

# Newsboy

Jack Bales, Editor  
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Official publication of the HORATIO ALGER SOCIETY,  
a magazine devoted to the study of Horatio Alger, Jr.,  
his life, works, and influence on the culture of America.

*Horatio Alger Jr.*

1832 - 1899



Founded 1961 by Forrest Campbell & Kenneth B. Butler

Volume XXII

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Numbers 11-12

Honoring the 150th Anniversary  
of the birth of Horatio Alger.



Horatio Alger



USA 20c

FIRST DAY OF ISSUE

Popular for his "rags to riches" success stories about the street boys of New York. If you are honest and industrious, no matter the circumstances of your birth, opportunity will present itself and you will attain success.

In this issue, Dick Bales, Jack Bales, and Bob Williman present a systematic study of first day cover collecting, placing particular emphasis on the Horatio Alger commemorative stamp. Highlighting their analysis is a pictorial bibliography of known Alger first day covers. (Cover shown is hand painted, and is one in a limited edition of 500. Manufactured by K. M. C. Venture Co., 2101 Dayton St., Silver Spring, Maryland, 20902, the cover includes the 1952 Newspaperboys stamp as well as the 1982 Alger stamp).

## HORATIO ALGER SOCIETY

To further the philosophy of Horatio Alger, Jr., and to encourage the spirit of Strive and Succeed that for half a century guided Alger's undaunted heroes--lads whose struggles epitomized the Great American Dream and flamed hero ideals in countless millions of young Americans.

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Newsboy ad rates: Full page, \$32.00; half page, \$17.00; quarter page, \$9.00; per column (1" x 3-3/4"), \$2.00. Send ads, with check payable to Horatio Alger Society, to Bob Sawyer, 204 Mill St., Gahanna, Ohio 43230.

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## PRESIDENTIAL CHIT CHATS

by Bob Sawyer

Well, two years have nearly rolled around since I was honored by being elected to the Presidency. The Brad Chase administration left us on the crest of a wave with his fine regime, capped by the issuance of the Horatio Alger stamp. It was a tough act to follow but was made easier by the momentum already built up.

I must say that I've enjoyed it and appreciate the outstanding cooperation of our officers and general membership. There have been no serious crises. We had a record-breaking convention at "COLLECTED IN COLUMBUS." Here we especially honored our Charter Members. Jack Bales continued to issue Newsboy in a manner that did credit to the Horatio Alger Society. We are fortunate to have Jack as our Editor and Carl Hartmann as our Secretary. These are key positions that make the job of being President easy.

I am sure that Eugene Hafner, our Vice President, will step into the Presidency and efficiently continue the affairs of HAS. I have asked Bill Russell to chair the nominating committee and know he will present an outstanding slate of candidates.

Jim Thorp is hard at work as Chairman of our 20th annual HAS convention, to be held May 3-6, 1984. It has just been announced that Mrs. Judy Barton, daughter of our deceased member Dick Seddon, is making his collection available to the members. This fine Alger assortment will be a true high point of the affair. Details appeared in the last issue of Newsboy.

So without taking up more precious Newsboy space, I will say thanks once again and sign off. See you in Nashua!!

[Editor's note: Before Bob leaves office I'd like to say that I have certainly enjoyed working with him! Both he and Carl Hartmann have always made my editorship a pleasant task].

May-June



## BOOK MART

The listing of Alger books in this department is free to HAS members. Thus, it is assumed that all books can be returned if the buyer is not satisfied with them. See August-September 1982 "Book Mart" for criteria in determining condition of books. Please list title, publisher, condition, and price. If book for sale is a first edition, give bibliography used to determine same. (To determine condition of book, see also criteria noted in "Dick Seddon Alger Collection" insert in March-April 1984 Newsboy).

Offered by Harold Yerty, P.O. Box 184, Indio, California 92202.

Harold writes: "These books will be mailed post paid to the first person whose \$50.00 reaches me. They are 25 books and 2 freebies which are complete. Good selection for a beginning collector."

Adrift in N.Y.	Odyssey	Vg	(paper)
Ben's Nugget	NYB	Vg	
Bob Burton	Hurst	Vg	
Bound to Rise	NYB	Vg	(1910)
Chester Rand	MacLell	Vg	
Do and Dare	NYB	Vg	(1909)
Do and Dare	Donohue	G	
Driven from Home	Hurst	P	(free)
Frank's Campaign	Donohue	Vg	
Frank's Campaign	Donohue	G	
Grit, the Y. Boatman	Donohue	Vg	
Harry Vane	NYB	Vg	(1910)
Hector's Inheritance	NYB	Vg	
Helping Himself	Winston	Vg	
Herbert Carter's Leg.	NYB	Vg	(1909)
Jack's Ward	Super.	F-G	
Jed, Poorhouse Boy	Donohue	G	
Only an Irish Boy	NYB	F	(1909)
Paul Prescott's Char.	ALBurt	F	
(1st two pages mimeographed)			
Phil the Fiddler	NYB	Vg	(1910)
Paul the Peddler	NYB	G	(1911)
Shifting for Himself	Donohue	F	
Sink or Swim	NYB	G	(1910)
Slow and Sure	Donohue	P	(free)
The Young Adventurer	NYB	G	
Tom the Bootblack	Donohue	G	

Note: Harold also has for sale the

Van Nostrand Reinhold edition of The Disagreeable Woman/A Fancy of Hers, two copies, each for \$10.00—a savings of \$5.00 each. Both in mint condition with dust jacket.

Andy Desmarais, 52 Willow Street, Keene, NH 03431 wishes to sell his Alger collection of about 125 books/titles. He has some first editions. He writes: "What I would like to do is send the collection to someone who could appraise the books, give me a fair price and then resell them or keep them, as he pleases."

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## IN MEMORIAM

The Horatio Alger Society has lost another of its long time members, Ernest P. Sanford, PF-032. Ernie, as he was known to his many friends in the Society, died in the latter part of January 1984, after a brief stay in the hospital. Details are not known at this time.

He was one of our earliest members and has been active as a book collector most of his life. He was one of 43 remaining charter members honored at our recent Columbus, Ohio convention, though he could not attend because of ill health.

At our 1981 Convention in the Washington, D. C. area he extended an invitation to myself, Ed LeBlanc, Paul Miller, and Carl Thieme to visit him in his home in Falls Church, Virginia. We had all corresponded with Ernie over the years but he had never met us. It was a memorable occasion. We met his wife, Rebecca, and had a long and enjoyable discussion on Alger related topics. We left with our arms loaded with books that he wanted us to have.

My associations with the Alger Society have mostly been very enjoyable. However, the loss of two good friends such as Ernest P. Sanford and Forrest Campbell in one month is one that leaves me saddened. We in the Society have been fortunate to know two such fine Alger disciples. ----Bob Sawyer



## HOW IT ALL BEGAN

by Dick Bales

As you all know, my twin brother, Jack Bales, has been for a long time an Horatio Alger aficionado. So, last August of 1983, when I thought of buying him some Horatio Alger stamp first day covers, I thought that this would be the perfect idea for Jack's Christmas present.

Originally, I planned on buying only a few covers. However, as I perused the many first day cover journals and catalogs, searching for different examples, and as the multi-colored covers began arriving in the mail, I got more and more into the spirit of things.

I decided to try to locate and purchase as many of the Alger covers as I could. I wrote dozens of letters, read through what seemed at the time to be hundreds of ads--before I was done, I had acquired over sixty different covers.

Contrary to what you might think, I did not spend a small fortune to acquire these covers. The vast majority were \$1.00 to \$3.00 in price. Only the hand painted, hand drawn, or hand colored ones were more, and they ranged from \$5.00 to \$6.00 in price. (Now, the postage used to mail all those letters and SASE's--that's another story)!

Jack was certainly pleased with his gift, come Christmas morning--so much, in fact, that he decided to locate the ones I didn't. I helped him to organize a mass mailing to every known first day cover maker. We sent out over 200 letters and self-addressed, stamped postcards! This Herculean effort netted Jack an additional twenty covers.

Along the way Jack developed an interest in the earlier first day covers of the Newspaper Boys stamp of 1952. We first became aware of these when we noted that a few of the Alger covers also had this 3¢ stamp on them as well. Jack decided to try to acquire a representative sampling of these, too, and they are illustrated in this issue of Newsboy as well.

