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INTRODUCTION

“Canvassing books,” “sample books,” “salesman’s dummies,” “prospectuses,” and “order books” all are terms related to the phenomenon of subscription publishing. In general, these terms apply to any book volume produced as a partial representation of the full work, used by publishers and their book sales agents to secure buyers of the complete work. The practice of subscription publishing has a long history in Western book history. As early as 1481, publishers employed the practice of securing one or more sponsors or subscribers to finance the publication of a work. In these early cases, this sponsorship entailed payment in advance by subscribers, in order to ensure that the costs of production could be paid for books that would have been too expensive to publish otherwise (Compton, 5-6). In its nineteenth- and twentieth-century American practice, subscription publishing allowed for the sale of books at any stage of their publication, not just in advance of the printing and production of the completed book. “[S]ubscription bookselling expanded during the nineteenth century into a door-to-door solicitation of commitments to purchase particular titles not just prior to publication, as had been the case with earlier subscription ventures, but at any point in the publication process” (Farrington, 1). Some version of subscription publishing had always been part of the book-selling landscape in the United States. However, the widespread sale of books by subscription through sales agents traveling the country armed with canvassing or sample books, became most popular in the United States starting after the Civil War, reached its height in the 1890s, but remained in practice at least through the 1950s.

A review of the literature related to subscription publishing reveals two areas of particular interest to historians and others who have written on this topic. The first is a study of how subscription publishers compared to traditional trade publishers and what kind of competition existed between these types publishing houses. In contrast to subscription publishers, trade publishers relied primarily on sale of their books to wholesalers who in turn sold the books to retailers (booksellers), who then sold the same books to their customers (Cook, “Reshaping Publishing,” 223). Newspaper editorials, trade journals, and publishers’ advertisements of the nineteenth century provide evidence of this battle between trade and subscription publishers. Trade houses viewed subscription houses as inferior, arguing that they put out hastily written and produced, cheap, popular titles with little enduring value (Cook, “Reshaping Publishing,” 224-228; Pfitzer, 56). Subscription publishers in turn argued that their methods served democracy, education, and literacy by bringing books to people in areas not served by bookstores or other retailers (Cook, “Reshaping Publishing,” 225).

Another area of historical interest relates to salesmanship and the techniques employed by subscription publishers and their sales agents to entice potential buyers into subscribing. One enticement to potential buyers was offering more than one binding design, often of varying levels of elegance with corresponding pricing. Also, producing volumes in subject areas of potential interest to the masses such as American histories, popular biographies, religious works, sensational works about natural disasters, and home reference books, allowed subscription publishers to appeal to a potentially larger number of consumers. Additionally, producing sample books with a high percentage of appealing and colorful illustrations was a tactic that might have secured more subscribers (Arbour, xxii; Hackenberg, “Hawking Subscriptions,” 151). A study of the several published biographies and memoirs of book sales agents can also shed light on sales techniques and how subscription selling took place.

In his catalog of the very large Zinman Collection of Canvassing Books now owned by the University of Pennsylvania Libraries, Keith Arbour not only provides a valuable historical overview of publishers’ sample books, but also establishes clear definitions of the various forms they take. He clearly defines the differences among a “canvassing book,” a “sample book,” and a “salesman’s dummy.”
Nearly every specimen in the Kent State University collection is properly categorized as a “canvassing book” as Arbour describes it: “generally a thinnish volume comprising (in its most basic form) specimen pages, specimen plates, one or more leaves of promotional text (usually at least conditions of sale), and subscription leaves” (Arbour, xv). Although “salesman’s dummy” is a popular term applied to these books, the Kent State collection includes only one true dummy—a volume meant to match the full size and binding of the completed work, but comprised largely of blank leaves. Canvassing books in the collection follow a very typical pattern of composition which includes a sample title page, sample text, sample illustrations; a publisher’s description of the book and conditions of sale, along with a description of available binding styles and their attendant pricing; and subscription leaves (blanks) that allow a subscriber to fill in his or her name, address, and other details. In a few cases, the canvassing volumes include the sample title pages, texts, prospectuses, and subscription leaves for more than one title, bound into the same canvassing volume. The collection also includes a handful of publishers’ sample portfolios that include sample illustrations and text for a larger number of titles, often relating to a single theme or genre, such as children’s literature, or home reference works.

Interestingly, several of the canvassing books present in this collection also exhibit unexpected owner interactions with the sample volume such as annotation of the subscription leaves for handwriting practice, or note-taking completely unrelated to the activities of a sales agent. In some cases, the subscription leaves are scrawled with the penmanship and stray markings of a young child. It is supposed that the blank subscription leaves were used in these ways after the canvassing book was no longer actively being used for subscription activities. The leaves were also often excised from the volume, one might assume for use as notepaper, if the leaves were blank. It is also possible that subscription leaves that included subscribers’ names would have been excised for some purpose by the sales agent once he or she was no longer using the canvassing volume in question. One might also imagine that these sample volumes, often replete with attractive plates of illustrations, might have been cut apart so that the plates could be used for decoration, or mounted into scrapbooks, although the Kent State collection offers no direct evidence of this possible practice.

Most of the books in the Kent State University collection date from 1870–1920, but the collection also includes earlier and later examples of canvassing books, with the entire collection covering a period from 1855–1957. The collection is comprised of a pleasing range of subject areas with particular concentrations in histories, including military histories, biographies, religious texts, works related to natural and human disasters such as earthquakes, cyclones, floods, and fires, and a group of titles related to travel and exploration. A small number of literary works are also represented including one title, A Connecticut Yankee in King Arthur’s Court by Mark Twain, an author who became well known for his involvement in subscription publishing. Twain published a number of his own books through subscription publishing, but he was also directly involved in the enterprise when he partnered with his nephew Charles Webster to publish and sell by subscription the memoirs of Ulysses S. Grant. Enough copies of the memoirs were sold by 1886 to generate an enormous sum for the Grant estate (Friedman, 49).

