

PUBLICATIONS OFFICE

THOMAS A. HOLLAND

An important milestone was reached by the Publications Sales Office this year as it sold and shipped twelve hundred more books than last year, which caused sales to top one hundred thousand dollars for the first time ever. An accelerated pace of publication and effective marketing ideas fueled this year's record-setting performance. During the first half of the year, the Publications Office sent nine books to press, one of which was the first-ever complete catalog of Oriental Institute publications (*Publications of the Oriental Institute 1906–1991*, OIC 26). The aggressive distribution of the catalog dramatically increased the scope of our advertising. The Publications Sales managers began representing the Oriental Institute at archaeological,

Table of Sales

<i>Series</i>	<i>Number of Volumes Sold</i>
Assyriological Studies (AS)	378
Chicago Assyrian Dictionary (CAD)	709
Chicago Hittite Dictionary (CHD)	95
Materials and Studies for Kassite History (MSKH)	17
Oriental Institute Communications (OIC)	773
Oriental Institute Nubian Expedition (OINE)	221
Oriental Institute Publications (OIP)	465
Studies in Ancient Oriental Institute Civilization (SAOC)	924
Miscellaneous*	53
TOTAL	3635

*Volumes published jointly with other institutions:

Prehistoric Research in Southeastern Anatolia I. H. Çambel and R. J. Braidwood.

Quseir al-Qadim 1978: Preliminary Report. D. S. Whitcomb and J. H. Johnson.

Quseir al-Qadim 1980: Preliminary Report. D. S. Whitcomb and J. H. Johnson.

Uch Tepe I: Tell Razuk, Tell Ahmed al-Mughir, Tell Ajamat. McG. Gibson, ed.

Uch Tepe II: Technical Reports. McG. Gibson, ed.

philological, and medical conventions, for which a professional book display was acquired. It attended and displayed our books at the American Academy of Religion/Society of Biblical Literature/American Schools of Oriental Research convention in Kansas City and the Archaeological Institute of America convention in Chicago. Also, several titles were sent for display at the 202nd Annual Meeting of the American Oriental Society in Cambridge.

Additionally, Scholar's Choice and EBSCO subscription services displayed several of our titles at the following conferences: American Research Center in Egypt in Seattle, the American Association for the History of Medicine in Seattle, and the Annual Meeting of the Medical Library Association in Washington.

Amidst the energetic advertising and increasing sales, Louis C. Anthes resigned the position of Sales Manager in April. I am very happy to report that James W. Willis was hired as the new Sales Manager that same month. Jim was able to pick-up the work without pause so not a moment—or sale—was lost. The Double Helix sales and inventory program was scrapped in favor of a much faster, though transitional, invoicing system created with Microsoft Word. Jim and John Sanders, Head of the Oriental Institute Computer Laboratory, are designing a new and even more efficient sales and inventory program for another data-base software package, FoxBase. Jim and John hope to have the new system in operation before the end of the 1992–93 fiscal year.

The Editorial Office continued to be staffed by Thomas Urban, Rick Schoen, and myself. The five titles listed as “in press” in last year's *Annual Report* were printed—OIP 3, OIP 4, SAOC 48, AS 25, and OINE IX. In addition to these publications, nine other volumes were printed, were sent to press, or were in preparation, as follows:

1. *Publications of the Oriental Institute 1906–1991: Exploring the History and Civilizations of the Near East*. OIC 26. T. A. Holland, ed. Printed.
2. *Thus Wrote 'Onchsheshonqy: An Introductory Grammar of Demotic* (Second Edition Revised). Janet H. Johnson. SAOC 45. Printed.
3. *Life in a Multi-Cultural Society: Egypt from Cambyses to Constantine and Beyond*. Janet H. Johnson, ed. SAOC 51. In preparation.
4. *A Late Period Hieratic Wisdom Text (P. Brooklyn 47.218.135)*. Richard Jasnow. SAOC 52. Printed.
5. *Chicago Assyrian Dictionary*, Vol. 8, K. Reprinted.
6. *Chicago Assyrian Dictionary*, Vol. 9, L. Reprinted.
7. *Chicago Assyrian Dictionary*, Vol. 11, Part 1. Reprinted.
8. *Chicago Assyrian Dictionary*, Vol. 11, Part 2. Reprinted.
9. *Excavations Between Abu Simbel and the Sudan Frontier, Part 6: New Kingdom Remains from Cemeteries R, V, S, and W at Qustul and Cemetery K at Adindan*. Bruce B. Williams. OINE 6. In preparation.

