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## CHAPTER 3

### Overseas Branches

#### PREPARATORY PHASE

##### *The English Language*



133 *Pharmacologist Otto Krayer (1899–1982) habilitated in Berlin in 1929; after the death of his teacher Paul Trendelenburg, he became managing director of the Pharmacological Institute of the Friedrich-Wilhelm-Universität in 1930. Krayer left Germany in 1933 and, via London and Beirut, reached Boston, where he taught as director of the Pharmacological Institute at Harvard from 1937 until his retirement in 1966. (See also “O. Krayer zum 65. Geburtstag,” in Naunyn Schmiedebergs Archiv, vol. 248–250, 1964/1965.)*

The first discussions with Konrad F. Springer in 1949 had strengthened our conviction that with the end of the Second World War, the preconditions for the operation of a German scientific publishing company had changed drastically, particularly regarding the worldwide reputation of German as the language of science. The shift of research centers to the Anglo-Saxon region, especially to the United States, had made the English language the lingua franca of the scientific world, although German has, to a certain degree, maintained its position up to the present, particularly in Eastern Europe. The other European countries, above all Scandinavia, where German had commonly been used as the scientific language, had adapted themselves completely to English. The numerous scientists who had emigrated from Germany were now writing in the language of their new country. Ultimately, the open-minded readiness of American research institutes to help in all areas of science soon after the war inspired many young researchers from Europe to move to the United States, anxious as they were to learn about the latest results of scientific work and to familiarize themselves with new methods.

Progressive specialization played an important role in these changes. For one thing, it meant that it was no longer possible for all fields to be equally well represented in any one country. Scientific collaboration now took place on a worldwide basis. Thus, from a “scientific-geographical” point of view, scientific publishing was no longer feasible within national borders. To this was added the already mentioned shift from German to English, similar in importance to the transition from Latin as the language of scholars to the local vernacular in the eighteenth century. Viewed retrospectively, such a development was inevitable, but it was by no means generally accepted at the time [GÖTZE (1)].

At first, all the publisher's strength was required to overcome the difficulties entailed in resuming publishing activities in general. The first goal was to secure a position again in the German-speaking world. The growing interest from abroad in German scientific journals, with their rich tradition, was interpreted as a sign of the gradual recovery of old positions; it is characteristic of the time that the emigrated pharmacologist Otto Kraye, at Harvard, who maintained friendly relations with Springer-Verlag, wrote to Ferdinand Springer that the time would come when German scientific books would again have to be placed on the front shelves of United States libraries. This communication made a lasting impression on F. Springer.

Such statements reinforced the negative attitude toward the increasing use of the English language. Even English summaries of German-language articles were rejected, although they would have been a strong inducement for foreign readers at least to pick up one of our journals. In his memoirs, Hamperl writes: "Dr. Ferdinand Springer was, one could almost say, a fanatical defender of the German language for publications, being convinced that the use and spread of German was one of the foundations of his activity as a publisher. I tried for years to get him to issue an English translation of the summaries of contributions to the journal of cancer research" [HAMPERL: p. 241]. In addition, the idea of initiating an English-language publishing program from Germany seemed adventurous to many, as it was clear that, eventually, this would make the expansion of publishing operations to English-speaking regions abroad unavoidable.

The situation at that time in the Netherlands was different. There, the use of English in the sciences was already established practice. For reasons of tradition, the French held fast to their own language in the sciences; this later proved to be a hindrance to their entering the international publishing market. The official position in France has changed little in the meantime.

However, even the inclination of German scientists to use English was limited. Young researchers returning from the United States first had to win recognition at their own universities with German-language publications. At the same time, they endeavored to publish their new research results in American journals in English, which again put the German journals at a disadvantage. For the time being, therefore, we were disappointed in our hope of finding lively support for our policy from the younger generation of scientists.

## Französisch nicht mehr Sprache der Wissenschaft

Paris, 7. November (AFP)

Den „Unsterblichen“ der „Académie Française“ wurde jetzt ein Bericht unterbreitet, aus dem hervorgeht, daß „die französische Sprache als Ausdrucksform in den wissenschaftlichen Disziplinen“ in den letzten Jahren einen schweren Rückschlag erlitten habe. Als bezeichnend für diese Tendenz wurde die Einwilligung der in Frankreich veröffentlichten technischen Zeitschriften genannt, jetzt Beiträge ihrer französischen Mitarbeiter in englischer Sprache abfassen zu lassen, um diesen Zeitschriften eine bessere Verbreitung außerhalb Frankreichs zu sichern.

134 Clipping from *Die Welt*, November 8, 1959: "French no longer the language of science. A report has been presented to the 'Immortals' of the Académie Française, to the effect that 'the French language as a form of expression in the scientific disciplines' has suffered a severe setback in the past few years. Mentioned as being symptomatic of this tendency was the fact that the technical journals published in France have agreed to allow their French authors to submit contributions in English, in order to ensure better distribution of these journals outside of France."





135 Marcel Bessis (1917–1994), pupil of Jean Bernard and eminent hematologist. Bessis founded the journal *Blood Cells* in 1975; in 1973 we published his book *Living Blood Cells and their Ultrastructure* as a translation from the French.

A telling example will illustrate the situation. I was unable to obtain an important contribution in English for our *Ergebnisse der Physiologie* from the German Nobel Prize winner Feodor Lynen, though he was quite well disposed toward us. He offered us a German translation of an English manuscript that had already been submitted to the *Physiological Review*. Naturally, we had to reject it, as printing the translation of an original English manuscript would have been a blow to all our efforts to make our publications attractive to the English-speaking world – efforts serving to reestablish the prestige of German science and its publications. Nevertheless, we also received encouragement from people with foresight, especially in the theoretical areas of medicine and in the natural sciences – for example, from Georg Melchers of Tübingen, editor of the *Zeitschrift für Induktive Abstammungs- und Vererbungslehre*, or from the pathologists W. Doerr of Heidelberg and E. Uehlinger of Zurich. In France it was Marcel Bessis who championed English as the lingua franca of the sciences [BESSIS]. The mathematicians proved to be those most receptive to the English language; they already had an internationally understandable medium in their language of formulas, which was independent of an author's native tongue.

German printers charged an extra fee for typesetting in a foreign language. Moreover, we had to hire in-house native English speakers as copy-editors, to check and, if necessary, to correct and improve the linguistic quality of manuscripts. Contrary to arguments from some quarters, we did not promote English as a publication language only because we hoped for greater profits from a larger market. In the long term, our goal was naturally the broader distribution of our journals, this being the only way to ensure the continuation of German scientific literature. However, attaining this goal entailed considerable investments and a great risk for the company.

It was some time before the inevitability of this development was appreciated. Later, of course, internationally renowned French authors came to us to have their research results published in English, because this was too difficult for them to do in France.

The exportation of our books and journals to Japan would also have stopped if we had not begun to publish in English, because the majority of Japanese scientists had begun to use English as their second language. The predominance of German, for example, in Japanese medicine during the nineteenth and at

the beginning of the twentieth century had come to an end [HS: note 69].

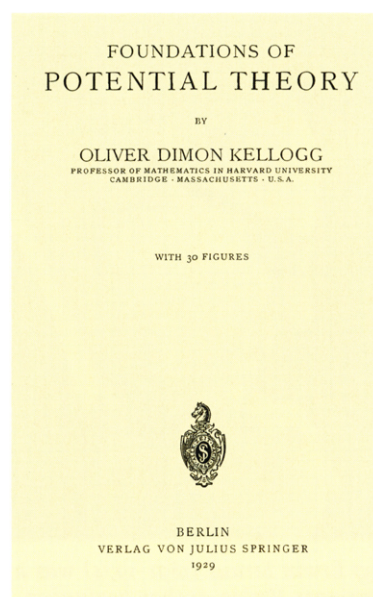
For obvious reasons, the German language remains of decisive importance for our publishing activities. Consider our textbook program for Germany and the German-speaking neighboring countries, including literature for professionals and further education, as well as publications for the practitioner, which have played a large role especially in technology and more recently in computer science. Also included in this sector is the systematically developed group of 11 specialized medical journals, at the top of the list the one with the largest circulation, *Der Internist*.

German-language publications still represent more than 40 % of our total production. In Eastern Europe, German is currently gaining again in importance. The position of English as the preferred medium for international scientific literature remains unaffected by this.

Konrad F. Springer and I kept to the objective conceived at the end of the 1940s to penetrate the world dominated by the English language with our activity as a scientific publishing company. Realization of this concept required firm determination and patient perseverance. The first step on this road was the development of an English-language publishing program.

The decision to use English – for reasons mentioned above – as the medium for publishing scientific literature was of far-reaching significance in general. Convincing German authors to submit their manuscripts in English would not have sufficed to reach our goal of continuing to be recognized as an international scientific publisher present in all areas of quickly evolving research. The recent progress in the most varied research fields of the natural sciences, medicine, and mathematics had been achieved within the framework of worldwide cooperation, whereby the nationality of an individual scientist was of minor importance. This meant that we had to secure the best authors, regardless of their nationality.

This was possible at first working only from our base in Germany. We were aided by our old authors, some of whom had emigrated, who had kept in touch with us or resumed contact, e.g., Richard Courant, New York; Anton Lang, East Lansing, Mich.; László Zechmeister, Pasadena, Calif.; Otto Krayner and his pupil Ullrich Trendelenburg at Harvard, Boston; and Erwin



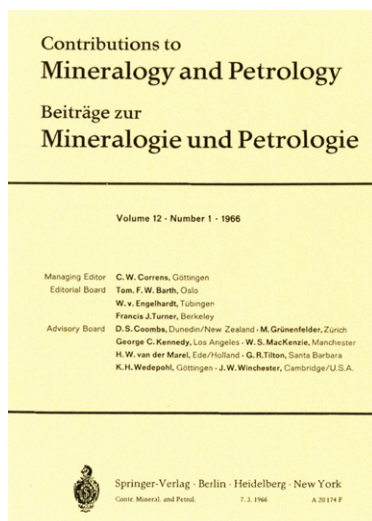
136 One of our first English-language titles: Oliver Dimon Kellogg's *Foundations of Potential Theory* (Grundlehren der mathematischen Wissenschaften, vol. 31, 1929).

*Development  
of the English-language  
Program*



137 Erwin Straus (1891–1974) was a Springer-Verlag author beginning in 1935 with his book *Vom Sinn der Sinne. Ein Beitrag zur Grundlegung der Psychologie* (2nd edn. 1956).

138 One of our first English-language journals: *Contributions to Mineralogy and Petrology*, vol. 12, no. 1, 1966.

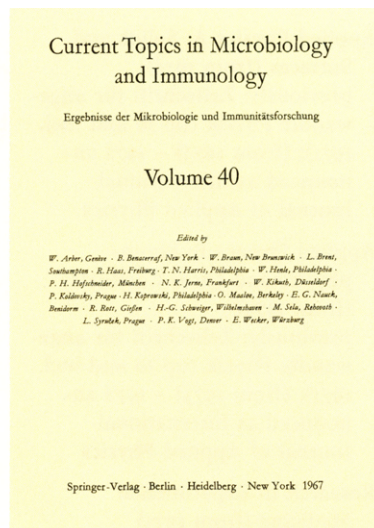
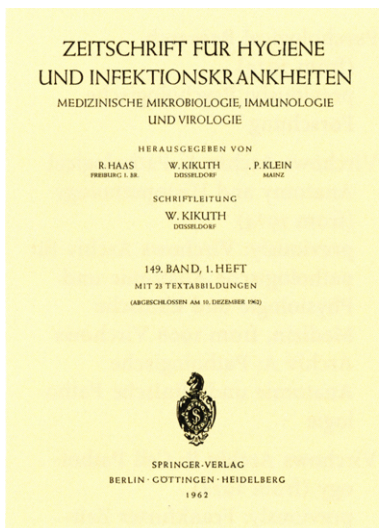


Straus, Lexington, Ky., to mention a few. Contacts with foreign editors of our journals were also valuable. We therefore tried to engage important foreign scientists as editors. Here, the contacts that younger German scientists had made abroad were important.

To maintain international interest in our renowned archive journals, an opening to the new world language of science was indispensable. The chart on pages 80–81 lists the periodicals for which we made English obligatory after a variable period of transition. Pertinent examples have already been mentioned above. The language alone could not open the way to international scientific dialogue, however; the content of the journals had to be up to the scientific world standard. In some areas of research we lagged behind and the attraction of the respective journals was correspondingly small. In other areas we had kept abreast with developments, e.g., in the exact natural sciences and in mathematics. Only journals with a high niveau could attract those young German scientists who had caught up with international scientific standards during their stays abroad.

A precondition for all this was the development of such activity in Germany itself; this required time and patience. Effort and patience are key words which we had to take to heart particularly in those days. Not all scientists in Germany appeared to understand the connections. Thus, we were all the more grateful to those who supported our endeavors. Especially characteristic examples are cited here: In the face of great progress in the natural sciences and in medicine in the Anglo-Saxon countries, ossified tradition in Germany kept alive such specialties as “hygiene,” represented in our program by the *Zeitschrift für Hygiene und Infektionskrankheiten* (Journal of Hygiene and Infectious Diseases), that had been founded by Robert Koch. Its editors – Hans Schlossberger, and later Walter Kikuth – were impressive and scientifically outstanding personalities who tried to maintain the great tradition of the journal. Kikuth, who had taken over the editorial direction, was quite open to our ideas; however, there was a lack of scientific environment in Germany at the time. We therefore attempted to make contact with Swiss scientists who, though also hampered by the war years, were able to take up the threads more quickly, thanks to their uninterrupted contacts with scientists abroad, and who were supported by a long tradition in medicine and chemistry. Thus it was possible not only to lead the *Ergebnisse der Hygiene, Bakteriologie, Immunitätsforschung und experimentellen The-*





139 Zeitschrift für Hygiene und Infektionskrankheiten, vol. 149, no. 1, 1962. – 140 Current Topics in Microbiology and Immunology, vol. 40, 1967.

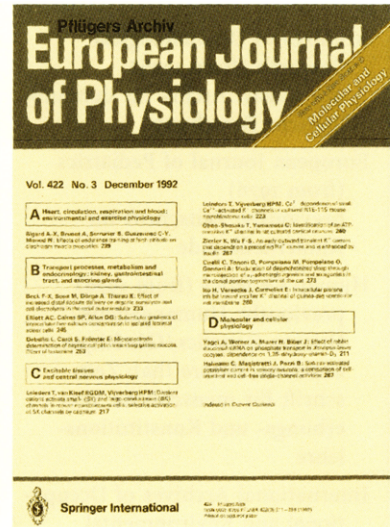
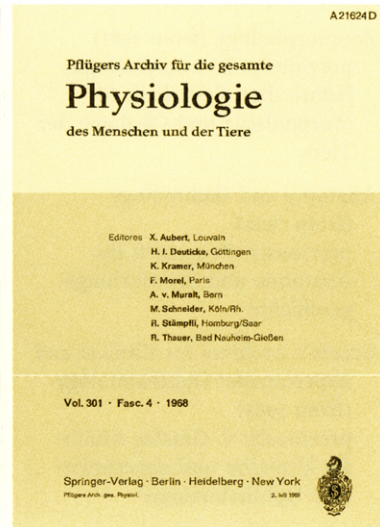
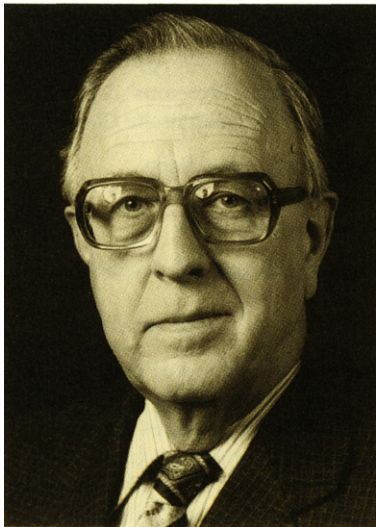
rapie, edited by R. Doerr and H. Schlossberger, toward the English language, following its conversion to *Ergebnisse der Mikrobiologie, Immunitätsforschung und experimentellen Therapie* (from 1957 on) by more modern researchers such as W. Kikuth, K. F. Meyer, E. G. Nauck, and especially J. Tomcsik of Basel and W. Henle of Philadelphia, but also to give it a new look scientifically. W. Henle later helped me decisively in developing the journal further into the *Current Topics in Microbiology and Immunology* (as of 1967) with an excellent group of internationally renowned editors: W. Arber, S. Falkow, W. Henle, P. H. Hofschneider, J. R. Humphrey, J. Klein, P. Koldovsky, H. Koprowski, O. Maaloe, F. Melchers, R. Rott, H. G. Schweiger, L. Syrucek, P. K. Vogt.

A particularly impressive example of the internationalization – or, at first, Europeanization – we were striving for is *Pflügers Archiv*, where the process succeeded in an exemplary manner, thanks to the understanding cooperation of the physiologist from Berne, Alexander von Muralt [HS: fig. p. 375], with whom we had very friendly relations. Ferdinand Kreuzer, who was the main editor of *Pflügers Archiv* for 18 years, described this transformation in a personal letter, dated December 18, 1991, as follows:



Contributions to Mineralogy (from 1967) previously: Heidelberger Beiträge zur Mineralogie und Petrographie, from 1958 Beiträge zur Mineralogie und Petrographie	Applied Physics A: Solids and Surfaces (from 1973) previously: Zeitschrift für angewandte Physik (up to and incl. 1971); (from 1973) – 1972 announced as International Journal of Applied Physics	Psychological Research (from 1974) previously: Psychologische Forschung
European Journal of Biochemistry (from 1967) previously: Biochemische Zeitschrift	Applied Physics B: Photo-physics and Laser Chemistry (from 1973) previously: Zeitschrift für angewandte Physik (up to and incl. 1971); (from 1973) – 1972 announced as International Journal of Applied Physics	Virchows Archiv A: Pathological Anatomy and Histopathology (from 1974) previously: Virchows Archiv für pathologische Anatomie und Physiologie und klinische Medizin, from 1968 Virchows Archiv A: Pathologische Anatomie und klinische Pathologie
Molecular and General Genetics (from 1968) previously: Zeitschrift für Vererbungslehre	Research in Experimental Medicine (from 1973) previously: Zeitschrift für die gesamte experimentelle Medizin einschließlich experimenteller Chirurgie	Virchows Archiv B: Cell Pathology (from 1974) previously: Frankfurter Zeitschrift für Pathologie, from 1968 Virchows Archiv B: Zellpathologie
Oecologia (from 1968) previously: Zeitschrift für Morphologie und Ökologie der Tiere	Archives of Microbiology (from 1974) previously: Archiv für Mikrobiologie	Archives of Toxicology (from 1975) previously: Archiv für Toxikologie, before that: Fühner/Wielands Sammlung von Vergiftungsfällen
Theoretical and Applied Genetics (from 1968) previously: Der Züchter	Cell and Tissue Research (from 1974) previously: Zeitschrift für Zellforschung und mikroskopische Anatomie	Biological Cybernetics (from 1975) previously: Kybernetik
Astronomy and Astrophysics (from 1969) previously: Zeitschrift für Astrophysics	European Journal of Applied Physiology and Occupational Physiology (from 1974) previously: Internationale Zeitschrift für angewandte Physiologie einschließlich Arbeitsphysiologie; before that: Arbeitsphysiologie	Journal of Neurology (from 1975) previously: Zeitschrift für Neurologie; before that: Deutsche Zeitschrift für Nervenheilkunde
European Journal of Clinical Pharmacology (from 1971) previously: Pharmacologia Clinica	Histochemistry (from 1974) previously: Histochemie/Histochemistry/Histochimie; before that: Zeitschrift für Zellforschung und mikroskopische Anatomie, Histochemie	Roux's Archives of Developmental Biology (from 1975) previously: Wilhelm Roux's Archiv für Entwicklungsmechanik der Organismen
Journal of Comparative Physiology A (from 1972) previously: Zeitschrift für vergleichende Physiologie		Zeitschrift für Physik B: Condensed Matter (from 1975) previously: Physik der kondensierten Materie/Physique de la matière condensée/Physics of Condensed Matter
Medical Microbiology and Immunology (from 1972) previously: Zeitschrift für medizinische Mikrobiologie (from 1966); before that: Zeitschrift für Hygiene und Infektionskrankheiten		
Naunyn-Schmiedeberg's Archives of Pharmacology (from 1972) previously: Naunyn Schmiedebergs Archiv für Pharmakologie		

Archives of Dermatological Research (from 1976) previously: Archiv für dermatologische Forschung	Zoomorphology (from 1981) previously: Zoomorphologie; before that: Zeitschrift für Morphologie und Ökologie der Tiere	Fresenius' Journal of Analytical Chemistry (from 1990) previously: Fresenius' Zeitschrift für analytische Chemie
European Journal of Pediatrics (from 1976) previously: Zeitschrift für Kinderheilkunde	Anatomy and Embryology (from 1982) previously: Zeitschrift für Anatomie und Entwicklungsgeschichte	Annals of Hematology (from 1991) previously: Blut
Human Genetics (from 1976) previously: Humangenetik/ Human Genetics/Génétiq humaine; before that: Zeitschrift für menschliche Vererbungs- und Konstitutionslehre	Graefe's Archives for Clinical and Experimental Ophthalmology (from 1983) previously: v. Graefes Archiv für klinische und experimentelle Ophthalmologie	Archive of Applied Mechanics (from 1991) previously: Ingenieur-Archiv
International Archives of Occupational and Environmental Health (from 1976) previously: Internationales Archiv für Arbeitsmedizin; before that: Archiv für Gewerbepathologie und Gewerbehygiene	European Biophysics Journal (from 1984) previously: Biophysics of Structure and Mechanism (from 1974); before that: Biophysik	European Archives of Oto-Rhino-Laryngology (from 1991); previously: Archives of Oto-Rhino-Laryngology (until 1990) before that: Archiv für klinische und experimentelle Ohren-, Nasen- und Kehlkopfheilkunde
Lung (from 1977) previously: Pneumologie/ Pneumology; before that: Brauers Beiträge zur Klinik der Tuberkulose	Radiation and Environmental Biophysics (from 1984) previously: s. European Biophysics Journal	European Archives of Psychiatry and Clinical Neurosciences (from 1991) previously: European Archives of Psychiatry and Neurological Sciences (until 1990), before that: Archiv für Psychiatrie und Nervenkrankheiten
Psychopharmacology (from 1977) previously: Psychopharmacologia	Der Unfallchirurg (from 1985) previously: Unfallheilkunde/ Traumatology	Journal of Legal Medicine (from 1991) previously: Zeitschrift für Rechtsmedizin; before that: Deutsche Zeitschrift für die gesamte gerichtliche Medizin
Archives of Orthopaedic and Trauma Surgery (from 1978) previously: Archiv für orthopädische und Unfall-Chirurgie	Probability Theory and Related Fields (from 1986) previously: Zeitschrift für Wahrscheinlichkeitstheorie und verwandte Gebiete	Zeitschrift für Physik A: Hadrons and Nuclei (from 1991) previously: Zeitschrift für Physik A: Atomic Nuclei
Archives of Gynecology and Obstetrics (from 1979) previously: Archiv für Gynäkologie	European Journal of Plastic Surgery (from 1987) previously: Chirurgia plastica	Clinical Investigation (from 1992) previously: Klinische Wochenschrift
Journal of Cancer Research and Clinical Oncology (from 1979) previously: Zeitschrift für Krebsforschung und klinische Onkologie	Parasitology Research (from 1987) previously: Zeitschrift für Parasitenkunde	Der Ophthalmologe (from 1992) previously: Fortschritte der Ophthalmologie
	Surgical and Radiologic Anatomy (from 1987) previously: Anatomia clinica	



141 Ferdinand Kreuzer (1919) participated considerably in the conversion of Pflügers Archiv to English in 1968. From then until 1986, he was editor in chief of the journal.  
142 Pflügers Archiv, before (vol. 301, no. 4, 1968) and (143) after its conversion (vol. 422, no. 3, 1992).

*Reminiscing on the transformation of Pflügers Archiv in 1968 and its consequences*

Publishers and the editorial board, particularly A. von Muralt, felt that the moment had come to broaden the international scope and to change the design of the Journal. In particular, usage of the English language was now highly recommended, German and French remaining optional; editors should be attracted also from non-German-speaking countries; a new and contemporary cover design was adopted; the name of the Journal was extended by adding “European Journal of Physiology”; and peer review by at least two referees was made compulsory. The “new” Journal started with Volume 302, 1968, the first issue being dedicated to von Muralt, who was thus honored by the publishers and his fellow editors on his 65th birthday and retirement for finishing 30 years of service and for having been most influential in encouraging the great change. The first editors from non-German-speaking countries, X. Aubert, Louvain, and F. Morel, Paris, entered the editorial board with Volume 299, 1968. With Volume 302, 1968, they were followed by J. Th. F. Boeles, Amsterdam, E. Gutmann, Prague, G. Moruzzi, Pisa, and F. Kreuzer, Nijmegen, and with Volume 306, 1969, by U. S. von Euler, Stockholm. In spite of resistance from some German physiologists, it was decided to accept only papers written in English starting with Volume 385, 1980.

In terms of personal remembrance, it may be of some interest to recall certain events “behind the screen,” outside the realm of *Pflügers Archiv*, that occurred at the same time that *Pflügers Archiv* was being transformed. The majority of the Dutch professors of physiology (united in the so-called “Fysiologen Convent”) advocated the participation of the Netherlands in the “new” *Pflügers Archiv*. This was implemented during a meeting of Max Schneider with Boeles and Kreuzer in our home in Nijmegen on February 20, 1968. But just the day before we had heard that two Dutch physiologists had agreed to found, with a well-

known Dutch publisher, a new journal to be called “European Journal of Physiology,” which, however, did not materialize due to the rapid implementation of internationalizing *Pflügers Archiv*. Furthermore, there were, at that time, also some ideas floating between the Benelux and Switzerland to establish a new “Burgundian” Journal of Physiology replacing the *Acta Physiologica et Pharmacologica Neerlandica* and the *Helvetica Physiologica et Pharmacologica Acta*. This idea was dropped, too, in connection with the extension of *Pflügers Archiv*, and the *Helvetica Physiologica et Pharmacologica Acta* (Volume 1 of 1943–Volume 26 of 1969) and the *Acta Physiologica et Pharmacologica Neerlandica* (Volume 1 of 1950–Volume 15, 1969/70) were discontinued soon afterwards.

