



AN EXHIBITION

at

THE GROLIER CLUB OF NEW YORK

JOHN WILEY & SONS

200 Years of Publishing

Peter Booth Wiley & Frances Chaves

CURATORS



WILEY

JOHN WILEY & SONS, INC.

Catalogue of an Exhibition at The Grolier Club, New York
September 15–November 20, 2010

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This book was set in Sabon 11/15pt. It was printed and bound by Courier/Kendallville.
The cover was printed by Moore Langen.

This book is printed on acid-free paper.

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ISBN 978KCTLG01555

Printed in the United States of America

10 9 8 7 6 5 4 3 2 1

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Foreword

John Wiley & Sons, Inc., is honored to have The Grolier Club of New York host the exhibition **John Wiley & Sons: 200 Years of Publishing**, conceived during the company's bicentennial in 2007. We thank the Council and staff of The Grolier Club, in particular Eric Holzenberg, Director, Robert J. Ruben, M.D., Chairperson, Committee on Public Exhibitions, and Megan Smith, Exhibitions Coordinator, for their support and assistance in presenting the exhibition.

The Grolier Club is the oldest bibliophile club in North America and one of the first organizations in the country to treat books and prints as objects worthy of display on a par with painting and sculpture. Wiley has a venerable history as well. Founded during the presidency of Thomas Jefferson, it has produced books for more than two centuries, evolving into a modern corporation that develops and delivers content in print and online. All the while, the company has remained dedicated to publishing and has not been subsumed into a larger corporation, and the Wiley family continues to be actively engaged in the business. No other American publisher can match this tradition.

Wiley and The Grolier Club are hardly strangers. The Club has a number of Wiley publications in its collections, one of which it has generously loaned for the exhibition: John Ruskin's 1884 *Ariadne Florentia*, published by John Wiley, great-grandfather and great-great-grandfather of the family members who are currently involved in the company's business.

The exhibition has given Wiley the welcome opportunity to review 203 years of publications from its collection of more than 800 noteworthy, historic books in order to choose the selection on display. With rare and first edition books dating back to 1811, enhanced by original documents, artwork, and photographs from the company's archives and the Wiley family's collections, the exhibition traces one company's growth while representing the development of the American publishing industry, the nation's coming of age, the evolution of modern science, and the emergence of a global community.

Wiley celebrated its bicentennial in 2007 with the publication of a major history, *Knowledge for Generations: Wiley and the Global Publishing Industry, 1807-2007*, available at the exhibition. Where *Knowledge for Generations*

offers an overview of the Wiley story, the exhibition affords an opportunity to focus on the character and quality of the company's publications, and the abiding values they have embodied from the earliest days:

- The commitment to transforming information into knowledge and understanding, whether in traditional book form or contemporary digital format.
- The desire to facilitate teaching and learning.
- A dedication to promoting scholarly discourse.
- An abiding allegiance to connecting authors with readers in a multitude of fields, from the earliest literary communities of the new American republic to the most astute bibliophiles and technophiles of the twenty-first century.

Today, no other publisher in the world has leading positions in scientific, technical, medical, and scholarly publishing; professional and trade publishing; and higher education publishing. The vitality of these core Wiley businesses is rooted in the early decades of the company's activity. From publishing the intellectual luminaries of the nineteenth century, Wiley has gone on to publish more than 400 Nobel Laureates, an accomplishment not equaled by any other publisher.

More than two centuries of experience have brought Wiley an understanding of what people want and need to know, and how they find and use that knowledge to discover and rediscover the world. This exhibition suggests the many ways in which Wiley's publications have inspired and enabled people to renew their knowledge. From the curious dilettante to the professional, the academic, the student, and the general reader, generations have trusted Wiley to connect them with content that reveals a deeper level of meaning across a broad spectrum of topics and disciplines.


Thank you, again, to The Grolier Club, and to our many colleagues at Wiley for making this exhibition possible.

PETER BOOTH WILEY
Chairman of the Board

WILLIAM J. PESCE
President and Chief Executive Officer

John Wiley & Sons

200 YEARS OF PUBLISHING



The story of John Wiley & Sons, Inc., leads us along the arc of American publishing history. It is also the story of one family's dedication to the critical importance of the transmission of knowledge and culture through writing, and the thousands of people who over the years have built this historic company. Wiley has remained an independent, family-guided business for over two centuries, a span of time unmatched by any other commercial publisher in North America.¹ From its humble beginnings in 1807 as a print shop-cum-publisher run by Charles Wiley and a helper or two, the company has grown to a complex multinational corporation offering the works of its authors in a variety of formats, both print and digital.

In the early years, the founder published a mixture of American originals, English reprints, and an occasional translation of a European title. Over the first three generations, the Wileys moved from publishing a broadly based list of fiction and nonfiction titles to focusing on scientific and technical works, redefining the company as a leading source of “need-to-know” content for specific audiences. Today Wiley's customers range from the readers of the popular For Dummies series to college students, accountants, architects, chefs, engineers, financial analysts, hospital administrators, psychologists, and scholars and researchers in fields as diverse as anthropology, paleontology, and immunology. The company has publishing operations in 12 countries, recruiting authors on an international basis and delivering the results from one end of the earth to the other.

This catalogue is the collective work of a number of Wiley colleagues, including Peter Booth Wiley, Frances Chaves, John Lehmann-Haupt, Romana Labrosse, Susan Brophy Spilka, and Mary McFadden. They drew heavily on *Knowledge for Generations: Wiley and the Global Publishing Industry, 1807-2007*, which was written by Timothy Curtis Jacobson, George David Smith, Robert E. Wright, Peter Booth Wiley, Susan Brophy Spilka, and Barbara L. Heaney.



The books in this exhibition represent Wiley publications from the earliest days to the present, with a major emphasis on the nineteenth century. Although the exhibition is about Wiley's books, two computer terminals offer samples of Wiley's digital offerings. The options for delivering a book's content have expanded dramatically from Charles Wiley's time to ours. Content that once resided solely between covers as print on paper has escaped into the digital world, where electrons are transferred through the air or via cable from a variety of storage media to the screens of computers, iPhones, iPads, Kindles, and other such devices. Publishers have gone beyond the distribution of content to the creation of tools with which customers can search, shape, and use that content in new ways. Books, however, remain an important part of Wiley's business.

A well-preserved nineteenth-century book and one recently published appear quite similar. Both are printed on paper enclosed between two covers, following the organizational conventions of title page, table of contents, prefatory remarks, and body of text. The publishing functions have remained the same: acquiring, editing, producing, marketing, and selling. But the production process itself is distinctly different. Charles and his helpers edited a hand-written manuscript, lightly at that, set it in type, printed each sheet on a hand-operated press, and then had the sheets cut, sewn, and bound between covers. Mechanical presses, at first powered by horse and then steam, were introduced in the 1820s. Books today are written, edited, and designed electronically, sent to print via the World Wide Web, printed and then assembled by machines (most recently, robotic machines), shipped or even robotically transported to the warehouse, and sent from there to wholesalers and retailers.

The way books are sold has also changed. In the nineteenth century, books were transported by coach, ship, and eventually railroad. They were, before the development of the publisher's sales force, sold by peddlers door-to-door. If a reader lacked access to the growing number of small, independent bookstores, books were most likely to arrive in the mail. Prepublication subscriptions were sold, and editors and reviewers, when not the authors themselves, were often paid for favorable notices. Today, formal distribution systems are precise, efficient, and highly specialized, with sales teams servicing accounts ranging from big franchise stores like Barnes & Noble to online retail outlets like Amazon to libraries, organized into consortia to enhance their bargaining power in licensing collections of journals and major reference works, often in digital format only. Most recently, the proliferation of the Kindle and various other digital devices has driven the rush to deliver digital content to everyday

readers. Regardless of these changes, Wiley continues to publish books, and books will remain part of the Wiley offering for the foreseeable future. Without authors and the mysterious midwifery of publishing, there would be no culture as we know it, and the growth and dissemination of knowledge would have atrophied long ago. Publishing lies at the heart of human progress, and that is the business to which Wiley has dedicated itself for more than 200 years.

The Wileys in the New World

The first John Wiley (1720-1760), a Scot, settled in New Brunswick, New Jersey, in the 1740s and built a distillery before moving to New York City. In New York he built two distilleries on waterfront property leased from Trinity Church, which still stands at the head of Wall Street. John's son, known as Captain Jack (1748-1829), married rum distilling to politics, signing up with the Sons of Liberty. In July 1776, he enlisted in the First New York Infantry, joining Washington's forces in Brooklyn as British forces occupied Manhattan and then crossed the East River to defeat the Americans at the battle of Brooklyn Heights. Jack was promoted to captain within a year, and the next year to brigade-major. He saw action in numerous engagements until 1780, when he married Phoebe Halsted (1757-1829) and became Commissary of Purchases for the New York line. His new posting proved opportune for a businessman-turned-soldier. Jack once stated that he was "duty bound to even spare the coat off my back to supply the necessities of the brave soldier who at the risque [*sic*] of life and health nobly steps forth to defend our Glorious Cause."²

Jack lost everything in a fire that swept the west side of Manhattan in September 1776. Returning to New York after the war, he planned to rebuild, but Trinity Church insisted on steeper terms for his lease. Jack rejected the offer in less than polite language and built a new distillery in Newark, New Jersey, in 1787. Jack and Phoebe both died in 1829, sadly outliving their son, Charles, who predeceased them by three years. Jack, it appears, went to his grave destitute without ever having collected funds owed to him by the federal government for his service in the Continental Army.³

Charles, founder of the family business

Charles Wiley (1782-1826), the eldest of Jack and Phoebe Wiley's five children, founded the family publishing business in 1807 and ran it until his death. Educated we know not where to enter a learned profession, Charles

was apparently forced by reversals in the family business to take up a trade instead. Printing may have accorded with his literary tastes and likely presented a business opportunity in the burgeoning American printing and publishing industry.⁴

For most of the eighteenth century, printers and booksellers in the colonies had focused primarily on locally oriented publications such as newspapers, almanacs, and pamphlets, customarily importing most fiction, history, and reference works from Britain. By the time of the American Revolution, the colonies were developing their own distinct culture, and printers, who had sprung up in all the major cities along the eastern seaboard, turned out everything from religious tracts to government documents, histories, studies of the native terrain and the native population, and political tracts. For a time, Boston was the second most important publishing center after London in the British Empire. In the early nineteenth century, with tariffs increasing and the first generation of native authors emerging, American publishers set about producing more books domestically.⁵

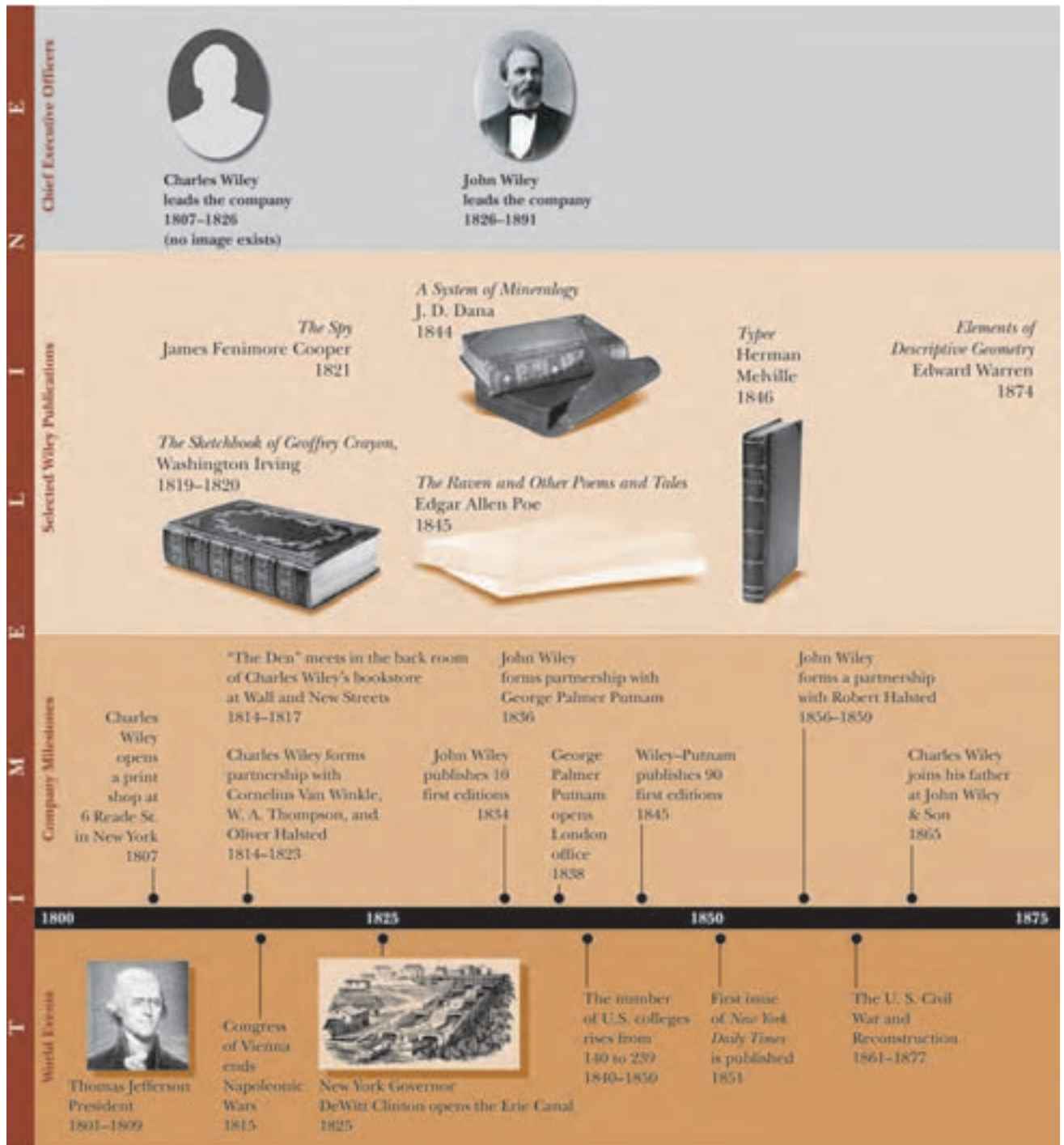
In 1807 Charles opened a print shop at 6 Reade Street, but then his name disappears from city directories until 1811. For a time he and his wife lived in Brooklyn, and it is thought that he worked for another printer, perhaps Isaac Riley. Charles chose an unfortunate time to enter business. Trade at the port of New York fell off dramatically after President Thomas Jefferson imposed an embargo on the import of British goods in 1806 and then a prohibition against any American vessel sailing for a foreign port in 1807. In 1812 and 1813 Charles printed a few titles from a shop at 28 Provost (now Franklin) Street, including some for the legal profession (Cat. 1, 2). Some of these he financed and distributed, emerging clearly as a publisher for the first time. Charles also printed titles for William B. Gilley, Isaac Riley, Moses Thomas of Philadelphia, and Cornelius Van Winkle.

In 1814 Charles formed a partnership with Van Winkle, a well-known printer and author of *The Printers' Guide* (1818), the first manual for American printers on how to use American presses.⁶ Until its dissolution in 1817, their firm was known as Van Winkle & Wiley (Cat. 3, 4, 6-11, 14, 21-23). In 1814 Charles also opened a bookstore at 3 Wall Street, renting the space from which Washington Irving, working at his brother's law firm, had ignored the law in favor of writing. Charles and his family probably lived over his shop, as was customary at the time.⁷ From 1814 on Charles was a bookseller and publisher, leaving the printing to Van Winkle and others who followed.

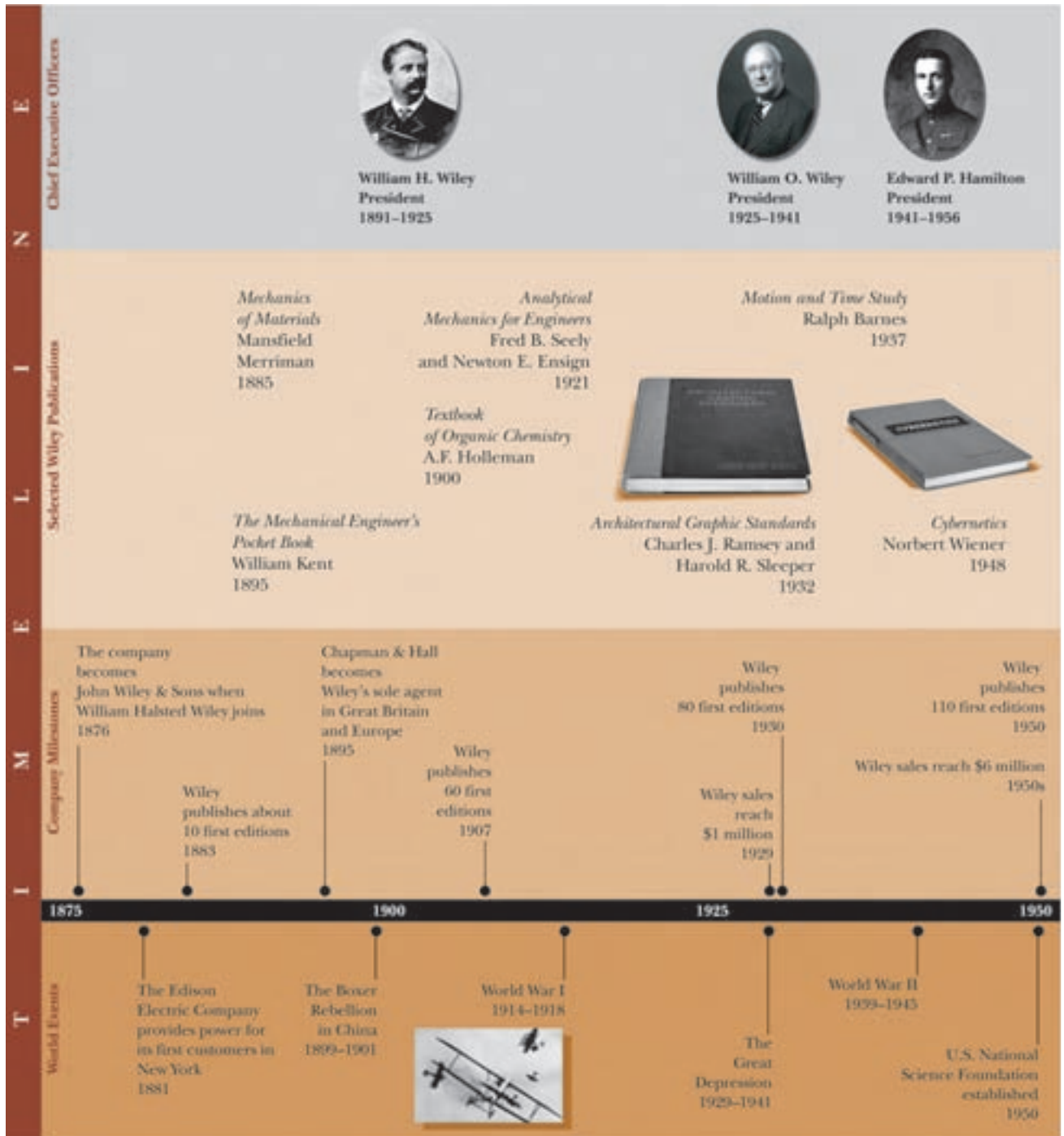
In 1815 Charles and Van Winkle described themselves to British publisher John Murray as “new to the art and mystery of Bookselling.”⁸ The partners had



Wiley's first 200 years



Wiley's first 200 years





W. Bradford Wiley
CEO
1956–1979



Andrew Neilly
CEO
1979–1989



Ruth McMullin
CEO
1989–1990



Charles Ellis
CEO
1990–1998



William J. Pesce
CEO
1998–

Virology
S.E. Luria
1953

*Encyclopedia of Polymer
Science and Technology*
Herman Mark,
Norman Gaylord,
and Norbert
Bikaies
1964



Intermediate Accounting
Donald E. Kieso and
Jerry J. Weygandt
1974

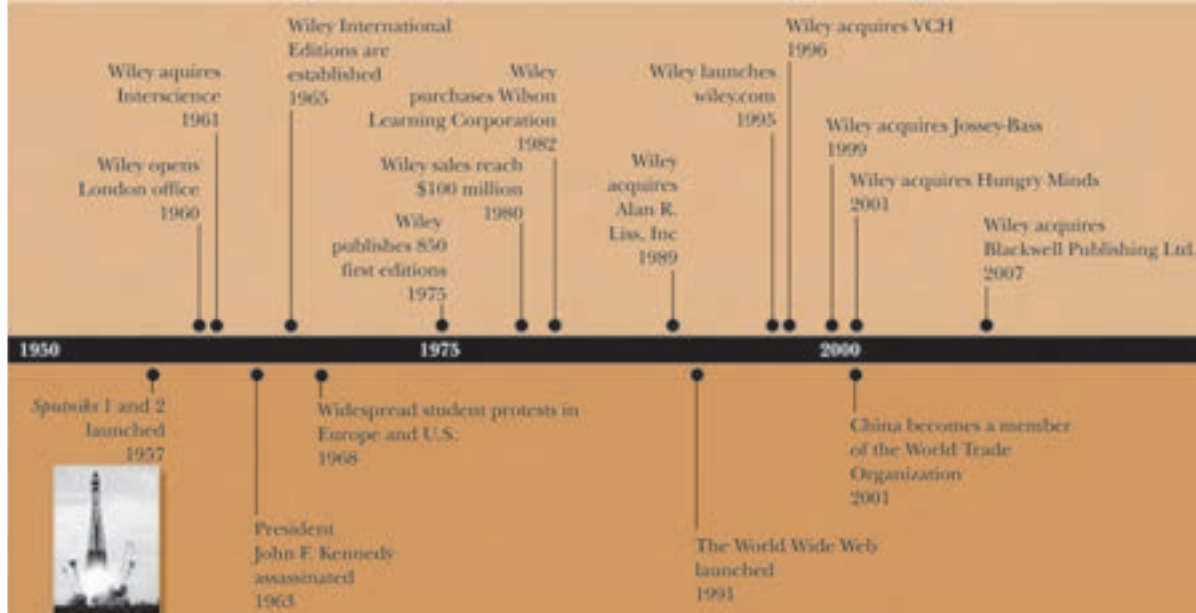
Physics of Semiconductor Devices
Simon Sze
1981

Biochemistry
Donald and
Judith Voet
1990

*The Journal
of
Image-Guided Surgery*
1995



Windows XP for Dummies
2002



just published an American edition of Sir Walter Scott's groundbreaking novel, *Waverley* (Cat. 6), and his poem *The Field of Waterloo*. Set during the Scots' Jacobite Revolt against England in the 1740s, *Waverley* was the first English historical novel. Murray wanted the partners to join Philadelphia publisher Matthew Carey in the distribution of Scott's works, which the partners were eager to do.⁹ (No record of an agreement about distribution between Murray and Van Winkle & Wiley has been found.¹⁰) As Charles added bookselling to his growing skills in printing and publishing, he was also helping to define what it meant to be a publisher. Van Winkle & Wiley functioned mostly as a "vanity press," charging authors for the production cost of their books and assuming none of the risks of production or sale. The company's few remaining documents from this period show that there were no standard arrangements between the first Wiley and his authors. Sometimes the author assumed the risk and paid the publisher for his services; at other times the publisher assumed the risk and paid the author a royalty.

Charles's bookstore, with its ideal location just off Broadway and not far from the busy piers along South Street, served as an outlet for Van Winkle & Wiley books and a place to promote subscriptions for books yet to be published. Combining publishing, printing, and bookselling under one management also served to reduce the transaction costs of book manufacture and distribution, still high in Charles's era. Booksellers and printers were frequently at odds over remuneration, both seeking a larger share of the revenues generated by each book.

Like other early publishers, Charles engaged in all aspects of the business, acquiring manuscripts, editing them, and even overseeing typesetting and sales. Throughout his career, however, his early background in printing stood Charles in good stead when it came to quoting prices to prospective authors and critiquing the work of his printers.¹¹

Charles's New York location was fortuitous. The city offered significant advantages over other publishing centers, such as Boston and Philadelphia. A booming urban center, with a population that exploded from 33,000 in 1790 to 123,000 by 1820, New York was becoming America's commercial and financial center. Relatively easy and fast access to short-term business loans helped New York publishers attract authors and compete against publishers elsewhere, especially in the south and west. As a result, the number of persons and firms in the book trade in New York grew much more rapidly than in Boston, Philadelphia, and Baltimore, and by the middle of the nineteenth century, New York would far outstrip its rivals.¹² Charles was even able to

attract a few manuscripts from New England because, in the words of Bostonian author Richard Henry Dana, “it is far better to send to New York for general distribution than to attempt sending from such an out of the way place as Boston to different parts of the United States.”¹³

By 1817 Charles was a successful bookman, probably more successful as a bookseller than a publisher. However, in early August 1817, the company offered the bookstore for rent, an indication of differences between Van Winkle and Wiley. On September 16, the partnership dissolved “by mutual consent” with Van Winkle keeping the print shop on Greenwich Street and Charles retaining the bookstore. Charles immediately formed a partnership with W. A. Thompson under the name Charles Wiley & Co. Thompson was a New York attorney who probably provided more cash than expertise. The company published books with titles in biography, history, literature, political economy, religion, science, technology, and travel, and also imported titles from London, claiming to have “constantly on hand all the new works” (Cat. 17, 25).¹⁴

Books, though widely owned and read, were still luxury items. Book sales decreased sharply during the Panic of 1819, and the Wiley-Thompson partnership suffered a dramatically reduced publishing schedule starting in 1818 from which Charles recovered only in his last two years of work, almost entirely thanks to the publication of numerous plays. While Charles claimed to be doing well financially—he owed less than \$5,000 and valued his accounts receivable and inventory at \$10,000 each—he had liquidity problems and borrowed \$700 from a friend, wealthy capitalist Henry Brevoort, who made his fortune as John Jacob Astor’s right-hand man and served as Washington Irving’s agent in New York while Irving lived abroad from 1814 to 1832.¹⁵

Charles Wiley & Co. dissolved on March 1, 1820, after which Charles brought his cousin Oliver Halsted into the business. The new company sold an assortment of law books and other titles; many were high-quality originals, not mere reprints of British classics (Cat. 18, 26, 27, 28, 30, Ill. 1). Wiley & Halsted was dissolved in 1823, but Charles continued to publish until his death in January 1826.

Birth of the new American literature: 1807-1826

The subjects of Charles’s early publications ranged widely, but with time he identified two emerging growth areas: the literary works of American authors who were seeking to define a new national literature, and scientific, medical,

and technical titles that would increase the fund of knowledge in the new American republic.

Members of America's early book trade rarely worked alone. They relied on networks of friends and advisors to help cull, acquire, edit, print, promote, and sell books, and even used pseudonyms to write favorable reviews of each other's work. Authors and their friends helped other authors and publishers; publishers came to the aid of authors and even other publishers.

Charles traded in kind, sending some of his titles, for example, to Philadelphia publisher Matthew Carey and receiving some of Carey's titles in exchange. Publishers during the first half of the nineteenth century also joined together in shared imprints, with two or more publishers' names appearing on the title pages (Cat. 16). Such arrangements were designed to take advantage of the regional nature of the book market. For example, Wiley would cover the New York regional market while Carey would manage the area in and around Philadelphia.¹⁶ Book publishers cooperated with newspaper and magazine editors, too. The latter needed content, the former coverage for their titles and exposure for their content. In a time before international copyright agreements, the dearth of worthy American literature was sometimes blamed on the pirating of foreign works, particularly British works, by American publishers, who were flooding the local market with European imports. Charles is known to have pirated foreign authors as well (Cat. 6, 15).¹⁷

Charles lived and worked in the midst of a circle of young New York writers who were passionate about developing an American literature and eager to defend their work and their country against what they considered the snide and dismissive judgments of British literary critics and travel writers. Charles was held in particular esteem. Even James Kirke Paulding, a Van Winkle & Wiley author who considered publishers "philistines" and "rogues," described himself as "bound to take care they [Van Winkle and Wiley] are not injured."¹⁸

The New York group was at first defined by the early and intimate friendships of Washington Irving, Paulding, Brevoort, Gulian Verplanck, and naval hero Captain Stephen Decatur, known for his battles with the Barbary pirates of North Africa and the controversy surrounding the surrender of the *Constellation* during the War of 1812.¹⁹ Van Winkle & Wiley would publish the proceedings of the Court of Inquiry that exonerated Decatur (Cat. 7). Charles appears to have met Paulding first when Charles printed *The Diverting History of John Bull and Cousin Jonathan*, Paulding's satiric account of the run-up to the U.S. declaration of war against the British in 1812. The next year Charles worked with Irving and Paulding printing *The Analectic Magazine* for Moses



Thomas of Philadelphia (Cat. 21). Irving was the editor and Paulding a regular contributor. In the short-lived *Analectic*, Paulding wrote, “We shall never be truly independent . . . till we make our own books, and coin our own words—two things as necessary to national sovereignty as making laws and coining money.”²⁰

After Charles settled permanently at 3 Wall Street, the bookstore’s back room became well known as The Den, a gathering place for writers and artists, including Paulding, William Cullen Bryant, James Fenimore Cooper, Verplanck, Asher Durand, Samuel F. B. Morse, and Mordecai Manuel Noah. Irving would have been among them, but he decamped in 1815 for England and the Continent, still not sure whether he wanted to pursue a writing career. Charles’s ties to his literary friends in the Den and later on in Cooper’s Bread and Cheese Club (also known as the Lunch), where Charles was the only publisher-member, were central to his business. According to Wayne Franklin, Cooper’s most recent and authoritative biographer, “Probably the single most important shared interest was the belief on the part of most of the members [of the Lunch] that the kinds of cultural efforts then being undertaken in New York represented a serious attempt to establish cultural independence from Britain.”²¹ The authors offered up their work in a variety of ways, as plays, short stories, poetry, novels, songs, journalism, and essays. They knew that their young nation lived literarily in the shadow of the mother country and resented the condescending attitudes of many of their British counterparts, but were confident that American literature could define its own boundaries on the global literary map.

Charles is best known as the publisher of James Fenimore Cooper (Ill. 2). He also published Washington Irving, but only one of his titles, *The Sketch Book of Geoffrey Crayon* (Cat. 24), and then only when Irving’s friend and agent, Henry Brevoort, sought out Charles’s partner Van Winkle, the printer, after Moses Thomas’s Philadelphia company failed. In 1819 it was announced in the New York press that Wiley had “this day published” the title.²²

Charles’s relationship with Cooper was a longer, more complex and closer one. According to one story, Charles met Cooper (1789-1851) in 1819 or 1820 when Charles was on a book sales tour of upstate New York.²³ More likely they met in New York and were soon fraternizing at Charles’s store, where Cooper became a star performer. According to Franklin, Charles became Cooper’s “closest associate”; he “offered encouragement and advice and generally handled Cooper’s books with skill.”²⁴ In 1820 Cooper began his relationship with Charles by contributing to Wiley’s new journal, *The Literary and Scientific Repository* (Cat. 27, Ill. 1). The next year Cooper offered Charles *The Spy*, his

second novel, a romantic tale of espionage set in Westchester County during the American Revolution (Cat. 30). The book was wildly successful. Sales exceeded expectations: the first printing of 1,000 copies sold out within just three weeks of the December 21, 1821, publication date. Within four months, 8,000 copies were gone, an astonishing number. One year later *The Spy* had passed through three editions.²⁵ Jack Wiley, Charles's father and a veteran of the Revolutionary War, must have spoken for many of his generation when he offered to greet Cooper upon the arrival of "the Mamoroneck [*sic*] stage . . . take off the horses, and with the assistance of others . . . drag [Cooper's coach] throughout the city."²⁶ The book might have been more successful but for a sloppy printing job and conflicts with retailers over the size of the discount that Wiley offered.

Cooper followed up in 1823 with *The Pioneers*, a partial *roman à clef* about his father's founding and development of Cooperstown, New York, on the shores of Lake Otsego (Cat. 31). In *The Pioneers*, he introduced Natty Bumppo, the disaffected frontiersman and friend of the natives who would feature in Cooper's five Leatherstocking Tales. *The Pioneers* was not quite the success that *The Spy* was, but it did sell 3,500 copies as soon as it was published.²⁷ Cooper's next novel, *The Pilot*, was based on the adventures of John Paul Jones, the Revolution's legendary naval hero, a natural for Cooper, who served as a midshipman in the U.S. Navy after being expelled from Yale (Cat. 32). Wiley and Cooper followed their success with *The Pilot* with *Lionel Lincoln* (Cat. 33), a novel set in Revolutionary Boston, with a central character who was ambivalent about the Revolution. Cooper often wrote in haste without sufficient revision, and neither he nor Wiley carefully edited first editions. These problems, coupled with Cooper's less-than-patriotic approach to the Revolution, led to a failure.²⁸

Then, too, Charles had an unfortunate instinct. When deciding amicably with Cooper who would assume the risk and who would derive the greatest benefit from Cooper's books, Charles invariably picked the wrong option. With his first two successes, Cooper launched a career that would make him comfortably well off; after the publication of *Lionel Lincoln* in 1825, Charles found himself in debt.²⁹

We should not ignore Charles's nonfiction publishing, which foreshadowed directions that Wiley would take in the second half of the nineteenth century, with titles that prefigured Wiley's emergence as a leading global publisher at the end of the twentieth. These included Jacob Dyckman's *Dissertation on the Pathology of the Human Fluids* (Cat. 3), the first of a small number of medical titles; Joseph Coppinger's *The American Practical Brewer and Tanner*



(Cat. 10), an odd combination of subject matters; Henry R. Schoolcraft's *A View of the Lead Mines of Missouri* (Cat. 17); and a cookbook, *The Universal Receipt Book* (Cat. 4), which was compiled by A Society of Gentlemen of New York.³⁰ Also notable were titles published for societies, such as *Hints to Emigrants from Europe* for the Shamrock Society of New York and *Transactions of the Literary and Philosophical Society of New York* (Cat. 22). Wiley did not pursue society publishing until late in the twentieth century but would become the largest society publisher in the world with the acquisition of Blackwell Publishing in 2007.

Despite his financial situation, Charles continued to struggle on behalf of the industry. In 1825 he and eight other bookmen combined to hold a more structured wholesale book auction. They sold items from their catalogue, which contained about 400 entries, to the highest bidder. Purchasers of less than \$100 worth of books had to pay cash, but larger purchasers could take books on credit for up to six months. The institution caught on. For at least 30 years, one auction sale at a minimum was held each year in both New York City and Philadelphia, which helped to create a more national market for books.³¹

Though he never traveled outside the U.S., Charles—with the help of Irving in particular—looked beyond the national market to the U.K. and Europe. Through Irving and his own postal connection with British and Scottish publishers, Charles would see his work contribute to what one of Irving's biographers described as the transatlantic republic of letters.³² After Irving published his wildly successful *Sketch Book of Geoffrey Crayon* with Wiley in New York, Irving, fearing British pirates, turned to John Murray, London's most influential publisher, to bring out a British edition. Murray passed, and Irving moved on to John Miller, who brought out an abbreviated version of the New York edition. When Miller's business collapsed, Murray, at the urging of Sir Walter Scott and now aware that Irving was growing in popularity in the U.K., published the *Sketch Book*. With Cooper's *The Spy*, it was Irving who went directly to Murray to get the work published.³³

In 1825 Charles was overseeing the setting of type for Cooper's *The Last of the Mohicans*, the second volume of the Leatherstocking Tales, when he fell ill. Bedridden for several weeks, he succumbed in January 1826, at the age of 41. Cooper quickly moved his work to Carey & Lea in Philadelphia. Even before Charles's death, Carey had offered Cooper a handsome sum for his new book. Cooper mourned his friend's loss, saying "credulous and weak as he was in some aspects, though at bottom [he was] an excellent fellow, and of great good sense—nay, even of talent."³⁴ The reasons for Cooper's qualified



praise are unknown. Was it Charles's health? He had survived yellow fever in 1821. His affinity, like his father's, for the cup? Literature and liquor already traveled hand-in-hand for better or for worse, and Charles, who kept a well-stocked larder, must have joined his friends at the numerous taverns on or near Wall Street. His business practices? On at least two occasions Charles tried to borrow funds to shore up his business, and there was the problem of having chosen the wrong contractual arrangement when working with Cooper. Charles died intestate, and his wife quickly abandoned the bookstore. With no surviving portrait, Charles remains mostly a mystery defined only by a small number of his letters and what little others wrote about him. Whatever the details, Charles would enter the annals of American publishing and American literature as one of its founding fathers.

John Wiley and his partners: 1826-1848

Charles married Lydia Osborn (1780-1840) in 1805, and they had five children: Mary, John, Charles, Martha, and Augustus. Their son John (1808-1891) would carry on the family business with help at times from Augustus, about whom nothing is known. John began working in his father's shop as an apprentice in 1824. Only 17 years old at the time of Charles's death, he was not old enough to enter into legally binding contracts and may have been too young to run the family business immediately. Money was also short, motivating the immediate rental of the bookstore to a stationer. Lydia, who had been a widowed shopkeeper before marrying Charles, may have run the business from another location until John was older. She is listed in the city directory from 1826 to 1829, and a small number of books under the Charles Wiley imprint continued to appear.³⁵

We do know that in 1828 John was employed by Thomas Wardle of Philadelphia as an agent in his extensive book import business. By 1829 John was also a New York agent for Carey & Lea. John was clearly in the bookselling business, but not as a sole proprietor. In 1831 he appears in the New York City directory as a "book agent" at Wall Street near Broad, two blocks from his father's store. His bookselling operation may have grown to the point where he needed an office. In 1832 John opened a bookstore upstairs at 22 Nassau, also in the immediate neighborhood, where he was known to have sold maps in partnership with Andrew T. Goodrich through 1834. The enterprising John also helped distribute the New York City directory to booksellers. Following retail



as it moved north, he opened his next store at 161 Broadway in partnership with George W. Long.³⁶

Starting with one title in 1829, John began to publish, sometimes on his own and at other times in partnership with Andrew T. Goodrich or George W. Long, son of the George Long who had partnered with Charles and the senior Evert Duyckinck to publish an eight-volume edition of *Plutarch's Lives*. Goodrich was the son of James Fenimore Cooper's first printer. The emerging generation of New York publishers often carried on where their fathers had left off. Familial ties continued into the next generation, and John and his associates continued to benefit from the cozy, and sometimes contentious, relationships formed among Washington Irving and his literary friends at a New Jersey estate and cultivated at Charles Wiley's Den and Cooper's Bread and Cheese Club. John, for example, offered a new edition of Cooper's *The Pioneers* in 1832 and went on to publish his *A Letter to His Countrymen* (Cat. 35) in 1834. Cooper's sharply critical attack on American cultural provincialism, in which he threatened to quit writing, was greeted with negative reviews, one describing the increasingly pugnacious Cooper as "a spoiled child."³⁷ No wonder that Carey & Lea passed Cooper, their star author, along to young Wiley, their New York agent. Wiley also offered a reprint of Samuel Whelpley's *The Triangle: A series of numbers upon three theological points*, which his father had published in 1816 (Cat. 11). John favored travel books and Christian moralism, and attempted to enter the magazine business with two unsuccessful launches.³⁸

We know a little more about John than his father. He liked to reminisce about the early days of publishing. He was a conservative Whig and a cautious businessman known as "Honest John." He was a devout Congregationalist who married a minister's daughter. In 1845 he helped found the Church of the Puritans in Union Square and became a deacon there. His church affiliation sheds further light on his complex politics: its pastor, George Barrell Cheever, a frequent Wiley author, was a fervent evangelist and an abolitionist. Cheever attended Bowdoin College with Nathaniel Hawthorne and Henry Wadsworth Longfellow; all three would benefit each other's writing careers.³⁹

Some evidence indicates that John lacked the outgoing personality of his father and George Palmer Putnam, his soon-to-be partner. One would-be author described him as "so timid and indecisive" that his own brother, presumably his helpmate Augustus, advised the author to consult with Putnam. The fiery, nationalistic rebels who gathered around Evert Duyckinck, Jr., Wiley & Putnam's famed editor, found John to be something of a stiff. Duyckinck describes a conversation in which he, a local bookseller, and a Wiley & Putnam author



“compared [John’s] clean, leathery physiognomy to [British historian Thomas] Carlyle’s description of Robespierre . . . [saying] something about a cold fishy submarine.” The conversation turned to what John did for amusement: “He eats Graham bread and for a spice goes to a Prayer meeting.”⁴⁰ Whatever his faults, John would soon find himself aligned with the most important second-generation American writers, many of whom were in outright rebellion against their paternity.

