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Fifty Years of Best Sellers

We shall not busy ourselves with what men ought to have admired, what they ought to have written, what they ought to have thought, but with what they did think, write, admire.

—*A History of Criticism* by George Saintsbury

**FIFTY YEARS
OF BEST SELLERS
1895-1945**

Alice Payne Hackett

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1945

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FOREWORD

The term "best seller" was coined and came into common use because it filled a need. A term was needed to describe what were not necessarily the best books but the books that people liked best. For a long time people have been interested in what other people read and why. If we are studying what books were popular in any period of our history, it is important to know not only what people could have read, or should have read, but what they did read. The record of what books a great many people have bought and read is a part of the social history of those people.

The books which have been important from a literary standpoint have been recorded in many volumes of literary criticism. Many of those books have had large and continuing sales, though some have only been appreciated years after they were published. These great books are the product in which any country must take great pride. On the other hand the record of best sellers of the hundred or more years during which book publishing has been an active industry in this country has not heretofore been adequately made.

How many copies any book has sold is recorded on the files of its publisher, and business records are not readily unearthed. Fortunately, however, the comparative sales of books year by year for the last half century have been kept systematically. The closing of this fifty year period makes a natural occasion for printing the record. The sales totals of books are more difficult to gather and to verify, but such figures, insofar as they have ever been printed, have become part of the historical files of the *Publishers' Weekly* office. Alice Payne Hackett, who has had so much to do with the development and completeness of these files, has pursued for her book every figure that could be verified by the files or records in the publishing offices.

Fifty Years of Best Sellers will open up to the student and bookman new fields for speculation. Perhaps students of literary history will try to chart the evolution of public taste from these records and writers of tomorrow's best sellers find, in these titles of the past, some clue to the perennial elements of popular appeal.

FREDERIC G. MELCHER

ACKNOWLEDGEMENTS

In compiling facts and figures I have drawn largely upon the files of *The Bookman* and *The Publishers' Weekly*, and, for background material, on numerous books of reference.

I wish to thank Frederic G. Melcher, editor of *Publishers' Weekly*, for the great amount of information he has contributed from his fifty years' knowledge of books, bookselling, and publishing; and Marie Hentz, also of *Publishers' Weekly*, for her assistance in research and preparation of the manuscript. I am grateful, too, to Mildred Smith of *Publishers' Weekly* and to Jacob Blanck of the Bibliographical Society of America, who have been exceptionally generous with their time and advice. I am also grateful to Dorothy Thompson for editing the manuscript, and I appreciate her cooperation and advice. I am indebted also to the many publishers who, regardless of the time involved, supplied sales figures on books published many years ago. And appreciation is due the many bookstores throughout the country which through the years have so faithfully filled out their reports of best sellers month by month, and without whose cooperation the yearly lists could not have been compiled. Any omissions of books or authors are entirely unintentional and corrections or suggestions will be welcomed.

A. P. H.

Fifty Years of Best Sellers

THE STRUCTURE OF THE BEST SELLER

FACTS and figures provide the record of best sellers from *Beside the Bonnie Brier Bush* in 1895 through the fifty years to *Strange Fruit* in 1944. These records for each year, compiled from the monthly reports of the booksellers of America, make what can be imagined as a moving picture of this country's reading interests, projected against the background of national history. Sometimes the background stands out strongly and clearly, as during the two world wars, when book titles were shaped by the dramatic events of those years. Sometimes the screen shows only dimly gray shadows, as people turn to the romance of gaily colored fiction to escape from the monotony of passing events which have little direct impact upon themselves. Occasionally a title illumines an event in the passing cavalcade of history—like *The Jungle* and the light it throws upon the fight for pure food laws in the early 20th century. The study of the books the American public has read and bought through the past fifty years throws fascinating light on changing customs, manners, and morals, as well as political events.

Comment upon literary and social currents is, however, only incidental in this book. Its primary concern is to assemble, from many sources, the available facts about best sellers, in the expectation that future historians and researchers will find them useful.

One of the questions most frequently asked about best sellers is, "How many copies does a book have to sell to be a best seller?" Such a question embodies a very common misconception. "Best seller" is a purely comparative term. When one book sells more than any other book at a certain time and place, that book is the best seller at that time and place. Books may be best sellers for a week, a month, a year, ten years, best sellers in New York or Grand Rapids. There is no one point in sales at which books automatically become best sellers. A sale of 5,000 copies may be excellent for a book intended for a special audience, but mean failure for another. Therefore, to say that a book is a best seller is to use a comparative term in a definitive sense.

In spite of the misconception regarding the correct use of "best seller," whereby the term is loosely applied to any book or

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any author, it has been well absorbed into the English language through usage. Webster defines best seller as "a book, and, hence, any article of merchandise whose sales are among the highest of its class; also, the author of such a book, or, especially of several such books." Like such words as radar, quisling, movie, television, or streamlining, "best seller" (used strictly to describe a book) was not in use in 1895, when Harry Thurston Peck, editor of *The Bookman*, first conceived the idea of formulating systematic best-seller lists in America.

Beginning in 1895, *The Bookman* published each month, until it passed out of existence in 1933, the lists of the best-selling books sent to it by large retail bookstores throughout the country. By 1902, "best seller" had been established, mainly through the publicity derived from *The Bookman's* lists, as a term specifically applied to books. About 1903 the magazine set the limit of its monthly list of titles at six and called the lists "the six best sellers." Nowadays the widely known best-seller lists—those of the *New York Times Book Review*, the *New York Herald Tribune Weekly Book Review*, and the book trade journal, *The Publishers' Weekly*—include from 10 to 20 or 25 titles in both fiction and non-fiction. To some extent the inclusion of a larger number of titles than the original six is an answer to critics of such lists who claim periodically that, because of the publicity given best sellers, the attention of the public is directed to a small number of books, to the detriment of many others of equal or superior literary merit.

Two types of best-seller lists are given in this book; as in the case of labor unions, they may be described as horizontal and vertical. What I call the horizontal group are the lists for each of the past fifty years, 1895-1945. From 1895 through 1911 these lists are based upon *The Bookman's* monthly reports. Since during that period the stores did not list fiction and non-fiction separately, fiction rose to the top, amazingly enough, no non-fiction title appeared on any list compiled for those seventeen years.

From 1912 on, the lists are those compiled each year by *The Publishers' Weekly* and *Books of the Month* (now *Bowker Book Guides*); these annual lists are based upon the monthly lists published by both periodicals. The method of preparing *The Publishers' Weekly* lists is in general the same as that originally used

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by *The Bookman*, except that between 70 and 100 representative bookstores send in reports, instead of *The Bookman's* 20 or 30.

In 1912 and 1913 when *The Publishers' Weekly* began to run best-seller lists, separate records for fiction and non-fiction were made each year, instead of both types being included in one classification, as was done by *The Bookman*. Because non-fiction did not sell in any great quantity in those days, the two classifications were dropped for the next three years in favor of fiction alone. But the sale of non-fiction on timely topics increased in 1917 because of our entry into World War I; hence, there are three classifications in 1917 and 1918: fiction, general non-fiction, and war books. The fiction and non-fiction headings have continued in general use since 1919. Although in World War II no distinction was made in segregating general non-fiction and war books, the preponderance of the latter on the non-fiction lists shows their importance in the minds of the people.

Before the 1890's, novels sustained their popularity over a longer period. Thus in the 1890's a novel often appeared on the lists for two successive years, usually near the top the first year, lower down the second year. *Beside the Bonnie Brier Bush* was first in 1895, tenth in 1896; *Quo Vadis* was first in 1897, fifth in 1898. By the turn of the century, however, even before the advent of movies, radios, and automobiles, the pressure of modern living was affecting the length of the life of popular books. According to *The Bookman* in 1902, "The period during which a popular novel enjoys favor is growing shorter all the time nowadays and can be measured by weeks where formerly months obtained. This comes naturally from the flood of fiction that is being placed upon the market and vigorously promoted practically every month in the year. Time was when a book that was enjoying a vogue was considered good for a year at least."

Not until 1931 and 1932, when *The Good Earth* was the best-selling novel for both those years, did the sale of any book published after 1895 extend over so long a period. Professor Irving Harlow Hart, who has closely studied best-seller records ever since they were begun in 1895, and several of whose analytical articles on the best seller are listed in the bibliography at the end of this book, found a most cheering note in the popularity

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of *The Good Earth*. On the basis of his own method of analyzing best-seller lists, he determined that *The Good Earth* was the most popular book in the period from 1919 to 1932 and that it was second in popularity from 1895 to 1932; whereupon he wrote, "The popularity of this book nullifies the adverse criticism of American reading taste based upon past preferences and gives the lover of literature renewed faith in the character and judgment of the reading public. . . . Evidently the American reader reads what he reads when he reads it and declines to be largely influenced by anything other than the book itself."

The trend for longer lives for books continued. *Anthony Adverse* was at the head of the fiction list in both 1933 and 1934. In non-fiction *Life Begins at Forty* was first in 1933, second in 1934. *Gone with the Wind* headed the fiction lists for 1936 and 1937. For the first two years after its publication in 1942, *The Robe* was never lower than fifth on any monthly *Publishers' Weekly* best-seller list, and it headed the annual list for 1943, was second in 1944.

The literary taste of the reading public through these fifty years is a matter of opinion. Certain types of books in both fiction and non-fiction have persisted and recurred. The 1890's saw the end of one period of great popularity for the religious novel, but during the late 1930's and early 1940's this type of fiction regained its hold on popular fancy. The historical novel had a similar great era in the first decades of the 20th century, reached another peak in the 1930's. Accepted as the least meritorious period of American fiction are the years preceding World War I, when the novels of Harold Bell Wright, Gene Stratton Porter, and Zane Grey had their heyday. Both world wars have stimulated more thoughtful writing. After World War I came realism in fiction, introduced by Sinclair Lewis' *Main Street*. The most widely read novel about that war, *All Quiet on the Western Front*, was published nearly ten years after the close of the war. "Self-help" books, books on diet, cookery, and health, and game books appear and reappear on the lists throughout the fifty years, as well as biographies, travel books, histories, and discussions of current political, social, and economic themes. Literary historians of the future, looking back at the titles read in our own

THE STRUCTURE OF THE BEST SELLER

times, may think they are just as amusing, in just as poor literary taste, as we consider some of the books read two, three, or four decades ago.

What I have called the vertical list of American best sellers is the one that lists the sales figures, for it cuts right across the yearly lists, those that are purely comparative, which show only what books outsold all the others in their respective years. Some titles from these yearly lists appear on the all-time list, some do not. On the other hand, the appearance of many titles on the all-time list but on none of the yearly lists is explained by the fact that some books continue to sell for many years, thus accumulating large sales totals but never selling enough copies in any one month or year to compete with the *current* best sellers. Five hundred thousand copies was the figure arbitrarily chosen as the minimum total sales for a book to be included on the all-time best-seller list. This list attempts to include all the books that have sold 500,000 copies or more since 1880, with the exception of textbooks, handbooks, annuals, pamphlets, etc., and books on which the copyright has expired, that is, books in the public domain.

Copyright, which entitles the publisher, or the author, to sole ownership of a book, is granted by the federal government for a period of twenty-eight years and may be extended for an additional twenty-eight years. Books which are more than fifty-six years old may therefore be published, free of copyright restriction, by anyone who wishes to do so. This makes it almost impossible to estimate the sales of classics which have been brought out in numerous editions by many publishers. Many of the publishing houses which issued them are no longer in existence and others are unwilling to release sales figures. Hence no attempt has been made to include many classics—from the Bible, Shakespeare, the Rubaiyat, and on through the great English novels to many of Mark Twain's books nearer our own time. In the case of books published in England, it is even more difficult to collect sales figures, for it was not until 1891 that the United States had a copyright agreement with Great Britain. Before then, many books were brought out in this country without authority, and no records were kept; not even exhaustive research could reveal how many copies of *Pickwick Papers*, for

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instance, have been sold in this country.

By far the greater part of this list of American best sellers, 1880-1945, is made up of fiction—about 90 of the 150 or so titles. There are about 35 non-fiction titles; the rest are juveniles or semi-juveniles. Children's books have long lives; books loved by one generation of children are passed on to another much more tenaciously than are adult books. About a dozen titles on the list are detective stories. Throughout the entire list, religion and humor stand out noticeably as themes.

The number of books that have become best sellers has remained fairly constant from one decade to another since 1880, except for a distinct increase since 1940. In the five years from 1940, there were almost as many books which sold over 500,000 copies as there were in the previous ten years. Marketing methods have changed rapidly. The book clubs, which began in 1926 and 1927 with comparatively modest printings of around 25,000 of each selection, have recently shot up to where between 400,000 and 600,000 copies of each book chosen are required. Thus, a book which the Book-of-the-Month Club or the Literary Guild sends its members has to sell only 100,000 copies through bookstores to be included automatically on the list of books selling half a million copies. A large part of the sales of the best-selling books of recent years is accounted for also by the popular-priced reprint editions which have appeared. As the result of the restriction on paper made necessary during World War II, many books were released to reprint publishers before the original editions had attained their full sales, because the original publishers had exhausted their paper quotas. *A Tree Grows in Brooklyn*, for instance, published in 1943, was still selling well at its original \$2.75 when it was taken over, in 1944, by a reprint publisher and the record first printing of 600,000 copies was put on sale at \$1.49. The small-sized paper-bound reprints at 25 cents issued by Pocket Books and other reprint houses, and the large paper-bound book format which Simon & Schuster, for example, have popularized with such titles as Wendell Willkie's *One World* and Bob Hope's *I Never Left Home* have enormously expanded the market for timely titles.

THE STRUCTURE OF THE BEST SELLER

Postwar mass marketing—reaching America's millions of readers instead of merely hundreds of thousands—is an absorbing topic for the publishing world. The history of best sellers of the past half century may give some clue to what the best sellers of the future will be, in what quantities they will sell, and what direction literary taste may take.

Best Sellers

1895-1945

1895

FICTION

1. *BESIDE THE BONNIE BRIER BUSH*, by Ian Maclaren. Dodd, Mead
 2. *TRILBY*, by George du Maurier. Harper
 3. *ADVENTURES OF CAPTAIN HORN*, by Frank R. Stockton. Scribner
 4. *THE MANXMAN*, by Hall Caine. Appleton
 5. *PRINCESS ALINE*, by Richard Harding Davis. Harper
 6. *DAYS OF AULD LANG SYNE*, by Ian Maclaren. Dodd, Mead
 7. *THE MASTER*, by Israel Zangwell. Harper
 8. *THE PRISONER OF ZENDA*, by Anthony Hope. Holt
 9. *REGENERATION*, by Max Nordau. Appleton
 10. *MY LADY NOBODY*, by Maarten Maartens. Harper
-

THE year in which the first American best-seller lists were published was in the era of bicycles (which were to stage a return nearly fifty years later) and the Gibson girl, whose pompadour hair-do was not unlike that in vogue in 1944. Rural free delivery was established in that year, an event that was to have a notable effect upon merchandising of every kind, including the marketing of books. Romantic novels like *The Prisoner of Zenda* by Anthony Hope and Richard Harding Davis' *Princess Aline*, which was illustrated by Charles Dana Gibson, suited the mood of the period, though the homely *Beside the Bonnie Brier Bush* of Ian Maclaren and the exotic *Trilby* were the top best sellers. Best remembered of the first ten are these two, both of them tremendously successful in play form. Only two of the books on this first list were written by American authors. The other eight titles, by British and European authors, would have been unprotected by copyright in this country five years earlier, and several publishers or printers could have issued them without any legitimate arrangement with the rightful publishers. The arrangement for American copyright for English authors in 1891 resulted in orderly publication—a fact which helped to make possible the compiling of best-seller lists.

1896

FICTION

1. TOM GROGAN, by F. Hopkinson Smith. Houghton Mifflin
 2. A LADY OF QUALITY, by Frances Hodgson Burnett.
Scribner
 3. THE SEATS OF THE MIGHTY, by Gilbert Parker. Appleton
 4. A SINGULAR LIFE, by Elizabeth Stuart Phelps Ward.
Houghton Mifflin
 5. THE DAMNATION OF THERON WARE, by Harold Frederic.
Stone & Kimball
 6. A HOUSE-BOAT ON THE STYX, by John Kendrick Bangs.
Harper
 7. KATE CARNEGIE, by Ian Maclaren. Dodd, Mead
 8. THE RED BADGE OF COURAGE, by Stephen Crane. Appleton
 9. SENTIMENTAL TOMMY, by J. M. Barrie. Scribner
 10. BESIDE THE BONNIE BRIER BUSH, by Ian Maclaren. Dodd,
Mead
-

GOLD was discovered in the Klondike. Bryan ran for President. Books on bimetallism and the gold standard were the most widely read non-fiction. Coin's *Financial School* enjoyed a revival. In Boston the *Aeronautical Annual* was, strangely enough, a best seller. The popularity of the historical novel, America's favorite reading all through the 1890's and the early 20th century and later to be revived in the 1930's, was marked by the sales of such books as *A Lady of Quality* and *The Seats of the Mighty*. *Tom Grogan*, heading the 1896 list, marks the first appearance of that long-time favorite, F. Hopkinson Smith. The success of *A Singular Life* and *The Damnation of Theron Ware* illustrates the continuance of interest in religious novels from the previous decade, when *Robert Elsmere*, by Mrs. Humphry Ward, and *John Ward, Preacher*, by Margaret Deland, were high favorites. The list shows an increase in the number of books by American authors. Books by six of these authors—F. Hopkinson Smith, Frances Hodgson Burnett, Gilbert Parker, Harold Frederic, John Kendrick Bangs, and Stephen Crane—are still in demand by collectors of American first editions.

1897

FICTION

1. *QUO VADIS*, by Henryk Sienkiewicz. Little, Brown
 2. *THE CHOIR INVISIBLE*, by James Lane Allen. Macmillan
 3. *SOLDIERS OF FORTUNE*, by Richard Harding Davis. Scribner
 4. *ON THE FACE OF THE WATERS*, by Flora Annie Steel.
Macmillan
 5. *PHROSO*, by Anthony Hope. Stokes
 6. *THE CHRISTIAN*, by Hall Caine. Appleton
 7. *MARGARET OGILVY*, by J. M. Barrie. Scribner
 8. *SENTIMENTAL TOMMY*, by J M Barrie Scribner
 9. *THE PURSUIT OF THE HOUSE-BOAT*, by John Kendrick Bangs.
Harper
 10. *THE HONORABLE PETER STIRLING*, by Paul Leicester Ford.
Holt
-

ALTHOUGH the "400" ruled New York society and decreed the conventions of the nation, the great novel of the day was that famous story of the early Christians, *Quo Vadis*. This year marked the appearance of Little, Brown & Company as a publisher of best sellers. James McIntyre of that firm showed genius in reaching large markets, especially difficult at that period with a book with a Latin title, the author of which had a long Polish name. The semi-religious novels of Hall Caine were coming into prominence too. This year also saw the first appearance among best sellers of Paul Leicester Ford, whose books, together with those of Winston Churchill (the American novelist), Charles Major, Mary Johnston, and others, were the record makers of their day in the field of historical fiction. *The Honorable Peter Stirling* had an interesting publishing history. Its publisher, Henry Holt & Company, was chiefly known for scholarly volumes and textbooks, although in 1895 it had taken a successful fling in trade publishing with *The Prisoner of Zenda*. *Peter Stirling*, issued in a small first printing, did not reach large sales until one San Francisco bookseller announced that the chief character was modeled upon President Cleveland. Word-of-mouth advertising brought the sales of the book eventually to 228,000 copies.

1898

FICTION

1. *CALEB WEST*, by F. Hopkinson Smith. Houghton Mifflin
 2. *HUGH WYNNE*, by S. Weir Mitchell. Century
 3. *PENELOPE'S PROGRESS*, by Kate Douglas Wiggin. Houghton Mifflin
 4. *HELBECK OF BANNISDALE*, by Mrs. Humphry Ward. Macmillan
 5. *QUO VADIS*, by Henryk Sienkiewicz. Little, Brown
 6. *THE PRIDE OF JENNICO*, by Agnes and Egerton Castle. Macmillan
 7. *THE DAY'S WORK*, by Rudyard Kipling. Doubleday, McClure
 8. *SHREWSBURY*, by Stanley Weyman. Longmans, Green
 9. *SIMON DALE*, by Anthony Hope. Stokes
 10. { *THE ADVENTURES OF FRANÇOIS*, by S. Weir Mitchell. Century
THE BATTLE OF THE STRONG, by Gilbert Parker. Houghton Mifflin
-

"REMEMBER the *Maine*!" swept the nation following the battle-ship's destruction by an explosion in Havana Harbor, which brought the United States into war with Spain on April 25. The Spanish fleet was destroyed in Manila Bay on May 1. The Philippines (temporarily captured by the Japanese forty-four years later) were annexed, and the peace treaty was signed on December 10. "The end of the war came at an opportune time for autumn business," says a book trade letter of the period. Several authors were included on the best-seller list for the first time—Rudyard Kipling, whose books created a furor, Kate Douglas Wiggin, and S. Weir Mitchell. The sale of Mitchell's *Hugh Wynne* was not handicapped by the book's being published in two volumes, as was *Helbeck of Bannisdale*, by Mrs. Humphry Ward. Though Mark Twain was writing at this period, his books never appeared on bookstore best-seller lists, for most of them were issued by subscription companies whose house-to-house sales were not recorded in best-seller reports from bookstores.

1899

FICTION

1. DAVID HARUM, by Edward Noyes Westcott. Appleton
 2. WHEN KNIGHTHOOD WAS IN FLOWER, by Charles Major.
Bowen-Merrill
 3. RICHARD CARVEL, by Winston Churchill. Macmillan
 4. THE DAY'S WORK, by Rudyard Kipling. Doubleday,
McClure
 5. RED ROCK, by Thomas Nelson Page. Scribner
 6. AYLWIN, by Theodore Watts-Dunton. Dodd, Mead
 7. JANICE MEREDITH, by Paul Leicester Ford. Dodd, Mead
 8. MR. DOOLEY IN PEACE AND WAR, by Finley Peter Dunne.
Small, Maynard
 9. NO 5 JOHN STREET, by Richard Whiteing. Century
 10. THE MARKET PLACE, by Harold Frederic. Stokes
-

AN INTERNATIONAL Peace Conference sponsored by the Russian government met at The Hague. Aguinaldo staged an insurrection in the Philippines and the Boer War began. The great novel of the day, *David Harum*, a novel that became a stage hit and many years later a movie with Will Rogers in the title role, was the story of a down-to-earth countryman of upper New York State. *When Knighthood Was in Flower* was the first best-selling novel to bear the Indianapolis imprint of the Bowen-Merrill Company, later the Bobbs-Merrill Company, a firm which developed a technique of exploiting popular fiction that greatly influenced American publishing. *When Knighthood Was in Flower*, *Janice Meredith*, and *Richard Carvel* are perhaps the best remembered of the novels of this great era of historical fiction. *Richard Carvel* introduced Winston Churchill to the best-seller lists, an American author who was to attain leading places on many later annual lists and whose name was much better known then in America than that of Winston Spencer Churchill of England. Also on the 1899 list appeared *Mr. Dooley*, Finley Peter Dunne's humorous character who is still quoted today.

1900

FICTION

1. TO HAVE AND TO HOLD, by Mary Johnston. Houghton Mifflin
 2. RED POTTAGE, by Mary Cholmondeley. Harper
 3. UNLEAVENED BREAD, by Robert Grant. Scribner
 4. THE REIGN OF LAW, by James Lane Allen. Macmillan
 5. EBEN HOLDEN, by Irving Bacheller. Lothrop
 6. JANICE MEREDITH, by Paul Leicester Ford. Dodd, Mead
 7. THE REDEMPTION OF DAVID CORSON, by Charles Frederic Goss. Bowen-Merrill
 8. RICHARD CARVEL, by Winston Churchill. Macmillan
 9. WHEN KNIGHTHOOD WAS IN FLOWER, by Charles Major. Bowen-Merrill
 10. ALICE OF OLD VINCENNES, by Maurice Thompson. Bowen-Merrill
-

1900 was the year of the Boxer Rebellion in China, the great hurricane and flood in Galveston, Texas, and the first excavation for the New York subway. The new century began with historical novels dominating the nation's reading. *To Have and to Hold*, *Janice Meredith*, *Alice of Old Vincennes*, and others. *David Harum* had a follower in the field of rural wisdom in *Eben Holden*, which for a short time brought D. Lothrop & Co. (of *Five Little Peppers* fame) into the field of adult publishing. Bowen-Merrill was prominent on the list with three Hoosier novelists, Charles Frederic Goss, Charles Major, and Maurice Thompson.

1901

FICTION

1. *THE CRISIS*, by Winston Churchill. Macmillan
 2. *ALICE OF OLD VINCENNES*, by Maurice Thompson.
Bowen-Merrill
 3. *THE HELMET OF NAVARRE*, by Bertha Runkle. Century
 4. *THE RIGHT OF WAY*, by Gilbert Parker. Harper
 5. *EBEN HOLDEN*, by Irving Bacheller. Lothrop
 6. *THE VISITS OF ELIZABETH*, by Elinor Glyn. John Lane
 7. *THE PUPPET CROWN*, by Harold MacGrath. Bowen-Merrill
 8. *RICHARD YEA-AND-NAY*, by Maurice Hewlett. Macmillan
 9. *GRAUSTARK*, by George Barr McCutcheon. Stone & Kimball
 10. *D'RI AND I*, by Irving Bacheller. Lothrop
-

PRESIDENT McKinley was shot while attending the Pan-American Exposition, and Theodore Roosevelt took office on September 14. Though this was a year of financial panic, famous novels sold in the hundreds of thousands. The first book of a previously unknown author, *The Helmet of Navarre*, made such a success as a serial in *The Century* that it was published in an unprecedented first printing of 100,000 copies. Turning from the Revolutionary setting of *Richard Carvel* to the Civil War scene for his new book, Winston Churchill established *The Crisis* as the best seller of the year. *Alice of Old Vincennes* climbed from tenth place on the best-seller list of the previous year to second place, via national advertising and promotion such as books had seldom before been given. *Graustark*, with the Chicago imprint of Stone & Kimball, established a lasting reputation for George Barr McCutcheon, another of the Hoosier school of writers. Together with Harold MacGrath's *The Puppet Crown*, it marked a new trend in fiction—toward the light romance of intrigue and adventure in high society.

