

## Concrete Publications Ltd and its Legacy to the Concrete Industry

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Edwin A. R. Trout

### Introduction

Concrete Publications Ltd (CPL) was a small, specialist, publishing house to the concrete industry and a pioneer in the promotion and dissemination of best practice. It was remarkable for the length of time it operated and for the quality of its work, much of which finds parallels with the concerns and activities of the concrete industry today. Indeed, it was a forerunner of, or was linked with, several concrete industry bodies still in existence: The Concrete Society; the British Cement Association; the Institution of Structural Engineers; the commercial publisher, Palladian Publications; and the Blue Circle cement brand. Perhaps most importantly its output lives on in a range of well-regarded publications, both magazines and books, though – as individual titles are now issued by various publishers – their early identity is no longer readily identifiable.

CPL's own origins are obscure, but are tied to the founding of the journal, *Concrete & Constructional Engineering*, and arose from the vision of its founder, Edwin O. Sachs.

### Edwin Sachs and the new journal

Edwin O. Sachs was a notable figure in Edwardian society, having achieved distinction in the fields of theatre design and fire prevention. He was included in the luxuriously-bound volumes of *The British Empire in the first year of the Twentieth Century*: "Mr Sachs has been prominently before the public of recent years as an architect with special knowledge of theatrical requirements and of fire-proof structures."<sup>1</sup> Qualifying as an architect in 1892 he set up in practice, combining his professional work with commissions in the militia and fire brigade. 1896, the year he married, heralded a decade of prodigious public activity. His monumental *Modern Opera Houses and Theatres* appeared in three folio volumes 1896-8, and he developed electrical machinery for scene changing at the Theatre Royal, and the Royal Opera House. Prompted by two disastrous fires in 1897 he sought to apply his enthusiasm for fire-fighting by founding the British Fire Prevention Committee (forerunner of the Fire Research Station, now at the Building Research Establishment). He was only 27. In the following year he became Member or Fellow of various professional institutions, before establishing the world's first fire testing station and publishing the first of a series of 'red books' on fire prevention. In 1900 he was recommended for a knighthood. By the time he organised the first International Fire Congress in 1903 he was becoming convinced of the fire-retarding properties of the latest building material to be introduced to Britain, reinforced concrete. He was soon to become its leading advocate.

At the age of 36 he established a new journal to promote the benefits of this material, the long-running *Concrete & Constructional Engineering*, which first went to print in March 1906. It was edited and partly funded by Sachs. Interestingly, Witten suggests that his involvement with this was probably not public knowledge, and certainly his obituary makes no mention of a formal role<sup>2</sup>. However, by January 1956 the 50th anniversary issue pays fulsome tribute to the man behind the magazine:

"Few were better qualified for the task of editing and managing the new journal than Edwin O. Sachs, who gifted with the dynamic energy and a pioneering spirit, showed, not for the first

time, far-seeing accuracy of judgment, for the materials and methods he advocated have been proved to be sound...He believed that the confidence of readers could be preserved only so long as the editorial pages were free from pressure by advertisers and commercial considerations, and that a large circulation amongst readers who found the journal useful, and who trusted and respected it, was the best means of attracting the advertisements that would make the venture self-supporting or profitable."<sup>3</sup>

March 1906 saw the first bi-monthly issue. The 'Editorial Notes', which habitually conveyed a lively, campaigning tone, declared: "This journal has been founded with the object of meeting the growing demand for reliable technical and economic information regarding concrete, reinforced concrete, and constructional engineering generally."<sup>4</sup> In the UK there was a limited range of books from such familiar publishers as Wiley, Spon, Chapman & Hall, and Longman – but no journal. The Editor then went on to describe the disparate sources of literature in Europe and America before announcing the role of his new publication: "a reliable digest of the world's latest information on concrete and constructional engineering as applicable to the British reader":

"This journal is intended to be essentially a practical one for architects, engineers and builders, but yet produced in sufficiently popular style to be understood by employers of labour generally, by directors of industrial corporations, by the members of Parliament and local councillors, in fact by all who direct and influence building and civil engineering work in the British Empire, and who should understand the advantages of modern materials and methods.

...This journal will enjoy the best expert assistance obtainable, and there will be no parsimony where expenditure is necessary for the presentation of the latest scientific data from pens of undoubted authority.

...Although no insularity will be observable when useful ideas of foreign origin come under review – and, in fact, the application of such ideas may be energetically advanced – this journal will call attention to any unnecessary use of foreign material or employment of foreign labour.

...This journal will, in fact, be a strong supporter of the home industries affected, and it is to be hoped that its efforts may be of some assistance, not only in the advancement of sound and economical work generally, but more particularly of such work as is entirely British."<sup>5</sup>

The patriotic slant is characteristic of the new journal and very striking to modern eyes, but Sachs routinely drew on the best writing, expertise and case studies from abroad to give a markedly international feel to the journal. His tone in the 'Editorial Notes' each issue was enthusiastic but purposeful, conveying a great sense of mission and progress toward clear goals.

Volume 1 drew on contributions from Germany, Switzerland, France, Belgium, Italy and the USA, and included papers translated specifically for the journal. Many of the regular columns were subtitled, "at home and abroad": sections such as 'New Works in Concrete'; 'New Uses for Concrete'; 'Articles and Papers'. The latter reported on international publishing, and 'Industry Associations' covered significant association proceedings. Technical support was provided with detailed descriptions of 'Laws, Rules and Regulations' and 'Tests with Concrete'. News was covered in a column entitled 'Memoranda', and 'Industrial Notes' for the "presentation of articles or notes on proprietary materials or systems of construction put forward by firms interested in their application." Such contributions were clearly identified as ex parte statements, from which the editor dissociated himself, but which were included for technical interest. From the beginning Correspondence from readers was encouraged. Readers appear to have grown rapidly in number, and, a year on, the subscription list reflected an "influential body of readers, as far as men of real

weight and power in the technical professions are concerned."

The journal and its subject had certainly had a successful year as Sachs claimed in his introduction to a review of 'The Progress of reinforced concrete in Great Britain during 1906':

"Twelve months are but a short lapse of time, but the progress made in that period has been extraordinary, and it is only to be hoped that the year 1907 will be a similarly interesting one as far as this new departure in the constructional work of the Empire is concerned."<sup>6</sup>

This optimism continued with *Concrete & Constructional Engineering* taking a stand at the Building Trades' Exhibition at Olympia in April 1907. The stand was prominently located in one of the central isles, and displayed photographs of recent works executed in concrete, along with envelopes "that had covered subscription orders for the journal from out-of-the-way places in the most distant parts of the world."<sup>7</sup>

Eminent contributors from abroad were also drawn to the journal. Volume 2 contained articles by N. de Tedesco, editor of *Le Ciment*; Prof. F. Schule, an authority on testing from the Polytechnic of Zurich; Prof M. Gary, from Berlin; Charles F. Marsh, author of *Reinforced Concrete*; and H. le Chatelier, a leading author from Paris. Initially the publisher's offices were based at 57 Moorgate St., London, EC, but after the first two years transferred to Dewar House, Haymarket, London, SW. From 1910 to 1918 publication was conducted from Waterloo Place off Pall Mall.

Sachs was also one of the founders of the Concrete Institute in 1908, a body devoted to construction in reinforced concrete and a forerunner of the Institution of Structural Engineers. Its establishment was advocated and reported by *Concrete & Constructional Engineering*. Both the Institute and journal were vigorous promoters of the new material and had a mission to disseminate technical knowledge for collective advantage. The two were to forge a close alliance, as we shall see, and one of the Institute's other founders, Dr Oscar Faber, the famous engineer, was to play a leading role in providing technical credibility to the journal up to and beyond Sachs' death. Certainly, in these early days of concrete publishing, many of the Institute's technical papers found their way into the pages of the journal, along with each Presidential address.

