February 1995

If Rumors Were Horses

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Recommended Citation

Strauch, Katina (1995) "If Rumors Were Horses," *Against the Grain*: Vol. 7: Iss. 1, Article 2.
DOI: <https://doi.org/10.7771/2380-176X.1673>

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ISSN: 1043-2094

Against the Grain

c/o Katina Strauch
Citadel Station
Charleston, SC 29409

Bulk Rate
U.S. POSTAGE
PAID
Permit No. 1057
Charleston, SC

VOLUME 7, NUMBER 1

FEBRUARY 1995

Against the Grain

"Linking Publishers, Vendors and Librarians"

Op-Ed: Opinions and Editorials

Why Texaco Is Important to University Presses

by **Sanford Thatcher** (Director, Pennsylvania State University Press)

Much of the writing about the Texaco case, and about "fair use" in general as it affects universities, has encouraged the idea that there are just two sides to the debate: commercial publishers, cast in the role of greedy capitalists out to make a quick buck, versus university librarians and teachers, portrayed as impecunious and virtuous servants of the public good. Rarely is any recognition given to the position of another important set of players, which share some interest in common with each side — namely, university presses.¹ It will be my aim in this essay to suggest that understanding the role that presses play can add more

nuance to what has often been a too polarized debate.

Why should university presses be interested in the Texaco case? This is a reasonable question to ask because, at first glance, the kind of copying at issue in this case would seem to have little or no impact on what these presses do. Although forty of the regular members of the **Association of American University Presses** publish journals numbering about five hundred collectively, only about twenty percent are in the sciences, and even these are mostly in theoretical rather than applied science.² Nevertheless, the AAUP from the beginning of

the suit against Texaco in 1985 has allied itself with the **Association of American Publishers**, and two of the named eighty-three plaintiffs in this class action are indeed university presses, **MIT** and **Princeton**.³ This fact is conveniently ignored when representatives of other university-based groups, such as the **Association of Research Libraries** and the **National Humanities Alliance** (which were among the organizations that filed briefs as amici on Texaco's side), talk about what the public interest in the advancement of learning that they (correctly) see as the constitutional purpose of copyright actually requires.⁴

To show why the Texaco suit has so engaged the interest of university presses, let me go back in time to a period when the AAUP was intensely involved in the discussions leading up to the passage of the

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If Rumors Were Horses

Heard from a person from the past the other day! Who was it? **Brian Scanlan**! Brian writes that he has recently left the **Simon & Schuster/Prentice Hall** organization in London where he was heading up the European operations and will be heading back to New York where he can be reached at 286 Newtown Road, Wyckoff, NJ 07481. Phone 201-445-1634.

Hopefully, we will be meeting up with this sharp as a tack man on the circuit soon!

The **Faxon Company** has announced the appointment of **W.O. Bill Keller** as Chief Executive Officer. Keller will report directly to **Mr. Bryan Ingleby**, Group Chief Executive of **Dawson Holdings, PLC**, Faxon's parent company.

Prior to joining Faxon, Keller was the Vice Chairman, President and CEO of **Solkatronic Chemicals** in Fairfield, NJ. Keller earned his degree

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This issue of **Against the Grain** was printed on recycled paper.

1043-2094(199502)7:1;1-V

Letters to the Editor
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society in the search to separate truth from rumor is that the "legitimate" forms of information, mainstream newspapers, magazines and television programs, have begun to delve breathlessly into tabloid subjects. I cannot image Walter Cronkite following around Tonya Harding like a puppy dog, the way that Connie Chung did. That particular circus points to the origin of many of the sensationalized stories today: It started with something undeniably real. In this case, Nancy Kerrigan was whacked on the leg. Or in the case of OJ, Nicole Simpson and Ronald Goldman were brutally murdered. Or in the case of Susan Smith, her children were undoubtedly missing. Or in the case of Faxon, the company was going through big changes.

Human curiosity then reasonably asks, "What is the truth behind this?" How does one then separate truth from rumors? Do "Inside Edition" and "Hard Copy" offer less truth than "Primetime"? Should we trust those intriguing "unidentified LAPD sources" who babble on about a bloody glove? Should we sympathize when a weeping mother pleads for the safe return of her children even

though we have heard the rumor that she is involved in the crime?

