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Bet You Missed It
Compiled by Mike Markwith (Yankee Book Peddler) and Katina Strauch (College of Charleston)


This article is by the director emeritus of Kent State University Press and it shows that publishers do, indeed, contrary to some popular opinion, have a sense of humor. This piece contains stories that publishers in the past might tell, “when they meet at the great remainder sale in the sky.” Included are tidbits from Isaac Jaggard, Partner and Isaac Jaggard and Edward Blount, Printers, London, England, publisher of the First Folio of Shakespeare; Jos. Wingthrow Prop., Ye Olde Speedie Printers, Philadelphia, Pennsylvania Colony, Publisher of The Declaration of Independence; Jean de Gruyere, Editions Fromage, Bayeux, France, Publisher of the Bayeux Tapestry, and others. It’s impossible to paraphrase this, but its enlightening and fun to read.

Mike Markwith (Yankee Book Peddler)


This report originated at the American Magazine Conference in Scottsdale, Arizona. Hachette S.A., a mega French publisher, has “purged” the name of Peter Diamandis from Diamandis Communications, Inc., and renamed it Hachette Magazines, Inc. Hachette bought Diamandis Communications from Diamandis in 1988 for a reported $712 million. However, times have changed. Ad page sales are down in some of its magazines (American Photo, Car and Driver, Road and Track, Woman’s Day) (ad pages are up for Elle slightly and also for Popular Photography) and they even tried to sell Woman’s Day for a span of several months. Some are skeptical about what success Hachette will have in the United States, especially in the light of the departure of Diamandis who has been called “an icon in the business.” One executive is quoted as saying: “he is very well known and very well liked. The French are almost the opposite. Magazines are very much an American business.” But Hachette “says it will not retreat from American soil.” They are working on building up confidence in Hachette in America and concentrating on getting additional ad pages.

Rick Heldrich (College of Charleston)


I have had the January, 1990 issue (v.3#1) of Learned Publishing (journal of the Association of Learned and Professional Society Publishers) on my desk for months and I finally opened it the other night. Boy is it full of interesting articles. The most interesting is on “Refereeing,” by Jane Smith, Managing Editor of the British Medical Journal. Giving a brief history of peer review back to the 1660s and the Journal des Scavans in France and the Philosophical Transactions of the Royal Society of London, Smith talks about one of the most notable papers that was rejected, Edward Jenner’s “account of the first vaccination against smallpox, which was rejected on the advice of Sir Everard Home on the grounds that it was a single case.” In discussing aims and functions of peer review, editorial relations, duplicate publication and blind refereeing, Smith distills many of the familiar problems succinctly. In ending, she quotes from Thomas Park, editor of Ecology in a letter which he wrote accepting a revised manuscript for publication in the face of opposition by some referees. “Time is a great solace in these matters and it alone will judge the questions.” I guess the same can be said for us.

Katina Strauch (College of Charleston)


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If any of you want a glimpse of Robert Maxwell, here it is. I feel inadequate to produce the gist of the article totally — some of it is the fact that it's very cleverly written, the other is that Maxwell himself is — well, different — or at least not like anyone I have ever encountered. Taking a trip to give a check from the Maxwell Foundation to a European laboratory for cancer research in Brussels (Pergamon publishes the journal) was the occasion. "Mr. Maxwell will wait for no one," seems to sum up the man of action. "Action is what matters," Maxwell told Peter Conrad, "I suffer no slings and arrows. I just sail on. That's the secret of success in life." Remember, you read it here!

Katina Strauch (College of Charleston)


According to Xerox Corp., offset printing presses will one day soon be replaced by desktop computers hooked to new copying machine equipment, called DocuTech. "College professors, for example, could make up their class outline on their personal computer, then push a button and have bound copies of the outline spew out of the new machine at the campus bookstore." And also, "companies can print just as many forms or booklets as needed saving on storage costs and the expense of throwing out old forms when they need revision." Xerox is now calling itself "the document company." Is this the stuff that publishers' nightmares are made of?

