Stocklists on spare pages: a neglected phenomenon

For a publisher to use the last pages of a book, otherwise left blank, to advertise other works he had published in the form of a more or less extensive stocklist, is a fairly well-known phenomenon which has occurred since the sixteenth century. But though this kind of list reaches the bibliophile's hands far more often than do those, always extremely rare, which were separately published—there are, after all, about as many extant copies of the former as there are of the books in which they occur—, very little can be found out about them in specialised book-historical literature. In his book devoted to Dutch book trade catalogues in the early seventeenth century, B. van Selm (1987) mentions the phenomenon only once in passing ('I shall not here discuss lists of titles at the end of books'). G. Richter (1974) does not mention this sort of list at all, and that although his article is intended to supplement Pollard and Ehrman (1965) who had included a chapter 'Catalogues in books' in their monumental work. But, when one gets down to it, only a few of these twenty pages turn out to be relevant to the subject 'stocklists in sixteenth and seventeenth-century books': these are the paragraphs entitled 'The Aldine catalogues, 1586-1598' (pp. 161-3), 'Publishers' stocklists on spare pages' (pp. 168-71), and 'Catalogues in foreign books' (pp. 174-5). The first of these paragraphs explains that such lists were first published (with great frequency and provided with prices) between 1586 and 1598 by Niccolo Manassi, the representative of Aldus Manutius the Younger. The second of them gives a brief survey of developments in England. In the third and last paragraph a few Dutch and French examples from the second half of the seventeenth century are mentioned. A. Taylor (1957) supplies a comparable short survey. And that is

1. B. van Selm, Een menigte treffelijke boecken. Nederlandse boekhandelscatalogi in het begin van de zeventiende eeuw (Utrecht 1987), p. 208, n. 319. Of course, in the period dealt with by him this kind of list was not yet in use.
4. After 'an isolated early instance at Edinburgh in 1603 [...] the practice really started at the end of 1649'.
all there is on the subject in modern specialised literature except for a few studies of individual lists.\textsuperscript{6} Much work still has to be done on the inventorisation and study of stocklists in books, before it will become possible to say anything about the subject.\textsuperscript{7} Only then can an attempt be made towards building up a picture of their function and significance per period and country. Although they are directed at a different public (see below), it is obvious that these lists are equally important as those which were separately published.

The aim of the present article is to make a start with the aforesaid inventorisation and examination. I owe the possibility of doing so to the STCN-project\textsuperscript{8} which records of every book it describes whether it contains a catalogue of an author, printer, bookseller or any other kind; if at all possible the list is copied.\textsuperscript{9} The few more general pronouncements I shall be rash enough to make in spite of the above, are based on this collection of copies among which I also found twelve of the thirteen stocklists of the Leiden bookseller Daniel van Gaasbeeck which I am going to review here; the information concerning the thirteenth was given me by Dr W. Heijting (Library of the Free University of Amsterdam).

But first, a little more about the kind of list under discussion here as far as the present state of our knowledge allows. According to Pollard and Ehrman, stocklists in books are a normal event in England since 1649; to proceed from the material assembled by the STCN, then this kind of list arises in the Netherlands only from 1668 onwards. I here mean genuine stocklists: of a general nature, at least one page long and supplied with a caption like 'Also printed by me and/or to be had from me'. What I did find in the Netherlands before 1668 were announcements of a few books on the same subject, short lists of books by the same author and the like. The one who approaches the later form of stocklist most closely is Willem Symonsz Boogaert (bookseller in Wormerveer) who in 1647 introduced a little list of

\textsuperscript{6} These lists of Aldus Manutius the younger were discussed by R. Hirsch, 'The art of selling books', in: \textit{Papers of the Bibliographical Society of Virginia}, vol. 1 (1948), pp. 85-101. These lists are of course also referred to in studies dealing with particular printers and publishers (e.g. Commelinus, Lopez de Haro; see below).

\textsuperscript{7} O. S. Lankhorst also includes the kind of lists intended here in Appendix II of his article 'Au siècle des catalogues. Een eerste inventarisatie van fonds- en sortimentscatalogi van Haagse boekverkopers, 1680-1780', in: \textit{Documentatieblad Werkgroep achttiende eeuw}, 21 (1989), pp. 55-96.

\textsuperscript{8} Short-Title Catalogue Netherlands; the retrospective national bibliography of the Netherlands for the period 1540-1800; carried out by the STCN Bureau of the Royal Library, The Hague, which, having described the appropriate books up to 1700 in the Royal Library, is now working on those in the collection of Amsterdam University Library.

\textsuperscript{9} Amsterdam University Library owns a large collection of photocopies of this kind of list in Dutch books up to 1800, assembled since 1975 by Anthony R. A. Croiset van Uchelen, curator of rare books from 1968 to 1990.