



THE HORATIO ALGER SOCIETY

OFFICIAL PUBLICATION

# NEWSBOY



*Horatio Alger, Jr.*

1832 — 1899

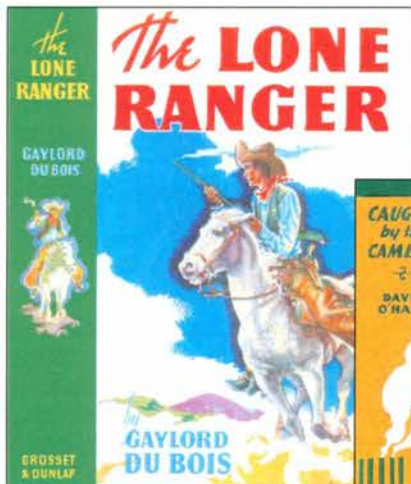
A magazine devoted to the study of Horatio Alger, Jr.,  
his life, works, and influence on the culture of America.

VOLUME LX

NOVEMBER-DECEMBER 2022

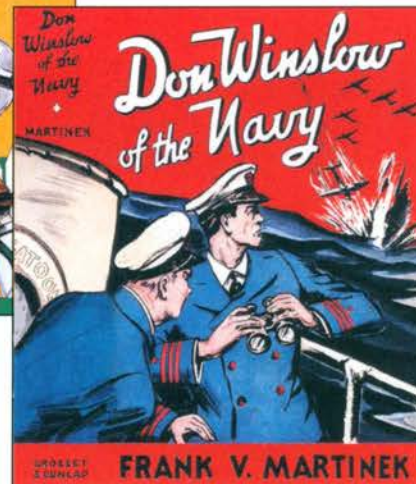
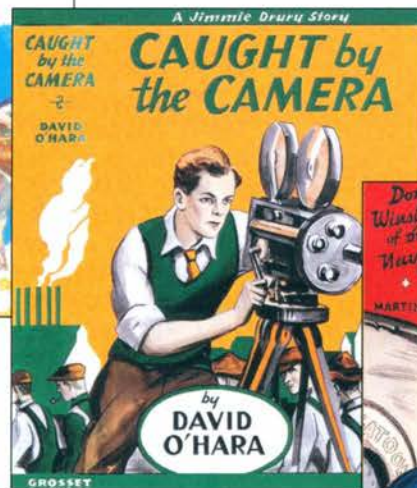
NUMBER 6

## Is a series by another name still a series?



*The case for G&D's  
'Spotlight Books for Boys'*

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*Best wishes for a healthy  
and prosperous new year!*

## Latest update on 'Forging Ahead in Fredericksburg'

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## President's column

This issue should be reaching you just after Christmas and Chanukah, so it's fitting that I begin with warm wishes for a festive holiday season.

With so many new Christmas movies and animated specials coming out every year at this time, it's inevitable that the classics are slowly receding into the past. I did not find any film version of *A Christmas Carol* being telecast in my area this year. This led me to think that I should simply read the story again, something I hadn't done in years ... decades, really.

In researching the publication history of the book, I was reminded that Charles Dickens wrote a series of Christmas tales after the success of the first.

Dickens had garnered notice early in his career with the modest success of *Sketches by "Boz"* (pronounced to rhyme with nose), a succession of short stories and cameos of London scenes and characters, published via series in newspapers and periodicals. In similar fashion, he followed with a serialization of loosely related adventures of the fictional Pickwick Club, only this time, the sum of its parts comprised a novel. *The Posthumous Papers of the Pickwick Club* (serialized 1836-37), proved a phenomenon.

It was the first major industrial-age cultural frenzy spawned by a novel. With its countless pirated copies, imitations, sequels, spinoffs, stage plays, dolls, playing cards, puzzles, boot-blackening, cigars, figurines, etc., *The Pickwick Papers* was the seminal precursor to modern-day tie-in merchandising. *Pickwick* is credited with popularizing cliff-hanger endings as well as novel serializations generally. Many real Pickwick-type clubs were formed at the time, some of which continue to this day. The story made Dickens a household name and remained his most popular book throughout his lifetime.

In a curious parallel with Horatio Alger, the character responsible for the success of *The Pickwick Papers* (and Dickens' initial fame), was Sam Weller, a street-wise cockney bootblack, introduced in the fourth installment and quickly brought to the center of the story. Weller was a "character" with a singular idiolect, liberally doling out wisecracks, misquotes, inverted proverbs and other malapropisms. They became known as Wellerisms and spawned a cottage industry in joke-books.

Dickens followed *Pickwick* with *Oliver Twist*, the first

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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 books, pulps and dime novels.

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Changes of address and other correspondence should be sent to **Horatio Alger Society, 1004 School St., Shelbyville, IN 46176**.

**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.horatioalgersociety.net](http://www.horatioalgersociety.net).

**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," to **Newsboy** editor William R. Gowen (PF-706) at 23726 N. Overhill Dr., Lake Zurich, IL 60047.

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 those free "Alger for sale" ads to the editor at the above address, where you can also send "Letters to the Editor" by regular mail or by e-mail to [hasnewsboy@aol.com](mailto:hasnewsboy@aol.com).



# Is a series by another name still a series?

## *The case for Grosset & Dunlap's 'Spotlight Books for Boys'*

By Terry J. Booth (PF-1150)  
(First of two parts)

In his introduction to Mattson and Davis' *A Collector's Guide to Hardcover Boys Series Books* (1997), *Newsboy* editor Bill Gowen defines a series book as "a book which is published as part of a group which shares common characteristics and locales." He then describes various series categories, including a "publisher series" in which "a firm takes various and sundry volumes, groups them together and arbitrarily calls them [a] 'series.'"<sup>1</sup>

G&D's "Buddy Books for Boys" (MAD 16800) is a good example of a publisher series as described by Gowen. Issued in the 1929-1931 period, it contains books by multiple authors, with few of the books' plots sharing either the same characters or locales. Its approach is one that agglomerates existing titles to promote them as a group, the intent being more sales for a group of books otherwise little advertised.

The MAD guide notes the key identifying mark for books in the series is a dust jacket with the "Buddy Books for Boys" logo on the spine.<sup>2</sup> Not noted is that the rear of many Buddy Book jackets also lists and describes other popular Buddy series titles. Also not noted, all 28 of the

MAD titles are listed on the reverse of G&D's 1931 juvenile series dust jackets as well. About two-thirds of MAD's list appear as Buddy Books titles there, while the remaining sports and flying titles appear under their own series' identities.<sup>3</sup> Of added note, G&D's 1932 DJ back lists no Buddy Books titles, only retaining the sports and flying titles.<sup>4</sup> Buddy Books' series absence is a clear sign that a random publisher agglomeration under an ambiguous identity was not a strong cross-marketing strategy.

Another good barometer of the popularity of any G&D boys' series in this period is to note how often it appeared on the rear DJ and/or rear of book ads of the Hardy Boys series. Thanks to the exhaustive efforts of Hardy Boys expert Tony Carpentieri, his research included cataloguing every book ad that appeared in every printing of G&D's Hardy Boys series books and DJs.<sup>5</sup> The poor reception of the Buddy Books series is clearly evident in their Hardy Boys ad record. Carpentieri noted the number of times the Buddy Brooks series appeared in Hardy Boys rear book ads from 1930 through 1933.<sup>6</sup> While 80 different Hardy Boys book variations are noted for those years, only 20 had

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## *Moving ahead with the 2023 convention*

By Jack Bales (PF-258)

The January-February issue of *Newsboy* will include the registration form for the H.A.S. convention, but there are a few things I wanted to pass on — and stress — in this issue.

"Forging Ahead in Fredericksburg," the 2023 Horatio Alger Society convention, will be held on May 4-7, 2023, in Fredericksburg, Virginia. We will once again be meeting at the Hampton Inn & Suites, Fredericksburg South, located at 4800 Market Street, conveniently located off an I-95 exit.