1902

FICTION

1. THE VIRGINIAN, by Owen Wister. Macmillan
 2. MRS WIGGS OF THE CABBAGE PATCH, by Alice Caldwell Hegan. Century
 3. DOROTHY VERNON OF HADDON HALL, by Charles Major. Macmillan
 4. THE MISSISSIPPI BUBBLE, by Emerson Hough Bowen-Merrill
 5. AUDREY, by Mary Johnston. Houghton Mifflin
 6. THE RIGHT OF WAY, by Gilbert Parker. Harper
 7. THE HOUND OF THE BASKERVILLES, by A. Conan Doyle. McClure, Phillips
 8. THE TWO VANREVELS, by Booth Tarkington. McClure, Phillips
 9. THE BLUE FLOWER, by Henry Van Dyke. Scribner
 10. SIR RICHARD CALMADY, by Lucas Malet. Dodd, Mead
-

WHILE "ragtime" swept America, Debussy's *Pelléas et Mélisande* was a popular success in Paris. The first "skyscrapers" were being built. Historical fiction was still in full swing, making up more than half the best-seller list. Advance orders for Mary Johnston's *Audrey* exceeded 100,000 copies. Several new writing reputations were established by 1902 sales—those of Owen Wister, Emerson Hough, and Alice Caldwell Hegan (later Mrs. Rice). The Hoosier school added Booth Tarkington to its best-selling membership with his third book, *The Two Vanrevels*. His first novel, *The Gentleman from Indiana*, had been published in 1899. On this list too was the first detective story best seller, *The Hound of the Baskervilles*, by that most famous writer of detective fiction, the creator of Sherlock Holmes.

1903

FICTION

1. LADY ROSE'S DAUGHTER, by Mrs. Humphry Ward. Harper
 2. GORDON KEITH, by Thomas Nelson Page. Scribner
 3. THE PIT, by Frank Norris. Doubleday, Page
 4. LOVEY MARY, by Alice Hegan Rice. Century
 5. THE VIRGINIAN, by Owen Wister. Macmillan
 6. MRS. WIGGS OF THE CABBAGE PATCH, by Alice Hegan Rice. Century
 7. METTLE OF THE PASTURE, by James Lane Allen. Macmillan
 8. LETTERS OF A SELF-MADE MERCHANT TO HIS SON, by George Horace Lorimer. Small, Maynard
 9. THE ONE WOMAN, by Thomas Dixon, Jr. Doubleday, Page
 10. THE LITTLE SHEPHERD OF KINGDOM COME, by John Fox, Jr. Scribner
-

1903 was the year of the first successful airplane flight, made by the Wright brothers on December 17. In spite of the fact that the past few years had been a period of financial crisis, the era of great industrial expansion was beginning. Big business and high finance were introduced as themes for the best seller by Frank Norris' *The Pit*. With *Lovey Mary*, Alice Hegan Rice repeated the success of her *Mrs Wiggs of the Cabbage Patch*. Both were in the Century Company's famous series of short dollar novels, a series which reached its sales climax with *The Lady of the Decoration* in 1907. A new author, John Fox, Jr., appeared with the first of two novels that were to become almost synonymous with the words "best seller." There was only one English author on the list, Mrs. Humphry Ward; but her *Lady Rose's Daughter* was in number one position.

1904

FICTION

1. THE CROSSING, by Winston Churchill. Macmillan
 2. THE DELIVERANCE, by Ellen Glasgow. Doubleday, Page
 3. THE MASQUERADER, Anonymous (Katherine Cecil Thurston).
Harper
 4. IN THE BISHOP'S CARRIAGE, by Miriam Michelson.
Bobbs-Merrill
 5. SIR MORTIMER, by Mary Johnston. Harper
 6. BEVERLY OF GRAUSTARK, by George Barr McCutcheon.
Dodd, Mead
 7. THE LITTLE SHEPHERD OF KINGDOM COME, by John Fox, Jr.
Scribner
 8. REBECCA OF SUNNYBROOK FARM, by Kate Douglas Wiggin.
Houghton Mifflin
 9. MY FRIEND PROSPERO, by Henry Harland. McClure,
Phillips
 10. THE SILENT PLACES, by Stewart Edward White McClure,
Phillips
-

THE Russo-Japanese War was raging, and Americans were, on the whole, sympathetic to Japan. Advertisements of the year offered new rolls for phonographs, automobile road maps, one-piece collar buttons, and Sapolio. The World's Fair was on in St. Louis, the New York subway was opened, the Panama Canal was begun, and the first successful tunnel under the Hudson River was finished. In the magazines and newspapers the "literature of exposure" was appearing. Lincoln Steffens was writing; Thomas W. Lawson produced *Friday the Thirteenth*; and Ida Tarbell's *History of the Standard Oil Company* was running in *McClure's Magazine*. Among books, historical and romantic fiction dominated the best-seller lists and the "sex problem" reared its head. Again Winston Churchill topped all other novelists of the year. An edition of 110,000 copies of Ellen Glasgow's *The Deliverance* was published; like most of these early 20th-century novels, it was priced at \$1.50.

1905

FICTION

1. THE MARRIAGE OF WILLIAM ASHE, by Mrs. Humphry Ward.
Harper
 2. SANDY, by Alice Hegan Rice. Century
 3. THE GARDEN OF ALLAH, by Robert Hichens. Stokes
 4. THE CLANSMAN, by Thomas Dixon, Jr. Doubleday, Page
 5. NEDRA, by George Barr McCutcheon. Dodd, Mead
 6. THE GAMBLER, by Katherine Cecil Thurston. Harper
 7. THE MASQUERADER, Anonymous (Katherine Cecil Thurston).
Harper
 8. THE HOUSE OF MIRTH, by Edith Wharton. Scribner
 9. THE PRINCESS PASSES, by C. N. and A. M. Williamson.
Holt
 10. ROSE O' THE RIVER, by Kate Douglas Wiggin. Houghton
Mifflin
-

NOVELS were beginning to utilize motor cars and wireless telegraphy, the new inventions of the period, in their plots. "Realism" appeared in literature. Novels and plays on business themes were popular. One of the stage hits based on this theme was Charles Klein's *The Lion and the Mouse*. Maxine Elliott and Mrs. Fiske were both stars of the period. The first issue of *Variety* was published on December 16. *The Clansman*, Thomas Dixon's novel of the Ku Klux Klan which was the basis for *The Birth of a Nation*, one of the most famous feature pictures of the silent movies, was well up on this year's best-seller list. The Williamsons made the list with one of their first automobile romances. They specialized in the type of story in which the heroine falls in love with her chauffeur, who is actually the scion of a titled British family. "Motormania" hit the nation in a big way and practically all the publicity pictures of authors showed them at the wheels of their 1905 automobiles.

1906

FICTION

1. CONISTON, by Winston Churchill. Macmillan
 2. LADY BALTIMORE, by Owen Wister. Macmillan
 3. THE FIGHTING CHANCE, by Robert W. Chambers.
Appleton
 4. THE HOUSE OF A THOUSAND CANDLES, by Meredith
Nicholson. Bobbs-Merrill
 5. JANE CABLE, by George Barr McCutcheon. Dodd, Mead
 6. THE JUNGLE, by Upton Sinclair. Doubleday, Page
 7. THE AWAKENING OF HELENA RITCHIE, by Margaret Deland.
Harper
 8. THE SPOILERS, by Rex Beach. Harper
 9. THE HOUSE OF MIRTH, by Edith Wharton. Scribner
 10. THE WHEEL OF LIFE, by Ellen Glasgow. Doubleday, Page
-

ONE of the most influential novels ever published in this country, Upton Sinclair's *The Jungle*, awoke the American public to the menace of the "meat trust" and resulted in the passage of the Pure Foods and Drugs Act. Theodore Roosevelt, who took the "big stick" to some of the big corporations, championed simplified spelling as well as trust busting. John Philip Sousa was the March King of the nation. William Vaughn Moody's *The Great Divide* was a Broadway success. William Randolph Hearst was defeated for the governorship of New York State. Here for the first time was an all-American best seller list, which Winston Churchill headed for the third time. Robert W. Chambers' *The Fighting Chance* was published in a first printing of 50,000 copies, in six weeks went to 100,000 and soon to 200,000. One of the first hits in the mystery-adventure field which was not a costume romance was Meredith Nicholson's *House of a Thousand Candles*

1907

FICTION

1. THE LADY OF THE DECORATION, by Frances Little. Century
2. THE WEAVERS, by Gilbert Parker. Harper
3. THE PORT OF MISSING MEN, by Meredith Nicholson.
Bobbs-Merrill
4. THE SHUTTLE, by Frances Hodgson Burnett. Stokes
5. THE BRASS BOWL, by Louis J. Vance. Bobbs-Merrill
6. SATAN SANDERSON, by Hallie Erminie Rives. Bobbs-Merrill
7. THE DAUGHTER OF ANDERSON CROW, by George Barr
McCutcheon. Dodd, Mead
8. THE YOUNGER SET, by Robert W. Chambers. Appleton
9. THE DOCTOR, by Ralph Connor. Revell
10. HALF A ROGUE, by Harold MacGrath. Bobbs-Merrill

1907 was a year of financial panic. Harrison Fisher was the popular artist of the time, along with Howard Chandler Christy, who illustrated *Beverly of Graustark*, and James Montgomery Flagg. The Harrison Fisher "gift book" annual was called *A Dream of Fair Women*, each colored illustration inspired by a popular poem. 1907 was the year in which Ian Maclaren died; he was the great popular novelist of the previous decade and author of the first best seller of all these lists, *Beside the Bonnie Brier Bush*. Novelist Stewart Edward White was photographed in his two-cylinder Maxwell runabout, Mrs. Pat Campbell arrived to tour the country; Farrar and Chlapin were singing at the Metropolitan, and Mary Garden at the Manhattan Opera House; the *Lusitania* made its first voyage to New York; and *The Man from Home*, by Booth Tarkington and Harry Leon Wilson, was the theatrical hit of the year. The Century Company's short dollar fiction series, which had started with the publication of *Mrs Wiggs of the Cabbage Patch*, reached a second high with *The Lady of the Decoration*. Robert W. Chambers' new novel, *The Younger Set*, had sales of 200,000 copies, equaling the sale of his *The Fighting Chance* in 1906. Bobbs-Merrill, Indianapolis publishers, had four titles on the list, to the envy of many an eastern publisher.

1908

FICTION

1. MR CREWE'S CAREER, by Winston Churchill. Macmillan
 2. THE BARRIER, by Rex Beach. Harper
 3. THE TRAIL OF THE LONESOME PINE, by John Fox, Jr.
Scribner
 4. THE LINE OF THE MASK, by Harold MacGrath.
Bobbs-Merrill
 5. THE SHUTTLE, by Frances Hodgson Burnett. Stokes
 6. PETER, by F. Hopkinson Smith. Scribner
 7. LEWIS RAND, by Mary Johnston Houghton Mifflin
 8. THE BLACK BAG, by Louis J Vance Bobbs-Merrill
 9. THE MAN FROM BRODNEY'S, by George Barr McCutcheon
Dodd, Mead
 10. THE WEAVERS, by Gilbert Parker Harper
-

BELGIUM annexed the Congo Maude Adams was playing in Barrie's *What Every Woman Knows*, and Augustus Thomas' *The Witching Hour* was another theatrical success. The Harrison Fisher annual was *Bachelor Belles* Winston Churchill was again first on the best-seller list, having deserted his southern historical scenes for a New Hampshire setting. The first printing of *The Trail of the Lonesome Pine*, third on the list, was sold out in a few months. Frances Hodgson Burnett was still a best seller twenty-two years after her greatest hit, *Little Lord Fauntleroy*. Nine of the authors were Americans, but all were "repeaters" from previous years, a characteristic of the fiction lists, which report favorite writers year after year.

1909

FICTION

1. *THE INNER SHRINE*. Anonymous (Basil King). Harper
2. *KATRINE*, by Elinor Macartney Lane. Harper
3. *THE SILVER HORDE*, by Rex Beach. Harper
4. *THE MAN IN LOWER TEN*, by Mary Roberts Rinehart
Bobbs-Merrill
5. *THE TRAIL OF THE LONESOME PINE*, by John Fox, Jr.
Scribner
6. *TRUXTON KING*, by George Barr McCutcheon Dodd, Mead
7. *54-40 OR FIGHT*, by Emerson Hough. Bobbs-Merrill
8. *THE GOOSE GIRL*, by Harold MacGrath. Bobbs-Merrill
9. *PETER*, by F. Hopkinson Smith. Scribner
10. *SEPTIMUS*, by William J. Locke. John Lane

WILLIAM Howard Taft was inaugurated as President of the United States; the first "Model T" Ford rolled off the assembly line; Peary reached the North Pole; and suffragettes were chaining themselves to London railings in this year 1909. Rube Goldberg's *Foolish Questions* was a regular feature of the New York *Evening Mail*. Frances Starr was appearing in *The Easiest Way* and Mary Garden triumphed as Salome. "The art of the moving picture is still in its infancy," wrote Frederic Taber Cooper. Dr. Eliot's *Five-Foot Shelf* made its first appearance. In the publication of Basil King's *The Inner Shrine*, best-selling book of 1909, Harper used anonymity to build up curiosity. The same publisher had also employed that method in selling Katherine Cecil Thurston's hit book of 1904 and 1905, *The Masquerader*, and was to use it again in 1910 with Basil King's *The Wild Olive*. This promotion stunt can be used only infrequently or its effect is blunted. A more recent example of its success was the publication of Ursula Parrott's *Ex-wife* in 1929 by Cape & Smith. *The Man in Lower Ten*, by Mary Roberts Rinehart, was the first American detective story to make the annual best seller list. It was illustrated in color by Howard Chandler Christy. William J. Locke, who had long been popular and is best remembered for his *Beloved Vagabond*, was introduced to the list, in tenth place.

1910

FICTION

1. THE ROSARY, by Florence Barclay. Putnam
 2. A MODERN CHRONICLE, by Winston Churchill Macmillan
 3. THE WILD OLIVE, Anonymous (Basil King) Harper
 4. MAX, by Katherine Cecil Thurston. Harper
 5. THE KINGDOM OF SLENDER SWORDS, by Hallie Erminie Rives. Bobbs-Merrill
 6. SIMON THE JESTER, by William J. Locke John Lane
 7. LORD LOVELAND DISCOVERS AMERICA, by C. N. and A. M. Williamson Doubleday, Page
 8. THE WINDOW AT THE WHITE CAT, by Mary Roberts Rinehart. Bobbs-Merrill
 9. MOLLY MAKE-BELIEVE, by Eleanor Abbott Century
 10. WHEN A MAN MARRIES, by Mary Roberts Rinehart. Bobbs-Merrill
-

THE end of an era had come with the death of Edward VII of England. 1910 was also the year of the death, in her ninety-second year, of Julia Ward Howe, author of *The Battle Hymn of the Republic*. Japan annexed Korea. The *Mauretania* was queen of the Atlantic. Edmond Rostand's *Chantecler* was produced in Paris, and Maeterlinck's *Blue Bird* in London. Montague Glass' *Potash and Perlmutter* stories were running in the *Saturday Evening Post* and the newspaper "funnies" of the day were *The Hall Room Boys* and Bud Fisher's *Mutt and Jeff*. Everyone was humming Ethelbert Nevin's song, "The Rosary," which was used in the plot of the year's best-selling novel. So popular and so profitable was the book that its publisher's new building on West 45th Street, in New York, was dubbed "The Rosary." But its author, Florence Barclay, along with such other authors as the Williamsons and Eleanor Abbott, is almost forgotten today. On the other hand, Mary Roberts Rinehart, represented by two books on the 1910 list, is still a best seller more than thirty years later.

1911

FICTION

1. *THE BROAD HIGHWAY*, by Jeffery Farnol Little, Brown
2. *THE PRODIGAL JUDGE*, by Vaughan Kester Bobbs-Merrill
3. *THE WINNING OF BARBARA WORTH*, by Harold Bell Wright.
Book Supply Co.
4. *QUEED*, by Henry Sydnor Harrison Houghton Mifflin
5. *THE HARVESTER*, by Gene Stratton Porter Doubleday, Page
6. *THE IRON WOMAN*, by Margaret Deland. Harper
7. *THE LONG ROLL*, by Mary Johnston. Houghton Mifflin
8. *MOLLY MAKE-BELIEVE*, by Eleanor Abbott Century
9. *THE ROSARY*, by Florence Barclay Putnam
10. *THE COMMON LAW*, by Robert W Chambers Appleton

"ALEXANDER'S Ragtime Band" was the song of the year. It swept the country in 1911, and staged a return some twenty-seven years later. As a result of the 1938 movie of that title, an additional 1,000,000 copies of the song were sold. Along with ragtime came the first big wave of mechanized music—the player piano and the phonograph, forerunners of the radio and talking screen of today. The New York Public Library at 42nd Street and Fifth Avenue, which, with other libraries, is a final repository for many of the forgotten best sellers of yesterday, was opened on May 23. Top seller of the year, *The Broad Highway*, by the new English writer, Jeffery Farnol, marked the last high spot of this long era of the historical novel. A total of 305,000 copies were sold in both original and reprint editions. Here was the first appearance of Harold Bell Wright, who built an extraordinary following, perhaps largely among a public not generally buyers of books. Gene Stratton Porter, many of whose books are among the big American best sellers of all time, made her first appearance on these lists with *The Harvester*. *Freckles* had been published in 1904 but had missed making an annual list largely because its great sale came after it had gone into a 50-cent reprint edition. *The Winning of Barbara Worth* was priced at \$1.30 and *Queed*, a first novel that caught the public fancy, at \$1.35—both prices typical of their time.

1912

FICTION

1. THE HARVESTER, by Gene Stratton Porter Doubleday, Page
2. THE STREET CALLED STRAIGHT, by Basil King. Harper
3. THEIR YESTERDAYS, by Harold Bell Wright.
Book Supply Co.
4. THE MELTING OF MOLLY, by Maria Thompson Daviess.
Bobbs-Merrill
5. A HOOSIER CHRONICLE, by Meredith Nicholson.
Houghton Mifflin
6. THE WINNING OF BARBARA WORTH, by Harold Bell Wright.
Book Supply Co.
7. THE JUST AND THE UNJUST, by Vaughan Kester
Bobbs-Merrill
8. THE NET, by Rex Beach. Harper
9. TANTE, by Anne Douglas Sedgwick. Century
10. FRAN, by J Breckenridge Ellis. Bobbs-Merrill

NON-FICTION

1. THE PROMISED LAND, by Mary Antin. Houghton Mifflin
2. THE MONTESSORI METHOD, by Maria Montessori. Stokes
3. SOUTH AMERICA, by James Bryce. Macmillan
4. A NEW CONSCIENCE AND AN ANCIENT EVIL,
by Jane Addams. Macmillan
5. THREE PLAYS, by Eugène Brieux. Brentano
6. YOUR UNITED STATES, by Arnold Bennett. Harper
7. CREATIVE EVOLUTION, by Henri Bergson Holt
8. HOW TO LIVE ON TWENTY-FOUR HOURS A DAY, by Arnold
Bennett Doran
9. WOMAN AND LABOR, by Olive Schreiner Stokes
10. MARK TWAIN, by Albert Bigelow Paine. Harper

WOODROW Wilson was elected President of the United States, defeating both Charles Evans Hughes and Theodore Roosevelt;

the latter's Bull Moose candidacy split the Republican party. Arizona and New Mexico were admitted to the Union. The dramatic sinking of the great liner *Titanic*, with many notables on board and with enormous loss of life, stunned two continents. In this year began the heyday of the Harold Bell Wright-Gene Stratton Porter popularity. Both their 1911 best sellers reappeared on the 1912 list, Mrs Porter's reaching top place Anne Douglas Sedgwick's *Tante* gave a note of literary distinction to a none too distinguished group of novels. *The Publishers' Weekly* added non-fiction best-selling records this year and again in 1913, then dropped them for three years until the sales of books about the war made non-fiction titles high sellers again. Previously fiction and non-fiction had been lumped together, with the result that the list consisted entirely of fiction and a book of general literature seldom if ever reached a yearly best-seller list. Not until the 1920's did non-fiction sales equal those of fiction, when such books as H. G Wells' *Outline of History* began to come along. Non-fiction best sellers tell more about the subjects in which the public was interested than which authors were their favorites. The first non-fiction best-seller list featured "self-help" books, biography, travel, social and economic problems, philosophy—recurring topics through all the later years. Notable was the appearance of two books by Arnold Bennett on the list.

1913

FICTION

1. *THE INSIDE OF THE CUP*, by Winston Churchill Macmillan
2. *V. V.'s EYES*, by Henry Sydnor Harrison.
Houghton Mifflin
3. *LADDIE*, by Gene Stratton Porter. Doubleday, Page
4. *THE JUDGMENT HOUSE*, by Sir Gilbert Parker. Harper
5. *HEART OF THE HILLS*, by John Fox, Jr. Scribner
6. *THE AMATEUR GENTLEMAN*, by Jeffery Farnol.
Little, Brown
7. *THE WOMAN THOU GAVEST ME*, by Hall Caine. Lippincott
8. *POLLYANNA*, by Eleanor H. Porter Page
9. *THE VALIANTS OF VIRGINIA*, by Amélie Rives. Bobbs-Merrill
10. *T. TEMBAROM*, by Frances Hodgson Burnett Century

NON-FICTION

1. *CROWDS*, by Gerald Stanley Lee. Doubleday, Page
2. *GERMANY AND THE GERMANS*, by Price Collier. Scribner
3. *ZONE POLICEMAN 88*, by Harry A. Franck. Century
4. *THE NEW FREEDOM*, by Woodrow Wilson. Doubleday,
Page
5. *SOUTH AMERICA*, by James Bryce. Macmillan
6. *YOUR UNITED STATES*, by Arnold Bennett. Harper
7. *THE PROMISED LAND*, by Mary Antin Houghton Mifflin
8. *AUCTION BRIDGE TO-DAY*, by Milton C Work
Houghton Mifflin
9. *THREE PLAYS*, by Eugène Brieux. Brentano
10. *PSYCHOLOGY AND INDUSTRIAL EFFICIENCY*, by Hugo
Munsterberg. Houghton Mifflin

IN 1901, 1904, 1906, 1908, and again in 1913, a novel by Winston Churchill headed fiction sales. Hall Caine's *The Woman Thou Gavest Me*, sold 346,000 copies *Pollyanna* made her first appearance, beginning a series that still sells more than thirty years later Non-fiction included (a year before the outbreak of World War I) a book on Germany and President Wilson's statement of his program.

1914

FICTION

1. THE EYES OF THE WORLD, by Harold Bell Wright.
Book Supply Co
2. POLLYANNA, by Eleanor H. Porter. Page
3. THE INSIDE OF THE CUP, by Winston Churchill. Macmillan
4. THE SALAMANDER, by Owen Johnson. Bobbs-Merrill
5. THE FORTUNATE YOUTH, by William J. Locke. John Lane
6. T. TEMBAROM, by Frances Hodgson Burnett. Century
7. PENROD, by Booth Tarkington. Doubleday, Page
8. DIANE OF THE GREEN VAN, by Leona Dalrymple. Reilly &
Britton
9. THE DEVIL'S GARDEN, by W. B. Maxwell. Bobbs-Merrill
10. THE PRINCE OF GRAUSTARK, by George Barr McCutcheon.
Dodd, Mead

IN midsummer an Austrian archduke was murdered in the obscure Balkan town of Sarajevo and by fall all Europe was at war. The United States had just opened the Panama Canal to the world's seaborne traffic. At home, everyone was singing one of Jerome Kern's first great song hits, "They Didn't Believe Me," from *The Girl from Utah*. Harold Bell Wright attained first place as most popular novelist of the year, closely followed by Eleanor Porter with *Pollyanna* and Winston Churchill with his story of a liberal minister which had been the 1913 leader. Among the new names were those of Owen Johnson, whose *Salamander* was a continuation of his appealing stories of Lawrenceville School, Leona Dalrymple, with *Diane of the Green Van* under the new Chicago imprint of Reilly & Britton (now Reilly & Lee), and W. B. Maxwell. Perhaps the most famous book on the list is, like *The Salamander*, a novel of youth, whose hero, Penrod, belongs in the permanent roll of American literature.

1915

FICTION

1. *THE TURMOIL*, by Booth Tarkington. Harper
2. *A FAR COUNTRY*, by Winston Churchill. Macmillan
3. *MICHAEL O'HALLORAN*, by Gene Stratton Porter.
Doubleday, Page
4. *POLLYANNA GROWS UP*, by Eleanor H Porter Page
5. *K*, by Mary Roberts Rinehart. Houghton Mifflin
6. *JAFFERY*, by William J Locke. John Lane
7. *FELIX O'DAY*, by F Hopkinson Smith Scribner
8. *THE HARBOR*, by Ernest Poole. Macmillan
9. *THE LONE STAR RANGER*, by Zane Grey Harper
10. *ANGELA'S BUSINESS*, by Henry Sydnor Harrison
Houghton Mifflin

U. S. war industries were booming. The *Lusitania* was sunk by a German submarine on May 7. "Hello Frisco" was the song of the day, celebrating the opening of the New York-San Francisco telephone line, the first transatlantic speech was given by radio, and the first telephone message sent across the Atlantic. Poison gas made its appearance on Europe's battlefields. Billy Sunday was exhorting a good many Americans into repentance. *The Birth of a Nation*, first great feature film, based upon *The Clansman*, a best seller of 1905, opened in New York. F. Hopkinson Smith, author of *Felix O'Day*, a best seller of 1915, whose novels had been best sellers ever since the 1890's died in his seventy-seventh year. *The Turmoil*, Booth Tarkington at his best, and his first major novel in several years, headed the list of fiction. *K*, by Mary Roberts Rinehart, in fifth place, is her best-known non-mystery novel. Here came the first of the many Zane Grey books to appear on the lists, and another new name was Ernest Poole, whose novel of New York Harbor has a well-established place in American fiction.

1916

FICTION

1. SEVENTEEN, by Booth Tarkington. Harper
 2. WHEN A MAN'S A MAN, by Harold Bell Wright.
Book Supply Co.
 3. JUST DAVID, by Eleanor H. Porter. Houghton Mifflin
 4. MR BRITLING SEES IT THROUGH, by H. G. Wells
Macmillan
 5. LIFE AND GABRIELLA, by Ellen Glasgow Doubleday, Page
 6. THE REAL ADVENTURE, by Henry Kitchell Webster.
Bobbs-Merrill
 7. BARS OF IRON, by Ethel M. Dell Putnam
 8. NAN OF MUSIC MOUNTAIN, by Frank H. Spearman.
Scribner
 9. DEAR ENEMY, by Jean Webster. Century
 10. THE HEART OF RACHAEL, by Kathleen Norris Doubleday,
Page
-

THE First World War was in its third year. The New York-New Jersey area was rocked by the Black Tom explosion, engineered by German secret agents. Woodrow Wilson was re-elected on the campaign slogan, "He kept us out of war," and "preparedness" became the watchword of the day. For the second year in succession Booth Tarkington headed the list of best sellers, this time with *Seventeen*, novel of adolescence, almost as well known as his famous *Penrod*. *Seventeen* has sold 404,000 copies. In fourth place was *Mr Britling Sees It Through*, by H. G. Wells, which gave thousands of Americans a better understanding of the war. No work of fiction in World War II has had, so far, such influence. Here is the first appearance of Kathleen Norris with *The Heart of Rachael*. *Dear Enemy* was written by the author of the better-remembered *Daddy Long Legs*, which, because of its slow steady sale, did not appear on any annual list. Along with such books as *Penrod*, *Seventeen*, *The Salamander*, and the Pollyanna stories, it marks a noticeable trend through this period toward novels about very young people written to entertain adults.

