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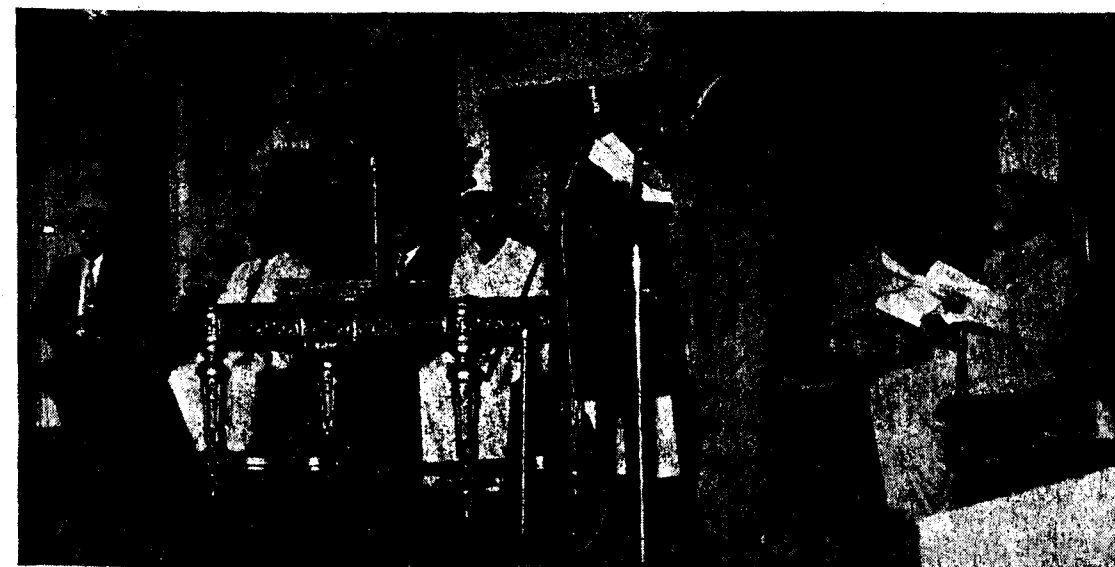
January 1960

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Dr. Aktar Hussain, Director, UNESCO Regional Centre for Reading Materials in South Asia, Karachi, Pakistan presenting the Director General's message to the Seminar at the inaugural function.

It gives me great pleasure to extend my greetings to the participants and observers attending the UNESCO Regional Workshop on Book Promotion and Distribution at Madras. This event is a sequel to another Regional Workshop of UNESCO relating to Book Production Problems which was held in Rangoon towards the end of 1957. Both these gatherings have been organized within the framework of the UNESCO Project on Reading Materials which is in operation in Burma, Ceylon, India, Iran and Pakistan.

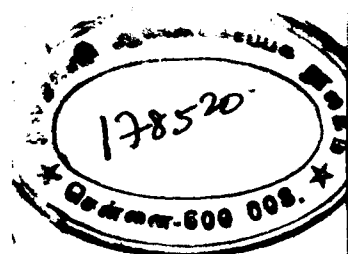
While reading materials form the record of human endeavour since the dawn of civilized life, they cannot by themselves reach those for whom they are intended. They are not free gifts of nature like light and air, nor is their need as compelling for the common man as the need for food and water. In the modern world, reading materials are produced like any manufactured articles, and are governed by the same rules of demand and supply. The preparation of a manuscript is, of course, the result of individual talent, but its communication to an audience sets in motion an intricate process involving authors, editors, printers, publishers and booksellers. A finished book,

however excellent in form and content, does not catch the public eye by itself. Its success depends on the efficiency of promotion and distribution. These are shaped, in their turn, by the state of book-awareness in a community and by the tone of the book market.

This workshop brings together, from each participating country, representative publishers, booksellers and librarians. Their interrelations play a vital role in the book-world of this region and it is important that they should take stock of problems of common interest. Reading materials are the main channels of communication of knowledge underlying material progress; they also embody the spiritual and cultural heritage of mankind. Human development should be the central feature of any development programme, and this presupposes close attention to problems relating to production of suitable reading materials and their distribution to the widest number of the reading public.

This observation is pertinent to all communities, but particularly to countries represented in this Workshop. They have decided to accept the challenge of history and enter the age of science, technology and mass welfare.

JANUARY 1960



The Delegates of the UNESCO Regional Seminar on Book Promotion and Distribution with Shri Bishnuram Medhi, Governor of Madras with whom they spent a very interesting hour at the Raj Bhavan, Madras.

The basic premises for this advance rest on minimum educational facilities for all. The guarantee for a country's development, in the modern sense, is not the mere possession and installation of machines, but the inculcation of a scientific and rational outlook. That can only be created by an intelligent educational system, supported by a plentiful and constant supply of suitable reading materials. It is in this context that the significance of this Regional Workshop be judged. It is part of a scheme under which the organization of National Seminars to examine book distribution problems in the countries of this region is being assisted under the UNESCO Project on Reading Materials.

Call it book-industry or booktrade, the fact remains that something more is involved in this effort than the material aspects of trade or industry. To serve its purpose, it must be organized properly and methodically just as any other modern industry, but it is distinct in the sense that each book is different from the other and has its own customers. This cannot be said of other consumer goods. Moreover, reading materials, in general, do not command the first preference over the layman's purse even in materially advanced countries where the people are literate and comparatively well off. The situation is more difficult in this part of Asia where the rate of literacy, along with the per capita purchasing power, is

generally low. And yet progress without knowledge is unthinkable and the printed word remains the key to knowledge.

This is the dilemma, and it is for you to provide a practical answer. You have an opportunity to discuss with your colleagues from neighbouring countries, and from countries beyond, the ways and means of improving the health of the bookmarket and of developing book promotion and distribution method. Working as you are for the same cause, you have to appreciate each other's view-point and coordinate your efforts. I cannot request you to take an idealistic view of what is essentially a trade problem, but I do hope that you will not lose sight of the ideals inherent in the pursuit of knowledge, which after all, is the motivating force behind the production of books. I trust that your collective thinking will result in a plan of positive action leading to better demand and better provision of reading materials in this area, and elsewhere.

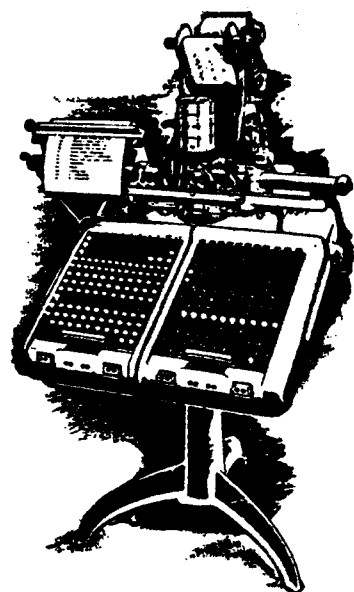
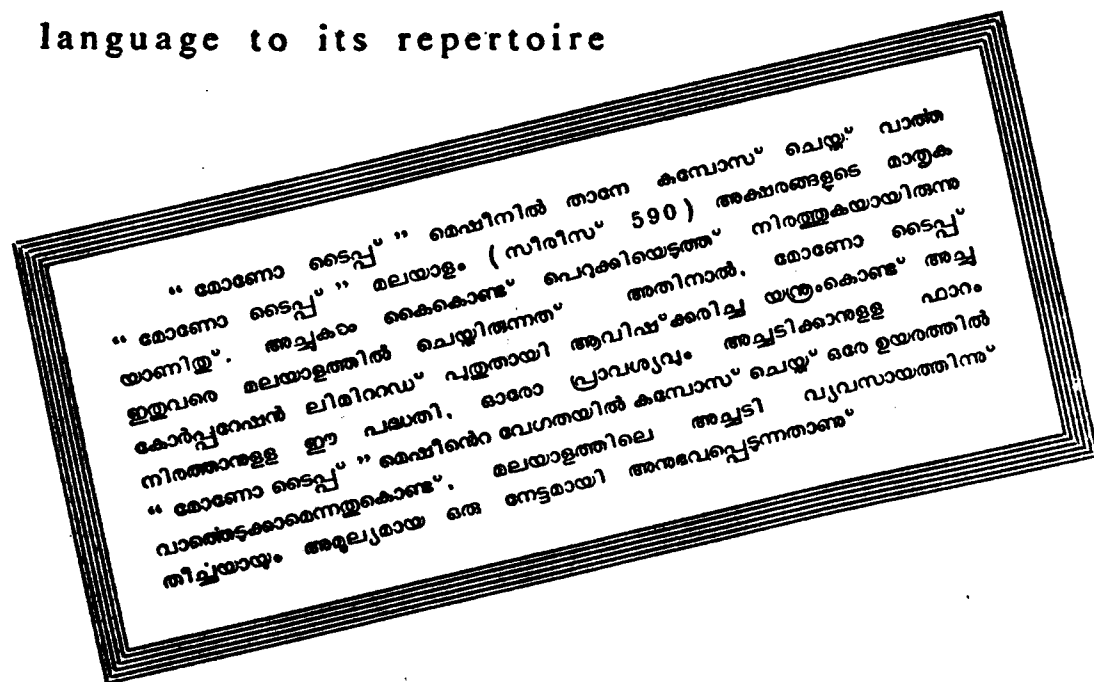
I take this opportunity to thank the Government of India for their generous assistance, and the Southern Languages Book Trust for their devoted co-operation in the organization of this UNESCO Workshop.

Mr. C. Subramaniam, Education Minister, Government of Madras who presided, referred to the importance of book production and distribution in the context of the efforts now

Shri C. Subramaniam, Minister for Education, Government of Madras delivering the Presidential address at the Seminar.



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PRINTECH

made for spreading literacy among large millions of people. By spreading modern knowledge on technology and science, they should also consider the impact it would have on the minds of the peoples of these countries. Care should be taken to see that such an impact did not uproot them from their traditional mooring and patterns of life and habits. What type of books they should produce to meet the present day needs should be considered by them.

As a poor country, they in India were interested in seeing how they could produce books, which could be brought within the reach of the people for whom they were intended. They should also pay attention to the contents of the books so that they might be wholesome, and see how they could keep out

bad books, in the context of the freedom of speech they were enjoying.

Dr. A. Lakshmanaswami Mudaliar, Vice-Chancellor of Madras University, inaugurating the Seminar, said the world realised today that illiteracy was perhaps the greatest handicap not only for the nation concerned, but for the world at large. Under conditions of illiteracy and ignorance unfortunately people's minds might be swayed by extraneous considerations, and a rational approach could not be vouchsafed in considering any problem, national or international.

The literature for children and juveniles, should be of a nature that would evoke in the juvenile mind something of the respect for all things noble and good, but should also stimulate the child to a sense of beauties of

Dr. A. L. Mudaliar, delivering the inaugural address of the UNESCO Regional Seminar on Book Promotion and Distribution.



JANUARY 1960

Romayor

OFFSET PRINTING MACHINE

Romayor

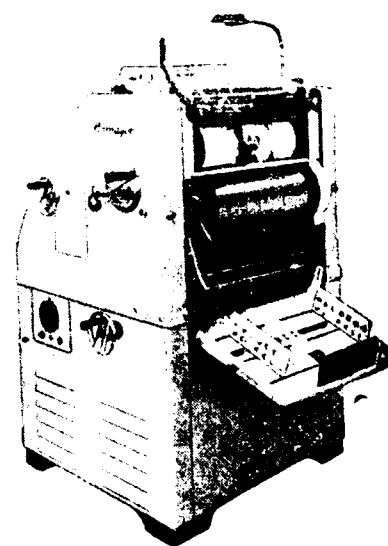
is an offset printing machine working on the three-cylinder system. Both by single and multi-colour printing this machine furnishes all kinds of printed matter for business, prospectus, catalogues, tags, small bills, book covers as well as packing material and many other things in an unobjectionable manner. Aluminum and zinc foils are used for printing. These foils can be drawn on or written on by means of a typewriter directly. Reproduction is possible of photos, original drawings and of already existing printed matter by photo transfer. The highly developed technical facilities of this machine guarantee fitting to the register and best surface printing when applying multi-colour printing technique.

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Technical Data

Max. paper size: 365 x 500 mm (14.5" x 20")
 Min. paper size: 105 x 148 mm (4" x 6")
 Surface of print: 331 x 438 mm (13" x 17.3")
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nature and the great purpose of life, so as to promote true comradeship among all persons, irrespective of race, religion, colour, or nationality.

The Seminar should consider how best such literature was to be presented to the child both in substance and in format. The child should be made to feel that to be educated is as interesting as to play in the open field. Attractive books with good illustrations, simplicity of style, easy poetical selections and fables more in consonance with the traditions of the country and culled from ancient classics would be of great value. How a greater demand for books and literature could be promoted successfully and how best they could be distributed to the remotest parts of the country and how interest could be created in such literature, deserved consideration.

He paid a tribute to the good work done by the Southern Languages Book Trust and said they should also consider the role of libraries and make them more useful so that the library

habit could be extended. Attention should be paid to the displaying of books and making them an additional commodity for purchase. Madras was a pioneer in the drive for literacy, and the Libraries Act had helped to place within the reach of rural population worthwhile literature for their edification.

The UNESCO, he said, had paid attention to the need for out of school education for the young and the adults, by the production of worthwhile books at reduced cost.

Dr. S. Govindarajulu, Chairman of the Southern Languages Book Trust, which is cooperating with the UNESCO in the Seminar, welcoming the gathering, said Persia, Pakistan, Burma, Ceylon and India were participating in the Seminar. He gave an account of the activities of the Trust and said an information centre to service book trade as well as the general public would be set up by the Trust shortly, and it was proposed to bring out 160 more books in addition to the 160 already published and 80 under production.

Shri S. Govindarajulu Naidu, Chairman, Southern Languages Book Trust, Madras, reading the messages from Distinguished Personalities to the Seminar. (Seated from left to right) Sri Kul Bhushan, Ministry of Education, Government of India, Sri V. Sundararaj Naidu, General Manager, Southern Languages Book Trust, Madras, Dr. J. E. Morpurgo, Director of the Seminar, Sri C. Subramaniam, Minister for Education, Government of Madras, Dr. A. Lakshmanaswami Mudaliar, Vice-Chancellor, Madras University who inaugurated the Seminar, Dr. Aktar Hussain of UNESCO.



JANUARY 1960

P-2

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Dr. J. E. Morpurgo, Director of the Seminar delivering his address at the inaugural function.

Mr. J. E. Morpurgo, Director of the UNESCO Regional Seminar and Workshop on Book Promotion and Distribution, at the inauguration of the Seminar said :

"I AM A BEGGAR",

If, Sir, you are surprised to hear me begin my speech with a remark so inconsequential and seemingly so far from the truth, may I reassure you by reminding you that this is mere quotation. Perhaps the most effective opening in English dramatic literature, it sets the scene for John Gay's *Beggar's Opera*. (It's only competitor for the opening-speech prize is the completely inapposite moment in Shaw's *Saint Joan* "No eggs! No eggs! Thousand thunders, man, what do you mean by no eggs!")

With Shaw's irrelevance to inspire me and Gay's explicit quality to guide me, may I set the scene for the next three weeks with the simple boast: "I am a bookman". So are most of us who have gathered here for this UNESCO Seminar. We are publishers, book-sellers, librarians, and administrators, whose prime responsibility it is to see that books are produced, that books are distributed, that books are read, and-let us not forget it-that books are sold.

For a few weeks Madras is to be the book-capital of Asia. Here, the men who have the

greatest authority to speak for books will sit not upon the ground but in the Oceanic Hotel-and talk of many things-not of cabbages and Kings but of books, their distribution and their promotion. We will talk shop for three weeks and out of our talk, we hope, will come improvement great and small.

Ours, Sir, is a strange career, at once profession and trade, at once Science and art. Those who do not belong to the book-world are too often unaware of the fact that the service of books demands of its followers a long and difficult apprenticeship, and as I move around the world I see in many places the folly that springs from this unawareness, the assumption that a wave of an administrator's would can create a publishing or distributing system more efficient than that built on precedent, example, experience and sound commerce.

In such actions, here is an implied criticism of our professional standards. The fact that many of my colleagues have come hundreds and even thousands of miles in the pursuit of technical, commercial and professional improvement would seem to prove that we take

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seriously both our sense of pride and our sense of responsibility.

The history of the UNESCO project with which we are associated, is of itself a demonstration of the complexity of bookmanship. Started with one end in view, the laudable but limited aim of encouraging the production of reading materials for the vast newly-literate public of this part of the world, it soon became clear that the problems of producing and distributing books cannot be treated piecemeal. Of what use teaching people to read if there is nothing for them to read when they have learnt? Of what use producing books if you cannot make them available? And of what use making books available if you cannot persuade the public to borrow or to buy? The whole machinery of the book is so complicated, and in economic and practical terms so delicately balanced that it is impossible to consider the books for new literates without also considering the books, for, shall we say, the use of Vice-Chancellors.

So the UNESCO project has grown, has become all embraced and I believe, far more important, and is now devoted to the total improvement of professional skills and practise.

At Rangoon in 1957, I had the honour of directing a Seminar similar to this which is about to begin. There we struggled for several weeks with problems of writing, editing and illustrating. For the Madras Seminar we hope to go further. The book, as it were, has been produced, and we must find ways and means of getting it into the minds and hands of readers.

As I go from country to country I am told again and again, "Our problems are peculiar." It is my conviction, and a conviction which is based upon evidence, that this proclamation of diffidence is often an excuse for idleness or for building on sand. The difficulties of one country can be the enlightenment of another; the experience and the successes of one country are immediately adaptable to the plans of another. 95% of the problems of the book-world are universal. It is therefore happily significant for the future of books in this area

that six Asian countries have delegations in Madras, and that to their number can be added professionals from the two largest book-producing countries in the West.

Although each of us must hope that what he gathers here will be of service to his own country and I would regard him as unprofessional if he did not also hope to find here ways of improving his own business—what each of us contributes is for the benefit of all.

It is no slur on patriotism to say that books should know no boundaries. Perhaps here in Madras in the next three weeks, our professional comradeship, our deliberations, and our recommendations may go some way toward tearing down the unnecessary dams which have been raised against the easy flow of entertainment and enlightenment in printed form, and may help to disal, use those who imagine that they are helping their countries by loading prohibitive burdens upon the book world.

But here atleast, those of us who take part in the Seminar will be able to say in the full consciousness of pride and responsibility "We are all bookmen".

The UNESCO Regional Seminar concluded its three week sessions with a pleasant Valedictory function. Sri K. L. Shrimali, Minister for Education, Govt. of India delivered the Valedictory address. Sri S. B. P. Pattabhirama Rao, Minister for Education, Andhra Pradesh presided on the occasion.

Dr. K. L. Shrimali, Union Minister for Education, delivering the Valedictory address said that "in a democratic society, it is essential that the State should take over the responsibility of production of books as little as possible and leave this work more in the hands of voluntary organisations and private societies".