For the last two years, Chris Jones, the sales director of the Hampton Inn, has provided us with a group rate of \$89 per day. We will have the same rate for next spring's convention, *very* generous in these inflationary times. You can phone the Hampton Inn directly to make your reservation at (540) 898-5000 — be sure to mention the



A narrated Saturday afternoon downtown and historic-area trolley bus tour has been arranged for attendees at "Forging Ahead in Fredericksburg." Photo by Jack Bales

Horatio Alger Society to obtain the group rate.

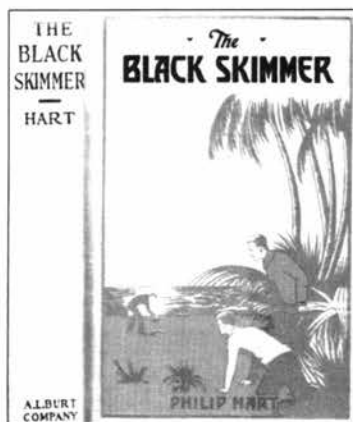
You can also email me at [jbales@umw.edu](mailto:jbales@umw.edu), and I will send you a link to the Hampton Inn's "personalized group page," specifically set up for H.A.S. convention attendees, where you can register online and automatically get the

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## Editor's notebook

The past year has been an interesting one in the never-ending search for that "special" book to add to my collection. My eBay experiences came in two phases: First, in early summer, Partic'lar Friend Keith Thompson sold his dust-jacketed Ralph Henry Barbour collection and other high-quality juveniles on eBay and was rewarded very, very generously by several collectors in the Horatio Alger Society and other bidders, the books selling far in excess of what he originally thought they were worth.

I bought about eight of Keith's books, including a pair of nice Barbours, one of which I did not have the book, let alone the dust jacket. Then, in the fall, I stumbled upon three of the five pre-1932 A.L. Burt books (all with white-



spine DJs) authored by "Philip Hart," who (thanks to research by James Keeline), I recently learned was a pseudonym for noted girls' author Harriet Pyne Grove (1866-1939). She was an Ohio native whose girls' series included *The Greycliff Girls*, *Ann Sterling*, *Betty Lee* and *Merry Lynn Series*, among her

more than three dozen titles, all for Burt.

Ms. Grove wrote five more "Hart" titles in 1934-35 (most of them westerns), but they came in Burt's later oversized format with a different style DJ (and most of them only available today in cheap Saalfeld reprints).

My Hart collection for many years consisted only of *The Strange Teepee*, published in 1931. Two years ago on a trip to Maine, I bought a nice jacketed copy of *The Black Skimmer* (1929), and this fall I rounded out the "early five" (as I call them) by winning the remaining three on eBay: *Flight of the Mystic Owls* (1929), *The Wreck of the Dauntless* (1929) and *Adventures of a Patriot* (1930).

\* \* \*

In our "Letters to the Editor" section, you'll see a brief note from George Beatty of Kennett Square, Pennsylvania, wishing me happy holidays and thanking me for a project I helped him with starting more than a decade ago.

I first met George, a longtime collector, when in the mid-1990s I visited Tom Davis in Newark, Delaware

## For Sale

Bob Bennett's *A Collector's Guide to the Published Works of Horatio Alger, Jr.*, is now available for purchase from the below address, with all proceeds benefiting the Horatio Alger Society. The price is \$20, plus postage/shipping of \$5.

This comprehensive guide is the 1999 update of Bennett's classic Alger bibliography, first published in 1980 by the Flying Eagle Press of Mount Pleasant, Michigan. Bennett personally approved the publication of this revised and updated edition by editors Ed Mattson and Tom Davis and their MAD Book Co., of Newark Delaware.

Bennett's family donated a large number of their remaining copies to the H.A.S. for sale at the annual convention auction this past June, with these additional copies now offered through **Newsboy**.

Updates in this edition include a few corrections to the text, along with additions to Alger's short stories and poetry listings discovered subsequent to the original 1980 printing. The book offers an introduction by longtime Alger scholar Gary Scharnhorst, along with a preface by Bennett detailing the updates and corrections he personally approved. There is also a selection of photos of book covers and illustrations.

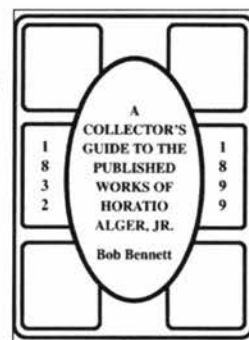
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**1004 School St.**

**Shelbyville, IN 46176**

**Email: bibliomaniacal@gmail.com**



(just across the state line from George's home), and Tom had invited both of us there that evening to take a look at his book collection. It was a great visit and George and I were very impressed.

Anyway, George and I started corresponding by that new-fangled thing called email, and we compared notes about our collecting interests. He mentioned he was a big fan of the "Seckatary Hawkins" books of Cincinnati native Robert Franc Schulkers and was a member of grandson Randy Schulkers' revival of the "Fair and

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## Latest update on convention plans for 2023

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reduced rate. I am pleased to say that Chris told me at lunch recently that he has already begun receiving hotel registrations.

**One important note:** When you register online, be sure to change the group page's default settings to the dates you will be staying at the Hampton Inn.

**Another important note:** This room rate is good only until **April 20, 2023**. Chris told me that May is a busy time for him and his staff, so on April 20, the rooms will be released.

Friday mornings at our annual conventions usually include two or three brief (about 20 minutes) talks featuring the collecting interests of our members. I have been working on a presentation about the dog stories and books of Albert Payson Terhune (*Lad, a Dog*, among many others). If you have a special collecting interest and have been eager to talk about it, please let me know.

## MEMBERSHIP

### Change of address

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Rome, NY 13441

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**Brompton, a hospital for Union soldiers during the Civil War, stands majestically above the famous Sunken Road, from which Confederate troops repelled the Union during the Battle of Fredericksburg in 1862. Brompton is now the home of the president of the University of Mary Washington.**

Photo by Jack Bales

As I said in the last *Newsboy*, I wanted to try something different for our big block of free time on Saturday afternoon. We had a tour of the Fredericksburg battlefield in 2021 and a tour of artist Gari Melchers' home and studio in 2022.

Last year, several people commented on how much they enjoyed driving around Fredericksburg and wandering around downtown. That struck a chord with me, and so I have scheduled a motorized "trolley tour" of the city for Saturday.

As the tour's web page puts it: "During your 75-minute guided tour of the downtown Historic District and the Fredericksburg Battlefield, you will experience the past, present, and future of a city so rich in history and teeming with monuments, markers, and attractions."

Our tour will start at the Fredericksburg Visitors' Center at 706 Caroline St. at 1 p.m. You may want to get there early so you can first explore the many shops and restaurants in the downtown area. Additional details, of course, will be in future issues of *Newsboy* and in the convention packet. To learn more about the trolley tours, see the web page at [www.fredericksburgtrolley.com](http://www.fredericksburgtrolley.com) or Google "Trolley Tours of Fredericksburg."

I look forward to welcoming longtime as well as new Horatio Alger Society members in early May for "Forging Ahead in Fredericksburg."

## President's column

(Continued from Page 2)

in a string of "social" novels with which he became associated. It was the first Victorian novel with a child protagonist and a major success for him. He would return to the well of sympathetic juvenile characters many times, notably in 1843 with *A Christmas Carol*.

In truth, *A Christmas Carol* was actually just another social novel about the conditions of the poor in England, particularly London. It was an amalgamation and progression of themes he had developed in his earlier short stories concerning Christmas. The story appeared in embryonic form in *The Pickwick Papers* in an instalment entitled *The Goblins Who Stole a Sexton*.

In response to a Parliamentary Report, Dickens had planned to write a scathing broadside on the deplorable conditions and exploitation of England's poor children but decided to touch public sympathies through a heart-wrenching Christmas story instead. The original manuscript didn't even reveal whether Tiny Tim lived or died. That was added by the publisher just prior to publication. It was well received and has become his most enduring work.

