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A STUDY OF THE
SCHOLARLY EDITIONS FUNDED BY
THE NATIONAL ENDOWMENT FOR THE HUMANITIES

A STUDY OF THE
SCHOLARLY EDITIONS FUNDED BY
THE NATIONAL ENDOWMENT FOR THE HUMANITIES

Prepared by
Saul Herner, Lynn Ockerman, Nancy
Wright, Gene Allen, and Philip Wirtz

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CONTENTS

	<u>Page</u>
INTRODUCTION.	1
QUESTIONNAIRE SURVEY OF INDIVIDUAL USERS.	2
QUESTIONNAIRE SURVEY OF LIBRARIES	29
INTERVIEWS WITH BOOK REVIEWERS.	43
IMPLICATIONS AND CONCLUSIONS.	66
APPENDIXES	
1 - Questionnaire Sent to Individuals.	6
2 - Follow-up Questionnaire to Nonrespondents.	7
3 - Percentages of Interviewees Reading or Consulting Scholarly Edition Books.	8
4 - Letter to Potential Interviewees	20
5 - Interview Protocol for Individuals	22
6 - Inverted Record, Terminal-Digit Card	28
7 - Cover Letter for Libraries	34
8 - Questionnaire Sent to Libraries.	35
9 - Percentages of Scholarly Edition Books Held by Librarians. .	36
10 - Periodicals in Which Identified Reviews Appeared	46
11 - Reviewers Interviewed.	47
12 - Interview Schedule for Reviewers	59
13 - Cover Letter for Reviewers	64

INTRODUCTION

This is a report of a study to determine the degree and purpose of use and to develop consensus judgements of the scholarly editions and individual titles published with the editorial grant support of the National Endowment for the Humanities (NEH). The main questions addressed by the study were the following:

Who are the users of these books?

How large is this audience and its parts?

For what purposes are these books read or consulted?

What is the audience's opinion of them?

What is their comparative use? — *to each other, to all scholarly books?*

How do users learn of their existence?

How do users physically acquire them?

What is the probable audience response to their publication in forms other than letterpress?

The study started in March 1976 and ended in May 1977, thus consuming approximately 14 months. At the start of the study, a total of 102 titles by 20 authors had been published with editorial grant support from NEH. The study is based on these titles. ⁽¹²⁾ (LWDH)

The study consisted of four parts: a questionnaire survey of possible and probable individual users, an interview survey of specifically identified individual users, a questionnaire survey of libraries, and an interview survey of individuals who had prepared published reviews of one or more of the scholarly edition books.

One chapter in this report is dedicated to each of the four parts of the study. These chapters are followed by one in which the results of the study are analyzed and synthesized, and implications and conclusions are drawn.

We are indebted to Drs. Arlene Krimgold and George Farr of NEH for their guidance in the planning and execution of the study and, most particularly, for their help in formulating the questionnaires and interview protocols used in gathering data for it.

QUESTIONNAIRE SURVEY OF INDIVIDUAL USERS

The purpose of the questionnaire survey of individuals was to identify and broadly characterize the users of the 102 titles under study. The individuals comprising the survey universe were drawn from three sources: the membership of the English-language section of the Modern Language Association (MLA), the total membership of the American Philosophical Association (APA), and the total membership of the Organization of American Historians (OAH). A total of 22,907 questionnaires were mailed. These were divided as follows:

MLA - 8,872

APA - 5,716

OAH - 8,319

The mailings were preceded by careful pretesting of the structure and content of the questionnaire (Appendix 1, p. 6), prior to graphic design and printing. Four weeks after the initial mailing of the questionnaire, follow-up postcards were sent to nonrespondents. Ten weeks after the initial mailing, an abbreviated form of the original questionnaire (Appendix 2, p. 7) was mailed to a cross section of those individuals who still had not responded. The purpose of this final mailing was to characterize the ultimate nonrespondents, and to probe for any skewness or bias resulting from this nonresponse.

The Survey Results

Of the 22,907 persons to whom questionnaires were mailed, ¹²⁰3,696 responded. This constitutes a 16 percent return, which is unusually low for readership surveys administered to specialized audiences, but quite adequate for purposes of statistical analysis.

Broken down by organization and affiliations, the percentage responses were:

MLA - 17%
APA - 16%
OAH - 15%

Thus, despite the fact that the titles under study would appear to be of greater interest to English-literature specialists than to philosophers or historians, the rates of return are essentially equal among the three groups.

There are significant differences, however, in the levels of use of the titles among these groups. The answers to a question in which the respondents were asked whether they had read or consulted one or more of the titles are:

	<u>MLA</u>	<u>APA</u>	<u>OAH</u>
Had used (%)	62	34	47
Had not used (%)	38	66	53

This would seem to indicate that rates of response are governed more by the attitudes and levels of conscientiousness than by vocational interests. This conclusion is supported by the results of the follow-up survey, in which it developed that, in terms of use of the titles of interest and primary occupations, inter alia, there were no significant differences between the respondents and nonrespondents to the basic questionnaire. The use among respondents and nonrespondents was as follows:

	<u>Respondents</u>	<u>Nonrespondents</u>
Had used (%)	51	56
Had not used (%)	49	44

The slightly higher (although not statistically significant) apparent use by nonrespondents than respondents is probably explained by the fact that the question regarding use and non-use in the follow-up questionnaire was much shorter and easier to complete than in the basic questionnaire.

The primary occupations of the respondents and the nonrespondents were as follows:

	<u>Respondents</u>	<u>Nonrespondents</u>
Undergraduate student	2%	2%
Graduate student	12	9
High school teacher	2	2
College or university teacher	69	69
Researcher	3	4
Editor	2	2
Writer	1	3
Other	10	8

Breaking the respondents down by primary occupation, the highest percentage (78) of users of the scholarly editions was among editors. Second were critics, with 66 percent. Third were college and university teachers, with 53 percent. Fourth were graduate students with 52 percent. Fifth were researchers, with 46 percent. Sixth were high school teachers, with 42 percent. Seventh were undergraduates, with 37 percent. Eighth were writers, with 35 percent. In terms of sheer numbers, and total impact on the use of the scholarly editions, by far the largest group was the college and university faculty members, who constituted 73 percent of all the users identified in the survey.

Appendix 3 (p. 8) is a list of the 102 titles studied and the percentage of the respondents that had read or consulted them. These percentages varied from 9.4 percent (Hawthorne, The Scarlet Letter, Ohio State University Press, 1962) to 0.1 percent (Oviedo y Valdes, Las Memorias de Gonzalo Fernandez de Oviedo, University of North Carolina Department of Romance Languages, 1974). The median percentage of respondents having read any given title was 4.3.

Among the 20 titles cited most frequently as having been read or consulted, two authors were dominant: Herman Melville (cumulative percentage of titles read or consulted, 39 percent) and Ralph Waldo Emerson (32 percent). They were followed by Nathaniel Hawthorne (21 percent), Mark Twain (14 percent), Walt Whitman (9 percent), William James (6 percent), Stephen Crane (6 percent), and John Milton (5 percent). It is significant that the cumulative percentages for Crane, James,

Milton, and Whitman each were based on a single title, indicating that the proli-
ficacy of the authors was not the governing factor. Whitman's Leaves of Grass
was the second most read or consulted title.

The primary purpose cited for reading or consulting the scholarly edition
titles (20 percent of the respondents) was noncourse-related research. Second
was in connection with courses given by the respondents (16 percent). Third was
general recreation or information (7 percent). Fourth was in connection with
courses the respondents were taking (6 percent).

The primary means by which the respondents had become aware of the existence
of the titles they had read or consulted was through references cited in publica-
tions read (9 percent). Second was book reviews (8.5 percent). Third was
chance discovery while browsing (7 percent). Fourth was personal reference by
friend or colleague (6 percent). Fifth was assignment by course instructor
(5.5 percent).

The reason most frequently cited (by 35 percent) for not having read or
consulted any of the scholarly editions titles was simple lack of interest.
Second (16 percent) was unawareness of the existence of these editions. Third
(3 percent) was preference for other versions and editions.

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EVALUATION STUDY

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About this Evaluation Study

Herner and Company has been commissioned by the National Endowment for the Humanities (NEH) to perform a study of the mode and degree of use of the scholarly editions it supports in its Editing Program. The purpose of this program is to make historical, philosophical, literary, and other documents or works more broadly available and accessible, to establish the most accurate texts for scholarly research, and to produce improved teaching research tools. The results of this study will help guide the future plans and directions of the Editing Program.

Immediately below and on the next two panels is a list of the published books supported through the Editing Program. Please check off all of the titles on the list that you have personally read or consulted. Do not check a title unless you have read or consulted the specific

edition (editor, publisher, date) cited here.

After you have checked off the titles you have read or consulted, please answer the questions following the list of book titles. Then refold the form so the return address faces outward, staple, and mail the completed questionnaire. No postage is necessary. All of your answers will be treated as confidential, and there will be no personal ascriptions.

We thank you in advance for your cooperation in completing and returning this questionnaire.

Should you have any further comments or suggestions regarding the Editing Program or the scholarly editions it supports, we would be most appreciative if you would forward them, under separate cover, to the return address on this questionnaire.

- ☐ 1 *The Correspondence and Other Papers of James Boswell Relating to the Making of the Life of Johnson. Correspondence, Volume 2.* Edited by Marshall Waingrow. McGraw-Hill, 1968.
- ☐ 2 *Boswell in Extremes, 1776-1778.* Edited by Charles McC. Weis et al. McGraw-Hill, 1970.
- ☐ 3 *The Letters of William Cullen Bryant, Volume I, 1809-1836.* Edited by William Cullen Bryant II et al. Fordham University Press, 1975.
- ☐ 4 *"Famous in my time;" Byron's Letters and Journals; Volume 2, 1810-1812.* Edited by Leslie A. Marchand. Belknap Press, 1973.
- ☐ 5 Crane, Stephen. *Bowery Tales: Maggie; George's Mother.* Edited by Fredson Bowers. University Press of Virginia, 1969.
- ☐ 6 Crane, Stephen. *Tales of Whilomville.* Edited by Fredson Bowers. University Press of Virginia, 1969.
- ☐ 7 Crane, Stephen. *Tales of Adventure.* Edited by Fredson Bowers. University Press of Virginia, 1970.
- ☐ 8 Crane, Stephen. *Tales of War.* Edited by Fredson Bowers. University Press of Virginia, 1970.
- ☐ 9 Crane, Stephen. *The O'Ruddy.* Edited by Fredson Bowers. University Press of Virginia, 1971.
- ☐ 10 Crane, Stephen. *Reports of War.* Edited by Fredson Bowers. University Press of Virginia, 1971.
- ☐ 11 Crane, Stephen. *The Red Badge of Courage: A Facsimile Edition of the Manuscript.* Edited by Fredson Bowers. NCR/Microcard Editions, 1972.
- ☐ 12 Crane, Stephen. *Tales, Sketches, and Reports.* Edited by Fredson Bowers. University Press of Virginia, 1973.
- ☐ 13 Crane, Stephen. *The Red Badge of Courage.* Edited by Fredson Bowers. University Press of Virginia, 1975.
- ☐ 14 Crane, Stephen. *Active Service and The Third Violet.* Edited by Fredson Bowers. University Press of Virginia, 1976.
- ☐ 15 Crane, Stephen. *Poetry and Literary Remains.* Edited by Fredson Bowers. University Press of Virginia, 1976.
- ☐ 16 Dewey, John. *1887 Psychology.* Edited by Jo Ann

- Boydston. Southern Illinois University Press, 1967.
- ☐ 17 Dewey, John. *1882-1888 Early Essays and Leibniz's New Essays Concerning the Human Understanding.* Edited by Jo Ann Boydston. Southern Illinois University Press, 1969.
- ☐ 18 Dewey, John. *1889-1892 Early Essays and Outlines of a Critical Theory of Ethics.* Edited by Jo Ann Boydston. Southern Illinois University Press, 1969.
- ☐ 19 Dewey, John. *1893-1894 Early Essays and The Study of Ethics: A Syllabus.* Edited by Jo Ann Boydston. Southern Illinois University Press, 1971.
- ☐ 20 Dewey, John. *1895-1898 Early Essays.* Edited by Jo Ann Boydston. Southern Illinois University Press, 1972.
- ☐ 21 Dewey, John. *1899-1901 Essays, The School and Society, and The Educational Situation.* Edited by Jo Ann Boydston. Southern Illinois University Press, 1976.
- ☐ 22 Dewey, John. *1902-1903 Essays, Studies in Logical Theory, and The Child and the Curriculum.* Edited by Jo Ann Boydston. Southern Illinois University Press, 1976.
- ☐ 23 *The Journals and Miscellaneous Notebooks of Ralph Waldo Emerson, Volume I, 1819-1822.* Edited by William H. Gilman et al. Belknap Press, 1960.
- ☐ 24 *The Journals and Miscellaneous Notebooks of Ralph Waldo Emerson, Volume VII, 1838-1842.* Edited by A. W. Plumstead and Harrison Hayford. Belknap Press, 1969.
- ☐ 25 *The Journals and Miscellaneous Notebooks of Ralph Waldo Emerson, Volume VIII, 1841-1843.* Edited by William H. Gilman and J. E. Parsons. Belknap Press, 1970.
- ☐ 26 *The Journals and Miscellaneous Notebooks of Ralph Waldo Emerson, Volume IX, 1843-1847.* Edited by Ralph H. Orth and Alfred R. Ferguson. Belknap Press, 1971.
- ☐ 27 Emerson, Ralph Waldo. *Nature, Addresses, and Lectures.* Text established by Alfred R. Ferguson. Belknap Press, 1971.
- ☐ 28 *The Journals and Miscellaneous Notebooks of Ralph*

Please answer the following questions as completely as possible.

If you have checked *any* of the titles listed on the two panels to the left, please answer Questions 1, 2, and 4. *If you have not checked any of the titles listed, please go directly to Question 3.*

1. *Focusing on the NEH scholarly edition book you have read or consulted most recently* (from those you checked), what was your purpose in reading or consulting it? *Check the one answer that best applies.*

- 1-0 ☐ General recreation or information.
1-1 ☐ In connection with a course you are (or were) giving.
1-2 ☐ In connection with a course you are (or were) taking.
1-3 ☐ In connection with research which is *not* specifically course-related.
1-4 ☐ Other (please specify): _____

2. How did you become aware of the existence of this book? *Check the one answer that best applies.*

- 2-0 ☐ Book review. *Where?* _____

2-1 ☐ Referred to or cited in something you read. *Where?* _____

2-2 ☐ Assigned or referred by teacher or instructor.
2-3 ☐ Referred by friend or colleague.
2-4 ☐ Discovered while browsing. *Where?* _____

2-5 ☐ Other (please specify): _____

3. *If you have not checked any of the scholarly editions on the list* (otherwise skip to Question 4): Why haven't you read or consulted any of these books? *Check all that apply.*

- 3 ☐ No specific interest.
4 ☐ Was not aware of their existence.
5 ☐ Prefer other versions or editions of these books. *What specific versions or editions?* _____

☐ Other(s) (please specify): _____

4. *All respondents should answer this question:* Which *one* of the occupational categories best describes your *primary* work activity?

