
CHAPTER 1

New Beginning and Reconstruction (1945–1950)

Ferdinand Springer, Julius Springer, and Tönjes Lange were the owners of Springer-Verlag at the end of the Second World War. They were all past middle age, but, faced with the tangible as well as intangible ruins of their company, they worked with tremendous vigor to put it back on the right course. Under complicated conditions, they recruited personnel to resume contacts with authors, provided a framework for production, and reorganized promotion and sales. Their orientation was toward the *status quo ante*, meaning not the situation prior to the end of the war, but rather the reputation of the publishing house during the 1920s and early 1930s.

With the exception of its first years, when it was located in the bookstore on Breite Strasse, Springer-Verlag had occupied two sites in the center of Berlin from its founding in 1842 until the end of the Second World War: Monbijouplatz, from 1858 to 1911 [HS: fig. p. 46], and Linkstrasse 23, from 1911 to 1948 [HS: fig. p. 217]. The end of the war found the owners and the staff without their familiar place of work. Two thirds of the building had been destroyed in air raids since the end of 1943. In order that work could continue, space had been rented in the summer of 1944 from the *Kaiser-Wilhelm-Gesellschaft zur Förderung der Wissenschaften* (Kaiser Wilhelm Society for the Advancement of the Sciences) at Boltzmannstrasse 3 in Berlin-Dahlem. These temporary quarters were used only briefly, however; they were confiscated by the Americans in August 1945, shortly after the arrival of the Western Allies. The publishing operation and Lange & Springer had to make do with the badly damaged building on Linkstrasse. In May 1945, employees had shown up to assess the situation; some 20 men and women began without delay to clear away the rubble. They repaired the roof, the windows, and the doors so that they could begin to work again. At the same time, part of the stock was recovered from the ruins.

Berlin

¹ Ferdinand Springer (1881–1965) began with the reconstruction of his firm right after the end of the Second World War.





2 City map of Berlin, 1967, showing the various locations of the publishing house. Not covered by the map are the temporarily used properties in Dahlem (Schorlemer Allee and Boltzmannstrasse).

As the east side of Linkstrasse, including the Springer building, belonged to the Soviet sector, the systematic resumption of work was difficult; the building line on the east side of the street was the sector boundary, while Linkstrasse itself lay in the British sector. At the end of 1945, Tönjes Lange managed to rent rooms in the building that had housed the former *Heereswaffenamt* (Army Ordnance Office) at Jebensstrasse 1, providing space for some of the employees; Ferdinand Springer, until he moved to Heidelberg in the spring of 1946, and Julius Springer, who resumed his activities at the beginning of 1947, though not yet as a formal partner, both worked there. Tönjes Lange and the departments directly managed by him, including the Lange & Springer bookstore, remained at the Linkstrasse address.

Excerpt from a letter written by Tönjes to his brother Otto Lange in Vienna, dated October 15, 1945:

Unfortunately, in the end, both Lange & Springer buildings were completely destroyed. The majority of our books and journals from the Linkstrasse and the other warehouses, including those of Lange &

Springer, have been confiscated and sent to the East. In spite of the great speed with which we moved, the entire operation took several weeks to complete; those of our staff who had reported to work again took part, and we had some outside help as well. There has been more damage on Linkstrasse. Our temporary offices in Dahlem, along with the entire inventory, were confiscated by the American military government. The files had to be stored first in the basement of the Institute; they were moved several weeks later to the Material Testing Office, where they remain for the time being. They are being put in order there to facilitate the move of the production department to the newly rented rooms in a large office building on Jebensstrasse near *Bahnhof Zoo* [railroad station at the Zoological Garden]. When we can begin production is a question of time. We applied for the license weeks ago, but it has not been granted yet. Then there is also the problem of the printers; any day now we expect the return of Mr. Gosse, who, together with our Russian-speaking employee Mr. Munsky and a lieutenant colonel from the Russian Health Administration at the headquarters in Karlshorst, has gone to Leipzig. They are looking into the possibility of printing Russian medical textbooks, which we will then possibly have to take care of. However, nothing is settled yet on that point.

Dr. Ferdinand Springer returned from Rosskaten months ago and was able to bring his wife later as well. They lost practically everything, except for jewelry and some pictures; they are staying with Prof. Zutt in Westend. Dr. F. S. is presently under way in western and southwestern Germany to evaluate, among other things, the situation of the companies associated with us and the possibilities there....