The further development of *Pflügers Archiv* after 1968 fully justified the decisions taken at that time. The submission of papers from all over the world (in spite of the new name, also papers from outside of Europe were admitted) increased steadily so that the selection procedure had to be made more and more severe, resulting eventually in a rejection rate of up to 50 %. The impact factor of *Pflügers Archiv* increased in the period of 1975–1989 from 1810 to 3488 [for comparison in 1989: *Journal of Physiology* (London) 4635, *American Journal of Physiology* 3075, *Journal of Applied Physiology* 2095].

The oldest journal of physiology still in existence was thus transformed, beginning with volume 302 in 1968, from a German-language to an English-language European periodical entitled *Pflügers Archiv – European Journal of Physiology*. It is an ideal early example of the realization of pan-European cooperation, which Springer-Verlag has consistently continued to advocate. If one looks at the list of periodicals that we gradually transformed in this way into English-language journals – in part with English titles – it becomes obvious just how long the process was and what patience and perseverance were necessary to bring it to a satisfactory conclusion; it took about 15 years. Meanwhile, Konrad F. Springer had joined the company as a partner in 1963. He devoted himself especially to developing the departments of biology and geology (see p. 43 f.). In his area, the old *Zeitschrift für Morphologie und Ökologie der Tiere* (Journal of Animal Morphology and Ecology) became, in 1968, *Oecologia*; this is an indication of the emphasis he placed on ecology within his publishing program.

In 1967 we were able to found the *European Journal of Biochemistry*, which serves as the official organ of the Federation of European Biochemical Societies (FEBS). Springer-Verlag made the *Biochemische Zeitschrift* available as a basis [HS: pp. 166 ff.]. It had been founded by Carl Neuberg in 1906, during the era of great progress made in the field of biochemistry at the



144 Klaus Thureau (1928), physiologist in Munich and pupil of K. Kramer (Göttingen). His main field of work is nephrophysiology. Since 1986, Thureau has been the coordinating editor of *Pflügers Archiv*, succeeding Ferdinand Kreuzer.





145 Claude Liébecq (1921) has been the editor of the *European Journal of Biochemistry* (FEBS) since it was started in 1967.

Kaiser Wilhelm Institutes in Berlin-Dahlem, and it still boasted a considerable number of subscribers. A group of young European biochemists enthusiastically supported the plan. The concentration of the best original papers from Europe in the new journal bore witness to the successful European research endeavors, the results of which had hitherto been scattered among numerous national specialized journals and had thus gone more or less unnoticed. Within Springer-Verlag, it was H. Mayer-Kaupf in particular who dedicated himself to this development. A close relationship evolved with the FEBS and especially with the editor in Liège, Claude Liébecq, but also with the journal committee of the FEBS in London, chiefly represented by S. Prakash Datta.

The gradual transformation of German-language journals into European or international English-language organs here described was complemented by the founding of a large number of new journals that were planned as European or international from the start. It was easier to develop such journals, already conceived as English-language organs, than to transform old ones, as an editorial staff was available from the beginning who stood behind the new idea with conviction, while there was a certain traditionalism on the part of the editors that had to be overcome during a transformation.

The final result was a rich reward for all these efforts: The old German-language journals were essentially able to carry on their tradition within the modern framework of worldwide scientific discussion. A similar development took place with the *Ergebnisse* and *Fortschritte* publications, an example being *Progress in Botany*, which evolved in 1974 from *Fortschritte der Botanik*, founded in 1932 by Fritz von Wettstein. New series such as *Recent Results in Cancer Research* (1965) carried bi- or multilingual titles from the start.

*Entry to the  
English-language Markets:  
Co-publishing Agreements*

Careful observation of worldwide scientific progress, the territory covered, and the personalities and working groups who kept it going had become a matter of course in the development of our English-language program. It was just as important, however, to keep a close watch on the relevant markets. Areas of concentrated scientific activity are also good markets for scientific literature. Regions that were striving for scientific-technological progress in the interest of their own economic and industrial-political growth were promising markets for us.

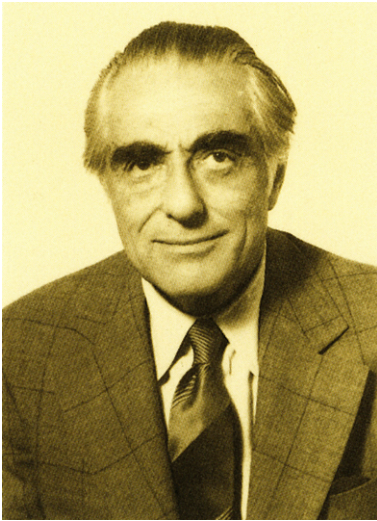
The establishment of an English-language publishing program was a protracted process which had to run parallel with endeavors to ensure sales worldwide; otherwise, the entire concept would have been doomed to failure. This meant that we had not only to plan the English-language production program, but also, at the same time, to create the necessary sales and distribution channels in order to be successful. The necessity of setting and reaching two difficult goals simultaneously fundamentally contradicted a basic rule of strategy, that of setting priorities! Our investment capital was taxed in unusual measure by this course.

The expansion of our sales to the international Anglo-Saxon market, including those parts of the world where English served as the language of both communication and science, was accomplished at first by advancing "bridgeheads," which consisted in efforts to conclude co-publishing agreements with American and British publishers. In the United States during and after the Second World War, important scientific publishing houses had been established, in many instances modeled after German and other European companies. Some of them had been founded by emigrant German or Austrian publishers, for example: Academic Press, New York; Interscience, New York (later incorporated into J. Wiley); Grune & Stratton, New York. The North-Holland Publishing Company had been founded in Amsterdam (it was later taken over by Elsevier), Pergamon Press in London and Oxford. All of their programs were aimed at the ever-growing potential of English-language scientific publishing.

I attempted at first to arrange co-publishing agreements with companies in the United States. Contracts were concluded with Prentice-Hall, Interscience, and above all Academic Press. The contact with Prentice-Hall came about in a conversation with its president, John G. Powers, during the Frankfurt Book Fair in 1961. In addition to concluding the agreement successfully, we discovered that we shared common interests, and these served as the basis for further exchanges of ideas and a friendly relationship. This was to prove helpful to the company, especially to its branches in New York and Tokyo, as Powers already had experience with the Japanese book trade and had personal ties with Japan through his marriage to a Japanese. After retiring from Prentice-Hall, he became a member of the board of directors of Springer-Verlag in New York, as well as of Eastern Book Service and Springer-Verlag Tokyo.

*146 John Powers (1916), here with his wife Kimiko, advised Springer-Verlag on the founding of its branches in New York and Tokyo. From 1975 to 1993, he was a member of the boards of both branches.*





147 Walter J. Johnson (1912) emigrated from Leipzig to the USA and founded Academic Press and W. J. Johnson Bookseller in New York in 1942. Prior to the founding of Springer-Verlag New York, Academic Press co-published many English-language Springer titles.

Academic Press had been founded in 1942 by two members of the highly reputed Leipzig firm Akademische Verlagsgesellschaft, Walter Johnson and his brother-in-law Kurt Jacoby. Up to that time, the majority of American medical journals had been organs of societies; the new companies introduced the European system of scientific journals that were founded by a publisher and independent of any given scientific organization. Certain types of scientific secondary literature such as *Ergebnisse der...* and *Fortschritte der...* also found their way into American usage as *Results* or *Recent Results*, and *Progress in...* or *Reviews in...*, soon achieving a high scientific niveau and broad recognition.

In addition, Walter J. Johnson had founded a scientific bookstore in New York, Johnson Bookseller, with an expertly developed rare book department. He maintained close contacts with the rare book department of Lange & Springer, directed by Max Niderlechner, which he visited repeatedly to discuss antiquarian matters and to make purchases.

Annual meetings of the Federation of American Societies for Experimental Biology – Federation Meetings, in short – took place each spring in Atlantic City. They were combined with an extensive exhibition of books from all relevant domestic and foreign publishers. Academic Press, i. e., Walter Johnson, very considerably offered to show our new English-language publications at his booth and provided good advice to the “newcomer.” Among the books exhibited were English-language titles selected from our production according to the co-publishing agreements; Academic Press took over up to 1500 copies of each. These copies carried, in accordance with the co-publishing rules, the imprints of both companies – Springer-Verlag and Academic Press. The relatively large number of co-published editions specified for the United States and Canada was made possible by the generous subsidies for education and for research and development granted by the United States government in those years following the sputnik shock.

The efforts to arrive at co-publishing agreements with British companies required particular patience and determination, but they were of no small importance for establishing our presence in a place like London, a center of the book trade, which had a great influence on the countries of the Commonwealth, known in the international book trade as the “traditional British market.” Moreover, the prospects of finding acceptance were good in a country where Sir Stanley Unwin had not tired of advo-

cating the introduction of a book trade structure patterned after the German model and fixed list prices. Co-publishing agreements were eventually concluded with Churchill Livingstone, the Longman Group, Heinemann, Chapman & Hall, and Allen & Unwin.

As helpful as co-publishing at first was in many respects, it could not suffice as a permanent solution. We had only limited influence on the pricing and distribution of our own production which, furthermore, did not appear exclusively with our imprint; this was an important factor in attracting authors in those countries. In the long term, we had to become our own representatives in order to achieve our goal of further developing the German Springer-Verlag into an internationally recognized scientific publishing company.

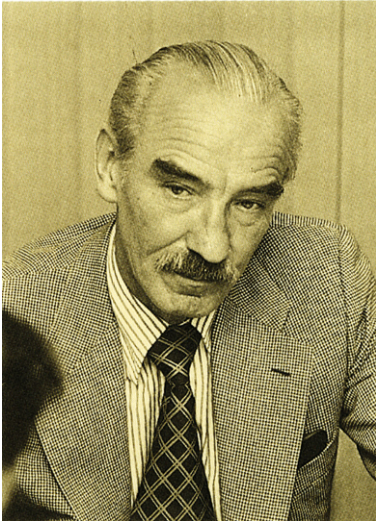
## SPRINGER-VERLAG NEW YORK

**M**any of the steps described in the preceding chapters can be seen as preparatory to the founding of a branch in New York. F. Springer was opposed to the idea; the experience with Butterworth in 1949 may have played a role here. *Foundation*

In 1954, K. F. Springer and I had agreed that during his stay in the United States he would gather data and facts relevant to the setting up of a branch there. In a memo dated August 3, 1958, I pointed out the urgency of establishing our presence in the United States, and I continued to use my persuasive powers to attain this objective. Discreet negotiation was required to ensure the future of the business in a world that was realigning itself following the war.

*White Paper.* In October 1960, I compiled a white paper containing all available arguments and data. Such old friends of the firm as Richard Courant were convinced that expansion to North America was unavoidable if the company wanted to regain its world renown. Among the partners of the company I had no allies other than K. F. Springer who, at that time, however, was in Zurich pursuing his study of biology. Ferdinand Springer's advisor in the field of mathematics, F. K. Schmidt, saw matters more realistically, although he, too, was careful with his suggestions.





**148** Günter Holtz (1920) joined Springer-Verlag in 1951; in 1952 he became advertising manager, in 1962 manager of the promotion department. He made the preparations for our branch in New York and was its first managing director, from 1964 until his return to Berlin in 1971. He was then head of sales and distribution until he retired in 1981.

After much discussion, I finally presented F. Springer with a proposal including the assurance that the younger generation would hold on to the company's base in Germany as a matter of principle, irrespective of any branches that might be established in the United States. This helped to change his attitude, showing how important it was to him not to abandon the cultural roots of the business in Germany; neither was this our intention.

*Clarifying Studies.* It was now possible to undertake a series of practical considerations. Günter Holtz was asked to look around during a trip to the United States in the spring of 1963. He presented his observations on July 15, 1963, in a nine-page study on the founding of a branch of Springer-Verlag in the USA.

Holtz delivered a further detailed analysis on September 6 of the same year, entitled "Considerations on the Profitability of a Branch of Springer-Verlag in the USA." The views it contained were based on the assumption that losses would be taken in the first 4–5 years, but that profits would grow from year to year thereafter. Since, according to American law, operating losses for up to 5 years can be carried forward, it was to be expected that these losses would be amortized within a few more years. These assumptions were later confirmed.

*Repeated Urging.* In an exhaustive memorandum of October 22, 1963, I repeatedly pointed out the urgency of creating a branch in the United States, as it would otherwise be impossible to secure further English-language authors or to halt the exodus of important German or European authors to American or Dutch publishers. It would also be impossible to start new international journals and to transform existing German-language organs into English-language ones. Internationalization, however, was vital for the survival of most of the existing periodicals.

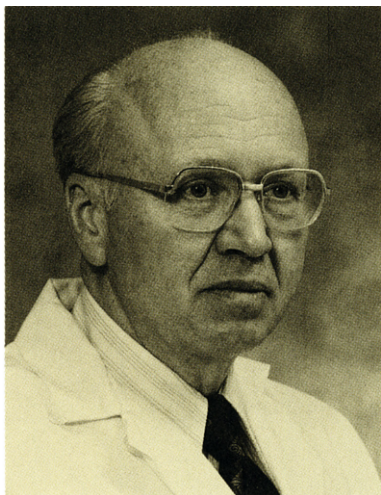
Moreover, being present ourselves in the English-speaking world was indispensable for the opening of new markets in Asia, Australia, Africa, and in non-German-speaking Europe. Subsequent to this memorandum, the subject was discussed again between the owners, Otto Lange from Vienna included, and setting up a small office in the United States was considered. Further individual points were to be researched and clarified thereafter: the place of business, legal aspects, and fiscal consequences, in addition to customs regulations and promotional possibilities in the United States.

*First Decision.* On November 28, 1963, a decision was reached in favor of the “small solution,” implying a contact and promotional office, rather than an independently operating branch. Work was to begin on July 1, 1964, but it was postponed until September of that year due to the necessary preparations. Only after the November 28 decision had been made was it possible to contact outside sources of information, such as the German Embassy in Washington, D.C., and the German-American Chambers of Commerce in Berlin and New York, as well as legal advisors and banks.

A consensus was quickly reached on a suitable location for the planned office. Boston and New York City were under consideration; New York was decided upon, being equally accessible from Europe and from all larger American cities. Moreover, New York was home base for many other publishing companies, and this would make it easier to find and hire qualified personnel. Over the years, this decision has proven its worth. A name for the new company was the subject of much deliberation during the summer of 1964. The preferred choice, “Springer Press,” was rejected because of the possibility of confusion with the “Springer Publishing” firm, which had been founded in 1951 by the eldest son of Julius Springer Jr., Bernhard Springer (1907–1970), who had emigrated to the USA in 1937. Thus we decided on using the name of the German company, “Springer-Verlag.”

*Partners’ Resolution.* A final resolution regarding the founding of Springer-Verlag New York was signed by the partners on March 2, 1964. Two weeks later, G. Holtz arrived in New York to clarify some still-open questions on the spot and to begin preparations. Until the end of May, he made his “headquarters” in the Beekman Tower Hotel, which has since been torn down and was even then only a remnant of bygone splendor. Holtz was assisted by a temporary secretary.

Aside from the necessary scouting activities, one of the most important functions of the new office was to serve both as a point of contact for the authors already secured by K. F. Springer and me and as a basis from which to locate new authors in the United States and Canada. Among the early encounters, for example, was one with Myron C. Ledbetter and Keith R. Porter, with whom, during the Sixth International Congress on Electron Microscopy in Kyoto in 1966, I was able to agree on producing a book entitled *Introduction to the Fine Structure of Plant*



149 Ludwig Kempe (1915), a German-born surgeon, wrote his successful book *Operative Neurosurgery* (1970) while he was working at the Walter Reed Hospital in Bethesda, Md.

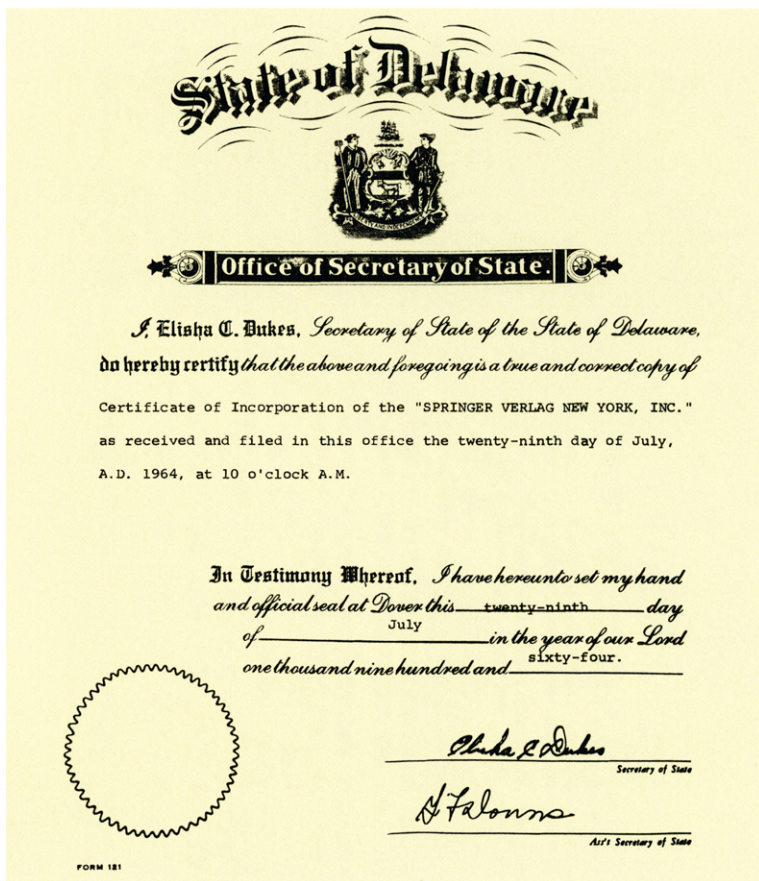
*Cells.* The contacts with the neurosurgeon Ludwig Kempe, whom Holtz had first met at the Harvey Cushing Meeting in Los Angeles in 1963, also belong to this early period in the USA.

*On-the-spot Preparations.* Holtz got in touch with the bookselling firms who were already representing us, above all Stechert & Hafner, W. J. Johnson Bookseller, and Intercontinental Medical Booksellers New York, which was owned by Henry Stratton. Also important for our planned sales efforts were companies such as Zeitlin & Verbrügge in Los Angeles, Mary S. Rosenberg in New York, George Elliot, a wholesaler specializing in medical books, Taylor Carlisle Bookstore in New York and Florida, the Technical Book Company in Los Angeles, the German Bookstore in Los Angeles, and especially Stacey's Booksellers, which had three retail stores in the West and was known as an important wholesaler of scientific literature in the United States.

Heinz Meilicke, Springer's legal advisor at the time, recommended the respected Wall Street law firm of Sullivan & Cromwell to handle legal matters related to the founding of the new company. The senior partner of the firm, Mr. Sharpe, not only gave us crucial advice on the "American way of business," but also created the legal basis for the incorporation of the new firm. Following thorough consultations, we decided to register Springer-Verlag New York Inc. in the state of Delaware, which had the most accommodating corporate law, particularly for firms that were not American owned.

Heinz Meilicke suggested the formation of an intermediate firm called Springer Export GmbH as owner of the New York company. The former is owned, in turn, by Springer-Verlag Berlin Heidelberg and, with 10 % participation, Springer-Verlag Wien.

Mr. Sharpe introduced us to Arthur Young, one of the most important American public accounting and consultancy firms, with which we still maintain close business relations today. William W. Conklin and the heads of the department of international fiscal matters, i. e., Jessey Miles, Peter Dolan, Solon Lang, Lester Schner, and finally James Davidson, were or are our highly respected partners. Through Arthur Young we then met Heinz Gottwald, head of the international division of Chemical Bank. He had been born in Potsdam and had gone to America after completing his apprenticeship in banking. For many years he advised us on all financial matters, and he was a member of



150 Certificate of incorporation of Springer-Verlag New York, dated July 29, 1964.

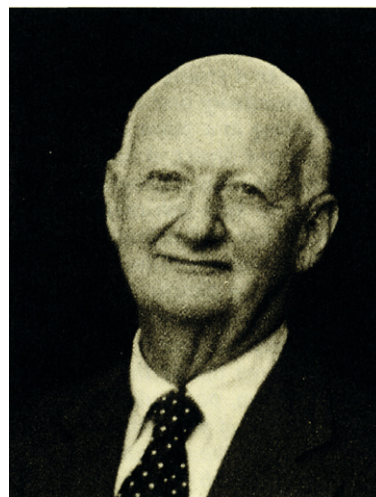
the board of directors of Springer-Verlag New York from 1966 until 1983; he died on November 20, 1984.

Discussions continued to take place in Heidelberg, with Holtz on short visits from New York. It became clear, even at this early stage, that the "small solution" was not having the expected results. We had to set up our own sales and distribution structure.

For the distribution we found the firm Mercedes Book Distributor in Brooklyn. The appointments were not regal, but they were fully adequate for our modest beginning. In the meantime, following a long period during which we functioned as our own distributors, we have returned to this company, which has developed favorably.

The official start of operations had now been set for September 8, 1964, the day after Labor Day and the day on which academic life resumes after the long summer vacation. Holtz had rented 90 m<sup>2</sup> (about 100 square yards) of office space on the top floor of the so-called Flatiron Building, which has the shape

151 Heinz Gottwald (1905–1984) of the Chemical Bank in New York advised the company on all financial matters and served on the board of directors from 1966 to 1983.

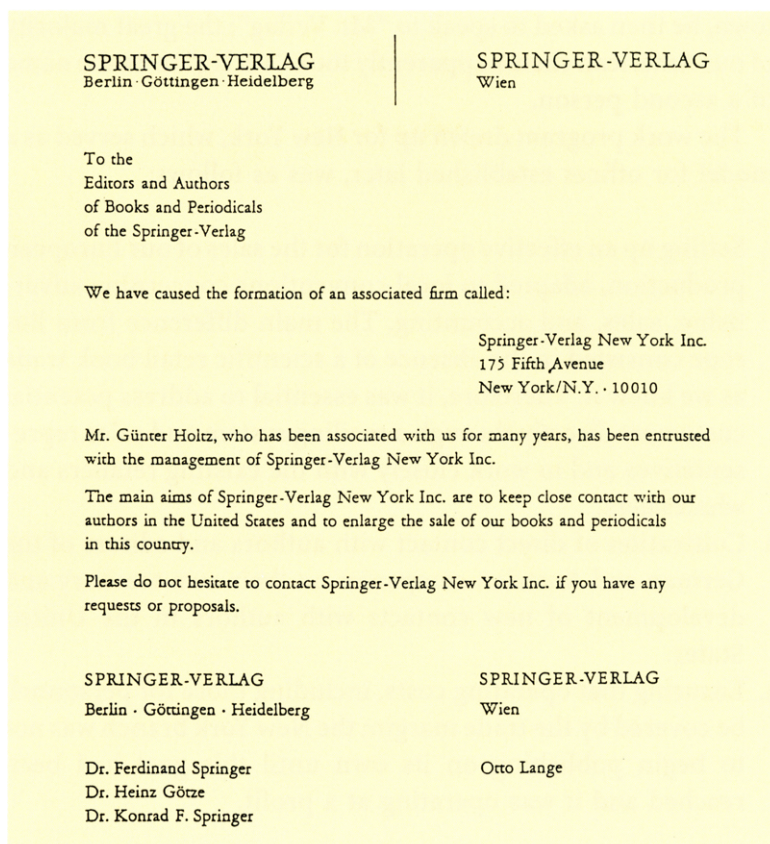




152 In this building at 175 Fifth Avenue, called the “Flatiron Building” by New Yorkers because of the shape of its ground plan, Springer-Verlag New York has had its offices since it began in 1964, first on the 19th floor, later on all of five floors. The remarkable steel construction with a limestone facade was completed in 1902 by Daniel Hudson Burnham and was Manhattan’s first skyscraper. In 1979 it was included in the National Register of Historic Places. Shaped like a triangle wedged between Broadway and Fifth Avenue and coming to a point where they cross at 23rd Street, it has always attracted famous photographers. The picture here was taken in 1986 by Bo Parker and belongs to Peter Gwillim Kreitler’s collection of Flatiron Building photos. The structure is divided into a base sector, a 14-story shaft, and a capital. Our picture shows the aesthetically effective design, particularly the three groups of bay windows continuing from the seventh to the 14th story, which lend a quiet rhythm to the large wall surface.







*153 Circular letter of August 21, 1964, to the editors and authors of Springer-Verlag, introducing Günter Holtz as managing director of the New York branch.*

of a triangle, coming to a point at the corner of Broadway and Fifth Avenue; it was erected in 1902 and was New York's first skyscraper. It is a steel construction with facades of squared limestone. To this day it is a New York landmark. Our address was then, and still is, 175 Fifth Avenue. We have meanwhile expanded and now occupy several floors.

On August 21, 1964, a formal notice about the founding of the new office was sent from Germany and Austria to all editors and authors of Springer-Verlag. Between September 14 and October 3, 1964, advertisements were placed in important American scientific journals. The first direct mailing went out on September 8, 1964, to all United States addresses in the pools of the German and Austrian firms, as well as to many societies listed with other American publishers. The response, in the form of requests for individual brochures and catalogues, was lively and kept the small staff of four busy until late at night, even on weekends. The telephone kept ringing as well, and we were amused for years about one curious request: The caller wanted to speak to "Mr. Springer." Told that Mr. Springer was out of

town, he then asked to speak to “Mr. Verlag”; the great majority of our American clients apparently took “Verlag” to be the name of a second person.

The work program drawn up for New York, which served as a model for offices established later, was as follows:

1. Setting up an effective operation for the sales of our European production, adapted to local conventions concerning advertising, sales, and accounting. The main difference from Europe consisted in the absence of a scientific retail book trade as we knew it. Therefore, it was essential to address potential customers directly through a mailing system and sales representatives and to work closely with the existing retailers and wholesalers.
2. Cultivation of direct contact with authors and editors of the German and Austrian companies on their own territory and development of new contacts with authors in the United States.
3. Ensuring that operating costs, including those for personnel, be covered by the trade margin; the New York branch was not to begin publishing on its own until this goal had been reached and it was operating at a profit.