Less well known today are the Christmas stories he

published in the years that followed. In December 1844 he published the novella *The Chimes: A Goblin Story of Some Bells that Rang an Old Year Out and a New Year In*, another story of social injustice and moral redemption with a Christmas angle. December 1846 saw the publication of *The Cricket on the Hearth: A Fairy Tale of Home*. Here, Dickens abandons his social preaching for pure sentimentality. The novella actually eclipsed *A Christmas Carol* in popularity during his lifetime.

*The Battle of Life* appeared in December 1846 but is only superficially related to Christmas. It's a sentimental love story with a surprise ending. *The Haunted Man and the Ghost's Bargain*, in December 1848 returned to the themes of morality, a visiting spirit and an epiphanic redemption that proved so popular in *A Christmas Carol*.

Remember, there are 12 days of Christmas, plenty of time to revisit Dickens' *Carol* and its lesser-known siblings.

With wishes for an auspicious new year, I remain,

Your Partic'lar Friend,  
James King (PF-1126)  
711 East Plantation Circle  
Plantation, FL 33324  
(954) 473-6927  
Email: jamesreed9@gmx.com

## Editor's notebook

(Continued from Page 4)

Square Club" of Hawkins fans that reached back to the mid-to-late 1920s. Today's members consist of surviving children and (mostly) grandchildren of the young people who enjoyed reading the Seckatary Hawkins comic strips and books "back in the day."

Randy had informed today's club members that he had a treasure trove of his grandfather's manuscripts and Sunday comic pages in the attic of the family home, and discovered that the Seck Hawkins books that we all collected were drastically abridged from the original manuscripts. Also, there were more than a dozen manuscripts that were never published in book form.

Basically, after the first two Hawkins books published by Stewart Kidd of Cincinnati did not sell well, Robert Schulkers took the "vanity" route and published the subsequent books under his own imprint.

When current club members found out about this they asked Randy if it was possible to reissue the original books in unabridged editions as well as offer the unpublished works in book form. The cost would be prohibitive, but Randy bit the bullet, along with very

generous donations from club members, to begin what became a project lasting well over a decade.

That is when George Beatty stepped in. Because the original manuscripts were in such frail condition, they needed someone to carefully retype the additional content along with all of the text from the unpublished novels. George said "I'll do it," and despite some major health issues along the way and thousands of hours' typing, he finished the project in 2017. We must note that George was also one of the major financial backers of the project.

In appreciation, Randy dedicated the final book of the series, *Treasure in the Tropics*, to George, and the inscription reads as follows:

TO GEORGE BEATTY:

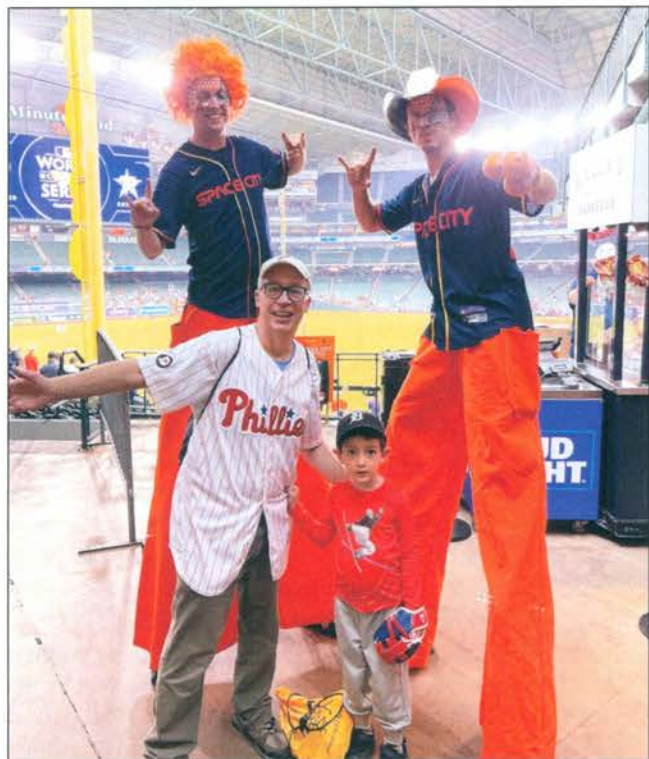
**Our incomparable Fair & Square Club Bookmaker,  
George sure did live up to the slogan —  
"A Quitter never wins and a Winner never quits" as  
he typed this, the toughest of the club books.**

Our story goes much deeper than this, and George over the years has been able to help me with my Seck collection and I loaned him many hard-to-find books that he could read at his leisure.

That is what our hobby is all about!



## LETTERS TO THE EDITOR



Keith Thompson's son, Nathan, and grandson Thaddeus enjoy a few moments "clowning around" prior to the opening game of the 2022 Astros vs. Phillies World Series at Houston's Minute Maid Park. Photo by Keith Thompson

Dear Bill,

Most H.A.S. members are aware of the fascination my family has had with Base Ball and the World Series, dating from 1887 when my great uncle, Sam Thompson, played right field for the Detroit Wolverines. Thus, it will be no surprise to hear that three generations of Thompsons entered Minute Maid Park in Houston for Game 1 of the 2022 Series about one minute after the gates opened to the public. For those keeping score at home, Keith Hoadley (92) has been to 33 different stadiums and 30 World Series games, Nathan Hoadley (60) has been to 51 different stadiums and 78 World Series games, and Thaddeus Hoadley (6) has been to 18 different stadiums and 3 World Series games.

I had a single seat in the 200s in deep right field adjacent to a large block of executives and staff of the Sugarland Cowboys, the Astros' Triple A affiliate. I was wearing my Detroit gear and thus posed no threat, and we fell to talking. Such an unusually courteous, knowledgeable and helpful group. I'm accustomed to cold beers dumped down my neck accompanied by rude and obnoxious behavior. Nathan and TT had seats

at field level on the left field side of the park that paid off when TT was given a ball by a Philly player during batting practice. They were wearing Philly gear, which was not appreciated when they showed up in my section to see how I was getting along with my new friends, especially as Astros starter Justin Verlander was not going as well as he started out.

Except for a 2,200-calorie tub of stale popcorn, probably left over from the ALCS, the three-day trip was a huge success in many ways. We spent one day in San Antonio to show TT the Alamo and the new restorations there, and Nathan and TT spent a morning at the Space Museum in Houston. This was the third visit to Minute Maid Park for myself and Nathan, and we know where to park legally for three dollars and eighty cents alongside the Park Security Forces. There is only about a one-minute window, but worthwhile since we are just across the street where the price is 70 dollars and filled up.

I use a cane in public to minimize the chance of another bone-breaking fall and was pleased that I tolerated miles of walking reasonably well. So well, that I may be able to attend Fredericksburg next year.

Sincerely,  
Keith H. Thompson (PF-035)  
P.O. Box 67  
Bellport, NY 11713

Dear Bill,

The Popular Culture Association national conference, with our section devoted to dime novels and series books, meets each year in the week before Easter in different cities. It didn't surprise anyone that 2020 was canceled entirely by the COVID pandemic and 2021 and 2022 were virtual. But 2023 will be in San Antonio, Texas. In normal years we have 12 to 16 presentations of 15 to 20 minutes, often illustrated with computer slides. Many of us have presented each year for decades, and the topics have become articles in **Newsboy**, **Dime Novel Round-Up**, **Yellowback Library** and other publications.

I've been presenting since 1992, with a range of Stratemeyer and other series book topics. For 2023, I will be exploring the complex intersections between series book stories and authors with many kinds of periodicals.

Many of Alger's books, for example, were first read on the pages of story papers like **Argosy**, **Golden Argo**, **Student and Schoolmate** and many others. Edward Stratemeyer's first books appeared as serials, such as **Golden Days**, **Good News**, and several more. A large portion of pre-WWII series volumes were once serials. But there were also times when serials were published *after* the books. This could include appear-

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## LETTERS TO THE EDITOR

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ances in newspapers and magazines.

