A Blue and Gold Mystique: Reading the Material Text in Louisa May Alcott's "Pansies" and Ticknor & Field's Blue and Gold Series

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There are the days when skin's resume
The old-old sophistries of June—
A blue and gold mystique.

—Emily Dickinson, c. 1859

In her last book, a collection of stories entitled *A Garland for Girls* (1888), Louisa May Alcott repeatedly emphasizes the importance of reading in the lives of her characters (Figure 1). In “May Flowers,” six blue-blooded Boston girls meet regularly to discuss books read in common; the thoughtful protagonist of “Poppies and Wheat” reads for self-improvement during her grand tour of Europe; “Mountain-Laurel and Maidenhair” contrasts a jaded rich girl who has no true appreciation for poetry with an unsophisticated farmer’s daughter who reads it avidly and learns to “put her poetry into her life;” and in “Pansies” a refined and learned elderly woman advises three young ladies which books to read and which to avoid (Figure 2). In this latter story, Alice, the most serious of the girls and an admirer of George Eliot, is cautioned to “choose carefully” lest she become “greedy, and read too much,” since “cramming and smattering is as bad as promiscuous novel-reading, or no reading at all,” while Eva, the youngest of the three, is gently steered away from the girlhood favorites Charlotte Yonge and Susan Warner to “fine biographies of real men and women.” Carrie, however, poses the greatest challenge to the sage Mrs. Warburton, for she delights in “thrilling” novels and frivolous romances.

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3 *Garland*, 58-79.

4 *Garland*, 31.

5 Ironically, the kinds of tales Carrie enjoys are just the sort Alcott produced for the *Saturday Evening Gazette* and *The Flag of Our Union*. 

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Nevertheless, Mrs. Warburton succeeds so well in reforming the girl’s taste in literature that Carrie forsakes the “crumpled leaves of the Seaside Library copy” of Wanda, an “interminable and impossible tale” by the popular novelist Ouida (Marie Louise de la Ramée), and resolves “to take her blue and gold volume of Tennyson on her next trip to Nahant.”

Alcott’s allusion to the “blue and gold Tennyson” is not idiosyncratic. References to blue and gold volumes abound in the mid-nineteenth-century culture of books. In A Mid-Century Child and Her Books (1926), for example,
Caroline M. Hewins recalls, “My grown-up library began with the first edition of Hawthorne’s ‘Marble Faun’ and was soon increased by Longfellow’s ‘Golden Legend,’ a blue and gold Tennyson and Jean Paul’s ‘Titan’ in two thick vol-

Soon after Ticknor & Fields introduced the format in 1856, other publishers rushed to copy the design, and before long, “blue and gold” became a generic descriptor in book announcements and criticism. When Roberts Brothers brought out a new edition of Jean Ingelow’s Poems in blue and gold, the publisher advertised the book as “the prettiest Blue and Gold volume ever issued,” and, when Edmund Clarence Stedman received a new “blue and gold” edition of Thomas Bailey Aldrich’s poems published by Rudd & Carleton in New York, he complained, “I don’t like Blue and Gold in so large a type; it looks too much like cheap gilt children’s books.” Still, Ticknor & Fields retained the strongest association with the style it had successfully popularized, so that Henry Wadsworth Longfellow, upon receiving a barrel of cider from William D. Ticknor in January 1863, could quip, “If instead of this iron-bound cask you had sent me a copy of ‘Cider, a Poem in two Books’ by J. Philips, bound in Blue and Gold, I should not have been half so grateful.” Indeed, so closely was the design identified with Ticknor & Fields that the colors suggested their imprint even when they appeared beyond the covers of a book. Thus, in a parodic vignette published in Vanity Fair in 1860, a fictionalized Prince of Wales pays his respects to a “magnificent (i.e. for Boston) creature gotten up gorgeously in blue and gold, a la Ticknor & Fields.”

A remarkable feature of allusions such as these is that the phrase “blue and gold” appears without explanation. Whatever these colors signified is a given; it was cultural knowledge that evidently needed no contextualization for contemporary readers. In the context of Alcott’s story, the “blue and gold Tennyson” ostensibly symbolizes Carrie’s intellectual progress, which is signaled by her development from a reader of the much-maligned Anglo-French novelist Ouida to a reader of Tennyson, poet laureate of England and exemplar of literary refinement. But divorced from the individual author, and considered within the broad context of nineteenth-century American literature, the ubiquitous references to blue and gold editions raise a number of questions. Why are blue and gold volumes singled out and so often evoked? What role does the physical format of a book play in market segmentation and the targeting of readers?

10 Quoted in Raymond L. Kilgour, Mosses. Roberts Brothers, Publishers (Ann Arbor: University of Michigan Press, 1952), 35. Roberts Brothers was Alcott’s own publisher for most of her career.
13 “Stupendous Enterprise,” Vanity Fair, 26 (1860): 185. These allusions take on additional significance in light of the fact that a number of other publishers developed different color-coded series that did not receive such attention. James Miller published a series of Green and Gold editions, for example, and near the end of the century Harper published its Black and White Series. In addition, many publishers advertised “Red-Line Editions,” in which the text is framed by a red border, and the firm of Thomas Y. Crowell became famous for their “Red-Line Poets.” See Helmatt Lehmann-Haupt, with Lawrence C. Wroth and Rollo G. Silver, The Book in America: A History of the Making and Selling of Books in the United States (New York: R. R. Bowker, 1952), 228. In all of these series, the importance ascribed to the physical design is suggested by the fact that the series title reflects the binding, in contrast to designations such as “Sandwiched Author” (person-focused) or “Little Classics” (text-focused).
14 A modern analogue for this phenomenon is the Modern Library, another cheap, rapidly bound publisher’s series featuring classic (or would-be classic) writings.
Can the packaging of books tell us something about the texts themselves or the readers for whom they were intended? Can the design of a book be said to perform a kind of "cultural work" beyond, or different from, that performed by the text itself?

The physicality of the book does, indeed, convey messages. As Gérard Genette has argued, the "paratext"—the verbal and nonverbal productions that surround a text—is a "threshold of interpretation," a "conveyor of a commentary." With a similar emphasis on the physical book, Jerome McGann explains that "[e]very literary work that descends to us operates through the deployment of a double helix of perceptual codes: the linguistic codes (or "conceptual message"), on the one hand, and the bibliographical codes (or "physical medium") on the other." These physical attributes are particularly conspicuous in series of books such as Ticknor & Fields's Blue and Gold Series, for no particular title or author stands entirely apart from the series as a whole. In this essay, I read Alcott's short story "Pansies" in the context of the Blue and Gold editions as a means of unraveling the relationship between text and paratext, linguistic codes and bibliographical codes, both in the series and in the story. By recovering the contemporary meaning of Alcott's juxtaposition of the "blue and gold Tennyson" and the Seaside Library edition of Wanda, Countess von Szalas, I show that the "history of the book" (in the bibliographic as well as the disciplinary sense) illuminates the story even as the story illuminates the "history of the book." A fascinating commentary on the functions of books and reading in nineteenth-century America, "Pansies" thus offers a key to interpreting both the materiality of the text and the symbolic power of the book as it reveals the oft-evoked but seldom examined "blue and gold" mystique.

In the poem beginning "These are the days when Birds come back" (J. 130), Emily Dickinson describes the false Spring that precedes the onset of Fall. Deceptively displaying the outward appearance of June, the skies of an Indian summer are, in Dickinson's analysis, "a blue and gold mistake." As is so often the case in Dickinson's verse, the image is sensuous, evocative, pleasingly cryptic, and vaguely eccentric. Yet for all her characteristic originality, Dickinson joins a number of her contemporaries of the late 1850s in painting the month of June in shades of blue and gold.