Zelma Palestrant (The Citadel)


"If there are signs of recession," reads this article, "it does not seem to have reached the book trade." Well now, Ken Follett (Eye of the Needle, Key to Rebecca, etc.) reportedly recently received a huge advance from Dell and Jeffrey Archer (Cain and Abel, etc.), negotiating the deal himself, got even more from Harper Collins, the global publishing house owned by Rupert Murdoch. And some say that the advances are too high, while others say the grumbles are "industry sour grapes." "Publishers need best-selling authors to enhance their status in the book industry and to gain shelf-space in the

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nation’s bookshops. But by paying
them so much, they may well be
going into a bind.”

Lyman Newlin (Book Trade
Counselor)

The Grand Illusion? — “With
Debt to Match its Global
Ambitions, News Corp Squirms:
Murdoch tries Renegotiating the
Loans that Bought TV Guide, Fox,
Harper: Little Aid from the
Simpsons,” in The Wall Street
Journal (Eastern edition) for
Friday, October 19, 1990, p. 1.

“Few borrowers have juggled
so much debt so skillfully as Rupert
Murdoch, the Australian-born
publisher.” Apparently, Mr.
Murdoch’s media business must
now “confront the perils of
leverage” when $2.25 billion in
short-term borrowing is due to
come due in “several months.”
While some people are dubious,
many are willing to “back the man,”
who Viktor Shvets (Baring
Securities, Ltd., Sydney) says is
“one of the intangible [assets].”
However, “Mr. Murdoch’s grand
vision of a global media empire,
ever-expanding, fully integrated
and interconnected, could remain
on hold for a long time.” Obviously
there’s difference of opinion, but
it makes for good copy. Stay
tuned.

Mike Markwith (Yankee Book
Peddler)

The Perils of Publication — A
look through some recent issues
of The Scientist, The Newspaper
for the Science Professional,” by
Rick Heldrich (College of
Charleston)

(September 17, 1990) —
“Taming Information Technology:
A Call for Infrastructure.” This
opinion piece was taken from
Information Technology and the
Conduct of Research: The User’s
View (1989, National Academy
Press). Libraries and librarians
have an “infrastructure” that
facilitates use and research, this
excerpt points out, but “on the
whole, information technology is
inadequately supported by current
infrastructures.” The lack of such
an infrastructure has impeded
researchers from adequately
evaluating and using computer
technology to the best advantage.
But there are moves to change this
and, for one, EDUCOM “has
recently announced its support of
a peer-review process for certain
kinds of academic software.” One
of the options for developing this
infrastructure is integration of
information science departments
with computer centers and
libraries.

(October 1, 1990) — “Supreme
Court Ruling Could Stifle Open
Debate in Journals.” Apparently,
in a June 21 decision, Milkovich
v. Lorain Journal Co., the Supreme
Court ruled 7-2, and their ruling
calls into question an assumption
that editors have long operated
under “that statements of opinion
are virtually immune from libel
suits.” This case was about
“criticism of a wrestling coach by
a sports columnist for an Ohio
newspaper,” but effects of other
sorts of publishing are unknown.
For example, this case “is expected
to have a direct impact on the
outcome of a prolonged battle
involving Moor-Jankowski, the
director of the Laboratory for
Experimental Medicine and
Surgery in Primates at the New
York University Medical Center.
... [who] is the sole remaining
defendant in a suit brought six
years ago by Immuno A.G., a
multinational firm based in Vienna,
Austria, that manufactures biologic
products derived from blood
plasma.” Apparently, the suit is
over a letter which appeared in
December 1983 in the Journal of
Medical Primatology of which
Moor-Jankowski was the editor.
Though the New York Court of
Appeals ruled in Moor-
Jankowski’s favor in December of
1989, it is now being asked to
reconsider the case. Truly, the
perils of publication seem to be
increasing.

The Jungle Magazines: A
Brief Look at Some Popular
Magazines by Ruth Armstrong
(Orlando, Florida)

Over the past few months, I’ve
collected some articles.

(From the Chicago Tribune)
“What’s hot in magazines: under
the covers, sex is selling (again),”
by James Warren, appeared in the
Orlando Sentinel for May 18,
1990, pages E1 and E2.

(From the Los Angeles Daily
News) “Specialty magazines
multiply: For every interest, there
is a publication,” by Paula
Monarex, appeared in the Seminole
County Sentinel Sampler for

“More magazine madness: Best
new magazines of 1988,” by Bill
Katz in Library Journal for April
1, 1989, pages 59-64.