I seem to have drifted from my main thesis. In any case, I salute the crew of <SERIALIST> in their decision to behave responsibly and not trade in rumors. But I think the human desire for sensationalism will keep the rumor-mill alive in many forums for a long time to come.

Sincerely,

Gretchen Peterson
(Academic Book Center)

Dear Editor:

I just wanted to let you know how helpful Syracuse University has found the "Library Profiles" column [edited by **Barbara Dean**]

The library is currently embarking on TQM (called SUIQ — Syracuse University Improving Quality). As the Bibliographic Services Department was exploring issues which we felt could be applied to SUIQ, we of course, began to focus on our day-to-day procedures. One staff member finally asked "how do others do it?" The first thing I thought about was the "Library Profiles" column in *Against the Grain* describing exactly

how other technical service operations were organized. I photocopied all of the articles back to 1991, and routed it among the department.

Thanks — what a wonderful tool! My staff and I thank you!

Rosann Bazirjian
(Syracuse University)

Dear Editor:

Hurray for **Jack Montgomery**! I thoroughly enjoyed reading his "Op-Ed" column in the November, 1994 issue of *ATG*. I have thought for some time that we as librarians spend too much time worrying about our image and discussing whether we are a profession like doctors and lawyers.

I am a librarian and more specifically, an acquisitions librarian, because I like the work. I am challenged and stimulated by my responsibilities, and I do the best I can. That is what really matters to me.

Sincerely yours,

Barbara C. Dean
(Fairfax County (VA)
Public Library) ☞

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in international and strategic business marketing from Stanford University Graduate School of Business.

Karen Schmidt (U. of Illinois, Urbana Champaign) wrote to say that she lost the election but she got 30% of the vote! We think that's pretty good and Karen says her political career may not be over! She also said that she received several campaign contributions as well as refrigerator magnets from many of you who read her interview in *ATG*, v.6 no.4. Cool!

As we go to press, we have received the sad news that **Jolanda von Hagen**, once President and CEO of **Springer Verlag** died on December 29, 1994. She was an incredible woman and we are so very sorry to have this news.

Well, the 1994 Charleston Conference went off without a hitch. Read **Janet Flowers** report of the conference, this issue, page 42. The weather was beautiful and the papers were even better. Many of the papers which were delivered at the

Conference will be published in an upcoming issue of *Library Acquisitions: Practice and Theory*. Thanks to all of you who came! See you next year! The 1995 Charleston Conference is November 2-4 and the call for papers is in this issue, page 43! Plan to come! and present!

Heard from **John Archer** (UC-San Diego) right after the 1994 CC. He said he felt like coming to the conference every year was like coming home. Plus he sent in a summary of the **Innopac** Users Group meeting at the CC on Friday, 4 November. Read about what happened in this issue, page 36.

In early December, I visited with **Sandy Paul** in New York. And you might think it's a big city, but not to SKP, no siree! Everywhere we walked between her house and her office, she knew everybody we ran into. Wow! It was like small town USA. One of the people we ran into was the president of **Henry Holt** whose parent company has just bought **Farrar Straus and Giroux**. And it was quite an experience meeting Sandy's adorable cats — Todd and Alice.

Jill Braaten (AAP) was at the 1994

Charleston Conference. Read what **Sanford Thatcher** said about her in his op-ed, this issue, page 17.

Dora Biblarz (Arizona State University) is in Key West en route to the Dry Tortugas, the western-most of the Keys, located 70 miles away. She is in her 34-foot trawler, which has twin diesel engines (not a sailboat as some have rumored). She writes that she and Mike have lived aboard for about 3 months now, and they still enjoy it — and each other's company. In between attending **ALA** and **IFLA** (and learning all about boating, the weather and navigating) Dora is also working on a history of the **Richard Abel Company** and translating the **WLN Conspectus** into Spanish as her Sabbatical projects. She even sent us a fascinating report on **IFLA** in Havana this summer. Look for it in this issue. If you don't see it, that means we did not have room to print it, so look for it in April! Ah, the perils of publishing!

And did you hear that **Prentice Hall Law & Business** has been bought by **Aspen Publishers**? This according to the law librarians' listserv on the Net.

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from page 8

Dan Tonkery, President and CEO of **Readmore, Inc.**, announces these recent appointments — **Rachel L. Frick**, Regional Service Representative; **Stephen T. Kochoff**, National Sales Coordinator; **Jenni Wilson**, Academic Services Midwest Marketing Manager. **ATG** recently interviewed the amazing Mr. Tonkery in New York. Watch for our interview in the April issue!

