



Horatio Alger, Jr.

1832 — 1899

THE HORATIO ALGER SOCIETY

OFFICIAL PUBLICATION

NEWSBOY



A magazine devoted to the study of Horatio Alger, Jr., his life, works, and influence on the culture of America.

HORATIO ALGER
SOCIETY **50**th
1961
2011
ANNIVERSARY

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NUMBER 5

The screenshot shows the website of the Horatio Alger Society. The header includes the society's name and the motto "Strive and Succeed". The main content area is titled "News" and features several articles. The first article is "A Real Horatio Alger Story" by Horatio Alger and the American Dream, which discusses the American Dream and its impact on Alger's work. The second article is "Dash to DeKalb III", which announces the 2012 HAS Convention. The third article is "Newsboy" Latest Issue, which mentions the upcoming 2011 HAS Convention. The fourth article is "Are My Boys Real?", which discusses Alger's work on the boys in his books. The fifth article is "Buying Alger Online", which provides information on how to buy Alger's books online. The website also features a sidebar with links to various sections, including About Horatio Alger, Biography, Works, Collecting Advice, Member Articles, Special Projects, Archive, Links, Other Authors, About HAS, History, Activities, Officers, JOIN NOW!, Convention, Our Partners, Forum, and Contact Us. The footer includes the site's copyright information and a link to the site map.

Introducing
the Horatio
Alger Society's
new website

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Coming up short:

Edward Stratemeyer's venture
with Hearst's International Library — *Part 2*

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President's column

The winds of autumn are blowing, the leaves are turning, the days are shortening, and the evenings are cooling. My children are in pre-school and we are kept hopping with all the various activities and events. Both children love playing in the leaves and Sofia enjoys finding all types of creepy-crawlers and putting them in a jar. These friends, as she calls them, must be named, fed and taken to show-and-tell. After a few days, she takes the jar outside and lets the critter(s) go free, since we have taught her she wouldn't like to be kept captive.

I have always enjoyed the change of seasons and have no desire to live where there are no discernable seasons. Like the seasons, I enjoy watching my children grow, learn new things, and especially watch their interests shift from one interesting item or activity to the next one. However, unlike the seasons, which cycle repeatedly, the changes in my children are not cyclic. They will move on, ever growing, ever changing, and ever learning.

This same ever-forward movement is found in the book collecting environment. Many book collectors collect what they read as a child, not what their parents or grandparents read as a child. Unless an author is taught in schools, kept in the historic or literary limelight, or is considered a literary or popular culture icon with timeless appeal, the interest in them and their works will wane and the author will fade into obscurity. Few authors ever make a return from obscurity. Horatio Alger, Jr. was one of those few authors. He was not considered famous during his lifetime, although his books sold well; however, following his death, the reprint publishing houses began printing his works by the millions and the name Horatio Alger became synonymous with the "Rags to Riches" theme. However, by the 1930's, Alger's name recognition as an author was diminishing, as was the demand for his books.

That Alger made it into the 1930's was a testament to the link to the "Rags to Riches" theme and the marketing strategy of the publishers as the demand for Alger's contemporaries such as Oliver Optic, Harry Castlemon, and Edward Ellis had long since disappeared. Then, in the 1950's and early 60's, a few collectors began a resurgence in the demand for Alger material. This was not a demand for newly published books, but an intense fire of demand for first editions

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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. Our members conduct research and provide scholarship on the life of Horatio Alger, Jr., his works and influence on the culture of America. The Horatio Alger Society embraces collectors and enthusiasts of all juvenile literature, including boys' and girls' series, pulps and dime novels.

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Newsboy, the official newsletter of the Horatio Alger Society, is published bi-monthly (six issues per year). Membership fee for any 12-month period is \$25 (\$20 for seniors), with single issues of **Newsboy** \$4.00. Please make remittance payable to the Horatio Alger Society.

Membership applications, renewals, changes of address and other correspondence should be sent to **Horatio Alger Society, P.O. Box 70361, Richmond, VA 23255.**

Newsboy is indexed in the Modern Language Association's International Bibliography. You are invited to visit the Horatio Alger Society's official Internet site at www.thehoratioalgersociety.org

Newsboy ad rates: Full page, \$32.00; one-half page, \$17.00; one-quarter page, \$9.00; per column inch (1 inch deep by approx. 3 1/2 inches wide), \$2.00. Send ads, with check payable to Horatio Alger Society, P.O. Box 70361, Richmond, VA 23255.

The above rates apply to all want ads, along with ads offering non-Alger books for sale. However, it is the policy of the Horatio Alger Society to promote the exchange of Alger books and related Alger materials by providing space **free of charge** to our members for the **sale only** of such material. Send ads or "Letters to the Editor" to **Newsboy** editor William R. Gowen (PF-706) at 23726 N. Overhill Dr., Lake Zurich, IL 60047. E-mail: hasnewsboy@aol.com

Introducing the Horatio Alger Society's new website

On August 31, 2011, the Horatio Alger Society launched its new website. The site is filled with authoritative content, collecting advice, illustrations, links to other Alger and book websites and has plenty of visual appeal. Current and new members can safely and securely pay their membership dues via PayPal directly to the Society. Please visit it at:

www.thehoratioalgersociety.org

How the website evolved

The work began with the concerns of current board member Jeff Looney (PF-903). He's also known as J. Jefferson Looney, Editor-in-Chief of *The Papers of Thomas Jefferson: Retirement Series*, at Monticello, near Charlottesville, Virginia.

Jeff was deeply concerned about limited growth in Horatio Alger Society. During most years of the previous decade, we lost more members than we gained. The Society is shrinking, with potentially very damaging effects.

Jeff wrote an article for *Newsboy* in 2010 containing seven important ideas to make and keep the H.A.S. vital. One idea was "Put a large and growing body of excellent, reliable material about Alger on the Web." Executive Director Robert E. Kasper (PF-327) and Vice President Barry Schoenborn (PF-1087) made additions, and soon the article was ready to circulate to the board of directors. President Bob Sipes (PF-1067) was very enthusiastic and provided valuable input.

Home Since 1961 "Strive and Succeed" October 8, 2011

THE HORATIO ALGER SOCIETY

About Horatio Alger

- Biography
- Works
- Collecting Advice
- Member Articles
- Special Projects
- Archive
- Links
- Other Authors

About HAS

- History
- Activities
- Officers
- JOIN NOW!
- Convention
- Our Partners
- Forum
- Contact Us

First Editions

Formats, Covers, and Points

For a closer look at these first editions, click on the covers. To find a specific book, hit Ctrl+F on your keyboard and begin typing the title.