Before describing John and Putnam’s most celebrated literary achievements, let us note that John resumed publishing in another area that attracted his father—the useful arts.⁴¹ First in partnership with George Long, and then in partnership with Putnam, John published a number of titles for students of engineering, mathematics, and surveying written by Charles Davies and Dennis H. Mahan, instructors at the United States Military Academy, the country’s first engineering school (Cat. 38, 39, 40, Ill. 3). These titles reflected John’s interest in practical and professional subjects such as medicine, chemistry, law, mining, tanning, and beer making. Among the books were *Treatise on Topographical Drawing* (1837), *Elements of Trigonometry* (1838), *An Elementary Treatise on Optics, Designed for the Use of Cadets of the United States Military Academy* (1839), *An Elementary Treatise on Astronomy* (1839), *The Pathology and Treatment of Asiatic Cholera* (1840), *The Principles and Practice of Bookkeeping* (1841), and *Elements of Differential and Integral Calculus* (1842). There were also impressive reference works, such as the four-volume *Geology of New York* (1842-1843), which Wiley & Putnam co-published with Daniel Appleton (Cat. 104-108) as part of the Natural History of New York series.

Wiley & Putnam’s stature as a leading publisher can also be measured by the nonfiction authors they recruited, such as Asa Gray, a Harvard professor and founder of modern botany (*Flora of North America* and *The Botanical Text-Book for Colleges*, 1842, Cat. 83); James Dwight Dana, a mineralogist and geologist who became a renowned Yale professor (*Manual of Mineralogy*, 1848, Cat. 136, 137); John C. Frémont, the western adventurer/explorer, who triggered California’s rebellion against Mexican rule (*Narrative of the Exploring Expedition to the Rocky Mountains, in the Year 1842*, 1846, Cat. 76); J. Bayard Taylor, the travel writer who launched his career with *Views A-Foot; or, Europe Seen with Knapsack and Staff* (1846, Cat. 78); and Samuel Wells Williams, the missionary/journalist/scholar whose work, *The Middle Kingdom* (1848, Cat. 122), was one of the first in-depth studies of Chinese society. Andrew Jackson Downing, another young Wiley & Putnam author, wrote *The Theory and Practice of Landscape Gardening* (1841, Cat. 85) and



Cottage Residences (1842, Cat. 86, Ill. 4), two works that would influence architectural and landscape design for decades.

In 1834 George Palmer Putnam, having invested \$150, joined Wiley & Long as a junior partner. Putnam, who worked in one of the city's most renowned bookstores, was a phenomenon. At the age of 18 he published his *Chronology, or An Introduction and Index to Universal History, Biography and Useful Knowledge*. Based on careful study of classical and contemporary historians, the book ran through 20 editions during Putnam's lifetime. Putnam, working after hours, next launched the American publishing industry's first trade publication, *The Booksellers' Advertiser*, which turned out to be more work than he could handle. In 1836 John dispatched Putnam to England, Scotland, France, Germany, and Switzerland, where he met with booksellers, publishers, and an occasional author. Soon after Putnam returned, Long left the firm, and John announced that his new partnership would be called Wiley & Putnam.⁴²

In 1838, Putnam returned to London to establish a branch office and bookstore, the first of its kind for an American publisher, at 67 Paternoster Row near St. Paul's Cathedral. A German writer in 1853 described Paternoster Row as "a narrow street, from times immemorial the manufactory of learning, where the publishing trade is carried on in dingy houses, and where it runs its anarchical career without the benefit of a *censor*."⁴³

For Americans buying European titles, Wiley & Putnam offered favorable prices—lower than the usual in London—and, by contemporary standards, speedy service: delivery in New York within 70 days of placing an order. Their business was enhanced by the introduction of regular steamship travel between England and the U.S. in 1838. Putnam also arranged for books to be shipped from Hamburg and LeHavre. For the British market Putnam offered the most popular American writers, such as Cooper and Irving, most of whose titles Wiley & Putnam did not publish.⁴⁴

Putnam began slowly to publish under the Wiley & Putnam imprint from London, starting with Edgar Allan Poe's *Narrative of Arthur Gordon Pym* (Cat. 63). In New York, Harper & Brothers had published Poe's *Narrative*; in London, Putnam partnered with two British publishers to launch a writer who would become a giant among the second generation of American *belles lettres* authors. Putnam also began to approach British writers for publication in New York, starting with Anna Jameson, whose *Characteristics of Women: Moral, Poetical, and Historical* John had published in 1833 (Cat. 52). An Irish author and feminist, Jameson wrote fiction, history, literary studies, children's books, and travelogues. Putnam described her *Winter Studies and Summer Rambles*

in Canada (1839) as the work of “one of the most graceful and elegant female writers of the age” (Cat. 51).⁴⁵

Putnam expressed the same concerns about the future of American literature that had preoccupied Charles Wiley, Cooper, Irving, and many writers of the first generation. After his first visit to England, Putnam asked, “How many of the thousands among us who get the last novel from Bulwer, James, or Marryat [all British authors], for the trifling sum of fifty cents, could make the purchase, if they had to pay one pound eleven shillings and expence [*sic*], or seven dollars, as in London?”⁴⁶ Putnam believed that access to inexpensive books was good for the reader and good for democracy; he also believed that even though they were good for Wiley & Putnam’s business, cheap reprints of British titles were bad for domestic literature. However, for American publishers and authors alike, the literary balance of trade expressed as the import of British works for republication in the U.S. versus the purchase of indigenous literature was a constant source of concern. The catalogue for the semi-annual New York book sale in 1834 listed 454 titles. Of the 114 titles listed as novels or tales, only 19 were written by Americans. As one literary publication put it in 1826, “We may swagger as we please about ourselves, but . . . there is very little national feeling in favour of domestic literature. We reward our booksellers for republishing English books, but if they venture to print an American book, they must look for indemnity to . . . the consumers of waste paper.”⁴⁷ Cooper, Irving, and the leading members of their interconnected cliques, such as poets William Cullen Bryant and Fitz-Greene Halleck (Cat. 25) and novelist and essayist James Kirke Paulding (Cat. 29), all literary nationalists of one sort or another, were, of course, the exception.

Both publishers and authors worried that cutthroat competition in book sales, caused in large measure by the eagerness of a number of American publishers to pirate and sell hot new British titles at low prices, undermined the ability of domestic authors to earn a living from writing. This was particularly true during and after the Panic of 1837, but would remain a constant theme through the 1840s. The problems caused by piracy made Putnam an advocate for international copyright. The firm backed up Putnam’s advocacy by offering royalties to British authors (a pleasant surprise to some of them), while paying British publishers for the right to publish their works in the U.S.⁴⁸ For publishers like the two Wileys and Putnam, and for authors, the financial implications of publishing in the shadow of their former imperial master were, of course, important. Equally important was the quest, which many embraced, for a truly American literature.



Despite the economic challenges facing American booksellers and publishers, Wiley & Putnam had some notable successes, although without financial records it is hard to assess exactly how they were faring. They were able to maintain offices in New York and London, while the size of their list fluctuated in the first six years of their partnership from a low of 28 titles in 1838 to a high of 48 in 1842. In 1844 they began to expand their program, reaching a high of 119 titles in 1845 before falling off to 86 in the last year of their partnership. Ezra Greenspan, Putnam's biographer, points out that Putnam presented the company as a bookseller, both an importer and exporter, before describing its publishing operations.⁴⁹ John pursued the American library trade while Putnam, judging by the company's 82-page catalogue of foreign titles, fueled the New York import business with all the most popular British magazines while distributing American journals such as *The United States and Democratic Review* (better known as *The Democratic Review*) and *The Dial* (the darling of the New England Transcendentalist set) and selling American titles to the U.K. and Continental library markets. In the 1840s, the firm listed thousands of titles in its catalogue, and its New York bookstore gained a reputation for the breadth and depth of its offerings, while Putnam's bookstore in London became a gathering place for American visitors.

In New York, in 1844, "certain gentlemen interested in literature . . . reflecting on the unhappy condition of publishing matters & hoping to see it amended" recommended the formation of a series of publications under the rubric The Home Library.⁵⁰ The prospectus for the series was edited by Evert Duyckinck and published by Isaac Platt. When Platt, an obscure New York publisher, abandoned the series, John, demonstrating that he could be both a conservative and a decisive businessman, hired Duyckinck to edit two series of titles. John's plan, according to Greenspan, was "to avoid the ferocious competition taking place at the lower price end of the market . . . and concentrate producing books for the firm's customary readership at the middle to upper middle end of the market." John's objective was to publish titles priced from 37½ cents to 50 cents that were produced cheaply but with handsome bindings, while offering authors at least a 10 percent cut of profits and the rights to their work once publication costs were covered. With Duyckinck acting as advisor-cum-acquiring editor, Wiley & Putnam launched The Library of American Books (Cat. 50, 64, 66, 67, 69, 72, 78) and The Library of Choice Reading (Cat. 53-56, 65, 73).⁵¹

Duyckinck (1816-1878) was a true Knickerbocker from a New York Dutch family of many generations. The son of a collaborator of Charles Wiley,



Duyckinck grew up around books and became an avid book collector, amassing a library of 17,000 volumes, one of the largest in the U.S. He graduated from Columbia in 1835, was admitted to the bar, and in 1838 traveled widely in Europe, where he met Putnam. Putnam pointed to Duyckinck in the company's promotional literature as an example of the kind of book buyer Wiley & Putnam serviced. Returning from Europe, Duyckinck founded a literary club (Tetractys—shades of the Den and the Bread and Cheese Club) and a literary journal (*Arcturus*) before becoming the literary editor of *The Democratic Review* in 1845. *The Democratic Review*, secretly funded by Martin Van Buren in 1836 as a mouthpiece of the radical wing of Andrew Jackson's Democratic Party, espoused the political ideas and theories of a group of genteel agitators, many from New York, who longed for a return to the revolutionary ardor of the war for independence. Led by John Louis O'Sullivan, the son of an aristocratic Irish mother and a father whose ship was seized in Buenos Aires on suspicion of "being engaged in piratical pursuits," these Young Americans, as they began calling themselves, pressed for reform, including an international copyright law, national expansion, and a *new* American literature. The Young Americans disagreed among themselves about Manifest Destiny, a term coined by O'Sullivan and epitomized by the U.S. invasion of Mexico, slavery, and a number of other issues, but all of them believed that the U.S. needed a new literature, not the literature of Cooper, Irving, and Paulding, which should be made widely available in inexpensive editions. Duyckinck, who at some point became an investor in the firm, was an interesting choice as a series editor given that Wiley & Putnam, the Whig partners, launched *The American Review: A Whig Journal of Politics, Literature, Art and Science* (Cat. 68) in the same year.⁵²

The Library of American Books was advertised as "an appeal for the literature of America—such a one as it has the right to make in its own behalf, with the expectation of a hearty response." This series looked to establish a national canon by publishing original works of authors judged by Duyckinck and company as exemplars of the new American literature—writers such as Margaret Fuller, Nathaniel Hawthorne, Herman Melville, Edgar Allan Poe, and John Greenleaf Whittier.

The Library of Choice Reading introduced American readers to the best of European and American authors. This series of 50 titles brought to the mass of American readers the first American editions, or revised editions with critical notes, of the works of Elizabeth Barrett Browning, Thomas Carlyle (Cat. 53), Charles Dickens (Cat. 56), William Hazlitt (Cat. 54), Victor Hugo, Charles



Lamb, Leigh Hunt, Edward Bulwer-Lytton, John Keats, William Makepeace Thackeray, and others. Putnam requested that Duyckinck avoid “not only silly or bad books, but all heavy ones,” instead focusing on fiction, poetry, criticism, and travel books which combined “seriousness” with wit or charm.⁵³ Wiley & Putnam more or less pirated some of the foreign titles, but the firm also went to great lengths to make reasonable arrangements with their authors. Editor John O’Sullivan and poet James Russell Lowell served as its quasi-acquisition editors, soliciting authors for manuscripts. Hawthorne also helped out while Ralph Waldo Emerson, after calculating that he could make more publishing with his Boston publisher, served as go-between for the firm with Carlyle.⁵⁴

Hawthorne contributed two volumes to the American Books series, the first being his edited version of Commodore Horatio Bridge’s *Journal of an African Cruiser* (Cat. 50), and then, after prodding from Duyckinck—“MSS.!, MSS.! Mr Wiley’s American series is athirst”—*Mosses from an Old Manse* (Cat. 69).⁵⁵ Edgar Allan Poe also contributed two volumes: *Tales*, which included “The Murders in the Rue Morgue,” “The Fall of the House of Usher,” and “The Gold Bug,” and *The Raven and Other Poems* (Cat. 64, 66, Ill. 5). Publication in this prestigious series temporarily revived Poe’s flagging career. A sad, desperate figure, he was plagued by drink and exhibited bizarre behavior, often directed at benefactors, editors, and a number of women writers. Due to the firm’s transatlantic distribution network, Poe’s work reached the Continent, where his poetry attracted the attention of, among others, Charles Baudelaire, who began to collect and translate his poems.⁵⁶

Duyckinck and Hawthorne also brought their friend Herman Melville into the fold, launching his American writing career with *Typee: A Peep at Polynesian Life* (Cat. 72, Ill. 6). *Typee* put John in an awkward position. When John Murray published the book in London by arrangement—with an assist from Washington Irving—he cut certain licentious passages and negative references to missionaries out of the manuscript. Hurrying to match Murray’s publication date in New York, John failed to note the nature of the hero’s relationship with the beautiful native woman, Fayaway, and ignored Melville’s attack on missionaries. John’s own church newsletter took him to task. Melville was summoned to the bookstore for a review of additional cuts in the text, and a second printing was soon on the market.⁵⁷

Margaret Fuller (Cat. 73), the feminist editor of *The Dial* and a formidable intellect, also challenged John. Duyckinck proposed publishing a collection of her essays, which were featured widely and prominently in Horace Greeley’s *New York Tribune*. Chastened by his experience with Melville, John wrote to Fuller



asking her not to submit writing about “matters of a controversial character or likely to offend the religious public.” Fuller in her review of *Typee* had advised her female readers who raised funds for missionary work to read the book “and make inquiries in consequence, before going on with their efforts.” In response Fuller threatened to “publish an account of this transaction . . . to expose the restrictions upon mental freedom which threaten to check the progress of genius or a religious sentiment worthy of God and man in this country.”⁵⁸

In the end, despite Wiley & Putnam’s widely recognized contribution to American literature, the two series were not successes. Many of the American authors were well known in their day, but they did not attract the wide readership that John, Putnam, and Duyckinck had hoped for. Today, most of the series’ domestic authors are known only to scholars of the period. Greenspan guesses that the series probably turned a small profit, but Putnam’s son, George Haven Putnam, described “a deficiency instead of a profit.”⁵⁹

Duyckinck, an outstanding editor, deserves much of the credit for the rapid growth and quality of both the Library of American Books and the Library of Choice Reading series. In 1846, although he remained a Wiley & Putnam investor, Duyckinck left the editorship of the two libraries to edit *Literary World*, a joint Wiley-Appleton weekly newsletter that kept him in close contact with the firm into 1847, when he was fired by John over a dispute about the work of Duyckinck’s friend, Cornelius Mathews, on the publication. Mathews, a Wiley & Putnam author, was one of the fieriest and most obnoxious, according to many, of the Young Americans.⁶⁰

After the firm’s peak publication year of 1845 (with 119 titles), the list of new titles began to fall off as the two series wound down. In 1847 the firm did publish *Modern Painters*, its first work by John Ruskin, one of the great British cultural and social critics of the nineteenth century (Cat. 111, Ill. 7). Clearly, Putnam’s attention was focused elsewhere: he aspired to start his own publishing house free of his partnership. The downward pressure on the price of books caused by cheap reprints of imported British texts and piracy encouraged by the lack of an international copyright regime may have contributed to both Wiley and Putnam’s financial situation at the end of this famous partnership. The terms of the transatlantic book trade, expressed in the import of British content for reprinting in the U.S. compared with the domestic publication of titles, continued to shift toward America in the 1830s and 1840s. In 1830, 60 percent of the titles published in the U.S. were of British origin, probably all pirated; locally published titles accounted for 40 percent. By 1842 those numbers reversed. In 1853, of the 733 titles published in the



U.S., 433 were of American origin, 278 were reprints of British titles, and the rest were translations of foreign works. During the 1840s, reprinting British titles remained a lucrative business, while American authors were denied the financial benefits of access to the British market; between 1841 and 1846 publishers in London and Edinburgh reprinted 382 American titles, with most of their authors receiving not a farthing for their work, according to Putnam.⁶¹ Whatever the situation, it is clear that Putnam at least was in difficult financial straits as he began his new company.⁶²

Both George Haven Putnam and Greenspan agree that John and Putnam's partnership was mutually advantageous. Putnam was a literary socializer, an impressive intellect, an author who could talk to authors, a traveler, an effective advocate for publishers and authors, and, at times, a spendthrift. John grew into an astute if cautious businessman and, in Duyckinck's words, a man with "pushing powers" when it came to editorial matters. In the end, the 34-year-old Putnam, who may have felt held back by John, wanted a world of his own.⁶³

John Wiley, Wiley & Halsted, John Wiley & Son: 1848-1876

In March 1848 Wiley and Putnam dissolved their partnership on amicable terms. John kept the bookstore at 161 Broadway and some rooms at 13 Paternoster Row. Putnam opened his own bookstore three doors south at 155 Broadway and continued his ambitious fiction and nonfiction publishing program.

In 1850 Cooper reported to his wife that "Wiley has failed."⁶⁴ Not so. John was slowly shifting his focus away from *belles lettres* toward technical, scientific, medical, and other nonfiction titles. He did publish his own editions of Dickens's *David Copperfield* and *Dombey and Sons* (Cat. 115) and a new edition of Poe's *Tales* (Cat. 65). His pastor, George Barrell Cheever, remained on his list, as did D. H. Mahan and Andrew Jackson Downing. The list featured new titles such as *On the Application of Cast and Wrought Iron to Building Purposes* (1854, Cat. 117) and two titles by Justus Von Liebig, *Principles of Agricultural Chemistry* (1855, Cat. 118) and *Letters on Modern Agriculture* (1859). Von Liebig was a pioneering German chemist whose work helped initiate agricultural science. Titles like these reflect the growing specialization of knowledge in an industrial era and how Wiley would cater to it. (In 1996 Wiley would become one of the world's leading chemistry publishers with the



acquisition of Verlag Chemie, the publishing house of the German Chemical Society.) John also developed a fascination with hydropathy, a medical fad calling for a regime of drinking and bathing (Cat. 80).

Through the 1850s John continued to position himself as a major international book merchant, advertising in the *New York Times* a full range of English and French titles plus bibles and other religious books “by the single copy or in quantity.” He made two buying trips to England and promised to supply city or country booksellers for cash or credit with the books of leading American publishing houses, including Blanchard & Lea, H. C. Baird, Lippincott, Ticknor, Derby & Miller, D. Appleton, Harper & Brothers, and his former partner G. P. Putnam.

In 1852 Wiley moved from 161 Broadway to 167 Broadway. Although the size of Wiley’s bookstore in this period is not known, one contemporary source juxtaposed the multitude of petty booksellers peddling “decayed school books” and “a cheap line of soiled novels” with “the splendid Broadway importations of those choice antiquarian bookstores, of Wiley and Putnam and Bartlett and Welford.” John also sold violins, sheet music, stationery, and a new viewing device called a stereoscope.⁶⁵

In January 1856, John turned as his father had to an old family connection, Robert Halsted, who was a distant cousin (Cat. 119). As with Charles’s partnership with an earlier Halsted, this arrangement suggests a need for cash. By 1855 John’s publishing list had shrunk to 11 titles. The partnership with Halsted ended in March 1859 when John bought him out and advertised that he would “continue the Bookselling, Publishing, and Importing business as heretofore.” In the same year, although he had been publishing textbooks since the 1830s, John began promoting himself as a textbook publisher and a wholesaler and retailer of books and stereoscopic pictures in the leading trade journal, *The American Publishers’ Circular and Literary Gazette*.⁶⁶ John maintained a low but consistent profile through the Civil War. It is impossible to decipher without financial records whether his business was prospering or stagnating in the quiet years between 1848 and 1865. All we know is that he persisted and survived.

In 1865 John took on his oldest son Charles (1835-1916) as a junior partner with a 25 percent stake in the firm. The company was now John Wiley & Son. With the title of vice president and treasurer, Charles was to concentrate on sales and finance for a salary of \$30 per week plus allowances for coal and commuting, a help since the Wileys had relocated their residences to New



Jersey. It is likely that Charles was also responsible for scouting prospective authors.⁶⁷

By 1870 the Wiley list, now with 31 titles, shows clear signs of growth. The old standbys, such as Downing's *The Fruits and Fruit Trees of North America* and Dana's *Mineralogy* (Cat. 136, Ill. 11), are still there, as are four titles by D. H. Mahan. There are also new authors in chemistry, mechanical drawing, landscape design, and Hebrew grammar, two guidebooks co-published with long-time British partner John Murray, and an engineering title co-published with Longmans Green, another London publisher. There were also nine John Ruskin titles on the list, as well as evidence of the importation of bibles from Samuel Bagster and Sons, the London religious publisher (Cat. 120, 121). Wiley was once again extending its publishing arm across the Atlantic. The company continued to move north on Broadway, relocating to 2 Clinton Hall and then 15 Astor Place in 1870, with a second location at 138 Eighth Street. At some point Wiley phased out the retail business; the exact date and the location of the last retail outlet are unknown. The Astor Place address put Wiley in the midst of a new "uptown" publishing center.

John Wiley & Sons: 1877-1905

In 1876 John and Charles were joined by Charles's brother, William Halsted Wiley (1842-1925), in the new firm of John Wiley & Sons (Ill. 9).⁶⁸ Known as the Major because of his Civil War record, William was a graduate of the College of the City of New York and Rensselaer Polytechnic Institute, where he received a civil engineering degree. The Major was to be a traveler, a publishing term that meant both sales person and acquisitions editor. With the Major's engineering degree, his experience commanding a battery on Morris Island, South Carolina, during the war, his work at a coal mine in Ohio, and his outgoing personality, he was perfectly qualified not only to build Wiley's engineering list, which would become famous, but also to communicate with academics and professionals in related disciplines.

The Major was a founding member of the American Society of Mechanical Engineers, a member of several other engineering societies, and an agent and correspondent for the London-based journal *Engineering*. In 1898 he helped to establish the People's Telephone Company of New York. It was the Major who succeeded his father as president of the publishing house while Charles remained as vice president and treasurer. Osgood S. Wiley (1855-1903), a



third brother, appears to have worked at the firm briefly. An early electrician, Osgood aspired to work for Thomas Alva Edison, but when he secured a job demonstrating some of Edison's inventions in England, Edison fired him for allegedly padding his expense account. The Major, a friend of Edison's, sided with the inventor.⁶⁹

Throughout his tenure, which lasted until 1925, the Major personally screened books and courted authors, traveling coast to coast and abroad in search of manuscripts, bookstore sales, and course adoptions. As he went, he cultivated a network of friends and acquaintances who helped with acquisitions, previews, sales, and reviews. Stories of the Major's yearly wintertime excursions through the South in a chauffeur-driven Pierce-Arrow to pay calls at the Virginia Military Institute and the Citadel, where he sometimes met up with old Civil War adversaries, are part of company lore. The Major traveled to Europe, India, Japan, and the Philippines at a time when Wiley books were reaching new overseas markets.

Under John's sons the company left the publishing of literature to others and fixed its future on publishing useful knowledge: things that people needed to know in order to get on in their lives and teach others how to get on in theirs. Useful knowledge increasingly meant knowledge of science and technology. It was a seller's market, where demand far outpaced supply. New subjects in these fields multiplied rapidly, and publishers had to scramble to find authors who understood and could write about them.

Besides riding the crest of the country's second Industrial Revolution, the sons would benefit from the growth in the number of institutions of higher education and students focusing on science and technology. The Morrill Land Grant Act of 1862 provided funding for one college in each state "where the leading object shall be, without excluding other branches of science or classical studies, to teach such branches of learning as are related to agriculture and the mechanic arts."⁷⁰ New technical schools were founded, such as the Massachusetts Institute of Technology (1861), with its emphasis on useful knowledge, and Lehigh University (1865), with its emphasis on mathematics and science, while traditional schools such as Harvard, Princeton, and Yale added new courses in these areas. The number of specialized engineering schools grew from just six before the Civil War to 85 by 1880 and 126 in 1917. Corporate giants, starting with General Electric at the turn of the century, established heavily funded and expertly staffed science-based laboratories of their own as the demands of their fast evolving businesses pressed hard against the boundaries of academic knowledge.⁷¹



All these developments fed the need for Wiley books. Students, instructors, professionals, and librarians—all needed the kind of knowledge Wiley offered. Of the 1,500 new or substantially revised titles that Wiley published between 1865 and 1925, the vast majority were in basic fields, such as chemistry, mathematics, biology, and mineralogy, and in applied fields, such as architecture, construction, engineering, metallurgy, mining, and railroads. The religious books, Ruskin titles, and miscellaneous others accounted for only about five percent of the total, and most of those were published before 1900.⁷²

As early as 1870, Wiley, targeting the lucrative academic market, advertised an extensive list of primers and more advanced texts for colleges and schools. A series of convenient and practical handbooks were directed at practicing professionals. Titles by John Cresson Trautwine (Cat. 132, Ill. 12) and William H. Searles (Cat. 131) fed a burgeoning market of engineers. Mansfield Merriman, a civil engineer who published 22 books with Wiley between 1881 and 1915, was one of Wiley's most important authors in this period (Cat. 140). Wiley's pre-eminence in its chosen niches was evident in titles like William Kent's *The Mechanical Engineers' Pocket-Book* (Cat. 134), which by its ninth edition in 1916 had sold 113,000 copies, more than five times the sales of its leading competitor.

The reprinting and/or pirating of existing titles dwindled dramatically with the passage of an international copyright law in 1891. Subsequent changes in copyright law increased international cooperation in the book trade. John's sons were ready to make their own forays into the global marketplace. In 1895 Wiley formed a partnership with Chapman & Hall of London. George Palmer Putnam, while in London, probably made the original contacts with Chapman & Hall to arrange for the publication of selected Dickens titles in the Library of Choice Reading. Chapman & Hall continued to derive impressive revenues from the sale of Dickens's books in the 1890s and beyond, while building its list in scientific and technical subjects. Wiley listed Chapman & Hall on its letterhead, in its advertisements, and in other marketing materials. "The market for Wiley books throughout the British Empire [*nota bene!*] and on the Continent," wrote Chapman & Hall managing director, Arthur Waugh, "was increasing with great rapidity from year to year." Wiley's engineering titles were in great demand during World War I for training officers in the Royal Engineers and at the Admiralty, the War Office, the Royal Arsenal at Woolwich, and the Ministry of Munitions, and among manufacturers of war materials.⁷³ Wiley also set up distribution arrangements with Edward Evans & Sons in Shanghai, the Philippine Education Company in Manila, and Renouf Publishing in Montreal,



Canada. The Shanghai and Manila booksellers showed a particular interest in educational titles. Wiley books also began to appear in translation.

In 1891 John died at the age of 83. Raised above his father's bookstore, he had in a sense been in the book business all his life. His life ran from the hand press to the linotype, from an industry struggling to survive in its infancy to the beginnings of corporate publishing. His working life was marked by periods of renown and periods of relative obscurity. In the end he had contributed to the emergence of an American literature and the development of knowledge in important areas of the useful arts. He also built a patrimony, which would be passed on for generations.

The sons and their heirs soldier on: 1892-1925

In 1890, Charles's son, William O. Wiley (1862-1958), became the first member of the fourth generation to join the family business.⁷⁴ W. O., as he was known, took a larger-than-50 percent cut in his salary from the woolens business to join the firm. He was joined by his cousin Edward P. Hamilton (1883-1977) in 1914.⁷⁵ Hamilton was the son of Alice, the Major and Charles's sister; orphaned in the 1890s, he was raised by the Major. W. O. earned a master's degree in Greek and Latin from Columbia, a humanities background that did not preclude forging close relations with the engineering community. He served on the board of directors of the Society for the Promotion of Engineering Education for 35 years and was named to the engineering fraternity Theta Xi's hall of fame. Hamilton, like his beloved uncle, was an engineer, a 1907 graduate of Rensselaer Polytechnic Institute who worked for a time in Cuba on construction projects. He served in the U.S. Army under General John Pershing, tracking Pancho Villa into Mexico after his attack on Columbia, New Mexico, in 1916, and fought in France in World War I as a forward artillery observer before being captured by the Germans. Both cousins were New York gentlemen, living for a time in the same apartment building on Park Avenue, W. O. with a summer home in Bridgehampton and Hamilton with a country home in Westchester where he kept his horse. Hamilton, a handsome, charming bachelor, favored the opera and the Dublin Horse Show and was in demand as an escort for single women. One of W. O.'s favorite pastimes was indulging in oysters, martinis, and conversation at the Columbia University Club with his good friend, Columbia president Nicholas Murray Butler.



The new century

In 1904, Wiley restructured itself as a corporation under New York State law. Charles, the Major, W. O., and accountant William F. P. Conner took up all the shares, \$50,000 worth. There was no initial public offering of stock, and the company remained a closely held family corporation. No new capital was raised. The new corporation did well at first, paying dividends of six percent and salaries as high as \$40,000 per year to the Major and Charles. However, by the end of the new century's first decade the company's performance sagged. Only five new titles were published in 1914.⁷⁶ Wiley borrowed heavily. World War I boosted sales and reinvigorated exports, but the next generation would not assume a major decision-making role nor reinvigorate the company until the Major left the company in early 1925. He died the same year.

By 1914 the company was no longer solely a family affair. In addition to the Wileys there were about two dozen employees, including a production manager, three bookkeepers, two billing and three shipping clerks, two assistants, an advertising man, two stenographers, and at least five men with "roving assignments." Wiley hired its first female employee, a telephone operator, in 1917.

Part of the company's lack of success in the first decade of the twentieth century was a result of the Major's divided attention. He was a Republican who served as East Orange, New Jersey, City Council president and president of the Seventh Regiment War Veterans. When New Jersey received two additional congressional seats in 1902, the GOP tapped him to fill one of them. The Major accepted the nomination, carried the election in 1902, and was re-elected in 1904, partly because of the good press he continued to receive for stopping a train wreck some 30 years earlier and partly for the benefits he brought home to his district. In 1906 he lost the Republican nomination, but returned to the House of Representatives in 1908 in a landslide, only to be defeated in 1910.

Despite the company's ups and downs, Wiley's focus on scientific and technical subjects remained consistent, with a growing interest in such subjects as public services (health and water quality, for example), business, and scientific management. New titles included Thomas French's *Manual of Engineering Drawing* (1908), Lazarus White's *Catskill Water Supply of New York* (1913, Cat. 144), and Massachusetts Institute of Technology Professor William Henry Timbie's *Elements of Electricity* (1910, Cat. 141) and *Essentials of Electricity*.



And there was a rare title by a female author: Ellen H. Richards's *The Cost of Cleanness* (1908, Cat. 145). An MIT professor and chemist, Richards is regarded as the founder of home economics.

The frontlist was ably supported by a strong backlist made up of books that sold and sold and sold. *A Textbook of Ordnance and Gunnery* (Cat. 157) was still being sold in the 1950s. Both of Timbie's early titles appeared in the Wiley catalogue 50 years later. Estimated sales over the life of Timbie's titles were 750,000 units.⁷⁷

As always, innovation led to a need for new information—hence Clarence Hirshfeld and Tomlinson Ulbricht's *Gas Engines for the Farm* (1913), J. C. Wright's *Automotive Repair* (1921), Edwin Wilson's *Aeronautics* (1920), and John Morecroft's *Principles of Radio Communication* (1921). Sometimes Wiley was ahead of the curve, as when it brought out Asa C. Chandler's *Animal Parasites and Human Diseases* (Cat. 146) just before the 1918-1919 influenza pandemic.

The company also built up its presence in subject areas such as agriculture by moving from one-off titles to series. Editorial subject knowledge that led to books about cattle feeding, farm drainage, and dairy farming in the 1880s evolved into two major series after World War I, thanks to the growth in vocational programs at the high school and university level. In 1921 Wiley recruited Arthur K. Getman from the New York State Education Department and Carl E. Ladd from the Cornell School of Agriculture to edit a Wiley farm series for high school students. Three years later they turned to Iowa State College Professor Jay Brownlee Davidson and Pennsylvania State University Professor L. W. Chase to edit an agricultural engineering series (Cat. 149). Davidson signed numerous titles and is regarded as the father of agricultural engineering. Iowa State's Agricultural Engineering building is named after him.⁷⁸

The cousins' turn: 1925-1956

W. O. Wiley followed in the Major's footsteps, becoming president in 1925. Hamilton was elected vice president and treasurer. The Major remained in touch with the business until the end, offering advice by mail. After the Major's death, W. O. owned 36.6 percent of the company, Hamilton 40 percent, his cousin Elizabeth 10 percent and two other relatives 6.7 percent. The company was growing, but slowly. The Major moved the office from 432 Fourth Avenue (now Park Avenue South) to 440 Fourth Avenue in 1924 after complaining,



“There are so many [employees] they are stepping on one another’s toes.” Sales in 1925 were a modest \$870,000. Wiley was still very much a small family firm led by family members increasingly assisted by professional managers, although its average output of 40 titles exceeded the average for publishers of more than five titles.⁷⁹ Foremost among the professional managers was Martin Matheson, who was a brilliant editor, a marketing expert, and mentor to many, including William Bradford Wiley, the fifth generation chief executive officer. Matheson joined the firm in 1924 and retired as a senior vice president and member of the board in 1960.⁸⁰

The two cousins were eager to push ahead, which they did for a time, increasing the number of published books by 25 percent in five years. “Hasten slowly” was the advice offered by the company’s editorial manual. It could have been the company’s motto, and it could be argued that it remained that way into the 1950s when Brad Wiley, who became CEO in 1956, followed a daily commuting schedule back and forth between a New Jersey suburb and Fourth Avenue with military precision, leaving every day soon after 7:00 a.m. and returning home at 5:45 p.m. The work day was—and still is—from 8:30 a.m. until 4:30 p.m., the difference being that in the 1950s the building emptied at 4:30 p.m., which is no longer the case. And, yes, the 1930s through the 1960s were the decades of the martini lunch, many held at the Players Club.⁸¹

The company’s editorial focus remained the same. The major subject areas were biology, business, chemistry, electrical, engineering, mathematics, and physics, with a smattering of smaller subjects, but almost all in scientific and technical areas. In 1929 sales reached \$1.1 million. Then came the crash. Revenue flattened and then went off the cliff, bottoming out at \$700,000 in 1933, only to rebound dramatically, doubling by 1938. During the downturn, the company trimmed its workforce, cut back the hours of those who remained, and cut wages by half. In 1933 the company hired back those still available, restored hours and wages, *and* refunded back wages. The next year the company paid a bonus.⁸²

Knowledge publishing, fortunately, turned out to be countercyclical, especially in the dawning years of Keynesian economics when President Franklin Roosevelt was pouring money into public works projects, including universities and libraries. No matter the state of the economy, instructors needed to teach, students to learn (more than ever, since their employment opportunities were drastically limited), engineers to engineer, architects to design, and so forth. The crash opened publishing opportunities for titles such as Scoville Hamlin’s *The Menace of Overproduction* (1930, Cat. 158), James David and J. C. Wright’s

You and Your Job (1930, Cat. 158), Warren Person's *Forecasting Business Cycles* (1931), and Maurice Parmelee's *Farewell to Poverty* (1935).

Nineteen thirty-two was hardly a year to celebrate, but Wiley went ahead with a dinner at the University Club marking its 125th year and, naturally enough, commissioning a book, *Annals of American Bookselling, 1638-1850*, by Henry Walcott Boynton (Cat. 160). In a gesture of respect for the industry's founders, Boynton devoted many pages to publishers and booksellers other than Wileys. MIT professor Timbie, one of the firm's leading authors, wrote to say that "it was indeed a happy chance that led me to your office over twenty years ago with a manuscript under my arm." Wiley was loyal to its authors, and its authors were loyal to Wiley. They knew that being a Wiley author meant working with a quality publishing house, one with engineering titles, for example, that were assigned only at the best universities because of the sophistication of their mathematics.⁸³

Nineteen thirty-two was also the year for the launch of one of Wiley's most important publishing coups, the signing of *Architectural Graphic Standards*, written and illustrated by Charles George Ramsey and Harold Reeve Sleeper (Cat. 159, Ill. 13). Acquired by Matheson, the book became the architect's bible and has gone through 11 editions, selling hundreds of thousands of copies. The American Institute of Architecture assumed editorial responsibility in 1964. The book has evolved into a suite of products and related titles for interior designers and landscape architects. *Architectural Graphic Standards* has been so significant that it has its own history, *Drafting Culture: A Social History of Architectural Graphic Standards*, by George Barnett Johnston.⁸⁴

The cousins devoted a full third of their publications to coming fields like aeronautics, management science, education, the earth sciences, telecommunications, and various social sciences. Also notable was a partnership formed in 1931 with General Electric for two engineering series, one for textbooks, the other, written exclusively by GE authors, to "make available to the profession at large General Electric's contributions to basic engineering knowledge, in a form adapted for advanced study and reference use."⁸⁵

In 1937 Wiley entered into a different kind of partnership, a co-publishing arrangement with The MIT Press (also known as The Technology Press of the Massachusetts Institute of Technology) that would last for 25 years, producing books by Karl W. Deutsch, Charles P. Kindleberger, Walter W. Rostow, George Schultz, and Norbert Wiener (Cat. 167, Ill. 15), to name a few of the prestigious authors brought forward by the two houses. The relationship was terminated on a mutually agreeable basis in 1962, and Brad Wiley went on to serve on the



Press's board of directors for years. The MIT partnership served as a model for subsequent co-publishing agreements with the Harvard University Press (in 1949) for a series in the applied sciences, and the University of Chicago-based Cowles Commission for Research in Economics. These partnerships coincided with the emergence of university presses as small but important contributors to scholarly research. Between 1920 and 1970 a new university press was founded every year. Wiley and The MIT Press publicized the growth of university presses in 1937 with *Some Presses You Will Be Glad to Know About*.⁸⁶

As W. O. and Hamilton grew older as leaders of what was now a venerable publishing house in its fourth generation, they began to consider where the next Wiley would come from. This was of particular concern because W. O. was the father of two daughters, and Hamilton was a bachelor. One of W. O.'s daughters, Cynthia Darby, made sales calls with him from time to time, but only at women's colleges, and she ultimately became a landscape architect. Wiley was a patriarchy, and the cousins needed a male heir. With permission from Brad Wiley's father, the two cousins recruited Brad just as he was graduating from Colgate University in 1932.⁸⁷ Brad was the grandson of Osgood Wiley, John's son with the checkered career.

