'Pop-Ups' have been best sellers. Now with Mickey Mouse 'Pop-Ups' they will start a buying riot! Drawn in Walt Disney's own studios. Printed in gorgeous colors. Three popular price lines. And 'Pop-Ups' has been registered as a trade mark.

giving us full legal protection for the exclusive use of this name." The original two titles, *Pinocchio* and *Jack the Giant Killer*, and two new titles, *Cinderella* and *Mother Goose*, continued to retail for \$2.00. But, Blue Ribbon added titles in other price ranges. *Pop-up Mickey Mouse* and *Pop-up Minnie Mouse* sold for 75¢, and *Mickey Mouse in King Arthur's Court* and *Pop-up Silly Symphonies* sold for \$1.75. Additionally there were four new 50¢ titles: *Sleeping Beauty*, *Jack the Giant Killer*, *Little Red Riding Hood*, and *Jack and the Beanstalk*.

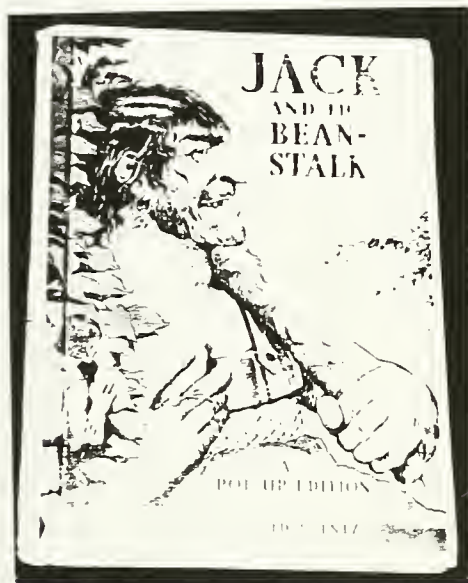


Jack the giant Killer. 1933

As book sellers debated whether or not readers purchased books during the summer, Blue Ribbon was creating new ways to marketing the Pop-Ups. "For display purposes, the jackets on all the twelve pop-up items which will be available this fall have been designed almost as posters. The Pop-Ups themselves are, of course, the main feature and make their own display when the book is opened. They will be ready for shipment with the 75¢ Mickey and Minnie Mouse books, a 12 by 18-inch poster in four colors, but out at the top, showing the two mice looking at a scene from one of the books." The poster did not carry a price sign so it could be used for any of the Pop-Up titles. A record 2,500 posters were distributed to booksellers.

Blue Ribbon also prepared a special pop-up mailing piece which it supplied to book sellers at cost. Its purpose was to "pull in orders from customers who are reluctant to come into the stores," and was an unusual piece containing a pop-up figure of Mickey himself.

Book store sales staff were encouraged to show the Pop-Ups since it had been found that the bulk of the sales the previous Christmas had come from stores where the “managers and clerks gave intelligent and enthusiastic cooperation (a lamentably small group, by the way).” Blue Ribbon gave demonstrations and local advertising allowances based on the total order and book sellers were encouraged to display posters, have movie tie-ins, pop-up parties, and large displays. The new Pop-Ups were best sellers.



Jack and the beanstalk, 1933

In 1933 Reynal purchased Blue Ribbon and proudly pointed out that the publisher had neither cut salaries nor curtailed its staff all during the depression. But by October 1933, Blue Ribbon was forced to announce price increases for the Pop-Ups. The 50¢ titles were increased to 60¢ and the 75¢ titles increased to 85¢. They reported “Under the NRA [National Recovery Act] code we have had to grant very large increases in the manufacturing cost of the Pop-Ups beyond what was originally contracted for. Up to now we have absorbed this loss ourselves. However, the cost of hand labor and of paper is still mounting and on the new editions of the 50¢ and 75¢ Pop-Ups which are now being run, there is nothing we can do but raise the price. As you know, our margin of profit on the Pop-Ups at best is exceedingly small and the present prices are only made possible by manufacturing editions of 50,000 copies. So far as possible, we will supply at the old prices all order placed before October 16th from the stock now on hand.”

A huge advertising campaign followed the price increase announcement. *PW* carried two-color ads printed on heavy weight paper. Reynal announced to the trade “In August, we published two 75¢ Mickey Mouse books. Less than one month later, we shipped the last of our first 50,000 printing and hastened the second 50,000 off the press. We are publishing a \$2.00 Pop-Up which has over four times the value at least than three times the price. The book is *Mickey Mouse in King Arthur’s Court*. It is uniform in format and price with *The pop-up Silly Symphonies*. Our first printing on these two titles is 36,000, and the advance nearly covers this printing.”

Reynal continued, “There is no need to tell you the story of Mickey Mouse. He is the best juvenile merchandise ever developed in America. Pop-Ups are the best selling juvenile book merchandise in America. The combination is unbeatable.”

In the four successive weeks Blue Ribbon followed up with similar ads to announce *Silly Symphonies* as a movie tie-in with colorful posters and “excellent marketing potential.” Blue Ribbon was experiencing its best year ever with the popularity of the Pop-Ups, their traditional reprints, and another Disney movie tie-in *Three little pigs* printed in standard book format.



