PAPER EMPIRES
a History of the Book in Australia
1946–2005

Edited by Craig Munro & Robyn Sheahan-Bright

Founding editor John Curtain 1939–99
Contents

Acknowledgments ix
Introduction xi

THE RISE OF PUBLISHING

CHAPTER 1

After the War Craig Munro and John Curtain 3

Case-studies:
Anglo-Australian Relations in the Book Trade Brigid Magner 7
Flagship Angus & Robertson George Ferguson with Neil James 10
A&R's Takeover Crisis Craig Munro 13
Andrew Fabinyi and Cheshire John McLaren 19
Frank Eyre and Oxford University Press David Cunningham 21
They're a Weird Mob and Ure Smith David Carter 24

CHAPTER 2

Sixties Larrikins Frank Thompson 31

Case-studies:
Jacaranda Press and Brian Clouston Gregory Blaxell 34
Lansdowne and Lloyd O'Neil John Currey 38
Rigby Limited Michael Page 41
Sun Books John Arnold 43
Packer Publications Bridget Griffen-Foley 47
Horwitz Anthony May 50
CHAPTER 3

New Wave Seventies  Jim Hart  53

Case-studies:
The New A&R  Richard Walsh  57
Inner-urban and Outback  Morry Schwartz  63
Currency Press  Katharine Brisbane  66
UQP  Frank Thompson  73
Fremantle Arts Centre Press  Ron Blaber  76
DW Thorpe and the Book Trade  Joyce Thorpe Nicholson  78

CHAPTER 4

Into the Global Era  Michael Webster  81

Case-studies:
2001 Publishing Report Card  Craig Munro  85
Thirty Years On  Robert Sessions  89
Allen & Unwin  Louise Poland  93
Lonely Planet  Tony Wheeler  105
McPhee Gribble  Diana Gribble  108
Magabala Books  Diana Giese  111
Text Publishing  Anne Galligan  113

CHAPTER 5

Bookfutures  Richard Walsh  118

Case-studies:
Content Streaming  Simone Murray  126
Publishers On-line  Anne Galligan  131
Copyright and Electronic Text  Leanne Wiseman  134

BOOK BUSINESS

CHAPTER 6

Writers  Robyn Sheahan-Bright and Craig Munro  139

Case-studies:
Writers Centres  Robyn Sheahan-Bright  146
Indigenous Writers  Craig Munro  150
Festival Big Top  
*Ruth Starke*  
156

National Book Council  
*Thomas Shapcott*  
159

The *Australian/Vogel* Literary Award  
*Tess Brady*  
162

Literature and the State  
*Stuart Glover*  
165

CHAPTER 7

**Editing, Design and Production**  
*Craig Munro*  
174

*Case-studies:*

Beatrice Davis  
*Jacqueline Kent*  
177

Editors and Authors  
*Hilary McPhee*  
182

*The Orchard*  
*Kath McLean*  
185

Editing Indigenous Writing  
*Josie Douglas and Robyn Sheahan-Bright*  
189

Commissioning  
*Diane Brown*  
191

Peter Carey’s *True History of the Kelly Gang*  
*Paul Eggert*  
195

Illustrated Books  
*Guy Mirabella*  
198

CHAPTER 8

**The Retail Book Trade**  
*Michael Zifcak*  
202

*Case-studies:*

Margaret Webber’s Bookshop  
*Laurel Clark*  
214

The Little Bookroom  
*Albert Ullin*  
217

Collins Booksellers  
*Michael Zifcak*  
221

Gordon & Gotch  
*Denis Cryle*  
224

Bookworld – Where You Never Pay Full Price  
*Terry Herbert*  
228

REACHING READERS

CHAPTER 9

**Beyond Bestsellers**  
*Emma Hegarty*  
235

*Case-studies:*

Periodicals  
*David Carter and Roger Osborne*  
239

Pulp Fiction  
*Ian Morrison*  
257

New Life for a Colonial Classic  
*Robbery Under Arms*  
*Paul Eggert*  
260

Feminist Publishing  
*Diane Brown and Susan Hawthorne*  
263

Multicultural Literature  
*Sonia Mycak*  
268
## Contents

### CHAPTER 10

**For Children and Young Adults**  *Robyn Sheahan-Bright*  

<table>
<thead>
<tr>
<th>Case-studies:</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>The Children's Book Council of Australia  <em>Mark Macleod</em></td>
<td>289</td>
</tr>
<tr>
<td>Postwar Pioneers  <em>Marcie Muir</em></td>
<td>293</td>
</tr>
<tr>
<td>Building New Lists  <em>Barbara Ker Wilson</em></td>
<td>296</td>
</tr>
<tr>
<td>Omnibus Books  <em>Jane Covernton</em></td>
<td>299</td>
</tr>
<tr>
<td>Scholastic Australia  <em>Robyn Sheahan-Bright</em></td>
<td>302</td>
</tr>
<tr>
<td>Penguins and Puffins  <em>Robin Morrow</em></td>
<td>307</td>
</tr>
<tr>
<td>Translations and Overseas Editions  <em>Kerry White</em></td>
<td>310</td>
</tr>
</tbody>
</table>

### CHAPTER 11

**Educational and Reference Publishing**  *Gregory Blaxell and Don Drummond*  

<table>
<thead>
<tr>
<th>Case-studies:</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Curriculum Materials  <em>Gregory Blaxell and Don Drummond</em></td>
<td>322</td>
</tr>
<tr>
<td>US Educational Publishers  <em>John Collins</em></td>
<td>325</td>
</tr>
<tr>
<td>University Presses  <em>Frank Thompson</em></td>
<td>328</td>
</tr>
<tr>
<td>Dictionaries and Style Guides  <em>Susan Butler</em></td>
<td>336</td>
</tr>
<tr>
<td>Government Publishing  <em>Frank Thompson</em></td>
<td>340</td>
</tr>
</tbody>
</table>

### CHAPTER 12

**Readers and Reading**  *Patrick Buckridge*  

<table>
<thead>
<tr>
<th>Case-studies:</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Baby Boomers at Play  <em>Patrick Buckridge</em></td>
<td>349</td>
</tr>
<tr>
<td>Biggles and Beyond – A Young Man's Reading  <em>John Nieman</em></td>
<td>356</td>
</tr>
<tr>
<td>The Women's Weekly and 'Good Reading'  <em>Patrick Buckridge</em></td>
<td>362</td>
</tr>
<tr>
<td>Romancing the Reader  <em>Ingrid Day</em></td>
<td>368</td>
</tr>
<tr>
<td>Public Libraries – Books, Bytes, Buildings, Brains  <em>Alan Bundy</em></td>
<td>373</td>
</tr>
<tr>
<td>The Role of National and State Libraries  <em>Cathrine Harboe-Ree</em></td>
<td>378</td>
</tr>
</tbody>
</table>

| Notes on Contributors                                              | 382 |
| Illustrations                                                      | 394 |
| Further Reading                                                    | 395 |
| Index                                                               | 413 |