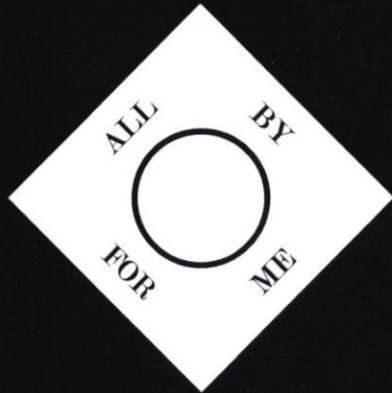


The Poodle-Prince



Edouard Laboulaye

Timeless tale
STEGGOF

Press pack

White-on-black for screens/black-on-white for paper

A new edition by Editions STEGGOF
of Edouard Laboulaye's timeless tale:

The Poodle-Prince

also known as *The Spaniel-Prince*

A new dual approach to legibility

Page legibility

Typographical psychology

A corrected and improved translation

Video of a reading

A timeless tale

Why read this book?

Who is it aimed at? The author reveals all.

About the book

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A book review from 1868?

François Richaudeau

The relationship between the typeface and the meaning.

FORCE AUTORITÉ

Noblesse GRACE

CHOX SOLI
DITÉ

Lucidité *féminité*

Bon Sens DROIT

Until now, previous editions have been:

- reproductions of 19th century editions (also available free in PDF format)
- or reprints, produced using character recognition technology (OCR), with multiple misprints, proofing errors, and no layout.

A new dual approach to legibility

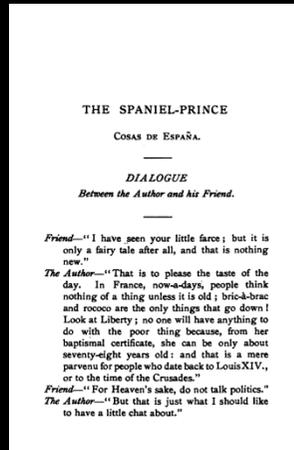
Page and line legibility

This book has never had the edition it deserves. Until now. Taking a **creative approach to typeface**, this new edition is **both more practical and visually appealing.**

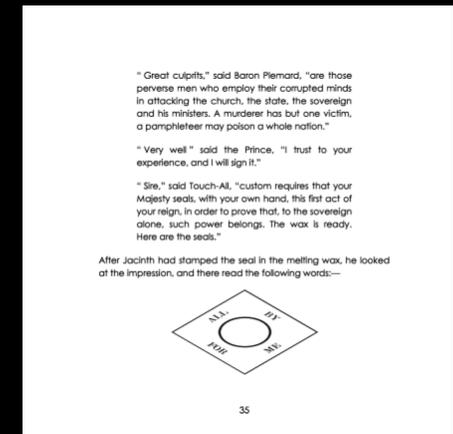
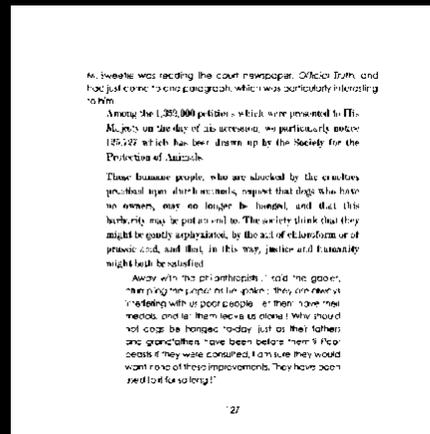
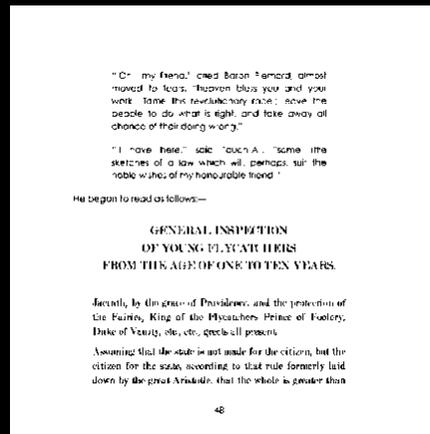
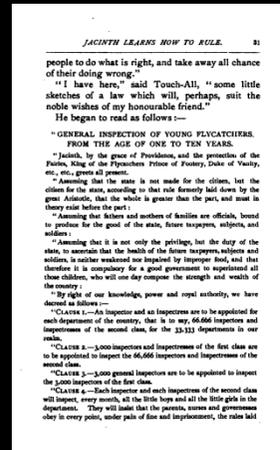
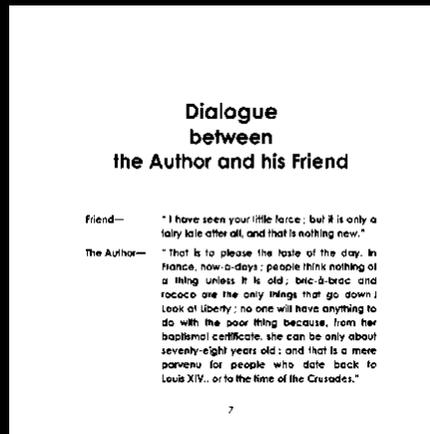
Readers benefit from the latest research into the reading process. This edition matches the rhythm of the author's prose and changes in style, making it more comfortable and pleasurable to read. The typography "sets the scene/text", as inferred by the author, without revealing too much.

