

THE CAMBRIDGE History of the Book in Britain

VOLUME VII

The Twentieth Century and Beyond

The Cambridge history of the book in Britain is an authoritative series which surveys the history of publishing, bookselling, authorship and reading in Britain. This seventh and final volume surveys the twentieth and twenty-first centuries from a range of perspectives in order to create a comprehensive guide, from growing professionalisation at the beginning of the twentieth century, to the impact of digital technologies at the end. Its multi-authored focus on the material book and its manufacture broadens to a study of the book's authorship and readership, and its production and dissemination via publishing and bookselling. It examines in detail key market sectors over the course of the period, and concludes with a series of essays concentrating on aspects of book history: the book in wartime; class, democracy and value; books and other media; intellectual property and copyright; and imperialism and post-imperialism.

ANDREW NASH is Reader in Book History and Deputy Director of the Institute of English Studies, University of London. In addition to books on Victorian and Scottish literature he has edited or co-edited *The culture of collected editions* (2003), *Literary cultures and the material book* (2007) and *New directions in the history of the novel* (2014).

CLAIRE SQUIRES is Director of the Stirling Centre for International Publishing and Communication at the University of Stirling. Her publications include *Marketing literature: the making of contemporary writing in Britain* (2007) and, with Padmini Ray Murray, *The digital publishing communications circuit* (2013).

I. R. Willison held several senior posts in the British Museum Library from 1955 until his retirement in 1987. As Senior Research Fellow in the Institute of English Studies he has played a leading part in the development of book history as a field in the English-speaking world. He edited volume 4 of the New Cambridge bibliography of English literature (Cambridge, 1972) and has authored numerous essays on bibliography, book history, and librarianship in Britain and in a global context. He was awarded a CBE for services to the History of the Book in 2005.



THE CAMBRIDGE History of the Book in Britain

The history of the book offers a distinctive form of access to the ways in which human beings have sought to give meaning to their own and others' lives. Our knowledge of the past derives mainly from texts. Landscape, architecture, sculpture, painting and the decorative arts have their stories to tell and may themselves be construed as texts; but oral tradition, manuscripts, printed books, and those other forms of inscription and incision such as maps, music and graphic images, have a power to report even more directly on human experience and the events and thoughts which shaped it.

In principle, any history of the book should help to explain how these particular texts were created, why they took the form they did, their relations with other media, especially in the twentieth century, and what influence they had on the minds and actions of those who heard, read or viewed them. Its range, too – in time, place and the great diversity of the conditions of text production, including reception – challenges any attempt to define its limits and give an account adequate to its complexity. It addresses, whether by period, country, genre or technology, widely disparate fields of enquiry, each of which demands and attracts its own forms of scholarship.

The Cambridge history of the book in Britain, planned in seven volumes, seeks to represent much of that variety, and to encourage new work, based on knowledge of the creation, material production, dissemination and reception of texts. Inevitably its emphases will differ from volume to volume, partly because the definitions of Britain vary significantly over the centuries, partly because of the varieties of evidence extant for each period, and partly because of the present uneven state of knowledge. Tentative in so many ways as the project necessarily is, it offers the first comprehensive account of the book in Britain over one and a half millennia.

John Barnard . David McKitterick . I. R. Willison $General\ Editors$



THE CAMBRIDGE History of the Book in Britain

The Twentieth Century and Beyond

Edited by

ANDREW NASH

Institute of English Studies, University of London

CLAIRE SQUIRES

University of Stirling

I. R. WILLISON

Institute of English Studies, University of London





CAMBRIDGEUNIVERSITY PRESS

University Printing House, Cambridge CB2 8BS, United Kingdom
One Liberty Plaza, 20th Floor, New York, NY 10006, USA
477 Williamstown Road, Port Melbourne, VIC 3207, Australia
314–321, 3rd Floor, Plot 3, Splendor Forum, Jasola District Centre,
New Delhi – 110025, India

79 Anson Road, #06-04/06, Singapore 079906

Cambridge University Press is part of the University of Cambridge.

It furthers the University's mission by disseminating knowledge in the pursuit of education, learning, and research at the highest international levels of excellence.

www.cambridge.org Information on this title: www.cambridge.org/9781107010604 DOI: 10.1017/9780511862489

© Cambridge University Press 2019

This publication is in copyright. Subject to statutory exception and to the provisions of relevant collective licensing agreements, no reproduction of any part may take place without the written permission of Cambridge University Press.

First published 2019

Printed in the United Kingdom by TJ International Ltd, Padstow Cornwall

A catalogue record for this publication is available from the British Library.