So did we find them all? I don't think so; I am confident that there are others out there. Who knows--maybe the publication of this issue will help to locate a few more!

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FIRST DAY COVERS AND  
THE HORATIO ALGER COMMEMORATIVE STAMP  
by Bob Williman

With the issuance of the Horatio Alger Commemorative Stamp, many Algerites have become interested in the envelopes showing a relevant illustration that have the Alger stamp cancelled on the first day of issue. Many letters have been received from members asking a wide assortment of questions about these envelopes. A great deal of interest has been expressed in collecting envelopes bearing the Alger stamp with different illustrations and in collecting these envelopes for other stamps as well. For many years, first day cover collecting has been popular among stamp collectors. Nineteenth century and early twentieth century first day covers are rare and worth prices in the thousands of dollars, although these covers did not bear any illustration related to the stamp. It was not until about 1920 that envelopes were created specifically for use on the first day of the issue of a particular stamp by the printing of words or an illustration upon its face.

First day covers produced before 1933 are generally termed "CLASSIC" and are much sought after by collectors as few individuals created them before that year. The practice of creating these envelopes and obtaining the special cancel on the new stamp has grown in popularity by leaps and bounds since that time and continues to grow as each new stamp is issued. Philately (stamp collecting) has had many spin-off specialities over the years. First day collecting is but one of them.

Every collecting area has its own terms. It is good to have an understanding of them, so we will start with a definition of terms commonly used by first day cover collectors: A "COVER"



is the envelope or part of a card, label, or outer wrapper which bears the postage and address of the recipient of the mail. It "covers" the material being sent. A "FIRST DAY COVER" (FDC) is one which has been cancelled on the day that the stamp was first officially good as postage. Usually a new stamp is only good for postage at the one city where it was first issued on the first day of its issue. In the case of the Alger stamp, that would be Willow Grove, Pennsylvania on April 30, 1982 ONLY.

Sometimes the postal service will issue a stamp at more than one location on its first day, however. Any of these locations, deemed "official" by the postal service, would qualify the item as a first day cover. Some collectors will purchase new stamps at the issuing city and transport them to other locations where they will become cancelled on the first day of issue of the stamp. Since other post offices are not allowed to sell the stamp until the following day, these covers are known as "UNOFFICIAL" first day covers. Unofficial first day covers of the Alger stamp are known from Natick, Massachusetts and other significant "Alger places," as well as from cities which bear names related to the theme of the stamp, such as "Reading, Pennsylvania." [Editor's note: I have unofficial first day covers from such "Alger places" as Chelsea, Massachusetts and New York, New York].

An item such as a post card or illustration related to the theme of the stamp and bearing the stamp on the same side as the illustration is known as a "MAXIMUM CARD". For example, the Horatio Alger Society post card with the Alger stamp affixed and cancelled "FIRST DAY OF ISSUE" on the side with the illustration of the Alger boys would qualify as a maximum card.

The illustration or printed information on the cover is called a "CACHET" (pronounced "cashay"). Many collectors collect their first day covers by cachet maker and try to acquire just the covers

having his cachet. Some collect by theme. Those who collect this way are referred to as "TOPICAL" collectors. A topical collection could consist of hundreds of possible themes such as birds, flowers, famous women, vehicles, patriots, etc.

It is important to know the Scott Catalog number of the stamp you are collecting, generally referred to as "SCOTT NO.". The Scott No. for the Alger stamp is #2010. This number is found in the Scott Postage Stamp Catalog which is available in any public library. When ordering first day covers one would specify the Scott number and the name of the cachet maker.

Some first day covers will have other stamps besides the one for which the cover was created. These are called "COMBINATION COVERS". The additional stamps will have a related theme and should be cancelled by the postmark cancelling the main stamp. An exception to the first day cancel striking the other stamps would be a cover having the other stamp(s) cancelled on their first day of issue or on some other date of significance to the other stamp(s) at some time previous to the date of the main first day cancel.

Now that we can talk like "old salts" about first day covers and use the correct terms, let's talk about them and about collecting the Algers. I would estimate that there were about 200 differently cacheted first day covers created for the Horatio Alger commemorative stamp. My correspondence indicates that several HAS members are well on their way to obtaining an impressive collection of them. About 200 different cachets is an average number for commemorative stamp issues and about half of that for definitive stamps.

A commemorative stamp is one created primarily to honor some individual or event with its secondary purpose to pay postage. These stamps are usually the larger ones and are only available in sheet form. Usually they are available at post offices for only two or three



months. Definitive stamps have their primary purpose in paying postage. With a few exceptions (such as the Love stamp), these stamps are the smaller ones and are available in sheet, booklet, and coil formats. They are available at the post office for much longer periods of time than the commemoratives.

A warning: It is advisable to purchase first day covers that are unaddressed after 1940 (they are scarce and expensive before then). You might like your name and address on them, but no other collector will. In order for your FDCs to have full value later, they must not have addresses on them. You can use peelable labels or enclose them in another envelope if they must be sent through the mail. Addressed FDCs are worth only about 10% of unaddressed after 1940! Try to get typewritten or neatly addressed FDCs prior to 1940 and expect to pay a little more for them. Everybody likes neat clean stuff in their collections.

Several members have been so attracted to the Horatio Alger first day covers that they have become interested in collecting others, which have themes such as the Newsboy stamp (Scott No. 1015), Famous American Authors set (Scott Nos. 859-863), Salute to Youth (Scott No. 963), 4-H Club (Scott No. 1005), Future Farmers (Scott No. 1024), Children of the World (Scott No. 1085) and others.

Some of us (the writer included) have paid prices that we later realized were too high for Alger volumes when we first started collecting them. It is good to have some general price guidelines if one is to collect first day covers in order to avoid similar bad experiences with them. A fair price for the average Alger FDC would be about \$1.50-\$2.00. Expect to pay a premium for: Limited editions less than 200 (about 25%), less than 100 (about 50%), etc.; first cachet of the maker (about 50%); block of four stamps on one cover (25%), with plate number, Mr. Zip, or "mail early" inscription (50%); hand-painted cachets (up to 100%), depending upon quality;

single stamps with extra selvage, bearing plate number, Mr. Zip, or "mail early" inscription (25-50%). Combination covers, 20% per additional stamp. If the additional stamp(s) are also cancelled on their first days, then 50%. Maximum cards usually go for a 50% premium.

Good sources for first day covers are found in Linn's Stamp News, a weekly paper available at local libraries, stamp dealers, or by subscription (Box 29, Sidney, Ohio 45367) and the journal of the American First Day Cover Society (First Days), [Membership Secretary, 203 Village Way, Brick, NJ 08723]. I am a member of AFDCS. Any HAS member wishing to join AFDCS may use me as a reference. Dues are \$10.00 per year.

This article has been a compilation of many of the answers given to HAS members' letters to me. I will be happy to try to answer any questions from members who write to me on this subject.

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#### COLLECTING FIRST DAY COVERS FOR FUN AND PROFIT by Dick Bales

Possibly, after reading this issue of Newsboy, you, the Horatio Alger enthusiast, may decide to collect first day covers. This is, however, not as easy as it sounds. One only has to glance through a copy of First Days, the journal of the American First Day Cover Society, to realize that there are many different types of first day covers and dozens upon dozens of cover manufacturers that currently design and sell first day covers. The question arises, then, "What to collect?" Hopefully, this article, though a broad overview, will aid you in deciding.

Some collectors shun the current issues in favor of those covers of years gone by. For example, some people specialize in covers issued during the so-called "Classic" and "Neo-classic" period--1923 through 1939. Many of these are scarce and command high prices. Other collectors (myself included) further specialize by trying to



acquire just those covers issued during Chicago's Century of Progress--the Exposition of 1933-34. Still others specialize by collecting the works of only one of the older cover makers. Some of these "pioneers" are the subjects of books that catalog all known covers that they designed.

Or, you may decide to collect current first day covers. Here again, you may want to acquire only those covers designed by one cover maker. If this is the case, you should become a member of the American First Day Cover Society and thus receive a subscription to First Days. (Actually, in any event, membership in this Society is a must if you want to keep abreast of the hobby. Write Linda Hassa, 203 Village Way, Brick, NJ 08723 for membership details. Another good publication is Inside Coverage--write Collegiate Enterprises, Box 1000, Lemont, PA 16851). Then, read through First Days and examine the many ads. Read Inside Coverage too. Send for a few covers that strike your fancy. Then, and only then, make up your own mind as to what you like.

