



# THE HORATIO ALGER SOCIETY

OFFICIAL PUBLICATION

# NEWSBOY



*Horatio Alger, Jr.*

1832 – 1899

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

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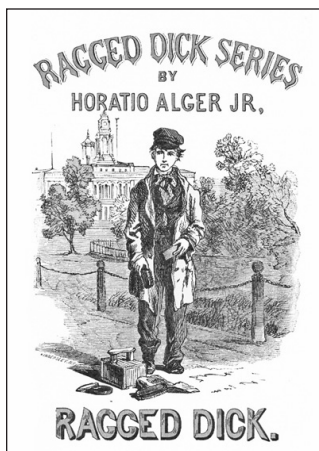
## *'Falling in with Fort Lauderdale'*

- ❖ Convention report
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- ❖ Directors meeting report
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- ❖ Treasurer's report

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High school senior Camila Rodriguez receives the **Strive and Succeed Award** from host James King. Photo by Barry Schoenborn



## *The Failure of Rugged Individualism*

### The Rise and Fall of A.K. Loring

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## President's column

This is my first column as the newly elected president of the Horatio Alger Society and I look forward to serving you over the next two years.

I just returned to Houston from a wonderful weekend in Fort Lauderdale with my Alger Partic'lar Friends. James King hosted our annual meeting and did a superb job. It is always great to talk to people in person rather than virtually.

Bill Gowen's presentation on the artist Lewis J. Bridgman was especially interesting. For years I have seen Bridgman's name on illustrations but really had no idea who the man was. James King's talk on Florida author Kirk Munroe was highlighted by a showing of the books themselves. This was a very special treat. Finally, my talk on Peck's *Bad Boy* was a success since I put less than 50 percent of the room to sleep.

As a side note, the talks went very well despite the fact that someone ripped the screen we used out of the ceiling. That person will remain anonymous at this time.

Over all, the educational talks, book auction and sale and the general camaraderie is hard to beat.

For many of us, the Horatio Alger Society has been a significant part of our book collecting and researching lives for decades. The friends we have made have been life-long. Our journal, *Newsboy*, is a amazing fount of research/knowledge, and the informative articles are hard to beat. It is sad to believe it could all end, but the warning signs are obvious. Membership rolls are shrinking as the average age of the members climbs. New members are certainly not flocking to our Society.

We are not alone, as other such organizations are having similar issues. What to do? Let me start with a basic question. What are your collecting interests? I ask this because it is very relevant to where we are and where we are going as a society.

Most of us, at least in part, collect 19th century juvenile literature. Authors like Alger, Ellis, Castlemon, and Optic are mainstays. But of course there are many others. The specific era is generally the 1860's to 1900 but some of us go back into the 1830's and a number of us go into the late 1930's (until the demise of Tom Swift, Sr.). The publishers collected are most often Porter & Coates, Lee & Shepard, Loring, Estes & Lauriat but there are numerous others.

Why do we collect these books? Most, but not all of

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## HORATIO ALGER SOCIETY

*To further the philosophy of Horatio Alger, Jr. and to encourage the spirit of Strive & Succeed that for half a century guided Alger's undaunted heroes. Our members conduct research and provide scholarship on the life of Horatio Alger, Jr., his works and influence on the culture of America. The Horatio Alger Society embraces collectors and enthusiasts of all juvenile literature, including boys' and girls' series books, pulps and dime novels.*

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

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

*Newsboy* is indexed in the Modern Language Association's International Bibliography. You are invited to visit the Horatio Alger Society's official Internet site at [www.horatioalgersociety.net](http://www.horatioalgersociety.net).

*Newsboy* ad rates: Full page, \$32.00; one-half page, \$17.00; one-quarter page, \$9.00; per column inch (1 inch deep by approx. 3 1/2 inches wide), \$2.00. Send ads, with check payable to Horatio Alger Society, 1004 School St., Shelbyville, IN 46176.

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

## 2018 convention report

*'Falling in with Fort Lauderdale'*

By William R. Gowen (PF-706)

Beautiful South Florida awaited members of the Horatio Alger Society as they began to arrive for the 54th annual convention, "Falling in with Fort Lauderdale," on May 3-6, 2018. This was the Society's first visit to Florida since "Twenty-One in the Sun" in 1985, in Boynton Beach, just up the coast from Fort Lauderdale.

Our convention host, James King, had selected an appropriate venue, the Hampton Inn & Suites in Hollywood, Fla., just minutes from Fort Lauderdale International Airport and centrally located to scheduled events and places of interest to visit over the weekend.

Those arriving early on the afternoon or evening of Wednesday, May 2, had an opportunity to shop or dine on our own, and several of us took advantage of Las Vegas Cuban Cuisine at 2810 Stirling Road, just a couple blocks south of the hotel, one of several South Florida locations for this highly praised family-run operation.

**Thursday, May 3**

Those arriving early visited the immediate area's lone antiquarian bookstore, along with other antique stores or malls. By early afternoon our host arrived with all the registration materials, refreshments and books for the auction that had been shipped to him from various members. Our meeting room, just off the main lobby, was our main gathering point, as was a smaller hospitality

suite at the end of the same hallway.

The major official convention event on Thursday is the Board of Directors meeting, which was called to order by President Richard Hoffman at 4:30 p.m. Items on the agenda included the Treasurer's Report by Barry Schoenborn, Executive Directors Report by Bob Sipes, **Newsboy** Editor's Report by Bill Gowen, the convention host's report by James King, the Nominating Committee's report for officers and directors, and a discussion of possible future convention hosts and locations.

A full report on this meeting, which was adjourned at 6:30 p.m., can be found on Pages 8-9.

Following the meeting, we all sent to dinner on our own at various area restaurants, and following our return, Bob Sipes finished organizing auction material on his spreadsheet for the following afternoon. The group also used the remainder of the evening to socialize.

**Friday, May 4**

The hotel offered an excellent free buffet-style breakfast featuring a variety of traditional menu items (eggs, bacon, hash browns, waffles and a selection of dry cereals, bagels, toast and juice), with 24-hour coffee service available steps away, along with a comfortable eating area, just off the lobby.

At about 8:45 a.m., we gathered in the meeting room for the day's activities, with host James King welcom-

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*Reflections on the convention from our host*

I should like to thank all of the members who made the trip to Fort Lauderdale for our 2018 convention. I trust everybody soaked up sun, surf and sand to their heart's content.

Fortune indeed smiled upon us that week, for no sooner had our Partic'lar Friends packed up and repaired north, than the seasonal monsoons swept in with a vengeance! The month of May turned into a real soaker, with sub tropical storm Alberto capping it off with a deluge! But for our convention it was balmy breezes, sunshine, and a pleasant time with old friends and new acquaintances.

I'll leave the particulars of the convention to our esteemed editor, Mr Bill Gowen, who provides a full report in this issue. I do, however, wish to thank a few persons whose assistance proved invaluable in making this convention a success.

Perhaps no one suffered more my piteous cries for help

than our beloved Barry Schoenborn, whose only crime it seems, was to immediately precede me as convention host. Barry assisted me with virtually every aspect of convention planning, replying to e-mail after tedious e-mail with nary a word of complaint. Perhaps he should write a *Convention Planning for Dummies* book!

To Bill Gowen, considerable thanks is due. Not only did he cobble my incoherent writings and lamentable Commonwealth English into something suitable for this august publication, he also provided many of the beautiful photographs culled from the Internet which accompanied my articles. And lest I forget, it was he who chose our convention's alliterative title "Falling In With Fort Lauderdale" from a list of suggestions I sent him.

You won't recognize the name Ashley Walters, but she was the guidance counselor at St. Thomas Aquinas

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## Editor's notebook

The convention is over, and other than the disappointing turnout, everything went very well and host James King deserves our gratitude and congratulations. My write-up, as well as photos and other information, can be found throughout this issue.

In the weeks leading up to the convention, we received news of the passing of two longtime Partic'lar Friends, both of whom served as convention hosts: Bernie Biberdorf (PF-524) and Milt Ehlert (PF-702). I knew them both personally and they were the perfect examples of the friendliness and camaraderie we treasure in the Horatio Alger Society. They also were regular attendees at our conventions until age and medical reasons intervened.

Bernard A. Biberdorf, who died on March 29 at age 92, lived in the north Indianapolis suburb of Fishers,



**Bernard Biberdorf**

Indiana. He and his wife, Marcy, hosted the 1991 convention, "Indiana Bound, Hoosier Edition" in south suburban Greenwood, one of the best-attended conventions of that period. It was particularly important to me because that's where I first met then-Illinois neighbor Bart Nyberg (PF-879), whose collection of series books was (and still is) spectacular, at his home in Omaha. Starting

that summer, we started book-hunting throughout the Midwest and traveling together to our conventions.

Bernie's convention was also noteworthy because with that May-June convention issue, it marked the start of my tenure as **Newsboy** editor. Those first few issues were not exactly pretty in their appearance because I was unable to switch over to desktop publishing until the following year. Yet even that process took several years to evolve into what we have today: the ability to produce full color pages digitally (instead of the old chemical color-separation process, which was too expensive for us to even think about using).

Another great memory about Bernie's convention was our ability to visit many Indianapolis and nearby Indiana antiquarian bookstores. Sadly, as we learned in recent convention visits to that area and elsewhere, nearly all are gone today, victims of the Internet.



**Milt and Carol Ehlert during the 2004 H.A.S. banquet at Northern Illinois University.**

Through the years, Bernie Biberdorf was one of the real supporters of **Newsboy** and all other H.A.S. activities. He was one of our regular photographers at the conventions, starting with film and sending me up to a hundred color prints (with captions); later converting to a digital camera with excellent results. Just look at **Newsboy** convention issues from the mid-1990s to early 2000s and Bernie's photography is evident everywhere. He also emailed numerous tidbits of information over the years for use as background information or for publication in **Newsboy**. Bernie shared his collection with his Partic'lar Friends when he consigned 91 lots to the auction during the 2013 convention, "Race to Indy."

