November 2009

If Rumors Were Horses

Katina Strauch

Against the Grain, kstrauch@comcast.net

Follow this and additional works at: <https://docs.lib.purdue.edu/atg>

Part of the [Library and Information Science Commons](#)

Recommended Citation

Strauch, Katina (2009) "If Rumors Were Horses," *Against the Grain*: Vol. 21: Iss. 5, Article 1.

DOI: <https://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.

ISSN: 1043-2094

Against the Grain

"Linking Publishers, Vendors and Librarians"

Are Any Books Still Out-of-Print?

by **John Riley** (Editor, Library Marketplace, *Against the Grain*; Co-owner Gabriel Books; Chair, ALCTS Out of Print Discussion Group) <jdriley@comcast.net>

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 remaindering 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-

continued on page 14

If Rumors Were Horses

Welcome to the **Charleston Conference** issue of *ATG*! We are extremely heartened and gratified that our attendance for this, the **29th Charleston Conference** is excellent given the economic climate and the fact that many, many of you have written to say that you cannot come this year but will be sure to come next year! As of right now, two and a half weeks before the **Conference** begins, we have 941 attendees just 134 fewer than the same time last year! Like wow!

Just learned that **Alix Vance** <alixv@paratext.com> has been appointed **President**

of **Paratext**! She has most recently served as **Executive Director** of the **Reference Information Group** at **CQ Press**, a division of **SAGE**, responsible for the **academic and business reference publishing** and **CQ Researcher** divisions. She comes to **Paratext** with twenty years of experience in sales, marketing, and global business development, with particular expertise in digital product and business models. In her new position, **Ms. Vance** will continue to serve on the **Board of Directors** of the **Society for Scholarly Publishing (SSP)** and on the **Editorial Board** of the scholarly journal, *Learned Publishing*.

She is a graduate of **Wellesley College** (A.B) and

continued on page 6

What To Look For In This Issue:

Open Access and the Future of Scholarly Communication.....	78
2008 Charleston Conference Reports...	82
The Author and the eBook.....	90
All Aboard the Twitter Train.....	98
Everything as We Know it will Change.....	101

Interviews

Ann Okerson	44
Dona S. Straley.....	48
David R. Lide.....	50

Profiles Encouraged

John Riley.....	8
Narda Tafuri.....	30
Mitchell Davis	36
David Taylor.....	40
Dona S. Straley.....	52

1043-2094(200911)21:5:1-8

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 Tafuri**, **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 843-723-3536, 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 VOLUME 21 & 22 — 2009-2010

2009 Events	Issue	Ad Reservation	Camera-Ready
ALA Midwinter	Dec. 09/Jan. 2010	10/21/09	11/11/09
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
ALA Midwinter	Dec. 2010/Jan. 2011	10/30/10	11/10/10

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. 🐼

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!

<http://www.nytimes.com/2009/10/08/technology/internet/>

And, thanks to **Leah Hinds** (note she has a new email — <hinds1@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

Twitter seems to be everywhere **Cris Ferguson** (who will also be in Charleston) has created a **Technology Left Behind's** home on **Twitter**. @tlbatg. 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@aninet.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.aninet.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-oclc/
www.against-the-grain.com/

Speaking of the **ATG NewsChannel** — have you visited? **Leah Hinds** <hinds1@gmail.com> has totally re-designed the Website

against the grain people profile

John Riley

Partner, Gabriel Books
21 Market Street, Northampton, MA 01060
Phone: (413) 586-2852 • <jdriley@comcast.net>
Website: Just Google Gabriel Books

BORN AND LIVED: I am a fourth generation Californian. I was born in Fort Bragg, grew up in Santa Rosa and attended **UCSB** in Santa Barbara. Even though I have lived in New England for over 30 years I still consider myself a Californian.

PROFESSIONAL CAREER: I have worked for over 23 years on the vendor side of library book supply, but I think of myself as a freelance librarian.

FAMILY: Married to **Patty Riley** for 31 years. Proud father of **Gabriel** who lives with his wife **Angie** and my three wonderful grandchildren **Sam**, **Sawyer**, and **Keeley** in Paonia, Colorado. And recent father of the bride to my daughter **Corinna** who is married to **Marcus Horvath**. They live nearby in Goshen, MA.

IN MY SPARE TIME: I enjoy writing and am working on my third book of short stories "Superpostapocalypticexpialodocious" due out by the end of the year.

FAVORITE BOOKS: *Labyrinths* by **Jorge Borges**, the short stories of **Roald Dahl**, *Moravagine* by **Blaise Cendrars**, books on culinary history, and pop up books for my grandchildren.

PET PEEVES: 500 hundred channels and there's nothing on!

PHILOSOPHY: Stop and smell the roses.

CAREER ACHIEVEMENT: I can claim to have visited nearly every college library in America. I have always enjoyed learning more about the institutions I visit and I always make time to visit their rare book rooms or other special collections or features. I especially enjoyed the **Jaffe Center for Book Arts at Florida Atlantic University's Wimberly Library**. I plan on writing an article soon for **ATG** about some of my favorite libraries and college campuses.

GOAL FOR FIVE YEARS FROM NOW: I hope to continue writing and exploring the rare book collections that are our national treasures.

INDUSTRY IN FIVE YEARS: There is already a convergence of eBooks and print-on-demand that is providing a hybrid selection for those who want either or both. I see this expanding to all types of books. 🌱

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 160 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,

continued on page 10

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

Rumors from page 8

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!

