

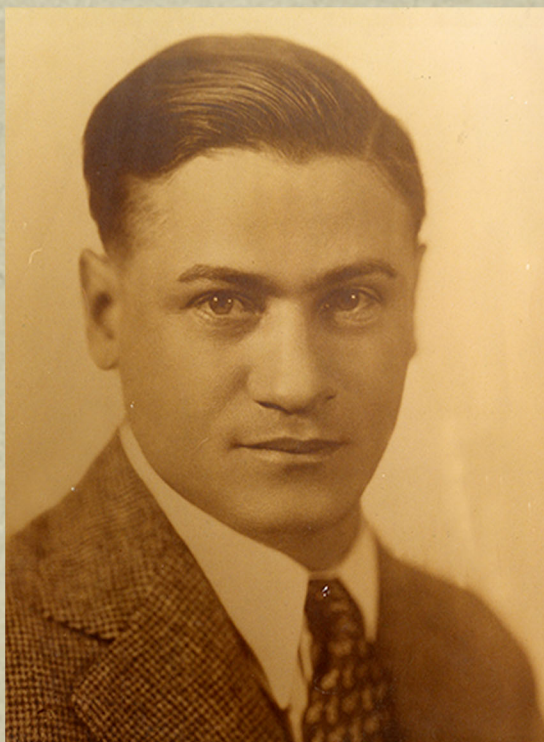
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Biography of Haldeman-Julius being used on the printed program for the University Authors Reception.

Emanuel Haldeman-Julius (1889-1951) was a socialist writer who took over the *Appeal to Reason* socialist newspaper, published in Girard, Kansas, in 1919. As a publisher, he turned the Appeal to Reason Publishing Company into his own publishing empire, and is primarily remembered for his Little Blue Books. These were pocket-sized booklets on a variety of subjects, both academic and informational, with a few novelty items as well. They were authored by many different writers including Haldeman-Julius. Between 1919 and his death in 1951, he sold over 500,000,000 Little Blue Books, most for 5 cents each through mail order. He was referred to as “the Henry Ford of Publishing,” having created the mass-market production of paperback books and printing. He also published newspapers and other publications, mostly focusing on free-thought, agnosticism, and socialism. With his wife, Marcet Haldeman-Julius, he published two well-received novels, *Dust* (1921) and *Violence* (1927). He is also the author of several non-fiction books, including *The First Hundred Million* (1928); *The Outline of Bunk* (1929); and *The Big American Parade* (1929). Haldeman-Julius died at his Girard, Kansas home in late July 1951.