Brad went right to work after graduation, training briefly in the office and then becoming a traveler for the next five years. His job was to sell Wiley texts to academic institutions and look for new authors. His first territory was the South, after which he was assigned to the country west of the Mississippi. When he married Esther "Esto" Terry Booth (1912-1989) in 1935, they headed south and west on a sales trip-cum-honeymoon and ended up wintering in Hollywood for a few weeks before driving back east. Their children, William Bradford Wiley II (1941-), Peter Booth Wiley (1942-), and Deborah Elizabeth Wiley (1946-), each announced at their births as new editions, would become the sixth generation of Wileys working in the firm.

In 1937 Brad returned to the New York office as assistant manager of the educational department. He quickly moved ahead, becoming editor in chief, sales manager, and head of human resources. In 1941 Hamilton became president and W. O. the chairman of the board. By 1942, when Brad joined the U.S. Navy, he was already working closely with Cousin Ed Hamilton in the company's inner leadership. As his responsibilities grew, Brad noted a growing tension between what he identified as the Old Guard and the Young Turks. Mentored by Matheson, he became a leader of the Young Turks. One of the issues was whether to expand Wiley textbook author recruitment beyond the elite schools like MIT that the firm favored. By 1939 enrollments at public



universities were about to surpass those at private schools. The Old Guard favored working with the company's traditional author community. Brad and his colleagues argued that the kind of quality books Wiley published could just as well be written by professors at the better public universities. The Young Turks prevailed.⁸⁸

Hamilton was a stabilizing influence. A gentle, humorous man, he was something of a philosopher. "The key to a publisher's success," he once wrote, "is the ability to subject personal hunches and snap judgments to the most objective and factual scrutiny." Legend has it that the Major ingrained that notion by dismissing him whenever he used the word "guess." "Come back when you 'know,'" the Major would say.⁸⁹

World War II and the postwar years triggered rapid expansion for Wiley's type of publishing. The wartime market meant a heavy emphasis on training while the postwar years were marked by a rapid increase in higher education enrollments funded by the G.I. Bill. Base building, housing construction, weapons development (including the Manhattan Project's work on the atomic bomb), radar, radio communications, and all the efforts associated with mobilization and fighting a war meant increased demand for Wiley books. Wiley almost doubled its revenue between 1940 (\$1.4 million) and 1945 (\$2.5 million). By the end of the war, in terms of revenue, Wiley was in the top 10 percent of the publishers that as a group published over 85 percent of all American books.⁹⁰

The military training programs alone, termed "The University of War," were massive undertakings. Between October 1940 and June 1945, the federal Engineering, Science and Management War Training program administered 227 programs that offered 42,568 courses to 1,795,716 students. The vast majority of the courses were in engineering, but chemistry, physics, radio skills, and production supervision were also taught. Titles such as Hubert Lesley's *Airplane Maintenance* (1940, Cat. 164), Robert Higgy's *Fundamental Radio Experiments* (1943, Cat. 165), Ralph Barnes's *Motion and Time Study* (Cat. 163), and revisions of Timbie's electricity titles sold particularly well. Given the shortage of people and materials, Wiley pushed its time and motion study books aggressively.⁹¹

The Depression plus the war propelled Wiley into the upper ranks of American publishers. In 1945, the Wiley staff numbered seven senior managers, 99 employees, and two part-timers. By 1948 the staff had expanded to 229 and the sales force to 30, from 11 in 1946. Revenue continued to grow to \$5.6 million in 1948 before it sagged. In 1948 the company went through one of its periodic reorganizations. Editorial was divided into two departments:



educational for textbooks, and science and industry for monographs, reference books, handbooks, and manuals. There were also departments for sales, advertising, production and manufacturing, and export.

In the postwar period Wiley expanded its textbook offerings and concentrated acquisition efforts in the emerging fields, even when it seemed that demand might at first be light. Recruiting new authors proved to be more difficult. According to Wiley's senior copy editor, authors of nineteenth-century technical treatises "had a real grasp of the grammatical framework of their sentences" and could even handle participles correctly. "On the whole," she informed Hamilton, "they wrote as one might expect intelligent, well-read men of good general background to write." "The insistent problem now," Hamilton responded, "is to find the author with technical competence who is also a good expositor." Hamilton also noted that the acquisition process was growing more difficult because the war had accelerated the pace of scientific discovery and competition was feverish. Wiley developed a nation-wide information-gathering system spearheaded by its travelers, aiming both to increase its contact time with prospective authors and to identify which areas of research were most important and which were dying.

Using this approach, Wiley signed George T. Trundle to write *Managerial Control of Business* (1948, Cat. 166). A Wiley colleague researched Trundle and concluded that he was the best person to write a book summarizing the overall philosophy of management engineering. Trundle quickly accepted Wiley's offer, but then found that it was a difficult project. He had to call on the help of his colleagues at his company, Trundle Engineering, to complete it.⁹²

Wiley especially pursued authors in emerging fields such as television, computers, and nuclear physics. In 1948 Wiley and The MIT Press published *Cybernetics*, Norbert Wiener's seminal work (Cat. 167, Ill. 15), and Edmund Berkeley's *Giant Brains or Machines That Think* the next year. Wiener, MIT's brilliant but absent-minded professor, wrote "If the seventeenth century and the early eighteenth century are the age of the clock and the later eighteenth century and nineteenth centuries constitute the age of steam, the present time is the age of communications and control." Freeman Dyson, mathematician and physicist at Princeton's Institute for Advanced Studies, summed up Wiener's work, noting that he "predicted with some degree of accuracy the economic and political effects of computer technology on human societies."⁹³ Berkeley was a Harvard graduate who worked for Prudential Insurance until 1948. In 1947 he installed one of the first UNIVAC computers to be used for industrial purposes at Prudential before becoming a consultant. Under the direction of J.



Kenneth Maddock, an influential editor who became head of the company's Science and Industry Division, Wiley developed a series in nuclear physics, which attracted titles by Hans Bethe (*Elementary Nuclear Theory*, 1947), Niels Bohr (*Atomic Physics and Human Knowledge*, 1958, Cat. 223), and Francis O. Rice and Edward Teller (*The Structure of Matter*, 1949, Cat. 168). Bethe and Bohr became peace advocates; Teller is known as the father of the hydrogen bomb. The series editor noted that Brad Wiley "virtually single-handedly tracked down all the authors in the nuclear science field."⁹⁴

That is probably an exaggeration, but Brad did "track down" Bohr in ways that took some interesting twists and turns. Bohr and John Wheeler, his Princeton associate, committed to a book for Wiley before the war. During the war Bohr dropped out of sight in the eyes of everyone except members of the Manhattan Project and Brad Wiley. Bohr was smuggled from Denmark to Norway in 1943, from there to England in the bomb bay of a fighter plane where he almost froze to death, and then to the U.S. where he joined the Manhattan Project to work on the first atomic bomb under a pseudonym. Brad encountered Bohr on a train to Washington. Soon after, the files in the Wiley office on the Bohr-Wheeler project disappeared.⁹⁵

Wiley's other realm of exploration was the global marketplace. In the postwar years it became clear to senior managers that English would become *the* language of science and technology. Brad, having witnessed from Washington, D.C., the dawning of the U.S.'s global influence, even suggested to his elders that they move the company's headquarters to the capital. Wiley titles were already being distributed globally through the company's export department and through its partnership with Chapman & Hall. Devastated during the war, libraries and universities in Europe and Asia needed restocking, while American aid programs, such as the Marshall Plan, were helping to fund the reconstruction of war-torn nations.⁹⁶

Hamilton made the first move, visiting Australia and New Zealand before the war ended and then traveling to Latin America in 1948 and 1949. In 1949 Brad and Esto visited the U.K. and the Continent. Brad's first task was to review Wiley's relationship with Chapman & Hall, which appeared moribund; unbeknownst to Brad, the company had been sold to Methuen & Company. Brad was also asked to inquire about establishing Wiley's own subsidiary in London. Along the way the couple met with authors and visited publishers, bookstores, and universities. From then on, Wiley managers would fan out around the world looking for distribution relationships, authors, and possibilities for setting up subsidiaries and joint ventures.⁹⁷



Wiley pushed ahead with its editorial program despite the decline in sales that began after 1948 and bottomed out at \$4.1 million in 1952. The decline paralleled the G.I. Bill's waning impact on enrollments and was exacerbated by the economic effects of another war, this time in Korea. In 1951 profits plummeted to \$23,000. With no reserves, Wiley was forced to borrow to meet its August royalty payments. For the first time since 1929, Wiley pulled back, starting with a 20 percent cut in staff in 1950 followed by a reduction in dividends and the elimination of bonuses. The company quickly recovered with enough leeway to offer colleagues life, accident, and health insurance for the first time.⁹⁸

The lesson for senior management was clear: publishing was no longer a gentleman's game; it was a demanding business. Brad and the emerging members of the next generation of leadership decided they needed to know more about modern business practices, especially the financial aspects of corporate management. In 1953 three members of the senior leadership team attended the Advanced Management Program at the Harvard Business School. Brad followed the next year. As a result, Wiley hired Professor Kenneth Andrews from the Business School to help improve Wiley's financial reporting and analysis and introduce strategic planning. The transition from being a very traditional company employing archaic business practices to being a modern publishing enterprise was a rocky one. What worked to Wiley's advantage was the underlying quality of its editorial programs, and that quality had to do with Wiley's access to some of the finest authors in the world. In 1957, 24 Wiley titles made R. R. Hawkins's list of "The 100 Most Essential Books for the Scientific and Technical Shelf," two more than its closest competitor. Wiley also had two business books on "The Best Business Books" list. While other scientific and technical publishers looked to unsolicited manuscripts for 20 percent of their new titles, Wiley solicited 90 percent of theirs.⁹⁹

In 1956 Brad Wiley replaced Hamilton as president of the company. W. O. retired, and Hamilton became chairman of the board for the next 10 years. Brad and his peers had begun re-energizing the company in the immediate postwar years; now they were in charge. It could not have happened at a more opportune time. The Soviet Union's launching of Sputnik in 1957 led to serious soul-searching by the country's academic and scientific and technical elites. The result was a renewed emphasis on research and education in scientific and technical fields at a time when public higher education in general was expanding to accommodate the postwar baby boom. All these efforts were backed by serious levels of funding at the state and federal level.

Into the modern age

The era during which Brad served as CEO produced some of the most dramatic changes in Wiley's history. Under his leadership, the company at first grew rapidly, transforming itself from a relatively small, quality publisher into a major global publishing enterprise.

Two interconnected events transformed Wiley forever. The first was the purchase in 1961 of Interscience Publishers, Wiley's first acquisition (Cat. 212, 213, Ill. 17). Interscience, established in New York in 1940, was the creation of two escapees from Hitler's ravages, Dr. Eric Proskauer, a German chemist from Leipzig, and Maurits Dekker, a Dutch bookseller. Interscience enhanced Wiley's European presence and perspective while introducing Wiley to European-style journal publishing. The acquisition, according to *Publishers Weekly*, created "perhaps the largest combination of science publishing in the world."¹⁰⁰ Closer to home, Wiley, with revenue of \$15 million, was now the fourth-largest publishing house in the U.S.¹⁰¹

The acquisition was tied to another monumental change. Wiley, having been a privately held family business for 155 years, went public in 1962. A second sale of shares raised additional capital. Brad and his colleagues had ambitious plans to expand the business. With their increasing financial sophistication, they were aware that Wiley as a private company could not generate the cash to invest in expansion. Wiley's shares were traded on the Over the Counter and NASDAQ markets for more than 30 years. A significant milestone was reached on July 12, 1995, when Wiley moved to the "Big Board"—the New York Stock Exchange.¹⁰²

Working closely with a leadership team including Proskauer, Andrew H. Neilly, Jr., Marianne Orlando, Charles Stoll, and Proskauer's successor, Michael Harris, Wiley, looking to both domestic and overseas markets, tripled in size during the 1960s.¹⁰³ Neilly, the first nonfamily member to head up publishing operations, would become president in 1971 and chief executive officer in 1979. After 10 years of equivocation, the British government finally gave the green light to the establishment of a U.K. subsidiary in 1959. Next came Australia in 1963 (Cat. 173), Canada in 1968 (Cat. 174), and a corporate shell in Germany in 1971, which did not take on a life of its own until the acquisition of Verlag Chemie in 1996 (Cat. 226). Wiley also established minority joint ventures in Mexico in 1962 and India in 1965 and opened an office in Tokyo. Wiley opened and ultimately shuttered a joint venture in Brazil, launched and then sold an Arabic language publishing program in Amman, Jordan, and withdrew from its



Mexican joint venture in the 1980s when the collapse of the peso compounded Wiley's shaky performance. Singapore, home to Wiley Southeast Asia after the early 1980s, proved to be a more stable publishing center. Over the next decade Singapore became the regional hub for all of Wiley's rapidly expanding Asian operations (Cat. 175).¹⁰⁴

To provide educational materials for students in the developing world at a price they could afford, Wiley International Editions was launched in 1965. By 1981, there were 400 titles on this list. The company continued to sell translation rights to foreign publishers, making Wiley titles available in 25 languages. Erwin Kreyszig's *Advanced Engineering Mathematics*, the leading candidate for Wiley's most influential global title ever, was published in three versions: the original U.S. version, as a Wiley International Edition, and in translation (Cat. 176). Over the next decades international sales would vary, providing from a third to half of Wiley's revenue.¹⁰⁵

In 1971, Warren Sullivan, on his second career at Wiley—he had left to become president of Macmillan a decade earlier—launched Halsted Press (named for founder Charles Wiley's mother, Phoebe Halsted) in order to import and distribute in the U.S. books and journals from overseas publishers and to arrange for small American presses to market and sell their books through Wiley's overseas offices.¹⁰⁶ By 1973, Halsted was collaborating with more than 50 publishers from Tokyo to Jerusalem, helping them sell small quantities of books designed for specialized audiences. The number of customers grew to 200 by 1978. The business evoked John Wiley's various import businesses, first with George Palmer Putnam in the 1830s and 1840s, and then on his own after 1848.¹⁰⁷

Interestingly, Brad, who never traveled overseas until he was 38 years old, turned into a true internationalist. The global nature of Wiley's knowledge-based publishing demanded that he do so. Brad worked closely with other publishers to push the Soviet Union in exploratory visits in 1962 and 1970 to sign the international copyright agreement, which they did in 1973 (Cat. 172). He also led a delegation to the People's Republic of China in 1979 immediately following the establishment of diplomatic relations between the U.S. and China. The following year, Wiley hosted a 15-day, six-city book exhibit in China, cementing a relationship that would lead, by the 1980s, to Wiley being for a time the largest foreign supplier of books to China, selling some \$1.25 million worth in the company's best year. Brad was looking for more than signatures on the Berne Convention for the Protection of Literary and Artistic Works, the full name of the international copyright law. In subsequent visits



to the two communist giants, he looked for authors, books to translate, and possible distribution arrangements. It wasn't until 2002, when the Chinese government quietly ordered its universities and research centers to cease the pirating of journal articles, that Wiley's business in China took off. Brad's early investigations in Russia paid off in 2002 when Wiley acquired Maris Technologies. Maris's technology development facility in Korolev, the former high-security center of the Russian space program, became essential to the launch and development of WileyPLUS, Higher Education's online learning environment, and has made important contributions to Wiley Online Library, successor to the Wiley InterScience digital content delivery platform.¹⁰⁸

Brad also worked closely with Robert Bernstein, head of Random House, to lead the effort to merge two existing trade organizations, one for textbooks, the other for trade books, into the Association of American Publishers in 1970. As the AAP's first chairman, Brad led the industry's fight against publishing's two greatest foes: copyright violations and censorship. He worked to thwart the government's efforts to censor publication of the Pentagon Papers by the *New York Times*, the *Washington Post*, and Beacon Press. Brad was integral to the AAP's eventual success in fortifying the copyright law in late 1976. Wiley was also one of the founding publishers in 1978 of the not-for-profit Copyright Clearance Center, which provides centralized, collective permissions services for the industry.¹⁰⁹ The legacy of Brad's industry activism continues to the present day, with numerous Wiley colleagues in leadership positions in many industry organizations.

HIGHER EDUCATION

Between the end of World War II and the 1980s, Wiley focused increasingly on college textbook publishing after a brief but unsuccessful foray into high school publishing. The firm published more introductory textbooks and fewer specialized titles for upper level courses. Wiley became known for producing clear and comprehensive texts accompanied by high-quality illustrations using beautiful color and attractive design to support learning. Many of these titles helped define course content for years if not decades, as regular revisions assured that the content remained closely linked to developments in specific disciplines. The company's first book printed in color, *Essentials of Healthier Living*, by Justus Schifferes (Cat. 177), published in 1959, sold in revised editions for a decade. Alvin Nason's *Essentials of Modern Biology*, in its fifth printing by 1966, was another example of a highly popular Wiley textbook of the period. David Halliday and Robert Resnick's landmark 1960 *Physics* (Cat. 178, Ill.



18) redefined the teaching of introductory physics and became the dominant text in the market almost immediately after publication; it hit the million-copy mark in the early 1970s, and the three million mark by 2007. Donald Kieso and Jerry Weygandt's *Intermediate Accounting* (Cat. 179), published in 1974, became the top-selling intermediate accounting text when the second edition appeared in 1977. It has remained so ever since, capturing more than 70 percent of the market today. *Managing Organizational Behavior* (Cat. 182), by John Schermerhorn, James Hunt, and Richard Osborn, published in 1982, marked the beginning of Wiley's push into the business textbook market.

By the 1980s, college textbooks contributed the largest share of Wiley's revenue. And that proved to be a problem. Student enrollments flattened in the 1970s and then fell off for four years starting in 1981. Publishers engaged in aggressive pricing to take up the slack. Increasingly, students turned to used books, and used book companies ate away at textbook publishers' market share. Looking for ways to link its educational program to corporate training, Wiley bought a training company. The problems in the textbook market and the failure of the training company to live up to its financial expectations led to a dramatic decline in performance. Ironically, the company produced historic financial results (\$137 million in revenue) on its 175th anniversary in 1982, only to find trouble ahead. In six of the next eight years, profits fell, bottoming in 1990.¹¹⁰

All that changed with the appointment of Charles Ellis as CEO in 1990.¹¹¹ An experienced internationalist with a background in scientific, technical, and medical publishing, Ellis led the turnaround, strengthening Wiley's core businesses through acquisitions, alliances, and organic growth, and divesting the training company and publishing programs that were not contributing to the company's success. Ellis also made major contributions to Wiley's continuing globalization while accelerating investment in enabling technology, which facilitated the delivery of book content via the Internet and other media. Wiley began serious but financially unsuccessful experimentation with the delivery of digital content—in this case a sales training course delivered via videodisc—in the 1980s, years before the invention of the World Wide Web.

In 1989 Ellis hired Will Pesce to turn Wiley's educational business around.¹¹² Pesce, whose publishing career began at CBS, where he was president of the CBS subsidiary W. B. Saunders, led Higher Education's renewal, generating substantial revisions of existing successful texts—for example, Cutnell and Johnson's *Physics*, second edition (Cat. 183); Harm de Blij and Peter Muller's *Geography: Regions and Concepts*, sixth edition (Cat. 185); Weygandt,



Kieso, Kell's *Accounting Principles*, third edition (Cat. 181); Karen Huffman's *Psychology in Action*, second edition (Cat. 186); and Howard Anton's *Calculus*, fourth edition (Cat. 188).

Wiley's educational team continued to track significant changes in curriculum development, publishing titles that responded to these reform efforts. In 1988 the National Science Foundation funded the Calculus Consortium at Harvard. The Consortium was made up of a diverse selection of schools ranging from Harvard to historically African-American colleges such as the University of Southern Mississippi. Their mandate was to design new ways of teaching calculus that could reach students from a wide variety of academic backgrounds. With the publication of Deborah Hughes-Hallett's *Calculus* (Cat. 184), Wiley became the Consortium's publishing partner. Three other titles for courses in multivariable and applied calculus and functions modeling soon followed.¹¹³

Higher Education brought new authors into the fold for other key titles: *Information Technology for Management: Improving Quality and Productivity*, by Efraim Turban, Ephraim McLean, and James Wetherbe (Cat. 189), which was supplemented by software and computerized texts, and *The Sciences: An Integrated Approach*, by James Trefil and Robert Hazen (Cat. 190), which created a new course and incorporated student feedback into the publishing process.

Throughout the 1990s, the acquisition of existing titles from competing publishers boosted the resurgence of Higher Education. The most significant of these was the 1999 purchase of 55 college textbooks and instructional packages from Pearson, including such gems as Gerard Tortora's *Principles of Anatomy and Physiology* (Cat. 191), a leading introductory textbook in its field with an acclaimed illustration program. More recently, in 2006, Higher Education teamed up with Microsoft to serve college students preparing for certification in Microsoft technologies, as Microsoft's sole publishing partner worldwide for all *Microsoft Official Academic Course* (MOAC) materials (Cat. 193). Wiley also partnered with the National Geographic Society to incorporate its famous photography, illustrations, diagrams, and charts into the Wiley Visualizing textbook series (Cat. 195), integrating clear, concise text with visual pedagogy in a way that helps students learn more effectively.¹¹⁴

In 1998 Will Pesce became president and CEO. Bonnie Lieberman succeeded him as head of Higher Education.¹¹⁵ Will would oversee Wiley's next transformation as the company moved to a truly global operation and the delivery of more and more of its content online. Today, customers can select,



use, and pay for the Wiley content they need—whether from a book, a journal, a major reference work, or a database. Faculty members can interact with students online, and students can enhance their learning experience by using an array of assessment tools and supplementary materials in a variety of formats.

PROFESSIONAL/TRADE

In the 1960s, Wiley experimented with an expanded presence in trade publishing. This was a risky departure at a time when trade publishers lost on six of every 10 books they published, and trade discounts approached 50 percent. Wiley attempted to buck the trend by focusing on the types of books that aligned with its educational and professional titles. In 1961 Wiley and Basic Books, at the time an independent publisher run by Arthur Rosenthal, launched Science Editions to publish high-quality paperback reprints of well known titles. The books were published simultaneously in the U.S. and Britain and were also distributed in Canada. Landmark titles ranging from Francis Rice and Edward Teller's *The Structure of Matter* (Cat. 168) to Sigmund Freud's *Interpretation of Dreams* fit well with Wiley's image as a high-quality publisher of important content, as did Wiley's own trade titles, notably Richard Neustadt's 1960 *Presidential Power* (Cat. 196). After the book's publication, Neustadt became an advisor to John F. Kennedy, Lyndon B. Johnson, and, many years later, Bill Clinton. Wiley advertised *Presidential Power* along with *The American Voter*, an influential study of voting behavior by Angus Campbell *et al.*, in the *New York Times* as "'must' reading for every thinking voter."¹¹⁶ Brad and his colleagues were never completely comfortable with the new trade list, with discounts much higher than those for educational and professional books. The trade program languished for another decade and more.¹¹⁷

A sustained march into trade publishing of the Wiley type—nonfiction, knowledge-based—began in 1977 with the purchase of Ronald Press, which had attracted Wiley's attention because of its business and accounting titles. Ronald came with a valuable backlist, which included the 1923 *Accountants' Handbook*, still in print in its eleventh edition (Cat. 197), and Victor Z. Brink's *Modern Internal Auditing*, in its sixth edition in 2007 (Cat. 198). Ronald Press's *Montgomery's Auditing* (Cat. 199) is now in its twelfth edition. These publications were complemented by the CPA review course materials published by the newly acquired Professional Publications, Inc., of Florida. Such books extended the reach of Wiley's publishing program from introductory textbooks to materials for professionals and aspiring professionals. (Wiley, as noted above,



began publishing accounting books in the nineteenth century and business books in the early twentieth.¹¹⁸)

In 1985, Wiley began the metamorphosis of its small professional and reference book business into an industry powerhouse. Under the leadership of Stephen Kippur, Wiley's Professional/Trade (P/T) program adopted strategies that fueled its dramatic growth during the next 25 years.¹¹⁹ With its emphasis on a collaborative publishing process, publishing partnerships, alliances, and brands, as well as an eye on profitability, P/T's revenues rose from \$13 million to \$430 million between 1985 and 2010, and the number of colleagues grew from 22 to 1,150.¹²⁰

The change began quietly in the 1980s. Although Kippur and his associates still had to contend with preconceptions at Wiley, interesting new authors began to appear in its catalogues, such as Arthur C. Clarke (the author of *2001: A Space Odyssey*), who penned *Ascent to Orbit* (Cat. 200) for Wiley, and Stephen T. McClellan, who wrote *The Coming Computer Industry Shakeout* (Cat. 201). P/T also added to its stable of business journals with titles including the *Journal of Policy Analysis and Management* (Cat. 214), launched in 1981 and now a leader in its field.

Acquisitions were also integral to the transformation of Wiley's P/T business into a global publishing force. In 1997 Wiley acquired Van Nostrand Reinhold, an eminent publishing imprint of books and electronic products for professionals in architecture and design, environmental and industrial science, culinary arts and hospitality, and business technology. Founder David Van Nostrand had competed with John Wiley for scientific and technical books starting in the 1840s. The Van Nostrand acquisition allied Wiley with a new partner, the Culinary Institute of America, which produces best-selling titles such as *The Professional Chef*, a must-have book for every culinary student and chef (Cat. 202).¹²¹

In 1999, the company purchased Jossey-Bass, a San Francisco-based publisher of books and journals for professionals and executives in business, psychology, education, and health management (Cat. 204). The same year, Wiley purchased the J. K. Lasser tax and financial guides to enhance its already strong presence in the financial planning market (Cat. 205). In 2001, Wiley, in what was deemed by many a risky deal, acquired Hungry Minds, Inc., and with it a portfolio of powerful brands, including Betty Crocker cookbooks, CliffsNotes study guides, For Dummies "how-to" books, Frommer's travel guides, and Webster's New World dictionaries (Cat. 206-211, Ill. 19). The



acquisition was seen as risky because Wiley was taking on a huge technology list at the beginning of the dot-com collapse. Others pointed to the deal's closing date—eight days after September 11, 2001—as a less-than-propitious time to sign off on a major acquisition.¹²²

With each subsequent acquisition, P/T's profile grew more impressive. The successful Hungry Minds acquisition propelled Wiley into the ranks of the leading publishers in a number of subjects, including technology and travel. P/T was on its way to joining and often surpassing the leading publishers in other subjects as well, including finance, accounting, nonprofits, cooking, architecture, psychology, reference, test prep, and education. P/T derived its strength from its emphasis on knowledge-based publishing while avoiding fiction, poetry, and other risky investments.

SCIENTIFIC, TECHNICAL, MEDICAL, AND SCHOLARLY

In 1973 Wiley ventured into medical publishing, which was growing at 15 percent per year during the 1970s. Among the program's successful publications were the Learning Experience Guides, or LEGS. These Guides sold well at 75 nursing schools, which represented about 25 percent of the market. The company also tested the market for controlled circulation medical publishing, buying a 16 percent share of *Patient Care* magazine, one of the world's leading clinical medicine journals, with an option to buy the rest. Wiley passed on its option and sold its share in the 1980s, when performance issues forced the company to sell off or reduce some of its publishing programs, including most of its medical program.¹²³

Interscience was the cornerstone of Wiley's scientific and technical publishing operation. When Interscience joined Wiley in 1961, the company acquired 650 titles, 10 scientific journals, including the highly respected *Journal of Polymer Science* (Cat. 213, Ill. 17), and technical encyclopedias, among them the *Kirk-Othmer Encyclopedia of Chemical Technology* (Cat. 212). While the parent company was unable to fulfill Interscience founder Eric Proskauer's ambition that Wiley become a truly European publisher, Wiley's U.K. subsidiary made its own contributions, starting in the 1970s, to the development of international journals publishing. The New York office, still dominated by leaders like Brad Wiley, who were schooled in educational and professional publishing but inexperienced when it came to journals, finally embraced journals in the 1980s to offset the problems with textbooks.¹²⁴



CEO Charles Ellis brought years of journals publishing experience to Wiley, having worked for both Pergamon Press and Elsevier, two of the European powerhouse publishers in the world of journals. Even before he was appointed CEO, Ellis engineered the acquisition in 1989 of Alan R. Liss Inc., whose 140 books and 60 journals doubled the number of Wiley journals published in the U.S. and consolidated the company's leadership position in scientific, technical, and medical journals. Perhaps the most important asset Wiley gained through its acquisition of Liss was its leadership, notably Eric Swanson, Reed Elfenbein, and Gregory St. John. Swanson guided Wiley's Scientific, Technical, Medical, and Scholarly (STMS) business over the next 20 years as it nearly tripled in size and became a leading force in the industry.¹²⁵

The Liss acquisition enriched Wiley's portfolio with the *International Journal of Cancer*, the journal of the Union Internationale Contre le Cancer, the Geneva-based umbrella organization of national cancer societies (Cat. 215). The acquisition also provided the platform for Wiley's expansion into publishing for scholarly and professional societies, which experienced its first growth spurt in the U.S. and Europe in the nineteenth century as part of the self-organization and definition of professional life. In fact, some of Charles Wiley's earliest work included society publishing—for example, *Transactions of the Literary and Philosophical Society of New York* (1815, Cat. 22). Another important milestone in Wiley's society journals publishing program was reached in 1995 when the company began to publish the American Cancer Society's flagship journal, *Cancer* (Cat. 216).¹²⁶

Eric Proskauer's vision of Wiley as a European publisher was fulfilled in 1996 when the company bought the VCH Publishing Group (Verlag Chemie), the publishing house of the German chemical and pharmaceutical societies. The acquisition made Wiley one of the largest chemistry publishers in the world and brought with it a wealth of journals, books, and reference works, including the renowned journal *Angewandte Chemie* (Cat. 226), the flagship of the German chemical society and Wiley's leading journal. Another German purchase in 1998 also enhanced Wiley's stature as an STM publisher: the Huthig Publishing Group's scientific and journals program, which included *Annalen der Physik* (Cat. 224). One of the world's oldest journals, *Annalen* (1790) published important papers by Albert Einstein.¹²⁷

In 2007 Wiley acquired Blackwell Publishing, its largest and most significant acquisition to date. One of the great British family-owned publishing houses, Blackwell, in recent years an STM, scholarly, and professional publisher, had in earlier permutations published W. H. Auden, J. R. R. Tolkien, D. H. Lawrence,



Graham Greene, and many others. In 2007 Blackwell was the world's leading society journal publisher and had been a competitor of Wiley's for decades. Blackwell's publishing program included a wealth of journals, books, and online content in the sciences, technology, medicine, the social sciences, and the humanities. Among the many treasures from the acquisition were journals, such as the highly prestigious *BJOG: An International Journal of Obstetrics and Gynaecology* (Cat. 217), published for well over 100 years (until 2000 as the *British Journal of Obstetrics and Gynaecology*), and books such as *Rook's Textbook of Dermatology* (Cat. 218), currently in its eighth edition and known internationally as the most comprehensive guide to skin disease. In addition to its headquarters in Oxford, Blackwell had offices in Edinburgh, Berlin, Copenhagen, Malden (near Boston, Massachusetts), Ames (Iowa), Melbourne, Singapore, Tokyo, and Shanghai. With the merger, Wiley's STMS business became a formidable global enterprise that now publishes 1,500 journals and 1,500 new books annually in print and online, as well as databases, reference works, and laboratory protocols.

Enabling technology

From the outside Wiley may have appeared over the years to be a deeply traditional publisher. In reality the company has aggressively pursued the need to employ enabling technology in all aspects of publishing for more than 50 years. Wiley, having published early works by pioneering computer scientists such as Norbert Wiener and Daniel McCracken (Cat. 167, 219), paid attention to the developments its authors were chronicling. Wiley was among the first publishers to embrace the use of computers, moving its manual billing system to an IBM 650 in the 1950s; the system also created detailed sales analyses. Robert Sproull, author of *Modern Physics: A Textbook for Engineers* (1956, 1963, Cat. 220), brought his experience as the head of the Department of Defense's Advanced Research Projects Agency in the 1960s to Wiley's board of directors in 1965. DARPA led the effort to develop the computer, at the time a huge mainframe, into a communications and data processing tool while laying the foundation for the Internet with the DARPAnet. Sproull recruited J. C. R. Licklider, another DARPA veteran, to serve on the company's Research and Development Committee in the 1980s. In 1960 Licklider published a landmark paper combining the latest ideas on computing and artificial intelligence into a vision, foreshadowing the Internet, of a supercommunity of humans and computers linked in an intergalactic network. In their conversations, Sproull,



Licklider, and their colleagues described what would become the World Wide Web, social networking, the collective creation and use of content and informational databases, the use of digital assessment capabilities to enhance the learning experience, and a number of other wonders that would be more fully understood a decade later.¹²⁸

In the 1980s, the company moved to the forefront of publishing technology when it introduced computer-based tools that added speed and efficiency to the publishing process while building a sales curriculum for videodisc that included built-in assessment capabilities. With the advent of the World Wide Web, Wiley established www.wiley.com as its corporate Web site in 1995 and launched the *Journal of Image Guided Surgery*, an interactive, multimedia online journal. The revolutionary character of the new journal earned Wiley the Literary Market Place Award for Technical Achievement/Innovation. In 1996, P/T launched TheraScribe, a software product that provided mental health professionals with a template for creating effective treatment plans rapidly and efficiently, using behavioral definitions, therapeutic interventions, and diagnostic suggestions provided on CD modules. With the rise of Amazon and other online booksellers, P/T saw the opportunity in online selling to promote its deep reserve of mid-list titles for which there was considerable demand, but not enough shelf space in traditional bookstores. P/T has extended its brands online with Web sites such as Frommers.com and Dummies.com. In book publishing, P/T has forged important partnerships with, among others, the Meredith Corporation's Better Homes and Gardens Books, General Mills' Betty Crocker and Pillsbury cookbooks, and Bloomberg L.P.'s Bloomberg Press® imprint.

Wiley responded to the increasingly global character of research communities by delivering content online directly to end users, including libraries. In 1997 the company launched Wiley InterScience as its online platform, placing Wiley journals on the Web—a huge step in the transformation of the journals business. Online journals were soon joined by reference works and monographs. The Higher Education business, meanwhile, began to develop online teaching and learning tools that would evolve into WileyPLUS (Ill. 20). WileyPLUS had its origins in Wiley Web Tests—online tests introduced in 1999 that students could use to practice and assess their skills. The following year, the company expanded the offering by adding homework assignments and grading capability, tying it to specific Wiley texts, and rebranding it eGrade. With further enhancements, additions, and improvements, the online resource was relaunched in 2005 as WileyPLUS. Just five years later, it has registered 1.5 million users.



In the summer of 2010, the company replaced Wiley InterScience with Wiley Online Library (Ill. 21). The Library connects the global scholarly community to one of the world's broadest and deepest multidisciplinary collections of online resources covering life, health, and physical sciences; social science; and the humanities. Wiley Online Library offers seamless integrated access to more than 4 million articles from 1,500 journals, 9,000 books, and hundreds of reference works and databases. Wiley Online Library builds on Wiley InterScience, the online service it has replaced, enhancing discoverability, pushing boundaries, and fostering collaboration through many innovations.

In recent years, Wiley has been laying the foundation for the vision known as "All Wiley, All the Time, Anywhere," in which customers will be able to select any combination of items from Wiley's reservoir of content to create custom products delivered in their format of choice, print or electronic. The company is employing text-mining tools and semantic tagging to render its content more "intelligent," dynamic, and useful in this way. At present, Higher Education's Wiley Custom Select service, launched in March 2009, allows instructors to browse and select from approximately 750 Wiley textbooks to create custom course materials that suit their specific pedagogical needs.¹²⁹ Selected items of STMS content have begun to be available through the system as well. With its underlying platform ultimately extensible to all Wiley businesses, the service provides an exciting preview of what lies ahead.

Conclusion

For more than 200 years, Wiley has grown and evolved, taking pride in its ability to meet the changing needs of its customers. The company's current migration of its content to the digital world is the latest example of this kind of transformation. Today the company serves a global community of customers, delivering a wide range of high-quality products, services, and resources, in print and online, from operations in the U.S., Canada, Europe, Asia, and Australia. Among publishers, Wiley's collection of content is unique. No other publisher in the world has leading positions in scientific, technical, medical, and scholarly publishing; professional and trade publishing; and higher education publishing. No other publisher in the world has published more than 400 Nobel Laureates. No other commercial publisher in North America has been in existence for more than two centuries.



Wiley is a far cry from Charles Wiley's small print shop, but the company's commitment to quality and to serving the needs of its customers has not changed since 1807. New communications technologies are enabling Wiley to deliver content anytime and anywhere, create transformative ways for people to interact with content, address different learning styles, and engage with authors, readers, and partners. But the core of what it does remains the same: it facilitates teaching and learning, refines content into finished works, adds credibility, promotes scholarly discourse, validates research, helps authors connect with readers—all with the goal of transforming information into knowledge and understanding.

Wiley publications inspire and enable people to renew their knowledge constantly. Professionals, academics, students, and consumers trust Wiley to connect them with content that promotes a deeper level of understanding across a wide range of subjects. More than two centuries of enduring experience have helped the company understand what people want and need to know, and how they find and use that knowledge to discover and rediscover the world. Wiley is leveraging its content, its knowledge, its capabilities, and its relationships to make a difference in its customers' lives, more fully than ever before.

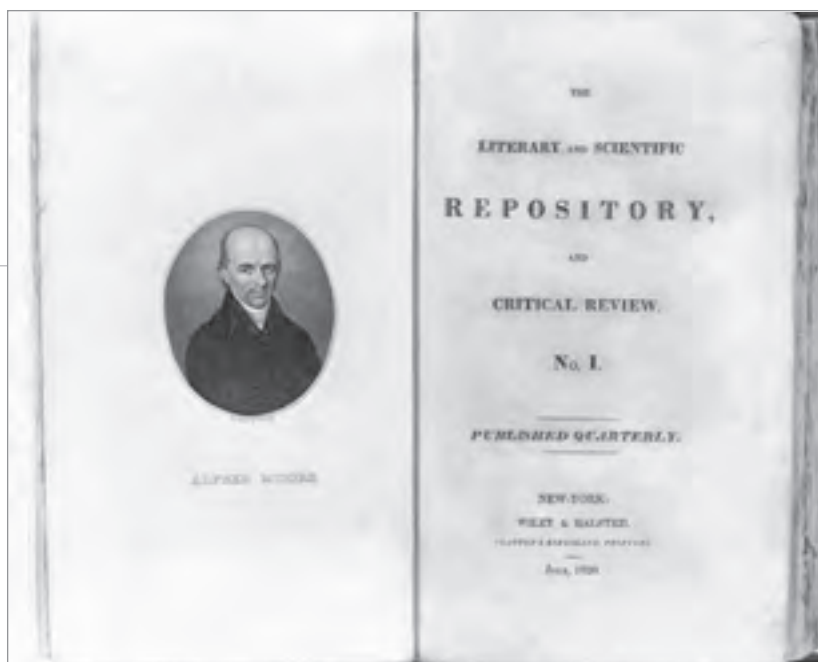
Most companies fail within 20 years of their founding. Wiley belongs to an elite group of American companies that were in business when Thomas Jefferson was president, Napoleon was emperor of France, Alexander I was czar of Russia, George III was king of England, and Beethoven was composing music. Wiley has survived, evolved, thrived, and prospered for more than 200 years thanks to its adaptability, prudent management, independent governance, and the unbroken involvement of the Wiley family, now in its seventh generation.

