

# Review Articles

## Book Production

- Printing and Promotion Handbook: How to Plan, Produce, and Use Printing Advertising, and Direct Mail.* By Daniel Melcher and Nancy Larrick. New York: McGraw-Hill Book Co., Inc. 1956. 2d ed. 438p. \$7.
- Sales on a Shoestring. How to Advertise Books.* By Sydney Hyde. Fair Lawn, New Jersey: Essential Books, Inc. 1956. 170p. \$3.50. Originally published: London: Andre Deutsch Ltd., 1956.
- What Happens in Book Publishing.* Ed. by Chandler B. Grannis. New York: Columbia University Press, 1957. 414p. \$5.00.
- The Book World Today. A New Survey of the Making and Distribution of Books in Britain.* Ed. by John Hampden. London: George Allen & Unwin Ltd., 1957. 278p. 21s.
- Bowker Lectures on Book Publishing.* New York: R. R. Bowker Company, 1957. x, 389p. \$5.00.

All those interested in publishing in the English language who found during the last decade a dearth of new titles on this subject will be pleased with five new books from both sides of the Atlantic which focus attention on post-World War II developments in the field. None of them was written specifically for librarians but they open such broad vistas for all those dealing with books that they should be carefully examined. The increasing complexity of publishing which requires the knowledge of many experts is expressed in the multiple authorship of all five titles. Two of the five books under consideration appeared in previous editions under the same titles (*Printing and Promotion Handbook* in its first edition in 1949, *The Book World Today* in 1935 by the same editor but written by different contributors).

The only true reference volume of the group is the *Printing and Promotion Handbook* which provides in alphabetical arrangement definitions and explanations for every phase of the physical production of books, pamphlets, signs, and advertisements, and would seem to belong in any general li-

brary. This encyclopedic guide to promotion and advertising gives detailed technical information on every type of multigraphing from carbon copy to rotogravure. Daniel Melcher brings to the task of compilation his wide experience as director of the R. R. Bowker Company and his background of advertising, production, and sales for various publishers; co-author Nancy Larrick was for many years engaged in similar work but concentrated her attention on production and editorial work on books for children and young people.

While the Melcher-Larrick volume has the widest use and appeal, Hyde's title is most restricted in subject as it deals only with problems of advertising and sales of books. It is geared primarily to British readers but contains a chapter on the selling of books in the United States, written by Fon W. Boardman, advertising manager of the New York office of Oxford University Press. Author Hyde, who has spent thirty years with some of Britain's foremost publishers, imparts information of value not only to his colleagues but also to the consumers of their efforts, readers and librarians.

*The Book World Today* and *What Happens in Book Publishing* present individual chapters on all aspects of publishing written by over twenty contributors who pool their resources to offer a complete panorama of the publishing scene. The title of the first book is somewhat misleading as the world described by editor Hampden is not global but British. Disregarding the differences in countries, customs, and methods, Grannis did a superior editing job because he built a very tight and complete table of contents and then permitted each of his contributors, who are specialists in their defined areas, enough space to cover his assigned topic. He supplied an introductory essay under the title "General Survey of Book Publishing" which will remain the definitive piece of writing on this subject for a long time. Hampden's contributors are men of national and even international reputation, but he seems to conceive of his editorial function as a rather genteel art which rarely requires a red pencil for the elimination of

unessentials or overlapping content. The introduction, written by Sir Stanley Unwin, the author of Britain's most significant work on publishing, is very cursory and includes an excellent but incomplete discourse on censorship. The section on paperbacks by Sir Allen Lane, the highly successful publisher of Penguin Books, is very short as the author writes almost exclusively about his own firm but does it with so much modesty that it loses significance. The American counterpart, written by Arthur Hale, attempts to cover the whole range of the varied American activities in this specific area. Both books cover in addition to general publishing the publication of children's, text, technical, and scientific books, book clubs, authorship, book production, sales, and promotion. The American volume has several chapters on legal management and accounting problems, and Hampden also deals with libraries, the National Book League, and the British Book Council. The latter chapters make interesting reading, particularly for librarians, but do not properly belong in a publication on publishing. Hampden's extensive statistical appendices and rich bibliography are excellent and will be of particular interest to American readers who find similar information at the end of each chapter which, however, varies greatly in thoroughness and length. Grannis' book as a whole, in spite of some weaker chapters, can be considered a landmark in conception and execution; Hampden's loose editorial work does not prevent his book from making worth-while reading and offering an opportunity for comparative evaluation.

Several years ago, when this reviewer was searching the literature for some up-to-date collateral reading material for a course on the "History of Books and Printing" a reference lead to Dorothy Canfield Fisher's lecture on "Book Clubs" which she delivered in 1947 as a Bowker Memorial Lecture. The excellence of presentation combined with her inside knowledge made me read the preceding lectures.

The series was planned to provide a stimulus to the study of publishing by presenting topics of mutual interest to authors, librarians, publishers, manufacturers, and readers of books. During the last twenty-two years seventeen lectures were delivered at

the New York Public Library which published these contributions in its *Bulletin*. Some of the papers were reprinted in various journals and all appeared as separate pamphlets. The R. R. Bowker Company deserves credit for making this invaluable collection available again in a strikingly handsome binding.