You may want to collect only hand painted or hand drawn cachets. (The cachet is the drawing on the cover--the envelope). These generally cost more than the printed covers, due to the extra time involved in producing them. The hand painted covers illustrated in this Newsboy include the one on the cover, plus numbers 1, 10, 15-17, 22-23, 26, 41, 43, 46, 53, 55, 57, 71, 74, and 77. (See also #54). Or, the "combination covers" or "combos" may be the ones that you like. These are first day covers that have one or more additional stamps that are related to the "primary" first day stamp. There are two types of combos illustrated here. One uses the Newspaper Boy stamp of 1952 as a "tie-in," while the other uses additional stamps that depict other great American authors. See the cover on the first page and the Artcraft cover on page 10 (number 3) for two good examples of combos.

Many collectors specialize in "unofficials." Some time should be spent here in explaining this term. The "official" postmark of the Alger stamp was Willow Grove, PA--the site of the 18th Horatio Alger Society Convention. Some cachet makers go a step further and affix an additional stamp to a cover and have this stamp postmarked at a different location which somehow "ties in" to the subject of the stamp, much like the aforementioned combos. Others may simply have the one stamp postmarked in this "tie-in" city and have no "official" postmark at all. Please note, though, that as long as this "unofficial" postmark is dated the first day of issue, it is still a first day cover.

A fine example of an "unofficial" postmark is the Alger stamp with the "Reading, PA" cancel! (One of my personal favorites is a cover of the recent Babe Ruth stamp that was cancelled--where else?--but in Homer, IL)! Those covers that have unofficial cancels include numbers 8, 14, and 51. Unfortunately, the term "unofficial" denotes a meaning of "not as good" or "less than adequate." This is certainly not the case!!

I feel strongly that with any collecting hobby you should collect what you want to collect, and not solely for investment purposes. However, should you wish to collect current first day covers that have a good chance of appreciating in value, these are some factors that you may want to consider:

Look for covers that are issued regularly, in a fairly limited quantity. I am hesitant to arbitrarily select a number, for fear of excluding an otherwise excellent cover. Suffice it to say that there are some manufacturers out there that currently produce thousands of each cover. It seems reasonable to say that the greater the number of covers, the less the demand.

Multi-colored cachets, as compared with cachets that are all one color or



just black--no color at all--seem to be more in demand.

You may denote that throughout this article I have not really taken a stand on any one issue; I have not said "this is junk," or, "this is a sure winner." This is not because I do not have any personal preferences--quite the contrary, I do indeed. However, I have purposely avoided stating my preferences for two reasons: one, it is just that--a personal preference, and I see no reason why I should foist my beliefs onto someone else. Secondly, I must state that I am a relative newcomer to this hobby, and I am afraid that my stating my opinions may make me sound like an expert--which I am not.

However, all that ends now! I do want to state just one opinion: that is, to avoid at all costs those firms whose ads generally appear in non-philatelic magazines and advertise first day covers with words like "true heirlooms," "one-of-a-kind," "your family will treasure these for years to come," and "these covers come with an album for easy storage and display of your works of art."

THESE ARE RIP-OFFS!!!! You will end up paying a high price for covers that simply are not worth the money you pay, that, indeed, could be purchased for much, much less from a dealer.

Finally, if, after reading this article, you are thinking: "Okay, okay, enough is enough--all I want to do is own a few different types of Alger first day covers--where can I get them?" There are a number of dealers that sell more than one line of covers. However, I am personally aware of the fine selection of different types of Alger covers that Gerry Adlman has in stock. Write Gerry at P.O. Box 59, Larchmont, New York 10538 for details on types and prices.

[Editor's note: My special thanks go to both Dick and Bob for their much appreciated articles that help "round out" this Newsboy on Alger first day covers].

# HORATIO ALGER FIRST DAY COVERS: A SUMMING UP by Jack Bales

Just a few more words before I present this new "Alger bibliography." These Alger first day covers are all from my collection. Though hundreds of hours have gone into the acquisition of them (mostly that of my brother!), I don't deem the collection complete--Dick just sent me some more cachet makers, and I'll soon write them to see if they made any Alger FDC's. Steve Caddick, 21 Hillcrest Ave., Seekonk, MA 02771 had an Alger cover, but they are sold out. Two cachet makers told me that they print their covers carefully by hand, and that--although the envelopes are stamped--the cachets won't be ready for a year or more! One company had its collection destroyed in a fire.

All of the covers are numbered, and the numbers are keyed to the relevant descriptive information, located at the bottom of each page. NOTE: Prices are occasionally given, but prospective buyers should write to verify them as they are subject to change. Remember to include SASE!!

Note that the erroneous birthdate of 1834 sometimes appears on the covers. Also, since some biographical reference books include in their entries on Alger a picture of--get this!--a photograph of his brother-in-law, Amos Cheney, instead of Alger, this picture also appears on some cachets. Note the photograph on the next page, taken from the McGraw-Hill Encyclopedia of World Biography. This identical photo is correctly identified as Cheney in Ralph Gardner's Alger biography. In fact, Gill Craft Cachets made two Alger FDC's--one with the Cheney photo, and, after Bob Williman informed them of their mistake, a corrected cachet. (Bob now owns the original art work of the real Alger FDC, and he wrote an article on the Gill Craft cachets for the August 15, 1982 issue of First Days. The Gill Craft cachets bear the identifying numbers 4 and 5--see page 10 in this issue).



Of course, to save space, in most cases I have not printed the entire cover, but only the cachet. Also, I have occasionally "moved over" unofficial postmarks to show them next to the cachets, and sometimes--in the case of many identical cachets put out by the same FDC maker--included the cachet only once, and placed the unofficial postmarks alongside it. The "Gamm" cachets are excellent examples of this last point. I have numerous Gamm FDC's, all with the identical cachet, but with different postmarks.

Enough writing! I hope--and so does my brother and Bob Williman--that this "Bibliography of Horatio Alger First Day Covers" will open up a new collecting avenue for HAS members. As for me, it has helped tremendously to "rejuvenate" my Alger interests.

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Horatio Alger. (Library of Congress)

#### BIBLIOGRAPHY OF HORATIO ALGER FIRST DAY COVERS



1

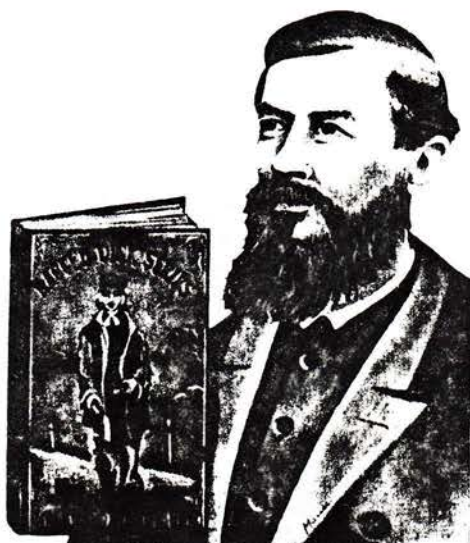
#### Horatio Alger



2

- 1 -- Pugh Cachets, Julian Pugh, Box 1269, Spring, Texas 77373. Handpainted cachet; number 33 out of limited edition of 67; includes insert with biographical information on Alger.
- 2 -- Doris Gold Cachets, 8036 N. Knox Ave., Skokie, Illinois 60076. \$1.50. Wording on cover is: "Ragged Dick Series / by / Horatio Alger, Jr. / Rough and Ready / Luck and Pluck / Phil the Fiddler / Tattered Tom / And More / Rags to Riches Stories".





HORATIO ALGER

An American Author Whose Novels And  
Biographies Of Juveniles Were Both Popular  
And Influential.  
FIRST DAY OF ISSUE



HORATIO ALGER

An American Author Whose Novels And  
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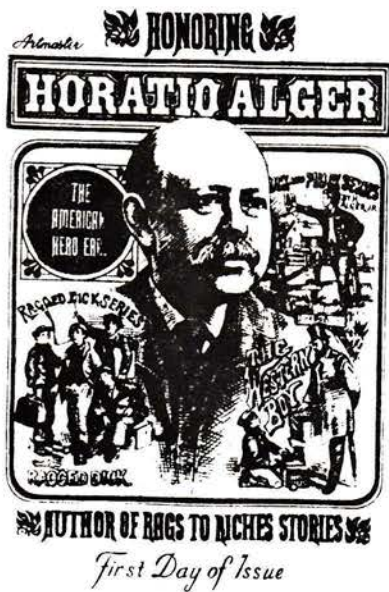


3 -- Artcraft, Washington Press, Florham Park, NJ 07932. "Combo" cover with other authors (clockwise from lower right): Edith Wharton, Willa Cather, Joel Chandler Harris, John Steinbeck, Edna St. Vincent Millay. Cover available also as a single FDC @ \$1.50.

