

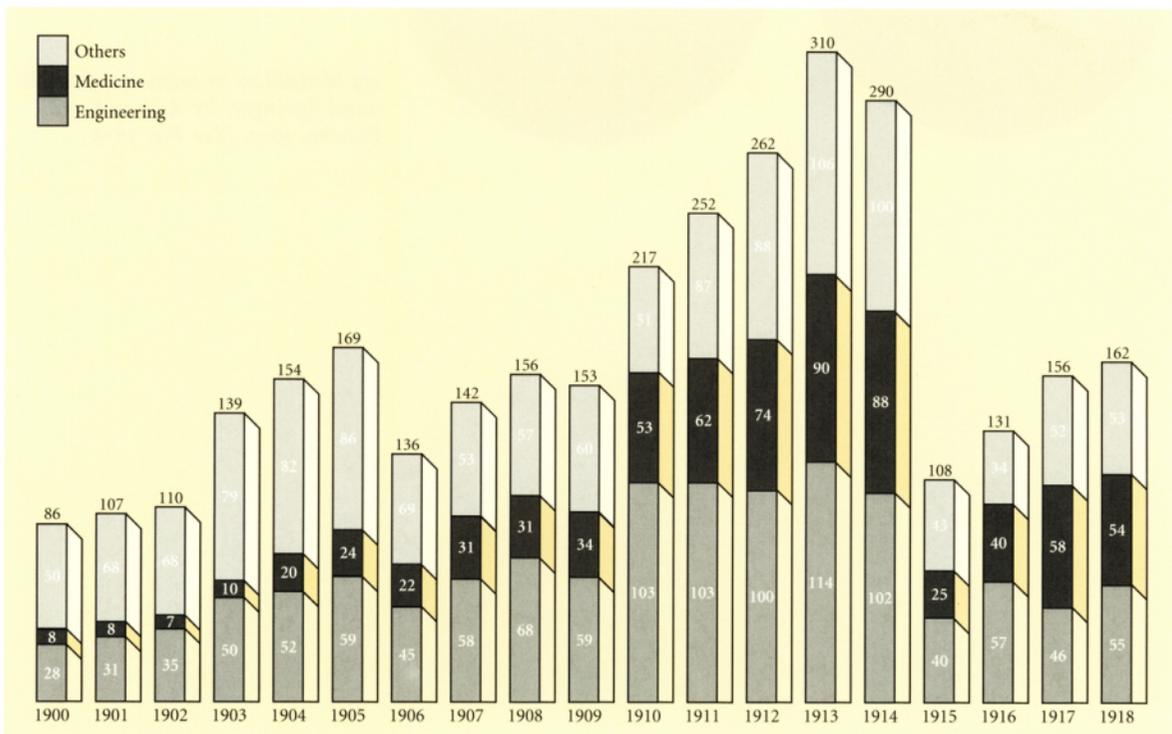
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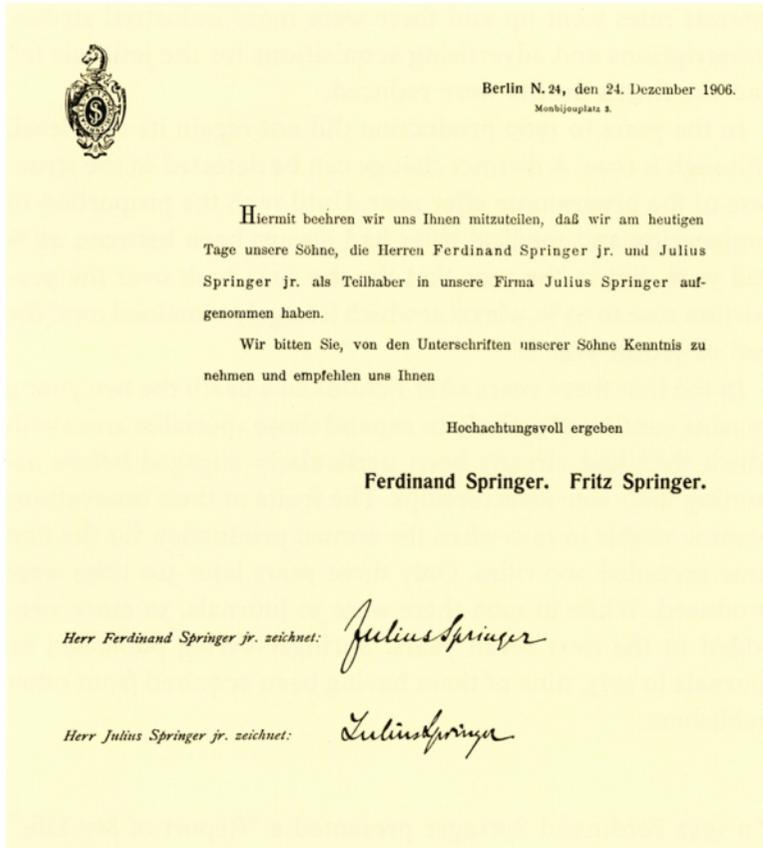
## CHAPTER 4

### Stormy Growth. World War I (1907–1918)

*The Third Generation* **I**n 1952, in his report, Ferdinand Springer confessed: "... most of what I was able to accomplish in later years had its origin in the years before 1914" [LB]. Even though this was only seven years, the brothers' pre-war managerial role in fact began soon after their entry into the firm in 1904, because they were fairly independent from the start. What they began during that time became an exemplar for the firm's activities in the 1920s. One must therefore give a full description of the contacts made during those years.

When Ferdinand and Julius Springer took over the direction of Springer-Verlag from the beginning of 1907, they were (at 26 and 27 years) the same age as their grandfather when he founded the firm. The publishing business had, however, become more





155 Announcement, shortly before Ferdinand Springer's death (December 27, 1906), of Ferdinand jr. and Julius jr. as co-owners, also reproducing their signatures (on behalf of the "Julius Springer" firm).

difficult in the intervening 65 years, not least because of the size to which the firm had grown.

The division of responsibilities largely resembled that of their parents. At first, Ferdinand mainly looked after medicine and the natural sciences, which had specially interested him even as a child. His cousin Julius took over the engineering programme and pharmacy from his father. He was also responsible for increased activity in forestry and agriculture, which had been so successful, but this lasted for only a few years. Finally, like his father, he looked after the firm's internal organisation.

During 1906 total production had decreased from 169 to 136 titles (see Fig. 154). However, as has already been pointed out, the annual number of titles produced alone is no measure of a publishing house's productivity. Both the extent of books and their print runs must be taken into account. Yet after a long period of steady growth in numbers of titles an explanation must be sought for a 20% decrease affecting all subjects – including medicine and engineering. A general economic boom, which had lasted for several years, suddenly stopped in 1905,

154 (See opposite page.) Graph of number of titles produced from 1900 to 1918 (bottom of columns: engineering; middle: medicine; top: others). The interruption, in 1906, in the steady growth of number of titles was due to general adverse economic conditions. Growth was fully resumed between 1910 and 1914, especially in engineering and medicine.

interest rates went up and there were more industrial strikes. Subscriptions and advertising acquisitions for the journals fell and the firm's profits were reduced.

In the years to 1909 production did not regain its 1905 level, although it rose. A distinct change can be detected in the structure of the programme after 1907. Until 1906 the proportion of engineering and medical titles had always been between 40 % and 50 %, but in the year that the the sons took over the proportion rose to 63 %, a level at which it largely remained until the end of World War II.

In the first three years after Ferdinand's death the two young cousins continued actively to expand those specialist areas with which they had already been particularly engaged before assuming their sole directorships. The fruits of their innovations became visible in 1910 when the annual production for the first time exceeded 200 titles. Only three years later 310 titles were produced. While in 1906 there were 30 journals, 30 more were added in the next seven years. Springer-Verlag published 60 journals in 1913, nine of them having been acquired from other publishers.

*Ferdinand Springer's Publishing Concept* **I**n 1952 Ferdinand Springer presented a "Report of My Life," which has already been quoted, to the Heidelberg Rotary Club. Regrettably it remains his only public and written publishing credo:

The first signs of extensive specialisation and fragmentation in science appeared as early as 1907. It was therefore necessary to plan for the organisation of the scientific literature in the areas of my [publishing] activities. This is how it looked:

- 1) Publication and thus dissemination of research results. This takes place in journals, including archival ones.
- 2) Transmission abroad of reports of research results from this country and of those from abroad to us. This is accomplished through the *Zentralblätter* (Central Abstract Review Journals), which collect the entire world literature objectively. The researcher sees from these *Zentralblätter* whether the particular abstract review is sufficient or whether he must go to the original (see point 1).
- 3) While the *Zentralblätter* objectively review the contents of the world literature, the so-called *Ergebnisse* (Results) report critically to the researcher on current questions in his particular subject.
- 4) It seemed to me useful, at a time when specialisation and fragmentation began, to record the state of the science in the form of comprehensive critical reference books dealing with the entire literature.

- 5) It also seemed necessary to publish monographs in which an author who is productive in the subject reports on new research results which have arrived at a certain conclusion.
- 6) A number of weekly and monthly journals were founded, some for the whole field of medicine, some for the various specialised subjects. These serve above all practical purposes, but they also enable those who have concluded their academic studies, but are not themselves scientifically active, to keep in touch with developments....

This concept, from which details topical at the time have been omitted, was still valid in 1952. But even then, more than 40 years ago, Springer restricted his predictions for the future:

However, the tasks and aims of scientific literature are in constant flux. Specialisation marches on. The number of publications in each subject is frightening. One may ask today whether the existing methods of publication are still up-to-date or whether new methods have to be found and must be followed.

It should not, however, be claimed that these classifications were Ferdinand Springer's own. The various types of books and journals had already existed for decades, *Handbücher* (Encyclopedias, Reference Books, Handbooks, depending on the definition of the concept) have existed for centuries. However, Springer was the first publisher to start planning with this complex system in mind, right at the beginning of his activities, and to realise it with unerring persistence. In this way he soon established innumerable contacts with authors in medical and other branches of the natural sciences. Once he had attracted medical scientists to be editors of journals he could approach them without much ado to work on a handbook or to write a monograph. Young scientists who were active reviewers for the *Zentralblätter* were ready to be co-editors of journals just a few years later.

With his unfailing instinct for the quality of work of a scientist Springer recruited many a young author who was still just a lecturer or titular professor, especially in the years before the First World War. Springer was not yet 30 years old and relied on the abilities of younger scientists. On the occasion of his 70th birthday one of his authors, Herbert Schwiegl, characterised him thus:

Ferdinand Springer's ability to recognise the worth of a person, demonstrably already present in his early years, was probably most important for his publishing activities. Most of his authors who later became famous had been in contact with him early in their careers. In

156 *The first extensive catalogue of Springer books in medicine, in November 1909.*

Neueste und neuere Medizinische Literatur	
aus dem Verlage von Julius Springer in Berlin	
Abgeschlossen November 1909	
	
Inhaltsverzeichnis	
	Seite
A. Neuerscheinungen des Jahres 1909	2—12
B. Systematische Übersicht	13—31
I. Klinik und Praxis	13—21
a) Innere Medizin	13
b) Neurologie und Psychiatrie	16
c) Kinderheilkunde	17
d) Gynäkologie und Geburtshilfe	18
e) Haut- und Geschlechtskrankheiten	19
f) Chirurgie	20
g) Augen-, Ohren- und Halskrankheiten	20
II. Anatomie, Physiologie, Pathologie, physiologische Chemie	21—24
III. Pharmakologie und neuere Arzneimittel	24—25
IV. Hygiene und Infektionskrankheiten (Serologie, Bakteriologie)	25—29
V. Hilfswissenschaften	29—31
<i>Ausführliche Prospekte über die einzelnen Werke werden, soweit vorhanden, vom Verlage bereitwilligst geliefert.</i>	

his choice of authors he never asked for titles or rank and often gave important tasks to young, as yet little known, scientists. His ability to judge people hardly ever failed him. Of course, he had his expert advisers, but very often his personal feeling for a man's value was decisive. In most cases a close personal relationship developed from this [SCHWIEGK].

A little later Herwig Hamperl remembered:

Once one was drawn into Springer-Verlag one came to feel the demands of Dr. Springer for precise collaboration. It was not easy to leave one of his letters unanswered. A few days later a reminder would come, a few more days and a telegram would arrive, and finally one was roused by telephone. Once one knew this inexorable course of events it was preferable to reply at once. On the other hand, Springer and his staff showed consideration and patience in their dealings with difficult authors, which I could only admire. Delays in delivering manuscripts were accepted, sometimes over many years, and polite reminders sent [HAMPERL: 239f.].

*Medicine* Ferdinand Springer's account, given 45 years after he had started as a publisher, makes it clear that medicine was at the centre of his planning from the beginning. His father had not been particularly successful with it, although he had opened up an area with good publishing potential because of the growing number of students and the many epoch-making discoveries. The annual reports of the Imperial Public Health Office and the *Therapeutische Monatshefte* guaranteed continuing contact with medical people. A good base was thus established.

When Ferdinand jr. started his work at the firm in January 1904 the annual book production in medicine had never been more than ten. Yet by the end of his first year 20 new books had come out. In the first year of his independent publishing activity there were 30 titles. This astonishing development will be illustrated with a few examples (cf. Fig. 156).

*Biochemische Zeitschrift* Ferdinand Springer jr. founded his first journal when he was still working with his father. On March 5, 1905 he inquired of the young lecturer Carl Neuberg whether he would be good enough to visit him. At the first meeting Ferdinand asked Neuberg, whom he already had in mind as a future editor\* (to quote from his hand-written memorandum of April 12, 1905) "what he

\* See footnote p. 125.

thought of the chances of a new physiological-chemical journal. He at once said that he thought this was a good idea.... At first such an undertaking would cause bad blood in the circles around Hofmeister and Hoppe-Seyle [editors of well-established biochemical journals] but the matter would be secure simply through the great weight of Berlin.”

Agreement in principle was reached in May of that year and Neuberg returned the signed contract for the editorship of the new journal to Springer. Neuberg was without doubt one of the outstanding biochemists of his generation, but when Springer first met him he was, at 28 years of age, a mere lecturer and “chemical assistant at the Pathological Institute” of Berlin University. The Springers had met him a year earlier when they signed a contract with him and Albrecht Albu for a book on the physiology and pathology of mineral metabolism, which appeared in 1906.

Only two weeks after agreement had been reached Neuberg went on a trip to get authors and particularly heads of institutes as co-editors. In May two Berlin professors, Salkowski and Zuntz had already expressed their support, but this did not mean much. More important was that Paul Ehrlich had “promised” his collaborators and the work of his institute. But this, too, was no acceptance.

Springer had assumed that the contract with Neuberg was definite, but he was wrong. Before the first manuscript arrived there was such a serious dispute that Springer was prepared to give up the project rather than agree to Neuberg’s refusal of the competition clause. This stated that in case of termination of contract he would not, without Springer’s agreement, “for two years take part in editing another journal which was in competition with *Biochemische Zeitschrift*. Neuberg was rather cool in his response to Springer’s invitation to settle the matter in a talk together. “A personal meeting will be unnecessary so long as you cannot accept my conditions, from which to my great regret I cannot deviate significantly.”

By return of post Springer reaffirmed his view that it would not be possible for him to accede to Neuberg’s wishes, particularly with respect to the restrictive period: “It does not seem unreasonable to me that a project, which after all was planned by *me*, about which *I* approached you, for which I carry the entire risk and which for years will require not inconsiderable sacrifice on my part, should for all time completely be made dependent on you. For you will agree with me that, should you sooner or

Berlin, 18. V. 05.

Herrn Julius Spreizer.  
 Sehr geehrter Herr!

Beifolgend sende ich Ihnen mit  
 bestem Danke die besagte Contrakte  
 unterschrieben zurück und hoffe,  
 das beide Teile Freude an dem  
 kommenden Werk haben werden.

Wenigstens war ich bei Gasparis-  
 rahf Leubitz, so hofft dem geachteten  
 Herausgeber eine meine Zeitschrift  
 sehr sympathisch gegenüber. so hat sich  
 einige Tage Bedenkzeit ausdrücken,  
 ich glaube, ist als meine die Fertig-  
 brachtungen zu gewinnen. So hat mich  
 jedenfalls keine unwollene Ver-  
 bindungen zur Verfügung gestellt

157 Letter (of May 18, 1905) from Carl Neuberg when he returned his signed contract as editor of *Biochemische Zeitschrift*. But subsequently he withdrew his agreement over a clause barring him from working for any other similar journal should his editorship end. A compromise was ultimately reached. (See text).

later for whatever reason leave the editorship, my ability to continue the project would depend entirely on your good will. You would then have connections with all the co-editors and collaborators, and you could hardly be blamed if you were to take them all along to a new journal. Thus, in the event that you were to give me notice I must insist that for a certain period you do not edit a journal competing with *mine*. – I am however, too fair not to understand that you also may have reasons for not agreeing to such an obligation. And so I must, however much it pains me, give up this project for which you were to be the editor and I the publisher.”

A hand-written draft proves that it was the 24-year-old Ferdinand and not his father who took this decisive course, although such grave decisions were always discussed together within the firm and everyone then supported them. How seriously Springer-Verlag held to the view expressed by Ferdinand can be seen from a letter to Paul Ehrlich of the same date, in which the father informed Paul Ehrlich that, “apparently the *Biochemische Zeitschrift* planned by me<sup>38</sup> ... will not now come about”. A few days later Neuberg came to the office. An agreement was reached in which there was no winner. In the event, Neuberg remained connected with the journal over three decades, until the autumn of 1935, when he had been suspended and soon afterwards dismissed by the national-socialist government as director of the Kaiser-Wilhelm Institut für Biochemie and from his professorship.<sup>39</sup>

In the meantime, some of those asked had agreed to be co-editors: Eduard Buchner, the 1907 Nobel Prize winner for Chemistry, Paul Ehrlich, Nobel Laureate a year later, Carl von Noorden, Ernst Salkowski and Nathan Zuntz. But others had declined: the clinician Friedrich Müller wrote that he had recently turned down similar invitations because he regretted the founding of new medical journals, as this would result in fragmentation of the literature. “The example of chemistry, especially, where one chief organ includes all that is worth knowing, leads me to regret again and again that we in the medical sciences find such an enormous fragmentation of the literature. The old journals lose valuable material to new ones, and all those who work scientifically in their subject have difficulty surveying the literature and collecting it from ever more archival journals.”

Ehrlich, too, hesitated, as he explained in a letter to Ferdinand Springer jr on November 14, 1905 “The decision has been difficult for me on personal grounds, insofar as there is just now much ill feeling against polyeditors – if I may put it like this – and I therefore feel that my taking part in this new project may be resented by many.” If nonetheless he accepted, he did so because “decisive [for this acceptance] was on the one hand, the conviction that the project is entirely appropriate and good, but more so the consideration that I wanted to be of service to you and Dr. Neuberg. It was in particular the latter thoughts that removed my resistance.” This was a highly flattering argument, which will have made the young publisher’s heart beat faster.



158 Friedrich von Müller (1858 to 1941). Physician at Munich University from 1902. He was somewhat opposed to the founding of the *Biochemische Zeitschrift*, because he thought it would lead to further fragmentation of the medical literature.

159 After inauguration of the Kaiser-Wilhelm-Institut für Experimentelle Therapie on October 28, 1913. From left: Carl Neuberg, Kaiser Wilhelm II, August von Wassermann and Adolf von Harnack. [The Kaiser's small left arm, a congenital deformity, is clearly visible.]



The sizeable list of members of the editorial board in the Springer catalogue of 1911 demonstrates how quickly the new journal had become the authoritative organ not only of German biochemistry. Among the 50 names there are 23 scientists from Germany, seven from Austria-Hungary, and 20 from 14 other countries. This made *Biochemische Zeitschrift* Springer's first internationally oriented journal. After the first double issue appeared in June 1906, the prominent American physician Christian Herter wrote to Paul Ehrlich: "It is an admirable number and though I regret the necessity on certain accounts, for a multiplicity of biochemical journals, I welcome this one most heartily. I have no doubt it will be very successful and that the basis for this success is laid in a large number of excellent contributions which it will receive from those who are actively interested in supporting it. The necessity for a number of journals in this field simply shows how great has become the activity along the lines in biological chemistry."

A supposed excess supply of specialist scientific journals clearly was a worry to scientists even then. Yet only two years after the first issue had come out, *Biochemische Zeitschrift* was in its tenth volume, nearly 6000 pages having been published by then. Prof. Franz Hofmeister – an early advocate of the enzyme theory of intracellular metabolism – in a letter to Ehrlich expressed his inclination to discontinue his own *Beiträge zur chemischen Physiologie und Pathologie* and in future send articles from his Straßburg institute to the Springer journal. This

sealed the fate of *Beiträge*, and its publisher Friedr. Vieweg sold the list of 359 subscribers to Springer for 200 mark.

On July 5, 1907 Leo Langstein, editor-designate of *Therapeutische Monatshefte*, asked Ferdinand Springer for an early meeting about an excellent literary project which he had already discussed with a lecturer, Alfred Schittenhelm, and his first assistant, Theodor Brugsch. A few days later the three of them met Springer at Langstein's home and asked him to be the publisher of *Ergebnisse der inneren Medizin und Kinderheilkunde* (Results in Internal Medicine and Paediatrics). Springer at once accepted and gave them a contract which they accepted without alteration. Authors were to be paid 50 mark per sheet and the editors a total of 600 mark per volume. There were to be two volumes a year of 30 to 40 sheets (of 16 pages each).

As the three editors had not yet been elected to full professorships, Springer thought it appropriate to get directors of well-known institutes or clinics to be senior editors\*. He hoped that they or their assistants would take an active part in the new project. Friedrich Kraus, Director of the second medical department at the Charité [Hospital] and Schittenhelm and Brugsch's chief agreed at once, as did Oskar Minkowski (brother of the famous mathematician) of Greifswald. Hermann Sahli (Berne) and Otto Heubner (Berlin), the founder of modern paediatrics in Germany, added to the prestige of the new book series, because the respect in which the senior editors were held was an important prerequisite for the success of the project. To win them over was by no means easy, because the executive editors and also the publisher were "newcomers." Nobody wanted to be considered a "polyeditor." It was difficult to attract Friedrich Müller, the respected Munich clinician, who had only two years before failed to support Ferdinand Springer in his plans for the *Biochemische Zeitschrift*. But he finally agreed on the condition that his long-serving assistant, Erich Meyer, join as executive editor. Both Springer and Langstein welcomed this addition, especially as Meyer and Langstein had just joined the editorial board of *Therapeutische Monatshefte* to steer it into new channels. But Schittenhelm and Brugsch protested vigorously.

With great diplomatic skill Ferdinand Springer managed to procure acceptance of his factually based concepts and to neu-

### *The Ergebnisse Series*

160 Friedrich Kraus (1858–1936), director of the 2nd Medical Department of the Berlin Charité (Hospital). He was the first to agree to become senior editor of the *Ergebnisse der Inneren Medizin und Kinderheilkunde* (Results in Internal Medicine and Child Health).



\* See footnote p. 125.

Verlagsbuchhandlung  von Julius Springer  
in Berlin N. 24, Monbijouplatz 3.

Im April 1908 erscheint:

## Ergebnisse der Inneren Medizin und Kinderheilkunde

Herausgegeben von

Prof. Dr. F. Kraus-Berlin, Prof. Dr. O. Minkowski-Greifswald, Prof. Dr.  
Fr. v. Müller-München, Prof. Dr. H. Sahli-Bern, Prof. Dr. A. Czerny-Breslau,  
Prof. Dr. O. Heubner-Berlin.

Redigiert von

Oberarzt Dr. Th. Brugsch-Berlin, Privatdozent Dr. L. Langstein-Berlin,  
Privatdozent Dr. Erich Meyer-München, Prof. Dr. A. Schittenhelm-Erlangen.

### Erster Band.

Mit 28 Textabbildungen und 1 mehrfarbigen Tafel.