As a story transitions from one medium to another, it is subject to the needs and whims of the editors. Titles, lengths, illustrations, and even character names can change. Often the serials are longer, but in some cases they were expanded out. Stratemeyer's "Snow Lodge" in the **Popular Magazine** (December 1903 to January 1904) was significantly lengthened to become *The Island Camp*, published as a book by A. S. Barnes.

Several classic stories began life as serials that were sometimes rather different from their familiar books. Robert L. Stevenson's *Treasure Island* is an interesting example, which appeared in a British story paper.

Often, characters appeared in multiple serials. Sometimes these were not published in book form. Years ago, **Newsboy** ran a serial of P. K. Fitzhugh's "Pee-Wee Harris, Warrior Bold," but there are other examples, such as the three book-length serials about Kelland's Mark Tidd that were not published as books at the time.

One of the quick ways to compare stories is by checking the number of chapters. Then, closer comparisons can be made. My PCA talk can only give a survey of interesting examples, which include many familiar authors.

Sincerely,  
James D. Keeline (PF-898)  
21390 Lemon St.  
Wildomar, CA 92595  
james@keeline.com

Dear Bill,

After I bought the three very nice Jerry Todd books by "Leo Edwards" (Edward Edson Lee) that you donated to this year's convention auction, I thought, "Why not get the rest in the series?"

I was impressed by your auction books, as they were in practically fine condition, with crisp and clean dust jackets. They looked great on the shelves, and I decided to add only books in very good or better shape. After all, it was not like I was in any hurry, and I could leisurely take my time.

As it turns out, I didn't have to wait very long to pick up all 16 Jerry Todd titles, and I added the last one to my bookshelf on September 10. The additional books I bought from you sure helped a lot, as did the volumes I got from Jeff Looney. Besides eBay and Abebooks, I regularly searched Biblio.com and Addall.com. I was pleased to see that many of the good books are still out there, and at very reasonable prices, too.

I lucked out with a signed copy of *Jerry Todd, Pirate* for only \$10. It had no dust jacket, but I found the exact same edition with a very good dust jacket that I put



Jack Bales' recent collection of *Jerry Todd* books.

on my signed copy. (The jacketless book I will use as a "reading copy," and yes, I am, indeed, reading each title!)

My twin brother, Dick, his wife, Joanne, and I have occasionally wandered around Leo Edwards' boyhood home of Utica, Illinois, a village in the northern part of the state (our hometown is Aurora, about 50 miles away). Edwards used Utica as the model for Jerry Todd's fictional town of Tutter, Illinois. The LaSalle County Historical Society Museum was open during our most recent visit, and we were pleased to see a good-sized exhibit on Leo Edwards. A photograph that I took of the exhibit appears in the July-August 2019 **Newsboy**.

My favorite Jerry Todd title? It's the last one in the series—and the rarest—*Jerry Todd's Cuckoo Camp*. I have a nearly mint copy in my collection with my father's signature and address on the front endpaper. He read Edwards' Jerry Todd and Poppy Ott books as a boy, and my brother Dick and I discovered them in the attic and read them. I don't know what happened to the books over the years, but a book dealer friend of mine emailed me that he had this particular copy of *Cuckoo Camp*. Of course, I snapped it up immediately.

Sincerely,  
Jack Bales (PF-258)  
422 Greenbrier Court  
Fredericksburg, VA 22401  
jbales@umw.edu

Hi Bill,

It has been several years since I sent you an email. I hope you are doing well. I was reflecting on the past and thought I would just send an email to say "Hello!"

I am so appreciative of all you did for me several years ago. The books you sent were so rare and almost impossible to purchase, are so very valued by me now. For years I have attempted to purchase some of them without success!

Thank you so much for all you have done for me and have a very "Happy Holiday" season.

Best wishes,  
George D. Beatty  
gdbeatty@yahoo.com



**Four Headliners for Boys!**

Characters famous on the Radio:  
**THE LONE RANGER**  
 by Gaylord DuBois  
 Mysterious, unnamed friend to all in trouble, this dauntless rider, ever astride his magnificent horse, Silver, rides the Western range.

In The Movies:  
**FLASH GORDON**  
 by Alex Raymond  
 Flash, Dale Arden and Dr. Zarkov, the only earthlings on the planet Mongo, save King Vultan's people from destruction by a race of monsters.

In The Cartoon Strips:  
**TAILSPIN TOMMY**  
 by Mark Stevens  
 Tommy fills in for an ace stunt flier in a war movie — and turns detective to free a pal of a murder charge.

In The News:  
**THE G-MEN**  
**SMASH THE "PROFESSOR'S" GANG**  
 by William Engle  
 Bob and Denny, G-men, in a chase that leads them into the underworld, through gang battles, and finally to the "Professor's" own "castle".

**GROSSET & DUNLAP**  
 Publishers — — — — — NEW YORK

Figure 1: *Four Headliners for Boys!* dust jacket ads promoting 4 titles published in that group by G&D in 1936.

## Spotlight Books for Boys

(Continued from Page 3)

an ad page in the rear of the book for the Buddy Books series. Nor did any Hardy Boys dust jacket rear flap or rear cover for that period contain an advertisement for the Buddy Books series.<sup>7</sup>

This article discusses an arguably different kind of publisher series — Grosset & Dunlap's "Spotlight Books for Boys" — which achieved a much wider and longer-term success. It first came to my attention because of some of the colorful well-done dust jackets, and claimed further attention because of some of the interesting reading.

The series' success was greatly helped by its focus on identifying several new titles each year, which held good potential for begetting successful new series. As such, it can be seen as a quality step above Gowen's "arbitrarily selected" publisher series. Instead, it is more aptly described as a "carefully selected" publisher series and — as discussed more fully below — a publisher's "breeder series" rather than an "agglomeration series" like the Buddy Books for Boys.

The Spotlight Books for Boys' approach has many similarities to Edward Stratemeyer's earlier successful "breeder" strategy.<sup>8</sup> That strategy started with G&D publishing and cross-promoting a small group of related series titles provided by Stratemeyer. If successful, G&D kept adding new titles to the group each year. The Spotlight group's publishing history mirrors that

approach, starting with a four-group set of books. Their success then allowed new titles to be added each year. While many titles did not share either locales or characters, each book did share one common characteristic — its leading character or subject matter had high recognition and popularity in the leading cultural media of their day.

Yet despite the below discussion noting the Spotlight Books series' success, it is not listed in Mattson and Davis' *Collector's Guide*. There are many possible reasons, one being that its publisher assigned the group several different identities over the years. A second is that the advertised list of titles in the series not only would include new titles for the year, but prior titles might either be dropped or "graduated" to their own advertised series, never to be marketed as a Spotlight group title again. The series is further confused by the publisher's penchant for sometimes adding acquired older titles in the hopes of benefiting from the group's successful titles, and for sometimes including different book titles in its rear-panel book ads from those on its rear dust jacket ads.

The evidence and discussion herein is intended to establish clear links between each of the various Spotlight Books identities, to document which titles should qualify as a member of the series, and to suggest the approximate year in which Grosset & Dunlap added them. The analysis relies primarily on a review of the rear dust jacket evidence about the group's history. To assist the reader in following the discussion, reproductions of

(Continued on Page 11)



**Spotlight Books for Boys!**

Characters famous on the Radio:

**THE LONE RANGER**  
by Gaylord DuBois  
Mysterious, uncamed friend to all in trouble, this dauntless rider, ever astride his magnificent horse, Silver, rides the Western range.

In The Movies:

**FLASH GORDON**  
by Alex Raymond  
Flash, Dale Arden and Dr. Zarkov, the only earthlings on the planet Mongo, save King Vultan's people from destruction by a race of monsters.

In The Cartoon Strips:

**TAILSPIN TOMMY**  
by Mark Stevens  
Tommy fills in for an ace stunt flier in a war movie — and turns detective to free a pal of a murder charge.

In The News:

**THE G-MEN**  
**SMASH THE "PROFESSOR'S" GANG**  
by William Engle  
Bob and Denny, G-men, in a chase that leads them into the underworld, through gang battles, and finally to the "Professor's" own "castle".