In case you haven't heard, **Readmore, Inc.** has created **Backserv**, a new Internet list devoted exclusively to the informal exchange of serials back issues among libraries. **Backserv** provides a forum for the listing of both available and desired serial issues in all subject areas and is meant purely as a communication vehicle for librarians and library staff. To subscribe to this list, send a message to listserv@sun.readmore.com that reads **subscribe Backserv <your name>** at which point you will receive a welcome message with further instructions.

Gita Gunatilleke writes from **New Zealand** with a report for international dateline (see this issue, page 73). She says it is summer there and I am jealous. Frankly, it's cold in Charleston (okay, okay, high thirties) and I am already ready for summer! Gita writes that her library was closed from the 22 December to the 5 January. Happy New Year, Gita, and to all of you too!

In an announcement dated September 22, 1994, **Scott MacFarland** (President, **Turner Subscriptions**) states that "... a consolidation of resources [between Dawson and Turner] is required. ... With this in mind, we have made the decision to relocate Turner to our Oregon, Illinois facility effective the end of December, 1994. MacFarland goes on to say: "We anticipate that the transfer of records from **Turner New York** will take place in late December." Here is the new address: **Turner Subscription Agency**, 1005 West

Pines Road, Oregon, Illinois 61061-9681. Phone 815-732-4476 or 800-847-4201, fax 815-732-4489.

Geac Computers, Inc., has signed an agreement with the **Air University Library** at **Maxwell Air Force Base**, Alabama, to provide its UNIX-based **ADVANCE Integrated Library System**. Air University Library is the largest library in the Department of Defense, and is one of the largest federal libraries outside of Washington.

The Library at the **Los Alamos National Laboratory** in Los Alamos, New Mexico has installed **GeoPac**, the newest client/server system from **Geac Computers, Inc.** GeoPac is a PC-based search tool which enables users of Geac's **ADVANCE** and **PLUS Systems** to search their local bibliographic catalogs as well as the databases of other Z39.50-compliant systems.

The **Tift County School System**, a **Geac ADVANCE System User** in Tifton, Georgia, received the **1994 Georgia Department of Education Recognition of Excellence in Media Award**. The award recognizes the cooperative **Geac ADVANCE** project between the **Tift County School System**, the **Tifton-Tift County Public Library**, and the **Coastal Plain Regional Library**.

VTLS announces that **Kuwait University** and the **National Scientific and Technical Information Center (NSTIC)** of Kuwait have chosen the UNIX®-based **VTLS integrated library automation software** to automate their libraries. At **Kuwait University** the system will run on a **Hewlett-Packard Series 9000/9400 Model G-40 computer**.

Enjoyed meeting the wonderful **Jim Gerard** and **Barbara Church** of **Ashgate Publishing Company** (Brookfield, VT) at the **1994 Charleston Conference**. See you next year!

CASPR, Inc. has announced the selection of the **LibraryWorks Program** by **Microsoft Corporation** as a key prod-

uct in the "Help '94-'95 — a Straightforward Workshop for Educators Who Invest in Technology." These workshops will show educators how successful schools around the country are taking advantage of technology and are making it easier for educators to design the right technology plans.

Sungdac Ahn has been promoted to General Manager of the **EBSCO Subscription Services Korean Regional Office**. Mr. Ahn has a degree in Engineering and is now pursuing a Master's degree in Library and Information Science at Chongju University. We wish luck to this industrious and charming gentleman. **Yves Denis** has been promoted to General Manager of **EBSCO France**, Paris. He has over 20 years experience in the serials industry, including positions as Sales Manager of **Faxon France** and Marketing and Sales Manager for **Dawson France**. **Sophia Torres-Curet** is now representing **EBSCO** to all her librarian friends throughout the Caribbean. Good luck to this vivacious dynamo!

EBSCO has established a new division specifically to serve the subscription needs of **U.S. Federal Government** entities throughout the world. The new **EBSCO Federal Government** division will be headquartered in Springfield, VA, at the site of **EBSCO's Mid-Atlantic U.S. Regional Office**. The division will be managed by **Howard Bud Carson**, vice president and general manager of the Mid-Atlantic region. Additionally, **Susan K. Dyer** has joined **EBSCO** as federal government manager of this new division.