1917

FICTION

1. MR. BRITLING SEES IT THROUGH, by H. G. Wells.
Macmillan
2. THE LIGHT IN THE CLEARING, by Irving Bacheller.
Bobbs-Merrill
3. THE RED PLANET, by William J. Locke. John Lane
4. THE ROAD TO UNDERSTANDING, by Eleanor Porter.
Houghton Mifflin
5. WILDFIRE, by Zane Grey. Harper
6. CHRISTINE, by Alice Cholmondeley. Macmillan
7. IN THE WILDERNESS, by Robert S. Hichens. Stokes
8. HIS FAMILY, by Ernest Poole. Macmillan
9. THE DEFINITE OBJECT, by Jeffery Farnol. Little, Brown
10. THE HUNDREDTH CHANCE, by Ethel M. Dell. Putnam

GENERAL NON-FICTION

1. RHYMES OF A RED CROSS MAN, by Robert W. Service.
Barse & Hopkins
2. THE PLATTSBURG MANUAL, by O. O. Ellis and E. B. Garey.
Century
3. RAYMOND, by Sir Oliver Lodge. Doran
4. POEMS OF ALAN SEEGER. Scribner
5. GOD THE INVISIBLE KING, by H. G. Wells. Macmillan
6. LAUGH AND LIVE, by Douglas Fairbanks. Britton Pub. Co.
7. BETTER MEALS FOR LESS MONEY, by Mary Green. Holt

WAR BOOKS

1. THE FIRST HUNDRED THOUSAND, by Ian Hay.
Houghton Mifflin
2. MY HOME IN THE FIELD OF HONOR, by Frances W. Huard.
Doran
3. A STUDENT IN ARMS, by Donald Hankey. Dutton

4. OVER THE TOP, by Arthur Guy Empey. Putnam
5. CARRY ON, by Coningsby Dawson. John Lane
6. GETTING TOGETHER, by Ian Hay. Houghton Mifflin
7. MY SECOND YEAR OF THE WAR, by Frederick Palmer.
Dodd, Mead
8. THE LAND OF DEEPENING SHADOW, by D. Thomas Curtin.
Doran
9. ITALY, FRANCE AND BRITAIN AT WAR, by H. G. Wells.
Macmillan
10. THE WORN DOORSTEP, by Margaret Sherwood. Little,
Brown

THE United States declared war on Germany on April 6. The first Liberty Loans were launched and Mary Pickford, Douglas Fairbanks, and Charlie Chaplin drew enormous crowds to buy bonds. Revolution swept imperial Russia. Jazz was the rage in America. Large hotels and restaurants introduced *thés dansants* and fox trots. As Americans donned khaki and rolled puttees, *Mr. Britling* rose to top place in fiction, selling 350,000 copies in fifteen months. Irving Bacheller reappeared, after sixteen years, with his *Light in the Clearing* in second place, followed by many other familiar names—Locke, Porter, Grey, Hichens, etc.—though none of these books is remembered as its author's best. Although most of the fiction was on the mediocre side, non-fiction and war books (both added classifications in this year) showed what the war-minded American public wanted. First was the poetry of Robert W. Service, then *The Plattsburg Manual* for future officers. Sir Oliver Lodge aroused great interest when he, a noted scientist, proclaimed his belief in communion with the dead. Alan Seeger's poem, *I Have a Rendezvous with Death*, was responsible for the continued sale of his book through the war years. The athletic Douglas Fairbanks, one of the screen's great idols, found a waiting audience when he turned author. A cook book in seventh and last place was timed to help housewives adjust to wartime shortages. Notable reporting was a feature of the war books. Coningsby Dawson helped give the feeling of a crusade to the war, *Over the Top*, best remembered of World War I books, glorified the doughboy and sold 350,000 copies in 1917.

1918

FICTION

1. THE U. P. TRAIL, by Zane Grey. Harper
2. THE TREE OF HEAVEN, by May Sinclair. Macmillan
3. THE AMAZING INTERLUDE, by Mary Roberts Rinehart
Doran
4. DERE MABLE, by Edward Streeter. Stokes
5. OH, MONEY! MONEY! by Eleanor H. Porter. Houghton
Mifflin
6. GREATHEART, by Ethel M. Dell. Putnam
7. THE MAJOR, by Ralph Connor. Revell
8. THE PAWNS COUNT, by E. Phillips Oppenheim. Little,
Brown
9. A DAUGHTER OF THE LAND, by Gene Stratton Porter.
Doubleday, Page
10. SONIA, by Stephen McKenna. Doran

GENERAL NON-FICTION

1. RHYMES OF A RED CROSS MAN, by Robert W. Service.
Barse & Hopkins
2. TREASURY OF WAR POETRY, by G. H. Clark. Houghton
Mifflin
3. WITH THE COLORS, by Everard J. Appleton. Stewart,
Kidd
4. RECOLLECTIONS, by Viscount Morley. Macmillan
5. LAUGH AND LIVE, by Douglas Fairbanks. Britton Pub. Co.
6. MARK TWAIN'S LETTERS, ed. by Albert Bigelow Paine.
Harper
7. ADVENTURES OF RICHARD HARDING DAVIS, by Richard
Harding Davis. Scribner
8. OVER HERE, by Edgar Guest. Reilly & Lee
9. DIPLOMATIC DAYS, by Edith O'Shaughnessy. Harper
10. POEMS OF ALAN SEEGER. Scribner

WAR BOOKS

1. MY FOUR YEARS IN GERMANY, by James W. Gerard. Doran
2. THE GLORY OF THE TRENCHES, by Coningsby Dawson.
John Lane
3. OVER THE TOP, by Arthur Guy Empey. Putnam
4. A MINSTREL IN FRANCE, by Harry Lauder.
Hearst's International Library Co.
5. PRIVATE PEAT, by Harold R. Peat. Bobbs-Merrill
6. OUTWITTING THE HUN, by Lieut. Pat O'Brien. Harper
7. FACE TO FACE WITH KAISERISM, by James W. Gerard.
Doran
8. CARRY ON, by Coningsby Dawson John Lane
9. OUT TO WIN, by Coningsby Dawson. John Lane
10. UNDER FIRE, by Henri Barbusse. Dutton

"THE Long Long Trail" wound on into the last year of war, which began with a great German offensive and ended with dancing in the streets as the first premature Armistice Day was celebrated. Zane Grey's *U P Trail* was the most popular novel of the year, firmly establishing his reputation as a writer of western adventure that was to last for more than two decades. *The Tree of Heaven* introduced an English writer of consequence to the American best-seller list. *Dere Mable*, considered the prototype of soldier humor, flashed into popularity as did *See Here, Private Hargrove* a quarter of a century later. Edward Streeter's book, which might well have been classed as a war book instead of fiction, quickly sold half a million copies. E. Phillips Oppenheim, whose stories of intrigue, mystery, and adventure have been read by at least two generations in England and America, made his first appearance on the list. There are four books of poetry among non-fiction, all with wartime appeal—a type of writing noticeably missing among World War II best sellers. Edgar Guest, through his thirty-five years of writing, has had probably the largest popular audience for poetry since James Whitcomb Riley in the 1890's. Two important volumes of memoirs received attention in that war year of 1918—*Mark Twain's Letters and Recollections* by Viscount Morley, who had had an American following ever since his two-volume *American*

Commonwealth was a best seller in the 1880's. Ambassador Gerard's book on Germany had a noticeable influence on American public opinion just as William L. Shirer's *Berlin Diary*, Ambassador Davies' *Mission to Moscow*, and Ambassador Grew's *Ten Years in Japan* were to do in World War II. One of the most widely discussed books from a literary point of view was *Under Fire*. Three books by Coningsby Dawson, star reporter of World War I and extremely popular lecturer in the United States, appeared on this list of war books.

1919

FICTION

1. THE FOUR HORSEMEN OF THE APOCALYPSE, by V. Blasco Ibáñez. Dutton
2. THE ARROW OF GOLD, by Joseph Conrad. Doubleday, Page
3. THE DESERT OF WHEAT, by Zane Grey. Harper
4. DANGEROUS DAYS, by Mary Roberts Rinehart. Doran
5. THE SKY PILOT IN NO MAN'S LAND, by Ralph Connor. Doran
6. THE RE-CREATION OF BRIAN KENT, by Harold Bell Wright. Book Supply Co
7. DAWN, by Gene Stratton Porter. Houghton Mifflin
8. THE TIN SOLDIER, by Temple Bailey. Penn Pub. Co.
9. CHRISTOPHER AND COLUMBUS, by "Elizabeth." Doubleday, Page
10. IN SECRET, by Robert W Chambers. Doran

NON-FICTION

1. THE EDUCATION OF HENRY ADAMS, by Henry Adams. Houghton Mifflin
2. THE YEARS BETWEEN, by Rudyard Kipling. Doubleday, Page
3. BELGIUM, by Brand Whitlock. Appleton
4. THE SEVEN PURPOSES, by Margaret Cameron. Harper
5. IN FLANDERS FIELDS, by John McCrae. Putnam
6. BOLSHEVISM, by John Spargo. Harper

THE fight for the League of Nations was on, after the Paris Peace Conference, with Henry Cabot Lodge its most vigorous opponent in the Senate. President Wilson took his dream of world organization to the people in a nation-wide tour. Calvin Coolidge was settling the Boston police strike, an act that was to win him national fame and help to bring him eventually to the White House. The "high cost of living" made the daily

headlines. The first airplane crossed the Atlantic, a Navy plane that flew from Nova Scotia to Portugal. *The Four Horsemen of the Apocalypse*, an outstanding war novel of more romantic appeal than *Mr. Britling* of 1916-1917, headed 1919 fiction. Dutton used spectacular display advertising to push it. Its price, \$1.90, was a new high for a book destined for wide sales. Later, *The Four Horsemen* became one of the first movies to build the great popularity of Rudolf Valentino. With *The Arrow of Gold*, Doubleday, Page succeeded in giving Joseph Conrad the wide audience he deserved. Here is the first appearance of two very popular women novelists, "Elizabeth" (Countess von Arnim), and Temple Bailey, the latter of whom Charles Shoemaker, of the Penn Publishing Company of Philadelphia, brought to the front and made a competitor of such writers as Kathleen Norris for the great audience of women readers. Non-fiction best-seller and war book records were merged in 1919. What has become a classic of our literature, *The Education of Henry Adams*, took top place among non-fiction. Like Alan Seeger's *Poems*, John McCrae's *In Flanders Fields* became a best seller on the strength of a single poem, the title poem in this case.

1920

FICTION

1. THE MAN OF THE FOREST, by Zane Grey. Harper
2. KINDRED OF THE DUST, by Peter B. Kyne. Cosmopolitan Book Co.
3. THE RE-CREATION OF BRIAN KENT, by Harold Bell Wright. Book Supply Co.
4. THE RIVER'S END, by James Oliver Curwood. Cosmopolitan Book Co.
5. A MAN FOR THE AGES, by Irving Bacheller. Bobbs-Merrill
6. MARY-MARIE, by Eleanor H. Porter. Houghton Mifflin
7. THE PORTYGEE, by Joseph C. Lincoln. Appleton
8. THE GREAT IMPERSONATION, by E. Phillips Oppenheim. Little, Brown
9. THE LAMP IN THE DESERT, by Ethel M. Dell. Putnam
10. HARRIET AND THE PIPER, by Kathleen Norris. Doubleday, Page

NON-FICTION

1. NOW IT CAN BE TOLD, by Philip Gibbs. Harper
2. THE ECONOMIC CONSEQUENCES OF THE PEACE, by John M. Keynes. Harcourt, Brace
3. ROOSEVELT'S LETTERS TO HIS CHILDREN, ed. by Joseph B. Bishop. Scribner
4. THEODORE ROOSEVELT, by William Roscoe Thayer. Scribner
5. WHITE SHADOWS IN THE SOUTH SEAS, by Frederick O'Brien. Century
6. AN AMERICAN IDYLL, by Cornelia Stratton Parker. Atlantic Monthly Press

THE first election returns broadcast in the United States announced the success of Warren G. Harding's campaign for the Presidency. Women voted for the first time in the 1920 elec-

tion and helped to put across the amendment to the Constitution that ushered in the prohibition era, the era in which such books as *This Side of Paradise*, *Flaming Youth*, and *The Plastic Age* brought into the limelight the uninhibited "younger generation." Zane Grey again topped best-selling fiction with *The Man of the Forest*. William Randolph Hearst was in the book publishing field for a time; his Cosmopolitan Book Company put two favorites—Peter B. Kyne and James Oliver Curwood, both writers of outdoor adventure stories—on the best-seller list. Joseph C. Lincoln, teller of homely New England tales, joined the best sellers with *The Portygee*. Heading non-fiction was Philip Gibbs, a favorite reporter of World War I, who found a waiting market for a volume of war episodes, *Now It Can Be Told*. A new publisher, Harcourt, Brace & Company, appeared on the list with a book of historical importance, *The Economic Consequences of the Peace*, by John M. Keynes. Public interest in President Theodore Roosevelt's letters, written with charm and spontaneity, and in the biography of him by William Roscoe Thayer was highlighted by his recent death. Frederick O'Brien's *White Shadows in the South Seas* started a new vogue in travel literature and aroused the public's interest in exotic lands.

1921

FICTION

1. *MAIN STREET*, by Sinclair Lewis. Harcourt, Brace
2. *THE BRIMMING CUP*, by Dorothy Canfield. Harcourt, Brace
3. *THE MYSTERIOUS RIDER*, by Zane Grey. Harper
4. *THE AGE OF INNOCENCE*, by Edith Wharton. Appleton
5. *THE VALLEY OF SILENT MEN*, by James Oliver Curwood. Cosmopolitan Book Co
6. *THE SHEIK*, by Edith M. Hull. Small, Maynard
7. *A POOR WISE MAN*, by Mary Roberts Rinehart. Doran
8. *HER FATHER'S DAUGHTER*, by Gene Stratton Porter. Doubleday, Page
9. *THE SISTERS-IN-LAW*, by Gertrude Atherton. Stokes
10. *THE KINGDOM ROUND THE CORNER*, by Coningsby Dawson. Cosmopolitan Book Co.

NON-FICTION

1. *THE OUTLINE OF HISTORY*, by H. G. Wells. Macmillan
2. *WHITE SHADOWS IN THE SOUTH SEAS*, by Frederick O'Brien. Century
3. *THE MIRRORS OF DOWNING STREET*, by a Gentleman with a Duster (Harold Begbie). Putnam
4. *MYSTIC ISLES OF THE SOUTH SEAS*, by Frederick O'Brien. Century
5. *THE AUTOBIOGRAPHY OF MARGOT ASQUITH*. Doran
6. *PEACE NEGOTIATIONS*, by Robert Lansing. Houghton Mifflin

"NORMALCY" was President Harding's word for the administration he hoped to provide—but the best-selling novel of the year was a "debunker" of normal small-town life, the book that skyrocketed Sinclair Lewis into fame. *Main Street* sold 295,000 copies in 1921 and brought a new realistic vein into American popular literature which had, for many years, been dominated

by royal romance and western adventure. Lewis's book was published by the young firm of Harcourt, Brace & Company, which also provided the second novel on the list, *The Brimming Cup*, by Dorothy Canfield, one of the most beloved writers of a quarter century. Edith Wharton, already a literary notable, appeared on the list for the first time since 1906 with her most famous book, *The Age of Innocence*. Here, too, was the first appearance of Gertrude Atherton, and of Coningsby Dawson as a writer of fiction. Next to *Main Street*, the novel that became most famous was *The Sheik*, by Ethel M. Dell, a writer whose name had been familiar on best-seller lists for many years but whose 1921 book sold like wildfire and eventually became the movie vehicle which made Rudolf Valentino the screen idol of his day. A landmark among best sellers headed non-fiction—H. G. Wells' *Outline of History*, which was issued first as a two-volume set at \$10 50, was later marketed in one volume at \$5 00, and a few years later had an edition of half a million at \$1.00. *White Shadows of the South Seas* was even more popular in its second year; a second and similar book by Frederick O'Brien also appeared on this list. One of the first "debunking" biographies was *The Mirrors of Downing Street*. The visit to this country of Margot Asquith, wife of the English Prime Minister, stirred interest in her autobiography, and Wilson's Secretary of State scored a success with his history of World War peace negotiations.

1922

FICTION

1. IF WINTER COMES, by A. S. M. Hutchinson. Little, Brown
2. THE SHEIK, by Edith M. Hull. Small, Maynard
3. GENTLE JULIA, by Booth Tarkington. Doubleday, Page
4. THE HEAD OF THE HOUSE OF COOMBE, by Frances Hodgson
Burnett Stokes
5. SIMON CALLED PETER, by Robert Keable. Dutton
6. THE BREAKING POINT, by Mary Roberts Rinehart. Doran
7. THIS FREEDOM, by A. S. M. Hutchinson. Little, Brown
8. MARIA CHAPDELAINE, by Louis Hémon. Macmillan
9. TO THE LAST MAN, by Zane Grey. Harper
10. { BABBITT, by Sinclair Lewis. Harcourt, Brace
HELEN OF THE OLD HOUSE, by Harold Bell Wright.
Appleton

NON-FICTION

1. THE OUTLINE OF HISTORY, by H. G. Wells. Macmillan
2. THE STORY OF MANKIND, by Hendrik Willem Van Loon.
Boni & Liveright
3. THE AMERICANIZATION OF EDWARD BOK, by Edward Bok.
Scribner
4. DIET AND HEALTH, by Lulu Hunt Peters. Reilly & Lee
5. THE MIND IN THE MAKING, by James Harvey Robinson.
Harper
6. THE OUTLINE OF SCIENCE, by J. Arthur Thomson.
Putnam
7. OUTWITTING OUR NERVES, by Josephine A. Jackson and
Helen M. Salisbury. Century
8. QUEEN VICTORIA, by Lytton Strachey. Harcourt, Brace
9. MIRRORS OF WASHINGTON, Anonymous (Clinton W. Gilbert).
Putnam
10. PAINTED WINDOWS, by a Gentleman with a Duster (Harold
Begbie). Putnam

BOBBED hair—short skirts—low waistlines—mah-jongg—Paul Whiteman at the Palais Royale—and *Babbitt*, which introduced a new descriptive word into our language, are all reminders of 1922. That was the year, too, in which the *Reader's Digest* was launched. It was to have a definite effect upon the sale of books it "digested" and to start a tremendous wave of magazine book digests. The English writer, A. S. M. Hutchinson, had two novels on the best-seller list, with *If Winter Comes*, which sold 350,000 copies in its first ten months, in first place. *The Sheik* carried over into its second year, this time next to the leader. *The Head of the House of Coombe* brought Frances Hodgson Burnett into her fourth decade of best sellerdom. *Simon Called Peter*, a war novel dealing with a religious problem, was a sensation on both sides of the Atlantic and sold 152,000 copies. *Maria Chapdelaine*, with its background the northern Quebec woods, was a critical as well as a popular success. *The Outline of History* in its lower-priced edition made top place in non-fiction for the second year. Hendrik Van Loon's *Story of Mankind*, James Harvey Robinson's *Mind in the Making*, and J. Arthur Thomson's *Outline of Science* ushered in a period of "outline" books on various cultural and scientific subjects that was to reach a climax with the sales of *The Story of Philosophy* four years later. Edward Bok, who had made a reputation as editor of the *Ladies' Home Journal*, provided a new version of the American success story. Two health books achieved big sales. Lytton Strachey's first outstanding biography was his life of Queen Victoria. *Mirrors of Washington* and *Painted Windows* followed in the anonymous footsteps of *The Mirrors of Downing Street*

1923

FICTION

1. BLACK OXEN, by Gertrude Atherton Boni & Liveright
2. HIS CHILDREN'S CHILDREN, by Arthur Train. Scribner
3. THE ENCHANTED APRIL, by "Elizabeth." Doubleday, Page
4. BABBITT, by Sinclair Lewis. Harcourt, Brace
5. THE DIM LANTERN, by Temple Bailey. Penn Pub. Co.
6. THIS FREEDOM, by A S M. Hutchinson. Little, Brown
7. THE MINE WITH THE IRON DOOR, by Harold Bell Wright.
Appleton
8. THE WANDERER OF THE WASTELAND, by Zane Grey.
Harper
9. THE SEA-HAWK, by Rafael Sabatini Houghton Mifflin
10. THE BREAKING POINT, by Mary Roberts Rinehart. Doran

NON-FICTION

1. ETIQUETTE, by Emily Post Funk & Wagnalls
2. THE LIFE OF CHRIST, by Giovanni Papini. Harcourt, Brace
3. THE LIFE AND LETTERS OF WALTER H PAGE, ed. by Burton
J. Hendrick. Doubleday, Page
4. THE MIND IN THE MAKING, by James Harvey Robinson.
Harper
5. THE OUTLINE OF HISTORY, by H. G Wells. Macmillan
6. DIET AND HEALTH, by Lulu Hunt Peters Reilly & Lee
7. SELF-MASTERY THROUGH CONSCIOUS AUTO-SUGGESTION, by
Emile Coué. American Library Service
8. THE AMERICANIZATION OF EDWARD BOK, by Edward Bok.
Scribner
9. THE STORY OF MANKIND, by Hendrik Willem Van Loon.
Boni & Liveright
10. A MAN FROM MAINE, by Edward Bok. Scribner

ALL America was chanting "Yes, We Have No Bananas." Over in Germany Hitler's beer hall *Putsch* missed fire. President

Harding died and Calvin Coolidge was quietly sworn in as President of the United States by his father in a simple ceremony in a small New England village. All over the country the revived Ku Klux Klan flourished; white-sheeted men marched openly and fiery crosses burned at night. The magazine *Time* was founded in 1923. With *Black Oxen*, based on the rather sensational theme of physical rejuvenation, Gertrude Atherton achieved the great popular success of her long writing career. *Babbitt* and *This Freedom* held over into a second year on a fiction list of typical wide-audience appeal, marked with first appearances of Arthur Train and Rafael Sabatini. *Etiquette*, by Emily Post, who had previously been known as a novelist, topped non-fiction sales and developed into a staple bookstore item for the years to come. Papini's *Life of Christ*, a presentation of the life of Jesus in terms of the new psychology, sold well over 100,000 copies in 1923. The *Page Letters* made a new record for a two-volume biography, with 75,000 sold in a year. Mrs. Peters' *Diet and Health*, in its second year on the list, had just about reached 200,000. Robinson and Van Loon in their second year, Wells in his third, and Bok in his second, the latter with another book besides his *Americanization* on the list, gave evidence of the long life of non-fiction. Coué became a conversational byword through the ideas expressed in his little self-help book.

1924

FICTION

1. *SO BIG*, by Edna Ferber. Doubleday, Page
2. *THE PLASTIC AGE*, by Percy Marks. Century
3. *THE LITTLE FRENCH GIRL*, by Anne Douglas Sedgwick
Houghton Mifflin
4. *THE HEIRS APPARENT*, by Philip Gibbs. Doran
5. *A GENTLEMAN OF COURAGE*, by James Oliver Curwood.
Cosmopolitan Book Co.
6. *THE CALL OF THE CANYON*, by Zane Grey. Harper
7. *THE MIDLANDER*, by Booth Tarkington. Doubleday, Page
8. *THE COAST OF FOLLY*, by Coningsby Dawson. Cosmopolitan
Book Co.
9. *MISTRESS WILDING*, by Rafael Sabatini. Houghton Mifflin
10. *THE HOMEMAKER*, by Dorothy Canfield Fisher. Harcourt,
Brace

NON-FICTION

1. *DIET AND HEALTH*, by Lulu Hunt Peters. Reilly & Lee
2. *THE LIFE OF CHRIST*, by Giovanni Papini. Harcourt, Brace
3. *THE BOSTON COOKING SCHOOL COOK BOOK*, by Fannie
Farmer. Little, Brown
4. *ETIQUETTE*, by Emily Post. Funk & Wagnalls
5. *ARIEL*, by André Maurois. Appleton
6. *THE CROSS WORD PUZZLE BOOKS*. Simon & Schuster
7. *MARK TWAIN'S AUTOBIOGRAPHY*. Harper
8. *SAINT JOAN*, by Bernard Shaw. Brentano
9. *THE NEW DECALOGUE OF SCIENCE*, by Albert E. Wiggam.
Bobbs-Merrill
10. *THE AMERICANIZATION OF EDWARD BOK*, by Edward Bok.
Scribner

"TWENTY-FOUR votes for Underwood" rang through the nation as the 1924 Democratic Convention in the old Madison Square Garden went on through the hot summer days and nights. At

Aeolian Hall, Paul Whiteman brought jazz into the realm of classical music with his introduction of George Gershwin's *Rhapsody in Blue* to the concert stage. *What Price Glory*, realistic war drama, was the theatrical hit of the year. The Teapot Dome scandal thoroughly discredited the Harding regime, and Calvin Coolidge, who had become President upon Harding's death, was reelected. Edna Ferber was a new name on best-seller lists. Her *So Big* skyrocketed. *The Plastic Age*, a revelation of campus life and the "lost generation," achieved the best sellerdom that F. Scott Fitzgerald's *This Side of Paradise* (1920) never reached. Attempts to suppress Percy Marks' novel only added to the demand for it. Anne Douglas Sedgwick returned to the list for the first time since 1912. In its third year, *Diet and Health* outsold every other non-fiction title. Papini's *Life of Christ*, approaching 200,000, was in second place for the second year. The *Boston Cooking School Cook Book*, which has sold over 2,000,000 copies through its long career from 1896 to the present day, appeared in a new and best-selling edition. *Etiquette* continued to sell. A French writer, André Maurois, found a big American audience for his biography of Shelley. The first venture of the new publishing house of Simon & Schuster was that of gathering cross word puzzles, long a newspaper feature, into book form. The demand was so great that this firm has continued ever since to publish several volumes of cross word puzzles and the later *Doublecrossics* each year. In twenty years there have been 56 volumes, selling 1,597,000 copies in their original editions, plus 225,000 in other editions.