Goldilocks and the three bears, 1934

continued on page 8

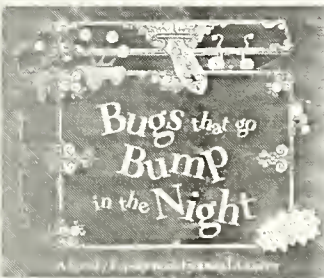
MOVABLE REVIEWS

ROBERT SABUDA

- 1 ☆ - AWFUL
- 2 ☆ - POOR
- 3 ☆ - OK
- 4 ☆ - GOOD
- 5 ☆ - SUPERB



The Beginners Bible Series. Titles: Daniel and the Lions, 0-679-87745-2; David and Goliath, 0-679-87746-0; Jonah and the Whale, 0-679-87747-9; Noah and the Ark, 0-679-87748-7. Author and illustrator uncredited. Paper Eng's: Rafael Rangel, Jose Seminario, Rodger Smith. \$5.99 US, \$7.99 Can, each. 13x14cm. 6 spreads, 6 pops. Art: Cartoonish pen/watercolor. Plot: Abridged bible primers. According to copyright info all characters are "licensed exclusively." I hope God is getting his royalty. Nice concept but art is weak and inappropriate. Paper Eng: Very Simple.



Bugs that go Bump in the Night. By David A. Carter. Little Simon. 0-689-80120-3. \$14.95 US, \$19.95 Can. 23x18cm. 7 spreads. 1 pop, 5 flap mechs, 1 removable paper mask. Art:

Humorous pen/watercolor. Plot: Spooky bugs from the bug master! One of the best titles in series. Paper Eng: Somewhat complex.



Can you peck like a hen? By Jez Alborough. Candlewick Press. 1-56402-881-x. \$7.99 US. 16x22cm. 5 spreads. 5 tab mechs, 1 flap. Art: Humorous magic marker. Plot: Copycatting animal habits. Simple and basic for very young readers. Paper Eng: Simple. Also: **Can you jump like a kangaroo?**, 1-5640-2880-1.



Dinosaur Stomp! By Paul Stickland. Dutton. \$14.99 US. 25x23cm. 7 spreads, 7 pops. Art: Brightly colored, humorous watercolor/ dyes. Plot: An open invitation to a dinosaur dance. Big and bold. A roaring good time. Is your dance card filled? Paper Eng: Simple to somewhat complex.



The Emperor's New Clothes. Text by Oyster Books. Ill: David Pace. Paper Eng: Uncredited. Barrons. 0-8120-6610-3. \$4.95 US, \$5.95 Can. 13x13cm. 6 spreads. 1 pop, 5 flaps. Art: Humorous pen/watercolor. Plot: The ultimate fashion faux pas. Can barely be called a pop-up book due to simplicity. Paper Eng: Very simple. Also: **Cinderella**, 0-8120-6611-1; **Red Riding Hood**,

0-8120-6614-6; **Sleeping Beauty**, 0-8120- 6613-8.



Giraffe Jokes! Text: Sadie Fields Productions. Ill: Frances Cony. Paper Eng: Shonagh Rae. Dove Kids. 0-7871-1050-7. \$5.95 US. 8.5x9.5cm. 5 spreads. 7 flaps, last spread creates 3-D giraffe. Art: Humorous pen/watercolor. Plot: Corny giraffe jokes. Cute like a greeting card. Paper Eng: Simple.



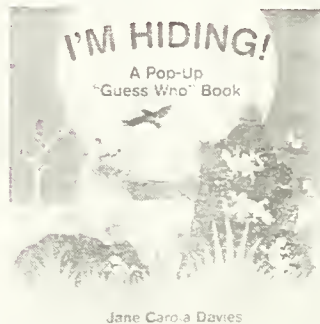
God Loves You. By Arnold Shapiro. Ill: Vlasta Van Kampen. Paper Eng: John Strejan & Compass Productions. Thomas Nelson Pub. 0-7852-7419-7. \$12.99 US. 19x25cm. 5 spreads. 5 pops 1 tab mech. Art: Realistic watercolor. Plot: A variety of animals discover God loves them due to their uniqueness. Nice concept, but pops don't do the lovely art justice. Paper Eng: Simple.



The Happy Tree - A Pop-up Counting Book. Text: Joy Cockle. Ill: Sue Askey. Paper Eng: Mat Johnstone. Dove Kids. 0-7871-0927-4. \$11.95 US. 19x20 cm. 11 spreads. 1 pop, 6 tab/flap mechs, 4 flaps, 1 wheel. Art: ink/ primitive-like paintings. Plot: A lonely tree comes to life when visitors arrive. Basic mechs, but art and design are nice. Paper Eng: Simple.



If you're happy and you know it. By Jo Lodge. Barrons. 0-8120- 6608-1. \$5.95 US, \$7.50 Can. 15x15cm. 6 spreads, 6 tab mechs. Art: Humorous pen and bright, flat colors. Plot: Animals act out lyrics to the title's popular song. Cute and simple for very young readers. Paper Eng: Simple. Also: **This is the way we make a face**, 0-8120-6607-3.



I'm Hiding! By Jane Carola Davies. Paper Eng: Mat Johnstone. Dove Kids. 0-787-0922-3. \$13.95 US. 22x22cm. 6 spreads. 2 pops, 16 tab/flap mechs. Art: Humorous hand painted, cutpaper collage.

Plot: Animals hiding from bigger animals. Beautiful, textured art and lots of fun tab mechs. Paper Eng: Somewhat complex.