The **AAP (Association of American Publishers)** has unveiled a new copyright graphic which is designed to highlight the balance between creativity and the incentives provided by copyright protection. **AAP** is offering free and unrestricted use of the new logo to individuals and organizations that would like to incorporate it into their own materials. The new logo was designed by well-known book artist, **Walter Harper**. The **AAP** is located in New York at 212-255-0200.

I am a calendar freak. I figure when I retire I will operate one of those calendar concessions in a mall. So you might imagine that **The American Society of Civil Engineers (ASCE) Bridges 1995** wall calendar celebrating 13 of America's most breathtaking and historic bridges in full color, caught my attention. The **ASCE** calendar allows a 1 1/2 x 14" display area for a company logo or

message above each photograph. For more info, call ASCE Central at 800-548-2723.

David Cohen, Dean of Libraries at the **College of Charleston**, recently called an interesting piece to our attention: "Journal Ethics," in *Perspectives on the Professions* (Center for the Study of Ethics in the Professions, Illinois Institute of Technology) (v.14, no.1, August 1994). This piece draws on a uncomfortable situation in which **Tom Gaughan** (Editor, *American Libraries*) found himself regarding submission of an article critical of the ALA Executive Board. **Michael Davis**, Editor of *Perspectives*, took the opportunity to ask several editors to write about the ethics of editing a journal. Pretty interesting reading.

CARL Corporation has made access to databases, product information, newsletters, and more available over the Internet via the **CARL Corporation World Wide Web Server**. The magnificent **Ward Shaw** says: "Information becomes valuable only when people can get to it . . ." The World Wide Web is a global network of information resources linked across the Internet. The address for the CARL Corporation server is: <http://www.carl.org/carl.html>.

UnCover Reveal, an electronic table of contents alert service, received the "1994 ONLINE Magazine Product of the Year Award" for best online searching product. **UnCover Reveal** is just one service of **UnCover**, a database that provides table of contents indexing from 20,000 journals worldwide. **UnCover** started in 1988 as a project of Denver-based **CARL Corporation**. In 1993, **CARL Corporation** entered into partnership with **The Blackwell Group** of Oxford, England to form **The UnCover Company**. This year, the **National Library of Australia** and **IRIS Consortium**, a group of seven Irish academic libraries, became contributing libraries. In addition, the **Maruzen Company, Ltd.** of Tokyo is now the exclusive marketing agent for **UnCover** in Japan. The **UnCover** database may be accessed through the Internet by telnetting to database.carl.org or by dial up at 303-756-3600.

The Kinobridge (December, 1994, v.7, no. 2) has some interesting information about the Japanese market. Some of the best-selling translations for July-September, 1994, include **Whoever Fights Monsters**, **Slow Waltz in Cedar Bend**, **The Bridges of Madison County**, **Thirteen: The Flight That Failed**, and **The Rage of Angels** (Part I).

Keith C. Allen is now **Chadwyck-Healey's** regional sales manager responsible for the midwestern states as well as the province of Ontario, Canada. Keith replaces **Nicholas (Nick) Cappas** who has entered the seminary at Baylor University. **Keith C. Allen**, 1101 King Street, Alexandria, VA 22314-2944. Phone. 800-752-0515 or 703-753-0515. Internet: Keitha@chadwyck.com

Chadwyck-Healey has just announced the completion of Segment Three of **Periodicals Contents Index**. **PCI** provides table of contents information for journals in the humanities and social sciences from their first issue in the 19th century to 1991. Published on CD-ROM and magnetic tape, **PCI** fills a gap in access to retrospective periodical literature. For further information contact 800-752-0515.

I am starting to pay attention to things that I never knew anything about. Like **paper prices**. They are going up! No printer (at least in Charleston) will guarantee a paper price for longer than 30 days! A lot that we don't know about paper and printing is found in **Thomson-Shore's Printer's Ink**. And the fall, 1994 issue (v.10, issue 3) talks about paper prices to boot! Address is 7300 W. Joy Rd., Dexter, MI 48130-9701. Phone 313-426-3939. And now **postage** is also going up! Ah, even more perils of publishing!

Mark Sexton the magnificent has been hard to get hold of. But he has resurfaced. Mark was seen recently at the **1994 Charleston Conference**. His new address is 8 Prestwick, Williamsburg, Virginia 23188. Don't stay out of touch so long next time, Mark! Welcome back!