The books described in this catalog are first organized into broad subject areas. In a few of these subject areas, there may be only one or a very few titles, while others include a large number of titles. Within each subject area, the entries are then arranged alphabetically by author name, or title, for those lacking an author. Each entry is numbered so that it can be easily located when referenced in the author/title index found at the end of this catalog. Please see the Explanation of Entries for a detailed description of the structure and content of this catalog’s entries.

It is hoped that this compilation will be of interest to both those familiar with and heretofore completely ignorant of the phenomenon of subscription book publishing and sales. In an ever-increasing electronic publishing world, the idea of a book agent taking a sample book door-to-door in order to garner subscribers may seem a slow and quaint way to sell books. However, in the heyday of this practice, subscription publishers and book agents were not only helping publishers to sell books at a relatively rapid pace, they were also providing books to people, who in many cases, had no easy access to a bookstore or library. Subscription publishing contributed to increased mass consumption of books in America. A review of the literature indicates that book agents targeted both urban and rural areas, but some authors have argued that subscription book sales were particularly important for people living in remote areas where books were not otherwise easily obtainable (Hackenberg, “Hawking Subscriptions,” 137).

Canvassing book collections provide scholars with many possible areas of inquiry, some of which have been noted earlier. Although many of these sample books were eventually discarded once their primary purpose had passed, historians, bibliographers, and collectors have found value in their preservation. Arbour notes that most sample books were discarded because they are by their nature incomplete and therefore thought to lack any sort enduring value. However, he argues quite persuasively for their preservation as primary sources.

...some of these volumes contain the first states or earliest printings of selected pages. Many contain samples of bindings unknown to bibliographers. Almost all contain added promotional material that constitutes an untapped contemporary commentary on texts, authors, illustrations, bindings, publishers, agents, purchasers, readers, and reading (Arbour, x).

Publishers’ canvassing books form an important part of the study of publishing and sales history in the United States, as well as inquiries into readership and reader-text interactions. It is hoped that this catalog will help to contribute to a fuller awareness of this interesting phenomenon of publishing history.
ACKNOWLEDGMENTS

I wish to acknowledge Dean H. Keller, Emeritus Curator of Special Collections at Kent State University, for approaching me with the idea of compiling this catalog. The Kent State University Libraries supported this work in a number of ways: approving the faculty research leave requests that allowed me to complete this compilation, providing the design work for this publication, expertly completed by Elizabeth Traina; supporting the printing costs of the catalog; and creating and editing the library catalog records that allowed for the discovery of the works included herein. Special Collections Cataloger Kathleen Siebert Medicus and former graduate student assistant Erin Valentine were responsible for cataloging the bulk of this collection in local, state, and international library catalog systems.

Frank and Andrea Klein of The Bookseller, Inc., Akron, Ohio, have played a central role in Special Collections and Archives’ ability to build a collection of publishers’ sample books. The majority of works included in this catalog were acquired through The Bookseller over a number of years. Our long-standing relationships with The Bookseller and other independent book dealers have allowed the Kent State University Libraries to build strong collections in the history of printing and publishing, as well as in many other subject areas such as literature, poetry, and regional history.
Every attempt has been made to create consistently formatted entries, with standardized notations used to refer to elements commonly present in these volumes. However, no specific differentiation among a “salesman’s dummy,” “canvassing book,” or “sample book” has been made. (See the Introduction for a discussion of these terms.) That said, the Kent State collection overall is most accurately described as a collection of “canvassing books.” Most of the books in the collection follow a very standard pattern of composition. A few of the volumes differ from this typical pattern. This distinction should be clearly recognizable in the entries for items that differ significantly from a typical canvassing book format.

Entries, each of which is numbered, are organized by broad subject area, with an author and title index included at the end of this work. Within each subject area, entries are then organized alphabetically by author’s name or title if no author is given.

Each entry begins with a simple bibliographic citation to the work. In the case of extremely long titles and subtitles—a common occurrence in this group of publications—titles have been truncated as indicated by ellipses. The notation “no place” indicates that no place of publication was present on the title page or title page verso. “No name” indicates that no publisher name was included in the volume.

If a specific edition is noted somewhere in the publication, that is listed below the main bibliographic entry (e.g., “Memorial edition”).

Following this, pagination or total number of pages is indicated. No effort has been made to provide precise pagination, and the most common notation used is “1 vol. (various pagination),” meaning that the sample exists in one volume, but due to the inclusion of several sample textual sections, pagination is not continuous. This, of course, is reflective of the very nature of a canvassing book. No effort has been made to differentiate textual pages from plates of illustrations, but if illustrations are included, the term “Illustrations” will be present. The presence of maps and printed music is also noted, if applicable.

A binding description is included and refers to the binding of the canvassing volume itself. It is interesting to note that a handful of volumes in this collection include different alternative bindings on the upper (front) cover and on the lower (back) cover. Additional notes on book edge and endpaper decorations are included, when relevant.

In addition to a binding description for the canvassing volume itself, sample alternative bindings are noted when present. “Sample spine and alternate binding(s)” is meant to convey that a sample spine for the binding style of the canvassing volume is included, as well as sample alternative bindings offered for sale. Alternative bindings are often represented solely through the inclusion of additional sample spines pasted inside the upper and/or lower covers, or, in more elaborate constructions, an alternative full cover and spine are included to illustrate the alternative binding(s). Sometimes these fuller sample bindings fold out (see Illustration 1). No attempt has been made to differentiate the method of illustrating an alternative binding. In the Kent State collection, it is far more common to see alternative bindings illustrated simply through the inclusion of additional sample spines pasted on the inside upper and/or lower covers of the book.

“This sample spine” indicates that the canvassing book’s spine design has been illustrated either by inclusion of a pasted-in full-size spine or, in many cases, by printing that spine design onto the outside lower cover of the book.

This is most often present in samples that are notably slimmer than the complete publication, lacking the spine “real estate” to show the full spine design. This method of illustrating the spine design is very common within the Kent State collection (see Illustration 2).

If additional items such as “agent instructions,” extra sample illustrations, or other items are tipped, pasted, or laid into the volume, that is noted.