Jean Claverie's Fairy Tale Theater. Ill: Jean Claverie. Stories adapted by Dawn Bentley. Designed by Jim Deesing. Barrons. 0-8120-6629-4. \$16.95 US, \$21.00 Can. 21x25cm. 3

spreads. 3 stand up stages, one 16 pg. script booklet, 13 paper characters on acetate rods Art: Humorous (but sophisticated) pen and watercolor. Plot: Put on 3 shows of your choice: Cinderella, Little Red Riding Hood, Three Little Pigs. Artwork is the best thing about this package. Stages very simple.



Mommy, would you love me if...? By Carla Dijs. Little Simon. 0-689-80813-5. \$8.99 US, \$11.99 Can. 11x20cm. 6 spreads, 6 pops. Art: Humorous pen/airbrush. Plot: A piglet with an identity crisis or at the very least "other animal envy." Love those graphic illustrations, but pops quite small and with little variety. Paper Eng: Very simple.



The Original Pop-Up Tale of Peter Rabbit. By Beatrix Potter. Ill: Colin Twinn. Paper Eng: Bruce Reifel. Warne. 0-7232-4280-1. \$13.99 US, \$19.99 Can, 12.99 UK. 23x21cm. 6 spreads. 5 pops, 10 tab/flap mechs, 1 flap, 1 wheel. Art: "Potteresque" pen/watercolor. Plot: You know the story. Lush illustrations, but haven't we seen all this before? Paper Eng: Somewhat complex.



Popposites. Designed by Jung-Huyn Yoon. Ill: Various photographers. Paper Eng: Jung-Huyn Yoon & Roger Culbertson. D.K. Publishing. 0-7894-0576-8. \$14.95 US. 21x21cm. 7 spreads, 4 tab mechs, 3 flaps, 1 wheel, 1 envelope w/ removable paper car. Art: Realistic photos. Plot: Basic opposites for youngsters. Great photos (as usual for D.K.), but mechs seem "quiet" in comparison. Paper Eng: Simple.



Putt Putt and Pep. Author uncredited. Ill: The Thompson Brothers. Paper Eng: Intervisual Books. Random House. 0-679-87958-7. \$4.99 US, \$6.50 Can. 19x19cm. 5 spreads. 2 tab mechs, 4 flaps, 1 build-it-yourself paper car. Art: Cartoony airbrush. Plot: A purple car with big eyebrows searches for its pet dog. Very mass markety, sort of like a coloring book with a few pops. Paper car a little complex for young hands to put together. Paper Eng: Very simple.



Silly Heads. Story: Sarah Hewetson. Modeling & Ill: Cathie Shuttleworth. Paper Eng: Ruth Wickings. D.K. Publishing. 0-7894-0219-x. \$15.95 US. 16x31cm. 7 spreads, each spread divided horizontally into thirds. Each third has its own pop. Art: Photos of humorous 3-D mixed media sculptures. Plot: Make up a story while mixing up faces. The first gender bending pop-up

book. Deliciously crazy and a little creepy (especially those glass eyeballs!). Paper Eng: Somewhat complex.



Something tells me it's your birthday.... Ill: Mary Englebreit. Paper Eng: Intervisual Books. Andrews and McMeel. 0-8362-1067-0. \$6.95 US, \$9.95 Can. 13x16.5cm. 5 spreads. 1 pop, 4 changing slats. Art: Englebreit. Plot: Wishing you a Happy B-day. Like a hard-cover greeting card. Paper Eng: Simple. Also: **Teaching is Touching Tomorrow**, 0-8362-0945-1.



Teacher's Memories -A Keepsake Album. Text: Bob Sanny. Ill: Brian & Lizzie Sanders. Paper Eng: Rafael Rangel. Reading's Fun, Ltd. 0-9649777-0-2. 21x27cm. 12 spreads. 5 pops, 1 envelope for "Keepsakes." Art: Kate Greenaway-like watercolors. Plot: Scrap album for teachers. Elegantly illustrated and designed although pops are small and few. Paper Eng: Simple.



Ten Bears Go Marching. Text by Sadie Fields. Ill: John Richardson. Paper Eng: Richard Ferguson. Hyperion. 0-7868-0266-9. \$13.95 US. 22x17cm. 11 spreads. 11 tab/flap mechs, 1 wheel. Art: Humorous pen/watercolor. Plot: The youngsters from the popular *Ten Bears in Bed* are back, playing on their way to school. Lots of fun and some great tab mechs. Paper Eng: Somewhat complex.



Up pop the Monsters 1-2-3. By Carla Dijs. Scholastic. 0-590-84762-7. \$8.95 US, \$11.99 Can. 14x14cm. 10 spreads, 10 pops. Art: Humorous pen/airbrush. Plot: Counting to ten Halloween style. Big things sometimes do come in small packages. Beautifully designed, extra credit for diversity of kids. Paper Eng: Simple.

Have you purchased your copy of Catalogue #8 yet? Nearly 600 pop-ups, 419 photographed. An essential reference. *Book Source Monthly* says, "We have never (before) singled out (a catalogue) for special mention. . ."

\$20 — Absolutely last catalogue!



**BOOK FINDERS
INTERNATIONAL**

216 Ringwood Lane, Elgin, SC 29045
(803) 788-1368

Flights of Fancy

The Books of Edward H. Hutchins

Curated by Constance Woo

September 3 to October 31, 1996

Workshop by the artist:

Innovative Book Structures

October 11, 1996

10:00 a.m. - 3:00 p.m.

For reservations call 718-488-1051

Long Island University, Brooklyn Campus
Salena Library Learning Center, 3rd Floor

Author Signings

Books of Wonder is a wonderful childrens' book store in New York City. Two pop-up artists are scheduled to appear in the store in the next two months.

