WG Jackets : (2) Poldark
Above: Ward, Lock, 1946

Left: much of *Demelza* was written in Lech Carrygy, a wooden bungalow overlooking Perran Sands. It was destroyed by fire in 1984; the site is now marked by a granite Memorial Seat, erected in 2006.
Above: Ward, Lock, October 1950. WG signed the contract for the third and fourth Poldark novels with Ward, Lock on 19 September 1949. Though they were unnamed (referred to only as "the next two historical novels to follow Cordelia"), it shows that WG already had a clear conception of what it would take to conclude the first tranche of his epic saga, four years before he actually did so. As for Jeremy Poldark, the title is an odd choice, given that the character does not appear until the book's closing pages, and then only as a newborn baby. Wouldn't Francis Poldark, or plain Francis, have better suited the text?
Above: Ward, Lock, October 1953. By the time of Warleggan’s UK release, the first two Poldark novels had been published in America, with substantially revised text in both cases, such that bibliophiles can choose – longer or leaner, WL or DD – how they want their story told. Jeremy Poldark and Warleggan were revised between publications too, but in each case less thoroughly. Incidentally, it is surely no coincidence that the jackets of all four early Poldarks depict the view through a window – a window, one presumes, into the past ...
When Doubleday published *Ross Poldark* in America on 18 October 1951, it was as *The Renegade*. As will be seen below, the titles of both *Jeremy Poldark* and *Warleggan* were similarly revised. The persistent claim¹ that *Demelza* was first published in the USA as *Elizabeth's Story* is false.
Doubleday & Co. 1953 / 1954 / 1955, with \textit{Jeremy Poldark} retitled \textit{Venture Once More} and \textit{Warleggan The Last Gamble}. Arthur Shilstone illustrated all three of these jackets; Ward, Lock so liked his \textit{Demelza} that they took it (see page five) for their \textit{Warleggan}. The cover of Doubleday’s \textit{The Grove of Eagles} (1964) is by the same artist. The painting used for \textit{The Renegade} (page six) is by Len Oekmen.

This edition of \textit{Venture Once More} is the only one to use that title; of \textit{The Last Gamble} (see page 20) the same cannot be said.
Spanish, Jano 1954, as *The Renegade* again – possibly the first but very certainly not the last Poldark translation ...
Ross Poldark was written in 42 (later revised to 37) chapters, divided into three "Books". This Danish edition from Berlingske, 1980 presents the novel in two volumes: Book One in the first and Books Two and Three in the second.

In 2002, print-on-demand publisher House of Stratus bought the rights to reproduce twenty-four of WG’s works, though in the event only six appeared, including, in 2002, this Ross Poldark. This edition has become something of a collector's item because, remarkably, it reprises the uncut text of the original Ward, Lock version of the book rather than the heavily-edited Doubleday text used everywhere else.
Gummerus published Poldarks I-III in Finnish between 1977 and 1981 – but where is Warleggan?

Below, three more threesomes (the decision to stop at Jeremy dictated, presumably, by market forces)
Romanian, Orizonturi, 1995, with JP retitled *Tumultuous Days*
Sourcebooks Landmark (USA), 2009

Next page: Spanish publishers Ágata (top, 1997) and Libsa, Madrid (1999) both stopped at *Demelza*
Now, sets of all four early Poldark novels:


Confusingly, copies of these books can be found published by T. Werner Laurie – an imprint owned by Bodley Head, who produced them all.
Both Fontana editions above were sold either as individual volumes or slipcased quartets. Note that, with BBC's *Poldark* still some years off, the featured faces are *not* yet Robin and Angharad's.
Poldarks I-IV were published in Spanish by Javier Vergara individually in 1978 and then (next page, top) in two 1979 volumes.
Above: two of the four Poldark paperbacks from Berkley (USA), 1970
The titles of this Dutch quartet from ZHUM, 1973-4 read *A Man Finds His Way, Demelza, My Wife, On Life and Death* and *Storm and Triumph*.
Spanish: Orbis, 1988
In 1954, two North American newspapers included in one of their weekend editions a pull-out supplement comprising a "complete novel" by Winston Graham called *Cornish Masque*. The papers concerned were the *Toronto Star* (issue date 10 April) and the *Long Island Sunday Press* (issue date 9 May). The "novel", in 21 chapters across fifteen broadsheet pages, proves to be a heavily abridged version of *Warleggan*. 

