Contents

Preface	*	I
Millions of Moral Little Books: Sunday School Books in Their Popular Context		1
By George A. Schneider		
Nineteenth Century Gift Books: A Curious Combination of Popular and Elite Art		16
By Llewellyn E. Foll		
The Little Blue Books as Popular Culture: E. Haldeman-Julius' Methodology		31
By Dale M. Herder		
The Pedestal Myth Reinforced: Women's Magazine Fiction, 1900-1920		45
By Ellen Hoekstra		
The "Celebrity" Magazines		59
The Death of the Saturday Evening Post, 1960-1969: A Popular Culture Phenomenon		78
By Stephen Holder		
Through Rose-Colored Glasses: Some American Victorian Sentimental Novels		90
By Leslie Smith		
Of Few Days and Full of Trouble: The Evolution of the Western Hero in the Dime Novel		107
By Daryl E. Jones		
Turn-Of-The-Century Country-Life Novels	2*	135
Social History and the Crime Fiction of Mary Roberts Rinehart By Arnold R. Hoffman		153
The Character and Function of Popular Religions Poetry 1820-1860 . By Delwyn L. Sneller		172
Four Popular Poets: A Century of Taste		189
Rock Music, Media, and the Counter Culture		211
Folk Music's Affair With Popular Culture: A Redefinition of the		
"Revival"		224
By Joseph Janeti		
Travis McGee: The Thinking Man's Robin Hood		236