- 7-0 ☐ Undergraduate college or university student
7-1 ☐ Graduate student
7-2 ☐ High school teacher
7-3 ☐ College or university teacher
7-4 ☐ Researcher
7-5 ☐ Editor
7-6 ☐ Writer
7-7 ☐ Critic
7-8 ☐ Other (please specify): _____

This is the end of the questionnaire. Please be sure you have answered all questions that apply to you. Your answers will be held in strict confidence, and *no personal ascriptions will be made.* Thank you for your cooperation.

Please skip to Question 4.

- Waldo Emerson, *Volume X, 1847-1848*. Edited by Merton M. Sealts. Belknap Press, 1973.
- 1 The Journals and Miscellaneous Notebooks of Ralph
29 Waldo Emerson, *Volume XI, 1848-1851*. Edited by A. W. Plumstead and William H. Gilman. Belknap Press, 1976.
- 3 Fitzgerald, F. Scott. *The Great Gatsby: A Facsimile of the Manuscript*. Edited by Matthew J. Bruccoli. NCR/Microcard Editions Books, 1973.
- 4 Apparatus for F. Scott Fitzgerald's "The Great
31 Gatsby" [Under the Red, White, and Blue]. Edited by Matthew J. Bruccoli. University of South Carolina Press, 1974.
- 5 The Papers of Ulysses S. Grant, *Volume I: 1837-
32 1861*. Edited by John Y. Simon. Southern Illinois University Press, 1967.
- 6 Hawthorne, Nathaniel. *The Scarlet Letter*. Textual
33 editor, Fredson Bowers. Ohio State University Press, 1962.
- 7 Hawthorne, Nathaniel. *The Blithedale Romance and
34 Fanshawe*. Textual editor, Fredson Bowers. Ohio State University Press, 1964.
- 8 Hawthorne, Nathaniel. *The House of the Seven
35 Gables*. Textual editor, Fredson Bowers. Ohio State University Press, 1965.
- 9 Hawthorne, Nathaniel. *The House of the Seven
36 Gables: An Authoritative Text, Backgrounds and Sources, Essays in Criticism*. Edited by Seymour L. Gross. W. W. Norton, 1967.
- 10 Hawthorne, Nathaniel. *The Marble Faun: Or, The
37 Romance of Monte Beni*. Textual editor, Fredson Bowers. Ohio State University Press, 1968.
- 11 Hawthorne, Nathaniel. *The House of the Seven
38 Gables*. Edited by Matthew J. Bruccoli. Charles E. Merrill, 1969.
- 12 Hawthorne, Nathaniel. *Our Old Home: A Series of
39 English Sketches*. Textual editor, Fredson Bowers. Ohio State University Press, 1970.
- 13 Hawthorne, Nathaniel. *The House of the Seven
40 Gables*. Imprint Society, 1970.
- 14 Hawthorne, Nathaniel. *A Wonder Book and Tangle-
41 wood Tales*. Textual editor, Fredson Bowers. Ohio State University Press, 1972.
- 15 Hawthorne, Nathaniel. *The American Notebooks*.
42 Edited by Claude M. Simpson. Ohio State University Press, 1972.
- 16 Hawthorne, Nathaniel. *True Stories from History
43 and Biography*. Textual editor, Fredson Bowers. Ohio State University Press, 1972.
- 17 Hawthorne, Nathaniel. *Mosses from an Old Manse*.
44 Textual editor, Fredson Bowers. Ohio State University Press, 1974.
- 18 Hawthorne, Nathaniel. *The Snow-Image and Un-
45 collected Tales*. Textual editor, Fredson Bowers. Ohio State University Press, 1974.
- 19 Hawthorne, Nathaniel. *Twice-told Tales*. Textual
46 editor, Fredson Bowers. Ohio State University Press, 1974.
- 20 Howells, William Dean. *Literary Friends and Ac-
47 quaintances*. Edited by David F. Hiatt and Edwin H. Cady. Indiana University Press, 1968.
- 21 Howells, William Dean. *The Altrurian Romances*.
48 Text established by Scott Bennett. Indiana University Press, 1968.
- 22 Howells, William Dean. *Their Wedding Journey*.
49 Edited by John K. Reeves. Indiana University Press, 1968.
- 23 Howells, William Dean. *The Son of Royal Lang-
50 brith*. Text established by David Burrows et al. Indiana University Press, 1969.
- 24 Howells, William Dean. *The Shadow of a Dream
51 and An Imperative Duty*. Text established by Martha Banta et al. Indiana University Press, 1970.
- 25 Howells, William Dean. *A Chance Acquaintance*.
52 Text established by Ronald Gottesman et al. Indiana University Press, 1971.
- 26 Howells, William Dean. *Indian Summer*. Text estab-
53 lished by Scott Bennett and David J. Nordloh. Indiana University Press, 1971.
- 27 Howells, William Dean. *The Kentons*. Text estab-
54 lished by George C. Carrington, Jr. and Ronald Gottesman. Indiana University Press, 1971.
- 28 Howells, William Dean. *The Rise of Silas Lapham*.
55 Text established by Walter J. Meserve and David J. Nordloh. Indiana University Press, 1971.
- 29 Howells, William Dean. *April Hopes*. Text estab-
56 lished by Don L. Cook et al. Indiana University Press, 1974.
- 30 Howells, William Dean. *Years of My Youth and
57 Three Essays*. Text established by David J. Nordloh. Indiana University Press, 1975.
- 31 Howells, William Dean. *A Hazard of New Fortunes*.
58 Text established by David J. Nordloh et al. Indiana University Press, 1976.
- 32 Irving, Washington. *Journals and Notebooks, Vol-
59 ume I, 1803-1806*. Edited by Nathalia Wright. University of Wisconsin Press, 1969.
- 33 Irving, Washington. *Journals and Notebooks, Vol-
60 ume III, 1819-1827*. Edited by Walter A. Reichart. University of Wisconsin Press, 1970.
- 34 Irving, Washington. *Mahomet and His Successors*.
61 Edited by Henry A. Pochmann and E. N. Feltskog. University of Wisconsin Press, 1970.
- 35 James, William. *Pragmatism*. Edited by Fredson
62 Bowers. Harvard University Press, 1975.
- 36 James, William. *The Meaning of Truth*. Edited by
63 Fredson Bowers. Harvard University Press, 1975.
- 37 John Jay: *The Making of a Revolutionary. Unpub-
64 lished Papers, 1745-1780*. Edited by Richard B. Morris. Harper & Row, 1975.
- 38 Machiavelli, Niccolo. *Legazioni. Commissarie. Scritti Di Governo. Vol. 2, 1501-1503*. A cura di Fredi Chiapelli. Latera & Figli, 1973.
- 39 The Papers of John Marshall. *Volume I: Corre-
66 spondence and Papers, November 10, 1775-June 23, 1788. Account Book, September 1783-June 1788*. Edited by Herbert A. Johnson. University of North Carolina Press, 1974.
- 40 Melville, Herman. *Omoo*. Edited by Harrison Hay-
67 ford et al. Northwestern University Press, 1968.
- 41 Melville, Herman. *Typee*. Edited by Harrison Hay-
68 ford et al. Northwestern University Press, 1968.
- 42 Melville, Herman. *Redburn*. Edited by Harrison
69 Hayford et al. Northwestern University Press, 1969.
- 43 Melville, Herman. *Mardi*. Edited by Harrison Hay-
70 ford et al. Northwestern University Press, 1970.
- 44 Melville, Herman. *White-Jacket, or: The World in
71 a Man-of-War*. Edited by Harrison Hayford et al. Northwestern University Press, 1970.
- 45 Melville, Herman. *Pierre*. Edited by Harrison Hay-
72 ford et al. Northwestern University Press, 1971.
- 46 Complete Prose Works of John Milton, *Volume I,
73 1624-1642*. Edited by Don M. Wolfe. Yale University Press, 1953.
- 47 The Complete Works of St. Thomas More, *Volume
74 2 [The History of King Richard III]*. Edited by Richard S. Sylvester. Yale University Press, 1963.
- 48 The Papers of Robert Morris, 1781-1784. *Volume I:
75 February 7-July 31, 1781*. Edited by E. James Ferguson. University of Pittsburgh Press, 1973.
- 49 Ockham, William. *Expositionis in libros artis logicae prooemium, et Expositio in librum porphyrii de praedicabilibus*. Edited by Ernest A. Moody. Franciscan Institute [of] St. Bonaventure University, 1965.
- 50 Oviedo y Valdes, Gonzalo Fernandez de. *Las
77 Memorias de Gonzalo Fernandez de Oviedo, Volumen I*. University of North Carolina Department of Romance Languages, 1974.
- 51 Simms, William Gilmore. *Voltmeier or The Moun-
78 tain Men*. Text established by James B. Meriwether. University of South Carolina Press, 1969.

- ☐ 79 Simms, William Gilmore. *As Good as a Comedy: or The Tennessean's Story and Paddy McGann; or The Demon of the Stump*. Text established by James B. Meriwether. University of South Carolina Press, 1972.
- ☐ 80 Simms, William Gilmore. *Stories and Tales*. Texts established by John Caldwell Guilds. University of South Carolina Press, 1974.
- ☐ 81 Simms, William Gilmore. *Jocelyn*. Text established by Keen Butterworth. University of South Carolina Press, 1976.
- ☐ 82 Thoreau, Henry D. *Walden*. Edited by J. Lyndon Shanley. Princeton University Press, 1971.
- ☐ 83 Thoreau, Henry D. *The Maine Woods*. Edited by Joseph J. Moldenhauer. Princeton University Press, 1972.
- ☐ 84 Thoreau, Henry D. *The Illustrated Walden*. Edited by J. Lyndon Shanley. Princeton University Press, 1973.
- ☐ 85 Thoreau, Henry D. *Reform Papers*. Edited by Wendell Glick. Princeton University Press, 1973.
- ☐ 86 Thoreau, Henry D. *Early Essays & Miscellanies*. Edited by Joseph J. Moldenhauer et al. Princeton University Press, 1976.
- ☐ 87 Twain, Mark. *Letters to His Publishers, 1867-1894*. Edited by Hamlin Hill. University of California Press, 1967.
- ☐ 88 Twain, Mark. *Which Was the Dream? and Other Symbolic Writings of the Later Years*. Edited by John S. Tuckey. University of California Press, 1968.
- ☐ 89 Mark Twain's *Correspondence with Henry Huttleston Rogers, 1893-1909*. Edited by Lewis Leary. University of California Press, 1969.
- ☐ 90 Mark Twain's *Hannibal, Huck & Tom*. Edited by Walter Blair. University of California Press, 1969.
- ☐ 91 Mark Twain's *Mysterious Stranger Manuscripts*. Edited by William M. Gibson. University of California Press, 1969.
- ☐ 92 Twain, Mark. *Fables of Man*. Edited by John S. Tuckey. University of California Press, 1972.
- ☐ 93 Twain, Mark. *Roughing It*. Text established by Paul Baender. University of California Press, 1972.
- ☐ 94 Twain, Mark. *What Is Man?* Edited by Paul Baender. University of California Press, 1973.
- ☐ 95 Mark Twain's *Notebooks and Journals, Volume I (1855-1873)*. Edited by Frederick Anderson et al. University of California Press, 1975.
- ☐ 96 Mark Twain's *Notebooks and Journals, Volume II (1877-1883)*. Edited by Frederick Anderson et al. University of California Press, 1975.
- ☐ 97 *The Booker T. Washington Papers. Volume 1, The Autobiographical Writings*. Edited by Louis R. Harlan. University of Illinois Press, 1972.
- ☐ 98 *The Booker T. Washington Papers. Volume 2, 1860-89*. Edited by Louis R. Harlan. University of Illinois Press, 1972.
- ☐ 99 *The Booker T. Washington Papers. Volume 3, 1889-95*. Edited by Louis R. Harlan. University of Illinois Press, 1974.
- ☐ 100 *The Booker T. Washington Papers. Volume 4, 1895-98*. Edited by Louis R. Harlan. University of Illinois Press, 1975.
- ☐ 101 *The Papers of Daniel Webster. Correspondence, Volume 1, 1798-1824*. Edited by Charles M. Wiltse. University Press of New England, 1974.
- ☐ 102 Whitman, Walt. *Leaves of Grass*. Edited by Harold W. Blodgett et al. New York University Press, 1965.

IN ORDER TO MAINTAIN OUR PROJECT SCHEDULE, IT IS IMPORTANT THAT YOU RETURN YOUR COMPLETED QUESTIONNAIRE BY NO LATER THAN FEBRUARY 15, 1977.

IMPORTANT

Please correct the name and address on the mailing label if it is not *your* name and current address. Refold the form so that the *return address faces outward*, staple, and mail the completed form. *Please give the telephone number at which you can be most easily reached for further information.*

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Appendix 1

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EVALUATION STUDY
FOLLOW-UP

FIRST CLASS MAIL
Please Forward

About this Questionnaire

In January of this year, we sent you a questionnaire in connection with a study we are performing for the National Endowment for the Humanities (NEH). The purpose of this study is to determine the mode and degree of use of the scholarly editions NEH supports through its Editing Program. To date, we have not received your response to the questionnaire.

To help us complete our study, we would deeply appreciate your taking a few minutes to answer the five questions below. *Please note that these questions pertain only to books supported under the NEH Editing Program, and published by the publishers given in parentheses.*

When you have completed the questionnaire, please refold it so that the return address faces outward, staple, and mail. No postage is necessary. *All of your answers will be treated as confidential, and there will be no personal ascriptions.*

In order to maintain our project schedule, it is important that you return your completed questionnaire by no later than April 15, 1977.

Please answer these questions as completely as possible.

1. To your knowledge, have you read or consulted *any* books by one or more of the following authors *which were issued by the publishers indicated in parentheses?* (Please check all that you have read or consulted, or check if you have not read any, of the specific publishers' editions indicated).