VIII u. 620 Seiten. gr. 8°.

Preis geheftet M. 18,—; in Halbleder gebunden M. 20,50.

### Vorwort der Redaktion.

Die Ergebnisse der inneren Medizin und Kinderheilkunde, deren I. Band wir hiermit vorlegen, sind aus dem Bestreben heraus entstanden, ein Werk zu schaffen, in dem die Fortschritte auf dem Gebiete der inneren Medizin und ihrer Grenzgebiete in Einzeldarstellungen niedergelegt werden.

Diese Aufgabe soll dadurch erreicht werden, daß in periodischer Folge Aufsätze gebracht werden, welche Fragen, die eine zusammen-

hängende Darstellung zulassen, in kritischer Weise auf Grund möglichst vollständiger Literaturbeherrschung von einem einheitlichen Gesichtspunkt aus behandeln. Damit ist keine Aufzählung einschlägiger Arbeiten beabsichtigt, wie sie dem Forscher in den Jahresberichten und Zentralblättern geboten wird, vielmehr soll es dem einzelnen Darsteller überlassen sein, aus dem literarischen Gesamtbestande der Medizin das ihm für seine Darstellung wertvoll Erscheinende zu einem übersichtlichen Gesamtbilde, aus dem der jeweilige Stand der Wissenschaft ersichtlich ist, zu verschmelzen.

Wenn dadurch der Subjektivität der Darstellung ein großer Spielraum überlassen bleibt, so soll dies durch die Wahl der Mitarbeiter gerechtfertigt werden: Unser Bestreben wird es sein, nur solche Mitarbeiter zur Darstellung der einzelnen Fragen heranzuziehen, deren eigene Arbeiten auf dem betreffenden Gebiete Interesse und Vertrauen zu ihrer Stimme verbürgen.

Um Einseitigkeit in den einzelnen Bänden zu vermeiden, werden in den 2 innerhalb eines jeden Jahres erscheinenden Bänden nach Möglichkeit Kapitel aus folgender Stoffeinteilung zur Bearbeitung gelangen:

- a) Physik und Chemie.
- b) Allgemeine und experimentelle Biologie und Pathologie.
- c) Allgemeine und spezielle Therapie.
- d) Diagnostik und Untersuchungsmethoden einschließlich Röntgendiagnostik. Bakteriologie und Serologie.
- e) Erkrankungen des Kreislaufapparates, des Respirationstraktes, des Verdauungstraktes, des Urogenitalapparates.
- f) Ernährung und Stoffwechsel.
- g) Infektionskrankheiten.
- h) Hämatologie.
- i) Neurologie und Psychopathologie.
- k) Physiologie und Pathologie des Säuglings.
- l) Physiologie und Pathologie des älteren Kindes.

So soll es erreicht werden, daß der Forscher durch die Ergebnisse mühelos in den Stand einer Frage eingeführt und ihm die orientierende Literaturarbeit erleichtert wird, daß dem Praktiker die Früchte wissenschaftlicher Arbeit nutzbar gemacht werden, und daß im Laufe der Jahre die „Ergebnisse“ ein getreues Bild von den Fortschritten der medizinischen Wissenschaft bedeuten.

161 Leaflet announcing publication of the *Ergebnisse der Inneren Medizin und Kinderheilkunde*, listing the names of its senior editors (Herausgeber) and the executive editors (Redigiert von). It also includes the Editors' Foreword, giving the aims and scope of the series and the subject areas covered.

tralise any existing animosities, even if he could not remove them.<sup>40</sup> A stroke of fate during the negotiations about the *Ergebnisse* was later to provide essential conditions for the success of Springer's numerous *Handbuch* plans.

The idea of *Ergebnisse* volumes was nothing new. The publishing house J. F. Bergmann had started such a series in 1892 with its series *Ergebnisse der Anatomie und Entwicklungsgeschichte* (Results in Anatomy and Developmental History). There followed, for instance, series in general and special pathology, obstetrics and gynaecology, dermatology and venereology and, from 1902, one in physiology, edited by Leon Asher and Karl Spiro.

As Springer-Verlag's prospectus inviting participation in the various projects stated, these series were to present exhaustively, but within at most three print-sheets (of 16 pages each), complete or circumscribed subjects in (internal) medicine and paediatrics, based on the newest literature. Objective and critical evaluation of the literature was demanded just as much as

precise and concise writing. Only those works would be considered for inclusion which represented an *advance* in the given subject.

There was disagreement about the value of such a book series. Professor Wilhelm His, at that time still a physician in Göttingen, had (according to a letter he wrote to Schittenhelm on August 21, 1907) no sympathy with the project and was by no means convinced of its need. "We already have so many periodicals, and my assistants should use their time to read original publications rather than reviews." Professor Sahli, one of the co-editors, saw in this opinion "the well-known over-estimation of the original works *à tout prix*, which is the real cause for the present damaging flood of writings. Every unimportant observation with which medical commonsense can easily deal when it is seen for the first time and has not been read about, is nowadays published as original work; and one has to read all this, if only to realise at the end that it is not worth reading! ... The sifting summary of findings seems to me to be as important for progress as work of detail". These opposing opinions were repeated in the discussions which followed the founding of the *Handbuch* series by Springer two years later. – At Easter 1908 the first *Ergebnisse* volume, of 712 pages, was published. The 65th and last of the old series came out in 1945, a few weeks before the end of World War II.

Springer could not resist the pleasure of himself presenting the new volume at the Vienna Congress of Internal Medicine, to make himself acquainted with those authors who attended.



162 Title page of the contribution by the paediatrician Clemens Freiherr [Baron] von Pirquet to the *Ergebnisse* (see Fig. 161), enlarged as a separate monograph. He had coined the term "Allergie".



163, 164 (Left) The physician Hermann Sahli (1856–1933) and (right) the paediatrician Otto Heubner (1843–1926) were the senior editors, together with Friedrich Kraus (Fig. 160), Oskar Minkowski, Friedrich von Müller (Fig. 158) and Adalbert Czerny of the first *Ergebnisse* series.

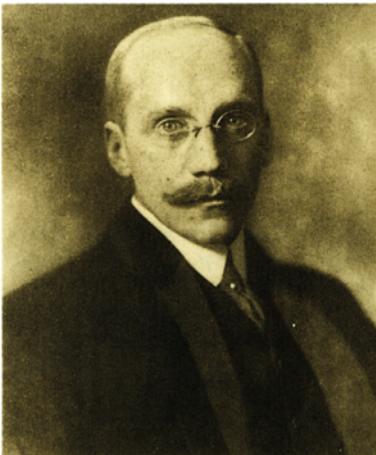
Among others, he met Clemens von Pirquet who had written an extensive review of allergy (a term which he had coined). Springer used the occasion of sending him his free copy and offprints to repeat his offer “to be happily at his disposal as publisher”, and said he would write to him in a year about a book on allergy and after that about a planned Handbook of Infectious Diseases. A closer contact was established in 1910 when Pirquet’s *Allergie* came out. That same year he joined Finkelstein, Langstein, von Pfaundler and Salge as editors of Springer’s *Zeitschrift für Kinderheilkunde* (Journal of Child Health).

Ferdinand made it a habit to thank each author when he sent him a file copy. To one he recommended himself as a future publisher; he inquired of others about progress with an already agreed project. His interest in the East Asia market is shown by 15 letters to Japanese physicians and paediatricians, in which he asked for their attention to the *Ergebnisse* and enclosed a leaflet about the series\*.

With the publication of the first large multi-author medical work Springer also discovered the problems generated by offprints. Each author was supplied with 25 of them free of charge, but some authors, especially those not yet fully established, asked for a hundred or more and were willing to pay for them. As one of them wrote “in view of the present academic circumstances the distribution of a large number of offprints by the author appears to be of decisive importance.” But both publisher and editors were very keen that the introduction of the new series to the circles of scientifically active and practising doctors should not be made more difficult by the wide distribution of offprints. If one had some special interests one might be satisfied with one or two offprints [of different chapters] and forego purchasing the volume.

*Ergebnisse der Chirurgie und Orthopädie* began publication in 1910. Ferdinand Springer attracted two university professors as editors. Erwin Payr (Königsberg, in Leipzig from 1911) and Hermann Küttner (Breslau). Both were then only 40 years old and continued to edit the series for over 20 years. The series did not need any senior advisory board, and quarrels between the editors were avoided by rotating the volume editorship. The first volume already contained articles by surgeons who were later to achieve distinction and with whom Springer soon had

165 Ferdinand Sauerbruch (1875 to 1951) contributed a section on the pressure-difference (pressure chamber) method to the *Ergebnisse der Chirurgie*.



\* At that time, and until the second war, German was the scientific *lingua franca* in parts of China and Japan: see footnote p. 385.

closer contact: Martin Kirschner, Ferdinand Sauerbruch (*Über den Stand des Druckdifferenzverfahrens* (On the Present State of the Pressure Difference Procedure)) and Rudolf Stich.

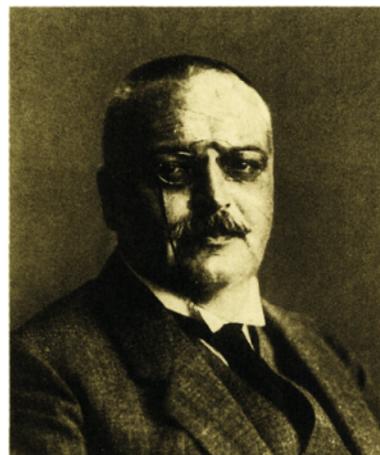
Neurology had not yet been recognised as an independent discipline and the results of research in the area were usually still scattered among psychiatric, anatomical and general medical publications. Springer recognised the opportunities in this field and took them up. In 1909 he brought out Hans Curschmann's *Lehrbuch der Nervenkrankheiten* (Textbook of Nervous Diseases) for which he had gathered 17 contributing authors. From 1910 there was the *Zeitschrift für die gesamte Neurologie und Psychiatrie*, the neurological part of which was edited by Max Lewandowsky, the psychiatric one by Alois Alzheimer. Both also edited the book series (started in 1912) of *Monographien aus dem Gesamtgebiete der Neurologie und Psychiatrie* (Monographs from the Entire Field of Neurology and Psychiatry), the first volume of which was written by Oswald Bumke. Springer thus had at his disposal numerous proven authors when he brought out the first volume of the *Handbuch der Neurologie*.

This was the first *Handbuch*-type presentation of the entire field of neurology. Lewandowsky had succeeded in a short time to bring together 47 authors, among them French, Dutch, Russian and Swedish contributors. A review of the book expressed the expectation "that neurology as an independent special discipline would gradually be accepted by authoritative representatives of science and officialdom [at that time there was as yet in Germany no professorial chair in neurology]. Just as the future belongs to the new generation of neurologists, which has created it, so it should also belong to the *Handbuch der Neurologie*."

\* *Handbuch* (pl. *Handbücher*) Contrary to a literal translation these are not "manuals" but usually multi-volume, multi-author treatises of a subject or area (e. g. applied physics; internal medicine; ophthalmology), a mixture of detailed textbook and work of reference. They were particularly popular in the first part of this century when progress in many of the sciences favoured occasional "state of the art" presentations written by recognised and experienced authorities in the given field, providing also a source of and pointer to important old and recent publications. In this book these works are called either by their German title (where the German words of the title are similar to the English equivalents) or the literal translation "Handbook" is used.

*Handbooks\**

166 Alois Alzheimer (1864–1915) was editor of the psychiatric part of the *Zeitschrift für die gesamte Neurologie und Psychiatrie*.



## HANDBUCH DER NEUROLOGIE

HERAUSGEGEBEN VON

PROFESSOR DR. MAX LEWANDOWSKY IN BERLIN W. 62.

NETTELBECK-STR. 10.

VERLAG VON JULIUS SPRINGER IN BERLIN N. 24, MONBIJOUPLATZ 3.

Berlin, den ..... 190 .....

*Sehr geehrter Herr!*

**W**ir danken Ihnen für Ihre Bereitwilligkeit, an dem *Handbuch der Neurologie* mitzuarbeiten und die Bearbeitung d... Abschnittes ..... im Umfang von ..... Druckbogen zu übernehmen.

Wir beehren uns, Ihnen im folgenden die notwendigen Mitteilungen über Ziel, Inhalt und Form des Werkes zu machen.

Das Ziel des Handbuchs ist, die gesamte Nervenheilkunde durch die Arbeit sachkundiger Mitarbeiter zu umfassender Darstellung zu bringen.

Das Handbuch soll den gegenwärtigen Stand der Lehre ausführen, soll, wo die Entwicklung noch nicht abgeschlossen ist, die Möglichkeiten der Entwicklung aufweisen und weiter insbesondere auch über die praktisch wichtigen Teile des Gebietes ausführlich berichten.

Die Darstellung hat sich auf den zwar grossen, aber doch nicht unbeschränkten Raum von ca. 200 Druckbogen einzurichten, und im Rahmen dieses Umfanges ist von dem Herausgeber der Raum für die

einzelnen Kapitel veranschlagt worden. Wir bitten dringend, den zugewiesenen Raum nicht wesentlich zu überschreiten. Format und Druck werden die gleichen sein, wie in dem in kurzer Zeit im gleichen Verlage erscheinenden, von H. Curschmann herausgegebenen kurzen Lehrbuch der Nervenkrankheiten.

Die Darstellung soll, wie das von einem Handbuch erwartet wird, die Kasuistik berücksichtigen und soll auch die eigenen Erfahrungen der Verfasser wiedergeben. Formelle Krankengeschichten — wie sie nur in umfangreichen Monographien möglich sind — müssen dagegen vermieden werden. Es ist selbstverständlich, dass die Darstellung zum Teil eine kritische wird sein müssen.

Den Herren Mitarbeitern, die den speziellen Teil bearbeiten, wird es für ihre Raumdisposition wichtig sein, zu wissen, dass dem speziellen Teil, der also die Darstellung der einzelnen Krankheitsformen enthält, ein grosser allgemeiner Teil (von ca. 50 Bogen Umfang) vorausgeht, der neben der Anatomie und der allgemeinen Histopathologie vor allem die allgemeine Symptomatologie und Diagnostik (z. B. Elektrodiagnostik, Lehre von den Lähmungen, Aphasie, Lokalisationslehre, Lumbalpunktion etc.) enthält. Deren Kenntnis kann im speziellen Teil dann also vorausgesetzt werden.

Die Literatur wird in recht grossem Umfang — wenn auch ohne Vollständigkeit — zitiert werden müssen. Am Ende jedes Kapitels werden die wichtigeren Arbeiten zu dem behandelten Gegenstand in alphabetischer Reihenfolge der Autoren aufzuführen sein. Der Sachtitel der Arbeit kann dabei gekürzt werden, jedoch wird um nichtmissverständliche Angabe des Titels der Zeitschrift und möglichst genaue Angabe der Bandzahl bzw. Jahreszahl und der Seitenziffer gebeten. Wir rechnen auf je 15 Seiten Text ungefähr <sup>1</sup>/<sub>4</sub> Seite Literatur-Nachweise. Durch die alpha-

167 Printed advice for those who had agreed to be contributors to the *Handbuch für Neurologie*, edited by Max Lewandowsky. It explains the aims and scope of the series and gives instructions to the contributors.

The six-volume work of 6778 pages with more than 1200 illustrations, some in colour, was completed by 1914. Some of the contributors to the textbook, the journal and the handbook, for example Oswald Bumke and Karl Wilmanns, were soon contracted as authors or editors of their own series. Bumke edited the second and third editions of the *Handbuch* together with Otfrid Foerster and also edited the *Handbuch für Geisteskrankheiten* (Mental Diseases) from 1929 to 1939.

In July 1908 Professors Leo Mohr (Halle) and Rudolf Staehelin (Berlin, and from 1911 in Basle) wrote a circular letter to numerous young physician colleagues in which they invited them to contribute to the projected Springer-Verlag *Handbuch der inneren Medizin*. It was to be fundamentally different from the existing handbooks in that “instead of being on a purely anatomical-pathological basis it was to be built on a *pathological-physiological* foundation. The usual handbooks still lean heavily on pathological anatomy, while at the bedside the thinking and acting is along pathological-physiological lines, as is also the

case in the lecture hall. The planned Handbook is thus the first attempt to give a uniform presentation of modern (internal) medicine and to bring out clinical aspects opposite the pathological-anatomical ones." It was to comprise about 5600 pages with a print-run of 2500 copies.

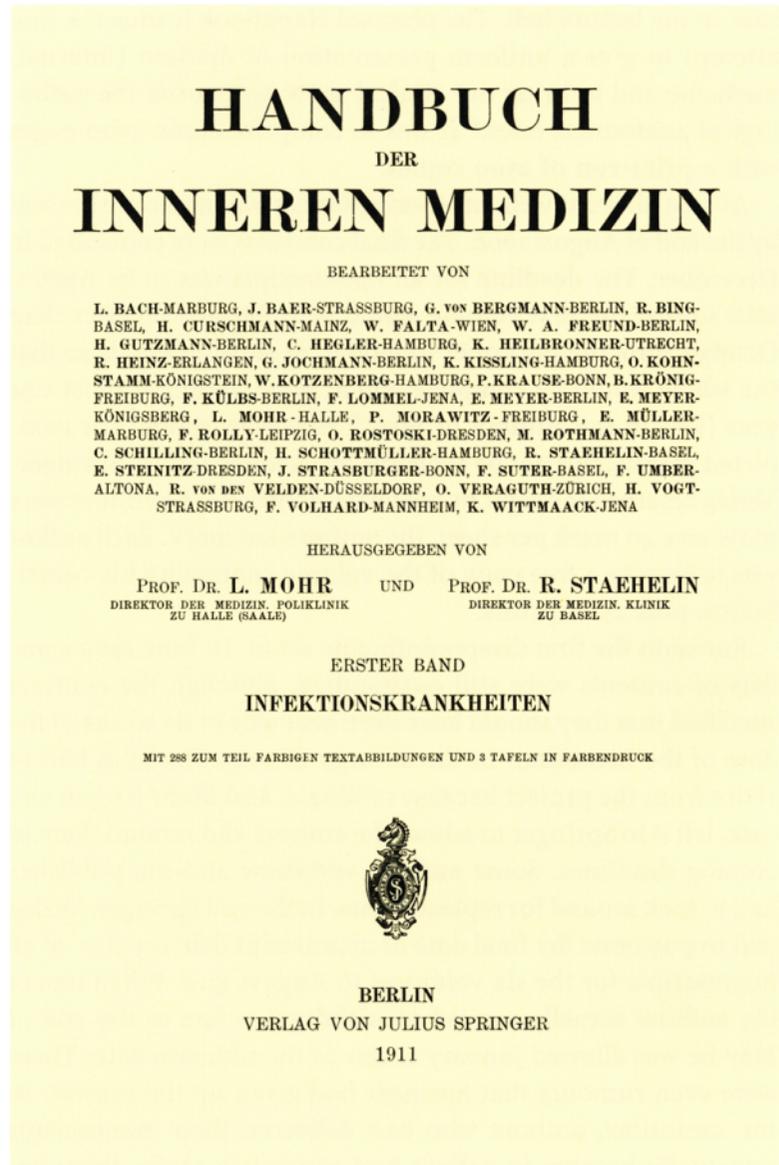
At first all went well, most acceptances having been received by the end of August 1908. The final contracts were concluded in December. The deadline for all manuscripts was to be April 1, 1910 so that the first volume would be published no later than October 1910, the next ones to follow "at short intervals so that the whole would be complete and at hand within at most one year [i. e., in the autumn of 1911]." However, should the completed manuscript not be available by October 2, 1910, Springer-Verlag reserved the right to cancel the contract. The editors were to receive 40 mark per sheet, the authors 120 mark. Each author was to receive a free copy of the volume containing his contribution plus 25 offprints.

But soon the first disappointments set in. In June 1909 some lists of contents were still outstanding, although the contract specified that they should have been sent within six weeks of the date of the invitation. In the autumn of 1909 Staehelin had to retire from the project because of illness, and Mohr had, in any case, left it to Springer to advise the authors and remind them of coming deadlines. Some authors withdrew and the publisher had to look around for replacements. In the end Springer-Verlag had to postpone the final date of manuscript delivery (i. e. of all manuscripts for the six volumes) to August 1910. When one of the authors actually wanted to withdraw as late as the end of May he was allowed January 1, 1911 as the ultimate date. There were even rumours that Springer had given up the project. In the meantime, authors who had delivered their manuscripts punctually became impatient and wanted to revise them because there were new research results and the references had to be up-dated.

The opening chapter of the first volume finally arrived at the beginning of June 1910 after much urging, but it soon was found to be incomplete. A few more months passed by: illustrations were not suitable for reproduction or their reproduction was inadequate. One author, who had greatly exceeded the prescribed number of pages, firmly declined to shorten his text and withdrew it altogether; luckily it was not scheduled for the first volume. In May 1910 Hesse and the Rhineland were hit by a polio epidemic and some authors requested postponement of



168 Rudolf Staehelin, Swiss physician (1875–1943) who was the driving force among the editors of Springer's first *Handbuch der Inneren Medizin*.



169 Title page of the Handbuch der Inneren Medizin, Vol. 1 (1911). Planning for the series had started in 1908, Vol. 4 and Vol. 5 appeared in 1912 and Vol. 2 in 1914.

their deadlines because they were overstretched at their hospitals.

Ferdinand Springer tried with all his energy to bring out at least the first volume as soon as possible. Eventually the rest of the first chapter arrived. Without informing the editor, the author had brought in a co-author. This chapter alone had to be read by six other authors to avoid duplication. The whole editorial load was on the publisher and Springer felt compelled to write to Mohr, “politely requesting once more not to take the editorial leadership too lightly” (July 24, 1911).

At last, in July 1911, the page proofs of the first volume started to become available, and the task of producing the index could begin. According to the contract this was the editors' task, but because of the delays Springer preferred to employ a local physician. Staehelin proposed Victor Salle, a young assistant from the Charité where Wilhelm His had gone as successor to Ernst von Leyden. Salle found numerous errors and remarked "the different handwritings and inexact mutilations of authors' names are very cumbersome." These are well-known problems of multi-author books. Salle's knowledge of the subject and his painstaking work were soon to make him indispensable to Springer for other medical books, too, and so he asked him to join the firm full-time as a scientific staff member. Salle's first task was to work editorially for the *Zentralblatt für innere Medizin*, and from 1920 he was officially one of its editors.

It was high time to finish the *Handbuch* because authors of volumes after the first one began to complain. Thus Hans Curschmann, a distant relative of the Springers, wrote: "You must consider that, with the rapid pace of all medical subjects, things that were written at the beginning of 1909 will have a rather stale impression if they don't appear until 1912." Other authors expressed themselves more forcefully.

The first volume was finally delivered at the end of October 1911 (originally the completed work was to be available on that date!). However, sales were obviously better than expected, despite numerous mishaps. In the spring of the following year work on a corrected reprint was begun. Two new volumes appeared in 1912 and two further ones in 1914 and 1918. The last volume was delivered in 1919.

It is essential to remember that this *Handbuch* was not born under a happy star. When Ferdinand Springer managed to publish numerous handbooks of medicine and the natural sciences of high textual and technical quality within a relatively brief period (see p. 258) after World War I, this was not least owing to the experience he had acquired with the first *Handbuch der inneren Medizin*.

However, some unfavourable circumstances affected the timetable of this first multi-volume handbook. In the spring of 1911 Springer had started to plan an encyclopedia of internal medicine and paediatrics for which he had the co-operation of Leo Langstein, Carl von Noorden, Clemens von Pirquet and Alfred Schittenhelm. To realise this project Springer had of course to rely on authors who were already committed to the

*Streng vertraulich!*

## ENCYCLOPÄDIE DER INNEREN MEDIZIN UND KINDERHEILKUNDE

HERAUSGEGEBEN VON

L. LANGSTEIN-BERLIN, C. VON NOORDEN-WIEN,  
C. VON PIRQUET-BRESLAU, A. SCHITTENHELM-ERLANGEN

VERLAG VON JULIUS SPRINGER IN BERLIN.