Bernie was a native of North Dakota, attended high school in South Dakota and received his engineering degree from the South Dakota School of Mines and Technology. He served in the U.S. Army as a field radio instructor in both Korea and Japan, and he married Marcene Schaefer in 1952. Moving to the Midwest, he was a Senior Electrical Engineer for Western Electric for 29 years and a longtime member of Cornerstone Lutheran Church in Carmel, Indiana, and was active as a Cub Scout and Boy Scout leader.

Services were held on April 3 at Cornerstone Lutheran Church. In addition to his wife, Marcy, Bernie is survived by sons Greg (Rebecca) and Todd Biberdorf, and daughter Amy Ferraro; grandchildren Nathan (Rene), Joel, Scott and Ben Biberdorf; and a brother, John Biberdorf (Vinnie). He was preceded in death by three brothers and three sisters. This information was published in the obituary in the April 1 edition of **The Indianapolis Star**.

Milt Ehlert passed away on January 18 at his retirement home in Phoenix, Arizona, where he and Carol had moved in 2013 from Grand Rapids, Michigan. Just 48 days earlier, Carol also died. They had moved to Phoenix to be close to their daughter, Jill Weaver, and her hus-

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# 'Falling in with Fort Lauderdale'

(Continued from Page 3)

ing us to South Florida and outlining some of the events on the schedule the next two days. He asked for a head count for the Saturday afternoon Jungle Queen riverboat cruise, a Fort Lauderdale institution since 1935.

President Hoffman then made his welcoming remarks and outlined the agenda for the day, starting with the formal presentations.

The first talk was by **Newsboy** editor Bill Gowen, titled "Illustrated by L.J. Bridgman: A Statement of Quality," accompanied by slides starting with artist Lewis Jesse Bridgman's illustrations depicting early scenes of the founding years of his historic home town of Salem, Massachusetts.

Bridgman (1857-1931) was best known for early children's picture books (most for Boston publishers such as McLoughlin and H.C. Caldwell), for which he often was both writer and artist.

One of the slides depicted Bridgman's cover and page illustrations for one of his best known works: the cover and interior illustrations for Percy Keese Fitzhugh's fantasy *King Time*, (Caldwell, 1908) including an image of the rare dust jacket, shared by Cary Sternick.

A revelation to those in attendance was a similar child's fantasy book, written by Edward Stratemeyer under his little-known pseudonym "Ray M. Steward"—*The Surprising Adventures of the Man in the Moon* (Lee & Shepard, 1904). He then moved into series books written by such familiar authors as James Otis, "Oliver Optic"



**Outgoing President Richard Hoffman welcomes members to the 2018 H.A.S. convention.** Photo by Barry Schoenborn

(William T. Adams), George Waldo Browne, Annie Fellows Johnston and Clarence Burleigh, among others. Again, Boston publishers predominated, such as Lee & Shepard and L.C. Page.

Cary Sternick followed with a discussion titled "Peck's Bad Boy — A Review," in which he discussed the character Henry "Hennerly" Peck, created by author George Wilbur Peck (1840-1916), starting with the 1883 novel *Peck's Bad Boy and His Pa*, and continuing with *The Grocery Man and Peck's Bad Boy* (1883), *Peck's Bad Boy Abroad* (1905), *The Adventures of Peck's Bad Boy* (1906), *Peck's Bad Boy with the Circus* (1906) and *Peck's Bad Boy with the Cowboys* (1908).

Sternick's presentation was profusely illustrated, with slides, including, in addition to the books, various print, stage and movie adaptations.

The third presentation was James King's "show and

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## Reflections on the convention

(Continued from Page 3)

High School here in Fort Lauderdale. It was her compelling narrative of student Camila Rodriguez's plight and admirable pluck in the face of tragedy which was instrumental in Camila being chosen for this year's **Strive and Succeed Award**. I thank Ms. Walters for the time she took to communicate with me.

I must also express my gratitude to our award recipient, Camila Rodriguez, a charming and talented young lady, who graced our banquet and displayed poise beyond her years. We wish her well. My thanks extend to her family as well, for graciously attending and supporting her.

Perhaps no one is more deserving of our appreciation than Ms. Arva Moore Parks, a respected dignitary and celebrity here in Florida, who took time out of her busy schedule to speak to us about Florida pioneers Kirk Munroe and his wife, Mary Barr. Unbeknownst to me, her son had fallen ill at the last minute and she had to drive herself from Miami to the banquet and back at night. I sincerely thank her for making that commitment to us.

Finally, a convention is only as good as its attendees, and we have some of the best, most devoted conventioners one could wish for. Each one of you contributed to this year's success, and I bid a heart-felt "thank-you" to all.

Sincerely,  
James King (PF-1126)  
jamesreed9@gmx.com

## Editor's notebook

(Continued from Page 4)

band, Patrick. "They enjoyed their new independent life, living in a senior community not far from us," Jill wrote in an April letter to the H.A.S. "Mom, Dad, Pat and I spent our time together every holiday (and yes, Super Bowl is a holiday) and having regular weekly dinners."

Carol Ehlert died Dec. 1, 2017, six months after suffering a stroke. Just two weeks after Carol's death, Milt broke his hip, made a nice comeback from surgery, but later developed pneumonia.

"Dad lived 88 good years and Mom was just shy of 86 years," Jill said. "They valued love, life, family and friends. You [members of the Horatio Alger Society] are included in his list of valuables. You personally touched my Mom and Dad's lives and for this I am grateful. I hope you have as many memories of them as I have."

I first met Milt Ehlert in 1994 when we were planning

the 1994 convention in Grand Rapids, Michigan, which he and Carol co-hosted with Chris and Doug DeHaan. Milt drove us to several area bookstores, we visited his home to see his book collection and we went to the hotel where the convention, "In Search of Treasure," was to be held.

Milt Ehlert's great respect for the H.A.S. was cemented in 2013, when he donated his Alger collection to the annual auction, including more than 50 editions in dust jackets, raising just under \$1,000 for the Society. It was the largest donated book gift since late Executive Director/H.A.S. President Carl T. Hartmann's Legacy Collection was auctioned in 2007 and 2008.

Milt Ehlert was born in Ironwood, Mich., and earned a bachelor's degree from Albion College and a master's from Ohio State University. He was a high school teacher in Grand Rapids, and Carol, also an Albion College graduate, taught elementary school there for 33 years.

In addition to daughter Jill and son-in-law Patrick Weaver, Milt and Carol are survived by two grandchildren and five great-grandchildren.

## President's column

(Continued from Page 2)

us, like the content. It is nostalgia. Of course, we read these books as kids. But there are those who enjoy the illustrations, others appreciate the covers, some find the cultural aspects most important and yet others find the challenge of bibliographical issues fascinating.

There are really countless areas of "the book" that our members enjoy and find to be a crucial part of their collecting lives. But since that appears to be the case, why is it that we, as a society, are not gaining members and expanding as opposed to what actually is happening? Clearly, there must be quite a number of people whose venn diagrams intersect with the interests of our various members.

After lengthy discussions with a number of the attendees at the convention, there is almost unanimous agreement that something needs to be done to increase the longevity of our group. Numerous proposals have been floated and all are being considered.

Let me outline some of the issues:

- The name of the Society is holding us back. Many of us have collecting / research interests that are not primarily Alger. We know that all other authors and publishers of this era are part of the global reach of the Society but outsiders do not. Unfortunately, from the outside looking in, it would seem that only Alger is a within our purview. This issue was discussed by the Board of Directors at our meeting on May 3, and we will be working on a name

change. Whether Alger remains in the name or not is still a subject for serious debate.

- We need a better digital presence. Paying to be a member and get an "in hand" copy of **Newsboy** is important for a lot of us. There are others, however, who might like to read each wonderful issue of **Newsboy** but do not want to pay the membership fee. I would propose a digital membership that could be upgraded to a full membership if desired.

- An expanded Facebook page that will be run by H.A.S. members but would encourage articles, comments, etc. about all 19th and early 20th century authors, books and publishers of our type of juvenile literature. This would be a page that would promote our newly named society.

- Make the auction available to online participants (either real time or by catalogue).

- Some have suggested more convenient geographical locations for conventions to enhance annual attendance. That makes sense.

These are just some ideas. Something needs to happen to keep us viable. Please email or call me with your thoughts.

I promise that my future notes will be much more upbeat.

Your Partic'lar Friend  
Cary Sternick (PF-933)  
26 Chestnut Hill Ct.  
The Woodlands, TX 77380  
(713) 444-3181  
Email: [css3@mac.com](mailto:css3@mac.com)

## 'Falling in with Fort Lauderdale'

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tell" about Florida author Kirk Munroe (1850-1930) and his books for young people. King brought books from his collection, many of the titles in beautiful Scribner's editions, including the very scarce *Flamingo Feather* (1887).

Munroe was born in Wisconsin but moved to South Florida in 1886 and settled in the future Miami-area Coconut Grove community (Miami had yet to incorporate as a city). In addition to his work as an author, he was a conservation activist during the development of modern Florida and was prominent member of the Florida Audubon Society.

Following a short refreshment break, we returned to the conference room for the annual H.A.S. business meeting, called to order by President Richard Hoffman. The first business was a discussion and ratification of the annual reports of the Treasurer, **Newsboy** editor and Executive Director, which were accepted by the membership by voice vote [these reports are summarized in the minutes of the Board of Directors meeting, on Pages 8-9].

