REDUCE YOUR SERIALS MANAGEMENT PROBLEMS.

Now you can use a few square inches of counter space to support a full serials management system. Remo, the first microcomputer based software package handles the full range of serials management functions. Remo offers automated claiming, routing management, analysis and user generated custom reports in a stand alone or network configuration.

Remo is the modern cost effective way to convert a time consuming manual process into a fast and easy check-in operation with full automated support. In the event of questions, an answer is only a phone call away on our toll free hot line.

Find out how Remo can help you reduce your serials management problems. Write for further information or call us at (800) 221-3306.

READMORE
22 Cortlandt St, New York, N.Y. 10007

November 1990 / Against the Grain
In our Information on Information series, we have discussed a variety of science publishing issues that we felt deserved attention or clarification. One particular topic — journal prices — has not been addressed because it has been widely discussed in other forums.

As we enter the 1991 subscription season, however, journal prices are very much on the minds of librarians, publishers and subscription agents. The higher prices 1991 will bring are due primarily to the continued weakening of the U.S. dollar, whose diminished value has been a major factor affecting serials prices for American libraries in recent years. Unfortunately, the dollar recently fell to all-time lows relative to several major currencies. This will have a dramatic effect on 1991 exchange rates for journals published outside the U.S.

Therefore, we feel it is appropriate to review the effects of currency fluctuations on European journal prices in the U.S.

FACTORS AFFECTING JOURNAL PRICES

The price of a journal is determined by many factors — the number of text pages, circulation, typesetting and printing requirements, editorial costs, advertising income, page charges, subsidies and so forth.

On a year-to-year basis, prices are also affected by various forces, both internal (increase or decrease in editorial pages, change in format) and external (postal rates, inflation and currency fluctuations).

Each of these impacts on price to a different degree at different times, but for U.S. libraries currency fluctuation has been the overwhelming factor in three of the past five years.

AN HISTORICAL PERSPECTIVE

During much of the post-World War II era, Americans could count on a strong, stable dollar. In the past fifteen years, however, the dollar's value has been on a rollercoaster that has made budget planning very difficult for anyone involved in international transactions.

In terms of scientific publishing — which most definitely is international in nature — this has posed problems not only for librarians but for publishers as well. The purchasing power and buying patterns of libraries worldwide have experienced radical, unpredictable swings during this time.

THE DUTCH GUILDER

To illustrate how currency fluctuations affect the price of a journal published in the Netherlands and sold in the United States, the accompanying chart provides a fifteen-year history of U.S. dollar exchange rates for Elsevier journals published in Amsterdam and priced in Dutch guilders (Dfl.) during 1977-1991. The first two columns indicate the year and the exchange rate used for Elsevier subscriptions invoiced to U.S. customers during the autumn renewal season. In the third column, to provide a constant for comparison, we show the U.S. dollar equivalent of Dfl. 100.00 converted at the respective annual exchange rates.

During this time the dollar underwent several radical swings in response to wrenching shifts in the international economy. Between 1977 and 1981 the dollar steadily declined; this was followed by a five-year period of increasing strength. For the 1986 subscription year the dollar reached post-war highs against the Dutch guilder, and purchasers in the U.S. spent only $34.48 to purchase what had cost $51.28 in 1981. The trend abruptly reversed and the dollar weakened, losing 45% of its buying power between 1986 and 1988. There was a modest respite in 1989 and 1990 when the dollar actually improved by 8%. Recently, however, the dollar resumed its downward trend, and between 1990 and 1991 prices will increase by 22.5% due to exchange rate alone.

Put another way, the dollar has gone from a post-war high (U.S. $1.00 = Dfl. 2.90) for 1986 subscriptions to a post-war low (U.S. $1.00 = Dfl. 1.78) for the 1991 subscription year. If all other factors remain constant, exchange rate fluctuation accounts for a cumulative price increase of 62.9% in the U.S. during the past five years.
PATTERNS FOR OTHER CURRENCIES

The majority of Elsevier titles are published in the Netherlands and priced in Dutch guilders, but we also have significant publishing programs in Switzerland, France and the United Kingdom where our journals are priced in local currencies. Journals published in New York and Limerick, Ireland, are priced in dollars worldwide and thus are not subject to currency fluctuations in the U.S.