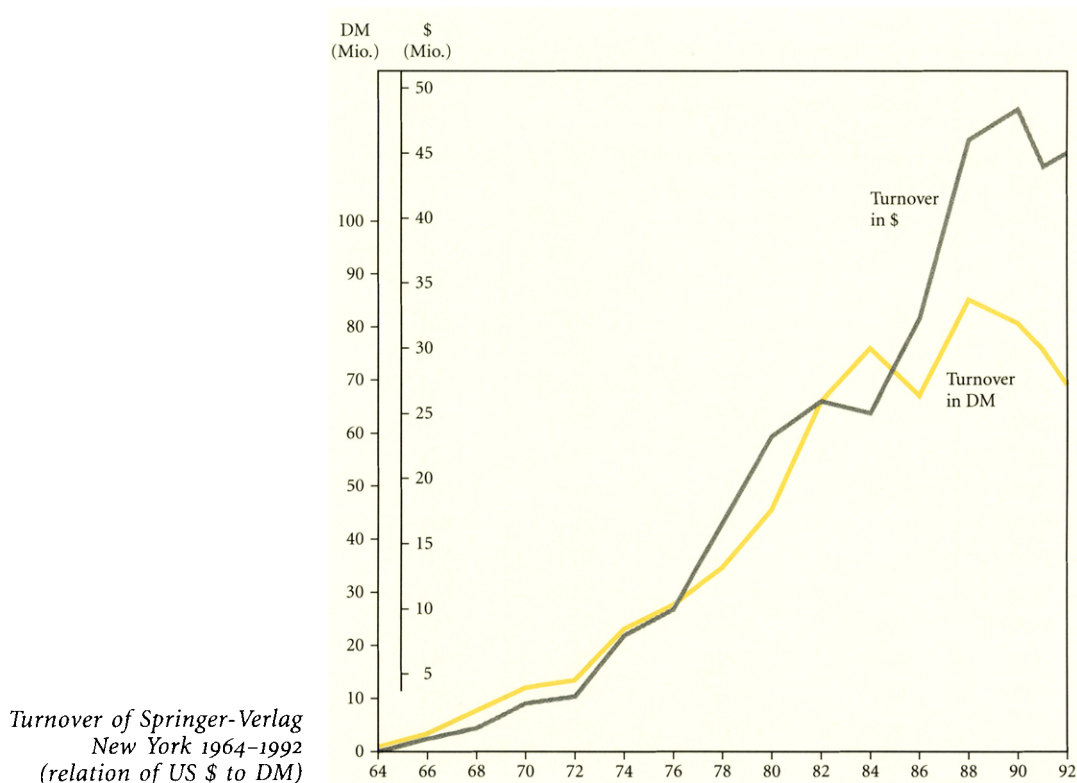
The return on investment – which had been relatively small to begin with – to the parent company was achieved according to plan. The unusual increase in sales of the European production in the United States illustrates this clearly (see table, p. 95). The break-even point, i. e., evenly balanced books, was reached after 5 years, in 1969, and the total original investment was recouped within 9 years, by 1973. It must be added that the increased turnover due to sales of our European production by the New York branch meant considerable liquidity for the parent companies from the beginning, independent of the New York firm’s own profits.

The last 4 months of 1964, following the founding on September 8 of that year, can be seen as part of the preparatory period. In 1965 we already had a turnover of \$ 542,000 and by 1969 it had grown to \$ 2,900,000. There was a corresponding increase in the number of employees, from seven to 32 by the end of 1969. This growth was achieved in spite of the fact that the parent companies in Europe were still making direct deliveries to customers in the United States to the tune of approximately \$ 1,200,000, mostly of the large subscription works like *Beilstein*

Year	Books			Journals			Total
	US production	European production*	Total	US production	European production (Springer)	Total	
1964	-	-	65	-	-	-	65
1965	-	-	401	-	141	141	542
1966	-	-	784	6	222	228	1012
1967	-	-	1288	19	330	349	1637
1968	-	-	1540	20	434	454	1994
1969	-	-	2116	22	762	784	2900
1970	-	-	2417	32	1031	1063	3480
1971	-	-	2564	57	1341	1398	3962
1972	-	-	2556	181	1716	1897	4453
1973	-	-	3199	373	2452	2825	6024
1974	-	-	3818	464	3790	4254	8072
1975	-	-	5376	988	4441	5429	10805
1976	-	-	5103	921	4432	5353	10456
1977**	1873	5865	7738	1731	5139	6870	14608
1978	2703	6129	8832	1882	5986	7868	16700
1979	3885	6843	10728	2485	7274	9759	20487
1980	4199	7559	11758	2677	8579	11256	23014
1981	5223	7943	13166	2868	9663	12531	25697
1982	5040	7148	12188	3179	10397	13576	25764
1983	5424	8269	13693	2559	8504	11063	24756
1984	6058	8260	14318	3813	7135	10948	25266
1985	6474	9249	15723	4419	7336	11755	27478
1986	7284	12380	19664	5132	8834	13966	33630
1987	7380	12786	20166	6125	12773	18898	39064
1988	9365	14287	23652	6641	15132	21773	45425
1989	10285	14283	24568	7176	15945	23121	47689
1990	10374	14640	25014	7867	15366	23233	48247
1991	11272	14139	25411	7979	10726	18705	44116
1992	11094	14093	25187	7611	12058	19669	44856

*Note:*  
\* Books of Springer-Verlag Berlin Heidelberg and Wien and wholesale titles, including those of other European publishers.  
\*\* Prior to 1977 all titles, US or European, were considered "imprints" without source being defined.

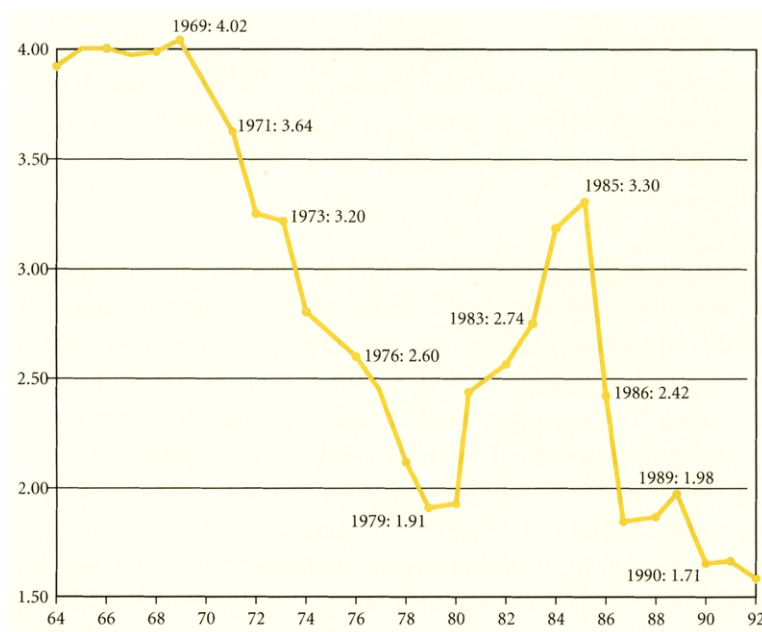




and *Landolt-Börnstein*. Moreover, numerous journal subscriptions were processed through German export firms such as Harrassowitz and through American import firms such as Johnson Bookseller and Stechert & Hafner, with whom we had particularly close relations. This slow rearrangement was quite in our interest; any abrupt change would have endangered our standing with export and import firms who had worked with us reliably and successfully for many years.

The success of the first few years was undoubtedly due, to a certain extent, to the generous subsidies provided by the United States government at that time for research and teaching. On the other hand, we had to struggle with fluctuations in the exchange rate, and toward the end of the 1960s we had to accustom ourselves to shrinking library budgets, along with a growing supply of scientific literature, which sharpened the competition between publishers considerably.

We have often been asked how the German and Austrian companies were able to finance the founding of Springer-Verlag New York, given that capital was scarce at the time, due to the heavy losses incurred during the Second World War. The effec-



*Exchange rates (peak per year),  
US \$ to DM, 1964–1992*

tive capital investment was remarkably small, even in consideration of the then prevailing dollar-to-DM rate of 1:4. The nominal founding capital amounted to \$75,000, but by the end of 1964, only \$35,000 had actually been transferred and used to cover the starting expenses. In the period from September 8 to December 31, 1964, Springer-Verlag New York had a turnover of \$65,000, and further expansion was financed for some time mainly with product credits extended by the parent companies in Germany and Austria. For American observers, this policy of small steps, based on our lack of capital, was amazing. By the beginning of 1965 we already had seven employees, who had to worm their way through the 90 m<sup>2</sup> of rented office space. Being optimistic with regard to the likelihood of further growth, we decided to rent two additional rooms with 80 m<sup>2</sup> that were temporarily available on the same floor. Thus we marched into the year 1965 full of hope.

We had taken the first step and we were on solid ground. Now we had to move forward under our own steam. We could count on assistance neither from an editor familiar with American ways, nor from any other experienced staff member who might have known something about local conventions in promotion and sales. We could not have afforded such advisors in any case, and what qualified person would have left a large American firm to join our tiny enterprise, which was also foreign?

Nevertheless, it was easier to secure good American authors, now that we had an organized base in New York. During numerous trips to the United States, K.F. Springer and I made contacts with American scientists and worked with determination to develop an English-language program.

*Support  
from the Parent Company*

**T**he organization of the New York branch was encouraged and actively supported by all departments of the Springer companies in Germany. Experienced employees were delegated to New York for varying periods of time in order to become familiar with the American way of operating and with the special problems related to New York, and to assist with their own expertise. Ilse Schollmeyer spent more than 4 months in New York during the fall of 1964 to organize the system for filling orders according to the methods customary in Berlin and Bielefeld. Visits followed in the spring of 1965 from Paul Hövel, Reinhold Halling, the accounting manager, and Erich Lobbes, head of warehousing and distribution in Bielefeld. Soon members of the production department in Heidelberg came, to support the first tentative steps taken toward production in New York. In 1970–1971, Gisela Teusen (later Delis) spent half a year in New York helping to start journal production. She was followed on November 1, 1975, by Gaby Schmitz, who managed journal production in New York for many years until her return to Heidelberg on October 1, 1986. Finally, Ute Bujard joined the New York book production department in 1976, serving as manager and vice-president of production from 1987 to 1991. Thus, the parent company and its New York offspring became personally interwoven, and a pleasant team spirit evolved in which the growing number of American employees were included. G. Holtz had managed to create this spirit, which did not permit any know-it-all manner. This was an essential prerequisite to the successful development and expansion of the New York firm.

154 Ute Bujard (1942), deputy director of the production department of Springer-Verlag Heidelberg.



We had anticipated problems and were prepared for them. *Problems*  
Nevertheless, some of them proved to be more difficult to overcome than we had expected.

*Copyright.* One of the most difficult problems arose from the American copyright law. The United States belonged neither to the Berne Convention nor to the Universal Copyright Convention. In order to protect the copyright on our books, we had to register each individual title with the Copyright Office in Washington, D.C. The American copyright law contained a so-called manufacturing clause, dating back to the old tradition of protectionism. It stipulated that works by American authors were protected in the United States only if they were also manufactured there. A hardship clause did grant an ad interim copyright for 2 years for imported works not exceeding 500 copies.

The enforcement agency of the Copyright Office was a department of the New York Customs Office that carefully monitored compliance to the regulations and, through long experience, knew every trick employed to get around them. Not a few of our works were special cases that required precise definition, as they were jointly authored by American and non-American scientists. We could hardly expect the American authors to waive their copyright protection; on the other hand, we were not content with importing only 500 copies of a given title.

The only solution was for us to produce works by American authors in the United States. We had not planned for this, at least not so soon. We needed a qualified production staff. At the beginning we made do with reprints from film or other drafts from the German and Austrian companies, but it soon became imperative to establish our own production department in New York; until this was accomplished, we managed with free-lance help. An additional incentive for us to become independent was longshoremen's strikes, which sometimes went on for weeks and affected the entire East Coast. It was rarely of any use to reroute shipments from Europe through Canadian ports, since the Canadian dockworkers acted in solidarity with their American comrades. It is easy to imagine the predicament we were in when an important work, that we had already begun to promote and for which we had a fixed publication date and numerous orders, was held up on a ship or on a New York pier. This situation forced us to produce our own promotional material in New York as well, which had also not been part of the plan.

*Import Duty.* It was in keeping with the concept of protective tariffs that until December 1966, the United States levied 7% duty on imported English-language books. This burdened our calculations considerably. Effective January 1, 1967, the United States finally acceded to the Florence Agreement, which had already been in existence for some years, and in which most of the civilized countries had promised not to handicap the import of scientific and educational books with customs barriers.

*U.S. Reprints – Trading with the Enemy Act of 1917.* What also troubled us all was the confiscation by the United States government during the First and Second World Wars of all German patents, trademarks, and copyrights, based on the Trading with the Enemy Act of October 6, 1917. American publishers were able to obtain licenses for reprints and translations and paid only 7.5% of their list price, 10% for translations, as a fee to the Office of the Alien Property Custodian. Since these were simple and inexpensive reprints which entailed no extra costs for typesetting, makeup, illustrations, or royalties, it was possible to sell them at very low prices. A total of 238 titles in 390 volumes [HS:p. 381] thus blocked the sales of our own editions in the United States. It was not until October 22, 1962,\* that this rule was lifted as far as the Federal Republic of Germany was concerned, while the American reprint publishers were still allowed to sell out their stocks. The *Beilstein* was also affected by this, having been reprinted in large numbers by the Edwards Publishing Company in Ann Arbor, Mich. [SARKOWSKI (1)].

*Journal Subscriptions.* The handling of subscriptions for our journals posed an internal problem of an entirely different nature. In this respect, there were fundamental differences between European and American practice in scientific publishing. We had introduced fixed volume prices for our archive journals, i.e., “primary journals.” It was possible only to estimate the actual number of issues and volumes that would be published per year, however. We wanted to make the number of volumes per year dependent upon how many useful contributions we actually received, not to set a predetermined number that would have forced the editors toward the end of the year to fill the last

\*“Amendment to Trading with the Enemy Act”: This was the official title of Public Law 87–846, Title II, Section 205, 76 Stat. III5.



few volumes with inferior articles or to postpone the publication of important papers. Since American librarians had to know the total price to prepare their budget for the coming year, we introduced a “maximum price” per year and issued a corresponding price list. As it was usual to pay for the journal subscription a year in advance, this procedure required careful bookkeeping. The American subscription agencies had it easier: their customers paid the fixed annual price by sending a check with their order, which made the issuing of a receipt unnecessary. We had no choice but to conform to the American custom. As the New York branch invoiced in US dollars, but the parent company had to be paid in deutsche marks, we incurred losses due to fluctuations in the exchange rate, which could be offset only partially by forward covering of rates.

**O**ur success in New York soon attracted the attention of other scientific publishers in Europe, and it was not surprising that some of them asked if we would take over the distribution of their production in the United States. In consideration of our still-limited capacity, we had to reply very selectively to such requests. However, for a number of years we cooperated satisfactorily with the publishing group Centrex, which was associated with Philips, and with Reidel, both of them in the Netherlands. *The Pleasant Side*

In addition, shortly after the New York office opened at the end of 1964, we received requests and orders from Mexico, Argentina, Brazil, and even some Asian countries that had been ordering their books during the postwar years mainly from America. These were positive events, which allowed us to gain experience for our later endeavors in other parts of the world.

**O**n March 14, 1966, a meeting took place in New York between Henry Stratton, the owner of Grune & Stratton, Holtz, and me. Stratton informed us that he was planning to sell his small but renowned publishing firm during the course of the year, as he had no heirs. Grune & Stratton was the publisher of such outstanding journals as *Metabolism*, *Blood*, and *Circulation*. Following internal deliberation and consultations with Arthur Young & Co. and the Chemical Bank, we decided not to buy. We were of the opinion that the bank loan it would require would be *Grune & Stratton*

more of a burden than the slow development of a program tailored to our own capacities and within our means. We continued to follow the “policy of small steps,” which I have already mentioned.

*The (Temporary) Signet of the New York Branch*



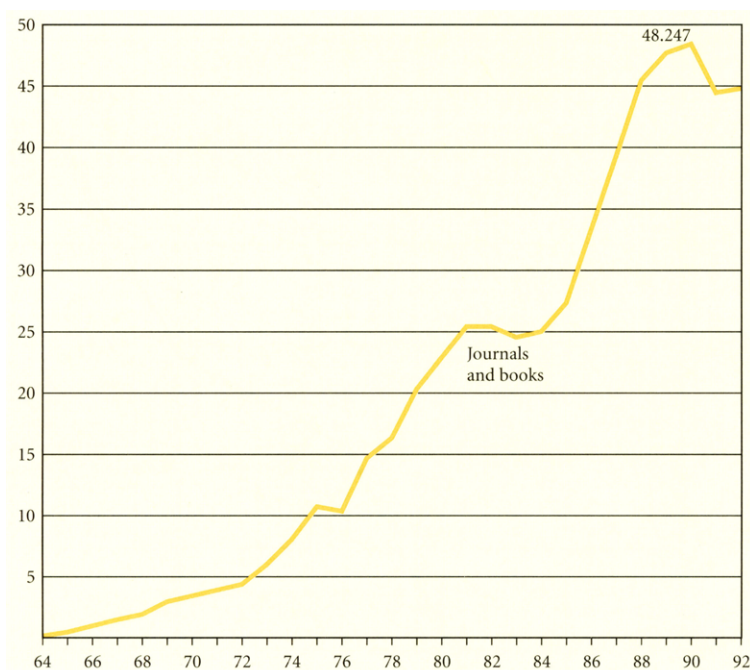
155 Signet of Springer-Verlag New York from 1970 to 1984.

In 1967, the feeling developed that, in order to distinguish it as an independent firm that nevertheless had close ties with the European houses, the New York company should have its own signet. The choice of two opposed horses' heads forming an “S” borrowed somewhat from the signet of the German company. For a number of years, beginning in 1970, it appeared on the covers and imprint pages of New York books and journals and was used for promotional material. After other European and overseas branches had been founded, however, New York returned in 1984 to using, along with all other branches, the traditional signet of the parent company, which had been modernized in 1975 by Max Bollwage.

*Turnover Development*

Sales of books and journals of the parent company by the New York branch developed as we had expected. The graph on p. 104 shows clearly that the successful activity of the New York office from 1964 to 1969 – the first year in which New York broke even – did not have a negative influence on the imports of Johnson Bookseller and Stechert & Hafner. This astonished us at the time. The recession in 1968 is marked by a drop in the graph; it made itself felt in Springer-Verlag New York as well but did not stop its increase in turnover, illustrating how important New York was for the parent company.

In 1966, Springer-Verlag New York sold more copies of our production (not including *Beilstein*) than the two New York import firms combined. The New York company's share of total sales to the United States, including those by Harrassowitz, rose to approximately 70 % by 1969. The development of journal sales was especially impressive. While they rose by about 33 % for Johnson Bookseller and Stechert & Hafner from 1966 to 1968, they increased by about 80 % for Springer-Verlag New York during the same period! The fact that Johnson and Stechert both were able to increase their turnover of journals even after Springer New York was founded indicates that no essential transfer of their sales to Springer took place; rather, the increase of sales by Springer-Verlag New York was attributable exclusively to our



*Turnover of books and journals,  
Springer-Verlag New York,  
1964–1992 (in millions of US \$)*

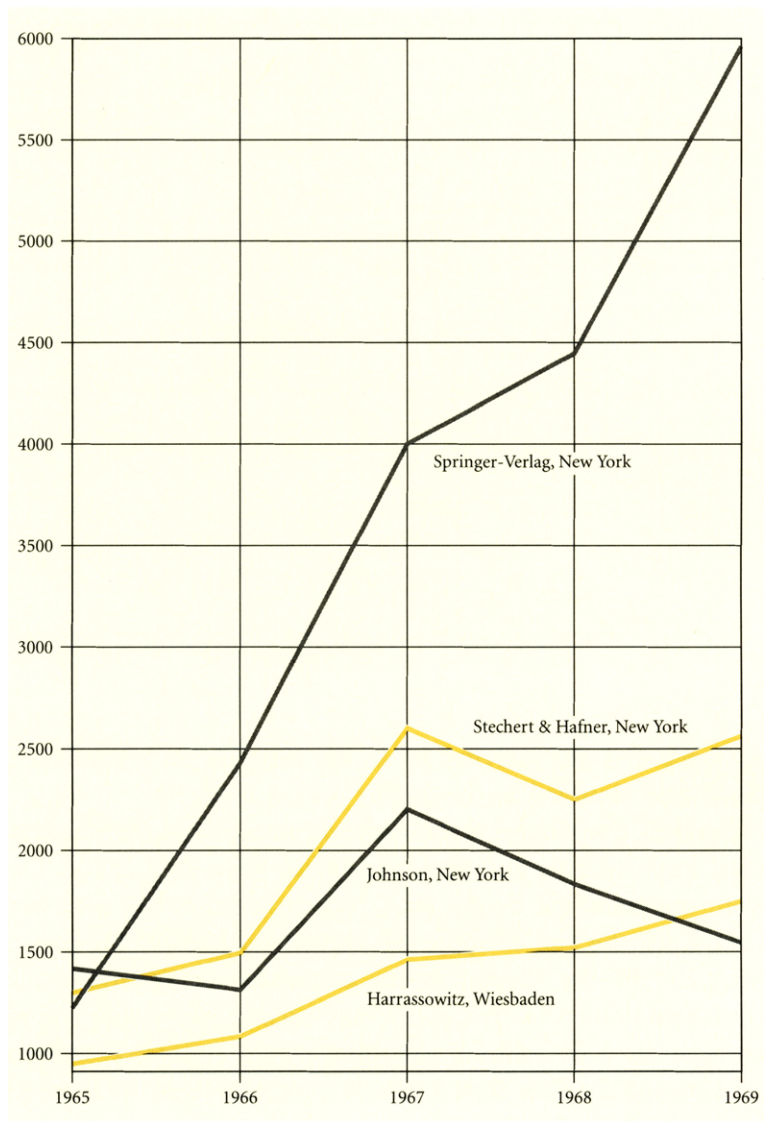
presence and our activity. All in all, New York's journal sales more than doubled in the 4-year period from 1966 to 1969.

Careful comparison of the turnover development of the New York import firms and Springer-Verlag New York shows that from the founding of the New York branch on September 8, 1964, until the end of 1969, the additional sales of the parent company to the United States amounted to approximately DM 7.5 million. And this takes into account only New York's function as a distributor for the German company, without considering the New York firm's own publishing activity, which contributed substantially to strengthening our own position on the United States market and to enhancing our reputation in the eyes of the authors [GÖTZE (6)].

Independent of developments in business and sales in New York itself, the turnover of the *parent companies* with New York is of great importance. The table on p. 95 illustrates in black and white the unique contribution of the New York branch to the growing productivity of the parent company! The increase in sales made it possible to increase our print runs, which in turn improved our calculations and allowed for lower list prices without a reduction in profits.

In addition to its import performance for the parent companies, Springer-Verlag New York – like the branches esta-

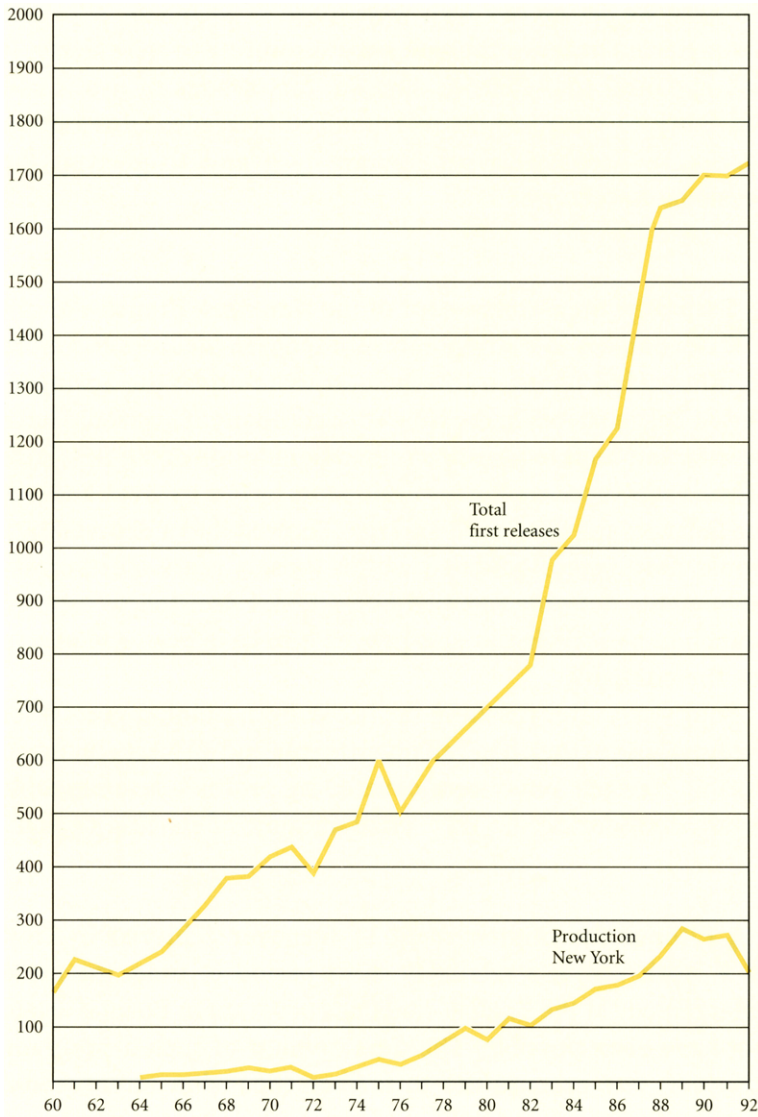
*Turnover of Springer-Verlag New York, 1965–1969, compared with those of Stechert & Hafner, Johnson Bookseller, and Harrassowitz (in thousands of DM)*



blished later – has developed its own growing production program, accounting for an ever-increasing share of the turnover. In 1991, the ratio of European titles (EUP) to original New York titles (USP) was approximately 70 : 30.

We often asked ourselves in those days how we could meet the competition, with its strong sales force, especially in the medical sector. Saunders was said to have 50 salesmen, for instance. That would pay only for a company with a large program including many textbooks. In contrast, we had engaged only a few so-called commission salesmen who also represented other publishers, and we made every effort at the same time to contin-





*Total first-release sales, including new editions (without large handbooks and reprints), of Springer-Verlag Berlin Heidelberg New York compared with title production of Springer-Verlag New York alone, 1964–1992*

uously improve our direct advertising using selected and well-maintained address lists. Nevertheless, an experienced sales force can increase the predictability of sales and can better cultivate the all-important personal contacts with librarians, something that is particularly necessary in times of inadequate library budgets. A well-targeted group of good sales people is of inestimable value.