He suggested, a partnership and a co-operative enterprise between the State and the publishers in the matter of production of books and said that the States could make available the funds or resources to the publishers and leave the initiative in the hands of private publishers. "It is only then the minds and imaginations of the authors and the crea-

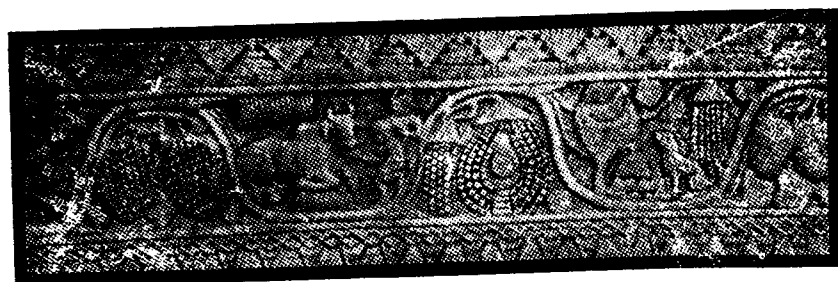


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A PICTORIAL SURVEY OF THE UNESCO REGIONAL SEMINAR AT MADRAS

Dr. J. E. Morpurgo, Director of the Seminar, opened the sessions and in his introductory remarks, briefly outlined the aims and scope of the Seminar.



Dr. Akthar Hussain welcomed the delegates at the opening of the business sessions.



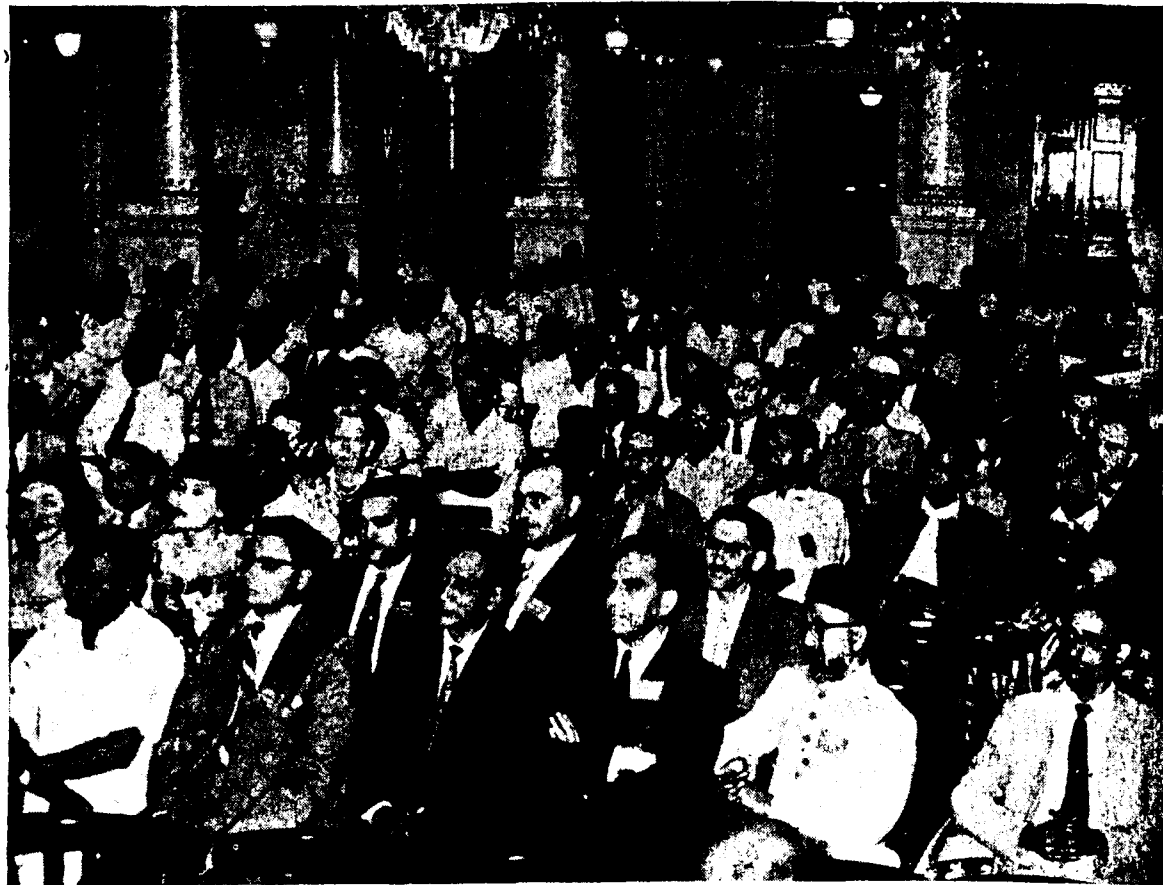
A view of the sessions in progress.



tive faculties of the people would find fuller and clearer expression", he added.

Dr. Shrimali, in the course of his address, emphasised the role of the authors and the influence of good books in developing good taste and lofty ideals among the people. He felt that books should be published for different age groups. In the absence of good

field of production of books, there is scope for free private enterprise. In fact in a democratic society, it is essential that the State should take over the responsibility of production of books as little as possible and leave this work more in the hands of voluntary organisations and private societies. It is only then the minds and imaginations of the



A section of the large gathering of delegates from Pakistan, Iran, Burma, Ceylon and India.

books, people got wrong ideas and developed all kinds of morbid interest.

Adverting to the problem of relationship between the publisher and the State, Dr. Shrimali said the task before the publisher was a difficult one. Probably he made profit in the case of one book and lost heavily in another book. "It is my belief that in the

authors and the creative faculties of the people would find fuller and clearer expression". Many of the States had taken up the nationalisation of text books with the object of producing cheaper books and making them available to the students. "But at the same time, I feel, that even if the States take over the production of books, the publishers should

be allowed to have free competition and the State should not have a full monopoly of producing text books".

The Minister referred to the problem of distribution of proper books to the people and felt that they could organise a chain of book stores in all towns and cities and distribute them on instalment plans. He expressed the hope that the UNESCO and the State Governments would extend their technical and financial assistance to the organisation

Mr. Hassan Shadily, Djakarta — About The Seminar

I'd say that the seminar is successful in bringing together distinguished people in book-business of the participating countries Iran, Burma, India, Pakistan and Ceylon to discuss common problems in book-distribution and promotion and to view them together in



constant consultation with experts like Mr. Morpurgo, Mr. Rogers, Mr. Isenberg, Mr. Roche and so on in order to find out some general guidance in doing our work better.

The success of such seminar can only be achieved because UNESCO could secure the whole hearted cooperation of the SLBT and the Indian Government. The Southern Languages Book Trust in particular is responsi-

interested in distributing good books to the people.

Sri S. B. P. Pattabhirama Rao, Education Minister, Andhra Pradesh expressed his dissenting views with Dr. Shrimali and said that his own experience in Andhra State clearly proved that books written by ill-equipped authors and ill-paid persons were prescribed for high schools. In Andhra State the system of 'nationalisation' was in vogue for the last two years and he could emphatically state that it had worked very successfully. ★

ble in making the seminar an active body of working organization in search for such way out because of the excellent experiments the Book Trust is undertaking to promote book-distribution in South India and of which the results were made available to the seminar to study and to discuss about. The excellent preparation, the availability of reading material to the delegates, the interesting entertainments and study tours to local plants and places of interest were only among the few points I can mention here which belong to the good job the SLBT and the Indian Government have undertaken to make the seminar a successful one. The skill of Mr. Morpurgo has displayed in leading the democratic sessions into effective processes of useful meetings was no doubt an important factor in keeping the spirit ever high and the sessions never indulged into boredom.

There was a lot of hard work for all these achievements and for this my respect and gratitude go to Dr. Akhtar Husain and Mr. Azabuki of the UNESCO and to all members of the SLBT and of the Indian Government while the distinguished delegates and other participants should be appraised for their nice display of cooperation and friendship they have shown throughout the conference.



Shri M. N. Rao, Chairman of the Book Industry Council of South India, Madras, outlined briefly the working of the Council.



Sri V. Sundararaj Naidu, General Manager, Southern Languages Book Trust, briefly outlined the working of the book programme of the Southern Languages Book Trust.

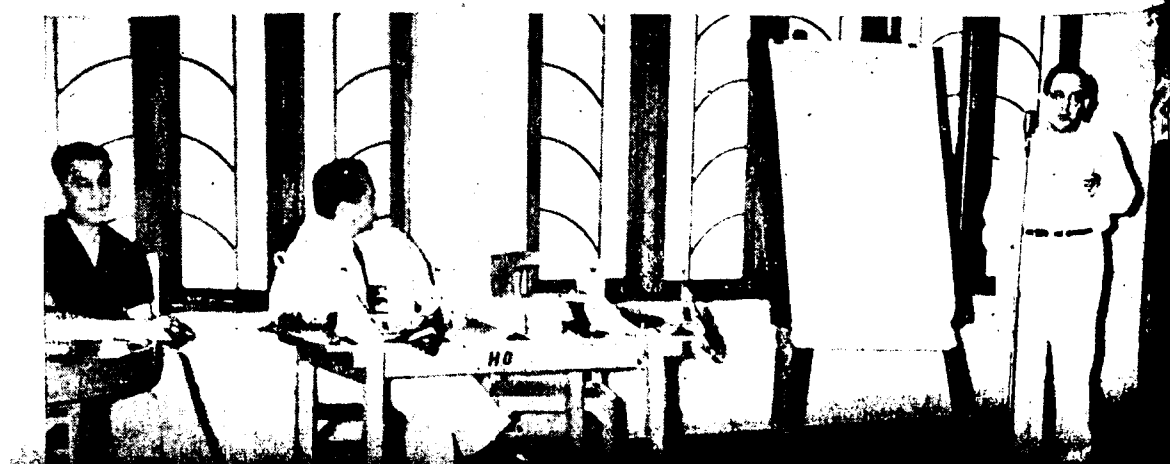


Sri N. Sankaranarayanan, presented a report on market survey. On his right is Dr. J. E. Morpurgo, Director of the Seminar and Mr. Asubuki.



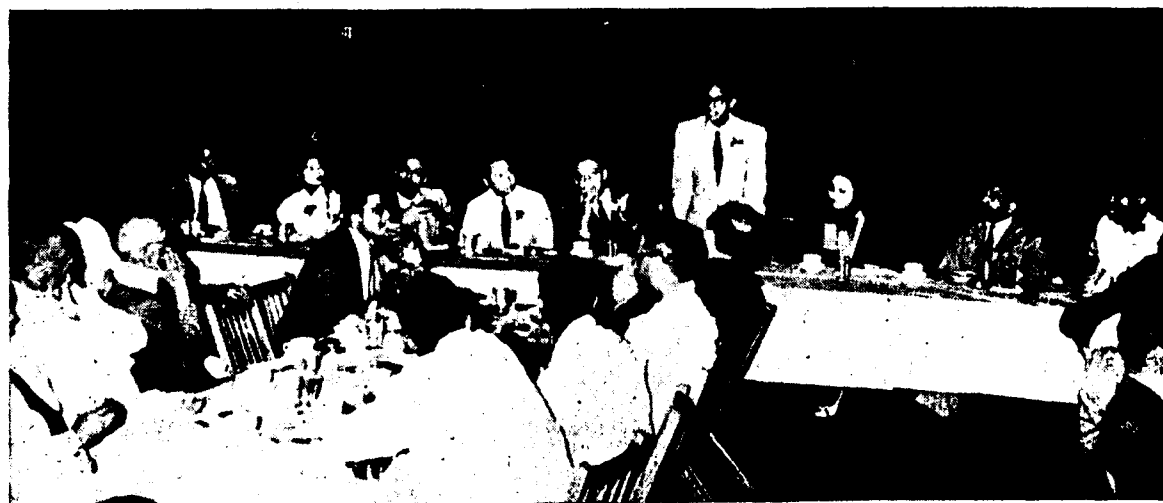
A section of the Delegates with Mr. A. Sendal, General Manager, Associated Printers (P) Ltd., Madras.

Mr. Artur Isenberg, Senior Consultant to the Southern Languages Book Trust, presenting a report on reading habit in South India.



Sri S. Govindarajulu Naidu, Chairman of the Southern Languages Book Trust, briefly spoke of the book promotion and distribution aspects in South India being envisaged by the Southern Languages Book Trust.





The Publishers' Association of South India entertained the delegates at a pleasant function. Sri C. S. S. Thatachari, President of the Association addressed the gathering.

Dr. J. E. Morpurgo, declared open an Exhibition of books in the four South Indian languages sponsored by the Southern Languages Book Trust, is seen inspecting the books.



Mr. Swaran Singh of the Ministry of Education, Govt. of India, Mr. Asabuki of UNESCO evincing interest in a chart indicating daily sales of books at the S.L.B.T.



The dexterity of human hands being watched in the binding of books in the binding department of M/s. Associated Printers, (P) Ltd., Madras-2



Sri C. Subramaniam, Minister for Education, Government of Madras, inspecting the display of Government of India publications.

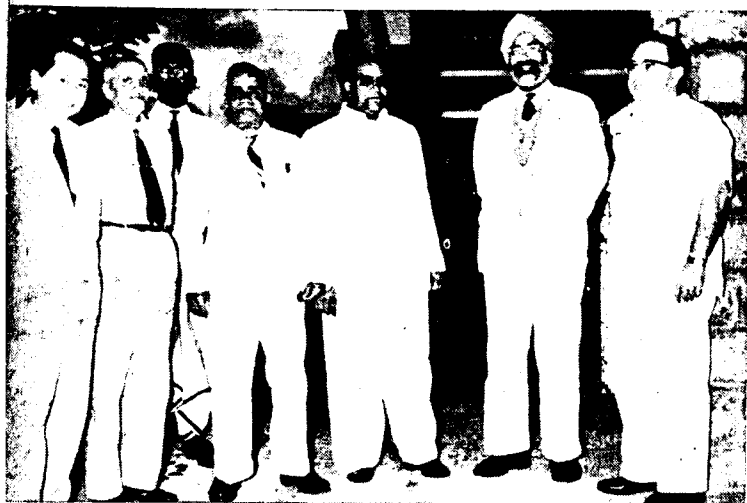


The Delegates in the press room of Associated Printers (P) Ltd.





The Delegates inspecting "OUTLETS PROGRAMME" for book sales of the Southern Languages Book Trust, Madras.



Sri Baldevji, Director of Standard Printing Machinery Co., and President of the Graphic Machinery Dealers Association entertained the delegates at Tea. Left to right: M/s. Asubuki of UNESCO and L. R. Rao, Narayana Iyer, Major G. V. Pai of the Southern Languages Book Trust, Sri Baldevji the host, Sri Swaransingh, Ministry of Education, Govt. of India, Mr. Artur Isenbrg, Senior Consultant of Southern Languages Book Trust.



The delegates studied the working of Kalakshetra.



Librarians gathering useful data on the working of the Government Connemara Public Library of Madras which they visited during the Sessions.

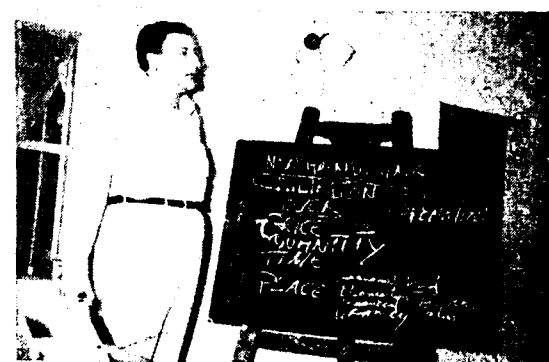
Delegates with the Vice Chancellor, Madras University.





Government of Madras entertained the delegates at a Social function. Sri C. Subramaniam, Minister for Education, Government of Madras, addressing the gathering.

The Delegates with Shri Bishnuram Medhi, Governor of Madras.



Mr. William A Rogers Jr. Consultant, Southern Languages Book Trust, who spoke on merchandising books.



The delegates with the Chairman of the Southern Languages Book Trust



A Book Fair organised by the Book Trust during the Seminar



The delegates evinced interest in the hanging racks for display of books at the Book Fair



The delegates were interested in a 3 wheeled Lambretta, mobile sales service of books organised by the Southern Languages Book Trust.



At the Central College of Karnatic Music.



The delegates evincing keen interest in the book production of the books sponsored by the Southern Languages Book Trust at its office.



The Marketing Officer of the Southern Languages Book Trust, explaining the marketing procedure adopted.



Mr. M. Gardner Frank, Consultant, Borough Librarian, Luton, U.K. presenting his paper.



Sri B. Nagi Reddi of M/s. Prasad Process, showing a few samples of work to the Delegates.

சிவமயம் திருமண அழைப்பு இதழ்

திருவாளர் அவர்கட்கு
அன்புடையீர்,

நிகழும் விகாரிஸ்ர சித்திரைமீ 27-க்குச் சரியான
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மணிக்குமேல் 12-மணிக்குள்ளாக

எனது திருமகன்
ஸ்ரீ குமரவேலவனுக்கும்

நம்பிராஜன் திருமகள்
ஸ்ரீ வள்ளியம்மையாருக்கும்

சென்னை, சூலை, ரொட்டி கிடங்கு திருவேங்கட முதலி
தெருவு, 1-16-வது எண்ணுள்ள இல்லத்தில் நடக்கும்
திருமணத்திற்கும், அன்று மாலை நடைபெறும் திருவிதி
புறப்பாட்டிற்கும் தாங்களும் தங்கள் சுற்றமும் நட்பும்
சூழ வந்திருந்து உயரான காட்சியைக் கண்கூடாகக்
கண்டு இதம்பெற வேண்டுகின்றேன்.

இப்படிக்கு, தங்கள் அன்பன்
ஸ்ரீ சோமசுந்தரப் பெருமான்

தங்கள் வருகையை அன்புடன் எதிர்பார்க்கும் :

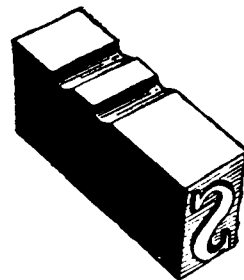
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The Distribution of Books in the United Kingdom

F. D. SANDERS

Book distribution in the United Kingdom has sometimes been criticised as being haphazard. There is indeed something in this criticism for what human activity is beyond improvement? But when the size and complexity of the U. K. book trade is considered in relation to its success it becomes clear that there is much to be learned from an examination of the structure of that trade.

First consider the size of U. K. book trade. This may be indicated by the following figures :-

No. of authors whose books are in print	200,000 approx.	
No. of publishers (but 350 of these account for 90% of the total turnover)	2,000	„
No. of titles in print at any one time	350,000	„
No. of <i>active</i> titles in publishers' warehouses	270,000	„
No. of new books and reprints published in a year	20,500	„
No. of <i>volumes</i> represented by the active titles	120,000,000	„
No. of customers that a really large U. K. book distribution organisation can have		
Here	7,000	} 10,000 „
Export	3,000	
No. of individual orders annually handled by the U. K. publishing trade	13,000,000	„

Thus we have a trade composed of up to 2,000 publishers supplying annually 13 million orders from 10,000 booksellers all over the world for books selected from 350,000 titles written by about 2,000 authors!