* * * * *

Next two pages: from Italian publisher Cino del Duca in 1979, *La Saga dei Poldark*, an eight-part paperback abridgement of Poldarks I-IV
The titles are mostly self-explanatory: (iv) is *Demelza’s Triumph* ...
... (vii) Demelza's Revenge and (viii) A New Life for Elizabeth
The four early Poldark novels published by The Bodley Head in 1960/61 (see page 15) were that imprint's first WG titles. In 1991, this omnibus edition of the same books was their twentieth and last

Below, three more omnibus editions of some or all of Poldark I-IV:

Page 31: Collins, 1980 – this book includes an exclusive WG-penned foreword

Page 32 (top): Peerage Books / Chancellor Press, both 1984
Winston Graham

A Poldark Quartet

Ross Poldark
Demelza · Jeremy Poldark
Warleggan
In 1971, after an eighteen-year hiatus, WG returned to Nampara when he began the fifth Poldark novel, *The Black Moon*. Published by Collins in 1973, the book was soon followed by two more – *The Four Swans* (1976) and *The Angry Tide* (1977) – at which point the author believed for the second time that his Cornish tale was told. But it was not about to fade quietly away because, by 1977, *Poldark* was a phenomenon, thanks to the success, both at home and abroad, of the BBC dramatisation, in twenty-nine episodes first shown (in two tranches) between October 1975 and December 1977, of all seven novels. This created a huge new market for the books, fed by Fontana in the UK, Ballantine in the USA and others elsewhere. Both houses extended their existing Poldark range with *The Black Moon* (see pages 36 and 38) then, on the back of the TV series, relaunched, starting again with *Ross*, but this time selling books bearing actors' faces – a trend that endures to this day.
Winston Graham

The Four Swans

The sixth Poldark novel
(i) Fontana, pre-Poldark, 1975

(ii), (iii) On the back of the TV series, Fontana relaunched late in 1975 with coordinated covers featuring soon-to-be familiar faces. This design prevailed through to the release in 1977 of The Four Swans

Page 37: (top) In 1978 The Black Moon and The Four Swans were reissued and The Angry Tide published for the first time (in paperback) in these revamped covers. Only Poldarks V-VII were sold in this format.

(bottom) As well as individually, Fontana packaged the books in slipcased sets of five then, following publication of The Four Swans, six volumes.
Fontana slipcased sets from (i) 1976 (five novels) and (ii) 1977 (six)
(i) Fontana six-book case: a 1976 variant

Ballantine (USA): (ii) 1975 and (iii) 1977
WG's friend George Hardinge is quoted in *Memoirs* as observing drily that, to a publisher, the Poldark novels were "a licence to print money". In 1976, at the height of the *Poldark* boom, WG himself told a correspondent that "there are six presses in Glasgow working all day and every day" to supply demand.

In America, the story was much the same: in 1975 Ballantine continued the series shown on page 22 with *The Black Moon* and then, in 1977, like Fontana, relaunched with TV tie-in covers. Their six-volume slipcased set (see left and below) appeared in 1978.

In 1976, Dutch publisher ZHUM added *The Black Moon* to the series shown on page 21. Book Clubs took the novels – though most were sold in facsimile first edition jackets, the example from BCE below was not. Once *The Angry Tide* was out, translations and abridgements of all seven novels began to appear.
This page and previous: Javier Vergara in Spain and Talgraf, Buenos Aires in Argentina published Poldarks I-VII in these four paperback volumes, with *The Four Swans* divided between books three and four.
Previous page: Steiner published Poldarks I-IV in seven Hebrew volumes in 1977; The Black Moon in three volumes from Sifre Kokhav followed in 1977-8, then part one (only – lower image) of The Four Swans. Though all eleven books were re-released in paperback (upper image), plans to complete a fifteen-volume I-VII series were scrapped.