On Tuesday, October 1. David A. Carter, the creator of *How many bugs in a box* and many other pop-up titles, will introduce *Bugs that go bump in the night*. He will sign books from 4:30 to 6:00 p.m.

On Saturday, November 23. Robert Sabuda, artist and paper engineer of *The Christmas alphabet* will sign copies of his newest book *The 12 days of Christmas* from noon until 2:00 p.m.

Books of Wonder has recently relocated to a larger store at 16 West 18th Street, New York, NY 10011. They do a large mail order business and will often supply signed copies if requested in advance or if available from their stock. The toll free order number is 1-800-345-6665.

Sabuda Reviewed

David Whittredge



The 12 days of Christmas : A pop-up celebration. By Robert Sabuda. Little Simon. \$19.95. 21 x 21 cm. 6 spreads each with half page flap. 12 pops. Art: Elegant graphic design. Plot: See title. A seamless combination of form, movement, and superb design with wonderfully imaginative settings for the twelve Christmas gifts. From pop-up Christmas pie to flying geese in a swirling snow globe to paper dolls being snipped before your eyes, this book is a gem. For more description see the June '96 issue of *Movable stationery*. Paper eng.: simple to complex.

USS Arizona Pop-up

The fate of the USS Arizona at Pearl Harbor is a single-spread, full color, hardbound book with an exciting single 11 x 17-inch pop-up showing the USS Arizona under Japanese attack. The book was printed in 1981 and hasn't been available in at least ten years. The price for new, shrink wrapped books is \$20 US, which includes shipping to US addresses. (International shipping costs extra.) If you are interested in buying a copy (or a dealer interested in a quantity purchase), contact Sandor Nagyszalanczy at: paprika@ix.netcom.com or FAX at: 408-421-0191.

9TH ANNUAL POP-UP AND MOVABLE BOOK EXHIBIT

The 9th Annual Pop-up and Movable Book Exhibit will be held from December 2, 1996 to January 27, 1997 at the Main Library of The University of Arizona in Tucson, Arizona. This annual exhibit is free and open to the general public. A listing of the books on display will be available.

The exhibit will feature pop-up and movable books published during the past year and the developmental steps in the design and paper engineering for Robert Sabuda's *The 12 days of Christmas: A pop-up celebration*. Mr. Sabuda will be available at the opening in the morning of December 2 for a question and answer session and to autograph his books.

The curator for this exhibit is Dr. James T. Sinski, Professor Emeritus. For information concerning the hours the library is open telephone (520) 621-4300, or E-mail SINSKIJ@CCIT.ARIZONA.EDU.

Questions and Answers

Q. A recent dealer's catalog listed two editions of Wehr's *Little Black Sambo animated!* The one dated 1943 has six movable plates and the other dated 1949 has four plates. What plates are in the variant editions?

A. Thanks to the people who answered my question. It turns out there is an edition with seven plates as well as editions with 5 and 6. These are the plates in the 1943 and 1949 editions:

1. Sambo with an umbrella. (1943, 1949)
2. Sambo handing red coat to the tiger. (1943)
3. Sambo in the bushes holding out trousers to the tiger. (1943, 1949)
4. Tiger with shoes on his ears. (1943, 1949)
5. Sambo giving umbrella to the tiger. (1943, 1st edition only)
6. Tigers rolling and tumbling (or fighting). (1943)
7. Three people eating pancakes. (1943, 1949)

Q. Anne Williams asked if there are movies other than *Throw mamma from the train* that included pop-up books.

A. David Burton responded that the definitive pop-up in a movie is in *Prospero's books*. The movie stars Sir John Gielgud and is a gorgeous version of Shakespear's *Tempest*. Prospero's magical books open the movie.

Q. Since I have a small collections of movables, I'm always interested in evaluation. Is there a special "price guide" which includes pop-up and movable books?

Dorothy Bogdan
67 E. Walworth
Delavan, Wisconsin 53115

Q. I recently found a reference to a *The story of Little Black Sambo* published in 1933. The entry shows it was illustrated by Kurt Wiese and animated by A.V. Warren. If someone has a copy in their collection I would appreciate a description of the plates.

Ann Montanaro
12 Bruning Rd.
East Brunswick, N. J. 08816

Q. We are wondering if any collectors would be interested in trading their duplicate pop-ups and animated books with us? Send us your duplicate list, and we'll send you ours.

Sandor Nagyszalanczy and Ann Gibb
120 Hall St.
Santa Cruz, California 95062

Q. I have a very good copy of *The "pop-up" Buck Rogers: Strange adventures in the spider-ship* which I would like to sell. If you are interested in this book please contact me at 303-860-8835 or write to me.

Marita Dougherty
1125 Marion St. #7
Denver, Colorado 80218

Q. In volume 4, number 2 a question was submitted asking if the books *Castles, Caverns, Cowboys, Dinosaurs, Indians, Mountains, Prehistoric man, and Volcanoes* were ever published. They appeared in the Universal Sales and Marketing catalog in 1994.

A. Sydney Stanley reports Universal Sales never did publish the books shown in the 1994 catalog. The photos were dummies not actual books. As I understand it they were to publish them but, the agent, (representing the packager) was unable to close the deal to Universal.

Q. An article in *Antiqueweek* (May 26, 1996) entitled "Pop-up books have delighted children and collectors" includes a picture of *The Jolly Jump-ups Robert Louis Stevenson's a child's garden of verses*. The caption reads "Pop-up books have always been more expensive than books with regular pages. This 1946 book was originally priced \$8.98. It is now valued at \$22 and up." It is possible that book cost \$8.98 in 1946?