1911.

*Hochgeehrter Herr Kollege!*

*Wir haben beschlossen, eine*

*„Encyclopädie der inneren Medizin und Kinderheilkunde“*

*herauszugeben. Das Werk wird in 2 Teile zerfallen: einen allgemeinen Teil, der die physiologischen, ätiologischen, diagnostischen und therapeutischen Grundlagen umfasst, und einen speziellen Teil, der eine Darstellung der Krankheiten des Kindes und des Erwachsenen enthält wird. Der ganze Stoff ist in Einzeldarstellungen zerlegt, deren jede ein in sich völlig abgeschlossenes, einzeln brauchbares Werk bildet.*

*Wir führen eine Trennung des Stoffes in pädiatrische und interne Kapitel nur insoweit durch, als sie durch die Materie bedingt ist. Sonst soll das Eine das Andere ergänzen. Es werden daher an einer Reihe von Themen innere und pädiatrische Autoren zu gemeinsamer Arbeit zusammen treten, um eine erschöpfende Darstellung zu garantieren, die beiden Disziplinen voll gerecht wird. Auch in den Grenzgebieten, der Chirurgie, Dermatologie, Otiatrie usw. wird eine kombinierte Arbeit möglichst durchgeführt werden, wobei jedoch die Paarung mit dem fremden Gebiet nur soweit gehen soll, als für innere und pädiatrische Zwecke erforderlich erscheint. Der*

170 First page of an invitation (“Strictly confidential”) to write for the *Encyclopädie der Inneren Medizin und Kinderheilkunde*. Four volumes had been brought out by the outbreak of the World War I.

*Handbuch*. Priorities had to be set. He also had to consider that Urban & Schwarzenberg had, since 1904, been publishing the 4th, completely new, edition of Eulenburg’s *Real-Encyclopädie der gesamten Heilkunde* (Encyclopedia of the Whole of Medicine) in which 159 authors participated [URBAN & SCHWARZENBERG: 54]. Also, in 1912, a multi-volume work on special pathology and the treatment of medical diseases, edited by Friedrich Kraus and Theodor Brugsch, was being planned by Urban & Schwarzenberg, for which they were enlisting contributors. Some authors had even allowed themselves to be misled into agreeing to write for several of these major works and had thus overreached themselves. Although Springer asked his

editors to warn their authors against taking on new obligations, he could not prevent it.

At first Springer did not pursue the project of an *Enzyklopädie der klinischen Medizin* (as it was renamed in the autumn of 1913) with much energy, probably because of a lack of good authors. Most of it would not appear until after the war, and Springer had to use all his energy to complete it. His experience was no different from that of other publishers whose major projects came to a halt after the outbreak of World War I.

**T**here were already journals in the middle of the eighteenth century which published exclusively medical reports and reviews. Specialised journals for single subjects began to appear in the last third of the nineteenth century. But no publisher had as yet attempted to cover systematically all branches of medicine in separate periodicals containing critical abstracting reports and reviews. The existing abstracting journals were covering only German publications at all extensively, but not foreign ones. For example, Russian work, which was largely underestimated, remained practically unnoticed. Zentralblätter

Ferdinand Springer was all his life proud of his system of medical abstracting and reviewing journals. Together with the *Ergebnisse* and the Handbooks he always saw them as a uniform system of information for medical science and practice. To maintain this network in good functional condition he made considerable financial sacrifices in the 1920s and again after World War II.

The abstract/review edition of the *Zeitschrift für die gesamte Neurologie und Psychiatrie*, brought out in 1910 together with the Leipzig publisher Johann Ambrosius Barth, acted as a pilot project. This precursor differed from later journals of this type in the number of critical or even polemical reviews, which brought many stinging letters to Springer-Verlag. Later the editors demanded objective information: value judgments were to cease. Another precursor of similar type was the abstracting section in the *Zeitschrift für Kinderheilkunde* which began to appear in 1911 as a “bibliography of the whole of child health.”

The first critical abstracting and reviewing journal (*Referatenorgan*), which was to serve as the paradigm for all the others, was the *Zentralblatt für die gesamte innere Medizin (Kongress-zentralblatt)* (Central Journal for all of Internal Medicine – Central Congress Journal). Its editorial committee consisted of

171 First announcement of the Zentralblatt für die gesamte Innere Medizin und ihre Grenzgebiete in the Börsenblatt.

Soeben wurde ausgegeben:

## Zentralblatt für die gesamte innere Medizin und ihre Grenzgebiete

(Kongreßzentralblatt)

Offizielles Organ des deutschen Kongresses für innere Medizin

In seinem Auftrage herausgegeben vom derzeitigen Redaktionskomitee

Prof. Dr. W. His, Berlin; Prof. Dr. Friedrich Müller, München; Prof. Dr. C. von Noorden, Wien; Prof. Dr. J. Schwalbe, Berlin

Redigiert von Dr. von Domarus, Berlin.

**Erster Band, Heft 1.**

Preis pro komplett M. 32.— ord., M. 24.— netto.

Interessant ist jeder auf dem Gesamtgebiet der inneren Medizin wissenschaftlich arbeitende Arzt, die Spezialärzte für innere Medizin, überhaupt alle Vertreter der medizinischen Disziplinen mit Ausnahme der Anatomen, die Kliniken und Krankenhäuser, die Bibliotheken der wissenschaftlichen Institute.

Das Blatt wird für den wissenschaftlich arbeitenden Mediziner so unentbehrlich sein wie das „Chemische Zentralblatt“ für den Chemiker.

Die Mitglieder des Deutschen Kongresses für innere Medizin erhalten laut vertraglicher Verpflichtung das Zentralblatt zu einem Vorzugspreise direkt vom Verlag. Sie bilden aber nur einen Bruchteil der grossen Interessenzahl.

Da Heft 2 des ersten Bandes voraussichtlich bereits am 24. Februar erscheint, bitte ich um möglichst umgehende Angabe Ihres freien Bedarfs sowie der zur Feststellung der Kontinuation nötigen Kommissionsexemplare von Heft 2.

Berlin, 20. Februar 1912.

**Julius Springer.**

Alexander von Domarus, Wilhelm His, Friedrich Müller, Carl von Noorden and Julius Schwalbe. Müller, whose co-operation with other projects Springer had tried in vain to secure for some time, was decisively involved in the journal's foundation. According to von Domarus, who had taken over as executive editor, Müller was "imbued with the importance of making a knowledge of the world literature in internal medicine accessible without much labour to the scientifically working doctors [F. VON MÜLLER: 259].

Wilhelm His had already introduced the project at the Physicians' Congress in Wiesbaden, and he had succeeded in making the *Zentralblatt* the "Official Organ of the German Congress of Internal Medicine." This ensured a sufficient number of subscriptions, because members could subscribe at a discount of 25 %, which made the price very attractive. Furthermore, this linkage to the Congress was undoubtedly an effective promotion.

In the foreword to the first volume there was a note to the effect that the journal would contain appropriate abstracts in neurology, psychiatry and child health from the corresponding journals of Springer-Verlag. The editors hoped to avoid double work in this way. Springer also used this procedure with the *Zentralblätter* founded later.

The second such journal, *Zentralblatt für die gesamte Chirurgie und ihre Grenzgebiete* (Central Journal for all of Surgery and its Allied Branches) appeared in 1913. It should be noted that

# Zentralblatt für die gesamte Chirurgie und ihre Grenzgebiete

Unter ständiger Aufsicht der Deutschen Gesellschaft für Chirurgie

herausgegeben von

**A. Bier** **A. Frh. v. Eiselsberg** **O. Hildebrand** **A. Köhler** **E. Küster**  
Berlin Wien Berlin Berlin Berlin

**F. de Quervain** **V. Schmieden**  
Basel Berlin

Schriftleitung:

**Dr. C. Franz**, Berlin

Erster Band



Berlin  
Verlag von Julius Springer  
1913

172 Title page of the first volume of the *Zentralblatt für die gesamte Chirurgie und ihre Grenzgebiete*, (“Under the constant supervision of the German Society for Surgery”).

the first two journals followed the publication of the corresponding *Ergebnisse* volumes. In this case, too, Springer succeeded in making the journal an official organ, “under the continuous supervision of the German Society for Surgery.” Their members also were entitled to subscribe at a 25% discount. This periodical was in competition with the *Centralblatt für Chirurgie*, published weekly since 1874 by Johann Ambrosius Barth Verlag of Leipzig, but which predominantly contained original articles.

Before the outbreak of World War I two further abstracting journals were founded. *Zentralblatt für die gesamte Gynäkologie und Geburtshilfe sowie deren Grenzgebiete* in 1913, and

*Zentralblatt für die gesamte Ophthalmologie und ihre Grenzgebiete* in 1914. These journals (in common with those of all other publishers) could not appear during the whole of the war. Foreign literature was unobtainable and most of the abstracters (and subscribers) had been called up.

After the war, the *Zentralblatt* system of Springer-Verlag achieved the organisational form which it maintained over many years. Through founding new journals and taking over existing ones an extensive reporting system was created, covering all of medicine and its branches. However, the titles of the *Zentralblätter* for surgery, gynaecology and internal medicine had to be changed after a law suit with the publishing house of Johann Ambrosius Barth, which had for many years published such abstracting journals under similar names [more details in KORWITZ: 28].

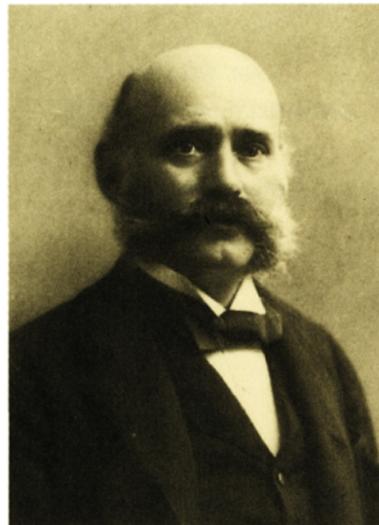
*Paul Ehrlich* **O**n December 26, 1904 Ferdinand Springer jr received an invitation from *Geheimer Medizinalrat* (Medical Privy Councillor) Prof. Dr. Paul Ehrlich inviting him to his Institute for Experimental Therapy in Frankfurt on December 28. Although this was rather short notice, Springer did not hesitate. It could be a unique opportunity to win Ehrlich as an author. In fact, Ehrlich offered Springer (according to the latter's written memorandum) a *Handbuch der experimentellen Therapie*. Ehrlich hoped to recruit an "outstanding clinician" as co-author and proposed Friedrich Müller whom he had got to know and appreciate during his days as an assistant at the Charité. The Handbook was to be ready by the spring of 1906. This was undoubtedly a rather unrealistic date, yet Springer could well be proud of this promising agreement, because as yet Ehrlich had been without firm commitment to a publisher. Dozens of his articles had appeared scattered through many journals.

However, Springer had to give up this plan before it was discussed in greater detail. Friedrich Müller visited Ehrlich on January 3, 1905 and told him firmly that he would not take part in the project. As Ehrlich reported in a letter to Springer "the difficulty was that at this time experimental therapy still has extraordinary gaps", an estimation that Ehrlich could not gainsay. While Springer regretted the decision he at once asked Ehrlich for an independent volume by him on "the present state of serum therapy", a project to which he came back again and again.

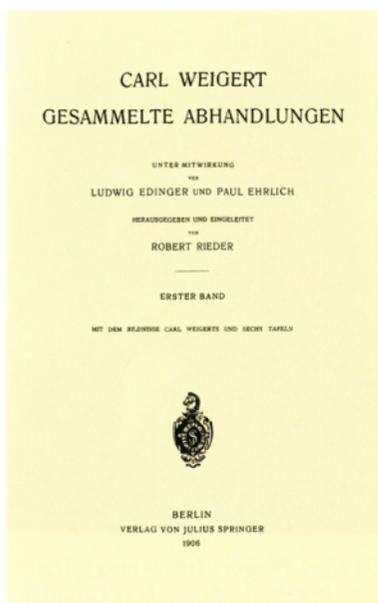
At the first talk with Ehrlich in Frankfurt the latter had also mentioned that he was considering publishing the collection of writings by his cousin, the bacteriologist Carl Weigert (1845–1904), who had just died, to whom he owed much as a scientist. Through his staining techniques Weigert had been the first person to visualise bacteria. He was also the first, in 1880, to have described cardiac infarction in *Virchows Archiv* [VOL. 79: p. 87ff.]. At first Ehrlich had submitted the project to J. F. Bergmann (Wiesbaden), but he had been expected to contribute to the production costs. Springer offered to forego this and agreement was soon reached. Privy councillor Robert Rieder (Bonn), who had earlier been Weigert's assistant, wanted to write an introduction, Ludwig Edinger was to help with editing and Ehrlich agreed to write a foreword.

On March 5, 1905 Springer once again went to Frankfurt to negotiate the contract with Ehrlich. According to the preliminary discussions, Weigert's Collected Papers were to consist of about 1400 pages, in four volumes and a print run of 800 copies. The editors asked for an honorarium of 1000 mark each, something that had not been previously mentioned. When Rieder then asked to be paid for his introduction, Springer refused. As he wrote to Rieder, "As you will know, the whole enterprise is rather risky for me to make money from. I am prepared for great sacrifices with this publication, but I must not allow them to become too large. A special payment cannot be made." Rieder rebuked Springer for this reaction as being "bureaucratically brisk," but Springer refused to give in, and he now spoke quite openly about what had really induced him to publish this not very promising book. "I hoped to place an important book into my firm's programme and to provide a service to science. At the same time, I had hoped to gain recognition from the participating gentlemen and with it to start relations which could sooner or later be useful to me." It is not quite clear whether this letter (and some others of those years) were dictated or originated by Ferdinand Springer sr or his son, but probably by the former, with his uncommonly direct manner. The son was more careful and diplomatic in his early years. He would not have admitted to an author that his book was to serve as a vehicle for his own success.

In December 1905 the book was ready for printing but Rieder's contribution again went to "superrevision," as Rieder himself put it. Ehrlich, too, put off the publisher again and again over his preface. At last a version arrived which a colleague had



173 Carl Weigert (1845–1904). His staining methods made a valuable contribution to bacteriology and histology, as well as to studies of inflammation and thrombosis.



174 Title page of Carl Weigert's *Gesammelte Abhandlungen* (Collected Papers). This collection of writings by Weigert, who was director of the pathological-anatomical institute of the Senckenberg Foundation in Frankfurt (Main), was suggested by his cousin Paul Ehrlich. Together with Ludwig Edinger and Robert Rieder (who wrote the foreword) Ehrlich edited the two volumes published by Springer.

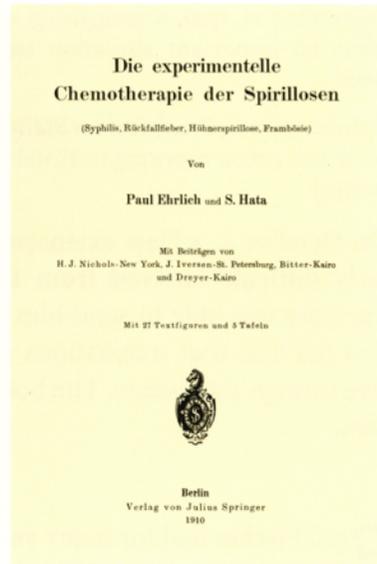
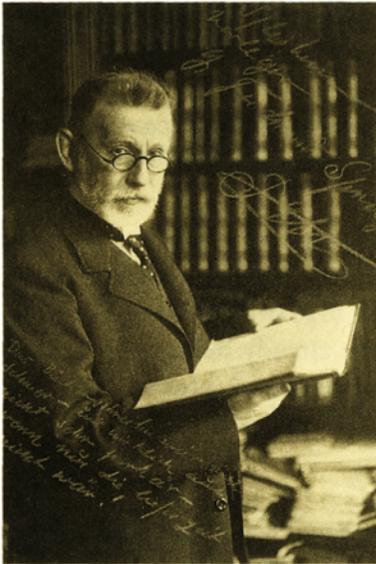
edited. "I have tried" the latter wrote in an accompanying letter "to meet Ehrlich's intentions, but I don't know whether I have succeeded.... In any case, my version will serve him as a useful basis for a definitive construction of the foreword."

Finally, on March 23, 1906, the foreword approved by Ehrlich was sent to the printer and the edition was soon ready. Sales were even worse than the already low expectations. Only 162 copies had been sold after five years, and the production costs of 6000 mark were not met. But this money had not been invested in vain. When the Weigert book was in its last phase of production, Ehrlich agreed to be available as an editor of the *Biochemische Zeitschrift*.

Nevertheless, it proved difficult to get Ehrlich as an author. Even though he had published nearly a hundred articles in journals, writing a book was another matter. He admitted to having "very little stylistic talent" so that he had received the lowest possible mark in his German essay and almost failed to graduate from school [*DIE NATURWISSENSCHAFTEN* 1914: 282]. "He wrote essays which were really no fun to read."

Until then Ehrlich's only publications in book form had been collections of essays and lectures. One of the latter had been brought out in 1908, together with his Harben Lectures given in Chicago, and some smaller contributions by the *Akademische Verlagsgesellschaft* in Leipzig. This was a "painful surprise" to Springer. He regretted that Ehrlich had not yet sent him any manuscript despite several agreements. "I have never pushed you into fulfilling your promises, because I said to myself that science would be served better if a man of your importance worked experimentally rather than being kept from his work by literary activity. I had certainly expected, therefore, should you one day find some leisure for literary work, that you would remember me" (November 27, 1908).

In November 1908 Ehrlich was awarded the Nobel Prize. His Nobel Oration was published in the *Münchener Medizinische Wochenschrift* in February 1909. Springer would have liked to publish it. A few weeks later he had a letter from Ehrlich (dated February 18, 1909) which gave him new hope for a larger publication by him: "I am now thinking about fulfilling my promise soon and sending you a separate piece of work ... which concerns one of the most important chapters in the theory of immunity, for you to publish." But a year passed before Ehrlich's proposal became more concrete. "I want to tell you today" he wrote on January 25, 1910 "that I will, at last, shortly fulfil my



175, 176 A photograph of Paul Ehrlich, inscribed “to his dear publisher, Ferdinand Springer” (upper right) and with the added sentence (lower left), “Writing books wouldn’t be hard – if only there were no delivery time!”. On right: Title page of *Die experimentelle Chemotherapie der Spirilloesen*. There had been considerable delays in the completion of the manuscript, but it was eventually produced within three months.

promise and send you for printing an excellent piece of work done at my Institute by Dr. Hata, concerning the new medication (Salvarsan), which promises to become so important for spirochetal diseases.” Ehrlich would hardly write anything himself but leave it to others to report on work directed and inspired by him. This expectation calmed Ferdinand Springer who had hardly had the best experience with original writings by Paul Ehrlich.

The first manuscript, which Springer received on July 27, was the Japanese co-worker Sahachiro Hata’s report. However, the further course was chaotic. After he had been awarded the Nobel Prize, Ehrlich had a number of obligations and could not complete his manuscript. This is documented in several telegrams which he sent to Springer-Verlag during the production of the book:

August 22, 1910, Frankfurt on Main: because of an important conference in Speyer suddenly announced impossible to send conclusions believe able to send definitely tomorrow

August 25, 1910, Frankfurt on Main: unfortunately could not complete conclusions because of several urgent conferences tomorrow the first part will definitely follow please do not worry

September 2, 1910, Frankfurt on Main: request again send galley proofs of concluding remarks further manuscript will very soon be sent.

September 17, 1910 Frankfurt on Main: after all very important that I once more read corrections please kindly send to Koenigsberg Central Hotel

September 21, 1910, Koenigsberg: unfortunately finishing here impossible, an important alteration necessary, will come to you end of week

October 5, 1910, Frankfurt on Main: please kindly send me all galleys of book tomorrow morning to Hotel Bellevue [at the Potsdamer Platz, in Berlin]

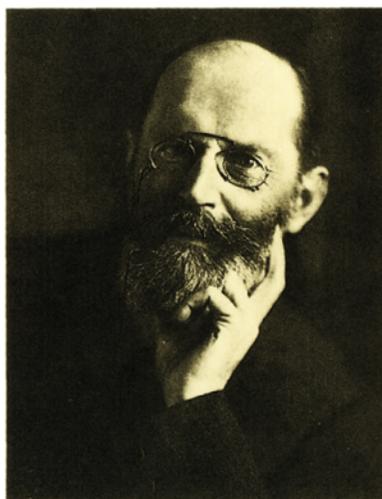
On October 4, a “last extensive correction which was particularly difficult” arrived from Ehrlich. Finally, on October 13, Springer was able to send him the first two copies of the book and tell him that translations were already being prepared by five foreign publishers. The book became an international success.

*Emil Fischer* **E**mil Fischer had for many years been one of the most famous German scientists of his time when Ferdinand Springer jr. made contact with him. In 1902 he was the first German to receive the Nobel Prize for chemistry. After Wilhelm Conrad Röntgen and Emil von Behring, who had received the Prize the previous year, he was then, with Theodor Mommsen (the historian), only the third German to receive this great distinction. The main focus of Fischer’s work was synthetic organic chemistry. He was the first to synthesise glucose and he developed the sleeping drug Veronal (barbital).

As Fischer had been much sought after by German publishers, in his first approach Springer stressed strongly that “it would be a great pleasure and honour to be allowed to bring out your collected works.” He would be ready to meet Fischer at any time. Such an offer came easily to Springer, because Hessische Strasse, where Fischer lived and where his institute was also located, was only a 20-min walk from Springer-Verlag. To be received by the famous Emil Fischer he would no doubt have been willing to make a long journey. The concentration of scientific institutions in Berlin made it easy for Springer quickly to have a personal meeting and to strengthen any personal contact once made, for example at a scientific occasion.

In his reply on November 30, 1905, in which he referred to earlier discussions, Fischer at once offered to put together some of his writings under the heading *Untersuchungen über Aminosäuren, Polypeptide und Proteine* (Research on Amino Acids, Polypeptides and Proteins). At the same time he also offered a second volume “when my new investigations once again come to certain conclusions, which in all likelihood will be another

177 Emil Fischer (1852–1919). He was awarded the Nobel Prize for Chemistry in 1902 “in recognition of his extraordinary merits in his studies on the synthesis of the sugar and purine groups”.



four to five years.” In the reply, written by Ferdinand’s father, all his conditions were accepted by Springer-Verlag. Several sheets of Weigert’s book, which was just in print, were enclosed (see p. 186) to suggest possible format and arrangements. This enabled the publisher to point out discreetly that he was publishing the works of a well-respected scientist who would not have been unknown to Fischer.

There soon followed a draft agreement which – as was usual at Springer-Verlag in those days – proposed a 50 % share of the profits to the author. Fischer accepted everything and soon after, on January 20, 1906, he sent an almost complete manuscript. Only eight weeks later the galleys of the book – 49 sheets, nearly 800 pages – were at hand. The corrections were made by Fischer’s former assistant, Emil Abderhalden, who also prepared the index. Two years later Springer contacted Abderhalden regarding a biochemical dictionary (*Biochemisches Handlexikon*), which was published in 33 parts from 1910 to 1933.

On May 23, 1906 the first advance copies were sent to Fischer who declared himself very satisfied: “I would not know what to improve in it.” It is likely that he was also impressed by Springer-Verlag’s quick and smooth procedures. A scientific book of nearly 800 pages in large format could hardly be produced more quickly nowadays, just four months after receipt of manuscript. The next book was to be considered in four or five years, but it would seem that Fischer rather enjoyed seeing his scattered articles published together. He had now found the right publisher for this, for it was less than two years later, in January 1907, that he offered, as the second volume, *Untersuchungen in der Puringruppe* (Studies in the Purine Group). Springer did not answer the author’s question about the sales of the first volume at this time: he was obviously not very pleased that only 373 books had been sold in the first year. (However, a year later he was able to send the first payment of shared profits. The book ultimately sold out and was reprinted in 1925.) Springer-Verlag was looking forward to publishing the second volume “with the greatest pleasure.”

