February 1994

Papa Lyman Remembers / Jeremiah Kaplan

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Recommended Citation

Newline, Lyman (1994) "Papa Lyman Remembers / Jeremiah Kaplan," *Against the Grain*: Vol. 6: Iss. 1, Article 16.
DOI: <https://doi.org/10.7771/2380-176X.1507>

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caped the dilemma with previous commitments being maintained. We've never had another impoundment, but I have learned to be very cautious about entering into verbal agreements that I cannot personally guarantee. I have consistently refused to accept deals that offer an attractive discount for an indefinite or fixed period of time, but I worry that my institution is paying more for its library materials than others. Am I being too strict? Should I be more casual and say, "Sure, I'll accept your offer for the next fiscal year!" even though I know that if a financial crisis came, I would not have complete control over where the reductions were taken?

This year, we have undergone a thorough review of journal subscriptions and have changed from a consolidated list with one vendor to a more diversified

arrangement with multiple agents. One of the benefits of undergoing the review was the resulting favorable service charge arrangements that resulted. These offers are in writing and are based upon a certain volume of business. Once again, I'm faced with a dilemma of selectors and teaching faculty wanting to cancel subscriptions for reasons of cost increases while struggling to maintain the volume of business previously agreed upon. It means that cancel and substitute maneuvers must be scrutinized very carefully. I'm trying my best to hold the line. At this time of year, my first line of defense is to say that cancellations will take effect in 1995. My subscription agents will be within their rights to review my volume of business for 1995 and to revise the service charge arrangements if I have not maintained the estimated volume of business we previously agreed upon.

Traditionally booksellers and subscription agents have viewed these unforeseen financial crises in libraries as short-term problems and taken the longer view of the negative public relations that would result from revising a discount after the deal was undone. We should recognize that undone deals may result in extra charges for libraries. ☞

Papa Lyman Remembers

by Lyman Newlin (Book Trade Counsellor)

Lyman Newlin has the best memory for names, places, and people that I know. Here we have the benefit of one of his memories. Thank you, Lyman! You might also recall that Sara Miller McCune spoke extensively of Jeremiah Kaplan in her interview with ATG, v.5#5, pp. 32-35.—Yr. Ed.

Jeremiah Kaplan - An Appreciation, With Some Recollections.

The August 10 issue of the *New York Times* carried the usual "In Memoriam" ad signed by Macmillan. This masterpiece of understatement read: "Jeremiah Kaplan — 1926 — 1993. He loved books." On the eleventh, the *Times* ran an obituary, much too brief, for a person of Jeremiah Kaplan's stature. *PW* and *ABA's NEWSWIRE* also ran obits.

My problem, as a Second City habitan and bookseller for many years, is that none of these articles even mentioned Chicago. They all cited New York as Jerry's birthplace and workplace. They all neglected to say that **Free Press** was founded and developed in Chicago and its environs. Jeremiah would have been

the first to acknowledge that University of Chicago professors were among early authors whose books contributed greatly to Free Press' financial stability. They were Bruno Bettelheim, whose *Love Is Not Enough* gained wide recognition and W. Allen Wallis, whose *Statistics, A New Approach* became a widely adopted college textbook and remained in print, unrevised, for many years.

When I was at Kroch's and Brentano's, the Free Press office was located just a few blocks away in an East Lake Street loft. It consisted of one large room — a clutter of desks, tables, files, typewriters and people from the lowly neophyte to Jerry's office which ordinarily occupied an unsequestered corner. On occasion, when he was entertaining a prospective author, Jerry did pull up a couple of screens to give some atmosphere of executive exclusiveness to the place. Jerry occasionally visited our bookstore where he let it be known that he was mainly interested in searching for good authors. He believed at that time that good authors' books would sell themselves.

Some change in this philosophy was

evident in our first telephone conversation after he was ensconced at 60 Fifth Avenue, then Macmillan's headquarters. I remember his saying: "Guess what, I'm in charge of selling *Collier's Encyclopedia* and *Harvard Classics*!" It wasn't long before Jerry was sitting at the horseshoe president's desk at 60 Fifth. The New York press is to be commended for detailing his accomplishments from thence forward. I remember Jeremiah in his soft, deep voice, answering many inquiries for advice, for information, and even to allay complaints. He always had time for a friend.

One question I never asked him was, "With your Chaliapin's basso profundo, how come you never became a cantor or an opera singer?" His interest in the Arts proved that more of him than his voice was musical.

In these days of mergers and acquisitions by non-print concerns, we can remind ourselves that we were privileged to have known and worked with a true entrepreneur who was also a great bookman. Jeremiah Kaplan. May he rest in peace. ☞