The occasion that gave rise to this poetic association of month and hue was the appearance, in June 1856, of two volumes of Tennyson's poems in a pocket-sized (32mo) edition, bound in grained blue cloth and embellished on the front cover with an intricate blind-stamped floral cartouche framed by a triple-ruled border (Figure 3), an ornate frame of gold filigree on the spine, brilliant gilt-edged leaves, and an engraved portrait of the poet for the frontispiece (Figure 4). Initially, the volumes bore no official series designation. Thus, in November 1856, Ticknor & Fields advertised their new "Pocket Edition of Longfellow's Poems, (Uniform with Tennyson's;) Complete in Two Volumes," noting simply that this "miniature" edition will be "bound in 'blue and gold,' like

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Tennyson’s. Readers and reviewers referred to the Tennyson as the “blue and gold edition,” however, thereby effectively helping to “create” the series as such. Eventually, after Ticknor & Fields issued further titles in the same format, the publisher began to advertise them as “Books in Blue and Gold” and to herald them collectively as the Blue and Gold Series. The line was probably inspired by the 1853 pocket edition of Whittier’s poems published by the London firm of Routledge. James T. Fields, who “wanted a small handy volume, printed in easy-to-read type on thin but good paper,” designed the binding with his brother George, and Henry O. Houghton of the Riverside Press designed the interior typography and layout. Despite relatively high production costs, the large sales of the Blue and Gold Tennyson soon brought profits, and “the format

caught on like wildfire."

Before long, poets whose work appeared in the series, as well as those who aspired to the new format, sang its praises. Two years after Ticknor & Fields brought out Blue and Gold editions of his Poems and Prose Works (1837), Longfellow approvingly observed, "That little edition is having an extraordinary run." It was, he pronounced with more pragmatism than poetry, "A handsome little heifer, with a good deal of milk." Thomas Bailey Aldrich, who had been trying to persuade Fields to bring out a small volume of his poems since September 1856 (a few months after the appearance of the Blue and Gold Tennyson), finally saw his poems enencod in the Blue and Gold Series—"the one reserved for the most important writers of the day"—but only after Rudd & Carleton had brought them out in a knock-off blue and gold edition. Whittier, too, expressly pursued publication in the Blue and Gold Series. After Fields sent him a copy of Longfellow's Poems in Blue and Gold, Whittier replied, "I like your new edition exceedingly, and wish some means can be devised to get my verses into a similar shape." After the death of Whittier's original publisher (Benjamin B. Bussey), Fields managed to obtain the copyright on his early poems, and the Blue and Gold edition of The Poetical Works of John Greenleaf


[21] John William Fye, James T. Fields: Literary Publisher (Portland, ME: Baxter Society, 1979), 1. An article in The Round Table related, "It was in 1856 that Mr. James T. Fields, having in mind Leigh Hunt's pleasant poem of pocket volumes, went to the Riverside Press with a little English book, and said to the printer that he wished to get up a small handy volume, something like the one he held, to contain all of Tennyson, and with type sufficiantly large to be easily read." See "Literary Notes," Round Table: A Weekly Record of the Notable, the Useful and the Insignificant, 13 (February 13, 1864), 140.

[22] Tryon, Harvard Corner, 229. Michael Winship explains, "The blue and gold style was an immediate success. A total of 1,204 copies in five printings of Tennyson's The Poetical Works ... were produced by the end of 1856. In December a second title was issued in the same "blue and gold" binding; two printings of 5,000 copies each of Longfellow's Poems ... in two volumes were produced that month." See American Literary Publishing in the Mid-Nineteenth Century: The Business of Ticknor and Fields (Cambridge: Cambridge University Press, 1995), 134. Both Tryon and Winship number the series at 44 titles in 57 volumes (apparently having their count on Ticknor & Fields's 1866 catalog). My count, based on the catalog books and sheet stock inventory of Ticknor and Fields, the holdings of the Peabody Collection of Ticknor & Fields Imprints at the University of North Carolina at Chapel Hill, and the holdings of the American Antiquarian Society is 57 titles. See Table.

[23] Longfellow, Letters, 1:106.


[25] Aldrich wrote to Fields in September 1856, "I should like to get a volume out by next Spring, but am willing to wait four summers." Quoted in Ferris Greenleaf, The Life of Thomas Bailey Aldrich (Boston and New York: Houghton Mifflin, 1901), 34. Four years later, he again conveyed to Fields his desire to "bind himself" (note pun) with Ticknor & Fields: "Rudd & Carleton have brought out two volumes of mine ... and are willing to try me again, but I would rather have your stamp if possible. It would be of such service to me. I write to you before binding myself with Rudd & Carleton. What cheer?" (quoted in Greenleaf, 53). The Rudd & Carleton edition, a "compact little volume bound in blue and gold, in genial imitation of the Blue and Gold Series of imprints published by Ticknor & Field." (Greenleaf, 43), appeared in 1861, followed by the "Swansong" Ticknor & Fields two years later.
Whittier materialized in 1847. This volume, in turn, caught the attention of the British poet laureate, in company with yet another prominent American poet, Bayard Taylor. Caroline Ticknor records, “In 1867 a letter written by Bayard Taylor described an evening spent with the English poet [Tennyson], when he had listened to the reading of ‘Guinevere,’ at which time a volume of Whittier, in ‘blue-and-gold,’ lay on Tennyson’s table...” Upon receipt of his own Poems in the Blue and Gold format in 1864, Taylor had written to Fields:

The books are here, and they are charming... I think I never had so much pleasure in looking at a book of mine as just this one. Each separate poem seems to read better than it ever did before.26

And the Scottish poet Gerald Massey, whose work was also represented in the series, informed Fields:

[Of] all pocket editions I think yours the choicest and am proud to find myself in its good company. The Blue and Gold are true colors also to sail under in crossing the Atlantic, and I desire to thank your firm for their fair and generous dealing with myself, and for their manner of getting up a bonny little book.27

Some poets even composed verses about the little volumes. Bayard Taylor inquired rhetorically of a Blue and Gold edition of his Poems:

Shall this an emblem be of that blue sky
Wherein are set the golden stars of song?28

Oliver Wendell Holmes prefaced his own Poems in Blue and Gold with an epigraph (“To My Readers”), which includes the following lines:

Go, little book, whose pages hold
Those garnered years in living trust;
How long before your blue and gold
Shall fade and whiten in the dust?29

The best example of verse celebrating the elegant little volumes, however, is George S. Hillard’s thirty-four-line poem, dated June 6, 1856, and inscribed to James T. Fields:

27 Ticknor, Glimpses of Authors (Boston: Houghton Mifflin, 1922), 332. Although the letter Ticknor cites is apparently unpublished, The Selected Letters of Bayard Taylor contains a contemporaneous letter (dated March 11, 1867) to Edmund C. Stedman in which Taylor describes his visit to Tennyson and Tennyson’s reading of the idyll of Guinevere. Taylor makes no mention of Whittier’s Poetical Works, focusing instead on the “magnum of wonderful charity, thirty years old” and battle of “Waterloo-1815” that the two held unceded. In the previous year, Taylor had written to Stedman (April 15, 1866) “in the jolliest mood,” reporting that “Tennyson praises my blue-and-gold poems, and cordially invites me to revisit him in England” (Life and Letters of Bayard Taylor, ed. Marie Haines-Taylor and Florence E. Scudder, 2 vol. [Boston: Houghton Mifflin, 1885], 2:456-57).
29 Quoted in Groves, 88. As Groves notes, Ticknor & Fields published Massey’s remark by printing it at the front of the Blue and Gold edition of his Poems.
31 Oliver Wendell Holmes, The Poems of Oliver Wendell Holmes, Blue and Gold Series (Boston: Ticknor & Fields, 1862, rpt. 1865), in.
When your new Tennyson I hold, dear friend,
Where blue and gold, like sky and sunbeam, blend,—
A fairy tome—of not too large a grasp
For Queen Titania’s fairy hand to clasp,—
I feel fresh truth in the old saying wise.
That greatest worth in smallest parcel lies.
Will not the diamond, that fiery spark,
Buy a whole quarry full of granite stark?
Does not the dazzling hollyhock give place
To that pale flower, with downward-drooping face,
Which summer fashions of the moonbeams sheen
And sets in tent of forest emerald green?
Well says your book with this sweet month of June.
When earth and sky are in their perfect tune;
For when I read its golden words, I think
I hear the brown thrush and the bob-o-link,—
I hear the summer brook, the summer breeze;
I hear the whisper of the swaying trees;
Between the lines red roses seem to grow,
And lilies white around the margin blow;
Cloud-showers swift across the meadows pass
And fruit-trees drop their blossoms on the grass;
The wild bee hums upon the clover’s cheek,
And the pert robin pipes with restless beak.