4 and 5 -- Gill Craft Cachets, P.O. Box 62224, Virginia Beach, VA 23462. These two cachets are described on page 8. Cost is \$1.25. Writing on book is: "Ragged Dick Series / Mark the Match Boy".



6



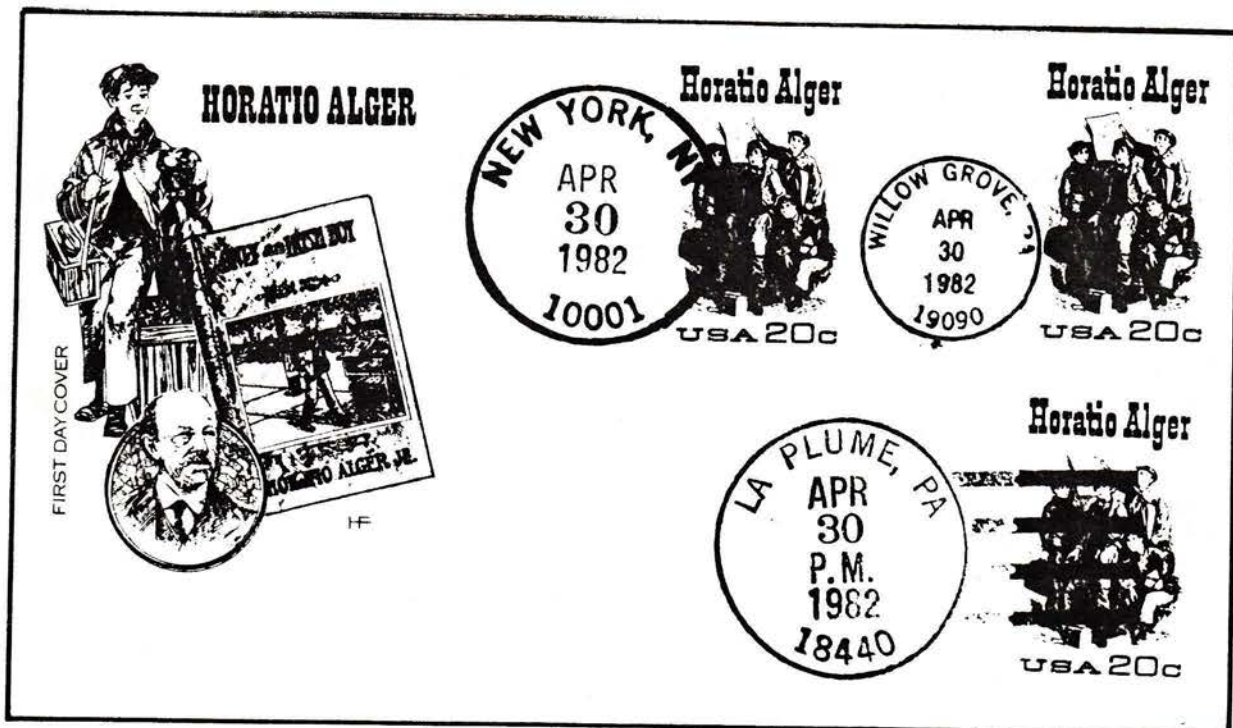
7



**Horatio Alger**

His uplifting rags-to-riches stories inspired young boys to strive for success.

8



- 6 -- Artmaster, P.O. Box 7156, Louisville, KY 40207.  
 7 -- Fleetwood Cachets, Unicover, Corp., One Unicover Center, Cheyenne, Wyoming 82008-0001. Cover has biographical information on back.  
 8 -- House of Farnam, John Halliday, P.O. Box 4846, Whittier, CA 90607-4846.  
 A good example of an "unofficial first day cover," with all three postmarks being April 30, 1982. ("La Plume" is French for "the pen").



# HONORING HORATIO ALGER

Author 1832-1899

First Day  
of Issue



9 Ragged Dick Series

*Entrepreneur of the Streets*

LAND'S END 18

Horatio Alger



10

RAGS to RICHES

THE DECORATIVE TITLE PAGE OF  
AN EARLY EDITION OF



12

THE FIRST OF A SERIES OF SIX NOVELS

HORATIO ALGER, JR.

1832 - 1899



13

AUTHOR  
OF BEST-SELLING  
RAGS-TO-RICHES  
INSPIRATIONAL  
STORIES FOR BOYS

DURING THE SESQUICENTENNIAL  
YEAR OF HIS BIRTH

# Horatio Alger

11 Author of rags-to-riches stories gains  
honor on stamp picturing characters

- 9 -- Land's End Cachets, Cemetery Rd., Thornton, WV 26440. \$1.55; number 6 out of limited edition of 9; has insert with biographical information on Alger.  
10 -- Animated Covers, 2304-74th Ave. W., Edmonds, WA 98020. Handpainted cachet.  
11-13 -- LGS Cachets, Leonard Sautter, 1309 Land Title Bldg., Philadelphia, PA 19110. Unmarked cachets; other Sautter covers have cachets featuring Philadelphia scenes.



# Horatio Alger, Jr.

1832-1899

RAGGED DICK SERIES  
BY  
HORATIO ALGER JR.



14

## MARK-MATCH BOY

Horatio Alger, Jr. — Born in Revere, Massachusetts on January 13, 1832, he was raised on the Bible and the sermons of his Unitarian minister father. While attending Harvard University he was exposed to good literature and acquired his interest in writing. Graduating from Harvard Divinity School he was appointed pastor of the Unitarian Church in Brewster, Massachusetts, but soon moved to New York City where he continued writing short stories of the exploits of Civil War soldiers, followed by his many novels featuring youthful heroism. The up-front morality of his books assured parental approval of their purchase and of his financial success. Although his novels are scarcely remembered today, the myth which grew from them assures the author a kind of immortality.

GAMM



15

Ham



16

1754000

- 14 --- Gamm Cachets, P.O. Box 23, Larchmont, N.Y. 10538. The Gamm cachet is shown with some of the unofficial postmarks that are on my numerous Gamm covers. Prices start at about \$1.50. Gamm also offers combination covers.
- 15 --- Ham Cachets, Lois Hamilton, 3834 Tri-City Beach Rd., Baytown TX 77520. Hand painted; number 22 out of limited edition of 300; \$8.00 single; \$9.00 block.
- 16 --- Kribbs' Kovers, P.O. Box 142, Brunswick, GA 31521. Hand drawn; number 5 out of limited edition of 45; \$7.50.





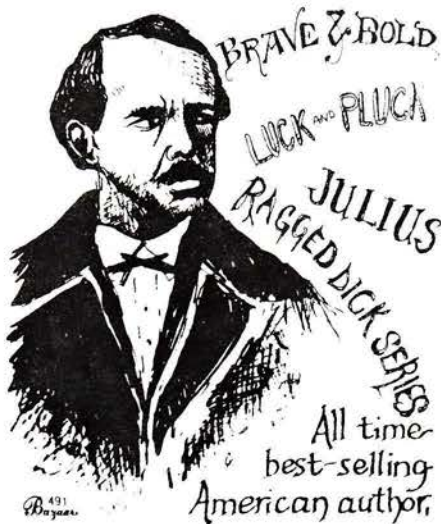
Born Jan. 13, 1832, he was graduated from Harvard University and the Harvard Divinity School. But after two years as a Minister, he became a writer. *Ragged Dick*, 1867, based on conditions he saw at the Newsboys Lodging House, New York, became an instant success, and he followed with more than 100 other books on the "risen from the ranks" theme. Critics complained that his plots were "all the same" but kids, and many adults, loved the exciting stories. Alger died on July 18, 1899.