*Secaucus Warehouse* In 1975, we set up our own warehouse in Secaucus, N.J., and transferred order fulfillment and accounting to New Jersey. It was not until 1991 that we decided, for reasons of profit and flexibility, to return to the re-organized Mercedes Distribution Service in Brooklyn as of January 1993 and to give up the Secaucus warehouse.

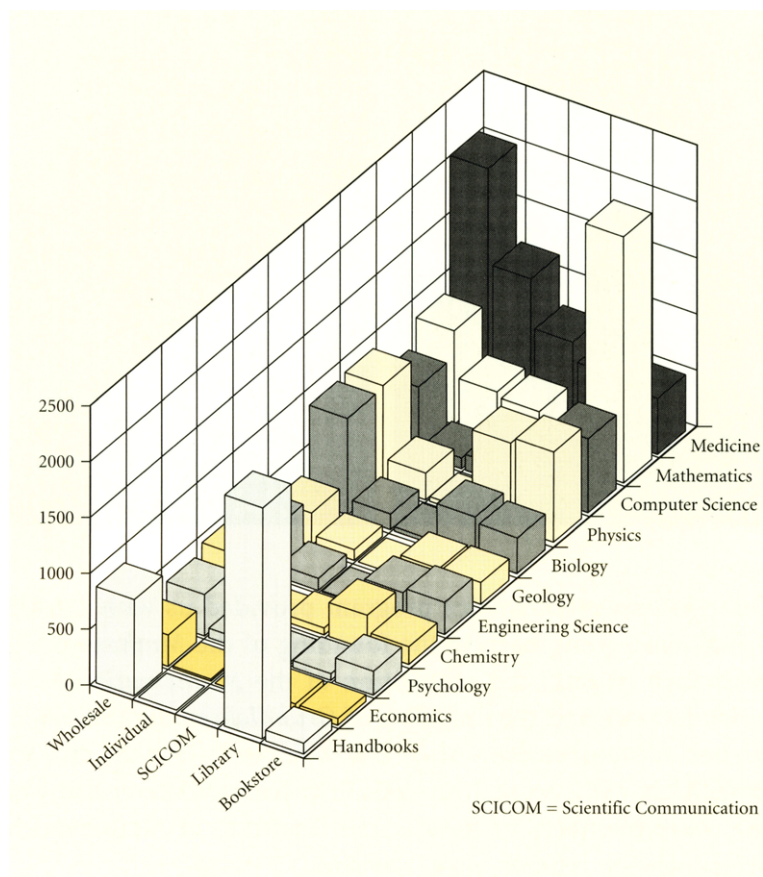
*Closing of Springer-Verlag  
New York?* Naturally, the development of the New York branch did not run entirely in a straight line. In 1969, H. Meilicke therefore recommended taking a DM 850,000 write-off of the Springer-Verlag Berlin shares in the New York company. This would have been tantamount to an unwarranted liquidation of the New York office. I was supported in my arguments by our trustees. Indeed, the balances for 1970, 1971, and 1972 showed that a depreciation would have been liquidated within those 3 years. Further developments not only justified our original decision to locate a branch in New York, but also proved it to have been a vital step for the company.

Four years after reaching the break-even point, 9 years after the founding of the office, all investments and all losses incurred during the early years were covered by profits – a remarkable result, considering the very small amount of starting capital.

*Editorial Planning:  
English-language Titles* Without the improvement in turnover achieved by New York within a relatively short period of time, the rapid enlargement of the English-language program in Europe would not have been possible. The development of such a program, however, was prerequisite to further expansion of successful distribution to other world markets, such as Japan, where our only chance for sales lay in our English-language production.

The plans for books and journals that had been initiated in New York – or in Europe with help from New York – soon called for the creation of an editorial office in New York, functioning essentially as a liaison between the authors and the editorial departments of the German and the Austrian companies. Even this proved to be insufficient after a short time, especially after the decision had been made in the spring of 1966, for reasons already mentioned, to produce more in New York.

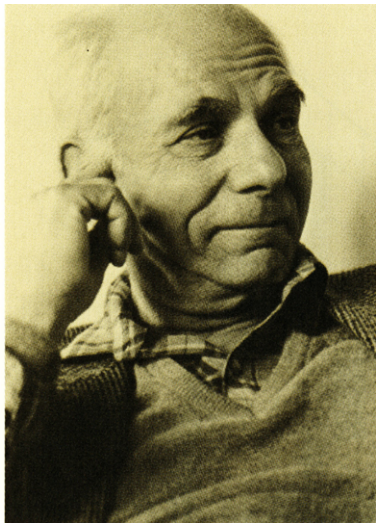
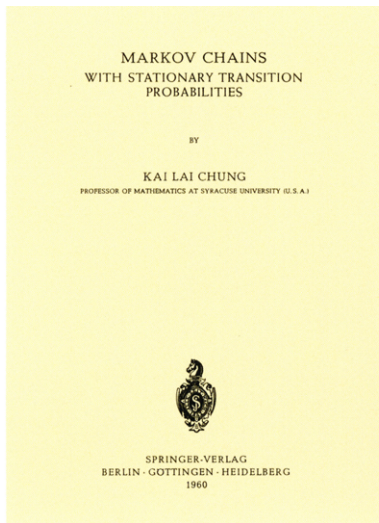
Before we expanded, however, it was necessary for our editorial departments to analyze the market in order to identify which sectors were most promising. We found three main target



*Book sales of Springer-Verlag New York in 1991 according to editorial planning areas and distribution channels (in thousands of US \$)*

areas: mathematics, medicine/psychology, and biology. These were followed, on a limited scale, by geology, physics/chemistry, and engineering, which are now handled again only by the parent company, or by the London office.

*Mathematics.* We felt capable of taking on the American competition in the field of mathematics. When we began our work in New York, we had about 70 English-language titles in print covering all areas of mathematics. Moreover, we had already established contacts with numerous American authors and editors in the field from our base in Heidelberg. Saunders MacLane in Chicago had been one of the co-editors of *Grundlehren der mathematischen Wissenschaften* since 1966, Peter Hilton had edited *Ergebnisse der Mathematik* since 1964, and the probability theorist Kai Lai Chung had contributed to the *Grundlehren* in 1964 with his volume *Markov Chains with Stationary Transition Probabilities*.



156 Kai Lai Chung's *Markov Chains with Stationary Transition Probabilities* ("Yellow Series," vol. 104, 1960).

157, 158 Fritz John (1910–1994) and Peter Lax (1926), both pupils of Richard Courant and advisors and authors of the company for many years.

Our German mathematics program provided us with a solid, broad base, going back to the founding of the *Mathematische Zeitschrift* in 1918, the acquisition of the *Mathematische Annalen* in 1920, and the founding of *Grundlehren der mathematischen Wissenschaften* – the "Yellow Series" – in 1921. In New York, Richard Courant, his pupils Fritz John and Peter Lax, and the other members of the Courant Institute of Mathematical Sciences were reliable, loyal advisors.

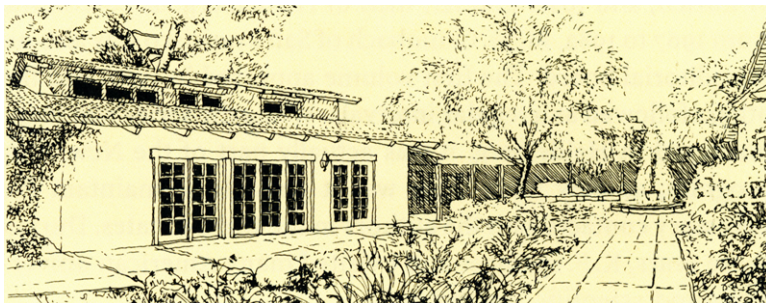
After Van Nostrand Publishers withdrew from mathematics in the 1960s, we acquired a portion of its program. Paul Halmos, who had been Van Nostrand's advisor, was now at our disposal. The mathematics program was handled at first by the mathematics editorial department in Heidelberg, led by Klaus Peters, who had been in charge since September 1, 1964. He worked as much for New York as for Heidelberg in those days. The actual place of publication was determined by the domicile of the author or editor of a given volume or series.



159 Walter Kaufmann-Bühler (1944–1986), mathematics editor in New York and author of a biography of Carl Friedrich Gauss published by Springer-Verlag in 1981.

On April 3, 1973, Walter Kaufmann-Bühler took over the New York program of mathematical sciences, eventually becoming editorial director. Following his untimely death on December 22, 1986, he was succeeded on March 16, 1987, by Rüdiger Gebauer, who became responsible in 1989 for the complete editorial program in New York. Through the mutual efforts of Heidelberg and New York, we have attained a leading position worldwide in the field of mathematics. This found convincing expression in the published proceedings of the International Congress of Mathematicians in Kyoto in 1990 (see p. 317f.).





160 *The office of Springer-Verlag in Santa Clara, Calif.*

*Computer Science.* The advancement of our international program in the field of computer science made necessary direct contact with the center of this research area on the American West Coast – the so-called Silicon Valley. Gerhard Rossbach was prepared to relocate there in order to gain information and sign up authors. He opened an office in Santa Barbara in 1986 and remained there for four and a half years. At first the office functioned as a branch of the computer science department in Heidelberg, but in January 1987, Springer-Verlag New York took charge. Rossbach returned to Heidelberg in October 1990, after he had trained a successor. This solution did not bring the expected results, and Hans-Ulrich Daniel and Rüdiger Gebauer worked out a new concept and secured Allan Wylde to be the director of a new office in Santa Clara, which was opened on November 7, 1991.



161 *Rüdiger Gebauer (1951), editor for mathematics and computer science in New York, successor to Walter Kaufmann-Bühler; editorial director in New York since 1989.*

*Medicine.* In the field of medicine, we faced a phalanx of established American publishers, such as Saunders, Williams & Wilkins, and Mosby, to name a few. Moreover, clinical medicine – as opposed to mathematics, for example – has national and geographical characteristics. This was a handicap to translations in both directions. Nevertheless, we showed our colors in this area as well. We had good relations in the area of pathology with Werner Kirsten in Chicago, of the outstanding Frankfurt school, with Kurt Benirschke, to whom I had been introduced by Erwin Uehlinger, and with the radiologist Klaus Ranniger, who had followed a call from Germany to Richmond, Va. The medical titles published up to 1974 are listed in the tenth anniversary brochure of Springer-Verlag New York.

Two series that were founded at our new location deserve special mention here. The first is *Monographs on Endocrinology*, for which I was able to get Leo T. Samuels of Salt Lake City as chief editor and T. Mann of Cambridge, England, Alexis Labhart

of Zurich, and Josef Zander, then of Heidelberg, as co-editors; from 1967 to 1982, M. M. Grumbach of San Francisco was also on the editorial board. The first volume appeared in 1967, and the others followed at irregular intervals. While the series was manufactured in Heidelberg, it was actually part of the New York program, as only from there was it possible to maintain the necessary contacts with the authors in the United States. During those years, K. F. Springer and I visited many American universities and scientific institutes.

The second series was the *Comprehensive Manuals of Surgical Specialities*, a concept which I proposed to Richard Egdahl in the early 1970s. He was a surgeon at the Boston University Medical School, and I had already had dealings with him regarding the subject of medical engineering. Together with L. A. Ayala, Egdahl himself authored the exemplary first volume of the series, *Manual of Endocrine Surgery*, in 1975. A. J. Edismund and C. S. Grant cooperated on the second edition in 1989. The volumes of this series were intended to help practicing surgeons in their work, by means of a concise but exhaustive text and, above all, easy-to-grasp multicolored illustrations of operating procedures, and to keep them up to date on the latest clinical advancements and surgical techniques. Richard Egdahl was the ideal editor. Some of the volumes were successfully translated into German. Egdahl was also involved in depth with problems of health care and published important contributions on this theme as well. In 1986, we asked him to join the board of directors of the New York branch as a scientific advisor.

In-house medical editors in New York were Charles Visokay, from December 3, 1973 to April 10, 1979, and Robert Kidd, from July 1, 1983 until January 31, 1991. Since then, William Day has served as managing editor.

*Biology.* Konrad F. Springer pursued fruitful plans for our own program in biology. He was assisted in New York by Mary Lou Motl (October 2, 1972–April 30, 1979) and Mark Licker (February 1, 1976–May 26, 1989).

#### *Change in Management*

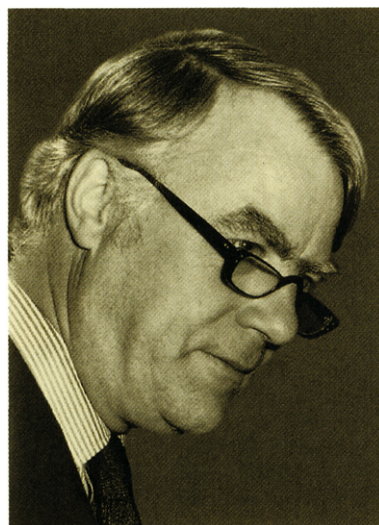
Following the developmental phase, which was fascinating but very demanding personally, Holtz expressed an understandable wish to return to Europe in 1970. There he took charge of the entire sales and distribution operation of the parent company. In this capacity he was a welcome partner, always ready

for action where the opening of new markets for Springer-Verlag was concerned. In those years we cooperated intensively in the signing up of new authors and in the promotion of our production. Holtz had been with the company since 1951, originally as head of the advertising department; in 1962 he had taken over the promotion department as well.

The successor to Holtz in New York as vice president and chief executive officer was Bernd Grossmann. In the course of his earlier work for Herder-Verlag in Freiburg, Grossmann had acquired considerable experience in the book trade with both English- and Spanish-speaking countries. He ran the ship, now plowing quieter waters, with expertise and circumspection.

*Tenth Anniversary.* The celebration of the tenth anniversary of Springer-Verlag New York took place during Grossmann's term of office, at the University Club, 1 West 54th Street, corner of Fifth Avenue, in New York City. Hans-Lukas Teuber, director of the Institute of Psychology at the Massachusetts Institute of Technology, delivered a brilliant speech on the subject of memory which was enthusiastically received by the audience. He spoke without notes, and no written record is available, as his tragic death in 1975 prevented him from preparing the planned version for publication. I had succeeded in getting Teuber for cooperation with Detlev Ploog in Munich on a new conception of our journal *Psychologische Forschung*, treating psychology as a natural science. He also supported our *Handbook of Sensory Physiology*.

On the occasion of the anniversary, we published a small brochure entitled "1974 – Ten Years Springer-Verlag New York"; it included a historical outline, a statement of the company's goals, and an expression of thanks to those who had worked with us as authors and editors during the first decade. This was followed by a laudation of the company's work by Peter Hilton, our mathematics advisor and co-editor of *Ergebnisse der Mathematik*. Next came an account by one of our first editors, Francis A. Gunther, about his experience with Springer New York. Then there was a witty aperçu by Kurt Benirschke about Springer-Verlag in America, its efforts to produce high-quality publications, and the good reputation it had gained within the relatively short period of 10 years. The brochure concluded with a humorous article written by Peter J. Wyllie, a close friend of Konrad F. Springer, concerning his encounter with "an unusual publisher."



162 Bernd Grossmann (1928) succeeded Günter Holtz as manager of Springer-Verlag New York from 1970 to 1978. Thereafter, he served as an expert on international sales and on subsidiary rights. From 1985 on, at the beginning as assistant to Heinz Götze, he handled relations with China.

163 The anniversary brochure 1974 – Ten Years Springer-Verlag New York reviewed the company's first decade.







164 Francis A. Gunther (1918), editor of Residue Reviews for many years.

165 Jolanda L. von Hagen (1935 to 1994) worked for Springer-Verlag New York from 1965 to 1975 and served as its president from 1982 to 1990.



At his own request, Grossmann returned to Germany in 1978 to take charge of foreign relations. He applied the experience he had gained in the international book trade to the area of subsidiary licensing and copyrights. He went back to New York in 1984 to look after special assignments and to manage the United States office of Lange & Springer. He supported me, after Holtz retired, in handling my growing contacts with the book trade and authors in China, and this kept him fully occupied until his own retirement.

In New York, we hoped that hiring an American who was experienced in publishing would have a favorable effect on the future development of the company. Robert L. Biewen joined us in 1978, and he proved to be a good choice for the American area. Nevertheless, fundamental differences soon became apparent: The double function of Springer-Verlag New York as American distributor for the parent company, on the one hand, and as an independent publisher in the United States on the other was difficult for him to accept. He did not feel motivated to promote the production of a non-American publishing firm in the United States, despite the fact that the volume of this import trade exceeded New York's own turnover by far – in a ratio of about two thirds to one third. He eventually suggested that an American agency be entrusted with the import and distribution of the European production! This was clearly not feasible, and we parted company with Biewen on friendly terms in 1980.

I had been in contact for some time with Robert E. Baensch, son of the radiologist Willy Baensch; he had emigrated to the United States and was trained in publishing. His German background and his extensive experience in America seemed to be a good combination for dealing with the task at hand in New York.

Baensch started with us on July 17, 1980. It was decided that the local chief executive officer should also be made president of the New York branch, in order to demonstrate within the company and publicly its independence.

Baensch's interests lay in the field of economics and finance, and this we certainly welcomed. However, this led to a one-sided attitude in which the annual balance was of foremost importance, with editorial planning and sales classified as secondary. The growing differences of opinion forced us to part with Baensch as well, on June 21, 1982.

Into the breach stepped Jolanda L. von Hagen, who had been with Springer-Verlag New York as treasurer from 1965 to 1975,



before going to McGraw-Hill. She returned to Springer-Verlag Berlin on September 15, 1980, becoming head of sales and marketing on January 1, 1981, and deputy director of distribution, which department was managed by Horst Drescher after the retirement of G. Holtz at the end of 1980.

As president and chief executive officer in New York, Ms. von Hagen faced a difficult situation; she conscientiously stayed on the job until 1990, far longer than the originally intended 3 years. During this time, she strove successfully to establish sympathetic relationships with the American libraries, and in June 1988 she became a member of the board of directors of the Copyright Clearance Center.

We kept up a lively exchange of ideas with the director of the William H. Welch Medical Library of Johns Hopkins University in Baltimore, Md., Richard Polacsek. I had known him since his term (1964–1969) as director of the library of the University of Ulm, founded by Ludwig Heilmeyer. We invited Polacsek, as a representative of United States library affairs, to join the board of directors of Springer-Verlag New York, where he served until 1986.

*Twentieth Anniversary.* During Ms. von Hagen's term of office we celebrated the 20th anniversary of Springer-Verlag New York, in 1984, at the Union Club, 101 East 69th Street. The main speaker was Kurt Benirschke, on a theme close to his heart: vanishing animals. Together with our board member John G. Powers, we had invited Andy Warhol to this celebration, and he was deeply impressed by Benirschke's presentation. I therefore invited him to illustrate the manuscript of the speech, which we were planning to publish, and Warhol accepted immediately. The result was an unusual work titled, as was the speech, *Vanishing Animals*. It met with a lively response and most likely played a part in calling attention to this very important issue [SPRINGER NEW YORK].

The anniversary pamphlet contained a list of all titles that had appeared in New York since 1964, as well as an introductory contribution signed by Konrad F. Springer and myself, including a statement of future objectives.

Two decades are not a long time in the life of a scientific publishing house – long enough, though, for us to sum up what has been achieved and then set goals for the future.

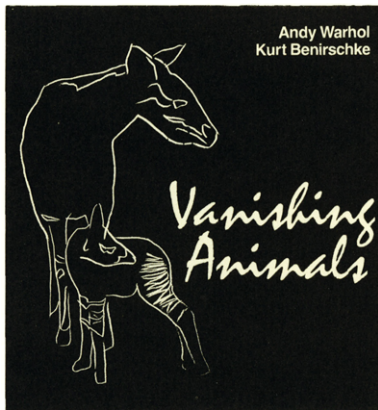
Springer-Verlag New York was founded by a German company at a time when it was apparent that the English language would become the



166 Bernard Brouder (1934) began his publishing career with *Readers' Digest* in New York in 1964. In 1975, he joined Springer New York, where he is now in charge of finances and, since 1990, executive vice president.

167 In the 20th anniversary brochure, Walter Kaufmann-Bühler wrote: "The result of these 20 years is approximately 1100 books and over 30 journals."





**168** Kurt Benirschke's lecture on the occasion of the 20th anniversary of Springer-Verlag New York became a valuable book in 1986: *Vanishing Animals*, illustrated by Andy Warhol. An extraordinary combination of objective information and artistically impressive illustrations, it promoted an awareness of the importance of the preservation of species.

connecting link in a new worldwide constellation of scientific cooperation. The international events in science and politics during the 1930s and early 1940s accelerated this process. After the war, the first natural tendency was to restore the former status quo. The often basically altered prerequisites, however, added new impulses. To the critical observer, it was soon apparent what remained of the pre-war state of affairs and where conditions had changed radically. Where the future would lead had to be deduced from these observations. Between recognizing a new course and resolving to adopt it, weighty decisions have to be made and the readiness has to be demonstrated to take short-term risks in the interest of a good and successful future. On the one hand were the forces of continuity, together with a hesitancy to take risks; on the other was a new vision of the future and the challenge to tackle it.

One of these challenges was to enter the world of the English language, especially in the United States, where modern scientific development in the preceding period had been concentrated and decisively promoted. Our answer to this development was the establishment of Springer-Verlag New York in 1964. The purpose of the new office was to represent the European offices in the United States and to develop its own publishing program.

It must be gratefully noted that we were well accepted in our new location – our new home – in the spirit of fair competition. The image that Springer-Verlag New York presents today confirms the correctness of our decision and justifies the great efforts associated with it. We now feel part of the American publishing community. We have succeeded not only in creating an effective marketing center for North America for our English publications, but also in developing a remarkable publication program based in New York and coordinated with the Springer-Verlag offices in Berlin, Heidelberg, and now also Tokyo.

Pausing to reflect today, 20 years after the establishment of Springer-Verlag New York, we can see the following goals for the future:

1. Continuing our close, trusting relationship with authors and advisors, with whom we are inseparably associated, in North America and throughout the world.
2. Maintaining the high level of quality appropriate to each publication, taking the demands of the market into consideration.
3. Promoting and marketing all of the Springer publications, from Berlin, Heidelberg, Vienna, Tokyo, and New York, in the whole of North America and maintaining the good contacts with librarians and all channels of distribution.
4. Promoting, in a continuous dialogue with our readers, our publications in all areas of mathematics, computer science, natural sciences, medicine, psychology, and technology, not just in pure science, but also, and ever-increasingly, in applied science, textbooks, and literature for the practitioner. It is becoming more and more important today to reach a mass market beyond the library market.

5. Early recognition and cultivation of new areas and new possibilities for development in pure and applied science.

With these five guiding principles, we can confidently set out on the path into the future. In order to achieve our goals, we require a motivated staff, the support of a proven tradition of high quality, and entrepreneurial elan. In this way, we should be able to lead our New York office happily and successfully, even through difficult times, for the benefit of international publishing and, therefore, of science itself and its international responsibilities.

*Twenty-fifth Anniversary.* Jolanda von Hagen also arranged the celebration of the 25th Anniversary of Springer-Verlag New York, which took place on June 7, 1989, at the Museum of Modern Art. Heinz-Otto Peitgen fascinated the audience with a

*Members of the board of directors and officers of Springer-Verlag New York, Inc.*

<i>The members of the Board of Directors</i>		President:	since 1987	Dennis Looney
Ferdinand Springer	1964-1965	1964-1965	1964-1965	Otto Lange
Heinz Götze	since 1964	1966-1980	1966-1980	Heinz Götze
Konrad F. Springer	since 1964	President and	1966-1980	Heinz Götze
Georg F. Springer	1964-1974	Chief Executive Officer:		
Otto Lange	1964-1966	1980-1981	1980-1981	Robert E. Baensch
Heinz Gottwald	1967-1983	1982-1990	1982-1990	Jolanda L. von Hagen
Günter Holtz	1967-1980	since 1990	since 1990	Hans-Ulrich Daniel
Wilhelm Schwabl	1967-1985	Executive Vice President:		
Hermann Mayer-Kaup	1968-1973	1964-1970	1964-1970	Günter Holtz
Bernd Grossmann	1971-1978	1971-1973	1971-1973	Bernd Grossmann
Claus Michaletz	since 1974	since 1990	since 1990	Bernard Brouder
John G. Powers	1975-1993	Executive Vice President and		
Bernard Brouder	since 1979	Chief Executive Officer:		
Robert L. Biewen	1979	1974-1978	1974-1978	Bernd Grossmann
Robert E. Baensch	1980-1982	1978-1980	1978-1980	Robert L. Biewen
Richard Polacsek	1981-1986	1980	1980	Robert E. Baensch
Jolanda L. von Hagen	1982-1991	Senior Vice President:		
Peter J. Dolan	1983-1987	1977-1989	1977-1989	Bernard Brouder
Richard Egdahl	1986-1992	1984-1988	1984-1988	Alvin A. Abbott
Fritz Lamb	since 1986	1986	1986	Thomas Ingegneri
Hans-Ulrich Daniel	since 1991	Vice President:		
Dietrich Götze	since 1990	1971-1975	1971-1975	Jolanda L. von Hagen (Holschuh)
<i>The officers from 1964 to 1992</i>		1974-1977	1974-1977	George Bogden
Chairman of the Executive Committee:		1975-1976	1975-1976	Bernard Brouder
since 1981	Heinz Götze	1976-1977	1976-1977	Frank Corless
Chairman of the Board:		1976-1978	1976-1978	Charles Visokay
1964-1965	Ferdinand Springer	1977-1978	1977-1978	Robert Dundas
1966	Otto Lange	1978-1979	1978-1979	Claes Sjögreen
since 1967	Konrad F. Springer	1981-1983	1981-1983	Alvin A. Abbott
		1987-1991	1987-1991	Ute Bujard
			1974-1975	Roy Hunt
			1974-1986	Walter Kaufmann-Bühler
			1974-1975	Mary Lou Motl
			1974	Ingrid Risop
			1974	Herbert Stillman
			1974-1979	Inge Valentine
			1974-1975	Charles Visokay
			1975-1978	Thomas Day
		Treasurer:		
		1964-1965	1964-1965	Günter Holtz
		1966-1975	1966-1975	Jolanda L. von Hagen (Holschuh)
		1976-1981	1976-1981	Bernard Brouder
		1982	1982	Jack A. Myers
		since 1984	since 1984	Dennis Looney
		since 1986	since 1986	Mary Ann Pendleton
		Controller:		
		1969-1970	1969-1970	Jolanda L. von Hagen (Holschuh)
		1981	1981	Jack Myers
		1986-1993	1986-1993	Mary Ann Pendleton
		Secretary:		
		1964-1965	1964-1965	Ilse Schollmeyer
		1966-1970	1966-1970	Inge Valentine
		1971-1973	1971-1973	Albrecht von Hagen
		1974-1977	1974-1977	Victor Borsodi
		since 1978	since 1978	Bernard Brouder
		Assistant Secretary:		
		1964-1970	1964-1970	Wolfgang Bergstedt
		1970	1970	Albrecht von Hagen



169 After 5 years as a physics editor in Heidelberg, Hans-Ulrich Daniel (1951) was entrusted with the management of Springer-Verlag New York in 1990.

brilliant, well-prepared presentation of “The Beauty of Fractals”; it was a very special occasion.