The second item on the agenda was the location for future conventions, which is a work in progress. The 2020 convention, to be hosted at Gettysburg, Pa., College by Robert Eastlack, has been approved by the Board of Directors, along with a possible site for 2021, which hinges on several outside factors. However, we had no commitment



**James King discusses the rare first editions of Florida author Kirk Munroe.**

Photo by Barry Schoenborn

at convention time for next year (2019). Executive Director Robert Sipes will be working on this in the coming weeks, and he wants to have a location pinned down for publication in the July-August issue of **Newsboy**.

Hoffman then read the report of the nominating committee. Chaired by Jeff Looney and including Ed Mattson and Bob Huber, the committee's slate of officers and directors, approved by the Board of Directors, was as follows: Cary Sternick for President, James King for Vice President and Barry Schoenborn for Treasurer; for directors, Jack Bales and Michael Morley were nominated for three-year terms and James Keeline for a two-year term, filling out the remainder of King's term due to his

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## 'Falling in with Fort Lauderdale' — Attendance list

**Robert D. Eastlack (PF-557)**  
Lebanon, Pa.

**Jerry Friedland (PF-376)**  
Boynton Beach, Fla.

**William R. Gowen (PF-706)**  
Lake Zurich, Ill.

**Richard B. Hoffman (PF-570)**  
Washington, D.C.

**Robert G. Huber (PF-841)**  
Uniontown, Ohio

**Robert E. Kasper (PF-327)**  
Richmond, Va.

**James King (PF-1126)**  
Plantation, Fla

**William Leitner (PF-381)**  
Delray Beach, Fla.

**Carol Nackenoff (PF-921)**  
Swarthmore, Pa.

**Robert M. Petitto (PF-1086)**  
Carol Stream, Ill.

**Barry Schoenborn (PF-1087)**  
Nevada City, Calif.

**Bob Sipes (PF-1067)**  
Shelbyville, Ind.

**Cary Sternick (PF-933)**  
The Woodlands, Texas

**Linda Sternick**  
The Woodlands, Texas

**Keith Thompson (PF-035)**  
Bellport, N.Y.

**TOTAL: 15**  
**H.A.S. MEMBERS: 14**

Membership	2018	2017	2016	2015	2014	2013	2012	2011
Regular	81	86	93	101	101	101	104	114
Sustaining	13	15	11	11	13	14	8	1
Life*	8	8	6	7	7	8	8	9
Honorary	4	4	4	5	5	4	4	4
Institutions	10	10	10	10	9	10	10	10
<b>Total</b>	<b>116</b>	<b>123</b>	<b>124</b>	<b>134</b>	<b>135</b>	<b>137</b>	<b>134</b>	<b>138</b>

\* Jack Bales is a life member who asked to change his membership and has subsequently paid as a Sustaining Member.

## Horatio Alger Society Board of Directors Meeting

Fort Landerdale, Florida — May 3, 2018

### In Attendance:

Richard B. Hoffman, President

Cary Sternick, Vice President

Barry Schoenborn, Treasurer

William R. Gowen, Editor

Robert G. Sipes, Executive Director

Robert E. Kasper, Past Exec. Director

Robert D. Eastlack, Director

Robert M. Petitto, Director

Carol Nackenoff, Director

James King, Director; host

James Keeline, Director\*

\*Attended via digital presence

### Absent:

Jack Bales, Director

Marlena Bremseth, Director

Arthur W. Smitter, Director

Joseph Strang, Director

Richard Hoffman, President, called the meeting to order at 4:30 p.m. No old issues were noted.

Barry Schoenborn, Treasurer, presented the annual financial report. Gross income for the previous 12 months was \$6,126.77 and expenses were \$6,091.84 resulting in a net profit of \$34.93 for the fiscal year ending April 30, 2018. This is an improvement over the losses for the previous two years, \$784.05 and \$828.56. The gain can be attributed to an increase in dues payments, possibly due to timing of deposits, and a small profit from the 2017 H.A.S. convention. Total cash on hand includes \$8,944.57 in checking deposits and \$9,069.31 in a certificate of deposit for a total of \$18,013.88. [Ed.: The treasurer's report is reproduced on Page 12].

While our year-over-year losses have been small, with a few gains, we need to promote our annual convention and auction to ensure our convention breaks even and the auction proceeds result in gains rather than losses. In support of this we must concentrate on increasing membership, promoting the Sustaining membership option and continuing to solicit high-quality auction material for future conventions. Some discussion ensued regarding options to open our auctions up to either live bidding or pre-bidding by non-attende H.A.S. members.

The regular **Strive & Succeed Award** fund income for the

previous 12 months totaled \$1026.60. This is a slight increase over the previous year and the board voted to award \$1,000 to the recipient selected by the convention host. It was noted that there were no separate **Strive & Succeed** donations made online; however, a couple of online dues renewals contained **Strive & Succeed** donations.

Robert Sipes, Executive Director, reported total membership at 116. This includes 81 Regular members, 13 Sustaining members, 8 Life, 4 Honorary and 10 Libraries. There were 4 new members (1 reinstated) added during the previous 12 months and 11 drops for a net loss of 7 members. The drop in membership is primarily due to the passing of some of our elder members. As greater than 75 per cent of our membership are seniors, this problem will continue without membership growth. Total membership by category is presented in the accompanying table.

Robert Sipes commented that we carry members who are past due on membership dues for months before dropping them. Most end up catching up their dues; however, we currently have seven members who are greater than six months in arrears. This can skew the membership numbers and affects the overall cash flow.

Robert Sipes also reviewed our online social media presence. The H.A.S. Facebook page is slowly growing in membership. However, due to low level of membership activity on the page, our overall reach is very limited. We currently have 176 Facebook members that have liked the H.A.S. page and receive updates. This is up 28 from last year at this time. Many of these Facebook members are not H.A.S. members.

The level of activity on the H.A.S. page is low; however, when a member posts some content, there is a small level of activity implying that increased content would result in increased activity. Increased activity requires increased posts that are interesting and thought provoking.

Cary Sternick led a lively discussion regarding actions the H.A.S. could take to increase its presence, membership and conference attendance. Cary will be driving the identification and evaluation of these activities and soliciting input and subsequent implementation support from anyone interested in participating. Cary and Robert Sipes agreed to begin posting





The Board of Directors meeting on May 3, 2018.

Photo by Bill Gowen

some of Cary’s blog posts to the HAS Facebook page, along with other content. Robert also agreed to begin posting past convention photos and presentation videos to the H.A.S Facebook page.

Robert also discussed our relationship with EBSCO. (You can locate additional information regarding our relationship in past H.A.S. Board meeting minutes.) To date, we have not received any income from EBSCO. However, we have uploaded all issues back to, and including, the Jan/Feb 1992 issue and continue to upload current issues as they are released.

Robert Sipes also provided a status (post-conference) regarding the H.A.S. repository library, which remains robust. NIU continues to provide scans and other reproductions to H.A.S. members upon request. Robert L. Kersch (PF-946) donated a complete set of 64 John C. Winston “Standing Boy” format volumes to the Repository. Lynne Thomas, NIU Curator for Rare Books and Special Collections, has left NIU and taken a position as head of the Rare Book & Manuscript Library at the University of Illinois at Urbana-Champaign. The interim NIU Curator is Sarah Cain. The table below shows the endowment net principal for the past few years. The fluctuations are due to the financial markets and the number of fellowships provided during fiscal year:

NIU HAS Endowment	May-18	May-17	May-16	May-15	May-14
Net Principal	\$49,513.38	\$45,752.93	\$50,764.39	\$52,667.43	\$45,790.37

There were two \$1,000 fellowships provided in FY 2018. Applications for a single \$2,000 fellowship for FY 2019 were being accepted through 31 May 2018 at <http://libguides.niu.edu/rarebooks/fellowships>.

The Horatio Alger Society’s 2019 convention was thoroughly discussed, as we currently do not have a location or host for the 2019 HAS convention confirmed. Robert Sipes is working diligently to firm it up by the time the next issue of **Newsboy** is published this summer.

Bob Eastlack confirmed that he will be hosting the H.A.S. 2020 convention location at Gettysburg College in Gettysburg, Pennsylvania. The 2020 convention will be held later than

usual, during the first weekend in June.

The Nominating Committee Report was presented by Robert Sipes in chairman Jeff Looney’s absence. The nominees for officers and directors were as follows: Cary Sternick for President, James King for Vice President, Barry Schoenborn for Treasurer, and Jack Bales and Michael Morley for 3-year terms as directors, with James Keeline nominated for a 2-year term, filling the remainder of King’s vacated position. The motion to accept the nominees was approved.

James King, Convention host, reported that the current registered attendance was 15 and that the conference was expected to have a loss of approximately \$340. James discussed the actions taken to manage and reduce the costs to achieve break-even accounting; however, the primary impact was the low number of attendees. There was a brief discussion regarding the low volume of auction material and its potential impact to H.A.S. income.

Barry Schoenborn, Webmaster, reported that a considerable amount of bibliographical content created by Robert Eastlack has been added to the website, including all of Alger’s poetry and travelogues. Additional updates and additions to the website are in process.

The **Newsboy** Report was given by William R. Gowen, Editor [see graphic, below]. The print run for **Newsboy** is currently 140 issues. A motion to reduce the print run to 130 issues was approved, reflecting our declining membership. The total annual expense for producing **Newsboy** has remained relatively stable during the past decade. The primary reason is managing the print run based on membership to balance increases in postage and printing costs. Total cost per issue decreased from \$4.31 to \$4.20 for the previous 12 months. This was primarily due to only printing one full-color issue during the fiscal year; although, stable postage and print costs also contributed to the decrease.

An honorarium of \$100 each to the Executive Director, **Newsboy** Editor and Webmaster was approved. The webmaster declined the honorarium for this year.

President Hoffman adjourned the meeting at 6:30 p.m.