Lange & Springer has opened a temporary salesroom on the second floor of the building where our accounting department used to be; they are already fairly busy. The best customers are Russian scientists in uniform. We can begin again only slowly with the bookkeeping, mainly because we have practically no office machines; almost all of them were confiscated. We have been able to verify that nothing was saved in Guben. Calau is being checked out this week, but I haven't much hope there either. Let me mention here, as it just occurred to me, that both firms have been registered for months now, but of course the publishing company cannot make a move without a license from the occupying powers. In the meantime, with a significantly reduced staff, we are determining what we still have in stock and the approximate value of the books and journals that have been transported away. It will be difficult to work at Linkstrasse in the winter, as we have no electricity yet, and the basement is full of groundwater. According to Schleicher, pumping it out would not pay, and we couldn't afford the cost in any case. Nor would it make any sense as long as the groundwater level of Berlin in general doesn't sink. The problem is the same in the neighboring buildings; the Fuggerhaus is so badly damaged that it cannot be used, so we have lost our cafeteria as well.

With the move of part of the company to Jebensstrasse, the publishing house had its official place of business in the British



3 Julius Springer (1880-1968) managed the company's technology program.

4 Tönjes Lange (1889-1961), standing during a difficult period, was awarded an honorary doctorate of medicine by the Free University of Berlin in 1949.



sector; this was of significance for the publishing license, which had already been granted on October 25, 1945 (C. B. 8. B.), albeit just for books. Only individual licenses were given for certain journals, such as *Der Züchter* (The Breeder), at the beginning of 1946 by the Russians, or *Die Naturwissenschaften* (The Natural Sciences), in April 1946 by the Americans. The license finally granted by the Americans on August 5, 1946, (Registry no. US W 1093) covered books *and* journals. It can be seen from the following letter by F. Springer to Charles Brown, however, that as of October 17, 1947, five of the most important journals still had not been authorized. The procedure of granting only individual licenses was due to the difficulty of ensuring sufficient allocations of paper.

Excerpt from a letter written by F. Springer to Charles Brown on October 17, 1947:

On the advice of Mr. Edwards, I ask for your help in the following matter: For reasons which I do not know and which are incomprehensible to me, the American authority to which I am subject, Information Control Stuttgart, has refused to grant me licenses for the renewed publication of the following journals, which are among the most important and best known of my company:

Langenbecks Archiv für Chirurgie

(combined with the *Deutsche Zeitschrift für Chirurgie*)

Archiv für Ohren-, Nasen- und Kehlkopfheilkunde

(combined with the *Zeitschrift für Hals-Nasen-Ohrenheilkunde*)

Zeitschrift für Anatomie und Entwicklungsgeschichte

Zeitschrift für vergleichende Physiologie

and finally, the new

Zeitschrift für angewandte Physik

which is to appear as a continuation of my well-known *Zeitschrift für Instrumentenkunde*.

The majority of these journals are the only ones in their subject areas, and if they cannot be published, research in the respective areas will come to a virtual standstill. As I can take the rather limited amounts of paper required for the production of these journals from my existing stock and do not have to request new allocations, there appears to be no objective reason for not granting the licenses.



5 (See facing page.) American license to publish books and journals, granted to Ferdinand Springer in Heidelberg, August 5, 1946. (Newly typeset on the basis of the no longer reproducible original.)

The constraint of needing a license ended with the enactment of the Statute of Occupation on September 21, 1949. For the three western sectors of Berlin, where neither the Statute of Occupation nor the Basic Law of the Federal Republic of Germany was in force, the license requirement did not end until January 15, 1952.

MILITARY GOVERNMENT – GERMANY
MILITÄRREGIERUNG DEUTSCHLAND
INFORMATION CONTROL – NACHRICHTENKONTROLLE

LICENSE

ZULASSUNG

US W 1093

1. *Subject to the conditions set forth in Paragraph 2, the following-named person*
 1. Gemäß den im Paragraph 2 festgesetzten Bedingungen, ist die folgende Person

Ferdinand Springer
 Heidelberg, Neue Schloßstraße 26

hereinafter referred to as "licensee" is authorized to engage in the following activities:
 welche im Nachfolgenden als „Zulassungsinhaber“ bezeichnet wird, autorisiert, folgende Tätigkeit auszuführen:

Books and Periodicals

Bücher und Zeitschriften

2. *This license is granted subject to the following conditions:*
 2. Diese Zulassung ist erteilt unter folgenden Bedingungen:

- | | |
|--|--|
| <p>a) <i>That all laws, ordinances, regulations and instructions of Military Government are complied with.</i></p> <p>b) <i>That this license be prominently displayed on the premises of the licensee at all times.</i></p> <p>c) <i>That all newspapers, books, periodicals, pamphlets, posters, printed music, or other publications, sound recordings or motion picture films published or produced under this license shall bear in such manner as may be prescribed the legend: Published (or produced) under Military Government Information Control License No. US W 1093.</i></p> <p>d) <i>That no person, not reported on the application for this license as having a financial interest in the business enterprise conducted under this license, shall be given nor shall receive any part of the profits of the business enterprise, nor shall any interest in the business enterprise be held for any such person, except with the express written permission of Military Government.</i></p> <p>e) <i>Other conditions:</i></p> | <p>a) Daß alle Gesetze, Verordnungen, Vorschriften und Anweisungen der Militärregierung befolgt werden.</p> <p>b) Daß diese Zulassung im Betrieb des Zulassungsinhabers jederzeit öffentlich angeschlagen ist.</p> <p>c) Daß sämtliche Zeitungen, Bücher, Zeitschriften, Broschüren, Plakate, Musikalien oder irgendwelche andere Veröffentlichungen, ebenso Schallplatten und sonstige Tonaufnahmen und Filme, die gemäß dieser Zulassung hergestellt oder veröffentlicht werden, folgende Aufschrift in vorgeschriebener Weise tragen: „Veröffentlicht (oder hergestellt) unter der Zulassung Nr. US W 1093 Nachrichtenkontrolle der Militärregierung“.</p> <p>d) Daß keine Person, die nicht in diesem Gesuch als an diesem Geschäftsunternehmen finanziell interessiert eingetragen ist, irgendeinen Anteil an dem Nutzen aus dem Geschäftsunternehmen erhält; ferner, daß kein finanzieller Anteil an dem Geschäftsunternehmen für eine im Gesuch nicht erwähnte Person ohne ausdrückliche schriftliche Erlaubnis der Militärregierung zurückbehalten wird.</p> <p>e) sonstige Bedingungen:</p> |
|--|--|

None

Keine

3. *This license is not granted for a stated term, is not a property right, is not transferable and is subject to revocation without notice or hearing.*
 3. Diese Zulassung wird für keine bestimmte Zeitfrist erteilt und stellt kein Eigentumsrecht dar; sie ist nicht übertragbar und kann ohne Kündigungsfrist oder Untersuchung rückgängig gemacht werden.

Stuttgart, 5. August 1946

J. H. HILLS
 Colonel
 Chief, Information Control Division
 Württemberg-Baden
 [Stempel]



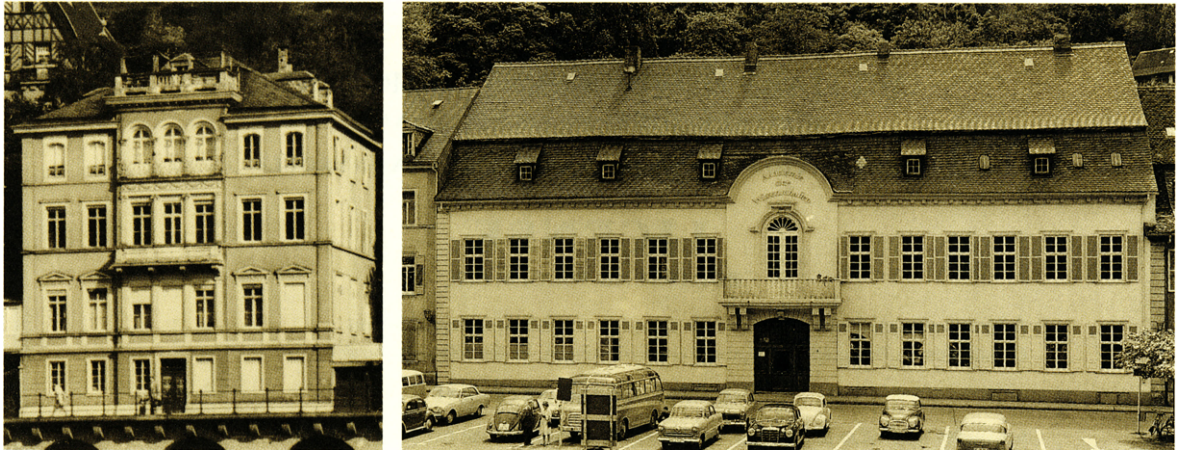
6 Building at Reichpietschufer 20, headquarters of Springer-Verlag in Berlin from 1948 to 1958.

On July 16, 1946, the Regional Employment Office in Charlottenburg, on behalf of the municipal authorities of Berlin, granted to Springer-Verlag Berlin a general trade concession, which gave permission to engage in commerce, but not in production. By the end of 1946, the staff of the publishing company and the booksellers Lange & Springer numbered 76.

In October 1948, most of the departments, including Lange & Springer, moved from Linkstrasse to a building not far away, at Reichpietschufer 20; it was also damaged but still habitable to a certain extent. The briskly growing need for more space was met temporarily by making repairs and by renting an adjacent building at Schellingstrasse 5–7.