### The Early Years of Concrete & Constructional Engineering

Shortly after the Concrete Institute's establishment, *Concrete & Constructional Engineering* became a monthly journal. In March 1909 the numbering of individual parts changed to allow January 1910 to start as part 1 of a monthly magazine, in which form it continued. Many of the original headings remained, but by this time (1910) 'Recent British Patents Relating to Concrete' had been added and bibliographical coverage had become 'New Books at Home and Abroad'. Papers by eminent authors, such as Faber, presented before various technical societies, along with a summary of the following discussions, were identified under the banner, 'Recent Views on Concrete and Reinforced Concrete'. International coverage was extended to countries such as Denmark, Holland, Canada, Borneo and Mexico.

In 1912 the text ran to a total of 952 pages, about 80 pages per issue, printed on a 7"x10" quarto. Individual issues had 20 preliminary pages devoted to a contents list and advertising. Typically 30 advertisements were placed for cement, reinforcement, reinforced concrete contractors, machinery, proprietary flooring, including British agents for American and German products. Parts were bound in green paper, and from the beginning cloth cases and an annual index were available.

The First World War brought many changes. Though the editorial offices continued at Waterloo Place, the new publishing address was 4, Catherine St., Aldwych. Paper became scarce and the cover price had to be raised to 1/6 per issue. Copies could no longer be purchased en spec, but had

to be ordered in advance on subscription. The subject matter remained wide-ranging, but the needs of post-war reconstruction, of creating a "land fit for heroes", and shortages of steel and timber, directed attention to concrete "cottages", concrete roads, concrete railway waggons and concrete shipbuilding. This last was recognised by the establishment of a monthly supplement, entitled – predictably enough – *Concrete Shipbuilding*, which was issued free to subscribers. The supplement had run its course by the following summer, with the eighth and final issue being that of June 1919. Thereafter articles on shipbuilding returned to the journal itself. Another regular feature at this time was 'Concrete Simplified' – a title used more recently by the Ready-mixed Concrete Bureau.

Developments in government policy on housing were followed assiduously as, with an assumed 300,000 houses to be built during the following five years, Edwin Sachs foresaw a major opportunity for concrete construction.

However, Sachs' health deteriorated during this period, and in September 1919 he died at the age of 49. His passing was recorded briefly in *Concrete & Constructional Engineering*, where he was described as "our consulting engineer".<sup>8</sup> His death followed the ending of hostilities, and prompted a period of turbulence and significant changes in the life of the magazine. The publishing address remained at 4 Catherine St., but the editorial offices moved to 35, Great St. Helens in 1919. Sachs was not formally replaced as Editor until 1922, but as an interim measure, his colleague and fellow concrete enthusiast, Oscar Faber took control of technical direction.

### 1919: Oscar Faber – Technical Advisor

Faber had emerged from postgraduate studies at Imperial College in 1906 as a champion of reinforced concrete. He worked for a while with the Associated Portland Cement Manufacturers (APCM, later Blue Circle), contributing to debates at the Concrete Institute on tall chimney construction. His work with P.G. Bowie in 1912, *Reinforced Concrete Design: Vol.1. Theory*, exposed the mysteries of the subject that the French pioneers had perpetuated to their own commercial advantage. It was a best seller, and put Faber on the map.

His early career can be charted in *Concrete & Constructional Engineering*, which serialised his doctoral thesis of 1915 on *Reinforced Concrete Beams: New Formulae for Resistance to Shear*, drawn from five years of testing at the Northern Polytechnic Institute. In Faber's biography his son, John, describes this serialisation as "consistent with his determination for publicity"<sup>9</sup>, which, with expertise and his OBE for wartime work on concrete barges and coastal defences, made him ideal for his role as Technical Advisor to Concrete & Constructional Engineering.

During Faber's period of influence, *Concrete & Constructional Engineering* took a more instructional role. According to Faber's son, he was a logical thinker and clear speaker, with a natural gift for teaching.<sup>10</sup> At the start of 1920 the journal targeted those of its readers more concerned with practical work:

#### "Practical Notes on Problems in Concrete Construction

Commencing with the present issue we are introducing a new feature in our journal and...we propose this year to devote a short section each month containing notes of especial interest to contractors, supervisors, clerks of works and others who are in charge of the actual execution of work. Practical notes and hints will be given, illustrated occasionally by sketches and photographs, and where possible, based on actual experience."<sup>11</sup>

Students were treated to a series of 'textbook'-type articles entitled 'Concrete in Theory and Practice': "A practical section especially written for the assistance of students and engineers, and others...who are interested in the subject on its educative side."<sup>12</sup> Faber himself provided the text

with "explanations so simple as to be intelligible to anyone desiring to understand the underlying principles...without wading through a lot of mathematics."<sup>13</sup>

Faber was active in teaching at this time, and his lectures at the Architectural Association and University College were given some coverage in *Concrete & Constructional Engineering*. Indeed the series of articles in the journal was borne out of material for the architectural lectures and was later republished as *Reinforced Concrete Simply Explained* (1922). Through his involvement with the Concrete Institute, Faber presented technical papers, and gave detailed responses to other authors' work. But with the exception of the features introduced by him, the structure of *Concrete & Constructional Engineering* continued much as before.

As 1921 drew to an end, Dr Faber turned his attention to his own consulting business, which would have given him less time for his work on behalf of *Concrete & Constructional Engineering*. His change of circumstances, and acknowledgement of his role in advising the journal, were announced in it:

"Dr. Oscar Faber, O.B.E., D.Sc., A.M.Inst.C.E., etc., has recently set up in practice for himself as Consulting Engineer, at 5 South Street, Finsbury Pavement, E.C.2.

Dr. Faber is, of course, well known to our readers by his articles and books on reinforced concrete, as well as the research work he has carried out on this subject. He is a member of Council of the Concrete Institute, and in addition to his ordinary consulting work he holds the appointment of Consulting Engineer to H.M. Office of Works, the Calico Printers' Association, Manchester, etc. He also is a regular lecturer at King's College, University College, the Architectural Association, etc. For the last two years this journal has had the advantage of Dr. Faber's co-operation as its Technical Adviser."<sup>14</sup>

Faber was to continue his involvement a little later, as we shall see, with an editorial role in the Concrete Yearbook.

### 1920: The Concrete Institute's 'Official Journal'

During the two years after Sachs' death, relations between the Journal and the Concrete Institute became even closer. The publication of the Institute's *Transactions* had been postponed during the war and the contents reduced. Volume 11 (1919) was abandoned and so in July 1920 *Concrete & Constructional Engineering* became the Institute's official journal, subtitled: "... The officially appointed journal of the Concrete Institute".

Besides the 'Monthly Notes' compiled by the Secretary, *Concrete & Constructional Engineering* featured papers read to Institute meetings and reports of the ensuing discussions, along with announcements of matters such as the examination and licentiate schemes. The arrangement was to continue until the Institute transformed itself into the Institution of Structural Engineers in 1922 and its new journal, the *Structural Engineer*, was issued monthly from January 1923. The annual *Transactions* was revived and issued periodically from late 1921.

From this point the proprietors of *Concrete & Constructional Engineering* embarked on a clear and distinct direction, with the appointment of H.L. Childe as both Editor and Manager of Concrete Publications Ltd, and the expansion of its activities into publishing books and additional journals.

