If Rumors Were Horses

Katina Strauch

Against the Grain, kstrauch@comcast.net

Follow this and additional works at: http://docs.lib.purdue.edu/atg

Part of the Library and Information Science Commons

Recommended Citation

DOI: http://dx.doi.org/10.7771/2380-176X.2637

This document has been made available through Purdue e-Pubs, a service of the Purdue University Libraries. Please contact epubs@purdue.edu for additional information.
Once upon a time the term “out-of-print” actually meant something. Back in the days of setting up gargantuan presses with sixteen page jigsaw metal plates, making films, mixing inks, running color proofs and then folding and cutting the signatures the process of printing a book entailed minimum print runs in the thousands to be economical. One of these massive platen or Web presses could crank out two thousand copies of a five hundred page book in under an hour. When a book had sold out its print run it was considered “out-of-print,” because going back to press meant remounting those stored plates and doing another couple of thousand copies. Books which had gone out-of-print became the domain of specialist book dealers and were even considered rare books with an increasing value as they became more scarce.

Later, with the Supreme Court’s 1979 ruling in Thor Power Tool Company v. Commissioner of Internal Revenue, which prohibited companies including publishers from continually writing down the value of unsold stock, out-of-print came to describe more and more recent books many going out-of-print within a year or two of publication. Publishers found it more profitable to dispose of inventory by remaining or pulping than to warehouse it. That is when previously stored inventory began flooding the remainder tables in book shops and smaller print runs became necessary for publishers to survive. Since the late 1970’s many other factors have influenced the decision to print shorter runs. Books now endure a shorter lifespan in the marketplace because there are thousands of more titles printed every year. Once flush book budgets and pocketbooks have grown tighter as well. As Calvin Trillin so pungently observed, “Books now have a shelf life somewhere between milk and yogurt.”

The printing revolution is now over. POD (print-on-demand) and DOD (digitization-on-demand) have gone main stream. Academic and scholarly publishers, self publishers, and reprint publishers have all discovered the value of short run digital printing. To cite production figures from Bowker’s Books in Print database: “The number of new and revised titles produced by traditional production methods fell 3% in 2008, to 275,232, but the number of on-demand and short run titles soared 132%, to 285,394. The number of on-demand titles topped those of traditional books for the first time. The jump in on-demand output in 2008 followed an even bigger increase in 2007 when production skyrocketed 462%. Since 2002, production of on-demand titles has soared 774% compared to a 126% increase in traditional titles.” Publishers Weekly, 5/19/2009.

As technology improves digital printing may even take over the remaining print runs produced by traditional printing. Digital printing simply means printing that is computer generated, stored digitally, and produced di...
From Your (what more can go wrong) Editor:

Seems like everything has gone wrong the past few months! It started with my fax machine. It ran out of toner. Easy enough to fix? Think again. I now have a new fax machine. Then the answering machine stopped working. Easy fix again? Not so! Next, the credit card machine decided to eat the paper receipts. Guess what? Had to lease a new credit card machine! And to top it all off, my computer network connection stopped working. In the middle of Charleston Conference registrations! Gosh!

Still, we managed to pull together this glorious issue of ATG with the theme — Is there any such thing as an out-of-print book anymore? We have articles by John Riley, Bob Holley, Kristen Yarmey-Tylutki, Narda Tafari, Alice Crosetto, Thomas Atwood, Daniel Feinberg, Jane Brodsky Fitzpatrick, Mitchell Davis, and David Taylor. Our interviews are with Ann Okerson, Donna Straley, and David Lide and we have many profiles as well. Our “Biz of Acq” is about the FDLP, “From the University Presses” is about Open Access, “Issues in Vendor/Library Relations” is about the author and the ebook, “IMHBCO” is about the journal issue and the record album, and Dennis talks about iPods, iPhones, and Blackberrys in “@Brunning: People & Technology.”

Jesse Holden goes back to ATG v.2/2 in his “Acquisitions Archaeology,” and be sure to read about the Bill and Melinda Gates University Library in Bob’s “Random Ramblings.” Steve McKinzie is back with The Case for Saying Less in his “590: Local Notes.”

We have lots of reports from the 2008 Charleston Conference. Papa Abel remembers moving the regional office and Bob Holley talks about Books with Feet in our “Back Talk” for this issue. And there’s much more so keep reading!

Well, my iPhone doesn’t seem to be working! I think I will go to bed and check it in the morning!

See you soon!

Much Love, Yr. Ed.

-----------------------------------

Letters to the Editor

Send letters to <kstrauch@comcast.net>, phone or fax 843-723-3356, or snail mail: Against the Grain, MSC 98, The Citadel, Charleston, SC 29409. You can also send a letter to the editor from the ATG Homepage at http://www.against-the-grain.com.

Hi Katina,

I’m writing to you from EBSCO about sending news releases to Against the Grain. First of all, I love reading articles in your journal! It’s one of my favorites. I also like your new Website — looks great.

Can you confirm that you are the person to whom we should sent press releases and other articles? If there is another email that we should be using, please let me know.

Thank you, Heather Klusendorf <Hklusendorf@ebsco.com>

Editor’s Note: Dear Heather, Thanks for your letter. The address to send all correspondence, press releases, etc. is <kstrauch@comcast.net>. Now that we have a new Website — www.against-the-grain.com we can publish more news and announcements than we were able to before. So — please send us your news!