ISBN 978-1-107-01060-4 Hardback

Cambridge University Press has no responsibility for the persistence or accuracy of URLs for external or third-party internet websites referred to in this publication and does not guarantee that any content on such websites is, or will remain, accurate or appropriate.



Contents

List of illustrations x List of contributors xi Acknowledgements xvii

Introduction 1
ANDREW NASH, CLAIRE SQUIRES AND I. R. WILLISON

PART I

- I · Materials, technologies and the printing industry 41 SARAH BROMAGE AND HELEN WILLIAMS
 - 2 · Format and design 61
 SEBASTIAN CARTER
 - 3 · The digital book 85

PART II

 ${\small 4\cdot Authorship \quad 99} \\$ and rew nash and claire squires

5 · Publishing 146
DAVID FINKELSTEIN AND ALISTAIR MCCLEERY

6 · Distribution and bookselling 191
IAIN STEVENSON

vii



Contents

 $7 \cdot \text{Reading}$ and ownership 231 and rew Nash, claire squires and shafquat towheed

PART III

8 · Literature 279

ANDREW NASH AND JANE POTTER

9 · Children's books 319
PETER HUNT AND LUCY PEARSON

10 · Schoolbooks and textbook publishing 341

II · Popular science 365
PETER J. BOWLER

12 · Popular history 378 HELEN WILLIAMS

13 · Religion 392
MICHAEL LEDGER-LOMAS

14 · Publishing for leisure 427 SUSAN PICKFORD

15 · Museum and art book publishing 443
SARAH ANNE HUGHES

16 · Music 456 John Wagstaff

17 · University presses and academic publishing 470 SAMANTHA J. RAYNER

18 · Journals (STM and humanities) 484
MICHAEL MABE AND ANTHONY WATKINSON

19 · Information, reference and government publishing 499 SUSAN PICKFORD

viii



Contents

20 · Maps, cartography and geographical publishing 517

21 · Magazines and periodicals 528 ANTHONY QUINN

22 · Comics and graphic novels 555
MARK NIXON

PART IV

23 · The book in wartime 567 JANE POTTER

24 · Books, intellectual property and copyright 580

25 · Books and the mass market: class, democracy and value 593 RONAN MCDONALD

26 · The book and civil society 605 KATE LONGWORTH

 $27 \cdot \text{Sex}$, race and class: the radical, alternative and minority book trade in Britain 616 Gail Chester

28 · Counter-culture and underground 646 CHRIS ATTON

29 · Books and other media 654

ALEXIS WEEDON

30 · Book events, book environments 668 david finkelstein and claire squires

31 · The book, British imperialism and post-imperialism 679
CAROLINE DAVIS

Bibliography 698 Index 734

ix



Illustrations

Intro.1	Cheap fiction from the 1920s published by Collins and Cassell	page 9
Intro.2	Titles from Hodder & Stoughton's Yellow Jacket series published	
	in the 1920s and 1930s	13
Intro.3	A. J. Cronin, The stars look down (1935). Dust-jacket of the first cheap edition	n
	issued by Gollancz in 1936	24
Intro.4	Titles from the Readers Library, including film tie-in editions	28
I.I	Monotype keyboard	44
1.2	Positioning type	50
2.I	Two versions of a King Penguin title-page, 1943 and 1949	68
2.2	Arnold Bennett, These twain (Methuen, 1916)	70
2.3	A spread from John Summerson, Architecture in Britain: 1530–1830 (1970)	74
2.4	Page from Introduction to typography (1949)	76
2I.I	Blighty (Summer 1917)	535
21.2	London Life (2 February 1935)	536
21.3	Woman's Own (21 May 1938)	537
21.4	Man About Town (Winter 1957)	542
27 I	'The freedom of the press belongs to those who control the press'	632



Contributors

Chris Atton is Professor of Media and Culture in the School of Arts and Creative Industries at Edinburgh Napier University. His books include Alternative media (2002), An alternative internet (2004), Alternative journalism (2008) and The Routledge companion to alternative and community media (2015). He is co-founder of the Journal of Alternative and Community Media. He has produced studies of fanzines and the media of new social movements, as well as the cultural value of avant-garde and other 'difficult' forms of popular music.

Peter J. Bowler is Professor Emeritus of the History of Science at Queen's University Belfast. He is a Fellow of the British Academy, a Member of the Royal Irish Academy and a past President of the British Society for the History of Science. He has a PhD from the University of Toronto. Recent books include Science for all (2009), Darwin deleted (2013) and A history of the future: prophets of progress from H. G. Wells to Isaac Asimov (2017).