This set of Poldark first editions sold at auction in 2018 for £1400
Pages 44-46: in 1980-82, Rastatt-based publisher Pabel-Moewig produced abridged paperback editions of the first seven Poldark novels in German translation as (i) Abshied von Gestern (Farewell to Yesterday), (ii) Von ...
... Anbeginn des Tages (From the Dawn of Day), (iii) Schatten auf dem Weg (Shadows on the Road), (iv) Schicksal in Fremder Hand (Destiny in Another Hand), (v) Im Dunklen Licht des Mondes (In the Dark Light of the Moon), (vi) Das Lied der Schwäne (Swan Song) and (vii) Vor dem Steigen der Flut (Before the Tides Rises)
In 2016, Ullstein republished all seven Moewigs, the first two in paperback and the others as ebooks: (ii), (iii), (v) and (vii) are shown. Note tweaked titles, with (v) becoming *In the Light of the Black Moon* and (vii) *The Threatening Flood*. 
In 1976, the text used in Les Editions Mondiales' abridged Poldarks I-V (see pp. 26-7) was reconfigured by del Duca into these three handsome hardback volumes published collectively as *La saga des Poldark* and individually as *Sur les Falaises de Cornouailles* (On the Cliffs of Cornwall), *Au-delà de la Tempête* (Beyond the Storm) and *La Lune Rousse* (The Red Moon). The three titles were republished in two softback volumes by France Loisirs in 2017-19 (below) then individually with Netflix tie-in Aidan/Eleanor covers by Archipoche in 2019-20 (page 50)
Covering Poldarks I-IV, this handsome set of 16 supplements plus presentation binder, another TV tie-in, is Croatian (Hrvatski, 1978)
Large print editions began to surface; these from G. K. Hall & Co., both 1979
In 2015, Ellis published a fourth version of *Making Poldark*, again via Palo Alto, updated with a new chapter and photos recalling his participation in the first series of Mammoth Screen's BBC *Poldark* reboot. A two-and-threequarter-hour audiobook (Audible, 2015), read by himself, also appeared. Whilst revisiting the novels in 2019, Ellis blogged about WG:

_His wonderful writing lives on and is again a source of joy as well as – in this case – employment!_

Actor and author were mutual admirers. As a 1975 Christmas gift, WG sent Ellis the Bodley Head *Ross Poldark* shown below inscribed thus:

_Dear Robin_
_I have so far watched twelve instalments [of *Poldark, Series One*] with hypercritical gaze and have never seen you put a foot wrong. You’ve played many parts and will have many more, but I doubt if you’ll play another character in which you achieve a greater identity with what the author intended, or give him – and about ten million other people – so much pleasure._
_Winston_
(i) On the eve of *Poldark*’s BBC debut, WG was interviewed by Tim Heald for *Radio Times*, cover date 4-10 October 1975

(ii) Around the same time he also wrote a brief article, *My Poldark Characters*, published in Redruth County Grammar School’s school magazine and reprised in their 1976 Souvenir issue

(iii) To refresh memories prior to *Poldark*, Series Two, WG wrote a short résumé of Series One which appeared in *Radio Times*, issue 2809, cover date 10-16 September 1977
When *Poldark*, Series Two ended, *Woman* acknowledged the drama's huge popularity by commissioning for its 10 December 1977 issue *Poldark – how it all happened*, a breezy WG-penned feature supplemented by nine location photos from the author's personal collection.
The 1977, volume 4, number 8 issue of Cornish Life magazine includes the first chapter (only) of WG’s soon-to-be-released The Angry Tide. Of perhaps more interest is the same magazine's January 1985 issue, which leads with an interview, with photos, given by WG and his wife Jean to David Clarke (see page 53) to help promote The Loving Cup.
WG was not involved in the production of *Poldark*'s first series but, because elements of it gave him concern, moved to make sure he had some say over the production of the second. Top: cast and crew at Pebble Mill, Birmingham, 1977 – WG stands behind the couch; his wife Jean sits on it. Bottom: on location; WG at left in shiny coat and trademark trilby.⁵
(i) 1985's *The Loving Cup* was the last WG novel published by Doubleday, so ending an association spanning thirty-six years.