### Concrete Publications Ltd – The Company

Concrete Publications Ltd, the vehicle for this expanded publishing effort, first appears as the name for a company in 1918. Hitherto the publisher was referred to as simply the proprietors.

Sachs, we know, was (anonymously at the time) Editor and one of the financiers. In 1910, subscriptions were to be addressed to the publisher and cheques required to be crossed Locks & Biddulph. But at the end of its life as a trading entity in the 1960s, Concrete Publications Ltd was a subsidiary of Blue Circle Industries, previously APCM. From what date this ownership arose remains obscure, but in a biography of Sachs his son states that at the outset he secured the support of the Associated Portland Cement Company<sup>15</sup> and it is worth noting that from 1920 at least, to late 1923, CPL and APCM's "propaganda" organisation, the Concrete Utilities Bureau, shared offices at 35 Great St. Helens, London. Indeed the address appears in advertisements for APCM's newly-acquired Wouldham Cement as early as 1912.

The Concrete Utilities Bureau was established by APCM in 1916 to promote the use of concrete as a construction material. In 1918 the CUB was at 6 Lloyds Ave., London EC3, premises also used by the Cement Marketing Co., Ltd (the original 'Blue Circle' - or APCM's, group sales organisation.) The CUB's main activities were the production of free leaflets, exhibiting at building and agricultural shows, and maintaining a permanent exhibition at 143 Grosvenor Road, London SW1 - all of which were publicised in *Concrete & Constructional Engineering*.

The Concrete Utilities Bureau, by then at 35 Great St. Helens, exhibited at the Building Trades Exhibition in 1921. The report in *Concrete & Constructional Engineering* states (ironically) that "as this organisation exists for propaganda purposes in the interests of concrete, the display was not spectacular" [!], but it did make mention of the free publications that were available from the CUB stand<sup>16</sup>. It also noted that: "other publications which could be obtained at the stand were the recently issued book entitled *Concrete Roads*, the volume *Concrete Cottages, Small Garages and Farm Buildings*, a new edition of which is now in the press, and the monthly journal *Concrete and Constructional Engineering*". No link between the two organisations was made explicit but, significantly, no other publisher was mentioned.

Then in November 1923 Concrete Publications Ltd took offices at 20 Dartmouth Street, which it was to occupy until August 1937, and the CUB was folded into another APCM initiative, the British Portland Cement Association. Incidentally, 20 Dartmouth St was an address used by other APCM-supported organisations, such as the Cast Concrete Products Association.

## 1922: H. L. Childe and C&CE

Henry Langdon Childe, the new Editor, was a young man of 29, who had cut his journalistic teeth at *The Builder* magazine. He consciously aimed to "maintain the high ideals set by E. O. Sachs"<sup>17</sup> and was committed to developing the business. *Concrete & Constructional Engineering* continued as before, though the annual subscription was reduced to 18s. 9d. per annum from January 1, 1922. A year later, in January 1923, the journal included several colour plates rather than just the customary black and white photographs. Photographs published by CPL were, in many cases, from the studio of Sidney Newbery, later acquired by the British Cement Association and now maintained by Concrete Information Ltd.

Change came gradually, as Childe was to develop an already successful format over the following 38 years. His innovations lay in the new direction for which he had been appointed: book publishing and new journal titles. In 1956 Childe looked back to the time of his appointment:

"In the early 1920s some of the most popular textbooks in use in this country were of American origin. There were, of course, some excellent books by British authors, but more were needed if British students and British engineers were to have a sufficiently wide selection of British books. It was therefore decided to start the "Concrete Series" books, and the guiding principle was to make available good books at low prices in the confident expectation that such a policy

could not fail to be a financial success. ... It is a source of great gratification that some of these books, of which nearly fifty have been published, are now used as textbooks in American universities".<sup>18</sup>

This new activity was not without precedent, as Concrete Publications Ltd had already undertaken the publication of two titles: *Concrete Cottages, Bungalows and Garages* (1918) by Albert Lakeman, and *Concrete Roads and Their Construction* (1920). Both would seem to be borne of the interest shown by C&CE in contemporary preoccupations. It was expected that very many houses would be needed after the Great War and the UK was seen to be lagging behind the Americans in adoption of concrete as a material for road building. Article after article appeared in the post-war issues of *Concrete & Constructional Engineering*, along with case studies and reprints of government policy documents.

*Concrete Cottages* by Lakeman, an early contributor to the journal, was the first of these spin-offs. The first edition of April 1918 ran to 3000 copies. Retitled *Concrete Cottages, Small Garages and Farm Buildings*, it was published for The Concrete Utilities Bureau by Concrete Publications Ltd.<sup>19</sup> In January 1920 there were still copies available: "We therefore would again call attention to the volume recently published, entitled *Concrete Cottages, Small Garages and Farm Buildings*, which can be obtained from our publishing offices, and of which a limited number of copies are still available. (Price 5/6 post free.)"<sup>20</sup> The second edition of 1924 was printed in a run of 6000 copies, with a further 2000 copies of the third edition in 1932.

*Concrete Roads and Their Construction* was another highly topical title. The first edition was issued in 1920: a second, considerably enlarged and brought up-to-date, was trailed during the summer of 1923 and more formally announced in the July edition of *Concrete & Constructional Engineering*:

"The necessity for improved methods of road construction to withstand the wear and tear of the fast and heavy traffic of the present day has led to a considerable demand for information on the all-concrete road, which, having been tried out in America during the past eighteen years, is now being adopted to an increasing extent in this country....

The extraordinary headway made by this type of road is forcibly brought home... within the past four years the number of all-concrete roads laid in this country has increased by no less than 900 per cent, and that the number under construction at the present time is greater than ever before."<sup>21</sup>

This announcement evidently had the desired effect and a month later the editor was able to declare: "The large number of advance orders received in response to the announcement in our last issue of the publication of second edition of *Concrete Roads* is evidence that the necessity for improved methods of road construction to withstand the wear and tear of the fast and heavy traffic of the present day is fully realised and that there is a considerable demand for information on the all-concrete road."<sup>22</sup>

This 1923 edition contains the first known reference to 'the Concrete Series', an imprint that was to become hugely popular in the years to come. It was expressed typographically simply as the words 'Concrete Series' set within a circle. This motif changed later to the words Concrete Series written in a circle, between two rings, in a manner reminiscent of the early Blue Circle logos. It appeared as a spine label on CPL blue cloth bindings until the 1960s.

The other 'Blue Circle' was associated with CPL's next book, *A Hundred Years of Portland Cement* by A.C. Davis. This history was written in 1924 by the Works Managing Director of APCM (Blue Circle) to commemorate the centenary of the patent awarded to Joseph Aspdin for his invention of Portland cement.

Other books followed throughout the 1920s, including two by Childe himself. The early ones were given a series number with *Concrete & Constructional Engineering* and the *Concrete Yearbook* (see below) first, and the three described above as Nos. 3, 4 and 5. The next were:

- O. Faber, *Reinforced Concrete Beams in Bending and Shear* (1925) No.6
- A. Lakeman, *Elementary Guide to Reinforced Concrete* (1925) No.7
- A. E. Wynn, *Design and Construction of Formwork for Concrete Structures* (1926) No.9
- A. E. Wynn, *Modern Methods of Concrete Making* (1926)
- H. L. Childe, *Concrete Products and Cast Stone* (1928)
- H. L. Childe, *Precast Concrete Factory Operation.* (1929)
- L. Turner & A. Lakeman, *Concrete Construction Made Easy* (1929)

No.8 was *Concrete for the Builder* (the magazine of 1926 noted below), but the numbering was soon discontinued as the series grew.