Text: Charles A. Wright Cachet: Torkel Gundel

17

## Horatio Alger

1832-1899



18

## HORATIO ALGER



NOVELIST OF THE  
AMERICAN DREAM

19



20

Horatio Alger, an American author, is noted for his famous series of books about boys who always rose from "rags to riches".

Like Alger, Mark Twain is also an American author who wrote books about boys - Tom Sawyer, Huckleberry Finn and The Prince and The Pauper.

Postmark: 1940

FIRST DAY OF ISSUE

HONORING

## Horatio Alger

AUTHOR



21

- 17 -- Torkel Gundel, 5018 Wilson Ave., Chicago, IL 60630. Hand painted; limited edition of 45; \$5.00.
- 18 -- Bazaar Cachets, 10 Mt. Auburn St., Watertown, Mass. 02172.
- 19 -- Alan M. Diamant (formerly Billings), 9220 Mintwood St., Silver Spring, MD 20901. \$1.30.
- 20-21 -- Carrollton Cachets & Colonial Cachets, P.O. Box 2068, Huntington Station, Shelton, Conn. 06484. \$1.00 each.



OFFICIAL FIRST DAY OF ISSUE  
APRIL 30, 1982

22



WILLOW GROVE, PA.

23

No. 26 of 49 James B. Pringley



**HORATIO ALGER JR.**  
Author ~ Rags to Riches Stories

*First Day of Issue*

24



Honoring  
**HORATIO ALGER**  
1832 - 1899

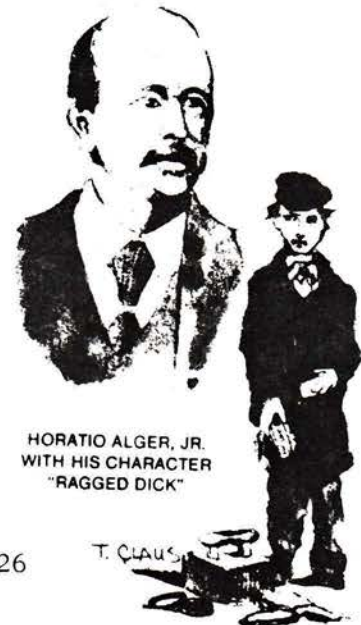
25



Honoring  
**HORATIO ALGER**  
on the 150th Anniversary  
of his birth  
1832--1982

*Lorstan*

26

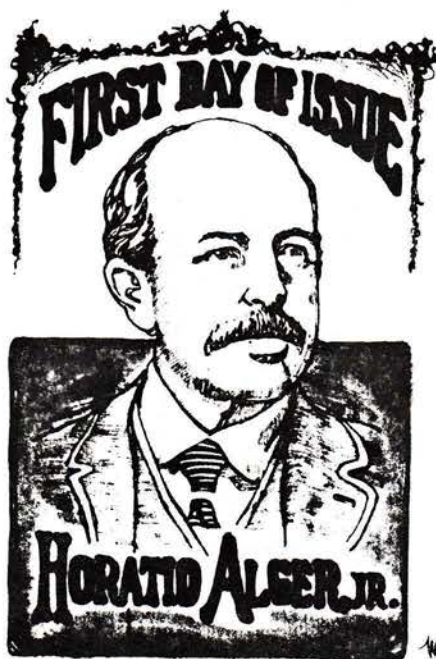


HORATIO ALGER, JR.  
WITH HIS CHARACTER  
"RAGGED DICK"

T. CLAU

- 22 -- Collins, P.O. Box 2000, Hewitt, NJ 07421. \$5.50; hand painted.  
23 -- Paslay Classic Cachets, 803 Lucerne Dr., Spartanburg, SC 29302. \$3.00; hand colored; number 26 out of limited edition of 49.  
24 -- Fulton Stamp Co., % Ron Traino, P.O. Box 44, Fulton, NY 13069.  
25 -- Lorstan, P.O. Box 238, Stratford, Conn. 06497.  
26 -- Watercolor Cachets, 822 Glenwood Ave., Hastings, NE 68901. \$2.50; hand painted; number 40 out of limited edition of 130.





27

150th Anniversary  
of the Birth of  
**HORATIO ALGER**  
1832-1899



Aristocrat Cachets

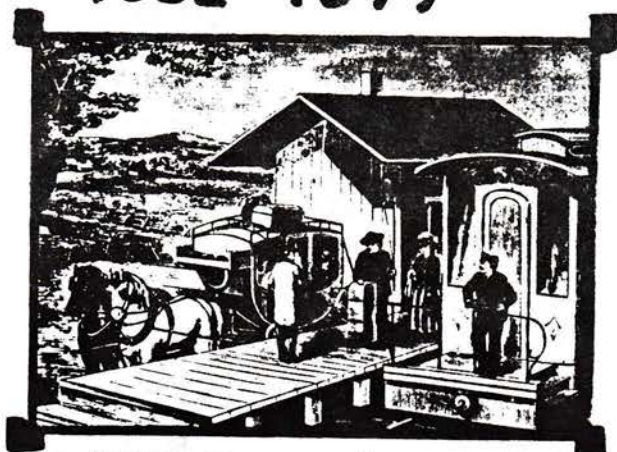


Horatio Alger, Jr., was the first of five children born to Horatio Alger, Sr., a New England Unitarian minister and his wife, Olive Augusta. The young author graduated from Harvard's Divinity School in 1860, became a minister himself but resigned to devote all of his time to writing. *Ragged Dick*, or *Street Life in New York* established Alger as a best-selling author of books for boys. Several series such as *Luck and Pluck* and *Tattered Tom* added to his popularity. The publication of *Phil the Fiddler* led to the establishment of the New York Society for the Prevention of Cruelty to Children and legislation to punish abusers of children.

28

FIRST DAY OF ISSUE:

**HORATIO ALGER**  
1832-1899



■■■ "RAGS-TO-RICHES" NOVELIST ■■■  
**Garik**

29



HORATIO ALGER

30

27 -- Marg, Shea Advertising, Inc., 159 Linden St., Wellesley, Mass. 02181.

28 -- Aristocrat Cachets, % Gala Stamps, 4914 Fitzhugh Ave., Richmond, VA 23230.

29 -- Garik Cachets, % Gary E. Dubnik, 1489 Canterbury Rd., Lakewood, NJ 87013.  
number 104 out of limited edition of 150.

30 -- New Direxions, P.O. Box 515, Yorktown Heights, NY 10598. \$1.30.

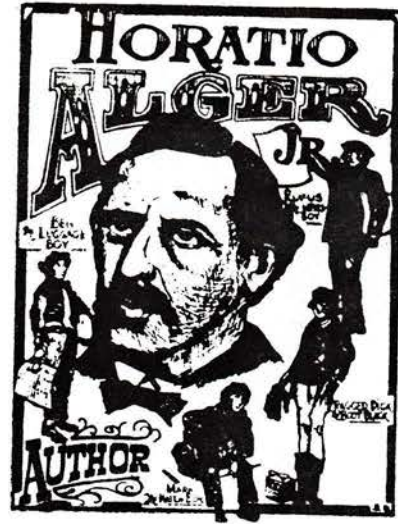


## Horatio Alger Jr.



31

## FIRST DAY OF ISSUE



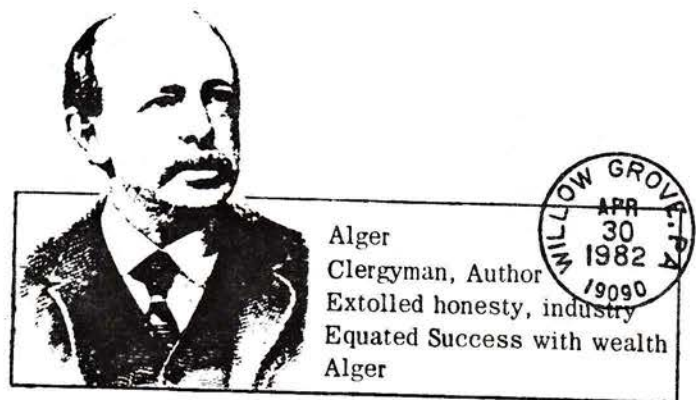
32

## Horatio Alger



First Day of Issue

33

Horatio Alger  
(1832-1899)

Cinquain - 8

34

- 31 -- Tudor House, 1925/29 N. Main St., Dayton, Ohio 45405.  
 32 -- Jack Davis, P.O. Box 4837, Hampton Station, Baltimore, MD 21211.  
 33 -- Colorano, P.O. Box 274, E. Norwich, NY 11732. \$1.50. (This is a gorgeous cover, due to the colors and "silk-like" appearance of the cachet).  
 34 -- Cinquain, Shannon Covers, % Gerald Shannon, P.O. Box 14474, West Allis, Wis. 53214.



