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Publisher Profile-John Benjamins Publishing Company

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Publisher Profile — John Benjamins Publishing Co.

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Officers: Seline Benjamins, Director
Paul Peranteau, General Manager (NA)

Vital Statistics: Number of Employees: 30
Estimated Number of New Titles in 2000: 90
In-print titles: 1500+

John Benjamins has two faces. One face is the antiquarian business in which the company buys and sells (usually) complete runs of journals of historical interest, usually in the arts and the humanities. Here a particular specialty is rare French art periodicals from the late 19th and early 20th centuries. The other face is that of an independent academic publisher. The company was founded by John and Claire Benjamins, who remain active in the management of the company, though the Chief Executive Officer of the company is now their daughter, Seline Benjamins.

With offices in Amsterdam, The Netherlands and Philadelphia, USA, the company is surprisingly young — the antiquarian interest dates back to the late sixties, while the company only began new book publication in 1976.

Highlighted by a strong traditional presence in the field of Linguistics, the John Benjamins new title list also contains important work in such other fields as Psychology, Literary Stud-

ies, Philosophy, Translation Studies, Interpreting, Terminology, Lexicography, Organizational Studies and Art History. The focus of the company is toward anything involving language and/or communication, publishing higher-level course books, as well as reference works, monographs, proceedings, and collective themed volumes. As with most publishers, John Benjamins has moved into Web ordering, CD-ROM publishing, on-demand publishing and so forth, taking advantage of various new technologies.

Many of the books are presented in such well-established book series as Current Issues in Linguistic Theory, Pragmatics and Beyond, Typological Studies in Language, and the Benjamins Translation Library - to mention just a few. More recently Advances in Consciousness Research has provided a forum for the groundbreaking research into consciousness, and Studies in Corpus Linguistics for books in corpus and computational linguistics. Information on the latest new book series can be found

on their Web site under NEW PROJECTS AND BOOK SERIES.

Among the journals published by John Benjamins can be found perennial names such as Studies in Language, Diachronica, English World-Wide, and Target. For the latest information on new journals, there is the section NEW JOURNALS on the Web site.

John Benjamins North America (JBNA)

Since 1981 JBNA has handled all book distribution and liaison tasks for John Benjamins in the US, Canada and Mexico. In addition JBNA distributes titles in Classics, Archaeology, and Philology from J.C. Gieben (Amsterdam) (90-6032).

B.R. Grüner Publishing Company (90-5063)

Since the acquisition in 1992 of the B.R. Grüner Publishing Company, a publisher of titles mainly in Philosophy, books under the B.R. Grüner imprint can be ordered directly from the appropriate John Benjamins office.

Papa Lyman Remembers

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the road rather than in their proper pasture, all patrons of the same party line had the news. If the Joneses were visiting at a home on a different line — it was only necessary to tell “Central” where to ring. Which brings up the “ring.” Each patron had a separate “ring.” Two longs and one short could be the Jones’ ring and one long and two shorts would be Smiths. Of course this system put “Central” in the position of news monger if not outrageous gossip. Naturally there would be a tendency to distort, exaggerate or even falsify. But on the whole the system worked and helping hands were much more evident than hindering hands.

In looking over a reprint of the May 1953 issue of “Consumer Reports” chiefly concerned with 1953 automobiles, I observe that several popular makes are no more — these include Hudson, Nash, Studebaker, Packard — If in 1953 a reader would have researched auto brand names of the mid twenties over two hundred makes would have been missing — This issue of Consumers also evaluates record changers and cartridges — no CD players —. Movies which scored highest in May 1953 were Walt

Disney’s BEAR COUNTRY; COME BACK LITTLE SHEBA, with Shirley Booth and Burt Lancaster; HIGH NOON, Gary Cooper and Gene Kelley; MOULIN ROUGE, José Ferrer and ZaZa Gabor. They don’t make ‘em like those any more!

Several legacies of the thirties and forties are still with us; included are End of Prohibition; The Work Progress Administration (WPA). In spite of shovel leaning workers as they labored on building bridges and public buildings, many of which are still in use, the Writers Project created State histories most of which are still in print and all are in demand by state history scholars. The Civilian Conservation Corps put thousands of unemployed, hapless young Americans to work in forestry, conservation, state and federal park improvement; many of which projects are flourishing today.

Some country boy memories — A wood burning cookstove with a hot water reservoir. Saturday night bath in a galvanized wash tub. Facts of life learned from older boys. When my brother and I were advised by these teen age know-it-alls of the human method of procreation, we vehemently disavowed such procedure on the part of “our” parents: after all our father was a preacher. Having used that word, I have cho-

sen not to bother my readers with the PK (preacher’s kid) litany — I have always pitied kids who lived in large cities without having gone through some country or small town living. I never learned to ride a bicycle — ponies and horses were plenty for me. Before the day of consolidated schools and their buses country kids walked or rode ponies to school. By high school time they had access to an automobile to “get in to town” — and that meant more opportunities to have a car for an important date. Drivers’ licenses were non existent — speeding tickets were unheard of — even if your car were capable of 60 mph, where could you find a road that wouldn’t shake you and your car to pieces after 45mph? Although booze was not unknown to autodrivers during Prohibition, DWI was an unhead of occurrence. For a teenage fellow to get the family auto and tool around the “Square” at 3 mph meant that other guys would envy him and girls would pay attention to him.

As I wind up these memories, the TV and radio “business” reporters are blabbering about on-line retailers and mouthing the promises of rectifying delinquent 1999 blunders. My question is how long can these vendors continue hoodwinking investors as well as customers? HAPPY NEW YEAR!