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**The Growth of the  
Scholarly Publishing  
Industry in the U.S.**  
A Business History of a  
Changing Marketplace,  
1939–1946

**Albert N. Greco**

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macmillan

## The Growth of the Scholarly Publishing Industry in the U.S.

“There are many changes taking place in the publishing industry today – however, there were also major changes taking place in the academic publishing industry in 1939 through 1946 as captured in Albert Greco’s “The Growth of the Scholarly Publishing Industry in the U.S.: A Business History of a Changing Marketplace” – the book provides a very good narrative of the events including the economic depression, nuclear research in Germany, developments in scientific journals and research monographs, as well as many other change agents – all supported by data captured in tables and charts – it is a solid history and well worth reading.”

—Robert E. Baensch, Editor, *Publishing Research Quarterly Journal*

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*For Elaine*

## PREFACE

After suffering through World War I, individuals in the 1920s in the U.S. experienced a period of optimism, opportunity, and, for many Americans, prosperity. The unemployment rate was low; credit was readily available; consumer consumption increased; there was a flood of new products and services; many Americans, but clearly not all, had the opportunity to buy, for the first time, a house or an automobile; and more women entered the workforce, and they now had access to their own money to buy things.

However, many components of the economic system were not built on a firm bedrock able to withstand the deluge that gripped the U.S. in 1929 when the depression started; and business sales declined because consumers stopped spending. For many Americans the depression undermined many of their most important religious, social, and educational institutions.

Yet the biggest threat to America, which became the global event of the twentieth century, was the outbreak of World War II. Clearly, the depression and World War II were a double-barreled shot gun blast to the very heart of America. For a time, many politicians and scholars wondered if the U.S. could emerge from these two events unscathed. Against formidable odds, America ended the depression and conquered the enemies in Europe and in the Pacific. On September 2, 1945, when Japan signed the surrender document on the deck of the USS *Missouri* in

Tokyo harbor, the U.S. had the largest and the most efficient industrial, agricultural, educational, and publishing operations in the world. It had more gold than any other nation.

And by the end of the war, the entire scholarly publishing was poised for tremendous growth in the following decades.

Bronx, NY, USA

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I want to acknowledge the excellent support I received from Marcus Ballenger and Jacqueline Young during the research, writing, and editing stages of this book.

I also want to acknowledge and thank the 16 million men and women who served in the U.S. military during World War II. All gave some; some gave all.

## ABOUT THE BOOK

This book describes briefly the growth of the U.S. scholarly publishing industry between 1939 and 1946, although references to the period 1945–1950 are included when relevant. However, this is not a military history of World War II. This is a business history analyzing how the U.S. scholarly publishing industries (1) responded to the impact of the depression that started in 1929, World War II, and the mobilization of the entire U.S. economy; and (2) emerged after the end of the war as the largest and the most important market for and producer of scholarly publications in the world. And it is literally impossible to study the growth of scholarly publishing in the U.S. between 1939 and 1946 (and indeed till 1950) without understanding the impact of the depression, the war, and the Manhattan Project on science and scholarly publishing. They are, in reality, a double-helix intertwined about a common axis.

Statistics from the U.S. Government for the years 1939–1945 (and also to 1950) were frequently rounded off by various departments and/or agencies that released datasets; and some statistics may not always equal 100 percent. Certain U.S. Government departments and agencies did not release statistical data for every year between 1939 and 1946 (or 1950), resulting in certain gaps in datasets.

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