[First editions published after 1960 can be found by clicking here.](#)

PLEASE NOTE: For many of the books below, the color of the binding may vary widely. Overall, the color of the cloth is not as important as what is printed on it. In addition, a book may have the binding of a first edition, but may be missing important points inside.

The following is meant to be a visual aid, not an authoritative guide. The Horatio Alger Society is not responsible for any mistakes made because of the information provided below.

[A B C D E F](#) | [G H I J K L](#) | [M N O P Q R S](#) | [T U V W X Y Z](#)

Number 91 (hardcover)

John W. Lovell, 1889

- The first hardcover issue was published by John W. Lovell in the *Rugby Edition*.
- The edition utilizes Alger's "Arthur Lee Putnam" pseudonym on title page and cover.

Wait and Win

A. L. Burt, 1908

- There are no book advertisements in the first edition.

The Young Bank Messenger

Henry T. Coates & Co, 1898

- The first edition has the 1898 date on the title page.
- Gardner claims that the last Alger title listed in the rear advertisements is *Digging for Gold*; Bennett dismisses this claim.

The Young Acrobat (softcover)

Frank A. Munsey, 1888

- The first edition has the March, 1888, date on the cover and the 1888 date on the title page (Bennett).
- The first edition announced on Page 208, No. 9 of this series (*Luke Bennett's Hide Out*).
- The present title is the final listing in the book ads on the inside of the rear cover (Bennett). Gardner is silent on all these points.

Each Alger first-edition cover is shown in full color, including a short description of first-edition points and additional pertinent information.

At that point, we began experimenting with a preliminary design. Barry made a specification dealing with content, features, and visual style, and he put the development task in the hands of Frances Rodgers, his employee with WVS — The Technical Writing Company, and Willow Valley Press. Frances, who is only 21 years old, immediately took to the idea. She not only developed an excellent late-19th century retro design, but started collecting all content from our existing website. We made a sample site and started sending

links to board members on a regular basis.

At the 2011 convention in Canton, Ohio, the board reviewed the features and the next day President Bob Sipes gave an excellent presentation to the membership at the annual business meeting. Members were enthusiastic about what we had done, but more importantly, they made many suggestions about features to be included.

From the convention until the "go live" date in late August, Frances collected a lot of content from mem-

(Continued on Page 5)

Editor's notebook

In this issue, we introduce our new website, accessed by entering the same URL as our previous home page: www.thehoratioalgersociety.org. As mentioned in the article beginning on Page 3, though many features are already in place, the site is a work in progress; actually, it is a **dynamic** site, meaning new information and changes will continue to be made. President Bob Sipes has just set up our new Facebook page, which can be accessed through a link on our website. Those of you not familiar with Facebook will find it an ideal place to actively share with Partic'lar Friends information of interest to the Society.

Because the new website was and assembled by vice president Barry Schoenborn and designed by his employee Frances Rodgers (now attending college in southern Oregon), I asked Barry to brag a little about himself; he is a well-known author in the technical writing field, having co-written books in the "...for Dummies" series produced by Wiley Publishing.

So, in his own words, *here's Barry*:

H.A.S. vice president Barry Schoenborn (PF-1087) is more than just a pretty face. He spends most of his time writing technical and medical books.

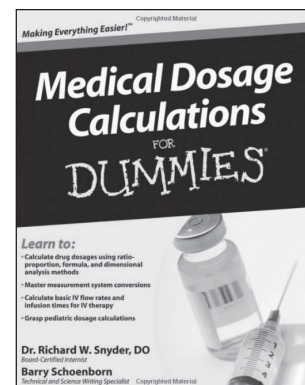
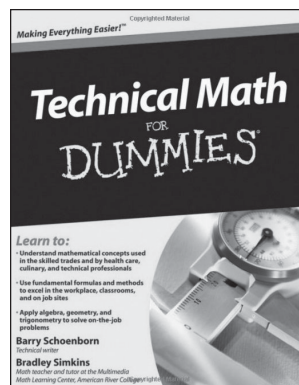
He wrote *Medical Dosage Calculations for Dummies* with co-author Dr. Richard Snyder. It was released in May 2011, and you can see it on Amazon. Please visit: <http://amzn.to/qpk1aw>

Last year, he wrote *Technical Math for Dummies* with co-author Bradley Simkins. It was released in July 2010. See it at: <http://amzn.to/p72LSQ>

And just to prevent being idle and slothful, he's now working on *Physician Assistant National Certifying Exam for Dummies* (AKA PANCE for Dummies). It's a test prep book, and includes five practice exams. Four of them are on an enclosed CD, along with flashcards. Once again, he and Rich Snyder are working together.

Is the work fun? Barry says it is, but also points out, "The technical math book was fun. The dosage calculation book was a little more demanding but it's useful for nurses, diabetics, and parents. Now, the PANCE book is demanding. It has so much Latin it's making me crazy. Also, there are many conditions, bacteria, drugs, and eponymous syndromes and triads."

Barry got his start in 2000, when he had a chance to write a book with Ralph Thornburg of Hewlett-Packard. It was published by Pearson. The title is *Storage Area*



Networks: Designing and Implementing a Mass Storage System. <http://amzn.to/psG5rO>

Barry says, "It was a timely book about a new technology. And, like all high-tech books, it quickly went out of date. There's an interesting contradiction. First, many of my predictions about the future are still largely true ten years later. Second, the Internet and the ability for a home computer to store lots of data have made other predictions completely wrong."

You might be wondering if money is the motivation for medical and science writing. "No," says Barry. "This is a 'get rich slow' scheme. You get an advance, but it takes a long time to make it back. So, you don't see real royalty checks for a long time. There was more steady money in my 35 years of writing technical manuals, but a great deal of that work has flown to India and China. So this writing is an excellent use of my time, and your name appears on the cover."

MEMBERSHIP

New members

Edwin L. Murray (PF-1117)
2540 Chapel Hill Road
Durham, NC 27707

William Parsons (PF-1118)
236 Old Stagecoach Road
Meriden, CT 06450 (203) 235-2639
E-mail: williamparsons2@yahoo.com

Change of address

Peter C. Walther (PF-548)
1625 Black River Blvd., Apt. 702-B
Rome, NY 13440
E-mail: datchery@locannet.com

Introducing the Horatio Alger Society's new website

(Continued from Page 3)

bers. The key item was uploading scans of every Alger first edition we could locate.

The goals

The goals of the website are simple, but not necessarily easy to achieve:

- Be an authoritative source for Alger information.
- Attract new members.
- Encourage existing members.