Additional volumes followed at short intervals as well as shorter writings, for example an address on new advances and problems in chemistry, which Fischer delivered at the founding assembly of the Kaiser-Wilhelm-Gesellschaft on January 11, 1911, “in front of the Emperor,” as he somewhat proudly wrote to Springer. However, Fischer declined Springer’s proposal to write a short textbook of organic chemistry.

178 After the collection of Fischer’s studies on the amino acids, polypeptides and proteins (in 1906), his studies on the purine groups (its title page shown below) followed a year later and, two years after this, his studies on carbohydrates and ferments (1909). There were five further volumes, all between 35 and 60 sheets (550–950 pages) long.



Springer-Verlag's prestige was enhanced by having Fischer on its list, and by his help in developing the chemistry programme. Fischer was an "irreplaceable adviser and helper," as Springer wrote to his son after his death (July 15, 1919). It was to no small extent due to Fischer's influence within the German Chemical Society that Springer-Verlags developed close contacts with the Society and later received a subsidy as publisher of Beilstein's *Handbuch der Organischen Chemie* (see p. 231).

*Heidelberg Contacts:  
Wilmanns and Jaspers*

Relatively early on Springer-Verlag had built a solid programme in neurology and psychiatry. From 1909 there was the *Lehrbuch der Nervenkrankheiten* (Textbook of Nervous Diseases), followed in 1910 by the *Handbuch* and the *Zeitschrift* (with an issue of abstracts/reviews). It was thus logical that Springer wanted a textbook or introduction to psychiatry. In the autumn of 1910 he approached the Heidelberg psychiatrist Karl Wilmanns with this proposal. In the subsequent correspondence Wilmanns declined to write such a book, but he indicated that he would be interested in writing an outline of forensic psychiatry. (Wilmanns had written a thesis on forensic psychiatry in 1906 as part of his "Habilitation" in the subject.)

Wilmanns remarked on some studies in forensic psychiatry that were under way at the Heidelberg Clinic (by Homburger and Gruhle), in a letter of June 13, 1911, and said he would consider a series of publications on criminal psychology and statistics about criminality. His chief, Franz Nissl, and Karl von Lilienthal, an expert on criminal law, were ready to be super-



179, 180 Karl Wilmanns (1873–1945) and (right) Hans W. Gruhle (1880–1958), professors of psychiatry at Heidelberg University. They made many suggestions for the Springer programme in psychiatry, and over many years were among its authors and editors.

visory editors, with himself as the editor. In view of the fact that several promising projects were emerging, supported by well known scientists, Springer arranged to visit Heidelberg in the middle of July.

The results of this visit were promising indeed. Immediately after his trip Springer sent contracts for the *Abhandlungen aus dem Gesamtgebiet der Kriminalpsychologie (Heidelberger Abhandlungen)* (Essays on the Whole Area of Criminal Psychology [Heidelberg Essays]) to von Lilienthal, Nissl, Schott and Wilmanns. The addition in brackets was a compromise, because the editors had wanted this to be the main title, but Springer wished the series to be open to authors from other centres. The first two volumes appeared in 1912. Then there was a pause, which at first was to be a short one, but the outbreak of World War I delayed publication of subsequent volumes until 1920. In 1926 Hans W. Gruhle and Gustav Radbruch replaced von Lilienthal and Schott.

In the long term the most important contact was the one that had been established between Springer and Karl Jaspers, then Wilmann's assistant. Jaspers was willing to write a 200-page introduction to psychiatry. In the end the book, *Allgemeine Psychopathologie* (General Psychopathology), published in 1913, had 354 pages. It was Jaspers' first book and was the basis of his Habilitation. It remains one of Springer-Verlag's standard works.

In May 1916 Springer was once again in Heidelberg and discussed with Jaspers a new book plan as well as an expanded edition of *Psychopathologie*. In a memorandum Springer wrote: "Jaspers is a remarkably great mind whose books we must publish." Springer remained his publisher for nearly all his books until his *Idee der Universität* (The Idea of the University), the very first book published by Springer-Verlag after World War II, in 1946.<sup>41</sup>

In the Springer journal *Der Nervenarzt* (The Neurologist) [VOL. 11, ISSUE No. 6: November 1938], Kurt Schneider, the psychiatrist, remembered in 1938 the day, 25 years before, on which *Allgemeine Psychopathologie* had come out, "... a quite unusual book; I know nothing comparable in the psychiatric literature of our day. I would assert that it is only with this book that a scientifically satisfying psychopathology has begun to exist." In 1938 the national-socialist government banned any further publications by Jaspers. On June 18, 1938 he wrote movingly to Springer: "Without wishing to seem self-important, [may I]

181 The book by Karl Jaspers (1883–1969), *Allgemeine Psychopathologie* (General Psychopathology), first published by Springer in 1913, has retained its value. Jaspers also published his later psychological and philosophical writings with Springer.



182 Heidelberg University's Psychiatric Clinic in Voßstrasse was an important source of writings in psychiatry published by Springer.



express my gratitude with which I still remember the moment you agreed this book with me when not a single line had been written.” His reminder was of the occasion in Wilmann’s home when Springer entrusted him “with the task [by offering] a generous contract.” “At the time this fact spurred me on to an extraordinary degree. As I believe after this experience, it can be of great importance for an author, particularly in his youth, to be encouraged, through the trust given to him by a publisher, fully to summon all his mental powers.”

Arnold Berliner  
and *Die Naturwissenschaften*

**S**teadily increasing specialisation in all branches of the natural sciences had already led to a much deplored but inevitable growth in the number of specialist journals. It was hardly possible for an individual to orient himself even in the areas immediately related to his own specialty. While this problem was generally acknowledged, there was no journal that provided the desired surveys.

When Arnold Berliner (1862–1942) approached Springer on May 6, 1912 with the wish to “present a matter which I have reason to believe will interest you,” Springer suggested an early meeting. He knew Berliner as the author of the excellent *Lehrbuch der Elementarphysik* and probably also knew that he had recently given up his post as director of AEG-Glühlampenfabrik (AEG-Filament Lamp Factory). When Berliner proposed a journal that would survey the entire field of the natural sciences Springer assented at once.

The plan was for the new journal (as yet no name had been given to it) to appear weekly from January 1913 onwards and in its orientation correspond to the English journal *Nature*, founded in 1869. Berliner outlined his programme in a long letter of August 6, 1912. After a critical analysis of *Naturwissenschaftliche Rundschau* (Review of Natural Sciences), published by Vieweg, Berliner explained, “what this [journal] – for now I shall just call it *Die Naturwissenschaften* (The Natural Sciences) – which I am planning should achieve is to inform everyone working in the natural sciences (in research or as teacher) of what interests him outside his own subject, the physicist about what is of interest to him outside physics, the zoologist about what is of interest outside zoology. On principle it thus excludes (as belonging to the domain of the specialist journal) reports or presentations which are understood only by the expert. It should only review, but it should do so in such a manner that everyone, the physicist, chemist, biologist, botanist, is always given a topical and interesting survey of the advances in the entire field of the natural sciences....”

Every issue should begin with a “top quality article” by a well-known scientist. Reports of scientific meetings should be given equal importance with those from research and teaching institutions. Berliner wanted to lay particular stress on short



183 The journal *Nature*, founded in 1869, was the model for Springer's *Die Naturwissenschaften* (The Natural Sciences) (see Fig. 185).

II. Aus dem, was der N.R. und ähnlichen Zeitschriften fehlt, ergibt sich, was die von mir beabsichtigte – ich nenne sie vorläufig einmal *Die Naturwissenschaften* – leisten soll: sie soll jedem naturwissenschaftlich Tätigen (als Forscher oder als Lehrer) über das anzufragen, was ihn ausserhalb seines eigenen Faches interessiert – den Physiker über das, was ihn ausserhalb der Physik, den Zoologen, was ihn ausserhalb der Zoologie interessiert. Sie soll

184 Part of a letter dated August 6, 1912 from Arnold Berliner, in which he summarises the aims of *Die Naturwissenschaften* (see text).

communications and book reviews of general interest for the natural sciences. This was of special importance to Springer. He at once wrote to many publishers at home and abroad asking for their help, pointing out that reviews would be “highly paid” “so that at last one will get book reviews which don’t just give a free copy to the reviewer, but will also be of value to author and publisher.” Leading experts in the various subjects were to be recruited as contributors, Berliner counting on Springer-Verlag’s many authors.

The chances of success for the journal greatly improved when Vieweg proposed at the end of September 1912 to close his journal *Naturwissenschaftliche Rundschau* and give Springer-Verlag its 1170 paying subscriptions, for 10,000 mark. At the beginning of October Springer and Vieweg compromised on 7500 mark and 2500 mark for the advertisements. In December Vieweg enclosed a circular in the last issue of his journal asking his subscribers to transfer their interest to the new journal. The circular’s text was written by Springer who had ordered its printing (from Vieweg’s printing plant).

Springer-Verlag’s production department had in the meantime begun to make preparations for the new journal. Sample pages were printed and calculations made for print runs of 2000 copies and additional ones in steps of 1000. As great topicality was demanded, the firm of H. S. Hermann was chosen as printer, because it was already printing several other Springer weeklies. To avoid any bottle-neck Hermann ordered two new line-composing machines. He also offered not to make any charge for corrections during the first four months.

In the meantime Berliner had contacted potential authors. Emil Abderhalden, Emil Fischer, Aurel Stodola and Heinrich Zangger promised articles for the first issue. Clemens von Pirquet, the Viennese paediatrician, wrote to Springer: “I would greatly welcome it, if it were possible to connect the journal with the *Gesellschaft Deutscher Naturforscher und Ärzte* (Society of German Naturalists and Doctors)” of which he was the medical secretary. Springer was very pleased at the suggestion, because “the proposal in every way coincides with my own keen wishes....” An editorial conference was to be held at one of the Society’s meetings and criticisms as well as suggestions on the part of members were to be discussed. This plan also found enthusiastic support from Albert Neisser, the Breslau dermatologist who concluded a letter to Friedrich Müller: “Finally I can add that I hardly know a publisher as pleasant to work with as

# Die Naturwissenschaften

Wochenschrift für die Fortschritte der Naturwissenschaft, der Medizin und der Technik  
(Zugleich Fortsetzung der von W. Sklarek begründeten Naturwissenschaftlichen Rundschau.)

herausgegeben von  
**Dr. Arnold Berliner** und **Dr. Curt Thesing**  
Verlag von Julius Springer in Berlin W 9.

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Heft 1. 3. Januar 1913. Erster Jahrgang.

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**Die Naturwissenschaften**

berichten über alle Fortschritte auf dem Gebiete der reinen und der angewandten Naturwissenschaft, in im weitesten Sinne. Sendungen aller Art werden erbeten unter der Adresse:

**Redaktion der „Naturwissenschaften“**  
Berlin W 9, Lich-Str. 21/24.

Manuskripte aus dem Gebiete der biologischen Wissenschaften wollen man an Dr. C. Thesing, Leipzig, Thomae-Str. 29, richten.

erschienen, in wöchentlichen Heften und können durch den Buchhandel, die Post oder auch von der Verlagshandlung zum Preise von M. 25.— für den Jahrgang, M. 6.— für das Vierteljahr, bezogen werden. Der Preis des einzelnen Heftes beträgt 60 Pf.

Anzeigen werden zum Preise von 20 Pf. für die ebengaltige Petitzeile angenommen.

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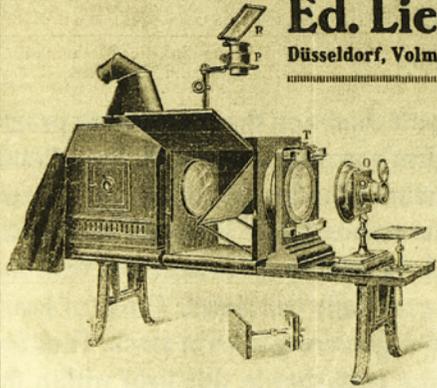
Verlagshandlung von Julius Springer  
in Berlin W 9, Lich-Str. 21/24.

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## Ed. Liesegang

Düsseldorf, Volmerswertherstr. 21

Projektions-Apparate  
Epidiaskope  
Kinematographen

**Instrumente  
für optische  
Versuchs-  
anordnungen.**

KATALOGE  
KOSTENLOS

Inserenten-Verzeichnis siehe am Fuße der Seite 11!

185 The first issue of Die Naturwissenschaften (A weekly for the Advances in the Natural Sciences, Medicine and Technology: At the same time continuation of the Naturwissenschaftliche Rundschau, founded by W. Sklarek).

Springer.” At first, however, things did not go smoothly. A proposal to link the journal to the Society failed because of the opposition of two members of its Board. It took until 1924 for the formal link as “Organ of the Society” to be established.

Berliner received a monthly honorarium of 400 mark for his editorial work and 10 % of the net profits. The contributors received between 160 and 250 mark per sheet of 16 pages, depending on the category of the contribution. Each weekly issue had about 24 pages and the subscription for one quarter was 6 mark. The first number appeared on January 3, 1913.

Berliner had his editorial office at the Springer premises and he became an almost indispensable source of inspiration and



186 Arnold Berliner (1862–1942),  
 portrait by Eugen Spiro (ca. 1932).

advice for Springer. Through Berliner and his numerous contacts he would hear very quickly about new developments in the natural sciences, as well as in research and book projects. Many authors came to Springer-Verlag through him and many became Springer's friends.

Springer-Verlag honoured Berliner on his 70th birthday in 1932 with a special issue of *Naturwissenschaften* in which friends and colleagues paid tributes to him in words which they might not have wanted to say direct to this modest person. His friend Albert Einstein summarised his life's work\* so far:

It was necessary for him to win the collaboration of successful scientific authors and to persuade them to present their themes in a form that was accessible also for the non-specialist ... Berliner's struggle for clarity and distinctness has uncommonly contributed to problems, methods and results in the sciences coming to life for many people. His journal cannot be thought away from the life of our time. To bring life to this understanding and to keep it alive is as important as to solve individual problems.

#### *Developments in the Engineering Programme*

**U**nder Fritz Springer's direction the engineering programme had become the firm's strongest list. With the collaboration of professors from almost all technical colleges in the German-speaking countries numerous single volumes and book series were being published. In addition, connections with industry and its engineers were carefully cultivated. The firm's catalogue listed several hundred engineering titles in stock. Thus Springer had become the leading publisher in this field within the German-speaking part of Europe. The conditions for success were therefore in place when in 1907 Julius Springer took over the programme built up by his father.

Between 1907 and 1914 Springer-Verlag published 706 technical books, classified into 52 categories in the firm's catalogue. Only innovative or more prominent of the various parts of the programme will be commented on further, while the reader must remain aware that publications on engine construction and electrical engineering, previously the strongest areas, continued to increase in size and significance. The technical reader, interested in a particular subject, may well make some surprising discoveries when looking through the catalogue.

\* See p. 333f. about his later work and life.

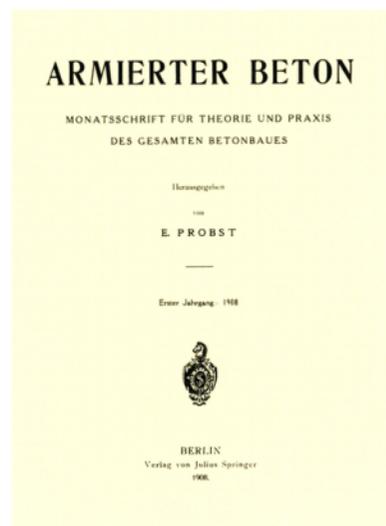
When Fritz Springer had directed the engineering list, literature for building engineers had played a somewhat marginal role in the overall publishing programme. On average only one such book was brought out per year between 1878 and 1906. There had apparently been some emphasis on bridge and tunnel construction. The building of houses and streets was still largely in the hands of craftsmen, and there was only a limited interest in special scientific books in this field. Areas taught in the technical colleges comprised the natural sciences, mathematics, physics and surveying, as well as general technical subjects, such as statics and mechanics, which were also taught to engineering students. Of special importance was design and construction. Springer had relevant titles in most of these subjects.

If the special science of building was not strongly represented the reason may have been the fierce competition in this area. In 1882 Springer had taken over the *Wochenblatt für Architekten* (Architects' Weekly) which, three years later, was renamed *Wochenblatt für Baukunde* (Building Studies Weekly). But even under the new title it lasted for only another year. The leading publisher in the area was Ernst & Sohn in Berlin, located in the Bauakademie (Building Academy). This firm had published the *Zeitschrift für Bauwesen* (Journal for the Building Industry) since 1851 and, from 1881, *Zentralblatt der Bauverwaltung* (Central Journal for Building Management). With print-runs of 13,000 and 5000, respectively, they had the largest sales and dominated the market in these subjects. In addition to specialist books for building engineers, in 1857 Ernst published *Die Hütte* [so named by an academic student organisation in Berlin]; its third volume was exclusively concerned with building science. It became the standard work for building engineers.

Springer-Verlag's restraint in this area changed with the arrival of Julius Springer. In 1907 Max Foerster (professor at the Technical College in Karlsruhe) and the engineer Emil Probst (a professor at Karlsruhe since 1914) began to plan a new journal, *Armierter Beton* (Reinforced Concrete). The first issue was published in 1908, but it generated less interest than the editors and Springer had expected. In 1904 Ernst & Sohn had taken over the journal *Beton und Eisen* (Concrete and Iron), founded in 1901. Together with the *Handbuch für Eisenbetonbau* (Handbook for Iron-Concrete Construction) and the *Betonkalender* (Concrete Calendar) it dominated this market. The Springer journal never reached sales of even 1000. During World War I both editors and

### Literature for Building Engineers

187 Title page of the new journal *Armierter Beton* (Reinforced Concrete), edited by Emil Probst. Although concrete was beginning to be used ever more widely during those years in all forms of construction – bridges, buildings, tunnels – the journal was not very successful, partly because of competition from other journals.





188 The pocket-sized manual for construction engineers, edited by Max Foerster, gave Springer the entry to this growing engineering market.

Springer considered the engineering market and, as a result, founded the journal *Der Bauingenieur* (The Building Engineer), which with its wide range has had a firm place to this day.

Working together with Max Foerster, the plan for a manual for building engineers took shape in the spring of 1909. Foerster preferred to have colleagues of the Dresden Technology College as co-editors, “because the Department of Building Engineering at Dresden is counted among the leading ones and also control of the continuation of the journal can be more easily achieved.”

Foerster’s first plan was for 92 sheets of text, i. e. about 1500 pages in the format of Freytag’s *Hilfsbuch für den Maschinenbau* (Aid to Machine Construction), 12.5 × 20.0 cm, corresponding to that of *Die Hütte* (see above). The contributors were to receive an average of 120 mark per sheet, and Foerster 40 mark per sheet as editor. The manuscript was to be completed by July 1, 1910.

Springer-Verlag was at first rather cautious in that the book was not to exceed 70 sheets, and the print-run was at first set at 3000 copies. But it soon became clear that 5000 copies would be required if a list price of 16 mark was not to be exceeded and at least the production costs were to be met. To prevent the book from having more pages than planned, the agreement with the contributors stipulated that payment would be limited to the previously agreed number of pages.

The likely time required for completion and the cost of producing 2723 line drawings was greatly underestimated. Many authors merely supplied sketches, which then had to be freshly drawn at the publisher’s expense, while others submitted illustrations from previously published work. Only limited use could be made of these merely for reasons of copyright, and many drawings had to be done anew because of the somewhat small format of the book. Once the illustrations were finished some authors wanted additions which often required new drawings.

Deadlines and previously agreed lengths of contributions were rarely met. Instead of 70 sheets the book eventually consisted of 118 sheets so that the intended price of 16 mark was no longer realistic. Even at the finally agreed list price of 20 mark the calculation would no longer point to a profit. The production costs and payments to editor and contributors added up to more than 55,000 mark, since Springer agreed in the end to pay for the additional pages, and promotional expenses were set at

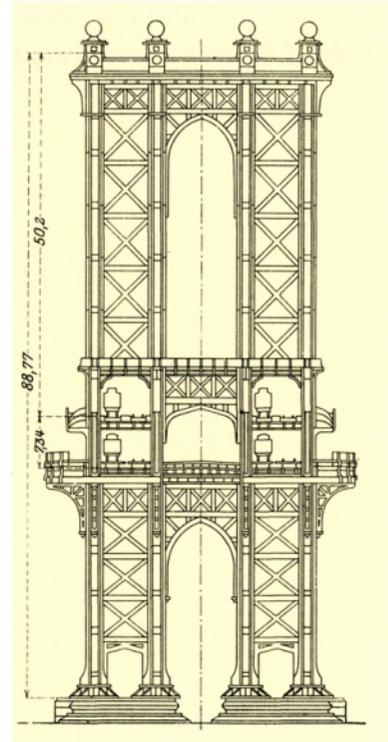
3000 mark. This contrasted with an income from sales of at most 65,000 mark, so that the “excess” was likely to have been at most 7000 mark, hardly enough to justify the work and the risk incurred. Profit could, therefore, only be expected with a second edition, a hope firmly held by publisher and editor.

Production began on June 28, 1909. The book could have been issued in March 1910, had not one of the authors overstepped all his deadlines by several months. In the event it came out at the end of September 1910. Review copies were widely distributed; even the *Frankfurter Zeitung* was sent one. Numerous complimentary copies were sent to professors and lecturers at the Technical Colleges and building trade schools. Fortunately the response was almost entirely positive. Only two weeks after publication a review appeared that sang the praises of the book in extravagant terms – a lucky boost to the introductory promotion:

Here there is at last a true encyclopedia of building engineering. Within the confines of one volume it could not have been thought out better. While realising such a plan will have been very difficult merely from the editorial point of view, the technical side of production is a veritable masterpiece. One can record with pleasure that the editor, himself a man with a first-class reputation, has found a number of select and highly competent collaborators, and that the publisher, in full understanding of the object and the particular readership, has in all respects completed this enterprise, willing to take risks and with the quality of craftsmanship that Springer has made its own .... There will rarely be a technical book of encyclopedic nature ... which is so harmonious in its organisation and so faultless in its structure as this one.

Even a proud publisher would not dare praise his own work so extravagantly. Nevertheless, such a review has its value, as long as the book approximately justifies its praise. This seems to have been the case here, because it became clear within a few months that a reprint would soon be necessary. Italian and Russian translations had already been negotiated. As some additions were necessary, the text had to be even more succinct. But despite all attempts the second edition, in the spring of 1914, had 160 more pages and more than 300 additional illustrations.

By 1928 “the Foerster” had gone through six, always further improved, large editions. Each time an attempt at shortening was made and each time it failed, so that finally this “pocket-book for engineers” came out in two volumes. But this did no harm to its sales, and from this book would emerge the firm’s new publishing programme for building engineering.



189 Drawing of one of the supporting pillars of the Manhattan Bridge over the East River, New York. One of the many illustrations in the *Taschenbuch für Bauingenieure* (cf. Fig. 188).

*Machine Tools.  
Study of Factory Management*

The large industrial companies that were established in the second half of the nineteenth century were the work of inventors or entrepreneurs, but only rarely did they combine technical knowledge with rational manufacturing and business sense. In North America, where the methods of serial production and the construction of machine tools was more advanced than in Europe, a start was made at the turn of the century to investigate systematically business organisation and shop work in order to develop rational business management. In 1903 Frederick Winslow Taylor wrote a book, *Shop Management*, which Springer published in translation (*Die Betriebsleitung*). “The father of scientific management” (also called “Taylorism”) had made it his aim to optimise the means of production and work methods through a tight operational organisation, to analyse manufacturing techniques and their course through “time and motion” studies and then to rationalise them. The transition from hourly to piece-work payment discredited his proposals for a time, but many of his ideas, e.g. the necessity for standardisation, have proved fruitful and now seem self-evident. Taylor’s book was translated for Springer by Adolf Wallich, who had been professor for business management and mining machinery at the *Technische Hochschule Aachen* since 1906.