**GROSSET & DUNLAP**  
Publishers - - - - - NEW YORK

## Spotlight Books for Boys

From 12 to 16 Years

**MYSTERY HOUSE** ..... R. J. Burrough  
Another Smiley Adams story combines mystery and sports, with adventure aplenty in the deserted house on an island one dark and stormy night.

**THE LONE RANGER** ..... G. DuBois  
Mysterious, fabled to all in trouble, this dauntless rider, ever astride his magnificent horse, Silver, rides the Western range.

**FLASH GORDON** ..... Alex Raymond  
Flash, Dale Arden and Dr. Zarkov, the only earthlings on the planet Mongo, save King Vultan's people from destruction.

**TAILSPIN TOMMY** ..... Hal Forrest  
Tommy fills in for an ace stunt flier in a war movie.

**THE G-MEN SMASH THE "PROFESSOR'S" GANG**  
Bob and Denny, G-men, in a chase that leads them into the underworld.

**SMILEY ADAMS** ..... R. J. Burrough  
An exciting story about the disappearance of a football star between halves.

**GROSSET & DUNLAP** Publishers New York

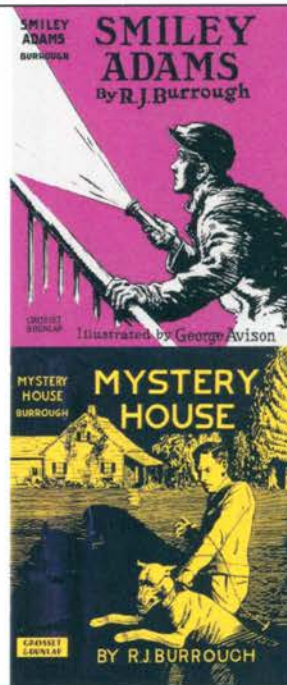


Figure 2: 1936 also saw the *Four Headliners for Boys!* heading changed to *Spotlight Books for Boys!* A rear ad also added two Smiley Adams mystery titles purchased from another publisher.

**Spotlight Books for Boys!**

**THE LONE RANGER**  
by Fran Striker

**THE LONE RANGER AND THE MYSTERY RANCH**  
by Fran Striker

**FLASH GORDON**  
by Alex Raymond

**TAILSPIN TOMMY**  
by Hal Forrest

**THE G-MEN SMASH THE "PROFESSOR'S" GANG**  
by William Engle

**THE G-MEN IN JEOPARDY**  
by Laurence Dwight Smith

**SMILEY ADAMS**  
by R. J. Burrough

**MYSTERY HOUSE**  
by R. J. Burrough

**THE IRON HORSE**  
by Edwin C. Hill

**THE PONY EXPRESS**  
by Henry James Forman and Walter Woods

**JIMMIE DRURY, CANDID CAMERA DETECTIVE**  
by David O'Hara

**GROSSET & DUNLAP**  
Publishers - - - - - NEW YORK

Figure 3: By 1937, the growing popularity of the Spotlight Books series encouraged G&D to add additional titles, for a total of 11. One of them was *Jimmie Drury, Candid Camera Detective*. It was the first of the four David O'Hara-authored books to eventually become part of the series.



## Spotlight Books for Boys

(Continued from Page 9)

relevant jacket ads as well as jacket covers are included with this study. Since jacket ad headings as well as title counts vary, Carpentieri's jacket abbreviation and structure may sometimes be used here.

The rear DJ abbreviations he used were FHB (*Four Headliners for Boys*), SBB (*Spotlight Books for Boys*), and TBS (*Thrilling Best-Seller Tales*); the rear-of-book ad may also use the less common BFB (*Books for Boys*), followed by the title count as noted in parentheses.<sup>9</sup> For example, FHB (4) indicates a rear DJ ad headed "Four Headliners for Boys!" that lists four titles.

**Note:** Several rules have been adopted to qualify an advertised G&D title as a **Spotlight Book**:

1. A title must be listed on the rear of a qualifying Spotlight Book DJ or related rear of book ad.
2. A **Spotlight Book** DJ ad must contain both a qualifying header and the four Spotlight icons.<sup>10</sup>
3. Once a title qualifies as a **Spotlight book**, its absence from a later DJ does not disqualify it.

### Background and timeline

In 1936, G&D published four boys series titles which described the adventures of four popular fictional characters "famous on the radio, in the movies, in the cartoon strips, and [or] in the news" (Figure 1, page 9.)

It was a classic "breeder series" strategy — three or four promising titles whose success might lead to sequels.

When several titles did achieve success, G&D began advertising the group on the rear dust jacket of other major book series, most notably its Hardy Boys. They also made the first of several important identity changes, with the "Four Headliners" header morphing into "Spotlight Books for Boys" (Figure 2, page 10). It was an obvious move since a four-book count in a header doesn't allow for more titles. A rear-of-book ad that year also added two books, both "Smiley Adams" titles by R.J. Burrough, purchased from Longmans Green. As noted later, although their DJ flap ads suggested sports, they were classic "high schooler helps G-men" tales.

The early success of several of the Spotlight Books group led G&D to add more titles. By 1938, five added titles were being advertised, for a total of 11 (Figure 3). Two were sequels, an early sign the breeder strategy was working. Two were reprints of titles from other publishers that had been made into popular movies., while the last was the first in a new "Jimmie Drury, photographer" series (an easily understood addition since photographers were valued contributors to the news of the day).

The year 1939 brought three more new titles (for a total of 14), two being sequels (Figure 4, page 12). Interestingly,

the rear-of-book ads that year added a movie-related fourth title — *Hawk of the Wilderness* — not in rear-panel DJ ads until the following year. Of special note, a subheading — "Thrilling best seller tales of mystery and adventure" — was added to both the rear DJ and rear-of-book ads. But the microphone, movie camera, comic strip and newspaper icons found in all earlier rear jacket ads were retained.

The year 1940 placed added focus on the group's successful titles, with four more sequels added (Figure 5, page 12) while one title was dropped.<sup>11</sup> Two new titles were also added to the rear DJ ad (excluding *Hawk*), one a publisher reprint, while the other — *Don Winslow of the Navy* (then of comic strip and radio fame) — would quickly generate several sequels.<sup>12</sup> G&D's breeder series strategy was still working.

Curiously, G&D also added new complexity in 1940 to identifying Spotlight Books titles, since the group's ad page in the rear of many G&D books included three titles not shown on the rear DJ list (Figure 6, page 13). All were Cortland Fitzsimmons sports mystery reprints acquired from other publishers. Since at least one of them had a G&D jacket with a 1939 "Spotlight Books" ad, it is clear the publisher viewed them as additions to the Spotlight group even if not on the rear DJ ad. The focus title in the group was *70,000 Witnesses*, a movie title. G&D appears to have created new dust jackets for the three.<sup>13</sup>

The year 1941 held a number of important changes (Figure 7, page 14). Most notably, the group's "Spotlight Books for Boys" header was dropped! In its place, the prior sub-heading "Thrilling best seller tales of mystery and adventure," was promoted to serve as the DJ heading. But it was clearly the same Spotlight group based on the book titles, and because three of the group's four signature icons (microphone, movie camera, and comic strip) were retained on all rear DJ ads. However, reflective of the times, the newspaper icon was dropped in favor of the more popular current aviation theme — and its air combat icon. While the icon was borrowed from G&D's already successful "Air Combat Stories" series,<sup>14</sup> the Spotlight Books group was able to add two air combat titles unique to the group.

The 1941 DJ focused renewed attention on promising new titles. Of greatest note, the prior year's five Lone Ranger titles "graduated" from the group (becoming an important growing series in its own right). The removal of those titles made room for three *Don Winslow* sequels and two titles in a new *Steve Knight Flying Stories* (i.e. "air combat") series. Other adjustments included adding a fourth *Jimmie Drury* title and removing four less successful titles.<sup>15</sup> These changes dropped the rear DJ title count to 17.