Thanks to the poet, who to dusty hearts
The balm and bloom of summer fields imparts;
Who gives the toil-worn mind a passage free
To the brown mountain and the sparkling sea;
Who lifts the thoughts from earth, and pours a ray
Of fairy land around life’s common way.

And thanks to you, who put this precious wine,
Red from the poet’s heart, in flask so fine,
The hand may clasp it, and the pocket hold,—
A casket small, but filled with perfect gold.

With its conventional evocations of nature and imagination and its subtle intimations of luxury and leisure, Hillard’s poem was an ideal epigraph to the volume and to the series. Showing characteristic marketing savvy, Ticknor & Fields promptly appropriated the lines, which issued forth in subsequent printings of the Blue and Gold Tennyson.

Less blatant an encomium than Hillard’s, Alcott’s “Pansies” testifies to the degree to which the Blue and Gold format came to symbolize culture, taste, and gentility in nineteenth-century America. The story achieves more than a tribute
to the skillful design and impeccable content of the new series, however. In the
context of a story for and about girls, “Pansies” probes the complex negotiations
among gender, culture, and consumption in the marriage market as well as the
literary market. Through a frame narrative in which Mrs. Warburton regales
her three young listeners with the story of her courtship and marriage, Alcott
suggests that the materiality of the text impinges against readers (literally and fig-
uratively) in unexpected and problematic ways.

Although Alcott does not specify the publisher of the “blue and gold
Tennyson” by name, she clearly has in mind the same firm that Hillard eulogizes
in “To J. T. F.” Boston-based Ticknor & Fields was one of the most presti-
igious publishing houses in nineteenth-century America, and Alcott knew it
well, personally as well as professionally. 33 Moreover, while several other
publishers appropriated the “blue and gold” style, Ticknor & Fields had exclusive
rights to American editions of Tennyson. 34

William D. Ticknor began his publishing business in the 1830s as a specialist
in medical books. The firm became a leading literary publisher after 1843 when
Fields, who had joined Ticknor’s Old Corner Bookstore as a clerk in 1832,
advanced to junior partner. The company published the most highly-respected
American authors of the day, including Emerson (after the collapse of Phillips
Sampson in 1859), Thoreau, Longfellow, Hawthorne, Whitman, Lowell, and
Holmes. They also published Scott, DeQuincey, Tennyson, Dickens,
Thackeray, Browning, and other highly regarded British authors. Their forte was
poetry, a distinction that added further luster to their image. 35 Indeed, as a result
of its literary distinction, Fields, who represented the firm for most of his career,
earned a reputation as “an educator of the public,” one who “never stooped to
vitalize the popular taste.” 36

It was not only in the brilliance of their list, however, that Ticknor & Fields

33. Around 1860, Alcott brought Fields the manuscript of
“Success” (later Work). After reviewing the manu-
script, Fields reportedly replied, “Stick to your teach-
ing; you can’t write.” See Louisa May Alcott, The
Journals of Louisa May Alcott, ed. Joel Myerson
and Daniel Shealy (Boston: Little, Brown, 1969), 169.
Fields later regretted his dismissal of Alcott’s talent
and engaged her to write several stories for the Atlantic
Monthly, which he edited from 1861 to 1870.

34. Warren S. Tryon, “Nationalism and International
Copyright: Tennyson and Longfellow in America,”
According to Caroline Ticknor, Tennyson “recalled
the fact that the first check (wholly unclassified) ever
paid by an American firm to an English author was
received by him in 1842 from the Boston house.” See
Ticknor, Journals of Louisa May Alcott, 76. As a result, Tennyson
granted exclusive American rights to Ticknor & Fields,
with the promise of a third that seemed to have been well respected. See also
John Olin Edson, Tennyson in America: His Reputation
and Influence from 1851 to 1878 (Athens: University of
Georgia Press, 1943).

35. As Kilgour, Mass., Roberts Brothers, notes, “When
Ticknor and Fields acquired from Little, Brown and
Co. a famous series of English poets, it was asserted
that this addition of the older writers made Ticknor
and Fields the greatest publishers of poetry in the
English-speaking world” (23).

36. Boston Transcript, quoted in “Fields, James T.,
Dictionary of American Biography (New York: Charles
Scribner’s Sons, 1946-1958), 3:179. Fields, as innumera-
ble poet in his own right, was also dubbed “the Poet
Publisher” in J. C. Derby, Fifty Years Among Authors,
Books and Publishers (New York: G. W. Carleton,
1884), 619.
excelled. The firm also pioneered the nascent art of book promotion.\(^37\) In addition to procuring favorable reviews for Ticknor & Fields's books and orchestrating advertising campaigns for new titles, Ticknor and Fields proved that the physical book could be used as a medium for advertising and marketing and effectively overcame the difficulty many contemporary publishers faced in establishing a recognizable "brand."\(^38\) The uniform physical design they adopted for key titles—in particular, their standard brown volumes and their Blue and Gold editions—minimized, for the consumer, the element of variability in quality and "essence." Consequently, Ticknor & Fields's books became "status statements on a bookshelf";\(^39\) or, as Raymond L. Kilgour put it, "Their imprint on a book was the vogue."\(^40\)

Although Ticknor & Fields distinguished itself with its well-crafted volumes of poetry and belles lettres, their books were neither uniformly "fancy" nor expensive. Ticknor & Fields understood from an early date the advantages of bringing out several editions of a single author, variously priced and in a range of formats, thus segmenting their market by price point and design. In 1863, for example, the firm published a standard edition of Jesse Benton Frémont's The Story of the Guard: A Chronicle of the War. Because the Civil War had created a demand for low-priced, portable editions, they quickly followed it up with a rival "Knapsack Edition" of the book in sixteens, priced at 50 cents in paper or 75 cents in cloth, which they advertised as follows:

CHEAP EDITION OF MRS. FRÉMONT'S 'STORY OF THE GUARD.'—Ticknor & Fields announce as nearly ready what they happily call the 'Knapsack Edition' of this popular book, already in its sixth edition. It will be well printed, and handsomely prepared every way for army reading. A great call for this work among our soldiers suggested this cheap 'Knapsack Edition.'\(^41\)

In addition to the mainstream and military audience, Ticknor & Fields perceived yet another market for Frémont's text: the sizable audience of German-speakers in the United States. Acting on this observation, they came out in the same year with Die Liebgarde: Eine Geschichte aus dem Kriege.

With such varied target audiences, The Story of the Guard may have been an unusually versatile text. Nevertheless, the practice of bringing out parallel editions of its titles became a common strategy for Ticknor & Fields. Once a book (particularly a collection of poems) proved successful in their standard brown-cover format, they might issue it as a reprint in the Blue and Gold Series—

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\(^{38}\) As Groves explains in "Judging Books by Their Covers," Ticknor & Fields achieved a recognizable imprint by marshalling a set of disparate texts into a series of "visually similar books" that allowed the buyer to "identify a Ticknor and Fields book at a glance." The compelling appearance of these volumes enabled them to function as "visual signs crafted and repeated to encourage consumers to associate good literature with specific binding designs" (18-59).

\(^{39}\) Groves, "Judging Books by Their Covers," 93.

\(^{40}\) Kilgour, Mean. Roberts Brothers, 22.

\(^{41}\) American Library Gazette (May 15, 1863), 134. James Redpath also brought out a 25-cent paper edition of Alcott's Hospital Sketches for a military readership.
provided it was sufficiently high-toned. Successful Blue and Gold titles that had been released in two-volume sets might later be repackaged as omnibus Cabinet Editions, as was the case with the poetical works of Tennyson, Longfellow, Whittier, and Holmes. The text might then make yet another appearance in the form of a Diamond Edition, a Red-Line Edition, or a Little Classics Edition, and later, perhaps, as a Meninas Edition, Household Edition, Family Edition, Illustrated Library Edition, or some other special edition. Finally, the most enduring of the “classic” titles might make an encore as elegant Riverside Editions from the press of Houghton Mifflin Company, the direct descendant of Ticknor & Fields.

