



Special Collections and University Archives

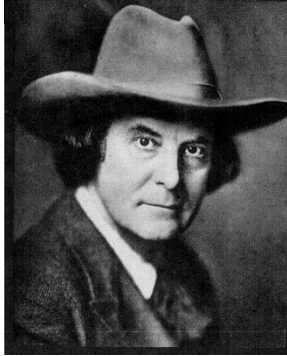
**Elbert Hubbard Papers
Manuscript Group 17**

**For Scholarly Use Only
Last Modified November 5, 2014**

**Indiana University of Pennsylvania
302 Stapleton Library
Indiana, PA 15705-1096
Voice: (724) 357-3039
Fax: (724) 357-4891**

Elbert Hubbard Papers, Manuscript Group 17
Indiana University of Pennsylvania, Special Collections and University Archives
7 boxes; 3 linear feet

Biographical Note



Elbert Green Hubbard (June 19, 1856-May 7, 1915) was a noted American author, lecturer, artist, philosopher, editor, and publisher. He was an influential exponent of the American Arts and Crafts movement and is, perhaps, most famous for his essay [A Message to Garcia](#). Hubbard was the editor of the *Philistine* newspaper, and owned the Roycroft Shop, which was devoted to publishing deluxe copies of classic works. Library tables proudly bore Roycroft books with hand-tooled leather bindings and hand-illuminated pages of the finest papers. Many of Hubbard's own books are bound in this fashion.

Elbert Hubbard was born in Bloomington, Illinois to Silas Hubbard and Juliana Frances Read on June 19, 1856. Elbert Hubbard grew up in Hudson, Illinois, where his first business venture was selling Larkin soap products, a career which eventually brought him to Buffalo, New York. His innovations for Larkin included premiums and "leave on trial." Hubbard edited and published two magazines, *The Philistine* and *The Fra*. *The Philistine* was bound in brown butcher paper and full of satire and whimsy. Hubbard himself quipped that the cover was butcher paper because, "there is meat inside." His best-known work came after he founded [Roycroft](#), an Arts and Crafts movement community in East Aurora, New York in 1895. This grew from his private press, the [Roycroft Press](#), which was inspired by William Morris's Kelmscott Press. The Roycrofters produced handsome, if sometimes eccentric, books printed on handmade paper, and operated a fine bindery, a furniture shop, and shops producing modeled leather and hammered copper goods. They were a leading producer of Mission Style products. Although it was called the Roycroft Press by latter-day collectors and print historians, the organization called itself the Roycrofters and the Roycroft Shops.

Hubbard received a common school education, and an Honorary M.A. degree from Tufts College. From 1895 to 1915, Elbert Hubbard was an American celebrity in an extensive variety of roles. As a public tastemaker, he crusaded for studied simplicity, as well as "arts and crafts," for the American home. He was a disciple, using his own interpretation, of William Morris, and he preached an approximation of Morris's neo-medievalism. From Hubbard's Roycroft Shops in East Aurora, New York, solid Morris-style chairs and furniture were transported into American parlors and sitting rooms.

Hubbard's second wife, [Alice Moore Hubbard](#) (June 7, 1861 – May 7, 1915) was a graduate of the New Thought-oriented Emerson College of Oratory in Boston and a noted suffragist, and the Roycroft Shops became a site for meetings and conventions of radicals, freethinkers, reformers and suffragists. Hubbard became a popular lecturer, and his homespun philosophy evolved from

a loose William Morris-inspired socialism to an ardent defense of American free enterprise.

As a molder of opinions and a popular philosopher, Hubbard expounded on many themes. At various times, he called himself an anarchist, a socialist, and a defender of big business. He agitated for feminist and women's rights, for liberal divorce laws, and greater marital freedom. Hubbard's gospel of health-and-salvation through fresh air, honest toil, individualism and positive thinking reached the public through several channels. Thousands of people heard him lecture in nearly every major and minor city in the country. His monthly magazine, in which he served as editor, the *Philistine*, was a survivor of the "little magazines" of the 1890's, and had a devoted following of still more thousands. Between its paper covers, one could discover a vast supply astringent book reviews, articles promoting radical politics, and a steady stream of the author's own aphorisms and the advice on the achievement of a long life filled with inner peace and financial prosperity.

For 15 years, Hubbard published a second monthly periodical, entitled *Little Journeys to the Homes of the Great*, enabling more of the public to form their own ideas on such vast subjects as art, philosophy, music, history, the lives of great men and women, and even on "love." Through this medium, later organized by topic and published in a handsomely bound book form, many Americans throughout Hubbard's era gained, without time and expense of a university education, a rather solid, if slightly biased, grounding in the finer things of life.