Sue Rothwell

A. An advertisement appearing in *Playthings* in March 1952 McLoughlin Bros. announced "new reduced prices for new high profits!" The "new reduced retail price" of the ten Jolly Jump-up books went from \$1.50 to \$1.25. It is doubtful the original price ever exceeded \$1.50.

Q. Most of the paper engineering "how tos" that I am familiar with come from Japan (Chatani's *Origamic architecture*, etc.). Do the Japanese also have a lively pop-up/movable book trade?

Mimi Labrucherie
San Diego, California

A. A note from Burt Thompson addresses Mimi's question but others may have more information. Burt wrote " I went to Japan in June for 3 weeks. I looked for pop-up books but was disappointed to find only a few that appeared to originate in Japan. Most were Japanese translations of Intervisual Books." He included the following books (with subject matter not titles), ISBN numbers and approximate prices of five titles he purchased in Japan.

Genie from lamp. 1994. TMS-NTV. 4-577-00651-0. \$15.00.

On trains. (Animals on front cover). 1995. Maybe ASCA. 4-87029-182-7. \$13.00.

On trains. 1990. Maybe ASCA. 4-87029-065-0. \$15.00

On fire engines. 1995. Maybe ASCA. 4-87029-181-9. \$13.00.

On fire engines. 1990. ASCA Corp. Printed and bound in Hong Kong. 4-87029-066-9. \$12.00.

Catalogs Recently Received

Each of these catalogs includes pop-up or movable books.

A. Dalrymple. Bookseller. Catalogue 21. 1791 Graefield, Birmingham, MI 48009.

Aleph-Bet Books, Inc. Catalogue 52. 218 Waters Edge, Valley Cottage, NY 10989. 914-268-7410.

Books of the Ages. Catalogue no. 11. Maple Ridge Manor. 4764 Silverwood Dr. Batavia, Ohio 45103. 513-732-3456.

Jo Ann Reisler, Ltd. Catalogue 34. 360 Glyndon St. NE, Vienna, VA, 22180.

Pequeño Press. Catalog of our pop-up and fold-out miniature books. 1996. [artists books]. Pequeño Press. P.O. Box 1711, Bisbee, Arizona 85603.

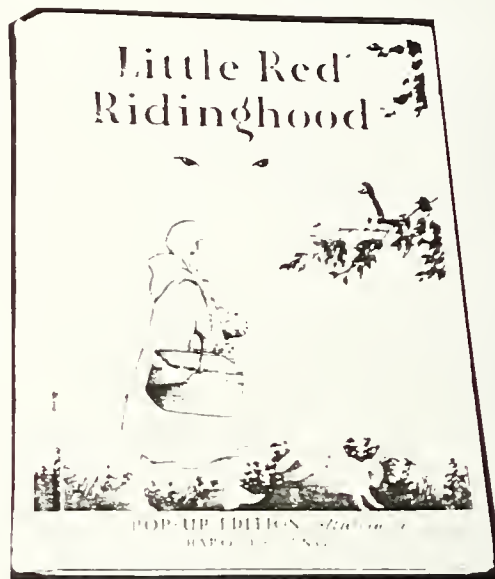
Rose Lasley. Pop Ups. 5827 Burr Oak, Berkeley, IL 60163. 708-547-6239.

Unicorn Books. Catalogue 74. 56 Rowlands Ave., Hatch End, Pinner, Ha5 4BP, England.

Blue Ribbon pop-ups, continued from page 3

Blue Ribbon sales topped the 1933 juvenile best seller list with four of the top five juvenile titles. *Mickey Mouse* was in first place, *Pinocchio* in second and *Three little pigs* in third. *Minnie Mouse* and the 50c titles were not reflected on the best seller lists as so many stores listed merely "The Pop-Ups" on their reports instead of naming individual titles. Two other 1933 juvenile best sellers were *The story of Ping* and *Ask Mr. Bear* which each sold for \$1.00.

In July 1934 Blue Ribbon heralded their newest "Revolutionary Idea" - *The Mickey Mouse waddle book*. The Waddle Books promised to be sensational sellers. "They have the foundation of all children's books -- a story and colored illustrations. And they have something no other juvenile ever had -- three-dimensional characters that walk without the aid of any mechanical contrivance. Like the Pop-Ups they are self-explanatory merchandise that sells itself on sight." Blue Ribbon produced a first printing of 50,000 copies of the Mickey Waddle to sell for \$1.00 followed closely thereafter with *The Wizard of Oz waddle book* for \$2.00.



Little Red Ridinghood, 1933

A *PW* reviewer noted the Waddle books "are toys rather than books . . . but they will doubtless appeal to all those customers who were pleased with the Pop-Ups last year." A spokesman for Blue Ribbon took *PW* to task in a letter to the editor stating the Waddle books "are regular books. PLUS toys What the child gets is a

complete story, with regular illustrations, plus characters that walk without any clockwork or springs.”

To further encourage sales, Reynal formed the “1000 Advance Club” to honor the first booksellers who reordered 1,000 or more Waddle books. By September 1, 1934, there were six charter members. Blue Ribbon predicted a 50,000 advance on *The Mickey Mouse waddle book*.