The three key principles every website should follow are:

- Content is most important. The site must have complete, accurate information.
- Accessibility is essential. That is, the content must be easy to find. There should be no "mystery navigation."
- An appealing design is necessary. The site must be attractive, observing the best principles of modern web design, and using no amateur tricks.

Features

The website is filled with numerous and interesting features. Many are working now, and there are pages reserved for future enhancements.

One of the most impressive sections is the list of all of Alger's first editions, in alphabetical order. Each entry has a "thumbnail" photo in full color, along with the book's principal points. Then, when you click on a cover image, you get a nice enlargement, with a "shadow box" effect.

This section contains a photo of every single first edition with the exception of *Silas Snobden's Office Boy* (as published in 1899 by J. S. Ogilvie & Company) of which there are no known copies. But every other first edition is shown, along with the identifying points to determine same. If the two primary bibliographers (Ralph Gardner and Bob Bennett) disagree on first-edition status, then both sets of points are listed.

Although earlier bibliographies have sometimes shown photos of a few book covers, this is the first time that images of all of Alger's books, along with first-edition identifying points, have been assembled in one place. In addition, there are also lists of Alger first editions, taken from the old website. They are in tabular form, and sorted three ways — by title, by publisher, and by year.

The biography page contains several excellent items: a link to the Northern Illinois University (NIU) libraries, a link to the major biographical books on Alger, reproductions of original Alger letters and autographs; a summary of Alger's life milestones, and a link to

A selection of the historic Alger letters available for viewing on the new H.A.S. website — Pages 6-7

NIU's guide to Alger biographies and criticism. By the way, we plan to add questions and answers from the Alger trivia quizzes we've taken at our conventions.

The "Archives" section will eventually contain links to digital copies of Alger short stories, poems, essays, etc., along with texts of Alger's books, and in the near future we are planning an "Other Authors" section, with links to resources on such writers as "Oliver Optic" (William T. Adams), "Harry Castlemon" (Charles A. Fosdick), Edward S. Ellis, Ralph Henry Barbour, Edward Stratemyer, and others.

There are several pages dealing with the "business" of the Horatio Alger Society. These include history, officers, a preview of the 2012 convention, and a "JOIN NOW" page. You can use that last page to join, renew, or change your information. And it's easy to pay using PayPal.

There are many additional features to be developed over the next few months, so expect to see some empty pages for the present, such as one on "Collecting Advice." Someday, we hope to include an elaborate query function. That's where you ask (for example) "Which first editions did Porter & Coates publish in the Brown Apples format?" and you get the answers in a nice display.

Credits

The new website is an expansion on the concept of the original H.A.S. website, created in 1997 by the late Janice Morley (PF-957) and her husband, Mike Morley (PF-934), who both worked diligently to make that earlier website successful.

The new site would have been impossible without the tremendous effort and diligence of Frances Rodgers, formerly of Grass Valley, California, and now a student at Southern Oregon University in Ashland, Oregon. She's still doing updates for us, having taken on the formidable task of describing as many reprint formats as possible. For example, we have been sent a boxed set of Brad Chase's books on Alger publishers and formats to use as a resource.

In addition, several senior members of the Society provided excellent scans of their first editions, along with scans of an extensive array of Alger letters. The members were frequent proofreaders, and still are, as we are always on the lookout for typos and incorrect information.

The next credit belongs to you, H.A.S. members. Visit the site and use it. Tell your friends about it. And by all means send your comments!

Alger letters from the H.A.S. website

Letter to H. T. Coates & Co.
January 4, 1896, New York

ansd
1/8/96
JTC

227 West 34th St. New York.
Jan. 4, 1896-

H. T. Coates & Co.-

I will with your permission
call on you Jan. 18th (18th) for
a statement and check -

It would be a convenience to
me if you would send me a check
for \$100 on account. If you have
any objection I will wait till the general
settlement.

Yours truly,
Horatio Alger, Jr.

227 West 34th St. New York

Jan. 4, 1896

H. T. Coates & Co.

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Letter to Dr. Griffin
October 10, 1895, New York

227 West 34th St. New York
Oct. 10, 1895-

Dear Dr. Griffin,

I have just returned to
the city after a four month's
absence. I am glad to hear
from Edward Downie that he has
improved so much under your
charge. I will very soon send
you a check with my thanks
added.

Page 1

I shall soon call, and will
bring Mrs. Griffin a copy of "The
Disagreeable Woman."

Yours sincerely,
Horatio Alger, Jr.

Page 2

227 West 34th St. New York

Oct. 10, 1895

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Yours Sincerely,
Horatio Alger, Jr.

Letter to Ellis H. Robb
January 12, 1894, New York

223 West 34th St. New York
Jan 12, 1894.

Mr. Ellis H. Robb,

Thank you for your kind words - I am gratified to learn that my books are regarded with favor by yourself and the boys of Eldora. I am sure I should have pleasure in meeting them. My first story was

Page 1

Helen Ford, which is included in the Alta edition of novels issued by Porter & Coates -

My first series of juvenile books was the Campaign Series, now issued by Porter & Coates, my regular publishers -

My earlier books, including those were published by A.K. Loring of Boston, but they passed into the hands of Porter & Coates in 1881.

Yours truly,
Horatio Alger, Jr.

Page 2

Letter to W.E. Heague
November 14, 1896, Natick, Mass.

Natick, Mass. Nov 14. 96

My dear Sir,

I am glad to comply with your request for an autograph, and thank you for the kindly interest which leads you to ask

Yours truly,
Horatio Alger, Jr.
To W.E. Heague.

Natick, Mass.

Nov. 14, 96

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Jan. 12, 1894

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My first Story was Helen Ford, which is included in the Alta edition of novels issued by Porter & Coates.

My first series of juvenile books was the Campaign Series, now issued by Porter & Coates, my regular publishers.

My earlier books, including these were published by A.K. Loring, of Boston, but they passed into the hands of Porter & Coates in 1881.

Yours truly,
Horatio Alger, Jr.

President's column

(Continued from Page 2)

and early reprints. There were some early Alger-related articles published during the 1950's in the *Dime Novel Round-Up*, and Frank Gruber published an Alger biography and bibliography, *Horatio Alger, Jr. A Biography and Bibliography of The Best Selling Author Of All Time*, in 1961. However, it was Ralph Gardner's 1964 Alger biography and bibliography, *Horatio Alger: Or, The American Hero Era*, that really placed Horatio Alger on the map for book collectors and dealers. It was also 1964 when the Horatio Alger Society became formalized under its present name, and the following year it was incorporated as a non-profit organization. Collecting Horatio Alger books was now a mainstream activity, with articles appearing in magazines for collectors and dealers of antiques and books, newspapers, mainstream magazines, and in advertisements.