In Satisfaction Guaranteed: The Making of the American Mass Market, Susan Strasser explains that in the modern American economy, pricing ceased to be “the outcome of a series of bargains and negotiations,” becoming instead “part of the marketing process. Manufacturers would set prices, and the most sophisticated ones would do so with respect to targeted market segments, creating lines of competing but differently priced products . . . .” The publication agenda of Ticknor & Fields, whereby a single text was packaged in a variety of formats all priced for and marketed to specific segments of the reading public, exemplifies this sophisticated marketing strategy. Their handling of Tennyson’s poems is a case in point. As William Tryon explains:

The publishers sought, by the creation of new formats, to arouse interest and, by establishing a price range from fifty cents for a pamphlet edition to ten dollars for a de luxe illustrated one, to stimulate sales. They succeeded. Between 1842 and 1870 no less than 136 separate issues of the collected poems totaling 206,044 copies (in 267,948 volumes) were published. Every taste and every pocketbook was reached, and by 1865 the publishers could count an annual sale of between 25,000 and 30,000 copies of their various Tennysons.

Ticknor & Fields’s decision to put particular texts into their Blue & Gold Series reflects both their high estimation of those texts and their authors, and the high status potentially accruing to them. Because all texts brought out in this series shared a common “look and feel” (in today’s marketing jargon), each title took on some of the luster of the other titles in the series. In the Blue and Gold Series, each new book that appeared in the decorative blue and gold binding was supported, in terms of cultural status, by the series’s distin-

42 The Cabinet Editions, which commenced as a series in 1864, used the same plates as the Blue and Gold edition but combined the two Blue and Gold volumes into a single volume printed on larger paper. Apparently, Fields felt that the Blue and Gold volumes were too narrow. See Warren S. Tryon and William Churist, eds., The Gold Books of Ticknor and Fields and Their Predecessors, 1832–1858 (New York: Bibliographical Society of America, 1949), 351. A writer for The Round Table concurred that “the narrowness of the margins in this series has been an objection to some who wish to place them upon the shelf” (Literary Notes, 149). Printing from the same plate on larger paper mitigated this defect. Roberts Brothers followed the same practice with their imitative “Blue and Gold Editions” and “Cabinet Editions,” a category used by some British publishers as well.

43 The audience Ticknor & Fields hoped to address with its Diamond Editions is evident in a letter from Fields to Whittier dated September 27, 1886, in which Fields wrote: “The price per vol. (each poet is to be in one) is to be cheap, cheap, cheap, so as to open a market far away among the unbaying crowd hidden away in the dust holes of our country” (quoted in Carrier, 107).


45 "Nationalism and International Copyright." 304.

46 It is important to recognize that, although the Blue and Gold volumes were relatively inexpensive according to the book-buying standards of the day, they were not nominally priced. While Ticknor & Fields did sell pamphlets for as little as 25 cents between 1843 and 1860, they “published little in the way of cheap books” and were famous throughout the nation for good type, quality paper, printing, and binding” (Tryon, “Old Northwest,” 1994). Their Blue and Gold editions initially cost 75 cents for a single volume and $1.50...
For a two-volume set, but by 1864 these prices had doubled, perhaps in part due to wartime inflation. (The average daily wage for a semi-skilled worker was about $1.00.)

47 Commenting on Victorian book series, Leslie Housman explains, "When publishers constructed systems like the Cordill Library of Fiction, the Alluse Edition of the British Poets, or Redways Shilling Series they were commissioning or reconstructing texts, then transmitting them in such a way that the sum of the collected books was greater than their individual parts." See "Sustained Literary Ventures: The Series in Victorian Book Publishing," Publishing History, 31 (1993). 5. Also writing of the British market, Margaret Keel observes, "once an author, for whatever reason was included in a series, he was likely to remain there throughout the nineteenth century. This practice, of course, had the effect of solidifying his or her reputation as a classic writer because of the continuing presence of the text in these series; these texts, by virtue of their slot in a series, acquired "timelessness," the hallmark of a 'classic.'" See "Making a Classic: The Advent of the Literary Series," South Central Review, 17 (1994): 14.

With specific reference to Ticknor & Fields, Richard Brodhead has noted that Fields "gained monopolistic hold on the writings of Hawthorne, Emerson, Longfellow . . . [by] contrived the means to identify them as classics" and "then transferred this cachet to the new authors his publishing instruments brought to public life." See Cultures of Letters: Series of Reading and Writing in Nineteenth-Century America (Chicago: University of Chicago Press, 1993), 155.

48 "The Editor's Repository," Ladies' Repository: A Monthly Periodical, Devoted to Literature, Arts, and Religion, 10 (1860): 758. The previous year, a reviewer for the Ladies' Repository declared of The Poetical Works of James Cavan Power (1859) "As to the style in which these two volumes are gotten up, it is enough to say that they appear to the "blue and gold" series of Messrs. Ticknor & Fields. This is our favorite edition of the British and American poets." See "The Editor's Repository," Ladies' Repository: A Monthly Periodical, Devoted to Literature, Arts, and Religion, 10 (July 1859): 442. A reviewer for the Southern Literary Messenger was among many who pointed to "the luxurious style of blue and gold first employed by Ticknor and Fields, and made by them so popular." See "Notices of New Works," Southern Literary Messenger, Devoted to Every Department of Literature and the Fine Arts, 30 (April 1860): 346. Toward the end of the century, a book historian affirmed that "the 'blue-and-gold' editions of various poets were hailed araptuously as novelties of the most 'elegant and refined' character, and the fashion died hard." See Commercial Bookbindings: An Historical Sketch, with Some Mention of an Exhibition of Drawings, Covers, and Books at the Gallerie Club, April 3 to April 28, 1884 (New York: Gallerie Club, 1884). 7. Instances of Ticknor & Field's Blue and Gold Series included: Appleton; Little, Brown; Sandborn, Carter, Bates; Otis Clapp; Foss; Rudd & Carlston; Roberts Brothers; Charles Scribner; Clark, Austin, Maynard, Whitehouse, Niles; and Hall; W. J. Wilder; Dickfield Admound; E. H. Butler; and James Miller. The Round Table explained: "Several publishers in New York and Philadelphia have issued some very cheap imitations of this blue and gold style, which has hardly, however, affected the character of the originals with any discernment. They have rather damaged their own reputation by attempts to pass off the unsuspecting the imitations for the genuine." (Literary Notes.) 146.

49 Edson, Tenantry in America, 99.


Even those who praised the poems praised the volumes. Commenting on the Blue and Gold Whittier, a reviewer for the New Orleans Picayune declared, "The name of the most charming poet of New England is the synonym of abolitionist, and disfiguring the pages..."
graphical beauty”51 and “luxurious style.”52 Upon receiving a Blue and Gold
Tennyson, Sophia Hawthorne effused in a letter to Fields, “you have surpassed
yourself in the beauty of its execution. [It is] miraculous how you could crowd
all those poems into such a tiny compass & yet present them in such clear, large
type.”53 (See Figure 5.) The Christian Examiner also admired the typography,
remarking, “We should have said that Tennyson could not be compressed into
so small a space without crowding, but we find everything, including that sweetest,
saddest of modern poems, the In Memoriam.”54

Gerald Massey, whose poems issued forth in the Blue and Gold format in 1857,
was one of many who declared the volumes “exquisite.”55 A reviewer for The
Knickerbocker exclaimed, “how exquisite they are, in the ‘first appeal, which is to
the eye,’ ”56 while a reviewer for Putnam’s Magazine concurred that the Blue and
Gold Tennyson exemplified “the most exquisite taste, in every way.”57 Juxtaposing
the “classy” Blue and Gold and the tawdry popular novel, this reviewer also
drew the comparison Alcott makes in “Pansies” and reckoned that in the “beauti-
fully printed and bound” Blue and Gold Tennyson “the poems of one of the
truest poets that ever illustrated our language may be had for the price of the last
worthless novel.”58