(ii) Chapmans, 1990 (iii) Carroll & Graf (USA), 1991
(i) *Bella Poldark* was published on both sides of the Atlantic by Macmillan in May, 2002

(ii), (iii) Fontana once again redesigned their Poldark covers, this time *in toto*, such that all ten books up to *The Loving Cup* (the last Poldark title they issued) can be acquired in this format (though publication was *not* in series order). Both volumes below date from 1985

Page 63: Fontana, 1986
Winston Graham
THE FOURTH
POLDARK
NOVEL

Over 5 million Poldark novels sold
in Fontana Paperbacks

WARLEGGAN
Pan: (i) 1991 and (ii) 2003 – note, both "concluding" the saga

* * * * *

In a letter to anthologist and fellow author Denys Val Baker dated 9 February 1983, WG wrote: "Glad you enjoyed The Miller's Dance. By the time I got to the 'end' I was just about pumped out with the effort." He was seventy-four at the time and would look to recuperate, you might think, by spending more time at the Savile, Crantock Bay or Formentor, all favoured haunts. But the letter goes on: "After finishing it I took a busman's holiday and did 25,000 words of semi-autobiographical stuff for a picture book to come out this July to be called Poldark's Cornwall. Now I'm on [The Loving Cup] which, once again, I see as really the last ..."

* * * * *

Poldark's Cornwall – text by WG, photographs by Simon McBride – was indeed published in July 1983 by The Bodley Head in association with Webb & Bower, Ltd., Exeter. A substantially revised version of the book (including a foreword by WG's son Andrew) was republished by Macmillan in 2015.
In his informative introduction to this book, Andrew Graham says of his father: "... in Poldark's Cornwall, he writes more openly about himself than on any other occasion in his life. He does so because he is talking about two things he really loved – Cornwall and the Poldark characters that he had created." Of his mother he says: "Jean, at least in part, is Demelza ..."
(i), (ii) Both these editions of *The English Country Home*, edited by Vanessa Berridge, Weidenfeld & Nicholson, 1987 include *Of Cornish Coves and Cliffs* – Winston Graham in Poldark Country. Sadly, every line of text is lifted by WG from the first section of *Poldark’s Cornwall*, so nothing new
(i), (ii) show the front and back covers of this curiosity published by Triad / Granada in 1981. The book is written by Winston's wife Jean; he contributes a foreword.

(iii) The title was republished in hard cover, paperback and digital formats by Macmillan on 7 September 2017 with WG's original foreword retained.
By the mid-1990s, "talking books" (read, usually by actors, and circulated on cassette tapes) had become commonplace. All the Poldark novels eventually appeared in this format, though not in any uniform edition. Here are some examples:

Sight-impaired readers were not forgotten:

Ulverscroft Large Print Books, 1995

This 2012 double set of DAISY CDs from the RNIB presents the entire Poldark saga in 198 hours of audio with each case labelled in Braille to assist the sight-impaired. RNIB’s Library also holds sixteen WG volumes in Braille, including all twelve Poldarks, plus four of the novels (I-III plus V) in giant print.
This page and two previous: Between 1974 and 1985, all the Poldark novels then written were published in Sweden by Norstedts under their AWE/Gebers imprint (with Warleggan retitled The Rival). Second editions of I-VII followed from Vår Bok, Norstedts between 1975 and 1982; at left is The Four Swans. See them all in JACKETS (2A)

Next page: in 1996, Macmillan produced a uniform edition of all of the eleven novels then written
ROSS POLDARK
PASSION, TIDE AND TIME –
THE LEGENDARY POLDARK SAGA RETURNS

