



Hunt Institute for Botanical Documentation
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About the Institute

The Hunt Institute for Botanical Documentation, a research division of Carnegie Mellon University, specializes in the history of botany and all aspects of plant science and serves the international scientific community through research and documentation. To this end, the Institute acquires and maintains authoritative collections of books, plant images, manuscripts, portraits and data files, and provides publications and other modes of information service. The Institute meets the reference needs of botanists, biologists, historians, conservationists, librarians, bibliographers and the public at large, especially those concerned with any aspect of the North American flora.

Hunt Institute was dedicated in 1961 as the Rachel McMasters Miller Hunt Botanical Library, an international center for bibliographical research and service in the interests of botany and horticulture, as well as a center for the study of all aspects of the history of the plant sciences. By 1971 the Library's activities had so diversified that the name was changed to Hunt Institute for Botanical Documentation. Growth in collections and research projects led to the establishment of four programmatic departments: Archives, Art, Bibliography and the Library.

UNIVERSITY of PENNSYLVANIA

PHILADELPHIA 19104

The University Press

3933 WALNUT STREET

January 23, 1969

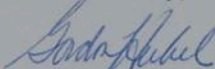
Mrs. Ida K. Langman
248 Harvey Street
Philadelphia, Pennsylvania 19144

Dear Mrs. Langman:

I do not know where you find the patience to go through the Washington
labrynth, but you seem to be having some success.

Best wishes for more.

Yours sincerely,



Gordon Hubel
Director

GH/sm
enc.

STATEMENT

UNIVERSITY of PENNSYLVANIA PRESS

3729 Spruce Street



Philadelphia, Pa. 19104

IDA K LANGMAN
DEPT OF BIOLOGY
UNIV OF PENNA

80590

PLEASE RETURN ONE COPY WITH YOUR REMITTANCE

DATE	INVOICE NO.	CHARGES	CREDITS	BALANCE
			BALANCE FWD. →	1,089.80
				1,089.80

PAY LAST
AMOUNT IN
THIS COLUMN ↑

UNIVERSITY of PENNSYLVANIA

PHILADELPHIA 19104

The University Press
3933 WALNUT STREET

September 17, 1968

Mrs. Ida Kaplan Langman
248 Harvey Street
Philadelphia, Pennsylvania 19144

Dear Mrs. Langman:

Our Promotion Manager, with whom I spoke about the book exhibit at the American Institute of Biological Sciences meeting at Ohio State University, decided against exhibiting this year because we did not have any other new books in biology and the exhibition of one title is too costly and inefficient.

We did exhibit your book last year, when the meeting was held at Texas A & M University.

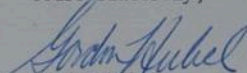
Stechert and Hafner in New York are promoting your book fairly effectively, and their mailings and advertisements go to all the people that would be likely to attend this meeting.

The contract for the publication of your book between the Press and the University called for royalty payments to begin after the third year of publication and to be paid to the Morris Arboretum. Since Morris Arboretum is part of the University, we have made a voucher transfer of funds from the Press to the Office of Project Research and Grants.

Please let me know if there is any further word from Mexico.

With best wishes,

Yours sincerely,



Gordon Hubel
Director

GH/sm

UNIVERSITY of PENNSYLVANIA

PHILADELPHIA 19104

The University Press

3933 WALNUT STREET

July 31, 1968

Mrs. Ida Kaplan Langman
248 Harvey Street
Philadelphia, Pennsylvania 19144

Dear Mrs. Langman:

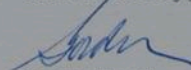
Thank you for your note of July 26, 1968.

If the binder was only supposed to bind 1,000 copies and bound more-- on his own--we are still responsible for the payment of the extra bindery work. All binders work under the assumption that the total number of copies printed will eventually be bound, and the partial bindery expense is payable when the remaining copies are fully bound.

If we were to decide to discard the unbound (sic) copies, we would have to pay immediately the \$616 fee for the unrequested partial binding, but there would be no additional charge to us. In fact, we might be able to get some extremely small payment for the scrap value of the paper (if you will excuse me for saying this). Upon checking, I find that we did send the December 31, 1967 statement on NSF Grant GN-41. A duplicate copy was made on July 26 and forwarded to the University of Pennsylvania Project Research and Grants Office for forwarding to the National Science Foundation. This report shows clearly that the University of Pennsylvania Press sustained a loss from this publication, so I should think there would be no doubt about the willingness of NSF to agree to any appropriate distribution of the unbound (sic) sheets to Mexico to reward deserving students.

