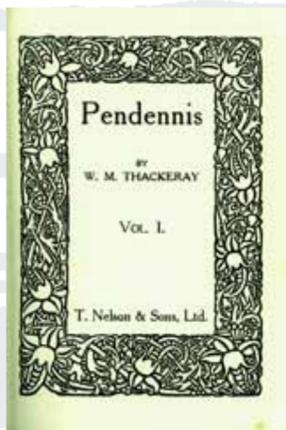
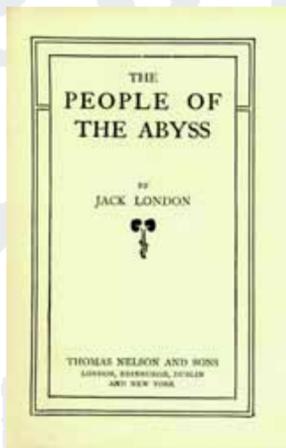


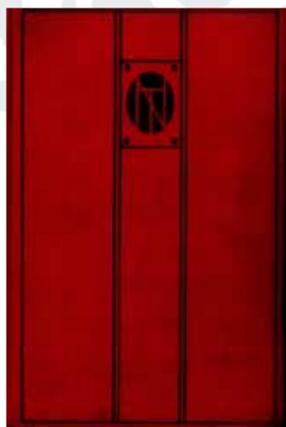
Printing and publishing activities

In 1818 Nelsons moved from second-hand bookselling into book publishing. From the start Nelsons aimed to create a solid list of widely distributed, low-cost books for the general reader. Until 1845 the firm dealt only in reprints. With the building of a new printing house at Hope Park that year, Nelsons began issuing original stories of adventure and travel for young children, by authors including Harriet Beecher Stowe and R. M. Ballantyne.



Educational works

With the passing of the Education Acts in England and Scotland in 1870 and 1872, Nelsons moved into a new market, launching textbook and educational reader series such as the 'Royal Reader' Series, the 'Royal School' Series, the 'Highroads' Series (*Highroads of History*, 1907; *Highroads of Literature*, 1911; *Highroads of Geography*, 1911), and from 1922 the 'Teaching of English' and the 'Teaching of History' series. Educational textbooks remained one of the firm's strongest areas of publishing activity throughout the twentieth century.



R.S.V. and religious works

Nelson published its first Bible, the King James Version, in 1885. Bible publishing was to become another strength of the firm's work. In 1946 the firm began publishing the Revised Standard Version of the New Testament, followed by the Old Testament and complete Bible in 1952. The new translation was phenomenally successful, particularly in North America, where within two years of publication Nelsons sold over three million Bibles.



Popular literature

In 1900, several popular series of pocket books were launched with a format of 6 1/2 by 4 1/4 inches, a size subsequently known in the trade as the 'Nelson size'. The new collections included the 'New Century Library' (reprints of popular authors such as Charles Dickens, William Makepeace Thackeray, and Walter Scott), and 'Nelsons Sixpenny Classics' (later to become 'Nelsons Classics'), a reprint series of non-copyright works that was eventually to run to over four hundred volumes. These were all marketed as 'handy for the pocket or knapsack, and especially suitable for railway reading'. A year after author John Buchan joined the firm as literary adviser in 1906, the firm launched 'The Nelson Library of Copyright Fiction', a series of general literature that was to include titles by H. G. Wells, Joseph Conrad, William James and John Buchan himself. Post-1945 such cheap reprints were phased out in favour of educational, religious and other general, non-fiction books.