PAIS has appointed **Debra Brown-Spruill** as its European marketing Associate. Based in London, Mrs. Spruill will collect information regarding the European market's needs and expectations. Her email address is ak63@cityscape.co.uk

Historians have more interesting reading than I thought. Browsing through *History Today* (September, 1994), I ran into this fascinating article: "Frankenstein and the Spark of Being."

The **National Information Standards Organization (NISO)** has published a revised standard for language codes. *Codes for the Representation of Languages for Information Interchange* (ANSI/NISO Z39.53-1994) is available from NISO Press for \$35 per copy plus shipping. Phone. 301-567-9522. Fax 301-567-9553.

NISO is seeking comments on a draft

revision to the *American National Standard for Writing Abstracts* (ANSI/NISO Z39.14). The ballot period for the draft standard, designated NISO Z39.14-199x, is December 15, 1994—March 15, 1995. Try them at the numbers above.

The MIT Press has received a grant of \$150,000 from **The Andrew W. Mellon Foundation** for use over a period of three years in the development of its new electronic peer-reviewed journal, *Chicago Journal of Theoretical Computer Science*, as an economic model for future subscription-based electronic journals.

Bernadine P. Healy, M.D., former Director of the **National Institutes of Health**, is the new Editor-in-Chief of the bimonthly peer-reviewed *Journal of Women's Health*. This amazing new journal is being published by **Mary Ann Liebert** who in herself is pretty amazing. Look for **ATG's** interview with this woman who sculpted her own publishing company in an upcoming issue!

Look at what **Pamela Samuelson**, professor of law at the **University of Pittsburgh School of Law** has to say about "The NII Intellectual Property Report," in *Communications of the ACM*, December 1994, v.37, no.12, pages 21-27. Says Ms. Samuelson, "I remain unpersuaded that copyright owners really need the dramatic expansion of rights the [NII] Report would give them."

Greenwood Publishing Group has appointed **Lyn Miller-Lachmann** as Editor-in-Chief of *MultiCultural Review*, with her tenure to begin January, 1995. **Brenda Mitchell-Powell**, founding Editor-in-Chief, resigned on November 1, 1994, to teach and write in Africa. Congratulations and good luck to both of these dynamic women!

We understand that **Jack Walsdorf**, of *In Praise of Bookshops* fame, was recently seen addressing the new Friends of the Library organization of the **University of Scranton (PA)**. Among other things, Jack spoke about how he built two **William Morris** collections and how they differ. **William Morris** and the **Kelmescott Press**. Selected Works from the Collection of **John J. Walsdorf**, a detailed [65 page] catalogue of a recent exhibition held at the **University of Scranton** is available for \$12.00 (postpaid) from Friends of the Weinberg Memorial Library, University of Scranton, Scranton, PA 18510. Sounds like a good deal to us!

Quality Education Data (QED) of

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Denver, Colorado, has introduced **Schools Online**, a special research report about schools' use of online services, such as **America Online**, **Prodigy**, **Internet** and others. Data was gathered as part of QED's recent school building technology survey, an annual QED research effort. Additional information can be obtained at 800-525-5811.

Posted on the **CNI-Copyright Listserv** earlier this fall (6 October 1994) is news of the **Billboard** "cease desist letter" regarding duplication of the **Billboard** charts on the Internet.

We missed **Adrian Alexander** at the **1994 Charleston Conference**. He writes that his 16-year-old actress daughter was playing as **Peter Pan** this fall and of course, Daddy couldn't miss it. She has already played **Cinderella** and **Kim Macafee** in **Bye-Bye Birdie** and seems to be making a reputation as an actress. Wow!

Tony Leisner writes that he and **Linda Crismond** have been on their boat for five weeks, non-stop, moving it from Northfield to their new home and address for good. It was a 1750 mile trip through the rivers from Chicago down to Mobile and since this is a sail boat that had to go "mastless" it wasn't their usual mode of water transport. Still Tony and Linda managed to get to the **1994 Charleston Conference** and to send their submissions for this issue of **ATG**. Hooray!

Azalee Sain was not at the **1994 Charleston Conference**. This was because she came down with a horrible case of shingles! Talked to Azalee over Christmas and she says it was rough, but that she is doing a lot better. She was reading **Elizabeth Maxwell's** recent autobiography of her life with the legend, **Robert Maxwell**.