### 1924: The Concrete Yearbook

After the success of its early book titles, Concrete Publications Ltd turned to expanding its range of periodicals beyond the well-established monthly, *Concrete & Constructional Engineering*. The *Concrete Yearbook* was prepared for a launch in January 1924. From the start it was branded under the Concrete Publications Ltd imprint, and was edited by the versatile Faber and the recently appointed Childe.

The *Yearbook's* advent was announced from the pages of *Concrete & Constructional Engineering* in November and December 1923 in the following manner:

"The large number of inquiries we are continually receiving for names of makers of different specialities, addresses of firms and engineers, etc, have convinced us that there is a great need for a complete directory of the many branches of the concrete industry. It is, in fact, an anomaly that a growing industry which has already reached such large proportions should be without its directory, and we have decided to fill this gap by the publication...of the first edition of The Concrete Year Book. This volume will be a Handbook and Directory for the Concrete Industry..."<sup>23</sup>

The first edition was duly issued in January 1924, at 3/-, including its two sections: a Handbook (or subject introduction with bibliography) and a classified Directory.

"A feature of the publication is the 'Bibliography of Concrete', in which we have endeavoured to include every book dealing with concrete and allied subjects published in the English language: this chapter will be revised and added to in future editions in order to include new publications."<sup>24</sup>

Recognising that no first edition is ever likely to be complete, CPL announced that it would be pleased "if anyone connected with the industry who is not included would send particulars to the Editor...so they can be included in the 1925 Edition".<sup>25</sup> It was likewise recognised that the task of updating would be a continuous one, and the compilers would be indebted to the co-operative efforts of firms in industry.

Support evidently continued as the *Yearbook* was published in much the same format for the rest of the life of Concrete Publications Ltd. It was only in the 1960s that the company made any obvious changes to the catalogue's classification, though a comprehensive bibliography ceased to be attainable at a rather earlier date.

### 1926: Concrete for the Builder and Concrete Products

Business must have been brisk for Concrete Publications Ltd, with the journal, new yearbook and the Concrete Series, so Childe launched another new magazine with evident satisfaction:

"As the leading publishers for the concrete industry, we have frequently been asked to supply a journal specially devoted to concrete products and the smaller type of concrete building, and we feel that with the extraordinary growth of the industry the time has now arrived when we are justified in complying with this generally expressed wish.

*Concrete for the Builder and Concrete Products* will essentially be a journal for the practical man... We have arranged with many specialists to act as contributors, and we have also made arrangements for our subscriber's problems to be solved free of charge by experts in all branches of concrete construction and the manufacture of concrete products ...

Our desire is to assist the industry to take full advantage of the possibilities there are in front of it. ... there is a vast scope for increased output, and in this advance we hope to be of some assistance in making known the latest ideas for improving quality, lowering costs, and finding markets." <sup>26</sup>

Its title was perhaps not the most elegant for the newly launched magazine, but three years later a statement on the resolution of copyright problems announced an improvement: the less cumbersome title *Concrete Building and Concrete Products*.<sup>27</sup> And so the magazine continued until a change of ownership forty years initiated a series of revised titles.

*Concrete Building* was a consciously different offering from *Concrete & Constructional Engineering*. For a start, it was a different format: at 11x 8 inches it was larger, and it around 24 pages of text, it was much shorter. It contained short, practical articles and plenty of advertising for materials (cement, aggregates and admixtures); plant, such as mixers; and products such as cast stone (Empire Stone, for example). Advertising occupied the preliminary and final pages, as many as 12 or 14, so accounting for a substantial proportion of the whole.

It was in the field of precast concrete, the concrete products of its title, that the magazine seemed to make its greatest impact. Less than a year after its launch, in March 1927, a meeting was convened by the British Portland Cement Association (APCM's generic marketing organisation, forerunner of the Cement and Concrete Association and subsequently the British Cement Association). The meeting's purpose was to propose a Concrete Products Association. It was attended by precast concrete and cast stone manufacturers, the ubiquitous H.L. Childe, and was chaired by A.C. Critchley, head of APCM. Many advantages of co-operation were put forward, including the prospect of publicity through the new magazine:

"In the matter of publicity they had been promised assistance by Concrete Publications, Ltd., whose latest journal, *Concrete for the Building & Concrete Products*, each month gave valuable information to the concrete products industry. The Editor of that journal had agreed to allocate a certain amount of space each month for reporting the proceedings of the Association."<sup>28</sup>

A Mr A. C. James of Bristol Concrete was at pains to challenge one of the possible arguments against an association: the "reluctance on the part of manufacturers to divulge methods or processes which were fondly imagined to be exclusive to themselves." To this he had a retort: "For was not the new journal, *Concrete for the Builder & Concrete Products*, broadcasting methods and processes all over the country each month?"<sup>29</sup>

Of course the association was formed, eventually becoming the British Precast Concrete Federation, and *Concrete for the Builder* fulfilled its promised role.

### 1928: Cement and Cement Manufacture

With so many launches during past few years, it was soon time for another new magazine. In 1928 came the turn of the cement industry. Cement manufacture had long featured as a subject in *Concrete & Constructional Engineering*, but in 1928 a supplement to the longer established journal was issued. It was hoped that the first number of *Cement and Cement Manufacture* would interest a wide circle of readers actively engaged in the manufacture, testing, and other processes in the production of Portland and aluminous cements.<sup>30</sup>

Describing the scope of its journal and authority of both its contributors and editor (S.G.S. Panisset, APCM's senior chemist, was the Consulting Technical Editor) a notice went on to outline the need for such a journal

"It is an anomaly that an industry producing more than fifty million tons of manufactured material a year should have been so poorly catered for in periodical literature, for hitherto the only periodical in the English language dealing solely with cement has been a supplement to a United States journal. In Great Britain the cement industry has had to rely upon occasional articles in various building and engineering periodicals for information on new developments which vitally affect its well-being. This gap is now filled by *Cement and Cement Manufacture*..."<sup>31</sup>

The supplement was well received and formed the basis of a specialist magazine. Then, two years later, Concrete Publications Ltd embarked on a strikingly imaginative and ambitious course: to publish the magazine in four languages. (Even today, 2004, after a period of rapid international consolidation in the cement industry, multi-lingual magazines like *International Cement* and *ZKG International* are published in only two languages.) The decision to publish in four languages was reached "because in the opinion of the proprietors such an international journal is really necessary for the well being of the world's cement industry", creating as it did "a medium for the interchange of information possessed by no other industry in any country".<sup>32</sup> Endorsements from prominent figures in the UK, France and USA include one from R. W. Lesley of the [American] Portland Cement Association: "I can only send you my sincere congratulations on the brilliant idea of an International Cement Journal and my heartfelt wishes for its success".<sup>33</sup> However, commercial success was not to be. This was the era of the Great Depression and difficult economic conditions forced the publisher to abandon the enterprise after two years and revert to an English-only magazine, though vowing to retain an international character in its contents.<sup>34</sup>

The breadth of language may have changed, but so too did the title a few years later. The cement makers became increasingly involved with lime processing and the interests of the two industries converged. An expanded scope was reflected in a change of name: *Cement and Lime Manufacture*