During this anniversary year (1989) Springer-Verlag New York produced 280 books and handled over 50 scientific journals with a total staff of 220. At the same time, the economic consequences of continually declining library budgets became more and more perceptible; it was a fatal development for universities and research institutes alike.

On July 1, 1990, Hans-Ulrich Daniel succeeded Jolanda von Hagen as president and chief executive officer, and he has managed the company since then. In addition to its own range of operations, the firm has shared the heavy burden of regenerating Birkhäuser Boston, which was acquired in 1985, at a time when it was deeply in debt. Birkhäuser is now competently managed together with Edwin Beschler and faces a healthier future.

At the end of 1992, we decided to close our warehouse in Secaucus and to transfer our stock and distribution activities to Mercedes in Brooklyn. We had worked with this distributor at the end of the 1960s, and in the intervening years it had enlarged and improved its service capacities.

New York remains our main bridge to the English-speaking world, an area of intensive scientific activity. During a meeting of the German company’s shareholders in Heidelberg on July 17, 1970, I reported extensively on all proceedings during the decade from 1960 to 1970, in which the founding of our first overseas branch was planned and carried out [GÖTZE (6)].

## TOKYO · JAPAN

### *Reestablishing Old Contacts*

At the end of the 1950s and the beginning of the 1960s, the predominance of the United States in international scientific development became clear. Equally significant, however, was another phenomenon, whose potential and thrust for the world economy was recognized by only a few at the time: Japan, which after the Second World War had set about with extreme determination to reorganize its political and economic life. No time was wasted with resentment toward the United States; on the contrary, the Japanese tried to adopt for themselves as much as possible of the science and technology of that country, which



was obviously so successful. The Europeans were still much too preoccupied with their own reconstruction, and where people did think ahead, they also looked to the United States. Japan's relations with Germany, which date far back, particularly in the field of medicine [KRAAS and HIKI], became less significant, although the memory of Robert Koch's pupil Shibasaburo Kitasato and Paul Ehrlich's colleague Sahachiro Hata was still alive. The reputation of such German researchers and physicians as Engelbert Kaempfer (1651–1716), Franz von Siebold (1796–1866) [KEENE], and Erwin Bälz (1849–1913) continued undiminished [ISHIBASHI].

Since the end of the nineteenth century, Springer-Verlag had had excellent relations with the large Japanese booksellers, which were also publishers, above all with Maruzen and Nankodo. However, maintenance of contacts in those days was limited by the great distance to the exchange of letters. Following the Second World War, it was still considered adventurous for individual businessmen or physicians to travel to Japan. Carl-Erich Alken, co-editor of the *Handbuch der Urologie*, had flown to Japan in the 1950s at the invitation of a Japanese pupil and came back with vivid reports. It seemed to me worth trying to renew the old publishing contacts and to strengthen them if possible, in view of the worldwide turn to the English language; this was my goal after we had established ourselves in New York. I had already received concrete information about the current state of the Japanese book trade from John Powers during our first meeting in 1961 at the Frankfurt Book Fair.

The 6th International Congress of Electron Microscopy, held at the new congress center in Kyoto from August 28 to September 4, 1966, gave me the opportunity to get a first-hand idea of the situation. We had relevant publications to offer, including the extensive proceedings of the 4th Electron Microscopy Congress, held in Berlin in 1958. I met a number of our authors in Kyoto: Miller, Porter, Stoeckenius, and Zeitler. Following the congress, I spent some time in Tokyo to visit the firm Nankodo and to pay my respects to the president of Maruzen, Tadashi Tsukasa. Like many of the leading figures in business following the Meiji restoration (1868), Tsukasa belonged to the old Japanese aristocracy. He was personally entitled to enter the holy area of the highest imperial Shinto shrine on the Ise-shima peninsula on horseback.

Some years earlier, Tsukasa had visited Springer-Verlag in Berlin, and I was now very kindly received, especially by his

170 Tadashi Tsukasa (1893–1986) was president of the bookselling and publishing company Maruzen from 1947 to 1971. For 2 years longer he was its honorary president.



colleague K. Sakurai, who was in charge of imports and who showed me through the departments that worked with us directly. I was impressed by the meticulous order that prevailed.

*The Situation Following the Second World War* Mr. Sakurai intimated to me that, in view of the changed world situation, Japanese interest in German scientific literature had unfortunately declined, and that it would probably be difficult to revive it. My answer was that I had come to strengthen our old relations with our new English-language program, and this brought forth from him an astonished “Ah, sodesuka!,” a phrase expressing both surprise and appreciation. From my discussions with Mr. Sakurai, it was quite clear to me that German-language books in Japan no longer met with the response they had enjoyed in the past, and that the younger scientists rarely learned German any more, but rather English. This development was unstoppable, and it had already led to the “extinction” of our German-language scientific literature in Japan. Mr. Sakurai showed a lively interest in our list of English-language publications, and I explained them to him in detail. These extensive discussions were viewed by Tsukasa and Sakurai as the beginning of a new and even closer cooperative effort – one which was to prove very important for us. In 1966, Mazuren already had 13 imposing branches throughout Japan; today there are 40. At all of our meetings I represented the interests of Springer-Verlag Wien as well, and I proudly called attention to our branch in New York.

With the feeling that my trip to Tokyo had been successful, I flew to San Francisco in order to visit mathematicians on the West Coast, and I finally returned to Germany by way of New York. During my stop in New York I discussed the results of my visit to Tokyo with G. Holtz, whose experience with international marketing and unbiased attitude toward new enterprises were always very valuable to me. I proposed that he join me on my next trip to Japan. It took exactly twice as long to fly from Frankfurt to Tokyo then as it does today, and it was still common to see men and women in kimonos on the street! It is hardly conceivable now that this commitment to Japan was then considered no more than an *idée fixe* – it is unfortunate that such ways of looking at things are still alive today. The power of imagination is often not sufficient to grasp the possibilities for future development.

During the second visit, from May 26 to June 6, 1968, it was possible to strengthen the relationships that had been revived in person or through letters. We made our first contacts with Igaku Shoin Ltd., a medical publishing house founded by Ichiro Kanehara and managed by his son Hajime Kanehara, first as general manager and then, beginning September 1, 1974, as president.

A friendly relationship developed with Hajime Kanehara, based on a common interest in audiovisual media, which were then still in the experimental stage. Kanehara died far too early, of cancer in 1978. Professor Izumi Hasegawa, the editorial director, carried on as general manager. Kanehara's son Yu was in charge of the New York branch; he returned to Tokyo in 1985 to take over the management of the company. Our collaboration with Igaku Shoin was always based on a relationship of trust, and this was promoted by the ingenious director of the foreign division, Takao Tsubaki, a man whose personality incorporated the best aspects of the Japanese character; he had been a Noh actor for many years. We also developed good contacts with the managers of the publishing department, Naobumi Ando and Masao Akita. There was a keen interest in our English-language publications, such as *Operative Neurosurgery* by Ludwig G. Kempe, or the *Manual of Internal Fixation* by Maurice Müller and Martin Allgöwer.

### Establishing New Relations



171 From left: Heinz Götze, Takao Tsubaki, Robin de Clive-Lowe, Izumi Hasegawa, Hajime Kanehara. Kanehara had a keen interest in the development of audiovisual media and had taken over our first film on internal fixation (see p. 249) for Japan. During my visit to Tokyo in 1972, he showed the SONY version.



172 Choei Ishibashi (1893–1990), professor of pediatrics at the University of Tokyo and honorary doctor of medicine, University of Gießen (1957).

In October 1969, the president of the Japanese Cancer Society, Tomizo Yoshida, introduced me to Choei Ishibashi [ISHIBASHI], president of the International Medical Society of Japan. He was a pediatrician, a friend of our country, and spoke fluent German. He was a regular guest at the Karlsruhe Therapy Week. The medical faculty of the University of Giessen conferred on him an honorary doctorate in 1957.

Ishibashi was the founding rector of the Dokkyo Medical University (April 1973); it succeeded the German School, which had been sponsored by high-ranking Japanese families. Choei Ishibashi was at the same time dean of the faculty; Sensaburo Isoda followed him as rector and dean. At the dedication of the new faculty library on March 12, 1975, I presented him with a personal copy of the “Anatomic Tables” of Johann Adam Kulmus, a German anatomist from Riga who had greatly influenced the development of Japanese medicine [SUGITA]. Up to his death on September 25, 1990, Choei Ishibashi benevolently supported the growing involvement of Springer-Verlag in Japan.

We were received at Maruzen again in 1968 in the same friendly manner by the president, T. Tsukasa, and K. Sakurai. We also met Masao Nakata, as executive director, the most important link to top management. The number of branches throughout Japan had grown in the meantime, one of them being an office in Sapporo, the most important university city in the north.

We also visited the Kinokuniya Bookstore Co. Ltd. With the director O. Matsubara and his employees H. Sagara and T. Kaneko we reached excellent agreements for standing orders and stock orders of English-language titles. Kinokuniya was very active in the fields of mathematics, physics, and chemistry. We therefore arranged to exhibit mathematics books at Japanese universities. Kinokuniya was also interested in producing Asian reprints of mathematical titles, such as *Functional Analysis*, by our author Kosaku Yosida. Over the years, a very friendly relationship developed with Kinokuniya, particularly with its general director O. Matsubara, with whom we had frequent informative discussions on professional matters [GÖTZE (4)].

With the president of Overseas Publications Ltd., T. Kuroda, and the head of his book department, K. Ohmura, we also made agreements for standing and stock orders of not only English-, but also German-language titles. We also visited with T. Murayama, executive director of Japan Publications Trading Company Ltd. This firm had successful dealings with other East-Asian



countries. There we met Liu Sinn Min, of the Malaysia Publishing House Ltd., who covered the Indonesian market from his base in Singapore, in close cooperation with Murayama. Further contacts were made with United Publishers Services Ltd. and its general manager S. Saito.

Our final visit on this trip was made to the US-Asiatic Co., with branches in Osaka and Nagoya. US-Asiatic's main fields of interest were physics, electronics, life sciences, and macromolecular chemistry.

Our meeting with the American firm Harry N. Abrams Inc. and its vice president Charles S. Terry was most instructive. They were very helpful to us in contacting printers. In those days, Japan was still a relatively inexpensive place to manufacture goods. We therefore made agreements with Toppan Printing Company Ltd., Dai Nippon Printing Ltd., and Tosho Printing Company Ltd. We dealt with all of these firms for varying lengths of time, until the Japanese price levels reached European standards and cooperation became impractical.



173 Osamu Matsubara (1917), general manager of the bookselling and publishing company Kinokuniya, with 57 branches and 53 bookstores; the headquarters is in Tokyo.

The visit in 1968 laid the foundation for the further development of our involvement in Japan. The objective of the trip was to strengthen our personal contacts with Japanese booksellers, to obtain an overview of the situation first hand, and to pave the way for distribution agreements (e.g., for standing orders) with Japanese bookstores. The structure of the Japanese book trade is related more closely to that of Central Europe than to that of the United States. This visit confirmed the first impression gained during my visit in 1966: The tendency I had noticed then of a turn to the English language was now even more pronounced. One sign of this was the fact that all negotiations were conducted in English; it was now rare to meet someone who had some knowledge of German. It was clear to us that sales of German-language literature would – at best – remain at the level they had reached; they were more likely to decline. This deficit would have to be compensated by an intensive effort to promote our English-language program, particularly in view of Japan's impressive and astonishing development in science and technology. This was further proof that we were right to become involved in the English-language area; today this is taken for granted.

In the course of establishing our contacts and researching the situation, we discovered that we had competition from impor-

*The New Commitment*

tant British, Dutch, and American publishers who had already been active in Japan for many years, for example, Butterworth, Elsevier, North Holland, Van Nostrand, and Plenum Press. Some of them were represented by the Eastern Book Service, founded by Robin de Clive-Lowe, which had generously appointed exhibition space for its clients' production in the direct vicinity of Tokyo University.

*Active Sales Policy* **I**t became clear that we would not be able to develop the numerous new opportunities to increase our sales through correspondence alone. The great distance and the differences in mentality were limiting factors. A decisive hindrance was the totally different structure of the language and its characters. For instance, it was impossible to create mailing lists in Roman characters without knowledge of the system of transcription, which is based on more than just the phonetics.

Thus, we had to decide on a policy of active sales, and this included representing ourselves, if only for the linguistic reasons already mentioned. We tried to solve this problem while we were still in Tokyo. Mr. Yamakawa, of the US-Asiatic Company Ltd., recommended an experienced Japanese bookseller, Shizuko Yazawa, and after examining other possibilities, we hired her before we left Tokyo. Speed was of the essence here, because Mrs. Yazawa had offers from American firms as well. We rejected the alternative of entrusting our business to the Eastern Book Service because of the relatively higher costs and because, especially on starting out, we wanted a more individual service that was adapted to our program. We judged the danger that a female representative in Japan would run into problems to be small, as long as she did not have to manage a large staff. This view was confirmed: Mrs. Yazawa did her job very diligently, with skill and much success, in the years that followed. She helped us to become better acquainted with the Japanese book trade from the inside.

In those days the external emancipation of the Japanese was not yet complete. Even on the streets of Tokyo, not to mention Kyoto, women and men wearing kimonos were no rarity. However, even today it should not be forgotten that Western attire does not make Westerners out of the Japanese, and this is surely a good thing. One who wishes to do business in Japan – the situation is similar in China – would do well to familiarize himself with the history and way of life of this industrious island

nation, which has transformed itself in such a remarkably short time – in 1968, only 100 years had passed since the Meiji restoration – from a hermetically closed society with an old, conservative cultural tradition into a modern industrial nation adapted to Western democracy. I would go so far as to say that familiarity with the culture of East-Asian countries is prerequisite to successful collaboration in the economic area. Food for thought is provided by the Japanese writer Hisako Matsubara [MATSUBARA: p. 14f]:

In the West, it seems to me, the principle of toughness dominates. This is especially true for Germany. Perhaps it lies in the lack of sunlight for many months, in the gray weather, in the cool, damp air. More probably, however, it lies in the centuries-old, gradually rigidifying experience that made the people hard: Their homeland – Central Europe – is geographically open and poorly protected against enemies. Thus grew a pattern of behavior in which people's dealings with one another were shaped by toughness. There was no room for gentleness. Instead, the people made toughness a principle of life and survival. Everyone believed and talked themselves into believing that only through constant toughness could they prevail.

This is why, even today, many people in Germany react outright aggressively when they are treated gently. They consider gentleness a sign of weakness, and weakness on the part of others triggers an automatic behavior in them that can be understood only historically and is deeply rooted in the subconscious. They want to, indeed they must, play the stronger role. The opposite reaction may also be observed: When confronted by someone with a superior toughness, they fold up, gritting their teeth.

The Japanese generally behave quite differently in comparable situations: Gentleness has a disquieting effect on them; they rather become compliant and accommodating when treated gently.

Moreover, our visit in 1968 clearly confirmed one important experience: Only personal contact, on the spot, can start new things rolling and bring old things to a successful conclusion. Written correspondence alone is insufficient, and this is true not only for Japan!

The group of booksellers and publishers that we met has changed and grown over the years. The firms of Yurinsha and Mathematica have played an important role, and still do, in the distribution of our mathematical program, as has Ohmsha Publishing for our technological literature.

Shizuko Yazawa's background in library science prepared her well for the work she did for us. She was to maintain continuous contact with our business partners, to assist us in servicing our customers and with our promotional campaigns, and to help us

to win new clients. Promotion and sales took priority; contacts with authors had to take a back seat and were limited for the time being to correspondence.

On the occasion of the 12th International Congress of Radiologists in Tokyo, October 6–11, 1969, I made another trip to Japan. We exhibited all volumes that had been published up to that point of the *Handbuch der Medizinischen Radiologie*, begun in 1963. It received much notice, but it was considered regrettable that it had not been published in English. Such events were significant for our efforts to establish an international image.

Along with the trend to the English language, for the first time a growing reservation toward the United States of America was noticeable, particularly among the younger generation. There was at the same time a more positive attitude toward Germany, corresponding to old traditions, but that had little influence on commerce, probably because of a lack of response from the Germans.

Compared with Japanese publications, our books were uncommonly expensive, due to a general mark-up on imported books, the rate of which was set by the Japanese booksellers' association. Therefore, it seemed important to have the Japanese market participate in our Asian reprints. These were complete reprints of books produced at low cost by Asian printing companies on inexpensive paper. This made it possible to offer them at the low sales prices that prevailed there. The copyright was retained by the original publisher. Distribution had to be limited to countries with low prices. Inclusion of the Japanese market was important, because it enabled us to take advantage of the expansion of the Japanese book trade to Korea, Indonesia, Malaysia, and the Philippines.

We strove for limited warehousing in order to have important titles available on short notice. Before making far-reaching decisions, we attempted to analyze our position on the Japanese market and to define the tasks ahead. Klaus Dymorz was in Japan from October 16 to December 23, 1970, to lay the groundwork for further action.



**T**wo essential dictates emerged as conditions for the swift *Expanded Objectives* further development of our sales opportunities in Japan:

- A certain amount of stock had to be on hand, whether in a warehouse of our own or in associates' facilities, in order to make our titles available on short notice.
- We had to compile our own mailing list for Japan.

We were fortunate in finding great understanding for our problems at Maruzen, Igaku Shoin, Nankodo, and Kinokuniya. We considered having the Eastern Book Service represent us. Its founder and owner, Robin de Clive-Lowe, was an experienced bookseller from New Zealand. He was married to a Japanese woman and spoke the language fluently. He showed great skill in managing his company, and he had limited the number of publishers he represented in order to devote himself to each one intensively and with success. Holtz and I had known him since 1968, but, for reasons already mentioned, we had gone our own ways. Now, however, the rapid growth of our business with Japan required a larger solution. On June 8, 1971, we therefore signed a contract with Robin de Clive-Lowe to represent us. Soon after, at the end of 1971, Mrs. Yazawa left us, having done her very best to help us establish market contacts in Japan.

In these years and those that followed, the scientific-technological development in Japan became increasingly important. Japanese firms took the lead in many areas, such as computer and radio technology, entertainment electronics, optics, and shipbuilding. In medicine, the advances in gastroenterology were as remarkable as the progress being made in neurophysiology and in various areas of biology. This led to a powerful expansion of the scientific literature, which then worked its way into the Western world. The founding of a branch of Igaku Shoin in New York was symptomatic of this change. At the same time, the demand for Western literature increased in Japan. Our sales development from 1966 to 1977 reflected this upward trend and suggested that it would be advantageous to establish our own distribution company.

**A**t about this time in Japan, a national awareness of the old *Takeover* cultural tradition began to take hold as a reaction to the *of Eastern Book Service* practically unrestrained admiration of the United States in the preceding years. This movement was marked by the ritual suicide of the writer Yukio Mishima on November 25, 1970, which

was meant to be understood as a symbolic appeal to remember Japanese traditions. The movement escalated to a type of xenophobia. Clive-Lowe, being married to a Japanese, was worried about his children's future and decided to move back to New Zealand. I asked John G. Powers to find out whether Robin – under these circumstances – was prepared to sell the Eastern Book Service (EBS) to Springer-Verlag. Such an indirect approach was advisable for various reasons.

Powers met with Clive-Lowe on several occasions and gave me a positive answer on November 8, 1976. Further discussions and negotiations led to the signing of a take-over agreement on September 9, 1977, and, at the same time, of a 5-year consulting agreement with Clive-Lowe. The EBS board of directors consisted of:

Heinz Götze (chairman of the board), Heidelberg  
 Konrad F. Springer, Heidelberg  
 Claus Michaletz, Berlin  
 John G. Powers (member of the board of directors of Springer-Verlag New York), New York

The executive officers in Tokyo were:

Hiroto Katakura, executive director  
 Ken Ohmura, general manager  
 Masakatsu Nakai, sales manager and auditor  
 Hideharu Hanaoka, chief of the information center

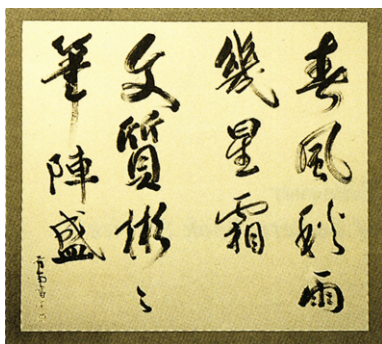
The office of EBS was favorably situated, directly opposite the old entrance to the University of Tokyo, the “Red Gate,” or, in Japanese, “Akamon.” In February 1979 we moved to more modern offices near the “Tiger Gate,” in Japanese “Toranomon.”

This was a decisive, far-reaching step for the presence of Springer-Verlag in Japan. Its importance, and the further development of our turnover in Japan, must be seen in the context of our critical position there in the mid 1960s, when the market for German-language literature was shrinking.

A friend of Springer-Verlag, the scholar, calligrapher, and tea master Honan Tayama, penned a congratulatory poem for the new office. Freely translated, it reads, “In the course of time, the publishing house will continue to prosper.”

On November 1, 1977, all shares of EBS owned by Clive-Lowe and his family were transferred to Springer-Verlag. At the end of the year, all employees of EBS, now of Springer-Verlag, received

174 Calligraphy by Honan Tayama: a congratulatory poem penned for the opening of the new office near the Tiger Gate. Freely translated, it means: “In the course of time, the publishing house will continue to prosper.”



# eastern book service, inc.

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## ANNOUNCEMENT

We the undersigned herewith attest that with effect from November 1, 1977 the shares in the company Eastern Book Service, Inc. of the present shareholders represented by Mr. Robin de Clive-Lowe have been transferred to the company Springer-Verlag, Berlin Heidelberg New York.

The company, Eastern Book Service, Inc. will continue under the same name and with the same functions. It will, as hitherto, endeavour to represent the interests of those companies which trade with Eastern Book Service, Inc. in the best possible way.

Mr. Robin de Clive-Lowe will serve in an advisory capacity for Springer-Verlag henceforth.

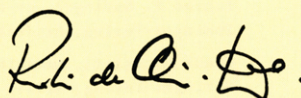
The management of Eastern Book Service, Inc. will remain unchanged under the direction of Mr. Hiroto Katakura as executive director and Messrs. Ken Ohmura, Masakatsu Nakai and Hideharu Hanaoka as executives.

We hereby request that the same confidence be shown in Eastern Book Service, Inc. as hitherto. In the future we shall also do our best to be worthy of this trust.

For Springer-Verlag



Heinz Götze  
(Chairman of the Board of  
Eastern Book Service, Inc.)



Robin de Clive-Lowe

*175 Announcement of the takeover of Eastern Book Service Tokyo by Springer-Verlag on November 1, 1977.*

New Year's greetings from the parent company. The turnover development confirmed our expectations (1975-1992; see table, p.134).

With EBS we now had at our disposal not only an experienced sales organization, but also an unrivaled instrument for promotion. Thus we were able to arrange numerous Springer book exhibitions, for example, with Maruzen, beginning on March 6, 1978, and with Igaku Shoin, beginning September 8, 1980 in Tokyo.

There is no doubt that the English-language program of Springer-Verlag New York played a large role in the positive further development of EBS, as did the conversion of our important journals to the lingua franca of science. In contrast, by



NEW YEAR GREETING ANNOUNCEMENT

To all members of staff and co-workers of  
EASTERN BOOK SERVICE, INC. TOKYO

Dear Ladies and Gentlemen,

As we start the new year of the horse we look forward to an exciting, productive and happy 1978. For the Eastern Book Service company, 1977 brought substantial changes inasmuch as, with effect from November 1, 1977, the shares in the company were transferred from the then shareholders, represented by Mr. Robin de Clive-Lowe, to the company Springer-Verlag Berlin - Heidelberg - New York (with the horse in its colophon!).

However, for the internal structure of Eastern Book Service's organisation no intrinsic changes will occur as a result. We shall continue under the same name and the same functions. We shall, as hitherto, endeavour to represent the interests of all those companies which trade with Eastern Book Service in the best possible way.

Mr. Robin de Clive-Lowe will serve in an advisory capacity for Springer-Verlag henceforth.

In future Eastern Book Service will be headed by a board of directors comprising the following members:

a) Non-resident board members:

Heinz Götze, co-owner and managing director  
Springer-Verlag, Heidelberg (chairman of the board)  
Konrad F. Springer, co-owner and managing director  
Springer-Verlag, Heidelberg  
Claus Michaletz, managing director  
Springer-Verlag, Berlin  
John G. Powers, member of the board of Springer-Verlag  
New York, Inc., New York

b) Japan-based executives:

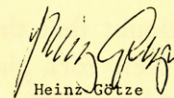
Hiroto Katakura, Executive Director  
Ken Ohmura, General Manager  
Masakatsu Nakai, Sales Manager and auditor  
Hideharu Hanaoka, Chief, Information Center

For all members of staff of Eastern Book Service, to whom we are sending this greeting, no major changes in their employment will result from the change in the tenure of shares.

Rather we are relying on your continuing firm, committed and successful collaboration.