At the end of 1948, the following departments were located at Reichpietschufer 20:

I	Accounting	O. Müller
II	Production – Books	G. Schulz
III	Advertising	G. Halfter
IV	Production – Journal	F. Soschka
V	Sales	R. Lönnies
V Z	Journals Springer/Lange & Springer	F. Schröder
VI	Promotion	W. Wolff
	Direct marketing Lange & Springer	E. Schwartz
VII	Statistics/Royalties	H. Krüger



Having been forced to sell his shares in the firm in 1942, *Heidelberg* F. Springer took over the management in Berlin again in May 1945 [HS: p. 373]. In the fall of 1946, he decided to change his base to Heidelberg, which had been spared in the war. Here it would be easier to resume the interrupted relations with his authors and editors and to make new contacts. Springer was accompanied by his secretary, Lotte Röseler, and by his cousin Luise Koeniger, as well as by Paul Gosse, who had for many years been head of the production department [HS: note 64]. Gosse was charged with setting up a new production department that would meet the traditional standards of the company. Georg Kuder also came to Heidelberg, as head of the medical abstracts department; he remained in this position until June 1970. From 1947 on, this department was located on the top floor of the Heidelberg Academy of Sciences at Karlsplatz.

The main building of the not yet reopened Heidelberg College at Neuenheimer Landstrasse 24 became the first home of Springer-Verlag Heidelberg. In 1947, the Heidelberg branch numbered more than 20 staff members; among them were Armgart Gädeke (later Mayer-Kaupp), Dora Großhans, Charlotte Schmidt, and Otto Hoffbauer, who are still with us today or have just recently retired. The number of employees had grown to 57 by 1950, and there was again a lack of sufficient space, just as in Berlin.

7 (Above) *Heidelberg College, Neuenheimer Landstrasse 24, first home of Springer-Verlag's Heidelberg branch.* – 8 *The Heidelberg Academy of Sciences, at Karlsstrasse 4, was the first home of the department of medical and biological abstracts.*

Some of the distinguished *Kaiser-Wilhelm-Institute der Naturwissenschaften* (Kaiser Wilhelm Institutes of the Natural Sciences) had moved to Göttingen after the war. In light of the

Göttingen

MILITARY GOVERNMENT – GERMANY
MILITÄRREGIERUNG DEUTSCHLAND
INFORMATION CONTROL – NACHRICHTENKONTROLLE

LICENSE

ZULASSUNG NR. C.B.8.B.

1. *Subject to the conditions set forth in Paragraph 2, the following-named person*
 1. Gemäß den im Paragraph 2 festgesetzten Bedingungen, ist die folgende Person

Dr. Ferdinand Springer

hereinafter referred to as "licensee" is authorized to engage in the following activities:

welche im Nachfolgenden als „Zulassungsinhaber“ bezeichnet wird, autorisiert, folgende Tätigkeit auszuführen:

Publication of books only

Ausschließlich von Büchern

2. *This license is granted subject to the following conditions:*
 2. Diese Zulassung ist erteilt unter folgenden Bedingungen:

a) That all laws, ordinances, regulations, and instructions of Military Government are complied with.

a) Daß alle Gesetze, Verordnungen, Vorschriften und Anweisungen der Militärregierung befolgt werden.

b) That this license be prominently displayed on the premises of the licensee at all times.

b) Daß diese Zulassung im Betrieb des Zulassungsinhabers jederzeit öffentlich angeschlagen ist.

c) That all newspapers, books, periodicals, pamphlets, posters, printed music, or other publications published or produced under this license shall bear in such manner as may be prescribed the legend: Published (or produced) under Military Government Information Control License No. C.B.8.B.

c) Daß sämtliche Zeitungen, Bücher, Zeitschriften, Broschüren, Plakate, Musikalien oder irgendwelche andere Veröffentlichungen, ebenso Schallplatten und sonstige Tonaufnahmen und Filme, die gemäß dieser Zulassung hergestellt oder veröffentlicht werden, folgende Aufschrift in vorgeschriebener Weise tragen: „Veröffentlicht (oder hergestellt) unter der Zulassung Nr. C.B.8.B. der Nachrichtenkontrolle der Militärregierung“.

d) That no person, not reported on the application for this license as having a financial interest in the business enterprise conducted under this license, shall be given nor shall receive any part of the profits of the business enterprise, nor shall any interest in the business enterprise be held for any such person, except with the express written permission of Military Government.

d) Daß keine Person, die nicht in diesem Gesuch als an diesem Geschäftsunternehmen finanziell interessiert eingetragen ist, irgendeinen Anteil an dem Nutzen aus dem Geschäftsunternehmen erhält; ferner, daß kein finanzieller Anteil an dem Geschäftsunternehmen für eine im Gesuch nicht erwähnte Person ohne ausdrückliche schriftliche Erlaubnis der Militärregierung zurückbehalten wird.

e) Other conditions:

e) sonstige Bedingungen:

As laid down in Information Services Control Instructions to licensed publishers (form "PUBNS 1") and any further instructions which may be issued from time to time.