Thanks! Katina Strauch, Editor, ATG <kstrauch@comcast.net>

AGAInst the Grain DEADlines

2009 Events

- ALA Midwinter - Dec. 09/Jan. 2010
- Annual Report, PLA - Feb 2010
- MLA, SLA - April 2010
- ALA Annual - June 2010
- Reference Publishing - September 2010
- Charleston Conference - November 2010

2010 Events

- Issue: Ad Reservation Camera-Ready
- Annual Report, PLA: Feb 2010: 11/04/09 12/02/09
- MLA, SLA: April 2010: 02/03/10 02/24/10
- ALA Annual: June 2010: 03/17/10 04/07/10
- Reference Publishing: September 2010: 06/30/10 07/21/10
- Charleston Conference: November 2010: 08/11/10 09/01/10

FOR MORE INFORMATION CONTACT

Toni Nix <justwrite@lowcountry.com>; Phone: 843-835-8604; Fax: 843-835-5892 or Edna Laughrey <elaughrey@aol.com>; Phone: 734-429-1029; Fax: 734-429-1711

Address: 291 Tower Drive, Saline, MI 48176. Such as...

Rumors from page 1

the Catholic University of America (M.S.W.). She, her husband David and two sons live in Chevy Chase, Maryland. Paratext plans to increase its presence in Washington, D.C. in the coming months. Be sure and congratulate Alix when you see her in Charleston!

Meanwhile, back at the Google Ranch, there is a new November 9 deadline for Google and the publishers to submit a revised agreement for the Google Book Settlement (known hereafter as the GBS) set by federal judge, Denny Chin of the Southern District of New York. Chin has reportedly received nearly 400 submissions about the original GBS. Also, the Justice Department submitted a 32-page filing on September 18 concerned about the “defacto exclusive rights for the digital distribution of orphan works.” We will have a panel on the GBS on Friday during the Charleston Conference including Dan Clancy (Google), Jan Constantine (Authors Guild), and Allen Adler (American Association of Publishers) Come with your questions!

And, thanks to Leah Hinds (note she has a new email — <hindsl@gmail.com>) and Xan Arch (<xanadu@stanford.edu>), the Charleston Conference this year will have a presence on Twitter and Facebook where we can all keep up with discussions like the one above about the GBS online. Tweet the Conference. Post to #chsconf09!

http://www.katina.info/conference

And, speaking of the glamorous Xan, she is running for ALA Councilor at Large! Be sure and mark your ballot appropriately. And, don’t forget to ask Xan about her recent internships at Casalini and Harrassowitz when you see her in Charleston!

continued on page 8

<http://www.against-the-grain.com>
Twitter seems to be everywhere — Cris Ferguson (who will also be in Charleston) has created a Technology Left Behind's home on Twitter, @tlhtag. And in her column this time, Cris tells a bit about the history of Twitter and even talks to Leah Hinds about it all! See this issue for more about Twitter, Facebook, and the Charleston Conference, p.98.

More at Charleston — Greg Tananbaum <greg@anianet.com> — who is certainly on the ball — has announced the launch of Anianet, a free professional network for Chinese scientists, professors, and other scholarly professionals. While the Chinese academic market has continued to explode (there are now as many accredited universities in China as America, and China produces three times more engineering Ph.D.’s annually than the United States), China’s brightest minds have largely remained disconnected from the international research community. On both sides of the divide, four in five researchers are unhappy with the lack of collaboration. Anianet addresses this divide by encouraging Chinese intellectuals to create free, English language profiles highlighting their interests and achievements. Western research teams, editors, meeting organizers, and funding agencies now have a resource upon which they can rely to discern who is who within the Chinese scholarly community. Greg will be in Charleston and will be talking about this China initiative in a concurrent session as well as running a plenary panel on Thursday. http://www.anianet.com

Speaking of which, we just got a Back Talk from the indefatigable Tony Ferguson about his visit to the Frankfurt Book Fair! We got it too late to include in this issue, but watch for it in the Dec.09-Jan.2010 issue of ATG!

Speaking of the Frankfurt Book Fair, I wonder if Tony saw the energetic Martin Marlow <martin@mav-marketing.com> who was launching Maverick Marketing, a marketing and market development company serving as an outsource resource for publishers. Maverick Marketing will help augment limited in-house marketing resources and is led by seasoned publishing marketers with decades of executive management experience and a strong focus on digital publishing. www.mav-marketing.com

And, we told you about this on the ATG NewsChannel a while ago. Did you see it? Who-can-keep-up-with-him Mike Markwith <michael@theskyriver.com>, longtime friend and colleague, is now with Jerry Kline’s new venture, SkyRiver, a cataloging service that will compete with OCLC. Mike is SkyRiver’s first sales executive! Hoo-Ha! digital-scholarship.org/digitalkoans/2009/10/06/jerry-klines-skyriver-to-take-on-oclcl/ www.against-the-grain.com

Speaking of the ATG NewsChannel — have you visited? Leah Hinds <hinds1@gmail.com> has totally re-designed the Website and it looks great! We have already gotten a lot of compliments. Come on down! And you can even send in your own comments easily for all of us to hear/see/whatever! www.against-the-grain.com

This Charleston Conference issue of ATG is guest edited by the Renaissance man John Riley <jdriley@comcast.net> (or 413-586-2852) and the brainy Bob Holley who has plenty of talents himself! John has left EBC and has taken up a new interest in book scanning and digitizing. This issue has all kinds of interesting articles and we even have a Back Talk from Bob Holley about “Books with Feet.” See this issue, p.102. We look forward to seeing both Bob and John in Charleston soon!

