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A Survey of Nineteenth and Twentieth Century Best Sellers

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Abstract

The term "best seller" is defined in Webster's Third New International Dictionary as "a book or other publication whose sales are among the highest of its class." This is the best seller in its largest sense but for the purpose of this paper its definition must be more precisely spelled out.

A SURVEY OF NINETEENTH AND TWENTIETH
CENTURY BEST SELLERS

A Research Paper
Presented to
the Department of Library Science
University of Northern Iowa

In Partial Fulfillment
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Masters Degree

by
Vera Helena Osland

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A SURVEY OF NINETEENTH AND TWENTIETH
CENTURIES BEST SELLERS

The term "best seller" is defined in Webster's Third New International Dictionary as "a book or other publication whose sales are among the highest of its class." This is the best seller in its largest sense but for the purpose of this paper its definition must be more precisely spelled out.

It is probable that the term originated before 1902 and was established mainly through publicity of the Bookman's lists of best sellers. Here the term is specifically applied to books and since then the term "best seller" has usually been understood to mean a book that is or has been selling exceptionally well. It is a comparative rather than an absolute term and there is no fixed figure which a book's sales record for a week, month, year, ten years or longer, as well as a term that may be applied to one that is selling well in a given store, state, area, nationally, or internationally. In each case the term has a different connotation. For this study the consideration will be limited to books whose popularity is of some duration and not limited to one locality.

Another consideration one must keep in mind when discussing best sellers is the fact that there is not a typical best seller either in its content or in the type of audience to which it is sold. The "best seller" for a given period may be a "low-brow" novel or a medical research e.g.

The Kinsey Report for another. A quick glimpse at any list will imply several reading publics for the political, the religious public, the public that enjoys sex and sensationalism, or that element interested in the sociological or provocative reading, etc. At times several best sellers may be selling to entirely separate audiences, for example three best sellers in 1965, World Aflame by Billy Graham, Happiness is a Dry Martini by Johnny Carson, and Markings by Dag Hammerskjold, or The Making of a President by Theodore White. The last two named had a largely political appeal, while Happiness is a Dry Martini was lighthearted entertainment only for the moment and the appeal of World Aflame was deeply religious. Each appealed to a distinct audience with relatively few purchasing any two of the books named. This sort of survey is true of many if not most of the yearly book lists.

Also in the study of best sellers it must be understood that the term neither indicates only excellence nor books so poorly written that they are outside the literary pale. Literary values alone do not determine best sellers. The long term lists of best sellers have some great books, some good books and some books that in spite of their long-term popular public appeal are of a poor literary quality.

Best sellers are determined by total sales - an outstanding long time over all selling record. Determining what constitutes an outstanding over all sales record poses a problem. The problem is that the population change even

in a ten year period is considerable. In his study of this factor, Frank Luther Mott uses a formula based on one per cent of the total United States population for a given decade.¹ Alice Payne Hackett in her study, on the other hand, bases her choices solely on total numbers of copies sold.²

Another difficulty in compiling lists of best sellers is in reference to those books written and sold prior to 1895. It was in 1895 that the literary magazine The Bookman was founded. Harry Thurston Peck, its editor began running monthly lists of best sellers in a number of large cities. In 1912 Publishers' Weekly was begun and it continued to run these lists of best sellers. The formulation of these lists was done by carefully checking the book trade in many cities and many shops as well as publishers' sales records.

Best seller lists arouse a considerable interest among the publishing industry and authors not only but also among members of the general public. When a book achieves notable sales it is news, best sellers list or no best sellers list. It must be added, however, that the added advertisement received by a book's appearance on the list is of considerable impetus to sales. "When books be-

¹Mott, Frank Luther, Golden Multitudes (New York: Bowker, 1947), p.7.

²Hackett, Alice Payne, 70 Years of Best Sellers (New York: Bowker, 1967), pp. 1-2.

come conspicuous for fast and unusually large sales people who are not ordinarily book buyers or common book readers become aware of them, even buy them. Sales stimulate sales. Sales records of books have become more and more important in relation to the sales of subsidiary rights, especially movie rights."³

"The fundamental point which must not be forgotten is that a book becomes a best seller by selling better than other books. Rapidity of sales is a subject of importance but it must not be allowed to obscure the fact that a book read by millions over a hundred year period is also a major phenomenon of popular culture."⁴

Popular reading is important in that it furnishes study material in several important and fascinating areas. Some of which are : (1) the impact of so much reading matter upon the public; (2) information on the mores and customs of a people; (3) social historians find sign posts of the development of a given group of people; and (4) government students observe popular movements at work.