1925

FICTION

1. SOUNDINGS, by A. Hamilton Gibbs. Little, Brown
2. THE CONSTANT NYMPH, by Margaret Kennedy. Doubleday, Page
3. THE KEEPER OF THE BEES, by Gene Stratton Porter. Doubleday, Page
4. GLORIOUS APOLLO, by E. Barrington. Dodd, Mead
5. THE GREEN HAT, by Michael Arlen. Doran
6. THE LITTLE FRENCH GIRL, by Anne Douglas Sedgwick. Houghton Mifflin
7. ARROWSMITH, by Sinclair Lewis. Harcourt, Brace
8. THE PERENNIAL BACHELOR, by Anne Parrish. Harper
9. THE CAROLINIAN, by Rafael Sabatini. Houghton Mifflin
10. ONE INCREASING PURPOSE, by A. S. M. Hutchinson. Little, Brown

NON-FICTION

1. DIET AND HEALTH, by Lulu Hunt Peters. Reilly & Lee
2. THE BOSTON COOKING SCHOOL COOK BOOK, by Fannie Farmer. Little, Brown
3. WHEN WE WERE VERY YOUNG, by A. A. Milne. Dutton
4. THE MAN NOBODY KNOWS, by Bruce Barton. Bobbs-Merrill
5. THE LIFE OF CHRIST, by Giovanni Papini. Harcourt, Brace
6. ARIEL, by André Maurois. Appleton
7. TWICE THIRTY, by Edward Bok. Scribner
8. TWENTY-FIVE YEARS, by Lord Grey. Stokes
9. ANATOLE FRANCE HIMSELF, by J. J. Brousson. Lippincott
10. THE CROSS WORD PUZZLE BOOKS, 1st—4th series. Simon & Schuster

COOLIDGE prosperity—the Scopes case in Tennessee, in which Clarence Darrow and William Jennings Bryan argued the theory of evolution—Red Grange—the Florida boom—the crash of the *Shenandoah* are all memories of 1925. *Soundings*, first in fiction,

sold nearly 100,000 copies. Better remembered is *The Constant Nymph*, made into a stage hit and the basis of both British and American movies. *Glorious Apollo*, woven around the character of Byron, was the start of E. Barrington's (Mrs. L. Adams Beck) extremely successful series of novels about real people of the past. Michael Arlen made a much talked-about hit with what was considered a daring novel, *The Green Hat*, later a highly successful stage play starring Katharine Cornell. Sinclair Lewis' third novel, *Arrowsmith*, confirmed his place in American literature and probably was an important factor in his being awarded the Nobel Prize. *Arrowsmith* dealt with the medical profession as *Babbitt* had with the businessman and as *Elmer Gantry* was to deal, in 1927, with the ministry. Here was the first appearance of Anne Parrish, long a favorite writer. The records of both *Diet and Health* and *The Boston Cooking School Cook Book* gave evidence of the exceptionally energetic distribution of books which gave practical advice on the always popular subject of food. *When We Were Very Young*, a permanent contribution to the literature of childhood by A. A. Milne, previously known chiefly as a playwright, was the first book in the field of semi-juvenile, semi-adult writing to hit the lists in many years. In its twenty years of existence it has sold over 500,000 copies. Bruce Barton topped Papini's *Life of Christ*, then in its third year on the best-seller lists, with an American businessman's version of Jesus' life. Lord Grey's reminiscences gave a foretaste of the advent of more basic books on World War I than the reporters' narratives published during and immediately after the war years.

1926

FICTION

1. THE PRIVATE LIFE OF HELEN OF TROY, by John Erskine. Bobbs-Merrill
2. GENTLEMEN PREFER BLONDES, by Anita Loos Boni & Liveright
3. SORRELL AND SON, by Warwick Deeping. Knopf
4. THE HOUNDS OF SPRING, by Sylvia Thompson. Little, Brown
5. BEAU SABREUR, by P. C. Wren. Stokes
6. THE SILVER SPOON, by John Galsworthy. Scribner
7. BEAU GESTE, by P. C. Wren. Stokes
8. SHOW BOAT, by Edna Ferber. Doubleday, Page
9. AFTER NOON, by Susan Ertz. Appleton
10. THE BLUE WINDOW, by Temple Bailey. Penn Pub. Co.

NON-FICTION

1. THE MAN NOBODY KNOWS, by Bruce Barton. Bobbs-Merrill
2. WHY WE BEHAVE LIKE HUMAN BEINGS, by George A. Dorsey. Harper
3. DIET AND HEALTH, by Lulu Hunt Peters. Reilly & Lee
4. OUR TIMES, Vol. I, by Mark Sullivan. Scribner
5. THE BOSTON COOKING SCHOOL COOK BOOK, by Fannie Farmer. Little, Brown
6. AUCTION BRIDGE COMPLETE, by Milton C. Work. Winston
7. THE BOOK NOBODY KNOWS, by Bruce Barton. Bobbs-Merrill
8. THE STORY OF PHILOSOPHY, by Will Durant. Simon & Schuster
9. THE LIGHT OF FAITH, by Edgar A. Guest. Reilly & Lee
10. JEFFERSON AND HAMILTON, by Claude G. Bowers Houghton Mifflin

THE middle 1920's were the years of pioneering along the air lanes of the world. Admiral Byrd made the first flight over the North Pole in 1926. Babe Ruth became Sultan of Swat. Philadelphia opened the Sesquicentennial Exhibition. In Germany, Hitler's *Mein Kampf* had been published. The Book-of-the-Month Club, which was to introduce an extremely successful method of marketing books, was founded in 1926. New fiction writers were coming to the fore in America—John Erskine, with his first great hit, *The Private Life of Helen of Troy*, historical fiction written in a new manner; Warwick Deeping, English author, whose *Sorrell and Son* found a responsive note in thousands of American hearts; and P. C. Wren, whose more popular *Beau Geste* was published late in the previous year and did not make the 1925 list, but whose second book, *Beau Sabreur*, appeared as well among 1926 best sellers. Galsworthy was at the height of his American sales, with one of the novels in *The Modern Comedy*, companion volume to *The Forsyte Saga*. Edna Ferber followed *So Big* with the perennially famous *Show Boat*, familiar to all Americans as book, play, movie, and song. With his *Man Nobody Knows* heading non-fiction, Bruce Barton added an interpretation of the Bible in his series of books on practical religion. George Dorsey rode the wave of the new interest in science with *Why We Behave Like Human Beings*, and *Diet and Health* continued on in its fifth year, *The Boston Cooking School Cook Book* in its third. Mark Sullivan's first volume of *Our Times* marked a new interest in our recent past that was continued some years later by such books as Frederick Lewis Allen's *Only Yesterday* and *Since Yesterday*. Evidence of the bridge craze was the 65,000 copies of Milton Work's new manual ordered before publication and the sale of over 100,000 copies of Foster's *Simplified Auction Bridge* within ten months after publication. (Culbertson had not yet come along.) Will Durant's *Story of Philosophy*, which had previously appeared in part in the five-cent booklets published as Little Blue Books by the Haldeman-Julius Co. of Wichita, Kansas, marked the peak of the "outline" era, selling 95,000 copies in 1926 alone.

1927

FICTION

1. ELMER GANTRY, by Sinclair Lewis Harcourt, Brace
2. THE PLUTOCRAT, by Booth Tarkington Doubleday, Page
3. DOOMSDAY, by Warwick Deeping. Knopf
4. SORRELL AND SON, by Warwick Deeping Knopf
5. JALNA, by Mazo de la Roche Little, Brown
6. LOST ECSTASY, by Mary Roberts Rinehart Doran
7. TWILIGHT SLEEP, by Edith Wharton. Appleton
8. TOMORROW MORNING, by Anne Parrish. Harper
9. THE OLD COUNTESS, by Anne Douglas Sedgwick
Houghton Mifflin
10. A GOOD WOMAN, by Louis Bromfield. Stokes

NON-FICTION

1. THE STORY OF PHILOSOPHY, by Will Durant Simon & Schuster
2. NAPOLEON, by Emil Ludwig Boni & Liveright
3. REVOLT IN THE DESERT, by T. E. Lawrence. Doran
4. TRADER HORN, Vol I, by Alfred Aloysius Horn and
Ethelreda Lewis. Simon & Schuster
5. WE, by Charles A. Lindbergh. Putnam
6. ASK ME ANOTHER, by Julian Spafford and Lucien Esty.
Viking Press
7. THE ROYAL ROAD TO ROMANCE, by Richard Halliburton.
Bobbs-Merrill
8. THE GLORIOUS ADVENTURE, by Richard Halliburton.
Bobbs-Merrill
9. WHY WE BEHAVE LIKE HUMAN BEINGS, by George A.
Dorsey Harper
10. MOTHER INDIA, by Katherine Mayo. Harcourt, Brace

MECHANICAL and scientific progress continued in 1927, height of the whole period of invention and exploration that followed

World War I. Lindbergh made the flight to Paris that thrilled the world, and later in the year wrote about it in a book that became a best seller. Ford produced his new Model A. The Holland Tunnel under the Hudson River was officially opened. The stock market was booming. The disastrous Mississippi floods occurred the same year that the musical play based upon Edna Ferber's novel of Ol' Man River was produced in New York. The Literary Guild, following book marketing methods similar to those of the Book-of-the-Month Club, started to function in 1927. For the first time, Sinclair Lewis headed the fiction list. The publication of *Elmer Gantry* with an initial printing of 100,000 copies and sales of over 200,000 in the first ten weeks found him at the peak of popularity. Booth Tarkington was high on the list. So was Warwick Deeping, with two books; *Sorrell and Son*, holding over from 1926, sold 133,830 copies in the two years. Mazo de la Roche, a Canadian contributor to American best-seller lists, like Gilbert Parker, Ralph Connor, and Louis Hémon of past years, made a great hit with *Jalna*, first book in a notable series about the Whiteoak family of Canada. The ninth volume in the series, but the earliest chronologically, was published seventeen years afterward, in 1944. Louis Bromfield made his first appearance on the list with *A Good Woman. The Story of Philosophy*, which has to date sold 1,045,000 copies, was the outstanding non-fiction title of the year. Emil Ludwig, who was to write so many popular biographies, revived the always latent interest in Napoleon. *Revolt in the Desert* was a book of permanent historical importance by the great English hero of World War I, the mysterious and daring Lawrence of Arabia. Trader Horn came from South Africa to tell tall tales which caught the public's fancy. The *Ask Me Another* quiz book was an immediate hit, selling 100,000 copies in its first four weeks and becoming the first of a series which made quizzes a popular pastime for years—perhaps germinating "Information Please" and the ubiquitous radio quizzes of today. With two best sellers in 1927, Richard Halliburton captured a public which wanted adventure with glamour, a trend in travel and escape reading that had begun with O'Brien's *White Shadows in the South Seas* a number of years before. Dorsey carried on the interest in popular science, and in *Mother India* Katherine Mayo wrote the first book to make a large audience aware of India's problems.

1928

FICTION

1. **THE BRIDGE OF SAN LUIS REY**, by Thornton Wilder.
A. & C. Boni
2. **WINTERSMOON**, by Hugh Walpole Doubleday, Doran
3. **SWAN SONG**, by John Galsworthy. Scribner
4. **THE GREENE MURDER CASE**, by S. S. Van Dine. Scribner
5. **BAD GIRL**, by Vina Delmar. Harcourt, Brace
6. **CLAIRE AMBLER**, by Booth Tarkington Doubleday, Doran
7. **OLD PYBUS**, by Warwick Deeping. Knopf
8. **ALL KNEELING**, by Anne Parrish Harper
9. **JALNA**, by Mazo de la Roche Little, Brown
10. **THE STRANGE CASE OF MISS ANNIE SPRAGG**, by Louis
Bromfield Stokes

NON-FICTION

1. **DISRAELI**, by André Maurois Appleton
2. **MOTHER INDIA**, by Katherine Mayo. Harcourt, Brace
3. **TRADER HORN**, Vol. I, by Alfred Aloysius Horn and
Ethelreda Lewis. Simon & Schuster
4. **NAPOLEON**, by Emil Ludwig Liveright
5. **STRANGE INTERLUDE**, by Eugene O'Neill. Liveright.
6. **WE**, by Charles A. Lindbergh. Putnam.
7. **COUNT LUCKNER, THE SEA DEVIL**, by Lowell Thomas.
Doubleday, Doran
8. **GOETHE**, by Emil Ludwig Putnam
9. **SKYWARD**, by Richard E. Byrd. Putnam.
10. **THE INTELLIGENT WOMAN'S GUIDE TO SOCIALISM AND
CAPITALISM**, by George Bernard Shaw Brentano

WITH the outward scars of World War I healed, war itself outlawed by the Kellogg-Briand Pact, and the big bull market well under way, Americans were flocking to Europe by every conceivable means, from freighter to mammoth liner. Amelia

Earhart was the first woman to fly the Atlantic. At home, gangsters, bootleggers, and racketeers were riding high. The first all-talking movie, *The Lights of New York*, was presented, and Walt Disney was working on his first Mickey Mouse picture. *The Bridge of San Luis Rey*, a novel that attained such fame that the Pulitzer Prize committee departed from its usual custom of giving its award to a story laid in the United States, was leader of 1928 fiction. This novel with a South American background was Thornton Wilder's first great success, selling 240,000 copies in its first year. Since then his most popular works have been his plays, for example, *Our Town*. English writers with devoted American audiences were next on the list. A new writer of detective stories, S. S. Van Dine (pseudonym of Willard Huntington Wright) flashed into the book world with big sales. *The Greene Murder Case* was one of the first of many novels that made Philo Vance almost as familiar a fictional character as Sherlock Holmes. Booth Tarkington's *Claire Ambler* had an added interest because it was the first book to be issued under the new imprint of Doubleday, Doran & Co., a merger of the old firms of Doubleday, Page and George H. Doran & Co. Biography was the subject of about half the non-fiction list. André Maurois followed his successful *Ariel* with the life of Disraeli. Emil Ludwig's *Napoleon* held over into its second year and he added a biography of Goethe to the list. American antipathy to all things German having subsided, readers devoured Lowell Thomas' account of a German war hero's exploits. *Mother India* and *We* were both best sellers for the second year. Eugene O'Neill's play, widely publicized for its feat of holding audiences through five hours with intermission for dinner, sold well in book form. Admiral Byrd followed Lindbergh's account of sky adventure with his story of his 1926 flight to the North Pole. Bernard Shaw addressed the intelligent woman on political theory—a subject followed in 1944 by his *Everybody's Political What's What*.

1929

FICTION

1. ALL QUIET ON THE WESTERN FRONT, by Erich Maria Remarque. Little, Brown
2. DODSWORTH, by Sinclair Lewis. Harcourt, Brace
3. DARK HESTER, by Anne Douglas Sedgwick. Houghton Mifflin
4. THE BISHOP MURDER CASE, by S. S. Van Dine. Scribner
5. ROPER'S ROW, by Warwick Deeping. Knopf
6. PEDER VICTORIOUS, by O. E. Rolvaag. Harper
7. MAMBA'S DAUGHTERS, by DuBose Heyward. Doubleday, Doran
8. THE GALAXY, by Susan Ertz. Appleton
9. SCARLET SISTER MARY, by Julia Peterkin. Bobbs-Merrill
10. JOSEPH AND HIS BRETHREN, by H. W. Freeman. Holt.

NON-FICTION

1. THE ART OF THINKING, by Ernest Dimnet. Simon & Schuster
2. HENRY THE EIGHTH, by Francis Hackett. Liveright
3. THE CRADLE OF THE DEEP, by Joan Lowell. Simon & Schuster
4. ELIZABETH AND ESSEX, by Lytton Strachey. Harcourt, Brace
5. THE SPECIALIST, by Chic Sale. Specialist Pub. Co.
6. A PREFACE TO MORALS, by Walter Lippmann. Macmillan
7. BELIEVE IT OR NOT, by Robert L. Ripley. Simon & Schuster
8. JOHN BROWN'S BODY, by Stephen Vincent Benét. Doubleday, Doran
9. THE TRAGIC ERA, by Claude G. Bowers. Houghton Mifflin
10. THE MANSIONS OF PHILOSOPHY, by Will Durant. Simon & Schuster

THE Coolidge boom turned into Hoover prosperity, only to totter in September with the first warning crash of this country's greatest financial depression. But the market still wavered on the brink of disaster, and book sales were booming. The great novel of World War I, *All Quiet on the Western Front*, written by a German, appeared eleven years after the war's close, to sell 300,000 in its first year. It was issued here in a first printing of 100,000; 700,000 were printed in Germany. Famous all over the world, it was made into a Hollywood super-feature. Sinclair Lewis did another portrait of the American businessman in *Dodsworth*, a book that was made into a highly successful play, later a movie. S. S. Van Dine's *Bishop Murder Case* was as high on the list as his *Greene Murder Case* had been. Ole Rølvaag's *Peder Victorious* was a sequel to his first novel of the Dakota prairies, *Giants in the Earth* (1927). American regional literature was awakening more and more interest. The South provided two new novelists of distinction, DuBose Heyward of *Porgy* fame, and Julia Peterkin, who won the Pulitzer Prize with her first book. Perfecting its technique for selecting and developing best sellers, the young firm of Simon & Schuster, which had started only five years previously with *The Cross Word Puzzle Book*, was responsible for four books on the non-fiction list. *The Art of Thinking*, by a French writer, caught on with a public interested in self-improvement and sold 125,000 in 1929. The sensational spit-in-the-wind *Cradle of the Deep* followed in Trader Horn's footsteps. *Believe It or Not*, first of Robert Ripley's collections of his popular newspaper features, went over 50,000. *The Mansions of Philosophy* did not become the great success that Will Durant's *Story of Philosophy* had been. *Henry the Eighth* and *Elizabeth and Essex* were added to the many notable biographies of the period. Word-of-mouth publicity made Chic Sale's tiny little book of decidedly homely humor a runaway best seller. Since 1929 its sales have exceeded 1,000,000 copies. Walter Lippmann, outstanding political commentator today, made his first appearance among best sellers in 1929. *John Brown's Body*, one of the early selections of the Book-of-the-Month Club, attained unusual sales for a book of poetry, in this case one long narrative poem. Its first printing was 70,000 copies. At that time the Book-of-the-Month Club's membership was about 50,000; now it is about 600,000.

1930

FICTION

1. CIMARRON, by Edna Ferber. Doubleday, Doran
2. EXILE, by Warwick Deeping. Knopf
3. THE WOMAN OF ANDROS, by Thornton Wilder A. & C. Boni
4. YEARS OF GRACE, by Margaret Ayer Barnes. Houghton Mifflin
5. ANGEL PAVEMENT, by J. B. Priestley. Harper
6. THE DOOR, by Mary Roberts Rinehart Farrar & Rinehart
7. ROGUE HERRIES, by Hugh Walpole. Doubleday, Doran
8. CHANCES, by A. Hamilton Gibbs. Little, Brown
9. YOUNG MAN OF MANHATTAN, by Katharine Brush. Farrar & Rinehart
10. TWENTY-FOUR HOURS, by Louis Bromfield. Stokes

NON-FICTION

1. THE STORY OF SAN MICHELE, by Axel Munthe. Dutton
2. THE STRANGE DEATH OF PRESIDENT HARDING, by Gaston B. Means and May Dixon Thacker. Guild Publishing Corp.
3. BYRON, by André Maurois. Appleton
4. THE ADAMS FAMILY, by James Truslow Adams. Little, Brown
5. LONE COWBOY, by Will James Scribner
6. LINCOLN, by Emil Ludwig. Little, Brown
7. THE STORY OF PHILOSOPHY, by Will Durant. Garden City Publishing Co.
8. THE OUTLINE OF HISTORY, by H. G. Wells. Garden City Publishing Co.
9. THE ART OF THINKING, by Ernest Dimnet. Simon & Schuster
10. THE RISE OF AMERICAN CIVILIZATION, by Charles and Mary Beard. Macmillan

1930 was a year of financial depression, bank crashes, brokers' suicides, and the unemployed selling apples on the streets of New York, with people turning to the inexpensive diversion of miniature golf to take their minds off money troubles. France started to build the Maginot Line that was designed to protect her forever from military aggression. Edna Ferber led fiction sales for the second time in six years. Her *Cimarron* was a story of pioneer Oklahoma. The fame of his first novel carried Thornton Wilder's story of ancient Greece high on the list, though interest in it quickly flagged. *Years of Grace* was the first novel by a new writer from Chicago, it won the Pulitzer Prize and made its author one of the established favorites in the fiction scene. *The Good Companions*, published in 1929, had made a great audience for the English novelist, playwright, and essayist, J. B. Priestley, an audience that eagerly bought his new book, *Angel Pavement*. Mrs. Rinehart scored with another mystery novel twenty-one years after her *Man in Lower Ten* had become the first American best seller of detective fiction. The first book of the *Herries Chronicle* by Hugh Walpole was an immediate favorite and founded a fictional dynasty that rivaled Galsworthy's Forsytes in popularity. A young American writer scored a big success with *Young Man of Manhattan*, combining realism and romance in a story of the uproarious 1920's. In non-fiction, leader of the year was Dr. Axel Munthe's *Story of San Michele*, one of those freak best sellers that start out in a modest way, catch on through recommendation by one reader to another until sales begin to pile up and advertising takes over. This, the first of the best-selling "doctor" books, has sold 300,000 copies. The vogue for autobiographies by notables or unusual figures in the professions began, but neither lawyers nor preachers have proved as magnetic in the literary field as doctors. The sensational *Strange Death of President Harding* (300,000 sold) had been preceded in 1927 by another book of the same caliber, *The President's Daughter*, revealing unsavory Washington scandal in an era of corruption. *Byron* was Maurois' third consecutive success, and Ludwig again offered a biography to an assured public. James Truslow Adams and the Beards made their first appearances as best-selling historians. Will James rose to popularity with his cowboy reminiscences and drawings. The Durant and Wells books both returned in new dollar editions.

1931

FICTION

1. THE GOOD EARTH, by Pearl S. Buck. John Day
2. SHADOWS ON THE ROCK, by Willa Cather Knopf
3. A WHITE BIRD FLYING, by Bess Streeter Aldrich. Appleton
4. GRAND HOTEL, by Vicki Baum. Doubleday, Doran
5. YEARS OF GRACE, by Margaret Ayer Barnes. Houghton Mifflin
6. THE ROAD BACK, by Erich Maria Remarque Little Brown
7. THE BRIDGE OF DESIRE, by Warwick Deeping McBride
8. BACK STREET, by Fannie Hurst Cosmopolitan Book Co.
9. FINCH'S FORTUNE, by Mazo de la Roche Little, Brown
10. MAID IN WAITING, by John Galsworthy Scribner

NON-FICTION

1. EDUCATION OF A PRINCESS, by Grand Duchess Marie. Viking Press
2. THE STORY OF SAN MICHELE, by Axel Munthe. Dutton
3. WASHINGTON MERRY-GO-ROUND, Anonymous (Drew Pearson and Robert S. Allen) Liveright
4. BONERS. Viking Press
5. CULBERTSON'S SUMMARY, by Ely Culbertson. Bridge World
6. CONTRACT BRIDGE BLUE BOOK, by Ely Culbertson. Bridge World
7. FATAL INTERVIEW, by Edna St Vincent Millay. Harper
8. THE EPIC OF AMERICA, by James Truslow Adams Little, Brown
9. MEXICO, by Stuart Chase. Macmillan
10. NEW RUSSIA'S PRIMER, by M. Ilin. Houghton Mifflin

CONTRACT bridge hit the nation with full force in this year of continued depression. Katharine Cornell was appearing on Broadway in *The Barretts of Wimpole Street* (one of the most popular plays being presented for American soldiers overseas in World

War II) and "De Lawd" made his appearance in *The Green Pastures*. *Of Thee I Sing*, with George Gershwin's music, was the first musical play ever to win the Pulitzer Prize. *The Good Earth*, by Pearl S. Buck, topped all novels of the year, making a permanent place in our literature for itself and her other novels of China. Mrs. Buck was awarded the Nobel Prize for Literature in 1938. There were five novelists new among best sellers in 1931, all of them women, all American but one. Willa Cather's books had been highly esteemed and widely read for years, but not until publication of *Shadows on the Rock* had they become best sellers. Bess Streeter Aldrich's preceding book, *A Lantern in Her Hand*, had won many readers by word-of-mouth publicity, gaining an audience for her next, *A White Bird Flying*. *Grand Hotel*, by the only one of the five who is not an American, is the most famous of them all. Fannie Hurst, fifth new name on the list, already had a great following among magazine and book readers, but it was *Back Street* that put her among the top-ranking best sellers. A new woman writer topped non-fiction, too, a member of the Russian royal family, the sale of whose autobiography reflected the widespread interest in Russia. Through all these years many memoirs of imperial and revolutionary times in that country were published; interest was awakened also in the Soviet experiment, with other writers like M. Ilin, whose *New Russia's Primer* was tenth on the list, exploring contemporary Russia. *Washington Merry-Go-Round* was a natural successor to *Mirrors of Washington* of nearly a decade before, but it packed more dynamite. Published anonymously, it proved to have been written by columnists Drew Pearson and Robert Allen. *Boners* was another fad book in the *Cross Word Puzzle*, *Ask Me Another*, and *Believe It or Not* line. With several succeeding volumes it sold into the hundreds of thousands. As the new contract bridge replaced auction, there was demand for new guides to the game; Ely Culbertson was the one who cashed in on the opportunity in a big way, taking the place held by Milton Work five years before. There have been countless bridge books and systems, but the many Culbertson books in their various editions and forms are still selling steadily. Edna St. Vincent Millay reached the list for the first time with *Fatal Interview*, and thus became the first new best-selling writer of serious poetry besides Stephen Vincent Benét since World War I days.

1932

FICTION

1. THE GOOD EARTH, by Pearl S Buck John Day
2. THE FOUNTAIN, by Charles Morgan Knopf
3. SONS, by Pearl S Buck. John Day
4. MAGNOLIA STREET, by Louis Golding. Farrar & Rinehart
5. THE SHELTERED LIFE, by Ellen Glasgow Doubleday, Doran
6. OLD WINE AND NEW, by Warwick Deeping. Knopf
7. MARY'S NECK, by Booth Tarkington Doubleday, Doran
8. MAGNIFICENT OBSESSION, by Lloyd C Douglas. Willett, Clark
9. INHERITANCE, by Phyllis Bentley. Macmillan
- 10 THREE LOVES, by A. J. Cronin. Little, Brown

NON-FICTION

1. THE EPIC OF AMERICA, by James Truslow Adams. Little, Brown
2. ONLY YESTERDAY, by Frederick Lewis Allen. Harper
3. A FORTUNE TO SHARE, by Vash Young. Bobbs-Merrill
4. CULBERTSON'S SUMMARY, by Ely Culbertson. Bridge World
5. VAN LOON'S GEOGRAPHY, by Hendrik Willem Van Loon. Simon & Schuster
6. WHAT WE LIVE BY, by Ernest Dimnet. Simon & Schuster
7. THE MARCH OF DEMOCRACY, by James Truslow Adams. Scribner
8. WASHINGTON MERRY-GO-ROUND, Anonymous (Drew Pearson and Robert S Allen) Liveright; Blue Ribbon Books
9. THE STORY OF MY LIFE, by Clarence Darrow. Scribner
10. MORE MERRY-GO-ROUND, Anonymous (Drew Pearson and Robert S. Allen). Liveright

IN the worst year of the depression came the bonus march on Washington and the ensuing battle of Anacostia Flats. James J. Walker resigned under a cloud as Mayor of New York City.