The publisher’s prospectus and conditions of subscription are commonly found immediately before the subscription form on which subscribers’ names were to be entered. The publisher’s prospectus is printed, in almost all cases, perpendicular to the main text, presumably so that it could more easily be read by the subscriber, before he or she filled in the subscription form (see Illustration 3). This distinctive component of the sample book is referred to as a “Publisher’s prospectus/conditions.” In some cases, this prospectus is a full sheet, folded in half (see Illustration 4). In other cases, it is not printed in the manner described above, but simply as another section of the text, usually in the back of the volume. However, in almost all cases, it immediately precedes the subscription leaves, if present. In canvassing books that include editions in alternative languages, a prospectus in that same language is often included. In our collection, the only other language present is German. If a German prospectus is included, that will be indicated as well. Other than the language note, no attempt is made to describe the specific physical nature of each prospectus.

The subscription blank or form is usually comprised of a number of blank leaves, usually ruled or lined, sometimes including columns and column headings indicating which piece of information (name, address, binding selection) the subscriber or agent was to fill in (see Illustration 5). If present, the term “Subscription leaves” is included and, parenthetically, the state of these leaves is noted (blank, includes subscribers’ names, excised, etc.). As has been noted in the Introduction, it appears that many eventual owners of salesman’s dummies cut out the subscription blanks, perhaps to use as scrap paper or to remove names of subscribers from the volume. It is fairly easy to tell when the leaves have been excised as opposed to never having been present.

Additional notes regarding contents, provenance, or other interesting features of a given sample are included, when relevant. If the Kent State University Libraries own a copy of the complete work represented by the canvassing book, that is also indicated. If the full copy’s binding is different from that of the canvassing volume, that is noted (see Illustration 6).
<table>
<thead>
<tr>
<th>ENTRIES</th>
<th>SUBJECT</th>
<th>PAGE NUMBER</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Art</td>
<td>2</td>
</tr>
<tr>
<td>2-23</td>
<td>Biographies and Memoirs</td>
<td>2</td>
</tr>
<tr>
<td>24-26</td>
<td>Children’s Literature</td>
<td>7</td>
</tr>
<tr>
<td>27-33</td>
<td>Discovery, Exploration, and Travel</td>
<td>9</td>
</tr>
<tr>
<td>34-36</td>
<td>Elocution, Oratory, and Recitation</td>
<td>10</td>
</tr>
<tr>
<td>37-43</td>
<td>History</td>
<td>11</td>
</tr>
<tr>
<td>44-55</td>
<td>Literature, Poetry, and Gift Books</td>
<td>13</td>
</tr>
<tr>
<td>56-67</td>
<td>Military History and Wars</td>
<td>16</td>
</tr>
<tr>
<td>68-76</td>
<td>Natural and Human Disasters</td>
<td>19</td>
</tr>
<tr>
<td>77-80</td>
<td>Reference Works</td>
<td>21</td>
</tr>
<tr>
<td>81-92</td>
<td>Religious History, Texts, and Biographies</td>
<td>22</td>
</tr>
<tr>
<td>93</td>
<td>Science</td>
<td>26</td>
</tr>
</tbody>
</table>
ART

   1 vol. (various pagings); Illustrations
   Bound in decorated silk cloth, stamped in red, gold, and dark green
   Sample spine and alternate binding
   KSU copy may be incomplete
   Publisher’s prospectus/conditions
   Subscription leaves (excised)

   1 vol. (various pagings); Illustrations
   Bound in muted blue cloth stamped in black and gold
   Sample spine
   Publisher’s prospectus/conditions
   Subscription leaves (blank)

   1 vol. (various pagings); Illustrations
   Bound in pictorial cloth, stamped in gold with a printed portrait on front cover
   Sample spine
   Publisher’s prospectus/conditions
   Subscription leaves (blank)

   “Notice” regarding number of illustrations included in published work, tipped in before title page
   Sample spine and alternate bindings
   Publisher’s prospectus/conditions
   Subscription leaves (include subscribers’ names)
   KSU also owns complete book

   1 vol. (various pagings); Illustrations
   Bound in pictorial cloth, stamped in black and gold, decorated endpapers

   Sample spine and alternate bindings
   Publisher’s prospectus/conditions
   Subscription leaves (include one subscriber’s name)
   KSU also owns complete book

BIOGRAPHIES AND MEMOIRS

   1 vol. (various pagings); Illustrations
   Bound in brown cloth, stamped in gold and black with a printed portrait on front cover
   Sample spine, alternate bindings shown photographically on plate at back of volume
   “Special Notice to Agents and the Public” tipped in at front
   Publisher’s prospectus/conditions
   Subscription leaves (include subscribers’ names)

   1 vol. (various pagings); Illustrations
   Bound in pictorial cloth, stamped in black, gold, red, and white
   Sample spine and alternate binding
   Publisher’s prospectus/conditions
   Subscription leaves (blank)

   1 vol. (various pagings); Illustrations
   Bound in pictorial cloth, stamped in gold and brown; decorated endpapers
   Sample spine
   “Notice” regarding number of illustrations included in published work, tipped in before title page
   Publisher’s prospectus/conditions
   Subscription leaves (include subscribers’ names)
   KSU also owns complete book

   1 vol. (various pagings); Illustrations
   Bound in red leather, stamped in gold and blind; top edge gilt; fore-edge sprinkled in black
   Sample spine and alternate bindings
   Publisher’s prospectus/conditions
   Subscription leaves (blank)

1 vol. (various pagings); Illustrations
Bound in dark reddish brown cloth, stamped in gold and blind; decorated endpapers
Sample spine and alternate binding
Publisher’s prospectus/conditions
Subscription leaves (blank)


Memorial edition
1 vol. (various pagings); Illustrations
Bound in pictorial cloth, stamped in red, gold, and black with a printed portrait on front cover; decorated endpapers
Sample spine and alternate binding
Publisher’s prospectus/conditions
Subscription leaves (blank; but someone has used leaves to record a list of “Correspondents”)
KSU also owns complete book


1 vol. (various pagings); Illustrations
Bound in red cloth, stamped in gold
Sample spine
Publisher’s prospectus/conditions
Subscription leaves (blank)
KSU also owns complete book (alternate binding)