Readers also lavishly praised the small size of the 32mo volumes (approximately
14.5 cm × 9.5 cm)59. In “To J. T. F.” (quoted in full earlier in this essay),
Hillard emphasizes the feminine aspect of the small format, referring to the Blue
and Gold Tennyson as “A fairy tome—of not too large a grasp / For Queen
Titania’s dainty hand to grasp.” The Home Journal echoed Hillard’s diction and
imagery when it mused, “If books had been manufactured in those days when

51 “The Editor’s Repository,” Ladies’ Repository: A Monthly Periodical, Devoted to Literature, Arts, and
52 “Notices of New Works” (1866): 320.
53 Quoted in Tryon, Famous Cover, 229.
54 “NOTICES OF RECENT PUBLICATIONS,” Christian Examiner, 61 (July 1856): 135. Many series in 32mo were not so
easy on the eyes. As Richard Altick observes, “A magnifying glass may not always have been needed to read
them ... but it often would have helped.” See “From Aldine to Everyman: Cheap Reprint Series of the
English Classics 1835–1906,” Studies in Bibliography, 11 (1955): 160. Difficulty of reading was, in fact, a
complaint lodged against Ticknor & Fields’s Diamond Editions, set in the smaller diamond type.
55 Quoted in Tryon, Famous Cover, 229.
56 Quoted in Grooves, “Judging Books by Their Covers,” 85.
editions frequently emphasized taste. This is nowhere more evident than in reviews of Blue and Gold editions of
Mrs. Janssen’s books, which epitomized, for nineteenth-century readers, exquisite taste both in content and in
format. A reviewer for the Southern Literary Messenger announced, for example, that “Mrs. Janssen’s Sketches of Art
is another one of those austere, critical judicaments which these fastidious publishers were the first to
issue and which has become so popular. Mrs. Janssen is a genial and sympathetic writer and her antecedents are
worthy of being read by all who would form correct opinions upon the aesthetic.” See “Notices of New Works,” Southern
Literary Messenger, Devoted to Every Department of Literature and the Fine Arts, 26 (February 1858): 160.
58 As Winship notes, “The cost books record the firm’s attempts to achieve the desired volume size. On 29
April the firm ordered twenty reams measuring 22 in.
x 29 in. from Tileston & Hollingsworth, but this paper was
not used. It was replaced on 6 and 7 May with a
slightly larger paper of 22 in. x 29 in., which was
used in the first and second printings of Tennyson’s
The Poetical Works, the first volume in the series.
For the third printing in July an even larger sheet mea-
suring 22 in. x 29 in. was ordered, and this became
the standard size of paper for volumes in what was soon to
be one of the firm’s most successful series” (101).
A Blue and Gold Mystique

Mariana.

“Mariana in the moated grange.”—Milton.

1.

When blackest moon the flower-plots
Were thickly crested, one and all:
The rusted nails fell from the knotholes
That held the peach to the garden-wall;
The broken shadres looked old and strange:
Unlifted was the clinking latch;
Weeded and worn the ancient thatch
Upon the lonely wooded grange.

She only said, “My life is dreary,
He cometh not,” she said;
She said, “I am weary, weary,
I would that I were dead!”

2.

Her tears fell with the dews at even;
Her tears fell ere the dews were dried;
She could not look on the sweet heavens,
Either at morn or eventide.

After the setting of the stars,
When thickest dark did trace the sky,
She drew her casement-curtain by,
And glanced askew the glooming stars.

She only said, “The night is dreary,
He cometh not,” she said;
She said, “I am weary, weary,
I would that I were dead!”

Figure 5. The Poetical Works of Alfred Tennyson, Ticknor & Fields’s Blue and Gold Series.
Oberon and Titania were mighty powers in the woodland, when every asphodel and every king’s cup was the chateau of a fairy; those books would have been just such beautiful little ‘claspable tomes’ as ‘Ticknor’s miniature Tennyson.’ The portability of the volumes, another function of its miniature size, also received high praise. Hillard marvels of Tennyson’s Poetical Works, “The hand may clasp them, and the pocket hold;—/ A casket small, but filled with perfect gold,” and a reviewer for the New York Daily Tribune, for whom “Immortality in miniature was never more excellently presented,” remarked that the volume was small enough to “be taken without inconvenience on a journey or on a walk.” Putnam’s Monthly Magazine declared that the “small, convenient pocket volume . . . is the most perfect of summer books” (a pronouncement which accords well with the fact that it was released in time for the summer holiday trade), while the Christian Examiner raved:

A real pocket edition of Tennyson, printed with good, plain type upon fair paper, and in very tasteful binding, must be admitted to be the very vade mecum of all others for our summer rambles, and our sojournings on the hill-sides and by the way of the sea. The publisher as well as the poet will be gratefully remembered under many a green tree and great rock, whilst Sirius has most things his own mad way.

Alcott, too, points to the aptness of the small volumes for travel not only when she writes of Carrie’s intention to take her Blue and Gold Tennyson to Nahant, but also in “Mountain-Laurel and Maidenhair,” the last story in A Garland for Girls, in which Emily, on a visit to the country, removes from her trunk “a pile of blue and gold volumes,” their spines emblazoned with the names of Whittier, Tennyson, and Emerson.

Aside from its convenience for the space-conscious traveler, another significant feature of the pocket format was that it was well adapted to poetry. The volumes of the Blue and Gold Series were too small to accommodate long novels, and it would have been uneconomical to publish these in more than two volumes. Indeed, very little fiction and relatively few nonfiction prose titles exist in the series (see Table). Conversely, the typical dimensions of novels were too large for most collections of verse, while the pocket-sized Blue and Gold provided a more appropriate trim size.

Sometimes the little volumes served as gifts and as prizes for the literarily inclined. A well-worn Blue and Gold Tennyson in the Harvard College Library is inscribed to Sarah Orne Jewett by her “Grandpa Perry,” and a volume of The Poetical Works of James Russell Lowell in the Library of Congress carries an inscrip-

63 Quoted in Edition, Tennyson in America, 93.
64 Quoted in Groves, “Judging Books by Their Covers,” 84. In a similar vein, The Round Table pronounced it “convenient for the pocket and easy to the hand under circumstances when a more cumbersome volume would be unhandy,” and the Ladies’ Repository described the Blue and Gold edition of The Poetical Works of William Mottronell as “one of the most convenient and beautiful editions extant” (“Literary Notices,” Ladies’ Repository, A Monthly Periodical, Devoted to Literature, Art, and Religion, 19 [June 1859]: 377). Note the contrast between these portable volumes (implicitly suited to the pleasure journey or the leisurely ramble) and the Seaside Library (also portable, but associated, in spite of its name, with railway stations and street corners).
65 “Editorial Notes,” 93.
66 “Notices of Recent Publications,” 151.
67 Alcott, Garland, 225.
68 Irving’s Sketch-Book (co-published by G. P. Putnam), Hawthorne’s Twice-told Tales, and several British titles imported by Ticknor & Fields in 1866 are notable exceptions to the pattern. Most of the nonfiction prose titles are serious prose (philosophical essays, art criticism, etc.) rather than light prose, such as travel narratives, memoirs, and sketches—again, excepting Irving, Hawthorne, and several of the imported texts.
tion from the Public Latin School of Boston, recording that the book was "Awarded to George Santayana for a Poetical Translation from Horace." The Blue and Gold was evidently the poet's series of choice, and poetry lovers were not far behind in their admiration. In a letter of March 19, 1863, a correspondent of Lowell's importuned, "Now I shall ask you, what I have wanted long ago to ask, to send me your poems in the little 'Blue & Gold' and write with love of J. R. L. just as you used to..." 65

In Paratexts: Thresholds of Interpretation, Gérard Genette emphasizes yet another important aspect of the pocket-sized format. With reference to the French livre de poche, Genette asserts that "the 'pocket edition' (that is, simply the republication at a low price of old or recent works that have first undergone the commercial test of the trade edition) has indeed become an instrument of 'culture,' an instrument, in other words, for constituting and, naturally, disseminating a relatively permanent collection of works ipso facto sanctioned as 'classics.'" 66 Genette elaborates:

