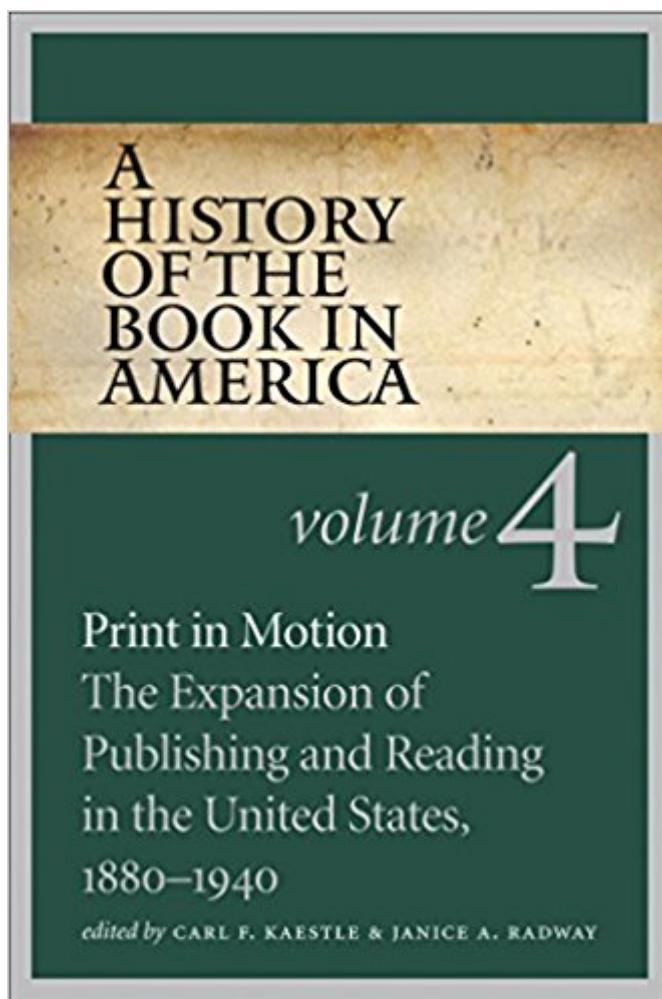


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# A History Of The Book In America: Volume 4: Print In Motion: The Expansion Of Publishing And Reading In The United States, 1880-1940 (History Of The Book In America (University Of NC))





## Synopsis

In a period characterized by expanding markets, national consolidation, and social upheaval, print culture picked up momentum as the nineteenth century turned into the twentieth. Books, magazines, and newspapers were produced more quickly and more cheaply, reaching ever-increasing numbers of readers. Volume 4 of *A History of the Book in America* traces the complex, even contradictory consequences of these changes in the production, circulation, and use of print. Contributors to this volume explain that although mass production encouraged consolidation and standardization, readers increasingly adapted print to serve their own purposes, allowing for increased diversity in the midst of concentration and integration. Considering the book in larger social and cultural networks, essays address the rise of consumer culture, the extension of literacy and reading through schooling, the expansion of secondary and postsecondary education and the growth of the textbook industry, the growing influence of the professions and their dependence on print culture, and the history of relevant technology. As the essays here attest, the expansion of print culture between 1880 and 1940 enabled it to become part of Americans' everyday business, social, political, and religious lives. Contributors: Megan Benton, Pacific Lutheran University; Paul S. Boyer, University of Wisconsin-Madison; Una M. Cadegan, University of Dayton; Phyllis Dain, Columbia University; James P. Danky, University of Wisconsin-Madison; Ellen Gruber Garvey, New Jersey City University; Peter Jaszi, American University; Carl F. Kaestle, Brown University; Nicolas Kanellos, University of Houston; Richard L. Kaplan, ABC-Clio Publishing; Marcel Chotkowski LaFollette, Washington, D.C.; Elizabeth Long, Rice University; Elizabeth McHenry, New York University; Sally M. Miller, University of the Pacific; Richard Ohmann, Wesleyan University; Janice A. Radway, Duke University; Joan Shelley Rubin, University of Rochester; Jonathan D. Sarna, Brandeis University; Charles A. Seavey, University of Missouri, Columbia; Michael Schudson, University of California, San Diego; William Vance Trollinger Jr., University of Dayton; Richard L. Venezky (1938-2004); James L. W. West III, Pennsylvania State University; Wayne A. Wiegand, Florida State University; Michael Winship, University of Texas at Austin; Martha Woodmansee, Case Western Reserve University

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## **Customer Reviews**

This superb collection proves that the history of print culture, when smartly done, is the history of American culture.--The Journal of American History[Kaestle and Radway's] careful editorial hand is evident in the execution as well as the planning of this volume.--The LibraryEminently measuring up to the superior standard set by the previously issued volumes, Print in Motion is noteworthy not only for the light it sheds on the history of the book, but for the skill with which its contributors set that history in the context of its times. . . . An engrossing narration that will stand for many years as the definitive history of the book in the United States. Persons interested in this subject are encouraged to acquire all five volumes.--Library & Information HistoryWhat the History of the Book series shows so clearly is that the world we know, the communities to which we already belong, are reified and reinforced by books. Such is the incredible and incredibly flexible power of this primitive technology. Behold the book: It is limited but perfect.--Humanities magazineA model of scholarly publication and institutional cooperation. . . . A timely achievement and a great one. . . . Without university presses, we would still be waiting for HBA.--Journal of Scholarly Publishing

The volume reads beautifully, with each essay filling out the framework of the whole. The editors have preserved the distinct authorial voices behind clearly written and well-constructed chapters, which cover the production, circulation, and uses of print. I congratulate the editors for the successful completion of a difficult task, for producing a useful reference book that is much more than the sum of its parts.--Ann Fabian, Rutgers University

I have the first four titles in this series, and they all have weaknesses and strengths. In this case, the

strength is in the social context of books, at the expense of the great technological and trade changes. There is a good deal about publishing, but less about book manufacture and printing. There was also a good deal more about journalism than I would have wished or expected in a the history of the book. The book of 1880 is very much different than the book of 1940, and not just in the content, but in its manufacture and presentation as well. I was hoping for more on dust jackets, typography and binding (which does not even have an index entry). I did not even see a discussion of the Typothetae trade printing movement and associations. German publishing also seems to have a lower profile here than in the previous volumes, and I was hoping to learn more about the sea-change in German publishing in the US with the advent of WWI. Retail bookselling and book collecting (which really took hold in the US between 1890 and 1920) were also only very lightly dealt with. It seems to me the series has suffered some from mission creep, and has morphed into more of a group of studies of print and reading culture, which to me are broader subjects than the history of the book.

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