

C O N T E N T S

Introduction	<i>Page</i> xiii
Part I THE CONTEMPORARY SITUATION	
I The Book Market	3
II The Middlemen	19
III Author and Reader	33
Part II THE PAST	
I The Birth of Journalism	83
II The Puritan Conscience	97
III The Growth of the Reading Public	118
IV The Disintegration of the Reading Public	151
§ 1. <i>Economic developments making for disintegration</i>	
§ 2. <i>Repercussions on the Periodical</i>	
§ 3. <i>Levelling down</i>	
Part III THE SIGNIFICANCE OF THE BEST-SELLER	
I The Novel	205
II Reading Capacity	215
III Living at the Novelist's Expense	235
Appendix A NOTES	274
B The Outline of Popular Fiction	330
Select Bibliography	336
Index	345