Today, 50 years after co-founders Forrest Campbell and Kenneth Butler first discussed the need for creating what eventually became the Horatio Alger Society, we are facing a diminishing interest in the works of Horatio Alger, Jr. We can blame part of it on the economy; potential collectors cannot place a priority on buying books when they must keep their family in a home with food on the table. We can blame part of it on the video entertainment industry with its blockbuster movies and reality TV shows that seem to attract millions of viewers. We can also blame part of it on the hard fact that people collect what they know and have enjoyed. Alger's books, for the most part, have long been out of print and have definitely not been marketed to the younger generations as a reading option.

However, we can also blame ourselves for some of this diminishing interest. How many articles regarding collecting Horatio Alger have been published in magazines, websites, or blogs relating to antiques, book dealers, book collectors, popular culture, etc.? How many of you have spoken with a young person regarding Horatio Alger and possibly loaned or given them a book to read? If you do not prefer Alger's books, why not promote those by Optic, Castlemon, Ellis, or another boy's author? Each of the named authors and the many others still have something to offer this generation of readers, and the Horatio Alger Society will only survive long-term if we can attract new collectors to our ranks or promote ourselves such that existing collectors are aware of us.

To this end, we have updated our website with a fabulous new look, as noted in the article beginning



The Horatio Alger Society's new Facebook page can be visited through a link on the official H.A.S. website.

on Page 3. We have pictures of every Alger first edition, many Alger letters, bibliographic information, and much more. We can easily accept PayPal payments for membership and/or donations. Our website is located at www.thehoratioalgersociety.org and I hope each of you will take the time to review the new look and provide feedback and comments.

We have also just released our Horatio Alger Society Facebook page at <http://www.facebook.com/pages/Horatio-Alger-Society/146015956296>. There are some pictures and articles already posted for your review. Feel free to post Alger or other series book-related pictures or comments. This can be a great forum to ask questions or show off a prized possession. I look forward to your posts. A direct link to the H.A.S. Facebook page can be found on our new website.

If you have any ideas regarding the website, Facebook page, or H.A.S. marketing, please e-mail me. We will be continually adding to the content of the website and the Facebook page and hope that you will find the information useful and entertaining.

On a personal note, I did not win the semifinal round of the Toastmasters World Championship of Public Speaking and thus did not make the Finals. I did very well, but the competition was incredible. I learned much from the experience and will leverage it in the future. Wendy and I enjoyed Las Vegas and I will continue competing and someday win the Championship. A true Horatio Alger hero continues striving until success is achieved!

Your Partic'lar Friend
 Bob Sipes (PF-1067)
 1004 School St.
 Shelbyville, IN 46176
 Phone: (317) 398-0754
 E-mail: doogie@lightbound.com

A word about membership...

By Robert E. Kasper (PF-327)
Executive Director

It's no secret that the Horatio Alger Society has been losing members for many years. Our zenith was reached in the late 1980s when we claimed 240 members. It's been a steady decline since then to about 130 members today. That's a drop of nearly 50 percent. Although there are myriad reasons for this atrophy (and not the topic of this article), we hope to at least stabilize our membership base with a "new and improved" website (see accompanying article on page 3).

Not surprisingly, this membership regression has produced undesirable economic results — we've lost money in each of the last two years. For the fiscal year ending April 2010 we lost \$892.86 and for the year ending April 2011 we lost \$763.19. A slight improvement, but a disconcerting trend nonetheless. Of course, membership dues have never covered our annual expenses (it generally averages about 40 percent of our gross income). The balance is made up from auction proceeds, sales of society merchandise and interest income. But a reduction in membership dues will still adversely affect our revenue.

Lower quality auction consignments (and depressed bidding) of late have contributed to our fiscal woes. If the auctions at the annual convention generate less than \$1,000 net to the society, then we generally end up in the red. If the auctions generate more than \$1,500 net to the society, then we usually turn a profit. But with more than \$15,000 in our treasury we're not about to go out of business.

At the most recent board of directors meeting in Canton, Ohio, numerous topics were discussed on how to increase membership, and many of them are being implemented now. One board member suggested, I think jokingly, that instead of adding new

members we should get the current members to pay more! That's not as foolish as one might think; in fact, such an option exists and has for more than a decade.

When the Society's Constitution and By-laws were overhauled in 2000, the committee in charge of such decided to add a third class of membership. In addition to "Regular" and "Life" membership, which had been utilized since the Horatio Alger Society was incorporated in 1965, it was decided to add a "Sustaining" membership class.

According to Article III, section 1, paragraph B of the H.A.S. Constitution, "Sustaining Membership" is defined as follows: *Any person, corporation or organization interested in the writings of stories for young readers by Horatio Alger, Jr. or other authors, may, upon proper application and payment of appropriate dues to the Executive Director, become a Sustaining Member and is thereby offered the opportunity to provide financial support to the Society.*

Many organizations have multiple membership levels, each with an array of benefits and "perks" not afforded to members in the lower tiers. This feature was not the intention of the By-laws Committee; its only entreaty was enhancing revenues from existing (and new) members. But we hope that your desire to ameliorate the Society's fiscal situation is considered a "perk" in itself.

The regular membership dues are \$25 per annum (\$20 if over 65) and the sustaining membership dues are \$50 per annum. Since 2000, we've had exactly one (and only

one) Sustaining Member. Our goal is to recruit another 19 Sustaining Members for a total of 20.

The dues envelope that shows up in your Newsboy once a year currently has no place to "check off" to become a Sustaining Member. Just write on the envelope your intentions and enclose your \$50. It's as easy as that!



Coming up short: Edward Stratemeyer's venture with Hearst's International Library

By William R. Gowen (PF-706)
Second of Two Parts

When Edward Stratemeyer founded the Stratemeyer Syndicate in 1905, his goal was to produce as many inexpensive books for young people that he could with speed and efficiency. He accomplished it by hiring a cadre of ghostwriters drawn from the newspaper field, as well as writers who had cut their teeth writing dime novels.

One principle Stratemeyer believed in was diversifying his publishers. Although Cupples & Leon and Grosset & Dunlap produced the vast majority of the Syndicate's books, Stratemeyer over the years turned to a number of other publishers on a more limited basis. These included L.C. Page, Sully & Kleinteich, Dodd, Mead & Co. and Barse & Hopkins.

In 1915, Stratemeyer decided to do business with Hearst's International Library Co. (H.I.L.Co.), the New York-based book-publishing arm of the Hearst media conglomerate, best known for its nationwide chain of daily newspapers.