The year 1942 saw the last of Spotlight group's

(Continued on Page 13)



### Spotlight Books for Boys!

Thrilling best-seller tales of mystery and adventure

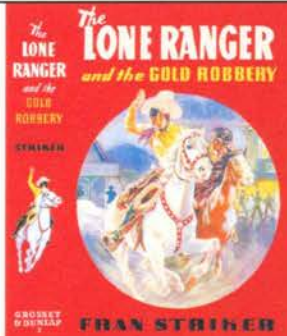

<p>THE LONE RANGER THE LONE RANGER and the MYSTERY RANCH</p> <p>THE MYSTERY OF THE YELLOW TIE <i>by Laurence Dwight Smith</i></p> <p>THE PONY EXPRESS <i>by Forman &amp; Woods</i></p> <p>THE IRON HORSE <i>by Edwin C. Hill</i></p> <p>JIMMIE DRURY, CANDID CAMERA DETECTIVE JIMMIE DRURY: WHAT THE DARK ROOM REVEALED <i>by David O'Hara</i></p>	<p>THE LONE RANGER and the GOLD ROBBERY <i>by Paul Striker</i></p> <p>SMILEY ADAMS MYSTERY HOUSE <i>by R. J. Barrrough</i></p> <p>TAILSPIN TOMMY <i>by Hal Forrest</i></p> <p>FLASH GORDON <i>by Alex Raymond</i></p> <p>THE G-MEN SMASH the PROFESSOR'S GANG <i>by William Engle</i></p> <p>THE G-MEN IN JEOPARDY <i>by Laurence Dwight Smith</i></p>
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**GROSSET & DUNLAP**  
Publishers - - - - - NEW YORK

### Spotlight Books for Boys

Thrilling best-seller tales of mystery and adventure.

<p>MYSTERY HOUSE ..... R. J. Barrrough</p> <p>THE LONE RANGER THE LONE RANGER AND THE MYSTERY RANCH THE LONE RANGER AND THE GOLD ROBBERY <i>Fran Striker</i></p> <p>FLASH GORDON ..... Alex Raymond</p> <p>TAILSPIN TOMMY ..... Mark Stevens</p> <p>THE G-MEN SMASH THE "PROFESSOR'S" GANG Wm. Engle</p> <p>THE G-MEN IN JEOPARDY ..... Laurence Dwight Smith</p> <p>SMILEY ADAMS ..... R. J. Barrrough</p> <p>HAWK OF THE WILDERNESS ..... William L. Chester</p> <p>MYSTERY OF THE YELLOW TIE ..... L. Dwight Smith</p> <p>JIMMIE DRURY: CANDID CAMERA DETECTIVE JIMMIE DRURY: WHAT THE DARK ROOM REVEALED David O'Hara</p> <p>THE PONY EXPRESS ..... Forman &amp; Woods</p> <p>THE IRON HORSE ..... Edwin C. Hill</p>	<p>GROSSET &amp; DUNLAP : Publishers : New York</p>
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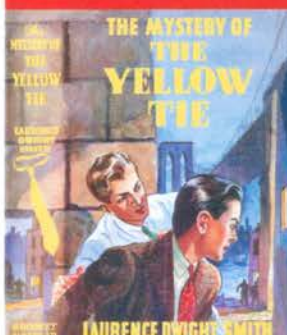
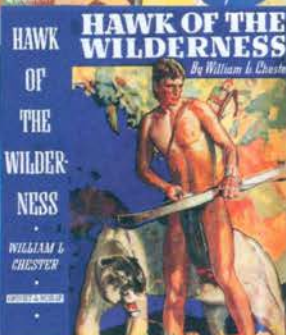




Figure 4: The DJ advertisement in 1939 introduced 3 more new titles, for a total of 14. The subheading "Thrilling best-seller tales of mystery and adventure" was added to the rear DJ and rear-of-book ads.

### Spotlight Books for Boys!

Thrilling best-seller tales of mystery and adventure

<p>DON WINSLOW OF THE NAVY ..... Frank V. Martinek</p> <p>STOCKY OF LONE TREE RANCH ..... Charles M. Egan</p> <p>THE MYSTERY OF THE YELLOW TIE ..... Laurence Dwight Smith</p> <p>THE IRON HORSE ..... Edwin C. Hill</p> <p>THE PONY EXPRESS ..... Forman &amp; Woods</p> <p>FLASH GORDON ..... Alex Raymond</p> <p>TAILSPIN TOMMY ..... Hal Forrest</p> <p>SMILEY ADAMS ..... R. J. Barrrough</p> <p>HAWK OF THE WILDERNESS ..... William L. Chester</p>	<p>THE LONE RANGER STORIES <i>by Paul Striker</i></p> <p>THE LONE RANGER THE LONE RANGER AND THE MYSTERY RANCH THE LONE RANGER AND THE GOLD ROBBERY THE LONE RANGER AND THE OUTLAW STRONGHOLD THE LONE RANGER AND TONTO</p> <p>THE G-MEN STORIES THE G-MEN SMASH THE "PROFESSOR'S" GANG ..... William Engle THE G-MEN IN JEOPARDY ..... Laurence Dwight Smith THE G-MEN TRAP THE SPY RING ..... Laurence Dwight Smith</p> <p>THE JIMMIE DRURY SERIES <i>by David O'Hara</i></p> <p>JIMMIE DRURY: CANDID CAMERA DETECTIVE JIMMIE DRURY: WHAT THE DARK ROOM REVEALED JIMMIE DRURY: CAUGHT BY THE CAMERA</p>
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**GROSSET & DUNLAP**  
Publishers - - - - - NEW YORK









Figure 5: "Thrilling best-seller tales of mystery and adventure" DJ ad promoting 17 titles published in 1941, including the first title in Frank Martinek's Don Winslow of the Navy series.

## Spotlight Books for Boys

(Continued from Page 11)

"Thrilling best-seller" DJs. One title was dropped (*Pony Express*) while three aviation titles were added. Of the 19 titles listed, the MAD guide now lists 14 as a three (or more)-book series.<sup>16</sup> In addition to a *Steve Knight* sequel, the aviation titles introduced the first two of a new air combat series — Canfield Cook's *Lucky Terrell* (MAD 37800) — to which Cook would add another 6 titles before its end. *Lucky Terrell* — like *The Lone Ranger* — would also "graduate" from the Spotlight group, since it appears on G&D's 1943 *Air Combat Stories* rear DJ ads (Figure 8, page 16).<sup>17</sup>

### Legacy of the Spotlight Books for Boys

Except for the two "graduated" series, neither the Spotlight group's header or symbolic 4 original Spotlight icons appeared in later Grosset & Dunlap ads. Nor is the author aware that any "ungraduated" titles from the 1942 Spotlight group rear DJ ad appear in later G&D marketing ads. *Requiescat in pace.*

G&D marketed three of the original four Headliner/Spotlight titles (or sequels) to the last.<sup>18</sup> At its end, 19 titles were noted on the 1942 TBS (19) rear DJ ad, to which can be added the five "graduated" Lone Ranger

titles. Nine titles had been dropped as well. Further, the group exhibited an important characteristic of most successful series — it started small and grew based on the success of its earlier titles. This is consistent with the suggestion that the four Headliner titles acted as a breeder group.

A review of Spotlight group's titles will show they encompassed many popular themes and heroes of their time. Some were of passing interest, while others — like the *Lone Ranger* books — would influence young people's minds for decades. Raising the question — how does one judge the significance of any juvenile series? Is it sales, popularity, the quality of writing, or is it thematic content? The answer is too complicated for here, but it is difficult to argue against sales and popularity.