SARAH BROMAGE is Deputy Curator for the University of Stirling Art Collection and archivist for the Scottish Political Archive at the University. Sarah has held various roles within the heritage sector, and between 2001 and 2010 worked as a researcher for the Scottish Archive of Print and Publishing History Records (SAPPHIRE), investigating the working lives of those who worked in the print and papermaking industries in Scotland. She is currently involved in managing the newly established Pathfoot Press at the University of Stirling.

Sebastian Carter was a letterpress printer at the Rampant Lions Press in Cambridge, and is a writer on typographical design. His *Twentieth-century type designers* was published in 1987 and he wrote the type history section of *The history of the Monotype Corporation* (2014). In 2013 he received the individual Laureate Award from the American Printing History Association. He is European editor of *Parenthesis*, the journal of the Fine Press Book Association.

Gail Chester has worked in the radical, feminist and small press book trade since 1973. She researches in twentieth- and twenty-first-century book history and is widely published in academic and general publications. With Eileen Cadman and Agnes Pivot she co-authored Rolling our own: women as printers, publishers and distributors (1981). Major articles in the field include 'The anthology as a medium for feminist



List of contributors

debate in the UK' (Women's Studies International Forum, 2002) and 'Publishers' readers' in The Oxford companion to the book (2010).

Caroline Davis is Senior Lecturer in the School of Arts at Oxford Brookes University, where she teaches publishing studies and book history. Her research interests focus on literary publishing in Africa, and she is the author of Creating postcolonial literature: African writers and British publishers (2013) and co-editor of The book in Africa: critical debates (2015). Her recent articles have appeared in the Journal of Southern African Studies, the Journal of Commonwealth Literature, the Journal of Postcolonial Writing and Book History.

David Finkelstein was Head of the Centre for Open Learning at the University of Edinburgh. His research interests include media history, print culture and book history studies. Recent publications include the co-authored *An introduction to book history* (second edition, 2013), the co-edited *Edinburgh history of the book in Scotland*, vol. 4 (2007) and the edited essay collection *Print culture and the Blackwood tradition* (2006), which was awarded the Robert Colby Scholarly Book Prize for its advancement of the understanding of the nineteenth-century periodical press.

SARAH ANNE HUGHES is Principal Lecturer at Oxford Brookes University where she teaches on the masters programmes through the Oxford International Centre for Publishing Studies. Her doctorate (University of Leicester, 2011) addressed the central question of why museums and galleries publish. Prior to a career in academia, she worked in museums in the United States and at the National Museum in Botswana where she set up a publishing unit. She is currently working on a book on museum and gallery publishing.

PETER HUNT is Professor Emeritus of English at Cardiff University. He is the author of many landmark studies in the field of children's literature, including *An introduction to children's literature* (1994), *Understanding children's literature* (1999) and the four-volume *Children's literature: critical concepts in literary and cultural studies* (2006). He has also published novels and shorter books for young adults and children.

MICHAEL LEDGER-LOMAS is Lecturer in the History of Christianity in Britain at King's College London. He is the co-editor of Cities of God: the Bible and archaeology in nineteenth-century Britain (2013), Dissent and the Bible in Britain, c.1650–1950 (2013) and The Oxford history of Protestant dissenting traditions. 3. The nineteenth century (2017). He is currently completing a religious biography of Queen Victoria.

KATE LONGWORTH is completing a doctoral thesis at Magdalen College, Oxford on twentieth-century poetic drama and its context in philosophy and social policy.

MICHAEL MABE is CEO of the International Association of Scientific, Technical and Medical Publishers, the global trade body for scholarly publishers large and small. He read chemistry and did research at Oxford on radiocarbon dating before joining Oxford University Press. He has worked in a series of editorial, management and



List of contributors

communication roles with BSI, Pergamon Press and Elsevier over a career spanning thirty-seven years. He writes on publishing issues and is a Visiting Professor in Information Studies at University College London.

ALISTAIR McCLEERY is Professor of Literature and Culture at Edinburgh Napier University where he directs the Scottish Centre for the Book. In addition to numerous books and articles on twentieth-century and contemporary literature and publishing, he is co-author of *An introduction to book history* (second edition, 2012), coeditor of *The book history reader* (second edition, 2006) and co-editor of the *Edinburgh history of the book in Scotland*, vol. 4 (2007).