- 1 ☐ Have not read any (Please skip to Question 4).
- 2 ☐ James Boswell (McGraw-Hill)
- 3 ☐ William Cullen Bryant (Fordham University Press)
- 4 ☐ George Gordon (Lord) Byron (Belknap Press)
- 5 ☐ Stephen Crane (University Press of Virginia; NCR / Microcard Editions Books)
- 6 ☐ John Dewey (Southern Illinois University Press)
- 7 ☐ Ralph Waldo Emerson (Belknap Press)
- 8 ☐ F. Scott Fitzgerald (University of South Carolina Press; NCR / Microcard Editions Books)
- 9 ☐ Ulysses S. Grant (Southern Illinois University Press)
- 10 ☐ Nathaniel Hawthorne (Ohio State University Press; W. W. Norton; Charles E. Merrill; Imprint Society)
- 11 ☐ William Dean Howells (Indiana University Press)

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- 16 ☐ John Marshall (University of North Carolina Press)
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- 20 ☐ Robert Morris (University of Pittsburgh Press)
- 21 ☐ William Ockham (St. Bonaventure University)
- 22 ☐ Gonzalo Fernandez de Oviedo y Valdes (University of North Carolina Department of Romance Languages)
- 23 ☐ William Gilmore Simms (University of South Carolina Press)
- 24 ☐ Henry D. Thoreau (Princeton University Press)
- 25 ☐ Mark Twain (University of California Press)
- 26 ☐ Booker T. Washington (University of Illinois Press)
- 27 ☐ Daniel Webster (University Press of New England)
- 28 ☐ Walt Whitman (New York University Press)

2. *If you have checked any of the authors listed in Question 1, what were your reasons for reading or consulting these books? Check all that apply.*

- 29 ☐ General recreation or information.
- 30 ☐ In connection with a course you are (or were) giving.
- 31 ☐ In connection with a course you are (or were) taking.
- 32 ☐ In connection with research which is not *specifically course-related*.
- 33 ☐ Other (*please specify*): _____

3. How did you become aware of these books? *Check all that apply.*

- 34 ☐ Book review.
- 35 ☐ Referred to or cited in other publications (*other than book reviews*).
- 36 ☐ Assigned or referred by teacher or instructor.
- 37 ☐ Referred by friend or colleague.

- 38 ☐ Discovered while browsing.
- 39 ☐ Other means (*please specify*): _____

4. *If you have not checked any of the authors listed in Question 1, why haven't you read or consulted any of these specific publishers' editions of these books?*

- 40 ☐ No interest.
- 41 ☐ Was not aware of the existence of these editions.
- 42 ☐ Prefer other versions or editions of these books.
- 43 ☐ Other reasons (*please specify*): _____

5. *All respondents should answer this question: Which one of the occupational categories best describes your primary work activity?*

- 44 ☐ Undergraduate college or university student
- 45 ☐ Graduate student
- 46 ☐ High school teacher
- 47 ☐ College or university teacher
- 48 ☐ Researcher
- 49 ☐ Editor
- 50 ☐ Writer
- 51 ☐ Critic
- 52 ☐ Other (*please specify*): _____

Thank you for your cooperation.

Appendix 3

PERCENTAGES OF INTERVIEWEES READING OR CONSULTING SCHOLARLY EDITION BOOKS

<u>The Correspondence and Other Papers of James Boswell Relating to the Making of the Life of Johnson. Correspondence, Volume 2.</u> Edited by Marshall Waingrow. McGraw-Hill, 1968.	3.7%
<u>Boswell in Extremes, 1776-1778.</u> Edited by Charles McC. Weis et al. McGraw-Hill, 1970.	2.7%
<u>The Letters of William Cullen Bryant, Volume I, 1809-1836.</u> Edited by William Cullen Bryant II et al. Fordham University Press, 1975.	1.4%
<u>"Famous in my time;" Byron's Letters and Journals; Volume 2, 1810-1812.</u> Edited by Leslie A. Marchand. Belknap Press, 1973.	3.8%
Crane, Stephen. <u>Bowery Tales: Maggie; George's Mother.</u> Edited by Fredson Bowers. University Press of Virginia, 1969.	5.0%
Crane, Stephen. <u>Tales of Whilomville.</u> Edited by Fredson Bowers. University Press of Virginia, 1969.	2.3%
Crane, Stephen. <u>Tales of Adventure.</u> Edited by Fredson Bowers. University Press of Virginia, 1970.	1.5%
Crane, Stephen. <u>Tales of War.</u> Edited by Fredson Bowers. University Press of Virginia, 1970.	2.1%
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Crane, Stephen. <u>Reports of War.</u> Edited by Fredson Bowers. University Press of Virginia, 1971.	1.4%
Crane, Stephen. <u>The Red Badge of Courage: A Facsimile Edition of the Manuscript.</u> Edited by Fredson Bowers. NCR/Microcard Editions, 1972.	4.0%
Crane, Stephen. <u>Tales, Sketches, and Reports.</u> Edited by Fredson Bowers. University Press of Virginia, 1973.	1.5%
Crane, Stephen. <u>The Red Badge of Courage.</u> Edited by Fredson Bowers. University Press of Virginia, 1975.	5.7%
Crane, Stephen. <u>Active Service and the Third Violet.</u> Edited by Fredson Bowers. University Press of Virginia, 1976.	0.8%
Crane, Stephen. <u>Poetry and Literary Remains.</u> Edited by Fredson Bowers. University Press of Virginia, 1976.	1.3%
Dewey, John. <u>1887 Psychology.</u> Edited by Jo Ann Boydston. Southern Illinois University Press, 1967.	3.1%
Dewey, John. <u>1882-1888 Early Essays and Leibniz's New Essays Concerning the Human Understanding.</u> Edited by Jo Ann Boydston. Southern Illinois University Press, 1969.	4.3%

Dewey, John. 1889-1892 <u>Early Essays and Outlines of a Critical Theory of Ethics</u> . Edited by Jo Ann Boydston. Southern Illinois University Press, 1969.	3.8%
Dewey, John. 1893-1894 <u>Early Essays and The Study of Ethics: A Syllabus</u> . Edited by Jo Ann Boydston. Southern Illinois University Press, 1971.	3.2%
Dewey, John. 1895-1898 <u>Early Essays</u> . Edited by Jo Ann Boydston. Southern Illinois University Press, 1972.	3.0%
Dewey, John. 1899-1901 <u>Essays, The School and Society, and The Educational Situation</u> . Edited by Jo Ann Boydston. Southern Illinois University Press, 1976.	3.9%
Dewey, John. 1902-1903 <u>Essays, Studies in Logical Theory, and The Child and the Curriculum</u> . Edited by Jo Ann Boydston. Southern Illinois University Press, 1976.	2.7%
<u>The Journals and Miscellaneous Notebooks of Ralph Waldo Emerson, Volume I, 1819-1822</u> . Edited by William H. Gilman et al. Belknap Press, 1960.	7.1%
<u>The Journals and Miscellaneous Notebooks of Ralph Waldo Emerson, Volume VII, 1838-1842</u> . Edited by A. W. Plumstead and Harrison Hayford. Belknap Press, 1969.	6.8%
<u>The Journals and Miscellaneous Notebooks of Ralph Waldo Emerson, Volume VIII, 1841-1843</u> . Edited by William H. Gilman and J. E. Parsons. Belknap Press, 1970.	6.0%
<u>The Journals and Miscellaneous Notebooks of Ralph Waldo Emerson, Volume IX, 1843-1847</u> . Edited by Ralph H. Orth and Alfred R. Ferguson. Belknap Press, 1971.	5.6%
Emerson, Ralph Waldo. <u>Nature, Addresses, and Lectures</u> . Text established by Alfred R. Ferguson. Belknap Press, 1971.	6.1%
<u>The Journals and Miscellaneous Notebooks of Ralph Waldo Emerson, Volume X, 1847-1848</u> . Edited by Merton M. Sealts. Belknap Press, 1973.	5.0%
<u>The Journals and Miscellaneous Notebooks of Ralph Waldo Emerson, Volume XI, 1848-1851</u> . Edited by A. W. Plumstead and William H. Gilman. Belknap Press, 1976.	4.4%
Fitzgerald, F. Scott. <u>The Great Gatsby: A Facsimile of the Manuscript</u> . Edited by Matthew J. Bruccoli. NCR/Microcard Editions Books, 1973.	3.6%
<u>Apparatus for F. Scott Fitzgerald's "The Great Gatsby" [Under the Red, White, and Blue]</u> . Edited by Matthew J. Bruccoli. University of South Carolina Press, 1974.	1.6%
<u>The Papers of Ulysses S. Grant, Volume 1: 1837-1861</u> . Edited by John Y. Simon. Southern Illinois University Press, 1967.	4.1%

Hawthorne, Nathaniel. The Scarlet Letter. Textual editor, Fredson Bowers. Ohio State University Press, 1962. 9.4%

Hawthorne, Nathaniel. The Blithedale Romance and Fanshawe. Textual editor, Fredson Bowers. Ohio State University Press, 1964. 5.2%

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Hawthorne, Nathaniel. The House of the Seven Gables: An Authoritative Text, Backgrounds and Sources, Essays in Criticism. Edited by Seymour L. Gross. W.W. Norton, 1967. 5.9%

Hawthorne, Nathaniel. The Marble Faun: Or, The Romance of Monte Beni. Textual editor, Fredson Bowers. Ohio State University Press, 1966. 4.2%

Hawthorne, Nathaniel. The House of the Seven Gables. Edited by Matthew J. Bruccoli. Charles E. Merrill, 1969. 2.6%

Hawthorne, Nathaniel. Our Old Home: A Series of English Sketches. Textual editor, Fredson Bowers. Ohio State University Press, 1970. 2.1%

Hawthorne, Nathaniel. The House of the Seven Gables. Imprint Society, 1970. 1.1%

Hawthorne, Nathaniel. A Wonder Book and Tanglewood Tales. Textual editor, Fredson Bowers. Ohio State University Press, 1972. 2.1%

Hawthorne, Nathaniel. The American Notebooks. Edited by Claude M. Simpson. Ohio State University Press, 1972. 4.5%

Hawthorne, Nathaniel. True Stories from History and Biography. Textual editor, Fredson Bowers. Ohio State University Press, 1972. 1.4%

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Hawthorne, Nathaniel. Twice-told Tales. Textual editor, Fredson Bowers. Ohio State University Press, 1974. 3.2%

Howells, William Dean. Literary Friends and Acquaintances. Edited by David F. Hiatt and Edwin H. Cady. Indiana University Press, 1968. 3.4%

Howells, William Dean. The Altrurian Romances. Text established by Scott Bennett. Indiana University Press, 1968. 2.6%

Howells, William Dean. Their Wedding Journey. Edited by John K. Reeves. Indiana University Press, 1968. 1.9%

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Howells, William Dean. <u>April Hopes</u> . Text established by Don L. Cook et al. Indiana University Press, 1974.	1.0%
Howells, William Dean. <u>Years of My Youth and Three Essays</u> . Text established by David J. Nordloh. Indiana University Press, 1975.	1.2%
Howells, William Dean. <u>A Hazard of New Fortunes</u> . Text established by David J. Nordloh et al. Indiana University Press, 1976.	2.1%
Irving, Washington. <u>Journals and Notebooks, Volume I, 1803-1806</u> . Edited by Nathalia Wright. University of Wisconsin Press, 1969.	2.4%
Irving, Washington. <u>Journals and Notebooks, Volume III, 1819-1827</u> . Edited by Walter A. Reichart. University of Wisconsin Press, 1970.	2.1%
Irving, Washington. <u>Mahomet and His Successors</u> . Edited by Henry A. Pochmann and E. N. Feltskog. University of Wisconsin Press, 1970.	1.2%
James, William. <u>Pragmatism</u> . Edited by Fredson Bowers. Harvard University Press, 1975.	5.6%
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Machiavelli, Niccolo. <u>Legazioni. Commissarie. Scritti Di Governo. Vol. 2, 1501-1503</u> . A cura di Fredi Chiapelli. Latera & Figli, 1973.	0.4%
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Melville, Herman. <u>Omoo</u> . Edited by Harrison Hayford et al. Northwestern University Press, 1968.	6.6%
Melville, Herman. <u>Typee</u> . Edited by Harrison Hayford et al. Northwestern University Press, 1968.	8.1%
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Melville, Herman. <u>Mardi</u> . Edited by Harrison Hayford et al. Northwestern University Press, 1970.	5.8%
Melville, Herman. <u>White-Jacket, or: The World in a Man-of-War</u> . Edited by Harrison Hayford et al. Northwestern University Press, 1970.	6.2%
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<u>Complete Prose Works of John Milton, Volume I, 1624-1642</u> . Edited by Don M. Wolfe. Yale University Press, 1953.	5.4%
<u>The Complete Works of St. Thomas More, Volume 2 [The History of King Richard III]</u> . Edited by Richard S. Sylvester. Yale University Press, 1963.	4.9%
<u>The Papers of Robert Morris, 1781-1784. Volume 1: February 7-July 31, 1781</u> . Edited by E. James Ferguson. University of Pittsburgh Press, 1973.	3.2%
Ockham, William. <u>Expositionis in libros artis logicae prooemium, et Expositio in librum porphyrii de praedicabilibus</u> . Edited by Ernest A. Moody. Franciscan Institute [of] St. Bonaventure University, 1965.	2.6%
Oviedo y Valdes, Gonzalo Fernandez de. <u>Las Memorias de Gonzalo Fernandez de Oviedo, Volumen I</u> . University of North Carolina Department of Romance Languages, 1974.	0.1%
Simms, William Gilmore. <u>Voltmeier or The Mountain Men</u> . Text established by James B. Meriwether. University of South Carolina Press, 1969.	1.3%
Simms, William Gilmore. <u>As Good as a Comedy: or The Tennessean's Story and Paddy McGann; or The Demon of the Stump</u> . Text established by James B. Meriwether. University of South Carolina Press, 1972.	0.9%
Simms, William Gilmore. <u>Stories and Tales</u> . Texts established by John Caldwell Guilds. University of South Carolina Press, 1974.	1.1%
Simms, William Gilmore. <u>Jocelyn</u> . Text established by Keen Butterworth. University of South Carolina Press, 1976.	0.7%
Thoreau, Henry D. <u>Walden</u> . Edited by J. Lyndon Shanley. Princeton University Press, 1971.	8.8%