Today, the Wiley family is represented by five members engaged in the business, three from the sixth generation, two from the seventh. In 1968, Deborah E. Wiley became the first member of the sixth generation to join the business (she currently serves as senior vice president of corporate communications). Brad Wiley II worked as an editor in Wiley's Higher Education business and became a director in 1979. He succeeded his father as chairman in 1993. Peter Booth Wiley joined the company's board in 1984 and in 2002 became chairman, succeeding Brad II, who continues to serve as a board member. Jesse C. Wiley works as an editor at Jossey-Bass while Nathaniel L. Wiley sells and supports WileyPLUS.

Two hundred and three years after the company's founding, the Wileys are planning for the future.



1 The first issue of Wiley's first journal, a mixture of reprinted and original material on agriculture, chemistry, cryptography, demography, economics, geography, and mechanics



2 James Fenimore Cooper and two of his early Wiley titles: *The Spy* (published by Wiley & Halsted in 1821) and *The Pioneers* (published by Charles Wiley in 1823)





3 An illustration from an early non-fiction Wiley publication, Thomas Gamaliel Bradford's *A New Comprehensive Atlas: Geographical, Historical and Commercial*, published by Wiley & Long in New York and Ticknor in Boston (1835), and pages from two "evergreen" non-fiction titles that sold for decades: William Henry Timbie's *Elements of Electricity* (John Wiley & Sons, 1910) and Charles Davies' *Elements of Surveying* (Wiley & Putnam, 1839)



4 *Cottage Residences*, by Andrew Jackson Downing, published by Wiley & Putnam in 1842

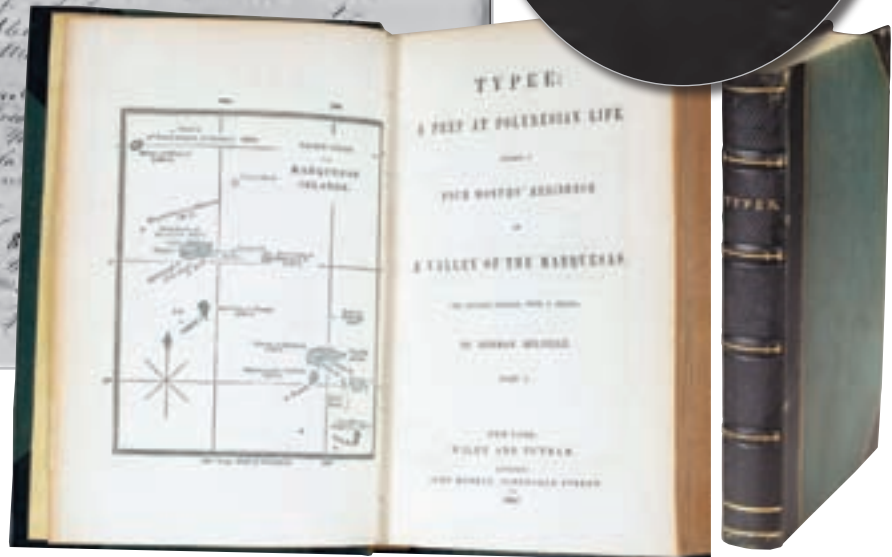
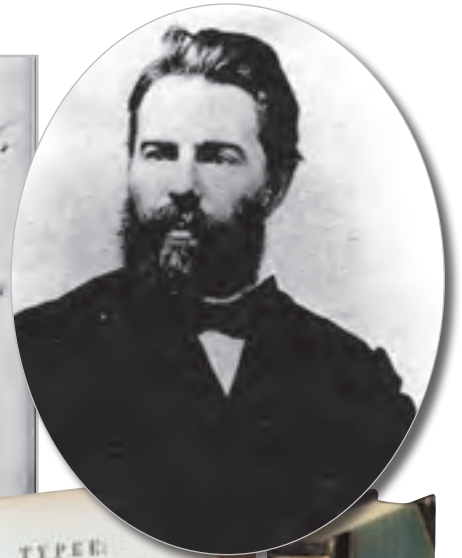




5 Edgar Allan Poe and *The Raven and Other Poems and Tales*, both published by Wiley & Putnam in 1845



6 Herman Melville and the royalty statement for his novel *Typee: A Peep at Polynesian Life*, published by Wiley & Putnam in 1847

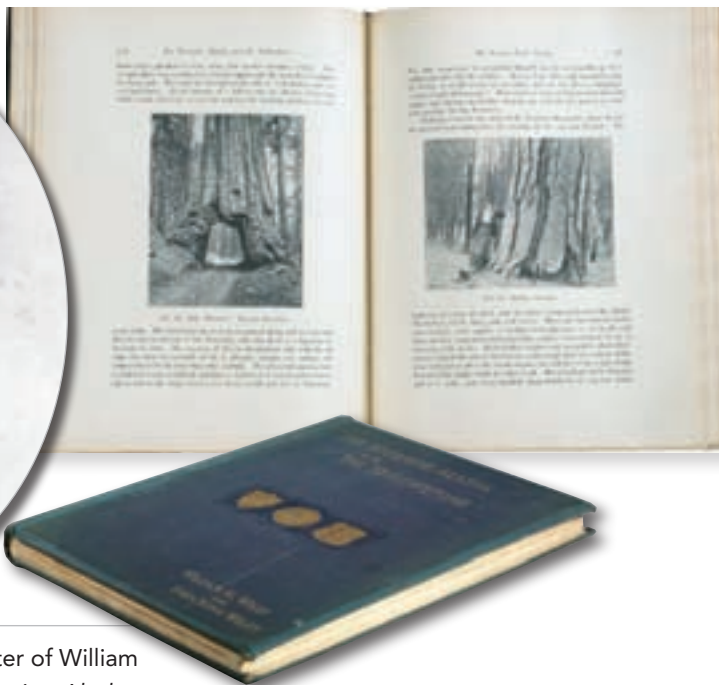




7 John Ruskin and three illustrations from his *Modern Painters*, published by John Wiley & Sons in 1879

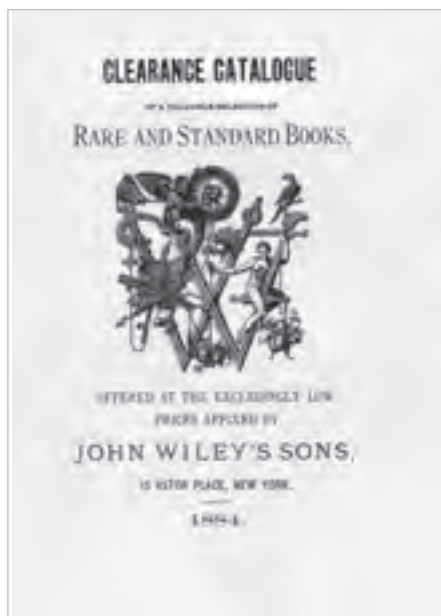
8 Wiley & Putnam gift books, 1845-1847





9 Sara King Wiley, the only daughter of William H. Wiley, co-authors of *The Yosemite, Alaska, and the Yellowstone*, published by John Wiley & Sons in 1892

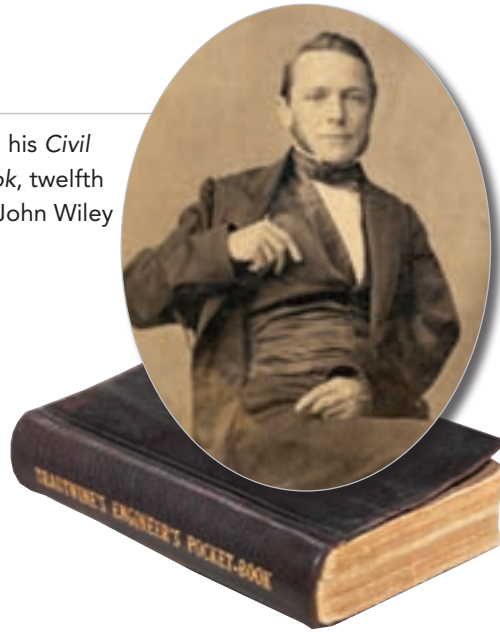
10 Then, as now, pricing was calibrated to stimulate sales



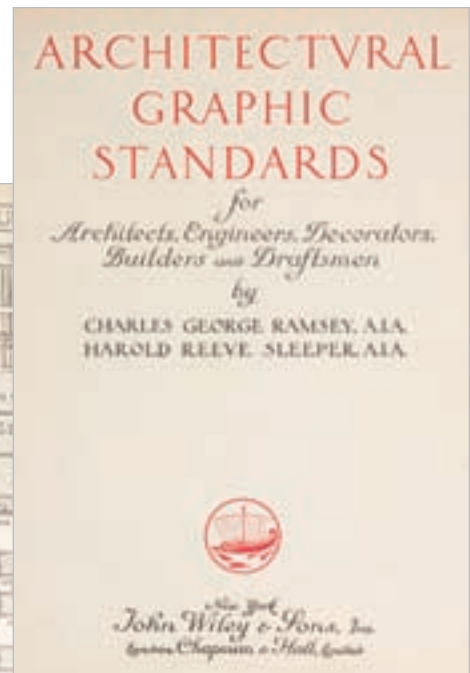
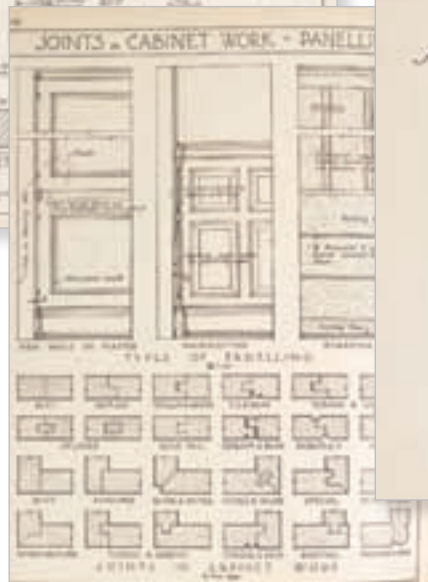
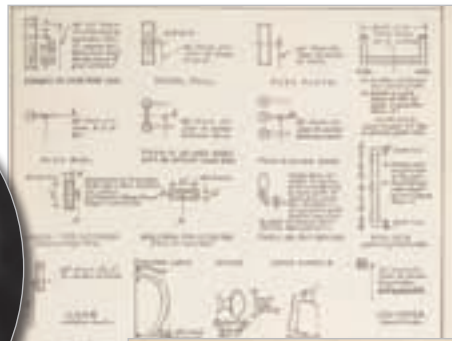
11 Geologist James Dwight Dana's *System of Mineralogy* (shown here in its third edition, 1882) is one of Wiley's most successful books of all time; it was originally published in 1848 and remains in print to this day, currently in its twenty-third edition as the *Manual of Mineral Science*



12 John C. Trautwine and his *Civil Engineer's Pocket-Book*, twelfth edition, published by John Wiley & Sons in 1887

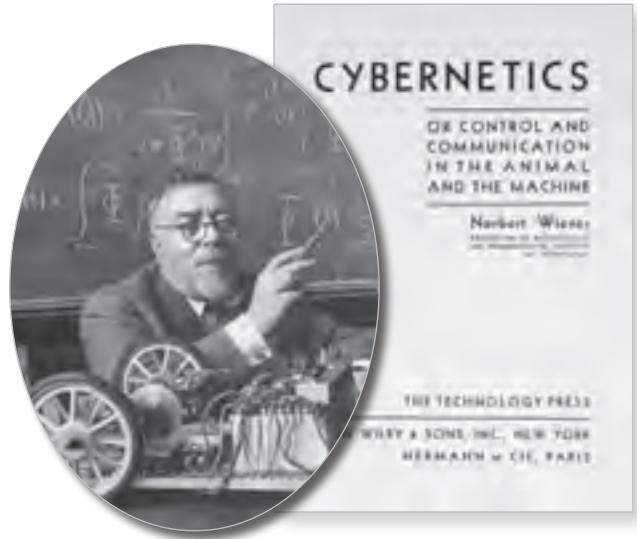


13 Charles George Ramsey and Harold Reeve Sleeper and the first edition of their *Architectural Graphic Standards* (John Wiley & Sons, 1932)

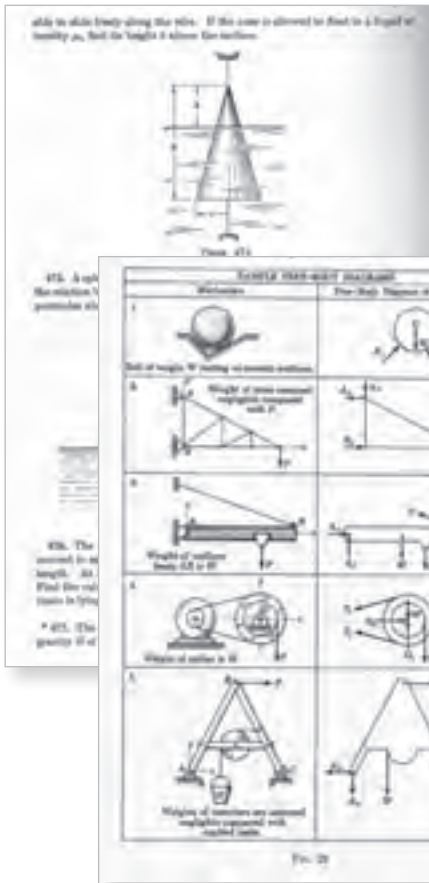




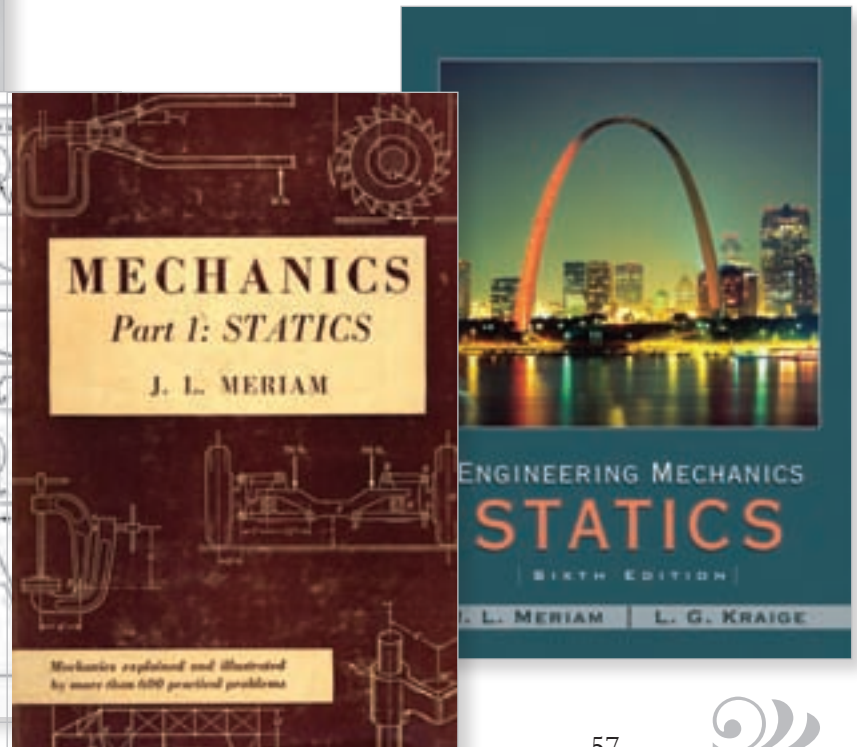
14 Flier for the third edition of Peele's Mining Engineers' Handbook, 1941



15 Norbert Wiener, author of *Cybernetics* (John Wiley & Sons, New York; Hermann et Cie, Paris, 1948), at his classroom desk at MIT, c. 1937



16 The first edition of J. L. Meriam's *Mechanics, Part 1: Statics* (John Wiley & Sons, New York; Chapman & Hall, London, 1951, 1952), and the sixth edition (2006), co-authored with L. G. Kraige





19 Arthur Frommer, founder of the Frommer's travel guides, and Dr. Ruth Westheimer, both For Dummies authors; the iconic brand was acquired by Wiley as part of its purchase of Hungry Minds in 2001

20 The home page of WileyPLUS, the interactive online teaching and learning resource available for more than 300 Higher Education textbooks



21 Wiley Online Library, launched in August 2010, hosts one of the world's broadest and deepest multidisciplinary collections of online resources in the pure and applied sciences, social sciences, and humanities, providing access to more than 4 million articles from 1,500 journals, 9,000 books, and hundreds of reference works, laboratory protocols, and databases



Catalogue

1. WILLIAM BALLANTINE

A Treatise on the Statute of Limitations

Charles Wiley, New York, 1812*

2. WILLIAM CRANCH

*Reports of Cases Argued and Adjudged
in the Supreme Court of the United States*

Charles Wiley, New York, 1812

William Ballantine's *A Treatise on the Statute of Limitations* is Charles's only known publication from the years 1807-1812. He printed it at his 28 Provost (now Franklin) Street shop for the Franklin Company, which folded later that year.

Later in 1812 (at his 61 Hudson Street print shop) and in 1813 (at 28 Provost Street), Charles printed, financed, and distributed his first publications under his own name, including William Cranch's *Reports of Cases Argued and Adjudged in the Supreme Court of the United States*, the second edition of the earliest published record of Supreme Court decisions.¹ Cranch (1769-1855) was appointed the first reporter of U.S. Supreme Court decisions in 1802. He was a nephew of President John Adams, who appointed him in 1805 to the District of Columbia Circuit Court, where Cranch became Chief Justice. Most of the other surviving books from this period are printing jobs for Cornelius Van Winkle (soon to become Charles's partner), William B. Gilley, Isaac Riley, and other established publishers.²

Wiley entered law publishing on a larger scale in the 1980s and then sold its list in 1997.

* All books are Wiley first editions unless otherwise indicated.

3. JACOB DYCKMAN

An Inaugural Dissertation on the Pathology of the Human Fluids

(Printed for the author by Van Winkle & Wiley, New York, 1814)

Charles and Cornelius Van Winkle formed a partnership in 1814. Many of their early publications were “vanity” books, paid for by the authors. Jacob Dyckman (1788-1822) hired them to publish *An Inaugural Dissertation on the Pathology of the Human Fluids*, his expanded dissertation for the New York College of Physicians and Surgeons.

This was Wiley’s first medical title. Van Winkle & Wiley also produced Wiley’s first textbooks, syllabi for medical and science courses at Columbia College (now University) and the College of Physicians and Surgeons. They also printed many orations by famous people of the day for religious, historical, and philosophical societies.

4. A SOCIETY OF GENTLEMEN OF NEW YORK

The Universal Receipt Book, or, Complete Family Directory; Being a Repository of Useful Knowledge in the Several Branches of Domestic Economy; Containing Scarce, Curious, and Valuable Receipts, and Choice Secrets

Van Winkle & Wiley, New York, 1814

5. JOHN WALKER

A Critical Pronouncing Dictionary Abridged and Adapted to the Use of the Citizenship of the United States

Fifth edition, corrected and improved

Published by I. Riley

Printed by Charles Wiley, New York, 1814

Wiley’s first dictionary and cookbook were produced in conjunction with Isaac Riley. The credited author of *The Universal Receipt Book*, “A Society of Gentlemen of New York,” was probably a pseudonym of Riley’s brother-in-law, Richard Alsop. After the first American cookbook appeared in 1796, some 160 books of recipes by Americans appeared in the first half of the nineteenth century. As was common, *The Universal Receipt Book* included sections on cookery, household hints, and medicine, helping homemakers minister to their household’s needs at a time when medical assistance was not always available.³ *The Universal Receipt Book* includes one of the first published recipes for ketchup.



Today John Wiley & Sons, Inc., is one of the largest publishers of cookbooks in the United States and also publishes the Webster's New World dictionaries.

A Critical Pronouncing Dictionary, compiled by British actor and elocution teacher John Walker (1732-1807), was a primary source in the young Republic for the British school of spelling, as opposed to the American versions espoused by Webster's Spellers, such as *honor* (not the British *honour*), *music* (not *musick*), and *theater* (not *theatre*).

6. SIR WALTER SCOTT

Waverley; or, 'Tis Sixty Years Since

First American edition

Van Winkle & Wiley, New York, 1815

American publishers competed to publish the works of Sir Walter Scott (1771-1832), who was the best selling author in early nineteenth-century America. Nineteenth-century American copyright law protected only American authors, so American printers were free to pirate foreign books and magazines, including Scott's works, paying no royalties for content and expending no time and effort on culling, developing, and editing manuscripts. Pirates had access to local market information that the original publishers did not and could better gauge demand, reprinting proven commercial successes while avoiding failures. Books that were published in three volumes in the U.K. were pirated in America in two volumes, generally with smaller type and narrower margins.

The danger in piracy was that markets that were easy to enter were easy to saturate; all one needed was a copy of the printed sheets, a printing press, and bookmaking materials. On December 24, 1814, Van Winkle & Wiley announced that they had *Waverley* in press to discourage other publishers from issuing competing editions.⁴ They offered 100 copies of *Waverley*, which retailed at \$2.00, at a 50 percent discount to the Boston publisher West & Richardson. Philadelphia publisher Mathew Carey agreed to purchase it on those terms.

7. STEPHEN DECATUR

Proceedings of a Court of Inquiry Held on Board the United States Frigate Constellation, at New York, in April 1815

Van Winkle & Wiley, New York, 1815

Van Winkle & Wiley's publications relating to the War of 1812 included *Proceedings of a Court of Inquiry Held on Board the United States Frigate Constellation, at New York, in April 1815*, by Stephen Decatur (1779-1820).⁵ By the late spring of 1813, Britain's blockade of major ports was strangling the American economy. In January 1815, Decatur, a U.S. naval commander, sailed from New York aboard the *President* and struck a bar. Unable to return to New York because of a broken mast and contrary winds, Decatur headed out to sea, where he fired upon four British ships, defeating one before being overpowered. With 24 of his sailors dead and 55 wounded, the twice-wounded Decatur surrendered. Released by the British after the end of hostilities, he insisted that a court inquiry be held to investigate the loss of the *President*. The court concluded that the *President's* capture was not Decatur's fault and that he "evinced great judgment and skill, perfect coolness, the most determined resolution and heroic courage."⁶ Decatur became the youngest man to reach the rank of captain in the history of the United States Navy, and the first American celebrated as a national military hero who had not played a role in the American Revolution.

This copy of the *Proceedings* is inscribed "Capt. D. Porter Commr. Navy Board. Wash." Decatur had chaired the inquiry into David Porter's surrender of a ship at Valparaiso, Chile, and both Decatur and Porter served as commissioners on the Naval Board from 1815 on. (Charles would publish the second edition of Porter's *Journal* in 1822.) This edition also bears the inscription "H. A. Goldsborough," the editor of *The Naval Chronicle*.

Decatur was a close friend of Washington Irving, who was also friends with Cornelius Van Winkle. Irving may have introduced Decatur to Van Winkle & Wiley.

**8. *The Happy Sequel, or, the History of Isabella Mordaunt*
(A Tale for Young People)**

William B. Gilley, New York, 1815
Printed by Van Winkle & Wiley

In 1815, Van Winkle & Wiley printed their first juvenile titles, among them *The Happy Sequel*, published by New York bookseller William B. Gilley. The publisher of the 1814 English edition described it as



“perspicuous in its plot, natural in its incidents, and unexceptional in its morality.”⁷

9. “BY SEVERAL MEDICAL GENTLEMEN” (RACHEL BAKER)

Devotional Somnium; or, A Collection of Prayers and Exhortations, Uttered by Miss Rachel Baker, in the City of New-York, in the Winter of 1815, During Her Abstracted and Unconscious State (Printed for the Proprietor, by Van Winkle & Wiley)
New York, 1815

Although Charles was not known for his religious devotion, religious titles were good sellers, and Wiley began publishing them in 1815. Known as “the Sleeping Preacher,” Rachel Baker (1794-?) delivered discourses while in a sleep-like state that were considered to be “of singular clarity, marked by a devout and solemn tone.”⁸ Her daily trance-recitation began with prayer followed by a discourse and ended with prayer. After shaking, sobs, and groans, she would fall into normal sleep with opium administered to relieve her distress.

10. JOSEPH COPPINGER

The American Practical Brewer and Tanner: In Which Is Exhibited the Whole Process of Brewing Without Boiling
Van Winkle & Wiley, New York, 1815

Joseph Coppinger’s *The American Practical Brewer and Tanner* was one of Charles’s first technical works. Coppinger, who believed that beer was a healthy beverage essential to a good life, hoped to wean Americans from imported brews. He describes a method for malting Indian corn. As for his reasons for including tanning techniques in his book, Coppinger writes, “Since writing the Preface, I have been induced to make an addition to this little work, in order to increase its usefulness, by giving the French mode of tanning ... as it points out a secure and profitable mode of turning [American tanners’] capital twelve or thirteen times in a year, instead of once.”

In a common arrangement, Coppinger paid Van Winkle & Wiley to print the book while retaining the copyright and absorbing all financial risk. Coppinger took the lead in marketing the book, pre-selling it to subscribers. After publication, he ran newspaper advertisements and placed copies with bookstores.

In response to a letter from Coppinger promoting the book, former president Thomas Jefferson wrote, “I had noted the advertisement of your book in which the process of malting corn was promised and had engaged a bookseller to send it to me as soon as it should come out. We tried it here the last fall with perfect success, and I shall use it principally hereafter.”⁹

11. SAMUEL WHELPLEY

The Triangle: A series of numbers upon three theological points, enforced from various pulpits in the city of New York (By Investigator)
Printed and published for the author by Van Winkle, Wiley & Co., New York, 1816

After studying theology and being ordained as a Baptist minister, Samuel Whelpley (1766-1817) was received into the ministry of the Presbyterian Church. Charles may have met him while publishing the transactions of the Literary and Philosophical Society of New York, of which Whelpley was a member. Van Winkle & Wiley published *The Triangle* for Whelpley in 1816. As part of his original promotion for the book, Charles ran an art contest associated with it from his retail store. Subsequent editions of *The Triangle*, an attack on New England Calvinism’s three core beliefs, one of which was original sin, appeared in 1817, 1821, and 1832.

12. HENRY WILLIAM DUCACHET

An Inaugural Essay on the Action of Poisons
Van Winkle, Wiley & Co., New York, 1817

An Inaugural Essay on the Action of Poisons, the M.D. thesis of Henry William Ducachet (1796-1865), was one of Wiley’s first medical books. Ducachet was a graduate of Nassau Hall (Princeton) and the College of Physicians and Surgeons of New York University. A member of the Medico-Chirurgical Society of the University of the State of New York, Ducachet practiced medicine in New York before becoming an Episcopal clergyman in 1825.¹⁰

13. *Address of the American Society for the Encouragement of Domestic Manufacturers to the People of the United States*

Printed by Van Winkle, Wiley & Co., New York, 1817



Address of the American Society for the Encouragement of Domestic Manufacturers urged Congress to enact various protections and promotions of domestic manufacturers, arguing that the independence of the United States depended not only on military defense but also on the development of commerce, which would end the country's reliance on Great Britain. The petition was submitted by New York City Representative Peter Wendover during the closing days of the 14th Congress and was referred to the Committee on Commerce and Manufactures.¹¹ The Society for the Encouragement of Domestic Manufacturers' president, Daniel D. Tompkins, was governor of New York; its vice president was Stephen Van Rensselaer, also a prominent figure in New York politics and the founder of Rensselaer Polytechnic Institute in Troy, New York.

14. JOHANN CASPAR LAVATER

The Pocket Lavater: The Science of Physiognomy

To which is added an inquiry into the analogy

between brute and human physiognomy, from the Italian of Porta

Van Winkle & Wiley, New York, 1817

The Pocket Lavater, one of Wiley's earliest science titles and translations, was derived from *Physiognomische fragmente*, by the Swiss scientist Johann Lavater (1741-1801), with added extracts from Giambattista Della Porta's *De humana physiognomonia*. Lavater believed moral character could be read in facial features, and Wiley's handy pocket edition used illustrations to teach the reader how to identify "the physiognomy of . . . a man of business" versus that of "a rogue." Physiognomy was very popular at the time; at least 20 editions of Lavater's *Essays* were published in English before 1810, including two in America, and by 1825, American periodicals had featured no fewer than 70 articles on the topic.¹²

15. JAMES HOGG

The Brownie of Bodsbeck; and other tales

First American edition

Charles Wiley, New York, 1818

Scottish writer James Hogg (1770-1835) was a friend of Sir Walter Scott, Lord Byron, William Wordsworth, and Robert Southey. *The Brownie of Bodsbeck; and other tales*, first published in England in 1817, explores Hogg's native district of Ettrick, Scotland, during different historic periods. Inserted between the two-volume version published by Charles is an engraved leaf containing the words and music of Hogg's "A Cameronian Midnight Hymn," the words of which also appear in the text several pages earlier. Wiley's interest in travel literature began in the first generation and persisted into the third, when it disappeared only to resurface in the 1990s.

16. WILLIAM DARBY

A Tour From the City of New-York, to Detroit, in the Michigan Territory, Made Between the 2d of May and the 22d of September, 1818 (Published for the author by Kirk & Mercein, and sold by Kirk & Mercein, Charles Wiley & Co., A. T. Goodrich & Co., James Eastburn & Co., W. B. Gilley, R. M'Dermut, William Hooker, and Collins & Co., New York, and by some others of the principal booksellers in the United States)

Printed by E. Worthington, Brooklyn, 1819

A surveyor engaged in fixing the boundary line between the United States and Canada after the War of 1812, William Darby (1775-1854) was one of the leading geographers of his day.¹³ This chronicle in the form of a series of letters documents his trip from New York City to Detroit in 1818 and includes early descriptions of Buffalo, Niagara Falls, Cleveland, and Detroit.¹⁴ He writes: "For upwards of a month that I have been traveling between this city [Detroit] and Geneva, in the state of New York, I have seen hundreds removing to the west, and not one in fifty with an intention to settle in Michigan Territory."

17. HENRY R. SCHOOLCRAFT

A View of the Lead Mines of Missouri Including Some Observations on the Mineralogy, Geology, Geography, Antiquities, Soil, Climate, Population, and Productions of Missouri and Arkansas, and Other Sections of the Western Country (Accompanied by three engravings)

Charles Wiley & Co., New York, 1819

This work is one of the first titles about Western mining. One of the most important early visitors to the Midwest, Schoolcraft (1793-1864) was interested in areas well beyond his central focus of industry, mineralogy,



and geology. His account of his exploration of the Missouri River basin and Arkansas in 1817 and 1818 is noted for its keen observations on history, ethnology, and Indian life. Schoolcraft, who married a woman of Scottish and Ojibwe descent, served as Superintendent for Indian Affairs for Michigan in the 1830s and helped to found the Michigan Historical Society. His major work is his six-volume *Historical and Statistical Information Respecting the History, Condition and Prospects of the Indian Tribes of the United States*.¹⁵

18. CAPTAIN DAVID PORTER

Journal of a Cruise Made to the Pacific Ocean by Captain David Porter, in the United States Frigate Essex, in the Years 1812, 1813, and 1814, to Which Is Now Added, the Transactions at Valparaiso, from the Period of the Author's Arrival until the Capture of the Essex; the Fate of the Party Left at Madison's Island, under Lieut. (now Major) Gamble

Second edition

Wiley & Halsted, New York, 1822

Charles Wiley's publication of Captain David Porter's accounts of life at sea in the South Pacific and of the islands he visited served as a source for Melville's *Typee*.¹⁶ Porter (1780-1843) was the only U.S. Navy commander to sail against the British in the Pacific in the War of 1812. Wiley's publication of Porter's *Journal* was preceded by an abbreviated Philadelphia edition in 1815, and Wiley published only the second edition of the book. A later abridged London edition in 1823 suppressed all anti-British passages.¹⁷

19. SALMA HALE

History of the United States, from Their First Settlement as Colonies to the Close of the War with Great Britain in 1815

Charles Wiley, New York, 1825

On October 20, 1820, the American Academy of Language and Belles Lettres created a prize for the best history of the United States "calculated as a class-book in academies and schools."¹⁸ Salma Hale (1787-1866), jurist and Representative from the State of New Hampshire, took the prize of \$400 and a gold medal valued at \$50 for his *History of the United States, from Their First Settlement as Colonies to the Close of the War with Great Britain in 1815*. This popular textbook was published



in several editions between 1820 and 1848. The earlier editions credited “A Citizen of Massachusetts” as author, while the 1846 and later editions revealed his actual name.

20. GEORGE COLMAN

The Deuce Is in Him: A Farce, in Two Acts (Correctly Given, as Performed at the Theatres Royal with Remarks)

Charles Wiley, New York, 1824

H. C. Carey & I. Lea, Philadelphia, 1824

In an attempt to improve his financial prospects, Charles ventured onto new ground in 1824 and 1825 by publishing and reprinting more than 60 comedies, farces, and tragedies by British authors.¹⁹

21. *The Analectic Magazine*

Volume 4, July-December, 1814

M. Thomas, Philadelphia, 1814

Printed by Van Winkle & Wiley

Philadelphia bookseller and publisher Moses Thomas purchased *Select Reviews*, a monthly magazine containing mostly English reprints, in 1812.²⁰ He renamed it *The Analectic Magazine* and hired Washington Irving to be its editor at the monthly rate of \$125—an amount that Irving thought was “handsome.”²¹ Irving added original material to *The Analectic*, including his own reviews; biographical sketches of American naval heroes such as James Lawrence, Commodore Oliver Perry, and David Porter (a future Wiley author); and articles by his brother-in-law, James Kirke Paulding, and others. Parts of Irving’s *Sketch Book* first appeared in *The Analectic*.

Irving left *The Analectic* in 1814, describing editorship as “an amusing occupation, without any mental responsibility of consequence.”²² Later, when Walter Scott offered him an editorial position, Irving responded, “I am peculiarly unfitted to the post proposed. My whole course of life has been desultory and I am unfitted for any periodically recurring task, or any stipulated labor of body and mind.”²³

In 1817 *The Analectic*’s new editor, Philadelphia lawyer Thomas Isaac Warton, published the poem “The Defence of Fort McHenry,” by Francis



Scott Key (1779–1843), for the first time in a national publication. The poem celebrated the American flag’s survival of the Battle of Baltimore on the night of September 13-14, 1814. Set to the tune of *To Anacreon in Heaven*, a favorite British drinking song, it became a popular American patriotic song, recognized for official use by the United States Navy in 1889 and the White House in 1916. Rechristened “The Star Spangled Banner,” it became the U.S. national anthem in 1931.²⁴

Charles printed *The Analectic Magazine* for Moses Thomas from 1813 through 1817. Although it is not known whether Charles profited through the venture, it undoubtedly increased his reputation within a circle of aspiring New York literati, of which Irving and Paulding were leading members.

22. *Transactions of the Literary and Philosophical Society of New York*
Van Winkle & Wiley, New York, 1815

23. DE WITT CLINTON

An Introductory Discourse, Delivered Before the Literary and Philosophical Society of New-York on the Fourth of May, 1814
Printed by Van Winkle & Wiley, New York, 1815

The Literary and Philosophical Society of New York was founded on January 13, 1814, “to cultivate the most useful branches of knowledge, to stimulate into activity the literature and talents of the community, and to obtain a mass of information, which may have a tendency to elevate the literary character, and subserve [*sic*] the best interests of our country.”²⁵ Many of Wiley’s authors were members.

Van Winkle & Wiley published the Society’s transactions and distributed individual pamphlets of the proceedings, such as De Witt Clinton’s *Introductory Discourse*. Clinton (1769-1828), who served as United States Senator and the sixth Governor of New York, is known for his role in building the Erie Canal. In his discourse, he refutes European claims about the inferiority of American literature, predicting: “The time will surely arrive when an eminent american [*sic*] author shall be no longer considered an anomaly deriving his authority more from the singularity than the merit of his productions. . . . Free governments are the native soil of great talents.”²⁶

24. WASHINGTON IRVING

The Sketch Book of Geoffrey Crayon

Printed by C. S. Van Winkle for Charles Wiley, New York, 1819-1820

Washington Irving (1783-1859) left America in 1815 to visit his brother in England and stayed for 17 years. He wrote *The Sketch Book* there under the pseudonym Geoffrey Crayon. The collection of tales that included “Rip Van Winkle” and “The Legend of Sleepy Hollow” was turned down by British publisher John Murray, so Irving sent the manuscript to his friend Henry Brevoort, a wealthy financier in New York, who gave it to Charles to publish. Brevoort had lent Charles \$700 in 1819 and perhaps hoped to recoup his loan if the book was successful.