1 vol. (various pagings); Illustrations
Bound in pictorial cloth, stamped in red, green, gold, and black with a printed portrait on front cover; decorated endpapers
Sample spine and alternate binding
KSU copy lacks title page
Publisher’s prospectus/conditions
Subscription leaves (blank)


1 vol. (various pagings); Illustrations
Bound in blue cloth, stamped in black
Sample spine
Publisher’s prospectus/conditions
Subscription leaves (blank)


1 vol. (various pagings); Illustrations
Bound in red cloth, stamped in black
Sample spine
Publisher’s prospectus/conditions
Subscription leaves (include subscribers’ names from Pennsylvania; most leaves have been excised)
KSU also owns complete book (International Press imprint)


1 vol. (various pagings); Illustrations
Bound in pictorial cloth, stamped in black
Sample spine
Publisher’s prospectus/conditions
Subscription leaves (blank)
KSU also owns complete book (John C. Winston imprint)


1 vol. (various pagings); Illustrations
Bound in red cloth, stamped in gold and black
Sample spine
Publisher’s prospectus/conditions (recto includes offer of special pricing to Blaine subscribers on a biography of William Tecumseh Sherman)
Subscription leaves (blank)
17. Ridpath, John Clark, 1840-1900. *The Life and Work of James A. Garfield, Twentieth President of the United States....* Cincinnati; Philadelphia; Chicago; St. Louis: Jones Brothers & Company, c1881.

Memorial edition
1v. (various pagings); Illustrations
Bound in pictorial cloth, stamped in gold and black
Sample spine and alternate bindings
Kent State University copy missing several pages at front and back, including title page
Includes sample pages from German edition
Publisher’s prospectus/conditions (English only)
Subscription leaves (blank; several leaves have been excised)
KSU also owns complete book


Memorial edition
1 vol. (various pagings); Illustrations
Bound in dark green cloth, stamped in gold with a printed portrait on front cover
Sample spine and alternate binding
Publisher’s prospectus/conditions
Subscription leaves (blank)


Popular edition
1 vol. (various pagings); Illustrations
Upper cover bound in blue cloth, stamped in gold; lower cover and spine bound in textured dark red cloth and half morocco, stamped in gold; decorated endpapers
Sample spines
Publisher’s prospectus/conditions
Subscription leaves (blank)
KSU also owns complete book (rebound)


1st edition
32 p.; Illustrated
Bound in printed paper wrappers (of the same design as the dust jacket for the full book)
Contains the first chapter of the book.
KSU also owns complete book (lacks dust jacket)

21. Townsend, G. W. (George Washington), 1839-1905. *Our Martyred President as a Man, the Noblest and Purest of His Times....* Introduction by Hon. James Rankin Young. [United States: no name, 1901].

1 vol. (various pagings); Illustrations
Bound in pictorial cloth, stamped in green, white, and black with a printed portrait on front cover; decorated endpapers
Sample spine
Envelope laid in
Publisher’s prospectus/conditions
Subscription leaves (excised)


1 vol. (various pagings); Illustrations
Bound in pictorial cloth, top edges gilt, other edges marbled; decorated endpapers
Sample spine and alternate binding
Publisher’s prospectus/conditions
Subscription leaves (include subscribers’ names)


1 vol. (various pagings); Illustrations
Bound in pictorial cloth, stamped in black and gold
“This Prospectus” included on front pastedown endpaper
Sample spine
Publisher’s prospectus/conditions
Subscription leaves (blank)

CHILDREN’S LITERATURE


1 vol. (various pagings); Illustrations
Portfolio bound in black cloth
Sample spines and pictorial cloth bindings for each title
Publisher’s prospectus/conditions
Subscription leaves (include subscribers’ names)

Titles included: Frolic & Fun for the Wee Ones and Menagerie of Animals, or, Natural History Made Easy for Boys and Girls, edited by Lida Brooks Miller; Charming Talks About People and Places by Allen E. Fowler; Our Poets, Their Portraits and Poems

25. [Portfolio of Publisher’s Samples], Chicago: George F. Cram, c1906.

1 vol. (various pagings); Illustrations
Portfolio bound in black cloth
Sample spines and pictorial cloth bindings for each title
Publisher’s information from first title page; subsequent titles have no publisher, but all have copyright statements for W. E. Scull on title page versos
Advertisement for Bible Stories and A. B. C’s printed on linen and tipped in at end of The New Book of Alphabet and Rhyme...
Publisher’s prospectus/conditions
Subscription leaves (blank)
Ownership label: “Chas. A. Shilling, Warnock, Ohio, Belmont Co.”

26. [Portfolio of Publisher’s Samples], Chicago: George F. Cram, c1907.

1 vol. (various pagings); Illustrations
Portfolio bound in dark blue cloth
Sample spines and pictorial cloth bindings for each title
Publisher’s information from first title page; subsequent titles have no publisher, but all have copyright statements for W. E. Scull on title page versos.
Advertisement for Bible Stories and A. B. C’s printed on linen and tipped in at end of Jolly Fun for the Little Ones
Publisher’s prospectus/conditions
Subscription leaves (blank)
Titles included: Jolly Fun for the Little Ones and Stories About Children Every Child Should Know by Charles Dickens, related by his granddaughter Mary Angela Dickens; and others; The Story of Jesus Every Child Should Know by Rev. Jesse Lyman Huribut; Everybody’s Encyclopedia for Every Day Reference, edited by Charles Morris; A Century of American Literature, compiled and edited by William Wilfred Birdsell [and] Rufus M. Jones;

DISCOVERY, EXPLORATION, AND TRAVEL


1 vol. (various pagings); Illustrations
Bound in reddish brown cloth, stamped in gold and black; coated brown endpapers
Sample spine and alternate bindings
Publisher’s prospectus/conditions
Subscription leaves (include subscribers’ names)


1 vol. (various pagings); Illustrations; Maps
Bound in red cloth, stamped in gold with a printed illustration on front cover
Book salesman’s instruction sheet laid in
Publisher’s prospectus/conditions
Subscription leaves (blank)