Thoreau, Henry D. <u>The Maine Woods</u> . Edited by Joseph J. Moldenhauer. Princeton University Press, 1972.	3.5%
Thoreau, Henry D. <u>The Illustrated Walden</u> . Edited by J. Lyndon Shanley. Princeton University Press, 1973.	4.6%
Thoreau, Henry D. <u>Reform Papers</u> . Edited by Wendell Glick. Princeton University Press, 1973.	2.2%
Thoreau, Henry D. <u>Early Essays & Miscellanies</u> . Edited by Joseph J. Moldenhauer et al. Princeton University Press, 1976.	1.9%
Twain, Mark. <u>Letters to His Publishers, 1867-1894</u> . Edited by Hamlin Hill. University of California Press, 1967.	3.1%
Twain, Mark. <u>Which Was the Dream? and Other Symbolic Writings of the Later Years</u> . Edited by John S. Tuckey. University of California Press, 1968.	3.8%
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Twain, Mark. <u>Fables of Man</u> . Edited by John S. Tuckey. University of California Press, 1972.	2.5%
Twain, Mark. <u>Roughing It</u> . Text established by Paul Baender. University of California Press, 1972.	4.0%
Twain, Mark. <u>What Is Man?</u> Edited by Paul Baender. University of California Press, 1973.	2.9%
<u>Mark Twain's Notebooks and Journals, Volume I (1855-1837)</u> . Edited by Frederick Anderson et al. University of California Press, 1975.	2.5%
<u>Mark Twain's Notebooks and Journals, Volume II (1877-1883)</u> . Edited by Frederick Anderson et al. University of California Press.	2.3%
<u>The Booker T. Washington Papers. Volume 1, The Autobiographical Writings</u> . Edited by Louis R. Harlan. University of Illinois Press, 1972.	5.0%
<u>The Booker T. Washington Papers. Volume 2, 1860-89</u> . Edited by Louis R. Harlan. University of Illinois Press, 1972.	4.8%
<u>The Booker T. Washington Papers. Volume 3, 1889-95</u> . Edited by Louis R. Harlan. University of Illinois Press, 1974.	4.4%

<u>The Booker T. Washington Papers. Volume 4, 1895-98.</u> Edited by Louis R. Harlan. University of Illinois Press, 1975.	3.9%
<u>The Papers of Daniel Webster. Correspondence, Volume 1, 1798-1824.</u> Edited by Charles M. Wiltse. University Press of New England, 1974.	4.3%
Whitman, Walt. <u>Leaves of Grass.</u> Edited by Harold W. Blodgett et al. New York University Press, 1965.	9.0%

INTERVIEW SURVEY OF INDIVIDUAL USERS

Following the questionnaire survey of individuals, an interview survey was made of a representative sample of those respondents who had used or consulted one or more of the 102 scholarly edition titles. One hundred fifty target interviewees were drawn randomly from the respondent-members of MLA, APA, and OAH. An alternate set of 150 interviewees from each of the three organizations also was drawn, to provide substitutes in the event of the unavailability of interviewees from the target list. All potential interviewees were sent a letter explaining the survey, referring to their response to the questionnaire, and soliciting cooperation in the interviews (Appendix 4, p. 20).

The interviews, which were conducted via telephone, were based on a carefully designed and pretested interview protocol (Appendix 5, p. 22). They were performed by experienced interviewers who were specifically trained as to the purposes and elements of the study and the structure and content of the protocol. The typical interview consumed approximately 15 minutes.

Unlike the questionnaire survey, the results of the interview survey were reduced and tabulated by a manual "inverted record, terminal digit" process, in which a card with 10 columns, numbered zero through 9, is made up for each answer to an interview question (Appendix 6, p. 28). Each time a given answer occurs, the number for that interview is posted on the appropriate answer card in the column corresponding to the last digit of the interview number. This process, which is very suitable for small-sample surveys, has the attributes of simplicity, instant visibility, and can be used for rapid cross tabulations of answers to two or more questions

The Survey Results

For purposes of sample checking and quality control, the first question

in the interviews, after those confirming the scholarly edition books(s) read or consulted by the interviewees, dealt with their primary occupations. These were almost identical with those tabulated in the questionnaire survey:

	Questionnaire Survey	Interview Survey
Undergraduate Student	2%	1%
Graduate student	12	10
High school teacher	2	1
College or university teacher	69	68
Researcher	3	4
Editor	2	3
Writer	1	2
Other	10	11

Thus, the sample of interviewees was a reasonably representative cross section of the respondents to the questionnaire survey.

As a result of probing in the course of the interviews, the responses to a question on how the respondents had learned of the existence of the books they had read or consulted were considerably more revealing than those obtained from the questionnaires. For instance, the primary means by which they became aware of these books (23 percent of the interviewees) was through prior professional knowledge of the given editing project. The second most important method (20 percent) was browsing. Tied for third with 15 percent were cited references and publishers' advertisements. Fourth (9 percent) was assignment or recommendation by teachers.

The primary purpose (37 percent) for reading or consulting the books was noncourse-related research. Second was in connection with a course the interviewee was giving (35 percent). Third was general recreation or information (15 percent). Fourth was in connection with a course the interviewee was taking (14 percent). This order coincides exactly with that obtained in the questionnaire survey. However, in each case the percentage was approximately double that obtained in the questionnaire survey. This is probably due to the fact that the

sample for the interview survey, being representative of the population of users of the books identified in the questionnaire survey, had a higher concentration of MLA members than the questionnaire survey.

The primary means (65 percent) of physically obtaining the books read or consulted was by borrowing from or reading in libraries. A very weak second (26 percent) was by purchase. None of the other methods of acquisition were comparable or significant.

While the bulk of the interviewees were college or university faculty members, only eight percent had adopted or contemplated adopting the books they had read or consulted. However, 45 percent were (or were contemplating) using them as collateral reference materials for courses. The primary reason for nonuse or nonreference use was that the books were not within the specific subject specialties of the interviewees.

Only a minority (21 percent) of the interviewees who had not previously purchased the books they had read or consulted planned to do so. The three basic reasons for nonpurchase were that the books were outside their fields of interest (22 percent), that they were too expensive (17 percent), and that they were available in the library (13 percent). The juxtaposition of excessive cost and library availability would appear to bode poorly for individual purchases and (perhaps) well for library purchases of those books.

Where individual purchase was contemplated, there was an equal preference for cloth and paperback editions. Where copies had been purchased, clothbound copies led paperback slightly. This is undoubtedly reflective of the fact that most titles are available only in cloth. Should this change, and should significantly cheaper paperback versions become available, it is reasonable to assume that purchase patterns would change accordingly, and that sales of the books would go up. The most important (and obvious) reason for preference of paperbacks is that they are cheaper.

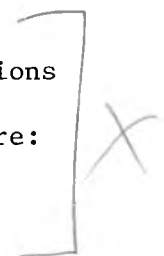
In response to a series of questions to nonpurchasers regarding the prospects of their purchasing microfilm or microfiche versions of the book, the answer was a strong "no." Eighty-nine percent answered negatively, the main reasons being difficulty to use and lack of familiarity. However, 60 percent of all interviewees (purchasers and nonpurchasers of letterpress copies) stated that they would use microform versions if they were available in their libraries.

In general, the interviewees' opinions of the scholarly edition books they had read or consulted were uninformative and obvious. The opinions of the critical apparati were strongly favorable. As suspected from the pretest, there was general difficulty separating opinions regarding the apparatus of a book and the book as a whole. Apparently, general readers (even members of college and university English faculties), who are not specifically involved in editorial research or criticism, do not place much emphasis on the apparatus in their use or evaluation of a book.

In response to a question regarding the attributes and shortcomings of the scholarly edition book(s) read, the primary attribute was completeness--"pulls the material together in one place." The second most mentioned attribute was the high editorial quality, which was frequently linked with the specific editor and his reputation. As a rule, in commending the completeness of the books, the interviewees seemed to be referring to the basic manuscript, rather than the scholarly embellishments. However, there was occasional mention of the approach and other editorial aspects of the books.

A small minority (less than 10 percent) of the interviewees advanced two basic criticisms of the books they had read or consulted. These were that a given manuscript was incomplete and that the apparatus was inadequate or unsatisfactory.

Slightly less than one quarter of the interviewees offered suggestions for changes that would improve the books from their viewpoints. These were: lower the price, add more critical material, and improve the indexing.



Fifty-five percent of the interviewees had read or consulted other versions or editions of the books about which they were being queried. The only clearcut way or reason these other versions were considered superior (by about 15 percent of the interviewees) was that they were cheaper. However, this is probably more indicative of attitude or predisposition than present-day fact, given that most of the books in question are several years old and, if reprinted or republished, would probably sell for significantly more than they originally did.

Two basic critical points were made by about one fifth of the interviewees in comparing these other versions or editions with the NEH scholarly editions. The first was that the non-NEH versions that they had read were not "scholarly editions." The second was that these other versions were not as complete or accurate. In weighing these and other criticisms of the NEH scholarly editions in comparison with other editions or versions, it should be borne in mind that they come from a small minority of the interviewees. A larger segment of those who had read or consulted other versions considered the NEH editions equal or superior.

NATIONAL ENDOWMENT FOR THE HUMANITIES

WASHINGTON, D.C. 20506



November 22, 1976

Dear Reader of the NEH Scholarly Editions:

I am writing to ask for your assistance in an undertaking that we consider to be very important: an evaluation study of the Editing Program administered by the National Endowment for the Humanities.

The National Endowment for the Humanities (NEH) is an agency of the Federal Government, created by Congress in 1965 to encourage the development, understanding, and use of humanistic knowledge in American society. In partial fulfillment of its mission, NEH instituted an editing program in 1966. The purpose of this program is to make historical, philosophical, literary, and other documents or works more broadly available and accessible, to establish the most accurate texts for scholarly research, and to produce improved teaching and research tools. To date, in excess of 19 editions or series and 120 individual titles have been published with the editorial grant support of the NEH Editing Program.

NEH policy prohibits grant support for publication costs; grants are limited only to editing, research, manuscript preparation, and related pre-publication functions. As a rule, scholarly editing projects are of a long-term nature, and are materially affected by rising costs and other economic factors. There are also uncertainties regarding eventual publication of many of the products of the Editing Program as a result of the current financial crisis in publishing as a whole, and the university presses, the primary publishers of these scholarly editions, in particular. These considerations necessitate a detailed, systematic study of the use of the scholarly editions supported by our Editing Program that have been published to date.

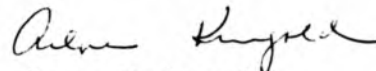
As a part of this evaluation study, we shall, through our contractor, Herner and Company, be conducting a telephone

interview survey of persons working in fields served by these scholarly editions. Herner and Company is already in the final stages of a preliminary mailed questionnaire survey to identify persons who have read or consulted any of these scholarly editions. You were kind enough to complete and return a questionnaire in connection with this survey.

Should you be contacted for participation in the interview survey, we would greatly appreciate your further cooperation, to help us plan the future directions of the NEH Editing Program. The interviews will consume an average of 15 minutes. All responses will be treated as confidential, and no personal ascriptions will be made.

Thank you for your assistance.

Sincerely,



Arlene Krimgold
Evaluation Officer

Appendix 5

Evaluative Study
of the
Scholarly Editions

Supported by the National Endowment for the Humanities

Interview Schedule

Mr.
Mrs./Miss/Ms.
Dr. _____? My name is _____.

I'm with the firm of Herner and Company in Washington, D.C. We're doing a survey for the National Endowment for the Humanities to study the use of the scholarly editions supported by the Endowment's Editing Program. You were kind enough to answer a questionnaire about these editions. In your response, you indicated having read or consulted one or more of these books. I'd like to ask you a few more questions. All of your answers will be treated as confidential, and no personal ascriptions will be made.

1. First, I'm going to read off a list of occupational categories, and I want you to tell me the one to which you devote more than half of your working hours. If none of these fits your situation, please give me a category that does describe your primary occupation. (Read off.)

- ☐ College or university teacher
☐ Graduate student
☐ Undergraduate college or university student
☐ Researcher
☐ Editor
☐ Writer
☐ Critic/reviewer
☐ High school teacher
☐ Other (verbatim) _____
- _____
- _____

2. Now, I'm going to read off from the questionnaire the scholarly edition book or books you indicated having read or consulted. (Read off from attached Xerox of questionnaire.)

Only if more than one (otherwise skip to Q.3): Can you tell me which one of these books you read or consulted most recently? (Record title.) _____

3. How did you learn of the existence of this book?

☐ Book review. Where? _____

☐ Referred to or cited in something read. What publication was this? _____

☐ Assigned or referred by teacher or instructor.

☐ Referred by friend or colleague.

☐ Discovered while browsing. Where? _____

☐ Other means (verbatim) _____

4. What was your purpose in reading or consulting this book?

☐ General recreation or information.

☐ In connection with course respondent is (was) giving.

☐ In connection with course respondent is (was) taking.

☐ In connection with research not specifically course-related.

☐ Other purpose (verbatim) _____

5. How did you physically acquire the book?

☐ Received gratis copy.

☐ Borrowed from or read in library.

☐ Borrowed from other source.

☐ Purchased it.

☐ Other means (verbatim) _____

_____(skip to Q. 11).

6. If high school, college, or university teacher (otherwise skip to Q. 11): Have you adopted this book as a (course) textbook, or do you contemplate doing so?
- ☐ Have adopted (skip to Q. 9).
- ☐ Contemplate adopting (skip to Q. 9).
- ☐ Have not and do not contemplate adopting.
- ☐ Not in position to adopt textbooks.
- ☐ Other (verbatim) _____
-
7. Are you assigning it as a reference book, or do you contemplate doing so?
- ☐ Yes (skip to Q. 9) ☐ No
8. If no adoption or assignment as reference book: Why aren't you adopting the book or assigning it for reference?
- [] Not in position to adopt or assign as reference.
- [] Other (verbatim) _____
-
9. Have you written, or do you plan to write, a review of this book for publication?
- ☐ Yes ☐ No (skip to Q. 1)
10. If yes: Where and when was the review published, or where will it be published?
- Where? _____
- When (if published)? _____ (skip to Q. 19).
11. If borrowed or obtained (Q.5) by means other than purchase or gratis copy (otherwise skip to Q.16): Do you plan to purchase your own copy of this book?
- ☐ Yes (skip to Q. 13) ☐ No
12. If no: Why don't you plan to purchase it? _____
- _____
- _____ (skip to Q. 24).

13. If yes: Do you plan to purchase the clothbound or paperback version?
☐ Cloth ☐ Paper (skip to Q. 15) ☐ Don't know (skip to Q. 19)
14. If cloth: Why do you prefer the clothbound version? _____
 _____ (skip to Q. 19).
15. If paper: Why do you prefer the paperback version? _____
 _____ (skip to Q. 19).
16. If copy obtained (Q.5) through purchase (otherwise skip to Q. 24): Did you purchase the clothbound or paperback edition?
☐ Clothbound ☐ Paperback (skip to Q. 18)
17. If cloth: Why do you prefer the clothbound edition? _____
 _____ (skip to Q. 19).
18. If paper: Why do you prefer the paperback edition? _____

19. Would you purchase this book in microfilm if it were available in that form?
☐ Yes (skip to Q. 21) ☐ No
20. If no: Why not? _____
21. Would you purchase the book in microfiche if it were available in that form?
☐ Yes (skip to Q. 23) ☐ No
22. If no: Why not? _____
23. I'm going to read off a list of factors that might induce you to purchase a microfilm or microfiche edition as opposed to a clothbound or paperbound version of this or any other book of this type. I want you to tell me which of these factors, if any, would induce you to purchase microform editions. (Read off and check all that apply.)
☐ If the cost per volume were cheaper than the book version?
☐ If it were available sooner than the book version?
☐ If it were more complete than the book version?
☐ Any other factors? What are they? (verbatim) _____

24. Would you use a microfilm or microfiche edition of this book if it were available in this form at the library you customarily use?