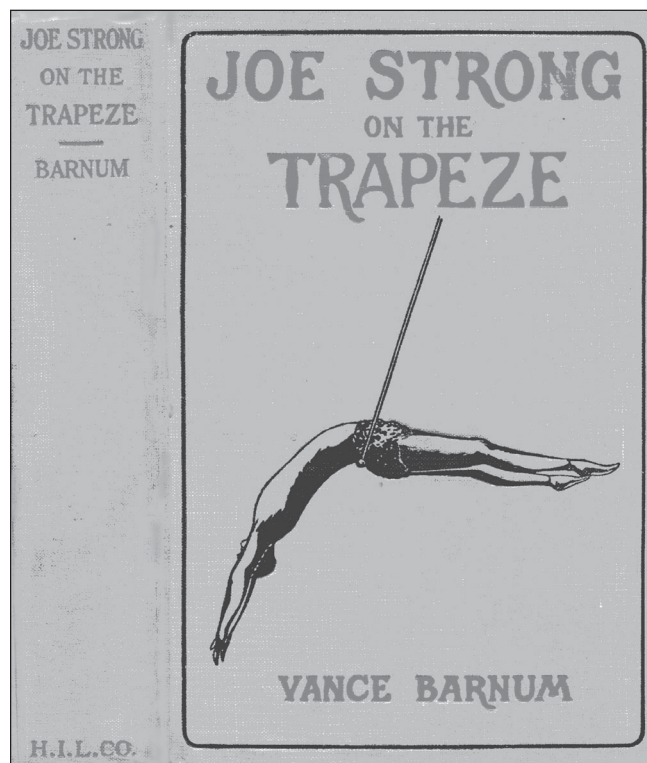
Part 1 of this article, in the previous issue of *Newsboy*, gave the first year of Stratemeyer's dealings with H.I.L.Co., through correspondence purchased on microfilm from the New York Public Library (holder of the Stratemeyer records) by James D. Keeline (PF-898).

This concluding chapter presents "the rest of the story," running through the winding up of the Stratemeyer-H.I.L.Co. arrangement in late 1917. The deal was fraught with delays and low book sales, indicating H.I.L.Co. was a fish out of water when it came to juvenile series books.

We pick up the story on May 31, 1916, when Stratemeyer wrote to Hearst's International Library Company manager J.L. Perkins as follows:

Dear Mr. Perkins:

Acting on our various letters of recent date and our conversations over the telephone, I hereby agree to the following, the same to be ratified by you in writing. The agreement on the "Joe Strong" series of five volumes to



be amended as follows:

The books to be issued at sixty cents per volume retail, the royalty on the same to be ten percent. or six cents per copy.

Hearst's International Library Company is to guarantee me a royalty of two hundred dollars per volume per year for the first three years of publication, royalties to start August 1st, 1916 and the first year's guarantee to be due February 1st, 1917.

During the first five years of publication, I am to allow Hearst's International Library Company a sum equal to fifty per cent of the royalties received from the books for advertising the same. After the fifth year, I will allow the Hearst's International Library Company ten per cent of my royalties on these books for advertising the same.

It is hereby understood that in all other respects our agreement on the "Joe Strong" series of books shall remain as heretofore.

Royalty statements shall be rendered to me, showing the books at the regular royalty of six cents per copy, and a separate bill shall be made of the advertising at fifty per cent of such royalties, and this bill shall be sent to me receipted and as a part settlement of royalties.

If this is satisfactory, kindly have the same embodied in a letter to me.

Yours truly,
Edward Stratemeyer

Another letter from Stratemeyer to H.I.L.Co. followed on June 8, 1916:

Gentlemen:

Despite the conversations which I have had with you over the telephone, the Chromatic Process Engraving Company have insisted on rendering me the enclosed bill of \$24.44 for work done on the jacket covers of "The Rushton Boys at Rally Hall" and "Nan Sherwood at Pine Camp."

If you will remember, when the contracts were made on the "Rushton Boys" series and the "Nan Sherwood" series I mentioned the fact that the so-called "plant" from me would consist of the printing plates, illustration plates, and cloth cover dies; but would not include anything in the way of jacket illustrations or blocks, as these are never included by me in any plates furnished to a publisher. And this is also covered in our written agreement for the two series, as you will see by referring to the same.

All of the illustration cuts have been paid for by me to the Chromatic Engraving Company, and the cover dies paid for to the Artistic Engraving Company, which I think ends my obligations in the matter. I, therefore, send this bill to you, and trust you will take the matter up direct with the Chromatic Process Engraving Company.

Yours truly,
Edward Stratemeyer

A pair of lengthy updates were mailed from Hearst's J.L. Perkins to Stratemeyer on July 13 and 14:

1916-07-13

Dear Mr. Stratemeyer:

One of the plans for quickly building up a large sale on the Joe Strong Series, which we are considering, is the following:

The way to persuade people to buy any good product is to give them a taste of it — get a sample of Joe Strong Series into the hands of tens of thousands, (perhaps hundreds of thousands), of boys quickly and the sale of the series would be assured. This is an expensive process whether applied to a new breakfast food or a series of boys' books. Suppose, therefore, we should print a large initial edition of volume 1, "Joe Strong, the Boy Wizard," a cracker-jack book, just the same as the regular edition but make thirty-day offers in a big way in our magazines and newspapers to supply this book for introduction at only 15 cents through branches in various cities plus postage if sent by mail — save twelve two-cent stamps postpaid. By this method, of course we

would scarcely break even at the cost of the book and handling and would charge off the heavy expense of advertising to Profit and Loss depending on future sales at regular prices to recoup us.

I think we need not bother about any objections from the booksellers or department stores on this plan because they would immediately see that it would mean profitable business to them at the end of the introductory sale, and in fact during the introductory, thirty-day sale on the other four titles of the series.

We would keep our word as to the thirty-day limit or whatever limit we put on it in each announcement — at least so far as this first volume is concerned. If it was a big success in introducing the series, we might take later another introduction would be a service to the readers of our periodical, whether newspaper or magazine, and the coupon in each advertisement would be worth say 45¢ to each reader in buying the book.

This first volume, "Joe Strong, the Boy Wizard," would be especially adapted in unique interest for this kind of an advertising campaign. It would be the first time in the history of book publishing, so far as I know, that thousands of dollars would be spent on advertising a single book of this kind.

If this plan appeals to you and we decide to use it, i.e. distributing large editions of this volume at a loss for your future interests as well as ours, will you make it possible for us to do this by waiving your royalty on books practically given away in this manner? It is a really an extension in a way of the "Books given away to promote sales," "Editorial copies," etc. on which customarily and in fairness to all concerned, authors receive no royalty. We would of course give you any kind of an affidavit you wish as to the quantities distributed on this one volume by the special plan.