"Hitherto there has been a scarcity of published information on lime. Until recently the production of lime followed traditional custom, and there was perhaps little need for the subject to be dealt with at regular intervals. Nowadays, however, the tendency is to concentrate manufacture in large works using new types of plant and scientific methods of control, and it is felt that the time has arrived when the developments taking place throughout the world should be made known to the industry. So many cement manufacturers are also interested in lime that it is thought this could be most conveniently done by covering both subjects in one periodical. Science has no secrets; it welcomes publicity and, indeed, only flourishes by free interchange of opinions and ventilation of ideas. It is the arena for these that this journal now seeks to provide in the interests of both cement and lime."<sup>35</sup>

### Concrete Publications Ltd – the 1930s and later

The 1930s were a golden age for Concrete Publications Ltd. Three journals were now being published, along with the successful Yearbook and an expanding range of textbooks. Twenty three new books came out during the decade, including:

- A. E. Wynn, *Estimating and Cost-keeping for Concrete Structures* (1930)
- W. S. Gray, *Reinforced Concrete Reservoirs and Tanks* (1931)
- C. E. Reynolds, *Reinforced Concrete Designers' Handbook* (1932)
- W. S. Gray, *Reinforced Concrete Water Towers, Bunkers, Silos & Gantries* (1933)
- W. L. Scott, *Explanatory Handbook on the Code of Practice for Reinforced Concrete* (1934)
- C. R. Platzmann, *International Dictionary of Cement* (1935)
- W. S. Gray & H. L. Childe, *Concrete Surface Finishes, Rendering and Terrazzo* (1935)
- H. N. Walsh, *How to Make Good Concrete* (1939)

Several of these titles were, in fact, reprints of articles, or series of articles, originally published in *Concrete & Constructional Engineering*. Faber's work provides an early example. Certainly there was a close relationship between the authors above and writers in the journal; the 1929 volume includes Gray, Lakeman, Manning, Scott, Turner, Walsh and Wynn, most of whom are referred to above.

The books of the early 1920s began to be published under the 'Concrete Series' brand, and by 1935 this had been formalised with a house style consisting of a decorative border, a Concrete Series colophon and a blue binding. The border was designed by Reginald Hallward and wove together British motifs of lions and acorns combined with a CPL monogram. In the colophon, the words 'Concrete Series' were superimposed over two lions rampant and a sprig of oak leaves. This style continued until 1964 when it was superseded by blue title labels on the case, and dust jackets designed specifically for individual publications.

In the August 1937 issue of *Concrete & Constructional Engineering* it was announced that CPL had moved from No. 20 to No. 14 Dartmouth Street, Westminster, S.W.1.<sup>36</sup>

As war approached, the published output reflected an increasing concern for defence issues. Indeed in the October 1939 issue of *Concrete & Constructional Engineering* Childe stated that "while articles of a scientific nature will continue to be a feature of the journal, more space will be devoted to articles of value to the nation in time of war, when the reinforced concrete industry will have a very important part to play."<sup>37</sup> Air Raid Protection became a main heading in the annual index and articles quickly appeared on air raid shelters, camouflage, civil defence, first aid posts, protection of pavement lights, designs for concrete huts, and sand-filled hollow blocks for blast protection. Government guidance on war-time arrangements of interest to engineers and contractors was reproduced too. Similarly the book titles covered related war subjects:

- O. Arup, *Design, Construction, Cost and Relative Safety of Trench, Surface, Bomb-proof and other Shelters* (1939)
- D. H. Lee, *Design and Construction of Air-Raid Shelters* (1940)

Another nine books were published in the early 1940s on subjects such as farming, structural design, foundations, cement chemistry, cast stone and farm concrete.

During the war, economy measures were introduced, with cheaper paper and bindings, and a slightly smaller format for some titles (including *Concrete & Constructional Engineering*). The 'Book Production War Economy Standard' emblem appeared widely. Book publishing continued

after the war with classics such as:

- G. Magnel, *Prestressed Concrete* (1948)
- A. W. Legat et al., *Design and Construction of Reinforced Concrete Bridges* (1948)
- A. L. L. Baker, *Limit State Design of Reinforced Concrete* (1949)
- W. L. Scott, W. H. Glanville & F. G. Thomas, *Explanatory Handbook on the BS Code of Practice for Reinforced Concrete* (1950)
- G. P. Manning, *The Displacement Method of Frame Analysis* (1952)
- C. E. Reynolds, *Examples of the Design of Reinforced Concrete Buildings* (1952)
- M. Smolira, *Analysis of Structures* (1955)
- A. L. L. Baker, *Ultimate Load Theory Applied to the Design of Reinforced and Prestressed Concrete Frames* (1956)

In all, fourteen books were published between 1945 and the company's 50th anniversary in 1956. The authors included distinguished authorities; of the writers on prestressed concrete, for instance A.L.L. Baker was professor at Imperial College, and Gustave Magnel, professor at the University of Ghent. The post-war development of pre-stressing technology found expression in *Concrete & Constructional Engineering*, as "including Prestressed Concrete" became appended to the title from 1952 onward.

#### 1956: The final decade of C&CE

*Concrete & Constructional Engineering* celebrated its fiftieth anniversary in 1956 with a special Anniversary Issue of papers reprinted from a symposium. Prefacing this was an Editorial Note from the by now venerable Childe. Though much of this has been quoted above, in the sections on Sachs and book publishing, the following gives an indication of successful continuity:

"After the death of Edwin O. Sachs, and in the difficult conditions at the end of the first world war, the advice of Dr. Oscar Faber, C.B.E., was sought on editorial matters, and his wise guidance was of untold value during that period. In 1922 the writer was, at the age of twenty-nine, appointed to edit the journal and to manage and develop the business, and since striven to maintain the high ideals set by E. O. Sachs and some of the editors with whom he had worked. Thus in the period of fifty years the journal has had two editors only."<sup>38</sup>

Over the years, Childe's Editorial Notes had generated many responses, both "appreciative and vituperative", and so "in view of the interest they have aroused", a selection of the Notes was reprinted in 1958 in book form<sup>39</sup>. Excerpts of letters to the editor were quoted as some of the reasons for publishing and with becoming modesty he cited as many negative as positive comments; they reflect upon the qualities of the man:

- "Your Editorial Notes have been the feature which has distinguished your journal in our eyes above all other technical publications. We have always admired their good sense, their penetrating thought, and the masterly quality of English expression."
- "Over the years I have derived a lot of pleasure and information from your Editorial Notes. The standard of these has been uniformly high, and they have been particularly pleasing in that a broad approach to many engineering problems has been set out in them."<sup>40</sup>

Childe's time as Editor was drawing to a close, however, and his retirement on 31 December

1959 was announced in the November issue. The notice spelled out his successes over 38 years, and that more than 600,000 of the "Concrete Series" books had been sold.

Even in retirement, Childe's enthusiasm and energy were not lost to the concrete industry. He maintained a correspondence in the pages of *Concrete & Constructional Engineering*, and prepared new editions of his own books. Ten years after retirement his final book, *Everyman's Guide to Concrete Work* (1969), was published by Godwin. It sets out to be "an attempt to make available in one cover the information on concrete which the writer's experience has shown to be needed by many builders [etc] anxious to improve their knowledge."<sup>41</sup> Subtitled 'better concrete at lower cost' it acts as a worthy testament to a lifetime's achievement.