The first German professorship for “Machine Tools and Factory Management” was established, with effect from July 20, 1904, at

190 Frederick Winslow Taylor (1856–1915) tried to increase the efficiency of manufacturing industries by improving finished products and working methods, as well as business organisation and the wages system.

191 In 1909 Springer published a German edition of Taylor’s *Shop Management*, translated by Adolf Wallich (1869–1959). It was not until the 1920s that the first books appeared, also under the Springer imprint, which took issue with Taylorism (e.g. Frenz, Hellpach and Rosenstock-Huessy).



## Die Betriebsleitung

insbesondere der Werkstätten.

Autorisierte deutsche Ausgabe der Schrift:

„Shop management“

von

Fred. W. Taylor,  
Philadelphia.

Von

A. Wallich,

Professor an der Technischen Hochschule zu Aachen.

Mit 6 Figuren und 2 Zahlentafeln.



Berlin.

Verlag von Julius Springer.  
1909.

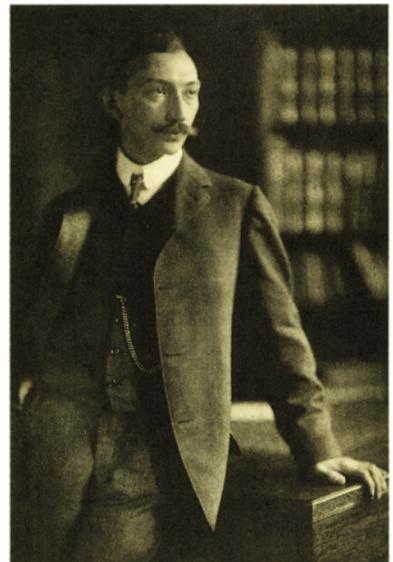
the *Technische Hochschule* in Berlin for Georg Schlesinger, a “Certified Engineer,” 30 years old and only just awarded a doctorate [SPUR]. Incidentally, the suggestion for this professorship had come from Kaiser Wilhelm II, who had been much impressed by Schlesinger when he had shown him around the machine tool factory Ludwig Loewe where he was then working as a construction engineer.

Springer’s first contact with Schlesinger was in March 1904, before he became a professor, when he asked him whether he was prepared to “edit a manual or introductory text for the manufacture and tooling of machine parts.” Schlesinger agreed in principle, but requested a delay, because he was about to go to the USA for several weeks on a study tour for his firm. In addition there were preparations for his professorial duties, with which he had been confronted rather unexpectedly. Finally, he had been appointed to take charge of a unit for testing machine tools. Thus Springer had to be satisfied for the moment with a report on the machine tools at the World Fair in Liège in 1905.

But there was another reason why the plan for this book, which was the initial contact between Schlesinger and Springer, failed to come to fruition. On December 3, 1905 Karl Georg Frank, an engineer in Cologne, inquired of Springer whether he was interested in starting “a journal for mechanical technology, to be directed towards the wide field of working and manufacturing methods.” Springer suspected, even more than from the rather vague proposal by Frank, that here was a highly promising journal plan. He turned to Schlesinger for advice and he quickly responded: “This matter is of great interest to me and I am ready to discuss it with you.” In the course of further negotiations Schlesinger became co-editor and soon the driving force of the project. When, in the summer of 1906, a circular letter to potential authors was being discussed, Schlesinger rejected two letters drafted by Frank, who generously admitted that he lacked the words to express with precision what he wanted, particularly as “so little is fixed so far and the final journal will look quite different...” He then accepted the text version that had been drafted by Schlesinger.

In August Frank wrote to Springer: “My firm is creating difficulties about my collaboration and asks that at least I do not officially function as editor.” In September 1906 the contract with Frank, made only five months earlier, had to be cancelled and Schlesinger agreed to be sole editor. There is little doubt

192 Georg Schlesinger (1874–1949) became Springer-Verlag’s most important author, editor and adviser in publications about machine tools (see p. 353f. about his later fate).



that Springer welcomed this change, because Schlesinger was the more competent partner.

Schlesinger had shown that he was quite aware of his worth. On July 7, 1906, when there was just the question of his co-editorship, for which Springer had offered 2000 mark, he had reacted without leaving a chance of misunderstanding: “The honorarium which you offer is just a scribe’s wage for the time required. You carry the business risk, while I put in my name and my personal experience, in addition to my knowledge of difficult subjects. If Dr. F[rank] wishes or must work under the

## WERKSTATTSTECHNIK.

1907. JANUAR.

**INHALT:** Moderne Arbeits- und Meßmethoden für die Herstellung richtiger Gewinde des Systems International „S. J.“ Von Ingenieur Otto Eckelt-Berlin. S. 3. — Die Fabrikbuchführung. Von Joh. Lilienthal-Berlin. S. 14. — Über ein neues Entlohnungssystem. Von Dr. Karl Georg Frank-Cöln. S. 19. — Kraftverbrauch von Fräsmaschinen. Von Oberingenieur S. Streff-Rheydt. S. 21. — Tragbare doppelte Vertikal-Fräsmaschine. Von Konstruktionsingenieur O. Rambuschek-Charlottenburg. S. 22. — Das Wernerwerk der Siemens & Halske A.-G. Von Professor W. Franz-Charlottenburg. S. 28. — Neue Grundlagen für Schraubenbolzen in Amerika. Von Professor Dr. Ing. G. Schlesinger-Charlottenburg. S. 30. — Profilleisenschneider (Patent Krüger Nr. 163990). Von Oberingenieur Fr. Uhlig-Oberschöneweide. S. 34. — Das Aufhauen der Feilen im eigenen Betriebe. Von Ingenieur G. Peiseler-Charlottenburg. S. 37. — Stufenräder-Getriebe mit doppelwirkender Schwinge. Von Ingenieur A. Finkelstein-Charlottenburg. S. 42. — Zeitschriftenschau. S. 43. — Patentbericht. S. 47. — Bücherbesprechungen. S. 50. — Neue Bücher. S. 51. — Aus Werkstatt und Büro. S. 51.

„Ein Mann, der recht zu wirken denkt,  
Muß auf das beste Werkzeug halten!“

(Goethe.)

Der ungeheuren wirtschaftlichen Übermacht der Länder, in denen das Eisen wächst und denen gleichzeitig die gütige Natur die schwarze Kohle oder die weiße, das Kraftwasser, freigiebig schenkt, müssen die weniger gut bedachten Völker ihre werktätige Arbeitskraft entgegenstellen.

Wer am besten, schnellsten und billigsten zu arbeiten versteht, der herrscht heute!

Das Dichterwort: „Wo das Eisen wächst in der Berge Schacht, da entspringen der Erde Gebieter!“ bedarf längst der Ergänzung!

Der fehlende Rohstoff, nicht nur das Eisen, muß durch gesteigerte Tätigkeit der Hand und des Geistes ausgeglichen werden. Die Werkstatt muß für die fehlenden Naturschätze die Gegenwerte auf dem Weltmarkt schaffen; sie muß in erster Linie auf der Höhe und in voller Ordnung sein, soll ein Unternehmen emporkommen und in Blüte bleiben.

Wo liegen nun die Mittel, welche den Erfolg verbürgen, welche dazu beitragen, das wirklich Höchste auf den betreffenden Fachgebieten, die wir in der Hauptsache auf Maschinenfabriken einschränken wollen, zu leisten?

Genügt eine besonders wirksame Ausrüstung von Bearbeitungsmaschinen und verfeinerten Einrichtungen aller Art?

Sie kann unausgenutzt bleiben oder nutzlos werden, wenn die Betriebsleitung versagt, oder wenn es nicht gelingt, gut geschulte Arbeiter anzuwerben oder allmählich durch gute Ausbildung von Lehrlingen heranzuziehen. Sie kann erheblich an ihrer Wirksamkeit einbüßen, wenn unsachgemäß angelegte Gebäude die Arbeit erschweren, wenn die richtigen Beförderungsmittel im Gebäude fehlen oder in unzureichender Anzahl vorgesehen sind.

Insbesondere, wenn die Arbeitsverteilung nicht richtig wirkt, wenn es der Betriebsleitung nicht gelingt, rechtzeitig die Rohstoffe heranzuschaffen, die halbfertigen Stücke unter voller Ausnutzung des vorhandenen Maschinenparks durch die Abteilungen zu führen, immer möglichst die richtige Maschine frei zu machen, dann nützen die besten Einrichtungen, die willigsten und tüchtigsten Arbeiter nichts, dann wird das Wort „Lieferzeit“ zu einer gefürchteten Geißel, dann wird das ganze Unternehmen zu einem Fehlschlag.

Und weiter! Eine Fabrik kann trotz all ihrer technischen Errungenschaften ins Hintertreffen geraten, wenn der zweite gleichwertige Faktor: „die kaufmännische Leitung“ nicht ebenso auf der Höhe steht wie die technische. Ingenieur und Kaufmann dürfen keine Gegensätze in einer Fabrik sein. Erst ihre sachverständige selbstlose Zusammenarbeit gibt vollen Erfolg. Der Voranschlag des Ingenieurs bedarf auf Schritt und Tritt des sorgfältigsten

WT. 1906.

1

193 *It was the aim of the journal Werkstattstechnik (Workshop Engineering) to support the rationalisation of factory operations. This included, in addition to the installation of appropriate machine tools, skilled personnel, training of good apprentices, punctual delivery of raw materials, internal transport and, not least, business management oriented towards sales and turnover.*

suggested conditions, important reasons must be forcing him to do so. – If the planned journal does not come to life on a generous scale, outstanding in quality and design, if it were to be something merely on a level with the many technical journals, which scrape a living as conveyors of classified ads, then I must refrain from giving my name to it. I would gravely damage myself.” Springer-Verlag was anxious to secure this leading figure in a new field and a way was found to agree on the financial terms.

Shortly before Christmas 1906 Springer sent to his new editor two preliminary copies of the *Werkstattstechnik* (Workshop Technology) “The issue gives a quite solid impression, and I hope that you will also applaud the design. It is to be wished that our new enterprise will develop well.” The editor was indeed satisfied.

Many complimentary samples were sent to businesses and private persons. As many as 1300 copies went to potential advertisers. The journal received much attention soon after its launch, both within Germany and abroad. As was said in a report on the 50th anniversary of its founding, *Werkstattstechnik* was to serve science, “but it was also to serve as a voice through which all people in manufacturing, from factory director to technician and master craftsman, are challenged to make up for the backwardness of manufacturing compared with research and construction. For this reason he [Schlesinger] from the start addressed himself to a wide readership, but he also broadened the scope of scientific manufacturing management, inspired by Taylor, by including cost calculations as well as the construction of everything from tools via machine tools to factory buildings and auxiliary installation for transport, etc.” [BICKEL].

This wide spectrum of subjects, which corresponded to Schlesinger’s own universal orientation, had led to much heart-searching before a suitable title was found. Many alternatives were considered and rejected, often because the title was already being used. Later there were, more often than with other journals, title changes and additions.

Alexander Luchars, director-general of the New York publishing house The Industrial Press had arranged to come to Berlin for discussions on August 14, 1911. A large German publisher (the name was not mentioned in the correspondence) had

*A German-American  
Joint Venture*

proposed starting a German edition of his journal for machine tools, *Machinery*, as he mentioned in the letter giving his travel plans. However, Luchars preferred a connection with Springer, because “possibly we might find a way by which, instead of becoming competitors, our interests might be combined to our mutual advantage” (July 14, 1911).

When Luchars and Springer met they concluded that a translation of *Machinery* was unlikely to succeed, because many of its articles were not relevant to the German reader. Instead it was agreed that contributions from *Machinery* were to be added to *Werkstattstechnik* (or WT, as it soon came to be called). As a larger format seemed advisable and WT was to come out twice a month, it was planned to reduce the number of pages from 56 to 32 per issue. It was planned to publish weekly as soon as conditions were right.

A joint firm was founded for the expanded journal, its capital of 195,000 mark to be raised one third from the Industrial Press, two-thirds from Springer-Verlag. For this purpose the value of WT had been estimated as 65,000 mark, which corresponded roughly to the income from the journal in 1911: 2200 subscriptions at 5 mark and advertising revenue of 28,000 mark. Should the contract be cancelled after five years by one partner, the other party had the right to acquire that partner’s share, in which case the gross income of the journal was to be the basis for its valuation.

The first twice-monthly issue of WT came out in January 1912. The proportion of contributions from *Machinery* was to be about 40 %, the selection being in Schlesinger’s hands. He was entitled “to alter and shorten articles of *Machinery*, insofar as the sense permits it.”

The contracts had been signed by October 1911, but problems soon appeared. At first the Americans also sent the electroplates of the illustrations to all the articles which they thought suitable. But Schlesinger’s opinions often differed, as most of the articles were too elementary for him. Furthermore, he only wanted to publish articles of at most three pages. He thus excluded on principle articles which appeared in parts, and such articles were common in *Machinery*.

There were also problems over deadlines. As Springer had found out, *Machinery* was being read regularly in large German machine tool factories. It was thus essential that galleys of selected articles were sent as early as possible so that translations could be started without delay, and the German version could be

published simultaneously with the American one. As transit took about four weeks, this aim was difficult to realise, although *Machinery* only appeared monthly.

The greatest differences lay in the expectations of the German readers, as Springer explained in a letter to Luchars on November 18, 1911: "Please do not overlook that demands in America and Germany are rather different; in Germany we must reckon on a generally better educated readership which knows the basic principles of engineering." However, in this respect the two journals were quite different. *Machinery* had a broad appeal for experienced metal workers without any theoretical training, while WT addressed itself almost exclusively to engineers.

Luchars, too, saw this difference between the target groups, but thought that articles of less difficult content would help "to create there [in Germany] an entirely new body of mechanical readers, as we did in this country. These men will begin to read your publication when they are young and stay with you for the rest of their lives." Let the outcome decide: "Our mechanics have been successful in designing machines which have helped the world's progress, and they have been assisted in their work by journals on mechanics in this country .... Think and work along the same lines we follow here, and you will be successful beyond measure." Luchars proposed that he use American methods and try money premiums to get more subscriptions. It would be a great mistake "to pursue the old-fashioned German method of obtaining subscriptions" (November 15, 1911).

In his reply Springer at first only commented on Luchars' proposal for getting more subscribers. It was unusual in Ger-

Um den Inhalt der „Werkstattstechnik“ all diesen Anforderungen in noch höherem Maße anzupassen als bisher, um sie besonders nach der praktischen Seite hin zu beleben und dauernd anziehend zu machen, haben wir mit der bekannten amerikanischen Zeitschrift „Machinery“ ein Abkommen getroffen, das uns in den Stand setzt, gleichzeitig mit ihr über die amerikanische Werkstatt als die für uns Deutsche wichtigste zu berichten. Wir bemerken ausdrücklich, daß sich durch dieses Abkommen an dem bisherigen Charakter der „Werkstattstechnik“ weder im redaktionellen noch im Anzeigen-Teile auch nur das Geringste ändern wird.

Ein besonderer Abschnitt über „Werkstättenbau“ unter der Leitung von Professor W. Franz, Charlottenburg, soll in monatlichen Übersichten einen wesentlichen Punkt unseres früheren Programmes erfüllen helfen. Es wird dieser Abschnitt für alle, die mit der Verbesserung, Erweiterung und Instandhaltung von Fabrikanlagen sich befassen, um so wertvoller und erwünschter sein, als bisher dieses wichtige Gebiet systematisch und im Anschluß an die innere Werkstatt bisher von anderer Seite nicht bearbeitet wurde.

Um möglichst weiten Kreisen die Anschaffung der „WT.“ zu ermöglichen, haben wir uns entschlossen, einmal **den Jahrespreis von M. 15,— auf M. 12,— herabzusetzen**, und trotzdem den **Inhalt zu vergrößern**, indem wir die Zeitschrift vom 1. Januar 1912 in größerer Form und **zweimal monatlich** erscheinen lassen. Wir sind dadurch in der Lage, die Berichterstattung schneller und zeitgemäßer zu gestalten.

194 From 1912 *Werkstattstechnik* (WT) came out twice monthly. Articles on American factory practices in the US journal *Machinery*, were quickly translated and edited for the readers of WT.

many to promote journals with money premiums. It would be difficult to attract German master workmen, with their “strongly developed feelings for their unions” by such means. Springer also did not wish to antagonise the German book trade by going along this path for getting subscribers.

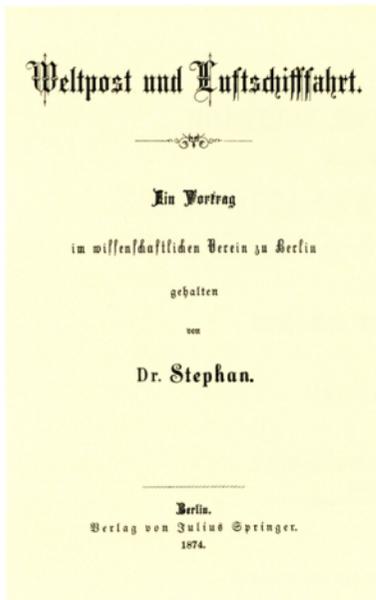
Springer did not reply to Luchars’ view, that it was necessary to widen the editorial spectrum, until he had spoken to Schlesinger: “You must not forget that conditions in America and Germany are quite different. In Germany all the better workers belong to large unions, most of which themselves publish technical journals tailored to the needs of their special subjects, such as e. g. *Werkmeister Zeitung* (Master Craftsman Journal; print run ca. 400,000), etc. While it would be possible for capable workers and master craftsmen in America to advance rapidly and later to take up independent positions, in which a journal, as you suggest, would be of special use, this is almost impossible in Germany. Workers and master craftsmen only rarely reach leading positions, because of the development of German industry whose strength is based on the scientific training of engineers.”

From now on the profile of the journal’s contents became less important in their discussions. However, in 1913 Springer decided to publish, in the following year, a “works edition” for master craftsmen, in addition to the “engineer edition.” By the summer of 1914 that parallel edition had 3800 subscribers, the same as the original one.

After the outbreak of war it became ever more difficult to get the American contributions, but the journal managed to carry on. The number of subscriptions and of advertisements fell markedly, but Springer-Verlag was fortunate in being able at least to carry on without losses, while other publishers had to discontinue equivalent journals.

After the World War I the joint venture was dissolved, because the basis for mutually satisfactory co-operation was too small. But the two publishers maintained friendly relations, having learned much from their venture and having lost nothing.

*First Books on Aviation.*  
*Motor Car Literature* **T**he dream of flying could only turn into reality when engines became available that made flying machines both manoeuvrable and capable of providing forward motion. At the time of James Watt it needed an engine weight of 2000 kg to



195 Heinrich Stephan's prophetic talk (*World Post and Airship Navigation*), given in Berlin, was at first considered to be too utopian. 196 "Experiences in the Building of Airships", a talk by Graf Zeppelin ("Doctor of Engineering") on June 20, 1908, was enthusiastically received. Five weeks later, on August 5, 1908, his newest airship went up in flames at Echterdingen, near Stuttgart.

generate one horse-power (HP). By 1874, when Heinrich Stephan spoke about the problem, an engine weight of 30 kg was sufficient, although this was still too much for a flying machine, because coal would have to be carried as well. However, Stephan had reckoned that within the foreseeable future "the invention of a sufficiently strong engine of least possible weight" would be made [STEPHAN: 68].

The combustion motor improved the relationship between weight and output so significantly that it could be used for the propulsion and manoeuvring of flying machines. Graf (Count) Ferdinand von Zeppelin made it known in a talk in 1908 that his Daimler motor generated 110 HP sustained power at a weight of 500 kg, i. e. a power to weight ratio of only 1:4.5 [ZEPPELIN: 11].

Publication of both of these talks were really outside the firm's programme. The first large scientific publication on the science of flight was the official report containing the scientific talks delivered at the First International Airship Exhibition in Frankfurt from October 10 to 17, 1909, published in the spring of 1911 (*Erste internationale Luftschiffahrts-Ausstellung [ILA]*). Despite "almost unprecedented unfavourable weather" – it rained on two out of three days – one and a half million people from all over the world had come to it. The two-volume record, richly produced, was edited by Bernhard Lepsius and Richard Wachsmuth, who became first Rector of the newly founded

WISSENSCHAFTLICHE VORTRÄGE  
 GEHALTEN AUF  
 DER ERSTEN INTERNATIONALEN  
 LUFTSCHIFFAHRTS-AUSSTELLUNG  
 (ILA)  
 ZU FRANKFURT A/M. 1909

HERAUSGEGEBEN

VON

PROF. DR. RICHARD WACHSMUTH  
 VORSITZENDER  
 DER WISSENSCHAFTLICHEN KOMMISSION

MIT 128 FIGUREN IM TEXT UND AUF 8 TAFELN



BERLIN  
 VERLAG VON JULIUS SPRINGER  
 1910

197 One and a half million visitors came to the First International Airship Exhibition in Frankfurt, from July 10 to October 17, 1909. At that time dirigible airships and balloons were at the centre of attention.

Frankfurt University in 1914. Dirigible airships and balloons were still the centre of attention. An important talk, from today's perspective, was "Views on the problem of flight" by Ludwig Prandtl, who was already well known for his research on air streaming.

In 1911 Springer also took over the *Jahrbuch des Motorluftschiff-Studiengesellschaft* (Yearbook of the Society for the Study of Motor Airships), and in 1913, on a commission basis, the *Jahrbuch der wissenschaftlichen Gesellschaft für Flugtechnik* (Yearbook of the Scientific Society for Flight Engineering). However, the publishing house R. Oldenbourg had forestalled him in founding the *Zeitschrift für Flugtechnik und Motorluftschiffahrt* (Journal for Flight Technology and Motor Airships), edited by Ludwig Prandtl and (from 1912) Friedrich Bendenmann, director of the *Versuchsanstalt für Luftschiffahrt* (Exper-

imental Institute for Airshipping) in Berlin. This gave Oldenbourg an advantage, but in the subsequent years Springer managed to publish many books on aerodynamics and the stability of aeroplanes. Claude Dornier, later to become famous as a builder of aeroplanes, wrote *Beitrag zur Berechnung der Luftschauben* (Contribution to Calculating Airscrews) in 1912, which was published by Springer-Verlag.

When the programme on flight engineering was growing during the 1920s and 1930s, Ludwig Prandtl also became a Springer author. The firm's most successful book in this area was *Fluglehre* (Study of Flight) by Richard von Mises, first published in 1918. It went through five, steadily enlarged, editions. The last one, in 1938, was edited by Kurt Hohenemser, because von Mises had been forced by the government to emigrate.

Springer-Verlag was less active in the area of motor car technology. This is the more surprising since Ferdinand Springer jr. was interested in cars from early on. In 1911 he actually owned one and drove from Berlin to Wiesbaden for the Congress of Internal Medicine, at that time a quite unusual undertaking. There is one sizeable publication worth mentioning from those days, Arnold Heller's *Motorwagen und Fahrzeugmaschinen für flüssigen Brennstoff. Ein Lehrbuch für den Selbstunterricht und den Unterricht an technischen Lehranstalten* (Motor Cars and Vehicle Engines for Liquid Fuels. A Textbook for Self-Instruction and Instruction at Technical Teaching Establishments). It was the first German specialist book in this area. It was re-



198 Arnold Heller's book on Motor Cars and Vehicle Engines for Liquid Fuel was the first German-language textbook in this subject.

#### b. Besondere Pflichten des Führers.

§ 18. Die Fahrgeschwindigkeit ist jederzeit so einzurichten, daß Unfälle und Verkehrsstörungen vermieden werden und daß der Führer in der Lage bleibt, unter allen Umständen seinen Verpflichtungen Genüge zu leisten.