1 vol. (various pagings); Illustrations
Bound in muted green pictorial cloth, stamped in blue, gold, red, and white; decorated endpapers
Sample spine “To the public and the agent” tipped in at front
Publisher’s prospectus/conditions
Subscription leaves (blank)
KSU also owns complete book (rebound)


1 vol. (various pagings); Illustrations (hand-colored, including several fold-outs)
Bound in leather; decorated endpapers
Publisher’s prospectus/conditions
Subscription leaves (include subscribers’ names)

1 vol. (various pagings); Illustrations
Bound in pictorial cloth, stamped in black and silver with a printed illustration on front cover
Sample spine
Publisher's prospectus/conditions
Subscription leaves (blank)


Frontenac edition
1 vol. (various pagings); Illustrations; Maps
Bound in red cloth, stamped in gold
Sample spines for vol. 1 and vol. 5
Publisher's prospectus with complete volume listing bound in at back


1 vol. (various pagings); Illustrations; Maps
Bound in pictorial cloth, stamped in black, brown, and gold
Sample spine
Page of instructions “To the public and the agent” and “Explanation” tipped in at front
Publisher's prospectus/conditions
Subscription leaves (include subscribers' names, from Akron, Ohio)

34. Hoyle, Frances P. *The Complete Speaker and Reciter for Home, School, Church and Platform: Recitations, Readings, Plays, Drills, Tableaux, etc. Explained by Special Pose Pictures, with Rules for Physical Culture and for the Training of the Voice and the Use of Gesture, According to the Delsarte System.* [no place: no name], c1905.

1 vol. (various pagings); Illustrations
Bound in pictorial cloth, stamped in black, red, and white; decorated endpapers
Sample spine

ELOCUTION, ORATORY, AND RECITATION


1 vol. (various pagings); Illustrations
Bound in black limp leather; top edge gilt; fore-edge untrimmed
Publisher's prospectus/conditions
KSU also owns complete book (vols. 1 and 7 only; with alternate binding)


1 vol. (various pagings); Illustrations
Bound in dark red cloth, stamped in gold with a printed illustration on front cover
Sample spine and alternate binding
Publisher's prospectus/conditions
Subscription leaves (blank)

HISTORY


Includes space at bottom of title page for individual publisher's stamp
“Explanation” tipped in at front
Publisher's prospectus/conditions
Subscription leaves (include subscribers' names)


Shamrock edition
1 vol. (various pagings); Illustrations
Bound in green cloth, stamped in blank and gold; top edges gilt, other edges untrimmed
Sample spine
Some leaves are unopened


1 vol. (various pagings); Illustrations
Bound in reddish brown cloth, stamped in black, gold, and blind
Sample spine and alternate binding
Publisher’s prospectus/conditions
Subscription leaves (blank; but annotated with various scribbles)


1 vol. (various pagings); Illustrations
Bound in brown beveled cloth, stamped in gold and black
Sample spine and alternate binding
Includes German title page and sample text
Also includes sample title page, sample text, prospectus for another title: *Creative and Sexual Science, or, Manhood, Womanhood, and Their Mutual Interrelations...* by O. S. Fowler.
Publisher’s prospectus/conditions (German and English and for the Fowler title)
Subscription leaves (excised?)


1 vol. (various pagings); Illustrations
Bound in pictorial cloth, stamped in blue, red, white, and gold, decorated endpapers
Sample spine
“Explanation” tipped in at front
Publisher’s prospectus/conditions
Subscription leaves (blank)


1 vol. (various pagings); Illustrations
Bound in pictorial cloth, stamped in black, red, and white
Sample spine

Publisher’s prospectus/conditions
Subscription leaves (include subscribers’ names)
“Presented to Miss Daisy R. Loy by the G. C. Aldrich & Co., Chicago, Ill.” inscribed on front free endpaper

43. [Portfolio of Publisher’s Samples]. New York; Cambridge; Chicago: The Continental Press, [1887].

Author’s Edition
1 vol. (various pagings); Illustrations
Bound in muted green cloth with leather shelfback
Sample alternate bindings
Brief descriptions of titles pasted onto front and back free endpapers
Versos of some plates have been annotated, apparently by a child practicing handwriting
Titles included: *The Ancient History of the Egyptians, Carthaginians, Assyrians, Babylonians, Medes and Persians, Macedonians and Grecians* by George Rawlinson; *The Seven Great Monarchies of the Ancient Eastern World* by Charles Rollin; *History of the English People* by John Richard Green; *A History of France from the Earliest Times* by M. Guizot

**LITERATURE, POETRY, AND GIFT BOOKS**


1 vol. (various pagings); Illustrations
Bound in black cloth
Includes a large number of sample illustrations
KSU also owns complete book (all volumes with alternate binding)


Sun-dial edition
xvi, [2], 3-10 p.
Bound in black leather
Samples spines and alternate binding
Publisher’s prospectus and prospectus for the Memorial Edition of the Works of O. Henry, laid in Letter from Gabriel Wells (distributor of the edition) to “Miss Helen M. Lohman” of Boston, Massachusetts, laid in
Includes author’s note, preface, and first ten pages of chapter 1 of *The Nigger of the Narcissus*
KSU also owns complete set (with alternate binding)

   Special limited political edition
   1 vol. (various pagings); Illustrations
   Bound in red cloth stamped in gold and white with printed portrait on front cover;
   decorated endpapers
   Sample alternate binding
   Publisher’s prospectus/conditions
   Subscription leaves (blank; but someone has written on the first page a personal endorsement of the book)
   KSU also owns complete book
   Work of fiction based on the author’s personal experiences with politicians


   London edition
   Novels of Charles Dickens, vol. 1.
   1 vol. (various pagings); Illustrations
   Bound in black cloth
   Sample alternate bindings
   Includes a large number of sample illustrations
   Publisher’s prospectus/conditions
   Subscription leaves (blank; but someone has written “For Ever and [illegible word]” on leaf 4)