Radio was in full swing, with Rudy Vallee its topnotch artist. Father Coughlin's radio talks were gaining listeners. Technocracy was the newest theory on how to cure the depression. Colonel and Mrs. Lindbergh's small son was kidnaped from his crib in Hopewell, N. J. Over in China, Japan seized Shanghai in her undeclared war on that country. *The Good Earth* headed fiction for a second year, with Pearl Buck's second novel, continuing the story of the same Chinese family, taking third place. *The Fountain*, in second place, received unusual critical attention. From England too came *Magnolia Street*, *Inheritance*, with which Macmillan vigorously reentered the field of best-selling fiction, and *Three Loves*, A. J. Cronin's first best seller. Ellen Glasgow and Booth Tarkington both continued their many years' popularity. Lloyd Douglas, one of the top-selling novelists of today, came rather quietly into the list in eighth place. His first novel, published after he was fifty years old, was a book that caught on throughout the country, chiefly in the Midwest, by word-of-mouth personal recommendation. James Truslow Adams, who had been developing a reputation as an American historian, found a popular audience with two books, one of which, first in non-fiction, had also appeared on the previous year's list. Frederick Lewis Allen of *Harper's Magazine*, as Mark Sullivan had done, found a waiting audience of people who enjoyed reading about things they remembered, events of the not too far distant past. Vash Young, businessman like Bruce Barton before him, combined inspirational writing with practical advice in a little volume timed for that period of financial depression when salesmen particularly needed a lift. Hendrik Van Loon, going under Simon & Schuster sponsorship, added another volume to his illustrated surveys of human knowledge. Ernest Dimnet followed his *Art of Thinking* with a new book, as did Pearson and Allen with *More Merry-Go-Round*. Their first book was still selling merrily, switching during the course of the year into a reprint edition. The trade policy regarding reprints was changing and non-fiction titles were now released much more quickly in popular-priced editions. Clarence Darrow, who seven years before had shared the spotlight in the Scopes trial, wrote a best-selling autobiography.

1933

FICTION

1. ANTHONY ADVERSE, by Hervey Allen. Farrar & Rinehart
2. AS THE EARTH TURNS, by Gladys Hasty Carroll.
Macmillan
3. ANN VICKERS, by Sinclair Lewis. Doubleday, Doran
4. MAGNIFICENT OBSESSION, by Lloyd C. Douglas. Willett,
Clark
5. ONE MORE RIVER, by John Galsworthy. Scribner
6. FORGIVE US OUR TRESPASSES, by Lloyd C. Douglas.
Houghton Mifflin
7. THE MASTER OF JALNA, by Mazo de la Roche. Little,
Brown
8. MISS BISHOP, by Bess Streeter Aldrich. Appleton-Century
9. THE FARM, by Louis Bromfield. Harper
0. LITTLE MAN, WHAT NOW? by Hans Fallada. Simon &
Schuster

NON-FICTION

1. LIFE BEGINS AT FORTY, by Walter B. Pitkin. Whittlesey
House
2. MARIE ANTOINETTE, by Stefan Zweig. Viking Press
3. BRITISH AGENT, by R. H. Bruce Lockhart. Putnam
4. 100,000,000 GUINEA PIGS, by Arthur Kallet and F. J. Schlink.
Vanguard Press
5. THE HOUSE OF EXILE, by Nora Wahn. Little, Brown
6. VAN LOON'S GEOGRAPHY, by Hendrik Willem Van Loon.
Simon & Schuster
7. LOOKING FORWARD, by Franklin D. Roosevelt. John Day
8. CONTRACT BRIDGE BLUE BOOK OF 1933, by Ely Culbertson.
Bridge World
9. THE ARCHES OF THE YEARS, by Halliday Sutherland.
Morrow
10. THE MARCH OF DEMOCRACY, Vol. II, by James Truslow
Adams. Scribner

"Who's Afraid of the Big Bad Wolf?" was the theme song of 1933 as Franklin D. Roosevelt, taking office as chief executive of the nation, quickly declared a bank holiday. The NRA and the AAA were created. The World's Fair opened in Chicago. *Tobacco Road*, which by 1939 was to break the record for successive Broadway performances, was produced. The United States abandoned the gold standard, liquor made a legitimate reappearance with the repeal of the 18th Amendment, the speak-easy era passed out of existence, and the public took up jigsaw puzzles in a big way. In Berlin the Reichstag was burned. *Anthony Adverse*, selling 300,000 copies in its first six months, captured readers of many levels of taste and turned public interest definitely toward the historical novel for the first time since the early decades of the century. *Anthony Adverse*, too, began a trend toward the novel of unusual length, a feature which hit the fancy of the public again in *Gone with the Wind*. Continuing its big-time fiction drive begun with Phyllis Bentley's *Inheritance* in 1932, Macmillan found in Gladys Hasty Carroll a new writer from Maine, a state becoming notable for its literary production. Lewis, Galsworthy, de la Roche, Aldrich, and Bromfield repeated best-seller performances, Galsworthy with his third book in the new saga. Lloyd Douglas' *Magnificent Obsession* climbed steadily. In tenth place appeared a new writer from Germany, Hans Fallada, author of Simon & Schuster's first fiction success. A new self-help book hit the non-fiction top for a long run, selling 88,897 copies in 1933, of a total 164,000 sale. Biography, with characters from France, Russia, China, and a doctor's story, *The Arches of the Years*, took four of the places on the list. Kallet and Schlink issued their interpretation of the claims of modern advertising in *100,000,000 Guinea Pigs*, a volume that led the way for many other books of the "exposure" type and drew increased attention to consumer movements. Culbertson continued to sell year after year. As Woodrow Wilson had done twenty years before, Franklin Roosevelt began his administration with a best-selling book on his policies.

1934

FICTION

1. ANTHONY ADVERSE, by Hervey Allen. Farrar & Rinehart
2. LAMB IN HIS BOSOM, by Caroline Miller. Harper
3. SO RED THE ROSE, by Stark Young. Scribner
4. GOOD-BYE, MR CHIPS, by James Hilton. Little, Brown
5. WITHIN THIS PRESENT, by Margaret Ayer Barnes.
Houghton Mifflin
6. WORK OF ART, by Sinclair Lewis. Doubleday, Doran
7. PRIVATE WORLDS, by Phyllis Bottome. Houghton Mifflin
8. MARY PETERS, by Mary Ellen Chase. Macmillan
9. OIL FOR THE LAMPS OF CHINA, by Alice Tisdale Hobart.
Bobbs-Merrill
10. SEVEN GOTHIC TALES, by Isak Dinesen. Smith & Haas

NON-FICTION

1. WHILE ROME BURNS, by Alexander Woolcott.
Viking Press
2. LIFE BEGINS AT FORTY, by Walter B. Pitkin. Whittlesey'
House
3. NIJINSKY, by Romola Nijinsky. Simon & Schuster
4. 100,000,000 GUINEA PIGS, by Arthur Kallet and
F. J. Schlink. Vanguard Press
5. THE NATIVE'S RETURN, by Louis Adamic. Harper
6. STARS FELL ON ALABAMA, by Carl Carmer. Farrar &
Rinehart
7. BRAZILIAN ADVENTURE, by Peter Fleming. Scribner
8. FORTY-TWO YEARS IN THE WHITE HOUSE, by Ike Hoover.
Houghton Mifflin
9. YOU MUST RELAX, by Edmund Jacobson. Whittlesey
House
10. THE LIFE OF OUR LORD, by Charles Dickens. Simon &
Schuster

THE Townsend plan and Upton Sinclair's EPIC party followed on the heels of Technocracy as economic cure-alls. Dillinger, greatest American bandit of the era, was killed and the Dionne quintuplets were born. Parisians rioted over evidence of government corruption, and F.D.R. signed the Philippine Independence Act. Dust storms devastated Kansas and Oklahoma. *Anthony Adverse* sold 176,100 more copies in 1934, bringing it to the top of the fiction list again, but this was only the beginning! The South contributed two new novelists, Caroline Miller with the Pulitzer Prize novel, *Lamb in His Bosom*, and Stark Young with *So Red the Rose*, both books laid in the old South. Another two-year period of best sellerdom began with James Hilton's first success, *Good-Bye, Mr Chips*, the first book, too, to achieve country-wide fame through radio recommendation—the book about which Alexander Woollcott went “quietly mad” There were seven new names on the list in all. The English writer, Phyllis Bottome, scored a hit with her story of insanity, marking a trend toward novels studying abnormal psychological situations. Mary Ellen Chase, who had taught English to two decades of Smith College girls, proved that she herself could write vigorously. *Mary Peters* was another Maine story and subject of another big Macmillan promotion campaign. Alice Tisdale Hobart wrote a telling story of China; and *Seven Gothic Tales* introduced an author from Denmark whose unique tales created a devoted audience for her work in this country. Alexander Woollcott had become radio's favorite voice and expert storyteller as well as book promoter. People bought his own book, *While Rome Burns*, as well as those he recommended. In 1934, 83,545 copies of *While Rome Burns* were sold. Eventually it reached a sale of over 500,000. *Life Begins at Forty* was second in 1934, and another self-help book, *You Must Relax*, was in ninth place. Louis Adamic's extremely interesting account of his native Yugoslavia found many readers, as did Carl Carmer's picturesque interpretation of the State of Alabama, a book that inspired a popular song and laid the foundations for the author's reputation in the field of American folklore. A century-old book by the prince of best sellers, Charles Dickens, was rescued for a time from obscurity.

1935

FICTION

1. GREEN LIGHT, by Lloyd C. Douglas. Houghton Mifflin
2. VEIN OF IRON, by Ellen Glasgow. Harcourt, Brace
3. OF TIME AND THE RIVER, by Thomas Wolfe. Scribner
4. TIME OUT OF MIND, by Rachel Field. Macmillan
5. GOOD-BYE, MR CHIPS, by James Hilton Little, Brown
6. THE FORTY DAYS OF MUSA DAGH, by Franz Werfel.
Viking Press
7. HEAVEN'S MY DESTINATION, by Thornton Wilder. Harper
8. LOST HORIZON, by James Hilton. Morrow
9. COME AND GET IT, by Edna Ferber Doubleday, Doran
10. EUROPA, by Robert Briffault. Scribner

NON-FICTION

1. NORTH TO THE ORIENT, by Anne Morrow Lindbergh
Harcourt, Brace
2. WHILE ROME BURNS, by Alexander Woollcott.
Viking Press
3. LIFE WITH FATHER, by Clarence Day. Knopf
4. PERSONAL HISTORY, by Vincent Sheean. Doubleday, Doran
5. SEVEN PILLARS OF WISDOM, by T. E. Lawrence. Doubleday,
Doran
6. FRANCIS THE FIRST, by Francis Hackett Doubleday, Doran
7. MARY QUEEN OF SCOTLAND AND THE ISLES, by Stefan Zweig.
Viking Press
8. RATS, LICE AND HISTORY, by Hans Zinsser. Little, Brown
9. R. E. LEE, by Douglas Southall Freeman Scribner
10. SKIN DEEP, by M. C. Phillips. Vanguard Press

THE Nazis, in full power in Germany, began their anti-Jewish campaign. Mussolini invaded Ethiopia. In the United States the social security laws were passed and the WPA was inaugurated. Will Rogers was killed in an airplane crash. Boondoggling, Huey

Long, and café society were conversational topics. Swing music hit the country, with Benny Goodman its leading exponent. *Porgy and Bess*, originating in DuBose Heyward's novel, *Porgy*; was the first musical produced by the Theatre Guild. With his second book, which sold 103,286 copies in 1935, Lloyd Douglas became the most popular novelist in the country. Ellen Glasgow, who had been a best seller for nearly four decades, achieved a high place with her latest novel. Six years previously, Thomas Wolfe's *Look Homeward, Angel* had brought him into literary prominence. His second novel, *Of Time and the River*, found a popular audience. Rachel Field, widely known as a writer of books for children and as their illustrator as well, made a national reputation with an adult novel. James Hilton's *Mr. Chips* went into its second year. One of his earlier novels, now reissued and also praised by Mr. Woollcott, was close behind it on the list. Both books were to repeat their fame as movies. By now book club printings had reached about 75,000 copies. It is interesting to note that a famous juvenile, *The Little Colonel*, brought out in reprint edition, sold 100,000 copies in 1935. The name of Lindbergh reappeared on the non-fiction list after eight years. This time it was Anne Morrow Lindbergh who wrote of air adventure. It was her literary skill as well as her name, with all its associations from the first Paris flight through the tragic events of kidnaping and trial, that made her book non-fiction top seller of the year, reaching 185,000 copies. *While Rome Burns*, first in 1934, was second in 1935. *Life with Father*, as a book, laid the groundwork for the famous play's record run on Broadway. Vincent Sheean's *Personal History* forecast the important part that newspapermen were to play in the field of books during the coming war years. The foundations for the success of *Seven Pillars of Wisdom* had been laid eight years previously by Lawrence's *Revolt in the Desert*. The legend of the man had grown and this, with a notable publicity campaign, accounted for the fact that an expensive book, one that was not "written down" for the sake of appeal to a wide public, was a best seller of the year. *Revolt in the Desert* had been in fact a popularization of part of the original *Seven Pillars of Wisdom*. Notable biographies by Hackett, Zweig, and Freeman had many readers. Hans Zinsser popularized some interesting aspects of medical lore; and *Skin Deep* became still another best-selling "consumer" book.

1936

FICTION

1. GONE WITH THE WIND, by Margaret Mitchell. Macmillan
2. THE LAST PURITAN, by George Santayana. Scribner
3. SPARKENBROKE, by Charles Morgan. Macmillan
4. DRUMS ALONG THE MOHAWK, by Walter D. Edmonds.
Little, Brown
5. IT CAN'T HAPPEN HERE, by Sinclair Lewis. Doubleday,
Doran
6. WHITE BANNERS, by Lloyd C Douglas. Houghton Mifflin
7. THE HURRICANE, by Charles Nordhoff and James Norman
Hall. Little, Brown
8. THE THINKING REED, by Rebecca West. Viking Press
9. THE DOCTOR, by Mary Roberts Rinehart. Farrar & Rinehart
10. EYELESS IN GAZA, by Aldous Huxley Harper

NON-FICTION

1. MAN THE UNKNOWN, by Alexis Carrel. Harper
2. WAKE UP AND LIVE! by Dorothea Brande. Simon &
Schuster
3. THE WAY OF A TRANSGRESSOR, by Negley Farson.
Harcourt, Brace
4. AROUND THE WORLD IN ELEVEN YEARS, by Patience, Rich-
ard, and Johnny Abbe. Stokes
5. NORTH TO THE ORIENT, by Anne Morrow Lindbergh.
Harcourt, Brace
6. AN AMERICAN DOCTOR'S ODYSSEY, by Victor Heiser.
Norton
7. INSIDE EUROPE, by John Gunther. Harper
8. LIVE ALONE AND LIKE IT, by Marjorie Hillis. Bobbs-Merrill
9. LIFE WITH FATHER, by Clarence Day. Knopf
10. I WRITE AS I PLEASE, by Walter Duranty. Simon &
Schuster

THE Rome-Berlin Axis was announced and Germany entered the Rhineland. Edward VIII of England renounced his throne to marry the woman he loved. Revolution against the established government in Spain broke out in bloody civil war. American inventiveness turned to air conditioning and streamlining. Destructive floods rolled through the East and Midwest. Published in June, *Gone with the Wind* was to dominate all fiction sales for two years, creating publishing history with sales never before reached by fiction in so short a time. One million copies were sold in its first six months, and the book and its author, whose first novel it was and who has published nothing since, established themselves firmly in American literary legend. George Santayana, Spanish by birth and long a professor of philosophy at Harvard, wrote a best-selling novel, *The Last Puritan*, first of a number of novels by various authors on patrician and intellectual Boston. Walter Edmonds was a new name in historical fiction, adding to the period's growing trend toward long historical novels which was started by *Anthony Adverse* and pointed up again by *Gone with the Wind*. Nordhoff and Hall were a writing team from the South Seas who had first written after World War I of their experiences in France and who had previously made a big hit with *Mutiny on the Bounty*, a sea chronicle based on old records. Rebecca West and Aldous Huxley, notable English writers, appeared for the first time on the American best-seller list of the year. The non-fiction list was typical of the variety of authorship and subject matter which often comes to the fore in public approval. A surgeon writing for the layman headed the list, followed by a self-improvement book and a newspaperman's story. Fourth came the travel experiences of three smart youngsters, delightedly read by adults. Travel of all kinds predominated the list in this year when the rumblings of coming war were growing louder. Mrs. Lindbergh's book was still a best seller, followed by the narrative of the experiences in out-of-the-way countries of a doctor with a notable career throughout the world in medical research. *Inside Europe* was the first book in an excellent series on political interpretation the world over by reporter John Gunther. *Live Alone and Like It*, which sold 100,000 copies in 1936, was another self-help book written in humorous and entertaining fashion. Tenth was a foreign correspondent's book on Russia.

1937

FICTION

1. GONE WITH THE WIND, by Margaret Mitchell. Macmillan
2. NORTHWEST PASSAGE, by Kenneth Roberts. Doubleday, Doran
3. THE CITADEL, by A. J. Cronin. Little, Brown
4. AND SO—VICTORIA, by Vaughan Wilkins. Macmillan
5. DRUMS ALONG THE MOHAWK, by Walter D. Edmonds. Little, Brown
6. THE YEARS, by Virginia Woolf. Harcourt, Brace
7. THEATRE, by W Somerset Maugham. Doubleday, Doran
8. OF MICE AND MEN, by John Steinbeck. Covici, Friede
9. THE RAINS CAME, by Louis Bromfield. Harper
10. WE ARE NOT ALONE, by James Hilton. Little, Brown

NON-FICTION

1. HOW TO WIN FRIENDS AND INFLUENCE PEOPLE, by Dale Carnegie. Simon & Schuster
2. AN AMERICAN DOCTOR'S ODYSSEY, by Victor Heiser. Norton
3. THE RETURN TO RELIGION, by Henry C Link. Macmillan
4. THE ARTS, by Hendrik Willem Van Loon. Simon & Schuster
5. ORCHIDS ON YOUR BUDGET, by Marjorie Hillis. Bobbs-Merrill
6. PRESENT INDICATIVE, by Noel Coward. Doubleday, Doran
7. MATHEMATICS FOR THE MILLION, by Lancelot Hogben. Norton
8. LIFE WITH MOTHER, by Clarence Day. Knopf
9. THE NILE, by Emil Ludwig. Viking Press
10. THE FLOWERING OF NEW ENGLAND, by Van Wyck Brooks. Dutton

U. S. travelers flocked to Paris for the Exposition and to London for the coronation of King George VI. Japan began her long

war against China. Charlie McCarthy, candid cameras, and skiing were current crazes in America, which was also swept by a wave of the new "sit-down" strikes. *Pins and Needles*, produced by the Labor Stage, was to break musical show records by 1939. *Gone with the Wind* swung into an even more triumphant leadership of fiction sales, eventually selling well over 3,500,000 copies. Translation rights were being sought in a score of languages and GWTW became as well-known initials as NBC or WPA. Kenneth Roberts of Maine had published four other historical novels before he achieved national recognition with *Northwest Passage*. A. J. Cronin was more popular than ever, with one of his best-liked novels, *The Citadel*, which sold 161,108 copies in 1937. A new writer of historical fiction from England, Vaughan Wilkins, made his debut on the list, as did Virginia Woolf and W. Somerset Maugham, although their books had had large American audiences for many years. John Steinbeck's first selling success came with *Of Mice and Men*. His *Tortilla Flat*, in 1935, had made its mark with the critics. Half the fiction was contributed in 1937 by English writers, half by American. The best-known self-help book of them all, *How to Win Friends and Influence People*, topped all non-fiction with sales of 729,000 copies in 1937, in addition to its 12,000 from the previous year. With its reappearance in a 25-cent edition, it was to sell nearly 3,000,000. *The Return to Religion*, one of the few titles in the non-fiction religious field to reach the annual lists, sold 83,000 copies. Continuing his series of books on various fields of human knowledge, Hendrik Van Loon produced a best seller whose illustrations and format added to its sales appeal. Marjorie Hillis followed her *Live Alone and Like It* with another entertaining book along self-help lines and Noel Coward first appeared among best sellers with his autobiography. *Mathematics for the Million* was not written down for mass interest; on the contrary, the public had to rise to the scholarly but effective presentation of a difficult subject. Clarence Day continued his delightful family chronicle with *Life with Mother*. Emil Ludwig deserted, temporarily, the lives of great men for the biography of a river. With *The Flowering of New England*, a distinguished literary critic began a series of books on American cultural history, though this was not the first volume chronologically.

1938

FICTION

1. THE YEARLING, by Marjorie Kinnan Rawlings. Scribner
2. THE CITADEL, by A J Cronin. Little, Brown
3. MY SON, MY SON! by Howard Spring. Viking Press
4. REBECCA, by Daphne du Maurier. Doubleday, Doran
5. NORTHWEST PASSAGE, by Kenneth Roberts. Doubleday, Doran
6. ALL THIS, AND HEAVEN TOO, by Rachel Field. Macmillan
7. THE RAINS CAME, by Louis Bromfield. Harper
8. AND TELL OF TIME, by Laura Krey. Houghton Mifflin
9. THE MORTAL STORM, by Phyllis Bottome. Little, Brown
10. ACTION AT AQUILA, by Hervey Allen. Farrar & Rinehart

NON-FICTION

1. THE IMPORTANCE OF LIVING, by Lin Yutang. John Day
2. WITH MALICE TOWARD SOME, by Margaret Halsey. Simon & Schuster
3. MADAME CURIE, by Eve Curie. Doubleday, Doran
4. LISTEN! THE WIND, by Anne Morrow Lindbergh. Harcourt, Brace
5. THE HORSE AND BUGGY DOCTOR, by Arthur E. Hertzler. Harper
6. HOW TO WIN FRIENDS AND INFLUENCE PEOPLE, by Dale Carnegie. Simon & Schuster
7. BENJAMIN FRANKLIN, by Carl Van Doren. Viking Press
8. I'M A STRANGER HERE MYSELF, by Ogden Nash. Little, Brown
9. ALONE, by Richard E. Byrd. Putnam
10. FANNY KEMBLE, by Margaret Armstrong. Macmillan

"PEACE in our time" was declared at Munich after the Czech crisis and after Hitler had annexed Austria. American jitters were induced by a Martian radio attack, with Orson Welles as

entrepreneur. *God Bless America*, which Irving Berlin had written in 1917, was revived by Kate Smith to become what some chose to call our second national anthem. Bingo and the big apple were fads of the year. "Information Please!" the quiz program that topped all quiz programs, presented many authors on the radio as well as its "regulars" and, emceed by Clifton Fadiman, then literary critic of *The New Yorker*, added to the interest in and knowledge of books on the part of its vast radio audience. *The Yearling*, novel of a Florida boy and his beloved fawn, outsold other fiction and took its place as an American classic read by both young and old. *The Citadel*, third in 1937, went up to second place in 1938. From England came two writers new to the list and quickly taken up by the public, Howard Spring and Daphne du Maurier. *Rebecca* has gone on selling in reprint editions and was natural material for an extremely popular movie. *Northwest Passage* and *The Rains Came*, the latter a novel of India and perhaps Bromfield's greatest seller, carried on into their second years. Rachel Field's best-known novel, which also became a feature movie, was based upon events in her own family history. *And Tell of Time* was a historical story of Texas by a second new American woman writer on this list. Hervey Allen turned to American Civil War history with his first novel since the great *Anthony*. With the Sino-Japanese war going into its second year, an interpretation of China by a Chinese man of letters outsold all other non-fiction, reaching 124,415 copies. This included book club sales. Margaret Halsey, a new writer who only in 1944 published a second book, scored the British in her clever and humorous *With Malice Toward Some*. The daughter of Madame Curie told the story of her mother's life, which was taken to the hearts of readers aware of the woman scientist's greatness. The autobiography of a country doctor was halfway down the list. The response to Carl Van Doren's definitive life of Franklin was enthusiastic. Another new best-selling American biographer was Margaret Armstrong, with *Fanny Kemble*. Ogden Nash was a constantly quoted favorite from the pages of *The New Yorker* and other magazines, even before the publication of *I'm a Stranger Here Myself*. Admiral Byrd gave his record of months in the Antarctic, newspaper accounts of which had previously thrilled and mystified millions.

