



SIR STANLEY UNWIN
The resilience of the trade was amazing

published in recent years: Hogben's *Mathematics for the Million* and *Science for the Citizen* and Russell's *Western Philosophy*. How would the sales of these works in the Dominions compare with the sales in Britain, taking proportionate population into account?"

"It is a difficult question, and I have of course no records with me, so I can't give a definite answer. But my impression is that for work of that kind the market in the Dominions is proportionately smaller than at home."

The Position in America

"May I ask you about America? I know you have just come from there."

"In America the economic processes of publishing together with the outlook among American publishers to rapid returns are making the contemporary best seller the only book that counts. Publishers are interested only in books they can produce in large editions. The result is that standard authors are going out of print. If conditions continue as they are in the American publishing trade, it is likely that much scholarly American work will in future be published in England and exported to America, where it will be paid for in dollars. As my recent stay in America was partly connected with such arrangements you can well understand that the Board of Trade was most co-operative."

"I ought to ask you, too, about the cheap paper-back editions such as Penguin books, Guild books and Pat books. Are they likely to have any notable effect on the structure of publishing?"

"Penguin Books proved that there was a big market for carefully selected fiction titles in cheap forms. Pelican books and the Penguin Specials proved that it was a market which could be exploited, by a firm which had the organisation to do it, for good and topical

non-fiction produced when the minds of large numbers of people were attracted to the subject. Pan books have enjoyed a similar success. Guild books had no paper quota, but now that rationing has been removed from paper they should have a similar success. But there are limits to paper editions. If too many titles are produced, then some titles will fail to sell and budgeting for the paper editions doesn't permit of stock left over. And to make the cheap editions pay, editions of 50,000 are necessary."

"We appreciate the way in which your firm has always taken a special interest in books by New Zealanders. The list is quite a long one from Reeves' *Long White Cloud* on. You have published G. H. Scholefield, J. B. Condliffe, Ernest Beaglehole, J. C. Beaglehole, Eileen Duggan, and probably many others I can't remember. Have you anything further on New Zealand in preparation?"

"We have a new edition of the *Long White Cloud* due out this year with a new Postscript by Dr. A. J. Harrop; and we will have a new edition of J. D. Pascoe's *Unclimbed New Zealand* before long also. Then we hope to publish a further volume of poems by your most distinguished poetess Eileen Duggan."

"Know Thyself"

"THE reason why good autobiographies are rare is that few people ever discover their own secret. Instead of describing essentials, they give you accidentals, and so create a caricature of themselves instead of a true likeness in print."—Maurice Collis, novelist and dramatist, in a talk called "I Speak For Myself," for the BBC Far Eastern Service.



'Rehab fixed me up

—but we're not all so lucky'

'For two years we were living in one room, with a slit of a kitchen, and bathroom shared by three other families.

'Now we have a home of our own and we feel we can breathe. Now I own a tiny bit of New Zealand—and after all, I did fight for it.

'Is the wife happy! Just look at her face; she's a different woman since Rehab. helped us to buy this place. We had a job finding it, but I knew, sooner or later, we'd strike someone who wanted to sell to a serviceman.

'Some of my cobbles are still hunting. It's heartbreaking work—I hope they soon get fixed up!'

Rehabilitation have settled well over 40,000 ex-servicemen and women in homes and farms—but the job is not finished. There are still needy cases. Will you help? If you have a house or farm to sell or a house to let, remember—

Give a Serviceman first chance