The dollar's performance against these other currencies has seen variations on a year-to-year basis, but the overall trend has run in tandem with the pattern for the Dutch guilder.

For your reference, the graph to the right shows a fifteen-year history of the dollar’s value — the roller-coaster pattern mentioned above — plotted against the Dutch guilder, Swiss franc, British pound sterling and French franc. In each case we show the exchange rate used for Elsevier journals during the autumn subscription renewal season.

PROTECTION FOR THE U.S. VS. A SINGLE WORLDWIDE PRICE

Elsevier journals carry a single worldwide subscription price based upon the country of publication. We do not — and never have — used differential prices for different countries. The subscription price of an Elsevier journal anywhere in the world is strictly a factor of the relationship between the currency in the purchasing country and the currency in the country where the journal is published.

This policy means that our prices reflect prevailing currency trends, and while our subscription prices in the U.S. have risen when the dollar weakened, our prices have also declined when the dollar has been strong. In 1982, prices for Elsevier's European journals dropped significantly in the U.S., and from 1983 to 1986 subscription prices in the U.S. were buffered by the strong dollar. As recently as 1990, when the dollar experienced a modest improvement, U.S. dollar prices for many of our European journals were stable or declined.

It has been suggested that certain markets should be protected during times of unfavorable currency fluctuations. While the short-term advantages are tempting, in the long run a policy of a single worldwide price is the most equitable and consistent for all our subscribers around the world. A number of library associations and subscription agents have called for other publishers to adopt Elsevier’s system of single worldwide prices.

FOR FURTHER INFORMATION

International currency exchange is complex and, as librarians and publishers, this area is not our forte. Yet we must deal with these forces in our budgeting and planning.

We invite you to contact us with any questions you may have about exchange rates. Elsevier's journal program in general or any titles that may be of specific interest to you.

Contact:
John Tagler
Elsevier Science Publishers
655 Avenue of the Americas
New York, New York 10010
212 633-3750

Michael Glennon
Elsevier Science Publishers
PO Box 211
1000 AE Amsterdam. The Netherlands
31 20-586-2418

IMPRINTS: Elsevier • North-Holland • Excerpta Medica • Elsevier Sequoia • Elsevier Applied Science • MEPC • Cuadra/Elsevier

November 1990 / Against the Grain 11
The Business of Acquisitions
1991 Regional Institute

Location: Boston, Emmanuel College
Date: Thursday, June 6 and Friday, June 7, 1991

Organized by ALCTS RS Acquisitions Committee, the Institute is co-sponsored by the New England Technical Services Librarians (a division of the New England Library Association) and ACRL-New England Chapter. It is directed toward new acquisitions librarians and those desiring an update of new methods and development.

The Institute will focus on basic acquisitions of monographs, serials, and other library resources, and the relationships among librarians, library booksellers, and subscription agents and publishers.

The program will include presentations and panel discussions on publishing, bookselling, ethics, and automated acquisitions, as well as sessions on specific aspects of acquisitions, such as approval plans, vendor evaluation, serials control, OP ordering, copyright, software, etc. There will be opportunities for group discussions and questions.

For more information, call or write:

Yvonne McLean, Program Officer
Association for Library Collections & Technical Services
50 East Huron Street, Chicago, IL 60611
(800)545-2433 (800)545-2444 (Illinois residents) (800)545-2455 (Canadian residents)

Couttts:
Working as part of your team.
We can handle all your book acquisition needs.

When you put Coutts on your team, you gain extensive knowledge of the book trade:
• bibliographic accuracy
• a single source to handle both the mainstream as well as esoteric publications
• personalized service
• book approval plans tailored to your specific and dynamic collection management requirements.
We handle firm orders, book approval plans, new title programs (notification slip service), continuations/standing orders, book processing and provide electronic access to information and PC software for ordering.
Let our professional selectors, knowledgeable customer service specialists provide you with solid, innovative cost-effective service.
Please call or write for more information.