   1 vol. (various pagings); Illustrations
   Bound in blue textured cloth, stamped in blind
   Includes a large number of sample illustrations


   vi, 6 p.
   Sales sample for first edition, first printing of this work
   Bound in dark blue cloth, stamped in light green and blind
   KSU also owns complete book


   1 vol. (various pagings); Illustrations
   Bound in red cloth, stamped in black
   Sample spines
   Samples for London’s *The House of Pride* (4th printing); *Lost Face* (3rd printing); *Burning Daylight*

   (6th printing), with title pages from the three books, sample illustrations, and excerpts from the stories “Good-by Jack” and “Flush of Gold”


   1 vol. (various pagings); Illustrations
   Bound in pictorial cloth stamped in gold and black; decorated endpapers
   Sample spine
   Publisher’s prospectus/conditions
   Subscription leaves (blank; but annotated with calculations of sums)
   KSU also owns complete book (with alternate binding)

52. McCoy, John. *A Tribute of Flowers to the Memory of Mother: Containing Thoughts on Mother’s Love, Mother’s Death, Mother’s Grave, Mother’s Home Beyond and Echoes from the Heart’s Dearest Memories.* Revised and Enlarged by D. H. Wever. Chicago: Union Publishing House, 1893.

   1 vol. (various pagings); Illustrations
   Bound in pictorial cloth, stamped in black and gold; marbled edges; top edge gilt; decorated endpapers
   Sample spine, alternate bindings, and alternate endpapers
   Publisher’s prospectus/conditions
   Subscription leaves (include three subscribers’ names and their binding selections)
   Name of book agent, C. F. Smith, is entered on the prospectus
   KSU also owns complete book (1895 imprint with alternate binding)


   1 vol. (various pagings); Illustrations
   Upper cover bound in reddish brown cloth with leather shelfback and corners, stamped in gold;
   lower cover bound in pebbled dark red leather, stamped in blind; all edges marbled; decorated endpapers
   Sample alternate bindings and endpapers
   Additional sample illustrations laid in
   Publisher’s prospectus/conditions
   Subscription leaves (blank)
   KSU also owns complete book (with alternate binding)


   Edition de la Pacification
   1 vol. (various pagings); Illustrations
   Bound in red limp leather stamped in gold; marbled endpapers
   Publisher’s prospectus/conditions
   KSU also owns complete book (1904 Werner imprint; incomplete set)
55. Williams, George Forrester, 1837-1920. _Bullet and Shell: War as the Soldier Saw It; Camp, March, and Picket; Battlefield and Bivouac; Prison and Hospital._ Illustrated, from sketches among the actual scenes, by Edwin Forbes. New York: Fords, Howard, & Hulbert, 1883.

1 vol. (various pagings); Illustrations
Bound in red textured cloth, stamped in black and gold; brown coated endpapers
Sample alternate binding
Publisher’s prospectus/conditions
Subscription leaves (include subscribers’ names, from Lorain, Ohio, area)
KSU also owns complete book
Work of fiction based on the author’s war experiences

56. Baker, La Fayette C. (La Fayette Curry), 1826-1868. _The United States Secret Service in the Late War._ [Philadelphia: Potter, c1890].

1 vol. (various pagings); Illustrations
Bound in dark red leather, stamped in gold and blind; decorated endpapers
Sample spine (missing) and alternate bindings
KSU copy missing several pages, including the title page
Publisher’s prospectus/conditions (excised)
Subscription leaves (blank)

57. Hannaford, E. (Ebenezer), b. 1840. _The Story of a Regiment: A History of the Campaigns, and Associations in the Field, of the Sixth Regiment Ohio Volunteer Infantry._ Cincinnati: Published by the author, No. 38 West Fourth Street, 1868.

Bound in dark brown textured cloth, stamped in gold and blind
Sample spine and alternate binding
Publisher’s prospectus/conditions
Subscription leaves (blank; two leaves that included subscribers’ names have been excised)


1 vol. (various pagings); Illustrations
Bound in pictorial cloth, stamped in silver, gold, and black
Publisher’s prospectus/conditions
Subscription leaves (blank)


1 vol. (various pagings); Illustrations
Bound in pictorial cloth, stamped in black and gold; marbled endpapers
Sample spine and alternate bindings
Publisher’s prospectus/conditions
Subscription leaves (include subscribers’ names)
KSU also owns complete book (with alternate binding)


1 vol. (various pagings); Illustrations; Maps
Bound in red cloth, stamped in gold and black
Sample spine
“Warning” to seller and reader tipped in at front
Publisher’s prospectus/conditions
Subscription leaves (blank)


Complete edition
1 vol. (various pagings); Illustrations; Maps
Bound in tan cloth
Includes large number of sample illustrations and tables of content for seven volumes


Armed Services Memorial edition
1 vol. (various pagings); Illustrations
Bound in dark blue cloth, stamped in gold
Sample spine
Publisher’s prospectus/conditions
Subscription leaves (blank)
KSU also owns complete book
63. Nasmith, George G. (George Gallie), b. 1877. *Canada’s Sons and Great Britain in the
World War: A Complete and Authentic History of the Commanding Part Played by
Canada and the British Empire in the World’s Greatest War*. Introduction by Gen. Sir

1 vol. (various pagings); Illustrations; Maps
Bound in pictorial cloth, stamped in gold, white, and blue
Sample spine
“Words of highest praise from Canadian newspapers” pasted on inside upper cover
Publisher’s prospectus/conditions
KSU also owns complete book

64. Russell, Thomas Herbert, 1862-1947. *America’s War for Humanity: Pictorial History
of the World War for Liberty*. William Dunseath Eaton, contributing editor. Special

1 vol. (various pagings); Illustrations
Bound in light blue cloth, stamped in blue and red, with a printed illustration on front cover
Sample spine and alternate binding
“Selling Talk” tipped in at front
Publisher’s prospectus/conditions
Subscription leaves (blank)

Splendid Record in the Battle Zones of Europe…. [Chicago: G. G. Sapp, c1919].