Though often something less than the best, popular literature is a voice to which we must listen. Best sellers reflect historical incidents, the development of American society and the reappearance in books of unifying elements like religion, sensationalism, self-help, good narrative and

³Ibid., p. 1

⁴Mott. op. cit., p. 10

so on.

The study of masterpieces depends upon an understanding of the period, its trends, mores, happenings and the like and such understanding is often best acquired by reading other popular (though of lesser literary quality) books of that time. Literary study is incomplete unless study of both is done.

THE NINETEENTH CENTURY

Prior to 1895 there were no accurate sales records so it is considerably more difficult though not impossible to come up with valid best selling lists for that time. Here the compiler must rely on other widely scattered sources such as newspaper and magazine files, historical and biographical literature, as well as contemporary catalogues and bibliographies. Less reliable but nevertheless helpful information can sometimes be gotten from the authors themselves or publishers' sales records which were more frequently kept as the nineteenth century progressed.⁵

A general statement which can be made about eighteenth century literature is that it passed from pensive writers occupied with religious and moral generalities to those who saw man and nature distinctly in the light of the common man. The novel became more involved with sensationalism e.g. the seduction of a "good girl".

⁵See Appendix A, p.21, for a list of best sellers published prior to 1895 believed to have sold more than two million copies.

An example of this was Charlotte Temple by Mrs. Sussanna Rowson, a publication that launched Mathew Carey as a successful publisher in 1794. Other popular writings that ended the eighteenth century and ushered in the nineteenth century included such titles as Don Quixote, Tom Jones. Also the first American publication of Shakespeare and Mother Goose Rhymes appeared near the turn of the century.

In the early nineteenth century small print, cheap one volume copies of Shakespeare's works were published so that in many American homes the books owned would be the Bible, Pilgrim's Progress, a volume of Shakespeare and of Tennyson or Longfellow.

To a lesser degree but also popular at the turn of the century were historical works and biographies. Among the most popular appearing in about 1800 was Life of Washington by Weems - an early biographical essay.

A great deal can be said about the popular literature of the nineteenth century and the reasons for the popularity of certain books and authors. Such a survey is considerably more accurate and easy to make in the light of elapsed time much as an historical judgement about a political leader can more justly be made after the man has been dead for many years.

Developments in publishing which influenced best sellers were: (1) the establishment of book publishing firms in the early 1800's, (2) the "extras" quarto publication of news size "cheap books" in the 1840's and (3) the dime novel of the 1870's and "cheap libraries" of the 1880's and 1890's.

The very popular novels of Sir Walter Scott (1771-1832) were among the first to be published by the newly established publishing firms of the United States and did much to insure their success. Most of his works were published by Mathew Carey. Scott received very little from American publishers because no international copyright law existed yet the piracy of the American publisher did much through its wide cheap distribution to turn Scott's works into best sellers. One, Ivanhoe (1819) ranks among the best sellers of all time.

Scott's popularity was due to his ability to picture a character so clearly, to his interest in the humble people, to his insertion of philosophical portions which appealed to the more sophisticated reader, and his themes about Scottish revolution had a familiar ring (it wasn't long after the American Revolution). His popularity was not limited to any one region of the United States either.

The other of the six early publishers whose name we would recognize is J. & J. Harper. These publishers depended upon agents in London and other cities to get early editions or if possible to purchase "advance sheets" of a book so they could publish said book in the United States. Such piracy was common and firms prided themselves upon speed. The record was 21 hours from receipt of the copy to delivery of books to the book seller.

Another who benefited from this early publishing was Charles Dickens whose Christmas Carol became another all-

time best seller. Christmas Carol (1843) was published out of season in the United States and did not experience immediate success. Paradoxically it was to achieve an astounding long term success and is still on active lists of several firms for every Christmas season. It is full of emotional strength that makes the reader laugh and cry even as the author is said to have done when he sat writing it.

Dickens' popularity was due, of course, to publishing piracy but also to his preoccupation with the middle and low class of people and their problems with the aristocracy, his humor so understandable, his reformer's protest against injustice and his flair for the grotesque and love of fantasy.