THE FOUR SWANS
PASSION, TIDE AND TIME –
THE LEGENDARY POLDARK SAGA RETURNS

THE MILLER’S DANCE
PASSION, TIDE AND TIME –
THE LEGENDARY POLDARK SAGA RETURNS

THE TWISTED SWORD
PASSION, TIDE AND TIME –
THE LEGENDARY POLDARK SAGA RETURNS
In 2002, House of Stratus published six WG novels: *Ross Poldark* (see page 9), *Marnie*, plus the four above
(i) To help promote the imminent (12 May) publication of Bella Poldark, The Horse Dealer, a three-part Jud Paynter tale, ran in the Western Morning News of 23 April (page one excerpt above), 30 April and 7 May 2002

(ii) The following March, the inaugural volume of Scryfa featured Meeting Demelza, another short but sweet Poldark-related text. In 2014 it was one of five WG pieces read on BBC Radio (with several repeats since), but has not (to date) been reprised in print
In 2008, the mark the centenary of WG’s birth, Pan Macmillan published this uniform edition of all twelve novels.
Not Cornish-born, but "Cornish in (her) heart and soul", Val Adams loved Poldark so much that in 1987, with WG's blessing, she founded the Poldark Appreciation Society. Then, as the millennium turned, she wrote and privately published The Passion of Poldark, a 180-page celebration of the two BBC series (though not HTV's 1996 production), actors, locations, her Society and more.

Though she didn't presume to ask WG to write a foreword for her book, after he'd read it he told her that in years to come she should produce a revised second edition including a foreword that he would be pleased to contribute – and so, eventually, it came to pass. Note that, added foreword aside, the two books are substantially different. The 2013 edition contains "much updated material" including "many previously unseen photographs" (indicating, given its pagination, the exclusion of previous content also). WG writes:

When Val Adams founded the Poldark Appreciation Society in 1989 [sic] she provided a focus of interest for enthusiastic viewers and readers all over the world.

Without her they could not have coalesced and met together as they do; it is good that she has a book published telling how it all came about.
In the twenty-first century, the rise in common usage of digital media brought ebooks to the marketplace, both to download and read on computers or handheld devices, to play on multi-CD sets and latterly to listen to via digital streaming services such as Audible, so consigning nineties cassette-tape editions all too soon to the dustbin of history.

Macmillan Audio (i), (ii) 2016; (iii), (iv) 2017

All of the Poldark novels are available in all of these formats. The shortest, *Jeremy Poldark*, runs 11 hours 7 minutes unabridged and, on hard media, fills nine CDs. The longest, *Bella Poldark*, runs 20 hours 18 minutes on seventeen CDs.

Next page: Demelza, on twelve CDs, from Bolinda Audio, 2015
Cornwall, 1788 – 90

Demelza Carne, the impoverished miner's daughter Rosc Poldark rescued from a fairground rabble, is now his wife. But the events that unfold during these turbulent years will test their marriage and their love to the limit.

Demelza's efforts to adapt to the ways of the gentry – and her husband - bring her confusion and heartache, despite her joy in the birth of their first child. Meanwhile, Ross begins a bitter struggle for the rights of the mining communities – and sows the seed of an enduring enmity with powerful George Warleggan.

"From the incomparable Winston Graham ... who has everything that anyone else has, then a whole lot more." – The Guardian
These images from Macmillan Audio 2019 are used to promote streamed versions of the novels.

* * * * *
Ross and Demelza as personated by (i) Robin Ellis and Angharad Rees (1944-2012) in 1975-77 and (ii) Aidan Turner and Eleanor Tomlinson in 2015-19. (Note: in the latter production, Robin Ellis took the part of Reverend Halse.) John Bowe and Mel Martin assumed the roles briefly in 1996, but the critical failure of HTV's *Poldark* is reflected in the absence of their faces both on book jackets and covers and here
In 2015, four decades on from its small-screen debut, the widely-acclaimed return of *Poldark* to television networks around the world proved a huge stimulus to book sales everywhere, turbocharging the *Poldark* publishing industry as before, yet *not* as before, since the inexorable rise of digital media has rendered the processing, marketing and distribution of texts – especially off-the-shelf, ready-to-go texts – cheaper and easier, simpler and cleaner than WG and his publisher pals could ever have dreamed.