Coutts Library Services Inc.
736 Cayuga Street
Lewiston, New York 14092-1797
(716) 754-4304 collect
Fax: (416) 356-5064
Telex: 061-5299
PERGAMON PRESS ANNOUNCES
ITS New Titles IN THE ATHENE SERIES

FEMINIST PERSPECTIVES ON PEACE & PEACE EDUCATION
by Birgit Brock-Utne
"It is, without comparison, the most thorough and lucid presentation I have seen of the contributions that feminist perspectives can make to the field of peace studies."
—Håkan Wiberg, Director, Centre of Peace and Conflict Research, University of Copenhagen
1989 224 Pages ISBN: 0-08-036366-1 Softcover US$ 14.95
ISBN: 0-08-036366-X Hardcover US$ 38.50

WHENCE THE GODDESSES: A Source Book
by Miriam Robbins Dexter
"This is a sorely needed book, one that meticulously presents the evidence for ancient goddess worship with exacting, up-to-date scholarship of the highest order and without begging the question to further an ideology. I welcome it warmly."
—Richard P. Martin, Princeton University
1990 304 Pages ISBN: 0-08-037281-3 Softcover US$ 18.95
ISBN: 0-08-037279-1 Hardcover US$ 47.50

THE SEXUAL LIBERALS AND THE ATTACK ON FEMINISM
edited by Dorchen Leidholdt and Janice G. Raymond
This book documents a concerted assault on the goals, principles, and achievements of the women's movement. Filling a long-standing need for a radical feminist collection on contemporary sexual politics, the volume brings together an extraordinary array of contributors.
1990 256 Pages ISBN: 0-08-037457-3 Softcover US$ 16.95
ISBN: 0-08-037458-1 Hardcover US$ 35.00

BETWEEN WORLDS
Women Writers of Chinese Ancestry
by Amy Ling
"Amy Ling's pathbreaking research into the lives and literature of Chinese American women writers sets the agenda for future generations of scholars. Her highly-readable and engaging study constitutes a remarkable act of recovery. Between Worlds will interest readers inside and outside the academy, and across many disciplines."
—Mari Jo Buhle, Brown University
ISBN: 0-08-037464-6 Hardcover US$ 37.50

NARODNIKI WOMEN
Russian Women Who Sacrificed Themselves for the Dream of Freedom
by Margaret Maxwell
Narodniki Women introduces us to the pre-revolutionary Russian women who played a significant role in the struggle against Tsarist absolutism from the 1870s through 1917.
1990 360 Pages ISBN: 0-08-037461-1 Softcover US$ 14.50
ISBN: 0-08-037462-X Hardcover US$ 36.00

THE REFLOWERING OF THE GODDESS
by Gloria Feman Orenstein
"A book of immense intelligence that weaves art, literature, history, and spirituality together in a profound vision that finds its center in the power of the female image. I thank Gloria Orenstein for sharing with us her journey to the deepest roots of human life—the creative spirit of the Goddess and the hope engendered there for a cultural renaissance."
—Marija Gimbutas, author of The Language of the Goddess
1990 256 Pages ISBN: 0-08-035178-6 Softcover US$ 17.95
ISBN: 0-08-035179-4 Hardcover US$ 47.50

SPEAKING FREELY
Unlearning the Lies of the Fathers’ Tongues
by Julia Penelope
"Julia Penelope's analysis of the structure of patriarchal language exposes the structure of oppression. Language is a prison that circumscribes our possibilities of freedom and integrity until we make it ours—so that it says what we mean. This is a difficult, important book. It reminds us that feminism is a radical challenge to the status quo."
—Andrea Dworkin
1990 328 Pages ISBN: 0-08-036555-8 Softcover US$ 16.95
ISBN: 0-08-036556-6 Hardcover US$ 37.50