The Sketch Book appeared in seven paperbound installments between June 1819 and September 1820. Available simultaneously in bookstores in New York, Boston, Philadelphia, and Baltimore, it was an immediate success. An estimated 5,000 copies sold in its first two years of publication, and within a decade over one percent of Americans had purchased the book, the equivalent of a book today selling 3 million copies. According to one account, Irving earned 40 percent of the revenue from the sale of the installments, and the printer, Van Winkle, 35 percent. Of the remaining 25 percent, 20 percent went to retailers in the form of a discount off the list price, and 5 percent was allowed to the wholesaler, the role played by Charles. Irving’s take has been estimated at \$10,000 in the first two years, suggesting that the book’s total revenues were \$25,000 and that Charles made about \$1,250 from it.²⁷

The title page of the U.S. edition lists C. S. Van Winkle as printer but does not mention Wiley. However, New York’s literary figures knew of Charles’s involvement, as did those who saw his advertisements for the book in the *New York Commercial Advertiser* and the *Evening Post*, which explicitly stated that Wiley had “this day published” the title. He advertised the installments more than 100 times in 1819 and 1820 in the New York papers alone. Though Irving would never again publish with Wiley, *The Sketch Book* helped to enhance Charles’s reputation as a publisher who knew how to sell and distribute books by American authors in quantity.²⁸ The Grolier Club would include *The Sketch Book* as one of its “100 Most Influential American Books Printed Before 1900.”²⁹



25. FITZ-GREENE HALLECK

Fanny

C. Wiley & Co., New York, 1819

Fitz-Greene Halleck (1790-1867) wrote *Fanny*, a satirical poem about the fashion, follies, and public characters of the day. Halleck said that he “had . . . no intention of publishing it, but the bookseller [Charles] who brought out Irving’s *Sketch Book* offering to publish *Fanny* in a style stated to me that I was the only writer in America, Irving excepted, whose work he would risk publishing.”³⁰ Charles’s courtship of Halleck was successful, and the first edition of *Fanny* appeared in December 1819. Americans responded positively to this social commentary about a poor merchant and his daughter’s unexpected rise into high society. *Fanny* proved so popular that the initial 50 cent edition was soon fetching up to \$10. A second edition followed in 1821 with 50 new stanzas. The poem was favorably received in the U.K., with G. & W. B. Whittaker of London, W. & C. Tait of Edinburgh, Reid & Henderson of Glasgow, and D. Weir of Greenock all reprinting it to favorable reviews. Scottish publisher John Mennons identified Charles as one of the most important publishers of American writing because of the quality of Irving’s *Sketch Book*, Richard Henry Dana’s *The Idle Man*, and *Fanny*, which he described as “a most acceptable treat.” With the omission of Charles’s name from Irving’s *Sketch Book*, *Fanny* was the first significant original work of American literature to appear with the Wiley name on the title page. Halleck is regarded by some contemporary scholars as America’s first homosexual literary lion. John W. M. Hallock presents the argument in *The American Byron: Homosexuality and the Fall of Fitz-Greene Halleck* (Madison: University of Wisconsin Press, 2000). Halleck was a friend of Bayard Taylor, also identified by gender scholars as gay. Taylor fictionalized Halleck’s relationship with his lover in *Joseph and His Friend*, according to Hallock.³¹

26. SUSAN DE WITT

The Pleasures of Religion: A Poem

Wiley & Halsted, New York, 1820

The Pleasures of Religion, a poem by Susan Linn De Witt (1778-1824), may be the first literary work by an American woman that Wiley



published. Little is known about De Witt. The daughter of Reverend William and Rebecca (Blair) Linn, she also wrote a novel, *Justina*, and was the third wife of General Simeon De Witt, Geographer and Surveyor General of the Continental Army during the American Revolution and Surveyor General of the State of New York for the 50 years from 1784 until his death.³²

27. *The Literary and Scientific Repository, and Critical Review*, No. 1 (Ill.1)
(Published Quarterly)

Wiley & Halsted, New York, 1820

Charles, who claimed that “no work, however meritorious, will sell without the assistance of the newspapers,” carefully cultivated the tabloids in order to promote his authors. In 1820 he launched Wiley’s first periodical, *The Literary and Scientific Repository, and Critical Review*, as a showcase for Wiley’s growing list of authors. Its editor, Charles Kitchell Gardner (1787-1869), had served in the War of 1812 and wrote *Compendium of the United States System of Infantry Exercise and Maneuvers* in 1819 and *Regulations for Light Infantry and Riflemen* in 1820. Focusing on original content for the *Repository*, Gardner recruited James Fenimore Cooper, Fitz-Greene Halleck, Washington Irving, James Kirke Paulding, and others to provide excerpts, reviews, and discussions. The magazine folded in 1821.³³

28. RICHARD HENRY DANA

The Idle Man, No. 1

Wiley & Halsted, New York, 1821

Wiley’s first literary journal, *The Idle Man*, which appeared from 1821 through 1822, was partly written and edited by the reclusive New England scholar-poet Richard H. Dana (1787-1879). Charles priced the 50-page periodical at 50 cents, which he thought would yield a good profit for Dana even with a 25 percent allowance for booksellers other than himself; as “the distributing publisher,” Charles claimed a discount of one-third. Dana paid his bill of \$119.50 for paper and printing at the end of July 1821. Charles thought the periodical had suffered from “inattention in the public prints” and sent free copies of the first number to four New York newspaper editors and two businessmen of a literary bent. He also advertised it and pressed William Coleman, editor of the *New York Evening Post*, to take notice. The ensuing review may have



been written by Dana himself. It was common practice for such notices to be written by the author or the author's friends, or when a sufficient "contribution" had been made to the paper.³⁴ Despite a few favorable notices, and long excerpts in *The Ladies' Literary Cabinet* and *The Literary Companion*, sales fizzled in New York but were good in Boston.

The second volume did less well until a very favorable review appeared in mid-September. Charles then urged Dana to pay to print 1,000 copies of a third number because each new number sustained interest in previous ones. Charles noted that "we often sell the work in sets, and few . . . who have purchased the first number have failed to buy the others." The fourth number arrived in the dead of winter when the 1822 yellow fever epidemic that killed Charles's clerk made Charles himself gravely ill and sent the Wiley family scurrying to the New Jersey countryside. Most stores in the city were closed. Dana turned out six, possibly seven issues, but sales languished.

Charles reportedly wrote to Dana that he was "writing himself into debt" with *The Idle Man*, compelling Dana to end the project.³⁵ Charles urged him to write a novel—perhaps hoping to drive sales of the remaining copies of *The Idle Man*—which he never produced.³⁶ Although financially disappointing, the periodical did win Dana a degree of literary fame. His son, Richard Henry Dana, Jr., was renowned for writing *Two Years Before the Mast*, his narrative from the 1830s of his voyage around Cape Horn to California in the fur trade.

29. JAMES KIRKE PAULDING

A Sketch of Old England, By a New England Man

Charles Wiley, New York, 1822

Re-published by Sir Richard Phillips & Co., London, 1822

Before publishing *A Sketch of Old England, By a New England Man*, Charles printed two books by James Kirke Paulding (1778-1860) for Philadelphia publishers: *The Diverting History of John Bull and Brother Jonathan* for Bradford & Inskeep in 1813, and *The United States and England: Being a Reply to the Criticism on Inchiquin's Letter* for A. H. Inskeep in 1815. This first English edition of *A Sketch of Old England* was not pirated as were so many American works in the early nineteenth century, but published in an authorized edition with the name of the New York publisher, Charles Wiley, on the title page. The English edition



differs from the American in ways that suggest that potentially offensive material was removed to make it more saleable in the English market.

Paulding, who was a prolific author in a variety of genres and a champion of an American literature, also served as secretary to the Board of Navy Commissioners from 1815 to 1823, as Naval Agent in New York from 1824 to 1838, and as the eleventh Secretary of the Navy from 1838 to 1841.³⁷

30. JAMES FENIMORE COOPER (Ill. 2)

The Spy; a Tale of the Neutral Ground

Wiley & Halsted, New York, 1821

James Fenimore Cooper (1789-1851) participated in the gatherings at Charles's Den, where he "was in the habit of holding forth to an admiring audience."³⁸ He began to contribute to Wiley's *Literary and Scientific Repository* in 1820.

In 1821 Cooper offered Charles his second novel, *The Spy*, a romantic tale of espionage set in Westchester County during the American Revolution. As Cooper's first book, *Precaution*, was not successful (Cooper blamed the printer's substandard work), Charles agreed to publish the book but would not pay cash for the copyright, leaving much of the financial risk with Cooper.

Charles began typesetting and printing *The Spy* before Cooper finished writing. Parts of the novel appear, in Cooper's own words, "crowded and hurried," written at the last minute under tight page requirements. Early reviews of the book were strong, however. Fitz-Greene Halleck, the poet and Wiley author whom Cooper met at the Den, called it "among the best novels that have been written." Sales were brisk, and by December 1822 Wiley had paid Cooper \$2,700 over and above expenses.

Sales might have been even better, but Charles's reluctance to offer discounts sufficient to encourage middlemen like Mathew Carey in Philadelphia and his country retailers prevented the wide distribution that Cooper might have profited by. But Charles did not see any reason to increase the discount on books that were readily saleable.³⁹ *The Spy* was pirated by G. and W. B. Whittaker in Britain, which also cut into Cooper's profits.⁴⁰



31. JAMES FENIMORE COOPER (Ill. 2)

The Pioneers, Or, the Sources of the Susquehanna: a Descriptive Tale

(By the Author of "Precaution." In Two Volumes.)

Charles Wiley, New York, 1823

Charles published Cooper's next novel, *The Pioneers*, in 1823. It was the first in a series of five novels eventually called the Leatherstocking Tales that featured the frontier hero Natty Bumppo. Though publication was delayed by a yellow fever epidemic, Charles marketed the book effectively; *The Pioneers* was sold out to retailers six months before publication.

British reviewers responded more positively to *The Pioneers* than did Americans. British publisher John Murray, after declining *The Spy*, offered to split his profits on *The Pioneers* with Cooper, provided that Cooper supply him with page proofs sent by different ships to ensure timely arrival in case a ship should be delayed. Murray agreed to print 1,000 copies for the local market while Wiley's printer quickly ran off 5,000 copies in New York and then 10,000 more. Over the next few years, pirated editions undoubtedly cut into Murray's sales, as he sold only 800 copies. *The Pioneers* established Cooper's popularity on the Continent, particularly in France and Germany.⁴¹

32. JAMES FENIMORE COOPER

The Pilot: A Tale of the Sea

Charles Wiley, New York, 1823

Cooper's service in the U.S. Navy after being expelled from Yale gave him firsthand knowledge of nautical life aboard a warship. The story was based on the adventures of Revolutionary War hero Captain John Paul Jones, who raided British shipping near the home islands with great success. As with *The Spy*, Cooper assumed most of the financial risk of publication for *The Pilot* and reaped most of the profits, while Charles provided his imprimatur and coordinated the printing, binding, advertising, and wholesale distribution but received only a percentage of receipts.

The book was a great success in Britain. Cooper chose John Miller, a solidly pro-American bookseller on Fleet Street recommended by

Washington Irving, to publish the English edition. Miller received *The Pilot* in time to print 1,000 copies before other printers had a copy on hand. First mover advantage and extensive advertising enabled Miller to sell 800 copies wholesale on the day of publication. Though it did less well in America, Charles still found it necessary to employ five printers to keep up with the demand.⁴²

33. JAMES FENIMORE COOPER

Lionel Lincoln; or, The Leaguer of Boston

(By the Author of *Pioneers, Pilot, &c.*)

Charles Wiley, New York, 1825

The plot of this novel circled around the complicated family history of an officer in the British army, Lionel Lincoln, who arrived in Boston just in time to take part in the British forces' unsuccessful raid on Lexington and Concord. It also contains a description of the Battle of Bunker Hill. Charles, who was having financial problems while Cooper was making a healthy income, established a new contract with Cooper for the publication of *Lionel Lincoln*. Charles and New York merchant Abijah Weston gave Cooper \$5,000 of promissory notes in exchange for the exclusive right to print and sell up to 10,000 copies of the two-volume novel within one year. The arrangement called for a reduction in Cooper's profit to 25 percent, down from the 36 percent he apparently got for *The Pilot*. Unfortunately for Charles, in Cooper's own words, *Lionel Lincoln* "failed, and perhaps justly." The novel may have failed because American readers were not ready for a novel centered on the life of a British officer, who in truth was American born, during the early years of the Revolution.⁴³

Nonetheless, Charles and Cooper's friendship remained steadfast, and that same year, 1824, Charles became the only publisher welcomed as a member into Cooper's Bread and Cheese Club, a direct outgrowth of Wiley's Den.

In July 1825, Cooper signed a contract with Wiley for *The Last of the Mohicans*, assuming the risks of publication. By August, Charles had already made considerable progress in printing the book, and the September issue of *The United States Literary Gazette* listed it as "in Press" under Wiley. But by October it still had not appeared, probably because of Charles's financial difficulties and possibly because of illness as well. Cooper helped out by paying some of Charles's debts, in exchange for which Charles assigned to Cooper all his remaining copies of and rights



in *Lionel Lincoln*, *The Pilot*, *The Spy*, Paulding's *John Bull*, and Verplanck's *Essays on the Nature and Uses of the Various Evidences of Revealed Religion*. On January 6, 1826, Charles died, intestate, of jaundice. In March 1826, Carey & Lea published *Mohicans*; Charles's son John went to work for them that same year.

The New York Review and Athenaeum Magazine of March 1826 noted that "Mr. Charles Wiley . . . was removed from the cares of this world; and took his journey to another, where there is no writing, publishing, nor reviewing. . . . We record with regret, the loss of a publisher who was acquainted with the inside as well as the exterior of books; and are sorry that our metropolis, in which the literary career of Mr. Cooper was begun, with a popularity which no other American had ever succeeded in approaching, should no longer be the source from which his works first emanate."

34. *The American Monthly Magazine*, Vol. 1

(Edited, for the proprietors, by H. W. Herbert and A. D. Paterson)

M. Bancroft, J. Wiley, Peter Hill, G. and C. and H. Carvill, New York, 1833

The American Monthly Magazine, one of two attempts by John in 1834 to start new publications, came five years after he resumed publishing. In 1834 he published 15 titles, having published only 11 over the previous five years. *The American Monthly*, devoted to fiction, biography, travel writing, and moral essays, was well reviewed but struggled with competition from established and pirated British periodicals until the Panic of 1837, when it ceased publication. John's second attempt, first *Father's Magazine*, then *Fathers' and Young Men's Magazine*, failed in its first year. Over the next decade John, in partnership with George Palmer Putnam, would emerge as a major importer and exporter of periodicals including imports, such as *Architect's Journal*, *Practical Mechanic and Engineer's*, *Blackwood's Magazine*, *Quarterly Review*, *British Critic*, and *Civil Engineer Magazine*, and exports such as *The American Almanac*, *The Dial*, *Knickerbocker*, the *North American Review*, the *Repository of Useful Knowledge*, and the *United States and Democratic Review*.⁴⁴

35. JAMES FENIMORE COOPER

A Letter to His Countrymen

John Wiley, New York, 1834



In the introduction to *A Letter to His Countrymen*, Cooper describes turning to John as publisher because he was the son of Charles, his “old and much esteemed publisher.” *A Letter to His Countrymen* was a critical attack on American cultural provincialism in which Cooper threatened to stop writing. The reviews were not favorable, and the book was not a commercial success. From then on, John served Cooper as a bookseller and agent, but not as his publisher.⁴⁵ Nonetheless, *Letter* did establish him as a publisher of important authors.

36. THOMAS GAMALIEL BRADFORD (Ill.3)

A New Comprehensive Atlas: Geographical, Historical and Commercial
Ticknor, Boston, 1835
Wiley & Long, New York, 1835

John formed two partnerships, Wiley & Goodrich and Wiley & Long, before settling into a productive arrangement with George Palmer Putnam in 1836. Reference publishing became a small but significant part of their list. In his first years as a publisher, John turned to his father’s authors, friends, and associates. George Long was a bookseller whose bookseller father worked with Charles and Evert Duyckinck, father of Evert Duyckinck, Jr., on an eight-volume edition of *Plutarch’s Lives*.⁴⁶ Reference books were a safe business bet because libraries could be counted on to purchase easily forecast quantities. Thomas Gamaliel Bradford’s (1802-1887) *New Comprehensive Atlas* was noted for the wealth of information complementing its 79 maps and charts, which include a hand-colored frontispiece of “The Five Varieties of the Human Race” and what many consider to be the first map of the Republic of Texas, which was founded in 1836 and annexed by the United States in the Mexican War in 1846.

37. JAMES HILDRETH

Dragoon Campaigns to the Rocky Mountains; Being a History of the Enlistment, Organization, and First Campaigns of the Regiment of United States Dragoons; Together With Incidents of a Soldier’s Life, and Sketches of Scenery and Indian Character
Wiley & Long, New York, 1836

Hildreth’s *Dragoon Campaigns* was one of the major publications to issue from John’s brief partnership with George W. Long. The book chronicles the first prairie campaign of the Regiment of Dragoons after its

organization in 1833. George Catlin, the artist famous for documenting the lives of the prairie's Native American tribes, accompanied the troops, and two of his letters are included in the book. Of great interest as an item of Western Americana, the book contains the first printed description of the recently invented game of poker.

38. CHARLES DAVIES

Elements of Descriptive Geometry

Second edition

Wiley & Long, New York, 1835

[First published by H. C. Carey and I. Lea, Philadelphia, 1826]

John's first independent publishing efforts included a number of reprints of important technical works, notably the second edition of *Elements of Descriptive Geometry*, by Charles Davies, a mathematics professor at the West Point Military Academy from 1823 to 1837. Davies published at least eight mathematics textbooks (including *Elements*) that were used at West Point, among other schools. His books were authoritative but not too difficult for the average student. Davies was also a businessman whose aggressive marketing of his own books contributed to their success.⁴⁷

39. DENNIS HART MAHAN

A Complete Treatise on Field Fortification, With the General Outlines of the Principles Regulating the Arrangement, the Attack, and the Defence of Permanent Works

Wiley & Long, New York, 1836

40. DENNIS HART MAHAN

An Elementary Course of Civil Engineering, for the Use of the Cadets of the United States' Military Academy

Second edition, revised and corrected

Wiley & Putnam, New York, 1838

41. JUSTITIA (PSEUD.)

Letter to the Honorable Mr. Hawes in reply to his strictures on the graduates of the military academy (By late an officer in the United States Army Graduate)

Wiley & Long, New York, 1836

42. JOEL ROBERTS POINSETT

Regulations for the Organization and Government of Military Academy, At West Point

Wiley & Putnam, New York, 1839

Dennis Hart Mahan (1802-1871), legendary professor of the pre-Civil War era at the U.S. Military Academy at West Point, spent four years in France studying engineering before his appointment to the Academy in 1824. He joined the Academy's faculty in 1831 as the head of the Engineering Department and remained there for four decades, instructing every regular army future Civil War general except Robert E. Lee.⁴⁸ Both Abraham Lincoln and General Winfield Scott sought Mahan's advice, and both the Union and Confederate armies referred to his texts, with 10,000 copies of *Field Fortification* in use in the North and a pirated edition in the South.⁴⁹

Civil engineering was the foundation of the West Point curriculum, and West Point graduates were responsible for the bulk of the nation's railway lines, bridges, harbors, and roads through the first half of the nineteenth century.⁵⁰ Mahan's *Elementary Course of Civil Engineering* became the standard text in all of America's engineering schools, with 15,000 copies printed and translations made into numerous other languages.

Wiley had a long relationship with West Point through its publication of nine titles by Mahan and the revision and reissuing of his *Complete Treatise on Field Fortification* and *Elementary Course in Civil Engineering* over many years. Other West Point titles published by Wiley include *Regulations for the Organization and Government of Military Academy, At West Point*, by J. R. Poinsett, Secretary of War from 1837 to 1841. *Letter to the Honorable Mr. Hawes* was an anonymous response to Representative Albert Gallatin Hawes's criticism of West Point. Early in the 23rd Congress, the Jacksonian Hawes called upon the House Committee on Military Affairs to abolish West Point because of its anti-egalitarian nature. Two weeks later he secured a resolution calling for the Military Academy to provide a list of all cadets who attended between 1829 and 1834, the names of all graduates, and whether their fathers or guardians were members of Congress, governors of the states or territories, or office holders in the District of Columbia.⁵¹ The *Letter* was described in the *Army and Naval Chronicle* as "a triumphant vindication of the slanders . . . that have been heaped year after year,



upon the officers of our army, and more especially upon the Military Academy.”⁵²

43. **Wiley & Putnam Catalogue, 1841**

44. *The Civil Engineer and Architect’s Journal, Scientific and Railway Gazette*

R. Groombridge & Sons, London

J. Weale, London

Wiley & Putnam, New York

Galignani and Mathias, Paris, 1842

Wiley & Putnam aspired to be the primary New York distributor to libraries. In their 1841 catalogue they offered to purchase European books for U.S. libraries at 10 to 20 percent less “than the current Prices even in London.” Based on two years of research in the finest bookstores and libraries, the catalogue’s 82 pages included a good sampling of titles in French, Italian, and German.

The Civil Engineer and Architect’s Journal was a cooperative effort of publishers in London, New York and Paris, giving further evidence of Wiley & Putnam’s international reach while demonstrating John’s increasing focus on scientific and technical markets. The journal is the first known example of Wiley co-publishing with a non-English language publisher.

45. **GEORGE PALMER PUTNAM**

American Facts

First English edition

Wiley & Putnam, London and New York, 1845

John’s partner George Palmer Putnam, “impressed by the British misunderstanding of American problems . . . compiled a volume of *American Facts* designed to improve Anglo-American relations.”⁵³

American Facts contains information about American government, culture, arts, publishing, and literature, as well as a large, hand-colored folding map of the United States and a portrait of George Washington as frontispiece. A publisher’s tipped-in slip apologizes for the quality of the plates. Wiley & Putnam included Evert Duyckinck’s review of the book in their 1845 catalogue.

After splitting with Wiley, Putnam went on to become a successful publisher in his own right, advising young publishers: “Be ambitious

about the quality rather than the quantity of your publications remembering that two or three well-considered, thorough, and permanent works of high character, and suited to the market, are a better investment, and are better for the community, than fifty tame or indifferent volumes, which will bring neither reputation, usefulness, nor profit.”⁵⁴

46. NATHANIEL HAWTHORNE

The Fountain of Youth in *The Knickerbocker Monthly Magazine*
Wiley & Long, New York, 1837

47. NATHANIEL HAWTHORNE

A Bell's Biography in *The Knickerbocker Monthly Magazine*
First printing
Wiley & Putnam, New York, 1837

Nathaniel Hawthorne (1804-1864) was married to George Palmer Putnam's first cousin, which may have led to Wiley & Putnam's early and continuing relationship with this emerging literary talent. His *A Bell's Biography* first appeared in the March 1837 issue of Lewis Gaylord Clark's *The Knickerbocker* magazine. The author is not listed as Hawthorne but as “the author of *Twice-Told Tales*, *The Fountain of Youth*, etc.” In the story, Hawthorne traces the history of a bell from its arrival in the New World with the Jesuits until his own time when it hangs in a New England meeting house.

Hawthorne's *Fountain of Youth*, about a scientist who claims to have received a sample of the magical elixir, was also first published in *The Knickerbocker*, in January 1837, and was included in the collection *Twice-Told Tales*, published in March 1837, as “Dr. Heidegger's Experiment.” Edgar Allan Poe praised this second, expanded edition of *Twice-Told Tales* in *Graham's Magazine*: “we know of few compositions which the critic can more honestly commend than these *Twice-Told Tales* . . . As Americans, we feel proud of the book.” The Grolier Club later named *Twice-Told Tales* as the most influential book of 1837.⁵⁵

48. NATHANIEL HAWTHORNE

The Gentle Boy
Weeks, Jordan, Boston, 1839
Wiley & Putnam, New York, 1839



49. NATHANIEL HAWTHORNE

Grandfather's Chair: A History for Youth

E. P. Peabody, Boston, 1841

Wiley & Putnam, New York, 1841

In 1837, Hawthorne compiled *Peter Parley's Universal History for Children*, following it with a series of children's books, *Grandfather's Chair* (1841), *Famous Old People* (1841), *Liberty Tree* (1841), and *Biographical Stories for Children* (1842). Evert Augustus Duyckinck said of Hawthorne, "Of the American writers destined to live, he is the most original, the one least indebted to foreign models or literary precedents of any kind."⁵⁶

The Gentle Boy, a history of New England for children, is part of a juvenile trilogy. The frontispiece is by the illustrator and Transcendentalist Sophia Peabody, George Palmer Putnam's cousin, whom Hawthorne married on July 9, 1842. Henry Wadsworth Longfellow described *The Gentle Boy* as "on the whole, the finest thing [Hawthorne] ever wrote."⁵⁷

50. HORATIO BRIDGE (NATHANIEL HAWTHORNE, ED.)

Journal of an African Cruiser: Comprising Sketches of the Canaries, the Cape de Verds, Liberia, Madeira, Sierra Leone, and Other Places of Interest on the West Coast of Africa

Wiley & Putnam's Library of American Books

Wiley & Putnam, New York and London, 1845

Hawthorne encouraged his Bowdoin College friend, Commodore Horatio Bridge (1806-1893), to keep a journal about his experiences in the U.S. Navy at a time when efforts were being made to eradicate the slave trade. Evert Duyckinck asked Hawthorne to assist Bridge with editing the resulting book. Hawthorne was pleased to help, since Bridge had financed Hawthorne's first book, *Twice-Told Tales*. *Journal of an African Cruiser* was the inaugural volume in Wiley & Putnam's Library of American Books. It was so successful that the first reprinting of 2,000 copies sold out in just a few months.

51. ANNA BROWNELL JAMESON

Winter Studies and Summer Rambles in Canada

Wiley & Putnam, New York, 1839

52. ANNA BROWNELL JAMESON

Characteristics of Women: Moral, Poetical, and Historical

(With Twelve Highly Finished Engravings. From the last London edition.)

Wiley & Putnam, New York, 1847

[First published in 1833]

George Palmer Putnam met his mother's favorite author, Anna Brownell Jameson (1794-1860), in London on his first trip there in 1836. Jameson wrote in a variety of genres. Wiley & Putnam published her travel book, *Winter Studies and Summer Rambles in Canada*, in 1839. Jameson had travelled to Canada to secure a separation from her husband, Robert Jameson, Magistrate for Upper Canada, which may account for a certain negativity in her portrayal of the country.⁵⁸ *Characteristics of Women*, which followed in 1847, showcased her critical insight into Shakespeare's heroines. She brings personal experience to bear on the case of Ophelia: "That in her madness she should exchange her bashful silence for empty babbling, her sweet maidenly demeanour [*sic*] for the impatient restlessness that spurns at straws, and say and sing precisely what she never would or could have uttered had she been in possession of her reason, is so far from being an impropriety, that it is an additional stroke of nature. It is one of the symptoms in this species of insanity, as we are assured by physicians. I have myself known one instance in the case of a young Quaker girl, whose character resembled that of Ophelia, and whose malady arose from a similar cause."

53. THOMAS CARLYLE

The French Revolution: A History

Wiley & Putnam's Library of Choice Reading

Wiley & Putnam, New York, 1847

54. WILLIAM HAZLITT

Characters of Shakespeare's Plays

Third London edition

Wiley & Putnam's Library of Choice Reading

Wiley & Putnam, New York, 1845

55. MARTIN FARQUHAR TUPPER

Proverbial Philosophy

Wiley & Putnam's Library of Choice Reading

Wiley & Putnam, New York, 1845



56. CHARLES DICKENS

A Christmas Carol

Wiley & Putnam's Library of Choice Reading

Wiley & Putnam, New York, 1847

Wiley & Putnam's Library of Choice Reading included some authors' work without their permission; however, whenever "practicable," the authors were compensated.⁵⁹ When Putnam met with Elizabeth Barrett Browning and her husband Robert Browning in London, she was gratified to learn that Wiley & Putnam would pay her royalties for the rights to reprint her poetry in the United States.⁶⁰

Thomas Carlyle's *The French Revolution* was first published in Britain in 1837. He was forced to rewrite the first volume, before completing the full work, after John Stuart Mill's maid accidentally burned it. With its frequent use of the present tense, *The French Revolution* introduced a new passion and intensity into historical writing. Although Wiley & Putnam published numerous titles by Carlyle, their relationship was strained. Carlyle (1795-1881) severed the connection in 1847, believing his royalty check to be insufficient. The real problem was that pirates had cut deeply into sales, injuring both the firm and its esteemed author.⁶¹

Wiley & Putnam published six titles by William Hazlitt (1778-1830), including the first American edition of his *Table Talk*. *Characters of Shakespeare's Plays* is a collection of engaging essays intended for the general reading public rather than an academic audience. The first British edition sold out in six weeks.

Wiley & Putnam published many books by Tupper (1810-1889), a popular pro-American British poet and novelist. *Proverbial Philosophy*, his best known work, was written over the 30 years between 1877 and 1867. Tupper reviewed Poe's *Tales*, for which Duyckinck is said to have given him a set of The Library of American Books.⁶²

Dickens (1812-1870) was said to have written *A Christmas Carol* in only a few weeks to raise money during his wife's fifth pregnancy. Washington Irving's Christmas stories from *The Sketch Book of Geoffrey Crayon*, published by Charles Wiley in 1819-1820, were a principal source for *A Christmas Carol*, which was first published by Chapman & Hall on December 19, 1843, to immediate success. Dickens was a fan neither of the new nation nor of Wiley and Putnam, of whom he wrote in 1843 that

they “lie consumedly—after the true American fashion of smartness.”⁶³ *A Christmas Carol* was immediately pirated in the United States. When Dickens visited the country in 1842, he voiced his grievance over the lack of copyright protection. Wiley and Putnam strongly supported copyright amendment, because as long as American publishers could steal foreign works with impunity, there was insufficient incentive to support American writers and establish a truly national literature. The battle for international copyright was not won in their lifetimes.

57. ROBERT PHILIP

Manly Piety in Its Principles

Wiley & Long, New York, 1836

Manly Piety in Its Principles, by Methodist minister Robert Philip (1791-1858), appeared after John’s wedding to Elizabeth Osgood in 1833. This young man’s pocket guide, which exemplifies the Christian morality-building genre that John favored, went through multiple printings. John published three more of Philip’s religious self-help titles, all of which proved popular and profitable. This book is bound in the type of cloth binding first used by publishers in the 1830s.

58. GEORGE BARRELL CHEEVER

God’s Hand in America

Second edition

M. W. Dodd, New York, 1841

Wiley & Putnam, London, 1841

59. *Bibliotheca Sacra and American Biblical Repository*

Volume 13, Number 1296

William F. Draper, Andover, 1856

John Wiley, New York, 1856

John was a founder and deacon of the Church of the Puritans, an ardently evangelical and abolitionist Congregational church established in New York’s Union Square in 1845-1846. Its pastor, George Barrell Cheever (1807-1890), a schoolmate of Nathaniel Hawthorne and Henry Wadsworth Longfellow, was distinguished for his application of orthodox principles to issues such as the Dred Scott decision, the banishment of the Bible from public schools, the operation of railroads on Sundays, the war with Mexico, intemperance, and slavery.⁶⁴ His circle of friends included Harriet Beecher Stowe, Theodore Ward, and William Lloyd Garrison. In



God's Hand in America Cheever demonstrates how God favors and has blessed America.

Wiley & Putnam would publish nine Cheever titles over two years. Cheever was a frequent contributor to John's religious magazine, *Bibliotheca Sacra*, first published by Wiley & Putnam from 1844 to 1848 and then periodically by John afterward. It was described as "the anti-Unitarian mouthpiece of conservative Calvinism produced largely by theologians at Andover [Massachusetts] Theological Society."⁶⁵ Although Wiley ended his connection to the journal in the late 1850s, it continues to be published today by the Dallas Theological Seminary.

60. WILLIAM CLAY WALLACE

The Structure of the Eye, with Reference to Natural Theology
Wiley & Long, New York, 1836

61. GEORGE FOWNES

Chemistry, as Exemplifying the Wisdom and Beneficence of God
Wiley & Putnam, New York, 1844
J.W. Moore, Philadelphia, 1844

Scientific titles interested Charles, and Wiley & Putnam followed suit. *The Structure of the Eye* and *Chemistry, as Exemplifying the Wisdom and Beneficence of God* both bridged religion and science in a way that appealed to John. American surgeon William Clay Wallace, identified on the title page of *Structure* as "oculist for the New York Institute for the Blind and to the Orphan Asylum," cites the complexity of the eye as evidence of divine creation.⁶⁶

George Fownes (1815-1849), a British chemist who taught at the Pharmaceutical Society of Great Britain, won the first Actonian prize for *Chemistry*. The Actonian prize was awarded by the Royal Institution, founded in 1799 by British scientists. Littel's *Living Age* called *Chemistry* a "very able one" and noted approvingly "it is short."⁶⁷

62. SARAH LEWIS

Woman's Mission
First American edition
Wiley & Putnam, New York, 1839

Little is known about Sarah Lewis, the author of *Woman's Mission*, which was first published "by an anonymous lady living near London."

Lewis argues that while Christian missionaries find their vocation among the heathen, “woman’s mission” is at home, where her moral superiority equips her to instill values of mutual respect, responsibility, and compassion in her male children before they pass into the public world. *Woman’s Mission* proved very popular, going through 10 editions in England and four in America in three years.⁶⁸

63. EDGAR ALLAN POE (III. 5)

The Narrative of Arthur Gordon Pym of Nantucket, North America
Wiley & Putnam, London, 1838

64. EDGAR ALLAN POE (III. 5)

Tales
Wiley & Putnam’s Library of American Books
Wiley & Putnam, New York, 1845

65. EDGAR ALLAN POE (III. 5)

Tales
Wiley & Putnam’s Library of Choice Reading
John Wiley, New York and London, 1849

American writer, poet, editor, and literary critic Edgar Allan Poe (1809-1849) is best known for his tales of mystery and the macabre. *The Narrative of Arthur Gordon Pym* was Poe’s only completed novel. It starts as the adventure of a young Nantucket stowaway on a whaling ship but soon turns into a chilling tale of mutiny, murder, and cannibalism. The first American edition was published in 1838 by Harper & Brothers. Putnam read the novel and, mistaking fiction for fact, determined: “Here is an American contribution to geographical science. This man has reached higher latitude than any European navigator. Let us reprint this for the benefit of Mr. Bull.”⁶⁹ The publication of this first English edition of *Narrative* was based on Putnam’s mistake. Significant changes to the book, possibly not authorized by Poe, include the addition of a second preface and the omission of the last diary entry of March 22. One of Poe’s biographers refers to this edition as pirated.⁷⁰

Wiley’s relationship with Poe resumed in June 1845 with the publication of two books in Wiley & Putnam’s Library of American Books series: *Tales*, a collection of short stories, and *The Raven and Other Poems*. *Tales* was Poe’s first book to appear in five years, and editor Evert Duyckinck’s



selection of stories, which included “The Gold-Bug” and “The Fall of the House of Usher,” met with immediate critical acclaim, selling 1,500 copies in five months. A reviewer in the *Brooklyn Eagle* of August 9, 1845, wrote, “We could hardly introduce our friends to a more pleasant *compagnon du voyage*—or for that matter, *compagnon du shade*—than this volume.” Poe was not consulted on the selection and complained: “The collection of tales issued by W. & P. were selected by a gentleman whose taste does not coincide with my own, from 72, written by me at various times—and those chosen are *not* my best—nor do they fairly represent me in any respect.” Poe sold the rights to his work to Wiley & Putnam. John published *Tales* under his own imprint in 1849, and then the author’s work disappears from Wiley’s list.⁷¹

66. EDGAR ALLAN POE (III. 5)

The Raven and Other Poems

Wiley & Putnam’s Library of American Books

Wiley & Putnam, New York, 1845

67. EDGAR ALLAN POE (III. 5)

The Raven and Other Poems

Wiley & Putnam’s Library of American Books

Wiley & Putnam, London, 1846

68. *The American Review: A Whig Journal of Politics, Literature, Art and Science*

Wiley & Putnam, New York, 1845-1847

In 1846, Poe described his goal in creating *The Raven* as appealing to critical and popular taste alike.⁷² The resulting poem describes a lamenting lover’s descent into madness while a raven perched on a bust of Pallas hypnotically repeats the word “nevermore.” When Poe first tried to sell *The Raven* to *Graham’s Magazine* in Philadelphia, it was turned down, although the publisher, George Rex Graham, gave Poe \$15 for his efforts. Poe then sold the poem for \$9 to Wiley’s *American Review* for the February 1845 edition. He also provided “an advance copy” to the January 29, 1845, edition of the *Evening Mirror*, where editor Nathaniel Parker Willis described it as “unsurpassed in English poetry for subtle conception, masterly ingenuity of versification, and consistent, sustaining

of imaginative lift. . . . It will stick to the memory of everybody who reads it.” *The Raven* also appeared in several other American periodicals. Its first publication in an anthology was in the 1847 *Poets and Poetry of America*, edited by Rufus Wilmot Griswold. *The Raven* became one of the decade’s top sellers, garnering the author attention at home and abroad.

The first printing of *The Raven* and all of Poe’s contributions to *The American Review* are included in Volumes 1-VI. Wiley & Putnam launched *The American Review* in 1845 as a *belles lettres* magazine aimed at bolstering the Whig faction both in New York and nationally. At the time, the cause of New York Whigs was advanced by the literary monthly *The Knickerbocker*, while Jacksonian Young Americans were represented first by Evert Duyckinck’s *Arcturus* and then by the *Democratic Review*.

The Raven and Other Poems, Poe’s first book of poetry in 14 years, was published on November 19, 1845. Poe dedicated the book to Elizabeth Barrett, “the Noblest of her Sex,” whose poem *Lady Geraldine’s Courtship* had inspired the rhythm and meter of *The Raven*.

In a November 1845 letter to Duyckinck, Poe described his mental state and made his case for a prompt settlement of accounts for *Tales* and *The Raven and Other Poems*:

For the first time during two months I find myself entirely myself—dreadfully sick and depressed, but still myself. I seem to have just awakened from some horrible dream, in which all was confusion, and suffering—relieved only by the constant sense of your kindness, and that of one or two other considerate friends. I really believe that I have been mad—but indeed I have had abundant reason to be so. . . .

I have already drawn from Mr. Wiley, first \$30—then 10 (from yourself)—then 50 (on account of the “Parnassus”)—then 20. . . . Deducting what I have received, there is a balance of 60 in my favor. If I understood you, a few days ago, Mr. W. was to settle with me in February. Now, you will already have anticipated my request. It is that you would ask Mr. W. to give me, to-day, in lieu of all further claim, a certain sum whatever he may think advisable. So dreadfully am I pressed, that I would willingly take even the \$60 actually due (in lieu of all farther demand) than wait until February—but I am sure that you will do the best for me that you can.⁷³

69. NATHANIEL HAWTHORNE

Mosses from an Old Manse (In Two Parts)

Wiley & Putnam's Library of American Books

Wiley & Putnam, New York, 1846

Hawthorne wrote *Mosses from an Old Manse*, a series of tales about alchemy and science, while living in the Old Manse, a house built in 1770 by Reverend William Emerson, grandfather of famous Transcendentalist writer and lecturer Ralph Waldo Emerson. Hawthorne and his new bride, Transcendentalist Sophia Peabody, lived there from July 9, 1842, through 1845, when they were forced to leave for not paying the rent.⁷⁴ He described the approach to the Manse: "Between two tall gateposts of roughhewn stone . . . we behold the gray front of the old parsonage, terminating the vista of an avenue of black ash trees." Messages the couple etched into Hawthorne's study window can still be read.⁷⁵

Hawthorne published about twenty sketches and tales while at the Old Manse. Of these, "The Birth-Mark" and "Rappaccini's Daughter" were included in *Mosses*, along with "Young Goodman Brown," an allegorical tale incorporating the favored Hawthorne themes of hypocrisy, witchcraft, and Puritan guilt. The young protagonist sets off from his Salem home on a journey through the dark woods against the wishes of his wife, Faith, and returns home a changed man, disillusioned after nightmarish experiences.

Hawthorne met Herman Melville in the Berkshires in the summer of 1850. Shortly thereafter, Melville delivered a two-part essay on *Mosses* to their common friend, Evert Duyckinck, which appeared in the *Literary World* (a joint Wiley-Appleton weekly newsletter) in August 1850. Melville's description of the book is particularly apt: "You may be witched by his sunlight,—transported by the bright gildings in the skies he builds over you; but there is the blackness of darkness beyond; and even his bright gildings but fringe and play upon the edges of thunder-clouds."⁷⁶ *Mosses* remained in print for eight years. When Wiley and Putnam separated in 1848, Putnam retained most of the literary properties, including the plates for *Mosses*. He published additional editions in 1850 and 1851 and then sold the plates to Boston publisher Ticknor & Fields, which produced its own edition in 1854.



70. HERMAN MELVILLE (Ill. 6)

Typee: A Peep at Polynesian Life. During a Four Months' Residence in a Valley of the Marquesa

First American edition

First printing

Wiley & Putnam, New York, 1846

John Murray, London, 1846

71. HERMAN MELVILLE (Ill. 6)

Typee: A Peep at Polynesian Life

First revised edition

Wiley & Putnam, New York, 1846

72. HERMAN MELVILLE (Ill. 6)

Typee: A Peep at Polynesian Life. During a Four Months' Residence in a Valley of the Marquesas

Revised edition, with a sequel

Wiley & Putnam's Library of American Books

Wiley & Putnam, New York, 1847

John Murray, London, 1847

Herman Melville (1819-1891) went to sea in 1841 when he was 22 years old. Jumping ship in the Marquesas, he and his close friend Toby Greene met the supposedly fierce Taipi or Typee tribe, who proved quite friendly. The Typees allowed Greene to depart in search of medical attention for Melville, who had injured his leg, and allowed Melville to sail away a month later aboard an Australian whaler.⁷⁷ *Typee*, an account of this voyage, was Melville's first book.