A measure of the success with which the U. K. book trade undertakes this enormous

task is provided by the following brief statistics of U. K. book trade turnover :-

Year	Total turnover (at trade prices)	Export turnover (at trade prices)	Export Percentage
1937	£ 10,507,204	£ 3,146,157	30
1947	£ 30,203,763	£ 7,412,905	24.5
1957	£ 60,456,095	£ 22,505,440	37.4
1958	£ 63,608,654	£ 23,817,453	37.4

In any book trade there must be four essential elements: authors, publishers, booksellers and, of course, book buyers. It is, however, probably true to say that the publishing element has special significance as the co-ordinating element. This is true of the U. K. book trade and consequently the U.K. Publishers Association occupies a very important position from which it influences many of the commercial aspects of publishing, especially those concerned with author-publisher and publisher-bookseller relationships. This Association has, however, no compulsory powers: it cannot prescribe the terms of publishing agreements: it cannot lay down the discounts and other terms on which publishers supply their books to booksellers; but it can and does offer advice on these and other important book trade questions. Undoubtedly, then, activities on the part of the U. K. Publishers Association have led to satisfactory and stable relationships with the Authors Society and with Booksellers Associations all over the world. But the U.K. Publishers Association is not only keenly interested to extending and facilitating the distribution of books overseas. For instance, the Association has a special Export Research Department which has been largely instrumental in raising the export of British books from about £ 3 million in 1937 to nearly £ 24 million in 1958. Moreover, the Association has been especially concerned with

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the problems of those overseas countries which need British books, but which cannot acquire them in sufficient quantities because of economic problems. It is satisfactory to be able to record that as these words are written schemes for resolving difficulties of this kind are being formulated with the assistance of the U. K. Government.

The main channels of U.K. book distribution are, of course, basically similar to those in most other countries, except that there is not, as yet, in the U.K. any fully comprehensive, co-operative means of distribution such as is commonly found on the Continent of Europe in such cities as Amsterdam, Olten and Copenhagen. So far as the U.K. is concerned the following chart indicates the principal channels by means of which books reach the reading public from the publishers' warehouses:-

DEFINITIONS

Overseas booksellers

This term speaks for itself. These are the traders from whom the overseas public buy their books.

Exporters

These are firms in the U.K. (mainly in London) who specialise in supplying books to certain overseas markets. They usually supply overseas traders.

Direct mail order

A few publishers do not sell through booksellers, but sell their books by direct mail order and by other similar means to the ultimate purchaser.

Book Clubs

These are, in effect, reprint publishers selling mainly direct to members of the public who agree to buy a minimum number of books (say, six) over a definite period of time (e. g. six months). This method of trading enables the books to be very cheaply priced.

Circulating Libraries

These are Commercial undertakings which make a charge to members of the public for the loan of books. They are a special feature of the British book trade, but one which is declining in importance.

Wholesale Library Suppliers

These are firms which hire quantities of books to small commercial circulating libraries. They often buy on wholesale terms.

Book wholesalers

These are firms which carry large stocks of books for supply to retail book sellers, both in the U.K. and overseas. In so far as they have the books in stock they can supply a bookseller's order for miscellaneous titles issued by a number of publishers with a minimum of delay and trouble to the bookseller. The wholesaler is not usually able, however, to give the bookseller such good terms as does the publisher when supplying the bookseller direct. The wholesaler usually receives 5% to 10% additional discount (as compared with the retailer) from publishers.

Booksellers, stores and "other traders"

These are the U.K. traders selling books to the general public both at home and to some extent overseas and to other purchasers of books such as libraries of all kinds, schools, colleges, etc. "Other traders" are firms which are not solely booksellers, but who sell those books which relate to their other selling activities e. g. a coin dealer selling books on numismatics.

Book agents

Those who are not large enough to be booksellers, but who can influence the sale of certain sorts of book to a small extent, e. g. a Church bookstall. They always draw their supplies through a retail bookseller at a discount of about 10%.

Wholesale newsagents

Firms whose main activity is to supply newspapers and periodicals of all sorts to retail newsagents, but who also to some extent act as wholesalers of books to retail newsagents.

Newsagents

Those who supply newspapers and periodicals to the general public and who usually act as retail booksellers as well, especially so far as the cheaper sorts of book are concerned, e. g. paper backs.

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Shakespeare Stories	...	...	1 50
Story of India	...	...	1 00
Cottage Industries	...	...	1 00
Scenes from Kurunthohai	...	...	2 00
Kalithohai	...	...	2 00
Manonmaniam (P. Sri)	...	...	2 00
Needhi Noolhal (Prof. M. S. Arulswamy)	...	...	1 00
Russian Stories	...	...	1 50
Visha Virutcham	...	...	1 00
Kama Sutram	...	...	1 00
Ananga Rangam	...	...	1 00
Bagavad Gita (Translation by Bharathiyar)	...	...	1 25
Sugha Vazhvu (A. V. Raman)	...	...	1 00



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Educational supply houses

Firms which specialise in supplying education authorities and schools up to secondary level both in the U. K. and overseas with all their requirements (e. g. desks, exercise books, etc., etc.) including books required by pupils in class.

Certain education authorities

A very few education authorities act as educational supply houses.

Schools

The schools up to secondary level primarily in the U. K. but to some extent overseas.

Technical Journals

These sometimes retail books on the subjects with which the journals deal.

Certain Societies and Institutions

These sometimes retail books on the subjects with which they are concerned.

Specialized Public

Members of the general public with special interests more likely to buy from the specialized journals that they read or the learned or professional institutions to which they belong.

Certain important changes has taken place and are taking place in the field of book distribution in the U. K. which are designed to enable books to be handled on a scale bigger than ever before and to secure the increased efficiency and economy that can be expected to result from large-scale activity. In this respect publishers are beginning to work more closely together by forming groups of financially linked firms, or by joining cooperative organisations such as Book Centre. Such arrangements result in the packing and billing of books to be undertaken on some sort of cooperative basis and the employment for that work of the most up-to-date equipment. For instance, Book Centre distributes for some 30 publishers, has warehouses of 200,000 sq. ft., carries a stock of about 20,000 titles in 10 million volumes and is shortly to employ the very latest electronic equipment for its accounting statistical and billing processes. Thus, while the individual firms of publishers are retaining editorial independence they are securing the benefits of large scale activity

when it comes to the actual distribution of books to booksellers.

Other steps are being taken towards rationalization on a cooperative basis. For instance, the Booksellers Association in the U.K. has for a number of years successfully operated a Booksellers Payments Clearing House for U.K. booksellers and this is being followed up by the institution by Book Centre of an Overseas Booksellers Payments Clearing House. Also operated by Book Centre is an Orders Clearing House for booksellers and cooperative arrangements for the delivery of books to booksellers. Other similar forms of economy and rationalization are in contemplation, especially schemes designed to facilitate the handling of booksellers' orders for single copies.

* * *

The U.K. book trade is fully aware of the enormous extent to which the markets for its publications, both at home and abroad can be enlarged. All kinds of problems have to be solved before these markets can be fully satisfied, particularly economic problems. Generally speaking, the U.K. trade is attempting to meet the challenge before it and thus to satisfy the hunger all over the world for the printed word, in book form, by firstly preserving its editorial and productive independence and ingenuity and thus producing the widest range of books at the most economical prices, and secondly rationalizing and stream-lining its distributive methods so that books reach their readers with the utmost speed and economy.

I have been invited to expand to some extent my paper on the subject of the Distribution of Books in the United Kingdom. It will be remembered that I concluded my paper with the statement that the U.K. book trade was attempting to meet in two ways the challenge of the, at present largely unsatisfied, world-wide hunger (especially in the less developed countries) for the printed word in book form. The first way is to preserve editorial and productive independence and ingenuity so that the widest possible range of books can be produced at the most economical

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prices. The second way is to rationalize and stream-line distributive methods so that books can reach the readers requiring them in the speediest and most economical way.

It is not the purpose of this paper to examine questions relating to the editorial and productive aspects of the book trade, important though such questions undoubtedly are. By definition, this paper is limited to the consideration of the problems of book distribution. And it is, in my opinion, right that this should be so, for, of all aspects of the book trade, that of distribution is the most neglected. And yet, to take the United Kingdom as an example, it is of fundamental importance, for in the United Kingdom the distributive problem is to deal with thirteen million orders from 10,000 booksellers every year. Surely here high costs and low efficiency must spell disaster.

Book distribution is the task of getting the physical books from the publishers' 'warehouses' to the booksellers' shops. Booksellers want books, publishers want to supply them. Therefore, if the task of distribution is to be done efficiently and economically there must be cooperation between booksellers on the one hand and publishers on the other. In short, the trade must be treated as one indivisible whole. And not only must there be cooperation on a national basis, but also on an international basis.

Book Trade cooperation in the distributive field varies in extent and effectiveness from country to country: the all-important international cooperation hardly exists at all. But let us consider the situation in the United Kingdom.

It can hardly be said, having regard to its size and its growth in the last twenty years, that the United Kingdom book trade has been unsuccessful in its distributive methods. The question is rather whether it has been as successful as it might have been and what doing to improve its methods to meet the challenge stated above.

It is probably true to say that only comparatively recently has the importance of

good distribution been realised in the United Kingdom. Only in the past few months has the United Kingdom Publishers Association set up a special committee on distribution. But the United Kingdom Booksellers Association quickly followed suit and joint meetings between these two trade association committees are to take place. Thus, in the United Kingdom formal cooperation between the two sides of the book trade is to take place—a highly important development.

But there are in the United Kingdom a number of other important moves towards book distribution, improvement on a cooperative basis of some sort. Some brief reference to these was made in my earlier paper but perhaps a more detailed examination of them would be useful for all of them are capable of greater and advantageous development.

Before the last world war, Mr. I. J. Pitman of the distinguished publishing house of Sir Isaac Pitman & Sons, Ltd., realised that, while the editorial and productive functions of a publisher were highly individualistic to that publisher, this was not true of the distribution of that publisher's books. In short, the problems of dealing with booksellers' orders, warehousing books, packing and despatching them and billing (or invoicing) them were common to all publishers. I. J. Pitman also saw that the economies of large-scale handling were as much available to the book trade as to any other trade. He therefore conceived an organisation which would specialize in book distribution, i.e. would take over from the publisher the routine (but nonetheless important) business of getting the books ordered by the booksellers to the booksellers. Thus in 1939 the Book Centre was set up. At first, Book Centre only distributed Pitman books, but today (1959) it distributes for no less than 33 publishing houses. Book Centre's main place of business is at Neasden on the North Circular Road on the outskirts of London. It has two subsidiary warehouses (at Wembley and Windsor) and a substantial depot in Central London where it has trade counter at which London booksellers may

collect books if they wish. Book Centre already occupies some 200,000 sq. ft. of space and this large area is shortly to be substantially enlarged. Moreover, the size of its business is such that the very latest and most efficient means and methods of handling books can be used. And on the accounts side (i.e. the invoicing of the books and the collection of monies due from booksellers) the most advanced electronic equipment, including a computer, is being installed. Though Book Centre has set and has had to overcome substantial difficulties, nevertheless in the long run it can hardly fail to produce the most efficient and economical means of book distribution. There is little that Book Centre cannot do from the sending out of review copies to the despatch of whole editions overseas, from invoicing a single copy of a book to producing the most detailed statistical sales analysis—even possible in the future, with the aid of the computer, forecasting sales potentialities. Not all publishers (especially the very large publishers) may wish to use Book Centre, but surely the development of the Book Centre principle is the right way in which to achieve the best possible form of book distribution—especially as Book Centre is a cooperative for the publishers for whom it acts sharing its costs according to their turnover with Book Centre.

Then, again, Book Centre is able to facilitate and operate other cooperative enterprises of great value and great potential value to the United Kingdom book trade. Let us consider some of these for surely, again, they represent ways of producing more efficient and more economical book distribution.

Transport of books

(a) *London*: Book Centre operates a fleet of motor vehicles for the delivery of books to London booksellers. The art of delivery in a large traffic congested city is to arrange that each van is used to capacity but only has occasion to deliver to a relatively small number of booksellers (and or collect from a small number of publishers) in a relatively small area. To achieve this and thus maximum speed and economy, Book Centre has set up an organisa-

tion called Book Deliveries which not only handles its own parcels but also those of a large number of other publishers. This organisation is steadily growing.

(b) *Outside London*: As in the case of London, the secret of good and economical transport of books is to concentrate as much as possible into the hands of selected carriers. Book Centre already has a very large number of parcels to despatch, but an even greater number is desirable if best service and terms are to be obtained from the carriers. Consequently, an organisation called Parcels Clearing has been set up with great success. Participating publishers deliver their parcels to the London Depot and these are brought to Book Centre from where they are sorted and bulked appropriately with Book Centre despatches. Good service and exceptionally low rates are thus obtained. Similar arrangements exist on the Continent of Europe and there is no reason why they should not be internationally linked. Indeed, Book Centre's Parcels Clearing Organisation is already linked to the somewhat similar organisation operated by the Dutch Book Trade.

Booksellers' Orders

At the end of each day's trading most booksellers will find themselves needing to order books which they have undertaken to try to obtain for customers. Thus, a bookseller may find that he has to order one each of twelve titles from twelve different publishers. In such circumstances the bookseller can send a composite order to a wholesale bookseller, but in the United Kingdom this is not always possible and the bookseller in consequence has to order direct from the publishers. Having, then, written his twelve orders the bookseller has to address twelve envelopes, apply twelve stamps and post twelve letters. To reduce the volume of work in such circumstances Book Centre has set up, at the suggestion of the United Kingdom Booksellers Association, an organisation called Orders Clearing. By using this organisation the bookseller can put the twelve orders into one envelope and post it to Orders Clearing. For a very small fee the orders are

sorted out according to publisher and passed on with other orders for the same publishers. No extra delay is involved except in the cases of out of London publishers, where the delay never exceeds 24 hours. So successful has this arrangement proved that already 11½% of all orders received by United Kingdom publishers are passing through the Clearing.

Payment of Account

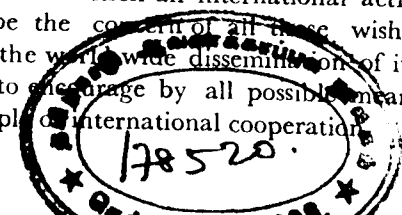
The United Kingdom Booksellers Association operates an Accounts Clearing House for its members enabling them to pay a large number of publishers accounts with one remittance in one envelope. Book Centre is setting up a similar organisation for Overseas Booksellers and already some discussion has taken place with the International Community of Booksellers Associations on the idea of an International Accounts Clearing House.

The Single Copy Problem

Now that there is no wholesale bookseller in the United Kingdom setting out a supply any book that may be in print (although Messrs. W. H. Smith & Son approach this ideal as closely as economic considerations will allow) the United Kingdom book trade is much perplexed as to how to deal efficiently and economically with the order for one copy of one title. The setting up of a stock holding single copy house such as is found in certain European countries is regarded as of doubtful practicability so far as the United Kingdom book trade is concerned because of the enormous size of that trade. To meet the situation Mr. Walter Harrap, the well-known British publisher, with the assistance of a small group of other important publishers, has devised a scheme usually referred to as the P.A.C.H. Scheme. Under this scheme booksellers order single copies on special order forms. These forms are so designed that on their receipt a publisher can quickly turn them into an invoice (with parcel label) thus saving time (and money) in preparing an invoice in the usual way. To encourage the use of these forms slightly better terms are usually given on single copies ordered on them (although booksellers

seem to value the quicker service resulting from the use of the forms as much as any concession on terms). The forms are ingeniously carbon-backed so that the bookseller retain a copy of what he has ordered and so that the publisher still has two copies of what has become the invoice after sending the invoice to the bookseller. Periodically the publisher sends one of his two remaining copies of the invoice to a Clearing House (Publishers Accounts Clearing House). At that time the publisher probably has a large number of such invoices to send to the Clearing and these he covers with a one line invoice on the Clearing House. The Clearing House then pays the publisher (less a fee of approximately 1% on average to cover expenses). The Clearing then sorts all the invoices it has received from publishers according to bookseller and charges each bookseller with the total of the invoices in his name, thus reimbursing the Clearing what has been paid to the publisher.

Thus, as was pointed out at the beginning of this paper, the key to efficient book distribution lies in the direction of cooperation. And since there is no real commercially competitive element in the field of distribution, it is contended, a perfectly practicable policy for the otherwise highly individualistic book trade. Indeed, as will have been seen from this paper, the United Kingdom book trade is slowly but steadily moving in that direction. Already the more far sighted of those concerned with book distribution in the United Kingdom can see many more advantages stemming from a policy of cooperation. e.g. the standardisation of stationery used in distribution (booksellers, order forms, publishers' invoices, etc.) and the cooperative buying of such stationery and of packing materials of the right sizes, strengths, etc. Such co-operation can go well beyond national frontiers into the international sphere: indeed, since the book trade is itself an international activity it must be the concern of all those wishing to foster the world wide dissemination of its products to encourage by all possible means the principle of international cooperation.



எமது புதிய வெளியீடுகள்

கல்வி	டாக்டர் மு. வரதராசன்	விலை	2 00
புலவர் கண்ணீர்			1 50
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அணைகடந்த வெள்ளம்	கு. ராஜவேலு		2 50
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மறைந்துபோன தமிழ்நூல்கள்			6 00
வாச் ரிப்பேர் செய்தல்	ஞசை ராஜா		5 00
டைம்பீஸ் ரிப்பேர் செய்தல்			2 00
குறிஞ்சித்திட்டு	புரட்சிக்கவிஞர் பாரதிதாசன்		5 00
பாரதிதாசன் நாடகங்கள்			3 00
நமது உடல்	கேப்டன் சேஷாத்திரிநாதன்		0 95
பத்திரிகையின் கதை	தம்பி சீனிவாசன்		0 75
தங்கக் குழந்தைகள்			0 75

பாரி நிலையம்,

59, பிராட்வே, சென்னை-1.

Book Distribution and Promotion in Burma

U. DOE

Marketing Manager, Burma Translation Society, Rangoon

Background

The art and craft of printing came to Burma during the early part of the 19th century. Before this period, books were in the form of folded sheets of stiff cardboard-like material known as *parabeiks* or bundles of palm leaves. Hence such books, if they could be called books, were not easily available for general public. These *parabeiks* and palm-leaf books were mostly produced by the monks. Naturally, such books were written mainly on religion.

When printing press came to Burma, it was brought by the Christian missionaries and so the books printed were mostly Christian literature. Afterwards books on Buddhism were printed. Books were therefore identified with things connected with religion.

Education was free but because there were no secular schools, monasteries were the only places where education was given. Being a monastic school, it was natural that education was based on religious teachings.

Even though people were literate, communication of ideas through books was not possible because *parabeiks* and palm-leaf books were not easily produced. They were also rather bulky and had to be carefully handled.

Because of scarcity of books—portable books—the tendency of the people was to listen to what were in the books rather than to read for themselves. It was also because religious teachings were orally given to the people rather than through the medium of written or printed words.

This habit of “listening to” is still very common at the present time. On sabbath days, people use to go to the monasteries to

hear the preaching of monks. Then they usually listen to one of them who will read out the religious tales and teachings from books.