1939

FICTION

1. *THE GRAPES OF WRATH*, by John Steinbeck. Viking Press
2. *ALL THIS, AND HEAVEN TOO*, by Rachel Field. Macmillan
3. *REBECCA*, by Daphne du Maurier. Doubleday, Doran
4. *WICKFORD POINT*, by John P. Marquand. Little, Brown
5. *ESCAPE*, by Ethel Vance. Little, Brown
6. *DISPUTED PASSAGE*, by Lloyd C. Douglas. Houghton Mifflin
7. *THE YEARLING*, by Marjorie Kinnan Rawlings. Scribner
8. *THE TREE OF LIBERTY*, by Elizabeth Page. Farrar & Rinehart
9. *THE NAZARENE*, by Sholem Asch. Putnam
10. *KITTY FOYLE*, by Christopher Morley. Lippincott

NON-FICTION

1. *DAYS OF OUR YEARS*, by Pierre van Paassen. Hillman-Curl
2. *REACHING FOR THE STARS*, by Nora Waln. Little, Brown
3. *INSIDE ASIA*, by John Gunther. Harper
4. *AUTOBIOGRAPHY WITH LETTERS*, by William Lyon Phelps. Oxford University Press
5. *COUNTRY LAWYER*, by Bellamy Partridge. Whittlesey House
6. *WIND, SAND AND STARS*, by Antoine de St. Exupéry. Reynal & Hitchcock
7. *MEIN KAMPF*, by Adolf Hitler. Reynal & Hitchcock
8. *A PECULIAR TREASURE*, by Edna Ferber. Doubleday, Doran
9. *NOT PEACE BUT A SWORD*, by Vincent Sheean. Doubleday, Doran
10. *LISTEN! THE WIND*, by Anne Morrow Lindbergh. Harcourt, Brace

THE New York World's Fair opened, with exhibits from nearly all the countries of the world except Germany, and was visited by the new King and Queen of England. The Spanish Civil War ended with the surrender of the Loyalists. Late in the year Ger-

many invaded Poland—the period of peace between two world wars had ended. A novel of the “Okies,” those dispossessed by the dust storms of 1934, made John Steinbeck top best seller of the nation. Bookstores sold 300,000 copies during the year. *All This and Heaven Too* and *Rebecca* both climbed higher on the best-seller ladder in their second year. John P. Marquand had written a penetrating novel of Boston, *The Late George Apley*, in 1937. Known popularly as the writer of the “Mr. Moto” spy stories, he attained critical and commercial success with his first serious novel, though it did not make the list in the year in which it was published. As often happens with a newly prominent writer, the second book after a first success achieved greater national sales in its first year of publication, though not necessarily total sales, than did the earlier book. *Escape*, written by Grace Zaring Stone under the pseudonym of Ethel Vance, was the first best-selling fiction based upon events in Hitler’s Germany. Continuing the trend of the long historical novel was *The Tree of Liberty*. Another trend—toward fiction of Biblical times—was marked by the sales of *The Nazarene*, scholarly story by a writer new to this country, whose work was translated from the Yiddish. Christopher Morley, long-beloved poet, essayist, and novelist, found a best-selling audience with his portrayal of a modern working girl, *Kitty Foyle*, later played on the screen by Ginger Rogers. Contemporary history began to loom large in the world of books. Best seller of non-fiction was written by Pierre van Paassen, a Hollander who took a world view of political events in his reminiscences, as had Vincent Sheean in 1935. In *Reaching for the Stars*, Nora Waln described the tragedy of life in Germany under the Nazis as she had witnessed it. Gunther continued his political surveys with *Inside Asia*. Long an influential commentator on books, Professor Phelps of Yale had an assured audience for his autobiography *Country Lawyer*, amusing narrative of old-time upstate New York life, introduced the legal profession into best sellerdom, where medical lives were already well established. *Wind, Sand and Stars*, by a French writer and aviator, added to the literature of flight. *Mein Kampf*, Bible of Nazi Germany, was published with its full text for the first time over here. A best seller over many years in the fiction field, Edna Ferber wrote best-selling non-fiction as well with her autobiography, *A Peculiar Treasure*.

1940

FICTION

1. **HOW GREEN WAS MY VALLEY**, by Richard Llewellyn. Macmillan
2. **KITTY FOYLE**, by Christopher Morley. Lippincott
3. **MRS MINIVER**, by Jan Struther. Harcourt, Brace
4. **FOR WHOM THE BELL TOLLS**, by Ernest Hemingway. Scribner
5. **THE NAZARENE**, by Sholem Asch. Putnam
6. **STARS ON THE SEA**, by F. van Wyck Mason. Lippincott
7. **OLIVER WISWELL**, by Kenneth Roberts. Doubleday, Doran
8. **THE GRAPES OF WRATH**, by John Steinbeck. Viking Press
9. **NIGHT IN BOMBAY**, by Louis Bromfield. Harper
10. **THE FAMILY**, by Nina Fedorova. Little, Brown

NON-FICTION

1. **I MARRIED ADVENTURE**, by Osa Johnson. Lippincott
2. **HOW TO READ A BOOK**, by Mortimer Adler. Simon & Schuster
3. **A SMATTERING OF IGNORANCE**, by Oscar Levant. Doubleday, Doran
4. **COUNTRY SQUIRE IN THE WHITE HOUSE**, by John T. Flynn. Doubleday, Doran
5. **LAND BELOW THE WIND**, by Agnes Newton Keith. Little, Brown
6. **AMERICAN WHITE PAPER**, by Joseph W. Alsop, Jr., and Robert Kintnor. Simon & Schuster
7. **NEW ENGLAND: INDIAN SUMMER**, by Van Wyck Brooks. Dutton
8. **AS I REMEMBER HIM**, by Hans Zinsser. Little, Brown
9. **DAYS OF OUR YEARS**, by Pierre van Paassen. Dial Press
10. **BET IT'S A BOY**, by Betty B. Blunt. Stephen Daye Press

AFTER months of the so-called "phony" war, the German blitz broke loose, engulfing Holland, Belgium, Luxembourg, France.

Millions in America grabbed each new edition of the newspapers as the Nazis stormed nearer Paris. War gloom was at its deepest as Hitler attacked England from the air, and American sympathy went out to the besieged and bombarded Britishers. In the fall Wendell Willkie polled an enormous popular vote, but Franklin D. Roosevelt was elected President of the United States for a third term. A novel of the Welsh coal miners, beautifully written and with an emotional appeal that quickly made the best-seller grade, brought a new name to the head of the fiction list. *How Green Was My Valley* sold 176,280 copies through the bookstores. Third, by a new English writer, was *Mrs. Miniver*, the central character of which charmed the American public in the book and the movie. Its author, Jan Struther, is possibly the most frequent guest on "Information, Please!" *For Whom the Bell Tolls*, Ernest Hemingway's first great best seller, told of an American in the Spanish Civil War. A new name in historical fiction was F. van Wyck Mason, though, like John P. Marquand, he had long been liked in another field of fiction—as a writer of international adventure stories featuring an Army Intelligence hero. The first in his series of novels on the early maritime history of this country, *Three Harbours*, did not reach an annual list, but the second, *Stars on the Sea*, did. It was a novel of unusual length, as was *Oliver Wiswell*, another Kenneth Roberts historical novel. *I Married Adventure*, Osa Johnson's narrative of years in far, wild countries with her explorer husband, Martin Johnson, topped non-fiction with sales of 288,000, including book club copies. *How to Read a Book* was an interesting success. One of the most popular stars of "Information, Please!" the whimsical and musical Oscar Levant entertained with *A Smattering of Ignorance*. *Country Squire in the White House*, campaign literature of 1940, sold over 100,000 copies. *Land Below the Wind* was an Atlantic-Little, Brown prize-winning book about Borneo. With the exception of *American White Paper* and *Days of Our Years*, it is amazing to note that by the end of the first year of the war no non-fiction best seller could in any way be considered a "war book." *New England: Indian Summer* was the second volume of Van Wyck Brooks' best-selling literary history. *As I Remember Him* was the biography of his "romantic self" by Hans Zinsser, author of *Rats, Lice and History*. *Bet It's a Boy*, a little cartoon book of obstetrical humor, sold over 100,000.

1941

FICTION

1. THE KEYS OF THE KINGDOM, by A. J. Cronin. Little, Brown
2. RANDOM HARVEST, by James Hilton Little, Brown
3. THIS ABOVE ALL, by Eric Knight. Harper
4. THE SUN IS MY UNDOING, by Marguerite Steen.
Viking Press
5. FOR WHOM THE BELL TOLLS, by Ernest Hemingway.
Scribner
6. OLIVER WISWELL, by Kenneth Roberts Doubleday, Doran
7. H. M. PULHAM, ESQUIRE, by John P. Marquand. Little,
Brown
8. MR AND MRS CUGAT, by Isabel Scott Rorick. Houghton
Mifflin
9. SARATOGA TRUNK, by Edna Ferber Doubleday, Doran
10. WINDSWEPT, by Mary Ellen Chase. Macmillan

NON-FICTION

1. BERLIN DIARY, by William L. Shirer. Knopf
2. THE WHITE CLIFFS, by Alice Duer Miller. Coward-McCann
3. OUT OF THE NIGHT, by Jan Valtin. Alliance Book Corp.
4. INSIDE LATIN AMERICA, by John Gunther. Harper
5. BLOOD, SWEAT AND TEARS, by Winston S. Churchill.
Putnam
6. YOU CAN'T DO BUSINESS WITH HITLER, by Douglas S.
Miller. Little, Brown
7. READING I'VE LIKED, ed. by Clifton Fadiman. Simon &
Schuster
8. REVEILLE IN WASHINGTON, by Margaret Leech. Harper
9. EXIT LAUGHING, by Irvin S. Cobb. Bobbs-Merrill
10. MY SISTER AND I, by Dirk van der Heide. Harcourt, Brace

"NEVER had so many owed so much to so few" as England's gallant airmen defended their island. The worst threat of in-

vasion was over but Germany had attacked Russia and held nearly all the continent as her own *Festung Europa*. One Sunday afternoon toward the end of the year, when most American families had their radios tuned to the Philharmonic, came the stunning announcement that the Japanese had attacked Pearl Harbor. The United States immediately entered the war against Japan, Germany, and Italy. War books predominated the 1941 list of best sellers, although we were actually at war only during the last month of the year. In fiction two best-selling war novels, both by English authors, were in second and third places. James Hilton had already written several best sellers (his *Random Harvest* was about World War I), but Eric Knight, later killed in a plane crash, was best known as the author of an outstanding dog story, *Lassie Come-Home*. First on the list was the latest Cronin novel, rival in popularity to *The Citadel*. *The Keys of the Kingdom* sold 236,496 copies through the trade, plus 234,328 through the Book-of-the-Month Club, whose membership had reached a figure far beyond that of its early years. Marguerite Steen, author of many novels, joined best sellers with a long historical novel. *The Sun Is My Undoing*, still going in a reprint edition, has passed 800,000. *For Whom the Bell Tolls* and *Oliver Wiswell* appeared in their second year and John P. Marquand added another portrait of consequence to his gallery of Bostonians. *Mr. and Mrs. Cugat*, from the pages of *The New Yorker*, which more and more produced fiction and essays later made into popular books (*Life with Father* first appeared there), introduced another new author. Edna Ferber's story of old New Orleans is now on its way to the screen. Mary Ellen Chase had a second best seller about Maine. The war led in earnest in non-fiction. Correspondent William Shirer's *Berlin Diary* made history by forming opinion and preparing American understanding of one of the enemies with whom we were to be at war by December. It sold 213,769 copies through the bookstores, 236,496 through the Book-of-the-Month Club in 1941. *The White Cliffs*, a narrative poem of wartime England, later basis of a movie and a popular song, made a record sale for a book of poetry, reaching 250,000 copies in its first three years. The underground life of Gestapo vs. Communist came into Jan Valtin's not wholly authenticated *Out of the Night*. John Gunther followed his *Inside Europe* and *Inside Asia* with a third best seller. American in-

terest in England's great crisis was reflected in the sales of Prime Minister Winston Churchill's speeches. *You Can't Do Business with Hitler* struck an important prewar note. The touching story of a Dutch refugee boy, *My Sister and I*, a title which also inspired a popular song of the day, made a total of seven books on the 1941 non-fiction list that were concerned with the war in one way or another. The other three places were filled by Clifton Fadiman's anthology, *Reading I've Liked*, arousing interest in a wide audience because of his great popularity on "Information, Please!" and as book critic of *The New Yorker*; by a historical portrait of Washington, D. C., *Reveille in Washington*; and by the autobiography of a long-time favorite author and humorist, *Exit Laughing*

1942

FICTION

1. THE SONG OF BERNADETTE, by Franz Werfel. Viking Press
2. THE MOON IS DOWN, by John Steinbeck. Viking Press
3. DRAGON SEED, by Pearl S. Buck. John Day
4. AND NOW TOMORROW, by Rachel Field. Macmillan
5. DRIVIN' WOMAN, by Elizabeth Pickett Macmillan
6. WINDSWEPT, by Mary Ellen Chase. Macmillan
7. THE ROBE, by Lloyd C. Douglas. Houghton Mifflin
8. THE SUN IS MY UNDOING, by Marguerite Steen.
Viking Press
9. KINGS ROW, by Henry Bellamann Simon & Schuster
10. THE KEYS OF THE KINGDOM, by A. J. Cronin. Little, Brown

NON-FICTION

1. SEE HERE, PRIVATE HARGROVE, by Marion Hargrove. Holt
2. MISSION TO MOSCOW, by Joseph E. Davies. Simon &
Schuster
3. THE LAST TIME I SAW PARIS, by Elliot Paul
Random House
4. CROSS CREEK, by Marjorie Kinnan Rawlings Scribner
5. VICTORY THROUGH AIR POWER, by Major Alexander P. de
Seversky. Simon & Schuster
6. PAST IMPERFECT, by Ilka Chase. Doubleday, Doran
7. THEY WERE EXPENDABLE, by W. L. White. Harcourt,
Brace
8. FLIGHT TO ARRAS, by Antoine de St. Exupéry. Reynal &
Hitchcock
9. WASHINGTON IS LIKE THAT, by W. M. Kiplinger. Harper
10. INSIDE LATIN AMERICA, by John Gunther. Harper

THE early months of 1942 marked the low point of the war as far as the United States was concerned. The Philippines were overrun after MacArthur's desperate stand on Corregidor, Aus-

tralia and our lifelines to that continent were threatened, and Singapore fell. Then in April we struck our first offensive blow with the bombing of Tokyo. In August came the first attack on Guadalcanal. Americans were introduced to rationing, and pleasure-driving in automobiles was prohibited. Again the appeal of religious fiction was evidenced by the great sale of *The Song of Bernadette*, which reached almost half a million copies in 1942. With its reprint edition, timed for the release of a notable movie, it had sold over 900,000 by 1944. John Steinbeck's *The Moon Is Down*, later a stage play, was a story of the German occupation of Norway which, like *Bernadette*, approached the 500,000 mark in 1942. Pearl Buck's novel of war in China, *Dragon Seed*, sold around 400,000 copies in its original edition and was also made into a notable 1944 movie. *The Robe*, published in October, a novel of the time of Christ, started toward its record-breaking sales figure—it was still high on best seller lists the country over two years later. In that time it was never less than fifth on the monthly National Best Seller List of *Publishers' Weekly*, and it passed the 1,000,000 mark on its second birthday. The rookie of World War II, Private Hargrove, was the star of the hit book of 1942 non-fiction; sales in all editions went over 2,000,000, far outdistancing the comparable *Dere Mable* of World War I. Seven war books dominated the non-fiction list. Besides *Private Hargrove* there were Ambassador Davies' report on Russia (later a controversial movie); *The Last Time I Saw Paris*, nostalgic portrait of the Paris that had been, by Elliot Paul, whose *Life and Death of a Spanish Town* had previously portrayed the coming of Fascism to Spain; *Victory Through Air Power*, a noted flyer, plane designer, and manufacturer's forecast of strategy; *They Were Expendable*, first American record of personal exploit in World War II to become a national best seller, by correspondent W. L. White, the first book to be named an "Imperative" by the newly formed Council on Books in Wartime; *Flight to Arras*, war experiences of the French aviator who had written *Wind, Sand and Stars*; and *Inside Latin America* in its second year. Marjorie Rawlings, of *The Yearling* fame in fiction, contributed charming sketches of her Florida countryside. A highly entertaining autobiography by a star of stage, movie, and radio, and a picture of Washington life comprised the unwarlike part of the list.

1943

FICTION

1. THE ROBE, by Lloyd C. Douglas. Houghton Mifflin
2. THE VALLEY OF DECISION, by Marcia Davenport. Scribner
3. SO LITTLE TIME, by John P. Marquand. Little, Brown
4. A TREE GROWS IN BROOKLYN, by Betty Smith. Harper
5. THE HUMAN COMEDY, by William Saroyan. Harcourt, Brace
6. MRS PARKINGTON, by Louis Bromfield. Harper
7. THE APOSTLE, by Sholem Asch. Putnam
8. HUNGRY HILL, by Daphne du Maurier. Doubleday, Doran
9. THE FOREST AND THE FORT, by Hervey Allen. Farrar & Rinehart
10. THE SONG OF BERNADETTE, by Franz Werfel. Viking Press

NON-FICTION

1. UNDER COVER, by John Roy Carlson. Dutton
2. ONE WORLD, by Wendell L. Willkie. Simon & Schuster
3. JOURNEY AMONG WARRIORS, by Eve Curie. Doubleday, Doran
4. ON BEING A REAL PERSON, by Harry Emerson Fosdick. Harper
5. GUADALCANAL DIARY, by Richard Tregaskis. Random House
6. BURMA SURGEON, by Lt. Col. Gordon Seagrave. Norton
7. OUR HEARTS WERE YOUNG AND GAY, by Cornelia Otis Skinner and Emily Kimbrough. Dodd, Mead
8. U. S. FOREIGN POLICY, by Walter Lippmann. Little, Brown
9. HERE IS YOUR WAR, by Ernie Pyle. Holt
10. SEE HERE, PRIVATE HARGROVE, by Marion Hargrove. Holt

WITH the landing of a great Allied armada in North Africa came the turning point of the war. Our troops moved on into Sicily and Italy, and, from Britain, Germany and the occupied coun-

tries of Europe were blasted from the air. In the Pacific our Navy began moving in on Jap-held islands. Again a religious novel topped fiction—*The Robe*, which had been published late the previous year. With paper supply cut to 90 per cent of the 1942 level, Houghton Mifflin was hard put to it to meet the demand. As new printings of *The Robe* appeared, the book shrank in height and thickness, though the text was not cut. Marcia Davenport was a new best-selling author whose *Valley of Decision*, story of a Pennsylvania mine-owning family, met with great success. The daughter of Alma Gluck, she had already written two well-liked books with a musical background, a biography of Mozart and a novel, *Of Lena Geyer*. By the end of 1943, *Valley of Decision* had been on 14 consecutive monthly lists and *Bernadette* on 13. Novels reflected the war only slightly; it was the background for only two best sellers of the year, *So Little Time*, in which John Marquand deserted his customary Boston scene, and William Saroyan's tender and moving story of a California family which became a memorable movie as well. This was Saroyan's first appearance on an annual best-seller list. A new author with a first novel whose title was to become as familiar as *Gone with the Wind* was Betty Smith, who put neglected Brooklyn on the fiction map. The four other authors were all familiar names among best sellers—Sholem Asch with his second religious novel, Daphne du Maurier with the successor to *Rebecca*, Hervey Allen with the first book of his projected series of American historical novels, and Franz Werfel with *The Song of Bernadette* in its second year. Three novels on the 1943 list were religious in theme. Only two titles on the non-fiction list were not "war books." These were Dr. Fosdick's *On Being a Real Person*, which today is approaching a 200,000 sale, and the gay reminiscences of a trip to pre-World War I Europe by Cornelia Otis Skinner and Emily Kimbrough. *Under Cover*, an opinion-making reporting of subversive activities in this country, sold 600,000 copies in its original edition. Wendell Willkie's wartime trip around the world created an eager market for his report, which reached over 1,500,000 copies. Since it was published simultaneously in a cloth and a paper-bound edition, the latter greatly outselling the former and having a wide newsstand and drugstore sale, Willkie's book might well have stood at the head of this list. But these lists are based upon bookstore sales only,

and therefore the reports on *Under Cover* outdistanced those on *One World*. *One World* was also an "Imperative" of the Council on Books in Wartime, has been translated into sixteen languages, and has sold 3,000,000 copies throughout the world. Eve Curie was again a best seller, this time with an account of her trip to the war fronts of the globe. *Guadalcanal Diary* was a correspondent's report of our hard-fought campaign. *Burma Surgeon* related the experiences of a doctor who became an Army medical officer when the Japanese took over the country in which he had labored long as a medical missionary. Walter Lippmann, influential newspaper columnist who had been a best seller in 1929 with *A Preface to Morals*, gave his views on what our foreign policy had been and should be, another Council "Imperative." In *Here Is Your War* newspaperman Ernie Pyle revealed the human qualities of the infantryman as he saw them in North Africa—a book that found country-wide response as had the newspaper articles upon which it was based. *See Here, Private Hargrove* was still going strong in its second year

1944

FICTION

1. STRANGE FRUIT, by Lillian Smith. Reynal & Hitchcock
2. THE ROBE, by Lloyd C Douglas Houghton Mifflin
3. A TREE GROWS IN BROOKLYN, by Betty Smith. Harper
4. FOREVER AMBER, by Kathleen Winsor. Macmillan
5. THE RAZOR'S EDGE, by W Somerset Maugham Doubleday, Doran
6. THE GREEN YEARS, by A J. Cronin Little, Brown
7. LEAVE HER TO HEAVEN, by Ben Ames Williams Houghton Mifflin
8. GREEN DOLPHIN STREET, by Elizabeth Goudge Coward-McCann
9. A BELL FOR ADANO, by John Hersey. Knopf
10. THE APOSTLE, by Sholem Asch Putnam

NON-FICTION

1. I NEVER LEFT HOME, by Bob Hope. Simon & Schuster: Home Guide
2. BRAVE MEN, by Ernie Pyle Holt
3. GOOD NIGHT, SWEET PRINCE, by Gene Fowler. Viking Press
4. UNDER COVER, by John Roy Carlson Dutton
5. YANKEE FROM OLYMPUS, by Catherine Drinker Bowen. Little, Brown
6. THE TIME FOR DECISION, by Sumner Welles. Harper
7. HERE IS YOUR WAR, by Ernie Pyle. Holt
8. ANNA AND THE KING OF SIAM, by Margaret Landon. John Day
9. THE CURTAIN RISES, by Quentin Reynolds. Random House
10. TEN YEARS IN JAPAN, by Joseph C. Grew. Simon & Schuster

THE news of the invasion of northern Europe that the world had been waiting and hoping for so long was broadcast early on

the morning of June 6. With the Allies closing in on Germany from all sides, confidence rose that the end of the war was in sight. In the fall, as Dewey and Roosevelt campaigned for the Presidency, two influential and greatly admired men on the national political scene died within a few days of each other, Al Smith and Wendell Willkie, the latter the author of one of the great best sellers, *One World Strange Fruit*, poignant first novel of white man and black in the South was first on the fiction list of the year. It was banned in Boston as was another first novel, fourth among best sellers, *Forever Amber*. Kathleen Winsor was the much publicized and photogenic author of *Forever Amber*, a novel of Restoration England which emphasized the bawdiness of the period. There were two religious novels on the list—*The Robe* in its third year of best sellerdom and *The Apostle* in its second. Another first novel, *A Tree Grows in Brooklyn*, was in third place. It had been fourth the year before. The war was the background in only two novels, in *The Razor's Edge* and in *A Bell for Adano*, which was John Hersey's first novel but third book about the war. It was the story of an American AMG officer in Italy and of the problems he faced in administering the affairs of a region recently swept of the Nazis. Ben Ames Williams, long a favorite fiction and magazine writer, appeared on a yearly list for the first time. *Green Dolphin Street* was a historical novel which won for its author, Elizabeth Goudge, the \$125,000 prize offered by the film producers Metro-Goldwyn-Mayer. War books of 1944, seven out of the ten in non-fiction, will remain of special interest because of their timeliness, their coverage of the diverse phases of the war, and their excellence of presentation. One was written by a comedian who journeyed to the war fronts to entertain the troops, three by war correspondents, one by an investigator of subversive activities, and two by statesmen. Bob Hope's book, published in a paper as well as a cloth edition, far outstripped the rest in sales, going well over the million mark. Ernie Pyle was the newspaperman responsible for two books on the list. He was awarded a Pulitzer Prize for his reporting from the war fronts. Quentin Reynolds had written many excellent books, from the war correspondent's vantage point, since the start of the war, but not until *The Curtain Rises* was published did he make the annual list. The books by former Under Secretary of State Sumner Welles and former Ambassador

Grew are outstanding examples of those which, like *Berlin Diary* and *One World*, have influenced American thinking. First of the three non-war books of the year was *Good Night, Sweet Prince*, a biography of one of the most famous stars of stage and screen, John Barrymore of the glamorous theatrical family. The other two non-war books were also biographies. *Yankee from Olympus*, in fifth place, was primarily the story of Justice Holmes but included as well other members of a family that held a prominent place in American life and letters over many years. *Anna and the King of Siam* was the interesting story of an American woman who went to Siam in the 19th century as governess to the King's daughters.

BEST-SELLER SUBJECTS

BIBLE

Undoubtedly the best seller of all time. Here are some figures which give an idea of its sales. The American Bible Society has issued 33,259,919 Bibles in the past sixty-five years, and 331,704,917 including Testaments and other portions of the Bible. Average annual Bible distribution by the Society is around 300,000. Before the war the normal annual sale for the World Publishing Co. was approximately 2,500,000. In 1943 and 1944 it was about 3,500,000. The increase in the sale of Testaments by World during the war years was even more marked. Sales in 1944 were approximately 2,000,000, as against 1,400,000 in 1943, and between 600,000 and 700,000 for preceding years. A. J. Holman Co., Bible publishers, estimates that for every Bible published in normal years, at least two and one-half to three or four are distributed in war years. The Simon & Schuster *Bible To Be Read as Living Literature* sells between 7,000 and 15,000 copies in normal years. One of the best-known modern translations of the Bible is that by Edgar J. Goodspeed and J. M. P. Smith, published by the University of Chicago Press. In its various editions, with Testaments, approximately 20,000 were sold in the prewar year of 1939-1940. In 1943-1944, approximately 70,000 were sold, including a new edition which accounted for 16,000 copies of the total. Total sales since the first publication of *The New Testament: An American Translation*, by Edgar J. Goodspeed, amount to about 600,000. These figures, given by a non-profit-making Bible society, a publisher who reaches the popular-price market, an old established Bible publisher, a general trade publisher who issues an unusual type of Bible, and a university press, give some idea of the extent of yearly Bible sales, especially when it is taken into consideration that there are a dozen or more other publishers of Bibles.

COMIC BOOKS

In the 1920's comics were issued as separate books, usually paper bound, instead of in the magazine form of today, of which 18,000,000 are sold monthly. Cupples & Leon sold nearly 6,000,-

FIFTY YEARS OF BEST SELLERS

000 copies of the *Percy and Ferdie* series by H. A. MacGill and issued Bud Fisher's *Mutt and Jeff* in a first printing of 1,000,000. *Bringing Up Father*, by George MacManus, also sold in the millions.

COOK BOOKS

The Boston Cooking School Cook Book, by Fannie Farmer, is the best-selling cook book, with sales of 2,157,575 copies through 1944. Approaching the 2,000,000 mark is the *Better Homes & Gardens Cook Book*, the sales of which averaged 125,000 per year from 1940 through 1943. Even in the paper-shortage year of 1943-1944, 140,000 copies were sold. There are a number of other consistently selling cook books such as *America's Cook Book* (200,000 sold), *The Joy of Cooking*, *The American Woman's Cook Book* (which sells about 100,000 each year), and *Good Housekeeping Cook Book* (260,300 sold). Ida Bailey Allen is one of the best-selling authors in the field of domestic economy. Over 12,000,000 copies of her books and pamphlets on cookery and related subjects have been sold.