As above stated, it is our sole purpose to build up the sale for the regular book trade channels.

Won't you please think this over and let us hear from you as soon as convenient?

I hope you are enjoying these days in some place more breezy than New York City.

Sincerely yours,
J. L. Perkins

1916-07-14:

I had a long talk today with the head of our Promotion Department, Mr. Woodward, about our general advertising plans on the juveniles and especially on the Joe Strong Series, on which we propose to concentrate.

Naturally, the first question our people want answered is what are the possibilities or probabilities of a large, continued sale provided we invest a large sum of

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Coming up short:

(Continued from Page 11)

money in an extensive advertising campaign on the Joe Strong Series. I cited the enormous sales on the books of Optic, Alger, Castlemon, Henty, Jules Verne, etc. and pointed to the large sales of such successful firms as A.L. Burt, Grosset & Dunlap, etc.

Again Mr. Woodward said, "It is not likely that the field is so thoroughly covered with all these various lists that it will be difficult to break in with a new big success?" My answer to this was that boys are always looking for some new good series.

Now, I wish from your vast store of facts, you would write me statistics of sales of your various series which shall be kept strictly confidential, especially the Tom Swift, and any other facts regarding the demand that can be created and the probable sales on Joe Strong Series.

Of course you will not commit yourself nor will we blame you if sales do not come up to expectation. I simply want the benefit of your wide experience and good judgment in sizing up the situation for the benefit of our Promotion Dept., and to arouse their enthusiasm, which you know is so essential to the success in putting this over.

Also please devote a paragraph to the moral phase of these Joe Strong Stories — that is, as to their actual influence on a boy's life. Personally, I believe they are a natural necessity to a healthy boy's development and that they will help form reading habits which will lead to good results in later life as regards mental development.

Thank you in advance, Mr. Stratemeyer, for giving your valuable time to writing out these opinions and facts, which I am asking of you.

Sincerely yours,
J. L. Perkins

Stratemeyer's reply to Perkins on July 24, 1916, ioncluded a summary of recent sales totals for two of the Syndicate's most popular series produced by Grosset & Dunlap:

Dear Mr. Perkins:

I have just returned from a trip to the New England coast to find your two letters of the 13th and 14th on my desk. In reply I would say that I think the idea of offering the first volume of the "Joe Strong" series at a special price through the newspapers is a very good one; and if you wish to offer this particular volume at fifteen cents, I am willing to forgo my royalty on all copies disposed of in that manner and at that price. It is, of course, to be understood that this special edition is not to interfere

with the regular edition of the same book sold at the regular price.

In answer to the second letter, I am enclosing with this a statement of sales on some of the books for 1914, 1915 and the first six months of 1916, taken from the statements given to me by the publishers, and which are on file at this office. I trust that you will keep these figures absolutely confidential.

Regarding the books themselves, I have already supplied you with some advertising matter which will probably fill the bill so far as what is wanted by your Mr. Woodward.

Regretting that I was away and could not attend to this matter before, and hoping that you will meet with real success in pushing, not only the "Joe Strong" series, but also the "Nan Sherwood" and "The Rushton Boys," I remain

Yours truly,
Edward Stratemeyer

SALES

"Tom Swift Series" (40 cents)

1914	1915	1916 (6 mos.)
17 vols.	18 vols.	19 vols.
139,783	144,382	71,115

"Rover Boys Series" (60 cents)

1914	1915	1916 (6 mos.)
100,951	89,585	39,475

On August 3, 1916, Perkins wrote Stratemeyer that a courier would be sent to Stratemeyer's office to pick up proofs for three titles each in the "Rushton Boys" and "Nan Sherwood" books:

Will you kindly give to bearer the complete set of page proofs for printer's dummies on the three new juvenile series?

Sincerely yours,
J. L. Perkins

Stratemeyer wrote back on August 4 that the proofs were en route back to the Hearst office as requested:

Dear Mr. Perkins:

Yours of the third to hand and by messenger I am sending you the final proofs of

"Rushton Boys," three vols.

"Nan Sherwood," three vols.

These are all the final proof I have on hand, all others having gone to you some time ago. Of the "Joe Strong" books I have next to final proofs (in pages) only. You can have those if they will do you any good.

You will notice that some "Contents" pages are

missing in proofs. I was assured by the platemakers that the pages were O.K. in the boxes. But you had better keep an eye on them. Also be sure that every copyright notice is all right, and that the line under it belongs to the right book. Now that we have gotten into August, I trust you will delay the publication of these volumes no longer, and that you'll be able to make a worthwhile showing with them.

Yours truly,
Edward Stratemeyer

Two months later, on October 12, Stratemeyer again became concerned with H.I.L.Co.'s ongoing delay in getting the Syndicate's three series into print:

Dear Mr. Perkins:

I am writing to find out if the various books which you have under contract from me have been issued as yet. As you will probably remember, when the publication of these volumes was postponed from last spring, it was understood that they would be out in plenty of time for the Fall trade.

All of other publishing concerns, both in New York City and in Boston, brought out the last of their Fall books about two weeks ago; and as I understand a great many of our rivals are also in the field with their new publications, I am getting somewhat anxious, for I want your books to get the showing they deserve and thus be in the running for good big orders. All my other publishers report extra large orders for Fall delivery on nearly all of the lines; so I want you to be "in the fishing" while the fishing is good. I have put so much time and thought and money into these three lines with your house that I feel they ought to bring in during these extra good times considerably more than the guarantee named in the contracts.

Yours truly,
Edward Stratemeyer

Perkins replied immediately, blaming the delay on the recent death of the owner of the bindery:

October 16, 1916

Dear Mr. Stratemeyer:

On returning from a business trip, I find your letter of the 12th and in reply would say that Mr. McCann reports that the Juvenile books would have been ready now but for the fact that Wolff's bindery was closed last week on account of the death of Mr. H. Wolff.

We will send you copies as soon as ready and assure you that we will push the sale of the books energetically.

Very truly yours,
J. L. Perkins
Manager

Another month passed, and Stratemeyer became increasingly frustrated:

November 18, 1916

Dear Mr. Perkins:

Up to the present writing I have seen nothing of the sets of books which you have from my Literary Syndicate, and which were promised about two weeks ago. I sincerely trust that there has been no delay in getting these books out, and I also hope that in publishing them your company has been very careful to follow out our agreements concerning copyrights: namely, that the authors' names are to be left blank in the copyright applications. The copyright law provides for this.