Even when books were printed, they were mostly religious books and people bought them not to read nor to keep at their houses but to donate to the monks. The monks are not allowed to handle money according to religious practices and they usually request the people to buy for them religious books which they need for study. Hence, religious books were very costly and they were meant for the monastic libraries. Full-leather bound books were common.

As the religious books were more or less for the perennial market, publishers and printers could invest quite a lot of capital and keep the books for a long, long time. In fact, Hanthawaddy Press in Rangoon, still has for sale books published in about 1920 and these books are still selling.

When the British came and ruled the southern part of Burma for some time, they opened schools where both Burmese and English languages were taught. Those who were smart enough, attended these schools early and got jobs in the government service after passing about seventh grade. Eventually they created a group of English-educated people.

Year by year, schools were opened not only in big cities like Rangoon, Moulmein, Bassein and Prome, but also in middle-sized towns. At the same time, vernacular schools were also opened and parents began to send their children to these schools instead of monastic schools. As there is no purdah system and as laypeople instead of monks began to teach, parents started sending their girls too to school.

JANUARY 1960

27

நீங்கள் படிக்க வேண்டியவை

மெய்யடியார்கள்

சென்னைப் பல்கலைக் கழகத் தத்துவப் பேராசிரியர் டாக்டர் T. M. P. மகாதேவன் எழுதியது. சம்பந்தர், நாவுக்கரசர், சுந்தரர், வாசகர், ஆழ்வார், ஆண்டாள், சங்கரர், இராமானுஜர், இராமகிருஷ்ணர், இரமணமகரிஷி ஆகியோரின் வரலாறும், அவர்கள் நமக்களித்த அழியாச் செல்வங்களாகிய அறிவுரைகளும் அடங்கிய இலக்கிய கருவூலம்! வாழத் துடிக்கும் மனித வாக்கத்துக்கு வழிகாட்டும் பொன்னேடு.

ரூ. 1/40

ஜனத்தொகையும் குடும்பக் கட்டுப்பாடும்

ஆசிரியர் டாக்டர் S. சந்திரசேகர் தமிழாக்கம்: எம். ஏ. அப்பாஸ்
“காதலுக்கு வழிவகுத்துக் கருப்பாதை சாத்துக் கதவொன்று கண்டறிவோம் இதிலென்ன குற்றம்?”
—கவிஞர் பாரதிதாசன்.

ரூ. 1/95

ஆம், பல பெற்று பரிதவிக்க விடுவதைவிட அளவாகப் பெற்று ஆளாக்கிவிடுவது மேலல்லவா? இதற்கு வழி என்ன? வெற்றிகரமான கர்ப்பத் தடை எது? கர்ப்பத் தடையை இந்து சமயம், இஸ்லாம், கிறிஸ்தவம் ஆகியவை ஆதரிக்கின்றனவா? இத்தனையும் இன்னும் எத்தனையோ விஷயங்களையும் பாமர மக்களுக்கும் புரியும்படி விளக்குகிறார் இணையற்ற குடும்பக் கட்டுப்பாட்டு நிபுணர் Dr. S. சந்திரசேகர்.

ரூ. 2/40

காதல் வாழ்க!

ஆசிரியர்: டேவிட் கார்னட்
தமிழாக்கம்: எம். ஏ. அப்பாஸ்
காதலிலே தோல்வியுற்றான் காளை ஒருவன். ஆனால், அந்தத் தோல்வியைச் சுமந்து கொண்டு சோம்பிக்கிடந்தானா? இல்லை. அதை வெற்றியாக மாற்ற அவன் செய்த மகத்தான தியாகம்.....அப்பப்பா, மனித வாக்கமே மலைத்துவிட்டது!
கட்டிய மனைவி எழில் கொஞ்சும் இளம் பெண்ணாக இருந்தபோது மட்டுமல்ல. இழி குணம் படைத்த நரியாக மாறிய போதும் கூட தனது தூய காதலத் துளியளவும் மாற்றவில்லை அந்த இலட்சியக் கணவன்!
சாகாத காதலுக்கு வாழும் இலக்கியம் சமைத்துவிட்ட இந்த அமர காதலர்களின் கதையை ஒவ்வொரு கணவனும், மனைவியும் படிக்க வேண்டும். படிப்பினை பெறவேண்டும்.

ரூ. 2/50

பாகிஸ்தான் கதைகள்

தமிழாக்கம்: எம். ஏ. அப்பாஸ்
பாகிஸ்தானின் சிறு கதைகள் இலக்கிய வளர்ச்சியும், மக்களின் மனோதர்மத்தையும் பிரதிபலிக்கும் முதலாவது தமிழ் நூல்! பல்லாயிரக்கணக்கான கதைகளிலிருந்து தெரிந்தெடுக்கப் பட்ட முதற்போன்ற பத்துக் கதைகள்! பிரபல முன்னணி எழுத்தாளர்களின் கதைகளே இடம் பெற்றுள்ளன.

ஜெமினி பிரசுரம்
3/18, எல்லையம்மன் காலனி, சென்னை-6.

PRINTECH

In the delta areas, books weighing about 700 lbs. would take about 24 hours to reach riverine ports and cost about K 30. Books sent by boats from Rangoon to ports in the southern strip of Burma like Tavoy and Mergui would be charged at about K 5 for those which weigh about 210 lbs. Charges vary according to season.

Air Freight is also sometimes used for sending books where communications are difficult. The usual rate is about 45 pyas (45 percent of a kyat) for one lb. for distance of about 360 miles. It is very expensive way of sending books but this mode of transport was used during the days when Burma was threatened by insurgents everywhere.

Sometimes, books had to go by rail, again by boat and thence by car to reach its destination.

Warehousing

Except for the Burma Translation Society, other publishers cannot warehouse books systematically. Even big publishers like Hantawaddy Press, Thudamawaddy and others cannot store the books in a modern way. Unit packing is not practised. Although books were usually packed in old newspapers in packets of tens or hundreds to enable them to stand the rigours of weather and attacks from insects, they are not all done. One practice of the publishers, especially the religious booksellers, is to store printed sheets, uncut and folded in the warehouse and store them for re-binding.

The Burma Translation Society, there is a warehouse which can hold about 3,000,000

It is in charge of a warehouse keeper who sees to it that books are unit-packed according to size and thickness. These unit-packed books are stored on iron and wooden racks with bins labeled in detail. Books which are usually packed in detail are termed as “first in, first out” and are put within easy reach. Those which are slowly sold are termed “first in, first out” and are stored accordingly.

Section

There is no separate section such as shipping and forwarding for the publishers except the Burma Translation Society.

Packing and Despatch

Packing materials for books in Burma consist of used cardboard boxes and dealwood boxes at the best. The most common packing material is the wrappers of paper bundles. Mechanical packing and such as wire-tying is unknown and manual labour is used, although it is time-consuming because labour is cheap compared with the investment in money for such mechanical devices. It is also due to the fact that utmost speed is not yet an essential element in bookselling yet.

Promotion and Publicity

Ordinarily, newspaper is the medium of publicity for forthcoming books and books that had already been published. Some publishers advertise in monthly magazines and weekly journals because they are less expensive and because they feel that those readers are likely to be interested in books.

Handbills are usually inserted in the newspapers and the usual charge for such insertion is K 5 per 1000 copies. Posters are not usually printed by book publishers with exception of the Burma Translation Society, because of the cost. (Two-color posters, measuring about 10"x15" cost K 300 per thousand). It is also because that bookshops in Burma do not have ample space to exhibit the posters. The effectiveness of the posters is not conclusively known because some booksellers report that they rush more sales, while a majority of the booksellers do not think so. This is one of the areas where research or survey should be made.

Use of book advertising blotters are very rarely used by booksellers. The Burma Translation Society has issued three sets of blotters printed in three-colour advertising Burmese Encyclopaedia, Popular Science Books and Fifty Years Series. The cost of each blotter is about 5 pyas.

Book publishers usually do not use cinema slides to publicize their books. The Burma Translation Society started using cinema slides for Rangoon as well as for other towns. The system is that for Rangoon, the Society defrays the cost of making slides as well as for screening. As for the towns, the book agent pays for the

Thus, with the spread of education, more readers were created. As they were not taught just religion their reading taste was not only concentrated on religion only. But because of the traditional influence, religious themes were still associated with their reading taste.

Other cultural influences like stage shows, marionettes, etc., had a bearing on the reading taste of these people too. Stage shows were usually based on religious stories known as *jatakas*.

When books were printed, the most popular books were these *jatakas* with songs of the stage shows. According to the publishers of these books, the readers in the villages still hanker of such books.

Eventually, more and more people felt the impact of western education and culture. The reading taste of the people gradually changed. Side by side with the stage plays, fiction got wider readership. Magazine and journals got published and more readership was created.

When higher educational institutions were opened and when the student population increased, textbooks became essential. Except for the Burmese, other subjects were taught in English and so most of text books were imported from abroad. Books in English which were other than text books were mainly for the foreigners and the Burmese who had acquired the habit of reading English books.

The establishment of public libraries which was one of the factors in making the people to acquire reading habit was slow in coming. Very few public libraries were opened and those opened were meant for the English-reading public and they were mostly in big cities. Until 1930 or so, there was no attempt on the part of the government to set up libraries. The beginning of the establishment of reading rooms was taken up by a philanthropist who forged forward by self-help. He was Parrot U San Ni, proprietor of Parrot Taxi Company and Parrot Film Company.

He assigned well-known writers to prepare inspirational and cultural books and had them printed at his own expense. He then adver-

tised in the newspapers that those who would like to open reading rooms or those libraries which were then in existence could apply to them for sets of books. He mailed them free of charge and thereby nucleus of reading rooms were established. After independence, the Government of the Union of Burma, through the Information Department, helped these reading rooms by sending books free of charge. Information sections of various embassies also send their books—informational, cultural and otherwise. Many reading rooms have become defunct and some are still functioning. It is heart-warming to note that many reading rooms—which are but bamboo and thatch huts—still stand in villages and manage to keep reading habit alive in the villagers.

Production of books

As said, religious book publishing was the most profitable work among printers and it started that way. Christian literature publishing was also a big business though supported by missionaries.

In the beginning, publishers were few and they printed only books on religion. Many of the religious books on Buddhism were in sets and they were expensive. The book agents of the publishers were usually situated on the shrines of the Shwedagon pagodas, notably Shwedagon in Rangoon and Mahamyatmuni in Mandalay. Mandalay being a city of monks, bookshops which stock religious books abound in Zeygyo bazaar, the main market of Mandalay.

Selling of religious books is not a business where quick action, right timing and energetic promotion is needed like in marketing other goods. It is usually a leisurely job. Hence, the tradition of bookselling in Burma tends to have this influence. Because bookselling is a slow, leisurely business, publishers are not in the habit of regular checking, etc.

Book publishing and in its wake, bookselling received highest boosting during the first quarter of the 20th century when Burma became politically conscious. This consciousness was carried over to Burma from India. Quite a

number of books, newspapers and journals were published during this period. Of course almost all these publications were in Burmese and it made some impact on the people who read only Burmese. The English-reading public which consisted of government servants, students etc. was almost not interested in Burmese books at all.

When English was the official language of the country and when it was even a fashion to pretend one does not know Burmese, Burmese book production was bound to be hit.

Some years before World War II, there was a renaissance of things Burmese and this of course had an influence on Burmese books. This was also a period of political revival like in the first quarter of the 20th century and it was also a period of nationalism. Books on fiction as well as books on politics were very popular and although they were ephemeral in content, a wide and few readership was created. Such fiction and political books were paper backs, printed very badly but they were cheap. Cheapness of books was itself an incentive for the people to buy books. Book-agents mushroomed in many towns and they specialized in newspapers, journals and paper-backs which came out almost regularly.

The occupation of Burma by the Japanese was an added incentive to the reading habit of the Burmese people. Cut off from other countries, no books in English were imported. Because of shortage of paper and ink, no new books could be printed, either in Burmese or in English, the Burmese had either to learn Japanese or read books in Burmese. Written Japanese could not be picked up in a matter of months, it was Burmese books which the people would read.

Scarcity of books, both English and Burmese acted as a stimulus to reading. Price of second hand books soared and there was very brisk and busy business in bookselling.

Books were printed on sheets, other sides of which, had already been used. Considering the high inflation, such books were naturally very expensive, but all the books printed in limited quantity, were sold out.

Communications

The chief lines of communications are a railway line running from the extreme north of Burma to Rangoon, another from Rangoon to Tavoy in the extreme south, short railway lines—Rangoon to Prome in northwest, Thazi to Myingyan branching off from Rangoon—Mandalay line, Thazi to Shwenyanng in the Southern Shan States, and Mandalay—Lashio Railway line.

The river Irrawaddy runs from north to south.

In the Delta, riverine routes connect the small towns.

Metalled highways are from Rangoon to Mandalay, Mandalay to Lashio, Meikhtila to Taunggyi in the Shan States, Rangoon-Prome, etc. Many villages in Burma are accessible by carts through paddy fields in summer or winter. It may well be imagined how much part of the market is lost when there are more than 18,000 villages which cannot be reached easily.

Until recently, trains cannot run regularly because of insurgents and motor traffic was also unsafe. When the insurgent activities were at their highest, the safest mode of communications used was by airplane.

With the disruption of communications, postal traffic also deteriorated.

Book industry therefore suffered through these handicaps.

The quickest and cheapest method of sending books is by motorcar. But there is not a network of motor roads covering all over the country.

The cost of car freight for books which weigh about 700 lbs (200 viss) for a distance of about 360 miles is K 32 (about \$ 7.00). It takes only about 20 hours to send the books by car.

The same crate of books for the same distance, if sent by rail as a parcel by passenger train costs about K 150, and it reaches the next day. But if it is sent by goods train, the cost will be lower (about K 32) but it usually takes about seven days.

Books can be sent by steamer in the delta region and those in extreme south of Burma.

slide as well as for screening. The Society undertakes to get the slides done in Rangoon.

According to observations, the slides in Rangoon do not have unusual effectiveness. It is because of a glut of cinema slides which are screened during the interval, when many of the audience leave the auditorium to smoke or to have a snack.

Booksellers in the districts, however, report that cinema slides are very effective in their areas.

The Society has discontinued screening slides indiscriminately. Only the books which are specially to be boosted have this kind of advertising.

Display racks are one of the novel introductions by the Society. There is a great demand for the racks. However, it is found that the racks were used to accommodate other books rather than the books published by the Society. Constant check has to be made to see that they are properly used.

The Society also started car bumper poster scheme for the Society's Magazine (Special Number). Bus and Taxi-drivers were given small one-line posters to stick on their bumpers.

Burma has festivals almost all the year round, held in big cities like Rangoon, Mandalay and Moulmein as well as small towns and villages. Bookshops were opened at such festivals and such activities introduce book reading and book buying habit to the rural population.

Although radio in Burma is state-owned and government-managed, the Society, through the cooperation of the Information Department, was fortunate to have the privilege of using radio time for publicizing the books produced by the Society as well as the activities of the Society. The radio time allotted was 15 minutes and this privilege was given every fortnight. The new government had, however, stopped this privilege.

Various methods of sales and Distribution

The most usual method of sale of books is by cash. But reliable book agents are mostly given credit sale. There is not much of a uni-

form system in credit sale because it was more or less based on trust. A publisher may sell his reliable book agent in one place a large amount of books and at the same time give a small quantity of books to another agent.

Big publishers do keep accounts and bill the agents for the books given on credit. But the accounting sections of even these big publishers are not properly organized. There is almost no organized system operating on a regular basis. It is also not paying to maintain a big staff to keep the periodic sales going.

The Burma Translation Society, however, had separate divisions of its own to market the books and to keep accounts.

VPP or Cash on delivery sales are mostly used by sole agents and book agents in Rangoon rather than by publishers. Sometimes publishers used this system to send the books and at the same time collect the money due from the agents who are irregular in settling bills. This system is mostly used for single copy orders rather than bulk sales. Sale or return system is rarely used by publishers and booksellers in Burma. This system is sometimes used by newspaper offices in Rangoon only.

The Burma Translation Society initiates this system to sell People's Handbook Series and Children's Series so as to encourage to bookagents to sell more of series. Check cards are sent to bookagents in the districts to report the sale of the books every fortnight. In Rangoon, weekly sales checks are made. This is to give the marketing division an estimate of how many books should be sent when new issues are produced. The bookagents in the district, however, do not cooperate and the self-addressed and stamped check cards do not reach the Burma Translation Society.

One of the conditions of sale or return system is to send back books which are not sold after a two-month period. This condition is rarely fulfilled except in Rangoon where books unsold are picked up by the distribution division.

Another factor detrimental to this system is that because the agents do not have to pay any deposit. There is almost no control over

them. Many agents, though enthusiastic in the beginning, lose interest in selling those series of books and they sometimes let the packages unopened. When persistent reminders come, they simply send the unopened packages back to the Burma Translation Society.

As experience shows, the Sale or Return System can be practicable when (1) book-sellers cooperate with the publisher (2) the turnover of the books sold are high enough to give a good profit to the booksellers (3) and the manufacturing cost of the books are low enough to cover the distribution, promotion and advertising charges apart from legitimate profit for the publisher.

Books are also sold by the government book depots. Not being run on commercial basis and as the books published by the government are not the kind for general reading public, these government book depots are rarely frequented by the public. The books published by the government can also be had at commer-

cial book shops which have the authorization of the government, and so the tendency is for the general public to order government publications or buy them at commercial bookshops.

Mass Education Council, now merged with the Social Services Department, cooperated with the Burma Translation Society and the Information Department of the Government of the Union of Burma, in distributing books for the villagers. Other voluntary organizations, however, have neither a programme as comprehensive as not a network as big as the Mass Education Council.

Bookselling through bookclub was tried before World War II by the Nagari Bookclub. It leaned more on the political side and it was claimed that there was a membership of about ten thousand. Time was ripe for the issuance of political books and the bookclub was a success until the Japanese invaded Burma.

At present the Burma Translation Society is planning to organize a bookclub, taking advantage of the improved conditions in the country and the improved efficiency of the postal department. A group of publishers in Rangoon is also rumoured to start a bookclub method of selling books. ★

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BOOK DISTRIBUTION IN PAKISTAN

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As in other countries of the resurgent East, so in Pakistan, the hunger for knowledge has provided an impetus and a great stimulus to the production and distribution of books. As manifestation of cultural renaissance and tools for basic knowledge of techniques required to develop trade, industry and craft consistent with the present day demands of science and technology, as well as the means for building up informed and enlightened public opinion for the direction of national efforts, books are playing a significant role. Books are in growing demand as intellectual pastime and entertainment. Production and Distribution of books are tasks today which have assumed national importance.

The impact of partitioning of the sub-continent which led to the emergence of Pakistan as an independent country shook to its very foundations the structure of publishing industry and the book selling trade. In West Pakistan, Lahore had been the great centre of publishing and other cultural activities in the sub-continent, but on partition, most of the flourishing publishing houses evacuated into India leaving behind as if it were a considerable gap to be filled. There was no doubt a few old established publishing houses with half a centuries' experience or more, yet their number was too small immediately to fill the void. Since the advent of Pakistan, a host of new publishing and bookselling concerns have sprung up both in Lahore and in other metropolitan towns of West Pakistan and are endeavouring to meet the challenging needs of a new nation.

