American Books in Europe

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Maintaining a high level of availability of American books in Western Europe is as desirable in terms of cultural exchange, the needs of individuals and institutions, and the unity of the free world, as it is in other major areas.

American books could not and did not contribute to economic reconstruction to the extent that they can and do encourage technological development in Asia. They can, and do, however, add mortar to the Atlantic mutual defense community concept, and could do even more to improve the popular European image of American culture.

Literacy in Europe is in general high, except in Greece, Southern Italy, Portugal, Spain, and Yugoslavia, and aside from those countries, English can be read and spoken by a high percentage of university graduates, professionals, government officials, writers and editors, engineers, and technical and military experts.

With the exception of Italy, there are no (or negligible) duties on English-language books. Import quotas and exchange restrictions have eased and are no longer significant barriers to U.S. book imports. Purchase and/or transaction taxes in many countries do add discernibly to the retail price of American books in their original editions. American book prices, in terms of local purchasing power and in comparison to the selling price of competing British editions priced as much as 50% less inhibit wider distribution. Censorship on moral or political grounds is a factor only in Ireland, Spain, and Yugoslavia.

In general, the book publishing and bookselling trades of Europe are more highly organized than in the United States. European publishers and literary agents, with few exceptions, are in relatively close touch with their U.S. colleagues.

Library resources are not wholly adequate everywhere. Many important collections and facilities were destroyed in the war, and reorganization and replacement have been slow. Textbook needs are

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satisfied by domestic publishing industries. English-language instructional materials are generally of British origin.

There are no precise U. S. book export figures for continental Europe. The Department of Commerce 1954 total for the major categories, $840,682, might be projected to $1.2 million if shipments by book post were included. Three export sales representatives of groups of American publishers maintain offices in Stockholm, Amsterdam, and Zurich. They, and resident representatives of some individual firms, make periodic calls on the chief booksellers of Europe. Direct sales promotional activity on the part of American publishers is, with one or two exceptions, negligible. Participation in book fairs and special exhibits is increasing. Adequate and timely bibliographic information about American books, except where they are published in translation, is meagre. Only the largest booksellers and libraries subscribe to the American book trade press; extra distribution of the seasonal announcement issues of Publishers' Weekly is handled by the export sales agencies and the United States Information Agency.

European sales of British books increased last year to 1.5 million; sales were up 50% in the Netherlands, 15% in Germany, one-third in Spain, 20% in France, and 40% in Italy. The British government does not support as extensive overseas book programs as the United States does, but the British Council never misses an opportunity to exhibit representative British books at book fairs and professional or scholarly convocations.

Russia's Moscow-based "book offensive" is not as massive as it is in Southeast Asia, but it does not need to be in view of adequate printing and publishing facilities and the network of local Communist Party publishing houses and book shops, in all countries of Western Europe except Ireland, Portugal, and Spain, where the Party is illegal. Party membership in Western Europe is estimated at about 3 million out of a total population of some 275 million, and perhaps as many as two-thirds of the Western European Communists are in Italy, with the remainder in France. The books and other publications either produced and distributed locally or imported from Moscow are generally aimed at, and reach, a "mass audience."

The United States Information Agency maintains 66 information centers in Europe with collections totaling 1,781,529 volumes. Last year they were visited by 20,589,682 people. Book, pamphlet, and periodical circulation reached 7,215,138. The centers provide a basic reference service on the United States; deposit and loan collections; inter-library loans; participation in national union catalogs; bibli-
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graphic and selection assistance; bookmobile service in Germany and Austria; special exhibits; sale, in some countries, of government documents; and professional assistance to national library systems. Complete United States Information Service holdings have been turned over to local libraries in Bern, Zurich, and Bergen, as have those of 110 reading rooms in Germany.

The United States Information Agency presentations and promotions programs in fiscal 1955 provided some 20,000 books for individuals and institutions under an $81,994 allocation. For fiscal 1956, an allocation of $114,000, of which 20% is earmarked for periodicals, will provide approximately 30,000 books. USIA expects to participate in all major book fairs and in important trade fairs. The translation program, which has achieved a remarkable record, will continue at about the same rate this year as last, with an allocation of $294,000.

During the first ten months of fiscal 1955, the Foreign Operations Administration (now International Cooperative Administration) spent $112,904 for 26,180 books to be used in connection with 252 projects in Europe and for books for trainees from Europe studying in non-academic situations in the United States.

Since 1949, CARE has supplied more than $1.3 million worth of American books to individuals, libraries, and institutions in Europe. Its book programs for this period may be classified as follows: CARE Book Fund, professional and scientific books for universities and libraries, $96,297.31; Children's Book Fund, $10 packages selected by the International Relations Committee of the Division of Libraries for Children and Young People of the American Library Association, to schools, hospitals, orphanages, and children's libraries, $54,490; English-language Instruction Packages, $3,220; medical books, $19,679.15; American Bookshelf, kits of 99 paper-bound books, to universities, secondary schools, libraries and individuals, $2,520 (January 1–September 1, 1955); and special programs involving book purchases for various government agencies, including the Finnish War Debt program, $1,143,504.

Established by the East European Fund of the Ford Foundation, the Chekhov Publishing House in New York has produced and exported to thirty-six countries, chiefly Europe, Russian-language books by contemporary Soviet-emigre authors, new, paper-bound editions of Russian works banned in the U.S.S.R., and translations into Russian of informational and other books not available in Russian-language editions. Most Chekhov books have been sold through dealers, but many have been given away in D.P. camps and social agency libraries.
Other pertinent foundation and private programs are noted in the following section of country studies of Western Europe, excluding the United Kingdom and Ireland.

Austria

U.S. book exports to Austria (now about $30,000 annually) have quadrupled in the past five years under the Informational Media Guaranty program, the market having been conditioned in part by the information center and translation programs initiated by the Army and carried on by the Department of State and the USIA, comparable in outline but smaller in scale to those in Germany.