Gemäß den Anweisungen an Verleger, die eine Verlagszulassung innehaben (Information Services Control Formular: "PUBNS 1") und sonstigen Anweisungen, die in Zukunft veröffentlicht werden mögen.

3. *This license is not granted for a stated term, is not a property right, is not transferable and is subject to revocation without notice or hearing.*
 3. Diese Zulassung wird für keine bestimmte Zeitfrist erteilt und stellt kein Eigentumsrecht dar; sie ist nicht übertragbar und kann ohne Kündigungsfrist oder Untersuchung rückgängig gemacht werden.

Control Commission
 for Germany
 25 Oct. 1945
 [Stempel]

political situation and the isolation of Berlin, and within the framework of his policy of decentralization, F. Springer decided to make Göttingen a “center of our activities in the area of the exact sciences.” In a letter written to Henrik Salle on January 21, 1946, he explained the motive for establishing the Göttingen branch – and for his later decision to go to Heidelberg. As a consequence of the decentralization of scientific institutions, such as the Kaiser Wilhelm Society from Berlin to Göttingen and Tübingen, he considered a decentralization of the company’s activities indispensable as well in the long run, “even after the demarcation lines of the occupation have fallen.” F. Springer had close ties with Göttingen; on February 1, 1930, the university’s Faculty of Philosophy had conferred on him an honorary doctorate in recognition of his services to the mathematical sciences.

Berlin’s isolation had proven to be a hindrance to the resumption of publishing activities. It was extremely difficult to make or maintain contacts with west-German authors, to say nothing of those in other countries. The same was true for relations with west-German printers and for the procurement of paper. Special licenses were required, and these were subject to different conditions in each occupation zone. In favor of Göttingen as the first site of relocation was the early granting of the British license – on October 24, 1945 – as well as the fact that the authorities controlling scientific activities in the British-occupied zone, the research branch of the British military government, were situated there. Incorporation of the branch office in the commercial register took place on January 4, 1947. By a chain of coincidences, Henrik Salle had been living in Göttingen since the summer of 1945, and as he was an experienced colleague with close connections to the company, it was natural to entrust him with founding the branch. Salle devoted himself enthusiastically to the new task; he set up the publishing office at Weenderstrasse 60, in an old half-timbered building dating from the sixteenth century, at the corner of the Jacobi Church square.

Following the retirement of Julius Springer, Salle took over the management of the department of engineering sciences on January 1, 1962, and moved to Berlin in the fall and winter of 1961/1962; the office at Weenderstrasse 60 was closed during the second half of January 1962. Johanna Vahlteich, an employee of T. Lange for many years, managed a contact office of the firm in Göttingen-Geismar until December 31, 1964. Thereafter, the location “Göttingen” was dropped from the imprint.

9 (See facing page.) *British license issued on October 25, 1945, for the publication of books only in Göttingen. “... any other publications,” according to clause 2c, had to exhibit the Information Control License number. (Newly typeset on the basis of the no longer reproducible original. Crossed-out words are also crossed out in the original.)*

Munich In 1918, the medical publishing company J. F. Bergmann, which had been founded 40 years earlier, on January 1, 1878, in Wiesbaden, was acquired by Springer-Verlag [GÖTZE (2); HS: pp. 234f. and 314, fig. p. 236]. At the time, Wiesbaden was no longer an opportune location for maintaining the necessary contacts with authors. It was therefore decided to relocate the firm to Munich, and the move to Trogerstrasse 56, in Munich-Bogenhausen, was carried out on January 1, 1920. Ten years later, Springer-Verlag took over the distribution of the Bergmann production as well.

Following the Second World War, Bergmann-Verlag was licensed by the American military government on October 20, 1948. Fortunately, in those years, when independence and self-reliance were called for, strong, confident leadership was at hand in the person of Friedrich Probst and a staff of loyal employees. After an interruption of nearly 20 years, publishing tasks were resumed, consisting at first in the revival of journals and successful older titles. At the same time, new typesetting and printing possibilities had to be explored and exploited. It was a stroke of luck, in view of the destruction or confiscation of other warehouses, that those of the University Printers Stürtz AG in Würzburg still had undamaged stocks of monographs and handbooks.