In the east wing of the country, the situation was without a parallel. Calcutta had been the main source of supply of reading material for what is East Pakistan today. The few

Muslim publishing concerns who had established themselves in a modest way in publishing and bookselling also mainly had their roots in Calcutta. With the division of the sub-continent East Pakistan, therefore, was virtually completely left bereft of any publishing and bookselling concerns worthy of mention. Whatever enterprise is visible today in East Pakistan, in this sector, is almost exclusively the result of local efforts during the past decade.

In spite of these initial handicaps, publishing and bookselling in both wings of Pakistan have asserted their robust character.

In the early stages of the Nation's life, the virtual absence of any established publishing industry and an efficient system of book distribution, in East Pakistan, led the Provincial government to take into its own hands the printing and publishing and distribution of school text books.

In coping with the new opportunities in publishing in Pakistan, the industry suffered due to scarcity of printing paper. The country did not have a single paper manufacturing mill to boast of. The scarcity of paper led to an acute shortage in the availability of even essential text books. This contributed to some regional Governments in West Pakistan also taking over the printing and publishing of text-books in certain regions, in its own hands. The resilience shown by local enterprise both in East and West Pakistan, however, soon arrested this process of encroachment on private enterprise, with the result, that there is an increasing acceptance both by the Government and the public of the principle that production and distribution of books must remain predominantly in the hands of the private entrepreneurs.

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Broadly speaking, the existing structure of the book trade in Pakistan is largely of the following pattern.

(a) *Publishers in the true sense of the term*: i.e., those who are equipped to undertake the task of production of reading material through permanent editorial staff employed by them who are conversant with editing techniques and other problems affecting lay out and get up. Their number, however, is extremely small. A liberal application of this definition would barely qualify half a dozen ventures to be included in this category, most of them operating in West Pakistan.

(b) *Publishers-cum-Booksellers*: This class far out numbers the publishers. Most of them are originally and basically still booksellers, but their character as educational supply houses has led them to assume the role of publishers also in respect of educational text books and help books.

(c) *Authors-cum-Publishers and Booksellers*: A number of authors, some of them, very well-known writers and poets, have not only undertaken, the publication of their own works, but have maintained their own distributing arrangements for the sale of their publications to the trade as well as to mail orders received direct, by them.

(d) *Literary and Learned Societies*: These act as their own publishers and book distributors. Their sales are completely confined to their members, but they accept subscriptions for their periodicals direct as well as through the trade.

(e) *Booksellers*: i.e. Retailers who are the main outlets of printed material and their number is growing. About 2,000, of whom about 750 may be regarded as robust enterprises operate in West Pakistan while about a thousand, out of whom less than 300 are active, carry on trade in East Pakistan.

(f) There are *second hand booksellers*, who maintain a stock of used high school and college text books. An acute shortage of imported text books has proved a great incentive to dealers in second hand books but in so far as locally produced text books are concerned,

rapid changes in the syllabi and consequent rapid changes in courses of reading has adversely affected the maintenance of stocks of used books of Pakistani origin, except of course the classics.

(g) *Dealers in rare and old editions*: This is a class of distributor who is himself becoming rare. In a few cases, they maintain their valuable acquisitions in their own homes where the business runs from father to son down the generations, or through them, contact could be established with the owners of these rare books and old editions who have allowed word to go round that their family heirlooms are available at a price.

(h) *Railway Book Stalls*: A net work of railway book stalls throughout both wings of Pakistan serves yet as another very effective outlet for periodicals and popular books. On payments of royalties to the Ministry of Communication, wholesalers are assigned on the basis of a tender, contracts to run these stalls. These wholesalers who are often large publishing concerns maintain a large staff to conduct these book stalls and in their capacity as wholesalers also maintain large stocks of popular publications of most leading publishing houses of the country, besides supplying an ever increasing number of imported paper backs for sale to the travelling public.

(i) *Book Shops for Tourists and Travellers*: These are mainly to be come across in the country's air-ports, bus stations and in leading hotels in the country's main towns.

(j) *News-Stands and Hawkers*: While news stands are mainly established close to bus stands and at corners of busy trading centres of most cities, hawkers are either part-time employees of owners of these news-stands or are employees of Government or private concerns in the smallest income bracket who by devoting early hours of the day to this task of distributing door delivery of newspapers, magazines and occasionally paper backs are endeavouring to supplement their meagre income through commission thus earned. These hawkers normally draw their supplies from distributors of dailies who maintain their

own news-stands in the various cities of Pakistan.

(k) *Pavement Retailers*: They also largely deal in periodicals, but unlike the hawkers who undertake local door delivery to their customers, the pavement retailers both sell periodicals to the customers as well as carry on a brisk trade of allowing members of the public to read these on the spot on payment of a fixed fee which is a fraction of the price of the periodical. They occasionally carry small soiled stocks of cheap paper backs. Obviously, their investment is extremely small. The hours of their business are also restricted to the morning and late evenings.

(l) *Rental Libraries*: not to be confused with libraries as such are kind of book stores, in towns with high schools and colleges, with the stock mainly of works on fiction, literature, history and religion. These rental libraries loan books to readers who have to pay a small reading fee for each book. Occasionally when a title is new or when the party to whom the book is loaned is not well acquainted with the owner of such a rental library, he is required to deposit the full price of the book.

Children of lower middle class families also occasionally start rental libraries and allow the use of their children's periodicals and books to other children residing in the neighbourhood of their homes.

(m) *Cooperative Book Shops*: Excepting cooperative book shops in some schools and in some large industrial undertakings as well as a few departments of Government, there are hardly any cooperative societies conducting the sale of books.

(n) *Government as Book Distributors*: As against the private sector in which book distribution has developed in the manner outlined above, the Government (both Central and Provincial) also act as outlets for the distribution of reading material.

Official reports and Government publications are printed in the Government's own printing presses and distribution to Government departments is arranged direct through Managers of Provincial and Central Publications.

In the main towns of the country, the Provincial and the Central Governments collaborate with local booksellers whom they appoint as their accredited agents for the distribution of these official publications. In addition to these official publications, the Provincial as well as the Central Governments are increasingly bringing out growing volumes of reading materials of an informational character under their Departments of Information and Publicity. These Departments are conducted on a commercial basis and copies of their publications are distributed through the book trade in the country entirely in consonance with established trade practices.

These departments of governments also bring out regular periodicals of a literary and cultural nature which are also distributed through trade channels.

(o) A number of *foreign publishers*, particularly those with large educational lists, have also established themselves in the country but mostly as booksellers, many of them have assigned their distributorship to wholesalers or retailers in the country. A few of these foreign publishing concerns are also bringing out some of their educational titles under the joint imprint of a local bookseller and themselves.

(p) A few *foreign publishing enterprises* have concentrated themselves on the production of *translations* in Pakistani languages of some of the children's and other books, popular in their own countries. In the publication of such translations the collaboration of local publishers has invariably been enlisted. Translation charges are met by these foreign agencies who also secure art work or blocks of illustrations from original overseas publishers. All these facilities are provided under a royalty agreement.

(q) There are instances of foreign *philanthropic foundations* and endowments who have made it a regular feature of their activities in Pakistan (a) to import into the country expensive library (usually old) editions of foreign publications for free distribution as gifts to universities, colleges and public libraries and (b) to purchase suitable books for neo-

literates published in the country in Pakistani languages for circulation as box libraries to an increasing number of rural community centres.

(r) A net-work of *libraries* in the country also act as channels of book distribution. In this sphere to the impact of the partitioning of the sub-continent created almost a void on the eve of independence by the loss to Pakistan of many libraries which, in respect of book stock and service, had acquired an Indo-Pakistan status. The Imperial (now National) Library in Calcutta and certain university and special libraries in that town as well as other places now forming India denied Pakistan its valuable share of this heritage.

The Pakistan National Library at Karachi known as the Lquat National Library, is yet in the embryo. Its buildings are yet to be constructed at the new site. Other Libraries in the Central Government departments as well as those of the Government of East Pakistan are going through a slow process of growth. Similar is the case with special libraries-cultural, scientific technological, law etc, especially in relation to former libraries which on partition of the sub-continent meant a loss to Pakistan.

Universities, colleges and schools outgrew the size of their premises due to a heavy influx of pupils in the wake of independence particularly in cities which had to face a sudden pressure of population owing to various factors including migration. In some cases these evacuee buildings formerly having educational institutions had to be taken over for other institutions or offices. The cramped space for libraries in educational institutions so effected, created conditions detrimental to the development of library servicing and the use of books. Book-buying within limits of financial resources and also of available foreign currency, however, continued and the book stock kept swelling, but the premises have not expanded so as to cope with the added need of reader accommodation and organisation of books in a way that may facilitate their use. Nor has the staff increased in either number or quality in order that libraries in educational institutions may

be organised and run according to modern technique. Most of the libraries are on closed access. Open access is yet dreaded because of an unreal fear of loss of books. Further more if open access has to be adopted as the operative principle, it will necessitate substantial remodelling of many existing premises and, in most cases, also addition to them for providing borrowing facilities and more reader accommodation.

Uncoordinated public libraries of varying sizes, which owe their existence to local cultural efforts and in respect of which no comprehensive or reliable statistics are available at the moment, are functioning in the traditional way. Their number is fairly large. These are however located mostly in urban areas. Their stock consists largely of local publications. In some urban libraries there are, however, to be found libraries to whom some foreign organisations had presented with imported English books. Valuable collections exist in some public libraries situated in District towns but many of them have suffered pilferage and some of them were sabotaged at the time of the partitioning of the sub-continent. Grouping of the isolated public libraries into small library systems, each system covering clearly defined geographical units and organising the libraries within their jurisdiction under some central control and guidance may eventually result in their assuming the character of useful book distribution agencies. For the present, public libraries in Pakistan are by and large in a derelict condition.

The Government of Pakistan, have however, established a Directorate of Archives and Libraries. They have also sought the advice of a foreign consultant in regard to development of the National Library and a net work of public and college libraries in the country. In East Pakistan the Government have gone ahead and set up a free Central Public Library with open access at Dacca and the Librarian thereof has since been functioning as a Special Officer for re-organisation and development of Public libraries. A grant-in-aid system covering libraries at District and Sub-Divisional

headquarters and some rural libraries has been operating for three years now, the provision in the Education Budget for the purpose being Rs. 2,00,000/- per annum. Thus the outlines of a co-ordinated Public Library system are now visible. Similar growth in coordination is expected soon in the west wing with Karachi and Lahore as the pivotal points of central control and guidance. It is gratifying that the Government of Pakistan have shown their appreciation of the importance of libraries. It is to be hoped that the provision and maintenance of libraries which have been incorporated among the functions of the Union and District Councils, and who have been invested with powers to levy polls and taxes for building up public utility organisations including libraries, will prove to be the precursor of a public library system. Other happy factors are the growth of library associations—some in the West Wing being very long-standing, the institution of Diploma courses for training in librarianship in Universities, and the availability of certificate courses in Librarianship conducted by library associations.

Bibliographical work has also started to a very limited extent under the aegis of a Bibliographical Working group formed on an all-Pakistan basis. Unfortunately the pre-independence Copyright Act has not yet been amended or re-enacted with the result, neither the National Library nor other libraries are functioning as copyright deposit libraries. Comprehensive trade catalogues are also not available so that bibliographical aids are inadequate.

Procurement difficulties in respect of foreign books of specialised nature and learned journals of foreign origin, has often led the libraries more particularly in East Pakistan to go in for direct imports on their own account. International distribution of reading materials is assuming increasing importance and the closest possible alliance between the librarians and the book trade is of the utmost importance. It is necessary that they bring their combined efforts to bear on the breaking of those barriers which now make difficult the task of book distributors and librarians.

The trade may perhaps employ products of Librarianship courses whose knowledge of bibliography, reference works etc must be of value to book-selling and for publication of good trade catalogues in internationally accepted forms. Their employment may give librarianship the support that they need. Serious dearth of good literature for the general readers is an aspect that not only hinders public libraries but also keeps the clientele of the book-trade restricted and prevents the development of the mass-market for books. This is a field where cooperation between the book trade and the librarians is of immediate and utmost importance.

An examination of the structure of the main channels of book distribution, as outlined above, should help to bring out the problems which face the main essential elements engaged in book distribution in Pakistan. In view of the special significant role which publishers play in the distribution of books, efforts have and booksellers been made from time to time by the publishers and booksellers in both wings of Pakistan to organise themselves in an endeavour to establish satisfactory and stable relationship between themselves, the authors and the Government. This process has been accelerated recently through an ordinance issued by the Government of Pakistan under which, all trading associations have been directed to reorganise themselves with a view to achieving unity. As a consequence, an 'All Pakistan Publishers and Booksellers Association' now exists in the country with regional branches at Dacca for East Pakistan, Lahore for West Pakistan and Karachi for the Federal Area.

It seems expedient here to discuss the functions performed by the main elements in the book trade in Pakistan, i.e., the publishers and booksellers.

As stated earlier, barely half a dozen publishing concerns of whom the majority operate in West Pakistan, maintain a semblance of editorial staff and possess the technique and equipment which are indispensable for any good publishing concern. They evaluate

manuscripts and often have the selected manuscripts duly vetted before publishing them. A few of these enterprises maintain editorial departments of their own where besides vetting the script and carrying out final proof reading compilation work is also carried on. They also employ layout and design artists for preparation of book illustrations and designs for covers, besides dealing with problems affecting layout and get up.

They maintain certain standards in the fixing of prices of their publications. Most of these publishers grew into their present stature from being educational or religious book publishers and these main characteristics are still discernable in the variety of books that they produce which are chiefly juvenile literature or books on religion or Islamic history. Many of them have now long lists of books on fiction also, tempted by the quick returns which such popular books help to bring in.

Almost all the publishers have direct sales outlets although the bulk of their publications are sold through booksellers.

There are no separate wholeselling agencies but the more important of the publishers, through a system of barter and exchange of publications, have assumed the role of wholesalers also. They are thus in a position to supply to the booksellers from the districts not only their own publications but titles of almost all publishing houses in the country with whom they have established a system of barter and exchange. It must, however, be clarified that school and college text books are not brought under the category of books which are mutually exchanged.

These publishers also maintain their mail order departments besides the trade and direct selling counter.

Publicity is mostly carried out through issuing advance announcements of forthcoming books to the trade, libraries and institutions as well as the press. Follow up work is carried out by means of blurbs and circulars. Each new publication is sent out to about forty periodicals including the national dailies, who

maintain magazine features in their Sunday issues and carry reviews. Books are also reviewed by the regional stations of the Pakistan Radio. Advertisement space is taken up in periodicals by leading publishers announcing new publications as well as setting out a list of more popular works of topical interest. The press brings out annual supplements on books ordinarily at the time of the annual book exhibition which has been a regular feature organized each year in the winter at Lahore by the 'Pakistan Publishers and Booksellers Association'. Book exhibitions have also been organized jointly with the British Council and other similar bodies at Dacca, Karachi, Rawalpindi and Peshawar. Large crowds are attracted to these exhibitions and book fairs. Subjectwise display of books has been looked with disfavour by publishers who are eager to display books on stalls exclusively managed and conducted by themselves. Occasion is afforded on such exhibitions through inaugural addresses presented to a public dignitary or some one outstanding in the literary field when particular aspects of publishing are made the subject of public discussion. For almost a whole week, interest is thus maintained in books both at the exhibition as well as in the press during the exhibition period. On more than one occasion, the inaugural ceremonies have been relayed over the Pakistan radio, thus achieving a nation wide interest in book promotion.

Most publishers maintain show windows and display racks in their book shops. Some leading booksellers keep display almirahs in which fresh titles are exhibited. In their attempt to attract the readers' eye, publishers are increasingly putting out colourful jackets and dust covers on their publications. The climate, however, which atleast during six months of the year is hot and dusty, creates problems for proper display and maintenance of stocks when they are getting sun-kissed and faded in colour or lose their freshness through the accumulation of dust.

Most publishers and booksellers are increasingly using corrugated boards for wrapping

structure as maintained by each publishing house. The system of barter is supplemented by bulk purchases through securing quantity discounts; but this is applicable only to standard works or popular titles.

Some publishers particularly those who observe no hard and fast rules in the fixation of prices of their publications, also readily agree to place their books with retailers on sale or return basis. The get up of such books, however, is invariably such that few retailers without debasing the value of their other stocks would be prepared to display such titles. Further more such publications are invariably excessively priced. The system of sale or return is also practised by authors who are their own publishers in an endeavour to find ready outlets for their publications; but because of the disorganised manner in which this system generally operates, allowing spurious publishing ventures to take advantage of such unwary authors, the bonafide book trade as such is also brought into disrepute.

The sale or return system does not foster a sense of initiative or enterprise on the part of the retailer and encourages the false notion to expect business to knock at the door instead of cultivating it. It further complicates the credit structure and saps the loyalties of the author, the publisher and the distributor.

The system of tender widely practised by the universities, colleges, librarians etc., under the general direction of the departments of education, is one of the greatest obstacles and a stumbling block in the establishment of a

rational price structure and the growth of healthy trade practices which would safeguard those who are vitally concerned with the production, promotion and distribution of reading material. It may sound paradoxical, but by virtue of this strangulating practice, departments of education who should be essentially responsible for the promotion and distribution of reading materials have contributed to causes which are not only at once paralysing the book trade and rendering it derelict but also encouraging mal-practices connected with the purchase of books often at the expense of the authors and other elements who should make for the growth of a healthy book trade.

It is obvious that one of the most urgent needs of the region is to establish a healthy basis for the mutual relationship of the author, the publisher, the book distributors and the state as the custodian of public interests. The proper fostering of private enterprise in the publishing industry and the book trade should be regarded as the state's obligation and part of the national plan of educational and cultural development enabling all those engaged in this sphere to render effective and useful national service. The most thoughtful action calculated to nourish and preserve the role of free enterprise in this field is called for. The role of those engaged in the production, promotion and distribution of reading materials, is required to be conceived in a more generous way by developing a broad and liberal outlook towards books and those who produce, publish, promote and distribute reading materials. ★



BOOK DISTRIBUTION IN NORTH INDIA

K. C. BERI

No doubt, Mr. Jayasinghe has taken lot of pains in preparing his "Report on an Enquiry into Book Distribution in North India", but I am sorry to observe that he has not properly surveyed the entire field of book publishing and distribution in North India. For example Varanasi, which has been in the past and at present too, the biggest publishing centre in North India for publishing ritual, spiritual, religious, general, juvenile and folk literature, has been totally ignored. When book-publishing concerns were in infancy elsewhere in India Varanasi's M/s. E. J. Lazarus & Co., took a bold lead in bringing out Fellon's Hindusthani Dictionary and other books, some hundred years back, and that tradition of publishing dictionaries and other literature is still maintained by the publishers of this cultural town. Moreover, about 400 titles numbering 25 lacs are printed from Varanasi in Hindi and Sanskrit every year on various subjects. The number of publishing houses in Varanasi is sixty-three.