James Fenimore Cooper (1789-1851), one of America's earliest popular writers wrote his best seller, The Last of the Mohicans (1826), during this early publishing period. By the 1840's and 1850's many of his writings appeared in cheap 25¢ editions. Cheapness and availability of his books added considerably to his popularity. The use of the book, The Last of the Mohicans, in schools added to its best seller position. His writings were high, clean adventurous romance. Their ardent Americanism, emphasis on right and justice, humor and characterization explain the high popularity of Cooper's works.

The publishing revolution of the mid-nineteenth century was the large page format "extras" used to pirate and popularize English novels. In 1840 the periodical New

World, using this format was established and published weekly. It had a quarto or "library" edition as well as a folio edition of Dickens' works. In 1841 New World's founders, Park Benjamin, Rufus Griswold and Jonas Winchester began to sell 25¢ editions. Up to this time good standards of book-making kept prices up to \$1.00 - \$2.00 for a two-volume work. Also new printing methods (new cylinder presses and the fast Four-drainer machines) made it possible to produce cheap books fast.

Soon many periodicals were established and the print-of unbound "extras" sold by newsboys flourished. This was hard on reputable publishers such as Harpers and Carey and so they also turned to the printing cheap books, some as cheap as 10¢. This type of cheap book printing declined when in 1843 the Post Office Department refused to allow these to be mailed at newspaper rates anymore. The cheap book, however, was never again completely out of the picture.

The mid-century best sellers centered around those reasons people had for reading such as self-improvement (spiritual books, books on manners, esthetic appreciation and learning) and this lead to the reading of history and and biographies. Such best sellers included Green Mountain Boys by Daniel P. Thompson and Life of P.T. Barnum Written by Himself and also Duma's Three Musketeers.

The fairy tales became popular and lasting best sellers. The two outstanding ones were Hans Christian Andersen's and Grimm's. Other juvenile books which were

included in the nineteenth century list of best sellers include Alice in Wonderland penned by Charles Dodgson whose pen name was Lewis Carroll. He took the pen name to keep his identity hidden and this protected his privacy, after all, he was a bachelor. Alice in Wonderland was a truly American success story from the start and is as loved by grown-ups as children especially by those with wit enough to love nonsense.

Another best seller for girls was published a little later. It was Little Women by Louise May Alcott (1833-1888). First published under the title of The Pathetic Family, it was written in 1868 by the authoress to pay her father's debts. Its immediate and lasting success netted Mrs. Alcott \$200,000 before her death and like Alice in Wonderland it is selling to this day.

Though Robinson Crusoe was written early in the eighteenth century, it was a best selling juvenile book in the nineteenth century. Two other juvenile best sellers of this period that rank among the best sellers of all time best sellers and that still enjoy a considerable audience in the twentieth century are Robert Louis Stevenson's Treasure Island (1883) and The Adventures of Tom Sawyer (1876) by Mark Twain.

Another type of best seller in the nineteenth century was the book in which the author concentrated on the moral and social ideals. Two authoresses who stand out are Harriet Beecher Stowe and Mrs. E.D.E.N. Southworth. Ishmael and Self Raised are two of the more than fifty novels

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written by Mrs. Southworth and each sold well over 2,000,000 copies. Unlike most of the titles listed as best sellers in the nineteenth century, Mrs. Southworth's books no longer enjoy an audience largely because the moral codes on which she concentrated are now considered to be outmoded. What then accounts for her immense popularity? She had an extraordinary gift for story-telling combined with a strong feeling for melodrama and a love of sensation. She was able in imitating respected authors of her day such as Scott, Dickens and Cooper. Besides all the above, she was fortunate in having a publisher like Peterson of Philadelphia publishing and selling her works.

The other moralistic book written in mid-century was Uncle Tom's Cabin by Harriet Beecher Stowe (1811-1896). Her book is the prime example of the antislavery novel of that time. Because it came out of the social chaos of the time, it enjoyed almost immediate success. In the first year it sold over 300,000 copies. Highly controversial, it evoked either harsh criticism or ardent support. It is difficult to measure the effectiveness of this piece of propaganda but it became a household word and had its effect on the antislavery movement. It was important in that it emphasized a moral issue in what was primarily an economic struggle. In spite of its popularity Uncle Tom's Cabin can not be classed as a masterpiece because it is too preachy, sentimental and melodramatic to be really good literature, nevertheless, it was a vital story with striking directness getting to the heart of fundamental human

relationships and feelings, employing humor, pathos and charming and convincing characterization. Its tone was religious and sensational at the same time. Uncle Tom's Cabin has been written into plays some of which have had serious revival in the twentieth century.