The cooperation between Bergmann and Springer was smooth, in the editorial and production areas as well as in



10 The building at Agnes-Bernauer-Platz 8 in Munich was the home of the J. F. Bergmann publishing company from 1977 to 1989, and until 1992, it housed the Munich technology department of Springer-Verlag.

marketing. In 1977, the medical list of J. F. Lehmann was taken over, and the J. F. Bergmann-Verlag moved into the Lehmann building at Agnes-Bernauer-Platz in Munich-Laim on October 1, of the same year.

At the same time, a Springer editorial office was set up in the new building. It proved advantageous to look after the numerous authors in Munich, particularly our medical authors and editors who were responsible for such important journals as the *Klinische Wochenschrift* (Clinical Weekly) and later *Der Internist*. Munich was also important as a location for our editorial department in charge of the technology program, with respect to not only the eminent Technical University of Munich nearby, but also the technical universities in Stuttgart and Karlsruhe, as well as the ETH Zurich (Swiss Institute of Technology), all of which could be reached more easily from Munich than from Berlin. To these should be added the contacts to such important industrial companies as Siemens, in Munich and Erlangen, and to numerous other leading industries located in southern Germany. For this reason, in April 1969, Manfred Hofmann took over the management of a technology publishing office of Springer-Verlag München, which is still operating successfully today. The general economic development necessitated consolidating measures, which led to the integration of J. F. Bergmann into Springer-Verlag in January 1989; this resulted in a reduction of personnel, in line with the requirements of the remaining contact office.



11 Rudolf Weiß (1909–1972) succeeded Friedrich Probst (1895–1974) as the manager of Bergmann Publishers in 1968.

In addition to the licenses in the American and British occupation zones in the western part of Germany, a license was also applied for from the French Military Governor in Baden-Baden on October 9, 1947; it was granted in the spring of 1948. An official, if only formal, branch was established as a “mailbox firm” in Freiburg im Breisgau, at Johanniterstrasse 4, with Franz Joseph Großmann, an executive of Herder-Verlag and father of our future staff member Bernd Grossmann, as the manager. The date of incorporation was April 6, 1948. However, in this area there was no need to deal with authors who could just as effectively be taken care of from Heidelberg, not to mention the fact that it was exceptionally difficult to procure paper in the French occupation zone. No Springer book exists with “Freiburg” in the imprint. Consequently, the office there was closed on October 6, 1949.

Freiburg im Breisgau

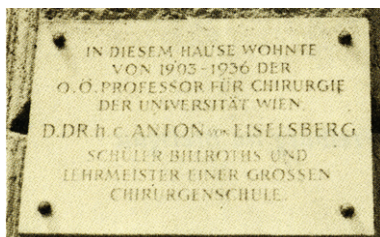
Springer-Verlag in Vienna

At the end of the war, Otto Lange (born April 26, 1887; died May 12, 1967) was the managing director of Springer-Verlag Wien. He had been head of the Vienna branch since 1924, and his wife Maria had received power of attorney on March 6, 1936 [HS: pp. 249f. and 366f.]. In April 1945, the offices and the warehouse at Schottengasse 4 were completely destroyed by fire. However, as a precautionary measure, a considerable number of the books and journals in stock had been removed from the premises, and a large part of the inventory escaped destruction. Thus, a larger stock of publications remained than in the German firm. In the same year, the company found new quarters at Mülkerbastei 5.

The new Austrian state had confiscated all foreign property [HS: note 51]. As Otto Lange had been a citizen of Austria since 1935, he was allowed to continue as manager of the publishing company; the German partners lost all rights to it, however. F. Springer pressed for restitution and was impatient about the slow pace of the negotiations, but O. Lange [HS: fig. p. 366] was forced to proceed cautiously, in order not to endanger the company, which, according to the law at that time, was Austrian. A letter from Ferdinand to Julius Springer, dated June 30, 1949, sheds light on the situation: “I have just seen your letter of June 25 to Otto Lange, and I would like to ask you to stop corresponding with him for the time being. I am in the process



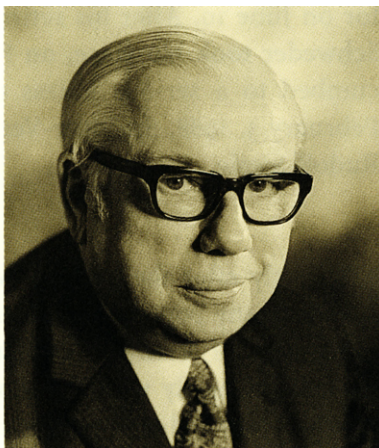
12 The signet of Springer-Verlag Wien in its present form was designed by Max Bollwage in 1980.