Respectfully submitted,

*Robert G. Sipes*

Executive Director  
Horatio Alger Society

Category	May '17 Apr '18	May '16 Apr '17	May '15 Apr '16	May '14 Apr '15	May '13 Apr '14	May '12 Apr '13	May '11 Apr '12
Print Run	140	140	155	160	160	160	160
Number of Color Issues	1	1	2	0	2	1	1
Print Cost per Issue (each)	\$2.78	\$2.81	\$3.22	\$2.23	\$2.82	\$2.36	\$2.29
Total Cost per Issue (each)	\$4.20	\$4.31	\$4.55	\$3.67	\$4.21	\$3.74	\$3.86

# Consignment/donation auction summary

## 2018 consignment auction

### Consignment from Robert E. Kasper:

Title	Publisher	Buyer	Price
<i>Julius, the Street Boy</i>	Holly, wraps	Bob Eastlack	\$15.00
<i>Paul Prescott's Charge</i>	Loring, 4th ed.	Bob Sipes	\$10.00
<i>Mark, the Match Boy</i>	Loring, 2nd ed.	Bob Sipes	\$31.00
<i>Fame and Fortune</i>	Loring, late reprint	Bob Sipes	\$31.00
<i>Joe's Luck</i>	A.L. Burt, Chim. Cor., dj	Bob Eastlack	\$40.00
<i>Strive and Succeed</i>	A.L. Burt, Chim. Cor., dj	Bob Eastlack	\$47.00
<i>In a New World</i>	Hurst, Am. Boys ed., dj	Bob Sipes	\$16.00
<i>Five Hundred Dollars</i>	M.A. Donohue, dj	Dick Hoffman	\$12.00
<i>Do and Dare</i>	Porter & Coates, 1st ed.	James King	\$25.00
<i>Lester's Luck</i>	H.T. Coates, 1st ed.	Bob Eastlack	\$30.00
<i>Rufus and Rose</i>	Loring, 1st ed.	Bob Sipes	\$16.00
<i>Victor Vane</i>	Porter & Coates, 1st ed.	Bob Sipes	\$11.00
<i>The Young Explorer</i>	Loring, 1st ed.	James King	\$150.00
Horatio Alger letter, in frame with engraving		Jerry Friedland	\$200.00
<i>Ben Logan's Triumph</i>	Cupples & Leon, 1st ed.	James King	\$30.00
<i>Joe, the Hotel Boy</i>	Cupples & Leon, 1st ed.	Bill Gowen	\$75.00
<i>Life of Edwin Forrest</i>	Lippincott, 1877, 2 vols.	James King	\$30.00
Alger <i>carte de visite</i> , Student. & Schoolmate, 1867		Bob Sipes	\$60.00
<i>The Nugget Finders</i>	John Shaw, Pilgrim St.	James King	\$2.00

**Lots sold: 19** **Total bids: \$831.00**  
**Commission to H.A.S.: \$166.20**

### Consignment from Barry Schoenborn:

Title	Publisher	Buyer	Price
<i>Bound to Rise</i>	Loring, 1st ed.	Bob Sipes	\$3.00
<i>Charlie Codman's Cruise</i>	Loring, 1st ed.	Carol Nackenoff	\$50.00
<i>Fame and Fortune</i>	Loring, 1st ed.	Dick Hoffman	\$15.00
<i>Falling in with Fortune</i>	Mershon, 1st ed.	James King	\$6.00
<i>Out for Business</i>	Mershon, 1st ed.	James King	\$20.00
<i>Young Captain Jack</i>	Mershon, 1st ed.	James King	\$30.00
<i>Bernard Brook's Advent.</i>	A.L. Burt, 1st ed.	James King	\$6.00
<i>Tom Turner's Legacy</i>	A.L. Burt, 1st ed.	James King	\$6.00
<i>The World Before Him</i>	Penn, 1st ed.	James King	\$30.00

**Lots sold: 9** **Total bids: \$166.00**  
**Commission to H.A.S.: \$33.20**

### Consignment from Bob Sipes:

Title	Publisher	Buyer	Price
<i>The Train Boy</i>	A.L. Burt	Bob Eastlack	\$50.00

**Lots sold: 1** **Total bids: \$50.00**  
**Commission to H.A.S.: \$10.00**

### Consignment from Bob Huber:

Title	Publisher	Buyer	Price
<i>Do and Dare</i>	Westbrook	Bob Sipes	\$2.00
<i>The Young Adventurer</i>	Westbrook	Rob Kasper	\$10.00
<i>Meadow Btook</i>			
by Mary J.. Holmes	F.M. Lupton	Jerry Friedland	\$6.00
<i>The Heiress of Castle Cliffe</i>			
by May Agnes Fleming	F.M. Lupton	Jerry Friedland	\$6.00

**Lots sold: 4** **Total bids: \$24.00**  
**Commission to H.A.S.: \$4.80**

## 2018 donation auction

### Donation by Bill Gowen:

Title	Publisher	Buyer	Price
<i>Charlie Codman's Cruise</i>	S&S Alger Series, 56	James King	\$2.00
<i>W. Sherwood's Probation</i>	H.T. Coates, 1st ed.	James King	\$14.00

### Books by other authors (names listed):

<i>Tom Slade's Double Dare</i>	P.K. Fitzhugh, dj	James King	\$11.00
<i>Yours Truly, Jerry Hicks</i>	Wm. Heyliger, dj	Bob Sipes	\$5.00
<i>Hold that Line!</i>	Harold Sherman, dj	Bob Sipes	\$5.00
<i>Rival Pitchers of Oakdale</i>	M. Scott (Patten), dj	Bob Sipes	\$5.00
<i>Oliver Bright's Search</i>	Edward Stratemeyer	Jerry Friedland	\$2.00
<i>Clif Stirling, Capt. of the Nine</i>	Gilbert Patten	Bob Sipes	\$7.00
<i>The Boy Boomers</i>	Gilbert Patten	Bob Sipes	\$30.00
<i>Four Boys and a Fortune</i>	Everett Tomlinson	James King	\$26.00
<i>The Three Arrows</i>	Edward S. Ellis	Bill Leitner	\$2.00
<i>Richard Dare's Venture</i>	Edward Stratemeyer	Barry Schoenborn	\$2.00
<i>Theodore Roosevelt</i>	Edward Stratemeyer	Carol Nackenoff	\$5.00
<i>Captain Carey</i>	Lionel Lounsberry	Jerry Friedland	\$2.00
<i>Taken by the Enemy</i>	Oliver Optic	Bob Petitto	\$10.00
<i>Within Enemy Lines</i>	Oliver Optic	Bob Petitto	\$10.00
<i>Fighting for the Right</i>	Oliver Optic	Bob Petitto	\$10.00
<i>Stand by the Union</i>	Oliver Optic	Bob Petitto	\$10.00
<i>On the Blockade</i>	Oliver Optic	Bob Petitto	\$10.00
<i>A Victorious Union</i>	Oliver Optic	Bob Petitto	\$10.00

### Donation by Keith Thompson:

<i>Lawrence's Adventures</i>			
by J. T. Trowbridge	J.R. Osgood, 1873	Bob Sipes	\$3.00

### 2018 auction summary:

Donation total (all proceeds to H.A.S.).....	\$181.00
Total bids, consignment auction.....	\$1,071.00
H.A.S. commission, consignment auction.....	\$214.20
Total bids, all auctions.....	\$1,252.00
H.A.S. proceeds, all auctions.....	\$395.20

# 'Falling in with Fort Lauderdale'

(Continued from Page 7)

move to Vice President.

A motion to approve the slate was made by Cary Sternick, seconded by Bill Leitner and ratified by a voice vote. Hoffman then thanked the committee for its work and did likewise for the outgoing directors, Arthur Smither and Bales, who graciously has accepted a new three-year term.

New President Cary Sternick followed with a discussion of plans for the Society's future, which he touched upon in his debut President's Column on Page 2. He plans to continue this important topic in future issues. He noted that hard choices need to be made to boost membership and convention attendance as one means of strengthening the Society's long-term future. President Sternick adjourned the business meeting at 11:45 a.m.

A light on-site lunch of mini-sandwiches (several varieties) and other refreshment immediately followed.

The annual consignment/donation auction followed at 1 p.m., with Bob Huber efficiently moving the 54 lots in a little over an hour, with total bids reaching \$1,252, and the Society netting \$395.20. The complete auction report is on Page 10. The auction total was low because of the low number of attendees and cost of shipping books to Fort Lauderdale.

The rest of the afternoon was free time, with members gathering in the hotel lobby at 5:45 p.m. for the short drive to Grampa's Bakery and Restaurant, where we chose our entrees off a list selected from the menu. The annual Horatio Alger trivia quiz, drafted by Bob Sipes, was won by Rob Kasper.

## Saturday, May 5

After everyone enjoyed the hotel's free breakfast in the dining area just off the lobby, we moved to the meeting room for the annual book sale. For reasons cited above, books were in short supply, but convention host James King brought a nice selection of series books, many in dust jackets. The sale afforded plenty of time to chat about books and other topics.

At about 11 a.m., the members broke into smaller groups for lunch on our own, with a wide choice of nearby restaurants on a list provided by our host. For those not visiting area antique stores or other local attractions, King gathered several attendees who had registered for the *Jungle Queen* afternoon riverboat cruise, an excursion through Fort Lauderdale's New River, labeled by locals



**Auctioneer Bob Huber asks for an opening bid for this Loring Alger edition.**

Photo by Barry Schoenborn

the "Venice of America."

The almost three-hour cruise allowed us to see the many waterfront mansions of the rich and famous, and even those of the infamous, such as Al Capone and Bugsy Siegel. Nearly every property had a dock or launch for the captains of industries' yachts, several 100- to 150-footers as valuable as the properties themselves. At the end of the outward leg, the boat docked at the company's own "tropical isle," which featured exotic birds, monkeys and tropical plants and refreshment stands. The island visit was climaxed by an alligator wrestling show by a very brave wrangler (who showed us his scars to prove it!).