The questions (financial) are, of course, who is to pay the binding fee and the freight charges to Mexico. I keep thinking there is someone in Philadelphia who would be willing to "pick up the tab," but I have not zeroed in on the right person as yet. Best luck for your efforts.

Yours sincerely,



Gordon Hubel
Director

GH/sm

UNIVERSITY of PENNSYLVANIA

PHILADELPHIA 19104

The University Press

3933 WALNUT STREET

July 12, 1968

Mrs. Ida K. Langman
248 Harvey Street
Philadelphia, Pennsylvania 19144

Dear Mrs. Langman:

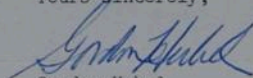
*Send to
Tasac
* 340*

I am afraid I have some disappointing news for you. As near as we can tell, the freight charge for 1000 copies of your book from Scranton (where the bindery is located) to Mexico City would be in the neighborhood of \$550.

In addition to the freight cost, Haddon would require a payment of \$617 for work they have already done partially to bind the books (please see the enclosed sheet from The Haddon Craftsmen Company). The sheets are not as I supposed. Rather, they are folded, gathered, sewn, and have the back stripping in place, ready to receive the outside covers. Roughly, this could be considered to be binding that is one-half complete, hence the \$617 charge.

I hope one of your friends in Mexico has a special fund upon which to draw to cover these costs, for even after this expenditure the students would be greatly benefited.

Yours sincerely,


Gordon Hubel
Director

GH:aml
Enclosure

UNIVERSITY of PENNSYLVANIA

PHILADELPHIA 19104

The University Press

3729 SPRUCE STREET

May 24, 1967

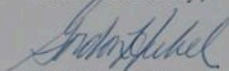
Mrs. Ida K. Langman
1726 Q Street, N.W.
Washington, D. C. 20009

Dear Mrs. Langman:

The invoice sent to you last month in the amount of \$1089.80 was for author's alterations made in the proofs of A SELECTED GUIDE TO THE LITERATURE ON THE FLOWERING PLANTS OF MEXICO. However, the invoice should not have been sent to you. I have discussed this with Mr. Yoseloff, who explained to me the contractual nature of the production, and these charges are to be applied against the grant we received from the National Science Foundation.

I am deeply sorry the invoice was sent to you. It must have been quite a shock to receive it. Please, if you can, forget all about it.

Yours sincerely,



Gordon Hubel
Director

GH:jm

UNIVERSITY of PENNSYLVANIA PRESS

PHILADELPHIA, PA. 19104

*Copy
Please forward*



Mrs. Ida Langman
Morris Arboretum
9414 Meadowbrook Lane
Phila., Pa. 19118

SALES AND DISTRIBUTION REPORT

BOOK TITLE	DOMESTIC SALES	FOREIGN SALES	TOTAL SALES	SPECIAL SALES AT 50% OR MORE DISC.	FREE AND REVIEW COPIES	TOTAL DISTRIBUTION
Gde Plant Mex						
From Publication Date To 6/21/67	193	181	374	-	71	445
Current Fiscal Year	<u>57</u>	<u>16</u>	<u>73</u>	<u>-</u>	<u>1</u>	<u>74</u>
Totals	<u><u>250</u></u>	<u><u>197</u></u>	<u><u>447</u></u>	<u><u>-</u></u>	<u><u>72</u></u>	<u><u>519</u></u>
Minus: Royalty Free Copies	<u>208</u>	<u>196</u>	<u>404</u>			
Royalty Sales	<u>42</u>	<u>1</u>	<u>43*</u>	*Sales made after January, 1968 (See Contract)		
Royalty Rate	<u>2.50</u>	<u>1.25</u>	<u> </u>			
Royalty Due	<u><u>\$ 105.00</u></u>	<u><u>\$ 1.25</u></u>	<u><u>\$ 106.25</u></u>			
Add: Other Income			\$ <u> </u>			
			<u><u>\$ 106.25</u></u>	<i>pd. to Morris Arboretum</i>		

574
6-26-1
UB
UNIVERSITY of PENNSYLVANIA

THE MORRIS ARBORETUM
9414 MEADOWBROOK AVENUE
PHILADELPHIA 19118

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12/22

(LLH)

HUI-LIN LI, *Acting Director*

November 12, 1971

Mrs. Ida K. Langman
248 Harvey Street
Philadelphia, Pa. 19144

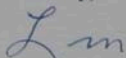
Dear Ida:

It was very nice to have a chance to talk to you over the telephone. I hope you have continued success in your bibliographic research.

About the Mexican Botany book, a statement, instead of a check, was received from the University of Pennsylvania Press. According to the statement, the Arboretum owes the Press \$21.25. Do you think we should pay them now? A copy of this statement is enclosed.