1 vol. (various pagings); Illustrations
Bound in pictorial cloth, stamped in black, gold, pale green, and pale blue
Sample spine
“Salesman’s Instructions” tipped in at front
Publisher’s prospectus/conditions
Subscription leaves (blank)

66. Tyler, Sydney. *The Japan-Russia War: An Illustrated History of the War in the Far East,

1 vol. (various pagings); Illustrations; Maps
Bound in pictorial cloth, stamped in black, white, and red, decorated endpapers
Sample spine and alternate binding
Publisher’s prospectus/conditions
Subscription leaves (blank)
Bookplate of William G. Nyce
KSU also owns complete book (rebound)

67. White, Trumbull, 1868-1941. *Pictorial History of Our War with Spain for Cuba’s
and Sailors in Our War with Spain, and the Heroic Struggles of Cuban Patriots
Against Spanish Tyranny…. [no place]: Freedom Publishing Co., c1908.

1 vol. (various pagings); Illustrations
Bound in pictorial cloth, stamped in gold, white, red, blue, and blind
Sample spine and alternate binding
Publisher’s prospectus/conditions
Subscription leaves (include subscribers’ names; several leaves excised)

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**NATURAL AND HUMAN DISASTERS**

a Full History of the Most Terrifying and Destructive Tornado in the History of the
World…. St. Louis, Mo.: Published by the Cyclone Publishing Company, 1896.

1 vol. (various pagings); Illustrations
Bound in muted blue cloth, stamped in gold and black; decorated endpapers
Sample spine and alternate binding (missing)
Publisher’s prospectus/conditions (partially excised)
Subscription leaves (excised)

Kuhlman, c1904.

1 vol. (various pagings); Illustrations
Bound in blue cloth, stamped in gold
Sample spine
Publisher’s prospectus/conditions
Subscription leaves (include subscribers’ names)


Memorial edition
1 vol. (various pagings); Illustrations
Bound in dark blue cloth, stamped in gold
Sample spine
Publisher’s prospectus/conditions
Subscription leaves (blank)

1 vol. (various pagings); Illustrations
Bound in dark brown cloth, stamped in gold and blind; decorated endpapers
Sample spine and alternate binding
Publisher’s prospectus/conditions
Subscription leaves (blank; but someone, possibly a youth, has written “I thing [sic] this is a very good book it learn you lost [sic]” on leaf 1; another jotting appears on leaf 25)


1 vol. (various pagings); Illustrations
Bound in brown cloth, stamped in gold and blind; decorated endpapers
Publisher’s prospectus/conditions
Subscription leaves (blank)
KSU also owns complete book (2 copies; 1 with alternate binding)


1 vol. (various pagings); Illustrations, Maps
Bound in red cloth, stamped in gold and black
Sample spine
“Special Notice” regarding sale of book to contribute to the “National Relief Fund” tipped in at front
Publisher’s prospectus/conditions
Subscription leaves (blank)
KSU also owns complete book


1 vol. (various pagings); Illustrations
Bound in pictorial cloth, stamped in gold and red with a printed illustration on front cover; decorated endpapers
Sample spine
Publisher’s prospectus/conditions
Subscription leaves (blank)

75. **Morris’s Story of the Great Earthquake of 1908: And Other Historic Disasters; Embracing Two Books in One Volume. Edited by Charles Morris. Chicago: The Hoey Publishing Co., c1909.**

1 vol. (various pagings); Illustrations
Bound in muted green cloth, stamped in black, gold, and red with a printed illustration on front cover; decorated endpapers
Sample spine
Publisher’s prospectus/conditions
Subscription leaves (blank)


1 vol. (various pagings); Illustrations, Maps
Bound in muted light green cloth, stamped in silver and black
Bookseller’s instruction sheet laid in
Publisher’s prospectus/conditions
Subscription leaves (blank)

**REFERENCE WORKS**


1 vol. (various pagings); Illustrations
Bound in brown cloth, stamped in gold and brown with a printed illustration on front cover; all edges marbled; decorated endpapers
Sample spine and alternate binding “Agent’s Key” laid in
Publisher’s prospectus/conditions
Subscription leaves (blank)
KSU also owns complete book (cloth binding)

78. **Edwards, Tryon, 1809-1894. A Dictionary of Thoughts: Being a Cyclopedia of Laconic Quotations from the Best Authors, Both Ancient and Modern. Detroit: F. B. Dickerson Co., 1906, c1899.**

1 vol. (various pagings); Illustrations
Upper cover bound in black leather, stamped in blind; lower cover bound in muted blue-green cloth with black leather shelfback; decorated endpapers
Sample alternate endpapers
Publisher’s prospectus/conditions
Subscription leaves (blank)
KSU also owns complete book (cloth binding)
3 pt. in 1 vol.; Illustrations
Each part has a separate title page
Bound in blue cloth boards, stamped in white; top and front edges marbled; marbled endpapers
Sample spine and alternate binding
“My Selling Creed” pasted in at front
Publisher’s prospectus/conditions
Subscription leaves (blank)
Annotated throughout, possibly by a sales agent

1 vol. (various pagings); Illustrations
Bound in limp black leather, stamped in gold and blind; marbled endpapers
Sample alternate binding
Publisher’s prospectus/conditions
Subscription leaves (blank)

RELIGIOUS HISTORY, TEXTS, AND BIOGRAPHIES

1 vol. (various pagings); Illustrations
Bound in green textured cloth, stamped in gold and blind; pale yellow coated endpapers
Sample spine and alternate bindings
In addition to English text, includes German title page and sample text in German
Publisher’s prospectus/conditions (English and German)
Subscription leaves (include subscribers’ names, from Grainger Township; most leaves excised)
KSU also owns complete book (1911 imprint; rebound)

82.  Chapman, J. Wilbur (John Wilbur), 1859-1918. The Life and Work of Dwight L. Moody: Presented to the Christian World as a Tribute to the Memory of the Greatest Apostle of the Age. Profusely illustrated with reproductions from the original photographs and rare old prints, including several authentic portraits of Mr. Moody, some of which are here published for the first time. Philadelphia; Chicago; Toronto: John C. Winston & Co., 1900.
1 vol. (various pagings); Illustrations
Bound in muted green cloth, stamped in gold, blue, and black with a printed portrait on front cover; decorated endpapers
Sample spine and alternate binding (missing)
Instructions “to the agent and subscriber” tipped in on front free endpaper
Publisher’s prospectus/conditions
Subscription leaves (include subscribers’ names)