Everyone was back at the hotel by late afternoon in order to set up car pools to the Tropical Acres Steakhouse, a Dania Beach landmark, for the H.A.S. banquet.

Following dinner, we presented the annual **Strive and Succeed Award** to Camila Rodriguez, a graduating senior at St. Thomas Aquinas High School. She attended the banquet with her mother, Claudia Navas, and grandmother, Sonia Navas. Camila's father has been undergoing treatment for cancer, including multiple surgeries in his native Colombia and in Miami, and he was given permission by his doctors to attend Camila's graduation ceremony. Due to her father's health and various family obligations, Camila has been given deferred admission to Columbia University in New York, where she plans to enroll in the fall of 2019 and major in environmental

(Continued on Page 20)

# TREASURER'S REPORT

May 1, 2017-April 30, 2018

## INCOME

Dues income.....	\$3,679.36
Strive & Succeed Award fund income .....	901.60
Special Strive & Succeed .....	125.00
Auction income (2017).....	1,379.00
Merchandise and Advertising:	
Back Issues .....	40.00
Income 2017 Convention.....	0.00
Interest income .....	1.81
<b>TOTAL INCOME .....</b>	<b>\$6,126.77</b>

## EXPENSES

Newsboy expenses:	
Printing.....	2,332.30
Postage.....	1,073.55
Editor's expenses .....	124.90
Total Newsboy expenses .....	\$3,530.75
Convention expenses (2017):	
Host Misc. Gain/Loss.....	(339.59)
Total 2017 convention .....	(\$339.59)
Auction consignment payouts.....	\$788.80
Strive & Succeed Award (2017) .....	\$1,000.00
Administration expenses:	
Exec. Director expenses.....	542.44
Honoraria .....	200.00
PayPal charges.....	4.69
Web Hosting/Domain.....	304.75
Total administration expenses.....	\$1,051.88
Misc. expense.....	\$60.00
<b>TOTAL EXPENSES .....</b>	<b>\$6,091.84</b>
<b>NET INCOME .....</b>	<b>\$34.93</b>

## Balance sheet as of April 30, 2018

### ASSETS

Current assets (checking/savings)	
Checking account .....	\$7,694.57
Certificate of deposit (CD).....	9,069.31
Total checking/savings .....	<u>\$16,763.88</u>
<u>Other Current Assets:</u>	
Banks Estate Sinking Find.....	\$1,250.00
Total Current Assets.....	\$18,013.88
<b>TOTAL ASSETS .....</b>	<b><u>\$18,013.88</u></b>

### LIABILITIES AND EQUITY

Equity:	
Opening balance, equity.....	\$4,763.05
Retained earnings .....	13,215.00
Net income .....	\$34.93
<b>TOTAL EQUITY .....</b>	<b><u>\$18,013.88</u></b>
<b>TOTAL LIABILITIES &amp; EQUITY .....</b>	<b>\$18,763.42</b>

*Submitted by Barry Schoenborn, Treasurer*

May 3, 2018

## MEMBERSHIP

### Change of address

Isaac Trolinder (PF-1136)

P.O. Box 296

St. Paul, IN 47272

### *Are you moving or have other updates?*

Please send any changes to your residential address, email address or telephone number to **Horatio Alger Society, 1004 School St., Shelbyville, IN 46176.**

# The Failure of Rugged Individualism

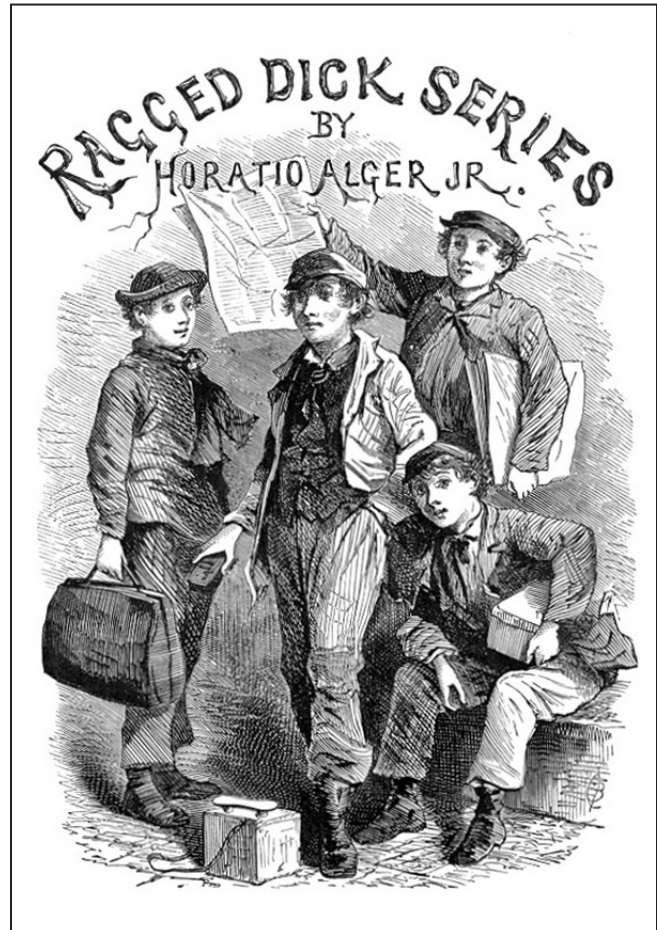
## The Rise and Fall of A.K. Loring

By Madeleine B. Stern

Sometimes the legend faltered, and there was a break in the pattern. A man might start life equipped with the virtues of Poor Richard and the opportunities afforded by the dynamic economy of the nineteenth century, and yet he might end not as a power in the land, but as a ward of the state. Somehow, there were devious bypaths on the golden road from rags to riches. Off the record, the Alger hero did not always rise from the ranks, or, if he rose, he sometimes faltered and fell back. The flaw might lie in the pattern — not always inevitable, not always infallible. Or it might lie in the individual himself who, despite his industry and his ambition, might have a dash of eccentricity that turned him off the glittering “Way to Wealth.” Wherever it lay, the flaw — the possibility of failure — was a fact to be faced, even in that exhilarating century when the application of Franklin’s ethics was so often rewarded with the pot of gold that had come to mean success. “Bound To Rise” was frequently not only a gratifying state of mind, but a realistic state of affairs. On the other hand, sometimes it was just a phrase — the title of a book by Horatio Alger, Jr.

By all the laws of poetic justice, George W. Childs, who, throughout his life was an Alger hero, should have been the publisher of Alger’s books. It is the law of poetic irony, perhaps, that Alger’s actual publisher ended in failure instead of in success. Aaron K. Loring, the publisher of the works of Horatio Alger, Jr., began life in strict conformity to the rules of “Bound To Rise.” As the son of a Massachusetts saddler, his origins were lowly enough — if not so obscure as those of Childs — to start him forth on a steady rise from the ranks. As Alger’s publisher, he had the opportunity and the shrewdness essential for those who “Strive And Succeed.” Yet Aaron K. Loring ended his life not as a host to kings and the proprietor of a great newspaper, but in a Home for Aged Men. Unlike the heroes whose careers he published to the world, he had striven but had not succeeded. His life marks the failure of rugged individualism, the gap in the pattern, the fallibility of the legend.

It was opposite Doane’s Oyster House, and only a step from Ritchie’s Philosophical Instrument Store in Boston, that Aaron



Kimball Loring opened his Select Library in June of 1859. The time and the place augured well for his success. Though Bostonians were at the moment perhaps more interested in the Public Library on Boylston Street, still Loring’s new private enterprise was almost bound to succeed in this mid-century when private enterprise seemed invested with a divine grace. Surely his humble beginnings and his own ambitious intent insured for him a gilded role in a Gilded Age — unless, of course, there was alloy hidden in the metal.

A.K. Loring had been born in 1826 in Sterling, Massachusetts, where his father, Enos, set up as a saddler. Before the thirty-three-year-old bookman established his own circulating library at 319 Washington Street, he had served the customary apprenticeship as clerk and junior partner in Phillips, Sampson and Company. There he must have been grounded in the fundamentals of the trade, for after the death of Moses Phillips and the dissolution of his firm, Loring was able to enter business for himself, much as George W. Childs

(Continued on Page 14)

*This article was originally published as Chapter XI of Madeleine Stern’s Imprints on History: Book Publishers and American Frontiers (Bloomington: Indiana University Press, 1956). It first appeared in the December 1976 issue of Newsboy (Vol. 15, No. 5) with the personal consent of Ms. Stern, and permission by the Indiana University Press.*

# A. K. Loring

(Continued from Page 13)

had done, offering at his library books for circulation and for sale, and installing in addition a full line of stationery.

For two cents a volume for each day, patrons of Loring's Select Library — including such celebrities as George Ticknor, Wendell Phillips, and Edward Everett — might borrow the works of Cooper or Kingsley, Dumas or Thackeray, and they could purchase "very cheap" the surplus books withdrawn from circulation. In time, Loring's "Up-Town Bookstore, Periodical Counter, Fashionable Stationery Store, and Select Circulating Library" made available to Bostonians a variety of English and American magazines, fiction, biography, travels, and history, from the novels of Grace Aguilar to those of Anthony Trollope, from *The Origin of Species* to *Graver Thoughts of a Country Parson*, from the Round-Robin Series and the Leisure-Hour to the Transatlantic. The library's original purpose, "to provide ample supplies of all books of sterling interest and merit, that will be enjoyed by the great mass of readers, as soon as they are published," was kept steadily in view by the astute proprietor through the years. The juvenile department was "appreciated by parents"; the library became a rendezvous of avid readers; and Loring could boast not without reason that "what Mudie's great London Library is to London, Loring's aims to be for Boston."

