

*Joan*

## The Rise of Women In Publishing

*(plus some other useful statistics for  
the manager planning ahead)*

WHAT is the broad picture of wage and hour trends in the book publishing and book printing industries? How much of the business is accounted for by as few as four or as many as 50 companies? How much do printers and publishers rely on rail, motor carriers, their private trucks or parcel post for making their shipments? What is the shifting status of women in printing and publishing?

New data in these and other areas, facts potentially useful for managers in their planning, have been compiled by the Printing and Publishing Division of the Department of Commerce. Data are based on continuing analysis of the 1967 Census of Manufactures, on recent reports from the Bureau of Labor Statistics, Bureau of the Census and other government sources. Summaries and analyses appear in the most recent issue (Vol. 11, No. 4) of the U. S. Department of Commerce magazine, *Printing and Publishing*, prepared by the Printing and Publishing Division of the Bureau of Domestic Commerce and edited by William S. Lofquist.

In the same issue of the Commerce report, book publishing figures for seven major countries are compared, and current statistics on exports, imports and other areas of activity are provided.

The study of the largest companies and the share of the industry's business they account for is based upon the "value of shipments" reported for the manufacturing censuses over a 21-year span, 1947-1967.

Fifteen printing and publishing industries are covered in the study, and among these, book publishing shows a high percentage of shipment concentration. In 1967, the four largest companies doing their main business in book publishing accounted for 20%

of the value of all book publishers' shipments; the 8 largest, for 32%; the 20 largest, for 57%; and the 50 largest, for 77%. The ratios were pretty much the same over the five years 1963-1967 inclusive.

"Book publishing's gains in shipments have been very strong—up 34% in 1967 [to \$2,060,200,000] over 1963 [\$1,534,600,000], and a huge jump of 344% for the period 1947-1967," writes C. Norton Grubb, summarizing this Commerce report. "The industry's total number of companies has been on the upswing . . . with an increase of 27 [to 963] in 1967 over 1963, and an expansion of 328 from 1947 to 1967."

The book printing industry, in the same Commerce report, shows that in 1967 the 4 largest manufacturers accounted for 21% of the total business measured in value of shipments; the 8 largest for 30%; the 20 largest, for 48%; the 50 largest, for 64%. Here, too, the ratios were not very different from those of 1963. The total dollar values, however, increased from \$546.6-million in 1963 to \$787.4-million in 1967. There were 720 companies recorded in 1967 and 662 in 1963.

### THE BIGGEST FISH GET THE BIGGEST BITE

In another segment of the industry, bookbinding and related work, the 4 largest companies in 1967 handled 11% of the goods shipped; the 8 largest, 18%; the 20 largest, 30%; the 50 largest, 47%; not as great a concentration here as in some other areas of printing and publishing. A total of 1008 bookbinding and related enterprises were listed in 1967, a drop from the 1038 known in 1963. But the value of shipments increased from

\$228.5-million in 1963 to \$340.6-million in 1967. (The bookbinders numbered here include not only the relatively small group of binders of conventional books, but pamphlet binders and others; not, however, makers of blankbooks and looseleaf binders.)

Among book publishers, 33.5% of shipments went by motor carrier, 7.9% by rail, 8.1% by freight forwarder, and 45.1% by "other" means.

Book printers, on the other hand, had quite a different pattern: 55.1% of shipments by motor carrier, 21.2% by private truck, 6% by rail and only 8.5% by "other" modes.

In printing and publishing overall, the larger the plant, the less tendency to rely heavily on the "other" means of transport—parcel post, railway express and so on—and the more tendency towards auto transport.

One part of the transport study relates to the distances over which goods are shipped. Summing up certain figures, it's evident that book publishers in 1967 sent more than half their shipments—57.4%, to be exact—a distance of 200 miles or more, including a 23.2% share shipped more than 1000 miles. Book printers, on the other hand, did the major part of their shipments—58%—within a 200-mile range, including 28.7% under 50 miles. Bookbinding and related work was even more firmly local in nature, with 56.8% of shipments going less than 50 miles.

The *Printing and Publishing* survey shows that in 1967, 3.4% of the value of book publishing shipments was to foreign destinations, and 1.8% of book printing shipments.

A separate report in the same edition of *Printing and Publishing* shows that U. S. book exports (those valued over \$250) came to \$86,020,946 in the first half of 1970, a rise of 10.9% over the first half of 1969. (The 1970 figure may have been as much as 5% of the sales for the same period.)

"Women Move Ahead in Printing and Publishing" is the title of another section of the Commerce report. Rose Marie Bratland reports that 40% of American women over 16 had jobs in January, 1970, that 60% of those women were married and half were over 39 years old. Three-fourths held full-time jobs. The concentration on clerical jobs has been rising since 1963, and is well over a third of the jobs held. Many jobs in the new occu-

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pational force are not open to women.