This seems apropos. — The University of Nebraska Press has selected Lightning Source Inc. to bring Herta Mueller’s 2009 Nobel Laureate title Nadirs (978-0-8032-8254-4) to market. As would be expected, demand for the title has skyrocketed and the Press only had a small inventory says Rhonda Winchell, Sales and Marketing Manager of the Press. And David Taylor (President of Lightning Source Inc., and Senior Vice President, Content Acquisition, Ingram Content Group) continues, “... Print on demand is a wonderful model to ensure that sales are realized without having to print large quantities up front to allow for possible demand surges like this. We would love to see every publisher have their titles in our program so that no sale is ever lost and no reader ever disappointed.” (See David Taylor’s article in this issue of ATG, p.38.) Founded in 1941, the University of Nebraska Press (UNP) is a nonprofit scholarly and general interest press that publishes 166 new and reprint titles annually under the Nebraska and Bison Books imprints respectively, along with 20 journals. With nearly 3,000 books in print, the University of Nebraska Press is best known for publishing works in Indigenous Studies, Western American History, literary translation,
Take a closer look at....

The CHARLESTON REPORT
Business Insights into the Library Market

You Need The Charleston Report...
if you are a publisher, vendor, product developer, merchandiser, consultant or wholesaler who is interested in improving and/or expanding your position in the U.S. library market.

Subscribe today at our discounted rate of only $75.00

The Charleston Company
6180 East Warren Avenue, Denver, CO 80222
Phone: 303-282-9706 • Fax: 303-282-9743

Group Therapy — Purchase vs ILL for Newer Books

Column Editor: Jack G. Montgomery (Associate Professor, Coordinator, Collection Services, Western Kentucky University, Bowling Green, KY) <jack.montgomery@wku.edu>

Column Editor’s Note: We are reviving this column in Against the Grain due to reader demand. Do you have a gripe or an issue you’d like Group Therapy to address? Would you like some advice on how to handle something? If so, please write me at <jack.montgomery@wku.edu>. You can identify yourself or remain anonymous, but either way, you’ll get an answer. – JM

RESPONSE: Submitted by Kathleen E. Richardson (Professor, Technical Services Librarian, Bluegrass Technical and Community College, Lexington, KY)

If the request is for something new (i.e., a potential ILL problem), we evaluate the request to see if the item would fit into the collection. If I’m not the subject liaison for that area, our ILL wrangler or I will ask the appropriate librarian or one of our faculty who’s active in collection development for that subject about the suitability of the item. An inexpensive item or one we would probably have purchased anyway will be ordered immediately, as long as it’s readily available. (This isn’t formal—our excellent ILL wrangler makes the initial call based on number of holding libraries, just how new the item is, etc. We won’t be asking any library to loan us a copy this week of Dan Brown’s What to Withdraw: Print Collections Management in the Wake of Digitization because we allow faculty to keep items that they have had a real night of sleep! Let’s all ask to see some pictures when we see him in Charleston!

And with all this talk of “e”, I was captivated by a charmingly gorgeous little bundle of joy but it’s been a long time since they have had a real night of sleep! Let’s all ask to see some pictures when we see him in Charleston!

and sports history. There will be several representatives of Ingram in Charleston and in the Vendor Showcase on Wednesday afternoon! www.nebraskapress.unl.edu

This is also very relevant! Ithaka has just released a report on print collection management in the wake of digitization. “What to Withdraw: Print Collections Management in the Wake of Digitization” analyzes which types of journals can be withdrawn responsibly today and how that set of materials can be expanded to allow libraries the maximum possible flexibility and savings in the future. Roger will be talking about this in Charleston!

http://www.ithaka.org/ithaka-s-r/research/what-to-withdraw

Speaking of Roger, BTW, his four-month-old daughter, Scheherazade, is a fast-growing bundle of joy but it’s been a long time since they have had a real night of sleep! Let’s all ask to see some pictures when we see him in Charleston!

Our Library has been doing “purchase on demand” for books that fall into this category. Our ILL and Acquisitions departments have a procedure worked out to do this. If you are interested in the particulars I suspect I could get more detail, but from what I know of it, it works well and helps both areas achieve their mission. I believe that ILL actually is authorized to do the purchasing but then they feed the information back to Acquisitions somehow.

<http://www.against-the-grain.com>
Bet You Missed It

Press Clippings — In the News — Carefully Selected by Your Crack Staff of News Sleuths

Column Editor: Bruce Strauch (The Citadel)

Editor’s Note: Hey, are you all reading this? If you know of an article that should be called to Against the Grain’s attention ... send an email to <kstrauch@comcast.net>. We’re listening! — KS

BLOOD ON THE FLOOR FOR CONDÉ NAST by Bruce Strauch (The Citadel)

The famous Sy Newhouse Condé Nast strategy was to act rich to cow competitors and draw the big money ads. Editors had cars and drivers and stayed in five-star hotels. Flying to industry events, they filled first class while lesser publishers trudged past to the cheap seats.

Come the slump, and luxury advertisers were the first to pull back. Now the axe has fallen on titles. Brides, Modern Bride, and Elegant Bride, gone. Cookie and the high prestige Gourmet, gone.


AND YET SOME PROSPER by Bruce Strauch (The Citadel)

In a disastrous advertising climate, some titles are sitting jake. Namely the sixty ones about dogs including Dog Fancy, Doggie Aficionado and Urban Dog.

And now comes TV’s “Dog Whisperer” Cesar Millan launching Cesar’s Way with hot articles like “Can Your Dog Fix Your Marriage?” and “7-Day Doggie Detox.” And a big photo section of major celebrities with their pets. How can they lose?

And others ride the wave. Martha Stewart has added a pet destination on her Website, and Honda Motors’ Element can now come with pet restraint and cushioned pet-bed.


THOSE STILL-AROUND INDEPENDENT BOOKSTORES by Bruce Strauch (The Citadel)

For foodies headed to San Francisco, Town & Country gives a plug for a new bookstore.