His Library Catalogues, issued at various times between the 1860s and the 1880s, announced among the features that gave "very great satisfaction" the famous *Revue des Deux Mondes* of Paris, English magazines representing the Conservative, Whig, Free Church, and Liberal points of view, and the native *Godey's*, *North American*, *Atlantic Monthly*, and *Harper's Magazine*. Ranging from a four-page leaflet to a forty-page brochure, Loring's Library Catalogues advertised the books most called for, the English and American fiction in circulation, and the works in constant demand. Between eight in the morning and six in the evening, "every responsible person, whether living in Boston or the Towns surrounding" might take books from the library at the stipulated fee, "cash on delivery."

A house-to-house service, first by boys and then by horse-men, was available. One or two copies of each title were ready for circulation, but six were on hand attesting the popularity of Mrs. Delany's *Autobiography*. Among the Anglophilic subscribers, Wilkie Collins vied with Grace Aguilar, Bulwer with Disraeli, Scott with Charles Reade, while those with

## VETERAN BOOK PUBLISHER.

Aaron K. Loring of Boston.

He Describes the Founding of the Atlantic Monthly—Reminiscences of Longfellow, Emerson, Holmes and Lowell—Two Great Men Who Didn't Speak as They Passed—The First Successful Circulating Library in Boston—Putting "Helen's Babies" on the Market—How Mr Loring Lost "Little Women" and Thereby a Fortune.



A. K. LORING.

Boston Sunday Globe, July 23, 1905, p. 92

a taste for native American productions favored, in time, Louisa May Alcott and Horatio Alger, Jr. Loring's Library Catalogues are an illuminating index to the literary predilections of the time. They are also a guide to his own career, for it was through his library experience that Loring developed the power of gauging popular taste, acquiring an ability that could be put to fruitful use when the library proprietor turned publisher. His training was a harbinger of success in a day when wealth was, theoretically at least, so often the reward of industry and ambition, those twin cardinal virtues of a materialistic age.

The rungs of the towering ladder invited, and Loring did not limit himself for long to a career in circulating libraries. As brisk and as business-like as Childs, but perhaps a bit eccentric as well, he determined to sample every type of literary plum in the Boston market, especially the fruits of publishing. In this pursuit he was, assisted for a time by George W. Dillingham, that colorful, blasphemous gourmand who subsequently was to enter the employ of G.W. Carleton of New York and still later to become a well-known publisher in his own right. As for Loring, though he was admittedly no scholar, he had developed through his library experience very definite and significant ideas about publishing. He knew the type of book that appealed to his patrons and to himself. Moreover, he was convinced that he could launch such a book with success. By 1864, when he had established himself in the juvenile field as the publisher of Mrs. A.D.T. Whitney's *Faith Gartney's Girlhood*, and had formed an association with Horatio Alger, Jr., the author who was to bring him his greatest opportunity for success, Loring wrote down his demands as a publisher

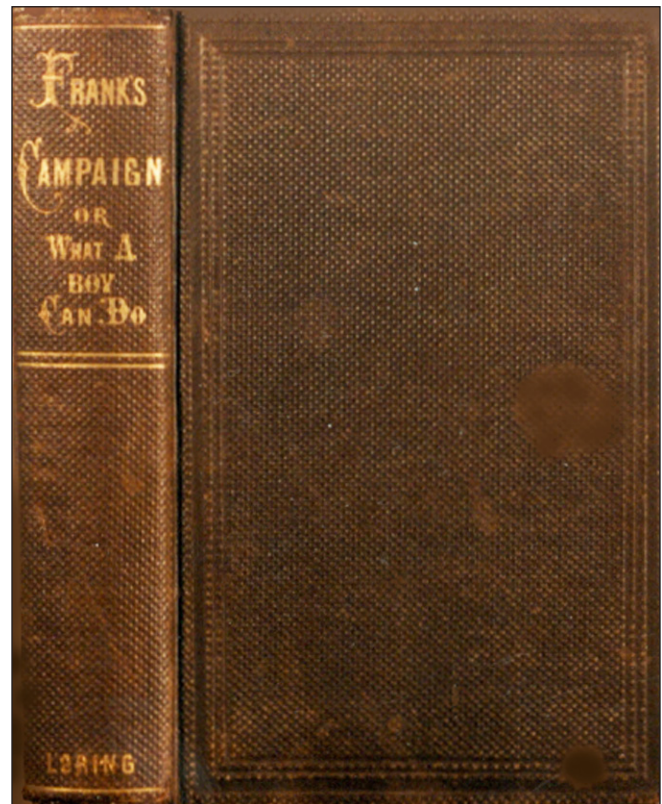
in a letter that reflects not only his own self-confidence, but his extraordinary ability to estimate the popular taste:

I judge a book by the impression it makes and leaves in my mind, by the feelings solely as I am no scholar. — A story that touches and moves me, I can make others read and believe in. — What I like is conciseness in introducing the characters, getting them upon the stage and into action as quickly as possible. — Then I like a story of constant action, bustle and motion. — Conversations and descriptive scenes are delightful reading when well drawn but are too often skipped by the reader who is anxious to see what they do next, and its folly to write what will be skipped in reading. The books you have read and admired, the poetry you love, the music that has enchanted, Paintings and Sculpture admired, the heroic words uttered by earnest thinkers who sway the world rightly introduced add greatly to the enjoyment of the story as they revive and refresh the memory of every reader. ... I like a story that starts to teach some lesson of life goes steadily on increasing in interest till it culminates with the closing chapter leaving you spell bound, enchanted and exhausted with the intensity with which it is written, the lesson forcibly told, and a yearning desire to turn right back to the beginning and enjoy it over again. ... Stories of the *heart* are what live in the memory and when you move the reader to tears you have won them to you forever.

In this unusual self-revelation Loring manifested a publishing creed that was basically practical. He trusted to his instincts rather than to scholarship when he accepted or rejected a manuscript. He demanded primarily a story of action, and he believed in the necessity of a moral lesson. Formed by his observations of readers' choices in his own Select Library, his credo was realistic. He needed only opportunity in the shape of an author who could unite a story of action with a moral lesson and touch Loring's instincts and the public's heart. In a century of opportunity, such an author must be at hand. By the divine grace that attended rugged individuals engaged in honorable private enterprise, such an author must be made known to a publisher with such a credo.

Indeed, such an author was already known to Loring. Either through the good offices of Joseph Henry Allen, the Unitarian clergyman who for a time published *Student and Schoolmate* on Boston's Washington Street, or simply through patronizing Loring's "Up-Town Bookstore," Horatio Alger, Jr. had formed a friendship with the proprietor. Here was an author to whom the Loring creed applied most pointedly, an author who could adapt that creed with brilliant simplicity, an author who was the golden opportunity that came to all who would be self-made men.

Born in Chelsea, Massachusetts, in 1832, Alger had studied at Harvard Divinity School and had done some editing and had



The 1864 stated second edition of *Frank's Campaign*, bound in brown (above) or black pebble-textured cloth, the gold spine lettering matching that of the first edition. It was Alger's first full-length novel for young readers.

written two books — one a collection of stories and essays, the other a narrative poem. In 1864, the year when Loring articulated his creed, he wrote the first of his full-length novels, *Frank's Campaign*. It was a natural sequence of events that Loring should become Alger's publisher — the first publisher of the juveniles of Horatio Alger, Jr. — especially since *Frank's Campaign*, "intended to show how boys can be of most effectual service in assisting to put down the Rebellion," seemed to fill the publisher's demands for a story of action in which a moral lesson was inherent. Moreover, the author was able to promise that "Should 'Frank's Campaign' have the good fortune to find favor among the class for whom it is written, it will be followed by other volumes devoted to boy-life." His promise was destined for a triumphant fulfillment. *Frank's Campaign* was followed in swift order by *Paul Prescott's Charge*, *Helen Ford*, *Timothy Crump's Ward*, and *Charlie Codman's Cruise* — all published by Loring between 1865 and 1867.

In January of 1867 Alger's *Ragged Dick* was begun as a serial in *Student and Schoolmate*, published by Joseph H. Allen on Boston's Washington Street, where Loring still plied his trade. Loring shrewdly realized that here was not only a tale of action with a moral lesson, but a pattern woven from the

(Continued on Page 16)

# A. K. Loring

(Continued from Page 15)

very fabric of American life, a pattern that could be worked and reworked indefinitely. He “immediately made him [Alger] a liberal offer for a series of six volumes on a similar subject, and the ‘Ragged Dick Series’ was the result.”

*Ragged Dick; or, Street Life In New York With The Boot-Blacks* appeared in 1868 over Loring’s imprint. The preface indicates clearly the crystallization of the author’s intent:

“Ragged Dick” was contributed as a serial story to the pages of the *Schoolmate*, a well-known juvenile magazine, during the year 1867. While in course of publication, it was received with so many evidences of favor that it has been rewritten and considerably enlarged, and is now presented to the public as the first volume of a series intended to illustrate the life and experiences of the friendless and vagrant children who are now numbered by thousands in New York and other cities.

At last the pattern was set. Ragged Dick, frank, straightforward, manly, self-reliant, was self-supporting from the age of seven, but since “in this

free country poverty in early life is no bar to a man’s advancement,” Ragged Dick promptly proceeded to advance. Having rescued Little Johnny from drowning and found employment as a clerk in a countingroom, he was Ragged Dick no longer, but Richard Hunter, Esq., a young gentleman on the great American highroad to fame and fortune. “He has taken a step upward, and is determined to mount still higher” — an ascension that might be followed by readers of the promised sequel, *Fame And Fortune; or, The Progress of Richard Hunter*, a story in which the author (along with the publisher) hoped “to exert a salutary influence upon the class of whom he is writing, by setting before them inspiring examples of what energy, ambition, and an honest purpose may achieve.”

