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Papa Lyman Remembers

More Remembering — Publisher Archives, Part II

by **Lyman Newlin** (Book Trade Counsellor) <broadwater@agis.ag.net>

Just when we were beginning to believe the naysayers (me included) and the stories in *The Nation*, March 17, 1997, issue that the book industry is going to hell in a handbasket, some good news bids us hold off final judgment. **Patricia Schroeder**, retired Colorado Congresswoman, has accepted the position of president and CEO of the **Association of American Publishers**. This is not to say that this great and remarkable woman can do the job alone but her appointment is certainly salve for the wounds inflicted by the megaconglomerates who are seizing the larger trade publishers. I have long followed Ms. Schroeder in the news and TV. At the February 1996 meeting of the **Professional Scholarly Publishing Division of AAP** I had the pleasure of hearing her as the main speaker of the meeting and the privilege of meeting after her speech. In preparing this clip I consulted *Who's Who In America*, 1996, and learned to my great joy two reasons which helped Pat Schroeder on her way. a) She was born in Portland, OR. b) She graduated magna cum laude from the **University of Minnesota**. You can't beat that combination of vicinages!

Two recent arrivals in the mail almost side tracked my **Papa Lyman** column for this issue of *ATG*. First was a questionnaire from the **Book Industry Study Group** of which I am a member. Its first two, and obviously most important, questions were "What do you see as the cause (or causes) of excessive returns?" and "What solution(s) would you propose?" I fired off a combined answer of about 200 words by return mail.

Having vented my strong beliefs I decided to cool down and reached for my copy of *The Nation* for March 17, 1997. (Why does this eminent seeker-of-the-truth magazine post date two weeks?) The front cover in bright colors proclaims this issue to be "The National Entertainment State II" below humongous type with the scary banner that inside we can read about "THE CRUSHING POWER OF BIG PUBLISHING." I take some pride in stating that my 200-word answer to BISG was a fair abstract of what several *Nation* writers had to say. These writers are even more unkind to the megaconglomerates than I am. There is a great fold-out chart of these biggies on pages 23-26. Why the **Thomson Group** is not included I can't understand. Perhaps it is because *The Nation's* authors seem to be mostly concerned with "trade"

houses. Along with Thomson some other megas are omitted including **Reed Elsevier Inc.** and **Wolters Kluwer Corp.** Although these and other "global" giants are not known to be concerned (at least for the present) with trade publisher acquisitions, it is a certainty that the crushing power tricks of the trade giants will be borrowed by some or all of these "scholarly" behemoths.

Enough. I will now move on with the subject of this Papa Lyman column: Publishers' archives. Perhaps these two items (above) just underscore the need for the archives that I first spoke of in the last issue of *ATG* (v.9#1, February 1997, page 76). First I would like to revise the paragraph I wrote about **Little Brown** in my February column. I intended to state that **Atlantic Monthly Press** was associated with **Little Brown** for over fifty years and that some of the successful authors I mentioned were clients of *Atlantic Monthly*, which was (and still is) one of the prominent American literary journals.

For the rest of this column I have alphabetically run through the 1969-70 edition of *Literary MarketPlace* from which I am selecting names of publishers who were/are important to the trade according to my experience as a bookseller. **Arco Publishing Company** was a most prolific publisher of guide books to prepare for civil service jobs. Its president was **Milton Gladstone** who was a super marketer. His line to me, when I was a buyer at **Kroch's** was "my father keeps asking me why I can't get our books into your store." Finally this pressure and an excellent sales rep for the Chicago area convinced us. Our sales were very substantial and profitable. You won't find many Arco titles in academic libraries but a few of them should be studied by ambitious writers who are in search of complete publisher archival materials. **Prentice Hall** eventually absorbed Arco. I find Arco in *LMP-1997* under **Simon & Schuster Macmillan General Reference USA** division. I didn't have the time or the patience to inquire as to what, if any, Arco titles are currently available ...

One cannot embark on the subject of successful self-help publishing without comment on **Cliffs Notes**. First because this is one of the most successful publishing phenomena of the second half of our century. Controversial, yes. Despised by hundreds of literature teachers in their earlier years, **Cliffs Notes** eventually became

standard stock in most college stores as well as in most bookstore paperback departments. Archives should abound in **Cliffs Notes Inc.** office in Lincoln, Nebraska. **Clifton K. Hillegass**, the founder (1958) and still CEO has been my friend since we were young college book travelers in the 1940s. He is a Renaissance Man, if ever I knew one. His private collection of books is catholic. His collection of western American art is noteworthy. He has been, in the words of **Joan Giesecke**, dean of the University of Nebraska Libraries, "a true friend." I am certain that a similar comment could be made by officials of any literary, historical, yea sports organization in Lincoln. I'm still waiting for word that he has painted his house red and white, the colors of Nebraska's Cornhuskers ...