The first pair of articles points
to one of many selection aids for
our jungle of magazines. Guide
to New Magazines ($50) by Samir
Husni of the University of
Mississippi, Department of
Journalism details 584 new titles
for 1990 in 247 pages. He’s a
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consultant for the Meredith Corp., who frequent’s “his region’s best
newstand.” He says that sex, and
low-quality quick-published serials
are the biggest increasers in
newstarts, followed by metropolitan
and regional titles. Decliners were
about automobiles and children.
“They say we’re returning to the
family, yet only five magazines
dealt with parenting.” I wonder
how far his sample universe
extends? And I’m reminded of a
“Shoe” (Jeff MacNelly) cartoon
from the Chicago Tribune Media
Services (March 17, 1990): isn’t
it screwy that there are so many
magazines for brides, but not one
for divorcees!

I was pleased to see (praised in
Husni’s “Cheap Imitators”
category) Sports Illustrated for Kids
since I’d chosen it for my fifth
grade nephew, who we hope to
give reasons to read. Based solely
on its title (found during a game of
publishers-prize-sweepstakes
stamp-searching) I ordered it. My
subsequent trip to the public library
for a hands on preview matched
both my hopes, and Bill Katz’
opinion. In his article, Katz goes
on to say that the strength in these
1988 serials was in appearance,
rather than content. Not much
else had changed: Katz, Husni,
and Robert Kenyon, executive
director of the American Society
of Magazine Editors all seem to
agree: articles remain ephemeral,
and few new journals even become
classics.

My prize, Sl4Kids, is second
cited among Katz’ 1988 choice
“Magic 14.” First-listed is “the
most controversial of the lot,”
Sassy. It seems Jerry Falwell’s
Moral Majority dislikes the sex
education pieces, which Katz adds:
come through it all with “some
pretty conventional wisdom and
the authors are scrupulously
accurate when the reader may be
in harm’s way.” I wonder how the
“December 1990” issue will look?
There’s a contest for its readers
(monthly circulation, 550,000) to
choose several teens to spend
the month of August producing it. Will
their creation be different than what
we have seen from the present
publishing staff, aged late twenties?
This is clearly publishing on
the other side of the tracks!

Bet You Missed It Minis

“Scholarly Publishing in the
NREN,” by Ann
Okerson in the
ARL Bimonthly
Newsletter of Research
Library Issues and
Actions, no.151,
July 4, 1990. This article is the
text of a speech by Ann at the
Coalition for Networked
Information Meeting. It is worth
reproducing the word for word as it is
vintage Okerson — pithy, on point
and astute. Try to get a copy. It’s
worth a read.

“The NEA and Censorship I
and II, by William F. Buckley, Jr.,
in the National Review, July 9,
1990, pages 62-63. This is another
opinion on the National
Endowment for the Arts,
Mapplethorpe, Serrano, etc.

From the Newsletter on Serials
Pricing September 10, 1990

Regarding Commercial Strategies
of Scientific Journal
Publishing, James Thompson
(University of California,
Riverside, Thompson
@UCRVMS.BITNET) calls our
attention to an unusually frank
discussion of the commercial
strategies of scientific journal
publishing which appeared in “The
Impact of CD-ROM on Library
Operations and Universal
Availability of Information,”
Proceedings of the 11th
International Essen Symposium,
1988, published by the
Universitätsbibliothek Essen,
Essen, West Germany, 1989.

From the Newsletter on Serials
Pricing, October 1, 1991, we
understand that there will be a
AAAS Symposium regarding the
feasibility of replacing printed
material with electronic
information systems. The
Symposium, “Can electronic
publishing solve the science library
crisis?” will be held at the 1991
Washington Annual Meeting of the
American Association for the
Advancement of Science on
Monday morning, February 18,
1991. Dr. Henry Barschall will
preside. The speakers and their
topics are: “Electronic Publishing
from a Publisher’s Point of View”
Martin J. Dillon, OCLC; “Research
and Development in Electronic
Publishing” Malcolm Getz,
Director, Vanderbilt University
Library; “Electronic Publishing:
An Economic View” and Stewart
C. Loken, Lawrence Berkeley
Laboratory, University of
California, “When will electronic
information systems replace
printed journals?”