Inevitably, where Robin, Angharad and co. had been before, so Aidan, Eleanor and co. followed and it wasn't too long before Pan Macmillan had all the books republished in new TV tie-in picture covers:

Pan: (i) and (ii) both 2015

Next page:
(i) 2016 (ii) to (iv) 2019
WINSTON GRAHAM
POLDARK
Warleggan

WINSTON GRAHAM
POLDARK
The Four Swans

WINSTON GRAHAM
POLDARK
The Twisted Sword

WINSTON GRAHAM
POLDARK
Bella Poldark
The books began to appear in languages both familiar and not, sometimes in one and twos and sometimes in or apparently working towards a full set of twelve:

Above: in 2018, Portuguese publisher ASA produced *Ross Poldark* (as *The Return of a Stranger*) followed in 2019 by *Demelza* (as *The Strength of a Woman*). Will they take the series further?

Left: Azbuka-Atticus introduced Russian readers to the saga courtesy of this smart 2017 *Ross Poldark*, with softback editions of *Ross* and *Demelza* following later the same year.
Unauthorised Russian translations of all the Poldarks may be downloaded either individually, as per *The Four Swans*, *The Miller's Dance* or *Bella* below, or (fourth image) a twelve-volume compilation. See also *JACKETS (2A)*, pp. 21-3
Above: as of 2020, Prague publishers Baronet have produced Czech editions of Poldarks I–VIII

(L): The Estonians are up to The Miller's Dance (2021); shown here is The Stranger from the Sea (Varrak, 2020)
Previous page: in Finland, Gummerus began in 2016 with RP as *Kapinallinen (The Rebel)* and concluded in 2021 with *Bella as Laululintu (Songbird)*. All vols. bear Pan's familiar actors'-faces covers with several titles tweaked, as above: thus II is *Demelza's Song*, III is *Accused*, IV *Headwind*, IX *An Invitation to Dance* and XI *A Double-edged Sword*

Right: Könyvmolyképző, Hungary have produced books I (2018) and II (2020, shown) with III promised soon

Left: Sofia's Unicorp have promised a Bulgarian series; published so far are this *Ross Poldark* in November 2020 and *Demelza* in May 2021
Warsaw publisher Czarna Owca (Black Sheep) had Polish translations of all twelve volumes out in good time. This is their *Bella Poldark* (2019)
Four more from Czarna Owca: (i) The Four Swans, 2017 (ii) The Miller’s Dance (iii) The Loving Cup and (iv) The Twisted Sword, all 2018
Czarna Owca also reintroduced slipcased sets to the market: here, I-IV (2017) and VIII-XII (2019), with the same year's V-VII not shown.
Poldark in Romanian: page 95: in 2016, Romanian magazine *Libertatea pentru Femei* (Freedom for Women) published I-IV in paperback (with RP as Beginnings); above: V-VIII from Alma, 2017
Italy: as of 2021, Sonzogno have published handsome paperback and ebook editions of I-X (I-III and IX shown). See them all in JACKETS (2A)
In Turkey, Marti Publications followed up *Ross Poldark* (2016) with *Demelza* and *Jeremy Poldark* a year later but, to date, nothing more since.

Next page: Poldarks I-IV in Ukrainian, Fabula, 2018-19
The publication by Fabula in 2018 of Ross Poldark in Ukrainian brought the total of languages into which WG's work has been translated to twenty-nine. Will they press on with The Black Moon and beyond? Watch this space.

* * * * *

NOTES AND SOURCES

1 And it is remarkably persistent: this screenshot was taken from Amazon.in in 2020:

1 [Link to screenshot]

2 WG's Memoirs of a Private Man, Macmillan, 2003, Book Two, Chapter One
3 Letter dated 16 January 1976 to a Mrs Kilby
4, 5 Photos by Robin Ellis and Colin Antrobus, with thanks
6 For more on this, see LANGUAGES

With thanks to librarians and booksellers everywhere, and Winston Graham

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