



# The Owl

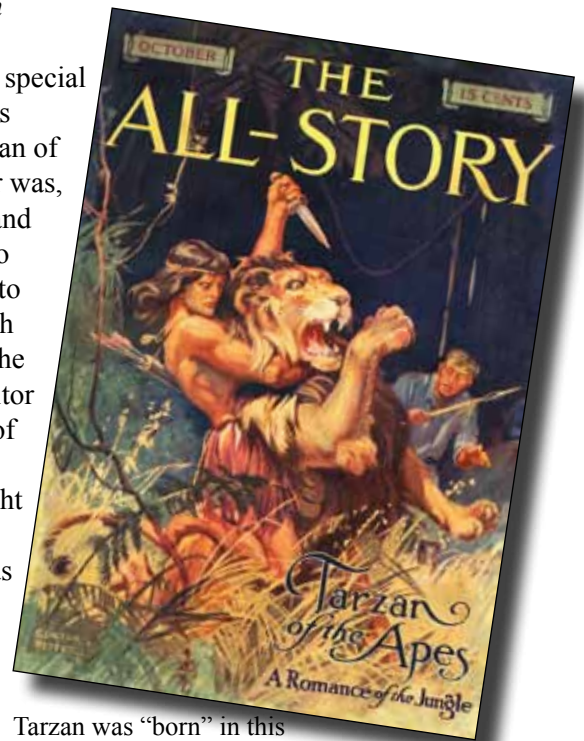
*"The Owl of Minerva takes flight only as the dusk begins to fall." — Hegel*

## TARZAN TURNS 100!

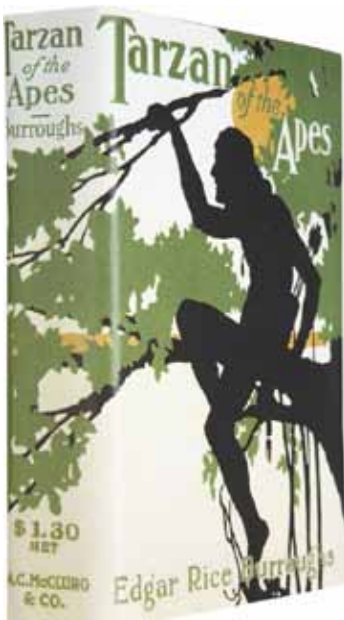
By George T. McWhorter, Curator, Burroughs Memorial Collection

The literary Tarzan was born in October, 1912 when he appeared in a special issue of *The All-Story*, a popular magazine which usually serialized its stories in several issues, but the editors were so impressed with "Tarzan of the Apes" that they published the entire story in one issue. The author was, of course, Edgar Rice Burroughs, who was born in Chicago in 1875 and was virtually unknown to the reading public before Tarzan leaped into print in *All-Story*. Actually, it was the second story of Mr. Burroughs to be published in *All-Story*. His first story was a Martian romance which ran as a six-part serial from February to July, 1912, published under the pseudonym of "Norman Bean." The story had been retitled by the editor as "Under the Moons of Mars." Burroughs had used the pseudonym of "Normal Bean" to convince readers that he was not off his rocker by writing a fantasy of little green men from Mars. But the editors thought it was a typo and changed the name to "Norman Bean" when they published it. This ruined Burroughs' little joke, so he dropped the alias

and submitted all future stories under his own name. When Tarzan was first published in 1912, the title page read: "Tarzan of the Apes by Edgar Rice Burroughs (Norman Bean)" to identify the real name of the author of "Under the Moons of Mars" for the reading public.



Tarzan was "born" in this October 1912 issue of *The All-Story*.



The A.C. McClurg first edition (1914)

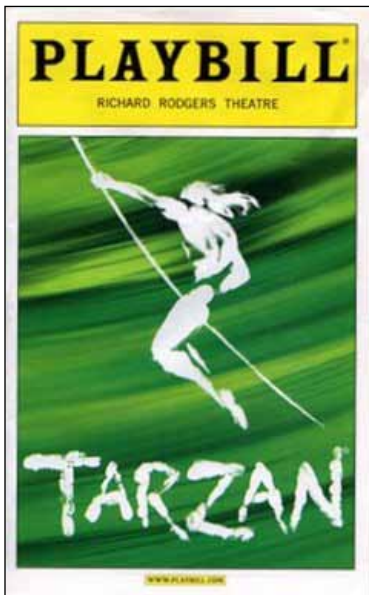
Actually, "Tarzan of the Apes" was not even the second Burroughs story published by *All-Story*. It was the author's third story. His second story was an *Ivanhoe*-type romance which *All-Story* rejected, so the author sent it to *New Story Magazine* which published it as a six-month's serial in 1914. Meanwhile, *All-Story* was anxious to get Burroughs back on its payroll, so it published "Tarzan of the Apes" in a special 1912 issue. Today, we are celebrating the 100<sup>th</sup> birthday of this issue of Tarzan.

The response from readers was overwhelming. The publishers realized they had a winner on their hands. So Burroughs set out to find a book publisher for Tarzan. No luck. Major book publishers he contacted included Rand-McNally, A.C. McClurg, and Reilly & Britton, all of whom rejected it. However, an agent for Burroughs

suggested running the story in the newspapers to get national recognition. It worked. After appearing in such newspapers as the *New York Evening World* and the *Los Angeles Record*, the book company of A.C. McClurg which had previously rejected it, now offered to publish it, which the company did on June 17, 1914. There were three states of the first edition which collectors could distinguish by the typeface and the name of the printers. It became the most famous book ever published by McClurg, and also the most profitable in its publishing history.