USIA now maintains ten information centers and three bookmobiles, having book holdings of 305,526 volumes, more than half of which are in Vienna. Last year these were visited by close to three million people, and circulation reached 1,885,558.

In the past five years 140 broadly representative books have been published or serialized with USIA support.

Before the war the Austrian and German publishing industries were highly integrated, but they are now divorced and competitive. Some 450 Austrian publishers issue about 4,500 titles a year, of which 250 are translations (of the translations, about half are from English). Under the Hitler regime all institutional and public libraries were compelled to decimate their collections, and as a consequence stocks have had to be reconstituted. This process has been aided by U.S. agencies in several ways, including 10,000 technical and scientific books, selected by the Austrian Ministry of Education, presented to school and college libraries by the Department of the Army in 1948.

Since 1949 CARE has provided $8,417 worth of professional and scientific books for universities and libraries under its general book fund.

Belgium

English is not the "popular" language in Belgium that it is in Scandinavia, for example, but it can be read and used by a significant number of people who influence public opinion. The percentage of illiteracy generally is negligible, and English, while not required, may be studied through secondary school. More Belgian students are enrolled in colleges and universities in France than in the United States, a departure from the general European trend toward advanced study in the United States.

The Belgian publishing industry is not too well-organized. Some
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300 publishers, including sixty Flemish, issue about 4,500 titles a year, of which slightly more than half (mostly Roman Catholic) are in Flemish, but prominent Belgian authors are frequently published first in Paris. There are about 400 general book stores, and 500 more newsstands and variety stores where books are sold, serving a population of 8.5 million. Practically no translations of American works are published, though some are undoubtedly imported from France.

Important libraries include the Royal Library at Brussels, with some two million volumes; and the university libraries at Ghent, Liege, and Brussels. More than 2,000 public libraries have holdings of close to eight million.

Belgium demonstrated remarkably rapid economic recovery following World War II, and there have been no restrictions on the importation of American books, which now amount to between $50-$100,000 a year.

The U.S. Information Library in Brussels has a 7,812 volume collection, and last year showed attendance of 44,899, and book circulation of 28,857.

In fiscal 1955, ICA supplied $2,982 worth of books in connection with thirteen projects and its trainee program. Two libraries were assisted in obtaining items from the United States Book Exchange.

Denmark

Literacy, including English-language literacy, is uncommonly high in Denmark. English is read and spoken by virtually all secondary and university-level students, by professional men, government officials, writers and editors, engineers, and technicians.

During the past fifty years the Danish book industry has developed swiftly. There are now 110 publishers, twenty of which publish the majority of books. One firm has a staff of 500 employees and issues some 400 titles annually. Danish books are usually paper-bound, but cloth-bound editions, often issued simultaneously, are increasing in popularity. In 1953 a total of 3,117 titles were published, of which 518 were translations. Of the translations, 29 were of Norwegian origin, 45 Swedish, 126 British, 53 German, 156 American, and 75 other. There are approximately 850 book stores, or one per 4,700 inhabitants. The trade is strictly organized and booksellers are highly trained. Readership is especially high. Best sellers, usually novels of foreign authorship, may be printed in editions of 100,000 copies, but the limit for an average best seller is 10,000 copies. Only in exceptional cases do books of Danish authorship reach the best seller lists. Some
English-language fiction and non-fiction works of American and British origin have a wide market in Denmark, and it has been estimated that some 250,000 inexpensive paper-bound books in English are sold annually. Danish imports of books increased markedly in the years immediately following the war in response to the demand for foreign-language books prohibited during the German occupation. Imports from the United States are in the vicinity of $50,000 a year, but are outranked by those from Norway, Sweden, and France. The importation of foreign-language books, including picture books for children, is duty-free, and no import permits are required.

The Royal Library in Copenhagen, as the national library, collects all foreign works about Denmark, and its holdings now comprise about one and a half million volumes. The University Library and the State Library at Aarhus also have extensive collections, as do such specialized libraries as that of the Royal College of Agricultural and Veterinary Science and the Royal Academy of Fine Arts. Some thirty-three "county" libraries each serve some 40-150,000 persons each and hold about seven million volumes, and there are more than a thousand public libraries with collections totaling a million and a half volumes. Each of the larger public libraries has a creditable collection of general English-language books.

The U.S. Information Center in Copenhagen has holdings of 8,183 volumes and showed an attendance record of 32,347, and a book circulation of 38,495 in 1954. Only one title was produced under the translation program in the past five years. During the last six months of 1954 the Center was able to expand its extension services by providing twenty-five collections for three to six months' circulation on loan to public and school libraries. This loan collection, the Center reports, convinced at least one library to allocate a larger share of its budget for the purchase of American and British books.

During the first ten months of fiscal 1955, $3,480 worth of books were procured for twenty ICA projects in Denmark and for Danish trainees in the United States. The two ICA-USBE member libraries have received 257 items.

**Finland**

English literacy in Finland is not as widespread as it is in Denmark and Sweden, but American scholarly, scientific, technical, and medical books are in relatively constant demand on the institutional level.

"Opinion-makers" generally have some command of English, and there is a lively interest in American letters; a visiting professor of
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American literature has been lecturing at the Abo Academy in Turku this past year.

Some forty publishers issue about 1,800 titles a year; of which approximately 10% are translations. In 1950, 142 of the 274 translated titles published were of British or American origin. There are some 600 general book stores, and about 2,000 other book outlets, serving Finland's population of 4 million. Book distribution is in general economically sound and effective, though not as closely organized at the retail level as in most other Northern European countries. Two Helsinki book stores were until recently considered the best individual accounts for American books in Europe.

The Helsinki University Library, with 800,000 volumes, is Finland's national library. There are nine other major libraries connected with institutions of higher education, including those of the Finland Institute of Technology, rebuilt since the war, the Finnish University, and the Abo Academy in Turku. There are in addition several special research libraries and some 3,000 public libraries, supported jointly by the national and local governments.