[4], 3-5, [1] p., [60] blank leaves
Bound in brown cloth, stamped in gold, red, and blind; edges stained brown; decorated endpapers
This is a dummy volume that includes title page and first three pages of chapter 1, followed by blank leaves that fill out the rest of the full-sized volume.
KSU also owns complete book (2 copies; with slightly variant subtitle and variant bindings)

Authorized edition
1 vol. (various pagings); Illustrations; Music
Bound in blue cloth, stamped in gold and black with a printed portrait on front cover
Sample spine and alternate binding
“Confidential instructions to representatives” tipped in at front
Publisher’s prospectus/conditions
Subscription leaves (blank)

1 vol. (various pagings); Illustrations
Bound in red cloth, stamped in black
Sample spine
Publisher’s prospectus/conditions
From title page: “By Ex-Priest Bernard Fresenborg. Who for thirty long years tread the slippery and deceitful path of abhorrent Catholicism, but who to-day stands at the Vatican’s door, with the torch

“New ed. from new plates”
1 vol. (various pagings); Illustrations
Bound in black limp cloth, stamped in gold; edges stained red; black coated endpapers
Sample spine and alternate bindings (one missing)
Also includes sample title page, sample text, prospectus, and subscription leaves for another title: *Hurlbut’s Life of Christ for Young and Old.*
Publisher’s prospectus/conditions
Subscription leaves (include subscribers’ names)


New and revised edition, printed from new plates with new illustrations
1 vol. (various pagings); Illustrations
Bound in limp black cloth, stamped in gold; edges stained red; black coated endpapers
Sample spine and alternate bindings
Also includes sample title page, sample text, prospectus, and subscription leaves for another title: *Hurlbut’s Life of Christ for Young and Old.*
Publisher’s prospectus/conditions
Subscription leaves (blank)


1 vol. (various pagings); Illustrations
Bound in dark red leather, stamped in gold and blind; gilt edges
Sample spine and alternate bindings
Publisher’s prospectus/conditions
Subscription leaves (blank)


1 vol. (various pagings); Illustrations
Bound in pictorial cloth, stamped in white and gold
Sample spine and alternate bindings
Publisher’s prospectus/conditions
Subscription leaves (blank; but annotated, apparently by a child, including doodles and practice writing)


1 vol. (various pagings); Illustrations
Upper cover bound in leather, stamped in gold and blank; lower cover and spine bound in green textured cloth, stamped in gold and blank; brown coated endpapers
Sample spines
Publisher’s prospectus/conditions
Subscription leaves (include subscribers’ names)


1 vol. (various pagings); Illustrations
Bound in pictorial cloth, stamped in gold with a printed portrait on front cover
Sample spine
Publisher’s prospectus/conditions
Subscription leaves (include subscribers’ names, from Hudson and Darrowville; most leaves excised)


“Library edition in four volumes with upwards of 1200 illustrations in colour and monotone”
4 vols.; (various pagings); Illustrations; Maps
Some color illustrations are tipped in
Bound in dark blue cloth, stamped in blind and gold
Sample spines for four volumes
Bookseller’s label inside lower cover: “The Home and School Library Assn., Booksellers, Lexington, Kentucky”
93. **International Science Library. Akron, Ohio: The Werner Company, Book Manufacturers, c1900.**

1 vol. (various pagings); Illustrations; Maps
Bound in brown limp leather, stamped in gold; marbled endpapers
Sample alternate bindings
Sample pages and plates from multiple titles within the International Science Library series
KSU also owns complete book (2 titles only: *Origin of Species*, 1 vol. with alternate binding and 1 vol. rebound and *First Principles* rebound)

Titles included: *The Evolution of Man* by Ernst Haeckel (2 vols.); *Man’s Place in Nature* by Thomas H. Huxley; *The Ancient Life—History of the Earth* by H. Alleyne Nicholson; *Man and the Glacial Period* by D. Frederick Wright; *The Forms of Water in Clouds and Rivers, Ice and Glaciers* by John Tyndall; *The Sun* by C. A. Young; *Sound* by John Tyndall; *Other Worlds Than Ours* by Richard A. Proctor; *The Origin of Species by Means of Natural Selection* by Charles Darwin (2 vols.); *The Descent of Man and Selection in Relation to Sex* by Charles Darwin; *Science and Education: Essays* by Thomas H. Huxley; *The Culture Demanded by Modern Life. Education: Intellectual, Moral, and Physical* by Herbert Spencer; *First Principles* by Herbert Spencer.
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Illustration 1
A fold-out alternate binding mounted inside the lower cover (Entry 53)

Illustration 2
Sample full size spine design, included on back cover of canvassing volume (Entry 66)
Illustration 3
Prospectus with subscription form, shown as bound into volume (Entry 34)

Illustration 4
Prospectus as a full sheet folded in half, shown as bound into volume (Entry 37)
<table>
<thead>
<tr>
<th>Subscriber's Name</th>
<th>Style of Binding</th>
<th>Residence</th>
<th>Occupation</th>
</tr>
</thead>
<tbody>
<tr>
<td>O.J. Harn</td>
<td>hardback</td>
<td>214 W. Wash. St.</td>
<td>Contractor, Builder</td>
</tr>
<tr>
<td>B. A. Offin</td>
<td>Bronn</td>
<td>210 W. Wash. St.</td>
<td>Barber</td>
</tr>
<tr>
<td>Jno. Brown</td>
<td>lighted</td>
<td>421 W. Wash St.</td>
<td>Mason</td>
</tr>
</tbody>
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Illustration 5
Subscription leaves with subscribers’ names, binding selections, addresses, and occupations (Entry 52)

Illustration 6
Canvassing volume (left) shown with the fully published version of title (Entry 14)


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