A diversity of themes and viewpoints also matters. Only in Spotlight's case it was not just diversity, but a disciplined diversity. That is, G&D's selection of new Spotlight series titles is consistent with a desire to choose only those books whose content related to the four (later five) Spotlight icons. While G&D never created a spinal logo for the Spotlight group, it did consistently advertise them together over the seven-year period from 1936 to 1942. As with the Buddy Books and other publisher

(Continued on Page 14)

**BOOKS FOR BOYS**  
Thrilling Best-Seller Tales of Mystery and Adventure

**THE SPOTLIGHT BOOKS**

STOCKY OF LONE TREE RANCH.....	CHAS. H. SNOW
70,000 WITNESSES.....	C. FITZSIMMONS
DEATH ON THE DIAMOND.....	C. FITZSIMMONS
FLASH GORDON.....	C. FITZSIMMONS
TAILSPIN TOMMY.....	ALEX RAYMOND
SMILEY ADAMS.....	MARK STEVENS
THE HAWK OF THE WILDERNESS.....	R. J. BURROUGHS
THE PONY EXPRESS.....	W. L. CHESTER
THE IRON HORSE.....	JAMES FORMAN
MYSTERY OF THE YELLOW TIE.....	EDWIN C. HILL
	LAWRENCE D. SMITH

**THE LONE RANGER BOOKS**  
by Fran Striker

THE LONE RANGER  
THE LONE RANGER AND THE MYSTERY RANCH  
THE LONE RANGER AND THE GOLD ROBBERY  
THE LONE RANGER AND THE OUTLAW STRONGHOLD  
THE LONE RANGER AND TONTO

**THE JIMMIE DRURY BOOKS**  
by David O'Hara

JIMMIE DRURY: CANDID CAMERA DETECTIVE  
JIMMIE DRURY: WHAT THE DARK ROOM REVEALED  
JIMMIE DRURY: CAUGHT BY THE CAMERA

**GROSSET & DUNLAP**  
Publishers NEW YORK

**Spotlight Books for Boys!**  
Thrilling best-seller tales of mystery and adventure

THE LONE RANGER  
THE LONE RANGER AND THE MYSTERY RANCH  
THE LONE RANGER AND THE GOLD ROBBERY

THE IRON HORSE  
THE PONY EXPRESS  
THE HAWK OF THE WILDERNESS  
SMILEY ADAMS  
TAILSPIN TOMMY  
FLASH GORDON  
DEATH ON THE DIAMOND  
70,000 WITNESSES  
STOCKY OF LONE TREE RANCH  
MYSTERY OF THE YELLOW TIE

**GROSSET & DUNLAP**  
Publishers NEW YORK

**70,000 WITNESSES**  
by CORTLAND FITZSIMMONS

A Football Mystery Story

**DEATH ON THE DIAMOND**  
by CORTLAND FITZSIMMONS

A Baseball Mystery

**CRIMSON ICE**  
by CORTLAND FITZSIMMONS

A Hockey Mystery

Figure 6: In 1940, three Cortland Fitzsimmons sports mystery stories, acquired from other publishers, were added to the back panel ad on the DJ, at left, bringing the total books listed to 19. A copy of one of the Fitzsimmons books, *70,000 Witnesses* (top right), indicates that G&D created new jacket designs for those three titles.



**Thrilling best-seller tales of mystery and adventure**

STOCKY OF LONG TREE RANGE  
THE MYSTERY OF THE YELLOW TIE  
Charles H. Snow

THE IRON HORSE  
THE PONY EXPRESS  
Flash Gordon  
HAWK OF THE WILDERNESS  
THE G-MEN TRAP THE SPY RING  
Lawrence Douglas Smith

**THE DON WINSLOW STORIES**  
By Frank F. Martin

DON WINSLOW OF THE NAVY  
FACE TO FACE WITH THE SCORPION  
BREAKS THE SPY NET  
SAVES THE SECRET FORMULA

**STEVE KNIGHT FLYING STORIES**  
By Fred Capp

THE MYSTERY OF DEVIL'S HAND  
THE BRIDGE OF BOMBERS

**JIMMY DUBBY SERIES**  
By David O'Hara

CANDID CAMERA DETECTIVE  
WHAT THE DARK ROOM REVEALED  
CAUGHT BY THE CAMERA  
BY BURSTING FLASH BULBS

**GROSSET & DUNLAP**  
Publishers  
New York

**Face to Face with the Scorpion**  
Don Winslow  
FRANK V. MARTINEK

**BREAKS the SPY NET**  
Don Winslow  
FRANK V. MARTINEK

**SAVES the SECRET FORMULA**  
Don Winslow  
FRANK V. MARTINEK

**THE MYSTERY OF DEVIL'S HAND**  
A STEVE KNIGHT FLYING STORY  
Steve Knight  
FRED CAPPA

**THE BRIDGE OF BOMBERS**  
A STEVE KNIGHT FLYING STORY  
Steve Knight  
FRED CAPPA

**BY BURSTING FLASH BULBS**  
A JIMMY DUBBY STORY  
Jimmy Dubby  
DAVID O'HARA

Figure 7: "Thrilling best-seller tales of mystery and adventure" DJ ad promoting 17 titles published in 1941.

## Spotlight Books for Boys

(Continued from Page 13)

series,<sup>19</sup> several different Spotlight titles became MAD-listed series in their own right. But there was a major difference. Earlier publisher series were a regrouping of existing titles done at the beginning of the Great Depression, their agglomeration likely a cost saving as well as survival strategy. But the Spotlight group made its appearance after the worst of the Depression, and reflects an intentional marketing strategy aimed at titles connected with the popular culture media of its time.

Reinforcing this view, Carpentieri's work provides added insight. His research notes that over the six-year period 1937 to 1942 there were 158 different Hardy Boys book variants. Each of his variant entries was reviewed to determine if the DJ contained an FHB, SBB or TBS ad, and whether the rear of the book had an SBB, TBS or BFB ad. A total of 108 of the Hardy Boys variants contained an FHB, SBB or TBS rear DJ ad. There were also 69 Hardy Boys variants with a SBB or BFB rear of book ad. Adjusting for the 48 books which contained both a book and DJ ad, an impressive 129 books — 81 per cent — had at least one Spotlight group ad, and 30 per cent contained two ads.<sup>20</sup>

While other G&D series were also consistently advertised in Hardy Boys titles, these numbers make clear that G&D made the Spotlight Books for Boys group the central focus of their own marketing "spotlight" during this period as well.<sup>21</sup>

### List of Spotlight Books titles

Based on the earlier noted qualification criteria, 33 books can be assigned to the Spotlight Series. All books conform to a standard 7½" x 5¼" format, but may differ in cover materials, endpapers, illustrations (if any), number of rear-of-book ads (if any), and other items. As shown above, the jacket covers and designs vary widely. But they all share one characteristic: G&D's sales pitch that it merits consideration as a special — or "Headliner" — or "Spotlight" — or "Thrilling best seller" — book. The 33 titles, in order of their first mention in a G&D ad and with topmost new title noted first, are listed on Page 15.

### NOTES

1. E. Christian Mattson and Thomas B. Davis, eds. *A Collector's Guide to Hardcover Boys Series Books*; Newark DE: MAD Book Co. (1997), p. 3.
2. Mattson and Davis, p. 153.
3. Of MAD's 28 series titles, the reverse of G&D's DJ for *Tom Swift and his Giant Magnet* (2nd issue) lists 17 titles in the Buddy Books series, 7 as part of a Flying Stories series, and 4 as part of Sherman's 8 Sport Stories titles.
4. See, for instance, the reverse of the 1932 *Tom Swift and his Television Detector* jacket.
5. Tony Carpentieri and Paul Roman. *Hardy and Hardy Investigations* (3rd ed.); Rheem Valley CA: SynSine Press (1998), 589 pp.
6. There were 12 different titles with book ads for the period 1930 to 1933, the first being *The Tower Treasure* and the last being *The Mark on the Door*. Since each title could have one or more variant printings in each of the years it



existed, the variant count will exceed the title count.

7. The earliest Hardy Boys ad page for code "BB" was in 1930, with 13 Buddy Books titles listed. The list grew to 20 titles in early 1931, and later to 23 titles. No review has been made to identify which 5 titles in MAD 16800's 28 Buddy Books list were missing from the Hardy Boys ad pages.