Four years of English language study are given at the secondary level; of 186 Finnish students enrolled in institutions of higher education abroad in 1951-52, 144 were in the United States.

Except for a negligible duty on children's books, there are at present no barriers to the importation of American books beyond the size of the market. Imports of U.S. books in 1954 were, however, about half the 1950 volume, the latter reported by the Department of Commerce as $11,699. Sweden, Great Britain, Denmark, and the German Federal Republic, in that order, all outrank the United States as sources of Finnish book imports.

The chief factor in the marked decline of imports from the United States is the operation of the Finnish War Debt Book Program. Public Law 265, 81st Congress, authorized the use of interest payments to the U.S. for the procurement of scientific, technical, and scholarly works for institutions of higher education in Finland. Books are selected by the libraries concerned, approved by USIA, and procured and shipped by CARE. Under this program approximately $900,000 was available for books during fiscal 1955; about 23,000 books were supplied. An allocation of $65,000 for some 20,000 books has been made for fiscal 1956.

With Finnish book dealers' institutional customers thus supplied directly through CARE, there is much less incentive for them to maintain adequate stocks of American books.
The U.S. Information Center in Helsinki has 9,647 volumes; in 1954 there were 38,012 users; and book circulation of 30,440, considerably greater than that in Brussels, Amsterdam, and The Hague combined, equal to Copenhagen, and about double Goteborg and Stockholm combined. This indication of interest should be met with an expansion of the Center's holdings.

Since there is relatively close communication between American and Finnish publishers, notably Otava, with respect to translation rights, only three translations into Finnish have been supported by USIA in the past five years.

France

Franco-American communications via the book are largely one-way, which undoubtedly contributes to the fact that nowhere in Western Europe are Americans as popularly misunderstood, misinterpreted, and misquoted. Whatever the conditioning factors of American making are, a distorted image of American life and culture exists, and corrective measures should certainly include efforts to increase substantially the flow of American books—of all kinds—to France.

The problem is especially complex in that with the exception of technical and professional books, and a limited number of general books, efforts in this direction need to be carried out primarily by translations. Translations account for about 10% of annual book production in France. In 1953, according to Volume VI of Unesco's *Index Translationum*, 1,233 translations were published in France, of which 161 were of American authorship. Of these, fifty-two were mysteries and seventy-one were other works of fiction. Despite relatively cordial relationships between French and American publishers, it is not likely that a greater number of serious works will be published in translation through ordinary commercial channels, which suggests the need for additional support of translation projects undertaken outside the normal framework. Translations from the French published in the United States account for a much higher percentage of total published translations (170 out of 593 in 1953) than works of American authorship published in France.

A comparable situation exists with respect to imports of English-language books from the United States, now in the vicinity of $100,000 a year, as compared to nearly double that amount of French books imported into the United States. Import taxes amount to about 12% of the invoice value. Import licenses are required and controls are
gradually easing for small orders, but only technical and scientific books are imported from the United States in any quantity.

Close to 60% of all books produced in France are published by a dozen major publishers; while some 3,000 publishers are registered with the Ministry of Industry and Commerce, not more than 700 can be considered really active. Approximately 30 trade associations connected with the book industry are also in turn represented in Cercle de la Librairie, Syndicat des Industries du Livre, which functions largely as an institutional public relations and sales promotion agency, together with all major publishers, booksellers, libraries and book manufacturers. Library holdings in France amount to some 30,000,000 volumes, of which one-fifth are in the collections of the Bibliotheque National in Paris. The municipal public library system is being vigorously expanded.

The U. S. Information libraries in Bordeaux, Lille, Lyon, Marseille, Paris, and Strasbourg have combined book collections of 54,679, of which 22,374 volumes are in Paris. While attendance and book circulation records are not especially impressive (at least compared with Germany, Austria, and Italy) the Paris center last year answered more reference questions requiring research (52,500) than any other USIS center in the world except that in Palermo, Italy (58,599). Since 1951, 51 translations have been published with USIA support, all but three of which were non-fiction of a broadly representative nature. One of the most popular and fruitful of the many USIS projects in France was the special exhibit of a model, modern American children's library, including books, equipment, professional materials, staged in Paris last fall in connection with the annual Salon de l'Enfance. Approximately 50,000 visitors of all age groups, including many who were totally unaware of USIS services, received brochures on children's libraries in the United States.

During the first ten months of fiscal 1955, ICA procured $13,970 worth of American books for use in connection with 75 technical assistance projects in France and for participants in non-academic study programs in the United States.

In May 1955 the American Library in Paris, a private non-profit organization, observed its thirty-fifth birthday. It was founded by a group of American residents in Paris with an endowment from the American Library Association. After 1951, with USIS aid, it opened branches in Roubaix, Toulouse, Rennes, Montpellier, Grenoble, and
Nantes. More than 150,000 people visited these branch libraries in 1954 and 294,080 books and magazines were circulated by these branches and the two Paris libraries. Research services and book lists are provided; loan collections sent to French public libraries and to such other institutions as the Foyer International des Etudiantes, Paris, and to the College de l'Europe Libre en Exil, Strasbourg. Book acquisitions are supported by publishers, authors, and many private citizens here and in France.

The Paris bureau of the Chicago Daily News recently estimated that there are at least six book shops in Paris which are devoted almost exclusively to the sale of Communist literature, and which offer the works of Marx, Engels, Lenin, and Stalin in either Russian or French. Two volumes of Marx and Engels which cost 24 rubles ($6) in Moscow cost 360 francs ($1) in Paris. Das Kapital, which cost 20 rubles ($5) in Moscow, cost 360 francs ($1) in Paris. (The comparative dollar prices should not be construed as indicating a heavy Soviet export subsidy.) "Works of the basic American political philosophers," the bureau reports, "are difficult to buy in France because of the high cost of American books and the current shortage of American foreign exchange available for the purchase of books." Prices "are excessive" from the French point of view. A book costing $5 in New York is priced at 2,250 francs, the equivalent of $6.40. There are reputed to be thirty-eight French publishing firms more or less controlled by the French Communist Party, the bureau states.