Page legibility

XIX



XXI



At the top, how the text appeared in the 19th century, when printing more than one typeface on the same page was extremely expensive and confined to exclusive editions.

The search for a
Typographical psychology

Main text,
The Poodle-Prince,
timeless.

Extracts from texts, laws or newspapers
printed by the Flycatchers, in an

**AFFECTED AND BRAGGING
TYPEFACE**

« Dialogues... « **Speeches...**

Extract from
the *Conservative*.

The Fly,
the fashionable newspaper

*Letter from a young officer
to his mother...*

Letter from the Queen of the Flycatchers

A corrected and improved translation

The first translations

- o ignored certain problems which have been addressed in the new edition;
- o reduced the number of dog breeds or mixed them up: these have been reintroduced;
- o wrongly attempted to translate proper nouns (such as the people neighbouring the *Flycatchers*) or failed to translate the names of characters which could have been translated (*La Douceur* becomes *Sweetie*).

Among the main problems solved — which we shall leave the reader to discover — one in particular deserved a closer look: the neighbouring people of the *Gobemouches*/Flycatchers is called *Cocqsigrués* by the author and translated as "Storks" (*Cigogne* in french).

The author refers to Rabelais in his introduction, in which he places himself in the fable tradition. The word *Cocquecigrues* appears for the first time in Rabelais' *Gargantua*, and has a specific meaning. When Picrochole asks when his kingdom will be returned to him, the answer is, "*when the Cocquecigrues come*" to mean "never"... which should have been translated in the English

version by its equivalent, "*when pigs can fly*". In the current version of *Gargantua*, this word has been translated as *Cocklicranes*.

Comparing the *Gobemouches*' neighbours to "flying pigs" is especially fitting to the extent that it has an element of xenophobia: the foreigner is fantasized rather than studied. The word **Wingdpiggem** gradually imposed itself as an alternative translation, based on the following association:

"winged pig" + "them" (ie. them against us)

Red cover

Only the printed version provides the reader with a faithful reproduction. The screen or scanned version never corresponds exactly to the original. We chose it out of some twenty different reds, after pre-selecting three families of reds. As for our typographical choices, the reader is free to interpret this red as they wish.

Video of a reading



Back cover

All went as merrily as possible, until a wretched dog, a poodle, jumped suddenly out of a ditch, causing Jacinth's horse to shy and fall under him; and, Jacinth, half awake, fell out of bed. It was broad daylight.

Disturbed so cruelly, the young Prince was trying to compose himself again to sleep, when, immediately opposite to him, in a large looking-glass which reached to the ground, he saw his enemy, the poodle. He called out in alarm... but, oh! horror! he barked; he was himself the poodle. This foolish animal, jumping up before the mirror, this was Prince Jacinth, the last and most promising scion of the illustrious house of Tulips!

A prince blessed by the fairies—or not. His wicked fairy godmother gave him... his brain, brawn and looks. His kind fairy godmother responded by... condemning him to be turned into a poodle! This tragicomedy intertwines the fantastic with satire, in a way that could remind us of Lewis Carroll's characters in Alice, or Oscar Wilde's *The Canterville Ghost*.

Edouard Laboulaye, the author of this timeless tale, is best known as the father of the Statue of Liberty.

Cover

An emblem of the poodle-prince's royal origin, and a motto with many meanings:

ALL BY ME, ME FOR ALL

A timeless tale

Why read this book?

For entertainment, first and foremost, and then as a philosophical tale. We'll leave it up to the author to describe his characters. The story takes place in a country whose inhabitants describe themselves as follows:

The Flycatchers are the first people in the world, and are envied by all others ; we are the first-born of civilization, we are a model to all nations ; it is for them to copy us, not for us to walk in the footsteps of those who are behind us. I reject these doubtful gifts—gifts made still more doubtful by the hand that tenders them—and I say, in addition, as a true and loyal Flycatcher, that I would rather share the errors of my own country, than be put right by the foreigner.

(page 72)

The separation of powers by "dummies" (and not *fordummies*):

There are among the Flycatchers, three great ministers, three ministers completely independent of each other. The first governs without asking advice from anyone, the second talks without doing anything, the last gives advice to which no one listens.

First walk as a poodle:

On looking about, Jacinth saw that he was in the garden of the castle, in one of the public walks where he had never been before. It was a good opportunity for mixing with the crowd ; so Jacinth determined to make use of his incognito, to become more intimately acquainted with his good subjects.

Let's talk Baron Pleurard (meant as *Baron Crybaby*) :

"The more we recede, the more we advance."