Celia Sack was a rare book specialist at San Francisco’s Pacific Book Auction Galleries who became obsessed with food-related writing. Her collection grew to the point that she opened Omnivore Books on Food, a specialty bookshop on Cesar Chavez Street in Noe Valley. It’s set in an early-20th century butcher shop with freezer and classic rooster logo out front. (omnivorebooks.com)


Future Dates for Charleston Conferences

<table>
<thead>
<tr>
<th>Preconferences and Vendor Showcase</th>
<th>Main Conference</th>
</tr>
</thead>
<tbody>
<tr>
<td>2010 Conference</td>
<td>3 November</td>
</tr>
<tr>
<td>2011 Conference</td>
<td>2 November</td>
</tr>
<tr>
<td>2012 Conference</td>
<td>7 November</td>
</tr>
<tr>
<td>2013 Conference</td>
<td>6 November</td>
</tr>
</tbody>
</table>

Rumors from page 10

booklet called 75 years Erasmus Boekhandel Amsterdam-Paris by Sytze van der Veen. It is a richly illustrated publication that tells the history of the company and how present trends are based on past achievements. Did you know that Erasmus was founded in 1934 by Abraham Horodisch, a Russian? I am looking forward to reading even more of this booklet. And the incredible Dirk Raes will be in Charleston to tell us more! www.erasmusbooks.nl

Another publication that I plan to spend some time with just arrived. It’s SPEC Kit 313, Ebook Collections (October 2009). This one’s by Catherine Anson and Ruth R. Connell and is published like all SPEC kits by the Association of Research Libraries. www.arl.org/resources/pubs/spec/index.shtml continued on page 20

<http://www.against-the-grain.com>
size of the book, but larger format foldouts are
scanned at lower resolution, also depending on
size (for example, an 18” x 24” foldout would
be scanned at around 182 dpi). Foldouts larger
than 18” x 24” are scanned with a multiple
shot approach and then stitched together digi-
tally. Text content on each page is captured
via optical character recognition (OCR) using
ABBYY 8.0.7

About fourteen business days after we
dropped off our books, Internet Archive
completed the digitization process and posted
our books to their Website. Users and con-
tributors can browse the books directly on
the Web using a flip book viewer but can also
download the books in PDF, JPEG2000, and
DJVu formats. While no available format is
specifically optimized for print-on-demand,
public domain books on Internet Archive can
be printed from Espresso Book Machines via
On Demand Books’ proprietary EspressoNet
software.8 As Internet Archive has expressed
interest in print-on-demand in the past, other
options for convenient printing will likely
emerge in the future.

To judge the quality of digitization, I con-
ducted a page-by-page review of all six books,
looking at both JPEG2000 and PDF images.
While compression artefacts were clearly
visible on the PDF versions, the JPEG2000
images were much more readable and showed
little evidence of compression. The quality
of the OCR text was excellent, making the
content of our books full-text searchable for
the first time. My only quality concern was
for foldouts. Because Internet Archive scans
foldouts at a lower resolution than ordinary
book pages, small text on some larger fold-
outs became difficult or at times impossible to
read. However, outside of this single concern,
the digital versions of the books were of high
quality. Considering the affordable cost
of digitization, as well as Internet Archive’s
intent to host and maintain a digital copy of
each book in their collection in perpetuity, we
felt that the digital product was a good return
on investment, making our participation in the
Collaborative worthwhile.

In October 2008, then, when the PALINET
Mass Digitization Collaborative shifted into
production mode, The University of Scran-
ton went along for the ride. Since joining the
production phase, we have digitized another
163 books, including a series of Pennsylvania
Department of Mines annual anthracite mining
reports from 1873 through 1921 (all of which
are out-of-print) as well as the University’s
own published undergraduate and graduate
course catalogs. In the meantime, we have
carefully monitored the number of downloads
each book from Internet Archive. Internet
Archive’s reporting mechanism provides only
a count of how many times each book was
downloaded, so we are unable to tell how
many unique IP addresses have downloaded
each book, or track when or from where each
book was downloaded, but we can at least use
this single statistic to get a ballpark idea of how
much our digital books are being used.

While some of our catalogs have only been
downloaded a handful of times, almost all of
our book download counts greatly exceeded
our expectations. Forty-nine of our books
have been downloaded over fifty times each
in the past few months, and we have excitedly
watched as two of the local history books we
digitized in our first pilot batch have each
racked up over 1,000 downloads. Most
impressively, the out-of-print Prominent Men:
Scranton and Vicinity, Wilkes-Barre and
Vicinity: Pittston, Hazleton, Carbondale,
Montrose and Vicinity, Pennsylvania, writ-
ten by Dwight J. Stoddard and published
in 1906 by Scranton’s Tribune Publishing
Company, has been downloaded 1,288 times
as of September 2009, less than a year after
digitization. Comparatively, this same book in
physical format is used only a few times each
year by researchers in our University Archives
and Special Collections.

Indeed, as the Weinberg Memorial Lib-
ary contributes more books to Internet Ar-
chive via the Mass Digitization Collaborative,
we are effectively increasing our user base from
a small cluster of patrons who can visit our
Archives and Special Collections in Scranton,
during regular business hours, to the millions
of visitors to Internet Archive, who access the
site from anywhere, at anytime. Out-of-print
books that on a regular day sit on our shelves,
protected but untouched, are revitalized and
reinvigorated, useful once more to a digital
community.

If your library would like to join The Uni-
versity of Scranton and the 32 other members
of the Mass Digitization Collaborative in
bringing out-of-print books back to life, attend
a LYRASIS information session or request a
quote at http://www.lyrasis.org/massdig. Both
LYRASIS members and non-members are
welcome to participate.