13 Plaque at entrance to former headquarters at Mülkerbastei 5 in the center of Vienna, commemorating the surgeon Anton von Eiselsberg, who asked Ferdinand Springer to take over the Wiener Klinische Wochenschrift in 1923. This led to the founding of Springer-Verlag Wien.

14 Two floors of this ‘palace’ at Mülkerbastei 5, dating back to the period of rapid industrial expansion following the Franco-Prussian War, served as the home of Springer-Verlag Wien from 1945 to 1991.





of fighting for our rights in relation to his, and have limited my own dealings with him to the correspondence pertaining to this matter only, which is purely formal...” Following long negotiations, in which privy councillor Hans Dechant played an important role, F. Springer was registered again in Vienna on June 9, 1954, as equal partner with O. Lange. In time, relations with Vienna were running smoothly again, albeit with a certain reserve on both sides.

Following Lange’s death on May 12, 1967, his collaborator of many years, Wilhelm Schwabl, was appointed managing direc-

15, 16, 17 *Otto Lange (1887–1967), brother of Tönjes Lange, served as first managing director of Springer-Verlag Wien (from 1924). He was followed in 1967 by his colleague of many years, Wilhelm Schwabl (born 1909). Rudolf Siegle (born 1944) has been with Springer-Verlag Wien since 1977; in 1988 he took over as manager, succeeding Bruno Schweder.*



18 *Heinz Götze, Konrad F. Springer, and Georg F. Springer (from left to right) at the celebration of Springer-Verlag Wien’s 50th anniversary in Schwarzenberg Palace on May 2, 1974.*

tor on June 10. After his retirement at the end of 1983, Bruno Schweder took his place, on February 9, 1984. Schweder succumbed to a serious illness on October 12, 1987, and since February 3, 1988, Springer-Verlag Wien has been managed by Rudolf Siegle.

*Resumption
of Export Activities*

Directly after the Second World War, selling books within Germany posed no problem; owing to the wartime losses, every type of scientific literature was in great demand. This changed abruptly with the monetary reform of June 21, 1948, which at first reduced the financial means pro capita to DM 40 (deutsche mark) [UMLAUFF].

Even prior to this event, Springer executives had harbored a legitimate concern that the home market alone, without export possibilities, would not guarantee continuing growth. Theoretically, it was possible to export goods, but only as freight, not as printed matter; this made the mailing of journal issues to individual subscribers abroad impossible. Negotiations regarding the resumption of exports took place with the city council of Berlin on July 11, 1947, and on October 7 of the same year, an agreement was reached with the British export office JEIA (Joint Export and Import Agency) in Hannover concerning the distribution of books and journals. Numerous inquiries had been received from old customers abroad; now the first 3000 offers were finally sent out for the journals that were appearing again.

During this period, Springer received the first visit from Robert Maxwell, on October 15, 1947. A Czech citizen, Maxwell had served as a volunteer with a British army unit and had received the military cross for his courage in action. He was attracted to the publishing business, and, based on his personal connections as a British press officer, he made Springer-Verlag an offer to speed up its export activities. He also wanted to take care of recovering for the company the valuable inventory that had been evacuated to Austria and distributing it worldwide from London. Under the circumstances, this was an interesting offer for F. Springer, because it was a matter of dispute whether these stocks belonged, according to occupation law, to a German or an Austrian, i. e., a foreign, publisher. Transfer of the inventory from Austria to London began in October 1948 and continued until the spring of 1949. Prior to this, Maxwell had founded the European Periodicals Publicity and Advertising Company Ltd.

LANGE, MAXWELL & SPRINGER

are specialists in the procurement and distribution to Libraries and Institutes in all countries of German Scientific Books and Journals, in particular the publications of Springer-Verlag, Berlin-Goettingen-Heidelberg, J. F. Bergman, Munich, Wilhelm Ernst & Sohn, Berlin, Walter de Gruyter & Co., Berlin, Urban & Schwarzenberg, Berlin-Munich, Verlag Chemie G.m.b.H., Weinheim-Berlin.

We have in London stocks of all the post-war productions of the above publishing houses, and are in a position to obtain any scientific publication still available in Germany, or to accept orders for future productions.

Lange, Maxwell & Springer are also distributors of the publications of Butterworth Scientific Publications Ltd., and Butterworth-Springer Ltd.

19 Advertisement from the 1949 catalog of the marketing enterprise Lange, Maxwell & Springer.

(EPPAC) in London; in a permanent exhibition, announced on November 18, 1947, and opened in April 1948, he displayed German publications. The export of journals was planned to begin in January 1948, and a first offer was put forward, based on the inventory on hand. Orders followed rapidly, one of the largest coming from the Finnish bookstore Akateeminen Kirjakauppa on February 2, 1948. The JEIA agreed that, as of January 1, 1949, all journals ordered through the EPPAC would be mailed directly to the individual subscribers anywhere in the world without special customs formalities. From this date on, the University Printers H. Stürtz AG in Würzburg took over the international distribution of our journals.