While Evert Duyckinck was responsible for the majority of titles for the Library of American Books, Putnam was directly responsible for the inclusion of *Typee*.⁷⁸ Unable to find a publisher for the book in the United States, Melville sent it to his brother Gansvoort, recently appointed the secretary of the American Legation in London. With Washington Irving's assistance, Gansvoort presented the book to Putnam, who agreed to publish simultaneously in New York and in London with John Murray.⁷⁹

While Nathaniel Hawthorne wrote a favorable review of *Typee*, and Walt Whitman described it in the *Brooklyn Eagle* as the sort of book to savor dreamily on a summer day, it also received negative publicity. The Protestant press, including the newsletter of John Wiley's church, was



particularly upset by the sexually suggestive nature of some of the content, and Melville's attack on missionaries. John had apparently not taken time to read the proofs sent from London in his hurry to meet Murray's publication date. The "revised edition" that came out on August 6, 1846, was considerably altered.⁸⁰ The Appendix and nearly all of the third chapter, as well as substantial passages in eight other chapters and the preface, were excised. Cut scenes included the description of a Marquesan lady who, in order to display her tattoos during a visit aboard a French ship, turned away from her hosts, lifted her skirts, and showed them her backside, and another section in which the islanders visited Melville's ship, leading to a scene of "riot and debauchery" in which "not the feeblest barrier was interposed between the unholy passions of the crew and their unlimited gratification." Fresh material, "The Story of Toby," a sequel about what happened to Greene, was added. Melville wrote Duyckinck, "*Typee* has come out measurably unscathed from the fiery ordeal of Mr. Wiley's criticisms. I trust as it now stands the book will retain all of those essential features which most commended it to the public's favor."⁸¹ John turned down Melville's next book, *Omoo: A Narrative of Adventures in the South Seas*, which was even harsher in its judgment of missionaries.

73. S. MARGARET FULLER

Papers on Literature and Art

Wiley & Putnam's Library of Choice Reading

Wiley & Putnam, New York, 1846

From the collection of Peter Booth Wiley

Margaret Fuller (1810-1850), a Transcendentalist, author, critic, journalist, and proto-feminist, was an unlikely match for John, and one that led to trouble for him. Fuller covered New York City's cultural life for Horace Greeley's *New York Weekly Tribune*, while also writing about such social issues as immigration and conditions in mental hospitals. In 1840 Fuller, along with Ralph Waldo Emerson, was one of the founders and the first editor of *The Dial*, the Transcendentalist magazine of the Boston area intellectual set. A British edition of *The Dial* was issued under the imprint of Wiley & Putnam.

Fuller disagreed with John and Duyckinck about her contribution to the Library of American Books, resenting John's editing of her work. In the end, John cut Fuller's book from two volumes to one. Following the publication of her book, Fuller went to Europe and continued to write for



the *Tribune*, making her the country's first female foreign correspondent. She became the lover and perhaps the wife of an Italian nobleman and participated in and wrote about the Italian revolutionary uprisings of 1848-1849. The couple and their child drowned off the coast of Long Island in 1850 during their return to the United States.⁸²

74. *American Book Circular*, No. 161

New York and London, April 1843

By the early 1840s Wiley & Putnam's list had admirable breadth, echoing the organization of their Broadway bookstore, which included books on the subjects of Science, Natural History, Useful and Fine Arts, History, Biography and General Literature, Greek and Latin Classics, Philology, Theological Literature, and Medical Literature, carefully arranged by categories. The partners were marketing lists of their own publications and books they carried by other publishers with the annual publication and distribution of a substantial and informative catalog as well as a monthly newsletter. The 1843 *American Book Circular* not only listed titles such as Daniel Kidder's *Empire of Brazil* and Putnam's own book, *American Facts*, but also provided tables of contents, pre-publication promotional copy, and snippets from reviews. *Brother Jonathan: A Weekly Compendium of Belles Lettres and the Fine Arts* reviewed the catalog, describing it as "unquestionably the most convenient one we have ever met with . . . and will be an excellent guide" for purchasers because "the works are admirably arranged under appropriate heads, classified in subjects, with the prices affixed."⁸³

75. GEORGE CATLIN

Letters and Notes on the Manners, Customs, and Condition of the North American Indians (In two volumes)

First American edition

Wiley & Putnam, New York, 1841

Resolved to document and describe the lives of Native Americans before they disappeared from the frontier, American artist George Catlin (1796-1872) traveled to the West five times in the 1830s to paint the Plains Indians in their own territories. Aware that he was witnessing the end of a way of life, Catlin portrayed the nobility of these still-sovereign peoples before their population was decimated by warfare, disease, the impossible pressure of the westward migration, and the forced removal



of entire tribes, legalized by Congress's Indian Removal Act of 1830. Considering it his mission "to rescue from oblivion their primitive looks and customs," and to keep the Indian Gallery, his collection of Native American artifacts and 600 paintings of Native Americans, intact and available to the American people, Catlin offered it to the U.S. Congress for \$60,000. When Congress turned him down, Catlin left the country to tour England and Europe from 1837 to 1845 with what became the first Wild West Show: his collection, combined with living Indians enacting war dances. Putnam visited the show in London, where he and Catlin became friends.⁸⁴

Catlin probably funded the publication of the two-volume *Letters and Notes on the Manners, Customs, and Condition of the North American Indians* with Wiley & Putnam serving as its American distributor. Although Wiley & Putnam announced that they would be publishing additional volumes, none appeared. When Catlin self-published his *North American Portfolio* in London in 1844, Wiley & Putnam advertised it in 1845 saying that they were importing an edition for their bookstore; again, none appeared. Putnam did display Catlin's artwork in the London office of Wiley & Putnam, which Putnam regarded as a kind of literary-cultural outpost in the Old World.⁸⁵

76. JOHN C. FRÉMONT

Narrative of the Exploring Expedition to the Rocky Mountains, in the Year 1842, and to Oregon and North California, in the Years 1843-44

With a map and illustrations

Wiley & Putnam, London, 1846

Wiley & Putnam's English edition of Captain John C. Frémont's report of his 1842-1844 exploration of the Rockies, Oregon, and Northern California is one of Wiley's most famous travel books. Frémont (1813-1890) was a renowned explorer of the American West and the leader of the so-called Bear Flag Revolt in which a band of American residents of California triggered an insurrection against Mexican authority in 1846, leading eventually to the seizure of California by the American military in 1848. In the late 1830s and early 1840s Frémont explored and surveyed much of the American West, in particular the Oregon Trail. *Narrative of the Exploring Expedition to the Rocky Mountains* may be the most widely read account of the West before the gold rush. Originally published by Congress, the report was not copyrighted, and many publishers

immediately published it commercially in many editions. The exact number printed is not known, but Appleton's edition sold over 21,000 copies by 1849, Upham's more than 45,000, and Derby's over 16,000.⁸⁶ It served as a guide for thousands of overland immigrants who crossed the plains and mountains in the 1850s and 1860s.

77. Wiley & Putnam's *Emigrant's Guide: Comprising Advice and Instruction in Every Stage of the Voyage to America Such As, Choice of a Ship; Provisions and Clothing for the Voyage; . . . Also, Information Which the Emigrant Needs on Arrival; Such As, Choice of Lodgings; . . .*

Wiley & Putnam, London, 1845

In 1845, Wiley & Putnam produced the *Emigrant's Guide*, directed at the multitudes leaving Europe for America. Between 1841 and 1850, 1.7 million immigrants arrived in the United States, many of them passing through the port of New York. The guide warned less affluent newcomers about the "Ways of Sharpers," many of whom swarmed around the piers where passenger vessels docked. They were advised to be particularly wary of runners in Liverpool, "errant knaves" who "practice the most egregious deception on guileless and credulous immigrants." Immigrants were reassured that seasickness was not fatal, and suggestions for employment were provided along with a list of current wages in New York, although the wages of sewing females were termed "disgracefully low." Emigrants were exhorted not to come to the country empty-handed, lest they be "exposed to grievous hardships." Charles Wiley had published a guide for Irish immigrants for the Shamrock Society of New York in 1816.

78. J. BAYARD TAYLOR

Views A-Foot; or, Europe Seen With Knapsack and Staff (With a Preface by N. P. Willis. In Two Parts.)

Wiley & Putnam's Library of American Books

Wiley & Putnam, New York, 1846

The articles by J. Bayard Taylor (1825-1878) compiled in *Views A-Foot* first appeared in the *New York Tribune*, the *Saturday Evening Post*, and the *United States Gazette*. Taylor's account of his two-year walking tour in England, France, and Germany was highly successful, running through six editions in its first year. Taylor became a regular correspondent for



Greeley's *Tribune* and wrote a number of books, including one about his travels to and in California during the Gold Rush. He accompanied Commodore Matthew C. Perry on his expedition to Japan in 1853 and wrote about that experience as well. Devoted to German literature, he was appointed U.S. Minister to Germany, but died in 1878 in his first year of service.⁸⁷

79. GABRIEL SURRENNE

A New French Manual

First American edition

Wiley & Putnam, New York, 1838

Wiley & Putnam's list featured a variety of books on travel, a subject that would be an important focus of Wiley's twentieth-century list. *A New French Manual* was directed at the visitor to Paris. A comprehensive guide to French pronunciation, it includes extensive tables on vocabulary, selected phrases, and a series of conversations on the curiosities, manners, and amusements of Paris. A plan of Paris, its boulevards, and the River Seine is included. The book is Wiley & Putnam's version of the fourth Edinburgh edition of *A New French Manual*, which was revised and enlarged by A. Pestiaux, a French professor in New York.

80. WILLIAM BURKE, M.D.

The Mineral Springs of Western Virginia with Remarks on Their Use and the Diseases to Which They Are Applicable

Wiley & Putnam, New York, 1842

Wiley published numerous titles on the subject of the water cure, which was based on the premise that hot springs had curative powers. "Taking the waters" was a social pastime for the wealthy, who often traveled from spa to spa, bathing in and drinking the mineral waters while "seeing and being seen." Burke, the author of *The Mineral Springs of Western Virginia*, claimed that the "calm repose" of Virginia's springs made them superior to hectic Bath, Aix-la-Chappelle, and Saratoga. He illustrated his guide to the famous springs and resorts of Virginia (including present-day West Virginia) with a folding lithographed map of Red Sulphur Springs. One critic described Burke's book as "A *vade mecum* which every invalid should take with him, who desires to know what he ought to do when he arrives upon the spot, for the regaining of his health."



81. J. STANLEY GRIMES

New System of Phrenology

Steele, Buffalo, 1839

Wiley & Putnam, New York, 1839

Wiley & Putnam published numerous titles on the “science” of phrenology. Grimes’s *New System of Phrenology* contains eight lithograph plates of famous historical figures, including Benjamin Franklin, Aaron Burr, and DeWitt Clinton, showing the shapes of their heads, thus purportedly revealing their characters to the trained phrenologist. The handy pocket-sized edition could be used for on-site comparison of heads to the illustrations, yielding immediate character analysis. Grimes (1807-1903) was a native of Buffalo, which may have been why Steele, a local publisher, co-published the book with Wiley & Putnam. A lawyer who practiced in New York City and Albany, Grimes served as the president of the Western Phrenological Society, also located in Buffalo.

82. JAMES STEWART

Practical Treatise of the Diseases of Children

Wiley & Putnam, New York, 1841

After translating Billard’s *The Diseases of Children* from the French in 1839, and adding an appendix of one hundred pages of his own comments on pediatric medicine, James Stewart (1799-1864) published his own book on the subject in 1841. *Practical Treatise of the Diseases of Children* mentions pathological anatomy and René Laennec’s innovation of listening to the body’s internal sounds with a stethoscope for the first time in an American pediatric text. Stewart developed the plan for the New York Nursery and Child’s Hospital, which upon its opening in 1854 became the only hospital in the United States devoted to children.⁸⁸

83. ASA GRAY

The Botanical Text-Book for Colleges

Wiley & Putnam, New York, 1842

The Botanical Text-Book of Asa Gray (1810-1888) remained a standard work in the field for generations. The leading American botanist of the nineteenth century, Gray served as professor of natural history at Harvard University from 1842 through 1873 and is known for standardizing the interpretation and application of botanical technical terms in the English-speaking countries. Gray had a lifelong friendship and correspondence



with Charles Darwin, whom he encouraged to publish his theory of natural selection.

Wiley & Putnam turned to textbooks in this period as a reliable source of steady income unaffected by the fiction market's volatility. As a clear distinction between textbooks and trade books had yet to arise, many of the company's nonfiction titles likely found their way into classrooms or the eager hands of the country's numerous autodidacts.

84. EMMA WILLARD

A Treatise on the Motive Powers Which Produce the Circulation of the Blood
Wiley & Putnam, New York, 1846

In an age in which females were thought incapable of absorbing formal learning beyond the basics of reading, writing, and arithmetic, Emma Hart Willard's father encouraged her pursuit of learning. One of the great female educators of her day, Willard (1787-1870) launched the Middlebury Female Seminary in 1814 in her home in Berlin, Connecticut, to provide women with advanced learning in classics, arts, and sciences, a curriculum traditionally reserved for males. In 1821 she opened the Troy Female Seminary, a private secondary school for girls, the first of its kind in the United States, which continues today as the Emma Willard School.⁸⁹ Willard lobbied for improved education for women and pioneered in the instruction of science, mathematics, and social studies for young women. Her *Treatise on the Motive Powers*, published by Wiley in 1846, was her contribution to the field of medicine and presented her theory, supported by experiments, that "respiration, operating by Animal Heat, produces an expansive Power at the Lungs; and thus becomes the principal efficient cause of the Blood's Circulation."

85. ANDREW JACKSON DOWNING

A Treatise on the Theory and Practice of Landscape Gardening, Adapted to North America; With a View to the Improvement of Country Residences. Comprising Historical Notices and General Principles of the Art, . . . With Remarks on Rural Architecture (Illustrated by Engravings)
Wiley & Putnam, New York and London, 1841
C.C. Little & Co., Boston, 1841

86. ANDREW JACKSON DOWNING (Ill. 4)

Cottage Residences: or, A Series of Designs for Rural Cottages and Cottage-Villas, and Their Gardens and Grounds (Adapted to North America,

Illustrated by Numerous Engravings)
Wiley & Putnam, New York and London, 1842

A Treatise on the Theory and Practice of Landscape Gardening, one of the period's bestsellers, was written by the noted horticulturalist, landscape gardener, and architect Andrew Jackson Downing (1815-1852). A major sponsor of the Gothic Revival style, Downing was also an early advocate of the suburbs as a refuge from "the too great bustle and excitement of our commercial cities" and of urban parks as a safety valve against social disorder. His books, which were more practical than polemical, found large audiences, and Wiley sold 9,000 copies of *Treatise* at \$3.50 a copy. The first book of its kind published in the United States, it went through many editions under both the Wiley & Putnam and various John Wiley imprints. Downing's books mark the beginning of Wiley's interest in architecture and construction, areas in which it is still a leading publisher.⁹⁰

Downing collaborated with Alexander Jackson Davis on 1842's *Cottage Residences*, which listed at \$2.00 and sold over 6,000 copies. This seminal work in American architecture helped define and launch the popularity of the house pattern book and the idea that a house, as a home, was the basis of a moral society. At the forefront of popularizing "Carpenter Gothic," Downing's architectural patterns applied Gothic details to wooden structures. This romantic architecture was pictured with countryside landscaping of the sort popularized in England by John Claudius Loudon.⁹¹

87. ROBERT GRIFFITH HATFIELD

The American House-Carpenter: A Treatise on the Art of Building, and the Strength of Materials (Seventh edition, revised and enlarged, with additional illustrations)

John Wiley & Son, New York, 1869

One of Wiley's most successful titles, *The American House-Carpenter*, by Robert Griffith Hatfield (1816-1879), was first published by Wiley & Putnam in 1844 and reprinted numerous times thereafter. The book was bolstered by a chapter from Andrew Jackson Downing, "a name well known in our country." With its clear, simple prose and "300 very good wood engravings," *The American House-Carpenter* commanded its field. The 1850 *Scientific American* noted that John was at work on a



construction and architecture list, with Hatfield's elementary text backed by a reprint of George Wightwick's more advanced *Hints to Young Architects*.⁹² After the dissolution of Wiley & Putnam in 1848, John focused his publishing efforts increasingly on the useful arts, what today Wiley describes as knowledge-based publishing for students, instructors, researchers, and professionals. Construction, architecture, structural engineering, and materials would become key subjects in subsequent Wiley catalogues.

88. FAYETTE BARTHOLOMEW TOWER

Illustrations of the Croton Aqueduct

Wiley & Putnam, New York, 1843

Fayette Bartholomew Tower (1817-1857) was a civil engineer appointed in 1837 to document the construction of the Croton Aqueduct, built to deliver clean water to Manhattan at a time when local water sources had become polluted and inadequate for the city's growing population. The project involved a dam, six tunnels, 114 culverts, and several bridges. The gravity-fed system, supplemented by a few pumps, brought water 44 miles from the Croton River in Westchester to Manhattan's reservoirs. Tower followed the engineering marvel for five years. The resulting *Illustrations of the Croton Aqueduct* contains 21 plates and text along with descriptions of ancient aqueducts.⁹³

89. JANE LOUDON

Gardening for Ladies; and Companion to the Flower-Garden (Second American, from the third London edition, edited by A. J. Downing, author of *A Treatise on Landscape Gardening, Cottage Residences*)
John Wiley, New York and London, 1849

The 1849 edition of *Gardening for Ladies*, by Mrs. Jane C. Webb Loudon (1807-1858), is an example of a "recycled" successful work printed from used plates, as was common practice for John at the time. This guide was edited by Andrew Jackson Downing, one of Wiley's most successful authors.

The British Mrs. Loudon became interested in gardening following her marriage to John Claudius Loudon, a known author of serious books on gardening and agriculture. She attended lectures by John Lindley, who promoted gardening as a fitting occupation for ladies. Realizing that there



were no “how-to” books for beginners, only specialized horticultural works, Mrs. Loudon wrote a series of popular gardening manuals, including *Gardening for Ladies*.

90. FRANCES LAMBERT

The Hand-Book of Needlework

(With numerous illustrations engraved by J. J. Butler)

Wiley & Putnam, New York, 1842

Another Wiley & Putnam book directed at the women’s market was *The Hand-Book of Needlework*. British author Frances Lambert was the most popular needlework writer in nineteenth-century America, where needlework was both a necessity for the less affluent and an approved pastime for gentlewomen. The *Hand-Book* provides a history of needlework, materials, and tools as well as patterns for knitting, crochet, netting, braiding, appliqué, and embroidery.

91. CHARLES H. STANLEY, ED.

The American Chess Magazine (a Periodical Organ of Communication for American Chess-Players, for the Arbitration of Disputed Points and Doubtful Questions Arising in the Study and Practice of the Game of Chess)

R. Martin, New York, 1847

Wiley & Putnam, London, 1847

The American Chess Magazine began publication the year after America’s first chess prodigy, nine-year-old Paul Morphy, started an American chess craze by beating General Winfield Scott twice at the game. The magazine’s founder, Charles Henry Stanley (1819-1901), immigrated to New York in 1843 to work at the British Consulate and began writing a regular newspaper column devoted to chess. He based *The American Chess Magazine* on an English model, with reports on chess and match scores from around the country, articles on chess history, opening theory, and problems. Stanley became the first American chess champion, published the first American book on a chess match (*31 Games of Chess*), and originated the first World Problem Tournament in 1855; he lost his championship to Morphy in 1857. Unfortunately, the magazine was widely imitated, and Wiley & Putnam were soon compelled to stop publication.

92. IZAAK WALTON AND CHARLES COTTON

The Complete Angler



First American edition
Wiley & Putnam, New York, 1847

Wiley & Putnam edited, published, and printed the first American edition of *The Complete Angler*, possibly the most famous and widely read of all books on fishing. Izaak Walton (1593-1683) fished with live frogs, grasshoppers, and worms. Of the frog he writes: “use him as though you loved him, that is, harm him as little as you may possibly, that he may live the longer.” The section on fly-fishing was contributed by Thomas Barker, a retired cook and humorist. Walton continued adding to the book for a quarter of a century after it was first published in 1653, producing a second edition in 1655, a third in 1661 (identical to that of 1664), a fourth in 1668, and a fifth in 1676.

This is one of only 50 deluxe copies printed on large paper and bound with a duplicate set of the proofs of the woodcut illustrations. According to Rudolphe Coigney, author of the standard Walton bibliography and from whose personal library this copy came, these proofs were issued separately by Wiley & Putnam in a portfolio and specially bound into this copy. Coigney cited the edition’s erudite bibliographical preface, its copious notes, and its appendix, which included a comprehensive list of angling books published before 1847.⁹⁴

93. *The Young Naturalist’s Rambles Through Many Lands; Containing an Account of the Principal Animals and Birds of Both the Old and New Continents; With Anecdotes*
Wiley & Putnam, New York, 1842

94. CAROLINE GILMAN
Oracles from the Poets: A Fanciful Diversion for the Drawing-Room
Wiley & Putnam, New York and London, 1844

95. REVEREND CHARLES WILLIAM EVEREST, ED.
The Memento: A Gift of Friendship
Wiley & Putnam, New York, 1845

96. GEORGE WASHINGTON MONTGOMERY (III. 8)
Illustrations of the Law of Kindness
Second edition
Wiley & Putnam, London, 1845

97. *Glimpses of the Wonderful: Christmas Annual*
Wiley & Putnam, New York, 1846

98. MARK MERRIWELL, ED. (Ill. 8)
My Own Treasury: Gift Book for Boys and Girls
Wiley & Putnam, New York, 1847

Nineteenth-century publishers were known to offer ornate gift books on speculation, hoping that people would pay \$10, \$20, or even \$50 for splendidly printed volumes bound in calfskin or morocco.⁹⁵ Wiley & Putnam produced a number of these books, such as *The Young Naturalist's Rambles* and *My Own Treasury*, intended as gifts for Christmas or other special occasions.

Oracles from the Poets, by Caroline Howard Gilman (1794-1888), incorporates literary quotations into a romance-themed party game, one of a series of such books she wrote. Known during her life as the South's foremost woman author, Gilman founded *The Rose Bud* (renamed *The Southern Rose Bud* in 1833 and *The Southern Rose* in 1835), one of the first juvenile magazines.⁹⁶

Memento, by Charles William Everest (1814-1877), contains verse and prose by a large and diverse group of authors including Horace Greeley, Frances S. Osgood (who carried on a long and complicated flirtation with Edgar Allan Poe after meeting him at a New York literary salon), William Ellery Channing, and Margaret Fuller. *The Baptist Memorial and Monthly Record* reviewed *The Memento*, noting that "the high moral and religious character of the articles, and the external beauty of the work, will introduce it into many parlors."⁹⁷

Illustrations of the Law of Kindness, by George Washington Montgomery (1810-1898), catalogues various forms of kindness and includes an early plea for the use of compassion in the treatment of the insane. The color frontispiece is an early example of chromolithography in book illustration.

Glimpses of the Wonderful offers young readers an illustrated tour of the world's wonders and curiosities, ranging from St. Peter's and St. Paul's cathedrals to tiger hunting, Chinese culture, exotic members of the animal kingdom, and more.

99. WILLIAM ROSCOE
Butterfly's ball and the Grasshopper's feast (With numerous illustrations



engraved on wood by J. W. Orr)
Wiley & Putnam, New York, 1847

British author and Member of Parliament William Roscoe (1753-1831) was a vocal and highly visible abolitionist. He denounced the slave trade based in his home town of Liverpool in two important works, *Mount Pleasant, a Descriptive Poem* (1777) and *The Wrongs of Africa* (1778). Roscoe was also the author in 1802 of a satirical social poem, *Butterfly's ball and the Grasshopper's feast*, first published in the *Gentleman's Magazine* in November 1806.⁹⁸ The Irish-born American artist J. W. Orr (1815-1887) illustrated Wiley & Putnam's edition of the poem. Orr studied engraving on wood in New York, where he established an important wood engraving studio.⁹⁹

100. SAMUEL GRISWOLD GOODRICH, ED.
The Token and Atlantic Souvenir, an Offering for Christmas and the New Year
David H. Williams, Boston, 1842
Wiley & Putnam, London, 1842

101. SAMUEL GRISWOLD GOODRICH
Make the Best of It or Cheerful Cherry and Other Tales
Wiley & Putnam, New York, 1843

102. SAMUEL GRISWOLD GOODRICH
Parley's A Tale of Adventure or the Siberian Sable Hunter
John Wiley, New York, 1852

Samuel Griswold Goodrich (1793-1860) created Peter Parley as a pen name and alter ego. Parley became one of the most popular characters in American children's literature. Griswold was also the founder in 1828 and publisher for 15 years of *The Token*, an annual gift book, which along with his own contributions featured some of Nathaniel Hawthorne and Henry Longfellow's earliest works.

103. FREDERIC WILLIAM NAYLOR BAYLEY
New Tale of a Tub; an Adventure in Verse
With illustrations; after designs by Lieutenant J. S. Cotton, engraved on wood by J. J. Butler
John Wiley & Son, New York, 1869

This amusing story was written by F. W. N. Bayley (1808-1853), the

first editor of *The Illustrated London News*. John reprinted the edition published by Wiley & Putnam in 1842.

104. JAMES E. DE KAY

Zoology of New York, or the New-York Fauna, Part II, Birds

Natural History of New York

D. Appleton & Co. and Wiley & Putnam, New York, 1843-1844

Gould, Kendall & Lincoln, Boston, 1843-1844

Printed by Carroll & Cook, Printers to the Assembly

105. EBENEZER EMMONS

Agriculture of New-York: Comprising an Account of the Classification, Composition and Distribution of the Soils and Rocks, and the Natural Waters of the Different Geological Formations; Together With a Condensed View of the Climate and the Agriculture Productions of the State

Volume I

Natural History of New York

D. Appleton & Co. and Wiley & Putnam, New York, 1846 to 1851

Gould, Kendall & Lincoln, Boston, 1846 to 1851

Printed by V. Van Benthuisen & Co., 1846

106. JAMES HALL

Geology of New-York, Part IV, Comprising the Survey of the Fourth Geological District

Natural History of New York

D. Appleton & Co. and Wiley & Putnam, New York, 1847 and 1852

Gould, Kendall & Lincoln, Boston, 1847 and 1852

107. WILLIAM W. MATHER

Geology of New York, Part I, Comprising the Geology of the First Geological District

Natural History of New York

D. Appleton & Co. and Wiley & Putnam, New York, 1843

Gould, Kendall & Lincoln, Boston, 1843

108. JOHN TORREY

A Flora of the State of New-York, Comprising Full Descriptions of All the Indigenous and Naturalized Plants Hitherto Discovered in the State; With Remarks on Their Economical and Medicinal Properties

Natural History of New York



D. Appleton & Co. and Wiley & Putnam, New York, 1843

Gould, Kendall & Lincoln, Boston, 1843

Printed by Carroll & Cook, Printers to the Assembly

Starting in the 1840s, Wiley & Putnam began publishing major reference works, embarking on a monumental series, the Natural History of New York, written by expert authors. James E. De Kay (1792-1851), who studied at Yale and received his M.D. from the University of Edinburgh, gave up medicine for the study of natural history after his return to the U.S. He wrote *Zoology of New York*, which includes the hand-colored lithographs of the English-born American artist John William Hill.¹⁰⁰

Before writing *Agriculture of New-York*, Ebenezer Emmons (1799-1863) worked on the state's geological survey and served as custodian of the state collections in Albany. *Agriculture of New-York* contains numerous hand-colored lithographs, including an agricultural map of the state, panoramic views of mountain ranges, and plates of butterflies and other insects and plants.¹⁰¹

James Hall (1811-1898) was the first president of the Geological Society of America and participated in the organization of several state geological surveys. In addition to contributing to the multi-part *Geology of New-York*, he wrote on paleontology for the series.¹⁰² William Mather (1804-1859), another *Geology of New-York* author, was noted as one of America's first true field geologists, with training in both physics and geology at West Point.¹⁰³

One of the most influential American botanists, John Torrey (1796-1873), author of *A Flora of the State of New-York*, was appointed state botanist of New York in 1836. He was also founder of the Torrey Botanical Club, which published America's first botanical monthly.¹⁰⁴

109. JOHN RUSKIN

The Seven Lamps of Architecture

First American edition

John Wiley, New York, 1849

110. JOHN RUSKIN

The Stones of Venice

John Wiley, New York, 1851

111. JOHN RUSKIN (Ill. 7)

Modern Painters (Volume IV. Containing Part V, *Of Mountain Beauty*)



John Wiley & Sons, New York, 1879
[First American edition from the third London edition; revised by the author;
published by Wiley & Putnam, New York, 1847-1848]

112. JOHN RUSKIN

Pearls for Young Ladies. From the Later Works of John Ruskin, LL.D. Including Letters and Advice on Education, Dress, Marriage, Influence, Work, Rights, etc. (Collected and arranged by Mrs. Louisa C. Tuthill)
John Wiley & Sons, New York, 1879

113. JOHN RUSKIN

Ariadne Florentia: Six Lectures on Wood and Metal Engraving (With appendix, given before the University of Oxford, in Michaelmas term)
John Wiley & Sons, New York, 1884
Courtesy The Grolier Club, New York

114. JOHN RUSKIN

Hortus Inclusus. Messages from the Wood to the Garden (Sent in happy days to the sister ladies of the Thwaite, Coniston, by their thankful friend, John Ruskin, LL.D.)
John Wiley & Sons, New York, 1887

From the 1840s through the 1880s, John and his successors published some 50 volumes by John Ruskin (1819-1900), the British expositor and critic of the arts, architecture, and urban industrial society. It is not known how Wiley or Putnam came into contact with Ruskin, whom they first knew only as “a Graduate of Oxford,” although Putnam’s British contacts must have assisted in the process.¹⁰⁵ John kept Ruskin as his author after the separation with Putnam, continuing the publication of the encyclopedic *Modern Painters* under his individual imprint and then under the imprint of John Wiley & Sons. Yet he paid no royalties to a recalcitrant Ruskin, who refused to deal with the company, loathing America (especially New York City) and refusing to relinquish artistic control of any of his work. Ruskin’s highly influential views were disseminated in the U.S. almost entirely through Wiley’s efforts. The acquisition of some Wiley editions of Ruskin by the British Museum in 1889 caused an uproar. In 1890 Ruskin at last authorized the publication of his works in the U.S., but by Charles E. Merrill & Co., not Wiley. As chair of fine arts at Oxford University, and through his many books and essays, Ruskin championed the Gothic Revival style and the Pre-



Raphaelites. His interest in the moral influence of art and architecture led him to decry the consequences of industrialization and the “dishonesty” of machine-made products. Ruskin began his first book, *Modern Painters*, in 1842 as a defense of the painter J. M. W. Turner but expanded it into a general survey of art in five volumes, the last published in 1860. Written after trips to France and Italy, Ruskin’s *Seven Lamps of Architecture* (1849) examined Gothic architecture as an indicator of moral values.

In addition to publishing *Modern Painters*, John embarked on an ambitious 15 volume *Works of John Ruskin*, which may be the first American edition of Ruskin’s collected works. The volumes bear widely varying title-page dates, suggesting that the set may have been assembled from existing unsold sheets in the early 1880s. Examples of separate pagination and varying typography in many of the volumes suggest that they are in fact several separately printed works bound together.

115. CHARLES DICKENS

Dealings With the Firm of Dombey and Son Wholesale, Retail, and for Exportation . . . (With Illustrations Engraved on Wood by J. W. Orr)

Library of Choice Reading

John Wiley, New York, 1848

With illustrations by H.K. Browne

Dealings With the Firm of Dombey and Son, by Charles Dickens (1812-1870), was first published in London in monthly installments from October 1846 through April 1848. Wiley & Putnam published the first American edition, issuing each section immediately after the English installment was received. At the bottom of the first page of each installment was printed, “The Illustrations for this Number will be given with the Next,” suggesting that the text was being printed as quickly as possible, without waiting for the engraving of the corresponding plates, probably to beat the inevitable pirates and cheap reprinters to the mark. There was no Wiley & Putnam edition of *Dombey and Son* in the Library of Choice Reading. Although John relinquished most of the fiction titles to Putnam when Wiley & Putnam split, he kept control of the Dickens titles, considered to be surefire sellers, and did publish this edition under his own imprint as one of the last titles in the Library of Choice Reading. The wrappers, however, carry extensive Wiley & Putnam advertisements, price lists, and announcements.



116. ROBERT W. LANDIS

Liberty's Triumph (A poem)

John Wiley, New York, 1849

The farther John moved from his partnership with Putnam, the fewer fiction titles he published. *Liberty's Triumph*, an epic poem about the American Revolution by Robert Wharton Landis (1809-1883), was one of the exceptions. Wiley's *American Review* described this 544-page monument to patriotism as "an extraordinary book . . . the first American epic, worthy so to be called." Landis was a largely self-taught Presbyterian minister, who seemed to court controversy both inside his own church and in pious combat with other religious tendencies.¹⁰⁶ Poet and playwright Sara King Wiley, John's beloved granddaughter and daughter of William H. Wiley, drafted a Revolutionary War novel, which was never published.

117. WILLIAM FAIRBAIRN

On the Application of Cast and Wrought Iron to Building Purposes

John Wiley, New York, 1854

Cast and wrought iron became the material of choice for American city buildings in the 1840s. Scottish engineer William Fairbairn (1789-1874) was one of the first to conduct systematic investigations into failures of structures and the effects of repeated loading of wrought and cast iron girders. He demonstrated that metal fatigue, for which there was often no obvious warning, resulted from small nicks and scratches that caused a localized concentration of stress.

118. JUSTUS VON LIEBIG

Principles of Agricultural Chemistry

John Wiley, New York, 1855

German scientist Justus Von Liebig (1803-1873), known as the father of organic chemistry and agricultural science, promoted chemistry as the central science, researching its direct benefit to man in the form of pharmaceuticals and its impact on farming. His *Principles of Agricultural Chemistry* introduced Americans to scientific farming.¹⁰⁷ Liebig also pioneered the use of the teaching laboratory in educational institutions, an innovation adopted by America's major scientific universities.

119. HENRY MOSELEY

Mechanical Principles of Engineering and Architecture



First American edition
Wiley & Halsted, New York, 1856

Henry Moseley's *Mechanical Principles of Engineering and Architecture* interpreted French structural theories for practicing engineers and architects.¹⁰⁸ Wiley & Halsted's edition includes additions by Dennis Mahan, a leading American authority on engineering and a prominent Wiley author (Cat. 39, 40).

Engineers were vitally important to post-Civil War America. Settlement of the West depended on the development and application of new skills in transportation, communication, mining, and agriculture. John targeted this burgeoning market with Wiley's expanding list of engineering texts.

120. *The Blank-Paged Bible. The Holy Scriptures of the Old and New Testament; With Copious References to Parallel and Illustrative Passages: and the Alternate Pages Ruled for Ms. Notes*

Samuel Bagster and Sons, London, n.d.
John Wiley & Son, New York, n.d.
From the collection of W. Bradford Wiley

121. *The English Version of the Polyglot Bible; Containing the Old and New Testaments*

Samuel Bagster and Sons, London, n.d.
From the collection of Peter Booth Wiley

After the Civil War, John, always religious, tested foreign publishing connections, serving as the agent for the bibles of the London-based Samuel Bagster and Sons and for the publications of the London Tract Society, which he advertised widely.¹⁰⁹ He also occasionally published books with Trubner of London, one of the firms that filled the gap created by the closure of Wiley & Putnam's London office, as well as with other London publishers. *The English Version* is thought to be John's personal copy, with his signature and Orange, New Jersey, inscribed on the title page.¹¹⁰ A similar signature and a colophon bearing a strong resemblance to Wiley's current colophon appear on the flyleaf. Inside the bible was a lovely, silken bookmark with floral design, which was handcrafted for John.

122. SAMUEL WELLS WILLIAMS

The Middle Kingdom: A survey of the geography, government,

education . . . of the Chinese Empire and Its Inhabitants

Fourth edition

John Wiley, New York, 1859

Bound at the end is a six-page catalogue of Wiley's list

From the collection of Peter Booth Wiley

[First edition published in 1848]

Samuel Wells Williams (1812-1884) spent 12 years in China working as a printer and editing the periodical *The Chinese Repository*. He also served as a translator for Commodore Matthew Calbraith Perry's expedition to Japan in 1853 and 1854. Upon his return to the United States, Wells was appointed professor of Chinese language and literature at Yale University. *The Middle Kingdom*, which has been described as the first serious academic reportorial study of China, is a comprehensive 1,600-page survey of the Chinese empire and its inhabitants.¹¹¹ Revised editions of the book remained in print into the 1920s with other publishers.

123. BENJAMIN H. COE

New Series of Coe's Drawing Cards. Easy Lessons in Landscape. No. 3

John Wiley, New York, 1860

Benjamin H. Coe (1799-1883) was a drawing teacher and landscape painter best known as the teacher of Frederic Church. Coe published both drawing books and instructional drawing cards, which were produced in America between 1820 and 1860 both for aspiring artists and for professionals, notably architects and engineers, and based on the proposition that anyone could learn to draw.¹¹² An advertisement for this title stated "[the] whole series is so simplified as to enable any teacher without previous study, to instruct his students with advantage."¹¹³ Coe produced 10 series of drawing cards, each containing about 18 studies, which sold for 25 cents apiece.

124. HENRY WELLS HOLLY

The Carpenter's and Joiners Handbook

First published by the author, Norwich, Connecticut, 1863

John Wiley, New York, 1864

The Carpenter's and Joiners Handbook belongs to one of Wiley's successful series of small, convenient, and dependable pocket manuals for tradesmen. First published in 1863, it is illustrated with 36 wood engravings.



125. SAMUEL EDWARD WARREN

A Manual of Elementary Geometrical Drawing Involving Three Dimensions
John Wiley, New York, 1861

Wiley published twelve books by engineer and Rensselaer Polytechnic Institute professor S. Edward Warren (1831-1909) for use in engineering and architecture schools.¹¹⁴ Wiley maintained close ties with America's growing group of technical schools, drawing upon many of their professors for its growing list of technical manuals. Although he didn't acquire this title, Major William Halsted Wiley probably knew Warren when he went to RPI to study engineering after the Civil War.

126. WALTER FITZGERALD

The Boston Machinist. Being a Complete School for the Apprentice as well as the Advanced Machinist
John Wiley & Son, New York, 1866

The Boston Machinist, a pocket-sized volume illustrated with numerous engravings of machine tools, is one of the first books bearing the John Wiley & Son imprimatur. Walter Fitzgerald, self-described inventor and mechanical engineer, provides step-by-step instruction "on how to make and use every tool in the business" in an understandable, comprehensive, thorough, and not unduly technical style.

