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Letters to the Editor

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Against the Grain

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Letters to the Editor

Send letters to <strauchk@cofc.edu>, phone or fax 803-723-3536, or snail mail: *Against the Grain*, 171 Moultrie Street, Citadel Station, Charleston, SC 29409. You can also send a letter to the editor from the *ATG* Homepage at <<http://www.against-the-grain.com>> So now you don't have any excuses to put it off!

Dear Editor:

I have come late to the interesting discussion in your letters column in *ATG* 8#4, and my attention was first caught by the reference to Emily Schossberger (we think this is the correct spelling) whose long and distinguished career in scholarly publishing included service as the first director of the University of Nebraska Press, 1941-1958, as well as with the UPs of Fordham, Chicago, and Notre Dame. We would very much like to have a copy of the relevant page from the earlier citation in *ATG* 8#2 for our files on our founding ancestor.

I should like to point out as well that the charges made by J. Askuvich may merit comment. Special student rates from UPs? A good number of journals published by UPs have student subscription rates that are appreciably lower than individual rates. And I would posit that the existence of a paperback for text use is itself be a reduced price product to serve students. But to argue this way is to accept Mr. Askuvich's premise, which is that UPs should be reducing prices for students because software manufacturers do so. I presume he is referring to SPSS, not Myst, but even so, what is so selfless and public-spirited about the transcendently profitable software industry that UPs need construct pricing strategies based on their lead? My experience leads me to suspect that if we were to do so, the costs to students would be the least of anyone's worries. There is a lot more that could be said, and has been said before by better heads than this one about the differential pricing between cloth and paperback books, and

differing practices between commercial presses and non-profit academic publishers, but pet peeves are probably proof against any amount of evidence.

Daniel J.J. Ross

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Dear Editor:

All book peddlers breathlessly await some sort of acknowledgment that their sales pitches land on the right desk. Alas, I have proof that one of my letters, sent to a favorite library, was not on the desk of the reference librarian when he returned from his summer travels. I refer to "From the Reference Desk," *ATG*, September 1996, p. 40. My records show that in May we sent out an email letter which contained this item among several others: "From a megaconpub a new publisher's first encyclopedia — INTERNATIONAL ENCYCLOPEDIA OF BUSINESS MANAGEMENT" — then following other bibliographic information which gave the publisher as International Thompson Business Press we advised the reader that "This is the first product of a new publisher. It was originally announced by Routledge (which has been dumped to investors)." I called Elizabeth Goldman, sales manager of ITBP to ask whose imprint is on the title page. Sure enough it's Routledge, but the Thompson imprint also appears...Rather than gripe I will state that I'm happy Tom Gilson

agrees with my statement that "This should be a very important set for purchase for your Business/Management collection." Tom is even more persuasive when he says, "even at this hefty price, most business librarians will want to add it to their collection."

Sincerely,

Lyman Newlin

(Book Trade Counsellor,
Broadwater Books, Lewiston, NY)
<broadwater.ag.net>

Dear Editor:

That is Tony's problem ("Stop Promoting Libraries," *Against the Grain*, November 1996, p. 76), he never could tell the difference between advocacy and selling. It's a little like the difference between editing and censorship. Speaking of editing, Tony's column [*ATG*, v8 #5, November 1996, p. 76] could have used a little more of it. I haven't read Charlie's "inspiring" current advice yet, although I admired the way he got the BCPL budget cut down to size before he "retired." Anyway Charlie and Tony have always given us a lot of good advice. It was free advice too, so even though they weren't selling it, it was well worth the price. I have asked our librarian to subscribe to *Library Administrator's Digest* so the *LJ* staff won't be deprived of Charlie's advice even though he sells it now. Glad to see Tony out there on the stump for Charlie; he's a good salesperson.

John Berry

(Editor-in-Chief, *Library Journal*)
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