In the September 8, 1934 issue of *PW*, Blue Ribbon announced price reductions for all of the Pop-Ups. *Jack the Giant Killer*, *Jack and Beanstalk*, *Little Red Riding Hood*, and *Sleeping Beauty* were reduced from 60¢ to 35¢. The Mickey and Minnie Mouse titles which originally sold for 85¢ were reduced to 50¢. Similarly, *Mickey Mouse in King Arthur's Court* and *Silly Symphonies* went from \$2.00 to \$1.00 and *Mother Goose Rhymes* and *Cinderella* were reduced from \$2.50 to \$2.00.

Three new pop-ups were issued for the 1934 holidays: *The “Pop-up” Mother Goose*, *The “Pop-up” Goldilocks*, *Little Red Ridinghood*, and *The “Pop-up” puss in-boots*. These “brand new” pop-ups were priced at just 20¢. Blue Ribbon announced “The quality of these books is better than [sic] ever. The astoundingly low price has been made possible by the discovery of new methods for making Pop-Ups. The Pop-Up illustrations (3 in every book) are printed in gorgeous colors; they are big; they are full of detail; and they are all brand new.”

On December 1, 1934 Blue Ribbon announced that in the first three weeks they had sold 176,000 copies of the 20¢ Pop-Ups and, in the first week, had sold 102,000 copies of the 10¢ Pop-ups. While *PW* contained no advertising for the 10¢ Pop-Ups, it appears certain they must have been the five titles in The Midget Pop-up Book series. Each was 13 cm and 60 pages in length with one pop-up. As successful as they were, when the best seller list was issued for 1934, no Blue Ribbon pop-up books made the juvenile list and *The Mickey Mouse waddle book* was eighth.

In the fall of 1935 there was optimism among book sellers, sales were up. Blue Ribbon announced the addition of eight new pop-up titles: *Tarzan*, *Terry and the Pirates*, *Tim Tyler*, *Flash Gordon*, *Popeye*, *Buck Rogers*, *Little Orphan Annie*, and *Dick Tracy*. Blue Ribbon told booksellers “Last fall we sold 562,815 Pop-Ups and this fall we feel safe in predicting sales of at least 1,000,000. Of all the Pop-ups sold last fall, the 20¢

list was much the most popular. The only suggestions from the trade were that the price be raised to 25¢. We’ve taken that suggestion leaving a bigger margin for the dealer.”

Even though these titles appeared in advertising and in the *Publishers’ Trade List Annual* as Blue Ribbon titles, the imprint in each of the books was Pleasure Books, Chicago, Illinois. The notation “A Blue Ribbon Press Book” appears in some of the books. In the 1930s *Publishers’ Weekly* printed an annual list of domestic publishers but Pleasure Books did not appear on the list for 1935. Pleasure Books was probably a Blue Ribbon imprint.

Orphan Annie and *Tarzan* proved to be the most popular titles in the new lot which collectively sold over 300,000 by mid-November 1935. The holiday season was the best in many years and most publishers and booksellers enthusiastically reported increased sales. But, for Pop-Up books the peak had passed. There were no Pop-Up or Waddle books on the juvenile best seller list for 1935 and after August 1935 Blue Ribbon did not promote any existing Pop-Up books nor did they add any new titles. The firm continued to publish reprints and added other titles to their list, but the market for pop-ups had ended.

References

Based articles and advertising in *Publishers’ Weekly* from August 27, 1932 through June 20, 1936.

Blue Ribbon Pop-Ups

Buck Rogers, 25th century featuring Buddy and Allura in “Strange adventures in the spider ship.” (22 pages, three pop-ups). Pleasure Books. [1935]. Cover title: *The “pop-up” Buck Rogers: Strange adventures in the spider-ship.*

Buck Rogers in the dangerous mission, with “pop-up” pictures. The Midget Pop-up Book. (60 pages, one pop-up) Blue Ribbon Books, 1934.

Dick Tracy: The capture of Boris Arson. (3 pop-ups). Pleasure Books. 1935. Cover title: *The “pop-up” Dick Tracy “capture of Boris Arson.”*

Flash Gordon: The tournament of death. (3 pop-ups). Pleasure Books. 1935. Cover title: *The “pop-up” Flash*

Goldilocks and the three bears. (18 pages, 3 pop-ups). Blue Ribbon Books, 1934. Cover title: *The "pop-up" Goldilocks and the three bears with "pop-up" pictures.*

Jack and the beanstalk with "pop-up" illustrations in color by Harold B. Lentz. (30 pages, one pop-up). Blue Ribbon Books, 1933.

Jack the giant killer with "pop-up" illustrations in color by Harold Lentz. (38 pages, one pop-up). Blue Ribbon Books, 1933.

Jack the giant killer, including Jack and the beanstalk, Little Red Ridinghood, Sleeping Beauty; with "pop-up" illustrations in full color by Harold B. Lentz. (96 pages). Blue Ribbon Books, [1932].

Little Red Ridinghood: With "pop-up" illustrations in color by Harold Lentz. (15 pages, one pop-up). Blue Ribbon Books, 1933.

Mickey Mouse in King Arthur's Court: Stories and illustrations by the staff of the Walt Disney Studios. (48 pages, four pop-ups). Blue Ribbon Books, 1933.

Mickey Mouse in "ye olden days" with "pop-up" picture. The Midget Pop-up Book. (60 pages, one pop-up) Blue Ribbon Books, 1934.

The Mickey Mouse waddle Book. Blue Ribbon, 1934.

The new adventures of Tarzan "pop-up." (20 pages, three pop-ups). Pleasure Books, 1935.