The production of these titles pushed to the limit the Editorial Office's capabilities in desktop publishing. Our catalog (OIC 26) was printed in two colors (black and University of Chicago maroon). Our unique hieroglyphic typeface was used in several manuscripts—SAOC 45, 51, 52 and OINE 6. Richard Jasnow's *A Late Period Hieratic Wisdom Text* (SAOC 52) is the first book in a long time to be printed under the Oriental Institute imprint with a glossy insert for the plate section. Somewhat outside the scope of desktop publishing, although our computers and laser printers were used to prepare camera-ready text for covers, copyright information, and correction of typographical errors, we oversaw the reprinting of another four volumes of the *Chicago Assyrian Dictionary* in the U.S.A.

The following manuscripts have been accepted for publication:

1. *Excavations at Serra East, Parts 1–5: A-Group, C-Group, Pan Grave, New Kingdom, and X-Group Remains from Cemeteries A–G and Rock Shelters*. Bruce B. Williams. OINE X.
2. *Glass from Quseir al-Qadim and the Indian Ocean Trade*. Carol Meyer. SAOC 53.
3. *The Mechanics of Ancient Egyptian Magical Practice*. Robert K. Ritner. SAOC 54.

A significant investment was made in the Editorial and Sales Offices' hardware. The Editorial Office acquired a new laser printer, the LaserMaster Personal Typesetter 1200, which has vastly improved the appearance of our volumes. The new printer prints at 1200dpi, which is a great improvement in resolution over the 300dpi of our LaserWriter IINTX. Our Macintosh SE was upgraded to an SE/30 and a special controller board was installed in it to allow the use of a two-page monitor. The Sales Office obtained a Hewlett-Packard DeskWriter, which is an ink jet printer that prints at 300dpi.

Progress was also made in our offices' computer software. The system software of all our computers was upgraded to version 7.0. A four-user version of MasterJuggler was purchased for our offices. Our principal typesetting application, Microsoft Word, was upgraded to version 5.0, and we upgraded PageMaker to version 4.2. We also had further modifications made to our specialized laser printer fonts. Lloyd Anderson of Ecological Linguistics added to CuneiformOriental, our standard, Times-based font, the following characters: 3̄ (double-Egyptian 'aleph), = (Fraktur Hyphen), t̄, T̄, h̄, and H̄ (special characters for the printing of ancient Egyptian and related languages). Cleo Huggins of Mountain View, California added several special characters to our hieroglyphic fonts. She also upgraded the hieroglyphic fonts and they now look and work much better than the earlier versions.

PUBLICATIONS
THE ORIENTAL INSTITUTE
1906-1991

**EXPLORING THE HISTORY AND
CIVILIZATIONS OF THE NEAR EAST**

Edited by

THOMAS A. HOLLAND

with an Introduction by

WILLIAM M. SUMNER

and Contributions by

THOMAS G. URBAN, RICHARD M. SCHOEN, AND LOUIS C. ANTRES IV

A COMPLETE CATALOG OF THE TWELVE SERIES PUBLISHED BY THE ORIENTAL INSTITUTE

AN ILLUSTRATED CATALOG OF THE VOLUMES IN PRINT

A SELECTION OF ITEMS AVAILABLE FROM THE *Sûz*,
THE ORIENTAL INSTITUTE MUSEUM GIFT SHOP

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BOOK ORDERING INFORMATION

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ORIENTAL INSTITUTE COMMUNICATIONS • No. 26
CHICAGO • ILLINOIS

The achievements of the Publications Office were manifold this year. Our catalog was a smashing success. Our hardware and software upgrades have kept our operation on the cutting edge of technology in the desktop production of books of a Near Eastern genre. We continue to be well poised to take publishing at the Oriental Institute into the next century of the University of Chicago.