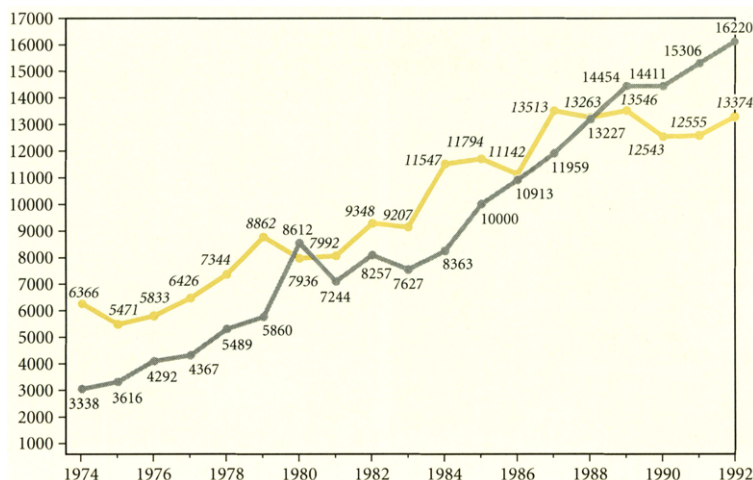
In this spirit we should like to send you our kind regards for the New Year, together with best wishes for good health for yourselves and your families.

176 New Year's greetings from  
Springer-Verlag to its new em-  
ployees at Eastern Book Service in  
Tokyo, 1978.



Heinz Götze  
(chairman of the board)





Turnover development of books and journals in Japan, 1974-1992 (in thousands of DM; black line = books, ochre line = journals)

the middle of the 1970s, a decline in the sales of handbooks was observable, especially of the *Beilstein* series.

The sales department of EBS has since been in the hands of the highly experienced Masakatsu Nakai. With a view to his planned return to New Zealand, Clive-Lowe had appointed a personal representative who was familiar with the international book trade, Hiroto Katakura. It soon became evident, however, that one had relied too heavily on the financial resources of Springer-Verlag, and that the healthy profits hoped for would be long in coming. This was the experience elsewhere later as well.



177 Window display for the Springer exhibition at the Maruzen bookstore in Tokyo, March 1978.

178, 179 Terumasa Hirano (1934) has been president of Springer-Verlag Tokyo since 1983. As president of Eastern Book Service in Tokyo as well, he is supported by Masakatsu Nakai (1940), in charge of marketing and distribution.



At my request, the Arthur Young company, with which we cooperated so well in New York, placed a reliable advisor in Tokyo at our disposal, Terumasa Hirano. I asked him to audit the books each month and to report to me; on a personal visit in June 1982, I was impressed with his understanding of the problems pertaining to the scientific book trade, and I asked him if he were prepared to take over the management of EBS. Hirano requested 2 weeks to think over the offer, and then he accepted.

It was extremely important for us to have a person in charge of our enterprise in Japan who was fully integrated in the Japanese style of business and management, and who was thus accepted by the Japanese staff. Hirano has been president of EBS in Japan since September 1, 1982. We appointed him at the same time to the board of directors of Springer-Verlag Berlin Heidelberg New York to demonstrate the necessity of working closely together.

180 Terumasa Hirano is a lover of European classical music and plays the flute excellently.



Hirano was born in Hiroshima and studied economics at the University of Kyoto. From 1966 to 1972, he worked as an investment officer of the International Finance Corporation with the World Bank in Washington, D.C. During this period he earned his master's degree in business administration at the Graduate School of Business of George Washington University. In 1973 Hirano joined the Tokyo office of Arthur Young, where he worked for 10 years as director of management service.

In October 1982, the EBS moved back to the vicinity of the University of Tokyo, not far from its first location at the "Red Gate": 37-3, Hongo 3-chome, Bunkyo-ku, Tokyo 113. It had become clear that at Shuwa Toranomom, 3-chome Building, 3-23-6,





Toranomon, Minato-ku, Tokyo 105 we were too far removed from the university, with its professors and students. At the new location we also set aside rooms for publishing activities, which were moved in 1991 to a new office building across the street, the so-called K & K Building, at 30-10, Hongo 3-chome, Bunkyo-ku, Tokyo 113.

**181, 182** *The Eastern Book Service offices at 37-3, Hongo 3-chome, Bunkyo-ku, Tokyo 113, and those of Springer-Verlag Tokyo at 30-10, Hongo 3-chome.*

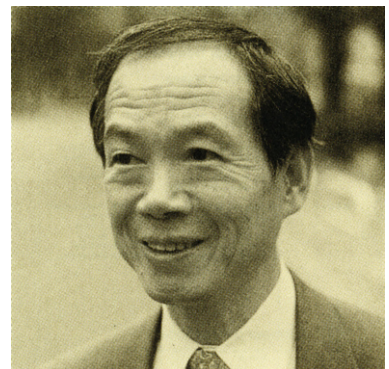
**O**n January 25, 1983, the decision was made to found Springer-Verlag Tokyo, which was to work along the same lines as Springer-Verlag New York, even though the preconditions were quite different, in that we planned to finance publishing activities at the beginning with some of the profits from EBS. The numerous requests received from Japanese publishers for translation rights for Springer books had given us the idea of publishing such Japanese translations ourselves, thereby strengthening our image in Japan.

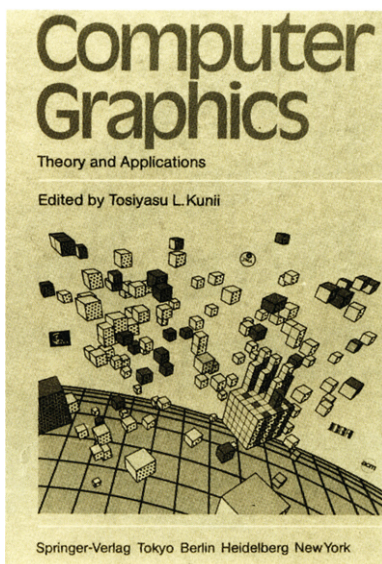
At the beginning of 1983, Heino Matthies went to Tokyo to train the Japanese staff in production; he remained long enough to oversee the publication of the first few titles:

- *Unsolved Problems in Number Theory*, by the Canadian mathematician R.K. Guy (Springer-Verlag New York 1981)
- *Histopathology of Non-Hodgkin Lymphomas*, by Karl Lennert (1981)
- *Computer Graphics*, edited by Toshiyasu L. Kunii (1983)

### *Springer-Verlag Tokyo*

**183** *Toshiyasu L. Kunii (1938), director of the Kunii Laboratory of Computer Science of Tokyo University and, since April 1993, founding rector and professor at the University of Aizu.*





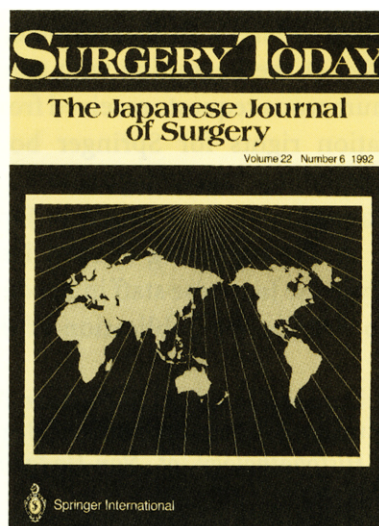
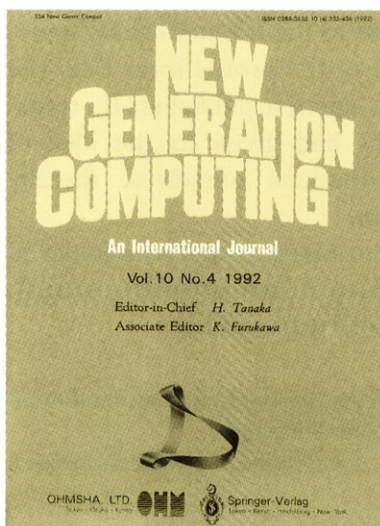
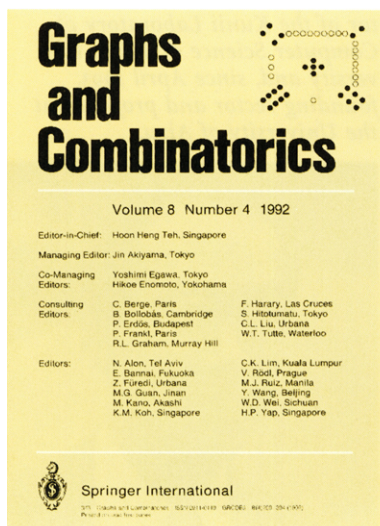
184 *Computer Graphics*, edited by T. L. Kunii and published in 1983.

185, 186, 187 *The internationally renowned journals Graphs and Combinatorics*, vol. 8, no. 4, 1992; *New Generation Computing*, vol. 10, no. 4, 1992; *Surgery Today*, vol. 22, no. 6, 1992.

Kunii had been signed up by Gerhard Rossbach, and over the years he became a reliable advisor and journal editor and a true friend of the company.

An undertaking that proved to be a particular success was the Japanese translation of Augusto Sarmiento's work on orthopedics, *Closed Functional Treatment of Fractures*, which sold approximately 1500 copies within the first 3 months! Three journals followed: *Graphs and Combinatorics – an Asian Journal* (1985), *Heart and Vessels* (1985), and *New Generation Computing* (1983). More recently, we acquired the journal of the Japanese Surgical Society, *Surgery Today*, edited by Yoshio Mishima (1992). It participates in an exchange of information with our journal *Der Chirurg* and with the *British Journal of Surgery* and thereby effectively advances the international exchange of ideas.

The editorial endeavors of Springer-Verlag Tokyo had to take into consideration the fact that we would not be successful in the inner-Japanese area, where so many excellent Japanese publishers are active, but rather at the international level, where Japanese science looks outward to satisfy its need for information. Our strength lies in the publication of works in English by outstanding Japanese authors, providing for their integration into the network of international scientific literature, and in issuing translations of scientific works into Japanese. In this we were successful from the beginning. This does not preclude publication in the original Japanese of manuscripts which Japanese authors submit first to be published in English.





On January 1, 1988, T. Hirano was made a partner of the Eastern Book Service, and on May 5 of that year, Springer-Verlag Tokyo observed the fifth anniversary of its publishing activities. From February 27 to March 1, 1990, we exhibited with great success at the first International Book Fair in Tokyo. The press designated us “number one” among the non-Japanese publishers in the country (see *Börsenblatt*, September 28, 1990).

**T**he strength of the Springer group’s international enterprises lies in the possibility of planning publications with international participation for various parts of the world, according to demand and author potential. The simple transfer of translation rights within the group presents no problem. The company is thus able to coordinate authors, translations, and sales within a framework of global publishing. This is along the lines of what art publishers have been doing for decades, i.e., producing books with international marketing potential in several languages simultaneously, thereby minimizing the basic production costs per edition.

*International Concepts  
for the Springer Group*

**I**n 1988, we established our own distribution center in Soka City, under the name Cosmos Book, Inc. With 520 m<sup>2</sup> of floor space, it was intended to handle administration, warehousing, and distribution of all books and journals produced by Springer-Verlag Tokyo, as well as titles of the Springer group to be sold in Japan and all publications by other publishers represented in Japan by the Eastern Book Service. EBS is the agent for more than 20 publishing companies from the United States, England, France, Switzerland, and Germany. Ken Ohmura became the manager of Cosmos Book, Inc. He had been general manager of EBS since 1977. Time has shown, however, that such an expensive distribution center, which has proved to be so successful in Heidelberg, offers no advantage over engaging an outside agency in the smaller Japanese context.

*Cosmos Book, Inc.*

On April 1, 1991, we founded a permanent branch office of EBS in one of Japan’s most densely populated industrial centers, Osaka. It is managed by Kazushige Onaka, an experienced and loyal employee. The address of this office is 13-56, Kinyahonmachi 2-chome, Hirakata-shi, Osaka 573.

The total turnover of EBS since it was taken over in 1977 demonstrates the great service it has rendered to Springer-

Verlag in Germany, Austria, and the United States, as well as to all other branches over the years (see table below). In the past several years the volume of sales has been remarkable; the Springer production (without Birkhäuser) amounts to 60%. The success of the efforts of EBS on behalf of the parent company far outweighs the initial investment.

*Turnover of Eastern Book Service (EBS), 1975-1992 (in billions of ¥)*  
*EBS: sales for total Springer group (Berlin Heidelberg, New York, Tokyo, etc.); SVT: sales of Springer-Verlag Tokyo and of Springer-Verlag Heidelberg production on the Japanese market*

Year	EBS	Year	EBS	SVT
1975	32.7	1983	191.4	4.2
1976	63.7	1984	285.2	51.3
1977	69.8	1985	319.1	118.6
1978	76.7	1986	367.8	150.6
1979	117.2	1987	429.8	208.4
1980	199.1	1988	574.3	245.3
1981	171.1	1989	642.3	269.1
1982	174.3	1990	719.5	323.1
		1991	792.1	386.4
		1992	764.4	358.0

*Future Prospects* **W**ith hard work, the foundation has been laid on which we can continue to build. The preconditions are there, especially in view of Japan's scientific and technological achievements. Close cooperation within the Springer group, e.g., between the computer science editors in Heidelberg, New York/Santa Clara, and Tokyo, will ensure continued success. The same holds for all other editorial areas.

Eastern Book Service and Springer-Verlag Tokyo are today integral parts of a global publishing strategy which will develop its full strength only through free and determined joint effort. Hearty thanks go to all those who have been of help to us, especially to our Japanese editors and authors, to experienced advisors such as John and Kimiko Powers, to supportive friends such as Choei Ishibashi and Tadashi Imai, and to the former Japanese ambassador to Germany, Fumihiko Kai. Our favorable position on the Japanese market will enable us to take advantage of future opportunities arising from Japan's growing political and economic influence in East and Southeast Asia.

We have helped to smooth the way for the literary entry of numerous important Japanese scientists to Europe and the United States of America. Our publishing program covering the postwar years alone includes more than 400 Japanese authors.

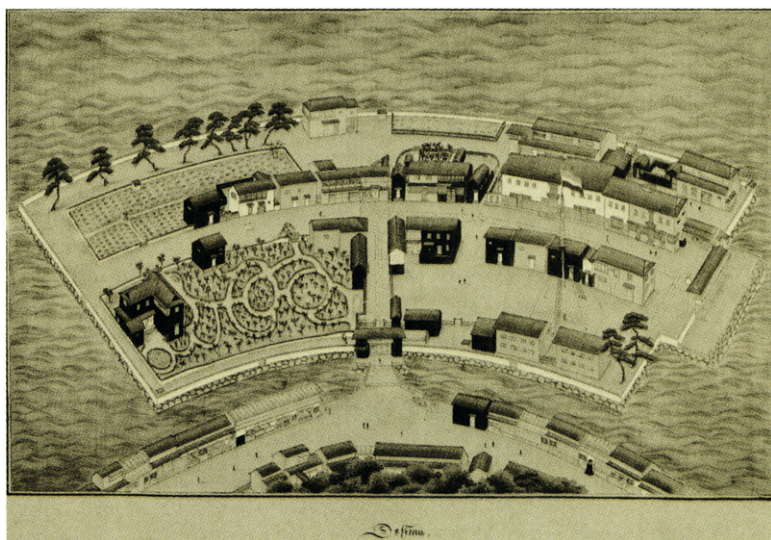
I regard this as a remarkable contribution to international scientific dialogue. It is clear that we should continue in this intermediary role with a systematically promoted publishing program.

An exchange of staff between Tokyo, Heidelberg, Berlin, and New York serves first of all continued professional training; at the same time, it helps us to get to know and respect one another, contributing to our education and to peaceful understanding between nations.

**I**n 1975, with the support of the Dutch government, Kodansha Publishing in Tokyo brought out a facsimile edition of *Nippon – Archiv zur Beschreibung von Japan und dessen Neben- und Schutzländern* (four volumes plus a supplement), written by the German physician and explorer Philipp Franz von Siebold (1796–1866). With this noble gesture, the Dutch rendered their thanks to von Siebold, who had been the doctor at their trading post on the Deshima peninsula, near Nagasaki.

*Facsimile Edition  
Engelbert Kaempfer*

This gave us the idea of producing a facsimile edition of the richly illustrated reports of the other great German who explored Japan, Engelbert Kaempfer of Lemgo (1651–1716), entitled *Geschichte und Beschreibung von Japan*. The *Deutsche Gesellschaft für Natur- und Völkerkunde Ostasiens* (German Society for the Natural History and Ethnology of East Asia) expressed interest in the project and provided commendable support. Kaempfer's estate had been sold by his heirs to the



**188** Deshima peninsula near Nagasaki was the only foreign trading post in Japan – under the Dutch flag – until Japan's opening to the West in 1868 (Prince Hendrik Naval Museum, Rotterdam).



189 Engelbert Kaempfer: *Geschichte und Beschreibung von Japan*; facsimile of the 1777/1779 edition produced by Springer-Verlag in 1980.

British Museum [HABERLAND]. In Germany he was practically forgotten, while he is well remembered in Japan even today. The former Japanese consul in Berlin, Tadashi Imai, had prepared a Japanese edition of the text alone, without Kaempfer's own illustrations, and the brother of Emperor Hirohito, Prince Takahito Mikasa, had presented a talk on Engelbert Kaempfer at the opening ceremony of the 20th International Publishers' Congress in 1976. Kaempfer had been a physician with the Dutch-East India Company on Deshima peninsula in 1691–1692 and had written the most reliable description of Japan and its inhabitants up to that time.

An English edition of Kaempfer's description appeared posthumously in 1728, the first one in German 50 years later (1777–1779). The latter, along with *Icones selectae plantarum, quas in Japonia collegit* (London, 1791), was to be reprinted and issued with a supplementary volume of commentary. The former admiral Hideo Kujima, vice president of the *Japanisch-Deutsche Gesellschaft e.V.* in Tokyo, very generously made his



190 Heinz Götze presents the first copy of the numbered Kaempfer facsimile edition to Prince Takahito Mikasa, who had written the introduction to the volume of commentary. He had given a talk on Engelbert Kaempfer at the opening of the 20th International Publishers' Congress in Kyoto in 1976.



own copy of the old edition available to us for our facsimile printing.

Prince Takahito Mikasa was kind enough to write the introduction to the supplement. After the facsimile had been completed in 1980, we showed our thanks by presenting him with the first copy of the numbered edition.

Günter Holtz, director of sales and distribution for Springer-Verlag, promoted this undertaking energetically from start to finish, and Heinz Sarkowski, director of production, supported it with his expert advice. The project manager in Tokyo was Helmuth Holtz, the son of Günter Holtz.

The Toppan Printing Company in Tokyo handled the production with painstaking care. The Yamada Shokai paper mill produced a special paper, similar to that used in the original. Toppan also handled the bookbinding, creating half-leather volumes in the style of the period, as well as an ingenious and elegant slipcase for the four differently sized books; such work is probably possible today only in Japan. The finished book exceeded all expectations. Maruzen took 150 of the 500 copies for distribution in Japan, and Johnson Bookseller in New York reserved 40 copies for North America.

## BEIJING · CHINA

China – the motherland of East Asian culture – looks back on an ancient history. Her civilizing achievements include two inventions that are especially fascinating to a publisher: papermaking and setting with movable type. The Middle Kingdom played a role in East Asia similar to the one classical antiquity played in the development of Western culture.

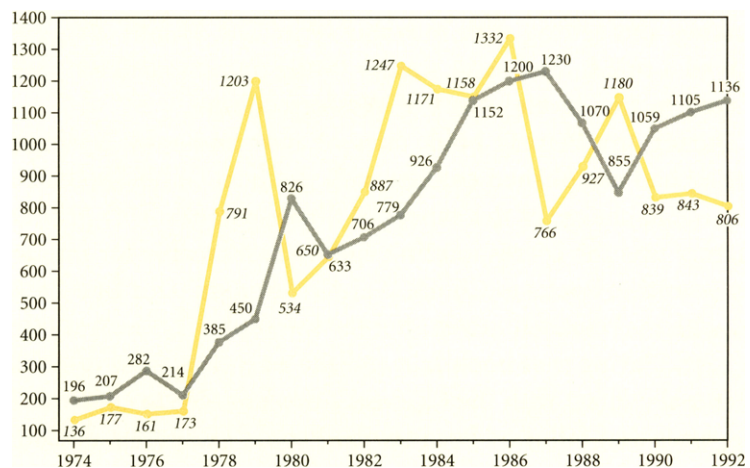
*Antecedents  
and First Visit, 1974*

During the Leipzig book fairs of 1956 and 1958, Springer-Verlag had established contact with the firm Guoji Shudian of Beijing, in charge of the export of Chinese books. Our primary partner was the corresponding agency responsible for importing scientific books to China, Waiwen Shudian. Our first meeting with the representatives after the war took place in Frankfurt in 1957. During that book fair and the next, I tried to establish personal contact with the Chinese. I was not able to continue in the years that followed because the People's Republic of China boycotted the fair in protest against the participation of Taiwan.

Nevertheless, as I later discovered, these early contacts were the reason for my invitation, as the first Western publisher, to the Chinese Industrial Fair in Canton in April 1973. Besides the fact that the invitation was extended at too short notice, I did not feel that Canton was the right place to reestablish bookselling relations. Therefore, I wrote and expressed the wish to be invited directly to Beijing, where our old partner Waiwen Shudian was located. After a lengthy interval, I received a call from the Chinese embassy in Bad Godesberg on Easter Monday, 1974, requesting that I appear as soon as possible for talks preliminary to the issuing of a visa; an invitation to Beijing had arrived for me at the embassy. The ambassador's secretary, *Yuan Cheng-Yu*, inquired about the purpose and background of my planned visit. After explaining my intentions, I said that I hoped I might be accompanied by our sales director, *Günter Holtz*. Shortly after this visit, we both received our visas; we left Paris on June 13, 1974, at 7:55 p.m. with Air France, the only European airline servicing Beijing at that time. Our excitement was great, our reception kind. The newly formed book import organization was called China National Publications Import Corporation (CNPIC).

Our reception committee consisted of *Xu Manshen* and *Qin Zhongjun*; the former spoke English, the latter French. Both showed an understandable reserve, as contact with foreigners in those days was permitted by the Chinese government only in exceptional cases. Both Mr. *Qin* and Mrs. *Xu* supported all of our further endeavors in the People's Republic of China with goodwill and understanding.

*Sales of Springer-Verlag books  
(black line) and journals  
(ochre line) in China, 1974-1992  
(in thousands of DM)*



I was driven to the Beijing Hotel with Mr. *Qin* and Mr. *Jin Shengdao*, the German-Chinese interpreter. During our continued relations with CNPIC, Mr. *Jin* faithfully accompanied me for many years on long railroad journeys to various provinces of the country.

The days of our visit were divided among business meetings and sightseeing trips to the imperial palace, the Great Wall, and the Ming Tombs. We were also taken to the old original Beijing Duck Restaurant. To return the invitation we had to resort to a ruse, since an invitation by the guests would not have been accepted by the hosts. In the absence of the German ambassador Rolf Friedemann Pauls, his deputy, envoy Heinrich Röhreke, was very helpful; he supplied us with official embassy cards to use for our dinner invitation, which the Chinese were unable to refuse. Day by day, the relationship with our partners became more relaxed and cordial.

In the course of our business meetings, we learned that Springer-Verlag, with its then modest sales, was the top Western scientific publisher in China, followed by Oxford University Press and McGraw-Hill. We searched for ways to revive the import of our books and journals; possibilities for delivery were negotiated, and in a few years we had attained attractive turnover figures (see table, p. 155).

The first manager of CNPIC was *Yu Qiang*. He was succeeded in 1977 by *Ding Bo*, an open-minded and sympathetic partner. A trusting relationship developed with him and his colleague, who spoke excellent English, *Xu Bangxing*, which continued after *Xu* retired in November 1984. In that year, the three of us undertook an unforgettable ascent into the Huangshan – the famous Yellow Mountains in Anhui province. We met again in 1985 in the free-trade area of Shenzhen, looking for warehouse facilities for our planned Hong Kong branch.

Back to that first visit: On June 19, 1974, we met the eminent Chinese mathematician *Hua Loo Keng*, who had been recommended to me by Carl Ludwig Siegel of Göttingen during a visit to Richard Courant in New Rochelle. The Cultural Revolution was still in full swing, and – as I later learned from Russian mathematicians – *Hua* was ordered to Beijing for this talk from his rural exile. I had brought one of our mathematics books for him, but this first meeting in the presence of fellow members of the Chinese Academy of Science and its publishing house proceeded rather stiffly. Only *Hua's* prolonged handshake at our parting revealed how grateful he was for this opportunity.



191 *The mathematician Hua Loo Keng (1910–1985) became a good friend of the company and entrusted us with several of his books. In 1983, we published his Selected Papers as part of our “Blue Series.”*

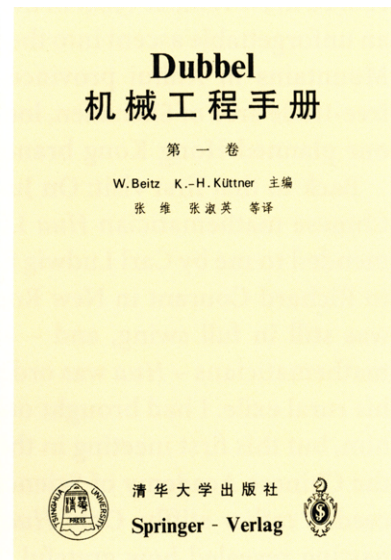
*Resumption of Contacts, 1978*

Problems relating to domestic affairs in the years that followed prevented our agreements from having any significant results. It was not until the “Gang of Four” had been suppressed that another visit could be planned and the discussions, so hopefully begun in 1974, continued. This visit took place September 15–18, 1978, and took me not only to Beijing, but also to Nanjing and Shanghai. The end of the Cultural Revolution was perceptible everywhere. The people seemed to be relieved and spoke more openly. The slogan “Four Modernizations” described the goals of the post-Mao era, which were decisive improvements in agriculture, in industry, in national defense, and finally, in the sciences. The order of importance was understandable, inasmuch as the feeding of a population that was growing despite family planning took priority. Agriculture was energetically promoted, and soon a sound structure had been achieved. It was hoped that this would counteract the exodus of the rural population.

More useful contacts were made, for example, with the vice president of Tsinghua University, *Zhang Wei*, who spoke fluent German. In the 1930s, he had studied and obtained his doctorate at the Technical University of Berlin. His wife had worked in Germany as well, at the Institute of Fluid Dynamics in Göttingen, under Ludwig Prandtl (1875–1953). Their daughter had been born in Berlin!

