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An advertisement for books published by Emanuel and Marcet Haldeman-Julius, Girard, Kansas. The Little Blue Books were 3 ½ by 5-inch reprints of classical, educational, biographical, and other literature with heavy-paper covers. Originally the books were 25 cents each, but with mass advertising and greater volume, the price was reduced to a dime, later to a nickel. Haldeman-Julius devoted his life to crusading against "bigotry and bunk. prejudices and fanaticism." He believed that the life of the average American was harmed by political, economic, and religious restriction designed to promote inequality. One of his purposes for publishing the Little Blue Books was to inform people about things those in power did not want them to know--self-improvement, birth control, the hypocrisy of religion, and similar topics.

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"LITERATURE'S IMPRESARIO"

An editorial in The St. Louis Post-Dispatch, of September 6, 1922, has the following to say about E. Haldeman-Julius, editor of the Pocket Series:

Haldeman-Julius is an invaluable citizen. He is doing a cultural work of the first magnitude. He is a great business man and one of the country's greatest educators. He is literature's impresario. He is the American Northcliffe, with the immeasurable distinction that while the Englishman was primarily a peddler of trivialities, Haldeman-Julius is a salesman of the verities. Of the Girard publishing house the Bard of Avon himself would say: "There's nothing ill can dwell in such a temple."

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- 134 The Misanthrope. Moliere.
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- 54 Importance of Being Earnest. O. Wilde.
- 8 Lady Windermere's Fan. Oscar Wilde.
- 131 Redemption. Tolstol.
- 99 Tartuffe. Moliere.
- 31 Pellaea and Melisande. Maeterlinck.
- 226 Prof. Bernhardi. Schnitzler.

Shakespeare's Plays

- 240 The Tempest.
- 241 Merry Wives of Windsor.
- 242 As You Like It.
- 243 Twelfth Night.
- 244 Much Ado About Nothing.
- 245 Measure for Measure.
- 246 Hamlet.
- 247 Macbeth.
- 248 King Henry V.
- 249 Julius Caesar.
- 250 Romeo and Juliet.
- 251 Midsummer Night's Dream.
- 252 Othello, The Moor of Venice.
- 253 King Henry VIII.
- 254 Taming of the Shrew.
- 255 King Lear.
- 256 Venus and Adonis.
- 257 King Henry IV. Part I.
- 258 King Henry IV. Part II.
- 259 King Henry VI. Part I.

Fiction

- 260 King Henry VI. Part II.
- 261 King Henry VI. Part III.
- 262 Comedy of Errors.
- 263 King John.
- 264 King Richard III.
- 265 King Richard II.
- 267 Pericles.
- 268 Merchant of Venice.
- 28 The Happy Prince and Other Tales. Wilde.
- 143 In the Time of the Terror. Balzac.
- 182 Daisy Miller. Henry James.
- 162 The Murders in The Rue Morgue. Edgar Allan Poe.
- 345 Clarimonde. Gautier.
- 292 Mademoiselle Fifi. De Maupassant.
- 199 The Tallow Ball. De Maupassant.
- 6 De Maupassant's Stories.
- 15 Balzac's Stories.
- 244 Don Juan and Other Stories. Balzac.
- 318 Christ in Flanders and Other Stories. Balzac.
- 230 The Fleece of Gold. Theophile Gautier.
- 178 One of Cleopatra's Nights. Gautier.
- 314 Short Stories. Daudet.
- 53 Boccaccio's Stories.
- 45 Tolstol's Short Stories.
- 12 Poe's Tales of Mystery.
- 290 The Gold Bug. Edgar Allan Poe.
- 145 Great Ghost Stories.
- 21 Carmen. Merimes.
- 23 Great Stories of the Sea.
- 319 Comtesse de Saint-Gerane. Dumas.
- 38 Dr. Jekyll and Mr. Hyde. Stevenson.
- 279 Will o' the Mill. Markheim. Stevenson.
- 311 A Lodging for the Night. Stevenson.

History, Biography

- 312 Life and Works of Laurence Sterne. Gunn.
- 328 Addison and His Times. Finger.

- 27 Last Days of a Condemned Man. Hugo.
- 151 Man Who Would Be King. Kipling.
- 148 Strength of the Strong. London.
- 41 Christmas Carol. Dickens.
- 57 Rip Van Winkle.
- 100 Red Laugh. Andreyev.
- 195 Seven That Were Hanged. Andreyev.
- 102 Battle of Waterloo. H. G. Wells.
- 85 Attack on the M.U.I. Zola.
- 156 Andersen's Fairy Tales.
- 158 Alice in Wonderland. Bulwer Lytton.
- 37 Dream of John Ball. William Morris.
- 40 House and the Brain. Bulwer Lytton.
- 72 Color of Life. E. Haldeman-Julius.
- 198 Majesty of Justice. Anatole France.
- 215 The Miraculous Revenge. Bernard Shaw.
- 24 The Kiss and Other Stories. Chekhov.
- 285 Euphorion in Texas. George Moore.
- 219 The Human Tragedy. Anatole France.
- 196 The Marquise. George Sand.
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- 29 Dreams. Olive Schreiner.
- 232 The Three Strangers. Thomas Hardy.
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- 324 Life of Lincoln. Bowers.
- 323 The Life of Joan of Arc.
- 339 Thoreau—the Man Who Escaped From the Herd. Finger.
- 126 History of Rome. A. F. Giles.
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- 185 History of Printing.
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- 104 Battle of Waterloo. Victor Hugo.
- 52 Voltaire. Victor Hugo.
- 125 War Speeches of Woodrow Wilson.
- 22 Tolstol: His Life and Works.
- 143 Bismarck and the German Empire.
- 286 When the Puritans Were in Power.
- 343 Life of Columbus.
- 66 Crimes of the Borgia. Dumas.
- 287 Whistler: The Man and His Work.
- 51 Bruno: His Life and Martyrdom.
- 147 Cromwell and His Time.
- 236 State and Heart Affair of Henry VIII.
- 50 Palne's Common Sense.
- 88 Vindication of Palne.
- 33 Brann: Smasher of Shame.
- 163 Sex Life in Greece and Rome.
- 214 Speeches of Lincoln.
- 276 Speeches and Letters of Geo. Washington.
- 223 Essay on Swinburne.
- 144 Was Poe Immortal? Whitman.
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- 261 Satan and the Saints.
- 87 Church History. H. M. Tichenor.
- 169 Voices From the Past.
- 296 Life of Shakespeare and Analysis of His Plays.
- 123 Life of Madame Du Barry.
- 139 Life of Dante.
- 69 Life of Mary, Queen of Scots. Dumas.
- 5 Life of Samuel Johnson. Macaulay.
- 174 Trial of Wm. Penn.

Humor

- 291 Jumping Frog and Other Humorous Tales. Mark Twain.
- 193 Wit and Wisdom of Charles Lamb.
- 18 Idle Thoughts of an Idle Fellow. Jerome.
- 166 English as She Is Spoke. Mark Twain.
- 231 Eight Humorous Sketches. Mark Twain.
- 25 Artemus Ward. His Book.
- 187 Whistler's Humor.
- 216 Wit of Heinrich Heine. Geo. Eliot.
- 20 Let's Laugh. Nasby.

Literature

- 278 Friendship and Other Essays. Thoreau.
- 195 Thoughts on Nature. Thoreau.
- 194 Lord Chesterfield's Letters.
- 48 Bacon's Essays.
- 63 A Defense of Poetry. Shelley.
- 97 Love Letters of King Henry VIII.

(Continued on next page.)

Haldeman-Julius Company, Dept. 29, Girard, Kansas.