Alger had hit upon the perfect interpretation of Loring’s demands. Here indeed was a tale of action coupled with a moral purpose. What was more, the action could be varied as easily as the names of the heroes could be changed. The moral purpose — and hence the purport of the story — would remain the same. But what more inspiring moral to present to the youth of America than this message of Poor Richard couched not in aphorisms but in a lively narrative? It was no dry-as-dust sermon, but a living ethic with which the reader could identify himself and his ambitions. It was a moral that had been realized before and could and would be realized again. Nowhere but in America could the tale be told so often, and so often proven true. At no time but in the nineteenth century could the Alger moral inspire so many Ragged Dicks to the action that would bring them to fortune. Author and

publisher conspired to re-create a legend. The time and the place conspired to bring the legend to happy fruition.

The stories in the Ragged Dick Series followed fast: *Mark, The Match Boy; or, Richard Hunter’s Ward; Rough And Ready; or, Life Among The New York Newsboys* — a history designed to “teach the valuable lesson that honesty and good principles are not incompatible even with the greatest social disadvantages,” and to “serve as an incentive and stimulus to the young people who may read it.” *Ben, The Luggage Boy; or, Among The Wharves* and *Rufus And Rose; or,*



The spines for the six first editions in the Ragged Dick Series.

*The Fortunes Of Rough And Ready* completed the Ragged Dick Series, the “principal object” of which had been “to show that the large class of street boys ... furnishes material out of which good citizens may be made.” In each volume the author had “led his hero, step by step, from vagabondage to ... respectability.” Instead of exceeding truth, he was convinced that he had rather “fallen short” of it, for “many of our most conspicuous public men have commenced their careers as newsboys.”

The publisher, too, was convinced, for in time “half a million” readers testified to the popularity of Alger’s work, at the same time enriching the purse of A. K. Loring. While Joseph H. Allen offered bound volumes of *The Schoolmate*



along with a photographic likeness of Alger at \$2 a volume, Loring took a short-cut to fortune by issuing the serials in book form at \$1.25 each. As for the author, he found that he had “by no means exhausted his subject,” and was “induced to announce a second series.” One after another, indeed often overlapping each other, the Series rolled from Loring’s press: the Luck and Pluck in two series of four volumes each, in the course of which *Bound To Rise* and *Risen From The Ranks* traced the inspiring career of Harry Walton, that second Benjamin Franklin; the Tattered Tom Series; the Brave and Bold Series, in all of which the juvenile public was steadily, fervently, repeatedly, even monotonously reassured that “nowhere ... are such opportunities afforded to those who wish to rise, as in America.”

When Loring’s investigations showed him that Alger’s popularity was increasing in the West and declining in the East, the astute publisher advised his favorite author to reverse his procedure and write stories about the West for boys in the East. Alger heeded the suggestion to “go West,” producing the Pacific Series in which the motif remained the same while only the background shifted. The hero’s prosperity was still “chiefly due to his own energy and industry,” although it was “also true that he was exceptionally lucky. Yet,” Alger reminded his young readers, “his good fortune has been far exceeded by that of numerous adventurous spirits in Colorado, within the last twelve months. Some measure of prosperity generally awaits the patient and energetic worker.”

How often the message had been proven true! Andrew Carnegie had started out as a weaver’s assistant in a cotton factory. Commodore Vanderbilt as a Brooklyn ferryman, Horace Greeley as a day laborer — now they were golden names in a Gilded Age. Indeed, for a time, the publisher himself could testify to the truth of the message. His coffers were enriched as the Alger Series were devoured, along with the Alger legend. Loring’s creed as a publisher had been prophetic. He had, indeed, been able to “make others read and believe in” a story that touched and moved him. He had realized the popularity of “a story of constant action, bustle and motion.” He had, most significantly, perceived the appeal of a tale that taught “some lesson of life.” Loring’s publication of Alger’s works proved the reliability of his instincts as well as the fortune gained from books of action with a moral lesson — with the most inspiring lesson of nineteenth-century American life.

The most fertile field in which to sow such lessons is, or should be, the mind of the young. Loring proceeded to develop his juvenile publications, applying to them the same credo that was proving so successful in the case of Horatio Alger, Jr. Along with the boxed Alger Series, the works of “Laura Caxton” [Elizabeth Barker Comins] for girls, with “elegant illustrations” by the author, Virginia F. Townsend’s successful Breakwater Series, the Fairy-Folk Series by the authors of *The Fairy Egg*, George Macdonald’s books, and Mrs. Whitney’s were issued by Loring. Whether they appeared, like Louisa

May Alcott’s *Proverb Stories*, as Loring’s *Tales of the Day*, in paper copies priced at 50¢, or like Alger’s works, boxed and at \$1.25 or \$1.50 a volume, they were nearly all “best selling juveniles,” supplied by all jobbers, yielding a liberal profit not only to the booksellers but to the publisher.

Loring did not, however, confine himself to the publication of juveniles. As early as 1865 he issued Louisa Alcott’s *Moods*, which, cut down to his specifications of a book that would make “46 letters to the line, 43 lines to the page, and about 286 pages,” brought far greater profit to the publisher than to the author. Miss Alcott received, in addition to the advice to prune the first chapter and make the eleventh less cold,



ten cents on each copy in cloth and five on each in paper. What is more, without consulting the then famous author, the publisher issued a new edition of the work in 1870. Louisa Alcott was observant when she noted that Loring was “a brisk, business-like man who seemed in earnest.”

He was sufficiently ambitious and “in earnest” to expand his pub-

lishing to include, besides his juveniles and Books for Young Ladies, a popular paper-covered Railway Library, Standard English Novels, and Select Novels of the type that was well-thumbed in the equally Select Circulating Library. Loring’s Select Novels consisted of thirty “handsome paper” books priced at fifty cents each, and he issued as well a line of Popular Books by Edmund Yates, Anne Beale, M. B. Smedley, Cecil Griffiths, and others. *Erring, Yet Noble. A Tale of, and for Women* and *Pique. A Tale of the English Aristocracy* were not only published by Loring, but included in his circulating library, where they enjoyed an “enduring popularity.” The gentleman of Washington Street was indulging in no exaggeration when he advertised that “Booksellers attending the Trade Sale should ask for Loring’s publications. They sell.”

The third type of book to which the publisher inclined consisted of Home Manuals, Practical Stories similar to the semi-technical works so popular today. Issued in paper and priced at seventy-five cents, Mrs. Warren’s Practical Stories gave ever-timely advice on *How to Furnish and Adorn a House with*

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# A. K. Loring

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*Small Means, How I Managed My House on £200 A Year, How I Managed My Children from Infancy to Marriage, and Comfort for Small Incomes.* Charles Barnard's books on *Gardening for Money, \$2000 A Year from My Ten Rod Farm, and A Simple Flower Garden for Every Home* were equally "practical" for Boston's amateur horticulturists. Edward Mitchell's *\$5000 A Year; and How I Made It*, the *Dixie Cookery* by Mrs. Barringer of North Carolina, which vied with Prof. Blot's *Lectures on Cookery*, and Dr. Bowen's *Dyspepsia* ("sensibly treated") enriched the coffers already filled with the profits from juveniles and Select Novels. In all three types, the publisher manifested his astuteness in gauging the demands of the day, as well as his briskness in supplying them.

By the mid-seventies Loring had not only established himself as a publisher, but had expanded his circulating library at the corner of Bromfield and Washington Streets, where he had removed. If his observations of readers' interests in the circulating library had taught him the lessons he applied in publishing, his publications in turn increased the revenue from his library, where the works he issued were among those most in demand. The now celebrated "Corner," near the publishing houses of Estes and Lauriat, Gill, and the American Tract Society, numbered among its patrons Longfellow, Emerson, and Lowell. Between his publishing activity and his library he had developed a kind of mutual-benefit system, and Loring's success as a self-made man seemed inevitable.

Yet, Loring was perhaps not quite so single-minded as a self-made man should be. Like Childs he was brisk, business-like, and earnest. But unlike Childs he was also eccentric, and eccentricity may not always be compatible with the kind of rugged individualism that is rewarded with the gold that in the nineteenth century was manna from heaven. Probably it was a certain eccentricity in Loring that induced him, in 1875 or 1876, when George W. Childs was publishing his *Ledger Almanacs* and entertaining the notables of the world in Philadelphia, to set up a coffee house at 1 Bromfield Street, vying with the Boston restaurant proprietors, Haseltine or Rankin. Certainly it was a singular enterprise for the publisher of the best-selling *Helen's Babies* and the works of Horatio Alger, Jr. Perhaps A.K. Loring was trying to identify himself too closely with an Alger hero in an unwritten version of *Brave And Bold; or, The Publisher In The Coffee House*. A reporter for *Publishers' Weekly* noted dolefully that "It is a sad symptom of dull times in the trade when even the publisher of 'Helen's Babies' does not hesitate to declare that he 'don't care any more about books — the coffee-room is worth the whole of 'em.'" At any rate, there were no "net rates or discounts" on coffee, and there was considerable animation in the "soda-water business."

Loring proceeded, therefore, to devote his major efforts to feeding the bodies instead of the minds of his patrons. In addition to coffee, he offered to his indulgent public "our old-fashioned Country Dier-Drink, compounded by Dr. Swett, from roots and herbs." Its medicinal properties were guaranteed to "invigorate the system and correct all derangements caused by excessive heat," a specific most reasonable at five cents "a copy" and somewhat reminiscent of Dr. Wiley's celebrated cough candy or the Cholera Flower Cordial once purveyed by George W. Childs. Childs, however, had started with cough candy and flower cordial and worked his way up to publishing. Loring seems to have preferred the more erratic course of turning from the book room to the coffee house, marching blindly along one of those devious bypaths that intersected the road from rags to riches. As *Town Topics* put it, "Loring, ... as clever a book man as Boston had, became ... fearfully demoralized, and indulged in some of the queerest caprices. He removed his library from one of the best stands in the city to Bromfield Street and actually opened a cheap lunch room in the basement, personally attending to it himself, and refusing to attend to his book business, which as a publisher in the wholesale line was large, during the progress of coffee serving at five cents a cup."