In 1908, he was the keynote speaker at the annual meeting of [The Society in Dedham for Apprehending Horse Thieves](#). In 1912, the famed passenger liner the *Titanic* was sunk after hitting an iceberg. Hubbard subsequently wrote of the disaster, singling out the story of [Ida Straus](#), who as a woman was supposed to be placed on a lifeboat in precedence to the men. So she refused to board the boat saying, "Not I. I will not leave my husband," she then grabbed a gun from one of the officers and shot her husband dead, "All these years we've traveled together, and shall we part now? No, our fate is one."

Little more than three years after the sinking of the *Titanic*, the Elbert and Alice Hubbard boarded the RMS *Lusitania* in New York City on May 1, 1915. On May 7, 1915, while at sea off the coast of Ireland, the RMS *Lusitania* was torpedoed and sunk by the German submarine *Unterseeboot 20*. Elbert Hubbard and his wife died together on May 7, 1915 aboard the ship as it sank in the Celtic Sea. The German U-boat attack on the RMS *Lusitania* killed 1,195 out of 1,959 passengers, and further escalated international tensions during World War I.

In a letter to Elbert Hubbard II, dated March 12, 1916, Ernest C. Cowper, a survivor of *Lusitania*, wrote, "I cannot say specifically where your father and Mrs. Hubbard were when the torpedoes hit, but I can tell you just what happened after that. They emerged from their room, which was on the port side of the vessel, and came on to the boat-deck. Neither appeared perturbed in the least. Your father and Mrs. Hubbard linked arms, the fashion in which they always walked the deck, and stood apparently wondering what to do. I passed him with a baby,

which I was taking to a lifeboat, when he said, 'Well, they have got us. They are a damn sight worse than I ever thought they were.' They did not move very far away from where they originally stood. As I moved to the other side of the ship, in preparation for a jump when the right moment came, I called to him, 'What are you going to do?' and he just shook his head, while Mrs. Hubbard smiled and said, 'There does not seem to be anything to do.' The expression seemed to produce action on the part of your father, for then he did one of the most dramatic things I ever saw done. He simply turned with Mrs. Hubbard and entered a room on the top deck, the door of which was open, and closed it behind him. It was apparent that his idea was that they should die together, and not risk being parted on going into the water."

After Hubbard's dramatic death, the market for his writings, rather than declining, increased steadily. A process of editing, excerpting, and reissuing his works continued to well in the 1930s. This not only kept the Roycroft printing plant well-occupied, but also William Wise and Company, which marketed the works, claimed over one million copies combined sales for *The Notebooks of Elbert Hubbard* and its companion reader, the *Scrapbooks of Elbert Hubbard*.

Owing to his prolific publications, Hubbard was a renowned figure in his day. Contributors to a 360-page book published by Roycrofters and entitled *In Memoriam: Elbert and Alice Hubbard* included such luminaries as meat-packing magnate [J. Ogden Armour](#), business theorist and [Babson College](#) founder [Roger Babson](#), botanist and horticulturalist [Luther Burbank](#), seed-company founder [W. Atlee Burpee](#), ketchup magnate [Henry J. Heinz](#), National Park Service founder [Franklin Knight Lane](#), success writer [Orison Swett Marden](#), inventor of the modern comic strip [Richard F. Outcault](#), poet [James Whitcomb Riley](#), Nobel Peace Prize recipient [Elihu Root](#), evangelist [Billy Sunday](#), political leader [Booker T. Washington](#), and poet [Ella Wheeler Wilcox](#). Hubbard is an ancestor of singer [Brodie Foster Hubbard](#). Another book which was written by Mr. Hubbard is entitled *Health and Wealth*. It was published in 1908 and includes many short truisms that are in line with the Truth movement and Transcendentalists concerning using intelligence to rid one of fear and, thus, to bring the body back to health and happiness which leads to true wealth through service to others.

Today, Elbert Hubbard's works are collected for their ability to reflect the views, social movements, and politics of the period between the two World Wars, as well as sterling examples of some of the finest products of the Roycroft Shops, now restored and open to the public. The Roycroft Shops, run by Hubbard's son, Elbert Hubbard II (1882-1870), operated until 1938.