127. WILLIAM H. WILEY AND SARA KING WILEY (Ill. 9)

The Yosemite, Alaska, and the Yellowstone
Reprinted from *Engineering*
Offices of *Engineering*, London, 1893
John Wiley & Sons, New York, 1893

The Yosemite, Alaska, and the Yellowstone, a travelogue and study of narrow-gauge railroads by Sara King Wiley and her father, William Halsted Wiley, was originally published in *Engineering* magazine. The *New York Times* reviewer described the book: "The joint authors are of the wide-awake kind and describe all that they saw in a capital manner."¹¹⁵

Sara King Wiley (1871-1909) was the only daughter of William Halsted Wiley and his wife Joanna Clark King. An author whose poems and plays were published by the Macmillan Company, Sara acted as her father's hostess when he was first elected to Congress.¹¹⁶ Sara died young of

peritonitis, without children. This copy of *The Yosemite, Alaska, and the Yellowstone* belonged to her cousin Edward P. Hamilton, with whom she was raised when he moved into her father's household after his parents died.

128. *Catalogue of Scientific Works Offered at Wholesale and Retail by John Wiley & Son, Importers and Publishers*
John Wiley & Son, New York, 1871

Wiley's increasing specialization in science and technology was announced as early as 1870 in the Wiley listing in the directory of booksellers: "Wiley, John & Son, 15 Astor Place & 138 Eighth Street. Scientific & Misc. Bk P[ublisher] & B[ookseller]." Wiley's technical publishing program was far enough developed to merit separate catalogues that were organized by category: the materials of engineering (including elasticity and strength); bridges, roofs, and trusses; hydraulics and hydraulic engines; and steam engines, boilers, and locomotives. The 1871 *Catalogue of Scientific Works* listed practical books on subjects from agriculture and assaying to shipbuilding and ventilation.

129. *Clearance Catalogue*, 1884 (Ill. 10)

Beginning shortly after the Civil War, Wiley offered "free examination copies" of its books to teachers and professors on easy terms, a technique that became industry best practice more than 20 years later. Cheap postal rates for books made the practice viable; the dearth of bookstores willing to fill shelf space with extensive inventories of scientific and technical titles made it necessary.¹¹⁷ Wiley also experimented with free examination copies for general readers: anyone could receive the book, examine it for 10 days, and then either pay for it or return it in good condition. Instructors got better terms: 60 days to review and a 20 percent discount on purchases. Despite the risks of these books coming back or being sold, which became a common practice in the academic community, the on-approval policy made sense because it got books into the hands of likely buyers. Wiley also sent complimentary "review" copies strategically to relevant individuals and publications.¹¹⁸ Direct mailings were another source of sales, especially after the reduction of postal rates for books to \$.01 per pound in 1885. Wiley's list appears to have been more extensive than those of many other publishers of the time.¹¹⁹



130. CAMILLE PITON

China Painting in America

John Wiley & Sons, New York, 1878

Camille Piton (1844-1918) immigrated to the United States from France and worked in Philadelphia, teaching art and illustrating magazine articles. He opened a school in Philadelphia where he taught china painting, a popular pastime for women at the time. His book *China Painting in America* contains patterns for use in this decorative pursuit.¹²⁰

131. WILLIAM H. SEARLES

Field Engineering: A Handbook of the Theory and Practice of Railway Surveying, Location, and Construction

Sixteenth edition

John Wiley & Sons, Inc., New York, 1913

Chapman & Hall, Ltd., London

[First edition published in 1880]

132. JOHN C. TRAUTWINE (Ill. 12)

The Civil Engineer's Pocket-Book, of Mensuration, Trigonometry, Surveying, Hydraulics, Hydrostatics, Instruments and their Adjustments, Strength of Materials, Masonry, Principles of Wooden and Iron Roof and Bridge Trusses, Stone Bridges and Culverts, Trestles, Pillars (Twelfth edition, twenty-eighth thousand. Revised by John C. Trautwine, Jr., C.E.)

John Wiley & Sons, New York, 1887

E. & F. N. Spon, London, 1887

[First edition published by Claxton, Remsen & Haffelfinger, Philadelphia, 1871-1872]

William H. Searles's *Field Engineering* was one of the first texts produced by Wiley to meet the needs of the growing engineering and technical markets. Educated as a civil engineer at Rensselaer Polytechnic Institute, Searles (1837-1921) served on the staff of General Don Carlos Buell and under General William Starke Rosecrans as a military engineer in the defense of Cincinnati, Searles's hometown, during the Civil War. During his long career, he worked as an engineer for many railroads, as a consulting engineer for the New York State Canals, and as professor of geodesy and topography at RPI.¹²¹ *Field Engineering* was in print for 70 years, going through 22 editions from 1880 to 1949.



John Trautwine (1810-1883) exemplified the transformation of engineering from practice to profession, a trend with which the Major firmly aligned his family's business. With no formal education, Trautwine began his career in the office of Philadelphia's chief engineer and architect, designing and supervising the construction of the Penn Township Bank and assisting in the construction of the U.S. Mint. He worked on the first railroads in the 1830s and on the construction of the Canal del Dique in Colombia in the 1840s, surveyed for the Panama Railroad in 1850, laid out the railroad across the Isthmus of Panama, surveyed another canal route in Honduras in 1857, and designed a dock system for Montreal in 1858. Trautwine retired in 1864 to write books for Wiley and others and to consult and testify in court cases. *The Civil Engineer's Pocket-Book*, which was co-published with E. and F. N. Spon in London and went through multiple printings, was part of an extensive series of definitive technical handbooks and pocket books Wiley published for engineers.¹²²

133. FRANK EUGENE KIDDER

The Architect's and Builder's Pocket-Book of Mensuration, Geometry (. . . In Addition to Which Is a Great Amount of Condensed Information: Statistics and Tables Relating to Carpentry . . . With a Great Variety of Miscellaneous Information. Illustrated with 423 engravings, eighth edition, revised and enlarged)

John Wiley & Sons, New York, 1890

[First edition published in 1885]

134. WILLIAM KENT

The Mechanical Engineer's Pocket-Book: A Reference-Book of Rules, Tables, Data, and Formulae, for the Use of Engineers, Mechanics, and Students

John Wiley & Sons, New York, 1895

Kidder's *Architect's and Builder's Pocket-Book* and Kent's *Mechanical Engineer's Pocket-Book* were among Wiley's biggest sellers. Wiley became known for the quality of its pocket books, which were praised for their small size and comprehensiveness: what you needed to know, organized in a manner easy to grasp and communicate, by authoritative authors.

Frank Eugene Kidder (1859-1905) graduated in 1879 from the Maine State College and about that time completed his first compilation of the *Pocket-Book*, which would become a standard work of reference for



architects and builders. He was elected a Fellow of the American Institute of Architects in 1896.¹²³

William Kent (1851-1918), an editor of *Engineering News*, spent four years writing *The Mechanical Engineer's Pocket-Book*. When it was complete, Kent was active in promoting his book, sending out requests for order forms and offering special discounts (five copies for the price of four) in order to “encourage the formation of clubs as in machine shops.” Sales reflected the usefulness of Kent’s book; by its ninth edition in 1916, it had sold 113,000 copies, more than five times the sales of its leading competitor. A reviewer for *The Locomotive* wrote: “Mr. Kent’s book proves to be a valuable addition to the literature of mechanical engineering. It contains 1,070 pages, and covers nearly everything that a mechanical engineer wants to know. In most cases, too, the treatment is very clear. . . . We heartily commend Mr. Kent’s POCKET BOOK to all mechanical engineers.”¹²⁴ Robert Thurston Kent, the author’s son, worked on subsequent editions.

135. ROBERT GRIFFITH HATFIELD

Theory of Transverse Strains and Its Application in the Construction of Buildings (Including a Full Discussion of the Theory and Construction of Floor Beams, Girders, Headers, Carriage Beams, Bridging, Rolled-Iron Beams, Tubular Iron Girders, Cast-Iron Girders, Framed Girders, and Roof Trusses; With Tables)

John Wiley & Sons, New York, 1877

John Wiley & Sons continued to publish the works of architect Robert Griffith Hatfield (1816-1879), whose reputation had been made with Wiley’s 1844 publication of *The American House Carpenter*. Reviewers felt that his *Theory of Transverse Strains* “ought to be popular with students,” because it provided “a practical example . . . to elucidate every rule” and even “appended questions of a practical nature, and at the end of the work the answers to these questions are given.”¹²⁵ Hatfield designed the glass and metal train shed for the Grand Central Depot in New York. It was torn down and replaced by Grand Central Terminal in 1913.¹²⁶

136. JAMES DWIGHT DANA

Manual of Mineralogy and Lithology, Containing the Elements of the Science of Minerals and Rocks (For the Use of the Practical Mineralogist and Geologist, and for Instruction in Schools and Colleges. Illustrated by



Numerous Wood-Cuts. Third edition. Rearranged and rewritten. Eighth thousand.)

John Wiley & Sons, New York, 1882

137. EDWARD SALISBURY DANA

The System of Mineralogy of James Dwight Dana 1837-1868: Descriptive Mineralogy

Sixth edition

John Wiley & Sons, Inc., New York, 1892

Chapman & Hall, Ltd., London, 1892

As early as 1870 Wiley advertised an extensive list of primers and more advanced textbooks for schools and colleges, including *Manual of Mineralogy*, by James Dwight Dana (1813-1895). Wiley promoted its textbooks to teachers as a way to “relieve” their “anxiety and labors.”

Wiley & Sons reprinted many of the impressive scientific works that Wiley published in the late 1830s and early 1840s. The first edition of *Manual of Mineralogy* was published in 1848. When it was reprinted in 1878, the title was the *Manual of Mineralogy and Lithology*, and then in 1887 “Petrography” replaced “Lithology” in the title. The sixth edition, revised by Dana’s son Edward Salisbury Dana (1849-1935), was published simultaneously in New York by John Wiley & Sons and in London by Chapman & Hall in 1892, indicating that Wiley was co-publishing with Chapman & Hall before the two companies formalized their exclusive relationship in 1895.¹²⁷ In its eighth edition, the book remains in print today and is still the definitive college text on the subject. A 1993 tribute to the book described it: “Through its many versions, the text maintained its comprehensive nature, its clarity of purpose and writing, and its firm grasp of the most current geologic advances.”¹²⁸ James Dwight Dana, who had a long and distinguished career at Yale, was acclaimed as a “great scientist” and “one of the most learned geologists of the world.”

138. HENRY STURGIS DRINKER

A Treatise on Explosive Compounds, Machine Rock Drills and Blasting

John Wiley & Sons, New York, 1883

Henry Sturgis Drinker (1850-1937) studied mechanical engineering at the School of Mines at Lehigh University. The 21-year-old Drinker helped solve the problems of building a tunnel for a railroad line between Easton, Pennsylvania, and New York City. The two-mile-long Musconetcong



Tunnel, constructed from 1872 to 1875, was the longest railroad tunnel in the Eastern United States until it was surpassed in 1876 by the Hoosac Tunnel at 4³/₄ miles in length.¹²⁹ Drinker also served as Solicitor General for the Lehigh Valley Railroad and later President of Lehigh University—the only alumnus ever to hold the position. John Wiley & Sons first published Drinker's *Treatise on Tunneling* in 1878. His 1883 *Treatise on Explosive Compounds* was the first full-length book on the topic in English. Its oversized format, which was unusual for Wiley publications at this time, may have been a response to the interest generated by the 1881 opening of the St. Gothard Rail tunnel, the longest tunnel in the world, its nine-mile length exceeding its competitors by at least a mile.¹³⁰

139. WILLIAM PITT MASON

Examination of Water: Chemical and Bacteriological

John Wiley & Sons, New York, 1899

Chapman & Hall, Ltd., London, 1899

Contains 16 pages of ads for Wiley publications

A pioneer in sanitation chemistry, William Pitt Mason (1853-1937) received his undergraduate degree in civil engineering from Rensselaer Polytechnic Institute and his medical degree from Albany Medical College. He studied bacteriology at the Pasteur Institute. He was an RPI faculty member for 50 years, founding and serving as the first head of the modern departments of chemistry and chemical engineering. Mason also served as president of the American Water Works Association, and his studies of water analysis and supply were critical in moving U.S. cities toward water purification and improved public health.

140. MANSFIELD MERRIMAN, ED.

Civil Engineers Handbook

Fourth edition

John Wiley & Sons, Inc., New York, 1920

Chapman & Hall, Ltd., London, 1920

Wiley published 22 books with Mansfield Merriman (1848-1925) between 1881 and 1915. The enlarged second edition of the *Civil Engineers Handbook* ran to 1,475 pages, included 1,200 illustrations and 500 tables, and retailed for \$5. A civil engineer educated at Yale's Sheffield Scientific School, Merriman served as assistant in the United States Corps of Engineers from 1872 to 1873 and then taught civil engineering at



Sheffield from 1875 to 1878, and at Lehigh University from 1878 to 1907. He worked as a consulting civil and hydraulic engineer and as assistant on the United States Coast and Geodetic Survey from 1880 to 1885, and published major works on hydraulics, bridges, strength of materials, and pure mathematics. Wiley published Merriman's definitive multi-volume series on roofs and bridges. With Robert Woodward, Merriman edited the Wiley Mathematical Monographs series from 1896 to 1921. The first of its kind, it won praise for creating "an interest in some of the rich fields of modern mathematics."¹³¹ The editors produced 13 titles in 1906 and 1907 alone, each priced at \$1. Merriman also served as editor in chief for the *American Civil Engineers' Pocket Book* (1911).

141. WILLIAM HENRY TIMBIE

Elements of Electricity for Technical Students

Wiley Technical Series for Vocational and Industrial Schools, edited by Joseph M. Jameson

John Wiley & Sons, Inc., New York, 1910

Chapman & Hall, Ltd., London, 1910

142. WILLIAM HENRY TIMBIE AND VANNEVAR BUSH

Principles of Electrical Engineering (Second edition completely rewritten)

John Wiley & Sons, Inc., New York, 1930

Chapman & Hall, Ltd., London, 1930

[First published by John Wiley & Sons, Inc., New York, 1911]

Wiley published eight books by William Henry Timbie (1877-1963), which were still in print in the 1950s. As professor of electrical engineering and industrial practice at the Massachusetts Institute of Technology (MIT), Timbie instituted a pioneering cooperative course in electrical engineering with General Electric. Following his death, Timbie's daughters contacted Wiley inquiring about their father's contractual agreements, but none could be located. Apparently William O. Wiley and Timbie had made a verbal agreement and shook hands to cement an amicable and highly profitable relationship that eventually produced over three-quarters of a million books.¹³²

The second edition of Timbie's *Principles of Electrical Engineering* was rewritten by Vannevar Bush (1890-1974). Bush, the inventor credited with the principles underlying modern hypertext research, joined MIT's Electrical Engineering department in 1919 and was named vice president and dean of the university in 1932. He was elected president of the



Carnegie Institution in 1938. During World War II, as head of the Office of Scientific Research and Development, he managed over 6,000 research scientists and was the primary organizer of the Manhattan Project. There Bush proposed the development of an analog computer. In a 1950 *Atlantic* article, he presciently described the “memex,” “an easily accessible, individual configurable storehouse of knowledge,” along with other futuristic devices, such as a typewriter that typed when talked to.¹³³

143. WILLIAM BARNARD, FRANK ELLENWOOD, AND CLARENCE HIRSCHFELD
Heat-Power Engineering, Part II
Third edition
John Wiley & Sons, New York, 1935

First published in 1912, *Heat-Power Engineering* went through numerous editions, with the most successful, the third, coming out in 1926. An early study of thermodynamics and the transformation of latent heat into mechanical energy, it examined the devices by which this transformation is effected. The authors, all Cornell University professors, articulated the engineer’s mission: “the engineer must know nature’s laws and must be familiar with their application in order that he may be able to aid the [human] race in the development and improvement of its life.”¹³⁴

144. LAZARUS WHITE
Catskill Water Supply of New York
John Wiley & Sons, Inc., New York, 1913

Lazarus White (1874-?), a civil engineer who worked on the public water system for the City of New York, describes the history, location, design, and construction of one of the world’s most extensive municipal water systems in this comprehensive book. Through a combination of tunnels, aqueducts, and reservoirs, the system provides water to 8 million New Yorkers. Ninety-five percent of the total water supply is supplied by gravity, with only 5 percent (unless drought conditions apply) pumped.¹³⁵ Wiley sought to increase the profitability of the book, which was directed at engineers, by selling a half-page advertisement in the book to the East Jersey Pipe Co. of Paterson, New Jersey. Advertisements for Merriman’s second edition of the *American Civil Engineers’ Pocket Book* and other Wiley engineering titles are also included.

Catskill Water Supply of New York followed an earlier Wiley book on the same subject, F. B. Tower’s *Illustrations of the Croton Aqueduct* (1843), which documented the early stages of the project (Cat. 88).



145. ELLEN H. RICHARDS

The Cost of Cleanness: A Twentieth Century Problem

John Wiley & Sons, Inc., New York, 1914

Chapman & Hall, Ltd., London, 1914

[First edition published in 1908 by John Wiley & Sons]

Ellen Richards (1842-1911) was the first woman admitted to MIT and its first female professor. The foremost American female industrial and environmental chemist of her time, Richards pioneered the field of home economics and was known for her investigation of “sanitary science.” Her bestselling pocketbook, *The Cost of Cleanness*, was described as “small in size but big in importance . . . [bringing] the light of science to bear on that long-time scourge of humanity known as dirt . . . [with] each sentence . . . a bullet for compactness and energy of propulsion.”¹³⁶

146. ASA C. CHANDLER

Animal Parasites and Human Diseases

Second edition, revised

John Wiley & Sons, Inc., New York, 1922

Chapman & Hall, Ltd., London, 1922

[First edition published in 1918]

Asa Chandler’s *Animal Parasites and Human Diseases* was published just before the Spanish flu pandemic hit in 1918, killing an estimated 50 million people before it was over.¹³⁷ While it was known that the flu was not spread by parasites, Chandler’s book was immediately appreciated by public health scientists for its sound advice and guidelines for eliminating the spread of infectious diseases.

147. LOUIS VALENTINE PIRSSON AND CHARLES SCHUCHERT

A TextBook of Geology, Part I: Physical Geology

John Wiley & Sons, Inc., New York, 1915

Chapman & Hall, Ltd., London

Louis Pirsson (1860-1919) served as Professor of Physical Geology at the Sheffield Scientific School at Yale University. Along with Joseph P. Iddings, Henry S. Washington, and C. Whitman Cross, he developed a new system and nomenclature for classifying igneous rocks. Recognizing the need for a general introductory textbook for students of physical geology, he produced the first volume of *A TextBook of Geology* with Charles Schuchert (1858-1942). Published as part of the Yale Geology



Series, it went through numerous editions and authors between 1915 and the mid-1950s. Wiley & Putnam made a serious commitment to geology publishing with a four-volume series on the geology of New York in the 1840s.

148. ROBERT PEELE, ED. (Ill. 14)

Mining Engineers' Handbook (Volumes 1 and 2)

John Wiley & Sons, Inc., New York, 1918

The Major attended the Columbia University School of Mines, worked at coal mining operations in Ohio, and was a member of the American Society of Mining and Metallurgical Engineers, which added up to a lifelong interest in mining. Wiley produced a number of important mining titles in the first part of the twentieth century, including Peele's *Mining Engineers' Handbook*,¹³⁸ regarded as the miner's bible. It remained in print well into the 1960s. Columbia University awards an annual prize named for Peele (1858-1942) for contributions to mining engineering.

149. W. A. FOSTER AND DEANE G. CARTER

Farm Buildings

Agricultural Engineering Series; Jay Brownlee Davidson, ed.

John Wiley & Sons, Inc., New York, 1922

In 1921, Wiley signed Professor Jay Brownlee Davidson (1880-1957) from Iowa State College and Professor Leon Wilson Chase from Pennsylvania State University to co-edit a new agricultural engineering series. The founder of the American Society of Agricultural Engineers, Chase is considered by many to be the father of agricultural engineering; his participation in the project, however, was short-lived. Wiley's focus on the connection between content and its utility for particular audiences, and on books of useful knowledge that met its own business needs, is evident in the voluminous correspondence between Davidson and his Wiley editor. From the beginning, Wiley intended the series to "stick pretty closely to textbooks." It was a great success; the initial printing of Foster and Carter's book sold out within a year.

150. RICHARD HINES LANSBURGH

Industrial Management

John Wiley & Sons, New York, 1923

An early advocate of business education, Richard Lansburgh (1893-1942), professor at the Wharton School of Finance and Commerce, expressed his



philosophy in *Industrial Management* “that in the force of management lays [sic] the path to better understanding of industrial problems and through that to better community life.”¹³⁹ At almost 500 pages, Lansburgh’s book was longer than competing titles, and priced at \$4.50, it was also more expensive, which likely meant it was adopted primarily at top-drawer schools where high prices and page counts were less of an obstacle, and in the business schools just then being established.¹⁴⁰ Wiley’s business list, begun at the instigation of Edward Hamilton, remained small until after his death. Later, with the acquisition of Ronald Press in 1977 and Jossey-Bass in 1999, it became a key element of the company’s publishing activities.

151. FRED B. SEELY AND NEWTON E. ENSIGN

Analytical Mechanics for Engineers

John Wiley & Sons, Inc., New York, 1921

152. OLIVER KAMM

Qualitative Organic Analysis

John Wiley & Sons, Inc., New York, 1922

153. MEYER BODANSKY

Introduction to Physiological Chemistry

John Wiley & Sons, Inc., New York, 1927

154. HARDY CROSS AND NEWLIN DOLBEY MORGAN

Continuous Frames of Reinforced Concrete

John Wiley & Sons, Inc., New York, 1932

Chapman & Hall, Ltd., London

Analytical Mechanics for Engineers, *Introduction to Physiological Chemistry*, *Continuous Frames of Reinforced Concrete*, and *Qualitative Organic Analysis* were part of a series of market-leading textbooks produced during this period that became long-lived classics. Seely (1884-?) and Ensign, respectively professor and assistant professor of theoretical and applied mechanics at the University of Illinois, tapped their teaching experience in applying the principles of mechanics to concrete problems in terms readily comprehensible to students.

Oliver Kamm (1888-?) was scientific director at Parke, Davis & Co., now a subsidiary of the pharmaceutical company Pfizer. His *Qualitative Organic Analysis*, which introduced an entire generation of scientists to



the systematic nature of organic chemistry, went through several editions and sold well into the 1950s.¹⁴¹

Meyer Bodansky (1896-1941) taught biological chemistry at the University of Texas Medical Branch and directed the laboratories at John Sealy Hospital and John Sealy Memorial Research Laboratory in Galveston, Texas.¹⁴² He pioneered chemical investigation into calcium absorption, vitamin deficiencies, kidney diseases, and endocrine functions. *Introduction to Physiological Chemistry* became a standard textbook in biochemistry and was a strong seller for Wiley from 1927 through World War II.

The *Journal of Engineering Education* praised *Continuous Frames of Reinforced Concrete* as the greatest-ever contribution to the theory of indeterminate structures.¹⁴³ At the time of the book's publication, reinforced concrete was on its way to becoming the most widely used building material in the world. Although relatively inexpensive, it required substantial skill and expertise to be successfully employed, making Cross and Morgan's textbook invaluable.

155. *Wiley Catalogue, 1927*

Wiley's growth was reflected in its expanding list. The 1927 catalogue presented a thousand books on the various branches of engineering, chemistry, mathematics, geology, biology, agriculture, forestry, and other subjects, as well as accountancy, economics, and business administration, and the growing fields of electrical science, aeronautics, and the social sciences.

156. SAMUEL E. NORRIS

The Manuscript: A Guide for Its Preparation

John Wiley & Sons, Inc., New York, 1924

Wiley's growth in the first half of the twentieth century necessitated the systematization and standardization of publishing processes. Samuel Norris was the head of production at Wiley for 16 years and a member of Wiley's board of directors for 30 years until his death in 1948. He wrote *The Manuscript* as the first manual to "enable the [Wiley] author to produce a more attractive book, eliminate vexatious delays, and reduce the expense of author's corrections." It was quickly followed by an abridged glossary of printing terms, distributed with the book. In



1927 an enlarged edition included the glossary and other additions. *The Manuscript* also contained the company's first narrative of its past, and was supplemented in 1940 with a separate booklet, *The House of Wiley*. Both were pieces of historical advertising designed to keep professors, scientists, technologists, librarians, book dealers, and retail customers aware of Wiley's presence and venerable tradition.

157. LT. COL. EARL MCFARLAND
A Textbook of Ordnance and Gunnery
John Wiley & Sons, New York, 1929
Chapman & Hall, London, 1929
[First published in 1895]

McFarland's *Textbook of Ordnance and Gunnery* updated the books of the same title authored by Captains Metcalf, Bruff, Lissak, and Tscappat. All were intended for use by the cadets at West Point Military Academy. A *Textbook of Ordnance and Gunnery* remained in print until the 1950s.

158. SCOVILLE HAMLIN, ED.
The Menace of Overproduction: Its Cause, Extent, and Cure
John Wiley & Sons, Inc., New York, 1930

The Menace of Overproduction is a collection of essays on the dangers of overproduction in the textile industry. Hamlin's arguments for higher wages and a more equitable distribution of wealth made the book a compelling read in the depths of the Depression.

159. CHARLES GEORGE RAMSEY, AIA, AND HAROLD REEVE SLEEPER, AIA (Ill. 13)
Architectural Graphic Standards for Architects, Engineers, Decorators, Builders and Draftsmen
John Wiley & Sons, Inc., New York, 1932
Chapman & Hall, Ltd., London, 1932

Wiley traces its architectural publishing back to the work of Andrew Jackson Downing, whose 1842 *Cottage Residences* (Cat. 86) defined gracious living at a time when semi-rural homes foreshadowed the rise of suburbia. The first edition of *Architectural Graphic Standards* (AGS) was published in 1932, and it remains in print today. The original authors, Charles Ramsey (1884-1963), an Irish immigrant draftsman, and Harold Sleeper (1893-1960), a Cornell-educated architect, worked for the New York architectural firm of Trowbridge and Ackerman. In the years since

the first edition appeared, more than 11 million copies have been sold, making it one of the best selling titles in Wiley's history. In some years, AGS has accounted for 10 percent of the company's gross income. The editorial responsibility for AGS was assumed by the American Institute of Architects (AIA) in 1964. In 1989, the AIA honored Wiley by announcing that the book "is, and always will be, an irreplaceable tool for improving the practice of architecture and the quality of the built environment."¹⁴⁴

The eleventh edition of *Architectural Graphic Standards* was published in 2007, simultaneously marking its 75th anniversary and the Wiley bicentennial.

160. HENRY WALCOTT BOYNTON

Annals of American Bookselling, 1638-1850

John Wiley & Sons, Inc., New York, 1932

Henry Walcott Boynton (1869-1947) authored biographies of Washington Irving in 1901 and James Fenimore Cooper in 1931.¹⁴⁵ Wiley commissioned Boynton to write *Annals of American Bookselling* in celebration of Wiley's 125th anniversary. Beginning with the establishment of Cambridge Press in 1638, the book recounts the history of American bookselling through the beginning of modern publishing and includes a chapter titled "Wileys and Putnams."

161. JOSEPH H. KEENAN AND FREDERICK G. KEYES

Thermodynamic Properties of Steam, Including Data for the Liquid and Solid Phases

John Wiley & Sons, Inc., New York, 1936

Joseph Henry Keenan (1900-1977), professor of Mechanical Engineering at MIT, was known for his research in the calculation of steam tables and jet-rocket propulsion and his work in furthering the understanding of the laws of thermodynamics. His co-author, MIT professor Frederick George Keyes (1885-1976), was a renowned physical chemist also noted for his work in thermodynamics. *Thermodynamic Properties of Steam* was used as a textbook by engineering schools through the 1950s and as a reference tool in the design and operation of steam-generating power plants throughout the world, contributing to increased economies and a reduction in coal use of millions of tons per year. The book sold a total of 372,498 copies.



162. VLADIMIR ZWORYKIN AND G. A. MORTON
Television: The Electronics of Image Transmission
John Wiley & Sons, Inc., New York, 1940

Vladimir Zworykin (1889-1982) was the RCA vice president who oversaw the development of the electron scanner, iconoscope, and orthicon tube, which made television possible on a large scale. Wiley would publish three titles by Zworykin: *Photocells and Their Applications*, with E. D. Wilson, in 1930; *Television*, with G. A. Morton, in 1940; and *Electron Optics and the Electron Microscope*, with Morton, Ramberg, Hillier, and Vance, in 1945.

163. RALPH BARNES
Motion and Time Study
John Wiley & Sons, Inc., New York, 1937

164. HUBERT G. LESLEY
Airplane Maintenance
John Wiley & Sons, Inc., New York, 1940
Ninth printing, 1949

165. ROBERT HIGGY
Fundamental Radio Experiments
John Wiley & Sons, Inc., New York, 1943

Publishers of scientific and technological books prospered during the Second World War when technical knowledge in a wide range of fields was at a premium. Wiley promoted time and motion study books such as Barnes's aggressively. One of Wiley's advertisements asked rhetorically, "When both men and materials are so hard to get, it would help, wouldn't it" to be able to "get 17 men to do the work of 27?" "You don't need elaborate new equipment," the company promised, just its books. *Motion and Time Study* was a classic engineering text in the emerging field that would later become known as human factors and ergonomics. While most of Wiley's top titles consistently sold in the hundreds or low thousands of copies per year for decades, *Motion and Time Study* was among the 20 or so books that Wiley published during its third and fourth generations that sold over 100,000 copies during their time in print.¹⁴⁶



The single largest order Wiley received during World War II was for Hubert Lesley's *Airplane Maintenance*. First published in 1940, it was already in its ninth printing by 1949. At 511 pages, this comprehensive book covered all aspects of airplane maintenance and was well illustrated with photographs, drawings, diagrams, and charts. The book focused on the DC-3, of which more than 10,000 U.S. military versions were produced during World War II.

Robert Higgy was only 16 when Ohio State University tapped him to teach communications to World War I soldiers. In 1922 he started one of the few public educational radio stations at the university. WEAO, which stood for Willing Eager Athletic Ohio, is still operational today as WOSU. Also in the 1920s, Higgy wired the campus to broadcast 300 lectures every school year. During his more than 40 years of service at the university, he began radio broadcasts of the Buckeyes from Ohio Stadium, and put the FM station and TV station on the air.¹⁴⁷ A leader in his field, he was one of the founders of the Association of College and University Broadcasting Stations (ACUBS).¹⁴⁸ Affordably priced at \$1.50, Higgy's *Fundamental Radio Experiments* was a big seller during World War II.

166. GEORGE T. TRUNDLE, ED.

Managerial Control of Business

John Wiley & Sons, Inc., New York, 1948

Wiley commissioned management consultant George Trundle to write *Managerial Control of Business*. He and his associates described the demanding process of producing the book as forcing them “to organize their thoughts, sift through their data, and outline procedures and courses of action more thoroughly than they could have imagined.”¹⁴⁹ Trundle's book describes control as not strictly a function of financial management but as linked with manufacturing, sales, accounting, and industrial relations.¹⁵⁰

167. NORBERT WIENER (III. 15)

Cybernetics or Control and Communication in the Animal and the Machine

John Wiley & Sons, Inc., New York, 1948

Hermann et Cie, Paris, 1948

Norbert Wiener's *Cybernetics* was one of more than 40 scholarly books Wiley and MIT co-published. In it Wiener (1894-1964) combined mathematics, biology, sociology, economic history, psychology,

engineering, and more, a synthesis that grew out of his efforts to predict the movements of World War II Nazi bomber planes. Reviews of *Cybernetics* described it as “provocative,” “deeply original,” “seminal,” and “comparable in ultimate importance to” Galileo, Malthus, Rousseau, or Mill. Almost 24,000 copies of *Cybernetics* sold in its first five years.¹⁵¹

Wiener originally agreed to publish the book with M. Freymann, at Hermann et Cie. MIT insisted that his book be published in the United States first, with the result that The Technology Press (MIT’s imprint), John Wiley & Sons, and Hermann et Cie all have their names on the title page.

168. FRANCIS OWEN RICE AND EDWARD TELLER

The Structure of Matter

John Wiley & Sons, Inc., New York, 1949

After World War II, Wiley launched a series in nuclear physics including 17 titles by authors who were well known because of their role in the Manhattan Project, which led to the development of the atomic bomb. Rice (1890-?) and Teller (1908-2003) were leading members of the project; Teller was later known as the father of the hydrogen bomb. Wiley promoted *The Structure of Matter* in the June 1948 *Bulletin of the Atomic Sciences* as being “wider in scope than most books in the field . . . [summarizing] the results of quantum mechanics in such terms that the reader—physicist or physical chemist—can use quantum mechanics as successfully as the chemist uses the concept of the chemical bond.”¹⁵²

169. HERBERT EDMUND CARTER, ED.

Biochemical Preparations

John Wiley & Sons, Inc., New York, 1949

A board of internationally prominent scholar-practitioners, under the direction of H. E. Carter, University of Illinois chemistry professor, edited Wiley’s interdisciplinary Biochemical Preparations series. Directed at biologists, chemists, chemical engineers, and medical researchers, the first volume, at 82 pages in length, was priced at \$2.25. A Wiley promotion in *Science* magazine described it as “present[ing] . . . clear, reliable information on the preparation of biochemical compounds and methods and techniques of isolating and characterizing natural products.”¹⁵³



170. ARNOLD KUETHE AND JULIUS SCHETZER

Foundations of Aerodynamics

John Wiley & Sons, Inc., New York, 1951

Foundations of Aerodynamics, by Arnold Kuethe and Julius Schetzer, became an instant success when it appeared in 1951 and was used by almost every major aeronautical engineering school throughout the world. Kuethe, an aerodynamics researcher at the University of Michigan, studied aerodynamic turbulence in the flow of gases around various structures. He supervised research in supersonic flow at Wright-Patterson Air Force Base in Dayton, Ohio, and served as a consultant to government and industry laboratories. *Foundations of Aerodynamics* is still in use, with Chuen-Yue Chow having replaced Schetzer as the second writer.¹⁵⁴

171. THEODOSIUS DOBZHANSKY

Evolution, Genetics, and Man

Second edition

John Wiley & Sons, Inc., New York, 1967

The Soviet-born geneticist Theodosius Dobzhansky (1900-1975) published *Evolution, Genetics, and Man* in 1955 while he was at Columbia University. His earlier work clarified the concept that natural selection takes place through mutations in genes. Through his population studies, he discovered that successful species tend to have a wide variety of genes that provide a species with genetic diversity, enabling it to adapt effectively to changes in the environment. A reviewer described *Evolution, Genetics, and Man* as “without doubt the finest textbook of genetics and evolution now available, and its emphasis on applications to man makes it especially valuable.”¹⁵⁵

172. W. BRADFORD WILEY, ED.

Book Publishing in the U.S.S.R.: Reports of the Delegations of U.S. Book Publishers Visiting the U.S.S.R., October 21–November 4, 1970 and August 20–September 17, 1962

Second edition, enlarged

Harvard University Press, Cambridge, Mass., 1971

In 1962, CEO Brad Wiley, together with M. R. Robinson of Scholastic, led a delegation of American publishers on an exploratory visit to the Soviet Union—potentially a large, highly literate, technologically astute book market and a source of titles of interest to scientists in the West. The



trip took place as the so-called Krushchev Thaw, which followed Soviet Premier Nikita Krushchev's denunciation of Stalin in a secret speech to the 1956 Communist Party Congress, was being tested during the Cuban Missile Crisis. The trip began one week after an American spy plane discovered the construction of Soviet missile bases in Cuba and was still under way when the confrontation ended on October 28. The purpose of the trip was to discuss scientific and technical book publishing under the cultural exchange program negotiated by the U.S. and the Soviets earlier that year. The group issued this report, urging the Soviets to become a party to the Universal Copyright Convention (UCC), which the U.S. had joined in 1955. In 1973, after Brad participated in a second delegation, the Soviets did join it, a move immediately heralded by American publishers long victimized by Soviet book pirates. Brad's role was later cited by a Soviet official, who joked that Brad had "coerced" them into signing.¹⁵⁶

173. *Macquarie Early Primary Dictionary*

Wiley Jacaranda, Brisbane, 2010

Wiley Australia, which has offices in Brisbane and Melbourne, was originally in the textbook import business. It broadened its scope in 1976 with the acquisition of Jacaranda Press with its significant elementary and high school publishing programs, a type of publishing Wiley's U.S. operation had attempted and abandoned in the 1960s. Jacaranda began work on the *Macquarie Dictionary* in the early 1970s in collaboration with the Linguistics department of Macquarie University in Sydney. When the project experienced financial difficulties, the dictionary was sold to Kevin Weldon while Jacaranda retained the right to publish school editions, which were launched in the 1980s. The *Macquarie Dictionary*, according to Susan Butler, its editor, "set out not to provide a colonial supplement [to an English dictionary], but to give a comprehensive account of the words of Australian English, both formal and informal." Known for the breadth of their content, the dictionaries include substantial Australia-specific material. The *Macquarie Early Primary Dictionary* contains thousands of entries geared to 6-to-10-year olds who are building their vocabularies.¹⁵⁷

174. *With Glowing Hearts/Des plus brillants exploits: The Official Commemorative Book of the XXI Olympic Winter Games and the X Paralympic Winter Games*

John Wiley & Sons Canada, Ltd., Mississauga, 2010



Wiley Canada publishes print and online products for the Higher Education and Professional/Trade markets, and markets and distributes titles produced at other Wiley locations. It scored a “first” when the Vancouver Organizing Committee for the Olympic and Paralympic Games selected Wiley to publish all the official books for the 2010 Vancouver Winter Games—the first time a single publisher was entrusted with the task. *With Glowing Hearts*, the official commemorative book of the Games, includes hundreds of color photographs of the athletes, venues, and opening, closing, and medal ceremonies.

175. ROBERT LAWRENCE KUHN

How China’s Leaders Think

John Wiley & Sons Asia, Singapore, 2009

Dr. Robert Lawrence Kuhn, author of *How China’s Leaders Think*, is an international investment banker with Citigroup, chairman of the Kuhn Foundation (which produces the PBS series *Closer to Truth*), and long-time adviser to the Chinese government at the highest levels. Written with an insider’s perspective and voice and drawing on recently declassified Communist Party material, the book is based primarily on Dr. Kuhn’s exclusive interviews with Chinese leaders across all sectors. The Chinese edition was launched in Beijing in December 2008, as part of the commemoration of China’s 30th anniversary of reform.

176. ERWIN O. KREYSZIG

Advanced Engineering Mathematics

Ninth edition

John Wiley & Sons, Inc., New York, 2006

[First edition published in 1962]

The distinguished mathematician Erwin O. Kreyszig (1922–2008) taught at a number of leading institutions, including Carleton University in Ottawa, Canada, and Stanford University. His *Advanced Engineering Mathematics*, the leading textbook for civil, mechanical, electrical, and chemical engineering undergraduates, appeared in three versions: the original U.S. edition, a Wiley International Edition, and a translated form. Now in its ninth edition, the book introduces engineers and computer scientists to advanced math topics as they relate to practical problems, exploring a range of equation types and analysis functions. As a Wiley International Edition, an inexpensive paperback priced for local markets in developing countries, Kreyszig’s work has contributed to the education of engineers all over the world.



177. JUSTUS J. SCHIFFERES

Essentials of Healthier Living

John Wiley & Sons, Inc., New York, fourth printing, 1961

[First edition published in 1959]

Author Justus Schifferes (1915-1997) was an editor and writer on health and science. His textbook *Essentials of Healthier Living*, designed for use in colleges, presented personal health as the first step toward community health. First published in 1959, it was Wiley's first book printed in color and sold in various versions for 10 years.