Hoping to hear from you soon,

Sincerely,



H. L. Li
Acting Director

HLL:jb

enc.

University of Pennsylvania Press

3933 WALNUT STREET / PHILADELPHIA, PENNSYLVANIA 19104



Morris Arboretum
9414 Meadocbrook Lane
Philadelphia, Pa. 19118

SALES AND ROYALTIES REPORT

AUTHOR/TITLE: Langman: Guide to Literature on Plants of Mex LIST PRICE: 25.00

FISCAL YEAR ENDING	DOMESTIC SALES	FOREIGN SALES & 25% or more disc sales	DIRECT MAIL SALES	SPECIAL SALES at _____ % OR MORE DISC.	TOTAL SALES	FREE AND REVIEW COPIES	TOTAL DISTRIBUTION
6-30-71	11	(2)	-	-	9	-	9
Books (Units)		10% net receipts					
Royalty Rate	2.50						
Royalty Due	\$ 27.50	\$ (3.75)	\$	\$	\$ 23.75		
Other Income					\$		
TOTAL DUE					\$	*	
	* Balance of author's account as of 6-30-71				45.00		
	Less above royalty				23.75		
	Balance due Press				<u>21.25</u>		
Cumulative TOTAL SALES (Units)	287	224	-	-	511	80	591

UNIVERSITY of PENNSYLVANIA

PHILADELPHIA 19104

October 10, 1966

The University Press
3729 Spruce Street

Mrs. Ida K. Langman
Smithsonian Institution
Museum of Natural History
Department of Botany
Washington, D. C. 20560

Dear Mrs. Langman:

Thank you for your letter of September 9, 1966 containing additional Errata and the list of reviews of your book that you have received. I am sorry it has taken me so long to reply, but I think you can imagine some of the difficulties I face in this reorganizational period.

It has also taken us longer to copy edit the Errata you had sent earlier than I had expected it would, so we are not yet in production to set the new material. Therefore, it is not too late to include additional Errata if you have come across any. May I suggest that you continue to send new Errata, and I will include as many as possible, right up to the time when no additional material can be accepted?

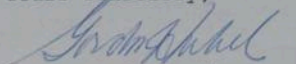
Your list of reviews did not include the entry in Biological Abstracts for April 22, 1965. Do you have a copy of this?

There was a review by ^{Richie Bell} Walter S. Flory, of Wake Forest College, in the July 1965 issue of the ASB Bulletin. Do you have this? 080 ✓
231
There was a review by W. Rauh of Heidelberg, in the Buchbesprechungen section of Sonderdruck aus Zeitschrift für Pflanzenphysiologie for (month?) 1965. Have you a copy of this? 2659

We are still without a copying machine, and since we only have one copy of each review I would like to hold them here. However, if you do not have any of the three I have mentioned, I will have copies made somewhere in the University and send them to you.

With best wishes,

Yours sincerely,


Gordon Hubel, Director Hubel
10/10/66

Die vorliegende 857 seiten umfangreiche Bibliographie
umfasst einen Überblick über die Literatur von
westlichen Blutenpflanzen, besonders unter
Entdeckung und Erklärung Mexikos durch die Spanier
bis zur jetzigen Besondere aufmerksamkeit wird
den taxonomen, mykologischen und pflanzengeographischen
literatur gewidmet. Aber auch ältere aus anderen
sich gebende, wie geschichte der botanischen erforschung
Mexikos, wissenschaftl. nutz anwendung mexicanischer
pflanzen in der landwirtschaft, gartenbau, medicin
pharmakologie und industrie werden kurz besichtigt;
weiterhin werden vorträgen der eingeleiteten
sprach in deren einfluss die pflanzen von
enthalten sind, zitiert. Der bibliographische Teil
endet durch ein 15 seiten langes, ausführ-
liches sachregister erganzt, das ein
angewandte der literatur erleichtert.

Was sich von all jenen literatur ein
verfolgen notwendig sein, die sich mit der
kultur sowie den pflanzen, mexikos und deren
nutz anwendung beschäftigen

W. Rauh

53(3)

681964

Hendley

University Press
3729 Spruce Street
Philadelphia, Penna.

August 23, 1966

Mrs. Ida Langman
248 Harvey Street
Philadelphia, Penna. 19144

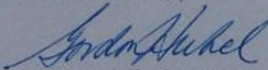
Dear Mrs. Langman:

Thank you for your letter of June 6, 1966 and for sending the Errata and Additions for your "A Selective Guide to Literature on Flowering Plants of Mexico."