Endnotes
1. Internet Archive. “About the Internet Arch-
about/about.php.
2. As fees may change after this article’s
publication, please contact LYRASIS
at http://www.lyrasis.org/massdig
for pricing information.
3. PALINET. “Mini Pilot Participant Pro-
cess Guidelines,” draft of August 19,
2008. This document was distributed in PDF
format to participants in the Mass Digitization
Collaborative mini-pilot.
4. Library of Congress. “Meeting the
Challenge: Setting Standards (JPEG2000)”
slave/library/challenge/formats2challenge.
html.
5. Harvard University Library. “High-
lights from FY 2006 — Enhancements to
Library and User Services.” (2006):
http://publications.hul.harvard.edu/ed506/
highlights-from-fy-2006—enhancements-
to-library-and-user-services.html.
“A Status Report on JPEF 2000 Implemen-
tation for Still Images: The UConn Survey.”
UConn Libraries Published Works Paper
edu/lib_pubs/19.
7. LYRASIS. “Internet Archive Book Digit-
ization and Quality Assurance Processes,”
draft of March 31, 2009. This document is
available in PDF format to participants in
the LYRASIS Mass Digitization Collabora-
tive. See also: Bullock, Dave “The Internet
Archive Keeps Book-Scanning Free.” Wired
(2008): http://www.wired.com/entertain-
ment/theweb/multimedia/2008/03/gallery.
archive.org.
9. One of Internet Archive’s past projects
was the Bookmobile, a traveling van that
used print-on-demand to pass out free books
across the country. See: Internet
archive.org/exec/bookmobile.php.
10. The University of Scranton’s digitized
books may be viewed on Internet Archive
at http://www.archive.org/details/univer-
sity_scranton.

Had lunch the other day with one of
my favorite people, Anne Kabler
Robichaux, librarian emeritus at the Medical
University of South Carolina. Anne and her
husband Ken had just returned from Dallas
for a “roast” of Bill Leazer. Remember him?
Bill used to be with Majors and then was
hired by EBSCO as a consultant. Bill was
turning 80 which was the reason for the roast
but it’s hard to believe! Congrats, Bill, and
HAPPY BIRTHDAY!

And speaking of EBSCO, EBSCO

continued on page 32
Buying Out-of-Print Books ...
from page 30

their programs” (http://library.gc.cuny.edu/collections/collection_policies.html). About 80% or more of the titles purchased are on a rush basis for reserves. While many professors will send us their requests lists two or three months in advance, the majority come to the acquisitions department within a month of the beginning of the semester; and many arrive during the first weeks of the semester, so I need to know if and when I can obtain these requested items in a timely manner.

Before I worked at the Mina Rees Library, the acquisitions department was using a very expensive search service for out-of-print books. Surcharges were sometimes double the cost of the book. There was no guarantee of the quality or condition of the book, nor was there any information about or control of delivery options. It could take months to obtain a title, or it might never arrive. As a librarian, and with so many book dealers now online, I knew I could find these titles myself without the help of that company.

While once it would have involved a lot of paper correspondence; weeks, if not months of waiting; and costly shipping charges, with the advent of Alibris, my most used out-of-print dealer, ordering is easy, practical, and efficient. In fiscal 2008-2009, we spent $16,475.00 at Baker & Taylor for about 335 new print titles, or about $49.00 per title. On New York state contract, there are good discounts at Baker & Taylor; but they cannot provide us with all that we need. These days, with short print runs, titles may go out-of-print within a year of publication and often need to be obtained from non-traditional dealers. In contrast, our fiscal year total at Alibris most but not all of which were older titles was almost $16,000.00 for approximately 490 print titles, averaging $32.65 per title; more bang for the buck, as it were. Since neither of these vendors charges shipping, Internet book buying is a huge improvement for our acquisitions. Barely 5% of the titles from Baker & Taylor, not surprisingly, were published in the 1990’s; the rest were published after 2000. By contrast, only 60% of the titles from Alibris were published after 2000, while 25% are from the 1990’s, 10% from the 1980’s, and 15% pre-1980.

At Alibris (and also at AbeBooks, which I will discuss later), one can search a world of book dealers. They run the gamut from established bookstores such as Powell's Books, online retailers such as A1 books, and many small dealers and collectors, and function as a meta-search tool. Without a service such as Alibris, it would require a huge network and deep knowledge of the used and out of print book industry (we do not buy rare books) to find the titles we need; and the process would be very time consuming. It would be nearly impossible to fill rush reserve lists in a timely manner.

I use the libraries side of the Alibris Web-site (http://library.alibris.com/) for several reasons. Alibris for Libraries is more expensive than the retail side, but a library can set up an account and use purchase orders. On the Alibris consumer site, shipping is charged on each purchase, while, through quantity ordering (ten books per order or reaching a certain spending level over the year), shipping is free from the library side. The benefits of having an account are worth the extra cost on the library side. There is a liberal return policy, and one can contact Alibris for problems or questions without having to deal with a multitude of dealers. If a book’s condition is not as stated, returns are free. That has happened from time to time, but only once in six years did I have to complain about a vendor (and with Alibris, I have names, email addresses, and even telephone numbers of people who I know will respond). I could buy the books for less on the commercial side, but that requires a credit card. And although I do have a library credit card, there is a lot of time consuming paperwork involved because only I can use the card for purchases; and I have to reconcile the monthly statements. Alibris has all the books shipped to their warehouse and then ships one or two cartons to us. While this can delay receipt of the books, there is a rush drop ship option available as well where the library pays shipping.