CROSS WORD PUZZLE BOOKS

Simon & Schuster published book after book when the great fad of the 1920's was on, selling from 60,000 to several hundred thousand a year. They continue to publish several puzzle books yearly and sales of 56 of these books amount to 1,822,000 copies to date.

DETECTIVE STORIES

Sir Arthur Conan Doyle's *Hound of the Baskervilles* was the first detective story to reach the yearly best seller lists. In 1909, seven years later, came the first best-selling American story of detection, *The Man in Lower Ten*, by Mary Roberts Rinehart, though its sales were eventually exceeded by her more famous book, *The Circular Staircase*, a 1908 publication. The nearest contender as first American detective best seller was Meredith Nicholson's *House of a Thousand Candles* in 1906. It was a mystery-adventure, however, rather than a story of crime detection. Mrs. Rinehart's name appears more often on the yearly lists than does that of any other author of detective stories.

BEST SELLER SUBJECTS

S. S. Van Dine was the most popular writer of detective fiction in the 1920's. Recent popular mystery writers have probably achieved greater total sales because they turn out three or four books a year and their reprint editions are very large. The two top-ranking detective story writers of today are undoubtedly Ellery Queen and Erle Stanley Gardner. Gardner has published thirty-six books. In one year, 1943, 4,567,922 copies of all his titles were sold. He is the only author, it has been said, whose life is insured by his publisher. Total sales of Ellery Queen, whose pseudonym really conceals two writers, Frederick Dannay and Manfred Lee, are well over 10,000,000. The two top-selling American mystery stories are Gardner's *Case of the Curious Bride* (1,195,000) and Queen's *Chinese Orange Mystery* (1,015,000). Both Gardner and Queen have each produced eleven books that have sold over half a million copies. E. Phillips Oppenheim, more prolific as a writer before World War II, has sold well over 2,000,000 copies in America. The late Edgar Wallace's record year was 1928, when 5,000,000 copies of his novels were sold throughout the world. Just about 25 per cent of all the new fiction published in the United States each year is made up of detective and mystery stories.

DICTIONARIES

The World Publishing Co. sold approximately 1,500,000 dictionaries a year in the years immediately before the war. In 1943, 2,250,000 were sold and the figure was about the same in 1944. Total sales of Funk & Wagnalls dictionaries are 4,371,000. Sales in normal prewar years were about 155,700 per year; during the war years, 219,000. The *Pocket Dictionary* has sold over 1,125,000 and the *Winston Simplified Dictionary* is well over 12,000,000. G. & C. Merriam Co., publishers of a long series of revisions of *Webster's Dictionary*, oldest dictionary in the United States, does not have sales records available for publication.

' DIME NOVELS

The paper-backed novels which dated from the 19th century have their counterparts in the paper-bound reprints of today, which often surpass them in sales. By 1900, the dime novels declined in popularity. Writing in *The Bookman* in that year, Firmin Dredd

FIFTY YEARS OF BEST SELLERS

said, "The fourth of the stories by Mrs. M. V. Victor which she contributed to the Beadle Series attained a sale which makes most of the records of book sales of the present day appear insignificant in comparison. . . This was *Uncle Ezekiel*, which sold 270,000 in the United States and in England, 211,000. It was surpassed by *The Backwoods Bride*, of which 550,000 were sold, and *Maum Guinea*, which, appearing at the time of war, actually rivalled *Uncle Tom's Cabin* in popularity."

ETIQUETTE

World famous is *Etiquette*, by Emily Post, of which 666,675 copies have been sold since 1922. Its average yearly sale is 30,000, but in 1943-1944 it sold 80,000 copies.

GOVERNMENT PUBLICATIONS

The Government Printing Office is, without doubt, the biggest publisher in the United States, its only fairly close rival being the American Bible Society. In a record year, 1938, it issued 221,000,000 copies of pamphlets and books, exclusive of the *Congressional Record*, of which more than 4,000,000 copies were printed. In the fiscal year 1932-1933, 8,255,000 government publications were issued, of which the average price was 6 cents. Among its most popular pamphlets are "Infant Care," published by the Children's Bureau of the Department of Labor in 1914, of which over 10,000,000 copies have been given away, or sold at 10 cents each, "Prenatal Care"; "The Child from 1 to 6, His Care and Training"; "Keeping Fit", "Healthy, Happy Womanhood". These last-named have all sold well over 500,000 each.

INCOME TAX BOOKS

A new development among best sellers in recent years has been the income tax guides. Most of them have been put out in paper-bound form at prices ranging from 25 cents to \$1.00. Simon & Schuster first issued *Your Income Tax* by J. K. Lasser in 1936 and has published an up-to-date edition each year since then. One million copies were sold in 1942 and 1,500,000 in 1943 at \$1.00. *Your Personal Income Tax Guide*, by David B. Chase, published by the same firm at 25 cents, sold over 600,000 in 1942-1943. *How to Prepare Your Income Tax*, by David Joseph, Garden City Publishing Co., sold about 2,000,000 in 1943. *The Sim-*

BEST SELLER SUBJECTS

plified Guide to Your Income Tax, by Louis Wagner, World Publishing Co., sold over 1,000,000 copies in 1942-1943.

JUVENILES

Sales of juvenile books throughout American bookselling history equal if not surpass sales of adult books as far as comparable outstanding titles and popular authors are concerned. Many more adult titles are published, so that their volume probably exceeds the total volume of children's books. But a glance at the all-time American best-seller list (page 104) shows the great number of juvenile or semi-juvenile books like *Little Women*, *Pollyanna*, *Rebecca of Sunnybrook Farm*, *Little Lord Fauntleroy*, and *When We Were Very Young*. In their heyday, many of these were probably sold for adult reading. More recently, the famous *Ferdinand*, hero of screen, song, and illustrated book by Munro Leaf and Robert Lawson, has sold over 300,000 copies, and Helen Bannerman's *Little Black Sambo*, 175,000. A popular children's favorite of today, *Lassie Come-Home*, by Eric Knight, has sold 450,000 copies. Here are some estimates of the sales of outstanding series of children's titles: *Five Little Pepper Books*, over 2,000,000; *Little Colonel Series* (13 volumes, 1897-1912), 1,196,000; *Pollyanna Books*, well over 1,000,000; *Oz Books*, over 5,000,000; *Burgess Animal Books*, well over 4,000,000; *Elsie Dinsmore Books*, over 2,000,000; the four Christopher Robin books by A. A. Milne, about 2,000,000, of which *When We Were Very Young* accounted for 500,000. In the past, the sales of the Horatio Alger books were estimated at between 120,000,000 and 250,000,000. More recent best sellers for children have been the *Mickey Mouse Books* published by McKay, the *Pop-up Books* issued by Blue Ribbon Books, and the animated books, the toy and gadget books, which are the rage today. The *Animated Little Black Sambo* has sold 405,000 copies and the *Animated Gingerbread Boy*, 375,000. Simon & Schuster's new venture in the field of juveniles, the *Little Golden Books*, was started in 1942. Twelve titles were issued in first printings of 50,000 each, to be sold at 25 cents apiece; 125,000 of each, or a total of 1,500,000 books, were sold during the first five months and nearly 5,000,000 were ordered in six months.

FIFTY YEARS OF BEST SELLERS

Only the wartime paper shortage has prevented twice as many being manufactured and sold.

POETRY

Poets are rare among best-selling authors, though there have been some outstanding exceptions—Alan Seeger in World War I days, Robert W. Service, Edgar Guest, and, more recently, Stephen Vincent Benét and Edna St. Vincent Millay. Scarcely a best-seller list was complete in the 1920's without a volume of Edgar Guest and his books sold about 300,000 copies every year. Over 1,000,000 titles by Robert W. Service have been sold. In the 19th century Longfellow was the best-selling poet in both England and America.

RELIGIOUS BOOKS

Many religious books on publishers' lists sell quietly but consistently over many years. *The Christian's Secret of a Happy Life*, by Hannah Whitall Smith, which was first published fifty years ago, still sells 5,000 copies a year and has piled up a sale of half a million copies, as has *Quiet Talks on Power* by S. D. Gordon and *In Tune with the Infinite* by Ralph Waldo Trine. Trine's book has had almost as great sales in foreign countries. William Allen Knight's *Song of Our Syrian Guest*, published in 1903, has sold nearly 2,000,000 copies. More recent religious books with quantity sales, though they have not yet reached the old-timers' peak, are *The Return to Religion* by Henry Link and the books of Harry Emerson Fosdick and E. Stanley Jones. Prayer books and hymnals, of course, have large sales. The hymnal published by the Cokesbury Press sold 1,250,000 copies in less than five years, and when Oxford University Press issued the *New Book of Common Prayer*, 1,000,000 copies were quickly sold.

SHAKESPEARE'S WORKS

No estimate can be made, though it is probable that all the many editions of his works have sold more than any other book except the Bible. The only recent figures available are those for the one-volume edition published in 1928 by the World Publishing Co., which has sold between 800,000 and 1,000,000 copies.

BEST SELLER SUBJECTS

TEXTBOOKS

With sales second only to the Bible is the first textbook published in America, the *Blue-Back Speller*, published by Noah Webster about 1790. Its sales have been estimated at more than 100,000,000 copies. In the year 1866, at the close of the Civil War, 1,596,000 copies were sold, so eager were people, especially the newly enfranchised Negroes, for elementary education. The *New England Primer* and the McGuffey and Franklin Readers went into the millions too. While not strictly a textbook, the *Boy Scouts' Handbook* has set something of a record for educational books. Published in 1919, it has sold 5,000,000 copies in the twenty-five years of its existence. Most recent phenomenon of handbooks is the *American Red Cross First Aid Text Book*, which in the first three months of World War II sold over 3,000,000 copies. In the next two months 10,000,000 more were printed. In the ten years preceding the war, 3,385,000 were sold.

WAR BOOKS

There was little reflection of the Spanish-American War in the best-seller lists of that period. War correspondents turned out books much more quickly during the First and Second World Wars. That war books became a separate non-fiction classification during 1917-1918 illustrates their importance in World War I, though their sale was not as large as that of World War II books. In November, 1918, *The Publishers' Weekly* said, "Beyond a very limited number of war books of phenomenal sale, the average number of copies printed of each title has not been large. Probably ninety per cent of all the war books issued have not seen a second edition, and of these, many have not reached a sale of two thousand copies." Most popular books of World War I were *Dere Mable*, by Edward Streeter, and *Over the Top*, by Arthur Guy Empey. The first, a humorous book, sold 615,000 copies, and the second, a serious treatment of war events, 505,000. Between the two world wars appeared the greatest war novel, as far as sales go, of either war. Erich Maria Remarque's *All Quiet on the Western Front* has sold 581,000 copies in America and more than 3,000,000 in twenty-seven different languages. *The Four Horsemen of the Apocalypse*, published in 1918, sold around half a million. In World War II the humorous book again tops

FIFTY YEARS OF BEST SELLERS

sales; its total to date of 2,500,000 copies puts *See Here, Private Hargrove* near the head of the all-time best-seller list. Newspaper correspondent William L. Shirer's *Berlin Diary* has sold 584,000 copies. Harry Lauder's *A Minstrel in France* was the outstanding seller by a professional actor who entertained overseas troops in 1918, but it never reached sales comparable to the books of World War II. Bob Hope's *I Never Left Home*, its counterpart in World War II, issued in both cloth and paper-bound editions, is well over the million mark.

WESTERNS

Since the height of Zane Grey's popularity few western stories have appeared on best-seller lists. The only available record for big sales of individual titles other than the Zane Grey books is that of over half a million copies of Max Brand's *Singing Guns*. Estimates place the sale of Zane Grey at approximately 16,000,000 copies and the books of Clarence E. Mulford, author of the *Hopalong Cassidy* stories, at over 1,000,000. Western stories have proved one of the most popular types of fiction supplied during World War II in the Armed Services Editions sent to men fighting overseas.

American Best Sellers

1880-1945

In Order of Sales

TITLE	AUTHOR	DATE	PUBLISHER	SALES
In His Steps	Charles Monroe Sheldon	1897	Various	8,000,000 (A)
Message to Garcia	Elbert Hubbard	1898	Roycroft; others	4,000,000 +
Gone with the Wind (B)	Margaret Mitchell	1936	Macmillan	3,625,000
How to Win Friends and Influence People	Dale Carnegie	1937	Simon & Schuster; reprints	2,751,000
Ben Hur	Lew Wallace	1880	Harper; reprints	2,500,000
See Here, Private Hargrove	Marion Hargrove	1942	Holt; reprints	2,500,000
A Tree Grows in Brooklyn (L)	Betty Smith	1943	Harper; reprints	2,000,000 (A)
Boston Cooking School Cook Book	Fannie Farmer	1896	Little, Brown	2,157,000
Better Homes and Gardens Cook Book		1931	Meredith Pub. Co.	2,000,000 (A)
Song of Our Syrian Guest Freckles	William Allen Knight Gene Stratton Porter	1903 1904	Pilgrim Press Doubleday, Page; reprints	2,000,000 (A) 1,918,000
The Story of the Bible	Jesse Lyman Hurlbut	1904	Winston	1,800,000 +
The Girl of the Limberlost	Gene Stratton Porter	1909	Doubleday, Page	1,760,000
One World	Wendell Willkie	1943	Simon & Schuster; reprints	1,648,000
The Robe	Lloyd C. Douglas	1942	Houghton Mifflin	1,600,000
The Harvester	Gene Stratton Porter	1911	Doubleday, Page	1,584,000

The Virginian	Owen Wister	1902	Macmillan; reprints	1,554,000
The Call of the Wild	Jack London	1903	Macmillan	1,553,000
Laddie	Gene Stratton Porter	1913	Doubleday, Page	1,530,000
Tom Sawyer	Mark Twain	1876	Harper	1,500,000
I Never Left Home	Bob Hope	1944	Simon & Schuster	1,385,000
Mrs. Miniver (B)	Jan Struther	1940	Harcourt, Brace; reprints	1,304,000
The Trail of the Lonesome Pine	John Fox, Jr.	1909	Scribner; reprints	1,285,000
One Hundred Best Poems	Marjorie Barrows (comp.)	1938	Whitman Pub. Co.	1,260,000
Mother	Kathleen Norris	1911	Macmillan, Doubleday, Doran	1,250,000 (A)
David Harum	Edward N. Westcott	1898	Appleton	1,200,000
The Outline of History	H. G. Wells	1922	Macmillan, reprints	1,200,000
The Shepherd of the Hills	Harold Bell Wright	1907	Book Supply Co.; Appleton	1,200,000
The Case of the Curious Bride	Erle Stanley Gardner	1934	Morrow; reprints	1,195,000
The Sheik	E. M. Hull	1921	Dodd, Mead; reprints	1,194,000
Anthony Adverse (B)	Hervey Allen	1933	Farrar & Rinehart	1,191,000
Michael O'Halloran	Gene Stratton Porter	1915	Doubleday, Page	1,168,000
Lost Horizon	James Hilton	1933	Morrow; reprints	1,160,000

(B) indicates a *Book-of-the-Month Club* selection; (L) a *Literary Guild* selection; (A) approximate sales.

TITLE	AUTHOR	DATE	PUBLISHER	SALES
Rebecca of Sunnybrook Farm	Kate Douglas Wiggin	1903	Houghton Mifflin	1,128,000
The Little Shepherd of Kingdom Come	John Fox, Jr.	1903	Scribner	1,100,000
The Rosary	Florence Barclay	1910	Putnam	1,099,000
Five Little Peppers and How They Grew	Margaret Sidney	1880	Lothrop; reprints	1,090,000 (A)
The Crisis	Winston Churchill	1901	Macmillan	1,061,000
The Razor's Edge (L)	W. Somerset Maugham	1944	Doubleday, Doran	1,060,000
Pollyanna	Eleanor Stewart	1913	Page; reprints	1,059,000
The Story of Philosophy	Will Durant	1927	Simon & Schuster; reprints	1,045,000
Strength for Service to God and Country	Norman F. Nygaard	1942	Abingdon-Cokesbury	1,042,000
The Chinese Orange Mystery	Ellery Queen	1934	Stokes, reprints	1,015,000
The Sun Is My Undoing (L)	Marguerite Steen	1941	Viking Press; reprints	1,010,000 (A)
Beautiful Joe	Marshall Saunders	1911	Judson Press	1,000,000 +
The Book of Etiquette	Lillian Eichler	1922	Nelson Doubleday	1,000,000 +
Huckleberry Finn	Mark Twain	1885	Harper; others	1,000,000 +
Pocket Book of Cartoons	Bennett Cerf (ed.)	1943	Pocket Books	1,000,000 +
Pocket Book of War Humor	Bennett Cerf (ed.)	1943	Pocket Books	1,000,000 +

The Simple Life	Charles Wagner	1901	McClure, Phillips; others	1,000,000 +
The Song of Bernadette (B)	Franz Werfel	1942	Viking Press; reprints	1,000,000 +
The Specialist	Chic Sale	1929	Specialist Pub. Co.	1,000,000 +
Will Rogers	Patrick J. O'Brien	1935	Winston	1,000,000 +
Trilby	George du Maurier	1894	Harper	1,000,000
Three Men in a Boat	Jerome K. Jerome	1890	Holt	1,000,000 (A)
Case of the Counterfeit Eye	Erle Stanley Gardner	1935	Morrow; reprints	986,000
The Dutch Shoe Mystery	Ellery Queen	1931	Stokes, reprints	981,000
The Birds' Christmas Carol	Kate Douglas Wiggin	1916	Houghton Mifflin	980,000
Magnificent Obsession	Lloyd C. Douglas	1929	Willett Clark; Houghton; reprints	968,000
Here Is Your War	Ernie Pyle	1943	Holt; reprints	967,000
The Case of the Stuttering Bishop	Erle Stanley Gardner	1936	Morrow; reprints	960,000
History of the World War	Richard J. Beamish and F. A. March	1919	Winston	960,000
The Case of the Sulky Girl	Erle Stanley Gardner	1933	Morrow; reprints	947,000
The Case of the Lame Canary	Erle Stanley Gardner	1937	Morrow; reprints	941,000

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TITLE	AUTHOR	DATE	PUBLISHER	SALES
The Calling of Dan Matthews	Harold Bell Wright	1916	Book Supply Co.; Appleton	925,000
New Adventures of Ellery Queen	Ellery Queen	1940	Stokes; reprints	925,000
The Case of the Caretaker's Cat	Erle Stanley Gardner	1935	Morrow; reprints	904,000
Adventures of Ellery Queen	Ellery Queen	1934	Stokes; reprints	898,000
The Case of the Dangerous Dowager	Erle Stanley Gardner	1937	Morrow; reprints	889,000
The Case of the Lucky Legs	Erle Stanley Gardner	1934	Morrow; reprints	888,000
The Best of Runyon	Damon Runyon	1938	Stokes; reprints	869,000
The Case of the Velvet Claws	Erle Stanley Gardner	1933	Morrow; reprints	863,000
Case of the Substitute Face	Erle Stanley Gardner	1938	Morrow; reprints	834,000
The Spanish Cape Mystery	Ellery Queen	1935	Stokes; reprints	821,000
Anne of Green Gables	L. M. Montgomery	1908	Page	812,000
Diet and Health	Lulu Hunt Peters	1924	Reilly & Lee	800,000 +
For Whom the Bell Tolls (B)	Ernest Hemingway	1940	Scribner; reprints	800,000
Damon Runyon Favorites	Damon Runyon	1935	Stokes; reprints	776,000
The Bigger They Come	A. A. Fair	1939	Morrow; reprints	764,000
Quo Vadis	Henryk Sienkiewicz	1896	Little, Brown	754,000
Our Hearts Were Young and Gay (B)	Cornelia Otis Skinner and Emily Kimbrough	1942	Dodd, Mead; reprints	750,000 +

The Re-creation of Brian Kent	Harold Bell Wright	1919	Book Supply Co.; Appleton	750,000 +
Tarzan of the Apes	Edgar Rice Burroughs	1914	McClurg	750,000
The Murder of Roger Ackroyd	Agatha Christie	1926	Dodd, Mead; reprints	750,000 (A)
Frenchman's Creek (L)	Daphne du Maurier	1942	Doubleday, Doran; reprints	748,000
Leave Her to Heaven (L)	Ben Ames Williams	1944	Houghton Mifflin	745,000
Random Harvest	James Hilton	1941	Little, Brown; reprints	738,000
Richard Carvel	Winston Churchill	1899	Macmillan	736,000
Land Birds East of the Rockies	Chester A. Reed	1905	Doubleday, Page	735,000 (A)
The Sea Wolf	Jack London	1904	Macmillan	732,000
When a Man's a Man	Harold Bell Wright	1919	Book Supply Co.; Appleton	725,000
Under Cover	John Roy Carlson	1943	Dutton; reprints	712,000
The Story of the Other Wise Man	Henry Van Dyke	1896	Harper	700,000
So Little Time (B)	John P. Marquand	1943	Little, Brown; reprints	697,000

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TITLE	AUTHOR	DATE	PUBLISHER	SALES
The Punch and Judy Murders	Carter Dickson	1937	Morrow; reprints	695,000
Green Light	Lloyd C. Douglas	1935	Houghton Mifflin; reprints	691,000
American Government	Fred J. Haskins	1911	Lippincott	685,000 +
The Egyptian Cross Mystery	Ellery Queen	1932	Stokes; reprints	685,000
Graustark	George Barr McCutcheon	1901	Dodd, Mead	672,000
Etiquette	Emily Post	1922	Funk & Wagnalls	666,000
Escape (B)	Ethel Vance	1939	Little, Brown; reprints	656,000
Brave Men (B)	Ernie Pyle	1944	Holt	655,000
The Case of the Howling Dog	Erle Stanley Gardner	1934	Morrow; reprints	653,000
Claudia	Rose Franken	1939	Farrar & Rinehart; reprints	647,000
The Peacock Feather Murders	Carter Dickson	1937	Morrow; reprints	642,000
The Four of Hearts	Ellery Queen	1938	Stokes; reprints	638,000
Earth and High Heaven (L)	Gwethalyn Graham	1944	Lippincott	635,000
Lavender and Old Lace	Myrtle Reed	1902	Putnam	634,000
The French Powder Mystery	Ellery Queen	1930	Stokes; reprints	632,000
The Tragedy of X	Barnaby Ross (Ellery Queen)	1932	Viking Press; Stokes; reprints	632,000
The Judas Window	Carter Dickson	1938	Morrow; reprints	630,000

Eyes of the World	Harold Bell Wright	1914	Book Supply Co.; Appleton	625,000 +
The Keys of the Kingdom (B)	A. J. Cronin	1941	Little, Brown	622,000
Mysterious Rider	Zane Grey	1921	Harper	620,000
Dere Mable	Edward Streeter	1918	Stokes	615,000
Man of the Forest	Zane Grey	1920	Harper	613,000
The Prodigal Women	Nancy Hale	1942	Scribner; reprints	610,000
The Art of Thinking	Ernest Dimnet	1929	Simon & Schuster; reprints	609,000
Kings Row	Henry Bellamann	1940	Simon & Schuster; reprints	606,000
Black Rock	Ralph Connor	1908	Revell	600,000 +
C/O Postmaster (B)	Cpl. Thomas R St George	1943	Crowell; reprints	600,000 +
The Covered Wagon	Emerson Hough	1922	Appleton; reprints	600,000 +
The Winning of Barbara Worth	Harold Bell Wright	1911	Book Supply Co.; Appleton; reprints	590,000 +
The Valley of Decision	Marcia Davenport	1942	Scribner; reprints	590,000
Mrs. Wiggs of the Cabbage Patch	Alice Hegan Rice	1903	Century	589,000
Penrod	Booth Tarkington	1914	Doubleday, Page	586,000

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TITLE	AUTHOR	DATE	PUBLISHER	SALES
The Last of the Plainsmen	Zane Grey	1908	McClurg	586,000
Berlin Diary (B)	William L. Shirer	1941	Knopf	584,000
Phantom Lady	William Irish	1942	Lippincott; reprints	583,000
All Quiet on the Western Front (B)	Erich Remarque	1929	Little, Brown; reprints	581,000
Strange Woman (L)	Ben Ames Williams	1941	Houghton Mifflin	575,000
My Friend Flicka	Mary O'Hara	1941	Lippincott	562,000
They Were Expendable	W. L. White	1942	Harcourt, Brace; reprints	560,000
If Winter Comes	A. S. M. Hutchinson	1921	Little, Brown; reprints	559,000
Looking Backward	Edward Bellamy	1888	Houghton Mifflin	558,000 +
The Apostle	Sholem Asch	1943	Putnam	554,000
The Greek Coffin Mystery	Ellery Queen	1932	Stokes; reprints	553,000
The Sky Pilot	Ralph Connor	1899	Revell	550,000
To Have and To Hold	Mary Johnston	1900	Houghton Mifflin	547,000
Main Street	Sinclair Lewis	1920	Harcourt, Brace	546,000
The Siamese Twin Mystery	Ellery Queen	1933	Stokes; reprints	544,000
We	Charles A. Lindbergh	1927	Putnam	543,000
Soldiers of Fortune	Richard Harding Davis	1897	Scribner	534,000
Beau Geste	P. C. Wren	1925	Stokes; reprints	532,000

Thunderhead	Mary O'Hara	1943	Lippincott	531,000
Green Dolphin Street (L)	Elizabeth Goudge	1940	Coward-McCann	527,000
The Citadel	A. J. Cronin	1937	Little, Brown; reprints	526,000
Scaramouche	Rafael Sabatini	1921	Houghton Mifflin; reprints	525,000
The Human Comedy (B)	William Saroyan	1943	Harcourt Brace; reprints	519,000
Mutiny on the Bounty (B)	Charles Nordhoff and James Norman Hall	1932	Little, Brown; reprints	515,000 +
The Inside of the Cup	Winston Churchill	1913	Macmillan	507,000
Over the Top	Arthur Guy Empey	1917	Putnam	505,000
Little Lord Fauntleroy	Frances Hodgson Burnett	1886	Scribner	503,000
Just David	Eleanor H. Porter	1916	Houghton Mifflin; reprints	502,000
Kitty Foyle	Christopher Morley	1939	Lippincott; reprints	501,000
Beside the Bonnie Brier Bush	Ian Maclaren	1894	Dodd, Mead	500,000 +
Beverly of Graustark	George Barr McCutcheon	1904	Dodd, Mead	500,000 +
Brewster's Millions	George Barr McCutcheon	1903	Dodd, Mead	500,000 +
The Good Earth (B)	Pearl S. Buck	1931	John Day; reprints	500,000 +

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TITLE	AUTHOR	DATE	PUBLISHER	SALES
In Tune with the Infinite	Ralph Waldo Trine	1897	Crowell; Dodd, Mead	500,000 +
Janice Meredith	Paul Leicester Ford	1899	Dodd, Mead	500,000 +
Quiet Talks on Power	S. D. Gordon	1904	Revell	500,000 +
Singing Guns	Max Brand	1938	Dodd, Mead; reprints	500,000 +
While Rome Burns	Alexander Woolcott	1934	Viking Press; reprints	500,000 +
The Christian's Secret of a Happy Life	Hannah Whitall Smith	1894	Revell	500,000
The Perfect Tribute	Mary Raymond Shipman Andrews	1906	Scribner	500,000
When We Were Very Young	A. A. Milne	1924	Dutton	500,000
The Yearling (B)	Marjorie Kinnan Rawlings	1938	Scribner	500,000
The Four Horsemen of the Apocalypse	V. Blasco Ibañez	1918	Dutton; reprints	500,000 (A)

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**Alphabetical List of
American Best Sellers
to 1945**

(Includes estimated sales of representative American classics now in the public domain.)