The third publishing phenomenon of the nineteenth century was that of the dime novel. From the time of the 1840's publishers always maintained some competition of cheap books. In the late 1850's and early 1860's a publisher Erastus F. Beadle began experimenting with dime novelettes. These were tales of romance and adventure shorter in length than the full novel. None of these gained best seller ranks but led to the cheap publication of full length novels. Other factors leading to these cheap publications were (1) the importation of cheap British editions at 25¢ (competition) and (2) the New York Tribune began competing with British imports by selling a 10¢ single volume and 20¢ double number edition of English publications. In the 1870's declining paper prices and improved paper presses also made cheap "libraries" logical.

Cheap "libraries" were periodical publications (coming out as frequently as weekly or daily) of various titles. These books were in a double column quartos format and sold at 10¢ with some longer novels selling at 15¢ or 20¢. Many of these "libraries" published American literature but also pirated a great number of English novels and also some French. By the 1880's most of the major publishers had their "libraries". In 1883, however, Holt published a pocket-sized one.

Again cheap book publication was foiled by the Post Office Department which refused to mail at special rates. Because of this, news companies became the chief distributors.

A new idea in publishing introduced by J. B. Alden in 1879 was to cause, in part, the slow-down of "libraries". He began publishing cheap edition clothbound books of a size convenient for shelving. His books proved people wanted books that could be put on shelves and the "dime novel" and "cheap libraries" era was over. With the return of clothbound books, a more acceptable bookstore product, there was a rise in department store sales, sales from mail order catalogues, and subscription books (forerunners of the book club).

While many regrettable things such as piracy, price cutting tricks, publication of inane, trashy literature, very poor bookmaking, etc., can be said about this era, it must also be noted that much truly good literature was published that would otherwise not have been published or reached the popular audience. Many good books' sales were lifted by the added sales their cheap "libraries" editions gave to the best seller level. It is impossible to measure how much effect these cheap editions had on the best seller lists but it must have been of considerable importance.

The last two decades of the nineteenth century were marked by novels which reflected the clash of ideas such as Ingersoll's atheistic ridicule of religion, radical theories of labor and poverty, curious ideologies and crusades such

as women's rights, industry, etc. An all time best seller Ben Hur by Lew Wallace (1827-1905) was an example of this. Lew Wallace wrote Ben Hur (1873), a novel about the times of Christ, as an answer to the shocking sneers of Ingersoll. Also popular was the controversial novel by Tolstoy (1828-1910), War and Peace, which had raised such a furor in Paris.

The early 1890's showed strong literary ardors, too. Factors in this new literary strength were (1) compulsory school attendance, (2) an increase in college enrollments and high school attendance and (3) the increased library movement given impetus by Andrew Carnegie money. In addition, it was during this decade that literary and art clubs sprang up. Now there was a combination of the literate demanding books and book publishers providing low priced books influencing the book publishers' business. As the century closed it became increasingly apparent that there was a significant multiple best seller public.

THE TWENTIETH CENTURY

The turn of the century was characterized by writings concerning social problems. The most classic example of this was the religious novel In His Steps by Charles Sheldon. Its subtitle What Would Jesus Have Me Do? indicates its theme which suggests that the example of Jesus be applied in all everyday experiences. Until the paperback phenomenon of the 1950's and 1960's, this book was the all time best seller except for the Bible. Estimates of its sales hovers around the 8,000,000 mark. This popular novel has little to

recommend it as a literary piece. It is all theme and has very poor characterization, setting and plot. In spite of its poor literary quality it must be considered of first rate importance as a social document since it brought home to such a vast audience a new sense of responsibility to society as a whole and particularly the underprivileged.

Characteristic of the turn of the century also were the historical novels and the cloak and sword novels which ranged the best seller lists until about 1905. They suited the mood of the times because of the Spanish American War and the Philippine problem. A combination of religious and sex sensation made Quo Vadis by Sienkiewicz a book of strong appeal. Winston Churchill, the American author, wrote historical novels that ranked as best sellers e.g. Richard Carvel and The Crisis. Belonging in this category and time is one more best seller which still has some appeal, Stephen Crane's Red Badge of Courage.