Chas. Reynolds became Managing Editor and, at the end of December 1962, CPL moved from 14, Dartmouth Street to the nearby address of 60, Buckingham Gate, London, S.W.1. Continuity in location was stressed at the time: "The premises now being vacated have been the office of the publishers of this journal since the summer of 1937 when it was moved from another address in Dartmouth Street. By the move to Buckingham Gate, Concrete Publications Ltd., remain in Westminster."<sup>42</sup> It was there in 1966 when *Concrete and Constructional Engineering* was wound up and, with *Structural Concrete*, transformed into the magazine of the newly-formed Concrete Society, *Concrete*.

This dramatic development, in some ways a sad ending but in others an exciting fresh start, was announced in *Concrete & Constructional Engineering* in December 1966:

"This number of *Concrete & Constructional Engineering*, after some sixty-one years of continuous publication, is the last number in its present form. Commencing next month, January 1967, this journal, as most of our readers are aware, will be incorporated in an enlarged monthly publication called simply *Concrete*, which will be the journal of the newly-formed Concrete Society, and which will be published by Concrete Publications Ltd. It is intended to retain in the new journal many of the editorial features of *Concrete & Constructional Engineering*. Articles on structural analysis, on the design of reinforced concrete, prestressed concrete and precast concrete structures, on materials and research, and on construction and construction equipment, book reviews and the like will be supplemented by the proceedings and news of the Society."

#### 1967: Concrete – Official Journal of The Concrete Society

This new journal incorporated both *Concrete & Constructional Engineering* and *Structural Concrete*, the journal of the Reinforced Concrete Association, itself being incorporated into the Concrete Society. As *Concrete & Constructional Engineering* had been, it was to be published monthly by Concrete Publications Ltd from its offices at 60, Buckingham Gate.

*Structural Concrete* had started out as papers entitled *A Review of Recent Progress* issued in June and December 1945. When No.3 was published in June 1946, it had become *The Reinforced Concrete Review*, with the purpose "to keep Members of the Reinforced Concrete Association in touch with the more important developments in reinforced concrete."<sup>44</sup> Fourteen years later the RCA announced a bi-monthly format, and a change of name: *Structural Concrete*.<sup>45</sup>

However, the new journal did not last long and, just as *Concrete & Constructional Engineering* bade a fond farewell to its independent past and announced a new beginning with *The Concrete Society*, so too did *Structural Concrete*. Its 'Notes and News' also explained respective roles of the two former editors:

"An Editorial Advisory Board, set up by the Society, will assist and advise the Editor who will be Mr C. E. Reynolds BSc(Eng) MICE. The Secretary of the Association, A. B. Harman (until now the RCA Secretary and Editor of this journal), will be Secretary to the Editorial Board."<sup>46</sup>

Needless to say, a similar message was presented in the first issue of *Concrete* in January 1967:

"Concrete and The Concrete Society

CONCRETE – THE MATERIAL, THE SOCIETY, THE JOURNAL – three closely related but different aspects of an important industry. The Concrete Society has been formed to bring together all those interested in the material – concrete – and its uses. The journal, of which this is the first number, has been established to disseminate information on concrete.

The Journal

As the official organ of The Concrete Society, this journal will record the activities of the Society and will publish in full, or in various degrees of abridgement, the papers presented to the Society. In addition, however, articles on theoretical, practical and architectural design, on construction, on materials an research, on plant and equipment, and on such ancillary subjects as education and training, written by members or non-members, will be included, and are invited for consideration for inclusion. In each number it is hoped to include something of interest to every member of the Society and to non-member subscribers, whatever their field of activity in the concrete industry."<sup>47</sup>

### 1969: Acquisition of CPL by the Cement & Concrete Association

The ending of *Concrete & Constructional Engineering's* independence was soon mirrored by the ending of Concrete Publications Ltd as an independent publisher. Only two years later, in the summer of 1969, CPL – then a wholly-owned subsidiary of APCM – was sold to the Cement and Concrete Association, by far the biggest player at the time in the dissemination of knowledge on concrete. CPL's benign parent, 'Blue Circle', was also the biggest member of the Association and as both were involved in publishing and promotion there was a natural convergence of interests. The C&CA's annual report records that "during the year the Association purchased the assets of Concrete Publications Limited" and effected a number of changes:

"The name of *Concrete Building and Concrete Products* has since been changed to *Precast Concrete and Cement and Lime Manufacture* has been re-named *Cement Technology*. A new Publishing Division has been formed within the Association to handle these publications together with *Concrete Quarterly*, *The Magazine of Concrete Research* and the wide range of research reports and advisory booklets which we have been publishing for many years."<sup>48</sup>

The Concrete Series inherited by C&CA was well established and highly regarded, with a comprehensive list and a record of successful sales. A decade before, Childe had been able to say of CPL's commercial success:

"The low prices of the books published by this Company have also been often commented upon, and here again the reason is large and increasing sales.

The unit cost of producing books and periodicals develops very much on the number printed at one time, and the great demand for this Company's publications results in such large printing numbers, and consequently low cost per copy, that the ever-increasing cost of production has been met by increased sales at pre-war or very slightly higher prices. So far more than half a million 'Concrete Series' books have been sold, and some of them, with sales so far of nearly forty thousand copies, would be classed as 'best sellers' by publishers of novels or any other class of book. The success of these books is in no small measure due to the late W. S. Gray, a sound engineer with an encyclopaedic knowledge of concrete, who from 1928 until his death in 1945 was a member of the staff of the Company and found time to write some of these books himself.

... Of the total sales, about two-thirds of the 'Concrete Series' books are exported, and about half the subscribers to this journal are abroad; the ratio of exports of 'Concrete Series' books is about double the export ratio of all British publishers."<sup>49</sup>

In the years that followed, 21 more titles had been added to the list, so that by 1969 the books advertised by Concrete Publications Ltd were as cited in the list below, while the demand for which is indicated by the many editions to which several titles ran and the numbers of copies sold<sup>50</sup>. In later years CPL made quite a feature of publicising the print runs for each previous edition.

### REINFORCED CONCRETE DESIGN

*Reinforced Concrete Designers' Handbook*. Reynolds (1932; 6 ed. 1961) 7 ed. in preparation  
*Basic Reinforced Concrete Design* (2 volumes). Reynolds (1962; reprinted 1966)  
*Explanatory Handbook on the Code of Practice CP.114*. Scott, Glanville & Thomas, (1934, 16,000 copies; 1950, 11,000; 1957, 10,000; reprinted 1961 & '62; 2 ed. 1965; reprinted 1969)  
*Examples of the Design of Reinforced Concrete Buildings*. Reynolds (1952, 10,000; rev. 1959)  
*Structural Lightweight-Aggregate Concrete*. Nesbit (1966; 1967)  
*Structural Design Applied to Reinforced Concrete*. Eriksen (1953)  
*Elementary Guide to Reinforced Concrete*. Lakeman (1925; various eds.; reprinted 1964)  
*Design Charts for Members Subjected to Biaxial Bending and Thrust*. Pannell (1962; 1966)  
*The Inelastic Space Frame*. Baker (1967).

### PRESTRESSED CONCRETE

*Introduction to Prestressed Concrete*. Abeles (vol. 1, 1964; vol. 2, 1966)  
*Prestressed Concrete Designer's Handbook*. Abeles & Turner (1962) sold out in 1969  
*Guide to the Code of Practice for Prestressed Concrete*. Walley & Bate (1961; reprinted 1966)  
*Prestressed Concrete*. Magnel, (1948, 6000 copies; 2 ed., 1950, 8000 copies; 3 ed., 1954).