☐ Yes (skip to Q. 26)

☐ No

25. If no: Why not (verbatim)? _____

26. Now, I'd like your opinion or comments on the critical apparatus of the book. I mean things written by persons other than the original author. Things like an introduction, textual notes, and so forth. What's your opinion of these and other parts of the critical apparatus of this book (verbatim)? _____

27. What do you consider to be the major attributes and shortcomings of this book, in terms of the purposes for which you read or consulted it (verbatim)? _____

28. What changes would have made the book better for your purposes? _____

29. Have you read or consulted any other editions or versions of this book?

☐ Yes

☐ No (skip to end of Schedule)

30. If yes: What were the publishers and years of publication of these other editions?

Publisher _____ Year _____

Publisher _____ Year _____

Publisher _____ Year _____

31. In what respects were (was) these other editions (this other edition) superior to the edition supported by the National Endowment for the Humanities (verbatim)?

32. In what respects were (was) these other editions (this other edition) inferior to the edition or editions supported by the National Endowment that you read or consulted (verbatim)?

Read to all interviewees.

This is the end of the interview. Thank you for your cooperation. If you would like to make any further comments or suggestions about the scholarly editions supported by the National Endowment's Editing Program, we would appreciate your sending them to Ms. Arlene Krimgold, Evaluation Officer, National Endowment for the Humanities, 806 15th Street, N.W., Washington, D.C. 20506. (Would you like me to repeat this name and address?)

Appendix 6

Q.11 Do You Plan to Purchase Own Copy?								Yes	
0	1	2	3	4	5	6	7	8	9
			0813		0135			000498	
			2,753						
3,980		4,902	4,413						
	8,201						8,712		
							9,537		
			11,093			11,616			
				12,754					12,929
		13,562							13,689
14,090	15,991					15,986			
	12,531		14,843	16,704	16,005	16,056	16,647		16,839
	18,371				18,255				
				21,694					

QUESTIONNAIRE SURVEY OF LIBRARIES

Overlapping the questionnaire survey of presumed users of the scholarly edition books was a questionnaire survey of a representative cross section of libraries in the United States. This survey addressed itself to whether or not each respondent owned each of the 102 published scholarly edition titles; whether the copies owned were in cloth, paperback, or microform; factors governing decisions to purchase or not to purchase copies in one form or another; forms of circulation or dissemination to readers; how the libraries became aware of the existence of the books; categories or types of libraries; and types of clientele served.

The survey sample consisted of the following:

Public libraries with annual book budgets over \$25,000	\$1,063
County and regional libraries	1,343
Federal government and armed forces libraries	1,074
College and university libraries with annual book budgets over \$25,000	974
Junior college libraries	1,100

Thus, the questionnaire was mailed to 5,554 libraries. The foregoing relative distribution of numbers of libraries in the several categories is directly reflective of the proportions of American libraries in each of these categories. This sample was drawn from the American Library Directory, from whose publisher, R. R. Bowker Company, we purchased the mailing labels.

In the first iteration of the survey questionnaire, we asked, in addition to whether each respondent library owned each of the 102 titles and whether it was in cloth, paperback, or microform, how many times each title had been circulated in the last complete calendar month prior to receipt of the questionnaire. We did this with some apprehension, since we were asking the libraries to do two "look-ups" for each book: one in the card catalog and one in the circulation

record file. As feared, this proved, upon pretesting and follow-up discussions with the pretest libraries, to be a far too onerous and time-consuming task. We therefore revised the questionnaire and eliminated the question regarding circulation numbers.

We deviated in the library survey from the procedure followed in the general reader survey, in which the questionnaire took the form of a "self-mailer" (Appendix 1, p. 6). From past experience, and from that of other organizations in the survey field, we were aware that self-mailers, resembling advertisements, are likely to go astray or be put "at the bottom of the file" in institutions. To foster the most attentive treatment, we enclosed the library questionnaire (Appendix 8, p. 35), with an explanatory cover letter (Appendix 7, p. 34), in an envelope and mailed the package via first class mail.

Despite these efforts, as well as a follow-up postcard, the results were disappointing. The poor returns were due in part to the long list of titles, about each of which two questions requiring examination of files and records had to be answered, and in part to the relatively esoteric nature of many of the books on the list. Aside from some of the larger college and university and other research libraries, most libraries--particularly those used primarily for recreational reading--tend to view works such as scholarly editions as materials of secondary importance, since their circulation and use is likely to be small.

The Survey Results

Out of the 5,554 questionnaires sent out, 620, or 11 percent, were returned completed. As anticipated in part from the pretest, there was an element of skewness in the returns. The returns from the county and regional libraries were disproportionately low (12 percent versus 24 percent of the sample); those from the senior colleges and universities were disproportionately high (37 percent versus 18 percent of the sample). This is undoubtedly related to the fact that

the colleges and universities have by far the heaviest holdings of the titles under study. *Non sequitur.*

This would appear to contradict an earlier finding, in the questionnaire survey of individuals, that rates of return do not bear a strong relationship to vocational interests. However, in the library survey, other forces were at work. The level of response was apparently a function of the libraries' holdings of the titles under study. The college and university libraries, which had by far the highest response rate, also had by far the largest holdings of the scholarly edition books. Thus, ironically, the greater response was from the libraries that had to work the hardest to complete the questionnaire.

Not surprisingly, in view of the skewness of the response, the largest group served by the specimen libraries was college or university students (55 percent). Second was faculty members (41 percent). Third was the general public (33 percent). Fourth was nonfaculty staff members of colleges and universities (17 percent).

Of the 620 libraries responding, 387 or 62 percent owned one or more of the titles under study, and 233 or 38 percent did not. The college and university libraries were far above the norm; 96 percent of them owned one or more of the titles. The Federal Government and armed forces libraries were farthest below ← the norm, with only 8 percent holding one or more of the titles. In between were junior colleges with 67 percent, public libraries with 59 percent, and county and regional libraries with 34 percent. As might be expected, library ownership of these books is magnitudes higher than ownership by individuals.

Appendix 9, p. 36, is a listing of the relative percentages of libraries possessing each of the 102 titles among the 387 that owned one or more of them. The median percentage was 22, which is more than five times the median of individuals who had read or consulted one or more of them. The percentages varied from 38 percent (Mark Twain's Hannibal, Huck and Tom, University of California Press,

1969) down to 2 percent (Machiavelli, Legazioni. Commissarie. Scritti Di Governo. V. 2. Latera and Figli, 1973).

Among the 20 titles owned by the largest number of libraries, one author, Mark Twain, was preponderant. The cumulative percentage for all of his titles in the scholarly editions was 204 percent. Second was Ralph Waldo Emerson with 99 percent. Third was Booker T. Washington with 61 percent. Tied for fourth were Henry Thoreau, Ulysses S. Grant, and Herman Melville with 31 percent each. Tied for fifth were John Milton and William Dean Howells with 30 percent. Sixth was James Boswell.

It is interesting, and perhaps to be expected, that, unlike the individuals in our earlier survey who had read or consulted scholarly edition books, the primary factors that seemed to determine holdings of a given author's work in a library were his prolificacy and his popularity or familiarity. This appears to be the case even though the books held were predominantly in college and university libraries.

From the responses of the 387 libraries that possessed one or more scholarly edition books, it is clear that clothbound editions dominate, and will continue to do so. There were only 143 paperback copies of scholarly edition books in the 387 libraries. There were only 50 microform copies.

One might logically relate these numbers to the fact that very few scholarly edition books are either in paperback or microform. However, in practically every case the responding libraries stated unequivocally that, given the choice between clothbound books and other forms, they would always purchase the clothbound. The primary reason for this is the need for durability: The more popular and frequently used the book, the greater the need for clothbound copies. This is, interestingly, why paperbacks are normally issues--but for sale to individuals.

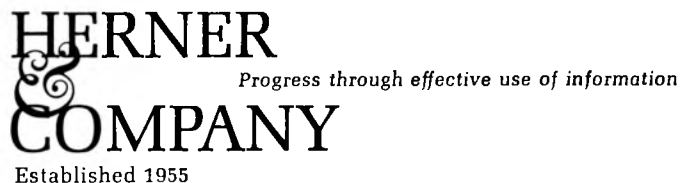
As might be expected, the primary means by which the responding libraries make their scholarly edition books available to readers is through normal charge-out.

This was reported by 62 percent of the libraries. Second (19 percent) was placement on reserve for courses. Third (15 percent) was general reference use in the library. The remaining methods were scattered and inconclusive.

The primary means by which the respondent libraries learned of the existence of the scholarly edition books in their collections was through book reviews (40 percent). Second was through the library's selection or acquisition staff (37 percent). Third was direct mail advertisements (27 percent). Fourth was faculty or student acquisitions committees (25 percent). Fifth was display advertisements (13 percent). Sixth was user requests (12 percent). Seventh was user recommendations (7 percent).

The major reason that the respondent libraries (30 percent) did not possess any of the books under study is that they were not within the scope of their collections or collecting policies. Second (15 percent) was a preference for other editions or versions. Third (11 percent) was financial constraints. Fourth (5 percent) was lack of awareness of their existence.

Appendix 7



March 4, 1977

Dear Library Director:

We are writing to ask for your assistance in an undertaking which we consider to be very important: an evaluation study of the Editing Program administered by the National Endowment for the Humanities.

The National Endowment for the Humanities (NEH) is an agency of the Federal Government, created by Congress in 1965 to encourage the development, understanding, and use of humanistic knowledge in American society. In partial fulfillment of its mission, NEH instituted an Editing Program in 1966. The purpose of this program is to make historical, philosophical, literary, and other documents or works more broadly available and accessible, to establish the most accurate texts for scholarly research, and to produce improved teaching and research tools. To date, in excess of 19 editions or series and 120 individual titles have been published with the editorial grant support of the NEH Editing Program.

As part of a detailed, systematic study of the use of the scholarly editions supported by the Editing Program, we are conducting, under contract to NEH, a mailed questionnaire survey of representative libraries in the United States. The purpose of this survey is to ascertain the mode and degree of use of the scholarly editions, and to identify factors that foster or constrain such use.

We would appreciate your completing the enclosed questionnaire and returning it by March 25, 1977. The questionnaire will require a minimum of time and effort for completion. All responses will be treated as confidential, and no individual ascriptions will be made.

We thank you in advance for your participation in our study, and we trust that the results will have a constructive impact on the literary and scholarly communities in the United States.

Sincerely,

A handwritten signature in dark ink, appearing to read 'Saul Herner', is written over a light-colored background.

Saul Herner

Scholarly Editions
Funded by
The
National Endowment
for the
Humanities

EVALUATION STUDY

About this Evaluation Study

Herner and Company has been commissioned by the National Endowment for the Humanities (NEH) to perform a study of the mode and degree of use of the scholarly editions it supports in its Editing Program. The purpose of this program is to make historical, philosophical, literary, and other documents or works more broadly available and accessible, to establish the most accurate texts for scholarly research, and to produce improved teaching research tools. The results of this study will help guide the future plans and directions of the Editing Program.

Immediately below and on the next two panels is a list of the published books supported through the Editing Program. Please indicate, for each of these books owned by your

library, whether it is the *clothbound*, *paperback*, or *microform* version. Be sure that the copies of these books in your library are the specific editions (*editor, publisher, date*) listed.

After you have checked off the physical form, please answer the questions following the list of book titles. Then refold the form so the *return address (back of last panel) faces outward* and mail the completed questionnaire. No postage is necessary. *All of your answers will be treated as confidential, and there will be no personal or institutional ascriptions.*

We thank you for taking time from your busy schedule to complete and return this questionnaire.

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- | | | | | |
|--------------------------|--------------------------|--------------------------|----|--|
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | 1 | <i>The Correspondence and Other Papers of James Boswell Relating to the Making of the Life of Johnson. Correspondence, Volume 2.</i> Edited by Marshall Waingrow. McGraw-Hill, 1968. |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | 2 | <i>Boswell in Extremes, 1776-1778.</i> Edited by Charles McC. Weis et al. McGraw-Hill, 1970. |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | 3 | <i>The Letters of William Cullen Bryant, Volume I, 1809-1836.</i> Edited by William Cullen Bryant II et al. Fordham University Press, 1975. |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | 4 | <i>"Famous in my time;" Byron's Letters and Journals; Volume 2, 1810-1812.</i> Edited by Leslie A. Marchand. Belknap Press, 1973. |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | 5 | Crane, Stephen. <i>Bowery Tales: Maggie; George's Mother.</i> Edited by Fredson Bowers. University Press of Virginia, 1969. |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | 6 | Crane, Stephen. <i>Tales of Whilomville.</i> Edited by Fredson Bowers. University Press of Virginia, 1969. |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | 7 | Crane, Stephen. <i>Tales of Adventure.</i> Edited by Fredson Bowers. University Press of Virginia, 1970. |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | 8 | Crane, Stephen. <i>Tales of War.</i> Edited by Fredson Bowers. University Press of Virginia, 1970. |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | 9 | Crane, Stephen. <i>The O'Ruddy.</i> Edited by Fredson Bowers. University Press of Virginia, 1971. |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | 10 | Crane, Stephen. <i>Reports of War.</i> Edited by Fredson Bowers. University Press of Virginia, 1971. |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | 11 | Crane, Stephen. <i>The Red Badge of Courage: A Facsimile Edition of the Manuscript.</i> Edited by Fredson Bowers. NCR/Microcard Editions, 1972. |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | 12 | Crane, Stephen. <i>Tales, Sketches, and Reports.</i> Edited by Fredson Bowers. University Press of Virginia, 1973. |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | 13 | Crane, Stephen. <i>The Red Badge of Courage.</i> Edited by Fredson Bowers. University Press of Virginia, 1975. |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | 14 | Crane, Stephen. <i>Active Service and The Third Violet.</i> Edited by Fredson Bowers. University Press of Virginia, 1976. |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | 15 | Crane, Stephen. <i>Poetry and Literary Remains.</i> Edited by Fredson Bowers. University Press of Virginia, 1976. |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | 16 | Dewey, John. <i>1887 Psychology.</i> Edited by Jo Ann Boydston. Southern Illinois University Press, 1967. |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | 17 | Dewey, John. <i>1882-1888 Early Essays and Leibniz's New Essays Concerning the Human Understanding.</i> Edited by Jo Ann Boydston. Southern Illinois University Press, 1969. |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | 18 | Dewey, John. <i>1889-1892 Early Essays and Outlines of a Critical Theory of Ethics.</i> Edited by Jo Ann Boydston. Southern Illinois University Press, 1969. |