German Federal Republic

The effects of what might be termed the "Americanization" of Germany during the occupation are still being felt both in terms of the relatively high level of German imports of English-language books (about $250,000 a year) and the number of German translations of American works published privately and with USIA support. The unprecedented task of "re-educating and re-orienting" the twenty million German minds of the American zone was assigned by the Office of Military Government for Germany (U. S.) to the Information Control Division. If there is today any lingering resentment over the stringent controls imposed between 1945 and 1949 they are not evidenced in terms of the importation, publication, and use of American books.

Over-all book production and sales in Western Germany have now resumed their upward climb, following the 1952 depression, and some 15,000 titles are now published by close to 1,800 publishing firms.
About 10% of these titles are translations, and roughly half of these are of British or American origin (fairly equally divided). The chief suppliers of books imported into Germany are Austria, Switzerland, the Netherlands, United States, France, and Great Britain, in that order. The average selling price of a German book is DM 7.60 ($1.90). Distribution channels have been largely restored, but not to the degree of efficient and economic pre-war organization that made Leipzig and the German book trade the model for the world. Reconstruction of the devastated library system has proceeded slowly, with considerable dependence on tangible and individual professional American aid and encouragement. In view of the almost total destruction of German libraries, the U. S. Information libraries play a more significant and central role, and are more important to more people, in Germany than anywhere else in the world.

The eighteen centers—Amerika Hauser—were organized initially by the Army (ICD, OMGUS) and have since been absorbed first by the Department of State and then by USIA. Including bookmobile stocks, these libraries—which in some cities serve also as community centers—hold 1,142,279 volumes, and last year showed attendance of 11,628,804 people and a book circulation record of 4,381,512. In a number of cities, Amerika Hauser and reading rooms have been, and are being, turned over to local sponsorship, with bookstocks transferred to newly-built public libraries, which have adopted the open-shelf system.

The Translation Rights Program started by OMGUS late in 1945 as the only means by which German publishers could obtain rights to American books is now operated (to a diminishing degree) by USIA. By June 1948 approximately 100 American books had been published, and some, like Barzun’s *Of Human Freedom*, and Forbes’ *Mama’s Bank Account*, sold up to 100,000 copies. As normal commercial channels opened up, rights were no longer purchased by the Department of the Army in Washington without prior indication of interest on the part of a German publisher. By March, 1951, some 226 American books had been published under this program and German publishers in addition had, on their own, brought out some 600 more. Copies of the German editions were placed in Amerika Hauser collections, and presented to a number of institutions and government agencies, including a “pipeline” to East Berlin and the East Zone. Since 1952, 150 more broadly representative titles have been published, with State and/or USIA support.

In 1954 the USBE provided 139 books on an exchange basis and 1,634 as gifts to thirteen German libraries.
It is difficult to identify the direct or collateral book-use programs supported by foundations, but notable among them are close to $1.5 million in Ford Foundation grants for the Free University of Berlin, a large portion of which were devoted to the construction and equipping of a library serving some 7,000 students (about 35% of whom are former residents of the East Zone); and the Rockefeller Foundation’s support of the International Youth Library in Munich.

Between 1949 and 1955, the CARE Book Fund provided over $19,000 worth of professional and scientific books for universities and libraries, in addition to Children’s Book Fund packages.

_The Chicago Daily News_ correspondent in Bonn reported recently that the Communist Party in Germany (KPD) publishes several newspapers and maintains its own book stores in several large cities, but these publications are not generally found in ordinary book stores or on newsstands. In general, works of Lenin and Stalin in German translation can be readily obtained only in the Soviet Zone, but they are available in Russian at several large book stores that specialize in foreign publications.

**Greece**

Before the war, French was the second language among the educated in Greece, but since World War II English-language study has taken the lead in a country having almost the highest percentage of illiteracy in Europe. English is not read yet, however, with much facility outside the Athenian intelligentsia, but book imports from the United States, estimated at about $50,000 in 1954, account for close to 50% of the total, whereas before the war French and German books dominated the market. There is a high duty (about $80 per 220 pounds) on cloth-bound books in Greek and turnover taxes amounting to about 9% of the invoice value of all imported books. Domestic publishing is not too sound economically, and fifteen Greek houses account for virtually the entire output of some 3,300 titles annually, of which less than a hundred are translations. Readership is limited: general books sell only about 300 to 500 copies during the first few months after publication, partly because of the high prices even of domestically-produced books in terms of the widely fluctuating and devalued drachma. Virtually all publishers operate retail outlets in Athens, and at least two have branches in Salonika. Most imported books are sold by several large book dealers who do their own importing and act as wholesalers, and sometimes as agents for foreign
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publishers. An IMG agreement has been concluded, but has not been activated.

Almost all the chief Greek libraries are in Athens; the National Library and the Library of Parliament hold 650,000 and 750,000 volumes respectively. The Gennadeion Library, housed in a building which was given by Greeks living in America, is a specialized reference library of 80,000 volumes on Greek, Balkan and Near Eastern civilization, supported in part by the American School of Classical Studies in Athens.

USIA at present operates three libraries in Greece—in Athens, Patras, and Salonika, with book holdings totaling 15,949 volumes, and attendance last year of 253,124 and book circulation of 44,882. The Athens USIS library is in many ways superior to local libraries, and it is not uncommon to find cabinet ministers and newspaper publishers visiting it in person. When a series of small USIS reading rooms outside Athens were closed, the collections were transferred to municipalities and have become the nuclei of circulating public libraries. Circulating collections of American books were also established in non-circulation Greek libraries in the important provincial towns of Navplion, Volos, and Pyrgos. In other places, notably Lavrion, Mandria, and Tripolis, the U.S. Information librarian supervised the inauguration of Greek library services along modern lines.