HIS THEME OF "STRIVE & SUCCEED  
INSPIRED THE YOUTH OF AMERICA



OFFICIAL CACHET of The Horatio Alger Society and The  
Horatio Alger Association of Distinguished Americans.

35



OFFICIAL CACHET of The Horatio Alger Society and The  
Horatio Alger Association of Distinguished Americans.

36



MARK THE MATCH BOY  
1869

OFFICIAL CACHET of The Horatio Alger Society and The  
Horatio Alger Association of Distinguished Americans.

37

Horatio Alger



RUFUS THE NEWSBOY  
1869

OFFICIAL CACHET of The Horatio Alger Society and The  
Horatio Alger Association of Distinguished Americans.

38



BEN THE LUGGAGE BOY  
1870

OFFICIAL CACHET of The Horatio Alger Society and The  
Horatio Alger Association of Distinguished Americans.

39



20c Commemorative Stamp  
Issued April 30, 1982

40

- 35-39 -- Bob Williman, 12437 Kemmerton Lane, Bowie, MD 20715 (or write Horatio Alger Society, Box 415, Bowie, MD). 5 cachets--shown here reduced in size--on 5 FDC's, set of 5 is \$10.00. These are the "official cachets of the Horatio Alger Society and the Horatio Alger Association of Distinguished Americans."
- 40 -- Namake Cachets, 242 Harmony Court, Warwick, RI 02889. \$1.35; number 22 out of a limited edition of 24.





IN HORATIO ALGER'S BOOKS, NEWSBOYS AND SHOESHINE BOYS ALL BECAME SUCCESSFUL AND RICH. HOW COME WE'RE NOT MILLIONAIRES??

41



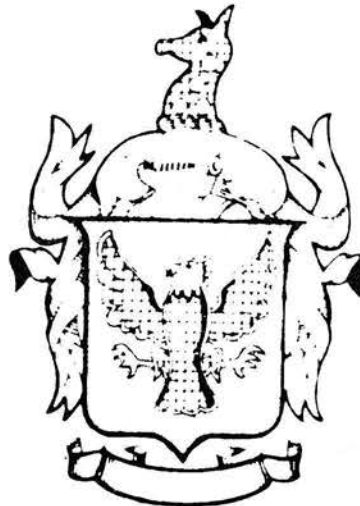
42



Horatio Jr. ALGER  
Born Friday the 13<sup>th</sup> January 1832.  
His father, Horatio Sr., was a  
minister and dreamed of his son  
following in his footsteps. He,  
however, preferred to write and in  
his lifetime wrote over 100 books.

C. Murry

43



K. W.

Alger  
Coat of Arms

44

- 41 -- Comic Cachets, % James H. Riggs, 30 Lanesboro St., Binghamton, NY 13903. Hand colored (\$3.50); regular (\$1.50).  
42 -- Andrews Cachet, P.O. Box 1808, Asheboro, N.C. 27203. Number 1389 out of a limited edition of 2500.  
43 -- CM Cachets, % Carole Murry, P.O. Box 4, Bradford, PA 16701. Hand drawn and watercolored, number 5 out of a limited edition of 49; \$5.00.  
44 -- Kathie Williman, 12437 Kemmerton Lane, Bowie, MD 20715. \$2.00.



45



46



### *Horatio Alger Society*

To further the philosophy of Horatio Alger Jr. and to encourage the spirit of *Strive & Succeed* that for half a century guided Alger's undaunted heroes - lads whose struggles epitomized the Great American Dream and flamed hero ideals in countless millions of young Americans.

1932



1982

18th Annual Convention  
Willow Grove, Pa.

47

### HORATIO ALGER

1832

1899



THE AMERICAN DREAM:

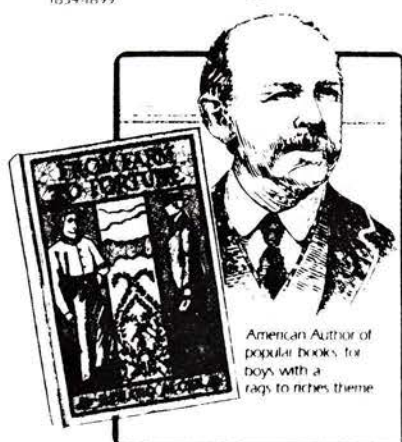
FROM RAGS TO RICHES

48

- 45 -- Quadricolorplus (unmarked cachet), Clyde Sarzin, Port Washington, N.Y. 11050.  
 46 -- Wood Craft'd Cachets, % William C. Copeland, Box 649, Yorktown, VA 23690.  
 Handprinted using woodcuts, \$2.25; number 13 out of a limited edition of 62.  
 47 -- Designed by Jerry Friedland, 6 Elyse Rd., Monsey, N.Y. 10592.  
 48 -- JWL Cachets, % Jay Lounsbury, P.O. Box 360, Dunkirk, MD 20754. \$1.25.



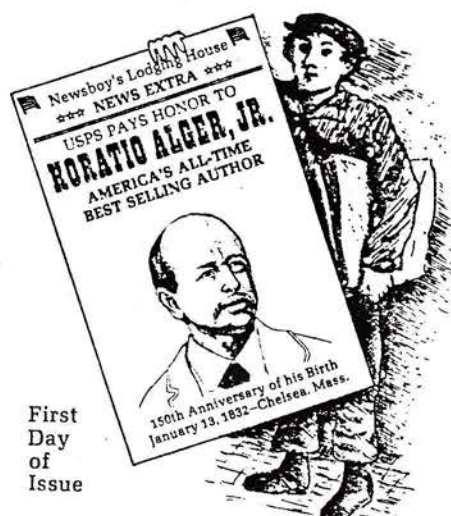
*Honoring*  
**Horatio Alger**  
1834-1899



49



51



Horatio Alger, whose name is synonymous with the American Dream, has taught generations of American youth to believe great success and wealth were inevitably consequent upon hard work and virtue.

COLINS

50



JLP Cachet

52

- 49 -- Cover Craft Cachets, Box AA, Paterson, N.J. 07509. \$1.30; has insert with biographical information on Alger.
- 50 -- SOS Covers, % Sheldon O. Schwartz, P.O. Box 714, New York, N.Y. 10163. \$2.75; has insert with biographical information on Alger.
- 51 -- Globe Covers, % Henry H. Bessler, 40 Hilltop Drive, Burlington, Mass. 01803. \$1.75; approximately 20 covers made. Unofficial cancel at Chelsea, Mass. Floral cachet from inside cover of old Alger book from Burlington, Mass. library.
- 52 -- JLP Cachet, % John LaPorta, 3604 S. Home Ave., Berwyn, Ill. 60402. \$1.25; 100 covers made.



First Day Cover



E. Slyter '82



*Horatio Alger - Author  
He often used the  
"Strive & Succeed"  
plot in his writings*



56

- 53 -- Slyter Cachets, % Eleanor M. Slyter, 207 Addison Place, Addison, N.Y. 14801. \$4.00; hand painted, number 49 out of a limited edition of 50.
- 54 -- William Roy Rice, 773 Lower Donnally Rd., Charleston, W. VA 25304. \$3.00; Original linoleum block, number 3 out of a limited edition of 6.
- 55 -- Langer Cachets, % Ernest E. Langer, 1206 14th St., Monett, Missouri 65708. \$5.00 (for block); \$4.00 (for single); hand painted after printing, hand made envelope, 31 covers made.
- 56 -- Metropolitan FDC Society, P.O. Box 535A, Madison Square Station, New York, New York 10159. \$1.00; number 83 out of a limited edition of 200.