FEMALE-FRIENDLY SCIENCE
Applying Women's Studies Methods and Theories to Attract Students
by Sue V. Rosser
"Rosser performs an important task by drawing together and synthesizing a diverse literature on the personnel gap in American science, the debates within the academy on curricular structure and diversity, the feminist critiques of science and the scholarship on women's ways of knowing. The book offers a practical guide for teachers interested in opening up their science classrooms to women and people of color."
—Anne Fausto-Sterling, Professor of Medical Science, Brown University
1990 176 Pages ISBN: 0-08-037470-0 Softcover US$ 12.95
ISBN: 0-08-037469-7 Hardcover US$ 32.50

Ordering Information
For rush book orders, call toll free: 1-800-257-5755
9AM to 5PM E.S.T. Prices are subject to change without prior notice. US dollar prices quoted are valid for all countries except Australia, Austria, FR Germany, New Zealand, the UK and Eire.

PERGAMON PRESS, INC.
Member of Maxwell Macmillan Pergamon Publishing Corporation
Please send orders to: Order Department, Front and Brown Streets, Riverside, NJ 08075
Editorial Office: Maxwell House, Fairview Park, Elmsford, NY 10523 • 914-592-7700

November 1990 / Against the Grain 15
You can have it all.

Others can place your order, 
but only Faxon provides a complete line of 
serials acquisition and management services to guide you through 
every step of your purchasing cycle. 
Our accurate pricing information facilitates 
budgeting and planning, 
while other Faxon services simplify 
ordering and renewal, speed check-in and claiming. 

Start putting Faxon's comprehensive 
set of services to work for you. 

Call today at 
1-800-225-6055 
(In MA, call 617-329-3350 collect)
MATSS — The Perfect Software System for Automated Acquisitions

As a well established source for the supply of books and cataloging services, Midwest Library Service has developed MATSS — a PC based, fully integrated software acquisitions system for libraries.

The software package consists of program diskettes, reference manual, on-site training and installation.

Features of MATSS:

- Multi-terminal version with a local area network.
- Order creation via downloaded MARC records from major bibliographic utilities and CD-ROM databases.
- Duplicate order checking.
- Orders in printed or BISAC (fixed/variable) formats for electronic transmission to vendors.
- Toll-free order transmission to Midwest Library Service.
- Integrated vendor statistics and fund accounting.
- Electronic invoicing on diskette for MLS invoices.
- User selected management reports.
- Automatic claiming/cancellation.

Midwest Library Service
11443 St. Charles Rock Road
Bridgeton, MO 63044

Call toll-free 1-800-325-8833
Missouri librarians call toll-free 1-800-392-5024
Canadian librarians call toll-free 1-800 527-1659
SYNERGY.

To libraries worldwide, we are much more than the sum of our parts.


BLACKWELL
NORTH AMERICA, INC.

Part of a proud bookselling tradition dating from 1879.
Lake Oswego, Oregon • Blackwood, New Jersey
Toll free 1-800-547-6426
At Ballen, everybody works in customer service.

Ballen's commitment to customer service spans from the boardroom to the stockroom. It's what sets us apart from other booksellers, and a big reason why we have the highest fulfillment and lowest return rates in the industry.

Whether you're a large university, small junior college, medical school or special library, we work with you to tailor our services to your specific needs. These include our Approval Program, which is one of the most comprehensive and efficient available. Or our Firm Order Services, which produce the fastest possible response to every order, no matter how obscure the title. And our Continuation/Standing Order Services, in which no volume in any series is ever overlooked.

Our philosophy is simple: the better we serve each customer, the more customers we'll have to serve. To see the difference constant attention to customer service makes, call Ballen at 800-645-5237.

BALLEN
BOOKSELLERS INTERNATIONAL, INC.
125 Ricefield Lane, Hauppauge, New York 11788

November 1990 / Against the Grain 27
How to take the anxiety out of finding back volume journals.

Our vast warehouse and comprehensive inventory continually contain the subject disciplines you require. We stock complete sets and individual volumes, in-print or out-of-print. We also buy your duplicate journals and provide appraisals.