Since 1895 when regular best seller lists began to be published by The Bookman and later taken over by Publishers' Weekly, the determination of best sellers by sales has been greatly simplified. Annual lists are intended largely for the retailer to show the reading tastes of buyers. Often books on all-time best seller lists never have appeared on the annual lists and vice-versa. This is because an annual list includes only titles of books enjoying large sales while all-time best sellers often have a slow but steady pile-up of sales. (See Appendix B, p.22, for all time best seller list.)

Yearly lists reflect events and crises in history and are of interest to the social history student. Books on these lists have made history and influenced people and American thinking. Such titles of the twentieth century include The Jungle (1906) by Upton Sinclair, Mother India by Katherine Mayo, Looking Forward by Franklin Roosevelt, It Can't Happen Here by Sinclair Lewis, Gentleman's Agreement by Laura Hobson, The Wall by John Hersey, Witness by Whitaker Chambers and Why Johnny Can't Read by Rudolf Flesch.

New words came into the English language because of best sellers. Examples of a few are, Pollyanna, Main Street, Babbitt, Life Begins at Forty, and The Snake Pit.

Best seller subjects covered since 1895 included cookbooks. Two titles have sold over 6,000,000 copies and Better Homes and Gardens Cook Book has sold over 11,000,000 copies in that time.

Crime, suspense, detection, mystery and espionage composes the largest group of best sellers. Three authors, Mickey Spillane, Erle Stanley Gardner and Ian Fleming rank among authors of such works with several multiple million sellers. One hundred fifty-one of the 633 titles that appear on Alice P. Hackett's list of best sellers 1895-1965 are in the suspense category. Early twentieth century suspense writers Mary Roberts Rinehart and Agatha Christie still have a reading public.

Since 1934 swift action and terse phrasing entered the suspense novel and the 1950's and 1960's have been

characterized also by the sex and guts detective. Science fiction, a type of suspense writing, e.g. Fail Safe, has never really reached the best seller level.

Juvenile books form another best seller category. Here one finds The Wizard of Oz, selling an estimated 5,000,000 copies, Facts of Life and Love by Evelyn Duvall (2,340,000 copies sold), Freckles and the Girl of Limberlost by Gene Stratton Porter both having accumulated sales totals of over 2,000,000 copies. The young child's book The Little Engine that Could has also sold over 2,000,000 copies as has the child's reference book, My First World Atlas.

A very small subject area of best sellers is that of poetry and drama. A good example of this, 101 Famous Poems. It was compiled by P. H. Cook in 1916. It has stacked up a sales record of over 6,000,000.

Still another category of best seller of this period include the fad books like the cross word puzzles of 1934 and cartoon books of the 1950's and 1960's like Pogo by Walt Kelley, Peanuts by Charles Shultz and Dennis the Menace by Hank Ketcham.

A notable newcomer to the best seller categories is that of the reference book. Uppermost on this list of best sellers are books having to do with language and usage, Almanacs, Roberts Rules of Order. Encyclopedia Britannica is a best selling reference set. Specialized reference that are best sellers are handbooks such as The Radio Amateur's Handbook. The top best seller of all time aside from the Bible is the reference book, Pocket Book of Baby and Child

Care by Benjamin Spock. It has sold over 19,000,000 copies.

Only one book that falls in the science category of best seller subjects has topped the 1,000,000 sales mark. It is The Sea Around Us by Rachel Carson.

The twentieth century like the nineteenth century best seller subjects include a considerable number of books of a religious nature. Seven titles have sold over 2,000,000 copies. Titles to note in this category include two non-fiction, The Greatest Story Ever Told by Fulton Oursler and Power of Positive Thinking by Norman Vincent Peale and two novels In His Steps by Charles Sheldon (est. 8,000,000 copies) and Exodus by Leon Uris (5,473,710).

The western is a surprisingly small category in spite of its popularity on television and the tremendous push in sales this kind of book received by the paperback. Only three titles have topped the million mark and they are Nevada by Zane Grey (2,087,837), Shane by Jack Schaefer (1,933,949) and The Virginian by Owen Wister (1,736,299).