57

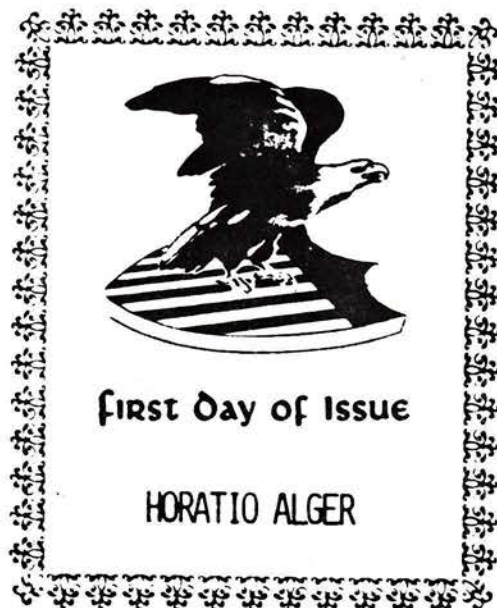


58



"All right, all right—let's not ham it up."

59



60

57 -- Ralph Dyer, 25 N. Drive, Pine Hill, N.J. 08021. \$5.50; hand drawn and hand colored.

58 -- Bart Cachets, Ltd., % Bart Ruff, 403 Locust Lane, State College PA 16801. \$2.50.

59-60 -- Two "George Alexander" cachets (address unknown); \$4.00.



# Horatio Alger

1834  
1899

American  
Author

FIRST DAY  
OF ISSUE



"BRAVE and BOLD"  
New York Weekly, August 5, 1872

61

## A NEW YORK BOY by HORATIO ALGER, JR.

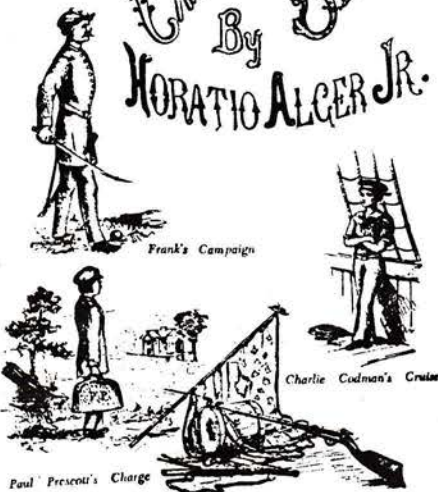


Horatio Alger  
FIRST DAY OF ISSUE



62

## The CAMPAIGN By HORATIO ALGER JR.



63

HORATIO ALGER  
1832-1899



G. B. Jester

64

FIRST DAY OF ISSUE

### Honoring



HORATIO ALGER



RON MYERS CACHETS

65

- 61 -- Spectrum Cover, P.O. Box 293, Old Bridge, N.J. 08857.  
 62-63 -- HM Covers, % Hank Mezzack, [P.O. Drawer X], 2912 Trainor Lane, Bowie, MD 20715. \$1.50.  
 64 -- Jester Cachet, % Gary Jester, P.O. Box 3225, Portsmouth, VA 23701. \$2.50.  
 65 -- Ron Myers Cachets, % Ronald J. Myers, 662 N. Market, Van Wert, Ohio 45891. \$0.50.



GAGE'S COINS &amp; STAMPS

66

## FIRST DAY OF ISSUE

### HORATIO ALGER

A popular American author in 1860's who became noted for the Ragged Dick series of books about street boys of New York City is honored on his 150th birthday by this commemorative stamp.

WDM

67



68

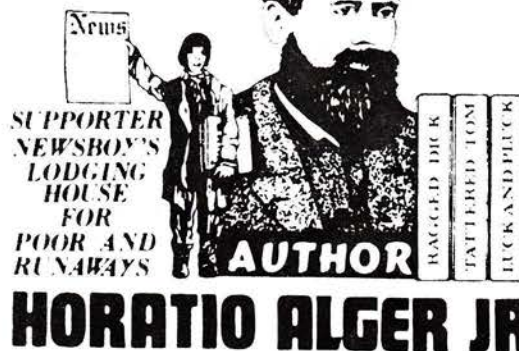
## HORATIO ALGER



69

72/500 CHACZYK

## FIRST DAY 1982



70

- 66 -- Gage's Coins and Stamps, 1507 White Blvd., Murfreesboro, Tenn. 37130. \$1.49.  
 67 -- Wayne D. Mehl, R. R. 1, Lorraine, Kansas 67459. \$0.50. 12 covers printed.  
 68 -- JG Cachets, % Jim Gay, 6 Pine Tree Road, Garrett, Indiana. 46738. \$1.50.  
 69 -- Chaczyk Cachets and Covers, P.O. Box 10097, Detroit, Mich. 48210. \$1.25.  
 Number 72 out of a limited edition of 500.  
 70 -- Frank Adams, P.O. Box 1027, Tuscaloosa, Ala. 35483. \$1.25.



*First Day of Issue*

T M Historical Covers

71



1832

HORATIO ALGER, JR.  
AUTHOR • MINISTER

1899

72



73



74

- 71 -- TM Historical Covers, % Thelma Mayer, 62-11 Dieterle Crescent, Rego Park, N.Y. 11374. \$1.70 for ordinary printed cover (I have number 69 out of limited edition of 77); \$6.70 for hand painted cover (I have number 21 out of 77). Same cachet for both covers--the one shown is the "plain" cachet.
- 72 -- Bill Ressler Cachets, P.O. Box 1037, LaGrange Park, IL 60525. \$1.25. (NOTE: Bill Ressler Cachets is no longer in business).
- 73 -- Robinson Stamps, P.O. Box 123, Port Reading, N.J. 07064. \$1.50.
- 74 -- Marilyn J. Nowak, P.O. Box 66, Gravesend Station, Brooklyn, N.Y. 11223. \$2.00; hand painted, with 3 Alger titles printed on the spines of the last 3 books: "Ragged Dick 1867 / Luck and Pluck / Tattered Tom".



75

Horatio Alger  
1834 - 1899



Author of Rags to Riches type stories such as  
the *Ragged Dick Series* & *The Western Boy*.  
He inspired many with his American Hero  
Adventures written mostly for boys.

76



77

75 -- HM Covers (see cachets numbered 62 and 63 for address). \$1.25.

76 -- An "Elite" cachet. (No address known at this time. Shown here in reduced size). \$1.25.

77 -- A "Ralph Dessem" cachet (No address known at this time). Hand painted. \$4.95.

These are the cachets of the Horatio Alger first day covers in my collection. Of course, additions to my collection are always welcome, and I would appreciate any tips on cachet makers I have overlooked. A supplement to this listing may be published in the future. ----Jack Bales, Editor, Newsboy.

Some HAS members have expressed interest in the 1952 Newspaper Boy stamp. Here are some of the various cachets from first day covers in my collection. One cachet, however, is not of the Newsboy stamp but from a Joseph Pulitzer first day cover and bears a picture of a newsboy.



First Day  
of Issue





NEWSBOYS Are Shouting  
Busy Boys are Better Boys



October 4, 1952

PHILA. PA.

FIRST DAY OF ISSUE



FIRST DAY COVER



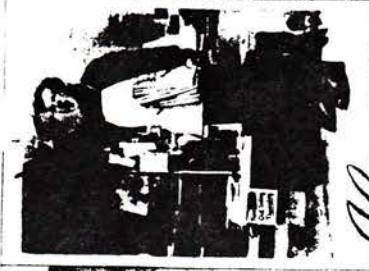
*Honoring America's*  
**NEWSPAPERBOYS**

for their faithful service to the public and their  
country and for their devotion to the task of pre-  
paring themselves to be useful, responsible citizens.



FIRST DAY  
OF ISSUE

FIRST DAY  
OF ISSUE



*Honoring the*  
**NEWSPAPER BOYS**  
*of AMERICA*

Art Craft



FIRST DAY OF ISSUE

Issued in honor of the NEWSBOYS of AMERICA



FIRST DAY OF ISSUE

HONORING THE NEWSBOYS of America

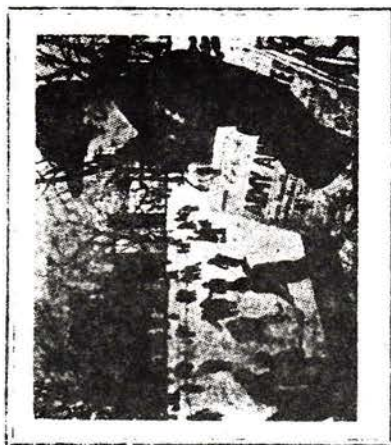


THE NATION'S KNOWN BUSINESS MAN

FIRST DAY OF ISSUE



NEW BOY



HONORING THE NEWSBOYS OF AMERICA



NEW BOY





## HONORING NEWSPAPER BOYS OF AMERICA

### Honoring the Newsboy

The newspaperboy, long a symbol of American youth's grit and self reliance, is being honored by a special issue U. S. postage stamp October 4, 1952. The date of its appearance is being marked by a meeting in Philadelphia of members of the International Circulation Managers Association and Regional Circulation Managers. The newsboy stamp bears the image of a boy delivering his papers, a group of homes in an average community and a torch, the symbol of free enterprise, upheld by a hand.