From about 1876 to 1881 Loring continued to combine his library and publishing activities with his coffee enterprise. Then the crash came. Perhaps indeed he had devoted too much of his energy to coffee instead of to books. Perhaps Dr. Swett's "Country Dier-Drink" was less invigorating than he had hoped, or Mrs. Daggett's cooking drew the Bromfield Street diners to her own establishment at No. 5. Perhaps the flaw lay in Loring; perhaps it lay simply in the fact that not all who strove inevitably succeeded, that the lowly and ambitious and industrious were not always "Bound To Rise." Even Alger was not infallible. His own publisher was about to prove it.

On June 15, 1881, Loring's bankruptcy was announced. He was compelled, according to *The American Bookseller*, "to succumb to the pressure of financial embarrassment." At a meeting of the creditors held on June 28, Mr. Shepard reported for the committee that the publisher's gross liabilities were placed at \$28,514.75 and his gross assets at \$19,304.36. Among the assets had been included \$10,230 for stereotype plates, "a sum far larger than they would probably bring." The liabilities included \$3,000 due on copyright and \$8,000 arrears on rent for "his old stand" at the corner of Washington and Bromfield.

At the fall trade sale of September 22 to September 30, Loring's plates were sold, his list scattered among various publishers. In August, in return for "one dollar ... and for other good and valuable considerations," he had already transferred the copyright of *Moods* to Louisa M. Alcott, who was then free to revise the work for Roberts Brothers. In October the firm of Porter and Coates was able to advertise that "having purchased the stereotype plates of the famous 'Alger' Books," the company would issue them "as soon as possible, in new

## About the author ...

New York native Madeleine B. Stern was a true book-lover: she wrote or edited more than 40 books covering various authors and bibliographic subjects, and was the owner, along with Leona Rostenberg, of the appropriately titled Rostenberg & Stern Rare Books in Manhattan. Stern was also founder, in 1960, of the New York Antiquarian Book Fair, still going strong.



**Madeleine B. Stern**

Ms. Stern, who died in 2007 at age 95, had a life-long interest in the life and work of Louisa May Alcott. Her biography of the author (1832-88) was first published by Peter Nevill in 1952 with revised editions in 1971 and 1996. Stern also wrote *Louisa May Alcott: From Blood & Thunder to Hearth and Home* (Northeastern University Press, 1998), and edited several Alcott-

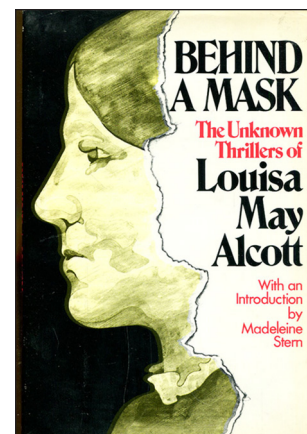
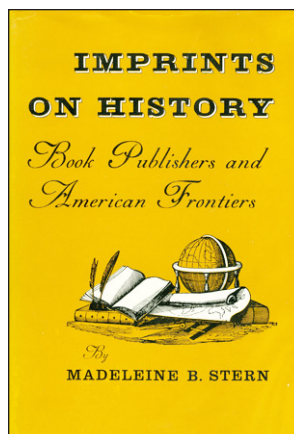
related books, the most prominent among them *Behind a Mask: The Unknown Thrillers of Louisa May Alcott*, along with a sequel (both by William Morrow, 1975, 1976).

It was Rostenberg who in 1942 discovered among archived letters and personal papers that Alcott, best known

and beautiful bindings.” Between 1864, when he had published *Frank’s Campaign*, and 1880, when *The Young Explorer* appeared over his imprint, Loring had issued about thirty-five of Alger’s books and not a year had passed without at least one Alger book on the Loring list. Now, on December 8, 1881, a receipt signed by the bankrupt publisher indicated that he received from Shepard, Sanborn, and Clark, trustees, \$1,118.80. The plates and copyrights had been transferred. A.K. Loring had “retired” from Boston’s publishing scene.

Between 1882 and 1906, the once-successful publisher made sporadic attempts to resume business as stationer, bookseller, and librarian. During those years he changed his address eight times. One could still subscribe at Loring’s for any newspaper, magazine, and fashion-book, American, English, or French. He offered, according to his letterhead, “the best stock of magazines, fashion books, newspapers, and note paper in town.” From 542 Washington Street to Bromfield Street, “just in the rear of the ‘corner’ where he was for many years established,” he wandered, and from Bromfield Street to Bosworth, under Horticultural Hall. But it was not as publisher or even as coffee house proprietor that he was listed, but as stationer, bookseller, or newsdealer.

On April 30, 1906, the eighty-year-old bookman ceased his efforts to cling to the fringes of Boston’s literary life. The *Directory* lists him at a house in the Highlands, 133 West



for *Little Women*, *Jo’s Boys* and related popular domestic novels, also wrote hard-boiled stories for periodicals as by “A.M. Barnard.” Alcott dismissively called them “blood-and-thunder tales,” thus the pseudonym.

Another interesting title in Stern’s *oeuvre* as author is *Sherlock Holmes: Rare Book Collector* (Schulte, 1953).

In addition authoring *Imprints on History*, from which the accompanying chapter on A.K. Loring is excerpted, Stern edited one of the most valuable resources used by researchers of Alger, Optic and numerous other early boys’ authors: *Publishers for Mass Entertainment in Nineteenth Century America* (G.K. Hall & Co., 1980).

Springfield. The house happened to be the Home for Aged Men. Between 1900 and 1906 he had received “outside aid” from that institution, and there, on September 26, 1911, the aged Loring died, “practically unknown to the present generation.” The man who “probably was the most successful retail bookseller and publisher of his time” ended as “the inmate of a charitable institution.”

As the first publisher of the juveniles of Horatio Alger, Jr., that same man had time and again reminded the public that nineteenth-century America was caught up in an inspiring legend. The self-made man could start life humble and obscure and end as a prince among the mighty. *Strive And Succeed. Try And Trust. Bound To Rise*. He had endorsed the titles with his imprint. As George W. had proven the truth of the legend in his rocketing career, A.K. Loring had proven its truth in the books he had published. Now, by his own life as it ended in oblivion, he must prove that the legend was not always true, that a flaw in the pattern or in the man might vitiate the legend even in a Gilded Age.

\* \* \*

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## 2019 Popular Culture Association conference: call for papers

The Popular Culture Association Children's/Young Adult Series Books and Dime Novels division is accepting proposals for presentations at the next PCA/ACA annual conference, to be held in Washington, D.C. from April 17-20, 2019. See <http://pcaaca.org> for more information on the conference, which will be at the J.W. Marriott-Wardman Park, near the National Zoo.

Papers may cover (but are not limited to) any aspect of the following topics: authors, publishers, major characters, themes, readership, bibliography or research methods, social commentary, early or noteworthy genre forms, print culture, special collections, and representation of gender, race, class, etc.

The division has two distinct but related areas of interest: juvenile series books of all types and eras, including 20th-century publications like those of the Stratemeyer Syndicate and its imitators (*Nancy Drew*, *Hardy Boys*, *Tom Swift*, etc.) as well as recent and ongoing series (*Harry Potter*, *Twilight*, *Choose Your Own Adventure*, etc.); and the series books' precursors: early popular publications for

mass audiences of all ages (dime novels, nickel weeklies, story papers, etc.). Papers addressing either or both of these areas will be considered. Several of the annual presenters at the PCA conference are members of the Horatio Alger Society.

Participants do not need to be PCA/ACA members, academics, or professional writers to submit proposals; however, membership in either the PCA or ACA and conference registration are required in order to present.

All participants are requested to submit a 250-word abstract with title. First-time participants with this division are encouraged to submit a 1-2 page proposal, including a bibliography, along with the abstract.

The deadline for paper proposals is October 1, 2018. Early submission is strongly encouraged.

Please send all inquiries to:

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### 'Falling in with Fort Lauderdale'

(Continued from Page 11)

engineering.

The annual H.A.S. awards followed, with the **Carl Hartmann Luck & Pluck Award** going to 2017 convention host Barry Schornborn; the **Newsboy Award** was presented in absentia to Gary Scharnhorst, who (with Jack Bales) wrote *The Lost Life of Horatio Alger* (1985, Indiana University Press), and whose research has resulted in numerous contributions to **Newsboy** over the past four decades. Most recently, more than a dozen "Carl Cantab" short stories from the Boston **Yankee Blade**, discovered many years ago by Scharnhorst at the American Antiquarian Society in Worcester, Mass., are now making their belated first **Newsboy** appearance.

The **Richard Seddon Award**, given to the member who best personifies the spirit and camaraderie of the late Boston-area collector, was presented to Rob Kasper.

The keynote address was presented by Arva Moore Parks, a native of Miami who discussed her family background (her grandfather and father were both lawyers). Arva grew up in the Riverside area of Miami, now Little Havana. She attended Riverside Elementary School and was graduated from Miami Edison Senior High School, where she later taught American History and government there. Her talk included her professional writing career, along with the contributions of famed boy's author and conservationist Kirk Munroe



**Guest speaker Arva Moore Parks at the head table with convention host James King.** Photo by Barry Schoenborn

in the evolution of undeveloped territory into today's modern South Florida.

Following the banquet we returned to the hotel for more socializing, and looked forward to the 2019 convention, whose location will be announced soon!

\* \* \*

Coming in the July-August **Newsboy**: Many more convention photos, including the H.A.S. award winners, plus other important news and another Alger ("Carl Cantab") story from the Boston **Yankee Blade**.