The lectures have a number of characteristics in common: (1) They appear as polished expositions and do not give the impression of having been written for oral delivery. (2) They are still surprisingly relevant and up to date, with the exception of Alfred Harcourt's "Publishing Since 1900" and Joseph A. Brandt's "The University of Every Man." (3) They display a complete coverage of the topic with the exception of Louise Seaman Bechtel's "Books in Search of Children." (4) They supplement each other remarkably well. (5) They present a fairly complete coverage of outstanding American publishing developments from 1880 (Frederick A. Stokes, "A Publisher's Random Notes, 1880-1935") to the present and conclude with a projection ahead (Dan Lacy, "Books and the Future: A Speculation").

In addition to Mrs. Fisher's lecture, seven other contributions are very well done. Freeman Lewis was the first to provide American paperbacks with a historical background ("Paper-bound Books in America"). Frank E. Compton's "Subscription Books" is a classic and possibly the best of the series. Ann Watkins, who speaks for literary agents (Literature for Sale); Elmer Davis, for authors ("Some Aspects of the Economics of Authorship"); Frederick S. Crofts, for textbook publishers ("Textbooks Are Not Absolutely Dead Things"); and Helmuth Bay, for map-makers ("The History and Technique of Map Making"), bring to their task all it takes to hold an audience and readership made up of specialists and laymen. James S. Thompson's article on "The Technical Book Publisher in Wartime" has not lost its significance. Luther H. Evan's discussion on "Copyright and the Public Interest" deals with a complex legal problem in a manner most readers will appreciate. Irwin Edman's "Unrequired Reading" and Edward Week's "The Schooling of an Editor" are experiences of simple delight. Ken McCor-

mick's "Editors Today" draws a good picture but loads the volume a bit in the direction of editorship.

The reading of these studies raises the hope that equally capable speakers will continue the series with other topics deserving coverage, such as book distribution, censorship, book design, bestseller developments, and book production: machines and techniques. Impatient readers looking forward to the collection of the next seventeen lectures to appear a quarter of a century hence are reminded of the annual printings in pamphlet format.—*Frank L. Schick, Wayne State University Library.*

## Russian Transliteration

*Transkriptionsprobleme; die korrekte Wiedergabe russischer Namen im Deutschen*, [von] Günter Mühlpfordt. Berlin: Rütten & Loening, 1957. 175p.

Joining a long procession of librarians, translators, and teachers of Russian, Günter Mühlpfordt deals with the problem of Russian transliteration in Germany. He deplors the lack of uniformity in transliterating Russian on the part of publishers, particularly in journals, and some of the ludicrous forms of transliterated Russian names which occur in German publications (e.g., *Pjerjewjew*, which in ordinary English transliteration would be *Pereverzev*). After describing the Duden transcription developed by W. Steinitz as a unitary system for popular use, he points out its shortcomings. It does not, for example, lend itself to the restoration of the original Russian (retransliteration). Inaccuracies and confusion result, for example, for the use of *ss* for intervocalic Russian *c*, of *stsch* for three different possible letters and letter combinations, and of some non-German letter combinations (*sh* for the sound represented by the French *j*).

In place of the Duden transcription Mühlpfordt offers for scholarly and library purposes a "scientific," or library, transliteration, which meets the objections to the "popular" one. To users of English the following elements of this system are of particular interest, principally because they correspond to English transliteration: *v* instead of *w*; the prime  $\acute{}$ , as in English transliterations, instead of the *j*; *z* instead of intervocalic *s*.

On the other hand the use of *c* in the "scientific" transliteration for the Russian letter usually transliterated in English by *ts* or *tz* would lead to confusion when *c* occurs before *a*, *o*, *u*, or a consonant. The use of *z*,  $\acute{c}$ ,  $\acute{s}$ , and  $\acute{sc}$  is open to the same objections as Mühlpfordt expresses in regard to *sh* for the letter which is rendered in French by *j* (in English usually by *zh*): they are not distinguishable by most Germans from *z*, *c*, *s*, and *sc*. His position represents essentially the desire for an international, or universal, transliteration of the Cyrillic alphabet, which has been attempted by many, including the International Federation for Documentation, without appreciable success.

Most of the book—eighty-nine pages of it—is devoted to an aspect of transcription which is transliteration only in a limited sense. It includes: a list of retranscribed names of non-Russians—Germans, Englishmen, Frenchmen, and Italians—which occur in the works of Marx and Engels; a table of letter-equivalents by which such retranscription may be achieved; and a list of personal, geographic and ethnic names, and some common nouns, which occur in the text with their transcription according to both the Duden and library systems. These retranscription tables are a wilderness which would as often yield several variables as guide the user straight to his goal.

The principal value of the work to English-speaking transliterators of Russian is in the variety of problems it presents and of the examples it cites. This feature of the book may well lead to a thorough examination of the problems of transliteration of Russian for English-speaking users and to research resulting in lists of names of West Europeans in Russian accompanied by their vernacular forms—*David J. Haykin, Library of Congress.*

## English Common Reader

*The English Common Reader; a Social History of the Mass Reading Public 1800-1900.* By Richard D. Altick. Chicago: University of Chicago Press [c1957]. 430p. \$6.

If you think that "railway literature" has something to do with timetables, that "number-men" are bookies and that *Confidential* invented the idea of peeking into other peo-