While going through his report one is prone to come to the conclusion that classification of publishers and book-distributors in North India is purely limited to his knowledge of English publishing only.

Mr. Jayasinghe has classified the Indian Publishers of North India under the following groups:

- (a) Those who publish books largely in English language.
- (b) Those who publish books in regional languages.
- (c) Those who publish translations in regional languages originally published in English and other languages.

This classification of Mr. Jayasinghe is rather ill-conceived and he has failed to take

note on the basis of the Indian Pattern. His categories are exparte and mainly centred on a particular type of publishing which is not in unison with the present day demand of Indian reading mass. Before classifying the categories as pointed out we must take into considerations the classified categories as fixed by Mr. Jayasinghe and try to apply the same in the present day condition of publishing field in North India.

Category (a)

In North India there are, of course, some publishers who publish books in English language. But with the dawn of independence of India, this is waning. The demands of the English books are mainly confined to Educational Institutions, Colleges, Libraries and Academicians. Thus in North India, unless there is a regular demand from these institutions, the book publishing in English cannot survive.

The publisher of English books in North India mainly concentrates his publications on:

- (1) Political problems
- (2) Economical problems,
- (3) Historical or Autobiographical problems,
- (4) Scientific and Technical Books,
- and (5) Fictions by Indian authors.

The above books mainly centre round any topical University subject or on any burning question of the day. The sale of these books is also confined to smaller areas viz., principal cities like Bombay, Calcutta, Delhi and other metropolitan towns of North India.

The publishers of these books cannot bring out a very large edition as compared to foreign countries and naturally the cost of production is higher and the consumers have to pay more for them when there is real hunger for know-

books and packing them in kraft paper before despatching them through the post. This is, however, mostly in the case of hard covers. During the educational season, bundles of text books are mostly wrapped in old newspapers and kraft paper before being sewn in gunny bags.

Generally books despatched to institutions and to booksellers in bulk quantities are packed in large cartons before being sewn into gunny bags or are sent in used second hand wooden packing cases.

Parcels weighing above five seers (kilos) are sent through rail or road transport. Road transport is somewhat cheaper than rail freight and has the additional advantage of quicker delivery than rail. In the latter case, particularly if the goods are sent by goods train, cases remain lying unloaded on the train for considerable time before being sent to destination. In the case of consignments sent by transport, there is also the additional advantage that most goods transport stations are located closer to the commercial area than the railway stations.

The wear and tear, in post and in railways as well as in transport is rough and it is not uncommon that on taking delivery, the consignee finds the books damaged or even soiled by the time these are unpacked. Postage and freight are high and there has been recently a further rise in postage.

With the exception of a few publishers and booksellers, the vast majority of those engaged in the book trade, even as publishers, booksellers and retailers, are people who enjoy only limited educational and cultural attainments, delaying the process of making them into efficient instruments to promote the production and distribution of reading material. Their physical handling of books also generally betrays the lack of an intelligent interest in relation to books which should normally characterise his approach with such professional ability as to make it into an art.

In addition to this initial handicap, the lack of any organised habit among the book reading public, with other complicating factors,

e.g., single order copies for which a retailer is normally not equipped to comply with, make the task of book distribution not only perplexing and inefficient but also uneconomic, indicating the need for the establishment of wholesale houses or central book distribution services to be organised on a cooperative basis. Even in the establishment of such wholesale houses or central distribution agencies, active steps will have to be taken in order to enlist the cooperation of leading publishers as well as retailers. In order to convince that the service so provided will more than justify the small percentage which the publishers and retailers will have to spend from their margins of existing discounts and that such a scheme will enable books to be handled on a scale larger than before and that it will also achieve efficiency, it will be important to ensure that publishers and retailers have no apprehension that a cooperative effort resulting in the establishment of wholesaling houses or central distribution agencies will in any manner compromise their own independence. An increasing feeling of identity of interests has to be created so that booksellers and publishers regard themselves as integral parts of an indivisible whole, i. e., the "Book Trade".

An additional factor which such institutions will have to contend against will also be the question of standardised methods of invoicing or preparing the bill, in respect of which, there is not only no uniformity maintained at present but there is a virtual state of confusion.

Besides following a common and a standard system of accounting such questions as providing credit facilities as well as discounts require to be systematised. In countries where the economy of nations and of individual commercial concerns operating therein are under developed and by no means stable, there is hardly any basis for the extension of credit facilities. Without adequate guarantees, a publisher, a wholesaler, or a retailer extending credit, is really gambling and not conducting his trade along any conventional business lines consistent with principles of elementary economics. The fact, however, remains that publi-

shers and retailers against their best judgement continue to take these risks and allow supplies to be made to their constituents on credit. It is, however, not possible to determine the percentage indicating the extent to which this is indulged in.

In the matter of discount too, there is wide spread confusion, basically arising out of a lack of proper system of working out the price of a publication keeping in view the cost of production, cost of promotion and distribution, royalties to be paid to the authors, the publisher's over-heads including dead stock and the interest on investment. Very often, the price will be determined from the consumer's end instead of the production end, working out the discounts etc. according to the exigencies of the situation. The statement can be hazarded that with the exception of the publications of a few publishers, the printed price on books is not invariably respected.

To enable the distributor and the bookseller to take active interest and energetic measures in the sale of books and provide an efficient service in the absence of which books will be deprived of considerable potential readership, a generous trade discount has to be allowed and provided for in the price of the books. The curtailment of such discount will arrest proper development of distribution channels and will lower standards of production and promotion.

Maintaining correct prices and terms of discounts assist the trade as a whole and discourage the practice of direct selling by the publishers. On the contrary it should encourage wholesalers to keep themselves, the retailers and the reading public in touch with the latest and forthcoming books through the maintenance of mailing lists and other required means of publicity. It could also enable him to extend credit facilities to sound retailers. A disregard of them leads to harmful and unwholesome competition and drastically reducing the profit margin thus further discouraging the employment of qualified, intelligent salesmen conversant with techniques of the trade preventing accumulation of dead stock. The

book trade can render service to the public only if standardised terms in regard to discounts are accepted by all concerned as integral parts of all schemes contributing to the sound development of book distribution.

For those interested in the promotion of reading materials in countries like Pakistan, these problems present serious obstacles and require immediate solution, without which the entire book trade is threatened with complete collapse.

Such questions as pricing of books, discounts to be allowed to retailers and wholesalers, royalties to be paid to the authors can only be properly resolved by powerful and strong national organisations representing the authors, publishers, book distributors and librarians.

In recent months, steps have been taken by the Government of Pakistan to enforce laws which should help in the reorganisation of trading associations on healthy lines with the aim that throughout the country there should be a single representative organisation of interests able to speak on behalf of such interests. Laws recently introduced with a view to rationalising a system for building a proper price structure of all commodities also indirectly help the fostering of wholesale and central distribution agencies as well as the margins of discount to be allowed to wholesalers and retailers. It is to be hoped that the enforcement of the regulations would reduce the present chaotic state prevailing in the margins of discounts allowed to various sectors of distribution to some semblance of rationalisation.

In connection with the tendency where leading publishers and booksellers are establishing themselves also as wholesalers, the pernicious practice of bartering of books deserves to be mentioned. Instead of out right purchase of the required titles, the practice has grown under which publishers exchange their own publications on the basis of the total value of the required titles of others. Apart from the primitive character of such transactions, the system is unsatisfactory and is complicated due to the lack of uniformity in the price

ledge of the subject and particular book helps to satisfy his need. Thus it may be seen that the scope of English publisher in North India is gradually getting smaller although the demand may persist more or less for sometime to come.

The publisher in North India in English will have to find a market for his books, he may perhaps get it if his publication is of good standard and if there is a demand for the same. The foreign market may serve his business, but here again we have to make two clear distinctions.

(1) Books in English suitable for the foreign market.

(2) Books in English suitable for the Indian market.

A question now faces the publisher what type of titles should he have? Mainly they are books on Indian Philosophy, religious principles and Scientific books by Indian Scientists who have contributed to scientific research. Next comes the translations of books by eminent authors of India who are widely known in the Western countries.

Under the second item an Indian publisher will like very much to publish books on Economics, Geography, Geology, Politics, books on Technical and Scientific subjects catering mainly the needs of the Students and Academicians.

An Indian publisher, therefore, cannot thrive on mainly doing the publication work in English only and he has to take up publication of books in Indian languages to make his ends meet.

The contention of Mr. Jayasinghe therefore that there are publishers in English, as a separate category as different from the publishers in regional language is fallacious. It is really one simple category. In this group the publisher covers "University Text Book publishing cum General Book publishing both in English and in regional languages".

Next we come to Group C: This group also cannot be classified as a separate publisher. Translation are a specialised branch of the existing publishers under the above cate-

gory. It will be an unintelligent division if we accept it for a few publishers who have undertaken the translations of foreign books and have made arrangement for their distribution in India and have brought out cheap Indian editions.

My experience of 30 years in the book publishing business in North India and the experience of my firm of more than half a century have enabled me to demarcate Indian Publishers and Book Distributors in this region under the categories as mentioned below:

1. Those who publish university, college and school text books in Indian languages along with English editions of those books as per requirements of the local market.

2. Those who publish religious books including Sanskrit and ritual books.

3. Those who publish literary books in Hindi and other regional languages, which include fiction, juvenile literature, criticisms etc.

4. Those who only publish folk-literature and command a major market in North India.

5. Those who publish English books and their translations in regional languages and also sell and distribute imported books.

6. State sponsored publications, Bureaus and concerns who publish rare books, which otherwise is not possible for normal publishers to publish.

Now I will deal these six categories in detail one by one.

Category 1.

Publishers under this category, mainly publish university, school and college text-books along with the help-books keeping in view the requirements of the local market in regional and English languages. The sale of these books is assured as these books are generally approved by the different state's education departments, and after approval the sale automatically goes on.

After 1947, with the opening of large number of institutions and with the spread of education, the demand for text-books has increased to a considerable extent. The result is that many people have taken to this profession and new publishing concerns have sprung up.

At present, there are in North India 310 text-book publishers in Hindi alone. Besides this, if we take into account the publishers of Text books in Bengali, Punjabi, Urdu, Gujarati and Marathi, we may add about 600 more publishers doing work in regional languages of North India.

The standard of publishing and printing was not praiseworthy in the early stages, but at present such is not the case. Text-book publishers have also improved the quality of the matter, printing and binding. There are few publishers in this line, though less in number, who really know the art of book-production and their achievements are commendable in regard to healthy matter, editing, printing and finishing.

Category 2.

The publishers under this category are backed by religious institutions and cater to the demand from the spiritually inclined reading public. These readers pay less attention to outward get up and mostly publishers try to produce these books cheap within the easy reach of the people. The books are mostly for religious propagation and they contain analysis of the phases of human cycle. It is a subject of interest to people of India from ages past and even to day it continues unabated. A great many saints and sages have been born in this country; their thoughts are creating some demand in the western countries also. There are certain organisations who have branches in the foreign countries and the publications are sometimes simultaneously put out in India and abroad.

The distribution of such books is not a difficult problem. The books reach the buyer even through hawker's attached to big book-sellers who can easily make sales. Cultural societies also undertake the sale of such books as a sort of service to their members.

Category 3.

Publishers under this category vary widely ranging from the investing small sums to those investing very large amount of capital. They generally cater to the needs of new literates and to a large readership which cannot afford to go

in for costly editions and have no knowledge of how to make best use of books. There is much room for developing the full potentialities of this reading mass. Much work needs to be done by the publishers under this category.

Books published during the years 1948-1958 by publishers under this category have improved almost a hundred percent in quality of content, printing, general get-up and the methods of distribution if we compare them to those of the period 1930-1940.

The achievements of some publishers under this category makes me to believe that the future of publishing in this region is very bright and Indian publishing trade may will be proud of their achievements. Hence the facts clearly go to show that the publishers of English books are not the only ones who can produce quality.

Category 4.

Reading gives pleasure to man, whether he is literate or semi-literate. The highly educated classes derive inspiration and attain peace by reading philosophic works, while the semi-literate masses find solace in reading folk-tales, songs, and religious Bhajans. To cater to the taste of such semi-literate readers, there are many publishers who are putting out publications of this type. The field of these publishers is far wider than that of the literary book-publishers. Such type of publishers exist in Varanasi, Delhi, Calcutta, Amritsar, Bombay, Jaipur, Mathura and Hathrus etc. Publishers and Book-sellers cum-distributors have, no doubt, created a large number of readers who in the long run take to reading literary books also. The number of such semiliterate readers is nearly twenty times more than the literary ones.

Category 5.

Publishers of this category who publish English books only are very few in number in Northern India. It has to be admitted that they possess a sound knowledge of book-trade business and their methods of distribution are really first rate. I do not however agree with the contention of Mr. Jayasinghe that only those publishers who publish books in English

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Contact

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can show the way to progress for book production and distribution in regional languages, if they take up this work in hand.

Category 6.

Publishing Bureaus under this category are mainly sponsored by the various State Govts., viz. Hindi Samiti, Lucknow, U. P., Bihar, Rashtra Basha Parishad, Patna, Bihar, Madhya Pradesh Hindi Sahitya Samiti, Bhopal, M. P. These institutions are publishing serious and rare books along with technical and scientific work. All the above three institutions have published works in Hindi only. Hindi Samiti, U. P., has brought out 80 valuable titles and has planned to spend 25 lacs of Rupees for further publications. Bihar Rashtra Bhasha Parishad has published 41 titles so far on various subjects and they bring out annually 8 to 10 big volumes.

The above mentioned State-owned publishing concerns distribute and sell their publications through regular book-sellers. In fairness to the State Govts. it may be said they never press institutions or libraries to buy these books.

Now I come to the point of distribution. Here I agree that some of the English publishers have got well trained staff and up-to-date organisation too. But let me mention here this fact that there are also some Hindi Publishers as well as regional language publishers who have got quite a competent staff for distribution of books and their method of sale is most up-to-date. Personally I know more than 15 publishers in Hindi as well as of regional languages, who have a very competent organisation of sale and distribution to deal with customers, book-sellers, libraries educational institutions, Community Projects, Gram Panchayats and other Govt. institutions. They maintain regular mailing lists for sending catalogues at intervals containing details about their new publications. In this way, these publishers of Hindi and regional languages have got profitable.

Now I will say something about the activities of Hindi publishers who command major part of the total sales in Northern India and

who have done some very good work to promote book distribution in Hindi. They have formed an association named as "All-India Hindi Publishers' Association" with its membership of 1402, affiliated to the International Publishers' Association, Zurich. There are about 3,000 more Hindi booksellers who are expected to join this Association by next year. 13 Book Exhibitions were organised last year at different places by the members of this Association in Northern India. Children's Book Week was organised under the patronage of the All-India Hindi Publishers' Association last month-from 14th to 21st of November 1959-with the object of inculcating the habit of reading among the new literates and children. In Varanasi also the exhibition drew large crowds and was visited by the Vice Chancellor of Banaras Hindu University, eminent writers, educationalists and more than 12,000 students from various institutions.

For the first time in the history of Book-publishing in India, the All-India Hindi Publishers' Association introduced a "Net Book Agreement" among the publishers and book sellers of Hindi, which has resulted into a great success.

In this agreement control over discount on books has been introduced in order to avoid harmful competition among book-sellers and publishers.

In order to give publicity to their publications among the Hindi readers and to help book-sellers, a few Hindi Publishers have brought out book-trade monthlies, namely, Prakashan Samachar, Hindi Pracharak, Naya Sahitya, Pustak Jagat, which are sent in a total of 24,000 copies monthly to readers. Catalogues of individual publishers as well as consolidated catalogues are mailed as a routine to the book-sellers and other institutions, viz., catalogues of juvenile literature, catalogues of standard books for schools, catalogues of advanced literature for colleges, as also catalogues of suitable books for development blocks and comprehensive catalogues for big libraries. More over a big catalogue containing the names of books published by its

members has been brought out by the All India Hindi Publishers' Association also.

Credit for all this goes to the 'All-India Hindi Publishers' Association' who have got reduced the advertisement rates for Hindi books to half in all the Hindi dailies and monthlies. Mention must be made here about the Book Seminar which was organised at Delhi by the All-India Hindi Publishers' Association, last year commencing from 28th September 1958 to 4th October 1958, where, in all 16 papers were read on different aspects of Book-publishing. Besides Publishers and book-sellers, eminent foreign experts from American and U.K. Embassies, experts from Law and Education Ministries and reputed educationalists also participated in it. The Seminar was unique of its kind and was first to be organised in Asia by a publishers' association.

The Association has also formed a committee to draft ethic code for standard publishing and the report of this committee will be made known to all the publishers in India in the beginning of 1960.

An International Book-Jacket Exhibition was also organised by the Association in 1956 to help the Publishers in selecting patterns of covers.

Reverting to the report on (page 16) the number of book-sellers given is 1,932 in English and 1,252 in regional languages which is rather misleading. Perhaps he is unaware of the fact that there are 4510 book-sellers who sell Hindi Books in North India. (the list of these is available with me.)

Of the above 4,510 Hindi Book-sellers in the region, about 2,400 deal in text-books, about 900 deal in folk literature and approximately 1,200 sell literary and religious books. There

are at least 60 book-sellers out of these 1200, who sell technical, scientific, college books, dictionaries, law books etc. I have also brought with me the list of 1216 book-sellers and publishers of Bengal, who are members of the "Publishers and Book-Sellers Association, West Bengal". Besides this there are also book-sellers who sell Gujarati, Marathi, Panjabi, and Urdu and their number should not be less than one thousand.

The report says (page 52) that there are book-sellers in only three towns of Rajasthan. This also is incorrect. In Rajasthan there are 224 Hindi Book-sellers and 15 or 16 of these also sell English books. They are spread all over Rajasthan, such as, Jaipur, Ajmer, Jodhpur, Bikaner, Udaipur, Alwar, Bharatpur, Sikar, Churu, Beawar, Pilani, etc.

About Calcutta, the report says (Page 55) that it is the biggest text-book market in India. But I may add that Calcutta is also one of the biggest literary market in Northern India, where general Bengali Books are sold in large number and some of the editions of popular fictions in Bengali such as: "Murutirth Hinglaj" by Avadhut and "Saheb Bibi Gulam" by Bimal Mitra, have undergone within 4 years 14 to 15 editions, each from 3,000 to 5,000. People have got so much literary taste in West Bengal that an average Bengali will prefer not to buy any other luxury goods except books. At the time of Durga Puja Festival, friends and relatives exchange presents of books among them. Majority of readers in West Bengal are women and children. I wonder how this glaring aspect of Bengal's Book-market is missed in the report.

Lastly, I thank Mr. Jayasinghe for his report and you all for giving me a patient hearing. ★

ROLE OF GOVERNMENT IN PUBLISHING

DR. WAHEED

Economy in most countries of the region is being developed according to pre-conceived plans. Planning invariably implies an ideology which inspires all efforts at shaping the future of a community. The first principal requisite, therefore, in regard to the state's role towards publishing, is to clarify through a declaration of governmental policy as to whether governments of the various countries of this region wish publishing to be nourished and preserved as a free enterprise.