Today, therefore, "pocket size" is basically no longer a format but a vast set or nebula of series—for "pocket" still means "series"—from the most popular to the most "distinguished," indeed, the most pretentious, and the series emblem, much more than size, conveys two basic meanings. One is purely economic: the assurance (variable, and sometimes illusory) of a better price. The other is indeed "cultural" and, to speak of what interests us, paratextual: the assurance of a selection based on revivals, that is, reissues. Occasionally someone speculates about the possibility of reversing the flow—publishing works first in pocket size, then producing in more expensive editions those titles that have triumphantly passed the first test—but this seems contrary to all the technical, media, and commercial givens, even if in particular situations certain books have taken this paradoxical journey and even if certain pocket series welcome, as experiments, some previously unpublished works that are thus immediately canonized. For undoubtedly the pocket edition will long be synonymous with canonization. 67

It is precisely in this capacity of "instruments of culture"—a means of "constituting" and "disseminating" a set of texts "sanctioned as 'classics'"—that the Blue and Gold Series makes its appearance in Alcott's "Pansies." 68 Indeed, the Blue and Gold Tennyson serves as an agent of Carrie's apparent acculturation into the system of values endorsed by Mrs. Warburton. Early in the story, Alcott characterizes Carrie as "one of the ambitious yet commonplace girls who wish to shine, without knowing the difference between the glitter of a candle which attracts

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67 Sarah Blake Shaw, Letter to James Russell, March 18, 1863, James Russell Lowell Papers, Massachusetts Historical Society. Quoted with permission of the MHS. Lowell's correspondent hints at another attribute of pocket editions: their suitability as collectibles. The uniform design of the volumes lent a further attraction to those inclined to collect them. The reader, "whose reason for purchasing more than one title in a series was often, presumably, the hope that the first could guarantee the quality of the others" (Howatt, 22), may also have been enticed by the prospect of a row of matching volumes attractively displayed in the parlor. I am indebted to Emily B. Todd for the reference to this letter.
68 Genette, Paratexts, 20.
69 Genette, Paratexts, 31.
70 All the books in the Blue and Gold Series consisted of reprinted material. The series included classic authors such as Shakespeare and Horence, a few of the Romantics (Coleridge, Hunt, and Southey), several writers of the American Renaissance (Emerson, Hawthorne, Longfellow), and a good selection of British and
moths, and the serene light of a star, or the cheery glow of a fire round which all love to gather." In striking agreement with Alcott, Yale president Noah Porter commented on just such a character defect in Books and Reading: Or, What Books Shall I Read and How Shall I Read Them (1870), an advice manual that went through several reprintings during the period between the discontinuance of the Blue and Gold Series and the publication of A Garland for Girls. Porter cautions:

Fashionable people, and people who aspire to give tone to society, may delight in low and vulgar novels. Even persons who are morally pure and right-hearted may want the capacity to discriminate between what is high and low toned in fiction. . . . [T]here are people whose aristocracy is unquestioned, and whose manners have the unmistakable confidence that bespeaks a well-established social position, who by the novels which they habitually read, betray the essential vulgarity of their intellectual tastes, and the low grade of the aesthetic culture. Few things are more properly offensive to the traveler than to see a second or third rate novel in the hands of a well-dressed and well-mannered lady. . . .

Carrie, who describes herself as "poor," frequently feels "vulgar, ignorant, and mortified" in the society of Mrs. Warburton's friends, who "dressed simply, enjoyed conversation, kept up their accomplishments even when old" and are "genuine," well bred, "busy, lovable, and charming." Alcott announces that the aims of Carrie's mother were not high: Carrie and her sister "knew that she desired good matches for them, educated them for that end, and expected them to do their parts when the time came." As a result, Carrie, like the "well-mannered lady" of Porter's tribe, evinces an education woefully inadequate to the proper development of "aesthetic culture," or good taste.

Carrie's lack of discrimination—her inability to differentiate among candle, star, and fire—is precisely why she needs a series like Ticknor & Fields's Blue and Gold editions to guide her reading and shape her intellectual and moral development. A deficiency of George Munro's Seaside Library (the moth-tormented candle of Alcott's metaphor) was the utter lack of literary discrimination on the part of its publisher in selecting titles to include in it: any book sufficiently popular and sufficiently inexpensive to publish qualified for inclusion, with the result that Tennyson and Goldsmith (both Blue and Gold authors) rubbed shoulders with Ouida and "The Duchess" (another author Carrie admits to reading). (See Figures 6-8.) The series comprised classics and potboilers alike, and many believed the Seaside's readers lacked the taste and education to discern the difference. In contrast, the imprint of Ticknor & Fields (and, especially, their Blue and Gold Series) provided a guarantee of literary quality and the assurance of cultural approval. Indeed, as literary publishers deeply invested in the notion of cultural hierarchy, Ticknor & Fields...

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[1] American poet of the mid- to late nineteenth century (Tennyson, Bulwer-Lyton, Clough, Holmes, Lowell, Whittier, Alcorn, Taylor). The series seems to have extended to prove only gradually. Early on, Longfellow's tales and Mrs. Jameson's works (the most popular being Characteristics of Women and Loves of the Past) were the only volumes of prose. Later, Ticknor & Fields added Hawthorne's Twice-told Tales, Emerson's Essay, Holmes's Autocrat of the Breakfast Table, and, finally, several nonfiction volumes by British authors. (See Table.) Carrier notes, "It seems to have been the plan, not destined to be fulfilled, to include Whittier's prose writings in the series of Blue and Gold editions, for the Atlantic Monthly for June and July, 1864, advertises such a volume as "in preparation" (81).


[6] "The Duchess" was the nom de plume of Mrs. Margaret Wolfe Hungerford, after her novel The Duchess.
Figure 6: Wanda, Seaside Library, Pocket Edition, c. 1886 (front wrapper, actual size). Courtesy, Rare Books & Special Collections Department, Northern Illinois University Libraries.
engaged in a kind of editorial selection, exclusion, and classification (a process quite alien to the publisher of the *Seaside Library*) that ultimately resulted in the identification of their books as “literary.” 75 As *The Knickerbocker* observed, “Messrs. Ticknor and Fields, the popular publishers of Boston . . . have established . . . [a] high . . . reputation for the excellence of their selections, and the external beauty of their publications.” 76

In “Pansies,” *Alcott*, as author, takes on the publisher’s task of selecting, eliminating, and constructing a hierarchy of texts for the benefit of her readers. Through her characters, she classifies the productions of *Ouida* and “The Duchess” as “false and foolish” tales; 77 she characterizes the novels of *Susan Warner* and *Charlotte Yonge* as “dear homely books”; 78 she elevates the novels of *Scott* and *Edgeworth* to an established tradition of standard novels; and she dismisses *Howells* and *James*, whose “everlasting stories, full of people who talk a great deal and amount to nothing” exemplify “the modern realistic writers, with their elevators, and paint-pots, and every-day people.” 79 As for poetry, she designates *Wordsworth* “one of our truest poets” 80 and sets *Tennyson* at the pinnacle of the contemporary high culture to which *Carrie*, after her abashed

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75 As *Brobdignag* explains: “The designation ‘literature’ . . . involves a prior act of hierarchization and elimination. This term is produced through a stratification in which most writing, including virtually all popular writing, gets marked as secondary and unworthy of attention . . . while some other writing gets identified as rare or select: in short, in ‘literature’!” (127). *Brobdignag* draws a distinction between the *Atlantic* and the popular story-papers (78–79) that is analogous to the distinction *Alcott* makes between the *Blue and Gold Series* and the *Seaside Library*.


77 *Alcott*, *Good坞*, 80. In 1854, *Malcolm Elwin* characterized *Ouida* as “an apostle of insidious immorality” to the Victorians, explaining that “She was sorely and ‘not nice’; therefore everybody read her.” See *Victorian Womanhood, London: Jonathan Cape*, 1934.