The USIA translation program has been especially active in Greece, with some forty-five representative titles having been published with USIA support since 1952.

Iceland

With not more than one-fourth of Iceland inhabited, and the population of 150,000 concentrated along the southwestern coast, education and readership have for centuries been prominent in Iceland's national life. In those cattle and sheep-raising towns and fishing villages where elementary schools were ill-equipped, instruction in the home and by the Lutheran clergy helped establish and maintain a high literacy rate. Annual enrollment in the six-year primary school term is not less than 16,000, with some 30 pupils per teacher. At the secondary school level, half the students are enrolled in general studies, half in vocational. Secondary school students study English for four years. In 1950, however, only 620 students were enrolled at the University; and of 66 studying abroad at the university level, 24 were in the United Kingdom and 42 in the United States.
Of some 250 books published annually, almost half are in the arts and letters category. Book publishing and other arts are subsidized to a considerable extent by the Cultural Fund of the Icelandic government. The National Library has a 185,000 volume collection.

Exports of U.S. books have grown in five years from practically nothing to at least $21,967. The conclusion of an Informational Media Guarantee Program agreement in 1954 alleviated a severe shortage of dollar credits available for U.S. book imports. Trade book sales are still limited by the price factor, combined with a 6.6% duty. There is a keen demand for general books of U.S. origin in English, but despite their preference for American editions, the British editions are, because of the lower prices, more frequently ordered. An Icelandic official of the publishing division of the Cultural Fund visiting the United States recently expressed the hope that more paper-bound reprints of high quality would be made available.

There is one U.S. Information Center in Reykjavik, with a 5,000-volume collection; and showing an attendance record of 12,000 and book circulation of 3,000 in the calendar year of 1954. Between July 1, 1950, and June 30, 1955, however, only three books were translated into Icelandic and published with USIS support.

Three libraries in Iceland were provided with 176 items (as of June 30, 1955) by the United States Book Exchange-ICA program; and books worth $3,115 were purchased by ICA in the first ten months of fiscal 1955 for use in connection with nine projects.

Italy

The Italian reader’s taste for foreign literature is growing markedly, and the work of American writers and scholars both in the original and translation are more popular than those of any other country.

There are close to a thousand publishing firms in Italy, but the bulk of book production is handled by about 200. In 1954 they issued 8,514 titles, of which 1,172 were translations. There are, too, some 3,800 active booksellers, but less than 200 are considered “first class.”

Italian library buildings and some important collections were badly damaged during the war, and government-supported reconstruction plans have proceeded rapidly.

Book imports from the United States are now in the vicinity of $250,000 a year. Import licenses are required, and dollar exchange is generally available. The price barrier is, however, more formidable here than elsewhere in Europe. A $5 American book retails in Italy for about 3,500 lire, which is totally out of reach for a university pro-
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fessor, for instance, who may get 40–60,000 lire a month. Indispensable scientific and technical books and paper-bound reprints have made up the bulk of American exports, although there are indications now that the demand for general trade books is growing. There is a 13% duty on books in English.

USIA has done much in Italy to stimulate and satisfy the demand for American books. Its information centers in Bologna, Florence, Genoa, Milan, Naples, Palermo, Rome, Turin, and Trieste have total book holdings of 97,272 volumes. Attendance last year totaled 1,690,771, and book circulation was high—270,063. USIA has in addition been especially active in arranging extension collections, exhibits, translations, and encouraging booksellers to display and advertise American works. Since 1950 the number of American titles published in Italian has increased by a third. Since 1952, eighty-three titles have been translated and published with USIA support.

In 1954 eighteen Italian libraries received fifty-one books on an exchange basis from the USBE and ninety as gifts.

The Chicago Daily News Rome Bureau recently reported that there are many Communist book shops in Rome, usually near neighborhood Communist headquarters which have club rooms and reading rooms. All the Communist classics as well as later writings on Communist education for children, Communist education for workers, labor unions, etc., are available in Italian at approximately half the price of the paper books in Italian on American political and economic thought. The Soviet Union, the Bureau maintains, subsidizes books in Italian with broad mass appeal at a very low price through the large Communist Party, and the books are available in neighborhoods. Americans, on the other hand, the Bureau observes, "concentrate on getting their books into the hands of the intelligentsia, students and professional classes." The Soviet Union’s information library is operated in Communist Party headquarters, and Communist book shops and reading rooms are always open on workers’ holidays, when “ordinary” people have time to read.

Netherlands

While there are no extraordinary barriers to the availability of American books in the Netherlands, and it continues to be a satisfactory market for U. S. book exporters, the American book as such does not have status comparable to that accorded it in Scandinavia, for example. One reason is that the English language is not as popular and widely used and understood as it is in Scandinavia; another
appears to be a certain resistance to American ideas.

The Dutch book trade itself is productive, efficient, and highly organized. Some 366 publishers issue about 6,700 titles a year, of which about 10% are translations. Of 667 translations published in 1951, 403 were of British or American origin (primarily British). About 1,400 book stores serve the Netherlands' 10.5 million people.

The library system is excellent; the principal research library, and the Dutch national library, is the Koninklijke Bibliotheek in The Hague. Other major research collections are located at the Royal Academy of Science, and the universities of Leyden, Utrecht, Groningen, and the Technical University of Delft. There are 99 public libraries and reading rooms with total holdings of 3 million volumes; the government provides 70% of their support. In addition, special libraries are maintained by government departments and by such major industrial enterprises as Royal Dutch Shell and Philips Electrical Works.

Elementary, secondary, and university enrollments are high. Of 698 students enrolled in institutions of higher education abroad in 1951-52, 385 were in the United States.