Popeye among the white savages, with "pop-up" picture. The Midget Pop-up Book. (60 pages). Blue Ribbon Books, 1934.

Popeye with the Hag of the seven seas. (18 pages, three pop-ups). Pleasure Books, 1935.

The "pop-up" Cinderella: Including Hansel and Gretel, Goldilocks and the three bears, Puss-n-boots with "pop-up" illustrations by Harold B. Lentz. (95 pages, four pop-ups). Blue Ribbon Books, 1933. [Cover title: *The "pop-up" Cinderella and other tales.*]

The pop-up Little Orphan Annie and Jumbo, the circus elephant. Pleasure Books, 1935

The "pop-up" Mickey Mouse. (28 pages, three pop-ups). Blue Ribbon Books, 1933.

The "pop-up" Minnie Mouse. (26 pages, three pop-ups). Blue Ribbon Books, 1933.

The pop-up Mother Goose. (96 pages) Blue Ribbon, 1933.

The "pop-up" Mother Goose with "pop-up" illustrations in full color by Harold B. Lentz. (18 pages, three pop-ups). Blue Ribbon Books, 1934.

The "pop-up" Pinocchi, being the life and adventures of a wooden puppet who finally became a real boy; with "pop-up" illustrations in color by Harold B. Lentz. (96 pages, four pop-ups) Blue Ribbon Books, 1932.

The "pop-up" silly symphonies containing Babes in the woods and King Neptune; Stories and illustrations by the staff of Walt Disney Studios. (48 pages, four pop-ups) Blue Ribbon Books, 1933.

Puss in Boots: Illustrations by C. Carey Cloud and Harold B. Lentz. (22 pages, three pop-ups) Blue Ribbon Books, 1934. Cover title: *The "pop-up" Puss-in-Boots with "pop-up" pictures.*

Sleeping Beauty: With "pop-up" illustrations in color by Harold Lentz. (24 pages, one pop-up) Blue Ribbon Books, 1933.

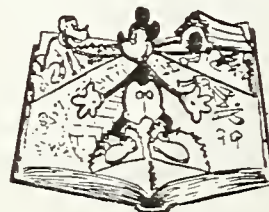
The story of Little Black Sambo; With "pop-up" picture by C. Carey Cloud. The Midget Pop-up Book. (60 pages, one pop-up) Blue Ribbon Books, 1934.

The tale of Peter Rabbit; With "pop-up" picture. The Midget Pop-up Book. (60 pages, one pop-up.) Blue Ribbon Books, 1934.

Terry and the pirates in shipwrecked. (15 pages, three pop-ups). Pleasure Books, 1935. Cover title: *The "pop-up" Terry and the pirates.*

Tim Tyler in the jungle. (Three pop-ups). Pleasure Books, 1935. Cover title: *The "pop-up" Tim Tyler in the jungle.*

The Wizard of Oz waddle book. Blue Ribbon, 1934.



New Publications

The following titles have been identified from pre-publication publicity, publisher's catalogs, or advertising. All titles include pop-ups unless otherwise identified. Titles reviewed in Robert Sabuda's "Movable Reviews" column are not included in this list.

The amazing pop-up grammar book. Dutton. October. \$16.99. 0-525-45580-9.

The ancient Egypt pack. By Sarah Maitland and Christos Kondeatis. Little Brown. October. 11 x 11. 13 pages (box) 64 pages (book). \$40.00. 0-8212-2327-5.

Bert and Gertie space detectives! Chronicle. September. 5 ½ x 6 ½. 6 spreads. 0-8118-9448-7.

The brain pack. Created by Ron Van der Meer. November. Running Press. 11½ x 11½. 7 spreads. \$40.00. 1-56138-746-0.

Bruce the balding moose: A 3-D picture book. [tab-operated mechanicals, accessory pieces.] Jonathan Allen, illustrator. 8 x 10½. 18 pages. Dial Books for Young Readers. 0-8037-2064-5.

Bytes of wisdom: A user's guide to the world. Running Press Miniature Edition. September. 2¾ x 3½. 6 spreads. \$4.95. 1-56138-719-3.

The Christmas alphabet - Limited edition of 500. By Robert Sabuda. Orchard Books. October. 10 ½ x 8 ¼. Cloth covered slipcase containing cloth bound book and special pop. both signed and numbered by the author. \$100 US. \$137 Canada. 0-531-09492-8.

The Christmas alphabet - Pop-up Greeting Cards. Orchard Books. October. 5" x 7". Boxed set includes 8 cards and envelopes of single design. \$13.95 US. \$18.95 Canada. Dove cards. 0-531-36007-5; Nutcracker cards, 0-531-36008-3; Snowflake cards, 0-531-36010-5.

The Christmas story. [Three-dimensional diorama scene] Little Simon. October. 8½ x 9. 24 pages. \$12.95. 0-689-81030-x.

Cinderella fun with pull-tabs, flaps and pop-ups. Barrons. September. 5¼ x 5¼. 14 pages. \$4.95. 0-8120-6611-1.

The creation: A pop-up book. By Brian Wildsmith. Millbrook Press. \$19.95.

Dracula junior and the fake fangs: A 3-D picture book. Korky Paul, illustrator. Dial Books for Young Readers. 9 x 10. 20 pages. \$14.99. 0-8037-2008-4.

Dump trucks and diggers. By Robert Crowther. Candlewick. September. 7½ x 7½. \$7.99. 0-7636-0008-3.