Remained faithful to the ancient motto of his house :

"Nova antiqua," or "the new is the old"

Who is it aimed at? The author reveals all.

Friend— " For whom, then, do you write ?"

The Author— " **For my unknown friends.**" (...)

Friend— " **That is to say, that you write only for fanatics like yourself, for those fools who make liberty their hobby, instead of wisely trying to make their fortune?"**

Again in the introduction, the author places himself in the fable tradition:

Friend— " **You must let me speak plainly to you. This constant irony is fatiguing. It was all very well for Rabelais, Swift, or Voltaire ; but as for you, who are by no means equal to those great satirists, why should you attempt what will only be a failure ? Why should you not merely write a large serious book ?**"

The Author— " **That no one would read—thank you !**

The author surprises us with his humour and delights dog lovers with a series of canine characters as he reworks a classic scenario featured in stories from the Buddha to Shakespeare's *Henry V*: the sovereign who goes among his people to better understand them.

About the book

- Title : The Poodle-Prince
- Cover : Royal motto,
emblem of the house of Tulips.
- Height: 17cm; width: 17cm
- Softcover - number of pages: 368
- Language : English
- Collection : Timeless tale
- EAN : 9782370370020 ; ISBN : 978-2-37037-002-0
- Editions STEGGOF
- Legal deposit: July 2013
- Recommended price: €18

Launch price: €15
(first 300 copies)

About the author

[Edouard Laboulaye on en.wikipedia.org](http://en.wikipedia.org/wiki/Edouard_Laboulaye)

About the publisher

Editions STEGGOF was founded in the light of two developments:

- the disappearance of certain works due to unprofitable small print runs,
- the absence of a French translation for other works.

Starting with new editions or translations, STEGGOF has the same limitations as any other new venture: time and budget.

As our catalogue grows, so will our distribution, which will initially focus on the internet, before eventually, perhaps, expanding to include bookshops.

PRESS CONTACT:

editions "at/ad" STEGGOF "dot" com

Skype : steggof (by appointment)

Telephone no.: supplied by email

(by request, professionals only)

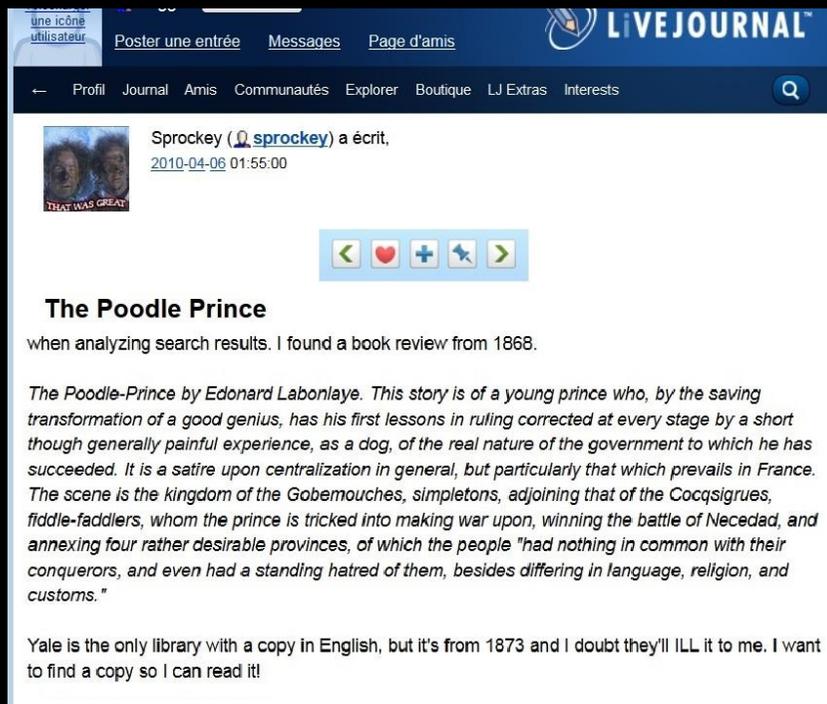
Appendix

A book review from 1868?

According to

<http://sprockey.livejournal.com/532053.html>

there is a book review from 1868:



François Richaudeau

Two extracts from the *Typography and layout manual*

What is the function of a printed work? To be read. Hence its corollary: the rules of typography should be defined according to the reading process. (...) That typography should be subservient to reading does not exclude the search for beauty on the page. This search should, however, be secondary. The success of a "printed work" is also obviously dependent on a combination of two factors: functionality and aesthetics. The first leads inevitably to the study of the relationships between reading and its medium — a printed text — that is, to the concept of legibility: the principal quality of a "printed work" is its suitability to be read without particular effort and with total efficiency.

This manual distinguishes between two types of legibility: the legibility of a text as read from line to line or microlegibility, and the legibility of the overall vision of a page or macrolegibility.

The relationship between the typeface and the meaning.