### LETTERS

Letters to the Editor are welcome, but may be edited or condensed due to space limitations.

2019 SE 8th St.  
Des Moines, IA 50315  
March 26, 1984

Dear Jack,

Hope you are well. Spring has sprung in Iowa; we can tell because the snowstorms have gotten worse. I personally don't consider winter over until after we've had our last April blizzard!

Received the Newsboy, and read your article on racial stereotyping. Of course, you could have written an entire issue on the subject and still never really covered it. It can be debated endlessly. And, having said that, I would like to add a couple of my own thoughts:

You mentioned that you couldn't think of more than two books in which Alger used a black as a major character. I don't know if you'd consider him major or not, but I seem to recall that the young fellow in Ralph Raymond's

Heir was rescued from drowning (or murder, in that case) by an old black man. Personally, I think saving the hero from a watery demise is a major act, but he certainly took up no more than a few pages in the entire story.

And then there's the "mammy", Juba, in A Cousin's Conspiracy, who is extremely devoted to the outlaw's little boy, and is present for a couple chapters. By the way, perhaps in regard to Alger's own ideas about blacks, one could refer to the following conversation, in chapter XX:

" . . . I's a poor, ignorant nigger. Never shall know nuffin', I expect."

"Don't you think you could learn to read, Juba?"

"No, I couldn't. It takes white folks to read."

"No; Juba, when I went to school there was a colored boy in my class, and he was one of the smartest scholars we had."

"And was he a nigger?" asked Juba, interested.

"We didn't call him that, but he was a colored boy. If he could learn to read, I am sure you could."

But I could go on and on, citing



examples from dime novel literature all the way through to modern sitcoms in discussing the portrayal, stereotyped or otherwise, of the world's races. And I think many of the readers would be surprised to find that "the more things change, the more they stay the same."

Take care,

Gil O'Gara

-----  
703 S. W. 18th Street  
Boynton Beach, FL 33435  
March 29, 1984

Dear Jack,

I'm quite overdue with this letter, but somehow the days seem to slip away one by one as the resolution to "write tomorrow" moves along with them.

The latest Newsboy arrived a few days ago. Your article on the racial stereotypes in Alger's fiction was good, but a bit skimpy. If I had known that you had such a subject in mind I'd have been glad to furnish you with material from the 3,500 or more extracts taken from all of Alger's books, which I did a few years ago. Perhaps after I get moved and settled in my new home you might be interested in doing a second article on the same subject. A good example you neglected to use was the one found in "The Blue Sash!" that was reprinted in the January-February issue.

I noticed that the cover illustration of the latest Newsboy is the same picture that earlier appeared on page 13 of the October-November 1982 issue. The tone of the latest reproduction of this picture is much better, and it certainly gives an interesting view of some of Alger's young friends.

A couple of days ago I met Lord Harold Wilson, former Prime Minister of Great Britain. He autographed a book for me with a personal inscription at the time. It was a book on the history of England.

Hoping to hear from you soon, I

remain,

Respectfully yours,

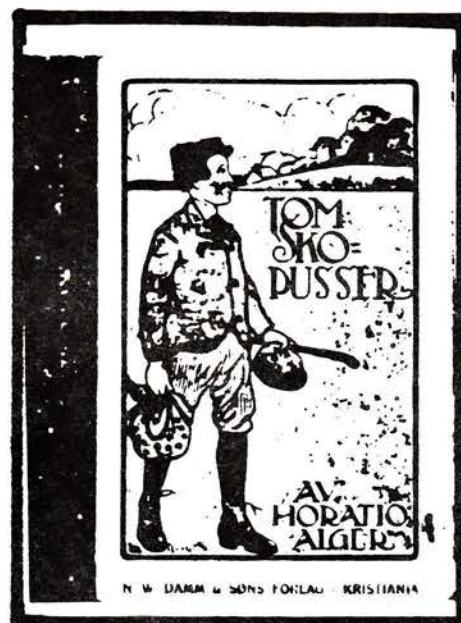
Gilbert K. Westgard II

\* \* \*

HORATIO ALGER'S SKOPUSSEREN TOM

by Bob Sawyer

This is a Norwegian reprint of Alger's The Western Boy or Tom, the Bootblack. It was published in 1921 by N. W. Damm & Søn, Kristiania (now Oslo), Norway, in



both hardcover and paperback editions. Per Bob Bennett, author of Horatio Alger, Jr.: A Comprehensive Bibliography, 1980: "The company still exists and they have the only known copy of the book. They did send me a xerox of the cover and title page of their paperback edition."

I am happy to announce the discovery of one of the hard cover editions. On February 23, 1984, I received from my friend Ola Strøm of Trondheim, Norway a hard cover edition that he found in a bookshop. The cover is white enameled paper glued on cardboard with a red cloth binding on the spine. The multi-colored imprinted picture shows a red headed boy, red tie, blue coat and trousers. Lettering and enclosing outline are in dark brown. The publisher's name is light blue. On the spine, imprinted in gold is "H. ALGER: SKOPUSSEREN TOM."



See copy of the title page below. It is apparent that the story was severely trimmed. Compared to my Thompson &



Thomas edition of The Western Boy or Tom, the Bootblack, Skopusseren Tom has only 28 chapters compared to 37, and 103 pages against 282. This editing was apparently done by one Hanna Gjerdrum Smith.

The Damm edition hardcover is 7½" by 5¼" and is ½" thick. On the back cover outside, in very small letters, is imprinted "A-S P. M. Bye & Co.-Kristiania."

I thought this was interesting enough to bring to the attention of the members of the Horatio Alger Society. I have made up a few sheets in 5-3/4" x 9" size so if you would like to tip it into your copy of Bennett's book, you may do so.

\* \* \*

FROM THE EDITOR'S FILES  
by Jack Bales

The book review in the next column appeared in Publishers Weekly and is of Ralph Gardner's son's first book. Ralph, Sr. wrote me, noting that "obviously, all of the fifteen people he interviewed are genuine Horatio Alger heroes. Even Joe Kennedy II passed by his family's money to make a success of

his venture on his own."

I picked up a copy of the May Penthouse to read excerpts from the book (I only get it for the articles anyway!), and the local Walden's has ordered copies after seeing the book prominently featured on the cover of the magazine. The periodical's "House-call" section--a sort of "notes-from-the-editor"--says that "these stories of success show how it is still possible to realize one's personal dreams and make a fortune at the same time." Our best wishes go to Ralph, Jr. and we hope that his first book is a personal--as well as a financial--success. Ask for this "collection of real life Horatio Alger stories" at your bookstore!

#### YOUNG, GIFTED AND RICH

*Ralph Gardner, Jr.* Simon & Schuster/Wallaby, \$7.95 ISBN 0-671-47046-9  
Gardner profiles 15 young entrepreneurs ("capitalists to the core"), and his incisive interviewing of his subjects, their friends and colleagues allows the reader to appreciate the individual personalities and the personal and professional backgrounds of each person profiled here, as well as their common denominator: ambition and hard work has brought each financial success at a very early age. Some but not most of the individuals spotlighted here are household words. Gardner has interviewed model Christie Brinkley; Joe Kennedy II, who has established a Boston-based nonprofit oil company to supply low-cost heating fuel to the poor; and Lisa Birnbach, editor of *The Official Preppy Handbook*. Also profiled are Steve Jobs, the 28-year-old founder of Apple Computers, who began building computers out of his parents' California garage eight years ago; Baron Jones, a 30-year-old Princeton graduate who has become a Los Angeles real estate broker; rock star Joan Jett; and Tod Frye, the Atari programmer who transformed Pac-Man into a home videocassette. Gardner writes extremely well, and each individual emerges vividly. Unfortunately, most of his subjects were not forthcoming on the details of their financial success, which would have made for spicier reading. *First serial to Penthouse; syndication rights to Field Syndicate; author tour.* [April]