On September 1, 1949, the joint venture Lange, Maxwell & Springer (LMS) was founded. Along with the EPPAC, they were to distribute Springer publications exclusively; there were no plans for LMS to function as a publisher.

The owners of Springer-Verlag did not accept Maxwell's offers with open arms. They had misgivings about relinquishing some of the company's independence. In addition, in view of the many inquiries from abroad, it was felt that the current difficulties were of a temporary nature, and that relations with foreign countries would return to normal in the foreseeable future. It was feared that foreign customers would interpret their being forced to order our products only through London,

with the complications this entailed, as a sign of weakness. If the cooperation with Maxwell materialized in spite of these reservations, it was because, viewed objectively, this was the only possible way to obtain the financial resources, particularly foreign currency, required to continue production within a reasonable period of time. Maxwell lived up to these expectations; as a member of the British occupation forces he was able to overcome many difficulties pertaining to internal German affairs at the time. Cooperation with the EPPAC and LMS proved to be troublesome, however, due mainly to the inexperience of the London staff. In the years 1949–1952, leading employees of Springer-Verlag spent months at a time in London, laying the organizational foundations for a smooth export operation. This entailed a risk for the company; the fact that it was taken can be understood only if one calls to mind the general situation in 1949, shortly after the blockade of Berlin. In 1952, because of growing problems with Maxwell's companies, the contract was not renewed in its original form; only individual arrangements were made, and the collaboration continued until 1958 without any claim to exclusivity on the part of Maxwell. During the entire period of cooperation with the EPPAC, LMS, and I. R. Maxwell & Co., i. e., from February 1, 1948, to December 31, 1958, a total net turnover of approximately DM 20.5 million was realized.

A Side Glance at London

Ferdinand Springer wanted not only to get back into the foreign market, but also to escape from the confines on publishing in postwar Germany. His affection for England, dating back to the time he had spent there as a student [HS: p. 156], made it a likely choice as a base, particularly since the way had already been paved with the agreement to distribute via London.

Our files contain a "Certificate of Incorporation" for Springer Publishing Company Limited, dated October 15, 1948. This may have been the first attempt at setting up a joint venture with Butterworth Scientific Publications Ltd., which came about in 1949. The first contacts had been made by Paul Rosbaud, who had good connections in England and at that time still enjoyed F. Springer's favor. The negotiating partner at Butterworth was Hugh Quennell, a financier with no real interest in scientific publishing. The following exchange has been passed down from the first meeting:



20 Signet for the planned firm of Butterworth Scientific Publications Ltd., designed by Ferdinand Springer of Grasse, France, stepbrother of Georg F. and Konrad F. Springer.

Quennell (in an arrogant tone): “Well, Mr. Springer, what are you doing in England?”

Springer: “I am glad, Mr. Quennell, that you did not ask: ‘What the hell are you doing in England?’”

This broke the ice, and their personal relationship was amiable. The quotation exemplifies F. Springer’s characteristic quick-witted sense of humor. On April 21, 1949, Butterworth-Springer Ltd. was born; Springer was to contribute its editorial and production expertise, Butterworth the necessary capital. The general manager of the new firm was Rex Foy, an Englishman, and Rosbaud was the editorial director. Salle was responsible for production, and during this time he commuted between Göttingen and London. It soon became evident, however, that Butterworth and Springer diverged too strongly in their goals. Quennell was interested in the quickest possible turnover and high profits, not in the purposeful development of a highly qualified scientific publishing company. Thus, the joint venture was dissolved in the spring of 1951.

The founding of Pergamon Press was linked to this dissolution, inasmuch as Maxwell took over the shares of Butterworth-Springer Ltd. and changed its name to Pergamon Press. The signet of the new company was designed by the writer of these lines. At the time of this transfer, Butterworth-Springer had already taken over three journals, which were then passed on to Pergamon Press; among them was the valuable Springer archive *Spectrochimica Acta*, edited by Alois Gatterer, who was the director of the Astrophysical Laboratory of the *Specola Vaticana*, the Vatican Observatory, in Castel Gandolfo.



21 Signet of Pergamon Press, designed by Heinz Götze, and the Greek coin after which it was modeled.

22 *Spectrochimica Acta*, vol. 2, no. 5, 1942. Note that in the fourth year of the war an “enemy alien” was still mentioned on the cover as one of the editors.