The presidents of the universities and scientific institutes at that time were politicians, not scientists. The vice presidents

192 *Zhang Wei* (1913) was rector and professor at the Tsinghua University (Technical University) in Beijing. He completed his studies at the Technical University in Berlin-Charlottenburg and speaks excellent German. Zhang supervised the Chinese edition of the “*Dubbel*.” – 193 *Dubbel - Handbook of Mechanical Engineering (in Chinese)*, vol. 1, 1991.





were the scientific heads. *Zhang Wei* received me at the gate to a completely empty university, as lectures had not yet been resumed after the Cultural Revolution. *Zhang* became an especially good friend of our company. He initiated and supervised the translation of the *Dubbel – Handbook of Mechanical Engineering* into Chinese. The first of the three volumes planned for the Chinese edition appeared in 1991 (Springer-Verlag and Tsinghua University Press). *Zhang Wei* is one of the leading personalities of Chinese scientific life, particularly in the field of engineering sciences. Among other achievements, he was the founding rector of the new University of Shenzhen in the free-trade zone bordering on Hong Kong.

Directly after China's opening to the West, we organized a comprehensive exhibition of Springer books at the Fine Arts Gallery in Beijing on March 31, 1979. It was the very first exhibition of Western books that had taken place since the end of the war, and it therefore excited unusually keen interest on the part of Chinese scientists and librarians. The same exhibition took place simultaneously in four other university cities in addition to Beijing: Jinan, Nanjing, Hangzhou, and Chengdu.

In subsequent years we organized exhibitions of this sort in Beijing and many other Chinese cities, at universities and foreign-language bookstores; we regarded this as an essential means of introducing ourselves to scientists, engineers, and physicians throughout the country. We were thus able to revive the image of Springer-Verlag that still existed in the memory of the older generation and, at the same time, make a forceful impression on the middle and younger generations. Certainly, the Chinese scientists and institutes had limited financial means for purchasing books and subscribing to journals, but precisely for this reason it was important to be the first to present ourselves locally.

**A**t the same time, preparations were begun for a partnership with the Medical College, later the Medical University of Wuhan. Hannelore Theodor, who was then the cultural attaché of the German embassy in Beijing, had called my attention to this institution, where the German language was cultivated, following old tradition. The university dated back to a center for training Chinese doctors founded by the German physician Paulun in Shanghai in 1907. This was the starting point for the development of Tongji University. Its medical faculty had been

*The Bridge to Wuhan  
on the Yangtze*

194 Qiu Fazu (1914, left) is honorary rector of the Medical University in Wuhan and co-founder of the partnership with the University of Heidelberg. Wu Zhongbi (1919, right) is a professor of pathology and was prorector of the Medical University in Wuhan from 1981 to 1984. Today, Wu is the director of the Institute of Ultrastructural Pathology in Wuhan.



relocated to Wuhan in 1952, in order to improve the health-care infrastructure of the newly established center of heavy industry there. All this time, even during the Cultural Revolution, the Medical College of Wuhan had retained its devotion to German medicine. The students were not allowed to begin their medical studies until they had received 1 year of instruction in the German language. Heading this faculty was the vice president Qiu Fazu, who had studied in Germany during the 1930s, had obtained his doctorate in Munich under the pathologist Hans-Georg Borst, and had then practiced in the area for some years, including a stint as head of the department of surgery at the district hospital in Bad Tölz. He met his future wife Loni, from Bamberg, during this period, and she went with him when he returned to Shanghai. Both of them suffered unspeakably during the Cultural Revolution. Qiu Fazu is now one of China's most respected surgeons; he wrote the standard textbook of surgery, which is still in use and has gone through repeated printings. To all those who worked with him in the years that followed he has been a true friend and a reliable advisor; he has given us many valuable tips about potential authors. Together with Gotthard Schettler, then dean at Heidelberg, I initiated the partnership between the Medical College of Wuhan and the University of Heidelberg. Chosen as faculty representative for this partnership was the radiologist Paul Gerhard; he and his wife looked after the Chinese exchange students who came to Heidelberg in an exemplary manner.

HEINZ GÖTZE  
Dr. phil. Dr. med. h. c. Dr. med. h. c.  
Mithaber des Springer-Verlages

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Herrn  
Professor Dr. med. Dr. med. h. c. G. Schettler  
Vorsitzenden des Klinik-Vorstandes der Medi-  
zinischen Fakultät der Universität Heidelberg  
Ludolf-Krehl-Klinik  
Bergheimer Straße 58

6900 Heidelberg

6. Juli 1979  
Gtz/Wd

Lieber Herr Professor Schettler,

darf ich mich heute als Ehrendoktor Ihrer Fakultät mit einer Anregung an Sie wenden: Im Rahmen meiner wissenschafts-verlegerischen Tätigkeit - verbunden mit meinem persönlichen Interesse für die Kunst und Kultur Ostasiens - habe ich schon 1974 auf Einladung chinesischer Dienststellen China besucht zur Wiederanknüpfung verlagsbuchhändlerischer Verbindungen. Aus dieser Wiederanknüpfung ist inzwischen ein engerer Kontakt erwachsen, der im Frühjahr diesen Jahres zur Durchführung einer umfassenden Exklusivausstellung der Produktion unseres Verlages in fünf chinesischen Universitätsstädten geführt hat. Es war die erste Ausstellung dieser Art eines westlichen Verlegers in China überhaupt.

Im Rahmen dieser Kontakte unterhalte ich besonders enge Verbindungen mit dem Herrn Botschafter der Bundesrepublik Deutschland in Peking, Herrn Dr. Erwin WICKERT, mit dem ich auch seit vielen Jahren freundschaftlich verbunden bin.

Frau Dr. Hannelore THEODOR, die in ungewöhnlich engagierter Weise als Kulturattachée der Botschaft in Peking tätig ist und über die ich bereits Anregungen zur Vermittlung chinesischer Studenten nach Deutschland realisieren konnte, hat mir dieser Tage über einen Besuch der Medizinischen Hochschule in Wuhan, Provinz Hubei, berichtet. Diese Medizinische Hochschule ist zur Hälfte aus der Medizinischen Fakultät der ehemaligen deutschen Tong Ji Universität in Shanghai hervorgegangen. Frau Dr. THEODOR wurde von 12 fließend deutsch sprechenden Professoren der ehemaligen Tong Ji Universität und 2 hauptamtlichen Deutschlehrern begrüßt. Die deutsche Tradition der Tong Ji Universität wird von dieser Gruppe energisch fortgesetzt. Trotz der langen Jahre des Abgeschnittenseins von jedem direkten Kontakt hat sich hier ein Stück deutscher Kulturtradition erhalten, das gefördert werden sollte. Wir unterstützen diese Medizinische Hochschule durch Sendung deutscher medizinischer Publikationen aus unserem Verlage.

Darüber hinaus aber streben die Professoren in Wuhan Kontakte mit deutschen Kollegen an und insbesondere eine Partnerschaft mit einer deutschen Medizinischen Hochschule oder einer Medizinischen Fakultät einer deutschen Universität.

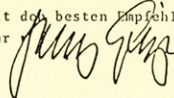
Ich möchte dieses Anliegen zunächst und in erster Linie der mir besonders eng verbundenen Heidelberger Medizinischen Fakultät vortragen und wäre dankbar, wenn ich hierzu die Reaktion der Fakultät erfahren dürfte.

Für die Beantwortung oder Vermittlung weiterer Auskünfte stehe ich jederzeit gern zur Verfügung. Ein gleiches Schreiben habe ich an den Gesamtdekan der Medizinischen Fakultät der Universität Heidelberg, Herrn Professor Dr. H. IMMICH, gerichtet.

Ihrer Antwort sehe ich mit lebhaftem Interesse entgegen und verbleibe

mit den besten Empfehlungen und Grüßen

Ihr



195 Letter from Heinz Götze to Gotthard Schettler, dated July 6, 1979, proposing a partnership between the medical faculty of Heidelberg University and the Medical College of Wuhan.



Antecedent to this official arrangement – thanks to the personal and far-sighted initiative of the Heidelberg pathologist Wilhelm Doerr – had been the completely unofficial admittance of a postgraduate student from Wuhan to his institute, fellow pathologist *Deng Zhongduan*. Deng arrived at the end of November 1979 and spent 2 years in Heidelberg.

In Wuhan, during our fourth trip, November 1–9, 1979, Günter Holtz and I met for the first time *Qiu Fazu*, his wife, and the pathologist *Wu Zhongbi*, who had an excellent command of German. We were introduced to the members of the faculty, many of whom spoke German, and visited the large library. Also during this visit, the last formalities pertaining to *Deng Zhongduan*'s departure were settled.

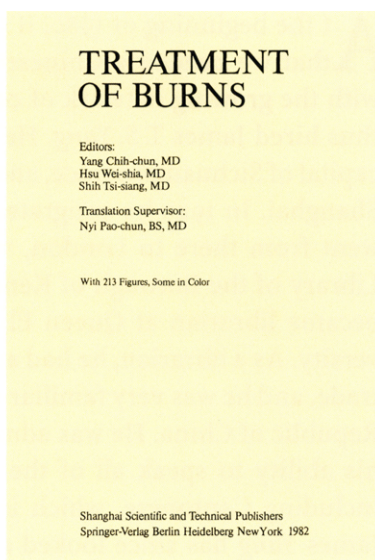
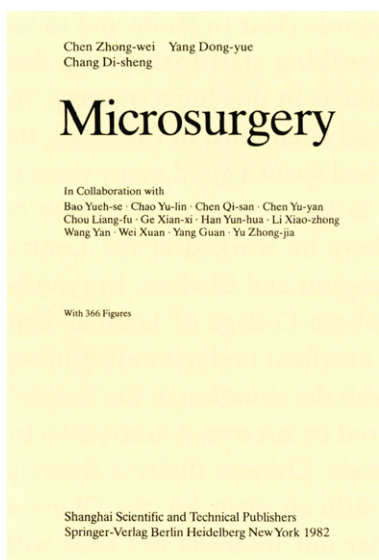
#### *Connections with Shanghai*

**A**t about the same time, reference was made in our *World Journal of Surgery* to an excellent microsurgeon who was practicing at the First Medical College in Shanghai: *Chen Zhongwei*, head of the department of orthopedics. He had become world famous because of his replantation of a finger that had been completely severed in a traffic accident and which recovered full function. I tried to get in touch with him and was informed that he happened to be visiting Germany. I tracked him down, and we agreed to produce an English-language book on microsurgery, as a greatly improved English translation of his work that had been published by Shanghai Scientific and



196 Heinz Götze with Chen Zhongwei (1929) at his clinic in the Shanghai Zhong-Shan Hospital (First Medical College). Chen is a pioneer of microsurgery.





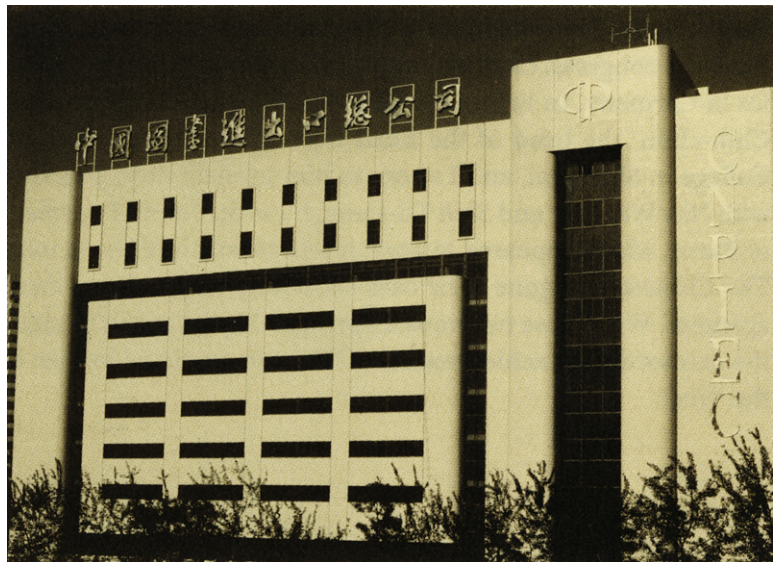
197, 198 *Chen Zhong-wei, Yang Dong-yue, and Chang Di-sheng: Microsurgery (1982), and Yang Chih-chun, Hsu Wei-shia, and Shih Tsi-siang: Treatment of Burns (1982).*

Technical Publishers. I visited him at his clinic in Shanghai in November 1979, to discuss the manuscript further. The finished book, *Microsurgery*, co-authored by *Yang Dong-yue* and *Chang Di-sheng*, appeared in 1982 and attracted great notice worldwide, since microsurgery was less advanced in the West than in some Chinese clinics. There is no doubt that this work stimulated the cultivation of this surgical specialty in Germany, if not in the entire Western world. It prompted the president of the German Society of Surgery, Georg Heberer, to invite *Chen Zhong-wei* to speak on “Indications and therapy of replantation based upon long-term results” at the society’s 97th congress on May 15, 1980. The outstanding talk stimulated lively discussion. After the congress, *Chen Zhong-wei* visited several surgical clinics in Germany. In 1979, *Chen* had drawn my attention to *Yang Chih-chun*, the head of the Burn Unit of the Second Medical College in Shanghai, and I wrote to him immediately. Together with *Hsu Wei-shia* and *Shih Tsi-siang*, he wrote for us *Treatment of Burns*, which appeared to great international interest in 1982. The Chinese had gone their own successful way in burn management. With these two books, Springer-Verlag began to make the extraordinary achievements of Chinese medicine known to the West.

*The Librarian from London:*  
James T. S. Yang

At the beginning of 1980, it became clear to Holtz and to me that we needed a Chinese-speaking staff member to deal with the growing network of contacts in this huge country. We thus hired James T. S. Yang. He had been born in Chengdu, the capital of Sichuan province, and had spent a good many years in Shanghai. In 1949 he emigrated to Hong Kong, and in 1965 he went from there to London, where he worked at the Central Library of the Borough of Kensington and Chelsea. In 1966 he became librarian at Queen Elizabeth College of London University. As a librarian, he had an excellent understanding of our trade, and he was very familiar with the situation in the People's Republic of China. He was admired by his own countrymen for his ability to speak all of the main Chinese dialects fluently, including Cantonese, which is difficult even for the Chinese. James Yang has since looked after our interests in China with diligence, intelligent circumspection, and the greatest loyalty. He helped to prepare for the founding of our branch in Hong Kong in November 1985 and managed it until 1987. At his own wish, he then returned to London, but he is always available to help us with special assignments in China.

In April 1980, we introduced James Yang to the directors of the CNPIC as our representative for the People's Republic of China. Yang devoted himself systematically to the numerous Foreign Language Bookstores, which played an important role in distributing our publications to the universities and the institutes of the Chinese Academy of Sciences (Academia Sinica).



199 The new headquarters of the China National Publications Import and Export Corporation at 16 Gongti E. Road, Chaoyang District, Beijing, 100704.

I participated in the first visit to Chengdu, Sichuan, in 1981, to obtain a first-hand impression of what these bookstores could accomplish. *Yang* held courses for Chinese librarians to introduce them to Western library practices.

Our partner company, the China National Publications Import Corporation, expanded its activities to exports in 1981 and was renamed China National Publications Import and Export Corporation (CNPIEC). Thus it was in charge of exporting Chinese literature to the West as well. In 1986, we offered the CNPIEC space in our building in Heidelberg-Rohrbach to set up a European branch office; it soon expanded and moved to its own building in Egelsbach in 1989. It is now managed by *Jin Shengdao*, the interpreter who met Holtz and me at the airport in Beijing in 1974!

**A**n exhibition of our medical literature began on October 27, 1981 in Beijing, at the same place where we had had our first large book exhibition in 1979. The 50th anniversary of the Chinese Chemical Society in 1982 almost coincided with the 100th anniversary of *Beilstein*, and this provided an excellent opportunity for us to make a comprehensive presentation of our publications concerning chemistry and related fields. Simultaneously, we exhibited our journals at six Foreign Language Bookstores in Beijing, Shanghai, Nanjing, Chengdu, Tianjin, and Wuhan. We continued these journal presentations in May and June of 1983 at a total of 20 Foreign Language Bookstores.

In 1983, our Chinese partners made new exhibition facilities available in the historical buildings of Beihai Park, directly adjacent to the vast grounds of the imperial palace. We were able to make use of them immediately, thanks to the help of Mrs. *Xu Manshen*. Plans were drawn up for a large show of the entire Springer-Verlag program in 1984, the tenth anniversary of our first visit to China. The exhibition then traveled from Beijing to Hefei in Anhui province, where the only university of the Academia Sinica is located. The *Börsenverein* organized an exhibition of German publishers in Beijing in 1984, in which we participated substantially. On the basis of our collective experience, we continued with our own plans for exhibits and visits, in agreement with the CNPIEC. In addition to James *Yang* and Bernd Grossmann, who, following the retirement of Günter Holtz in 1980, relieved me more and more and finally took

charge of the Chinese market, our branch in Hong Kong (Maurice Kwong and Cornelia Schindewolf) has become successfully involved in exhibitions within the People's Republic.

*Contacts with Chinese Science*

Parallel with our export endeavors, I attempted to make contacts with representatives of Chinese science, which included some great minds. Thanks to the mathematician Siegel of Göttingen, as already mentioned, I had met his Chinese colleague Hua Loo Keng during my first visit in Beijing. After the end of the Mao era, he visited me in Heidelberg in November 1979, on his return from Nancy, France, where he had received an honorary doctorate. Hua was a critical advisor who brought me together with other Chinese mathematicians, among them his capable pupils Wang Yuan and Gong Sheng. In addition, Hua wrote a number of successful books during the years that followed: *Starting with the Unit Circle* in 1981, in which he had a special interest, and – together with his pupil Wang – *Applications of Number Theory to Numerical Analysis* (1981). His *Introduction to Number Theory* was published in 1982.

Hua was a versatile mathematician who had distinguished himself particularly in number theory. In later years he was interested above all in problems of optimization. We decided to publish a volume of *Selected Papers of Hua Loo Keng* in our “Blue Series,” edited by P. Halberstam, of the University of Illinois at Urbana. In the middle of March 1983, the finished work was presented to the author by the German ambassador, Günter Schödel in a ceremony at the Academia Sinica. In 1985, Hua was nominated to be a corresponding member of the *Bayerische Akademie der Wissenschaften* (Bavarian Academy of Sciences); he died suddenly while giving a lecture in Japan the same year and was not able to accept the honor personally. The mathematician Karl Stein of Munich dedicated an honorable obituary to him in the yearbook of the Bayerische Akademie for 1985, pp. 238–239 [STEIN]. It is reprinted here:

*Luogeng Hua*

November 12, 1910–June 12, 1985

The Academy mourns the death of its newly appointed corresponding member Luogeng Hua, who died suddenly on June 12, 1985, after delivering a lecture in Japan.

Luogeng Hua was born on November 12, 1910, in Jintan County, Jiangsu, China. After a brief period of schooling, he came to mathematics as an autodidact. From 1932 to 1935 he worked at Tsing Hua

200 *Hua and Wang: Applications of Number Theory to Numerical Analysis, 1981.*

Hua Loo Keng Wang Yuan

Applications of Number Theory  
to Numerical Analysis

Springer-Verlag  
Berlin Heidelberg New York  
Science Press, Beijing  
1981



University in Peking, first as an assistant, then as a lecturer. From 1936 to 1938 he was a Research Fellow of the China Foundation at Cambridge University (England); from 1938 to 1946 he was a professor at Kunming University in China. In 1946 and 1947, he accepted invitations to the Academy of Sciences of the USSR and the Institute for Advanced Study in Princeton (USA). In 1948 he went to the University of Illinois at Urbana as a professor of mathematics. After the People's Republic of China was founded, he returned to his homeland; in 1950 he received a call to Tsing Hua University, and in 1951 he became director of the Mathematical Institute of the Academia Sinica. During the Cultural Revolution he protected colleagues and pupils, at great personal risk to himself. From 1979 to 1981, *Hua* was vice president of the Academia Sinica. From 1979 on, he again lectured abroad, i.e., in the Federal Republic of Germany and in the United States. He received honorary doctorates from the universities of Nancy, Hong Kong, and Illinois. In 1982 he was elected a Foreign Associate of the National Academy of Sciences of the USA.

*Hua's* extensive scientific work covers an unusually broad spectrum. Most worthy of mention are his papers on number theory, related to, among other subjects, his research on Waring's problem and the Goldbach conjecture, as well as to the theory of exponential and character sums. In other mathematical disciplines, his contributions extend from group theory, the theory of skew fields, and the complex analysis of several variables to the theory of Fourier transformations and the theory of differential equations. All of these areas were substantially advanced by him.

*Hua* led a working group that developed mathematical methods for industrial applications. He wrote a number of books, which have been translated worldwide. Part of his work was published as *Selected Papers* in 1983.

*Hua's* achievements prove him to have been a creative scientist of high rank. He was one of China's leading mathematicians.

In 1983, with the help of our author Kai Lai *Chung* in Stanford, Calif., I was able to introduce to the West his teacher, *Hsu Pao-Lu*, by publishing *Collected Papers* of the latter. *Hsu* lived in China and was one of the pioneers of probability theory.

I also met the plant geneticist *Hu Han*, a member of the Academia Sinica, who became a co-editor of our journal *Theoretical and Applied Genetics*. In 1986, we published his book *Haploids of Higher Plants In Vitro*.

I was indebted to the critical, reliable advice of *Qiu Fazu* for directing me to numerous remarkable medical researchers, above all, *Tang Zhao-you* in Shanghai; he has since become a world-renowned surgeon, having developed a method for early detection of liver carcinoma. With three colleagues, he co-authored the books *Subclinical Hepatocellular Carcinoma*, 1985, and *Primary Liver Cancer*, 1989.

## Scientific books find publisher in Germany

by CD staff reporter

Two books by Chinese scientists have been printed in English by Germany's Springer-Verlag, in the latest Sino-German co-operation in publishing.

The books – "Optical and Spectroscopic Properties of Glass" by professor Gan Fuxi, a well-known optometrist, and "Nitrogen Fixation and Its Research in China" by professor Guo-fan Hong, a famous biologist – are part of the long-term co-operation between the Shanghai Science and Technology Publishing House and Springer-Verlag.

201 Press clipping from Shanghai Focus, June 30, 1992.

I also contacted the two outstanding and experienced surgeons *Huang Guo Jun* and *Wu Ying K'ai*; the latter is the best-known surgeon of his generation in the West. With the two of them, I agreed to publish a book about *Carcinoma of the Esophagus and Gastric Cardia*, which appeared in 1984.

Through *Chen Zhong-wei*, *Yang Chih-chun*, and *Tang Zhao-you* we had excellent connections with authors in Shanghai. In talks with the highly educated head of the municipal children's hospital, *Huang Zhong*, who had been a pupil of *Fanconi* in Zurich and spoke perfect German, I gained valuable insights into the Chinese health-care system.

During the 1920s and early 1930s, German professors were invited regularly for 3-year terms as guest lecturers at Tongji University. Among them were the pharmacologist *Gustav Kuschinsky* from Mainz and the bridge-building engineer *Kurt Klöppel* from Darmstadt, who had developed successful methods for construction of the first road and railroad bridge over the Yangtze river in Nanjing. His pupil *Li Guohao*, who had spent some time with *Klöppel* in Darmstadt, was now president of Tongji University; we published his book *Analysis of Box Girder and Truss Bridges* in 1987.

*Qiu Fazu* also recommended to me a group of authors led by *Li Ngao*, whose book about the latest developments in burn management in China, entitled *Modern Treatment of Severe Burns*, appeared in 1992.

202 (Below) *The mathematician Chern Shiing-shen (1911) studied under Wilhelm Blaschke in Hamburg and received his doctorate there in 1936. Chern is co-editor of the Grundlehren der mathematischen Wissenschaften and founder of the Nankai Subseries of the Mathematical Institute of Nankai University in Tianjin.*

*Connections  
with Nankai University  
in Tianjin*



Our mathematics author and editor of many years, *Chern Shiing-shen*, who had studied in Hamburg (receiving his doctorate in 1936) and later lived and worked in China and the United States, arranged for us to have additional access to the field of mathematics in China. Between 1978 and 1989 we published his *Selected Papers* in our "Blue Series." We were able to combine a successful exhibition of our mathematical literature with a symposium held in Beijing in August 1980 and chaired by *Chern*, on "Partial Differential Equations and Differential Geometry." S. S. *Chern* had enthusiastically resumed scientific relations with his homeland, and, in addition to his position as head of the Mathematical Research Institute in Berkeley, Calif., he was appointed visiting professor at his alma mater, Nankai University in Tianjin. During his work there, he entrusted us with publication of a *Nankai Subseries of Lecture Notes in Mathematics*. With *Chern*, a partnership was considered between



203 Foreign Mathematical Books Exhibition in Beijing, 1980, on the occasion of a mathematics symposium; (from left) Horst Drescher, Wu Wen-Jun, Günter Holtz, Chern Shiing-shen, Heinz Götze, Jiang Ze-Han, Ding Bo, James Yang.

the universities of Heidelberg and Nankai; thanks to the receptiveness of the two rectors, Gisbert zu Putlitz and Teng Weizao, the plan was sealed in September 1985.

With a letter of recommendation that Chern had given me on March 5, 1979, during a visit in San Francisco, I contacted Fang Yi, the state councillor for science and technology. Fang Yi received me several times, and the scientific and political developments taking place within and outside of China were the subjects of lively and frank conversation. Fang Yi was

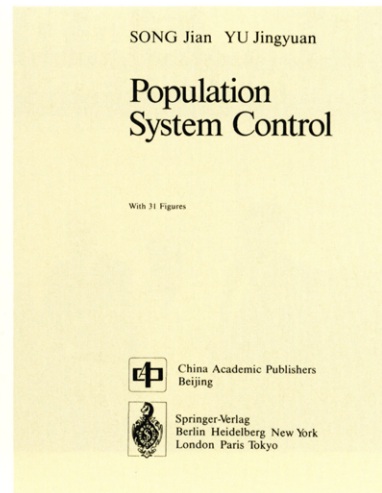
*State Councillor for Science and Technology*



204 The state councillor for science and technology, Fang Yi (1916), receiving Heinz Götze and Günter Holtz at his office in Beijing, 1980.