If a book’s price is terribly out of range of its list price on Alibris for Libraries, AbeBooks (http://www.abebooks.com/) is another option, as is Amazon.com and now Barnes & Noble for libraries. Both now include used books in their sites. Barnes & Noble of late has become second choice for me after Alibris because, after a rough start, Barnes & Noble was able to set up a purchase order tax exempt account for us. They extend discounts to libraries and have a surprisingly deep stock of older titles. Their 24 hour free delivery service cannot be beat!

I have been unable to set up a library purchase order account with Amazon, although the library did have one at some point. They require bank account information that is impossible for me to supply, and they have very strict accounts payable policies. As anyone who works at a large public institution knows, sometimes payments are slow to be made. That said, I pay an annual fee ($79) for free two day shipping; and ordering is easy once you set up your online profile. Again, the time it takes at the end of the month to reconcile our credit card statement makes Amazon third choice for me. Although there are no “people” contacts, Amazon does stand by the third party purchases and offers good online support. Unfortunately, they are now required to charge sales tax (although the third party dealers do not), which means sending an email for each charge asking that the tax be credited. Our tax exempt information is on file with them.

We also once did a large amount of purchasing from AbeBooks. They have listings from most of the same dealers as Alibris, and the prices match the commercial side of Alibris. AbeBook’s international side is a reasonably good resource for out of print Spanish language titles (the bane of my acquisitions needs). There is often an option to request an invoice for prepayment, but this takes a long time. Our business office requires tax ID numbers for any vendor, which sometimes has led to some nasty responses from small dealers who do not want to share that information (which might be their social security number). For the most part, AbeBook orders are credit card purchases. The frustrating part of ordering from AbeBooks is that more than 90% of the time dealers do not provide invoices or even credit card receipts. All we have is the print page option before the final purchase is made. I have not had success in getting personal responses from AbeBooks itself, but most of the dealers will reply to queries.

In short, the customer service side of Alibris makes it for me the best choice for online book purchases. While all the above sites also have search and want list features, I don’t use these because most of our orders are time sensitive. Online ordering has made discovery of out-of-print and hard to find titles quite easy (sometimes even a Google search with an ISBN will result in discovering an obscure publisher to order from). The fill rate is better because all vendors provide up-to-date inventory information. There are certainly times when vendors cancel a title, but vendor ratings on Alibris and AbeBooks make it easier to choose who is most likely to provide the title in a timely manner. Over time, I have learned through experience to recognize the different vendors’ performance. Ordering foreign titles, either through Amazon’s outlets or international publishers, is relatively easy. The Internet has truly revolutionized the out-of-print book market. I can’t imagine going back to the way it was.

Rumors from page 20

Australia has appointed of Julie Boyd-Reynolds as its new regional sales manager, based in the company’s Melbourne office. Boyd-Reynolds, who recently returned from the UK, has 30 years of industry experience, including the last 17 with EBSCO, both in the UK and Australia. In her new role, she is responsible for managing and growing the company’s customer base in Victoria, South Australia, ACT and Tasmania.

Alas! The wondrous Toby Green was planning on coming to Charleston and doing several presentations, but he fell off a ladder and broke an ankle. The doctors won’t let him fly for awhile so he won’t be in Charleston after all! Boo hoo!

And, what’s this about ladders? Remember when the always-smiling Ree Sherer fell off one last year? Gee, guys, listen up!

continued on page 70

32 Against the Grain / November 2009

<http://www.against-the-grain.com>
public domain books. After all, didn’t every library that bought a book over all the years of “book” contribute to the record that Google scanned? Less grandly, shouldn’t “partner libraries” be all of us?

Right now and probably after court decisions or even legislation resulting from federal action or inaction on copyright that no doubt encouraged Google’s bold end play on copyright, Google will emerge with a product that lives up to the rhetoric of the summer of the eBook. Google will sell ads, know our book buying habits more than ever, and Google will realize revenues in referrals of old fashioned print books.

The more information is free to Google users, the more ad revenues they earn. The more Internet users search at Google, the more the settlement offers.

Our role is to remind Google that it is running a library.

Barnes & Noble eBooks on iPhone
...can I put you on hold...I’m reading...

We have the New York Times Sunday Book Review back page on the bulletin board. In large font — Barnes & Noble’s LL Bean green (hunter’s green — for those in the chase for a good read) the venerable bookseller invites us to “eBooks made easy.” Nearly arranged against plenty of blank newsprint are four devices — a PC screen, a Mac screen, a Blackberry, and an iPhone. Each displays a book cover or in the case of the two computers, cover and text.

A still life that says it all — books, over a variety of popular readers, at the $9.99 per book price.

Take that Amazon. Who needs a Kindle?

To put a face on the B&N iPhone experience I caught up with a few friends with iPhones.

Brad Vogus, Head of Social Sciences and Government Services at Arizona State University, is a busy librarian and father of four. He was re-shelving government documents and appeared to be enjoying this solitary if indispensable task. It took Brad a nanosecond to get his iPhone going; he was already an eBook user.

@Brunning: Brad, how do you like the B&N iPhone/eBook experience?

Brad: Fairly seamless and enjoyable. The actual display of the book is easy to use, and so are the settings. You turn the page with a flip of your finger. Very easy and user friendly. Selection of materials is decent.

One thing that is not seamless is that you can’t actually buy a book directly from the app. It pushes you to the B&N page on the Web browser on your iPhone. After you purchase the book on the Website, it automatically appears on your iPhone, although you have to enter a code (your credit card number) to unlock it.

@Brunning: do you think B&N made use of the iPhone features you enjoy and make you an iPhone customer?

Brad: Yes. Using the touch screen to turn pages (swipe to the left), touching the top corner to “dog ear” the page, and the setting menu are all easy to use. Would like an easier way to change the font while I am reading.