178. DAVID HALLIDAY AND ROBERT RESNICK (III. 18)

Physics for Students of Science and Engineering, Part II

John Wiley & Sons, Inc., New York, 1960

Wiley has published leading physics textbooks as well as some of the classic works in nuclear physics. The publication of *Physics* in 1960 followed the federal government's push for improved science education, which began after the Soviets launched the Sputnik satellite in 1957. *Physics* presented the discipline with an unprecedented level of sophistication. Hailed for its content, organization, and pedagogically superior use of art, it became the dominant text in the market almost immediately after publication. It hit the million-copy mark by the early 1970s and has been translated into 15 languages. David Halliday and Robert Resnick's more accessible *Fundamentals of Physics*, first published in 1970, is now the most widely used physics text in the world, and *Physics* and *Fundamentals of Physics* combined have reached well over five million students worldwide.¹⁵⁸ The ninth edition of *Fundamentals of Physics* was published this year. In an early experiment with digital media, Wiley offered CD-Physics for Windows, a digital version of Halliday, Resnick, and Jearl Walker's fourth edition of *Fundamentals of Physics*, in 1999.

Halliday (1916-2010) received his Ph.D. from the University of Pittsburgh in 1941. His first Wiley publication appeared while he was still a graduate student—*Heat* (1948), co-authored with A. G. Worthing, then department chair. During World War II, Halliday worked at the MIT Radiation Laboratory developing radar techniques that were vitally important to the war effort. He then returned to Pitt, where he and Resnick shared responsibility for the introductory physics course during the 1950s; their innovations in teaching it led to the writing of *Physics*.¹⁵⁹



Resnick subsequently taught at Rensselaer Polytechnic Institute, where he introduced its interdisciplinary science curriculum in 1973 and was its chair for 15 years. He has been honored by the American Association of Physics Teachers for his contributions to undergraduate physics instruction.¹⁶⁰

179. DONALD E. KIESO AND JERRY J. WEYGANDT

Intermediate Accounting

Second edition

John Wiley & Sons, Inc., New York, 1977

180. JERRY J. WEYGANDT, DONALD E. KIESO, AND PAUL D. KIMMEL

Financial Accounting

Third edition

University of Phoenix Special Edition

John Wiley & Sons, Inc., New York, 2000

181. JERRY J. WEYGANDT, PAUL D. KIMMEL, AND DONALD E. KIESO

Accounting Principles

Ninth edition

John Wiley & Sons, Inc., 2008

[First edition published in 1987]

Donald E. Kieso is Emeritus Professor of Accounting at Northern Illinois University, where he formerly chaired the accountancy department and was honored several times for teaching excellence. He has also worked as an accountant for both Price Waterhouse & Co. and Arthur Andersen & Co.¹⁶¹

Kieso's 1969 textbook, *Intermediate Principles of Accounting*, sold less well than hoped, but the 1974 version, *Intermediate Accounting*, co-authored with one of Kieso's former students, Jerry J. Weygandt, was well reviewed and well marketed and turned in a dramatically better performance. With the 1977 second edition, *Intermediate Accounting* became the top-selling intermediate accounting text and has remained so ever since, with a market share of over 70 percent. Today the book is in its twelfth edition and retains the number-one position.

Other Kieso-Weygandt titles followed *Intermediate Accounting*, including *Accounting Principles* in 1987, *Financial Accounting* in 1995, *Managerial Accounting* in 1999, and *Essentials of Accounting* in 2002.



182. JOHN R. SCHERMERHORN, JR., JAMES G. HUNT, AND RICHARD N. OSBORN
Managing Organizational Behavior

Second edition

John Wiley & Sons, Inc., New York, 1985

[First edition published in 1982]

John R. Schermerhorn, Jr., is a specialist in general management, organizational change, and interorganizational cooperation who has consulted for numerous corporate clients and is now a professor of management in the College of Business at Ohio University.¹⁶²

Wiley bought St. Clair Press's business list in 1979 and made it the basis for a new textbook list. The first edition of *Managing Organizational Behavior*, published in 1982, marked Wiley's strong debut in the business textbook market. Renowned as the clearest, most current, and most applicable organizational behavior textbook, the eleventh edition (now titled *Organizational Behavior*) appeared in 2010. *Organizational Behavior* presents students with a portfolio of skills for success in any area of business. A second Schermerhorn title, *Management for Productivity*, appeared in 1984; as *Management*, it is now in its tenth edition. The list was further strengthened by the acquisition of Grid Publishing in 1984, which, together with the Schermerhorn titles, put Wiley on the map as a major business textbook publisher.

183. JOHN D. CUTNELL AND KENNETH W. JOHNSON

Physics

John Wiley & Sons, Inc., New York, 1989

An essential text with an emphasis on high-quality problem-solving, *Physics* promotes conceptual understanding and shows students the relevance of physics to their everyday lives and future careers. Authors John D. Cutnell and Kenneth W. Johnson are Professors Emeritus at Southern Illinois University at Carbondale.

184. DEBORAH HUGHES-HALLETT *ET AL.*

Calculus

John Wiley & Sons, Inc., New York, 1993

In 1988, with a \$2 million grant from the National Science Foundation, Harvard University launched the Calculus Consortium, a project aimed at improving calculus instruction to assist students pursuing degrees in engineering and science. Wiley's proposal to publish the Consortium's textbooks was accepted in January 1991.



The second draft of *Calculus*, the Consortium's first title, was already being tested in classrooms at the time Wiley signed the contract. A preliminary edition was published in 1992, followed by the first edition a year later. *Calculus* became the best-selling first-edition calculus textbook ever published. Three other titles followed: *Multivariable Calculus* (1994), *Applied Calculus* (1995), and *Functions Modeling Change: A Preparation for Calculus* (1996). Wiley supported the titles, which incorporated a new pedagogic approach, with a newsletter, annual summer conferences for instructors, and campus workshops. The series further enhanced Wiley's reputation as a major math publisher and a champion of curriculum reform.

185. H. J. DE BLIJ AND PETER O. MULLER

Geography: Realms, Regions, and Concepts

Tenth edition

John Wiley & Sons, Inc., New York, 2002

[First edition published in 1970]

Dutch-born Harm de Blij is the author of more than 30 scientific, educational, and trade books, and over 100 articles. He has held staff geographer positions at the ABC and NBC television networks and served as a writer and commentator for PBS. He has also worked as an editor for the National Geographic Society. His academic career includes appointments at Georgetown University, Marshall University, the Colorado School of Mines, and, currently, Michigan State University.¹⁶³

His textbook *Geography: Realms, Regions, and Concepts* (originally subtitled *Regions and Concepts*) remains a market leader in its fourteenth edition and has sold more than 1.2 million copies in all. The book has been repeatedly singled out by reviewers for the quality and effectiveness of its map program. De Blij and Muller's geography texts, along with those by the father-and-son author team of Arthur and Alan Strahler (Cat. 194, 195), have dominated the field for decades.

186. KAREN HUFFMAN, MARK VERNOY, AND BARBARA WILLIAMS

Psychology in Action

Sixth edition

John Wiley & Sons, Inc., New York, 2002

[First edition published 1987]

Will Pesce, Wiley's current president and CEO, led a turnaround in the company's Higher Education business in the early 1990s in part by



introducing a collaborative process for editorial, production, marketing, and sales staff. The second edition of *Psychology in Action*, published in 1991, demonstrated the effectiveness of the new process. The book moved away from the conventional textbook formula to offer a dynamic, student-centered learning environment, in line with an educational philosophy that had been embraced by the academic community. The editorial and production teams incorporated feedback from student focus groups to ensure that the “active learning” theme was embedded in the product, and the marketing team developed a promotional message that linked active learning and student motivation. The sales strategy revolved around faculty workshops led by author Karen Huffman that demonstrated the integration of active learning techniques into classroom presentations.

Psychology in Action became a leader in the introductory psychology market, with sales of the second edition more than tripling those of the first. The collaborative process became the model for all of Higher Education, producing a series of books that helped to re-establish Wiley as a major college publisher.

187. J. L. MERIAM AND L. G. KRAIGE (Ill. 16)

Engineering Mechanics: Statics

Sixth edition

John Wiley & Sons, Inc., 2007

[First edition published in 1951]

In the 1950s, Wiley textbooks began to evolve from exposition-dense main titles to learning tools complete with pedagogical features, extensive illustration programs, and supplements. *Mechanics*, published in 1951 in two volumes, *Statics* and *Dynamics*, was a prime example in which Lath Meriam emphasized accuracy, rigor, clarity, and applications of principles. After decades of success, the author recast *Mechanics* in the 1970s as a “new” book with greater emphasis on practical, real-world problems for students, many of whom had never seen heavy equipment or machines up close, let alone designed or operated them. He renamed the book *Engineering Mechanics* in 1978. Now in its sixth edition, and co-authored with L. G. Kraige since the early 1980s, the book, which has been translated into many foreign languages, remains a respected leader in its field.



188. HOWARD ANTON, IRL BIVENS, AND STEPHEN DAVIS

Calculus

Ninth edition

John Wiley & Sons, Inc., 2009

[First edition published in 1980]

In the early 1960s, before becoming a research professor of mathematics at Drexel University in Philadelphia, Howard Anton worked in the manned space program at Cape Canaveral. From 1983 on, he devoted himself exclusively to writing mathematical textbooks, receiving recognition for their excellence from the Textbook Authors Association. Anton has also served on the Board of Governors of Mathematical Association America.¹⁶⁴

Designed for the freshman-sophomore sequence of calculus courses, *Calculus* has evolved to fulfill the needs of a changing market. The current edition retains Anton's noted clarity of exposition, sound mathematics, and well-constructed exercises and examples while incorporating new concepts that have been validated by the experience of a large pool of instructors and their students.

189. EFRAIM TURBAN AND LINDA VOLONINO

Information Technology for Management: Improving Performance in the Digital Economy

Seventh edition

John Wiley & Sons, Inc., 2009

[First edition published in 1996]

Efraim Turban, a professor of information systems at California State University, Long Beach, has also served as a professor of business at Eastern Illinois University. A member of the American Association of Artificial Intelligence, Turban has published more than 15 books on artificial intelligence and information technology and is one of the most prolific researchers in the application of computer technology to business and financial decision making.¹⁶⁵

First published in 1996 as *Information Technology for Management: Improving Quality and Productivity*, with Ephraim McLean and James Wetherbe as co-authors, the book has evolved through its editions to reflect the rapid pace of technological change and its impact on the global economy.



190. JAMES TREFIL AND ROBERT M. HAZEN

The Sciences: An Integrated Approach

Sixth edition

John Wiley & Sons, Inc., 2009

[First edition published in 1995]

The Sciences: An Integrated Approach was created for a new course, and was initially released in a preliminary edition (1994) to elicit student feedback and incorporate it into the publishing process. It has since been used by more than 100,000 students nationwide and is the leading text for integrated science courses. *The Sciences* is the only text of its type to integrate physics, chemistry, astronomy, earth sciences, and biology in a way that is fully accessible by students with little or no science background.

191. GERARD J. TORTORA AND BRYAN DERRICKSON

Principles of Anatomy and Physiology

Twelfth edition

John Wiley & Sons, Inc., 2008

[First edition published by Canfield Press, San Francisco, 1975]

192. GERARD J. TORTORA AND BRYAN DERRICKSON

Introduction to the Human Body:

The Essentials of Anatomy and Physiology

Eighth edition

John Wiley & Sons, Inc., 2009

Gerard Tortora's *Principles of Anatomy and Physiology*—a leading introductory textbook in its field, with an acclaimed illustration program—came to Wiley in 1999 as one of a group of titles purchased from Pearson. Since the publication of its first edition in 1975, nearly 5 million nurses, nutritionists, and allied health and medical professionals have been introduced to the human body by PAP, and Tortora is arguably the most successful author in all of college publishing.

Tortora's *Introduction to the Human Body: The Essentials of Anatomy and Physiology*, originally co-authored with Sandra Reynolds Grabowski and more recently with Bryan Derrickson, was developed specifically for single-semester courses, blending art and text to illuminate the complexities of the human body.



193. *Microsoft Official Academic Course: Supporting Users and Troubleshooting a Microsoft Windows XP Operating System Package*
John Wiley & Sons, Inc., 2010

In October 2006, Wiley became Microsoft Corporation's exclusive publishing partner for all Microsoft Official Academic Course materials, used in courses and training programs that lead to professional certification in Microsoft systems and applications. This Microsoft Official Academic Course includes a textbook (with corresponding instructor resources), a laboratory manual, and software to equip students with the knowledge and skills necessary to provide support for a widely used Windows operating system, and to prepare for the Microsoft Certified Desktop Support Technician examination. Wiley's global sales and distribution networks have been instrumental in introducing MOAC books to overseas markets such as India.

194. ARTHUR N. STRAHLER
Physical Geography
John Wiley & Sons, Inc., New York, 1951

195. ALAN H. STRAHLER
Visualizing Physical Geography
John Wiley & Sons, Inc., 2007

Arthur Strahler (1908-2002) taught geomorphology at Columbia University from 1941 to 1962.¹⁶⁶ His *Physical Geography*, published in 1951, established a reputation for scholarship, clarity, and quality of artwork that has persisted through almost six decades of publications. Strahler and his son Alan, a professor and researcher in the Center for Remote Sensing at Boston University who has also served on NASA teams, wrote a combined total of more than 20 textbooks, with multiple revisions, in physical geography, environmental science, earth sciences, and geology, reaching hundreds of thousands of students.

In 2006, Wiley partnered with the National Geographic Society (NGS) to launch the Visualizing series as an innovative way to help its Higher Education business fulfill its mission of "helping teachers teach and students learn." Textbooks such as Alan Strahler's *Visualizing Physical Geography* integrate vivid NGS images—photography, illustrations, diagrams, charts, and maps—with concise text in a unique, pedagogically proven approach.

196. RICHARD NEUSTADT

Presidential Power

John Wiley & Sons, Inc., New York, 1960

Richard Neustadt (1919-2003) was an American political historian, a founding faculty member of the Kennedy School of Government at Harvard University, and an adviser to presidents Harry S. Truman, John F. Kennedy, Lyndon B. Johnson, and Bill Clinton. *Presidential Power* is now considered to be Neustadt's most influential work on the presidency. At the time of its release, Wiley advertised it in the *New York Times* as "‘must’ reading for every thinking voter." Neustadt described presidential power as "the power to persuade," and focused in his writings on "the classic problem of the man on top ... how to be on top in fact as well as in name."¹⁶⁷

197. D. R. CARMICHAEL AND LYNFORD GRAHAM, EDs.

Accountants' Handbook

Eleventh edition

John Wiley & Sons, Inc., 2010

[First edition published by the Ronald Press Company, New York, 1923]

198. VICTOR Z. BRINK AND HERBERT WITT

Modern Internal Auditing: Appraising Operations and Controls

Fourth edition

John Wiley & Sons, Inc., New York, 1982

[First edition published by the Ronald Press Company, New York, 1941]

199. VINCENT M. O'REILLY ET AL.

Montgomery's Auditing

The Wiley/Ronald Series in Professional Accounting and Business

Twelfth edition

John Wiley & Sons, Inc., New York, 1998

[First edition published by the Ronald Press Company, New York, 1912]

The growth of Wiley's accounting textbook list had its counterpart in the acquisition of a number of professional accounting titles. With the 1977 purchase of Ronald Press came the *Accountants' Handbook*, originally published in 1923 and still in print today in its eleventh edition. It is the most comprehensive resource for accountants, chief financial officers, and corporate controllers.



Victor Z. Brink's *Modern Internal Auditing*, the first widely read book on internal auditing, also came to Wiley through the Ronald Press acquisition. Begun as a thesis, the book's first edition was published in 1941 after Brink returned from World War II and took over internal auditing at the Ford Motor Company. Brink (1906-1993) was also co-founder of the Institute of Internal Auditors (IIA), for which he served as president in 1950-1951 and from which he received both the Cadmus Award and the Lifetime Achievement Award.¹⁶⁸ *Modern Internal Auditing* is now in its sixth edition.

The Ronald Press acquisition also brought Wiley *Montgomery's Auditing*, published initially in 1912. Now in its twelfth edition, the book is the most consulted source among audit professionals. Its author, Colonel Robert H. Montgomery (1872-1953), was one of the founding partners of the accounting firm Lybrand, Ross Bros. & Montgomery, the predecessor of PricewaterhouseCoopers, and in 1950 became one of the first inductees into the Accounting Hall of Fame. A lawyer as well as an accountant, Montgomery wrote more than 40 books about accounting practice and tax law. Later editions of *Montgomery's Auditing* were written by teams from leading accounting firms.¹⁶⁹

In 1980, Wiley further strengthened its accounting program by acquiring *CPA Examination Review*, the market-leading review text for CPA candidates.

200. ARTHUR C. CLARKE

Ascent to Orbit: A Scientific Autobiography
John Wiley & Sons, Inc., New York, 1984

This collection of 25 articles by the author of *2001: A Space Odyssey* chronologically traces Clarke's thinking on such topics as satellite communication, space flight, and strategies for interstellar robot probes. Sir Arthur C. Clarke (1917-2008) was knighted by Queen Elizabeth II and was the only science-fiction writer ever nominated for the Nobel Peace Prize. His fiction and nonfiction works have sold more than 100 million copies worldwide.¹⁷⁰

201. STEPHEN T. MCCLELLAN

The Coming Computer Industry Shakeout: Winners, Losers, and Survivors
John Wiley & Sons, Inc., New York, 1984



Stephen McClellan spent more than three decades on Wall Street as a securities analyst. A member of the *Wall Street Journal's* Analysts Hall of Fame, he was listed on the *Institutional Investor* All-America Research Team for 19 consecutive years. *The Coming Computer Industry Shakeout: Winners, Losers, and Survivors* was one of the Professional/Trade business's most successful books in 1984, appearing on the top-10 bestseller lists in Boston, Chicago, and San Francisco. The book was translated into Spanish and Japanese.

202. CULINARY INSTITUTE OF AMERICA

The Professional Chef

Eighth edition

John Wiley & Sons, Inc., 2009

[First edition published 1983]

203. WAYNE GISSLEN

Professional Baking

Fourth edition

John Wiley & Sons, Inc., 2005

[First edition published in 1985]

In 1997, Wiley acquired Van Nostrand Reinhold (VNR), the eminent publishing imprint formed in 1969 by Reinhold's merger with Van Nostrand, a Wiley competitor in scientific and technical books since the 1840s. VNR's titles for professionals reinforced Wiley's position in architecture, industrial science, business technology, and the culinary arts. Among its best-selling titles were the Culinary Institute of America's *The Professional Chef*—a “must-have” for every culinary student and professional chef that complemented Wiley's growing list of instructional and professional cooking titles, including *Professional Cooking* and *Professional Baking*, by best-selling author Wayne Gisslen.

204. JAMES M. KOUZES AND BARRY Z. POSNER

The Leadership Challenge

Fourth edition

Jossey-Bass Business & Management Series

Jossey-Bass, a Wiley Company, San Francisco, 2007

In 1999 Wiley purchased Jossey-Bass, a respected, San Francisco-based publisher of books and journals for professionals and executives in



business, psychology, education, and health management. As part of its mission “to develop healthy and responsible organizations, communities, and leaders,” Jossey-Bass publishes a number of series in leadership, the social sciences, and higher education, including *The Leadership Challenge*, a classic considered to be the premier resource on leadership development.

205. J. K. LASSER INSTITUTE

J. K. Lasser’s Your Income Tax 2010: For Preparing Your 2009 Tax Return
John Wiley & Sons, Inc., 2009

Also in 1999, Wiley purchased the J. K. Lasser series of tax and financial guides. The brand has since become the market leader, regarded as the most trusted name in the tax preparation field.

J. K. Lasser’s Your Income Tax is America’s best-selling tax guide, used by more than 39 million taxpayers. Now in its 70th year, the guide was first written by Jacob Kay Lasser and was so successful that it led to the establishment of The J. K. Lasser Institute, publisher of a wide range of tax, personal finance, and business books and newsletters.

206. Betty Crocker Cookbook: Everything You Need to Know to Cook Today

Tenth edition

Wiley Publishing, Inc., Hoboken, 2005

207. DR. RUTH K. WESTHEIMER WITH PIERRE A. LEHU (Ill. 19)

Sex For Dummies

Third edition

Wiley Publishing, Inc., Indianapolis, 2007

208. DARWIN PORTER AND DANFORTH PRICE (Ill. 19)

Frommer’s Rome

Nineteenth edition

Wiley Publishing, Inc., Indianapolis, 2008

[First edition published in New York, 1981]

209. SYLVIE HOGG (Ill. 19)

Frommer’s Rome Day by Day

Second edition

Wiley Publishing, Inc., Indianapolis, 2009

[First edition published in 2006]

210. JENNIFER GRIFFITHS (Ill. 19)
Frommer's 24 Great Walks in Rome
Wiley Publishing, Inc., Indianapolis, 2008

211. *Webster's New World College Dictionary*
Fourth edition
Wiley Publishing, Inc., Cleveland, 2009
[First edition published in 1953]

In 2001, Wiley acquired Hungry Minds, Inc., the Indianapolis-based publisher of a portfolio of powerful brands including For Dummies, CliffsNotes, Frommer's travel guides, Betty Crocker cookbooks, and Webster's New World dictionaries.

"Big Red"

With the addition of the Betty Crocker cookbook list, Wiley became a leading culinary publisher. General Mills, one of the world's largest packaged food companies, published the first edition of *Betty Crocker's Picture Cook Book* in 1950. Later renamed the *Betty Crocker Cookbook*, "Big Red" is generally acknowledged to be the best-selling cookbook ever published, with 62 million copies sold. The brand also includes an additional 40 specialty titles. The Wiley-General Mills partnership represents a conjunction of strengths—General Mills has a portfolio of more than 100 leading food brands—as well as potent opportunities for cross-promotion. In 2005, for example, when Wiley published *Betty Crocker Baking for Today*, advocating Gold Medal flour for all the recipes, General Mills featured the new book on 59 million packages of its Gold Medal flour.¹⁷¹

"A Reference for the Rest of Us"

Another important component of the Hungry Minds acquisition was the iconic For Dummies brand, launched in 1991 with *DOS For Dummies*, five months after Microsoft's release of MS-DOS 5.0. The initial print run of 7,500 sold out in a week, and soon orders were being placed for 50,000 copies and more. Its initial spate of technical titles (with *Macs For Dummies* the second release) was followed by *Personal Finance For Dummies* and *Internet For Dummies* in 1994. Dr. Ruth's bestseller *Sex For Dummies* is a prime example of the brand's successful extension into almost every area of human interest.



The For Dummies brand follows a carefully crafted pedagogical template, with chapter outlines, clear and simple step-by-step instructions, and icon-flagged paragraphs marked “Tip,” “Remember,” “Warning,” and so forth, for easy reference. With more than 200 million books in print, translated into 39 languages and distributed in more than 40 countries, For Dummies is the most widely recognized reference series in the world. Continuing the tradition, Dummies.com offers useful tips and expert information online, through how-to videos, step-by-step photos, and thousands of articles.¹⁷²

“*The Best Trips Start Here*”

Since the 1957 publication of Arthur Frommer’s revolutionary *Europe on \$5 a Day*, the Frommer’s collection of travel products has expanded to include more than 300 guidebooks as well as the popular Frommers.com Web site, which has become an essential online destination for trip planning. Known for their detailed maps and numerous recommendations, the “complete guides,” such as *Frommer’s Rome*, comprise the best-selling travel series in the U.S. More recently, Frommer’s has introduced the popular Day by Day guides to a number of major travel destinations around the world. Arthur Frommer writes a blog for the frommers.com Web site while his daughter Pauline has written a number of Wiley guidebooks under her own imprint.

“*We Define Your World*”

More than 60 years ago, a team at the World Publishing Company in Cleveland, Ohio, set out to create a new, distinctly American dictionary. In September 1951, after nearly a decade of painstaking labor, the two-volume *Webster’s New World Dictionary of the American Language* launched to critical acclaim, hailed by *Library Journal* as a “dictionary that makes a great advance in American lexicography.” The first single-volume College Edition, with 140,000 entries and 1,702 pages, followed in 1953.

In 1970, a completely revised Second College Edition was published as the first dictionary to identify all Americanisms—terms and usages conceived in the U.S.—and to give etymologies of American place names. *Webster’s New World College Dictionary* soon became the sanctioned reference work and arbiter of style for the Associated Press, United Press International, and the *New York Times*. It was also chosen by the American Printing House for the Blind, in conjunction with the Library



of Congress, in 1970 as the first dictionary of its scope to be embossed in Braille in its entirety—a total of 72 large volumes.¹⁷³

With more than 8 million copies sold since its introduction, this premier word source, now in its fourth edition, includes 163,000 entries within 1,669 pages, over 12,000 Americanisms, and more than 850 illustrations, complete with a four-color world atlas. It remains the definitive guide to American English.

Today, Webster's New World publishes a wide range of American and bilingual dictionaries, thesauri, and specialized reference materials for the home, office, and classroom.

212. RAYMOND E. KIRK AND DONALD F. OTHMER

Kirk-Othmer Encyclopedia of Chemical Technology, Volume 26

Fifth edition

Wiley Interscience, 2007

[First edition published in 1947]

With the acquisition of Interscience Publishers in 1961, Wiley became a leading publisher of major reference works, among them the *Kirk-Othmer Encyclopedia of Chemical Technology*. First published in 1947, *Kirk-Othmer* is a mainstay for chemists, biochemists, and engineers at academic, industry, and government institutions. Its fifth edition was published in 2007 in 27 volumes.

Wiley took *Kirk-Othmer* online in 1984, organizing a series of cooperative seminars with the American Chemical Society to train chemists in its use. The online version was Wiley's first major reference work to incorporate monthly updating. In 2001, Wiley InterScience Online Books launched with a search capability that integrated book, journal, and major reference work content, another Wiley first.

213. *Journal of Polymer Science, Part B: Polymer Physics* (III.17)

Volume 48, Number 14, July 15, 2010

The *Journal of Polymer Science* came to Wiley through its acquisition of Interscience Publishers in 1961. Wiley published a few journals in the nineteenth century (long-forgotten titles like *Literary and Scientific Repository* and *The American Review*) and at the time of the merger had a short list. The merger did not immediately change that, but by



getting Wiley back into the journals business in a serious way, it laid the foundation for the company's expansion beginning in the 1970s into an arena of scholarly publishing that it had left largely unexplored.

Since its launch in 1946, the *Journal of Polymer Science* has provided a continuous forum for the dissemination of thoroughly peer-reviewed, fundamental, international research into the preparation and properties of macromolecules. It is published semi-monthly for an audience of chemists and physicists in industry and academia.

214. *Journal of Policy Analysis and Management*

Volume 29, Issue 3, Summer 2010

The *Journal of Policy Analysis and Management* (JPAM), a quarterly peer-reviewed research journal, was created by the Association for Public Policy Analysis and Management (APPAM) in 1981 through the merger of the journals *Policy Analysis* and *Public Policy*. Wiley has published JPAM since its founding, first through its Professional/Trade business and, since 2007, through its Wiley-Blackwell business.

As APPAM's journal of record, JPAM serves to help build a professional community of scholars and practitioners devoted to more effective policy analysis and public management. The journal is an example of the way in which Wiley has partnered with societies and professional associations to become the largest society publisher in the world.

215. *International Journal of Cancer*

Volume 126, Number 9, May 1, 2010

216. *Cancer*

Volume 116, Issue 8, April 15, 2010

In 1989, Wiley purchased Alan R. Liss Inc., with a portfolio of 140 books and 60 journals that doubled the number of Wiley journals published in the U.S. and consolidated the company's leadership position in scientific journals publishing. The Liss acquisition enriched Wiley's offerings with the *International Journal of Cancer*, the official journal of the Union Internationale Contre le Cancer (UICC), the Geneva-based umbrella organization of national cancer societies. The acquisition also provided a platform for Wiley's expansion into publishing for scholarly and professional societies, which had grown dramatically in both the United



States and Europe in the nineteenth century. In fact, some of Charles Wiley's earliest work included society publishing, such as *Transactions of the Literary and Philosophical Society of New York* (1815).

Another important milestone in Wiley's society journals publishing program was reached in 1995 when the company began publishing the American Cancer Society's flagship journal, *Cancer*. Dr. Gerald Murphy, previously secretary-general of the UICC, was the ACS's senior vice president for Medical Affairs when the contract with the publisher of *Cancer* came up for renewal. Wiley's bid, which included the creation of an online version of *Cancer*—based on *Image Guided Surgery*, its earlier online journal—was helped by its position as the publisher of the UICC journal. The ACS contract marked the beginning of the rapid growth of Wiley's medical society publishing program. Today, Wiley is the largest publisher worldwide for professional and scholarly societies.

217. *BJOG: An International Journal of Obstetrics and Gynaecology*

Volume 117, Number 9, August 2010

218. TONY BURNS ET AL., EDS.

Rook's Textbook of Dermatology, Volume 1

Eighth edition

Wiley-Blackwell, Oxford, 2010

[First edition edited by Arthur Rook, published by Blackwell Scientific, Oxford, Edinburgh, 1968, in two volumes]

The 2007 acquisition of Blackwell Publishing brought Wiley many world-renowned journals, books, and reference works, among them *BJOG: An International Journal of Obstetrics and Gynaecology* and *Rook's Textbook of Dermatology*.

The highly prestigious *BJOG* has been published for well over 100 years, until 2000 as the *British Journal of Obstetrics and Gynaecology*. The monthly publication is owned by the Royal College of Obstetricians and Gynaecologists.

Among the treasures of the Blackwell acquisition is *Rook's Textbook of Dermatology*—internationally renowned as the most comprehensive guide to skin disease since the late 1960s, when Sir Arthur Rook (1918-1991) wrote the first edition. Every edition of this classic has been the top-selling medical title at Wiley-Blackwell in its year of release (the fabled



“Rook years”). The eighth edition of *Rook’s*—hailed as a “thorough, modern masterpiece” by the *Journal of the American Academy of Dermatology*—was published earlier this year as a full-color, four-volume set accompanied by a complete online version, including more than 3,300 downloadable images.

219. DANIEL D. McCracken

Computing for Engineers and Scientists with Fortran 77

John Wiley & Sons, Inc., New York, 1984

Wiley published some of the first books about computers, including several by Daniel McCracken (1930-): his 1957 classic *Digital Computer Programming, Programming Business Computers* (with Harold Weiss and Tsai-Hwa Lee, 1959), *Guide to Fortran Programming* (1961), and *Computing for Engineers and Scientists with Fortran 77*. All told, McCracken wrote more than two dozen textbooks on computer programming, translated into 14 languages. His Fortran texts were among the earliest and best-selling programming-language books in publishing history. McCracken is a professor of Computer Science at City College of New York; he received a Masters of Divinity from the Union Theological Seminary in 1970.

220. ROBERT SPROULL

Modern Physics: A Textbook for Engineers

Second edition

John Wiley & Sons, Inc., New York, 1963

[First edition published in 1956]

Robert Sproull was a Cornell University physicist who went on to head the Department of Defense’s Advanced Research Projects Agency (1963-1965), where the computer was developed into a communications as well as data processing tool. He joined Wiley’s Board of Directors in 1965 and became provost and vice president of the University of Rochester in 1968. He was named president of the university in 1970, a position he held until 1985. Besides serving on Wiley’s board, he advised Wiley in the 1980s about the transition from print to digital as a member of the company’s Research and Development Committee.

Wiley and the Nobel Prize

221. PETER BADGE

Nobels: Nobel Laureates Photographed by Peter Badge

Wiley-VCH, 2008

Since the first Nobel Prize was awarded in 1901, Wiley and its acquired companies have published the works of well over 400 Nobel Laureates, in all categories—Literature, Economics, Physiology or Medicine, Physics, Chemistry, and Peace.

Among the well-known Nobel Laureates who have written, or written for, Wiley publications are Ivan Pavlov, Marie Curie, Woodrow Wilson, Albert Einstein, George Bernard Shaw, Frédéric Joliot and Irène Joliot-Curie, Sir Alexander Fleming, Earl Bertrand Russell, Linus Pauling, Henry Kissinger, Milton Friedman, Mikhail Gorbachev, Nelson Mandela, Shimon Peres, Günter Grass, Kofi Annan, and Jimmy Carter.¹⁷⁴

In 2008, the year following its bicentennial, Wiley celebrated the legacy of the Nobel Prize with the publication of *Nobels*, a handsome coffee-table book of photographic portraits and biographical sketches of every then-living Nobel Laureate, more than 300 in all.

222. SALVADOR LURIA

General Virology

John Wiley & Sons, Inc., New York, 1953

223. NIELS BOHR

Atomic Physics and Human Knowledge

John Wiley & Sons, Inc., New York, 1958

Dr. Salvador Luria won the Nobel Prize in Physiology or Medicine in 1969 with Max Delbrück and Alfred Hershey “for their discoveries concerning the replication mechanism and the genetic structure of viruses.”¹⁷⁵ Luria was professor of microbiology at the University of Illinois when he wrote *General Virology*, which became a standard for the field and went through three editions. Luria went on to teach at MIT and serve as editor or editorial board member for *Journal of Bacteriology*, *Virology*, *Experimental Cell Research*, *Journal of Molecular Biology*,



American Naturalist, *Proceedings of the National Academy of Sciences*, *Annual Review of Genetics*, and *Photochemistry and Photobiology*.

Danish physicist Niels Bohr received the Nobel Prize in Physics in 1922 “for his services in the investigation of the structure of atoms and of the radiation emanating from them.”¹⁷⁶ Along with Einstein, Bohr stands as one of the giants of modern physics. According to his biographer, he was “the first to understand how atoms are put together . . . played a leading role in the development of the theory of the atomic nucleus, . . . was the godfather of nuclear medicine, [and] was the principal figure in elucidating the revisions of the philosophical foundations of physics needed for a comprehension of quantum phenomena.”¹⁷⁷ Before World War II, Brad Wiley began corresponding with Bohr about publishing a book. After two decades interrupted by a world war, Bohr’s book was finally published. *Atomic Physics and Human Knowledge* is a collection of essays on the new physics and its underlying epistemology. Bohr explores the possibilities and limitations of human thought in a variety of fields, including biology, anthropology, and philosophy, a subject also explored in his famous 1949 essay “Discussion with Einstein.”¹⁷⁸

224. *Annalen der Physik*

Volume 17, 1905

Volume 19, Numbers 1-2, February 2010

With the 1998 purchase of titles from the Huthig Publishing Group’s scientific and journals program, Wiley acquired *Annalen der Physik*, one of the world’s oldest (founded in 1790) and most renowned physics journals, in which Einstein (who was awarded the Nobel Prize in 1921) published his groundbreaking 1905 papers and several others. The journal is published monthly by Wiley-VCH of Weinheim, Germany.¹⁷⁹

2009 NOBEL PRIZES

225. *The Harvey Lectures*

Series 93, 1997-1998

Wiley-Liss, 1999



226. *Angewandte Chemie International Edition*

Volume 49, Number 29, July 5, 2010

227. SVEN KLUSSMAN, ED.

The Aptamer Handbook: Functional Oligonucleotides and Their Applications
Wiley-VCH, 2006

The 2009 Nobel Prize in Physiology or Medicine was shared by Elizabeth H. Blackburn of the University of California, San Francisco; Carol W. Greider of Johns Hopkins University School of Medicine; and Jack W. Szostak of Harvard Medical School. All three have participated in the Harvey Lectures series (sponsored by the Harvey Society in New York City) and have contributed articles to various Wiley-Blackwell and Wiley-VCH journals, such as *Angewandte Chemie*, *Angewandte Chemie International Edition*, *Annals of the New York Academy of Sciences*, *BioEssays*, *Developmental Genetics*, and the *Journal of Molecular Recognition*. Greider and Szostak also contributed chapters to *The Aptamer Handbook* and the *Ciba Foundation Symposium 211*, and Blackburn and Greider were recipients of the Wiley Prize in Biomedical Sciences in 2006.¹⁸⁰

Angewandte Chemie, the flagship journal of the German Chemical Society, has its origins in the journal *Zeitschrift für die Chemische Industrie*, first published in 1887. Since 1921, *Angewandte Chemie* (“applied chemistry” in English) has been published by Verlag Chemie, which became VCH Verlagsgesellschaft in 1985. The English-language *Angewandte Chemie International Edition* was founded in 1962; today it is the world’s leading general chemistry journal. With the acquisition of VCH in 1996, Wiley became one of the largest chemistry publishers, gaining a portfolio that also included *Chemistry – A European Journal*, joined in 2005 by *Chemistry – An Asian Journal*, launched in response to Asia’s emergence as a vital research center.

228. *ChemBioChem*

Volume 10, Issue 15, October 12, 2009

229. E. KEINAN, I. SCHECHTER, AND M. SELA, EDS.

Life Sciences for the 21st Century
Wiley-VCH, 2003



Ada E. Yonath of the Weizmann Institute of Science, Rehovot, Israel, and Thomas A. Steitz of Yale University shared the 2009 Nobel Prize in Chemistry. Yonath is a member of the Editorial Advisory Board of *ChemBioChem*, which celebrated its tenth anniversary in May 2010. *ChemBioChem* is published by Wiley-VCH on behalf of ChemPubSoc Europe, a consortium of 14 European chemical societies. Yonath has also contributed to this and other Wiley journals (*Journal of Peptide Science*, *Biopolymers*, *European Journal of Biochemistry*, *Journal of Cellular Biochemistry*, *Journal of Physical Organic Chemistry*, and *Molecular Microbiology*), and she wrote the first chapter of *Life Sciences for the 21st Century*.¹⁸¹

Steitz, along with fellow 2009 Laureates Blackburn, Greider, and Szostak (Physiology or Medicine), has participated in the Harvey Lectures series.¹⁸²

230. *Development and Change*

Institute of Social Studies, The Hague
Volume 35, Number 3, June 2004

231. *Political Psychology*

International Society of Political Psychology
Volume 29, Number 1, February 2008

232. *Economic Affairs*

Institute of Economic Affairs
Volume 28, Number 3, September 2008

233. OLIVER E. WILLIAMSON

Antitrust Economics
Blackwell, 1987, 1989

234. *The Economic Journal*

Royal Economic Society
Volume 110, Number 460, January 2000

235. *Policy Studies Journal*

Policy Studies Organization and the Public Policy Section of the American Political Science Association
Volume 7, Number 1, Autumn 1978

236. *The American Journal of Economics and Sociology*
Volume 63, Number 1, January 2004

Elinor Ostrom of Indiana University, Bloomington, and Oliver E. Williamson of the University of California, Berkeley, shared the 2009 Sveriges Riksbank Prize in Economic Sciences in Memory of Alfred Nobel. Ostrom was recognized for her analysis of economic governance and the management of common resources; she has demonstrated how common property can be successfully managed by user associations. Williamson was recognized for his analysis of economic governance within the boundaries of the firm; he developed a theory where business firms serve as structures for conflict resolution. Over the past three decades, these seminal contributions have advanced economic governance research from the fringe to the forefront of scientific attention.

Ostrom has published in the following Wiley journals: *The Economic Journal*, *Economic Affairs*, *Policy Studies Journal*, *The American Journal of Economics and Sociology*, *Review of Policy Research*, *Political Psychology*, *Scandinavian Political Studies*, *Development and Change*, *International Social Science Journal*, and *National Civic Review*.¹⁸³

Williamson is the author of *Antitrust Economics*, a major contribution to the literature of industrial organization. He has also published in several Wiley journals: *Economic Affairs*, *Strategic Management Journal*, and *Managerial and Decision Economics*.¹⁸⁴



Notes

John Wiley & Sons: 200 Years of Publishing

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