205 Song Jian (1932), successor to Fang Yi as state councillor of science and technology, signing the guest book prior to a dinner at Fang Shan Restaurant in Beijing, November 5, 1980. – 206 Song's book *Population System Control*, written with Yu Jingyuan, was published by Springer-Verlag in 1988.



the president of the Chinese Calligraphy Society, a manifest sign of the unbroken strength of the Chinese tradition which not only awards the highest rank among the arts to the individualistic rendition of Chinese characters, but also considers perfect mastery of the art an obvious prerequisite to becoming a leader.

An equally trusting relationship has developed with Fang Yi's successor Song Jian, who has been state councillor for science and technology since July 1, 1985. We published his remarkable book *Population System Control* in 1988, which was written in cooperation with Yu Jingyuan.

In the meantime, the official precontract regarding a partnership between the medical faculty of Heidelberg University and the Medical University of Wuhan had been signed, on April 15–16, 1980 (see p. 141 f.).

#### *Copyright in China*

Along with our main purpose, to win Chinese authors for our program and to promote the sales of our publications in the People's Republic of China, which were quite successful over nearly two decades (see graph, p. 138), we considered it prudent to discuss the question of copyrights with our partners. The prevailing concept did not allow for personal rights in China. It was not possible to accede to one of the two international copyright conventions – the Berne Convention or the Universal Copyright Convention – because both were based on the principle of “national treatment,” i. e., in any given signatory country the same rights should pertain for foreign authors as for



nationals of that country. Since the People's Republic of China had no national copyright law, it could not meet the "national treatment" condition. I discussed this problem during my talks with the vice-premier *Fang Yi*, who was quite understanding. However, under the prevailing conditions, a quick solution was not to be expected.

I had written to *Wang Heng* at the Publishing Administration Office on January 29, 1980, explaining why it seemed urgent for China to join both international copyright conventions. On April 18 of that year, I had my first opportunity to discuss with *Wang* personally the possibility of a copyright arrangement within China. At this meeting, which had been arranged through the CPNIC, *Shen Rengan* participated as well. He later became the head of the Copyright Study Group of the Publishers' Association of China. This meeting was productive for our further efforts to settle the copyright problem in China.

In making agreements with authors in China, I followed the same rules as I had in the Soviet Union: The Chinese authors received normal contracts and we paid the usual royalties, in order to satisfy them of our intentions. We could not convincingly oppose a legal position if we were at the same time exploiting it. Our attitude was fully appreciated by all responsible authorities in China, just as it had been in the Soviet Union, and may have had a modest role in overcoming the existing difficulties. An effort was made to create a comprehensive copyright law, but the problems connected with this were formidable. Fundamental questions had to be answered first, e.g.: Should intellectual achievement be regarded as private property, for which the author can expect to be remunerated, or should royalties be considered nothing more than payment for work done? A further problem was that, even if it became a member of an international copyright convention, the People's Republic of China did not see itself in a position to pay royalties comparable to those paid in the West.

In the meantime, English copyright experts had given courses in China to acquaint a larger circle of people with the concept of copyright protection, including patent law. In the context of this exchange of ideas, two of *Wang Heng's* colleagues, the aforementioned *Shen Rengan* and *Yang Jah*, were to visit England in September 1980. As the evolution of Anglo-Saxon copyright law, with its principle of "fair use," has taken a somewhat different path from that of continental Europe, I felt it was extremely important for the Chinese experts to become familiar with our

institutions as well. My proposal was accepted, and the two men were able to stop in Germany on their way back from London. The Federal Ministry of Justice in Bonn welcomed the envoys, and Eugen Ulmer, from the *Max-Planck-Institut für Urheberrecht* (Max Planck Copyright Institute) in Munich, kindly consented to give them a one-week introductory course.

In 1984, the Copyright Study Group was founded in Beijing, under the leadership of *Li Qi*. During the exhibition of books organized by the *Börsenverein* in Beijing in November of that year, a meeting was arranged between the German copyright expert Franz-Wilhelm Peter and *Li Qi*. We invited *Li Qi* to Heidelberg for the ceremonies on the occasion of the 100th anniversary of the Berne Convention on March 20, 1986.

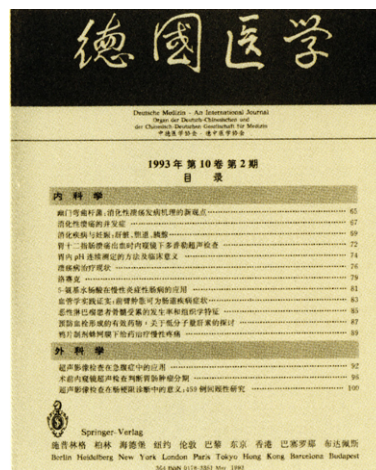
Finally, on September 2, 1990, the People's Republic of China passed an internal copyright law, which went into effect on June 1, 1991. With this, it fulfilled the requirement for joining one of the international copyright conventions.

On July 12, 1992, the People's Republic of China submitted an application to the World Intellectual Property Organization for membership in the Berne Convention for the Protection of Literary and Artistic Works, the so-called Berne Copyright Convention. This followed a corresponding resolution by the National People's Congress in Beijing on July 1, 1992. Over 90 countries are currently members of this convention, originally signed in Berne in 1886. There is no question that this conclusion to lengthy discussions within the People's Republic of China was a momentous step toward the closer cooperation of all nations in the common protection of intellectual property.

*“Deutsche Medizin”* **T**he close contacts that had meanwhile developed with Chinese medicine, above all with those hospitals that had traditional links to German medicine, suggested the idea of starting a Chinese-language journal which was to bring new results in German or Western medicine to the Chinese. *Qiu Fazu* and his colleagues at the Medical University of Wuhan were immediately prepared to cooperate. Pertinent contributions were sent to Wuhan by the German editorial team, headed by G. Schettler in Heidelberg. The Chinese, led by *Qiu Fazu*, selected those which appeared to be most desirable from the Chinese point of view. These contributions were then translated into Chinese and sent to a printing company in Shanghai, which had been recommended by the former manager of Shanghai

Scientific and Technical Publishers, Wang Guozhong, who had meanwhile become the head of all printing and publishing activity in Shanghai. The first issue appeared in November 1984. The journal was included in the list of new publications of the Chinese Postal Service and is now in its ninth year. It is now produced entirely in Wuhan; the responsible editor is W.-W. Hoepker in Hamburg.

At the request of Qiu Fazu, the title line of the journal *Deutsche Medizin* was created in Chinese characters by Qian Xin-Zhong, then minister of public health. Here again we meet the old Chinese tradition, which considers it a good omen when an important venture is distinguished by the personal handwriting of the highest official in charge.



While I was in Beijing in September 1983, news was received in Heidelberg, via Springer-Verlag New York and the Association of American Publishers (AAP), of the establishment of a Special Book Acquisition Fund Department (SBAFD) at the library of Beijing University. This office, sponsored by the Ministry of Education, had been charged with coordinating the purchase of urgently needed scientific and technical literature for China’s leading university libraries, using funds from the International Bank for Reconstruction and Development (World Bank). Before any other Western publisher or bookseller could get there, I was able to get in touch with the director of the SBAFD at that time, Ma Shiyi, at Beijing University. He was also vice director of the library of this university, probably the most important in China.

*Special Book Acquisition Fund Department*

207 (Above) *Deutsche Medizin*, vol. 10, no. 2, 1993. This journal was started by Springer-Verlag and carries important scientific articles from Western journals translated into Chinese.

Year	Sales Springer-Verlag Berlin	Sales Lange & Springer	Sales Springer-Verlag Wien	Total sales
1984	0.7	90.7	8.0	99.4
1985	226.5	250.7	19.0	496.2
1986	240.1	369.6	21.0	630.7
1987	69.0	130.7	2.0	201.7
1988	223.0	361.4	24.0	608.4
1989	344.3	500.2	28.0	872.5
1990	56.4	266.0	2.5	324.9
Total	1160.0	1969.3	104.5	3233.8

*Sales to the Special Book Acquisition Fund Department, Beijing, 1984 to 1990, including large handbooks (in thousands of DM). No payments were received from the World Bank in 1991/1992*

Only one month later, a basic agreement had been reached between Springer-Verlag / Lange & Springer and the SBAFD regarding the supply of scientific literature from Western, above all continental Europe, and in January 1984, the first payments from Beijing arrived in Berlin. The consolidated SBAFD turnover of Springer-Verlag / Lange & Springer for 1984–1990 amounted to over DM 3 million. Thereafter, the active phase of this promising program came to a complete standstill owing to the incidents at Tiananmen Square in June 1989. B. Grossmann, who had carefully maintained the contacts, keeps an eye on important new developments there. The table on p. 155 presents an overview of the results of our work with the SBAFD.

*Fairs and Congresses* **I**nternational Book Fairs in Beijing. China's growing interest in the international book trade manifested itself in the organization of the first (September 5–10, 1986), second (September 2–7, 1988), third (September 1–7, 1990), and fourth (September 2–7, 1992) Beijing International Book Fairs, at which we were able to show our production extensively and always at a privileged location. Springer-Verlag always had a place of honor at these affairs as the first Western publishing company to have found its way to China in 1974. Official invitations from the Chinese and receptions at the German embassy attest to the significance of these fairs.

*International Congress of Surgeons, Beijing 1986.* The first International Congress of Surgeons took place in Beijing, November 3–6, 1986. It was a welcome prelude to the further expansion of the intensive exchange of ideas in this medical specialty, and it was attended by numerous Western surgeons and very positively received by the Chinese physicians.

*International Cancer Congress.* Springer-Verlag itself took the initiative, and – after consulting with the German ambassador in Beijing – organized the First International Cancer Congress in Beijing, April 22–24, 1988, together with the medical faculties of Beijing (*Lu Daopei*) and Wuhan (*Qiu Fazu*). The participation of the *Deutsche Krebsforschungszentrum* (German Cancer Research Center) in Heidelberg, under the direction of H. zur Hausen, was exceptionally active. This and further organized events provided interesting new contacts. The Chinese minister of public health, *Chen Minzhang*, acted as the official sponsor.





208 State councillor for science and technology Song Jian and the minister of public health, Chen Minzhang, with Heinz Götze at the Fang Shan Restaurant in Beijing, 1988.

One of the reasons for organizing this congress was the carefully documented epidemiological study of cancer that had been carried out in all of China. In 1979, the People's Republic had published the first, excellently designed cancer atlas: *Atlas of cancer mortality in the People's Republic of China*, China Map Press, Shanghai. Our cancer congress was enthusiastically received, and we thus decided to repeat it in May 1990; the second one was equally successful, and this time the director of the Japanese Cancer Research Center, Heizaburo Ichikawa, also took part.

In the course of all my activities in the People's Republic of China, it was especially valuable to have the understanding and support of the chairman of the State Commission of Science and Technology, *Fang Yi*, and later of his successor, *Song Jian*. Not to be forgotten is the assistance of the diplomats in charge at the German embassy in Beijing during that time, Erwin Wickert, Günter Schödel, and Per Fischer.

**D**uring the period from 1982 to 1985, we repeatedly discussed the possibility of establishing a branch of Springer-Verlag in Beijing with the managers of the China National Publications Import and Export Corporation, *Ding Bo* and *Chen Weijang*, who were well disposed toward us. Using space in an annex to the new office building that was planned for the CNPIEC was conceivable. However, the realization of such a plan was de-

*A Branch in Beijing?*

layed, and the idea finally had to be dropped, because the high costs of such an office, which otherwise would have had to be located in a hotel suite, would have been out of all relation to the expected results of such an enterprise. Instead, we decided on establishing our presence in Hong Kong, which not only was in direct proximity to the People's Republic of China, but also offered us access to Taiwan, Singapore, and the nations on the rise around the South China Sea, Malaysia and Indonesia. A permanent office in Beijing continues to be worthy of consideration, in view of China's growing economic importance.

*Translations* Our cooperation with the Chinese scientific publishing houses has developed favorably over the years. Since 1978, Springer-Verlag has translated into English and published 49 works of Chinese authors, the translations generally being improved and expanded versions of the original Chinese texts. We now have 118 projects under contract, and a further 110 are under serious consideration. The list of titles includes works from all disciplines, above all mathematics, biology, geology, and medicine, with such outstanding authors as *Hua Loo Keng*, *Chern Shiing-shen*, *Hsu Pao-lu*, *Song Jian*, *Chen Zhong-wei*, *Huang Guohang*, *Chang Di-sheng*, *Tang Zhao-you*, *Ma Xing-quan*, *Hu Han*, *Huang Ke*, and *Yu Zhong-jia*.

The Chinese-language journal *Deutsche Medizin*, which has appeared in four issues yearly since 1984, has already been mentioned. Its purpose is to inform Chinese physicians about progress in Western medicine through Chinese translations of selected articles from Western, mainly German, journals.

In return, so to speak, for translations from Chinese, 120 Springer books have been translated into Chinese and published legally in China, under strict observation of prevailing copyright rules and at the low costs possible there, which makes them accessible to students. Another 75 such titles are under contract, some already in production.

For obvious reasons, no exact figures can be given with regard to those of our books which have been reprinted in China without permission from the authors or from Springer-Verlag; we estimate that there have been several hundred.

## HONG KONG

By virtue of its unique geographical location from the point of view of economics and communications, Hong Kong is clearly the center of business and coordination in East Asia. It will presumably remain so after its return to Chinese sovereignty in 1997.

There are numerous universities and colleges in Hong Kong, and, in view of this academic life, it was a promising location for a branch. International scientific congresses are held in Hong Kong as well, and this has made it one of Asia's convention centers.

The brisk growth that is taking place in the area around the South China Sea – i. e., in the field of force bounded by mainland China, Japan, and Australia – can no longer be ignored. Taiwan and Singapore are not only economic centers; they are dedicating themselves more and more to scientific and technological development. Although Taiwan had to struggle with political instability during the 1980s, the island has since made impressive progress in the areas of education, science, and technology. At the end of the 1980s, a plan was drawn up to found 14 new universities and technical colleges within 5 years, beginning in 1990. Some of them had already been completed by 1992. Springer-Verlag has been quite successful on the island of Taiwan.

The government of South Korea, like that of Japan, is zealously promoting research and development in all areas. There is already speculation about whether Korea might become a second Japan.

Hong Kong, Taiwan, Korea, and Singapore, known as the “Four Little Tigers” of Asia, have achieved something like an economic miracle. Much is still to be expected from this area. Thailand, the “Fifth Tiger,” has also been extraordinarily successful. It showed two-digit growth rates for 4 years straight, starting in 1988. It is to be expected that research and development will also be part of its economic success. In all, these constitute a group of nations that – unlike the rest of the world – have positive trade balances to show, year after year.

The possibility of warehousing to ensure quick delivery to these areas, including the People's Republic of China, played an important role in our intention to go to Hong Kong. Jolanda von Hagen took the first practical and legal steps toward founding



No. 155607

**CERTIFICATE OF INCORPORATION  
ON CHANGE OF NAME**

**WHEREAS** NOBLE GOLD COMPANY LIMITED ( 旺根有限公司 ) was incorporated as a limited company under the Companies Ordinance on the Ninth day of August, 1985;

**AND WHEREAS** by special resolution of the Company and with the approval of the Registrar of Companies, it changed its name to SPRINGER-VERLAG HONG KONG LIMITED on the Twenty-seventh day of December, 1985;

**AND WHEREAS** by a further special resolution of the Company and with the approval of the Registrar of Companies, it has changed its name to SPRINGER-VERLAG HONG KONG LIMITED ( 德國施普林格出版社 (香港) 有限公司 );

**NOW THEREFORE** I hereby certify that the Company is a limited company incorporated under the name of SPRINGER-VERLAG HONG KONG LIMITED ( 德國施普林格出版社 (香港) 有限公司 ).

**GIVEN** under my hand this Second day of May One Thousand Nine Hundred and Eighty-six.

(Sd.) J. Almeida

.....  
*p. Registrar General*  
*(Registrar of Companies)*  
Hong Kong

209, 210 *New Memorandum and Articles of Association of Springer-Verlag Hong Kong Limited, 1985* (left) and *Certificate of Incorporation on Change of Name, dated May 2, 1986* (right).

our branch there. It is the custom in Hong Kong to start with an auxiliary construct if one wants to found a new company quickly. One acquires an "empty shell company," i.e., one that is already registered but has remained passive. In our case, this need was filled by the "Noble Gold Company Limited," which we purchased on December 27, 1985. On March 3, 1986, we celebrated the opening of our Hong Kong office at the World Trade Centre Club. On April 26, 1986, the name was changed from Noble Gold Company Ltd. to Springer-Verlag, and on May 2 it was officially confirmed by the Hong Kong Company Registrar (see fig. above). The first manager was James T. S. *Yang*, who had made all of the preparations for the opening of our office in the new Citicorp Centre, Causeway Bay, on Hong Kong Island. *Yang* established the first business relationships in Hong Kong and Taiwan and continued to visit Chinese universities and bookstores on the mainland. He was assisted by a small staff, and he hired Maurice *Kwong*, who took over as manager of the branch



on March 1, 1989, after *Yang* returned to London as he had been planning to do.

After joint deliberation, we decided to relocate the Hong Kong office to the center of Kowloon, in order to be closer to the universities and colleges. The move to Mirror Tower, in the business quarter of Tsimshatsui on Kowloon Peninsula, took place on December 1, 1990. The opening of the new office coincided with the fifth anniversary of Springer Hong Kong; we celebrated it somewhat belatedly, on March 23, 1991, with a large group of university and business friends. The new location quickly proved to be successful. Among our highly esteemed authors in Hong Kong is John Wong, PhD, FRACS, FACS, of Queen Mary Hospital and the University of Hong Kong. He is a co-editor of our *World Journal of Surgery* and a member of its journal committee.

Springer Hong Kong started a low-priced series of textbook reprints that would be within the limited financial means of students. The following titles representing a broad range of subjects have appeared so far:

- P. Davies: *Steps to Follow*, 1984
- S. Lang: *Calculus of Several Variables (Undergraduate Texts in Mathematics)*, 1987
- S. Lang: *Linear Algebra (Undergraduate Texts in Mathematics)*, 1987
- W. F. Chen and D. J. Han: *Plasticity for Structural Engineers*, 1988
- R. Nieuwenhuys et al.: *The Human Central Nervous System*, 1988
- W. Greiner: *Theoretical Physics. Vol. 1: Quantum Mechanics. An Introduction*, 1989
- W. Greiner: *Theoretical Physics. Vol. 2: Quantum Mechanics. Symmetries*, 1989
- E. Pretsch: *Tables of Spectral Data for Structure*, 1989
- S. Lang: *Undergraduate Algebra (Undergraduate Texts in Mathematics)*, 1990
- C. P. Slichter: *Principles of Magnetic Resonance (Springer Series in Solid-State Sciences, vol. 1)*, 1990
- F. M. Callier and C. A. Desoer: *Linear System Theory*, 1991
- R. G. Hunsperger: *Integrated Optics (Springer Series in Optical Sciences, vol. 33)*, 1991
- H. Ibach and H. Lüth: *Solid-State Physics. An Introduction to Theory and Experiment*, 1991
- P. Meystre and M. Sargent: *Elements of Quantum Optics*, 1991
- M. H. Protter and C. B. Morrey: *A First Course in Real Analysis (Undergraduate Texts in Mathematics)*, 1991
- U. Tietze and C. Schenk: *Electronic Circuit*, 1991
- S. Osaki: *Applied Stochastic System Modelling*, 1992
- M. Braun: *Differential Equations and Their Applications*, 1993



211 Maurice Kwong (1960) has managed the Springer branch in Hong Kong since 1989.

212 The offices of Springer-Verlag Hong Kong are located on the seventh floor of the Mirror Tower on Kowloon Peninsula.



These inexpensive editions were intended – first in New Delhi – as good textbooks of Springer quality that would be affordable for students in developing countries; they were also conceived as advertising for the future. We knowingly accepted the obvious risk that they would also find their way to other countries. By means of careful control we have been able to keep this to a minimum so far.

The staff in Hong Kong at present consists of five members under the management of Maurice *Kwong* and his deputy, Cornelia Schindewolf.

#### NEW DELHI · INDIA

In the international book trade one still refers to the “traditional British market,” comprising the geographical area of the British Commonwealth and including Australia and Canada, as well as Egypt, parts of Asia Minor, and India. It is not easy to establish a foothold in these countries, whose “development” was controlled from London, promoted and supported by the use of English as a common language. Attempts on our part to open up this market made no sense and had no chance of success until we had a program of scientific publications in the English language. We did receive some orders from India earlier, but as they were rare, and as there was a risk involved in trading with that area, they were generally filled only against prepayment. Today and Tomorrow’s Book Agency New Delhi (R. K. Jain) was probably the first company to import Springer books in the mid-1960s. The first wholesaler for our production was Chander Mohan Chawla of the Universal Bookstall (UBS) Publisher’s Distributor’s Private Limited, with branches in Delhi, Kanpur, and Bangalore. Chawla visited us in Heidelberg in 1968, and we gave him exclusive distribution rights for India. In 1969, Holtz and I flew to India to conclude the agreement formally. In 1970, an arrangement was made with a second wholesaler, Allied Publishers, represented by its managing director Ramanand Sachdev, with branches in Delhi, Bombay, Calcutta, and Madras.

Finally, in 1973, we made Nandi K. Mehra [MEHRA] the official representative of Springer-Verlag for India, Pakistan, Sri Lanka, Bangladesh, and Nepal. For the first time, mailing lists



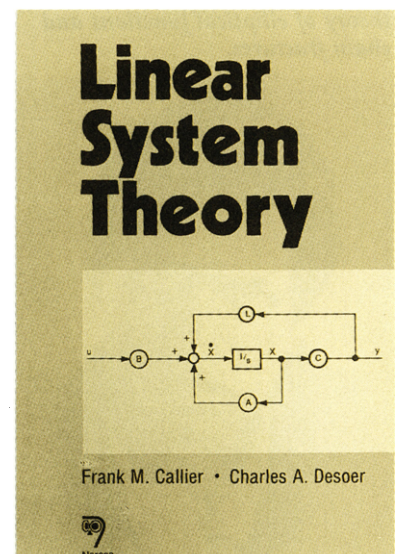
213 Nandi K. Mehra (1934) and his wife Rosemarie are the managers of our partner Narosa and Springer Books (India) Private Limited in New Delhi.

were compiled for these countries, with which we were able to start an intensive campaign to promote Springer books, in an area that had been almost exclusively the domain of British publishers and booksellers since the second half of the nineteenth century.

In 1977, we contracted Narosa Book Distributors Delhi to be the third importer of Springer books; Narosa Distributors was represented by Rosemarie Mehra, while Springer-Verlag and Narosa Publishing were both represented by Nandi Mehra. Commercial law in India at that time did not permit foreign majority ownership of Indian companies. Nonetheless, the trusting and loyal cooperation of Mr. and Mrs. Mehra made it possible for us to achieve our distribution and publishing goals together in India.

On September 29, 1980, this cooperative structure was made complete by the formal registration of Springer Books (India) Private Ltd. We received the certificate of corporation from the registrar of companies. Thus, Springer India took over full responsibility for the marketing and sales of the Springer production in India, Pakistan, Sri Lanka, Bangladesh, and Nepal. To further strengthen our presence in India, and simultaneous with the expansion of our entire publishing enterprise, branches were established in Madras (September 13, 1984), in Bombay (September 1, 1986), and in Calcutta (November 6, 1989). Sprin-

214 F. M. Callier and C. A. Desoer: *Linear System Theory (Springer International Student Edition, First Narosa Publishing House Reprint, 1992).*





ger Books (India) celebrated its tenth anniversary on September 25, 1990; it coincided with the 6th International Congress of Medical Librarianship in New Delhi.

India has produced important scientists and has first-class research institutes, such as the Tata Institute of Fundamental Research in Bombay, with which we work closely. The outstanding mathematician K. Chandrasekharan returned in 1949 from Princeton to the Tata Institute; in 1950 he started with us the *Tata Institute Lectures in Mathematics and Physics* and wrote the first volume, entitled *Lectures on the Riemann Zeta Function*. In 1966 he followed a call to the ETH in Zurich.

With the Tata Institute, and on the occasion of the opening of our office in Madras on September 13, 1984, we exhibited two volumes of the *Note Books of Srinivasa Ramanujan* in the presence of the minister of education of the Tamil Nadu administration, Mr. C. Aranganayagam, and Srinivasa Ramanujan's widow, Smt. Janaki Ammal. This was followed on December 22, 1987, by the presentation of *The Lost Notebook and other Unpublished Papers* of Ramanujan, as a co-publishing venture of Springer and Narosa, in the presence of the Indian prime minister at the time, Shri Rajiv Gandhi.

In 1977, we began production of the series "Springer International Student Editions" (SISE) for the Indian and Far East markets. The first five titles appeared in December 1977:

- K. Yosida: *Functional Analysis*
- J. B. Conway: *Functions of One Complex Variable*
- E. Batschelet: *Introduction to Mathematics for Life Scientists*
- D. Hess: *Plant Physiology*
- H. G. F. Winkler: *Petrogenesis of Metamorphic Rocks*

By December 1992, 50 volumes had been published.

Jointly with Narosa, we have now published 13 individual monographs, textbooks, and proceedings of important conventions, and six more are in production. These are in addition to original publications of Springer-Verlag Berlin Heidelberg which are distributed by Narosa.

At the beginning of 1988, during the night of February 2–3, the Springer office in New Delhi was almost completely destroyed by fire, shortly before the opening of the International Book Fair. However, this did not prevent the setting up of a book stand that received much attention at the fair, which began on February 5.

The International Publishers' Association decided to hold its congress in New Delhi, January 27–31, 1992; this was followed by

215 Srinivasa Ramanujan (1887 to 1920) was at first an autodidact in mathematics. Attempts to study at various universities failed. His first publication appeared in 1912, and in 1913, he finally received a scholarship to study at the university in Madras. Number theorists are indebted to Ramanujan for his remarkable asymptotic formulas and for his results on the theory of elliptical functions and chain fractures.





an international book fair (February 1–9, 1992) that was organized by the National Book Trust in cooperation with the Federation of Publishers and Booksellers Associations and other Indian societies. Springer-Verlag, with Narosa, was outstandingly represented and received an award for the best stand design. Many meetings took place with Indian authors. The congress was dedicated primarily to the promotion of relations in book trading and publishing, especially with developing nations.



*216 On the occasion of the Fourth International Book Fair in New Delhi, 1980, elephants advertised successfully for Springer-Verlag and Narosa. On September 29 of the same year, Springer Books (India) Private Limited was incorporated in the commercial register of India.*