### STRUCTURAL ANALYSIS & MATHEMATICS

*Engineering Mathematics*. Douglas (1964)  
*Continuous Beam Structures*. Shepley (1942, 2000; reprinted 1945, 3000; reprinted 1950, 6000; 2 ed. 1962)  
*Ultimate Load Method of Design*. Baker (1956)  
*Statically Indeterminate Structures*. Gartner (1944, 1000 copies; 1947, 2500; 3 ed., 1958)  
*Nomograms for the Analysis of Frames*. Rygol (1957)  
*Analysis of Structures*. Smolira (1955).

### CONSTRUCTION & FORMWORK

*Concrete Construction*. Reynolds (1938, 6350; 1945, 6000; 1950, 7500; 1961 2500; 3 ed. 1967)  
*Formwork for Concrete Structures*. Wynn & Manning (1926; 5 ed., 1965)  
*Concrete Formwork Designer's Handbook*. Gill (1960)  
*Concrete Finishes and Decoration*. Childe (1935, 2000 copies; rev. 1943; reprinted 1948; 1964)  
*Introduction to Concrete Work*. Childe (1943, 10,000; 1945, 5000; 1947, reprinted 1949, 1951 & 1961)  
*Concrete Construction Made Easy*. Turner & Lakeman (1929, 3000; rev. 1936; 3 ed., 1958)  
*How to Make Good Concrete*. Walsh (1939, 5000 copies; reprinted 1947, 5000; 2 ed. 1955)  
*Concrete Reinforcement Handbook*. Disney (n.d.).

### SPECIAL STRUCTURES

*Water Towers, Bunkers, Silos etc.* Gray & Manning (1933; 5 ed. 1973)  
*Reservoirs and Tanks*. Manning (1967)

- Helical Stairs with Fixed Supports.* Cusens & Santathadporn (1962; 1966)  
*Design of Non-Planar Concrete Roofs.* Terrington & Turner (1964)  
*Reinforced Concrete Chimneys.* Taylor & Turner (1940, 1500; reprinted 1948, 2000; rev ed. 1960)  
*Design and Construction of Concrete Roads.* Smith (1934, 2500 copies; rewritten 1946)  
*Design of Prismatic Structures.* Ashdown (1951, 2500 copies; 2 ed., 1958)  
*Arch Design Simplified.* Fairhurst (1945, 3000 copies; reprinted 1954)  
*Influence Lines for the Fixed Arch.* Eriksen (reprinted from C&CE, 1940)  
*Reinforced Concrete Bridges.* Legat, Dunn & Fairhurst (1948, 5000 copies; rev. 1957).

#### FOUNDATIONS

- Design and Construction of Foundations.* Manning (1961; 2 rev. ed. 1972)  
*Deep Foundations and Sheet-piling.* Lee (1945, 3000; rep 1949, 4000; new title 1961)  
*Foundation Failures.* Szechy (1961)  
*Reinforced Concrete Piling and Piled Structures.* Wentworth-Shields, Gray & Evans (1938, 3250 copies; rev. 1948, 2000 copies; 1960)  
*Raft Foundations.* Baker (1937; 2 ed. 1942, 1945, 1948; 3 ed. 1957, reprinted 1965).

#### PRECAST CONCRETE

- Estimating and Costing Precast Concrete Products and Cast Stone.* Fielder (1943, 2000 copies; reprinted 1947, 3500; 2 ed., 1963)  
*Concrete Products and Cast Stone.* Childe (1928 – 8 ed. 1949, 16,000 copies; 9 ed., 1961)  
*Concrete Farm Structures.* Pennington (1954)  
*Moulds for Cast Stone and Pre-Cast Concrete.* Burren & Gregory (1930, 2000 copies; 2 ed. 1937, 3000; reprinted 1948; reprinted 1957).

#### CEMENT

- Cement Chemists' and Works Managers' Handbook.* Watson & Craddock (1940; 2 ed. 1965)  
*Portland Cement.* Davis (1934, 2 rev. ed. 1943).

Initially, these were produced by the C&CA in exactly the same format, publisher's details apart. But in due course many titles from the series became part of a series known as "Viewpoint Publications". During 1974, according to the C&CA's annual report, "it was decided to introduce a new series of books by authors whose views are not necessarily those of the Association. This is known as the Viewpoint series".<sup>51</sup> The first example listed at the time was the old CPL standard, *Reinforced Concrete Designer's Handbook*, by Chas. E. Reynolds. Other CPL authors, however, were not taken up by the C&CA: V.A. Morgan's work on "Biaxial bending simplified" (originally in *Concrete & Constructional Engineering*, 1966) was published privately in 1971.

As indicated by the C&CA report above, the various journal titles underwent changes of name. *Cement & Lime Manufacture* was re-launched as *Cement Technology*, issue No.1 being published in January/February 1970 under the editorship of A.H.G. Jeffery at the C&CA.

Paul Maxwell-Cook took over as editor and in 1977 broadened the magazine's scope, and "as a result of the increasing international interest shown in *Cement Technology*, from the next issue the title will change to *World Cement Technology*".<sup>52</sup> Contents and summaries were thenceforth given in English, French and German. CPL's other journal, *Concrete Building & Concrete Products*, became known as *Precast Concrete*, a new title "more accurately descriptive of the editorial content".<sup>53</sup> It was also enlarged with a new format. This move was received with pleasure by the British Precast Concrete Federation, in its role as the industry spokesman, though with an

affectionate appreciation for the work of the journal over many years.

"So *Concrete Building & Concrete Products*, after forty-three years as the journal of the industry and after two thousand two hundred and thirty-six issues, is to assume what many in the industry believe to be its proper title: *Precast Concrete*. And why not? The new name seems to be somewhat overdue since a perusal of some of the forty-three volumes shows that the paper was talking about precast concrete ... as far back as October 1926, and has been reporting its development ever since. ...

The history of the journal is largely that of the industry itself. ... The new journal will have much to live up to. Good luck to it in so doing."<sup>54</sup>

A.H.G. Jeffery of the C&CA, and also editor of *Cement Technology*, was charged with meeting the challenge. Technical consultancy was provided by Tom Kirkbride, later Chief Executive of The Concrete Society. The *Concrete Yearbook*, however, continued largely as before at this stage, though it joined the textbooks in transferring from the "Concrete Series" brand to Viewpoint Publications.

#### 1981: Disposal and Dispersal

Having nurtured its acquisition throughout the 1970s, the C&CA found itself facing challenges in the 1980s. It began to dispose of assets as it adjusted to new economic and structural conditions in the industry. Eyre & Spottiswoode Publications Ltd, took over aspects of the association's publishing. Pointing to the impact of recession, the C&CA's Report for the Year 1981 explained:

"The construction industry has been notable for the severity of the effects of the economic climate imposed on it and 1981 was no exception in this regard. The association ... has been balancing declining financial resources with economies made over a number of years, but this was no longer possible during 1981, when a programme of redundancies became necessary. This entailed the transfer of certain activities of the Publishing Division to an outside publisher ... The three commercial journals, *Concrete*, *Precast Concrete* and *World Cement Technology* have been taken over by Eyre and Spottiswoode Publications Ltd, as have the various books published under the Viewpoint imprint. In this exercise, most of the staff declared redundant by the Association were offered employment by Eyre & Spottiswoode and hence a degree of continuity in the journals was ensured."<sup>55</sup>

*Precast Concrete* had joined the Eyre & Spottiswoode stable in September 1981, still edited by Hayden Jeffery. Perhaps surprisingly, the publisher felt it necessary to revive reference to the old name by adding "incorporating *Concrete Building & Concrete Products*" to the title, but a year later, in January 1982 the title was changed to *Concrete Works International*, and the numbering started again at Volume 1, Number 1. This was very much a cosmetic change: publisher and editor remained the same, and the announcement reassured existing readers that they would "find in it the qualities with which they are already familiar."<sup>56</sup> It did not last long and by October that same year, the publishers announced the incorporation of CWI into *Concrete*, thus combining the strengths of both Journals.<sup>57</sup>

However, by 1983 a new journal was fulfilling the old role. *Concrete Plant & Production* had the same format and editor as *Concrete Works International*, but was now being published privately by A. H. G. Jeffery himself. A decade later, in the November/December 1994 issue, Jeffery wrote: "Reflecting the steady move towards the wider application of higher quality standards in the concrete industry, the title of this journal will be changed [one might add: "yet again"! ] to *Quality*

*Concrete* starting with the next issue."<sup>58</sup> And thus, from January 1995 it has remained.