RONAN MCDONALD holds the Gerry Higgins Chair in Irish Studies at the University of Melbourne. His books include Tragedy and Irish literature (2002), The Cambridge introduction to Samuel Beckett (2007) and The death of the critic (2008). Recent edited collections include The values of literary studies: critical institutions, scholarly agendas (2015) and Flann O'Brien and modernism (2014).

Andrew Nash is Reader in Book History and Deputy Director of the Institute of English Studies, University of London. In addition to books on Victorian and Scottish literature he has edited or co-edited *The culture of collected editions* (2003), *Literary cultures and the material book* (2007) and *New directions in the history of the novel* (2014). He contributed essays to volume 6 of the *Cambridge history of the book in Britain* and volume 4 of the *Edinburgh history of the book in Scotland*. He is an editor of the *Review of English Studies*.

MARK NIXON is an independent historian based in Scotland with particular interests in popular political history, material culture and book history. Much of his work is collaborative in nature, with community groups and local history societies. He has curated or co-curated exhibitions on twentieth-century popular culture for more than twenty museums and galleries, including 'More than just the Beano' for the Auld Kirk Museum, Kirkintilloch, which has since toured.

Lucy Pearson is Lecturer in Children's Literature at Newcastle University. Her research focusses on the development of British children's literature in the twentieth century. She is author of *The making of modern children's literature: British children's publishing in the 1960s and 1970s* (2013) and editor of *Jacqueline Wilson: a new casebook* (2015). She is currently working on a major new history of the Carnegie Medal.

SARAH PEDERSEN is Professor of Communication and Media at Robert Gordon University, Aberdeen. Her current research focusses on women's engagement with the media during the early twentieth century. Her book *The Scottish suffragettes and the press* was published by Palgrave Macmillan in 2017. She is currently working on a Heritage Lottery Funded edition of the correspondence of Caroline Phillips, Aberdeen journalist and suffragette.

SUSAN PICKFORD is Associate Professor of Translation Studies in the English department at the Université Paris-Sorbonne. Her main research interests are the sociology of the



List of contributors

translation profession and the interface between translation studies and book history. She is a co-founding editor of the Society for the History of Authorship, Reading and Publishing's journal of book history research in translation, *Lingua Franca*.

- Jane Potter is Reader in Arts at the Oxford International Centre for Publishing Studies, Oxford Brookes University. Her publications include Boys in khaki, girls in print: women's literary responses to the Great War (2005), Wilfred Owen: an illustrated life (2014) and, with Carol Acton, Working in a world of hurt: trauma and resilience in the personal narratives of medical personnel in war zones (2015).
- Anthony Quinn founded the magazine website Magforum.com in 2001. His career includes: Group Editor at Redwood/BBC Magazines; Head of Publishing at the School of Printing at West Herts College, Watford; Chief Production Journalist at the *Financial Times*. He is a graduate of the University of Warwick and a Fellow of the RSA. His book *A history of British magazine design* was published by the V&A Museum in 2016. He presently freelances for *The Times* and *Sunday Times*, and as a lecturer and external examiner.
- Padmini Ray Murray was head of the Digital Humanities Masters programme at the Srishti Institute of Art, Design and Technology, India. Her recent publications have focussed on intersectionality in the digital archive and feminist protest in India. She is currently Co-Investigator on the Two Centuries of Indian Print project run in conjunction with the British Library, an initiative digitising more than 400,000 pages of Bengali texts published between 1778 and 1914.
- Samantha J. Rayner is a Reader at University College London, where she is also Director of the Centre for Publishing. She teaches and writes on publishing and book-related topics, with special interests in academic publishing, publishing archives and publishing paratexts, the culture of bookselling, and editors and editing. She is deputy editor of the *Journal for the International Arthurian Society*, general editor for a new series of publishing and book trade minigraphs with Cambridge University Press, and a member of the UCL Press Board.
- Catherine Seville, who died in 2016, was Reader in Law, and Vice-Principal and Director of Studies in Law at Newnham College, Cambridge. Her many publications include Literary copyright reform in early Victorian England (1999), The internationalisation of copyright law: books, buccaneers and the black flag in the nineteenth century (2006) and EU intellectual property law and policy (second edition, 2016).
- IAIN STEVENSON, who died in 2017, had a distinguished career in publishing at Longman, Macmillan, Pinter, Leicester University Press, Wiley, and the Stationery Office. He founded the environmental publisher Belhaven Press in 1986. He created the awardwinning MA in Publishing Studies at City University, London before joining UCL as Professor of Publishing in 2006, retiring in 2015. His publications include Book makers: British publishing in the twentieth century (2010).