Innerhalb geschlossener Ortsteile darf die Fahrgeschwindigkeit von 15 Kilometer in der Stunde nicht überschritten werden. Bei Kraftfahrzeugen von mehr als 5,5 Tonnen Gesamtgewicht beträgt die überhaupt zulässige Höchstgeschwindigkeit 12 Kilometer in der Stunde; sie kann — vorbehaltlich der Vorschrift in Satz 1 — bis auf 16 Kilometer gesteigert werden, wenn wenigstens die Triebräder mit Gummi bereift sind. Die höhere Verwaltungsbehörde kann höhere Fahrgeschwindigkeiten zulassen.<sup>1)</sup>

Auf unübersichtlichen Wegen, insbesondere nach Eintritt der Dunkelheit oder bei starkem Nebel, beim Einbiegen aus einer Straße in die andere, bei Straßenkreuzungen, bei Straßeneinmündungen, bei scharfen Straßenkrümmungen, bei der Ausfahrt aus Grundstücken, die an öffentlichen Wegen liegen, und bei der Einfahrt in solche Grundstücke, bei der Annäherung an Eisenbahnübergänge in Schienenhöhe, ferner beim Passieren enger Brücken und Tore sowie schmaler oder abschüssiger Wege sowie da, wo die Wirksamkeit der Bremsen durch die Schlüpfrigkeit des Weges in Frage gestellt ist, endlich überall da, wo ein lebhafter Verkehr herrscht, muß langsam und so vorsichtig gefahren werden, daß das Fahrzeug sofort zum Halten gebracht werden kann.

§ 19. Der Führer hat entgegenkommende, zu überholende, in der Fahrtrichtung stehende oder die Fahrtrichtung kreuzende Menschen sowie die Führer von Fuhrwerken, Reiter, Radfahrer, Viehtreiber usw. durch deutlich hörbares Warnungszeichen rechtzeitig auf das Nahen des Kraftfahrzeugs aufmerksam zu machen; auf die Notwendigkeit, das Warnungszeichen abzugeben, ist in besonderem Maße an unübersichtlichen Stellen (§ 18 Abs. 3) zu achten.

Das Abgeben von Warnungszeichen ist sofort einzustellen, wenn Pferde oder andere Tiere dadurch unruhig oder scheu werden.

Innerhalb geschlossener Ortsteile sind Warnungszeichen mit der im § 4 Abs. 1 Nr. 4 vorgeschriebenen Huppe abzugeben. Außerhalb geschlossener Ortsteile kann das Warnungszeichen auch mit einer Fanfarentrompete abgegeben werden; dies Signalinstrument darf auch lose im Kraftfahrzeuge mitgeführt, und unter Verantwortung des Führers auch durch eine andere im Fahrzeug beförderte Person angewendet werden.

Das Abgeben langgezogener Warnungssignale, die Ähnlichkeit mit Feuersignalen haben, sowie die Verwendung anderer Signalinstrumente ist nicht statthaft.

199 Excerpt from the "Regulation on the Traffic with Powered Vehicles" of 1910 from Heller's book. "A speed of 15 km/h must not be exceeded in built-up areas". Sounding of the horn as a warning was encouraged.

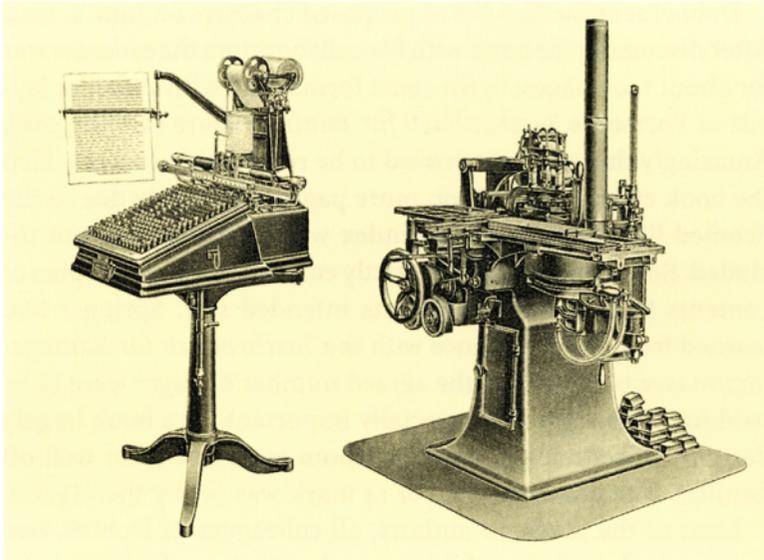
printed and improved a few times up to 1925, but it had no successor in the programme. There continued to be just a few books in this area. However, specialist publishers continued to bring out books to satisfy the needs of this market.

*Dubbel's Manual  
for Engine Construction*

**H**einrich Dubbel's *Taschenbuch für den Maschinenbau* (Manual for Engine Construction) has been the best-selling, longest-selling book in the history of Springer-Verlag. In the 80 years since its first publication (1914) more than 900,000 copies have been sold, not counting translations. A Chinese edition appeared in 1991.

The first contact with Dubbel (1873–1947) came in connection with the preparation of an offprint (see p. 114). On April 3, 1903 Dubbel, then 30 years old, proposed to Fritz Springer that he write a book on *Entwerfen und Berechnen von Dampfmaschinen* (Design and Specification of Steam Engines). It was, he wrote, “simply amazing to state that no such work has as yet appeared.” Fritz Springer at once agreed to the plan and an agreement was signed on May 15. He anticipated a book of 30 sheets (480 pages) and a print run of 2000. Net profits were to be divided equally.

The book was ready in the summer of 1905. A second edition of 2500 copies came out two years later. In the meantime there came evidence of interest in other countries. English and Russian editions were published and in 1910 a third edition was brought out, the text now set for technical reasons on the newly invented monotype machine. There had been many production problems when the text had been set by hand for the first two editions. Only 12 sheets could be set at a time and they had to be printed at once so that the type was available for setting further sheets. There was thus no opportunity for the author to correct any preceding text or, even more importantly, to add references to subsequent chapters, because the sheets had already been printed. To keep the composition was no problem with monotype, because the metal was not needed for anything else. At that point Springer-Verlag changed not only the method of composition but also the production company. The printer so far (Spamer of Leipzig) was also a publisher of books in engineering sciences and had tried to get Dubbel as an author. A lesson had to be taught and the order went to the printing firm Stürtz AG [Aktien-Gesellschaft; Limited Company], in which Springer-Verlag had taken a share the previous year (see p. 214). But



200 Monotype typesetting and casting machines, invented in 1893 by the American Tolbert Lanston (1844–1913). It was first used in Germany in 1904 by the printing firm Spamer in Leipzig. The keyboard (left) is used to perforate paper strips, which in the caster (right) exactly positions a frame with matrices of 225 letters and signs. The machine represented a significant advance in the typesetting of scientific books and journals, because of the large number of signs available and the engraving-like, sharp type faces that can be individually cast for each publication.

the new company was to prove that its just acquired monotype installation was suitable for technical publications.

In April 1911 Dubbel was appointed professor at the Beuth School (a vocational school for the building trade) in Berlin. Julius Springer's letter of congratulation reached him even before Dubbel himself had been informed about his promotion. The contact between Dubbel and Springer became ever closer, even though author and publisher met only infrequently. But they corresponded busily (fortunately for the chronicler!) about manuscripts which Julius Springer sent Dubbel to review. Together they began to plan a new journal, *Kraftmaschinen* (Power Engines) in 1911/12, but nothing came of it. It became overshadowed by another project, which was to take up much of Dubbel's working capacity until his death.

On May 24, 1912 Dubbel asked for a meeting to discuss *Kraftmaschinen* (see above) and "another matter." They met in Springer's office five days later, to consider the opportunities for a book competing with the *Hütte* [the three-volume standard work for engineers. See p. 198]. This book, first published in 1857, had by then gone through 20 editions and was the standard text as well as learning and reference book for engineers. Although some of its drawbacks were known among experts, there was no serious competition. Even the *Hilfsbuch für den Maschinenbau* (Aid to Engine Construction) by Freytag, first published by Springer-Verlag in 1904 and available since 1908 in a second edition, had not significantly dented the success of *Hütte*.

Dubbel sent the first list of proposed chapters on June 2, 1912. After discussing the book with his collaborators the estimate was for about 1400 pages, in the same format and with a similar layout as Foerster's *Taschenbuch für Bauingenieure* (see Fig. 188). Amazingly this estimate proved to be remarkably correct. That the book eventually had 100 more pages was largely due to the detailed list of contents and index which Dubbel had not included. Editor and publisher strictly enforced the original plan of contents to keep the book at its intended size. Springer had learned from his experience with the *Taschenbuch für Bauingenieure* (see p. 198). Only the agreed number of pages were to be paid for. This rigor was especially important for a book largely designed for students, most of whom were not from well-off families. The planned price of 14 mark was set by the market.

Most of the seven co-authors, all colleagues of Dubbel, had previously done little publishing so that Springer had to ask the editor for help: "After speaking to some of your co-authors I have gained the impression that the stages in book production are more or less unknown to them. I should therefore like to ask you to lay down general principles, which they can use to work through their manuscript in order to ensure systematic uniformity of the entire book." He enclosed with the letter (of November 5, 1913) a sample of the layout, a scale for the different sizes of headings and a summary of correction marks.

Some of the authors lacked ability to express themselves clearly. Thus the author of the section on machine tools, who missed his deadline and so held up page-proofs by several weeks, wrote: "It is my first literary work, which ultimately has proved to be much greater than first appeared.... I can only assure you that it was not laziness which paralysed my energy, but again and again the onset of despondency." Incidentally, Dubbel thought it best to engage a philologist to help correct the galleys!

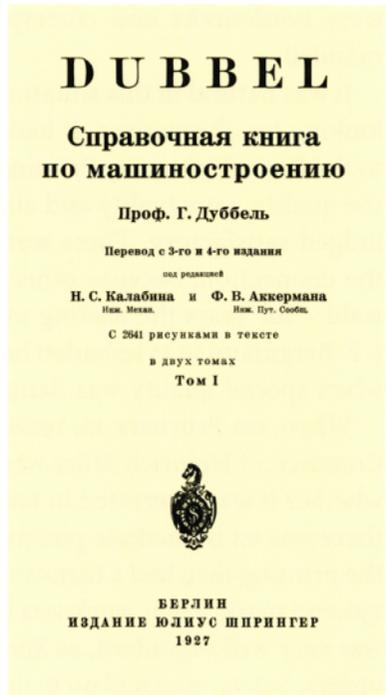
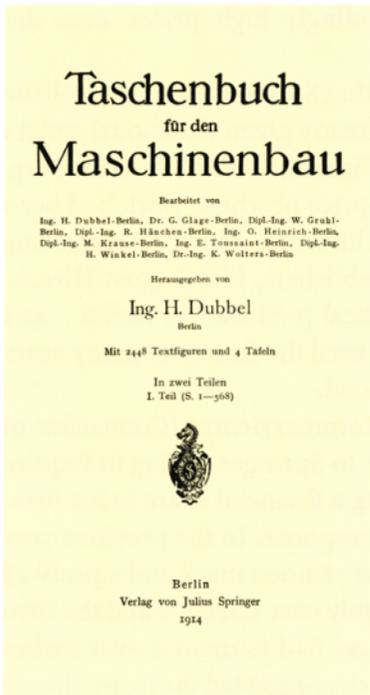
At last the first edition of Dubbel was ready for distribution on June 29, 1914, after a production time of 14 months. One hundred complimentary copies went to teachers at technical schools; 22,550 leaflets were sent to interested parties in Germany, and 2152 abroad. But sales were well below original estimates. By the end of the year only 819 copies had been sold. The book had come out at a most unfortunate time. Four weeks after publication war broke out: students were called up for military service and the teachers, if they had not themselves been called up, lectured to nearly empty benches.

56

*Dubbel, Taschenbuch f. d. Maschinenbau*

Umfang: 94 Bg. + 1 Farb. Taf.	Kauf. 5150 + 5%
Druck u. Bindung	15000 -
Tafel	108 -
Illustrationen	5710 -
Druck	2400 -
Reisen	4100 -
Leihbibl.	4330 -
Personen	7200 -
	<b>Σ 38848 -</b>
18% Umlaufen	6992 -
	<b>Σ 45840 -</b>
Reifenwaren: k 1800.-	
Vertriebskosten: 1/2 d. Reingewinn	
Zu 1. Aufl.: k 16.- / 12.- / = 3970 Expl.	
(Zu 2. Aufl.: k 17.- / 12.75)	

201 The extraordinarily brief calculation of costs for Dubbel's Manual of Engine Construction. Taking into account outstanding commitments, about 4800 copies would have had to be sold before all costs were covered.



202 Title page of Dubbel's book Manual of Engine Construction. Immediately after its publication in 1914 war broke out and sales were unsatisfactory. But they gradually increased and a second edition was prepared in 1918.

203 Immediately after the war a Russian translation of Dubbel's book was begun, but took up much time. A joint venture with a publisher in the Soviet Union fell through, because the authorities preferred to arrange for their own translation. The Springer-Verlag version finally appeared in 1927.

However, even during the war sales began to pick up, and it became clear during the summer of 1918 that a new edition would soon be needed. It came out in the autumn of 1919.

*Taking a Share  
in a Printing Firm*

The number of books in technical subjects, the natural sciences and medicine published by Springer-Verlag had increased steadily over the decades. Consequently there had been an ever rising demand for typesetting and printing. However, there were not many printers who were satisfactorily equipped for setting mathematical and chemical formulas. In addition, printing of half-tone engravings (autotypes for one- or multi-colour prints) could not be handed over to just any printing firm. Only a few were able to print three- or four-colour illustrations on the art paper then available.

As a result there had been specialisation, most advanced in Leipzig and Vienna. Furthermore, there were numerous scientific publishing houses in Leipzig for which such specialisation seemed worthwhile, such as B. G. Teubner (mathematics, engineering), Engelmann (natural sciences), F. C. W. Vogel (medicine), E. A. Seemann (art) and, more recently, *Akademische Verlagsgesellschaft* (natural sciences; founded in 1906). As Springer-Verlag's needs for book and journal production grew more rapidly than offers from qualified printing firms, there were bottlenecks and correspondingly high prices were demanded.

It was natural in this situation that Springer-Verlag should be looking for alternatives. It had already given occasional orders to the Royal University Printing Firm of H. Stürtz in Würzburg, the quality, punctuality and also price of whose work had been judged satisfactory. There were, however, limits to increasing the connection, because other publishers, like August Hirschwald – for years the leading medical publisher in Berlin – and J. F. Bergmann in Wiesbaden had used the firm over many years when special quality was demanded.

When, on February 12, 1908, Kommerzienrat (Counsellor of Commerce) Heinrich Stürtz wrote to Springer-Verlag to inquire whether it was interested in taking a financial share in his firm, there was an immediate positive response. In the previous year the printing firm had a turnover of 780,000 mark and a profit of 130,000 mark. Their work was highly cost-effective and the firm was very well organised, as Springer had found out over earlier orders. Stürtz, who had no male heir, suggested the formation of



a limited company in which his heirs could later be partners. The company was established on April 24, 1909, Fritz Springer and J. F. Bergmann each acquiring from Stürtz shares worth 150,000 mark. A friendship developed from the partnership, which later became the basis of partnership in the Bergmann publishing company and finally its acquisition by Springer-Verlag (see p. 234).

204 *Letter-heading (in about 1908) of the "Royal University Printer H. Stürtz" in Würzburg. Note the Art Nouveau lettering style.*

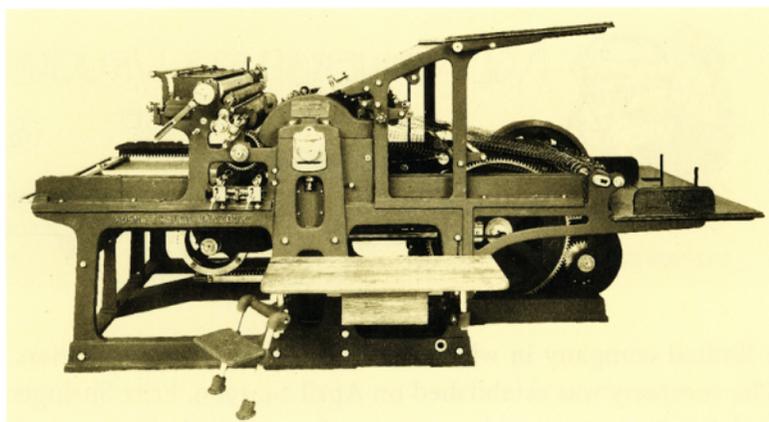
The attempt to interest other scientific publishers in taking a share in the Stürtz business failed. Engelmann and Baedeker (both in Leipzig) turned down the opportunity, as did Arthur Georgi of the Paul Parey publishing house in Berlin, who did not want to upset his good relationship with his present printer.

The funds which Stürtz acquired through the establishment of the limited company were used to build up the technical equipment of the printing plant. A monotype unit was established which, by 1911, included more than 11 composing and casting machines, while the printing machine section was enlarged to 21 cylinder presses. There was a corresponding growth in staff, from 250 in 1908 to 660 at the outbreak of World War I. The capacity so created by the modern machines was at first well in excess of what the Bergmann and Springer firms could fully use, especially as the two shareholders did not wish to sever existing relationships with their current printers. The expanded capacity also attracted new customers, since Springer-Verlag was among the leading scientific publishers whose printing arrangements were observed with interest.

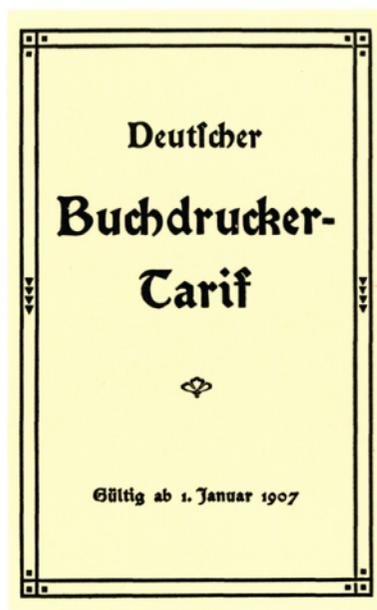
Springer-Verlag continued to give its orders for complicated composition of technical works to Spamer, Brandstetter and other Leipzig printing firms. If extremely short production times were required, e. g. for weekly journals, the higher prices demanded by printers in Berlin would be accepted.

It is likely that there were motives other than the wish to be independent of the power of the large Leipzig printing firms in

205 Immediately after the printing firm of H. Stürtz had been transformed into a limited company, the printing hall was expanded with the addition of the newest rapid presses built by Koenig & Bauer (shown here is their model BC VII, Rollrenner), as well as monotype machines.



206 The “German Book Printers’ Scale of Charges” of January 1, 1907 met with considerable opposition among publishers, because it contained minimum prices and thus seemed to exclude any competition between printers.



establishing the shareholding partnership in Stürtz AG in 1909. As a result of new wage regulations for the printing trade, publishers without their own printing plant were expected to be under financial pressure. Publishers with their own printing facilities, such as Oldenbourg, Spamer, Teubner or Vieweg, were in a more favourable position, because (just as their competitors had feared) they could set lower prices.

There was indeed a dramatic rise in prices as a result of the new wage scales. For example, when the time came to fix the price for a new book by Emil Fischer, Springer explained that the increase in price, by about 25 % more than that of a book by Fischer published the previous year, was due to “a quite considerable rise in composing and printing charges.”<sup>42</sup> Similar explanations had to be given to other authors who wondered why the price of their new books was significantly higher than that originally agreed on.

On January 1, 1907 new wage scales were agreed between the heads of firms in the *Deutscher Buchdruckerverein* (Society of German Book Printers) and the assistants in the German Book Printing Trade which, after some transitional arrangements, became fully operative on October 1, 1909. The publishers were particularly critical of two items in the new scale. First, the prescribed prices also included business expenses, even though these would differ between printers. Secondly, the charge was to be the same for machine and for hand composition. This led to dramatic increases for scientific publishers [PASCHKE: 24f.], because it had been possible in recent years, by the use of monotype machines, to reduce significantly the composing charges for scientific books and journals. As the printers had agreed on sanctions if their prices were not met, the publishers

saw the new scales as a means of establishing a price cartel. They had expected that the new scales would serve merely as guides, allowing for deviations downward in the form of preferential prices. The printers, however, would tolerate only deviations upwards. They interpreted any price lowering as cut-rate, which should be punished [PASCHKE: 21].

But the new scales were not unopposed even among printers. Hourly rates were set between 57 and 70 pfennig. Leipzig, Berlin and Hamburg had the highest surcharge, at 25 %, but smaller towns, like Altenburg and Köthen, only 5 %. Many printers therefore feared in the long term a competitive pressure from smaller and medium-sized firms, especially from those in the Saxony-Thuringia region, which indeed made itself felt during the 1920s. At that time Springer-Verlag took advantage of the lower rates of provincial firms, which of course were, nevertheless, expected to deliver “Leipzig quality.”

When Julius Springer died the firm he had founded had a staff of four. Thirty years later there were 65 employees. The house in Monbijouplatz was no longer large enough for the expanding firm and a building site was being looked for in 1909. A year later two adjoining houses were found in the Linkstrasse 23/24, standing on a plot of 1518 m<sup>2</sup>. The price was 564 Goldmark per m<sup>2</sup>, a great deal of money at the time. At 856,000 mark the plot in fact cost more than the estimated expenses for the new building (650,000 Goldmark). William Müller was engaged as the architect.

In the middle of the nineteenth century Linkstrasse was a very quiet area, which is why it was called *Geheimratsviertel* (The Privy Councillors’ Quarter). The Grimm Brothers had lived at No. 7 from 1847 to 1859, next door to Hoffmann von Fallersleben (1798–1874), who wrote the text of the *Deutschlandlied*, which was to become the German anthem. Since 1866 Heinrich von Treitschke had lived at No.10. But by the time the Springer-Verlag house was built, Potsdamer Platz, only a few hundred yards away, had become notorious because of its “enormous traffic.” As Baedeker warned: “One should wait to cross (the square) until traffic has been stopped by the policeman” [BAEDEKER:175]. It was a good location for the publishing house, because the ministry quarter around the Wilhelmstrasse was just ten minutes away by foot, no further than the Imperial Railway Office, the Imperial Post Office, the Agriculture Min-

#### *A New Building 80 Years Ago*

207 *The new building for Springer-Verlag at Linkstrasse 23/24, shortly after its inauguration.*



 **Verlagsbuchhandlung von Julius Springer**

Berlin, im August 1911.

Am 28. August d. J. verlege ich mein Geschäft, das sich seit 1858 auf dem Mohrbjergplatz 3 befindet, in meinen Neubau  
**Berlin W 9, Linkstrasse 23-24.**

Um Verärgörungen zu vermeiden, bitte ich, diese Adresse vom 28. August d. J. ab zu benutzen und gleichzeitig von untenstehenden Änderungen Notiz zu nehmen. Auch die Redaktionen der *Pharmazeutischen Zeitung* und der *Elektrotechnischen Zeitschrift* sowie die Expeditionen aller in meinem Verlage erscheinenden Zeitschriften, wie *Zeitschrift des Vereines deutscher Ingenieure*, *Elektrotechnische Zeitschrift*, *Pharmazeutische Zeitung*, *Reichs-Karobuch* usw., wozu befinden sich von diesem Tage ab in meinem neuen Geschäftshause.

Hochachtungsvoll  
 Julius Springer.

**Änderungen:**

Geschäftszeit von 8 bis 4½ Uhr.	Telegraphenadresse: Springerbuch.
Fernsprecher Amt VI 14 056, 14 051, 14 052, 14 053.	
Zustich verändert mit nachstehenden Abteilungen:	Expedition
Druck	Buchhaltung und Kass.
Bücher-Bereitigung	Redaktion der Pharmazeutischen Zeitung
Einschreiben und Anzeigen-Einrichtung	Redaktion der Elektrotechnischen Zeitschrift.

Am 26. August ist des Umzugs wegen mein Geschäft geschlossen.  
 Am 25. August Geschäftsabschluss 2 Uhr.

