

# CONTENTS

Note on Transliteration .....	vii
Acknowledgments .....	ix
List of Illustrations .....	xiii
Foreword or <i>My Own Private Peritext</i> .....	xv
 Chapter One Paratexts, Paratextology and Early Modern Yiddish Books .....	 1
 Chapter Two Initial Encounters: Title Pages .....	 17
2.1 Titles of Books .....	19
2.2 Common Features of Title Pages .....	26
2.2.1 Hebrew and Yiddish .....	26
2.2.2 Appeal to Buy .....	29
2.2.3 Addressees .....	32
2.2.4 Guiding Readers .....	34
2.2.5 Agents of the Book .....	36
2.3 The Title Page's Text .....	39
2.3.1 Liturgy .....	39
2.3.2 <i>Tkhines</i> .....	48
2.3.3 Ethical Literature .....	50
2.3.4 Prose and Poetry: Stories and Songs .....	55
2.3.5 Non-fiction .....	63
2.3.6 <i>Purim Shpil</i> and Texts for the Stage .....	68
2.4 Rounding up a Title Page .....	69
 Chapter Three Sanctioning What? On Approbations .....	 75
 Chapter Four Getting Acquainted: Prefaces .....	 87
4.1 The Idea of Service .....	93
4.1.1 In the Service of the Yiddish Language .....	96
4.1.2 In the Service of Faith .....	107
4.2 Genres: Prose and Poetry .....	116
4.3 Commerce .....	132
4.4 Addressees .....	138
4.5 Contents and Book Form, Comparison and Criticism .....	143

4.6	Book Agents .....	151
4.7	Personalizing a Preface .....	160
4.8	Print on the Fringe .....	167
Chapter Five In Between and at the End .....		171
5.1	Ordering the Text .....	172
5.1.1	Fonts .....	172
5.1.2	Fields of Text .....	174
5.1.3	Running Headers and Subtitling .....	176
5.1.4	Extra Title Pages .....	177
5.1.5	Notes .....	179
5.2	Concluding the Book .....	180
5.2.1	Epilogues .....	180
5.2.2	Imprimaturs .....	190
5.2.3	Indices and Content Pages .....	192
5.2.4	Commercial Advertisements .....	194
Appendix 1 Publishing a Bestseller: The Amsterdam Editions of the <i>Tsene rene</i> .....		199
Appendix 2 A Few Amsterdam Epitexts .....		205
Conclusions .....		211
Bibliography .....		217
Index of Book Titles .....		227
Index of Names .....		231