Scope and Content

The Hubbard Collection contains seven boxes of archival material. The collection includes copies of the *Philistine* magazine from 1902-1915, and Hubbard's twelve volume set, *Little Journeys to the Homes of the Great*. Many of Elbert Hubbard's books are in the IUP Libraries [online catalog](#) and the IUP Special Collections and University Archives.

Provenance

Donated to IUP Special Collections by Mr. and Mrs. Donald B. Miller in 1983.

Restrictions

None.

Processor

January 1985; records arranged and inventory written by Special Collections Staff.
Spring 2001; records rearranged and inventory rewritten by Special Collections Staff.
Spring 2008; records rearranged and inventory rewritten by Special Collections Staff.

Container List

Box 1 (45 folders)

The Philistine: A Periodical of Protest. Elbert Hubbard, Society of the Philistines: East Aurora, New York.

1. May 1902, Vol. 14, No. 6
2. July 1903, Vol. 17, No. 2
3. August 1903, Vol. 17, No. 3
4. September 1904, Vol. 19, No. 4
5. November 1904, Vol. 19, No. 6
6. September 1905, Vol. 21, No. 4
7. October 1905, Vol. 21, No. 5
8. January 1906, Vol. 22, No. 2
9. April 1906, Vol. 22, No. 5
10. May 1906, Vol. 22, No. 6
11. July 1906, Vol. 23, No. 2
12. August 1907, Vol. 25, No. 3
13. September 1907, Vol. 25, No. 4
14. November 1907, Vol. 25, No. 6
15. April 1908, Vol. 26, No. 5
16. July 1908, Vol. 27, No. 2
17. August 1908, Vol. 27, No. 3, 2 copies
18. September 1908, Vol. 27, No. 4
19. October 1908, Vol. 27, No. 5
20. November 1908, Vol. 27, No. 6, 2 copies
21. December 1908, Vol. 28, No. 1
22. March 1909, Vol. 28, No. 4
23. April 1909, Vol. 28, No. 5
24. May 1909, Vol. 28, No. 6
25. July 1909, Vol. 29, No. 2
26. January 1910, Vol. 30, No. 2
27. July 1910, Vol. 31, No. 2

28. November 1911, Vol. 33, No. 6
29. December 1911, Vol. 34, No. 1
30. February 1912, Vol. 34, No. 3
31. March 1912 (no cover), Vol. 34, No. 4
32. June 1912, Vol. 35, No. 1
33. August 1912, Vol. 35, No. 3
34. January 1913, Vol. 36, No. 2
35. February 1913, Vol. 36, No. 3
36. March 1913, Vol. 36, No. 4
37. April 1913, Vol. 36, No. 5
38. August 1913, Vol. 37, No. 3
39. October 1913, Vol. 37, No. 5
40. February 1914, Vol. 38, No. 3
41. April 1914, Vol. 38, No. 5
42. June 1914, Vol. 39, No. 1
43. September 1914, Vol. 39, No. 4
44. December 1914 (no cover), No. 40, No. 1
45. January 1914, No. 40, No. 2

Box 2 (6 books, 6 pamphlets)

Little Journeys to the Homes of the Great (collection of monographs subtitles listed below) by Elbert Hubbard. The Roycrofters: East Aurora, New York, 1928.

1. Good Men and Great, Vol. 1
2. Famous Women, Vol. 2
3. American Statesmen, Vol. 3
4. Eminent Painters, Vol. 4
5. English Authors, Vol. 5
6. Eminent Artists, Vol. 6

Pamphlets

7. American Statesmen: John Hancock, 1898.
8. Famous Women: Elizabeth Fry, 1897.
9. American Statesmen: Samuel Adams, 1898.
10. American Statesmen: John Quincy Adams, 1898.
11. Famous Women: Rosa Bonheur, 1897.
12. Famous Women: Mary W. Shelley, 1897.

Box 3 (6 books)

Little Journeys to the Homes of the Great (collection of monographs). Elbert Hubbard. The Roycrofters: East Aurora, New York, 1928.

1. Eminent Orators, Vol. 7
2. Great Philosophers, Vol. 8

3. Great Reformers, Vol. 9
4. Great Teachers, Vol. 10
5. Great Businessmen, Vol. 11
6. Great Scientists, Vol. 12

Box 4 (4 books)

Little Journeys to the Homes of the Great. Elbert Hubbard, The Roycrofters: East Aurora, New York, 1928.