From the turn of the century through World War I and until World War II trends and subjects of best sellers continued to follow pretty much the pattern of the late nineteenth century. Since World War II, however, there have been some tremendous changes in book-making and book-selling. Factors which affected these changes were (1) big totals piled up by book clubs' sales (war and post-war period), (2) the paperback editions came into their own. Now many quality titles were available in rather well made

inexpensive paper editions and merchandised like hardbound books, (3) schools used supplementary materials published in paperbacks and, (4) total production has doubled since World War II due to tremendous population increases. Figures which show sales increases are as follows: (1) total hardbound sales increased from 2,000,000 to 50,000,000, (2) paperbacks jumped from 0 to 190,000,000 yearly, (3) juveniles jumped from 37,000,000 to 95,000,000 and (4) dollar volume in the second decade since World War II has increased about ten per cent.

The phenomenal growth in sales in the last two decades of the twentieth century has done much to change the over-all list of best sellers. When a best seller list is based solely on total sales it does not take long for a best seller of the 1960's to total up a larger sales record in a short period than the over-all sales of early best sellers. For example, In His Steps was the all-time best seller for over sixty years but in the last decade four titles have passed it in sales. Three of those titles fall in the reference (information) category and the fourth, a twentieth century example of a very popular (of short duration) but very poor literary quality novel, Peyton Place by Grace Metallious.

For a final word on the whole subject of best sellers a quote from Alice Payne Hackett says it best. "If a student of taste wants to know the thoughts and feelings of the majority who lived during the administration of

Franklin Pierce, he will find more positive value in Maria Cummin's The Lamplighter or T. S. Arthur's Ten Nights in a Bar-Room than he will in Thoreau's Walden - all books published in 1854. The mores and manners prevailing in the year of the Teapot Dome scandal can better be extrapolated from Gertrude Atherton's Black Oxen than from Wallace Steven's Harmonium. The book that time judges to be the great is occasionally also the popular in its own period; but, by and large, the longer lived work reflects the demands of the moment only in a general sense. Usually the book that is popular pleases the reader because it is shaped by the same forces that mold his non-reading hours so that its dispositions and convictions, its language and subject, recreate the sense of the present to die away as that present becomes the past. Books of that sort generally are unreadable for succeeding ages; but like fragments of the past they help form the future. The volumes themselves may gather dust on the library shelves but they have left a lasting impression on the American mind, etched deeply into a national consciousness."⁶

⁶Hackett, op. cit., p. 8.

APPENDIX A

EARLY BEST SELLERS PUBLISHED BEFORE 1895

This list consists of a list of those titles published before 1895 that have sold more than two million copies. Not included in this list are (1) Bibles, (2) prayerbooks, (3) hymnbooks, and (4) textbooks and similar specialized volumes.

Alice in Wonderland - Lewis Carroll

Ben Hur - Lew Wallace

A Christmas Carol - Charles Dickens

Ishmael - Mrs. E. D. E. N. Southworth

Self-Raised - Mrs. E.D.E.N. Southworth

Ivanhoe - Sir Walter Scott

The Last of the Mohicans - James Fenimore Cooper

Little Women - Louisa May Alcott

Mother Goose

Plays - William Shakespeare

Robinson Crusoe - Daniel Defoe

Tom Sawyer - Mark Twain

Treasure Island - Robert Louis Stevenson

Uncle Tom's Cabin - Harriet Beecher Stowe

APPENDIX B

BEST SELLERS OF ALL TIME

These are the books that have piled up totals
in excess of 6,000,000 copies sold.

<u>Pocket Book of Baby and Child Care</u> - Benjamin Spock	19,076,822
<u>Better Homes and Gardens Cook Book</u>	11,325,299
<u>Pocket Atlas</u> published by Hammond	11,000,000
<u>Peyton Place</u> - Grace Metallious	9,919,000
<u>In His Steps</u> - Charles Sheldon	8,065,398
<u>God's Little Acre</u> - Erskine Caldwell	8,062,812
<u>Betty Crocker New Picture Cookbook</u>	7,000,000
<u>Gone With the Wind</u> - Margeret Mitchell	6,978,211
<u>How to Win Friends and Influence People</u> - Dale Carnegie	6,578,314
<u>Lady Chatterley's Lover</u> - D.H. Lawrence	6,326,470
<u>101 Famous Poems</u> compiled by R.J. Cook	6,000,000

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