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|--------------------------|--------------------------|--------------------------|----|--|
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | 19 | Dewey, John. <i>1893-1894 Early Essays and The Study of Ethics: A Syllabus.</i> Edited by Jo Ann Boydston. Southern Illinois University Press, 1971. |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | 20 | Dewey, John. <i>1895-1898 Early Essays.</i> Edited by Jo Ann Boydston. Southern Illinois University Press, 1972. |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | 21 | Dewey, John. <i>1899-1901 Essays, The School and Society, and the Educational Situation.</i> Edited by Jo Ann Boydston. Southern Illinois University Press, 1976. |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | 22 | Dewey, John. <i>1902-1903 Essays, Studies in Logical Theory, and The Child and the Curriculum.</i> Edited by Jo Ann Boydston. Southern Illinois University Press, 1976. |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | 23 | <i>The Journals and Miscellaneous Notebooks of Ralph Waldo Emerson, Volume I, 1819-1822.</i> Edited by William H. Gilman et al. Belknap Press, 1960. |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | 24 | <i>The Journals and Miscellaneous Notebooks of Ralph Waldo Emerson, Volume VII, 1838-1842.</i> Edited by A. W. Plumstead and Harrison Hayford. Belknap Press, 1969. |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | 25 | <i>The Journals and Miscellaneous Notebooks of Ralph Waldo Emerson, Volume VIII, 1841-1843.</i> Edited by William H. Gilman and J. E. Parsons. Belknap Press, 1970. |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | 26 | <i>The Journals and Miscellaneous Notebooks of Ralph Waldo Emerson, Volume IX, 1843-1847.</i> Edited by Ralph H. Orth and Alfred R. Ferguson. Belknap Press, 1971. |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | 27 | Emerson, Ralph Waldo. <i>Nature, Addresses, and Lectures.</i> Text established by Alfred R. Ferguson. Belknap Press, 1971. |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | 28 | <i>The Journals and Miscellaneous Notebooks of Ralph Waldo Emerson, Volume X, 1847-1848.</i> Edited by Merton M. Sealts. Belknap Press, 1973. |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | 29 | <i>The Journals and Miscellaneous Notebooks of Ralph Waldo Emerson, Volume XI, 1848-1851.</i> Edited by A. W. Plumstead and William H. Gilman. Belknap Press, 1976. |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | 30 | Fitzgerald, F. Scott. <i>The Great Gatsby: A Facsimile of the Manuscript.</i> Edited by Matthew J. Bruccoli. NCR/Microcard Editions Books, 1973. |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | 31 | <i>Apparatus for F. Scott Fitzgerald's "The Great Gatsby" [Under the Red, White, and Blue].</i> Edited by Matthew J. Bruccoli. University of South Carolina Press, 1974. |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | 32 | <i>The Papers of Ulysses S. Grant, Volume 1: 1837-1861.</i> Edited by John Y. Simon. Southern Illinois University Press, 1967. |

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- 33 ☐ ☐ ☐ Hawthorne, Nathaniel. *The Scarlet Letter*. Textual editor, Fredson Bowers. Ohio State University Press, 1962.
- 34 ☐ ☐ ☐ Hawthorne, Nathaniel. *The Blithedale Romance and Fanshawe*. Textual editor, Fredson Bowers. Ohio State University Press, 1964.
- 35 ☐ ☐ ☐ Hawthorne, Nathaniel. *The House of the Seven Gables*. Textual editor, Fredson Bowers. Ohio State University Press, 1965.
- 36 ☐ ☐ ☐ Hawthorne, Nathaniel. *The House of the Seven Gables: An Authoritative Text, Backgrounds and Sources, Essays in Criticism*. Edited by Seymour L. Gross. W. W. Norton, 1967.
- 37 ☐ ☐ ☐ Hawthorne, Nathaniel. *The Marble Faun: Or, The Romance of Monte Beni*. Textual editor, Fredson Bowers. Ohio State University Press, 1968.
- 38 ☐ ☐ ☐ Hawthorne, Nathaniel. *The House of the Seven Gables*. Edited by Matthew J. Bruccoli. Charles E. Merrill, 1969.
- 39 ☐ ☐ ☐ Hawthorne, Nathaniel. *Our Old Home: A Series of English Sketches*. Textual editor, Fredson Bowers. Ohio State University Press, 1970.
- 40 ☐ ☐ ☐ Hawthorne, Nathaniel. *The House of the Seven Gables*. Imprint Society, 1970.
- 41 ☐ ☐ ☐ Hawthorne, Nathaniel. *A Wonder Book and Tanglewood Tales*. Textual editor, Fredson Bowers. Ohio State University Press, 1972.
- 42 ☐ ☐ ☐ Hawthorne, Nathaniel. *The American Notebooks*. Edited by Claude M. Simpson. Ohio State University Press, 1972.
- 43 ☐ ☐ ☐ Hawthorne, Nathaniel. *True Stories from History and Biography*. Textual editor, Fredson Bowers. Ohio State University Press, 1972.
- 44 ☐ ☐ ☐ Hawthorne, Nathaniel. *Mosses from an Old Manse*. Textual editor, Fredson Bowers. Ohio State University Press, 1974.
- 45 ☐ ☐ ☐ Hawthorne, Nathaniel. *The Snow-Image and Uncollected Tales*. Textual editor, Fredson Bowers. Ohio State University Press, 1974.
- 46 ☐ ☐ ☐ Hawthorne, Nathaniel. *Twice-told Tales*. Textual editor, Fredson Bowers. Ohio State University Press, 1974.
- 47 ☐ ☐ ☐ Howells, William Dean. *Literary Friends and Acquaintances*. Edited by David F. Hiatt and Edwin H. Cady. Indiana University Press, 1968.
- 48 ☐ ☐ ☐ Howells, William Dean. *The Altrurian Romances*. Text established by Scott Bennett. Indiana University Press, 1968.
- 49 ☐ ☐ ☐ Howells, William Dean. *Their Wedding Journey*. Edited by John K. Reeves. Indiana University Press, 1968.
- 50 ☐ ☐ ☐ Howells, William Dean. *The Son of Royal Langbrith*. Text established by David Burrows et al. Indiana University Press, 1969.
- 51 ☐ ☐ ☐ Howells, William Dean. *The Shadow of a Dream and An Imperative Duty*. Text established by Martha Banta et al. Indiana University Press, 1970.
- 52 ☐ ☐ ☐ Howells, William Dean. *A Chance Acquaintance*. Text established by Ronald Gottesman et al. Indiana University Press, 1971.
- 53 ☐ ☐ ☐ Howells, William Dean. *Indian Summer*. Text established by Scott Bennett and David J. Nordloh. Indiana University Press, 1971.
- 54 ☐ ☐ ☐ Howells, William Dean. *The Kentons*. Text established by George C. Carrington, Jr. and Ronald Gottesman. Indiana University Press, 1971.
- 55 ☐ ☐ ☐ Howells, William Dean. *The Rise of Silas Lapham*. Text established by Walter J. Meserve and David J. Nordloh. Indiana University Press, 1971.
- 56 ☐ ☐ ☐ Howells, William Dean. *April Hopes*. Text established by Don L. Cook et al. Indiana University Press, 1974.

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- 57 ☐ ☐ ☐ Howells, William Dean. *Years of My Youth and Three Essays*. Text established by David J. Nordloh. Indiana University Press, 1975.
- 58 ☐ ☐ ☐ Howells, William Dean. *A Hazard of New Fortunes*. Text established by David J. Nordloh et al. Indiana University Press, 1976.
- 59 ☐ ☐ ☐ Irving, Washington. *Journals and Notebooks, Volume I, 1803-1806*. Edited by Nathalia Wright. University of Wisconsin Press, 1969.
- 60 ☐ ☐ ☐ Irving, Washington. *Journals and Notebooks, Volume III, 1819-1827*. Edited by Walter A. Reichart. University of Wisconsin Press, 1970.
- 61 ☐ ☐ ☐ Irving, Washington. *Mahomet and His Successors*. Edited by Henry A. Pochmann and E. N. Feltskog. University of Wisconsin Press, 1970.
- 62 ☐ ☐ ☐ James, William. *Pragmatism*. Edited by Fredson Bowers. Harvard University Press, 1975.
- 63 ☐ ☐ ☐ James, William. *The Meaning of Truth*. Edited by Fredson Bowers. Harvard University Press, 1975.
- 64 ☐ ☐ ☐ John Jay: *The Making of a Revolutionary. Unpublished Papers, 1745-1780*. Edited by Richard B. Morris. Harper & Row, 1975.
- 65 ☐ ☐ ☐ Machiavelli, Niccolo. *Legazioni. Commissarie. Scritti Di Governo. Vol. 2, 1501-1503*. A cura di Fredi Chiapelli. Latera & Figli, 1973.
- 66 ☐ ☐ ☐ The Papers of John Marshall. Volume I: *Correspondence and Papers, November 10, 1775-June 23, 1788. Account Book, September 1783-June 1788*. Edited by Herbert A. Johnson. University of North Carolina Press, 1974.
- 67 ☐ ☐ ☐ Melville, Herman. *Omoo*. Edited by Harrison Hayford et al. Northwestern University Press, 1968.
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- 69 ☐ ☐ ☐ Melville, Herman. *Redburn*. Edited by Harrison Hayford et al. Northwestern University Press, 1969.
- 70 ☐ ☐ ☐ Melville, Herman. *Mardi*. Edited by Harrison Hayford et al. Northwestern University Press, 1970.
- 71 ☐ ☐ ☐ Melville, Herman. *White-Jacket, or: The World in a Man-of-War*. Edited by Harrison Hayford et al. Northwestern University Press, 1970.
- 72 ☐ ☐ ☐ Melville, Herman. *Pierre*. Edited by Harrison Hayford et al. Northwestern University Press, 1971.
- 73 ☐ ☐ ☐ Complete Prose Works of John Milton, Volume I, 1624-1642. Edited by Don M. Wolfe. Yale University Press, 1953.
- 74 ☐ ☐ ☐ The Complete Works of St. Thomas More, Volume 2 [The History of King Richard III]. Edited by Richard S. Sylvester. Yale University Press, 1963.
- 75 ☐ ☐ ☐ The Papers of Robert Morris, 1781-1784. Volume I: February 7-July 31, 1781. Edited by E. James Ferguson. University of Pittsburgh Press, 1973.
- 76 ☐ ☐ ☐ Ockham, William. *Expositionis in libros artis logicae prooemium, et Expositio in librum porphyrii de praedicabilibus*. Edited by Ernest A. Moody. Franciscan Institute [of] St. Bonaventure University, 1965.
- 77 ☐ ☐ ☐ Oviedo y Valdes, Gonzalo Fernandez de. *Las Memorias de Gonzalo Fernandez de Oviedo, Volumen I*. University of North Carolina Department of Romance Languages, 1974.
- 78 ☐ ☐ ☐ Simms, William Gilmore. *Voltmeier or The Mountain Men*. Text established by James B. Meriwether. University of South Carolina Press, 1969.
- 79 ☐ ☐ ☐ Simms, William Gilmore. *As Good as a Comedy: or The Tennessean's Story and Paddy McGann; or The Demon of the Stump*. Text established by James B. Meriwether. University of South Carolina Press, 1972.
- 80 ☐ ☐ ☐ Simms, William Gilmore. *Stories and Tales*. Texts established by John Caldwell Guilds. University of South Carolina Press, 1974.

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| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | 86 Thoreau, Henry D. <i>Early Essays & Miscellanies</i> . Edited by Joseph J. Moldenhauer et al. Princeton University Press, 1976. |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | 87 Twain, Mark. <i>Letters to His Publishers, 1867-1894</i> . Edited by Hamlin Hill. University of California Press, 1967. |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | 88 Twain, Mark. <i>Which Was the Dream? and Other Symbolic Writings of the Later Years</i> . Edited by John S. Tuckey. University of California Press, 1968. |
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| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | 91 <i>Mark Twain's Mysterious Stranger Manuscripts</i> . Edited by William M. Gibson. University of California Press, 1969. |

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| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | 102 Whitman, Walt. <i>Leaves of Grass</i> . Edited by Harold W. Blodgett et al. New York University Press, 1965. |

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1. Please specify the factors that would *persuade* (or have persuaded) your library to purchase (in preference to other forms) the:

2. What factors would *deter* (or have deterred) your library from purchasing the:

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Clothbound editions? _____

Paperback editions? _____

Paperback editions? _____

Microform editions? _____

Microform editions? _____

3. Check the *primary* ways in which these books are made available to readers. (Check all that apply.)

- 1 ☐ Circulation.
2 ☐ Reference use in library.
3 ☐ Placed on reserve for courses.
4 ☐ Other(s) (please specify): _____

4. Check the *primary* means by which your library became aware of the existence of these specific editions of these works. (Check all that apply.)

- 5 ☐ Direct mail advertisements.
6 ☐ Display advertisements (in newspapers or periodicals).
7 ☐ Book reviews.
8 ☐ Selected by person(s) or division in library in charge of acquisitions.
9 ☐ Selected by faculty or student acquisitions committee.
10 ☐ Requested by users of your library.
11 ☐ Recommended by users.
12 ☐ Other(s) (please specify): _____

(Please skip to Question 6.)

5. If you have not checked any of the books on the list: Why doesn't your library have these books in its collection? (Check all that apply.)

- 13 ☐ Not within scope of library's collection.
14 ☐ Was not aware of their existence.
15 ☐ Prefer/have other versions or editions of these books.
16 ☐ Financial constraints.
17 ☐ Don't know.
18 ☐ Other(s) (please specify): _____

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6. Which *one* of the following *categories* best fits your library?