Fun with number blox: Pop-up number blox & activity book. Alpi International. 11¾ x 7. six blocks. \$14.95. 1-886647-00-3.

Go with Christian! The Pilgrim's Progress for young children. By Alan and Linda Parry. Word Publishing. 12 pages. 10 x 10. \$14.99. 0-8499-1305-5.

Goldilocks and the three bears. [with miniature plastic characters] Andrews & McMeel. 5 x 4 ½. 24 pages. \$9.95. 0-8362-0954-0.

The great castle mystery: A three-dimensional mystery. [3-D pop-out castle model]. HarperCollins. September. 9 ¼ x 6. 24 pages. \$17.95. 0-694-00811-7.

Happy holiday. Running Press Miniature Edition. September. 2¾ x 3½. 6 spreads. \$4.95. 1-56138-718-5.

Humpty Dumpty. By Moira Kemp. Lodestar. 8 ½ x 11. 5 spreads. \$12.99. 0-525-6740-x.

I love you! Running Press Miniature Edition. September. 2¾ x 3½. 6 spreads. \$4.95. 1-56138-721-5.

In the jungle. Hide and Seek series. Little Brown. October. 8 x 8. 14 pages. \$9.95. 0-316-11821-4.

The joys of Christmas: A treasury of seasonal smiles. Running Press Miniature Edition. September. 2¾ x 3½. 6 spreads. \$4.95. 1-56138-720-7.

The language of flowers. Blushing Rose Publishing. 7¾ x 8¾. 32 pages. 8 pop-up spreads. \$14.95. 1-884807-13-5.



Little Red Riding Hood fun with pull-tabs, flaps and pop-ups. Barrons. September. 5¼ x 5¼. 14 pages. \$4.95. 0-8120-6614-6.

Noah's ark pop-up ABC. Little Simon. November. 8 x 10½. 14 pages. \$15.95. 0-689-81109-8.

Old MacDonald's farm: A pop-out book. Random House. 6 x 7. 10 pages. \$4.99. 0-679-88272-3.

The pick and shop marketplace. By Ron van der Meer and Fran Thatcher. Random House. \$19.99.

Pirate plunder's treasure hunt: A pop-up whodunit. By Iain Smith. Dutton. 8½ x 12. 14 pages. September. \$16.99. 0-525-45693-7.

Sam's pizza. By David Pelham. Dutton. October. \$11.99. 0-525-45717-8.

Sarah's house. [large carousel] DK. November. 9½ x 13. \$19.95. 0-7894-1007-9.

Seven great explorations. By Celia King. Chronicle. November. 4½ x 5½. 7 spreads. \$10.95. 0-8118-1375-4.

Skeleton closet: A spooky pop-up book. Hyperion. October. 4½ x 9½. 14 pages. \$12.95. 0-7868-0007-0.

Sleeping Beauty fun with pull-tabs, flaps and pop-ups. Barrons. September. 5¼ x 5¼. 14 pages. \$4.95. 0-8120-6610-3.

Star Wars: Jabba's palace pop-up book. Little Brown. October. 8½ x 12¾. 14 pages. \$19.95. 0-316-53513-3.

Tanya steps out: A book of magical moving pictures. Philomel. 8½ x 9. 10 pages. \$13.95. 0-399-22936-1.

Ten Christmas sheep. Eerdmans Books for Young Readers. 9 x 6. 6 spreads. \$13.00. 0-8028-5137-1.

These are the voyages: A three-dimensional Star Trek album. Chuck Murphy. Pocket Books. November. 11 x 11. 4 spreads. \$35.00. 0-671-55139-6.

Thumbelina [with miniature plastic characters] Andrews & McMeel. 5 x 4½. 24 pages. \$9.95. 0-8362-0956-7.

Tractors and trucks. By Robert Crowther. Candlewick. September. 7½ x 7½. \$7.99. 0-7636-0009-1.

A trick or treat surprise: A costume pop-up book. Mouse Works. September. 7¼ x 9¼. 5 spreads. \$7.98. 1-57082-455-x.

The twelve days of Christmas. By Robert Sabuda. Little Simon. October. 8 x 8. 12 pages. \$19.95 US, 26.95 Canada. 0-689-80865-8.

The twelve days of Christmas - Limited edition of 250. By Robert Sabuda. Little Simon. October. 8½ x 8½. Cloth covered slipcase containing cloth bound book with special pop inlaid in cover signed and numbered by the author. \$100 US, \$135 Canada. 0-689-81249-3.

The velveteen rabbit. [with miniature plastic characters] Andrews & McMeel. 5 x 4½. 24 pages. \$9.95. 0-8362-0955-9.

Walt Disney's when you wish upon a star: A musical pop-up book. Disney. September. 7 x 7. 10 pages. \$11.95. 0-7868-3058-1.

Welcome to bear country. {Berenstain Bears}. GT Publishing. \$5.95. 1-57719-060-2.

Who's afraid? A pop-up counting book. By Carla Dijs. Henry Holt. September. 7¾ x 8¾. 12 pages. 0-8050-4398-5.

The witches' scary house. [large carousel] St. Martin's Press. 9½ x 14. \$19.95. 0-312-14529-2.

The Wizard of Oz. [with miniature plastic characters] Andrews & McMeel. 5 x 4½. 24 pages. \$9.95. 0-8362-0953-2.

New Publishers Listed

Eerdmans Books for Young Readers. Grand Rapids/Cambridge. 800-253-7521.

GT Publishing. 800-285-6920.