78 *Alcott*, *Good坞*, 81.
rejection of Wanda, aspires.\textsuperscript{58} 

The young ladies of Alcott's story have a shrewd literary advisor in the elderly Mrs. Warburton, whose motto is "Ask advice, and so cultivate a true and refined taste."\textsuperscript{53} Nineteenth-century readers who lacked such a mentor could rely upon pre-assembled sets of classics, such as Ticknor & Fields's \textit{Blue and Gold} Series, to separate the literary gold from the dross.\textsuperscript{64} Indeed, although not exclusively marketed as a series for women, the \textit{Blue and Gold} editions boasted a list of titles ideally suited to the moral and intellectual culture of the feminine mind.\textsuperscript{85} In contrast, the \textit{Seaside Library} carried precisely the kinds of novels that nineteenth-century critics held up as examples of books that were detrimental to female readers. In "What Girls Read" (1886), for example, Edward G. Salmon explained:

Girls' literature performs one very useful function. It enables girls to read some-


\textsuperscript{59} Alcott, \textit{Garland,} 82-83. Alcott's \textit{Little Women} was reviewed in the \textit{Harold} (January 1870). 

\textsuperscript{64} Alcott, \textit{Garland,} 79.

thing above mere baby tales, and yet keeps them from the influence of novels of a sort which should be read only by persons capable of forming a discreet judgement. It is a long jump from Aesop to "Ouida," and to place Miss Sarah Doudney or Miss Anne Beale between Aesop and "Ouida" may at least prevent a disastrous moral fall. 86

Similarly, in "Cheap Books and Good Books" (1887), Brander Matthews, a literature professor at Columbia, argued:

inferior foreign fiction... not only usurps the place of better literature, but spoils the appetite for it... The cheap books to be bought in the United States are only too often the trivial trash of the ladies who call themselves "Ouida" and "The Duchess." How much these may nerve a man or a woman for the realities of existence, how much the wisdom to be got from them arm us for the stern battle of life, I cannot say. 87

For Mrs. Warburton, too, the problem with reading the wrong kinds of books is not merely an aesthetic one, but a moral one. She confesses, "I always judge people's characters a good deal by the books they like, as well as by the company they keep." 88 She cautions her young friends:

Many young girls ignorantly or curiously take up books quite worthless, and really harmful, because under the fine writing and brilliant color lurks immorality or the false sentiment which gives wrong ideas of life and things which should be sacred. They think, perhaps, that no one knows this taste of theirs; but they are mistaken, for it shows itself in many ways, and betrays them. Attitude, looks, careless words, and a morbid or foolishly romantic view of certain things, show plainly that the maidenly instincts are blunted, and harm done that perhaps can never be repaired. 89

Once again, Alcott's view (or at least Mrs. Warburton's) is closely allied to that of Noah Porter, who wrote:

the man or the woman who systematically dawdles away his or her time over a succession of third or fourth rate novels, weak in imagination and doubtful in morality, deserves a very low place in the estimate of people whose good opinion is worth regarding. There is no description of filth that is so filthy or so tene- cious as that which comes from handling an equivocal or obscene novel. A white-gloved hand is for ever soiled by a smutch that cannot be drawn off with a glove, if seen to hold a low-lived and trashy tale, such as many a fashionable miss and pretentious coxcomb are known to handle. 90

Conversely, Mrs. Warburton and Porter would agree that "They are never alone that are accompanied with noble thoughts" 91 and that the right kind of books allow us to "fortify ourselves with noble thoughts." 92 For better or worse, then, as Alcott and Porter severally imply, books actually created one's character, inculcating or undermining culture and virtue in accordance with the moral

85 It is significant that more Blue and Gold titles may be attributed to Mrs. Jamestown than to any other single author. Mrs. Jamestown, whose books crowded the Blue and Gold list, was unquestionably a "ladies' author." As Clara Thomas explains, Mrs. Jameston was "one of many who began to write for a growing reading public of women whose predilections increasingly dominated popular taste..." See "Anna Jameston and Nineteenth-Century Taste," Humanities Association Review, 17 (1966): 53.
88 Alcott, Goodland, 79.
90 Porter, Books and Reading, 226.
value of the text.

Although Carrie, initially a resistant reader, asseverates, "I don't wish to improve my mind, thank you: I read for amusement in vacation time," she relents after Mrs. Warburton relates the story of her own courtship and betrothal. In this framed narrative, a young Mrs. Warburton (then Miss Harper) carelessly lets slip a small volume of Wordsworth that she had been reading on the upper balcony of a steamer while touring in Canada. The book strikes the head of Mr. Warburton, a distinguished man of science, who happens to be standing on the lower deck, thereby knocking his hat into the St. Lawrence River. The misadventure precipitates a meeting, with the result that Miss Harper and Mr. Warburton become acquainted through their mutual esteem for the great English poet, fall in love, and by and by become husband and wife, united by common cultural and intellectual pursuits. In narrating her story, Mrs. Warburton paints a picture of a literary elite formed through selective reading, remarking that "cultivated persons have a free-masonry of their own, and are recognized at once." At the outset of "Pansies," Alcott encourages her readers to judge Carrie according to her penchant for "trashy" romances in sleazy bindings. At the end of the story, a change in Carrie's literary preferences signals her ostensible transformation, and, again, Alcott indicates that her choice of books reflects, and on some level, determines her character.

Reviewing the revised edition of Cooper's The Red Rover, Melville suggested that books form the society of their (male) readers:

Books, gentlemen, are a species of men, and introduced to them you circulate in the "very best society" that this world can furnish, without the intolerable infliction of "dressing" to go into it. In your shabbiest coat and cosset slippers you may socialize chat even with the fastidious Earl of Chesterfield, and lounging under a tree enjoy the divinest intimacy with my late lord of Verulam.95

Alcott's story establishes a similar relationship between books and female readers. Her personification of the Seaside Library edition of Wanda, for example, equates the novel with the heroine: "Carrie tucked Wanda under the sofa pillow, as if a trifle ashamed of her society." "We were only talking about books," began Carrie, deeply grateful that Wanda was safely out of sight.96

Having established that people keep company with books, Melville took the argument a step further by advocating a kind of decorum between the outward appearance of books and their interior content. In his view, the appearance of a book should aid readers in ascertaining the nature of the text. Melville explained, "Men, then, that they are—books should be appropriately apparelled. Their bindings should indicate and distinguish their various characters." Alcott's story complicates Melville's observation by effacing the boundaries between reader and text. In "Pansies," the bindings of books reflect and distinguish the characters of the readers who possess them as well as the nature of the texts which

91 Alcott, Garland, 71. This quotation from Sir Philip Sidney appears as an epigraph to "Pansies."
92 Alcott, Garland, 65.
93 Alcott, Garland, 71.
94 Alcott, Garland, 66. Alcott's observation resembles one that Brookhead makes in Culture of Letters: "the choices people make between non-separated writing worlds come to tell what 'kind' of people they are" (191).
95 ("People" here refers to writers, but it applies equally to readers). Brookhead's comment occurs in the context of a discussion of Alcott and Little Women.
97 Alcott, Garland, 74.
98 Alcott, Garland, 78. The St. Nicholas version of the story lacks this personification, since Wanda is not named.
inhabit them.

In Alcott’s formulation, Carrie, the naïve reader (or consumer of texts) whose admiration for the novels of Ouida arises from their lavish descriptions of extravagant clothing, is ironically destined to become a product in the marriage market. Meanwhile, her book, the Blue and Gold Tennyson, serves as the packaging that is to mark her as a cultured, well-bred young lady: an advertisement set out to attract a certain kind of buyer (i.e., an “eligible learned or literary man”). Just as the book becomes person-like through the trope of personification, the (female) person becomes book-like—a text to be decoded—through her objectification in the ritual of courtship. Displayed against the body of Alcott’s female reader, the book operates as an outward sign of the woman’s inward qualities. Like Mrs. Warburton’s jewel-encrusted, pansy-shaped pin—a symbol of thought (“pansy” derives from pensée) as well as a memento of her beloved blue-stockinged sister—it is doubly symbolic. As a lady’s accessory, the physical book thus embodies two “texts”: that of the writer and that of the reader.