I am writing to acknowledge receipt of the copy because I am not sure that Mr. Yoseloff acknowledged the receipt, and also because I want to introduce myself as the new Director of the University of Pennsylvania Press. Mr. Yoseloff's agreement with the University will terminate on September 30, and I will therefore have the pleasure of seeing the Errata and the Additions into print. It would be very nice if we could fit them all on both sides of one leaf, but I estimate that there is too much material here and that we should probably have to use a four page insert.

As soon as we have the material copy edited and set in type I shall be sending you a proof sheet for your inspection and approval.

Yours sincerely,



Gordon Hubel, Director

Costs of Publication

SELECTED GUIDE TO THE LITERATURE ON THE FLOWERING PLANTS OF MEXICO

Editing:		107.50	
		115.00	
		25.00	
		137.50	
		110.00	
		122.50	
		102.50	
		115.00	
		140.00	
		115.00	
		117.50	
		62.30	
		105.75	1375.55
Manufacture:	jacket	45.00	
	jacket	13.50	
	typesetting and printing:	19802.90	
	1000 binding:	1170.00	21030.40
Overhead: (as stipulated)			4500.00
Advertising: (expenditures to date)			991.00

	Total cost to date		\$27897.95
	Funds supplied under contract		19500.00

Expenditure by University of Pennsylvania Press			\$ 8397.95

Sales and Income to Dec. 31, 1966
 SELECTED GUIDE TO THE LITERATURE ON THE
 FLOWERING PLANTS OF MEXICO

Total distribution	434	<u>1965</u> 358
Free	71	71
Sales (Domestic and Foreign)	363	287
Gross Income	\$7260.00	5811.25
Expenditure by University of Pennsylvania Press	\$8397.95	8397.75
Due to National Science Foundation	-----	—
 Total Printing	 2000	 2000
Inventory on hand	1566	1642

Sold in 1966 - 76

** 25 less appropriate discount averaging about 25%*

UNIVERSITY of PENNSYLVANIA

PHILADELPHIA 19104

The University Press

3729 SPRUCE STREET

February 16, 1967

Mrs. Ida K. Langman
1726 Q Street
Washington, D. C. 20009

Dear Mrs. Langman:

Please forgive me for taking so long to reply to your letter of January 26, 1967.

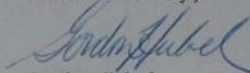
We have prepared the report for the National Science Foundation, and I believe you have already received a copy of this report.

Unfortunately, we did not receive a copy of the review that appeared in Ceiba, nor have we received any reviews in addition to those that we had previously corresponded about.

The consolidation of the several sets of corrections you sent us has been completed, but we have not yet completed the retyping of the consolidated correction list. We hope to be able to do this soon. This turned out to be a much bigger job than we had thought it might be originally.

With best wishes,

Yours sincerely,



Gordon Hubel
Director

GH:jm



Symbol of a New Era at the Press

With a new logotype (above) and a new staff, the University Press looks to a bright future

FOR a long time university presses have been in the embarrassing position of being accused of publishing books that nobody wants to read or else of having a sound scholarly research project blow up to best-seller proportions before their eyes, as in the case of David Reisman's *The Lonely Crowd* or Marshall McLuhan's *The Gutenberg Galaxy*.

University presses are separated from the commercial houses because they put their values in a basket bigger than the one that holds profits. People in university publishing have always been committed to the idea that certain works, aimed at an academic community, deserve the support of the university in the role of publisher. They believe in that act of disseminating the knowledge gained through research. Thomas J. Wilson, director of Harvard University Press, said it when he remarked: "A university press exists to publish as many good scholarly books as possible, short of bankruptcy."

In spite of the well known fact that editors in university press publishing could be tripling their salaries in commercial houses, many of them have come back to the campus. And in spite of the supposed threat of computerized technology, the university presses are coming into their own: the number of titles issued annually by the American presses belonging to the Association of American University Presses has risen from 727 titles by 35 presses in 1948 to more than 2,300 titles by 60 presses in 1966. That's an increase of 219 per cent. In fact the university presses today produce more than eight per cent of this country's new nonfiction titles.

If that seems like a small percentage, it represents a lot of scholarly communication via books which, though relatively scarce in quantity, meet a gigantic need. An academic community can't demand good research facilities and adequate funding for research and then renege when it comes time to spread the word. *Continued*

The Press's staff joins Gordon Hubel (center) in his office: from left, Joseph Tustin, the business manager; Donald Boyle, the production manager; Jane Alles, humanities editor; John Bernheim, the editor for the social sciences; Rochelle Corson, promotion manager; and Charles Ellis, warehouse manager.