Did we tell you about the flap some authors have gotten into over full text delivery of their articles? The October 18, 1994 **New York Times** carried a small article by **Nicholson Baker** (The **New Yorker** card catalog guy) who was upset that his rights were being violated by online services like IAC, etc. This is an emerging area of Authors' Rights.

The smiling and affable **Digby Sales** (University of Cape Town, S.A.) writes over the Net about what's going on in South Africa plus he sends us all best wishes. We missed him greatly at the

Charleston Conference this year. Here is his update on the situation in S.A.: "As you realise since last year South Africa has gone through a major political change fairly smoothly. Points further to my talk [at the CC] last year are: (1) Sanctions have disappeared and there are more foreign suppliers visiting trying to break into the SA market. (2) The SA rand has weakened further and with state funds being channelled to primary and secondary education, the tertiary sector will have less for purchases. It appears UCT will have to cancel journals next year. (3) The co-operative of Western Cape tertiary libraries, which is still in its early phase, is one way to distribute scarce resources and create greater access. (4) The formal censorship system is being looked at critically with a government working group having been set up to do so. A librarian is on this committee. Although the system is still in place the areas of political censorship have been removed from the statute. It is only "pornography" which is being banned.

Tom Izbicki (The Johns Hopkins University) wrote recently to say that the **1994 Charleston Conference** was the best of the three he has attended. Thanks, Tom, and keep in touch!

Recently received **Carfax News, 1995** from the splendid **John Cox** (Managing Director) and **Duncan Spence** (Chairman of the Board) who were both at the **1994 Charleston Conference**. 1995 sees further expansion to the **Carfax** list whose number of titles has risen to 126. **Carfax** has been a journal publisher for over 22 years. Watch for our upcoming interview with John!

Liz Chapman (University of Oxford, England)'s son turned 15 this December and she says now he can look her in the eye. Her daughter will reach double figures as well at the end of January. She says Christmas was very good to her and brought her some new paints. What are you painting, Liz?

Well, we tried to get the **Barbara Meyers** (Meyers Consulting Services) and **Charles Germain** (PCG) publisher/librarian skits which were presented at the **1994 Charleston Conference** for publication in **ATG** but they had already been scoffed up by **Christian Boissonnas** (Cornell) for **LAPT!** AND Barbara tells us that **Ed Barnas** (Raven Press) plans to publish the "Top Ten Lists" in **Scholarly Publishing Today** (the SSP newsletter). So you will have to read these hilarious skits somewhere else. Sob! But not to worry, there

will be more skits, Barbara says, at the **1995 Charleston Conference** (Nov. 2-4)! Humor marches on!

According to **Serialst** the decision has been made to defer the **Third European Serials Conference** (initially scheduled for 25-27 September, 1995) until Autumn 1996. This decision was based on circumstances which would have made it difficult to run a successful event in 1995. Suggestions for papers, giving title and a brief (50 words maximum) description about the topic you wish to discuss, should be sent to **Mrs Jill Tolson, UK Serials Group Administrator**, at UK Serials Group; 114 Woodstock Road; Witney OX8 6DY UK; Tel. +44 1993 703466; Fax: +44 1993 778879.

UK Serials Group 18th Annual Conference and Exhibition will take place at the **Peter Chalk Centre** at the **University of Exeter** from 3-5 April 1995. For further information, contact **Jill Tolson** above.

Virginia Roy (Faxon Canada) tells us that **The Canadian Serials Industry Advisory Committee** has established a listserv. This service has been created for the purpose of widely disseminating information about the activities of CSISAC. To subscribe Send a message to **csisac-request@faxon.ca**. Leave the subject line blank The text of your message should read <subscribe>. If you have a "signature" that accompanies all outgoing messages you must type <end> on the first blank line following your subscribe command. For further information, contact **virginia@faxon.com**

Correction — We goofed. We forgot to change the header on publisher bestsellers from September to November. So — in the Table of Contents as well as the column header, we listed the **University of Massachusetts Press** instead of **Ohio State University Press**! Oops! Our sincere apologies to both of these fine university presses as well as to **Julia Gammon** and **Nancy Essig**, the column editors. Sometimes our eyes get crossed, proof-reading! ☹