For over thirty years we’ve taken the anxiety out of finding back volume journals, and built our reputation on kept promises. So write, call, FAX or access us through the FAXON-LINX network at the mailbox “Jaeger” for further information.

ALFRED JAEGGER INC.
66 Austin Boulevard, Commack, NY 11725
New WATS: 1-800-969-JAGR
Phone 516-543-1500 • TELEX 968-189
FAX 516-543-1537

ALFRED JAEGGER INC. Dept. AG, 66 Austin Blvd., Commack, NY 11725
Gentlemen: Please send your latest catalog and brochure.
Name ________________________________________________
Company/Facility ______________________________________
Address ______________________________________________
City __________________________ State ______ Zip ________
Phone ________________________________________________

November 1990 / Against the Grain 31
When it comes to academic inventory, these cats cover every subject.

You can count on Baker & Taylor Books for a first fill rate that's second to none.

It's not surprising. With 400,000 academic books in our inventory, Baker & Taylor Books delivers a first fill rate that's twice that of any other academic vendor.

Over 35% of all academic books on order are shipped within five working days. And over 90% of titles are shipped or reported within 90 days.

You can count on specialized titles from scholarly, research and scientific publishers, societal and association presses, university and small presses.

And, you can expect more than just current titles.

We inventory more than 167,000 academic books printed before 1988.

You'll even have the benefit of the most sophisticated electronic search and purchase system on the market today – B&T Link™. It offers unprecedented accuracy with a 1.2 million title database on CD-ROM, and the fastest, easiest ordering system around.

When it comes to meeting your most demanding academic book needs, Baker & Taylor Books is in a class by itself. For more information, call Baker & Taylor Books.
Obtain news and ideas from acquisitions librarians worldwide!

Haworth Series in International Library Acquisitions

...studies on collection development in major geographic regions and countries of the world...

Series Editor: Sul H. Lee
Dean, University Libraries, University of Oklahoma, Norman, Oklahoma

This major new book series will focus on library acquisitions and collection development as they are practiced in major geographic areas of the world. Each volume will bring together, for the first time, substantive papers and guidelines on important topics from large major countries and well-defined geographic regions of the world, such as:

- the selection of library materials both domestically and through import mechanisms
- the role of international jobbers and subscription agents in supplying books and journals to these major regions
- the sociocultural and historical background of acquisition policies for collection development
- unusual and unique roles of book fairs, government agencies, regulatory commissions, and local customs in the purchase and acquisition of library materials
- specialized problems in importing library materials
- problems and/or emerging growth in developing countries
- the purchase and use of CD-ROM, online information systems, and other electronic formats in specific major geographic regions and countries of the world

Examples of topics covered by specific volumes in this series include library acquisitions and collection development in:

- The Pacific Rim
- Eastern Europe
- Scandinavia
- West and East Germany
- The Arabian Gulf
- Northern Africa
- Australasia and the Pacific Islands
- Central America
- People's Republic of China

Call for Papers

Authors interested in developing volumes in specific areas are invited to write for an "Instructions for Authors" brochure from Sul Lee, Series Editor, Haworth Series in International Library Acquisitions, University Libraries, University of Oklahoma, 401 West Brooks, Norman, Oklahoma 73019.

ISSN: 1050–253X

☐ Yes, I wish to receive the Haworth Series in International Library Acquisitions on a standing-order basis. Please ship and bill on a 45-day free examination basis. I understand that I will receive a 10% discount on books in the series. (ISSN: 1050–2521).

Signature__________________________
Name______________________________
Address____________________________

City______________________________
State_________________________Zip________________

The Haworth Press, Inc., 10 Alice Street, Binghamton, New York 13904–1580

November 1990 / Against the Grain 41
The North Carolina Center for Independent Higher Education (NCCIHE) which is 37 academic institutions all over North Carolina has surveyed certain institutions throughout the state. With the cooperation of the NC University System, sixty-nine institutions were asked to supply names of vendors they used as sources for foreign monographs. The results have been compiled in a spiral-bound publication called the Directory of Foreign Monograph Vendors Serving Libraries in North Carolina (covers vendors both in the U.S. and abroad). Over 150 vendors are included and this is available prepaid for $12.00 (includes postage and handling) from

NCCIHE
879-A Washington St.
Raleigh, NC 27605

News provided by Evelyne Thomas at Davidson College Library.