List of contributors

CLAIRE SQUIRES is Director of the Stirling Centre for International Publishing and Communication at the University of Stirling. Her research focusses on contemporary book cultures, including literary festivals and book prizes, editorial, marketing and communication processes within publishing, and aspects of diversity and politics relating to book industries. Her publications include *Marketing literature: the making of contemporary writing in Britain* (2007) and, with Padmini Ray Murray, "The digital publishing communications circuit" (2013).

Shafquat Towheed is Senior Lecturer in English at the Open University where he directs the UK Reading Experience Database, 1450–1945, and the History of Books and Reading (HOBAR) Research Collaboration. He has written extensively on the history of reading and is co-editor of Palgrave's 'New Directions in Book History' series. Recent publications include (with Edmund King) Reading and the First World War: readers, texts, archives (2015) and Austen and romantic writing (2016).

JOHN WAGSTAFF enjoyed a long career as a music librarian in both the UK and the USA, and is now librarian of Christ's College, Cambridge. His music printing and publishing interests have involved research into the nineteenth-century London music publisher Robert Cocks, and have also resulted in a chapter on music printing and publishing for Lewis Foreman's *Guide to information sources in music*.

ANTHONY WATKINSON trained as a historian at the University of Cambridge. He was Senior Lecturer in the Department of Information Studies at University College London, now an honorary position, and previously had a visiting chair at City University. He now works mainly for CIBER Research as an independent academic researcher primarily on scholarly communication issues. He has written widely on academic publishing, especially changes in the digital scholarly environment. He was a scholarly publisher for forty years, including senior positions at Academic Press, Oxford University Press and Chapman & Hall.

ALEXIS WEEDON holds the UNESCO chair in New Media Forms of the Book at the University of Bedfordshire. She is author of Victorian publishing: the economics of book production for a mass market (2003), and with V. L. Barnett of Elinor Glyn as novelist, moviemaker, glamour icon and businesswoman (2014). She was editor of The history of the book in the west (5 vols., 2010) and, with Julia Knight, Convergence: the international journal of research into new media technologies (1995–2017).

Helen Williams holds a PhD thesis on Scotland's regional print economy in the nineteenth century. She is the Secretary of the Scottish Printing Archival Trust, and was Programme Manager for the celebrations of '500 years of printing in Scotland' in 2008. She has written articles and chapters on the printing industry in Scotland and on Russian publishing in Britain. She holds an MPhil from the School of Slavonic and East European Studies, and an MA in Librarianship from the University of Sheffield. She has worked for the British Library and the National Library of Scotland.



List of contributors

I.R. WILLISON held several senior posts in the British Museum Library from 1955 until his retirement in 1987. As Senior Research Fellow in the Institute of English Studies, University of London, he has played a leading part in the development of book history as a field in the English-speaking world. He edited volume 4 of *The new Cambridge bibliography of English literature* (1972) and has authored numerous essays on bibliography, book history and librarianship in Britain and in a global context. He was awarded the CBE for services to the field in 2005. He is the benefactor of the Willison Foundation Charitable Trust, which was established in 2016 to promote the advancement of the history of the book in the humanities.



Acknowledgements

First and foremost we wish to thank all of our contributors for their hard work and forbearance over the long period of time it has taken for this volume to be completed. We are enormously grateful to David McKitterick and John Barnard, general editors of the *Cambridge history of the book in Britain*. Their advice, encouragement and wise counsel at every stage have been invaluable. Linda Bree, Bethany Thomas, Tim Mason, Sarah Lambert and other staff at Cambridge University Press have been patiently accommodating of our needs and circumstances. Frances Brown's attentive copy-editing improved the text in its final stages. Rachel Noorda provided helpful research assistance at an earlier stage of the project. For advice, assistance, information and support of various kinds we would also like to thank Christopher Cipkin, Simon Eliot, David Finkelstein, the late Jeremy Lewis, Jane Potter, the late Tim Rix and the late Iain Stevenson.

Editing is a team effort, but for his steadfast and sure-handed steerage of this volume from commission to publication, Claire Squires and I. R. Willison are extremely grateful to Andrew Nash. Finally, Andrew Nash and Claire Squires also wish to acknowledge I. R. Willison, both in his role as Co-Volume Editor and as General Editor of the series. He has been central to the development of book history as a discipline in Britain for much of the period covered by this volume, and his intellectual perspicuity, engagement and commitment have helped bring not one but seven volumes of the *Cambridge history of the book in Britain* to fruition, and the series to a conclusion.