208 Announcement by the firm of its new premises. At noon on Friday, August 25, 1911 the removal started. The firm was closed to business on the Saturday, the move taking all weekend. Publishing activities resumed in the new premises on Monday, August 28.

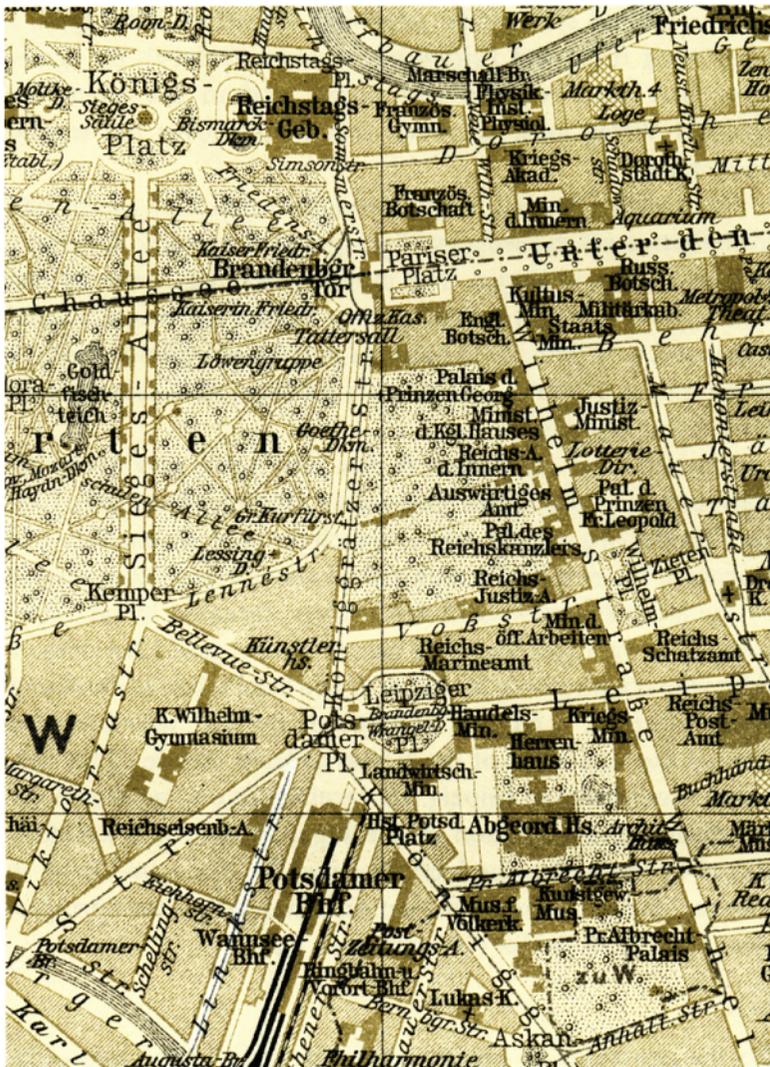
istry and other ministries with which Springer-Verlag had contact. It was conveniently placed near Potsdamer and Wannsee Station, as well as 28 tram lines at or near Potsdamer Platz, which made it easy for the staff to reach the office. Authors were appreciative of finding good accommodation in one of three nearby hotels, Bellevue, Fürstenhof and Palast.

Demolition work was completed in July/August 1910 and construction of the new building started at once. It took 150,000 bricks and 320 tons steel. Because of bad weather, construction was seven weeks behind schedule by December 1910, and the building police permitted work at night, on condition that only 30 bricklayers were involved (40 during day-time).

There was great urgency, because in 1910 the volume of work had increased further and, as there was no space for additional employees, the staff were under considerable stress. Payment



209 Potsdamer Platz and Station in Berlin, in 1910. Linkstrasse can be seen to the right of the picture, running alongside the station. The photograph was taken at a time of relatively little traffic.



210 Map of the centre of Berlin, showing Potsdamer Platz and marking ministerial and other official buildings. The Parliament building (Reichstags Geb.) and Brandenburg Gate (Brandenburger Tor) are at centre top, Linkstrasse at left of centre bottom, parallel to the railway tracks.

for working overtime was unusual at that time, but in November 1910 each member of staff was given an extra half-month's salary as a bonus.

When the building was handed over on August 12, 1911 there were no complaints. The house was now ready for occupation, after a year's building work. It was 19 m high, 40 m deep, its frontage 37 m. Excluding three small inner courtyards, each of the four storeys and the attic had a floor area of 850 m<sup>2</sup>. There was too much excess space, and for a year a "solvent" tenant was sought for the second and third storeys, at an annual rent of 30 and 27 mark, respectively, per m<sup>2</sup>. Finally, in the autumn of 1913, a technical firm, Lauchhammer AG, took over the third floor. Although several companies had been interested in rent-

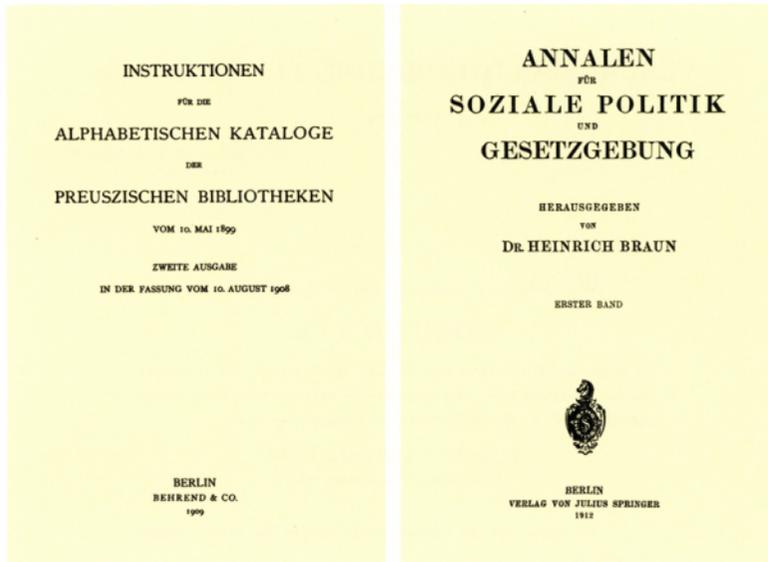
ing the second storey (the publisher S. Fischer; Monotype, a typesetting firm; and Feldmühle, a paper factory), no agreement had been reached with them, and in the meantime Springer-Verlag grew so much that it took over the second floor itself.

Some idea of the size of the business at that time can be had from figures which Ferdinand Springer gave in 1911 to the postal administration in Berlin. The monthly mailings were: 29,000 letters, postcards and printed matter, 10,600 individual journal issues and 3075 parcels. The annual postage was 86,000 mark (a letter cost 10 pfennig, a postcard 5 pfennig) and 40,000 cash-on-delivery parcels.

Furniture and equipment in the new house was up to the latest technical standards. There were four telephone lines (one each for the two owners, and one each for book production and journals). There was a lift with attendant, and the rooms were lit by the latest *Patentmetallfadenlampen* (Patented Metal-String Lamps). A Springer logo was placed on the gate's keystone: a rider who is restraining his horse. It had been made by Professor Franz Metzner, a famous sculptor of the day who had also created the wall relief of the *Völkerschlacht* (Battle of the Nations) Monument in Leipzig. He received 10,000 goldmark for the design and execution of the logo. In 1924 this keystone served as model for the logo designed for Springer-Verlag in Vienna. Today it stands at the entrance staircase of the Springer-Verlag house in Berlin (Heidelberger Platz).

*Social Policies.* *The Library System* **I**n the course of its first 70 years Springer-Verlag had occasionally acquired books and journals from other publishers and, in turn, divested itself of rights to some publications and part of the book stock. Such transactions, quite common in the publishing business, may serve to emphasise certain areas of the programme. Frequently they were undertaken by the seller to raise capital. Sometimes whole publishing houses were sold when there were no heirs.

On March 21, 1912 Springer-Verlag announced in a circular that it had taken over the publishing house Behrend & Co, a firm with a mixed list in which publications on commission from ministries and scientific societies predominated. Some areas were quite new to Springer-Verlag: publications by the Royal (later, Prussian State) Library; catalogues of manuscripts; annual lists of university publications; Berlin library catalogue



211 With the purchase of the publishing house Behrend & Co. in 1912 Springer-Verlag acquired the so-called Preußische Instruktionen (Prussian Instructions) and other publications of the Royal Library, but continued to bring them out under the previous publisher's name.

212 Heinrich Braun's *Annalen für soziale Politik und Gesetzgebung* (Annals for Social Policy and Legislation) presented Ferdinand Springer with more problems at that time than any other journal.

cards, etc. The best known title was *Instruktionen für die alphabetischen Kataloge der preussischen Bibliotheken* (Instructions for the Alphabetical Catalogues of the Prussian Libraries) (Fig. 211), published on May 10, 1899, which many libraries outside Prussia also used and which remained in force until 1972. Behrend had taken over its publication on commission with the second edition, in 1908. Other areas new to the Springer list were ethnology – *Zeitschrift für Ethnologie* – and folklore – *Zeitschrift des Vereins für Volkskunde* (Journal of the Association for Folklore).

Some books fitted quite well into the Springer social sciences programme, such as *Amtlichen Nachrichten des Reichsversicherungsamts* (Official News of the Imperial Insurance Office) and the *Monatsblätter für Arbeiterversicherung* (Monthly Papers for Workers' Insurance), because a year earlier Springer-Verlag had become the publisher of *Entscheidungen und Mitteilungen des Reichsversicherungsamts* (Decisions and News of the Imperial Insurance Office) and of the *Annalen für soziale Politik und Gesetzgebung* (Annals for Social Policy and Legislation) (Fig. 212), edited by Heinrich Braun. This programme was widened with three new journals: *Die Angestelltenversicherung* (Employee Insurance), *Das Einigungsamt* (The Conciliation Office) and *Monatsschrift für Arbeiter- und Angestellten-Versicherung* (Monthly for Workers' and Employees' Insurance). *Bibliographie der Socialwissenschaften* (Bibliography of the Social Sciences) was acquired with the purchase of Behrend & Co. This

VERLAGSBUCHHANDLUNG BEHREND & Co.

Berlin W. 9, 21. März 1912.  
Linkstr. 23/24.

Wir beehren uns anzuzeigen, daß die Verlagsbuchhandlung

BEHREND & Co.

in Berlin mit allen Rechten und Pflichten am 1. Januar 1912 in unseren Besitz übergegangen ist. Das Geschäft wird unter der alten Firma weitergeführt, jedoch ist der Betrieb mit dem heutigen Tage nach

Berlin W. 9, Linkstraße 23/24

(Fernsprecher: Amt Kurfürst 9938)

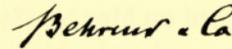
verlegt worden.

Wir bitten, von der Unterschrift der Inhaber der Firma Kenntnis zu nehmen.

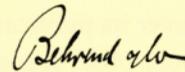
Hochachtungsvoll

Fritz Springer. Julius Springer. Ferdinand Springer.

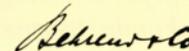
Herr FRITZ SPRINGER wird zeichnen:



Herr JULIUS SPRINGER wird zeichnen:



Herr FERDINAND SPRINGER wird zeichnen:



213 Circular announcing the acquisition of Behrend & Co. by Springer-Verlag with facsimiles of the three Springers signing the company's name as owners. Fritz Springer was still a shareholder and the senior partner, Julius, signed second, as the older of the cousins.

take-over, at first sight not especially appropriate to the existing programme, was strategically well founded. Springer-Verlag widened its programme around social policies and the social sciences, and remained active in this area until 1933. At the same time it strengthened its high reputation as a publisher for the ministries.

A little excursion in relation to the *Annalen für soziale Politik und Gesetzgebung* (see p. 221) may be of interest. It had been edited for Springer-Verlag since 1911 by Heinrich Braun, husband of Lily Braun, a prominent suffragette and socialist. He had had a little experience as editor of some, rather short-lived, periodicals of social democratic orientation, but his notions of what was customary in journal matters were rather irritating. He wanted to be "Master of the Journal," with Springer-Verlag

carrying the costs of production, promotion and distribution, but he also demanded a high editor's honorarium of 4000 mark annually. He wished "at least one or two thousand" promotional copies of the first issue to be sent out, for "their relatively small cost would easily pay for themselves." He also expected Springer to accept his then 14-year-old son Otto as his successor in the future.

When the contract negotiations with Braun had at last been concluded, Ferdinand Springer confessed to his friend Ludwig Bernhard, the political economist, who was writing a book on state socialism: "The negotiations were the most peculiar and difficult ones that I have ever conducted, and I can only hope that the results correspond to the efforts made." These hopes, if indeed he still held any, were in vain. The correspondence relating to the journal's first volume alone fill one large file. After 80 years it is almost amusing to read through it all, but Springer's self-control was often sorely tried. When Braun one day accused Springer of "graceful irony" one could well understand it in the latter, but reading the extensive correspondence between them there seems little justification for this reproach. Braun can only have found it in the arguments with which Springer met his editor's unreasonable demands. Braun wished to be editor with a contract that could not be cancelled. Actually Springer had conceded this to him, but had wisely stipulated the right of termination after the sixth volume had been published, which he duly took up within the notice period.

**I**n the issue of the *Börsenblatt* dated February 17, 1914 Fritz Springer published some data on German book production during 1913.<sup>43</sup> He had collated the bibliographical details of titles published in practically every issue of the journal by publisher, place of publication and list price. The total number for the German-speaking countries came to 28,395 books and journals, with a total list price of 115,565 mark. For years Springer had regularly collected such data for his own firm and now wanted to discover Springer-Verlag's "statistical" place among German publishers. In the seven years since Springers jr. had taken over (1907) the production had trebled. In an introduction Springer aptly related the purely numerical results to the print-runs, which ranged from a few hundred to tens of thousands, although the list price provided a certain corrective. It will have come as little surprise to those in the know that Berlin was

*Some Statistics for 1913*

214 List published by Fritz Springer in the *Börsenblatt* of the number of titles (in descending order) and the sum of their list prices of the leading German publishers and their locations. These figures give no indication of turnover and profit, but they provide information on the size of a publishing company.

Firma und Ort:	Werte	Listenpreis eines Expl. dieser Werke
1. Teubner, B. G., Leipzig	628	ℳ 2577.05
2. Springer, Julius, Berlin	379	ℳ 3614.—
3. Fischer, Gustav, Jena	324	ℳ 4657.40
4. Herdersche Bldg., Freiburg	283	ℳ 1082.57
5. Mittler & Sohn, E. C., Berlin	266	ℳ 1308.85
6. Verlagsb. f. Volksliter. u. Kunst, Berlin	262	ℳ 30.55
7. Weidmannsche Bhd., Berlin	204	ℳ 1177.90
8. Schöningh, Ferd., Paderborn	199	ℳ 532.45
9. Müller, Georg, Bldg., München	196	ℳ 1257.40
10. Heymanns Bldg., Carl, Berlin	190	ℳ 1120.60
11. Parey, Paul, Berlin	188	ℳ 1019.35
12. Winter's Univbhd., Carl, Heidelberg	186	ℳ 925.30
13. Reclam jun., Philipp, Leipzig	169	ℳ 107.40
14. Reimer, Georg, Berlin	160	ℳ 1704.45
15. Franck'sche Verlagsbhdg., Stuttgart	158	ℳ 409.—
16. Mohr, J. C. B., Tübingen	156	ℳ 1023.76
17. Ebering, Emil, Berlin	155	ℳ 271.40
18. Barth, J. A., Leipzig	153	ℳ 1548.05
19. Insel-Verlag, Leipzig	153	ℳ 1514.—
20. Birt, Ferdinand, Breslau	153	ℳ 249.09
21. Hinrichs'sche Buchh., J. C., Leipzig	152	ℳ 1469.60
22. Belhagen & Klasing, Viefelfeld	144	ℳ 356.10
23. Engelmann, Wilh., Leipzig	141	ℳ 2199.35
24. Quelle & Meyer, Leipzig	132	ℳ 32.10
25. Köfling, Val., München	130	ℳ 114.90
26. Enßlin & Raiblin's B., Neutlingen	124	ℳ 101.30
27. Zenien-Verlag, Leipzig	122	ℳ 238.—
28. Enke, Ferdinand, Stuttgart	119	ℳ 1566.20
29. Cotta'sche Bhd. Nf., Stuttgart	118	ℳ 628.60

clearly leading with 6787 titles over Leipzig with 5725. This difference was also reflected in the list price. There were some unexpected findings, however, such as Munich now being a little ahead of Stuttgart as the third largest publishing town in Germany (1692 vs. 1627 titles). Springer-Verlag, for some years among the leaders, was now in second place, after B. G. Teubner, with 379 titles. The latter had among its 628 titles a large proportion of rather cheap schoolbooks. Gustav Fischer, Jena, led with regard to the list-price total (sum of the list-prices of one copy of all listed titles) at 4657.40 mark, while the figure was “only” 3614 mark for Springer books and 2577.05 mark for those of Teubner.

Among belletristic publishers Georg Müller (Munich) was leading with 196 titles (9th place overall), followed by Insel-Verlag (153 titles; 19th), Cotta (118; 29th), Deutsche Verlags-Anstalt (113; 32nd) and S. Fischer (91; 51st). All these firms still exist today, although their ownership may have changed.

At the outbreak of war Ferdinand and Julius Springer, as officers in the reserve, reported to their respective units. Fritz Springer, who had withdrawn from day-to-day business after the death of his brother (in 1906), took over the management of the firm. As it had been forgotten to erase his name from the Trade Register, he was still also legally fully entitled to act on behalf of the firm.

Postal services and goods transport for civil purposes were completely at a standstill during the first few weeks, because everything was subordinate to military demands. For example, the *Festschrift* for the mathematician Hermann Amandus Schwarz was ready on August 1, but the complimentary copies and offprints for the 34 authors were sent out only when civil transport had again become possible in the middle of September. Springer-Verlag wrote to the editor that it had delayed sending out copies to the book trade, because “the interest in scientific literature was nil in the first few weeks after the outbreak of war.” Although there had been no significant increase in interest and little was to be expected for the time being, it was decided not to delay distribution any longer. This pessimistic assessment of the situation was rightly shared by other publishers since sales dramatically fell. As Eugen Diederichs remembered: “We publishers were struck helpless during the first few weeks of the war. Sales abruptly nearly ceased altogether” [DIEDERICHS: 64].

One problem which concerned Springer-Verlag was the Imperial Timetable. Payment of the production costs of 160,000 mark to the Imperial Printing Office was due on August 15. Although this payment could have been met by income from sales and advertisements, no trade was being done, because the timetable could not be delivered (in the absence of civil transportation). When it was finally delivered, it was largely outdated by the war events and was thus essentially unsaleable. In consequence and for the first time in its nearly 75-year existence, Springer-Verlag had to take out a bank loan, secured by Fritz Springer’s privately held securities. He recorded that the greatest difficulties concerned dispatches: “Troop movements made regular postal services impossible. Subscribers and advertisers became restless and showed no understanding. The firm was looking for new help to replace those who had been called up, but the advertisements arrived too late and were published too late. There were unending troubles” [FS: 53].

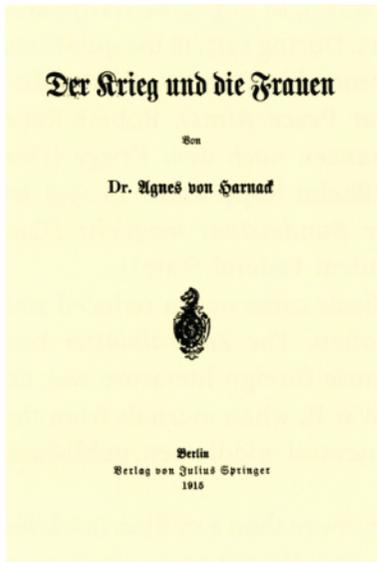
*Production in World War I*

As most of the books planned for 1914 had already been delivered at the outbreak of war on August 1, 1914, total production for 1914 was still approximately that in 1913. What had been far advanced in production was completed. Paper of peace-time quality was still available, but one could not know for how long.

New, particularly long-term, projects were shelved for the time being. Among these was *Monographien aus dem Gesamtgebiet der Physiologie der Pflanzen und der Tiere* (Monographs in the Entire Area of Physiology of Plants and Animals), a series that was meant to open up a new publishing branch for the firm. The first volume had just appeared in 1914 (see p. 285). When Jakob Parnas, one of the editors, inquired about progress, Fritz Springer wrote to him at the end of 1914 that it was impossible now to discuss new scientific works. “Nothing is being sold,” and according to information from the scientific book trade no sales were expected for the time being. Since sales had been reduced so dramatically, there were also not the means to finance new projects.

On October 20, 1914 Fritz Springer wrote to Baurat (Building Councillor) Friedrich Engelhardt, a contributor to *Handbibliothek für Bauingenieure* (Library of Manuals for Building Engineers) that in view of the present situation “he was closing down work on scientific publications [because] sales have practically ceased, as I have had confirmed by complaints that reach me daily. A change in this is hardly to be expected for the moment, and even after conclusion of peace it will likely take some time before there is again interest in scientific works.”

However, poor sales alone were not the reason for caution with regard to production. There was also an acute lack of personnel. A year later, on October 7, 1915, Fritz Springer wrote to Robert Otzen, the editor of the *Handbibliothek für Bauingenieure* that “the printers, book-binders and etching plants have suffered uncommonly in their capacity because personnel have been called up. But it is not only the conditions in these firms which at present make the production of books so difficult, but also in my own business: of my large staff that in the summer of 1914 oversaw the production of books, only one man is left whose call-up I may possibly have to reckon with. If he, too, leaves, I really ought to stop production altogether.” However, it did not quite come to this. By transferring staff and hiring new members, especially women, the production department was built up again.



215, 216 Two talks on the problems of World War I, published as pamphlets: (left) *The War and Women*; (right) *Our Peace Aims*. The sign above the right title is the censorship stamp of the High Command in the Marks (Counties), which since 1916 decided for the Berlin publishers whether any of their books could be exported. At first the sign was called the "Inspection Stamp", but later only the "Export Sign". The Deputy General Command in Leipzig used a picture of the Völkerschlacht Monument as stamp, while publishers in Munich had to print "by" (= Bayern; Bavaria) on the title page of their books to indicate permission to export [WEBER].

Only 108 titles were produced in 1915, about a third of the previous year (290), while total book production in Germany had fallen by only 25 % compared with 1914. There was of course the special factor at Springer-Verlag that its two heads had gone. The reduction in production was particularly marked in medicine, because many doctors were serving and those left behind were so overworked that they could hardly contemplate writing. A dramatic example of this was the unfinished *Handbuch der inneren Medizin* (Handbook of Internal Medicine). The section on liver, biliary tract and pancreas was ready for the third volume, but the deadlines for all the other contributions had to be postponed to an indefinite date. As a result, the section which was ready, 186 pages, appeared on its own. The rest, over 1700 pages, was first published in 1918.

If anything the production figures for those years convey a rather rosy picture, because they include numerous booklets which the firm would previously not have brought out by themselves. Among them were quite a few talks and writings on topical problems: literature for auxiliary nurses; on caring for those disabled or blinded in the war; and on nutrition in wartime. In the areas of law and economics there were publications on taxation and loan policies, on wartime economy, and legal aspects of naval warfare. Patriotic writings appeared only in the first few months of the war: *Deutschlands Platz an der Sonne* (Germany's Place in the Sun); *Wie erhalten wir der Zukunft die erhebenden Kräfte diese Krieges?* (How Can We in Future Main-

217 Title page of Sauerbruch's description (Guide for Surgeons and Technicians) of The Voluntarily Mobile Artificial Hand. His prosthesis goes back to a suggestion by Aurel Stodola (professor at the Technische Hochschule in Zurich), an uncompromising opponent of war [SAUERBRUCH: 187].



tain the Elevating Powers of this War?); or *Englische Weltpolitik* (English World Politics), all in 1915. During 1917/18 the questions became more thoughtful. The venerable Otto von Gierke discussed *Unsere Friedensziele* (Our Peace Aims), Robert René Kuczynski wrote on *Unsere Finanzen nach dem Kriege* (Our Finances after the War), and Wilhelm Kapp asked in 1918 *Ist Elsaß-Lothringen als autonomer Bundesstaat möglich?* (Can Elsaß-Lothringen be an Independent Federal State?).