Congressional Quarterly Books, founded in 1945, located in Washington, DC, certainly should have some interesting archival material. I write this in spite of the fact that CQB has never been too cooperative with booksellers. Much of their material is sent on a continuation basis to schools and libraries. All hope is not lost: at present book dealers are under consideration by **Kathryn Suarez**, marketing director, for some cooperative selling. Kathryn is a College of Charleston Conference alumna and plans to attend next November ... **Marcel Dekker Inc.**, founded in 1963, is one of the premier publishers of reference books for academics in the hard sciences as well as some of the softer ones, if I may use that term in connection with books for humanities, business management and library/information scholars. The founder, Marcel, came from a publishing family. His father, **Maurits**, was a founder, with **Eric Proskauer**, of **Interscience Publishers**, which company merged with **John Wiley & Sons** in 1961 ... **Gale Research Co.**, is a most important reference publisher. This prolific producer of directories was founded by **Frederick G. Ruffner, Jr.** in 1954, just in time to become a vital publisher of reference books in the expanding academic library market of the 1960s. If no archival material is found under the **Thomson Information Publishing Group**, which now owns Gale, surely **Fred Ruffner**, now the president of **Omnigraphics Inc.** has archival material of importance to any researcher of publishing history. I note that *Omnigraphics*

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is located in the Detroit building which also houses Gale. *Who's Who In America*, 1996, indicates that Fred has another office in Florida. ...

Then there is **Greenwood Publishing Group Inc.**, founded in 1967 as **Greenwood Press, Inc.** in New York City and moved to Westport, CT, a few years later. *A Guide To Book Publishers' Archives* (BISG, 1966) lists a **Greenwood Press (San Francisco)** crediting one **Jack Stauffacher** with pertinent papers dating 1956-58. This is not *the* **Greenwood Press**. A search of the "Directory of Publishers" in H. W. Wilson's *Cumulative Book Index 1953-1956* and *1957-58* lists **Henry Greenwood Co.** of London as the only other company using this name. The Greenwood we are interested in is a very important publisher of scholarly books which are held in all academic library collections. This company's founders were **Harold Schwartz, Harold Mason** and **Herbert Johnson**. I knew **Harold Mason** as a librarian and as a rare book dealer. **Herbert Johnson**, son of **Walter J. Johnson**, a cofounder of **Academic Press**, and I were well acquainted during his early publishing days at Academic. In 1975 Herbert founded **JAI Press**, Greenwich, CT, publisher of professional titles many of which are marketed to academic libraries. In view of the above, I am convinced that the archives of **Greenwood Publishing Group** would be essential to any reader, so I telephoned **Robert Hagelstein**, president of Greenwood. I first met Bob, as I recall it, pool side in the sweltering heat of Las Vegas during the 1971 ALA meeting. He was at that time v.p. of marketing. **Nora Kisch**, a **Charleston Conference** alumna, has been VP and director of marketing for the past several years. In 1973 Bob was made president of the com-

pany and has guided it most competently under several ownerships, the present one being **Reed Educational & Publishing Co.** Greenwood has absorbed several important scholarly publishers, including **Bergin & Garvey** and **Praeger Publishers**. I remember a pleasant talk with Jim Bergin at a PSP dinner in the 1970s when meetings were held at the very comfortable Absecon Country Club on the Jersey shore. Greenwood has archival material on **Bergin & Garvey** ...

Another prominent publishing name is **Frederick A. Praeger**. No history of publishing in the 20th century could be complete without Fred Praeger, probably among the most versatile, enterprising persons ever to be connected with our industry. *Who's Who In America*, 1992/93, tells us that Fred was at one time a jewelry salesman (I never heard that from his lips in the many talks we had, but I am not one bit surprised). Here are some of his many accomplishments and activities in addition to Praeger Publishing, with no chronological order attempted: **Phaidon Press**, London; **Pall Mall Press**, London; founded **Westview Press**, Boulder, Co; on the faculty of U.S. Army General Staff School, Ft. Leavenworth; with U.S. forces in Frankfurt-am-Main after WW II. Here are some noteworthy publishers who worked with Fred: **Mary E. Curtis**, **Patrick Bernuth**, **David Replogle**, **Lynne Riener**, **Matthew Held**. In his mid-seventies he was still an avid runner. I recall that at a **Society for Scholarly Publishing (SSP)** annual meeting in San Francisco, Fred was scheduled to give a speech, which he almost missed because his daily "run" had taken longer than anticipated ... By now, Dear Reader, you may be wondering what happened to **Greenwood Press**. You must understand that the mere mention of FAP throws anyone who knew him clean off the track. Getting back to archival sources, **Bob Hagelstein** reports

that Greenwood does have some Praeger archives ... I wouldn't be surprised if **Patrick Bernuth**, now vice president and general manager of **Congressional Quarterly** (see above), Washington, might have information where Praeger archives may be found. Patrick was at Praeger during the **Holt, Rinehart and Winston** ownership. Another former proprietor of Praeger Publishers was *Encyclopedia Britannica*, but I doubt if this is an archival source. This is long way off the mark of making suggestions as to the whereabouts of archival material. I really didn't intend to get side-tracked on **Frederick A. Praeger** or the various publishing companies bearing his name. I can only hope that some ambitious younger person will take on the task of writing a book on the subject. And in the meantime, I will plead remembrance of publishing past ... 🌿

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Send ideas by **June 30, 1997**, to **Barbara Dean**, Technical Operations Center, 4000 Stringfellow Rd., Chantilly, Va 22021. Phone (703) 222-3139; fax (703) 222-3135. Internet: <bdean@leo.vsla.edu>. 🌿