In Paratexts, Genette explains that extratextual bibliographic productions such as the cover of a book, the table of contents, typography, and correspondence “surround it [the text] and extend it, precisely in order to present it, in the usual sense of this verb but also in the strongest sense: to make present, to ensure the text’s presence in the world, its ‘reception’ and consumption in the form . . . of a book.” In Alcott’s story, the physical book becomes a kind of paratext for the reader: the book “presents” her to the world and gives her a presence in the world. No less conspicuously than the spectacular gown of Vanity Fair’s “magnificent . . . creature gotten up gorgeously in blue and gold, a la Ticknor & Fields,” the material text surrounds the reader, ensuring her presence, influencing her reception, and ultimately affecting (if not effecting) her consumption in society.

Near the end of “Pansies,” Carrie, whose mother desired that she should make a good match and “educate” [her . . . for that end,” seems to have learned more from her mother than from Mrs. Warburton as she reflects that “a good marriage is the end of life.” Perhaps Alcott intended no irony in this juve-


99 Carrie gashes, “Wanda’s [clothes] were simply gorgeous; white velvet and a cope of pearl in one costume; gray velvet and a silver girdle another; and Idalia was all a ‘show’ of perfumed laces,” and scarlet and gold satin musk domino, or primrose silk with violet, so lovely! I do revel in ‘real’!” A comparison with Ouida’s text indicates that Alcott took pains to describe Wanda’s wardrobe accurately.

100 Writing of current trends in wearable brand advertising, Strauss remarks, “Now displayed even on our bodies, the brand has become a statement about consumers themselves” (286).

101 The sweetheart of Mrs. Warburton’s sisters, upon presenting this brooch, says, “This pensée is a happy, faithful thought of me. Wear it, dear one, and don’t pine while we are separated. Read and study, write much to me, and remember, ‘They never are alone that are accompanied with noble thoughts’” (84). The St. Nicholas version of the story substitutes “pansy” for “pensée” and omits the lines in “thought” (90). It is likely that Dodge thought that the bilingual pun was too sophisticated for the magazine’s readers.

102 Ezechiel, who points to the “growing connection between mass literary production and reading as a fashionable leisure activity” (14) in Britain, remarks that the “ornamental presentation of the ‘classic’ text” signaled the status of the text and of its owner simultaneously, “reinforcing the perception of the purchase and display of books as a type of socially accretive activity” (14).

103 Genette, Paratexts, 1.
nile narrative, although, in light of her reluctance to marry off her "little women . . . in a very stupid style," it is tempting to consider the possibility. Regardless, the double entendre in the phrase "end of life" underscores the problematic nature of the story's denouement. When the future Mrs. Warburton drops her book and startles her future husband with "a smart blow" on the head, the purely physical reception of the book becomes a device that ultimately "resolves" the conventional marriage plot. As Alcott suggests, however, in marriage Mrs. Warburton was subordinated to her husband, becoming "a helpmeet at home and a gentle prop for his declining years," as well as "a comrade in intellectual pursuits." Thus, the moral of the marriage plot (how to find a husband) undermines the moral of the advice narrative (how to cultivate one's intellectual gifts). Carrie, whose love of fine clothing is reflected in her admiration of Wanda's opulent gowns, develops from a reader metaphorically garbed in a tawdry Seaside Library romance to one figuratively arrayed, like the breath-taking belle of Vanity Fair, in the brilliant blue and gold trappings of the most distinguished literary publishers in the country. Nevertheless, the transformation, like Mr. Warburton's reception of the volume of Wordsworth, occurs on a purely physical level. It is fitting, therefore, that Alcott concludes her story by destroying the materiality of the cheap and disposable text while reinforcing the physical worth of the literary text as a means of announcing one's cultural credentials with a view to procuring a refined and intelligent mate:

Carrie sent Wanda and her finery up the chimney in a lively blaze, and, as she watched the book burn, decided to take her blue and gold volume of Tennyson with her on her next trip to Nahant, in case any eligible learned or literary man's head should offer itself as a shining mark. Since a good marriage was the end of life, why not ... make a really excellent one?!

Reflecting on his "early time" as a writer, Henry James reminisced in 1915 that "Publishers' names had a color and character beyond even those of authors, even

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103 In light of this interpretation, it is important to consider what the matrilineity of Alcott's attractively bound A Garland for Girls signified to her own audience (young girls who, like the young ladies in "Pansies," presumably liked to read). With its spare ornamentation, consisting of a simple wreath depicting the flowers named in the story titles (Figure 1), this elegant cover is a sharp counterpoint to what Sue Allen characterizes as the "extravagant Pullman-bound layouts" that were "burning the bounds" of book covers in the 1880s. See "American Book Covers, 1830-1900: A Pictorial Guide" (Washington: Library of Congress Binding & Collection Care Division, 1998). Charles Gilman observes of Sarah Whitman, who likely designed A Garland for Girls: "Her covers are often feminine, sweet, and charming," adding, "After all, the audience for books was certainly feminine by a wide margin, and was attracted by the sweet and charming, and on occasion not averse to the bold." See Sue Allen and Charles Gilman, Diamond Cloth in America: Publisher's Bindings, 1830-1920 (Los Angeles: UCLA Center for 17th and 18th-Century Studies-William Andrews Clark Memorial Library, 1994), 94.

104 Alcott, Garland, 94.

105 Alcott, Garland, 94.

106 Alcott, Garland, 94.

107 Louisa May Alcott, The Selected Letters of Louisa May Alcott, ed. Joel Myerson, Daniel Shealy, and Madeline B. Stern (Atheneum: University of Georgia Press, 2000), 132-33. In a journal entry of November 1, 1864, Alcott had expressed impatience that "Girls want to ask who the little women marry, and I end up the only end and am a woman's 186."

108 Indeed, when one considers Alcott's own contributions to the sensation literature of her day, it is tempting to read the entire story as ironic. Nevertheless, Alcott seems to have had a remarkable ability to compartmentalize her literary productions into distinct and separate categories aimed at diverse segments of the literary marketplace. See Brooke's Culture of Letters for a discussion of her ability to "write across generic boundaries" and "be an author of all kinds, at once 'blood and diviner' writer and high-literary essayist and the Thackeray, the Trollope, of the nursery and the school-room" and so . . . "write toward the whole audience that was divided up in her time" (106). The sentence containing the phrase "a good marriage is the end of life" does not appear in the St. Nicholas version of the "Pansies," suggesting the possibility that Dodge, like Henry James, detected an inappropriate "sensational" tone and deleted it.

109 Alcott, Garland, 95.

110 Alcott, Garland, 93.
those of books themselves.” For nineteenth-century readers, the Blue and Gold Series, with all its celebrated Brahmin mystique, became a widely recognized emblem of the “color and character” of Ticknor & Fields, the quintessential literary publishers of New England. Consequently, when the firm moved into its new Tremont Street quarters in 1865 at the height of the series’ popularity, the partners were eager to provide a physical setting that would fittingly showcase their flagship design. Tryon describes the new facility as follows:

The main showroom . . . was eighty feet long and thirty feet wide. The walls, the supporting columns, the counters, and all the woodwork were of highly polished, oiled western fir and exuded a grave and impressive air. Around the walls were shelves to exhibit the firm’s regular offerings; at the end of the room was an elaborate arch, within which were glass cases to exhibit the colorful Blue and Gold series and other fine bindings . . . . Everywhere were rich carvings, ornate chandeliers for gaslights, and heavy moldings.113

Recognizing the essential relationship between product and packaging, presentation and display, exploited with such elegance in Ticknor & Fields’s Tremont Street offices, Jeffrey D. Groves has argued that distinctive designs such as the Blue and Gold format “demonstrate how literary books could in fact be judged by their covers.”114 As this essay has shown, readers could likewise be judged by their covers. Thus, in “Pansies,” a story that identifies the embodiment of the text with the body of the female reader and conflates the personification of books with the objectification of women, Alcott effectively illustrates the tacit claim of so many publishers’ ads, past and present: You are what you read.