Book imports from the United States, now about $150,000 a year, are subject to a 3% import sales tax unless shipped by book post or as printed matter. European sales headquarters in Amsterdam are maintained by the largest U.S. export sales agency for this area. The Netherlands was one of the first countries to sign an Informational Media Guaranty Program agreement, and the first to terminate it when dollar exchange became readily available to dealers in 1953. The United States ranks fourth among countries from which books are imported; Belgium-Luxembourg are the chief suppliers, followed by Great Britain and France.

The U.S. Information Centers in Amsterdam and the Hague, with collections of 3,731 and 9,221 volumes respectively, have relatively modest circulation and attendance records. Eleven translations of American books have been published with USIA assistance since 1952.

During the first ten months of fiscal 1955, the ICA supplied $2,342 worth of books in connection with sixteen projects and trainee visits to the United States. Two libraries are aided by ICA under its contract with the United States Book Exchange.

Intercultural Publications of the Ford Foundation arranged for the publication in 1954 of *Amerikaans Cultureel Perspectief*, a 261-page anthology of the work of Learned Hand, Joseph Wood Krutch, Randall Jarrell, Jean Stafford, Lionel Trilling, and others. The book was
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published in an edition of 700 cloth-bound copies and 2,000 paper-bound, and more than half have now been sold.

Norway

The availability of American books in Norway approximates, on a per capita basis, that in Denmark and Sweden, but is more concentrated, e.g., for institutional use, and in Oslo. English is read by most professional men, government officials, writers and editors, engineers, and technical experts.

Some thirty Norwegian publishers issue between 2,500 and 3,000 titles annually, of which 450 are translations—the majority of British or American origin. Domestic book distribution is organized and effective.

The Oslo University Library, Norway's national library, is the chief research library in the country, with holdings of about 1,250,000 volumes. The next largest research libraries are the University of Bergen library (850,000 volumes) and the Royal Norwegian Society of Sciences in Trondheim (220,000 volumes). There are more than 1,100 public libraries, 5,240 school libraries. Fourteen central libraries are supported by the state and from six of these, bookmobiles maintain regular deliveries to smaller public libraries and directly to readers. Ship and hospital libraries also receive grants from the government. Many Norwegian librarians receive their training in the United States; a Norwegian School of Librarianship was established in 1939.

In general, American text, technical, and reference books are used only at the higher education and graduate level. Of 850 Norwegian students enrolled in institutions of higher education abroad in 1951-52, 409 were in the United States.

Import licenses and exchange permits for imports of American books are covered under an Informational Media Guaranty agreement, concluded early in the program owing to a severe shortage of dollars in the post-World War II period, but are now also readily available to importers.

U. S. book exports to Norway in 1954 reported by the U. S. Department of Commerce were $88,174, but a more accurate estimate, based on Norwegian import figures, would be $200,000. In fiscal 1955, only $6,000 in guaranty contracts for books were issued, indicating that book imports from the United States are now virtually unrestricted. Norwegian book imports from the United States are exceeded only by those from Denmark; Sweden is in third place and the United Kingdom in fourth.
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The U.S. Information Center in Oslo has holdings of 8,457, and in 1954 showed an attendance record of 20,258 and book circulation figures of 20,213. Since 1950, four books have been translated and published in Norwegian with USIA assistance, all but one, of an overt anti-Communist nature.

In fiscal 1955, the ICA purchased books valued at $60,570 for use in connection with seven technical assistance projects and for trainees visiting the U.S., the largest sum spent by ICA for European book-use projects. The USBE provided 1,022 items to four libraries aided by ICA in its exchange program.

Portugal

Portugal is perhaps the European country best insulated against the circulation of works of American origin in English and translation. Its illiteracy rate is the highest in Europe. There are about 130 publishers in Lisbon and Oporto, the chief book trade centers, but only about half of them devote as much as 50% of their resources to book, as compared to periodical, publishing, and less than 2,000 titles are issued annually and distributed through some 250 retailers. Virtually no translations of works of American authorship are published, partly because of the relatively underdeveloped condition of Portuguese publishing, partly because few U.S. publishers and agents have endeavored to cultivate this market, and partly because what readership there is may often be served by imports of translations from Brazil, and in some instances, Spain.

Of eleven state libraries, the best endowed, five are in Lisbon. The most distinguished outside Lisbon is that of the University of Coimbra, with holdings of more than 600,000 volumes, and the legal depository for all Portuguese publications. The largest of the municipal libraries is in Oporto; and of the special libraries, that of the Academy of Sciences in Lisbon is especially notable.

The U.S. Information library in Lisbon has a modest collection of 5,795 books, with rather low circulation, but relatively high attendance last year of 53,318. There have been no USIA-supported translations published, and a negligible amount of ICA project procurement. The ICA-USBE contract, however, has covered some 862 items for three libraries.

In response to the need for broadening the awareness of American literature in Portugal, Intercultural Publications of the Ford Foundation supported the publication early this year of a 320-page anthology of the work of Rosamund Gilder, E. B. White, William Faulkner, Car-
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son McCullers, Robert Frost, Robert Lowell, Robinson Jeffers, Thomas Merton and others, *Perspectivas dos Estados Unidos*, of which 5,000 paper-bound copies were issued by Portugalia Editora, Lisbon. It has been well-received.

Spain

The illiteracy rate in Spain generally is relatively high for Europe, but English language literacy is surprisingly high, among professional circles, at least, judging from the popularity of British books and from the fact that until fairly recently Spanish book dealers were willing to go to extreme lengths to obtain American books whose importation was presumably illegal. Even the Spanish military establishment resorted to “black market” procurement methods. Sales now have been regularized (an IMG agreement has been concluded, but not activated) and are gradually increasing, but the price barrier continues to be formidable when one considers that an American scholarly work retailing in Spain at the equivalent of $10 would cost a Spanish professor one-third of his monthly salary.

The Spanish book trade and publishing industry have expanded substantially in the past 12 years. There are about 245 publishers in Barcelona and 192 in Madrid who issued close to 5,000 new titles in 1954. There are approximately 1,700 book stores, or about one to every 15,300 inhabitants, a low ratio in comparison with that for other countries in Europe. Virtually every aspect of Spanish publishing and bookselling, including approvals of projected translations, is subject to some measure of control by the Instituto Nacional del Libro Espanol.