Fortunately for the publishers, their interests are so completely identical with those of the people that these are inseparable. The success of the publishers' profession seeks confidence in the virtues of a broadly informed public. Through the medium of the printed word, the publisher aims to promote the cultivation of wisdom in the management of private and public forces. When the aspirations of the state and the authors and the publishers are fortunately identical, it is legitimate to entertain the hope that fostering of private enterprise in the publishing industry will be regarded as an obligation of the state and as part of the national plan for educational and cultural development.

Since the less educated parts of the world are also backward in the economic and political fields, there arises directly out of this inequality in educational achievement, the need to make a special effort to catch up with the more progressive countries of the world and in this task the publishers' active cooperation with the state can be of immense value. It is through books there can be achieved a large amount of developing of the mind and equipping citizens of resurgent countries of the East with tools which will assist them in helping the governments in making public policies.

The state must therefore provide climate suitable for the production and development of literature. The role of the publisher by the respective Governments of the countries of this region, is to be conceived in a more generous way. A broad and liberal outlook is to be developed by the Governments.

They must offer inducement to authors and publishers to provide original works and translations. Governments must also assist in the publication of works which are not financially feasible. Valuable prizes should be awarded by governments for outstanding works of a nature which retain basic values of the ancient cultures of these lands. Government should undertake to buy copies of books which secure prizes and in an effort to build up a corpus of common national literature, organised through the media of translation, publication of books from various languages in each country should be undertaken so that a cultural homogeneity is brought about. The present struggle of regional languages in many of the countries of this region, particularly of the Indo-Pakistan Sub-continent for assertion as national languages can be harnessed to good advantage by bringing about a cultural homogeneity through these translations.

Expansion in the establishment of Government printing presses, should not be carried out at the expense of and to the strangling of private printing industries. While government jobs involving secrecy and urgency should no doubt be carried out by government's own presses, there appears no reason that such printing jobs as forms or national literatures issued by directorates of public relations in various countries of the region should be made the monopoly of Government presses.

Printing facilities need to be organised and established by Governments of the region for artists, writers, publishers, editors and printers.

In many countries of the region, the history of publishing text books during the last decade has been marred by thoughtless action by state authorities. Text books with their relatively assured sales which place the publishers of text books in a financial position to be able to undertake the publishing of worth-while material less assured of profit has been monopolised by some governments of the region, Departments of education, and Universities have reduced themselves into commercial enterprises. The harmful effect of such a policy of publishing, generally in countries of the region, should be realised and governments should concern themselves with such activities and contribute towards building up strong publishing enterprises rather than adopt a policy which would kill initiative.

For the benefit of authors and publishers, governments (through the National Book Trusts) should publish surveys concerning the require-

ments of the nation by way of reading material specifying the age groups for which it is required, evolving a suitably graded vocabulary and even publishing synopsis of books needed to be compiled for meeting national needs.

Governments in the region would do well to call a halt to uncertainties in their ever changing import policies. By and large, the present policies of various governments in the region militate against free flow of books.

In their educational policies Governments of the region would do well to conceive measures which would encourage the consolidation of educational needs in each country of the region through having common syllabi and thus enabling at least text books to be produced on a mass scale basis with corresponding reduction in prices.

The price of paper manufactured in the countries of the region is another serious obstacle and steps are required urgently to be taken to ensure that the price of paper produced in each country is brought down to the level of imported paper.

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Finding New Outlets For Paperbound Books In South India

R. DESIKAN

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INTRODUCTION

What were the problems facing the industry when the Southern Languages Book Trust started towards the end of 1955?

The core of the problem was that of distribution. The typical publisher of general books at that time would bring out a title in an edition of 1,000 copies, usually requiring from one to two years to be sold to public, college and school libraries, and to booksellers. Inadequate distribution was responsible for the small size of the edition, which in turn meant a high cost of production and a resultant high price of the book, acting as a further deterrent to increased sales.

The Southern Languages Book Trust proposed to break this vicious circle by several steps, including actively encouraging publishers to bring out larger editions by offering to share the resultant larger risk with them. By increasing the average edition to 5,000 copies the cost of production was brought down by about 40%, allowing a substantial decrease in retail prices. The Trust also groped toward some of the new marketing techniques which are outlined below :

I. Aims and Objectives of this experiment in relation to the Problems

The delegates to this UNESCO seminar will realise the complexity of the problem of marketing a product like a book. Each title is a product in itself and has to be handled as such. The problem cannot even be compared to that of marketing magazines whose clientele usually develop a brand loyalty and grow accustomed to periodic purchases. However, to help en-

courage the sale of books in South India to the common men who will have the desire to buy and read a book, but not the inclination to go to a book shop, it was felt that two basic requirements had to be fulfilled :

(a) *The books must be made readily available where everyone would have access to them:*

(b) *An atmosphere must be created which would induce in the literate man-in-the-street, a desire to buy books.*

It was felt that by providing a selected variety of books at places where people were already accustomed to go for various other daily requirements, both requirements would be met.

II. New Outlet Programme

How to open A New Outlet :

A general merchant or any other shop-keeper where an outlet is intended to be opened is approached and the scheme explained to him in detail. Emphasis is placed on the novelty of the operation, and on the fact that the dealer does not have to invest any money in this business. He is also informed that a set of 15 to 20 books will be given to him on consignment with a display stand, and that he may keep 20% as his earned commission on actual sales. The agent signs for the books thus received and agrees to pay the sales proceeds, less his commission, to the representative whenever called upon to do so and to take proper care of the books entrusted to him. In general, it has been found easy to open new outlets even in large general stores.

New Outlets in Madras City :

To gain the objective of expanding the market for paper-bound books in South India, an

experiment in book sales was launched by the Trust in April 1958, in the manner described above, in such places as general stores, chemists and druggists shops, cloth merchants, pan shops, coffee and tea-houses, etc.

The number of such new outlets stands today at 560, divided into twenty areas or zones for servicing purposes. Actually, the total number constantly fluctuates as in effective outlets are closed, and others substituted. All told, books have been placed, at one time or another, in 815 outlets, of which 230 were closed as ineffective; 25 outlets were lost.

Operation Schedule :

The operation of this programme was planned and is being carried out in a more or less systematic manner as follows :

Four salesmen are in charge of the entire operation, with Headquarters at Madras. The senior-most of the salesman is responsible for opening new outlets and for substituting better types of outlets in place of ineffective ones. The other three salesmen are given six areas each and weekly servicing of each zone is scheduled and carried out. Two of the junior salesmen are assigned zones within three miles of the office and service them on bicycles, provided with a suitable attachment for carrying books. From the working experience it can be safely stated that a salesman on an average working day of eight hours, can service 25 - 30 outlets. Servicing means checking up the stock, billing sales, issuing new books, taking back old ones, and generally assisting the new outlet managers.

More than 12,000 books sold :

Till October 1959 more than 12,000 books were sold, most of which otherwise would not have found a market. While this shows a demand for books at the men-in-the-street level, it has not yet been proved that the operations can be sustained on a commercially sound basis. There are, however, at least good indications that this will be possible.

Variety of titles handled :

The Trust has experimented with more than 500 different titles through the new outlets in Madras City. From the point of view of stock

control, this number is a rather large one, but the problem is not unmanageable.

How much would it cost?

To operate a similar scheme in a city like Madras, with 700 new outlets, would require the following staff :

- (a) Chief Salesman
- (b) Two Senior Salesmen
- (c) Two Junior Salesmen
- (d) Clerk-cum-Typist
- (e) Store Keeper and
- (f) An Attender

The approximate recurring expenditure on salary would be Rs. 800/- per mensem. The recurring expenditure for maintenance of vehicles, postage, telephone, etc. would be Rs. 300/- per mensem.

The following would be the approximate non-recurring expenditure :

Book Mobile Unit - 1	...	Rs. 7,500-00
Motor Cycle - 1	...	Rs. 3,000-00
Cycles - 3	...	Rs. 750-00
Book Display Racks	...	Rs. 15,000 00
Furniture for staff	...	Rs. 1,000-00
Total		Rs. 27,250-00

New Outlets in Coimbatore and Ernakulam :

The same type of operation is being tried on a smaller scale at Coimbatore (Madras State) and Ernakulam (Kerala State) with 125 and 80 new outlets respectively. The Coimbatore operation is managed by a Manager and a Salesman, and the Ernakulam operation, for the present, by a salesman under the guidance and control of a Trust Officer at Madras.

New Outlets in Villages or Sales of Books in Rural areas :

Even earlier, on August 31, 1957, an operation similar to that outlined above was started on a much smaller scale in villages near Madras. A few sets of Tamil books were displayed in a magazine card board display box. The first was issued to a tea shop about 7 miles away from Madras City on a road junction. The second set was left with a general merchant in a small town. Another set was left in a grocery store in a very small village.

A week later these outlets were visited again and found to have sold about 20% of the books left with them.

This operation was eventually extended to 12 villages located along a convenient 50 mile route. To make results more conclusive, the experiment was later extended to another set of villages, of semi-urban type. During the two-year period ending August 1959 more than 1,000 books were sold through these village outlets. It may be said with some confidence based on experience that there is a large potential book market in South Indian villages. The chief problem is undoubtedly that of finding an economical way of getting books into the villages and maintaining communication with the village outlets, i.e. of servicing them.

Commercial Feasibility :

If 85% of the projected 700 outlets in Madras City were to give a business of Rs. 5/- per week (or say 4 books), perhaps a not unreasonable goal, a little calculation will show that this venture will become commercially feasible :

85% of 700 outlets (595) giving business at Rs. 5/- per week would give in one month (4½ weeks)... Rs. 13,000 (approx.)
Gross profit at 13-1/3% Rs. 1,750 „

Deduct approximate recurring expenditure	Rs. 1,100/-
Depreciation on non-recurring items	Rs. 300/-
Total deductions	... Rs. 1,400
Approximate net profit per month	... Rs. 350

Note : In actual working the profit would be more since the book mobile would be used for retail sales and also the discount obtained from publishers would be more.

In the Madras city operation, the present rate per active outlet per week is approximately one rupee. By gradual process of elimination

of unproductive outlets and the introduction of new ones, it is planned to reach the target figure.

New Outlets Turn Book-sellers :

Gratifyingly enough, the owners of a few places where no books had ever been sold before the new outlets scheme got under way, converted portions of their shop into regular bookshops after seeing the possibilities of book sales.

The conversion of these shops is essentially due to the active interest taken by the owners concerned. Such interest is also noticed among some other new outlets dealers who send books to some of their regular clientele and whose book-sales are, consequently, much better than average.

III. Book Display Equipment

For nearly eight months, the Trust was issuing small, wooden racks costing Rs. 3/- per unit with full facial display space for 12 titles. These cheap units are gradually being replaced by more attractive ones. At present three type of wire racks of 24, 12 and 6 pockets are supplied to selected outlets. The cost of these units are Rs. 14/-; Rs. 7-50; and Rs. 4-50 respectively. The effect on sales is discussed below.

IV. Some Handicaps in the Operation of this Plan

A scheme of this nature presents certain practical problems, such as lack of floor space, stock control, dealer credit, lending of books, dust, action of sunlight and weather, etc. Each problem encountered by the Trust is dealt with separately and the steps taken to solve it are described.

The Trust is fully aware that the problems so far encountered are not the only ones likely to arise. More problems are bound to crop up and will have to be tackled.

(a) Flat wire Racks :

Most of the new outlets have the problem of space. Small pan shops, news stands and groceries have practically no wall or floor space at all. Wire racks have the advantage of great mobility. Thus outlets which do not have space *inside* the shop, are able to place the

stands *outside* during business hours and to put them back into the shop, at the time of closure, with a minimum of effort.

Revolving Racks :

A few revolving wire racks are being tried in selected outlets. These units can be suspended from the ceiling thus using the only space still available inside a small shop. The units consists of four detachable tiers of eight pockets each, which can be rotated around a central rod. One four-tier rack can display a maximum of 32 titles and can store a total of 96 copies of books. The approximate cost of such a unit will be Rs. 15.

(b) Stock Control :

A few months ago, complete physical verification of the titles was undertaken. It took more than 10 days of 12 man-hour days of 5 people. Maintaining stocks of over 5000 outlets, each with 25 to 30 books could be a very complicated affair. The monotony of recording stock of every title in every outlet sometime makes the person engaged in such a work commit mistakes. Frankly, this problem was thought of rather lightly during the initial stages.

For some time issuing of definite sets of books to particular areas was tried. For example, if there were 100 titles available, they were grouped in sets of 10 or any convenient number and each group or set was issued to a pre-selected area. This had to be given up as the dealers insisted on having particular types of books or books of particular authors. From the point of view of stock control, this is probably the best way to have the entire stock under effective control. The sales, however, may be adversely affected to a great extent. Therefore, it has now been decided to limit the number of titles handled at any given time to 150.

(c) Promotional Aid :

From the inception of this experiment, providing adequate promotional aid which would at the same time be useful to the new outlets has always received attention.

To start with, cash memos in duplicate were printed with the list of books on the reverse of the original and with space for dea-

ler's name and address. These were supplied to outlets but it was found that many dealers were reluctant to use them because they were not generally using any kind of bills in dealing with their own customers.

Leaflets, with space for name and address of the agent, listing all the titles handled by him were also supplied. These were not properly utilised and distributed by the agents. All too often, such leaflets were used to wrap up customer's purchases

The problem is how to attract the attention of people to books available in the new outlets and induce them to buy in the absence of active dealer interest.

An intensive programme of promotion for November and December includes supply of 'JUST OUT' banners with space for fixing the front cover of all the new arrivals, which can be strung across a shop. Special stickers will be placed in all the outlets.

There is again the problem of regular promotion, featuring titles. Promoting each title would be costly for an operation of this type and so group promotion will have to be considered.

(d) Dealer Credit :

Since some of the new outlets are small pan shops and news agents, if the servicing is not done on a day previously fixed, the payment of sale proceeds is often subject to delays. The Trust is following a definite rule of not issuing new books to dealers who have not remitted their proceeds. This prevents the liability from growing beyond that initially assumed by the Trust in respect of each outlet. Then there is also the problem of collection from some of the outlets who sell the books on credit to their regular clients and settle accounts by the first week of the following month. Such a procedure is of course discouraged by the Trust, but is occasionally permitted by new outlet owners.

During the 18 month period ending in October, 25 new outlets were lost owing to various reasons, including the death of the outlet owner in some cases and dishonesty in others. Noting that total stock losses amount

to less than two percent helps to place this matter into proper perspective. Naturally, this low percentage is no argument for complacency, and a further reduction of such losses should be possible with more effective control methods.

(e) Lending of books :

There is one bad practice that is widely prevalent among many newsagents and petty shop keepers, viz. the lending of books for an hire charge of 6 or 12 naye paise per book. The book so lent is usually easy to spot because of its bad condition after passing through several hands.

Unscheduled random checks of dealers' stock and billing them for all missing books from their racks is one way of tackling this problem.

(f) Groceries as New Outlets :

Some advantages and disadvantages

1. *Advantages :* Selling books through grocery shops has the great advantage of reaching the large number of people who go there to buy their daily essential requirements, such as rice, wheat, oil, etc. Many of the groceries have the additional advantage of having a certain number of regular clients who buy things on credit. Books may thus also come to be included in the list of monthly requirements.

2. *Disadvantages :* The grocery shop attendants may handle the books immediately after handling oil, ghee, etc. This results in books getting shop-soiled. Also, there seems to be more dust in groceries, than in any other type of outlet, to the detriment of books. Moreover, grocery shops generally have even less space for book racks than other shops and this presents yet another problem. Finally, rats which are usually found in large numbers in groceries, prove to be a menace to the books.

V. Some results of Our Experiment

(a) Protection against dust and sunlight.

When the books are kept on open wooden shelves, dust falls on them, resulting in a general deterioration in their condition. To protect the books from dust, alkathene covers are provided and this proved successful upto a point.

Exposure of the dyes used on book covers to sunlight poses another problem. It was found that bright colours, particularly red and yellow tend to fade. In some instances, the colour completely faded into a sickly white. Varnishing of covers has to some extent helped, but does not provide a complete answer. A real solution will come only with the use of colour inks which do not fade on being exposed to sunlight.

(b) Readers' preference etc. :

Because of larger number of sales points and the variety of people calling at them, this experiment may help to gauge readers' preferences more quickly than would otherwise be possible.

(c) Effect of new Book Display Equipment:— Other Promotional Aids :

A study made on the effect of introduction of new display equipment reveals that by doing nothing more sensational than providing better display equipment, the sales went up by 137%. This may sound high, but is nevertheless an indisputable fact based on a ten percent sample of all Madras new outlets.

Promotional activities in relation to new outlets, as also in relation to regular bookshops, must be based on sound psychological principles. The attempt must be made to attract and to hold the attention of the prospective buyer. For example, a new wire rack in a small pan shop attracts the attention of the passersby or of the person who goes there for purchasing something else. Once his attention is attracted, he proceeds to examine the rack and then, perhaps, to examine the books. Attractive book-covers draw his attention, then he proceeds to glance through the pages of the books hurriedly. He might eventually get interested to the extent of buying one. The attempts of the Trust to introduce new display materials, new book-covers, etc., are intended to draw the attention of buyers and thus encourage them to inspect and finally buy books.

(d) Effect of change of book covers :

Our experience shows, once again, the importance of cover designs as an aid to sales.

Changing the covers of two books, did lead to measurable, even if not dramatic, increases in the sales rates of both books.

VI. Book Mobile Unit :

A Book Mobile Unit built on three-wheel Lambretta chassis costing approximately Rs. 7,500 is used for servicing village outlets, agency towns, direct sales in village schools, etc.

The Mobile unit is so designed and constructed as to carry about 300 books in the shelves provided and has enough space for carrying 10 books display stands, 18" x 36" in size, or about 2,000 books. The unit is intended to be used by salesmen on long tours, and provision is made for carrying a sleeping bag and a small suit case. There is also provision for window display of about 25 titles. This vehicle has been extremely useful and economical for use in suburban and urban areas. It has been of great help in Madras City, for opening new outlets which involves carrying of stands and bundles of books. This unit proves to be ideally suited for visit to villages within a radius of about 50 miles from the City.

A second unit with some modifications was recently lent to a book distributor, in Andhra for intensive tour and sales in State.

Economics of the Operation of this Unit :

Capital	...	Rs. 7,500
Depreciation (per annum)	..	Rs. 2,500
Salesman	..	Rs. 1,200
Batta at Rs. 5/- per diem for		
5 days a week for 52 weeks	..	Rs. 1,300
Petrol, 80 miles a gallon at 50		
miles per diem for 5 days a		
week for 52 weeks...	..	Rs. 650
Maintenance charges at Rs. 50/-		
per mensem	..	Rs. 600
Taxation	..	Rs. 268
		—
Total per annum	..	Rs. 6,518
		—

or Rs. 25 per day (approximately).

If it is assumed that there is an average gross profit of 20% on sales, the collection needed to reach the break-even point is Rs. 125/- per working day.

Visits were made on this unit to small village schools with fair success. The maximum sale per day from this unit was Rs. 220/-. It is too early to say whether the necessary daily minimum sales figure of Rs. 125/- can be reached and surpassed with sufficient regularity to make the operation of the unit commercially sound.