I am going away to-day to be gone for several days, and trust that when I return I shall hear favorably from you.

All my other publishers report an unusually large volume of business this year, so now is your chance to do something with these books.

Yours truly,
Edward Stratemeyer

Finally, on November 27, 1916, Stratemeyer replied to Hearst's International Library Company that sample copies of the printed books had been received by his office. He was displeased with the work of the artist chosen by the publisher to illustrate the Joe Strong books, and he also had second thoughts about the 60-cent retail price for that series, preferring 40 cents:

Gentlemen:

I beg to acknowledge the receipt from you of six copies each of "The Nan Sherwood Series," "The Rushton Boys Series," and "The Joe Strong Series." I think the "Nan Sherwood" and the "Rushton Boys" look quite well, although the printer has used a rather poor quality of ink and given rather heavy impressions. However, in the present state of the paper and binding market, I presume you have done the best you could, and certainly the volumes look as well as the average book in that class.

The "Joe Strong" look all right as far as they go with the exception of the illustrations, which are positively the worst I ever saw in boys' books. I would much prefer to have all of these thrown out and each volume given a good frontispiece. Another thing, as the stories are rather short, I am inclined to believe they should have been put at forty cents, the same as the "Tom Swifts" and others of that class. Next year all those books will be advertised in the department stores at thirty-five cents each, three for one dollar (20-22 cents wholesale), and I think you would get a

(Continued on Page 14)

Coming up short:

(Continued from Page 13)

much larger sale on "Joe Strong" at that figure than at sixty cents, ore even fifty cents. I shall, of course, be anxious to hear after the Holidays how you have done with all of the volumes, and also will want to know if you contemplate adding to any of the lines.

Yours truly,
Edward Stratemeyer

On December 2, Hearst's International Library manager James A. McCann replied that new illustrations would be arranged for the "Joe Strong Series," but the publisher said it wanted to keep its 60-cent retail price:

On the next edition of "The Joe Strong Series," we will change the illustrations and get some artist to draw, at least a frontispiece, even if we have to pay a good price for the drawings.

In reference to the price, we do not think that we can change this until after Christmas, but at that time we will be glad to take up the matter with you, as we know that your experience would be helpful in deciding this.

However, we would add that no complaint has been made by the trade as to the price, for as you know we cannot very readily reduce this price under the extreme cost of manufacturing.

We will advise later, after Christmas sales are made, just how we have made out on the first editions.

It is not a very good time to launch juveniles but our advanced Christmas sales should start as they are in very good shape for spring sales, at which time most juveniles are sold in quantities and to the large jobbers.

Very truly yours,
J.A. McCann

On February 16, 1917, Stratemeyer returned a royalty check to H.I.L.Co., stating that the total was not in accordance with the agreed arrangement:

Gentlemen:

Your check of January 31st, 1917, for \$63.06, to hand, along with an undated statement of sales on "The Rushton Boys," "Nan Sherwood" and "Joe Strong."

I am returning this check for several reasons. In the first place, the royalty on "The Rushton Boys" is not correct at ten per cent., the royalty according to our agreement on these books being twelve and one half per cent. The same holds good on the "Nan Sherwood" series — that is, twelve and one half per cent. instead of ten per cent.

Regarding the "Joe Strong" series, as you will see by

the agreement, the royalty was to be two cents per copy on volumes to be listed at not more than forty cents per copy. This was modified in my letter of May 31st and accepted by you June 1st, in which the books were to be retailed at sixty cents per volume on a royalty of ten per cent. with an allowance equal to fifty per cent. of the royalties for advertising these books, which, it was explained to me, was to be done in the various Hearst publications.

More than this, the agreements on these books call for a certain guarantee the first year of publication. No statement was rendered on August 1st, 1916, as required by our agreements, and consequently your statements for February 1st, 1917, should cover the sales for the entire year, and payments for books sold should also include the guarantee for first year of publication as per our agreements.

I trust that you will take this matter up in the near future, as all our other publishers have settled up for the year and we wish to close up our books.

As soon as this matter is attended to, I shall be pleased to take up the matter of a change in the prices of the books. We have made several important changes regarding prices with various other publishers for the year 1917, and I shall be glad after a settlement is made to make a like adjustment with your company.

Yours truly,
Edward Stratemeyer

On March 3, 1917, McCann sent the following letter, enclosing a document transferring the copyrights and other rights for the eleven books in the three series back to Stratemeyer:

In handing you herewith the agreement reached to-day, there may be some discrepancies in sheets or bound stock, it being understood that if a larger quantity than the amount mentioned in the contract, namely, 10,000 copies bound that we will bill the surplus to you at 6¢ a copy, you having the right to deduct this from advertising price equivalent to \$1,000.

Very truly yours,
J. A. McCann

[Enclosure:]

In consideration of the transfer to you of all merchandise, plates, copyrights and other rights in the three series of juvenile books comprising

Joe Strong Series 5 Titles

Nan Sherwood Series 3 Titles

Rushton Boys Series 3 Titles

... and payment of \$1,000 in cash and the rights to use at your option advertising in the Hearst's Magazines to the extent of \$1,000, you release us from all existing contracts for the publication of said books.

It is agreed that the stock amounting to approximately 11,000 copies in sheets and approximately 10,000 copies bound will be held by us in your name subject to delivery order from you at your earliest convenience within a period of six months from date.

Herewith, we hand you the original copyright cards of the above books, also the properly signed copyright transfer papers.

S.S. Canaldo, Treas.
(X) Accepted by
Edward Stratemeyer

On March 3, 1917, Stratemeyer acknowledged receipt of the payment of \$1,000 and the copyright release, thus ending Hearst's International Library Company's involvement with publication of the books:

Gentlemen:

Yours of Mar. 2nd. to hand, with copyright releases of the eleven juvenile books you had from me a Literary Agent, also your check for \$1,000, order for \$1,000 worth of advertising in your Magazines, and order for all plates, merchandise, etc. of the said books.

With this I mail you the duplicate acceptance of your terms.

Allow me to thank you for your promptness in making this settlement. I do not know as yet what I will do with the books, but they are "good stuff" and I hope to land them with some energetic house before long.

To amplify and make clear the agreement on merchandise will you kindly O.K. the following understanding:

The basis for the agreement is 11,000 books in sheets and 10,000 books bound (with jackets). If the stock varies from these figures either way the adjustment is to be made at the rate of original cost, and if any payment is to be made by Hearst's International Library Co. it shall be made in cash, and if any payment is to be made by Edward Stratemeyer it shall be taken out of his order for \$1,000 worth of advertising.