Spain imports approximately ten times as many books from Argentina, and twice as many from Mexico and France, as from the United States, despite a heavy duty on Spanish-language imports. At present, imports from the U.S. are probably in the $25-50,000 range, but quotas are limited except for text and technical books. Importers abide by local censorship mores, and while there is considerable freedom of critical discussion among publishers and booksellers, they avoid involvement with any printed matter that might be controversial in terms of church or state.

The library system made notable progress after 1931, paralleling response to the need for adult education, and since then a large number of school and public libraries have been established and the collections of provincial libraries, overbalanced with religious and philosophical works, have been modernized. In addition to the Biblioteca Nacional in Madrid, there are now about 450 municipal libraries func-
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tioning under 20 provincial coordinating centers, 30 university, 57 normal school, 112 secondary school, and 182 vocational and other school libraries.

The U.S. Information libraries in Barcelona, Bilbao, Madrid, Seville, and Valencia together hold 35,445 books and last year were visited by more than three million persons, the second highest attendance record in Europe (Germany was first) and almost as many as visited USIS centers in the entire Near East. Casa Americana in Madrid has been extremely active in aiding provincial libraries in coordinating the municipal library system, through personal consultations and by making available library science and bibliographic materials. It is estimated that about twenty more provincial coordinating centers and 500 more libraries will complete the reorganized Spanish library system.

Since 1953, nineteen American books have been translated and published in Spain with USIA support, including a number of standard works in American literature and a few overt anti-communist works.

Sweden

English literacy is high in Sweden; starting at the age of eleven, most students study it for five years; and English is spoken and read with facility by virtually all university students, professional and business men, government officials, writers and editors, engineers and technical experts.

Swedish publishing and book distribution rank among the best organized in Europe; there are about seventy publishers, issuing some 3,500 titles per year, some 570 book stores, and 7,543 institutional, research, public, and specialized libraries serving Sweden's seven million people. American books in translation, especially fiction, are extremely popular; of about 600 translations published annually, 386 are of British or American origin. All major book stores in Stockholm and other cities of any size feature good selections of American trade books, except where British editions of the same titles are also available. There are about twenty-three importing booksellers regularly stocking American books. Imports of American books by Sweden have been on the order of $200,000 a year since 1950, exceeded only by imports from Denmark. Dollar exchange has been readily available, and the only customs barrier is a duty of 100 kronor per 100 kilos on heavily illustrated books and juveniles. American trade books range from five to ten kronor more in price than comparable Swedish books; this con-

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stitutes no special problem in terms of the purchasing power of the krona and the relatively prosperous Swedish economy. Swedish book importers enjoy especially close relations with U.S. publishers, and have an unusual advantage in that one of the three European export sales representatives for American publishers has established an office and display room in Stockholm for this group of ten publisher-clients.

The national library of Sweden is the Kungliga Biblioteket in Stockholm, holding some 70,000 volumes and two million pamphlets, but the largest is the Uppsala University Library, with more than one million volumes and about 500,000 foreign dissertations. The Lund University Library, also a depository, holds about 800,000 volumes and 400,000 foreign dissertations. There are also major libraries connected with the universities of Goteborg and Stockholm. Sweden's well-developed, state-aided public library system consists of more than 900 public libraries, 1,600 school libraries, and 2,500 study libraries connected with trade unions, adult education societies, religious bodies, etc. Twenty town libraries serve as central provincial libraries, and in the other four provinces are state-supported country libraries, an intermediate form between research and public libraries. The Stockholm City Library has a comprehensive English-language collection.

Of 306 Swedish students enrolled in institutions of higher education abroad in 1951-52, 223 were in the United States.

United States Information Centers are maintained in Stockholm and Goteborg, their combined holdings consisting of 11,810 volumes. Attendance and book circulation in Stockholm amounted to 42,749 and 10,170 in 1954, and in Goteborg, 31,507 and 7,121 respectively.

Cultural exchanges, both in terms of personnel, research, and publication (in a limited sense) are aided by the American-Scandinavian Foundation.

Switzerland

There are no restrictions on the importation of American books, and Switzerland continues to be an active, satisfactory commercial market. U.S. book exports now amount to about $75,000 a year. One of the three European export sales representatives for groups of American publishers maintains an office in Zurich. The English literacy rate is especially high. About 3,600 titles are published annually by 70 publishers in Switzerland, of which some 2,600 are in German. The majority of published translations are of American or British origin. France is the chief supplier of imported books. There are over 6,000
libraries, of which about 650 have more than 5,000 volumes. The total of their collections is estimated at 15 million (3 volumes per capita, roughly).

The USIS Information Center collections in Bern and Zurich have been transferred to Swiss public libraries.

**Yugoslavia**

The literacy rate in general is not high, as compared to other European countries, and the knowledge and use of English is limited even in professional and educational circles. Nevertheless, the interest in American books has been active, and owing to the IMG program, under which authors' royalties on translations, as well as export sales earnings are converted, the demand is being largely met.

The inadequacy of current export statistics is particularly notable with respect to Yugoslavia. The 1954 Department of Commerce figures show a total of $29,497, whereas the estimated IMG guaranty for books in fiscal 1955 is $154,000. The latter figure does include some authors' royalties, but not enough to account for this discrepancy. Great Britain and the United States are the chief suppliers of imported books. There is a heavy duty on books in Serbo-Croatian, none on foreign-language paper-bound books, but 40 dinars per 220 pounds on hard-bound foreign-language books.

Some 5,000 titles are published annually by eight state and 26 provincial publishers, of which about 750 are translations. Distribution is channeled through four regional wholesalers, which act as import agents under government allocations. The entire book industry is government-controlled.

There are six national (provincial) libraries, 371 institutional libraries, 270 special and about 10,200 public libraries (according to a Unesco survey).