TITLE	AUTHOR	DATE	PUBLISHER	SALES
Adventures of Ellery Queen	Ellery Queen	1934	Stokes; reprints	898,000
Age of Fable	Thomas Bulfinch	1855	Numerous	1,000,000 +
Age of Reason	Thomas Paine	1794-96	Numerous	1,000,000 +
All Quiet on the Western Front (B)	Erich Remarque	1929	Little, Brown; reprints	581,000
American Government	Fred J. Haskins	1911	Lippincott	685,000 +
Anne of Green Gables	L. M. Montgomery	1908	Page	812,000
Anthony Adverse (B)	Hervey Allen	1933	Farrar & Rinehart	1,191,000
Apostle	Sholem Asch	1943	Putnam	554,000
Art of Thinking	Ernest Dimmet	1929	Simon & Schuster; reprints	609,000
Autobiography	Benjamin Franklin	1793	Numerous	1,000,000 +
Autocrat of the Breakfast Table	Oliver Wendell Holmes	1858	Numerous	1,000,000 +
Beau Geste	P. C. Wren	1925	Stokes; reprints	532,000
Beautiful Joe	Marshall Saunders	1911	Judson Press	1,000,000 +
Ben Hur	Lew Wallace	1880	Harper	2,500,000
Berlin Diary (B)	William L. Shirer	1941	Knopf	584,000
Beside the Bonnie Brier Bush	Ian Maclaren	1894	Dodd, Mead	500,000 +
Best of Runyon	Damon Runyon	1938	Stokes; reprints	869,000

Better Homes and Gardens Cook Book	1931	Meredith Pub. Co.	2,000,000 (A)
Beverly of Graustark	1904	Dodd, Mead	500,000 +
Bigger They Come	1939	Morrow; reprints	764,000
Birds' Christmas Carol	1916	Houghton Mifflin	980,000
Black Rock	1908	Revell	600,000 +
Book of Etiquette	1922	Nelson Doubleday	1,000,000 +
Boston Cooking School	1896	Little, Brown	2,157,000
Cook Book			
Brave Men (B)	1944	Holt	655,000
Brewster's Millions	1903	Dodd, Mead	500,000 +
Call of the Wild	1903	Macmillan	1,553,000
Calling of Dan Matthews	1916	Book Supply Co.; Appleton	925,000
C/O Postmaster (B)	1943	Crowell; reprints	600,000 +
Case of the Caretaker's Cat	1935	Morrow; reprints	904,000
Case of the Counterfeit Eye	1935	Morrow; reprints	986,000
Case of the Curious Bride	1934	Morrow; reprints	1,195,000
Case of the Dangerous Dowager	1937	Morrow; reprints	889,000

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TITLE	AUTHOR	DATE	PUBLISHER	SALES
Case of the Howling Dog	Erle Stanley Gardner	1934	Morrow; reprints	653,000
Case of the Lane Canary	Erle Stanley Gardner	1937	Morrow; reprints	941,000
Case of the Lucky Legs	Erle Stanley Gardner	1934	Morrow; reprints	888,000
Case of the Stuttering Bishop	Erle Stanley Gardner	1936	Morrow; reprints	960,000
Case of the Substitute Face	Erle Stanley Gardner	1938	Morrow; reprints	834,000
Case of the Sulky Girl	Erle Stanley Gardner	1933	Morrow; reprints	947,000
Case of the Velvet Claws	Erle Stanley Gardner	1933	Morrow; reprints	863,000
Chinese Orange Mystery	Ellery Queen	1934	Stokes; reprints	1,015,000
Christian's Secret of a Happy Life	Hannah Whitall Smith	1894	Revell	500,000
Citadel	A. J. Cronin	1937	Little, Brown; reprints	526,000
Claudia	Rose Franken	1939	Farrar & Rinehart; reprints	647,000
Covered Wagon	Emerson Hough	1922	Appleton; reprints	600,000 +
Crisis	Winston Churchill	1901	Macmillan	1,061,000
Damon Runyon Favorites	Damon Runyon	1935	Stokes; reprints	776,000
David Harum	Edward N. Westcott	1898	Appleton	1,200,000
Deerslayer	James Fenimore Cooper	1841	Numerous	1,000,000 +
Dere Mable	Edward Streeter	1918	Stokes	615,000

Diet and Health	Lulu Hunt Peters	1924	Reilly & Lee	800,000 +
Dutch Shoe Mystery	Ellery Queen	1931	Stokes; reprints	981,000
Earth and High Heaven (L)	Gwethalyn Graham	1944	Lippincott	635,000
Egyptian Cross Mystery	Ellery Queen	1932	Stokes; reprints	685,000
Escape (B)	Ethel Vance	1939	Little, Brown; reprints	656,000
Essays	Ralph Waldo Emerson	1841	Numerous	1,000,000 +
Etiquette	Emily Post	1922	Funk & Wagnalls	666,000
Evangeline	Henry Wadsworth Longfellow	1847	Numerous	1,000,000 +
Eyes of the World	Harold Bell Wright	1914	Book Supply Co.; Appleton	625,000 +
Five Little Peppers and How They Grew	Margaret Sidney	1880	Lothrop; reprints	1,090,000
For Whom the Bell Tolls (B)	Ernest Hemingway	1940	Scribner; reprints	800,000
Four Horsemen of the Apocalypse	V. Blasco Ibáñez	1918	Dutton; reprints	500,000 (A)
Four of Hearts	Ellery Queen	1938	Stokes; reprints	638,000
Freckles	Gene Stratton Porter	1904	Doubleday, Page; reprints	1,918,000
French Powder Mystery	Ellery Queen	1930	Stokes; reprints	632,000

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TITLE	AUTHOR	DATE	PUBLISHER	SALES
Frenchman's Creek (L)	Daphne du Maurier	1942	Doubleday, Doran reprints	748,000
Girl of the Limberlost	Gene Stratton Porter	1909	Doubleday, Page	1,760,000
Gone with the Wind (B)	Margaret Mitchell	1936	Macmillan	3,625,000
Good Earth (B)	Pearl S. Buck	1931	John Day; reprints	500,000 +
Graustark	George Barr McCutcheon	1901	Dodd, Mead	672,000
Greek Coffin Mystery	Ellery Queen	1932	Stokes; reprints	553,000
Green Dolphin Street (L)	Elizabeth Goudge	1944	Coward-McCann	527,000
Green Light	Lloyd C. Douglas	1935	Houghton Mifflin; reprints	691,000
Hans Brinker	Mary Mapes Dodge	1866	Numerous	1,000,000 +
Harvester	Gene Stratton Porter	1911	Doubleday, Page	1,584,000
Here Is Your War	Ernie Pyle	1943	Holt; reprints	967,000
Hiawatha	Henry Wadsworth Longfellow	1855	Numerous	1,000,000 +
History of the World War	Richard J. Beamish and F. A. March	1919	Winston	960,000
How to Win Friends and Influence People	Dale Carnegie	1937	Simon & Schuster; reprints	2,751,000
Huckleberry Finn	Mark Twain	1885	Harper; others	1,000,000 +

Human Comedy	William Saroyan	1943	Harcourt, Brace; reprints	519,000
I Never Left Home	Bob Hope	1944	Simon & Schuster	1,385,000
If Winter Comes	A. S. M. Hutchinson	1921	Little, Brown; reprints	559,000
In His Steps	Charles Monroe Sheldon	1897	Numerous	8,000,000 (A)
In Tune with the Infinite	Ralph Waldo Trine	1897	Crowell; Dodd, Mead	500,000 +
Inside of the Cup	Winston Churchill	1913	Macmillan	507,000
Janice Meredith	Paul Leicester Ford	1899	Dodd, Mead	500,000 +
Judas Window	Carter Dickson	1938	Morrow, reprints	630,000
Just David	Eleanor H. Porter	1916	Houghton Mifflin; reprints	502,000
Keys of the Kingdom (B)	A. J. Cronin	1941	Little, Brown	622,000
Kings Row	Henry Bellamann	1940	Simon & Schuster; reprints	606,000
Kitty Foyle	Christopher Morley	1939	Lippincott, reprints	501,000
Laddie	Gene Stratton Porter	1913	Doubleday, Page	1,530,000
Land Birds East of the Rockies	Chester A. Reed	1905	Doubleday, Page	735,000 (A)
Last of the Mohicans	James Fenimore Cooper	1826	Numerous	1,000,000 +
Last of the Plainsmen	Zane Grey	1908	McClurg, reprints	586,000

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TITLE	AUTHOR	DATE	PUBLISHER	SALES
Lavender and Old Lace	Myrtle Reed	1902	Putnam	634,000
Leave Her to Heaven (L)	Ben Ames Williams	1944	Houghton Mifflin	745,000
Leaves of Grass	Walt Whitman	1855	Numerous	1,000,000 +
Little Lord Fauntleroy	Frances Hodgson Burnett	1886	Scribner	503,000
Little Men	Louisa May Alcott	1871	Little, Brown; others (since 1899)	999,000 +
Little Shepherd of Kingdom Come	John Fox, Jr.	1903	Scribner	1,100,000
Little Women	Louisa May Alcott	1868	Little, Brown; others (since 1899)	1,731,000
Looking Backward	Edward Bellamy	1888	Houghton Mifflin	558,000
Lost Horizon	James Hilton	1933	Morrow; reprints	1,160,000
Magnificent Obsession	Lloyd C. Douglas	1929	Willet, Clark; Houghton Mifflin; reprints	968,000
Main Street	Sinclair Lewis	1920	Harcourt, Brace	546,000
Man of the Forest	Zane Grey	1920	Harper	613,000
Man Without a Country	Edward Everett Hale	1865	Numerous	1,000,000 +
Message to Garcia	Elbert Hubbard	1898	Roycroft; others	4,000,000 +
Michael O'Halloran	Gene Stratton Porter	1915	Doubleday, Page	1,168,000

Mrs. Miniver (B)	Jan Struther	1940	Harcourt, Brace; reprints Century	1,304,000
Mrs. Wiggs of the Cabbage Patch	Alice Hegan Rice	1903		589,000
Moby Dick	Herman Melville	1851	Numerous	1,000,000 +
Mother	Kathleen Norris	1911	Macmillan; Doubleday, Doran	
Murder of Roger Ackroyd	Agatha Christie	1926	Dodd, Mead; reprints	1,250,000 (A) 750,000 (A)
Mutiny on the Bounty (B)	Charles Nordhoff and James Norman Hall	1932	Little, Brown; reprints	515,000 +
My Friend Flicka	Mary O'Hara	1941	Lippincott	562,000
Mysterious Rider	Zane Grey	1921	Harper	620,000
New Adventures of Ellery Queen	Ellery Queen	1940	Stokes; reprints	925,000
One Hundred Best Poems	Marjorie Barrows (comp.)	1938	Whitman Pub. Co.	1,260,000
One World	Wendell Willkie	1943	Simon & Schuster; reprints	1,648,000
Oregon Trail	Francis Parkman	1849	Numerous	1,000,000 +

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TITLE	AUTHOR	DATE	PUBLISHER	SALES
Our Hearts Were Young and Gay (B)	Cornelia Otis Skinner and Emily Kimbrough	1942	Dodd, Mead; reprints	750,000 +
Outline of History	H. G. Wells	1922	Macmillan; reprints	1,200,000
Over the Top	Arthur Guy Empey	1917	Putnam	505,000
Peacock Feather Murders	Carter Dickson	1937	Morrow; reprints	642,000
Penrod	Booth Tarkington	1914	Doubleday, Page	586,000
Perfect Tribute	Mary Raymond Shipman Andrews	1906	Scribner	500,000
Phantom Lady	William Irish	1942	Lippincott; reprints	583,000
Pilot	James Fenimore Cooper	1823	Numerous	1,000,000 +
Pocket Book of Cartoons	Bennett Cerf (ed.)	1943	Pocket Books	1,000,000 +
Pocket Book of War Humor	Bennett Cerf (ed.)	1943	Pocket Books	1,000,000 +
Pollyanna	Eleanor Stewart	1913	Page; reprints	1,059,000
Prince of the House of David	Joseph Holt Ingraham	1856	Harper	1,000,000 +
Prodigal Women	Nancy Hale	1942	Scribner; reprints	610,000
Progress and Poverty	Henry George	1879	Numerous	3,000,000 (A)
Punch and Judy Murders	Carter Dickson	1937	Morrow; reprints	695,000
Quiet Talks on Power	S. D. Gordon	1904	Revell	500,000 +
Quo Vadis	Henryk Sienkiewicz	1896	Little, Brown	754,000

Random Harvest	James Hilton	1941	Little, Brown; reprints	738,000
Razor's Edge (L)	W. Somerset Maugham	1944	Doubleday, Doran	1,060,000
Rebecca of Sunnybrook Farm	Kate Douglas Wiggin	1903	Houghton Mifflin	1,128,000
Re-creation of Brian Kent	Harold Bell Wright	1919	Book Supply Co ; Appleton	750,000 +
Richard Carvel	Winston Churchill	1899	Macmillan	736,000
Robe	Lloyd C. Douglas	1942	Houghton Mifflin	1,600,000
Rosary	Florence Barclay	1910	Putnam	1,099,000
Scaramouche	Rafael Sabatini	1921	Houghton Mifflin; reprints	525,000
Scarlet Letter	Nathaniel Hawthorne	1850	Numerous	1,000,000 +
Sea Wolf	Jack London	1904	Macmillan	732,000
See Here, Private Hargrove	Marion Hargrove	1942	Holt; reprints	2,500,000
Sheik	E. M. Hull	1921	Dodd, Mead; reprints	1,194,000
Shepherd of the Hills	Harold Bell Wright	1907	Book Supply Co.; Appleton	1,200,000
Siamese Twin Mystery	Ellery Queen	1933	Stokes; reprints	544,000
Simple Life	Charles Wagner	1901	McClure, Phillips; others	1,000,000 +

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TITLE	AUTHOR	DATE	PUBLISHER	SALES
Singing Guns	Max Brand	1938	Dodd, Mead ; reprints	500,000 +
Sketch Book	Washington Irving	1819-20	Numerous	1,000,000 +
Sky Pilot	Ralph Connor	1899	Revell	550,000
So Little Time (B)	John P. Marquand	1943	Little, Brown ; reprints	697,000
Soldiers of Fortune	Richard Harding Davis	1897	Scribner	534,000
Song of Bernadette (B)	Franz Werfel	1942	Viking Press ; reprints	1,000,000
Song of Our Syrian Guest	William Allen Knight	1903	Pilgrim Press	2,000,000 (A)
Spanish Cape Mystery	Ellery Queen	1935	Stokes ; reprints	821,000
Specialist	Chic Sale	1929	Specialist Pub. Co.	1,000,000 +
Spy	James Fenimore Cooper	1821	Numerous	1,000,000 +
Story of a Bad Boy	Thomas Bailey Aldrich	1870	Numerous	1,000,000 +
Story of Philosophy	Will Durant	1927	Simon & Schuster ; reprints	1,045,000
Story of the Bible	Jesse Lyman Hurlbut	1904	Winston	1,800,000 +
Story of the Other Wise Man	Henry Van Dyke	1896	Harper	700,000
Strange Woman (L)	Ben Ames Williams	1941	Houghton Mifflin	575,000
Strength for Service to God and Country	Norman F. Nygaard	1942	Abingdon-Cokesbury	1,042,000
Sun Is My Undoing (B)	Marguerite Steen	1941	Viking Press ; reprints	1,010,000 (A)
Tales	Edgar Allan Poe	1845	Numerous	1,000,000 +

Tarzan of the Apes	Edgar Rice Burroughs	1914	McClurg	750,000
They Were Expendable	W. L. White	1942	Harcourt, Brace; reprints	560,000
Three Men in a Boat	Jerome K. Jerome	1890	Holt	1,000,000 (A)
Thunderhead	Mary O'Hara	1943	Lippincott	531,000
To Have and To Hold	Mary Johnston	1900	Houghton Mifflin	547,000
Tom Sawyer	Mark Twain	1876	Harper	1,500,000 +
Tragedy of X	Barnaby Ross (Ellery Queen)	1932	Viking Press, Stokes; reprints	632,000
Trail of the Lonesome Pine	John Fox, Jr.	1909	Scribner; reprints	1,285,000
Treasure Island	Robert Louis Stevenson	1894	Scribner editions only	1,000,000 +
Tree Grows in Brooklyn (L)	Betty Smith	1943	Harper; reprints	2,000,000 (A)
Trilby	George du Maurier	1894	Harper	1,000,000
Two Years Before the Mast	Richard Henry Davis, Jr.	1840	Numerous	1,000,000 +
Uncle Tom's Cabin	Harriet Beecher Stowe	1852	Numerous	1,000,000 +
Under Cover	John Roy Carlson	1943	Dutton; reprints	712,000
Valley of Decision	Marcia Davenport	1942	Scribner; reprints	590,000
Virginian	Owen Wister	1902	Macmillan; reprints	1,554,000
Walden	Henry David Thoreau	1854	Numerous	1,000,000 +
We	Charles A. Lindbergh	1927	Putnam	543,000

(B) indicates a Book-of-the-Month Club selection; (L) a Literary Guild selection; (A) approximate sales.

TITLE	AUTHOR	DATE	PUBLISHER	SALES
When a Man's a Man	Harold Bell Wright	1919	Book Supply Co.; Appleton	725,000
When We Were Very Young	A. A. Milne	1924	Dutton	500,000
While Rome Burns	Alexander Woolcott	1934	Viking Press; reprints	500,000 +
Wide Wide World	Susan Warner	1851	Numerous	1,000,000 +
Will Rogers	Patrick J. O'Brien	1935	Winston	1,000,000 +
Winning of Barbara Worth	Harold Bell Wright	1911	Book Supply Co.; Appleton; reprints	590,000 +
Yearling (B)	Marjorie Kinnan Rawlings	1938	Scribner	500,000

(B) indicates a *Book-of-the-Month Club* selection; (L) a *Literary Guild* selection, (A) *approximate sales*.

Best Sellers
Before 1880

BEST SELLERS BEFORE 1880

Samuel Richardson's *Pamela*, first novel to be printed in America, published by Benjamin Franklin in 1744, introduced the writer whose novels were probably the most popular of any in the late 18th century.

What readers in the early years of the 19th century were buying is pointed out by Van Wyck Brooks in his *World of Washington Irving*. Describing the selling trips of Parson Weems, traveler for the Philadelphia publisher, Matthew Carey, he says that he "extolled the virtues of *Paradise Lost*, Young's *Night Thoughts* and Thomson's *Seasons*, together with *The Vicar of Wakefield*, and *Robinson Crusoe*. He sold Johnson's *Rambler* and novels by the cartload,—including *Charlotte Temple*, [by Susanna Rowson], the rage of the moment, and Charles Brockden Brown's *Wieland* and *Ormond*,—Cook's *Voyages*, Voltaire's *Charles XII*, Baxter, Watts and Bunyan, and *Female Policy Detected; or The Arts of a Designing Woman Laid Open*. Bard's *Compendium of Midwifery* sold like green peas in the spring when he hit on the notion of calling it the 'grand American Aristotle'; and he sold Thomas Paine's political works, and he also sold *The Age of Reason*, for his own views were liberal, to say the least."

The American Publishers' Circular and Literary Gazette of June 15, 1863, gives some sales figures for the pre-Civil War period: "Who reads an American book? Under this title the Boston *Post* published about three years ago [1860], a series of articles designed to answer, in the most practical manner, Sydney Smith's taunt, 'In the four quarters of the globe, who reads an American book?' It was understood at the time that the writer had access to the most reliable sources for the figures and facts he presented, and we believe no fuller compilation of this branch of literary statistics has been given to the public. Among the most popular and widely-circulated books, written by Americans and referred to by this writer, were the following, the sales of many of which during the past three years would, of course,

FIFTY YEARS OF BEST SELLERS

largely swell the figures then given." This is the sales list, in part, as given by the *Publishers' Circular*:

Washington Irving's Works	800,000
Kane's <i>Arctic Explorations</i>	145,000
Stowe's <i>Uncle Tom's Cabin</i>	310,000
Cummins' <i>The Lamplighter</i>	93,000
Fanny Fern's <i>Fern Leaves</i>	96,000
Abbott's <i>Mother and Child at Home</i>	197,000
Abbott's <i>Young Christian</i>	200,000
Abbott's Juveniles, Harper's editions	750,000
Abbott's <i>Rollo, Lucy, and Jonas</i> books (in all)	1,250,000
Sears's <i>Wonders of the World</i> (both series)	190,000
Ingraham's <i>Pillar of Fire</i>	90,000
Mrs. Willard's Histories	400,000
Marion Harland's Works	125,000
Appleton's <i>New American Cyclopaedia</i>	195,000
Malcolm's <i>Bible Dictionary</i>	140,000
Cooper's Novels (present annual sales)	50,000
Bayard Taylor's Works	150,000
J. T. Headley's Works	186,000
Ik Marvel's Works	70,000
Webster's Spelling-Book (the <i>Blue-Back</i> <i>Speller</i>) (Total to 1859)	30,000,000

The article continues. "It will be noticed that most of the works named are comparatively of modern publication, leaving the inference directly deducible that among the issues of the previous half-century there were hundreds of books which, having 'served their day and generation,' had, in a business point of view, 'fallen asleep.' Of such books as Peter Parley's Series, Gould Brown's *English Grammar*, Smith's *Arithmetics*, Olney's *Geographies*, and vast numbers of literary productions, unquestionably an immense aggregate of volumes must have been circulated. Although perhaps past the reach of a wish, it certainly would be a great favor to American literature if the currency attained by the issues of our old-style publishers of twenty, thirty, or forty years ago could be furnished in some such form as that we have given above."

Uncle Tom's Cabin was of course the big best seller of the

BEST SELLERS BEFORE 1880

mid-19th century and Susan B. Warner's *The Wide Wide World*, considered the epitome of the Victorian era, sold perhaps almost as well. They both had enormous sales in England too.

One of the popular books of the mid-1800's was *St Elmo*, by Augusta Evans Wilson, published by the G. W. Carleton Co. in 1866. According to reports of the time, it was the literary sensation of the country "Towns, steamboats and hotels were named after it and even 'St. Elmo Punch' became a popular beverage throughout the South." It has been estimated that it sold 100,000 copies in three years.

In 1872 the Boston Public Library reported the authors most in demand as Mrs. E.D.E.N. Southworth, Mrs. Caroline Lee Hentz, and Mary J. Holmes. A survey of the popularity of authors made by *The Critic* in 1887 from the sales of a mid-western wholesaler gives this list of writers (in order of demand) whose works were the best sellers of their day:

FICTION. E. P. Roe, Mary J. Holmes, Louisa May Alcott, Harriet Beecher Stowe, May Agnes Fleming, Lew Wallace, Marion Harland, Mrs. E.D.E.N. Southworth, Albion W. Tourgee, James Fenimore Cooper, Nathaniel Hawthorne, Edward Eggleston, F. Marion Crawford, Helen Hunt Jackson, Frances Hodgson Burnett, George W. Cable, Frank R. Stockton, William Dean Howells, Thomas Bailey Aldrich, Henry James.

POETRY. Henry Wadsworth Longfellow, Will Carleton, James Greenleaf Whittier, William Cullen Bryant, Alice and Phoebe Cary, Bret Harte, Ralph Waldo Emerson, John G. Saxe, James Russell Lowell, Oliver Wendell Holmes, Thomas Bailey Aldrich, Bayard Taylor, Edgar Allan Poe, Edmund Clarence Stedman, Walt Whitman

HISTORY William Hickling Prescott, George Bancroft, John Lothrop Motley, Francis Parkman, John B. McMaster.

MISCELLANEOUS. J. G. Holland (complete works), Washington Irving, Oliver Wendell Holmes (prose), Herbert Spencer, Charles Darwin.

The Critic adds: "The most popular book is *Ben Hur*, whose author would stand far higher on the list if, instead of two novels, he had written as many as E. P. Roe or Mrs. Holmes."

Ben Hur, by Lew Wallace, published by Harper in 1880,

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sold 600,000 copies in thirteen years, reached 1,000,000 about 1911. Its total to date is estimated at 2,500,000.

Ramona, published in 1884, sold over 400,000 in its original edition. There have been many editions since the expiration of copyright.

The Critic, in 1884, said, "The late Albert D. Richardson, for instance, was one of the most popular of American authors, if the sale of books is the criterion of popularity, for two of his works, *Field, Dungeon and Escape* and *Beyond the Mississippi*, had a circulation of 225,000 copies. Matthew Hale Smith's *Sunshine and Shadow* sold to the extent of 100,000 copies. J. T. Headley's *History of the Civil War* found 150,000 purchasers. Fifty-five thousand copies were sold of *Knots Untied*, a detective book; and like figures might be given by the column. . . . The most popular American novelist in the commercial sense is, perhaps, the Rev. E. P. Roe, and the first editions of his later novels have consisted of 25,000 copies—a most respectable number, but almost insignificant when compared with the figures of the subscription books. And with what contempt would a publisher in that department look upon the 12,500 copies which constituted the first edition of Mr. Crawford's latest novel! . . . One of the most popular writers of our green salad days was Mistress Fanny Fern. Her *Fern Leaves* had a sale of nearly 100,000 copies, her *Ruth Hall* of 55,000, and her *Shady Side* of 46,000. Few books of their day equalled them in popularity. . . . To come down to later times, American readers have recovered from the Louisa Muhlbach craze, just as people recover from the measles; but while the attack was at the height of its virulence, it was very acute indeed. The writer lost track of the Muhlbach series at the sixteenth volume, but up to that point it had enjoyed a sale of 240,000 volumes, and the aggregate circulation must have been something astounding."

Mr. Barnes of New York, published by its author, Archibald Claverling Gunter, in 1886, was a sensation in its day. Within several months its sales were running at 100,000 a month and it has been estimated that several million copies were sold altogether.

Selective Bibliography

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