Also, just the fact that I can download a book and having it on my iPhone is very convenient. Phone, Web browser, iPod, and eBook reader in one. Also, it’s incredible that I can download a book anywhere without having to find a bookstore. This makes impulse buys super easy! Goodbye money!

@Brunning: Will you buy more B&N eBooks and read them on your iPhone?

Brad: The convenience is hard to beat! I will definitely buy more books this way. Although, I think there is a price point that will occur with me. I really don’t want to spend more than $15 to buy a book in this format. I don’t know why.

Also, I have bought eBooks (using the Kindle app) that I wish I would have bought in paper, because I wanted to share that book with my wife. If I bought a paper copy, I could give it to her when I was done, and she could read it anytime. Because it is an eBook, she will never get it, because I won’t give up my iPhone for an extended period of time.

@Brunning: Good luck holding on to your iPhone and your money! Who else among us uses the iPhone?

Brad: Who doesn’t? But I know you don’t want to leave the building. Juliann down in your office — she’s a new user and I hear “loving it.”

Juliann Couture is a subject librarian for the social sciences at Hayden Library, Arizona State University Library. She made the move to the iPhone a few months ago and doesn’t look back.

@Brunning: What do you think about the Barnes & Noble eBook service on iPhone?

Juliann: I played around with it some recently. The experience was good. The interface is easy to use and only took a minute to figure out.

@Brunning: did B&N make use of iPhone features you enjoy and make you an iPhone customer?

Juliann: The best part of iPhone for me is that it is intuitive and the B&N eBook Reader fits into that. However, I can’t read for a very long time on my iPhone — it is too much like a computer screen rather than, say, a Kindle screen. Reading an article is a few pages long is one thing but I wouldn’t use the iPhone to read a book.

@Brunning: Do you feel you will download more books to your iPhone from Barnes and Noble?

Juliann: I probably won’t be downloading any in the near future. The iPhone just isn’t the right device for me to use as an eBook reader.

Our next iPhone user works down the road from ASU. David Bickford, formerly University Librarian for the University of Phoenix, and currently VP for Instructional Materials & Technologies at UoP, is an avid iPhone user and enthusiast.

@Brunning: You like your iPhone Apps. What’s your reaction to B&N’s?

David: They’ve done a fine job of optimizing their reader for the iPhone. The biggest suggestion I’d have: they should make the font size adjustment an option you can access at any time. Now you have to click into settings in order to find it. Usually the need to adjust font size is something that might arise spontaneously dependent on viewing conditions.

@Brunning: Will you use iPhone in the future for purchasing and reading books?

David: It will depend more on how they price books than the technology. I’m comfortable reading all sorts of texts on the iPhone but I’m reluctant to pay for content that I might find free or inexpensively via the public library or the used book market. Instead of buying eBooks outright, I might prefer a rental model similar to how Apple handles movies. Let me rent the book for 30 days for a few dollars. I wouldn’t hesitate to do that, but I would hesitate to buy a good for full price.

Back at the library we wondered Barnes and Noble’s eBook on iPhone. @Brunning is stuck in older technology, the less visually smart Blackberry. It can’t be as good as iPhone or can it? More about the Blackberry B&N eBook Reader in our next column.

And we will miss our two founding mentors at the Charleston Conference this year — Susan Campbell <scampbell@vcp.edu> and Pam Cenzer <pam.cenzer@gmail.com>. Instead of coming to Charleston this year, Pam and Susan decided to celebrate their September birthdays in Santa Fe! They had a blast and even sent me a “collaborative” card to remind me that I wasn’t there. Oh well. Thanks for the memories, Pam and Susan! And see you next year in Charleston!

Talked to the astute Jay Askavich the other day! Did you know that this youthful gentleman has 5 (count them, 5) grandchildren! The oldest is only three years old but he says that he wants to wait til they get a little older to influence them. Not me! My grandson, Trifon is nearly two years old and I am influencing him a lot by visiting him in Savannah! In fact, Trifon was recently the ring bearer in a wedding and he stole the show! continued on page 95
Indeed there was something Pickwickian in his innocence... his enthusiasm for antiquity; but his was the spiritual dignity and remoteness of the later, post-Fleet Pickwick. But Newdigate had a scholarly pedigree too. He matched Bullen’s familiarity with Elizabethan literature and even surpassed him with his knowledge of the families and characters of that era; he was of the same kin as Sir Roger Newdigate who had founded the Oxford (Newdigate) Prize for English verse, and many of these poems had been published by B H Blackwell. Newdigate’s father, son of the third Earl of Dartmouth, who had trained and worked as an Anglican priest, was converted to Catholicism and to the enthusiasms of a Benedictine monk, Fr. Strutter. This modest monk, who had founded St. Gregory’s Press of Stratford-on-Avon, where he ran “a halting enterprise printing devotional books,” was more renowned for his faith than his business acumen. Bernard’s father threw caution to the wind and sank his own capital into the venture, opening his little press in 1888. His wife, the daughter of Sir Henry Boynton, Ninth Baronet, looked askance at the family’s finances, and feared for her ten children’s futures.