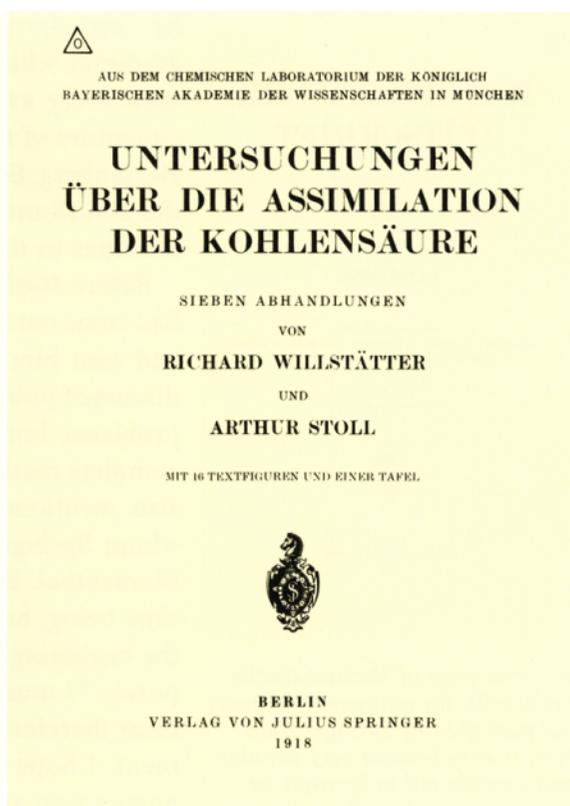
Very soon the monthly periodicals came out in reduced size and the archival journals less often. The *Zentralblätter* had to stop publication in 1914, because foreign literature was no longer available. During World War II, when journals from the Allied Nations were obtained via neutral middlemen, publishers were better prepared.

The book and journal turnover, more than a million mark for the first time in 1913, fell rapidly and did not again reach even half a million until 1917.

#### *New Activities*

**A**t the beginning of September 1915 Ferdinand Springer was discharged from the army because of a foot injury and was able to resume his publishing duties. Although lack of many materials limited production and several staff members were still serving in the armed forces, production did again rise from 1916 onward, contrary to the general development of production in the rest of the economy.<sup>44</sup> Springer saw his prime function in planning for the post-war period. One of his leading advisers in this was Richard Willstätter, with whom he had established a close contact after he had been appointed head of the Kaiser-Wilhelm-Institute for Chemistry in 1912. Springer-Verlag had published his *Untersuchungen über Chlorophyll* (Studies on Chlorophyll) in 1913. He was awarded the 1915 Nobel Prize for Chemistry for his “research on the colouring matters in the vegetable kingdom, especially of chlorophyll.” When Willstätter was asked about planning for the future he replied on January 27, 1917 that it was difficult at that time “to mention authors. The war is using up many of us and one has to wait to see with what capacity for work many colleagues will return to their profession after peace has been concluded.”

In the field of medicine, too, titles were published that were to be of significance in the future development of the Springer-Verlag programme, such as Eugen Bleuler’s *Lehrbuch der Psychiatrie* (Textbook of Psychiatry), which still (15th edition in



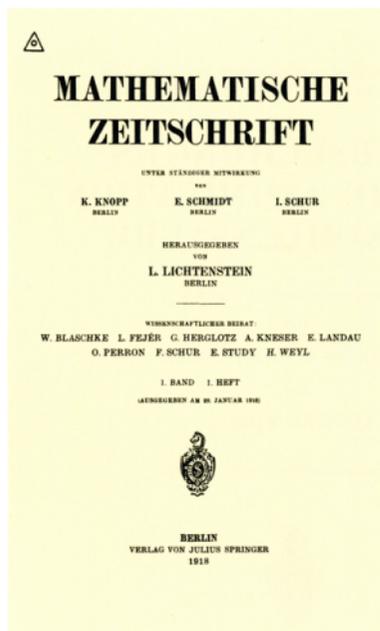
1983) is one of the standard works in the subject. In April 1916 Springer published Sauerbruch's *Die willkürlich bewegbare künstliche Hand* (The Voluntarily Mobile Artificial Hand), a book that had its origin in the awfulness of war. A fierce controversy arose over this book between author and publisher. Sauerbruch was disappointed by both the sales and the low royalties [SARKOWSKI (3):13 ff.]. Wilhelm Weibel's *Einführung in die gynäkologische Diagnostik* (Introduction to Gynaecological Diagnosis) was instantly successful and remained so over eight editions between 1917 and 1944.

**218** Richard Willstätter (1872–1942) received the Nobel Prize for Chemistry in 1915 for his “Studies on colouring matters in the vegetable kingdom, especially chlorophyll”, work which he had pursued at the Kaiser-Wilhelm Institut für Chemie.

**219** Title page of *Untersuchungen über die Assimilation der Kohlensäure* (Studies on the Assimilation of Carbon Dioxide), in seven parts, by Richard Willstätter and Arthur Stoll.

The intention of including mathematics in the publishing programme goes back to 1913. On February 23, 1913 the mathematician Edmund Landau in Göttingen inquired of Springer whether he would bring out a *Festschrift* to Hermann Amandus Schwarz, a Springer author, on the 50th anniversary of the award of his doctorate (see p. 130). Numerous well-known mathematicians had already agreed to contribute. Springer replied the next day that he would be very pleased to do so, especially as

*Mathematics*



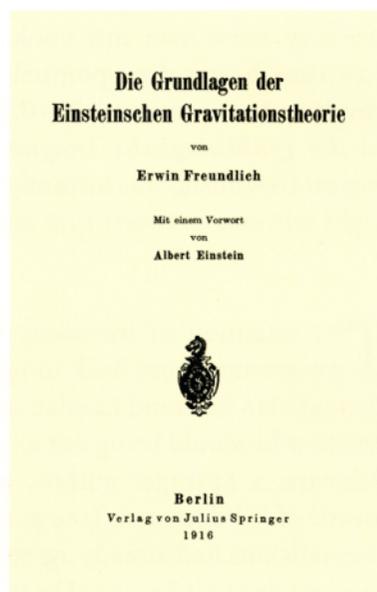
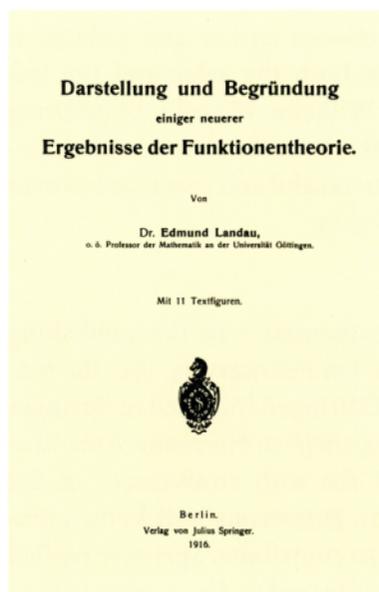
220 Title page of *Mathematische Zeitschrift*, the mathematical journal published by Springer from 1918. It soon became very popular and contributed to Springer becoming the leading German mathematics publisher within a few years.

he “had the wish further to expand [the mathematical programme], which already exists in its early stages.” Springer now took every available opportunity for direct contact with the co-editors of the project – Constantin Carathéodory, Gerhard Hessenberg, Edmund Landau and Leon Lichtenstein – as well as the contributors. He thus created an excellent basis for later activities in this subject.

Before *Mathematische Abhandlungen* (Mathematical Essays) had come out Springer had made contact with Lichtenstein who had sent him offprints of some of his articles. At first they discussed publication of work on the theory of boundary value problems, but in his very next letter Lichtenstein proposed a complete mathematics programme in twelve subject areas and also mentioned potential authors. Among them were many whom Springer was soon to attract to his publishing house: Blumenthal, Bohr, Courant, Landau, Schur and Weyl. For the time being, however, nothing happened. As Springer wrote at the beginning of August 1914 in response to Lichtenstein’s proposals: “I must report for active duty in the next few days and must therefore let your kind proposal lie dormant for the moment. I hope we will meet again in peace-time and can then pursue your suggestion further.” This astonishingly brief letter is typical of its time.

Landau’s book *Darstellung und Begründung einiger neueren Ergebnisse der Funktionentheorie* (Description and Proof of Some Recent Results of the Theory of Functions) appeared in

221, 222 In addition to a few mathematical titles (such as Edmund Landau’s *Description and Substantiation of Some Newer Results in the Theory of Functions*), Springer-Verlag began to publish its first books in theoretical physics during the war. The one by Erwin Freundlich on the Foundations of Einstein’s Theory of Gravity, with a preface by Albert Einstein, brought about Springer’s first contact with Einstein. Before this Arnold Berliner had published several articles by Einstein in *Die Naturwissenschaften*.



1916, and in the summer of 1917 the plan for a mathematical journal took shape. A contract was signed with Konrad Knopp, Leon Lichtenstein, Erhard Schmidt and Issai Schur as editors of a “mathematical journal,” to begin publication at the beginning of 1918. At first there were to be four issues of six or seven sheets each (96–112 pages). The layout was to be similar to *Mathematische Annalen*, which Alfred Clebsch and Carl Neumann had founded in 1868, published by Teubner. Lichtenstein was to be executive editor. The first manuscript received was by Landau and went for typesetting in July 1917, but the production process took a few more months, because the printing firm lacked trained staff, who were in the armed services.

The German Chemical Society first approached Ferdinand Springer sr in 1906 to find out whether and on what terms he would be prepared to participate in publishing the 4th edition of Beilstein’s *Handbuch der Organischen Chemie* (Handbook of Organic Chemistry).<sup>45</sup> Despite Springer’s considerable efforts at calculating terms it was Wilhelm Engelmann, the Leipzig publisher, to whom the subsidy was awarded. At the time Engelmann was among the leading German scientific publishers.

*Beilstein’s Handbuch  
and Other Acquisitions*

During the war preparation of the manuscript had advanced far enough for the Society to wish to begin production. However, it became clear that Engelmann did not have the financial means for the substantial investment needed before actual publication, because he had just been forced to pay off his brother who had been co-owner. In consequence, on November 2, 1916, he offered the publishing rights to Springer-Verlag, on two conditions:

1. Immediate cash payment of 400,000 mark to Engelmann,
2. Immediate take-over of the entire publishing programme in ophthalmology.

Springer had to reply within two days, otherwise Engelmann would “at once enter into sales negotiations with other publishers.” Springer agreed and asked for the necessary calculations and sample compositions as a matter of highest priority. By the end of November the contract between the German Chemical Society and Springer-Verlag had been signed.

The production of Beilstein’s *Handbuch* started at the Stürtz firm a few days later. The original plan was for the 4th edition, like previous ones, to come out in serial parts of 10 sheets each,

Herrn Verlagsbuchhändler  
Ferdinand Springer  
4 Fa. Julius Springer  
Berlin.

Sehr verehrter Herr Springer!

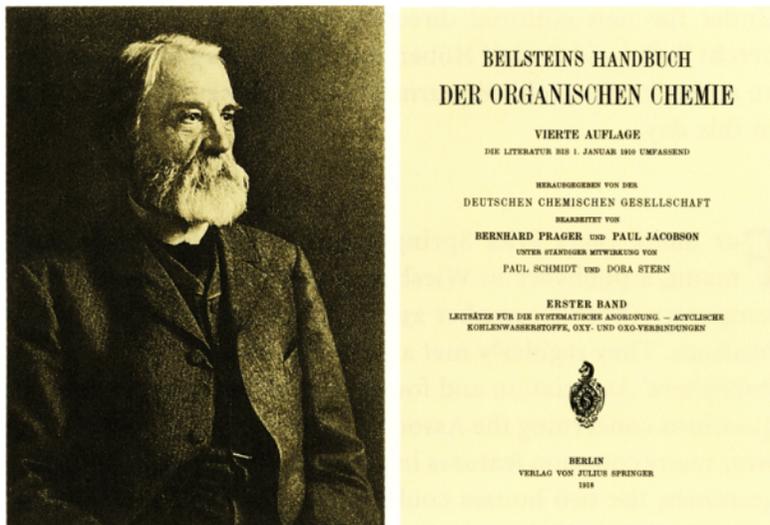
Vorkauflich der Zustimmung meines  
Bruders teile ich Ihnen hiermit die  
Bedingungen für Ihren Eintritt  
in den Verlagsvertrag mit der D. Chem.  
Ges. über die 4. Aufl. des Beilstein mit:

1. Sofortige Barzahlung von Hundert-  
tausend Mark an meine Firma.
2. Sofortige Übernahme des gesamten

223 Letter by the Leipzig publisher Wilhelm Engelmann to Springer offering to sell him the publishing rights to Beilstein (Handbook of Organic Chemistry) for 100,000 mark in cash, to be paid within two days of the agreement.

but another procedure was soon agreed on. As all costs were rising it would have been impossible to set a firm price for any subsequent parts. Since 1906, when Stürtz had made some calculations, composing charges alone had increased by 60% (including 20% “war supplement”), and further price rises were likely.

Type composition was enormously time-consuming. The three correction steps alone had taken 1468 hours! In the summer of 1919 Paul Jacobson, one of the editors, remembered: “We were in the middle of the war with all its deprivations: lack of compositors, lack of paper, etc.... Thanks to the energy of the Julius Springer publishing house it was made possible to advance enough so that the first volume – of 1018 pages – was printed on faultless paper by the end of 1918. Distribution took place in the first few weeks of 1919” [DIE NATURWISSENSCHAFTEN 1919: 224]. This rapid publication was also linked to efforts to have the 3rd edition reprinted in the United States. On September 1, 1918 a call for a donation of US\$30,000 to finance a pirated printing appeared in the Journal of Industrial and Engineering Chemistry: “Do we feel any qualms of patriotic conscience about such reproduction? Well we should worry!



224, 225 Friedrich Konrad Beilstein (1838–1906). He himself edited three editions of his Handbook, but further editions were under the aegis of the German Chemical Society. Shown here is the title page of the first volume of the fourth edition. Springer-Verlag had taken over publication in November 1916 and succeeded in bringing out the first volume shortly before the end of World War I.

Germans are daily profiting in the conduct of the war through the utilization of American inventions, the submarine, the telegraph, the telephone, the machine gun and what not...<sup>246</sup>

At more than 400 volumes Beilstein has been Springer-Verlag's most important publication. Friedrich Richter, director of the Beilstein Institute from 1933 until 1961, paid tribute to his publisher at the 75th anniversary of this enterprise: "At that time [1916] Springer-Verlag stepped into the breach. We all know that we could not have been more fortunate and that we could not have found a better publisher. Only the insider would know how much courage, vision and experience are needed to complete technically such a demanding work and to bring it out over years in the same form and to advance the moneys during economically difficult times. It would be futile to want to divide the merits between us." [RICHTER (2): 22].

The agreement with Engelmann included taking over its ophthalmology list, which included among others Albrecht von Graefe's *Archiv für Ophthalmologie* (Archive of Ophthalmology), as well as the multi-volume *Handbuch der Ophthalmologie* by von Graefe and Saemisch. A little later, *Archiv für Entwicklungsmechanik der Organismen* (Archive for Developmental Mechanisms of Organisms), founded by Wilhelm Roux, also came from Engelmann to Springer-Verlag.

After protracted negotiations with the Bonn publisher Martin Hager, *Pflügers Archiv für die gesamte Physiologie des Menschen und der Tiere* (Pflüger's Archive for the Entire Physiology of Humans and Animals) was also acquired by Springer in 1918.

Under the new editorial direction of Emil Abderhalden, Albrecht Bethe and Rudolf Höber, Springer-Verlag built it up into an authoritative archival journal, which has kept its reputation to this day.

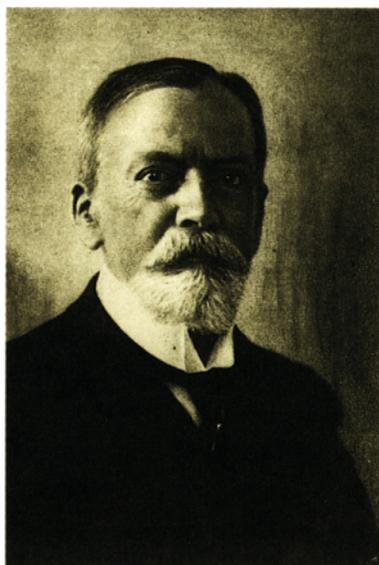
Co-Owners  
of the J. F. Bergmann  
Publishing House

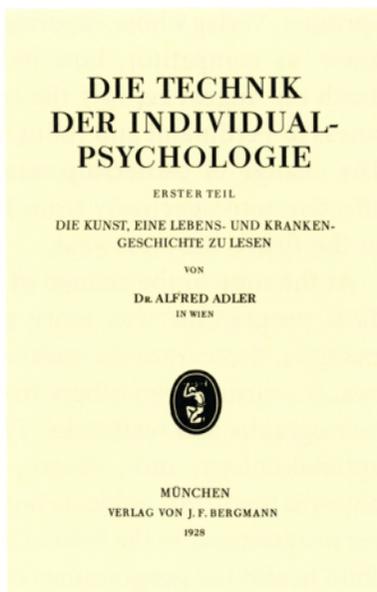
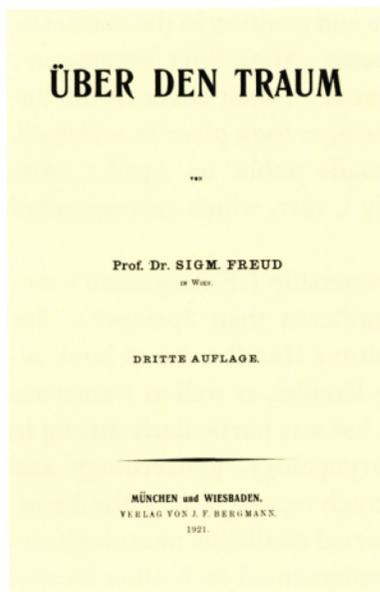
For many years Fritz Springer and Joseph Friedrich Bergmann, a publisher in Wiesbaden and his almost exact contemporary (born November 23, 1849), had maintained friendly relations. They regularly met at the conferences of the German Publishers' Association and found themselves in agreement on questions concerning the Association's policies. Although there were many common features in their respective publishing programmes, the two houses could quite well stand side by side. When both joined the printing house of Stürtz AG in 1909, the contact between them became closer.

J. F. Bergmann had founded his publishing house in Wiesbaden on January 1, 1878, beginning with 78 titles, acquired from his fatherly friend, C. W. Kreidel. Among them was the *Archiv für Augen- und Ohrenheilkunde* (Archive for Ophthalmology and Otology), which he split into the *Archiv für Augenheilkunde* and the *Zeitschrift für Ohrenheilkunde*. In addition there was the *Jahresbericht über die Fortschritte der Tierchemie oder der physiologischen und pathologischen Chemie* (Annual for Progress in Animal Chemistry or Physiological and Pathological Chemistry). In 1882 Bergmann succeeded in becoming the publisher of

226 Joseph Friedrich Bergmann (1849–1917) transferred the bulk of his firm to Springer-Verlag, retrospective to July 1, 1917, before his death. This purchase greatly expanded the Springer list, particularly in medicine.

227 Title page of the Bergmann catalogue of publications, 1878–1928 “Concluded in December 1927”.





228, 229 Grenzfrage des Nerven- und Seelenlebens (Borderline Problem of the Life of Nerves and the Spirit) by Sigm. Freud was the title of a series of short contributions, edited by Loewenfeld and Kurella, founded by J. F. Bergmann Verlag. It was the beginning of a new branch of publications by the company, which included the Zentralblatt für Psychoanalyse (1910 to 1914), edited by Sigm. Freud and Wilhelm Stekel. – Ernst Kretschmer took over editorial direction of the Grenzfragen series in 1923. Among its authors were Bechterev, Bumke, Forel, Freud (title page of the third edition of his book On Dreams is shown here), Hellpach, Sombart and Stekel. After Springer-Verlag had taken over, 24 more volumes appeared, among them books by Alfred Adler, which found great resonance. Shown here is the title page of the first part of his Die Technik der Individualpsychologie (Technique of Individual Psychology), subtitled: The art of reading a life's and a patient's history.

the Report of the Congress of Internal Medicine, which had been regularly meeting in Wiesbaden for years. As a result of this and because he had personal contacts with leading German physicians, he had many medical titles in his list. *Taschenbuch der medizinisch-klinischen Diagnostik* (Pocket-Book of Medical-Clinical Diagnosis) by Otto Seifert and Friedrich Müller [F. MÜLLER: 69], first published in 1886, became the best known and best selling book of the firm. The series of “Results” volumes began to appear in 1892 (see p. 172).

In 1890, after the death of Kreidel, Bergmann took over his publishing house, which had been founded in 1843, but continued it under the name of Kreidel. Beginning with the *Organ für die Fortschritte des Eisenbahnwesens* (Organ for Advances in the Railway System), published since 1846, Kreidel had built up an important programme in railway engineering. The *Zeitschrift für analytische Chemie* (Journal for Analytical Chemistry), founded in 1861 by C. Remigius Fresenius, a pupil of Liebig, was also quickly successful. In 1867 it already had a subscription base of 1250 [SARKOWSKI (7)].

Because Bergmann had been ill for some time he brought his nephew Wilhelm Gecks into the firm in 1905 and gave him power of attorney. As his health continued to deteriorate Bergmann changed his publishing house into an “Open Trading Company” on March 16, 1914 and made his nephew a partner in it. As he had no direct heir and wanted certainty that his publishing house would carry on, he sought partnership with



230 *The J. F. Bergmann publishing house moved from Wiesbaden to Munich on January 1, 1920. After a short time at Brienner Strasse 36, it took over the house (shown here) at Trogerstrasse 56, where it remained for more than five decades.*

Springer-Verlag whose experience and position in the market he knew, as competitor, how to assess. After Fritz Bergmann's death on August 22, 1917 the transfer of their share in the business to Ferdinand and Julius Springer took place as arranged. The change of ownership was made public on April 1, 1918, effective retrospectively from July 1, 1917, which corresponded to the firm's business year.

At the time of the change of ownership J. F. Bergmann's medical programme was more significant than Springer's. For example, there were six multi-volume Handbooks, 18 book series, 11 journals, two others from Kreidel, as well as numerous monographs and textbooks. The list was particularly strong in ophthalmology, oto-, rhino-, laryngology, gynaecology and physical medicine, subjects not much represented in the Springer programme. In the field of internal medicine, neurology and child health the programmes complemented each other ideally. Through this acquisition the Springer group was now among the leading medical publishers in Germany.

As Wiesbaden had been occupied by French troops after World War I (December 1918 to June 1930), postal services and travel for authors, printers, bookshops and the new owners was greatly impeded. For this reason the headquarters of the firm were moved to Munich on January 1, 1920. At that time C. W. Kreidel had offices in the Berlin Springer House. Its railway engineering programme was now looked after by Julius Springer as part of his engineering list.

Some of the Bergmann journals were combined with Springer ones of similar orientation, a step which was essential during the inflationary period and the subsequent economic crisis. The Bergmann firm now developed publishing activities from its Munich base. Under the new logo over 300 titles, most of them new, had appeared by 1928. In March 1929 Ferdinand and Julius Springer bought out Wilhelm Gecks and thus became sole owners. Since then Bergmann-Verlag has continued in Munich with a small staff, largely concerning itself with its journals and new editions of its older titles. On January 1, 1930 the dispatch of its books was transferred to Springer-Verlag in Berlin [GÖTZE; SAMWER].