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19-1 ☐ 4-year College
19-2 ☐ University
19-3 ☐ Secondary School
19-4 ☐ Public School
19-5 ☐ Special School
19-6 ☐ Institutional (*not* any of the above).
19-7 ☐ Other (please specify): _____

7. What are the *primary* types of users of your library?

- 20 ☐ General public.
21 ☐ Faculty of institution or organization of which library is a part.
22 ☐ Other staff members of this institution or organization.
23 ☐ Students enrolled in this institution or organization.
24 ☐ Other(s) (please specify): _____

8. Identification of person completing this questionnaire:

Name _____

Official Title _____

Organization/Library _____

Address _____

Number

Street

City

State

Zip Code

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Appendix 9

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Crane, Stephen. <u>Tales of Whilomville.</u> Edited by Fredson Bowers. University Press of Virginia, 1969.	23%
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Crane, Stephen. <u>Reports of War.</u> Edited by Fredson Bowers. University Press of Virginia, 1971.	21%
Crane, Stephen. <u>The Red Badge of Courage: A Facsimile Edition of the Manuscript.</u> Edited by Fredson Bowers. NCR/Microcard Editions, 1972.	12%
Crane, Stephen. <u>Tales, Sketches, and Reports.</u> Edited by Fredson Bowers. University Press of Virginia, 1973.	21%
Crane, Stephen. <u>The Red Badge of Courage.</u> Edited by Fredson Bowers. University Press of Virginia, 1975.	21%
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Crane, Stephen. <u>Poetry and Literary Remains.</u> Edited by Fredson Bowers. University Press of Virginia, 1976.	17%
Dewey, John. <u>1887 Psychology.</u> Edited by Jo Ann Boydston. Southern Illinois University Press, 1967.	21%
Dewey, John. <u>1882-1888 Early Essays and Leibniz's New Essays Concerning the Human Understanding.</u> Edited by Jo Ann Boydston. Southern Illinois University Press, 1969.	22%

Dewey, John. <u>1889-1892 Early Essays and Outlines of a Critical Theory of Ethics</u> . Edited by Jo Ann Boydston. Southern Illinois University Press, 1969.	21%
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<u>The Journals and Miscellaneous Notebooks of Ralph Waldo Emerson, Volume VIII, 1841-1843</u> . Edited by William H. Gilman and J. E. Parsons. Belknap Press, 1970.	29%
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- Whitman, Walt. Leaves of Grass. Edited by Harold W. Blodgett et al. New York University Press, 1965. 28%

INTERVIEWS WITH BOOK REVIEWERS

As a complementary means of evaluating the scholarly editions, we interviewed a group of individuals who had been identified as having written published reviews of one or more of the books edited through the program. While not profoundly informative, these interviews did tend to confirm some of the findings of the major segments of the study.

The reviewers were identified through searches of the following major book review indexes: Book Review Index, Book Review Digest, Index to Book Reviews in the Humanities, and Humanities Index. In order to ensure a reasonable level of recall, we limited our searches to the period 1970 through 1975. The oldest review thus identified was dated 1965. The median age was three years. The median interval between publication date and date of review was one year.

Following establishment of the existence of a review of a given scholarly edition title and the name of the reviewer, the professional affiliation, title, and address of the reviewer were obtained from the published review or through reference to the National Faculty Directory, Writers Directory, Contemporary Authors, and individual college and university catalogs.

A total of 85 reviews in 24 periodicals was identified. These periodicals are listed in rank order, based on numbers of identified published reviews, in Appendix 10 (p. 46). Appendix 11 (p. 47) is a listing of the reviewers who were interviewed, their professional titles and affiliations, the scholarly edition titles they reviewed, the publications in which the reviews appeared, and the dates of the reviews.

The reviewers were primarily faculty members in the departments of English, history, and philosophy of American colleges and universities. Of the 85 reviewers originally identified, four were deceased and eight could not be reached for other reasons. Thus, the final number of interviews was 73.

The interviews, which were conducted via telephone, were based on a carefully designed and tested interview protocol (Appendix 12, p. 59). Contacting of the interviewees was preceded by a letter from the Evaluation Officer of the National Endowment for the Humanities explaining the purposes of the study and soliciting their cooperation (Appendix 13, p. 64).

The interviews were conducted by college graduates (primarily English-literature majors) with prior interviewing experience and specific orientation as to the structure and purposes of the project. They consumed an average of 25 minutes. This is somewhat longer than our original estimates, based on pretests and prior experience with surveys of this type. This is perhaps reflective of the level of interest (and occasional enthusiasm) of the interviewees, who were generally cooperative and sympathetic with the aims of the project.

The Study Results

Despite efforts to be as comprehensive as possible, we were able to identify reviews of only 50 of the 102 titles that had been published at the start of the project. These were by 20 of the 27 authors represented by the 102 titles.

As might be expected, the bulk of the interviewees both learned of and physically obtained their copies of the books they reviewed via unsolicited gratis copies from the publishers. Most have not adopted the books they had reviewed and did not contemplate doing so. However, better than half of the group who had not and were not adopting did say that they were assigning the works they reviewed as reference texts. The two primary reasons for nonadoption were that the books were not suitable as texts and that they were too expensive for this purpose.

There was a generally negative response to questions regarding purchasing the reviewed books either in microfilm or microfiche, the overriding reason being

a dislike for microforms. In response to a question regarding factors that might govern the respondents' use of scholarly edition books in microform, three were cited primarily: if the microform were more complete than the original book, if the cost were significantly less, and if the microform were available three or four years sooner than the book form. With respect to speed of availability or publication, various interviewees proffered that microform one or two years before publication in book form would not induce them to go to microform, but a three or four year difference would. A strong majority stated that they would use microform editions if they were available in the libraries they customarily use.

The responses to a series of questions regarding the critical apparatus and overall quality of the reviewed books were generally favorable. If one were to seek out a point of criticism for citation, it might be that the editions are too detailed. However, the two primary attributes cited were the quality and accuracy of the editing and the completeness of the books. These positive attributes far outweighed the criticism regarding excessive detail.

The favorable view of the scholarly editions books reviewed by the interviewees is reflected in the responses to a series of questions in which these books were compared with earlier versions or editions. For the most part, the scholarly editions books were considered to be either equal or superior to comparable versions or editions.

Appendix 10

PERIODICALS IN WHICH IDENTIFIED REVIEWS APPEARED

	<u>Respondents</u>
<u>American Literature</u>	19
<u>Library Journal</u>	9
<u>American Historical Review</u>	4
<u>History: Reviews of New Books</u>	4
<u>Journal of American History</u>	4
<u>New York Times Book Review</u>	3
<u>South Atlantic Quarterly</u>	3
<u>Journal of Southern History</u>	2
<u>Modern Philology</u>	2
<u>New England Quarterly</u>	2
<u>Nineteenth-Century Fiction</u>	2
<u>Sewanee Review</u>	2
<u>Southern Literary Journal</u>	2
<u>Virginia Quarterly Review</u>	2
<u>American Literary Scholarship</u>	1
<u>American Scholar</u>	1
<u>Business History Review</u>	1
<u>Christian Science Monitor</u>	1
<u>Dalhousie Review</u>	1
<u>Georgia Review</u>	1
<u>Modern Language Review</u>	1
<u>New York Review of Books</u>	1
<u>Papers of the Bibliographic Society of America</u>	1
<u>Review of Metaphysics</u>	1
<u>Saturday Review of the Literature</u>	1
<u>Southern Humanities Review</u>	1
<u>Times Literary Supplement</u>	1
<u>William and Mary Quarterly</u>	1
<u>Yale Review</u>	1

Appendix 11

REVIEWERS INTERVIEWED

Prof. Daniel Aaron
Department of English
Harvard University
Cambridge MA 02138

Reviewed: Crane, Stephen. Reports of War, 1971.

Prof. Carl L. Anderson
Department of English
Duke University
Durham NC 27706

Reviewed: Howells, William Dean. A Chance Acquaintance, 1971.

Prof. Quentin Anderson
Department of English Literature
Columbia University
New York NY 10027

Reviewed: Thoreau, Henry D. Walden, 1971.

Prof. George Warren Arms
Department of English
University of New Mexico
Albuquerque NM 87106

Reviewed: Twain, Mark. Fables of Man, 1972.

Prof. James M. Banner, Jr.
Department of History
Princeton University
Princeton NJ 08540

Reviewed: John Jay: The Making of a Revolutionary. Unpublished Papers, 1745-1780, 1975.

Prof. Jack C. Barnes
Department of English
University of Maryland
College Park MD 20742

Reviewed: Twain, Mark. Fables of Man, 1972.

Prof. Maurice G. Baxter
Department of History
Indiana University
Bloomington IN 47401

Reviewed: The Papers of Daniel Webster. Correspondence, Volume I,
1798-1824, 1974.

Prof. James Franklin Beard
Department of English
Clark University
Worcester MA 01610

Reviewed: Irving, Washington. Journals and Notebooks, Volume I,
1803-1806, 1969.

Prof. Richard J. Bernstein
Department of Philosophy
Haverford College
Haverford PA 19041

Reviewed: Dewey, John. 1882-1888 Early Essays and Leibniz's New Essays
Concerning the Human Understanding, 1969.

Prof. Carl Bode
Department of English
University of Maryland
College Park MD 20742

Reviewed: Thoreau, Henry D. Reform Papers, 1973.

Prof. John H. Bracey, Jr.
Department of Afro-American Studies
University of Massachusetts
Amherst MA 01002

Reviewed: The Booker T. Washington Papers. Volume 1, The Autobiographical
Writings, 1972. The Booker T. Washington Papers. Volume 2, 1860-89, 1972.

Prof. Robert W. Bradford
Department of English
Lafayette College
Easton PA 18042

Reviewed: Thoreau, Henry D. Reform Papers, 1973.

Prof. Hal Bridges
Department of History
University of California, Riverside
Riverside CA 92507

Reviewed: The Papers of Ulysses S. Grant, Volume 1: 1837-1861, 1967.

Prof. Stuart W. Bruchey
Department of History
Columbia University
New York NY 10027

Reviewed: The Papers of Robert Morris, 1781-1784. Volume 1: February 7-July 31, 1781, 1973.

Prof. Louis J. Budd
Department of English
Duke University
Durham NC 27706

Reviewed: Irving, Washington. Journals and Notebooks, Volume III, 1819-1827, 1970.

Prof. Lawrence Buell
Department of English
Oberlin College
Oberlin OH 44074

Reviewed: The Journals and Miscellaneous Notebooks of Ralph Waldo Emerson, Volume VIII, 1841-1843, 1970.

Prof. Milton Cantor
Department of History
University of Massachusetts
Amherst MA 01002

Reviewed: The Papers of John Marshall. Volume I: Correspondence and Papers, November 10, 1775-June 23, 1788. Account Book, September 1783-June 1788, 1974.

Prof. William F. Cheek
Department of History
San Diego State University
San Diego CA 92115

Reviewed: The Booker T. Washington Papers. Volume 1, The Autobiographical Writings, 1972. The Booker T. Washington Papers. Volume 2, 1860-89, 1972.

Prof. Christopher Collier
Department of History
University of Bridgeport
Bridgeport CT 06602

Reviewed: The Papers of Robert Morris, 1781-1784. Volume 1: February 7-July 31, 1781, 1973.

Prof. James M. Cox
Department of English
Dartmouth College
Hanover NH 03755

Reviewed: Mark Twain's Hannibal, Huck & Tom, 1969.

Prof. Eugene Current-Garcia
Department of English
Auburn University
Auburn AL 36830

Reviewed: Simms, William Gilmore. Stories and Tales, 1974.

Prof. William B. Dillingham
Department of English
Emory University
Atlanta GA 30322

Reviewed: Crane, Stephen. Tales of Adventure, 1970.

Prof. Dewey R. Faulkner
Department of English
University of Texas
San Antonio TX

Reviewed: "Famous in my time;" Byron's Letters and Journals, Volume 2, 1810-1812, 1973.

Prof. Robert K. Faulkner
Department of Political Science
Boston College
Chestnut Hill MA 02167

Reviewed: The Papers of John Marshall. Volume I: Correspondence and Papers, November 10, 1775-June 23, 1788. Account Book, September 1783-June 1788, 1974.

Prof. Lawrence Gilhoolley
Department of English
Fordham University
Bronx NY 10458

Reviewed: The Journals and Miscellaneous Notebooks of Ralph Waldo Emerson, Volume X, 1847-1848, 1973.

Prof. Seymour Gross
University of Detroit
Detroit MI 48221

Reviewed: Hawthorne, Nathaniel. Twice-told Tales, 1974.

Prof. Thomas A. Gullason
Department of English
University of Rhode Island
Kingston RI 02881

Reviewed: Crane, Stephen. Tales of Whilomville, 1969.

Prof. Robert Halsband
Department of English
University of Illinois
Urbana IL 61801

Reviewed: Boswell in Extremes, 1776-1778, 1970.

Prof. Walter Harding
Department of English
SUNY
Geneseo NY 14454

Reviewed: Emerson, Ralph Waldo. Nature, Addresses, and Lectures, 1971.

Robert J. Havlik
Notre Dame University
Notre Dame IN

Reviewed: The Papers of Ulysses S. Grant, Volume 1: 1837-1861, 1967.

Vivian C. Hopkins
Troy NY 12182

Reviewed: The Journals and Miscellaneous Notebooks of Ralph Waldo Emerson, Volume VII, 1838-1842, 1969.

Prof. Victor Howes
Department of English
Northeastern University
Boston MA 02115

Reviewed: "Famous in my time;" Byron's Letters and Journals, Volume 2,
1810-1812, 1973.

Prof. David Isaacson
Department of Libraries
Western Michigan University
Kalamazoo MI 49001

Reviewed: Apparatus for F. Scott Fitzgerald's "The Great Gatsby"
/Under the Red, White, and Blue/, 1974.

Prof. Ludwell H. Johnson, III
Department of History
College of William and Mary
Williamsburg VA 23185

Reviewed: The Papers of Daniel Webster. Correspondence, Volume 1, 1798-1824, 1974.

Prof. Buford Jones
Department of English
Duke University
Durham NC 27706

Reviewed: Hawthorne, Nathaniel. Our Old Home: A Series of English Sketches, 1970.

Prof. Stanley N. Katz
University of Chicago Law School
Chicago IL 60637

Reviewed: The Papers of John Marshall. Volume I: Correspondence and Papers,
November 10, 1775-June 23, 1788. Account Book, September 1783-June 1788, 1974.

Prof. Lewis Leary
Department of English
University of North Carolina
Chapel Hill NC 27514

Reviewed: Mark Twain's Notebooks and Journals, Volume I (1855-1873), 1975.

Prof. Richard D. Lehan
Department of English
UCLA
Los Angeles CA 90024

Reviewed: Mark Twain's Mysterious Stranger Manuscripts, 1969.

Prof. Mason I. Lowance
Department of English
University of Massachusetts
Amherst MA 01002

Reviewed: Thoreau, Henry D. The Illustrated Walden, 1973.

Prof. Benjamin Harris McClary
Department of English
Middle Georgia College
Cochran GA 31014

Reviewed: Irving, Washington. Mahomet and His Successors, 1970.

Prof. John F. Marszalek, Jr.
Department of History
Mississippi State University
Mississippi State MS 39762

Reviewed: The Booker T. Washington Papers. Volume 1, The Autobiographical Writings, 1972. The Booker T. Washington Papers. Volume 2, 1860-89, 1972.