8. The Spotlight Series can be seen as one of G&D's important Depression-era strategies for introducing new series titles. The Depression had already increased the risk of failure for any new G&D series, while the absence of Stratemeyer's genius aptitude for choosing successful juvenile themes and subject matter further raised the risk of a single-breeder strategy.

9. The abbreviations represent an ad page's header text, which was either "Four Headliners for Boys" (FHB), "Spotlight Books for Boys" (SBB), "Thrilling best seller tales of mystery and adventure" (TBS), or "Books for Boys" (BFB).

10. The three qualifying rear-panel DJ headers are the aforementioned FHB, SBB and TBS. The four Spotlight icons are a microphone, a movie camera, a comic strip page and a newspaper page, with the newspaper page icon being replaced on all TBS ad pages with an air combat fighter icon.

11. R.J. Burrough's *Mystery House*, a purchased "Smiley Adams" title from Longmans Green.

12. *Stocky* was a dog story first published by Macrae Smith (1931). The other title — *Don Winslow of the Navy* —

(Continued on Page 16)

Complete title list for Spotlight Books for Boys	Author/Attribution	Copyright	Approx. DJ Date
1. <i>The Lone Ranger</i>	Gaylord DuBois/Fran Striker	1936	1936
2. <i>Flash Gordon</i>	Alex Raymond	1936	1936
3. <i>Tailspin Tommy</i>	Mark Stevens/Hal Forrest	1936	1936
4. <i>The G-Men Smash the Professor's Ring</i>	William Engle	1936	1936
5. <i>Smiley Adams</i>	R. J. Burrough	1931	1938
6. <i>Mystery House</i>	R. J. Burrough	1933	1938
7. <i>The Lone Ranger and the Mystery Ranch</i>	Fran Striker	1938	1938
8. <i>The G-Men in Jeopardy</i>	Lawrence Dwight Smith	1938	1938
9. <i>Iron Horse</i>	Edwin C. Hill	1924	1938
10. <i>Pony Express</i>	H. J. Forman & Walter Woods	1925	1938
11. <i>Jimmie Drury, Candid Camera Detective</i>	David O'Hara (Roy Snell)	1938	1938
12. <i>The Lone Ranger and the Gold Robbery</i>	Fran Striker	1939	1939
13. <i>Mystery of the Yellow Tie</i>	Lawrence Dwight Smith	1939	1939
14. <i>Jimmie Drury: What the Dark Room Revealed</i>	David O'Hara (Roy Snell)	1939	1939
15. <i>Don Winslow of the Navy</i>	Frank V. Martinek	1940	1940
16. <i>Stocky of Lone Tree Ranch</i>	Charles H. Snow	1932	1940
17. <i>Hawk of the Wilderness</i>	William L. Chester	1936	1940
18. <i>The Lone Ranger and the Outlaw Stronghold</i>	Fran Striker	1939	1940
19. <i>The Lone Ranger and Tonto</i>	Fran Striker	1940	1940
20. <i>The G-Men Trap the Spy Ring</i>	Lawrence Dwight Smith	1940	1940
21. <i>Jimmie Drury: Caught by the Camera</i>	David O'Hara (Roy Snell)	1939	1940
22. <i>Crimson Ice</i>	Cortland Fitzsimmons	1935	1940
23. <i>70,000 Witnesses</i>	Cortland Fitzsimmons	1934	1940
24. <i>Death on the Diamond</i>	Cortland Fitzsimmons	1931	1940
25. <i>Don Winslow Face to Face with the Scorpion</i>	Frank V. Martinek	1940	1941
26. <i>Don Winslow Breaks the Spy Net</i>	Frank V. Martinek	1941	1941
27. <i>Don Winslow Saves the Secret Formula</i>	Frank V. Martinek	1941	1941
28. <i>Steve Knight: The Mystery of Devil's Hand</i>	Ted Copp	1941	1941
29. <i>Steve Knight: A Bridge of Bombers</i>	Ted Copp	1941	1941
30. <i>Jimmie Drury: By Bursting Flash Bulbs</i>	David O'Hara (Roy Snell)	1941	1941
31. <i>Lucky Terrell: Spitfire Pilot</i>	Canfield Cook	1942	1942
32. <i>Lucky Terrell: Sky Attack</i>	Canfield Cook	1942	1942
33. <i>Steve Knight: The Phantom Fleet</i>	Ted Copp	1942	1942



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 By CANFIELD COOK  
 SPITFIRE PILOT  
 SKY ATTACK  
 SECRET MISSION  
 LOST SQUADRON

Publishers GROSSET & DUNLAP New York

Figure 8: The “Thrilling best-seller tales of mystery and adventure” (19 titles, 1942) and separately promoted “Air Combat Stories” and “Lucky Terrell Flying Stories” (15 titles) advertisements.

## Spotlight Books for Boys

(Continued from Page 15)

was a successful comic strip. Its creator, Frank Martinek, wrote 4 *Don Winslow* books in all for G&D (MAD 23600).

13. Examples of the Stokes edition jackets can be found online, but G&D editions are more difficult to find. The *Death on the Diamond* DJ shown here is based on a front cover found online, publisher uncited. Because it is signed by Nat Falk, (who did several Tom Swift jackets for G&D), it is likely the G&D edition jacket design.

14. Mattson and Davis; p. 55, MAD 01200. The series is incompletely identified there, having only 15 titles (4 by Thomson Burtis, 3 by Eustace Adams, and 7 by Al Avery as the first in his “Yankee Flyer” series). Sadly, the MAD entry cites no DJ evidence. G&D consistently advertised its “Air Combat Stories” as a group on the back of Hardy Boys and other DJs throughout the war years. Carpentieri notes a 1945 DJ for many Hardy Boys titles that lists 26 ACS (“Air Combat Series”) titles. While further research is merited, MAD 01200 should likely be seen as a publisher series designed to cross-market air combat titles by many authors. As such, at least 12 titles should be added — 8 Red Randall titles by Al Avery, and 8 Lucky Terrell titles by Canfield Cook.

15. The dropped titles were “Smiley Adams” (its companion, *Mystery House*, being dropped the prior year), along with *Tailspin Tommy*, and the first 2 of the 3 G-Men titles (*Professor’s Gang* and *Jeopardy*).

16. As noted above, *Don Winslow* (MAD 23600), is a

4-book series; *Steve Knight* (MAD 55800) is a 3-book series, and *Jimmie Drury* (MAD 34900) a 4-book series. While only one G-Men title is shown on the 1942 DJ, there were 3 Spotlight G-Men titles total, all listed in MAD 17900.

17. The following year the Red Randall series was also listed in the “Air Combat” groups’ ads. But neither Terrell nor Randall are included in MAD 01200. Of note, the deletions (i.e. the Thomson Burtis and Eustace Adams series) from G&D’s “Air Combat Stories” ads are similar to the Spotlight group’s deletion pattern, and Spotlight borrowed the “air combat” icon for its last two DJ ads.

18. The final 1942 TBS (19) DJ included *Flash Gordon* and a G-Men sequel, while *The Lone Ranger* was marketed as its own series. Only *Tailspin Tommy* of the original four Spotlight titles had been dropped.

19. For instance, A.L. Burt’s “Adventure & Mystery” series (MAD 00100), later, Saalfeld’s “Mystery and Adventure Series” (MAD 41200).

20. The tabulation of Carpentieri’s record of Spotlight ads that appeared in Hardy Boys variants was done using an Excel spreadsheet. The rear of dust jacket ad count was 3 FHB, 82 SBB and 23 TBS. The rear-of-book ad count was 31 SBB and 38 BFB.

21. Among the G&D series advertised over the same period, X Bar X Boys (aka “Western Stories”) had a dozen-plus rear DJ ads as well as rear DJ flap ads. The Ted Scott Flying Stories had rear flap ads, Air Combat Series rear DJ and other ads, and Mark Tidd had several rear-of-book ads. None matched Spotlight’s numbers.

(To be concluded in the January-February issue)