1. Elbert Hubbard's Scrap Book. Printed and made into a book by the Roycrofters, East Aurora, New York, 1923.
2. Great Lovers, Vol. 13
3. Great Musicians, Vol. 14
4. Elbert Hubbard: An American William Morris, Chapter XVIII of American Book Design and William Morris; by Susan Otis Thompson, New York, Bowker: 1977.

Box 5 (28 items)

1. *A Message to Garcia and Thirteen Other Things* by Fra Elbertus and done into a book by Roycrofters: East Aurora, NY, 1901.
2. *A Message to Garcia* by Elbert Hubbard (Fra Elbertus) Roycrofters: East Aurora, New York, 1916. (pamphlet-sized copy)
3. *An American Bible* edited by Alice Hubbard. Roycrofters: East Aurora, New York, 1918. (2 copies: second copyright 1946.)
4. *The Rubaiyat of Omar Khayyam*. Rendered into English Verse by Edward Fitzgerald. by Elbert Hubbard; Roycrofters: East Aurora, New York, 1898. (The 265th of the 670 copies printed, and signed by Elbert Hubbard)
5. *William Morris Book*. Elbert Hubbard. The Roycrofters: East Aurora, New York, 1907. (2 copies)
6. *Get Out Or Get In Line: Being a Preachment* by John Brisben Walker and Elbert Hubbard. Lincoln's Letter to Hooker, a Message sent from Springfield, Ills., The "Ideal" City. Booklet by the Roycrofters: East Aurora, New York, 1902.
7. *The Silver Arrow*, by Elbert Hubbard. Roycrofters: East Aurora, New York, 1923.
8. *Abe Lincoln and Nancy Hanks*. by Elbert Hubbard. The Roycrofters: East Aurora, New York. 1920.
9. *So Here Come White Hyacinths: Being a Book of the Heart*. Elbert Hubbard, Roycrofters: East Aurora, New York, 1907.
10. *Little Journeys to the Homes of Eminent Artists: Gainsborough*. by Elbert Hubbard. The Roycrofters: East Aurora, New York, December 1902. Vol. X, No.6.
11. *Little Journeys to the Homes of Eminent Artists: Corot*. by Elbert Hubbard. The Roycrofters: East Aurora, New York, September 1903. Vol. XI, No.1.
12. *Little Journeys to the Homes of Eminent Artists: Abbey*. by Elbert Hubbard. The Roycrofters: East Aurora, New York, November 1902. Vol. XI, No.5.

13. *Little Journeys to the Homes of Eminent Orators: Marat.* by Elbert Hubbard, The Roycrofters: East Aurora, New York, September 1903. Vol. XIII, No.1.
14. *Little Journeys to the Homes of Eminent Orators: Pericles.* by Elbert Hubbard, The Roycrofters: East Aurora, New York, September 1903. Vol. XII, No.1.
15. *Little Journeys to the Homes of Great Teachers: King Alfred.* by Elbert Hubbard. The Roycrofters: East Aurora, New York. May 1908, Vol. 22, No.5.
16. *Little Journeys to the Homes of Great Teachers: Friedrich Froebel.* by Elbert Hubbard. The Roycrofters: East Aurora, New York. May 1908, Vol. 22, No.5.
17. *Some Books for Sale at Our Shop: A Catalog and Some Remarks* by Elbert Hubbard. The Roycrofters: East Aurora, New York. 1902.
18. *Little Journeys to the Homes of Eminent Artists: Bellini* by Elbert Hubbard. The Roycrofters: East Aurora, New York. September 1902. Vol. XI, No.3.
19. *Little Journeys to the Homes of Eminent Orators: Henry.* by Elbert Hubbard, The Roycrofters: East Aurora, New York, September 1903. Vol. XIII, No.3
20. *Little Journeys to the Homes of Great Philosophers: Swedenborg.* by Elbert Hubbard. The Roycrofters: East Aurora, New York. June 1904, Vol. XIV, No.6.
21. *Little Journeys to the Homes of Eminent Artists: Whistler.* by Elbert Hubbard. The Roycrofters: East Aurora, New York, December 1902. Vol. XI, No.6. (2 copies)
22. *Little Journeys to the Homes of Great Lovers: Petrarch and Laura.* by Elbert Hubbard. The Roycrofters: East Aurora, New York. June 1906, Vol. XVIII, No.6.
23. *Little Journeys to the Homes of Great Scientists: Linnaeus.* by Elbert Hubbard. The Roycrofters: East Aurora, New York. August, 1905. Vol. XVII, No. 2.
24. *Little Journeys to the Homes of Eminent Orators: Pericles.* by Elbert Hubbard, The Roycrofters: East Aurora, New York, September 1903. Vol. XII, No.1.
25. *Little Journeys to the Homes of Eminent Orators: Savonarola.* by Elbert Hubbard, The Roycrofters: East Aurora, New York, March 1903. Vol. XII, No.3.
26. *Little Journeys to the Homes of Great Philosophers: Herbert* by Elbert Hubbard, The Roycrofters: East Aurora, NY. 1904.
27. *Little Journeys to the Homes of Great Americans: Robert G. Ingersoll* by Elbert Hubbard. The Roycrofters: East Aurora, New York, 1902, copyright renewed 1930.
28. *Little Journeys to the Homes of American Statesmen: Benjamin Franklin.* by Elbert Hubbard. G.P. Putnam's Sons: New Rochelle, New York. February, 1898.