Separate figures are not given for book publishing and book printing; but, for the book industry as a whole, 46.8% of the employees in 1968 were women, compared with 42.6% in 1962. Male employment in the book industry increased 18.9% overall, 1963-1968; female employment increased 41%; women were coming into the industry faster than men. Levels of status—managerial, professional, clerical, etc.—are not included in the present study.

In the book industry, women accounted for 61.7% of the employment increase between 1963 and 1968, compared with 34.7% for all manufacturing industries and 51.5% for printing and publishing overall.

The dramatic upturn in union wage rates over the past couple of years is emphasized in a review of trends in wages and hours in the printing industries, prepared by Charles R. Cook. Additional figures show rates in different parts of the industry through the end of June, 1970.

The report is based on a Bureau of Labor Statistics Study entitled "Union Wages and Hours: Printing Industry, Bulletin 1670," available from BLS offices or the Superintendent of Documents, Washington, D. C. 20402, at 65 cents.

"Union wage rates in the printing trades for the 22-month period ending July 1, 1969, recorded the highest annual advance in two decades," Mr. Cook writes. "Union wage rates for printing trades workers in cities with a population of 100,000 or more averaged \$4.57 an hour on July 1, 1969—6.9% above the July rate of the previous year."

### BINDERY WOMEN DON'T SHOW AVERAGE WAGE GAINS

Rates among the 12 divisions within the book and job printing trades averaged \$4.27 an hour, though in one division, that of bindery women, the hourly rate was still only \$2.72. The average work week was 36 hours, with 44% of workers on a 35-hour basis. There were, and are great regional variations, which are detailed in the report.

Increases since mid-1969 have continued. A new statistical table in the

*Printing and Publishing* report shows that in the printing and publishing industries as a whole, the average weekly earnings in the second quarter of 1970 were \$146.02 for 37.6 hours; for the equivalent period of 1969, \$140.06 for 38.3 hours.

For the book publishing and printing industries, the average weekly earnings for the second quarter of 1970 were \$133.62 for 38.7 hours, compared with an equivalent 1969 average of \$129.74 for 40.3 hours.

For bookbinding and related industries, the average weekly pay, second quarter of 1970, came to \$112.29 for 37.8 hours, as against, for the same

quarter in 1969, \$107.22 for 38.2 hours.

In contrast, weekly wages in the periodicals industry in the second quarter of 1970 were \$167.67, and the average weekly hours were 40.5; comparable 1969 figures were \$157.87 and 40.9.

The issue of *Printing and Publishing* that presents these surveys was dated last October, but was distributed early in January of this year. It is available at 25 cents from the U. S. Department of Commerce, Sales and Distribution, Washington, D. C. 20230, or from the Department's Field Offices.

## BOOKMAKING NEWS

### R & E CONFERENCE TO BE HELD IN MAY

The Research and Engineering Council of the Graphic Arts Industry will hold its 21st annual conference at the Sheraton-Nashville Hotel, Nashville, Tenn., on May 24, 25 and 26.

The objective of the conference is to provide information on new technical developments. This year's theme is "The Engineering Approach: A Fundamental Ingredient in the Graphic Arts Industry."

Conference chairman is David W. Lewis, Chas. T. Main, Inc. Committee members include: Chesley F. Carlson, Chesley F. Carlson Company; William E. Cozens, Great Northern Paper Company; John Gregg, Meredith Corporation; R. R. Hackford, Colonial Press, Inc.; Floyd R. Lear, Jr., Industrial Engraving Company, Inc.; R. E. Lewis, IBM; Robert L. Peterson, MGD Graphic Systems-North American Rockwell; Roger P. Rice, Jr., Time Inc.; Webster C. Roberts, Harris-Intertype Corp.; and William E. Ward III, Baird-Ward Printing Corp.

Further details on the program and registration forms are available from the Research and Engineering Council, 1515 Wilson Blvd., Arlington, Va.

### MEAD TO PRODUCE CARBONLESS PAPERS

Mead Papers recently announced its entry into the market for carbonless copying papers with the introduction of its own brand, Mead Trans/

rite Carbonless.

Mead Carbonless will be made at the company's largest mill, in Chillicothe, Ohio, under rights granted to Mead by the National Cash Register Company. Mead has produced carbonless papers at Chillicothe for NCR since 1954, when its first commercial coater to apply micro-encapsulated dyes to the surface of paper was installed. Additional coaters were installed as the business grew, and a major equipment modernization program was completed in 1969.

Mead will offer Trans/rite Carbonless Papers in white and color and in rolls and sheets. Company officials say that six to eight copies of a typed or handwritten message can be made on the Mead grade, thus making Trans/rite "ideal for continuous forms, sales books, register forms, unit sets, and other uses."

The new carbonless papers will be distributed by Mead through direct sales to major forms manufacturers, and through merchant distributors to other printers.

Other advantages of Mead Trans/rite, according to the company, is a stocking grade that can be consolidated with other Mead grades in shipments from Chillicothe. Drumpak, skid, and junior carton packing with polyethylene liners for protection, and pre-collated sets of up to six parts are all available. Color sequencing is compatible with most other brands of carbonless papers.