---

**FYI**

The North American Serials Interest Group (NASIG), an organization committed to serving the interests of all members of the serials information chain, will hold its sixth annual conference at Trinity University in San Antonio, Texas. The NASIG conference traditionally is attended by librarians, subscription agents, publishers, editors, authors, system vendors, binders, and other serials specialists. Over 450 people attended the 1990 conference at Brock University in Ontario, Canada.

The NASIG annual conference provides a forum in which attendees exchange views, present new ideas, and discuss matters of current interest, in both formal and informal settings. Speakers and panelists are drawn from all segments of the serials publishing industry. Conference registration includes room, meals, social functions, and all meetings. In the interest of collegiality, there are no exhibits or business entertaining, and casual dress is encouraged.

For further information on the conference, contact either of the local arrangement co-chairs, **Danny Jones** (University of Texas Health Science Center) at 512-567-2400, or **Kathy Soupiset** (Trinity University) at 512-736-7613.

**VENDORS AND LIBRARIANS, YOUR INPUT IS NEEDED!!!**

For a book entitled *Vendors and Librarians: Partners in Collection Building*, I need input from both vendors and librarians who deal with them. This will be a “how to” book for librarians explaining vendors and how to work with them. Topics to be covered include: choosing and using both book and serial vendors, approval plan vendors, non-print media vendors, the out-of-print market, pricing issues, vendor evaluation, the future (effects of changing collections and purchasing patterns on acquisitions practices and vendors’ practices and services), and ethics. I would welcome input from any interested people, especially vendors’ pet peeves about librarians, librarians’ pet peeves about vendors, any kind of advice from one group to the other.

What would you like from each other that you are not getting? Are you getting some things you would be happier without?

I am especially interested in ethical issues. What goes on that shouldn’t, what do you do that might be frowned upon at some level but you feel you can justify it, what pressures do you feel subjected to, and are we, collectively, an ethical bunch of folks?

I also want to prepare profiles of hypothetical large, medium, and small vendors of several types (books, serials, foreign, etc.) Any vendors interested in participating in this, please let me know.

Unburden yourself and, possibly, contribute to better relations between us all in the process. Anonymity is fine, but if you do use your name it will be kept confidential. If you do not use your name at least tell me whether you are a vendor or librarian, and what kind.

Send your bright ideas, gripes and wishes to: **Heather Miller**, University Libraries, Dept. ULB34, SUNY Albany, 1400 Washington Ave., Albany NY 12222 or fax them to 518-442-3567. Thank you all! ☺️
JERRY ALPER, INC.
Books - Periodicals - Library Consultants
271 Main Street
P.O. Box 218
Eastchester, New York 10707
(914) 793-2100
FAX: (914) 793-7811

We buy and sell Periodical and Serial Backfiles, sets, and Book Collections across all disciplines and languages. We:

* Respond to want lists promptly from stock
* Maintain world-wide searching capability
* Consolidate retrospective serial orders
* Purchase duplicates, gifts, or discards
* Purchase or handle book collections on consignment
* Exchange paper copy periodicals for microform
* Supply standing orders for Conference Proceedings
* Provide Flexible billing, payment, and deposit arrangements

Call on us for:

* Information and knowledge
* Years of professional experience in collection building
* Budget planning for retrospective materials
* On-line or in-house searching of library databases & catalogs
* Suggestions of core periodical titles

Please visit us at our offices or at exhibits during major library conferences, meet our staff, and familiarize yourself with our services. We look forward to your inquiries and orders. References supplied on request.

Against the Grain
c/o Katina Strauch
Citadel Station
Charleston, S.C. 29409