VII. Distribution in Towns and Districts

Even in towns with a population of over a lakh, there are often no regular book shops. So a campaign to reach smaller towns was launched a few months ago. This scheme is now operated in Chingleput District, with Madras as Headquarters; in Coimbatore district, with Headquarters at Coimbatore; and in Ernakulam Districts, with Ernakulam as Headquarters.

The operation of this scheme is simple. A leading news agent, or prominent general merchant is approached with a proposition to keep books for sale. The dealer is given a variety of titles on a sale-or-return basis, at 20% discount. A cash deposit to the value of the stock supplied, is taken. The dealer is also provided with necessary display equipment.

The response to such a scheme from all the towns has been quite good. In a few instances, the agency arrangement was clinched within less than an hour. (At present, book-selling in some of these towns is confined to the sale of text books only; this is a seasonal but quite profitable business.)

The scheme of starting regular book-shops in towns must be aided by adequate promotional material including newspaper advertisements on a fairly intensive scale, stickers and banners, and even a direct mail campaign. A list of potential book buyers in each town is being collected and sales letters with catalogues will be mailed to them. Their attention will be drawn to the fact that good books are available to them in their own towns. They will be invited to go to the agents to buy books as gifts for marriages, other festive occasions and entertainment. The direct mail service will be followed up by calls made by salesmen.

News agents are in a particularly good position to help book-sales in all but the biggest cities. They have the following facilities for door-to-door sale of books :

(a) *A list of customers interested in reading material.*

(b) *Salesmen who call on them regularly for delivery of magazines and newspapers.*

The readily available facilities of a news agent, though he may not have a shop in the bazaar, could be utilized to an advantage by providing sufficient stock of books on a deposit basis and letting him put the books up for sale through his salesmen.

It is also proposed to provide the news agent with a small case that can be fitted on a bicycle, with space to hold 25 to 30 books. The agents will be requested to send their salesmen with books to call on their clients in a routine and systematic manner to sell the

books from door to door, as newspapers and magazines are being delivered.

VIII. A Peep into the Future :

In South India, there are more than 5,62,000 copies of magazines sold every week. This represents a section of people who are prepared to spend their money and time for reading material. The number is on the increase. It is the approved and cherished aim of the Trust to bring out good books at low cost and help every home in starting and building up a library. People who have been obliged to leave off their education at the high school level are at present receiving little or no attention. The task of producing, publishing and making easily available good knowledge books which could help such persons to build up their level of knowledge has to be undertaken by some organization; this, the Trust is trying to do, with results which—let us hope—will be beneficial for all. ★

(Continued from Page 64)

In public life, Sri Viswanathan was a Special Honorary Presidency Magistrate. He was the Founder-Member and Hony. Secretary of the Publishers' Association of South India. He was also the Founder-member and Hony. Secretary of the Madras Printers' & Lithographers' Association from its inception about 7 years ago till last month when he laid down his office owing to his ill-health. His organising ability and drive revealed itself to public and particularly to those connected with Graphic industry during the Madras Session of the All India Printers Conference and Exhibition in 1955 which had set up a record and the like of which is still to be seen. In 1955, he was elected President of the All India Federation of Master Printers. He was selfless and always ready to serve the industry. This quality in him prompted him to accept the Honorary General Secretaryship of the All India Federation of Master Printers immediately on his laying down his Presidency of the Organisation. He was a member of the Advisory Council of the Madras Regional School of Printing, and a member of the then functioning committee to draw up a scheme for manufacture of printing machinery in India and member of the All India Board of Technical Studies, the latter two constituted by the Government of India.

Genial in his outlook, he endeared himself with everyone he came in contact with. His smile was characteristic, a smile for approval or appreciation, a smile for disapproval as well. He was upright and never feared to express his opinion and in doing so, took great care to see that he did not wound others feelings. He always believed that everybody in their social status had a place for respect. There was not a job in his press that could not be done on time and his staff was always ever-ready to take the responsibility in this regard themselves.

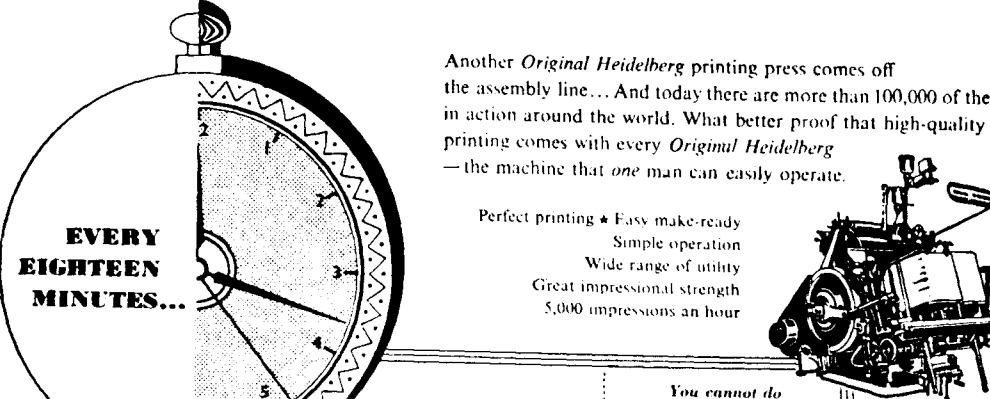
May his soul rest in peace.

JANUARY 1960

59

The Book Industry Council of South India

SRI M. N. RAO



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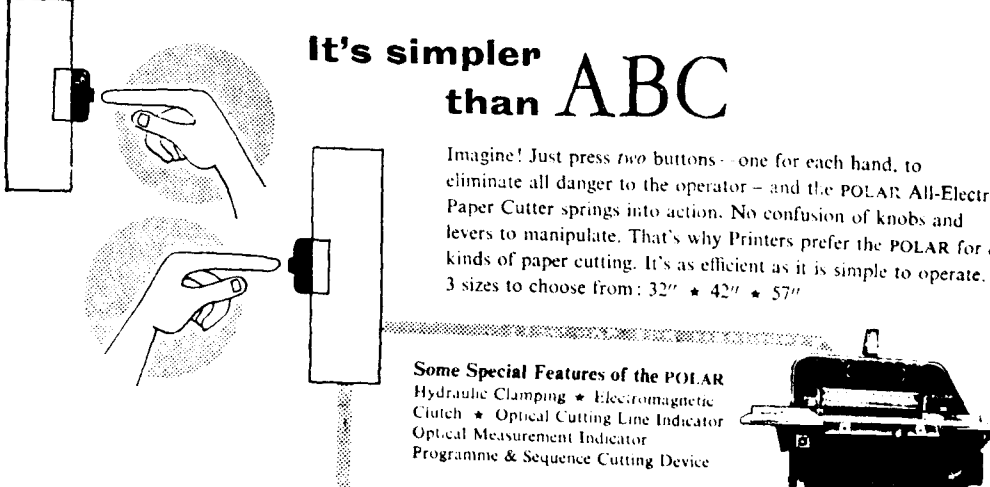
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It was on the recommendation of a Marketing Consultant—Martin P. Levin, to the Southern Languages Book Trust, who made a survey of the South Indian Book Industry in March and April 1956, that the Southern Languages Book Trust convened a meeting of the leading Publishers, Booksellers and Distributors from the four language regions of South India at Madras on 9th and 10th June 1956. At this conference, a resolution was passed that an organisation to be known as the Book Industry Council of South India was to be established as early as practicable for bringing together the Publishers, Booksellers and Distributors in South India in one united body and for providing common and mutually advantageous services to those who join the Council. A Memorandum of Association and a number of rules were adopted. For implementing the Resolutions and for bringing the Council into a being, an Interim Committee was appointed. Thanks to the untiring work put in by the Interim Committee and the co-operation and good-will of the Southern Languages Book Trust, nearly 300 members were enrolled from the four different language regions. A Board of Directors was elected and the Book Industry Council of South India was formally inaugurated on 30th September 1956.

The Council is a non-profit institution and has among its objectives the following :

(i) Developing improved channels of Book Distribution :

(ii) Providing common services and advice to Members concerning production, publishing and scheduling, subject selection, improvement of cover and book design, advertising and promotion, communication with the trade, consolidation of book despatches or freight consolidation, market research and statistics, accounting methods, compilation of sales aids such as lists of potential book buyers both private and institutional and legal assistance ;

(iii) Publication of a Periodic News Letter on development of interest to the Book Industry ;

(iv) Adoption of a Book Industry Code of Ethics and raising and maintaining the prestige of the Book Industry ;

(v) Creating and encouraging the desire of the Public to own and read good books ;

(vi) Providing the South Indian Book Industry with an effective voice in the protection and promotion of its common interests ; and

(vii) Bringing together publishers, Booksellers and Distributors in South India in one organisation and developing an *esprit de corps* amongst them.

Membership is open to all bona-fide Publishers, Booksellers and Distributors operating in South India.

The Council's work and activities since its inception in 1956 for the achievement of the above objectives may be classified as common services, promotional activities, group discussions and Seminars and Marketing activities. Now, I shall describe briefly the Council's activities under various heads.

COMMON SERVICES

(1) Freight Consolidation Service

The Council's Freight Consolidation service, is a unique service for the benefit of its members. The service is based on the principle that it is more economical to despatch in bulk to a single buyer. This was started on February 12, 1957 and from then on it has been steadily growing in popularity and used among the members of the Council. The Southern Roadways but for whose munificence this scheme might not have borne fruit began accepting book parcels of our members at half their scheduled rates and this concession was, to begin with, only for consignments from Madras and Bangalore. Later they not only extended this consideration to the 36 other

stations but also accepted parcels "TO PAY." The Council designed special forms and labels to be used for the above scheme, so that members could book their parcels direct at the Southern Roadways Booking Offices anywhere in South India. This saved considerable time and many members bought these forms from the Council and utilised this service.

From the sale of the special forms to the members in 1958 and 1959, we find that as many as 6,032 book parcels were booked in 1958 and 5,847 parcels upto the end of October in 1959 with the Southern Roadways. On all these parcels, either the Publishers or their mofussil customers have saved 50% of the Freight charges, that is, approximately Rs. 6,000 even on a most conservative estimate.

Apart from the Southern Roadways, the Council has made arrangements with two other Lorry Transports, viz., M.B.T., and A.P.T., on a different pattern whereby the parcels are booked through the Council's Office. The Council charges on these services a nominal service fee.

(2) Procurement of Printing Paper for members at Mill Rates :

Another service the Council has been able to render its members is, the supply of printing paper at Mill rates, though not in large quantities. It may be noted that in recent years, the main problem for Publishers has been the acute shortage of printing paper and the resulting soaring prices. The Council has negotiated with some of the Paper Mills and the local distributors for supply of printing paper but such supplies have not so far been regular or adequate. Whatever supplies are received from the Mills are distributed equally to all members. Till now council has received only 20 tons of white printing and 10 tons of Newsprint though we have promises for nearly 16 tons of paper in the near future. On the sale of paper the Council charges a service fee of 2% from the members.

(3) Technical Services and Advice :

The Council maintains a list of Artists with a note of their specialised qualifications and provides suitable names to members whenever

required. It also helps members in the preparation of Cover designs etc. The Council collects and maintains up-to-date mailing lists of Publishers, Booksellers and Distributors. It can also offer advice on various problems relating to the book Industry in general.

(4) Consolidating and co-ordinating orders for purchase of books from Member Booksellers in the mofussil :

The Council arranges to procure supplies from different publishers in Madras and despatch them to the mofussil members in one consignment. If the member has a running account with the Madras Publishers, he mails a copy of his order to the Council, with instructions to the Publishers to deliver the books to the Council. Otherwise, he deposits with the Council a specified sum and the Council purchases the required books from the various Publishers and sends them through the cheapest mode of transport under the Freight Consolidation Service.

(5) Supply of Book Display Equipment :

The Council has arrangements for the supply of cheap and utilitarian Book Display Equipment to its members and several members have purchased such equipment through the Council.

PROMOTIONAL ACTIVITIES

(1) Book News :

One of the vital jobs of the council is to provide an effective means of communication within the Industry. *Book News* seeks to perform this function and acts as a clearing house for information and ideas. It gives its readers news about the World of Books. Started in May 1957, *Book News* has come out regularly every month and has chronicled important events in the world of books publishing lists of new books, books to come, and articles of a wide variety and range drawn from the technical and imaginative fields. *Book News* has been trying to make the voice of the Industry heard in all quarters and to raise and maintain its prestige.

(2) Sales Planning Guide :

In 1957 a *Sales Planning Guide* was prepared and sent to the members of the Council. It

detailed the various services the Council could make available to its members to assist them in selling more books.

(3) Group Mailing Service :

This is the first attempt on the part of the Book Industry in co-operative Book Promotion. Under this service, the Publishers and Distributors enter selected titles for joint advertisement and mailing to potential customers through the Council. This scheme is intended to enable participating publishers and distributors to bring their books to the notice of more than 10,000 selected prospective buyers at the incredibly low cost of precisely one rupee per title per month. This would represent a saving of approximately 90% on the normal cost involved in preparing the material, compiling the appropriate mailing lists and above all the postage.

A Publisher member pays the Council Rs. 12 in respect of each title which he wishes to promote for a one year period (i.e., Re. 1 per month) subject to a minimum listing of five titles, making a total minimum payment of Rs. 60. The payment for larger number of the titles entered are based on a slab system.

In return for this, the Council renders the following services free of any additional charge or obligation on the part of subscribing publisher or distributor :

1. List all the titles concerned in one issue of *Book News* :

2. Print and mail 11,000 copies of a folder listing all the titles so entered to booksellers, schools, colleges, public libraries and selected individuals at the rate of so many each month, but to different addresses.

3. In December every year, prepare a comprehensive catalogue featuring all the titles entered under this plan and mail copies of the catalogue to not less than 5,000 addresses—Booksellers, libraries, reading rooms, block development authorities etc. In all, there will 16,000 mailings.

This new service was recently started in one language region, viz., Madras State and our Publisher members have demonstrated their appreciation by entering 533 titles under the scheme. It is too early as yet to assess the results. We intend to extend this service to the other three language areas in the coming year.

4. Book Exhibitions

In order to promote interest in books and increase the sales of member publishers, the

Council takes stalls in various exhibitions organised in different parts of South India for displaying and selling the books of Council members. The Council so far has taken part in six exhibitions. Besides these, the Council has organised special exhibitions of Children's Books etc., from time to time and festival programmes to dramatise the value of books as gifts. For these exhibitions the Council charges a nominal fee of 5 to 50 nP. per title as display fee and gets a commission on sales.

GROUP DISCUSSIONS AND SEMINARS

Two Seminars have so far been held under the joint auspices of the Southern Languages Book Trust and the Book Industry Council—one on Book Industry problems in February 1957 and the other on Book Production Problems in January-February 1958. (Copies of the Proceedings of these two Seminars have already been given to you by the Southern Languages Book Trust).

MARKETING ACTIVITIES

It is in the field of Marketing activities—other than promotion that the Council has not made any headway. The Council was originally conceived of as something which would create a Book Distribution machinery for each of the four language regions, so that the member publishers' books may be moved in larger quantities leading to increased book sales. This was intended to be achieved by the establishment of regional book depots and showrooms, which were to be operated by individual distributions (Wholesalers). The distributors' relations with the Council were to be governed by contractual arrangements. The Council was to act in a supervisory and advisory capacity without itself engaging in Book Sales. The Council started to implement this in a certain way but soon came up against formidable obstacles in various forms with the result that the whole thing collapsed. It may be that the Book Industry in South India lacked imaginative leadership to implement a programme of this type, which was an experiment of a pioneering nature. Or it may be incompatible with local conditions. So the Council felt that it was desirable to stop further experimentation on these lines and in May 1958, the Southern Languages Book Trust offered to take over the job of pursuing experimentation aimed at achieving that still elusive goal: truly effective marketing of books.



In Memorium

LATE S. VISWANATHAN



Graphic industry in India has lost a pioneer in the demise of Sri S. Viswanathan, Proprietor of the Central Art Press, and a former President of the All India Federation of Master Printers, on Thursday the 21st January 1960.

Born in the year 1910 in Alathur, a small village in South Malabar of a middle-class Brahmin family, the late Sri Viswanathan took his School education in the Madras Christian College School and graduated in Science of the Madras University in 1930 from the Pachayappa's College, Madras. Even from his younger age, he was evincing keen interest in matters academical. The Modern Circulating Library, which he started and

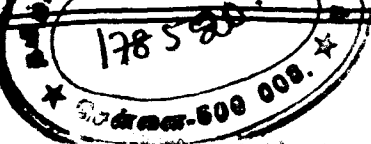
owned contained a good selection of all books and was very useful to all those who came in contact with it. He joined Messrs. Rochouse & Sons Ltd., Madras, and took his apprenticeship for a period of 3 years in publishing line. He set up independent business as Publisher in 1940 on a very modest scale with only one book at that time, a Physics book for Intermediate class of the Madras University written by eminent physicists. He has published a very vast number of text-books for college classes, which have now established a reputation all over the country and in the Far-East. Popularly known as "S.V.", his publications were acclaimed as of high standard, both in printing and text-matter by all in the educational field. Eminent educationists are in his authors' list.

In 1942, he purchased the Central Art Press in partnership with others, but this partnership was dissolved later and he took the business as sole-proprietor. In 1947, he started the Subrahmanyam Educational Institute, a private Tutorial Institution, in memory of his deceased father Sri Subrahmanya Aiyer.

(Continued on Page 59)

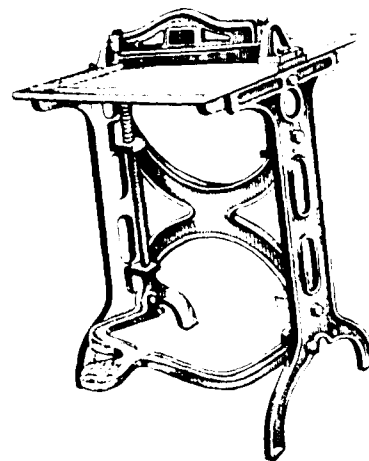


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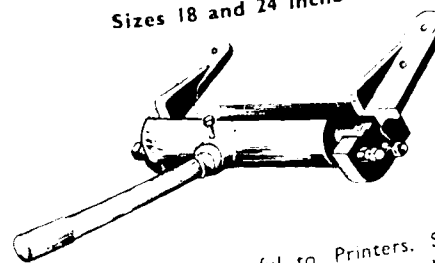


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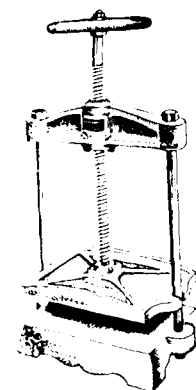
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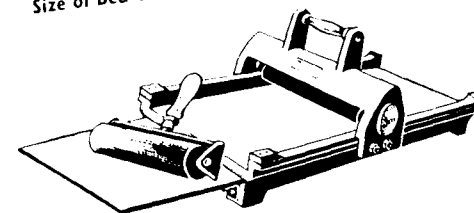
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