Box 6 (12 items)

1. *The Roycroft Shop: A History* by Elbert Hubbard. The Roycrofters: East Aurora, New York, 1903.
2. *A Message to Garcia* by Elbert Hubbard. The Roycrofters: East Aurora, New York, August 1943.
3. *Little Journeys to the Homes of Reformers.* (subtitles listed below) by Elbert Hubbard. The Roycrofters: East Aurora, New York, 1907.
 - a. Garibaldi (2 copies), March

- b. Thomas Paine, May
- c. John Knox, June
- d. Bradlaugh, August
- e. Rousseau, December
4. *Little Journeys to the Homes of Great Businessmen* by Elbert Hubbard. Book 1. The Roycrofters: East Aurora, New York, 1909. Vol. XXIV.
5. *Little Journeys to the Homes of Great Teachers*. (subtitles listed below) by Elbert Hubbard. The Roycrofters: East Aurora, New York, 1908.
 - a. Pythagoras, March
 - b. Thomas Arnold, August
 - c. Mary Baker Eddy, December
6. *Little Journeys to the Homes of Great Lovers*. (subtitles listed below). by Elbert Hubbard. Roycrofters: East Aurora, New York, 1906.
 - a. Josiah and Sarah Wedgwood, January
 - b. William Godwin & Mary Wollstonecraft, February
 - c. Dante Gabriel Rossetti & Elizabeth Siddal, July
 - d. Balzac and Madame Hanska, August
 - e. Fenelon and Madame Guyon, September
 - f. Lord Nelson and Lady Hamilton, November
7. *Elbert Hubbard of East Aurora*. by Felix Shay. William H. Wise & Co.: New York, 1926.
8. *Selected Writings of Elbert Hubbard*. preface by Dr. Frank Crane. Roycrofters: East Aurora, New York.
9. *A Message to Garcia*. Elbert Hubbard. Roycrofters: East Aurora, New York, 1914 (leather cover).
10. *Queen of the Porch and Other Droll Stories*. Elbert Hubbard. Roycrofters: East Aurora, New York, 1920.
11. *The Deserted Village* by Oliver Goldsmith. Roycrofters: East Aurora, New York, 1917.
12. *Little Journeys to the Homes of Eminent Orators* by Elbert Hubbard. (bound booklets: numbers 7-12. The Roycrofters: East Aurora, New York, 1903 ca. Book II. Marat
 - a. Robert Ingersoll
 - b. Patrick Henry
 - c. Thomas Starr King
 - d. Henry Ward Beecher
 - e. Wendell Phillips

Box 7 (14 books)

1. *The Note Book of Elbert Hubbard: Mottoes, Epigrams, Short Essays, Passages, Orphic Sayings and Preachments*, 1927.
2. *Elbert Hubbard's Scrap Book*, 1923.
3. *Little Journeys to the Homes of the Great* (subtitles listed below) by Elbert Hubbard. The Roycrofters: East Aurora, New York, 1916.

- a. Great Philosophers, Vol. VIII
 - b. Great Reformers, Vol. IX
 - c. Great Teachers, Vol. X
 - d. Great Businessmen, Vol. XI
 - e. Great Scientists, Vol. XII
 - f. Great Lovers, Vol. XIII
 - g. Great Musicians, Vol. XIV
4. *Little Journeys to the Homes of* (subtitles listed below) by Elbert Hubbard. The Knickerbocker Press, New York, 1900.
- a. Famous Women by Elbert Hubbard.
 - b. American Authors by Elbert Hubbard.
 - c. Eminent Painters by Elbert Hubbard.
 - d. American Statesmen by Elbert Hubbard.
 - e. Good Men and Great by Elbert Hubbard.