There are USIA Information Centers in Belgrade, Novi Sad, and Zagreb, with book holdings of 20,479. Attendance at the three last year was 352,221, and book circulation 67,851, one of the highest in Europe.

Since 1953, twenty-one titles have been published in Serbo-Croatian with USIA support, most of them concerned with aspects of American culture.

The chief objective in Europe should be increasing the availability of American works in economics, history, political science, American thought and expression, biography, education, and public affairs. Since the book publishing and bookselling industries of Europe are in general productive and efficient, there is no vacuum that requires large-
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scale efforts by the United States to satisfy needs for all kinds of books. The requirements of libraries and institutions of higher education and research for technical, medical and reference works are being met either by domestic publishing industries or by imports through normal commercial channels. Since English is only rarely the language of instruction, textbooks of American origin are not required except as reference works. Contemporary American fiction is reflected on European publishers' lists, but mysteries account for a large percentage of this representation.

Americans need not endeavor to reach a mass audience with a large quantity of American books generally, but to insure that works of significant non-fiction and serious fiction are made easily available, in inexpensive editions, to European intellectuals, scholars, government officials, editors and writers, in an effort not only to counteract deliberate misrepresentation and misinterpretation of the United States, but to provide an antidote for the kind of anti-Americanism which flourishes subjectively. All too often Western European publishers and critics dramatize the charge that American culture, if it exists at all, is immature, derivative, sensational, materialistic, or mechanical. This view is largely based on the American works they select for translation or for importation.

In Europe, to a greater degree than in any other major area of the world, United States publishers can assume the primary responsibility for increasing the sales of the kinds of books that are needed, through normal trade channels, with the least amount of direct or indirect government assistance. As dollar credits become more freely available, American publishers can afford, by utilizing existing channels of export and rights sales, to invest more in sales promotion for virtually all of their books, with special emphasis on serious non-fiction. More review copies could be sent to literary and scholarly periodicals and those newspapers with important book review sections, not in the expectation of securing review space as such, but reaching the reviewers themselves and stimulating articles on various aspects of American literature and scholarship. Participation in book exhibits could be expanded, including displays in connection with meetings of learned societies and professional associations as well as in book trade fairs. These measures should be applied to the export promotion of American trade books generally, and would from a long-range standpoint, result in increased sales.

The price barrier to hard-bound trade books will, of course, remain, and publishers cannot absorb a price reduction of about one-third to
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compete with British and European publishers who have the benefit of lower production costs. The chief answer is increasing the availability of inexpensive paper-bound books of high quality. The new series of paper-bound reprints in the 65 cent to $2 range are especially suitable, and they should be vigorously promoted. To narrow the time gap between publication of the original and paper reprint editions in all price ranges, arrangements could be made for the production of the latter for sale overseas prior to domestic distribution.

In response to annual increases in overseas copy-sales, on a worldwide basis, it might ultimately be commercially feasible to produce paper-bound original works in extra printings for export (and for domestic consumption when practicable). In the initial stages of the development of such a plan, and while acceptance abroad was being tested and conditioned, the publishers of a substantial number, if not all, of these titles should be guaranteed against loss, within reasonable limits, under an expansion and liberalization of the USIA's existing Export Edition program. Titles published in this way should not, however, be identified abroad as having received government approval and support. Publishers and literary agents should also endeavor to stimulate the translation and publication in Europe of more serious works of fiction and non-fiction.

In addition to temporary support for an expanded Export Edition scheme, the U.S. Government should:

(1) lower the overseas book post rate by the permitted 50%, thus enabling an immediate reduction of between 5% and 10% in the cost of American books to European consumers; (2) maintain current USIA book operations at least at the present level, continuing the gradual turnover of information centers to the library systems of Germany and Austria, enlarging information center holdings and services in France and Greece; (3) expand the book exhibit program, both under USIA and the President's special fund for trade fairs and cultural activities, geared to sales-promotion ends; (4) support the publication and distribution of a reorganized U.S. Quarterly Book Review, maintain present USIA assistance in the distribution to institutional consumers of the seasonal announcement numbers of Publishers' Weekly and the major bibliographic tools, and set up a temporary program aiding U.S. publishers to supply review copies to important media newspapers and periodicals; (5) arrange for Department of State Education Exchange grants to bring to the United States publishers, librarians, and book review editors from Belgium, the Netherlands, France, Italy, and
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Greece; (6) insure currency convertibility where essential (as in Iceland) through a modified IMG program; (7) expand ICA book procurement for mutual aid, technical assistance, and trainee programs.

The major foundations could aid in the support of the United States Book Exchange to permit expansion of its gift and exchange program to the libraries abroad that are being reconstituted and do not have sufficient resources to obtain replacement items or current materials; support programs designed to reduce illiteracy generally and encourage English-language instruction programs; make a point of including in their educational exchange programs American and European authors, critics, students, and instructors in American letters; aid American scholarly, educational, and professional associations in making presentations of books in their respective fields and disciplines to their counterpart associations in Europe, and extending honorary memberships to individuals abroad.

Support by foundations, student and civic groups should also be secured for the CARE American Bookshelf Program, reaching university and secondary students with representative collections of paper-bound books.

Although this report is concerned primarily with the distribution of American books in Western Europe, it should be noted that imports of American books by Eastern European countries and Russia are significantly increasing. The trend is toward greater direct importation by official agencies and dealers from United States publishers and their export sales representatives, as compared to indirect procurement through dealers in Western Europe. Dollar payments, both by official agencies and dealers, are in general prompt, since in the main book importers are state monopolies. While the emphasis is on scientific and technical books (some of which one or two publishers refuse to ship, even though they may be exported freely as far as the United States government is concerned), our export sales representatives report a growing demand, by official agencies and institutions, for more general materials. American books have been exhibited at recent Leipzig book fairs, and one of the export representatives has completed a selling trip to Moscow.