Prof. Terence Martin
Department of English
Indiana University
Bloomington IN 47401

Reviewed: Hawthorne, Nathaniel. True Stories from History and Biography, 1972.

Jane Mayhall
New York City NY 10023

Reviewed: Crane, Stephen. Tales of Whilomville, 1969.

Prof. George Monteiro
Department of English
Brown University
Providence RI 02912

Reviewed: Crane, Stephen. The O'Ruddy, 1971.

Prof. R. Kent Newmyer
Department of History
University of Connecticut
Storrs CT 06268

Reviewed: The Papers of John Marshall. Volume I: Correspondence and Papers,
November 10, 1775-June 23, 1788. Account Book, September 1783-June 1788, 1974.

Prof. Howard A. Ozmon, Jr.
Virginia Commonwealth University
Richmond VA 23220

Reviewed: Dewey, John. 1882-1888 Early Essays and Leibniz's New Essays
Concerning the Human Understanding, 1969.

Prof. Phillip S. Paludan
Department of History
University of Kansas
Lawrence KS 66044

Reviewed: The Papers of John Marshall. Volume I: Correspondence and Papers,
November 10, 1775-June 23, 1788. Account Book, September 1783-June 1788, 1974.

Prof. Hershel Parker
Department of English
University of Southern California
Los Angeles CA 90007

Reviewed: Twain, Mark. Fables of Man, 1972.

Prof. Donald Pizer
Newcomb College
New Orleans LA 70118

Reviewed: Crane, Stephen. Tales of Whilomville, 1969. Bowery Tales.

Prof. Robert Regan
Department of English
University of Pennsylvania
Philadelphia PA 19104

Reviewed: Mark Twain's Notebooks and Journals, Volume I (1855-1873), 1975.

Prof. Joseph V. Ridgely
Department of English
Columbia University
New York NY 10027

Reviewed: Simms, William Gilmore. As Good as a Comedy: or The Tennessean's Story and Paddy McGann; or The Demon of the Stump, 1972.

Prof. Frank P. Riga
Department of English
Canisius College
Buffalo NY 14208

Reviewed: "Famous in my time;" Byron's Letters and Journals; Volume 2, 1810-1812, 1973.

Prof. Edward J. Rose
Department of English
University of Alberta
Edmonton, Alberta D-0600, Canada

Reviewed: Emerson, Ralph Waldo. Nature, Addresses, and Lectures, 1971.

Prof. Martin Roth
Department of English
University of Minnesota
Minneapolis MN 55455

Reviewed: Irving, Washington. Journals and Notebooks, Volume I, 1803-1806, 1969.

Prof. Louis D. Rubin, Jr.
Department of English
University of North Carolina
Chapel Hill NC 27514

Reviewed: Mark Twain's Correspondence with Henry Huttleston Rogers, 1893-1909, 1969.

Prof. Richard A. Ryerson
Department of History
University of Texas at Austin
Austin TX 78712

Reviewed: The Papers of Robert Morris, 1781-1784. Volume 1: February 7-July 31, 1781, 1973

Prof. Joseph H. Schiffman
Department of English
Dickinson College
Carlisle PA 17013

Reviewed: Howells, William Dean. Indian Summer, 1971.

Prof. Miriam J. Shillingsburg
New York NY 10025

Reviewed: Simms, William Gilmore. As Good as a Comedy: or The Tennessean's Story and Paddy McGann; or The Demon of the Stump, 1972.

Rollo G. Silver
Boston MA 02108

Reviewed: Howells, William Dean. Their Wedding Journey, 1968.

Prof. Lewis P. Simpson
Department of English
Louisiana State University
Baton Rouge LA 70803

Reviewed: The Journals and Miscellaneous Notebooks of Ralph Waldo Emerson, Volume IX, 1843-1847, 1971.

Prof. Denzell S. Smith
Department of English
Idaho State University
Pocatello ID 83201

Reviewed: Apparatus for F. Scott Fitzgerald's "The Great Gatsby" /Under the Red, White, and Blue/, 1974.

Prof. Allan H. Spear
Department of History
University of Minnesota
Minneapolis MN 55455

Reviewed: The Booker T. Washington Papers. Volume 1, The Autobiographical Writings, 1972. The Booker T. Washington Papers. Volume 2, 1860-89, 1972.

Prof. Warren Staebler
Department of English
Earlham College
Richmond IN 47374

Reviewed: The Journals and Miscellaneous Notebooks of Ralph Waldo Emerson, Volume X, 1847-1848, 1973.

Prof. James B. Stewart
Department of History
Macalester College
St. Paul MN 55105

Reviewed: The Booker T. Washington Papers. Volume 3, 1889-95, 1974.

Prof. James B. Stronks
Department of English
University of Chicago
Chicago IL 60680

Reviewed: Howells, William Dean. The Son of Royal Langbrith, 1969.

Prof. Lawrence S. Thompson
Department of Classical Languages
and Literatures
University of Kentucky
Lexington KY 40506

Reviewed: Unspecified titles of Hawthorne and Simms.

Prof. Emma Lou Thornbrough
Department of History
Butler University
Indianapolis IN 46208

Reviewed: The Booker T. Washington Papers. Volume 3, 1889-95, 1974.

Prof. Arthur W. Thurner
Department of History
DePaul University
Chicago IL 60604

Reviewed: Dewey, John. 1895-1898 Early Essays, 1972.

Prof. Arlin Turner
Department of English
Duke University
Chapel Hill NC 27706

Reviewed: Hawthorne, Nathaniel. The American Notebooks, 1972.

Prof. Howard P. Vincent
Department of English
Kent State University
Kent OH 44242

Reviewed: Melville, Herman. White-Jacket, or: The World in a Man-of-War, 1970.

Prof. Charles N. Watson, Jr.
Department of English
Syracuse University
Syracuse NY 13210

Reviewed: Melville, Herman. Pierre, 1971.

William White
Oakland University
Rochester MI 48063

Reviewed: Thoreau, Henry D. Early Essays & Miscellanies, 1976.

Prof. John R. Willingham
Department of English
University of Kansas
Lawrence KS 66044

Reviewed: The Letters of William Cullen Bryant, Volume I, 1809-1836, 1975.

Appendix 12

Evaluative Study
of the
Scholarly Editions

Supported by the National Endowment for the Humanities

Interview Schedule for ReviewersMr.
Mrs./Miss
Dr. _____

? My name is _____.

I'm with the firm of Herner and Company in Washington, D.C. We're doing a survey for the National Endowment for the Humanities to study the use of the scholarly editions supported by the Endowment's Editing Program. You have been identified as having reviewed one or more of these scholarly editions. I'd like to ask you a few questions about them. All of your answers will be treated as confidential, and no personal ascriptions will be made.

1. According to our records, you reviewed _____
by _____.

Is this correct?

☐ Yes (skip to Q.3)☐ No

2. If no: Can you give me the author, title, publisher, and date of the latest scholarly edition book you did review for publication?

Author _____

Title _____

Publisher _____

Date _____

Can you tell me where the review appeared and the date?

Publication _____

Date _____

3. How did you learn of the existence of this book?

☐ Received review/gratis copy (skip to Q. 5).

☐ Book review. Where? _____

☐ Referred to or cited in something you read. Where? _____

☐ Assigned or referred by teacher or instructor.

☐ Referred by friend or colleague.

☐ Discovered while browsing. Where? _____

☐ Other (record verbatim). _____

4. (Ask only if interviewee learned of book by means other than receiving review/gratis copy. Otherwise skip to Q. 5.) How did you physically acquire it?

☐ Purchased it (skip to Q. 6).

☐ Borrowed from library (skip to Q. 6).

☐ Borrowed from other source (skip to Q. 6).

☐ Read or consulted in library (but not borrowed).

☐ Other means. (Write in exact method.) _____

_____ (skip to Q. 6).

5. If review/gratis copy: Did you request the copy you received, or did it come unsolicited?

☐ Requested

☐ Unsolicited.

6. Have you adopted it as a textbook, or do you contemplate doing so?

☐ Have adopted (skip to Q. 9).

☐ Contemplate adopting (skip to Q. 9).

☐ Have not and do not contemplate adopting.

☐ Not in position to adopt textbooks.

☐ Other (verbatim). _____

7. Are you assigning it as a reference book, or do you contemplate doing so?

☐ Yes (skip to Q. 9)

☐ No

8. If no assignment as reference book: Why aren't you adopting the book or assigning it for reference?

9. A number of the Scholarly Edition books are being issued in microfilm or microfiche. What factors would govern your use of non-use of these books in microform?

16. Aside from the critical apparatus, which we'll be talking about shortly, could you tell me what you consider to be the major attributes of this particular edition of this edition? (Verbatim)

17. What about shortcomings of this edition? (Verbatim)

19. Now can you give me your opinion or comments on the critical apparatus of the book. I mean such things as the introduction, textual notes, and so forth. (Verbatim)

21. Have you read or consulted any other editions or versions of this book?

☐ Yes

☐ No (skip to Q. 25)

Remarks: _____

22. If yes: Can you tell me the editors, publishers, and dates of these other editions?

Editor(s) _____

Publisher _____

Date _____

Editor(s) _____

Publisher _____

Date _____

Editor(s) _____

Publisher _____

Date _____

23. In what respects were (was) these other editions (this other edition) superior to the edition supported by the National Endowment for the Humanities?
(Verbatim) _____

24. In what respects would you say these other editions (this other edition) are (is) inferior to the edition or editions supported by the National Endowment that you read or consulted? (Verbatim) _____

Read to all interviewees.

If you would like to make any further comments or suggestions about the scholarly editions supported by the National Endowment's Editing Program, we would appreciate you sending them to Ms. Arlene Krimgold, Evaluation Officer, National Endowment for the Humanities, 806 15th Street, N.W., Washington, D.C. 20506.
(Would you like me to repeat this name and address?)

This is the end of the interview.

Thank you for your cooperation.

NATIONAL ENDOWMENT FOR THE HUMANITIES

WASHINGTON, D.C. 20506



November 18, 1976

Dear

I am writing to ask for your assistance in an undertaking that we consider very important: an evaluation study of the Editing Program administered by the National Endowment for the Humanities.

The National Endowment for the Humanities (NEH) is an agency of the Federal Government, created by Congress in 1965 to encourage the development, understanding, and use of humanistic knowledge in American society. In partial fulfillment of its mission, NEH instituted an editing program in 1966. The purpose of this program is to make historical, philosophical, literary, and other documents or works more broadly available and accessible, to establish the most accurate texts for scholarly research, and to produce improved teaching and research tools. To date, in excess of 19 editions or series and 120 individual titles have been published with the editorial grant support of the NEH Editing Program.

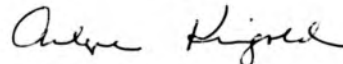
NEH policy prohibits grant support for publication costs; grants are limited only to editing, research, manuscript preparation, and related pre-publication functions. As a rule, scholarly editing projects are of a long-term nature, and are materially affected by rising costs and other economic factors. There are also uncertainties regarding eventual publication of many of the scholarly editions produced through the Editing Program as a result of the current financial crisis in publishing as a whole, and the university presses, the primary publishers of these scholarly editions, in particular. These considerations necessitate a detailed, systematic study of the use of the scholarly editions supported by our Editing Program that have been published to date.

As a part of this evaluation study, we shall, through our contractor, Herner and Company, be conducting a telephone interview survey of reviewers of the scholarly editions. You have been identified through a literature search as having reviewed one of these books.

Should you be contacted for participation in the interview survey, we would greatly appreciate your further cooperation, to help us plan the future directions of the NEH Editing Program. The interviews will consume an average of 15 minutes. All responses will be treated as confidential, and no personal ascriptions will be made.

Thank you for your assistance.

Sincerely,



Arlene Krimgold
Evaluation Officer

IMPLICATIONS AND CONCLUSIONS

Insofar as one is able to adduce from the evidence produced in this study, the absolute and comparative quality of the scholarly edition books is high. This could be important to the readership of the books, since the two primary reasons for reading or consultation were in connection with noncourse-related research and as background for courses that the respondents were giving. It should be emphasized here that use of the books in connection with courses is primarily as research materials in preparing course or lecture materials and not as textbooks. As noted, only eight percent of the respondents in the interview survey who were faculty members had adopted or planned to adopt the books they had read or consulted.

In both the questionnaire and interview surveys of individuals, the question of the high cost of the scholarly edition books was prominently mentioned. Since the bulk of books published thus far are clothbound, it would be logical to conjecture as to possible increases in personal purchases which might result from the availability of paperback editions. However, this poses something of a "chicken-and-egg" dilemma: Before any publisher can justify issuance of a paperback edition of a clothbound book, he has to be assured of more-or-less a mass market. But scholarly editions, with their extensive critical and analytical appurtenances, are clearly addressed to limited scholarly communities. Thus, it is questionable whether sufficient initial markets exist to warrant the issuance of cheaper paperback editions, which might in turn induce larger sales because of lower prices.

*Russians
Blagoj*

From all appearances, the bulk of the purchases of scholarly edition books will be by libraries (primarily college and university), and they will be in cloth, which ensures the durability required in library books. An extensive (or potentially extensive) library market, as opposed to a textbook market, poses some significant marketing questions. Adoptions of a textbook by a college or university can result

in continuing sales of quantities of copies to that institution. This warrants a heavy sales effort and investment. As a rule, unless a book is purchased for a quantity of branches in a library system, sale to a library means one or two copies. This calls for a far more modest sales effort, and of a different type--an effort based on direct mail to the English departments and library acquisitions divisions rather than visits by "travelers," as is common in textbook sales.

Comparing the rankings of the use of the 102 books, as determined from the questionnaire survey of individuals, against the rankings of the holdings of these books by the libraries surveyed, there appears to be a wide discrepancy. This was intimated in the discussions of the 20 most frequently read or consulted books and those most frequently held by the libraries surveyed. This discrepancy is confirmed by a correlation coefficient which was computed between the two lists of percentages (Appendixes 3 and 9). The coefficient 0.49 indicates that the two lists are significantly different. If the two lists were identical, the correlation coefficient would be 1.0.

The apparent discrepancy between which of the scholarly edition books are read and consulted by individuals and which are held by libraries is indicative of the need for (1) a reevaluation of the role and purpose of the scholarly editions and (2) a more reader-oriented sales approach to libraries, one that is keyed to the ultimate mission of libraries: to serve, as closely as possible, the needs and interests of their users. Perhaps if better use were made of direct mail advertisements, as opposed to book reviews which tend to be "chancy," the publishers of the scholarly edition books could bring about a greater coincidence between the books the people read or consult and those that libraries purchase.