It is also understood that you shall hold the plates, cover dies, etc. for me subject to my order for a period not exceeding six months, keeping the same insured while in your possession.

Yours truly,
Edward Stratemeyer

On March 5, 1917, Stratemeyer wrote the following letter to the Librarian of Congress, Copyright Office, Washington, D.C., to have the assignment of the copyrights from H.I.L.Co., made back to him:

Dear Sir:

With this I enclose an assignment of copyrights from

Hearst's International Library Co. to myself on eleven books copyrighted by them in 1916.

I would like to have this assignment recorded and certified. I do not know what the fee will be, but if you will advise me I will remit the same at once.

Kindly send me a copy of the copyright law, with latest amendments.

Yours truly,
Edward Stratemeyer

During the summer of 1917, Stratemeyer and H.I.L.Co. exchanged several letters involving residual financial settlements, including a credit for \$822.82, which Stratemeyer chose to use for advertisements in various Hearst's magazines. Then, Stratemeyer began shopping reprint rights for the **Rushton Boys Series**, **Joe Strong Series** and **Nan Sherwood Series** to other publishers. He contacted Harry Burt of A.L. Burt on March 16 and pitched the eleven books to Grosset & Dunlap on April 24.

Finally, he reached a deal with New York publisher Sully & Kleinteich on September 18, 1917, and he wrote the below letter of confirmation the following day.

Included in this deal was a transfer of the publishing rights and printing plates from Grosset & Dunlap to S&K for *The Rival Ocean Divers*, *The Cruise of the Treasure Ship* and *Adrift on the Pacific*, which were renamed as the first three titles of the **Dave Fearless Series**, issued under the George Sully imprint.

Messrs. Sully & Kleinteich
373 Fourth Avenue
New York City.
Gentlemen:

Acting on our conversation of yesterday, in which you have agreed to take over these books under regular written agreements, I herewith send you to orders as follows:

One order on Hearst's International Library Company for the plates, illustrations, cover dies and jacket blocks of the following books:

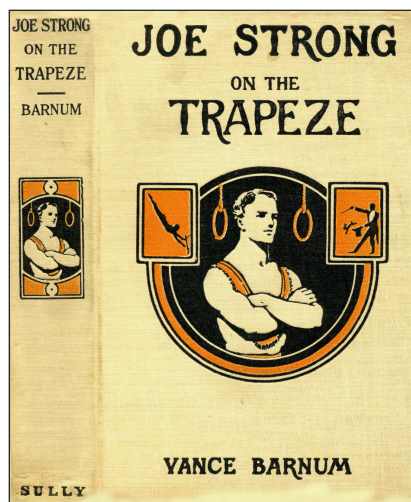
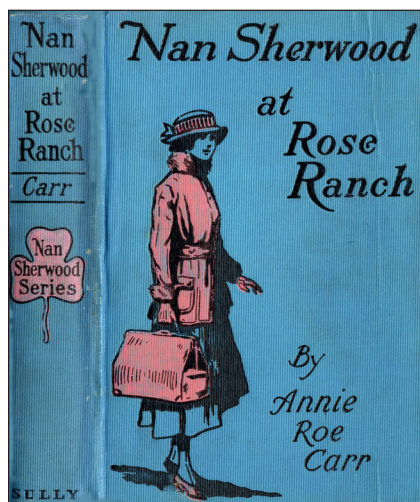
"Nan Sherwood Series," three volumes, "The Rushton Boys Series," three volumes, "Joe Strong Series," five volumes.

An order on Messrs. Grosset & Dunlap for the plates, illustrations, cover dies and jacket blocks of the three volumes, as follows:

"The Rival Ocean Divers," "The Cruise of the Treasure Ship," "Adrift on the Pacific."

I think it would be wise for you to get possession of all of these plates as soon as possible, and, especially in the case of the Hearst books, have them gone over carefully to see that nothing is missing.

(Continued on Page 16)



The Sully reissues of titles in the Nan Sherwood Series, Joe Strong Series and Rushton Boys Series.

Coming up short:

(Continued from Page 15)

Kindly report to me when you have the plates, etc. on hand.

Yours truly,
Edward Stratemeyer

On November 28, 1917, James A. McCann of Hearst's International Library Company wrote to Stratemeyer confirming that \$822.82 worth of advertising for Syndicate books had been placed in Hearst's Magazine:

Dear Mr. Stratemeyer:

Following your directions we have inserted for Sully & Kleinteich advertisements to the amount due you in final settlement of your juvenile book account.

The final advertisement appears in Hearst's Magazine issued today so please, upon receipt of this letter, give me an acknowledgement that the account is settled in full, releasing us from all further claims pertaining to this matter. Thanking you for so doing,

Very truly yours,
James A. McCann

On December 3, 1917, Stratemeyer acknowledged McCann's letter and officially wrapped up his two-year-long publishing saga with H.I.L.Co.:

Gentlemen:

Yours of November 28th to hand and contents noted. In consideration of the settlements previously made on the "Joe Strong Series," five volumes, "Nan Sherwood Series," three volumes, and "The Rushton Boys," three

volumes, and of the insertion for my publishers, Sully and Kleinteich, of eighty lines of advertising in the December numbers of the "Cosmopolitan," "Hearst's Magazine," and "Good Housekeeping." I hereby take pleasure in announcing that this account is now settled in full with me, and I hereby release you from all further claims pertaining to the agreements for the publication of the above mentioned books.

Thanking you for your promptness and courtesy in settling up this matter with me, I remain,

Yours truly,
Edward Stratemeyer

Postscript: The journey of the eleven books in the Joe Strong Series, Rushton Boys Series and Nan Sherwood Series did not end with Sully & Kleinteich, which published them under its George Sully & Co. imprint (illustrated above). For this edition, two titles were added by Sully in 1919 to the Joe Strong Series, both written by Howard R. Garis, author of the first five titles. The new titles were *Joe Strong and his Box of Mystery* and *Joe Strong, Boy Fire Eater*.

Following Edward Stratemeyer's death in 1930, the Syndicate sold the Joe Strong and Rushton Boys plates outright to Western Printing and Lithographing Co., in Racine, Wisconsin, and the titles were issued by that firm's Whitman Publishing Company subsidiary. Two titles, *Joe Strong, the Boy Wizard*, and *The Rushton Boys at Rally Hall*, appeared in the full-sized Whitman 2300 series with color dust jackets, while the complete Joe Strong Series and Rushton Boys Series wound up in Whitman's 15-cent pocket-size, picture-cover editions.

The Nan Sherwood Series, with four titles added, eventually wound up as inexpensive reprints by World Syndicate and Saalfield.