Eyre & Spottiswoode continued with *World Cement Technology* under the editorship of Paul Maxwell-Cook until 1984, when the magazine was transferred to Palladian Publications. It is still edited by Maxwell-Cook, but known by the shortened title, *World Cement*. It claims its *Cement & Cement Manufacture* heritage and cites 1928 as the date of its establishment.

With the C&CA's abandonment of commercial publishing in 1981, *Concrete* was transferred to Eyre & Spottiswoode Publications Ltd along with the other journals and subsequently to Palladian Publications in 1984. But although *Concrete* was identified as "the Journal of The Concrete Society", the Society did not always consider that the interests of members were fully reflected in the magazine, so the Society started its own publishing programme and launched its own periodical in 1988: *Concrete Forum*. Edited by Mike Walker, the first issue was April 1988. It lasted for only three issues, April 1988, July 1988, and January 1989, as the Society entered successful negotiations with Palladian to take *Concrete* in-house as a truly representative journal for the membership. The first *Concrete* produced by the Society was that of September 1988, the transfer of ownership being effective from 1 August. The magazine has continued to be published by the Society since then.

During its period of ownership, Palladian Publications introduced a supplement to *Concrete* entitled *Construction Repair and Maintenance*. This soon developed into a standalone magazine, which, after various changes of title, was re-launched as *Concrete Engineering International*. In Winter 2002 this too was taken over by The Concrete Society and, complementing the British focus of *Concrete*, acts as a showcase for major concrete engineering projects from around the world.

The Yearbooks also were transferred to Eyre and Spottiswoode Publications. Certainly the 60th edition of 1983 was in that imprint, edited by Josephine Smith and with F. I. C. Munro responsible for advertising – as for *World Cement Technology* and *Concrete Works International*. They were transferred to Palladian Publications, but by 1990, for the 66th edition, the publisher was Thomas Telford – the commercial arm of the Institution of Civil Engineers. In 1997, Thomas Telford completely redesigned and restructured the format.<sup>59</sup>

A year later Thomas Telford sold its directories business to EMAP Construct. So, in 1999, the 75th edition became the first by EMAP Construct Directories. It was branded *nCE Concrete Yearbook 1999*. The foreword stressed the continuing links with the C&CA's successor, the British Cement Association: "At BCA's Centre for Concrete Information we pride ourselves on our important role in supply quality help to the industry at affordable rates. We are very pleased therefore to support this new edition of the *nCE Concrete Yearbook*. ... Martin Clarke, BCA".<sup>60</sup> EMAP continues to publish the *Concrete Yearbook*, in print and online.

The "Viewpoint" series sold to Eyre & Spottiswoode became in turn the Palladian list, which, by 1987, numbered 30 titles. Palladian's brief period of ownership saw active steps to expand the series with the publication of several additional titles and new editions, including:

- A. H. Allen, *Design Data for Rectangular Beams and Slabs to BS 8110*: Part 1 (1987)
- J. G. Richardson, *Supervision of Concrete Construction* (2 vols, 1986 and 1987)
- J. J. Roberts et al, *Concrete Masonry Designer's Handbook* (1983)
- J. J. Roberts et al, *Handbook to BS 5628*: Part 2 (1986)
- M. J. Tomlinson, *Pile Design and Construction Practice* (3 edn. 1987)
- G. True, *GRC Production and Uses* (1986).

Most of the authors were, or had been, employed by the Cement & Concrete Association.

Furthermore, articles from Palladian's magazines were drawn on as content for a series of compilations on specific themes. For example, four 'reviews' from *World Cement* covered Coal

technology (1983); Materials handling (1984); Modern cement plants (1985), and Automation and process control (1986).

In 1988 the list was sold to E&FN Spon, an imprint of Associated Book Publishers. The books are available today under the 'Spon Press' imprint (now part of Taylor & Francis), but generally have faded away as a distinct series. Perhaps the most characteristic example of the remaining titles is the classic text by Chas. E. Reynolds, the *Reinforced Concrete Designer's Handbook*, first published in 1932. Its publishing history illustrates well the fortunes of Childe's 'Concrete Series':

1st - 6th rev. ed.	1932- 1964	(Concrete Series)	CPL	[82,500 copies sold]
7th ed.	1971- 1972	(Concrete Series)	C&CA	
8th - 9th rev. ed.	1976- 1981	(Viewpoint)	C&CA	[with James C. Steedman]
10th ed.	1988-present	Spon		[reprinted several times]

The last has been reprinted several times and currently an 11th edition by Tony Threlfall is in preparation.

## Epilogue

The story of Concrete Publications Ltd is characterised by vision, integrity, energy, adaptability and continuity. Founded by such an inspirational character as Sachs, it is of little surprise that the flagship journal, *Concrete & Constructional Engineering*, should have started with such missionary zeal. It had to work hard to capture interest in what was a new construction material. Sachs' integrity is testified by the pages of the journal, seeking the truth and capturing trust, even when faced by concrete failures. Sachs avoided a dependence on advertising, preferring to be free of commercial pressures and maintain editorial independence. The nature of the journal could easily have changed with the appointment of Sachs' successor, but Childe was remarkable in his pursuit of similar ideals over such a long time. For over fifty years *Concrete & Constructional Engineering* changed little in its editorial approach, simply responding to changing circumstances: the emergence of reinforced concrete, concrete ship building, post war house and road building, wartime defences, a second round of post war reconstruction and the development of prestressing. Indeed, it provides a rarely paralleled long-term insight into an industry; a mirror of changing technology and economic conditions. And despite its longevity, Concrete Publications Ltd was an active and energetic company. Sachs' own involvement in creating the Concrete Institute was followed by Childe's establishment of several long-standing periodicals and a programme of technical book publishing with an output of over 600,000 copies. So it is a fitting tribute that such a success should be combined with the expanding Cement and Concrete Association, though a matter of regret that its legacy should have been dispersed a mere twelve years later.

The changes in ownership that followed resulted in a wide range of seemingly disparate book and journal titles, well known individually to the modern concrete industry, but born of the largely forgotten enterprise, Concrete Publications Ltd. The published output of this now neglected pioneer is maintained by one of its various successors – Concrete Information Ltd (a subsidiary of both the BCA and Concrete Society). Full runs of all the journals, and copies of the many editions of "Concrete Series" textbooks, are maintained in the library at Concrete Information Ltd. The heritage of CPL is in safe hands and available still to anyone interested in the production and use of concrete.

(A fuller, illustrated, account of Concrete Publications Ltd is available for purchase from Concrete Information Ltd, Riverside House, 4 Meadows Business Park, Station Approach, Blackwater, Camberley. GU17 9AB. Tel: 01276 608 771, enquiries@concreteinfo.org)

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