Also from the Newsletter on
Serials Pricing October 1, 1990
(this is the full text)

Hamaker’s Haymakers
Chuck Hamaker, Louisiana State
University; NOTCAH@LSUVM.
BITNET

A quick discussion with Chris
Schneider of Gordon & Breach
indicates that due to the dollar’s
weakness worldwide, G & B is
revising their 1991 price list for
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Instead of the ten percent increase projected from the last check I made with Chris, G & B titles will generally go up about 20 percent. Some exceptions are being made, and he felt that the 20 percent increase would be a maximum with several titles below that. G & B will be issuing a second catalog for 1991 with a date of September 15, reflecting the increase.

Another publisher has been added to their list: Craftsman House, from Australia specializing in Australian artists and their works. The company was acquired in December of last year.

Also, we note with some dismay that Swets and Zeitlinger, sole European distributor for Gordon & Breach, is now offering a 15 percent discount to American libraries for ordering G & B titles from them. That is a 10 percent SIP (Subscriber Incentive Plan) enrollment, plus 5 percent for ordering “direct” from Swets. In addition, this offer includes a provision for an additional 5 percent discount from list for G & B titles in the second subscription year, for a total of 20 percent in the second year. The general offer most of us have seen is “no service charge” for American libraries ordering G & B titles through Swets, but the new offer was made to a west coast library the first week of September. In past years, G & B prices to the rest of the world have been significantly higher than U.S. list prices. Has this changed for 1991? How many “list” prices are there for G & B worldwide???

In the meantime, some vendors, who don’t want to damage their relationship with G & B any more than it is already, have reported off the record that they are having problems getting the SIP discount for libraries that believed they had a right to it. Rumor has it that the SIP plan option will be offered again on open enrollment very soon. Oh, what tangled webs we weave...

Some of you will note that even the LJ Hotline picked up on MCB University Press, Inc.’s “freebie” for faculty who coerce libraries into subscribing (reported in the last issue of the Newsletter).

The September issue of the Canadian Library Association’s newspaper Feliciter carries two articles that U.S. Librarians should read with care. First, ALA should become involved, if it is not already, in a July 8 proposal by the Canadian Department of Communications. The proposal would amend the Canadian Copyright Act to protect exclusive distribution rights, “thus making it illegal for anyone other than the publisher/agent, who has exclusive market/distribution rights to import or distribute specific titles; it would close the border to books imported by others than those licensed to do so: wholesalers could import only those titles not licensed to publisher/agents.” (See President’s message, page 2). I wonder if Canadians have looked at what exclusive distribution and sale rights have done to the cost of books in Australia, and what blocking “buying around” means for controlling journal subscription price gouging techniques. Put simply, by limiting access to worldwide markets for books and journals, prices go up (way up!) and access goes down. It is a sure recipe for an information impoverished economy. If anyone in Canada wants sources providing both these propositions, Pergamon published an excellent book describing the Australian situation, a situation the Aussies are now trying to correct (recent Publications of the Australian Library Association detail that debate succinctly) and, of course, Deana Astle and I have detailed differential pricing excesses publishers are capable of. The recent IFLA Acquisitions Committee Workshop this past summer also documented what happens worldwide with differential pricing. Are American libraries being outmaneuvered because Publisher Associations maintain high visibility lobbying associations? Why can’t libraries lobby for economic “goods” packages as effectively as publishers?

Another “Canadian” issue is international implications and is covered in the same September issue of Feliciter. The President of the Canadian Recording Industry Association sounds a bit like Nicholas Veliotis of the AAP. In an April interview, Mr. Brian Robertson, President of CRIA, argued that lending compact disks was depriving the recording industry of hundreds of millions of dollars. Since in many people’s opinions, a CD constitutes a “master recording,” patrons borrowing library CDs must be copying them—right!! That is, there is a direct correlation between lending, copying, and “drop” in sales. In Canada, the sale of CDs went from 1.3 million units in 1985 to about 9 million in 1988. If library sales “hurt” the industry, resulting in a “drop” in sales, it ain’t evident from those numbers. Mr. Robertson wanted “listening rooms” in libraries to be the only legal use of CDs. The correlate for print materials would be in-house only use (no circulation) and, of course, making it illegal for there to be copying machines in libraries.