The most famous Tarzan movie family: Maureen O'Sullivan, Johnny Weissmuller, Johnny Sheffield, and of course Cheeta.



The University of Louisville Ekstrom Library is home to the world's largest institutional collection of Tarzan and Edgar Rice Burroughs, donated by the current curator, George McWhorter, in 1976 as a memorial to his mother who taught him how to read at the age of five with the Tarzan books. Starting with six thousand books and magazines in 1976, the collection contains over 200,000 items in this centennial year of 2012. Our collectible categories of Tarzan are many and varied. The books and pulp magazines, of course, are the primary goal of collectors, because they represent true first editions. The Tarzan books, of which there are 30 first editions, represent only a fraction of the Burroughs collection. Burroughs wrote a series of books on Mars, Venus, Pellucidar, Westerns, and 27 miscellaneous non-series books. The Ekstrom

Library collection contains all of them in excellent condition, with dust jackets. Twenty-eight of the first Tarzan editions were first published in pulp magazines. We have all of them. The first five Tarzan titles were reprinted by the A.L. Burt Company continuously from 1915 to 1929. We have all of them, too, including 51 variants in color and design.



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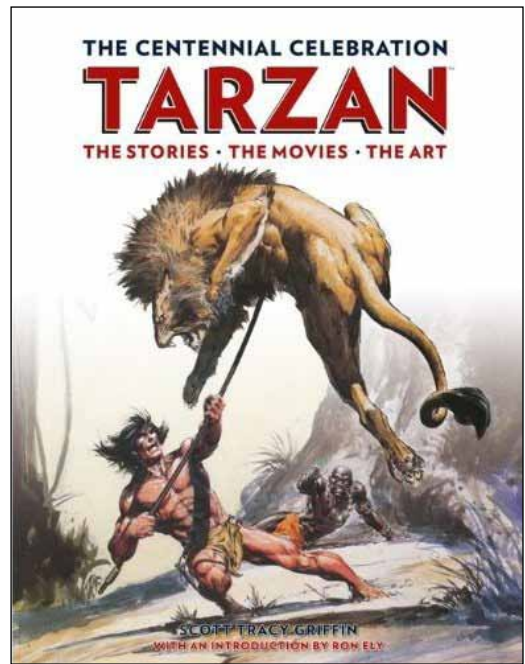
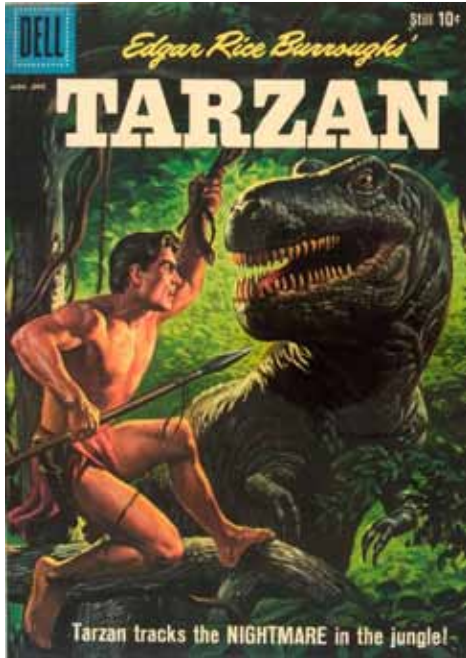
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Grosset & Dunlap published the majority of reprints in five different series between 1923 and 1967. We have all of them in excellent condition, including dust jackets. One of my most frequent tasks as a librarian is answering questions from people who are convinced they own a first edition. Ninety-nine percent of these are Grosset & Dunlap reprints, mistaken as first editions because the publishers never included the dates of publication in their books. Canaveral Press began publishing Burroughs books from 1962 to 1974 (including six first printings in hardback). Only four were Tarzan titles, but we own all of the Canaverals, as well as books and correspondence from their chief editor, Richard A. Lupoff, author of *Edgar Rice Burroughs: Master of Adventure*. Other reprint publishers in our collection (to name just a few) include Dover, Doubleday, Gregg, Stacey, Whitman, Avenel, Dell, Tor, Gramercy, Castle, Ameron, Buccaneer, Yestermorrow, Ballantine, Ace, Barnes & Noble, Signet, Penguin, G.K. Hall, Book-of-the Month Club, Library of America, and many others.



Foreign editions are legion. We have first and reprint editions in Afrikaans, Arabic, Chinese, Bulgarian, Czechoslovakian, Danish, Dutch, Estonian, Finnish, French, German, Greek, Gujarati, Hindustani, Hungarian, Icelandic, Indian, Israeli, Italian, Japanese, Javanese, Latvian, Lebanese, Lithuanian, Norwegian, Polish, Portuguese, Roumanian, Russian, Spanish, Swedish, Turkish, Vietnamese, and Yugoslavian. Included in this group are editions in Braille and Esperanto. This should give you a bird's-eye view of Tarzan's popularity, and our efforts to be comprehensive in collecting the best of Tarzan available for the Ekstrom Library. We have been featured in many TV documentaries and are currently showcased at the Centennial celebrations in Tarzana, California, where the keynote speaker at our annual banquet for the Burroughs Bibliophiles was primatologist Jane Goodall who has visited us at the University of Louisville in the past. We are currently showing a Tarzan Centennial exhibition at the Department of Rare Books & Special Collections, and you are cordially invited to attend.