Bernard’s education had its similarities with Joyce’s Young Man, in “Portrait of the Artist.” In 1878, he had been sent to the northern Jesuit public school of Stonyhurst, in order to start his spiritual, as well as secular, education. This establishment laid its emphasis on the classical Catholic Jesuit teaching system focusing on “the Elements, Figures, Rudiments, Grammar, Syntax, Poetry and Rhetoric, and the Jesuits moulded Bernard’s character. Newdigate seized on the chance to study philosophy; even as a teenager he relished a self-inflicted diet of scholarly reading. But for all that he was scholarly the ancient universities were closed to him; at this time it was still impossible for a Roman Catholic to obtain a university education. Sensitive to the family’s financial difficulties, Bernard set about preparing himself for the Civil Service examinations. But he was not destined to be a Trollope-like Clerk. His father’s press, which had moved to Leamington and was styled as the Art and Book Company, was showing symptoms of collapse and Bernard decided to come to the rescue.” Training himself on the job, Newdigate caught the eye of Emery Walker: “that good genius of printing for more than forty years.” Newdigate often admitted to Basil that “he learnt more about the conditions of fine printing from Emery Walker than from any other source.” He learnt that red ink alone did not make for an impressive title page, that the unit of a book is not one page, but a pair of pages, and that it was preferable to use “bigger type solid than smaller type leaded.”

Newdigate had very high standards in printing and in the quality of paper he used, lamenting the mean grey paper used in the Government’s printing establishments. The mandarins cannot have taken his criticisms too much to heart, since Newdigate was appointed to the Board of Education to assist in the inspection of printing classes. Having learnt his craft...
opportunity of commending in print the merits of other people’s typography, raising the reputation of others at the expense of his own. He was himself quite indifferent to praise, and discouraged attempts of other writers to give publicity to his own work.” Hence, after a lifetime of effort to inspire tireless printing and publishing with the ideals of the Arts and Craft movement, Newdigate remains the most under-rated of typographers.” Yet the books he designed, Basil recorded, “remain as a monument to his ability as a designer showing a recognisable technique using very simple means… a steady eye for the minutest detail, a disciplined use of a good and fitting typeface and a complete understanding of the unity in the book page(s).”

Added to this, Newdigate, in an article by B B, in Signature, July 1946


BB’s notes

Newdigate’s reputation was well known within the literary trades; John Betjeman, for example, had written to Basil that he wished that his letter-writing could be “as spacious and gracious as the typography of Newdigate.”

Mr. Kendrick (the composing room foreman) famously described Newdigate as “fidget printer; fit to break your heart …,” and Emery Walker (who was himself not easily satisfied) told Throp that Newdigate had “once over-run (adjusted throughout) a page six times before he was satisfied.”

Newdigate subsequently obtained an external degree from London University

Op cit Basil Blackwell Bernard Newdigate p 21

Basil suggested, it is possible to be slightly mean and criticise the letter-spacing of the larger capitals, set in the Fred Griggs Campden types, on some of the title pages.”

This edition was the subject of a finely produced booklet and exhibition of the Bodleian Library, R Rickets, A Moment in Time, the Bodleian, Oxford University, 2004.

A proof, pre-publication copy, sent by BB, can be seen in the Bodleian.

In this instance the use and positioning of this type was the happy choice of Henry Schollick, Basil’s right hand man with a very steady hand on the tiller

London Mercury Book notes, October 1933

Basil had sought the advice and help of established writers, such as T S Eliot. In an undated reply Eliot praised Basil’s efforts and took “the liberty” of suggesting “texts which are not of great length and which are practically unobtainable: Marlowe’s and Golding’s translations of Ovid, Philemon Holland’s selections from Livy, Suetonius or Pliny, selections from Donne, The Martin Marprelate Tracts, Camion’s and Daniel’s Treatises on Verification, Gawain Douglas’s Vergil, Underdowne’s Heliodorus and Nashe’s Terrors of the Night and The Unfortunate Traveller.

In the event, the Bard’s plays were condensed into 1,170 pages.

BB, Double Crown Club Address

letter, BB to J Cryer, October 28 1977

Basil Blackwell, June 63

His Book Production Notes remain; they appeared in the London Mercury from 1920 to 1937 and formed one of the most valuable critical analyses of printing and book production during this time, See G Betteridge, Scholastic Studies in Printing, Advisory Council for Further Education, Manchester, June 1969

B H Newdigate: 1869 - 1944

And, be sure and read all that the iconoclastic Dennis Brunning has to say about the GBS, the Kindle, the iPhone and the BlackBerry! Don’t you love it! Dennis will be in Charleston where we can all pick his fertile brain! See this issue, p.68.

Talk about timely! John Cox <John.E.Cox@btinternet.com> and Nawin Gupta <Nawin@nawingupta.com> are offering publishers a health check opportunity so that they can cope with the recession and grow through these times by concentrating on critical activities and seeking practicable operational efficiencies. A standardized review is available for a package price, concentrating on sales and cash flow forecasts, the scope for reducing the costs of publishing by concentrating expenditure on mission-critical activities, and practical operational efficiencies, including outsourcing if it is appropriate. The extent of the health check is dependent on the type of publishing involved — books, journals or both — and can be tailored to the publisher’s requirements. And John will be in Charleston!

The tireless Tinker Massey will be in Charleston and she says that Neal-Schuman will be representing her new book which is being published by Chinos Publishing House. Ask her about it when you see her!

And speaking of tireless — Gene Waddell has retired from the College of Charleston library and is now in Kyoto, Japan! Gene plans to spend the next year studying buildings in Japan, China, and India, among other things! In his ten years as archivist for the Library, Gene Waddell has made a remarkable and lasting impact. In recognition and appreciation for Gene’s outstanding work, he has been named College Archivist Emeritus.

More about tireless! David Nicholas, Mark Kendall, and Ian Rowlands have worked long and hard on Ciber’s Global Library Survey to Examine Electronic Resources Changes and Trends in a Challenging Economy, the results of which will be shared and discussed during one of the Charleston Conference keynotes! Stay tuned!

We are signing off now but remember if you want a mention in ATG printed or online, send an email, press release, whatever to <kstrauca@comcast.net> or input something yourself on the ATG NewsChannel — www.against-the-grain.com.

See you soon in Charleston! Yr. Ed. 🥂