And with all this talk of "e", I was captivated by a charmingly gorgeous little

continued on page 12

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**

GRIPE: Submitted by **David Stern** (Associate University Librarian for Scholarly Resources, **Brown University**, **John D. Rockefeller, Jr. Library**, Providence, RI)

After reviewing our recent ILL transaction logs it seems we are failing to obtain approximately 20% of our requested materials because they are too new to be loaned on ILL.

I am wondering how many libraries are now purchasing books that are recently published rather than requesting them on ILL.

If any libraries have policy statements about purchase vs ILL for newer books I would greatly appreciate seeing this information. I will compile the results and send a summary back to those interested.

RESPONSE:

Submitted by **Narda Tafuri** (Acquisitions & Continuing Resources Librarian, **The University of Scranton**, **Weinberg Memorial Library**, Scranton, PA)

Our library purchases are driven by what our faculty request. Sometimes they have a book they have gotten through ILL and then want the library to purchase a copy for our own collection. I am not

really aware of any cases where faculty are trying to do an ILL for a book and it is too new to be available. Generally, if they see that something is new, and they want it, and their department has the funds, they request that it be purchased. I suspect that they often would rather purchase a title that might be readily available via interlibrary loan rather than do an ILL for that item because we allow faculty to keep items for an entire academic year. Actually even beyond that point. Whereas, they know, if they do an ILL for an item that they may not be able to keep for as long as they want it.

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 we will order 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** *The Lost Symbol*, for example.)

If the budget is exhausted or the item is too expensive or outside our

collection's scope, when we fill out the OCLC ILL request form online, we check the policies directory for each of the libraries whose codes are going into the lender string. Most libraries seem to keep their policies up to date, so we avoid asking for new materials if the holding library's policy states it doesn't lend them. If it will lend new materials, we'll also look at the holding library's catalog to learn the status of the item via the links to local catalog sites from OCLC's ILL system, since there's no point in asking for something that's checked out, on order, or on reserve. (We want the requests we send out to have the best possible chance of being filled the first time around, which spares everyone frustration and doesn't waste the time of ILL staff at lending libraries who have to process requests.)

RESPONSE:

Submitted by **Eleanor I. Cook** (Assistant Director for Collections & Technical Services, Academic Library Services, **Joyner Library**, **East Carolina University**, Greenville, NC)

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.

Column Editor: **Bruce Strauch** (The Citadel)

Editor's Note: Hey, are y'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.

Cometh 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.

See — **Russell Adams**, "Ax Falls on Four Condé Nast Titles," *The Wall Street Journal*, Oct. 6, 2009, p.B1.

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 Afficionado* 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.

See — **Suzanne Vranica**, "'Dog Whisperer' Hopes to Lead Pack at Newsstand," *The Wall Street Journal*, Sept. 10, 2009, p.B5.

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. (*omnivore books.com*)

See — **Amy Weaver Dorning**, "An Appetite for Books," *Town & Country*, Nov. 2009, p.54.

SO WHAT ARE AMORPHOUS CHALLENGES? by Bruce Strauch (The Citadel)

71-year-old **Chrissie Maher** heads the 30-year-old Plain English Campaign, fighting corporate and governmental jargon, cant and obfuscation. She valiantly attacked "unlock clusters," "subsidiarity" and "sector-specific benchmarking." She courageously railed at the 102-word sentence from the police chiefs association with its phrases "authentic answerability" and "amorphous challenges." And she excoriated the president of the **UK Spelling Society** when he claimed the apostrophe to be a "waste of time."

The society's "Golden Bull" award includes this clear winner:

"An unsolicited real time qualifying credit promotion is a real time qualifying credit promotion which is not a solicited real time qualifying credit promotion."

See — **Sara Schaefer Munoz**, "Crusader for Syntactic Disambiguation Exprobrates Banks' Labored Locutions," *The Wall Street Journal*, Oct. 6, 2009, p.A1.

TIMELESS TEEN LIT by Bruce Strauch (The Citadel)

HarperCollins is reissuing the *Betsy-Tacy* novel series **Maud Hart Lovelace** penned at the turn of the 20th Century. Reviewer **Meg Cabot**, author of the *Princess Diaries* series, is delighted to find they deal with the exact same insecurities of the modern teen, although presumably teen pregnancy and hard drug use are not included.

To thoroughly hook young fans, the first book begins with **Betsy** at age five and the language can be read to a five-year-old. The ten books then progress with the heroine's aging up to high school love triangles and her first steps in a career as a writer.

See — **Meg Cabot**, "What Little Girls Are Made Of," *The Wall Street Journal*, Oct. 3-4, 2009, p.W11.

Future Dates for Charleston Conferences

	Preconferences and Vendor Showcase	Main Conference
2010 Conference	3 November	4-6 November
2011 Conference	2 November	3-5 November
2012 Conference	7 November	8-10 November
2013 Conference	6 November	7-9 November

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

One Book, Twelve Hundred ... from page 18

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 digitally. 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 contributors 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 **EspressNet** software.⁸ As **Internet Archive** has expressed interest in print-on-demand in the past,⁹ other options for convenient printing will likely emerge in the future.

To judge the quality of digitization, I conducted a page-by-page review of all six books, looking at both JPEG2000 and PDF images. While compression artifacts 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 foldouts 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 Scranton** 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.¹⁰ In the meantime, we have carefully monitored the number of downloads for 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*, written 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 one 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 Library** contributes more books to **Internet Archive** 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 University of Scranton** and the 32 other members of the Mass Digitization Collaborative in

bringing out-of-print books back to life, attend a **LYRASIL** information session or request a quote at <http://www.lyrasis.org/massdig>. Both **LYRASIL** members and non-members are welcome to participate. 🌸

Endnotes

1. **Internet Archive**. "About the Internet Archive." (2009): <http://www.archive.org/about/about.php>.
2. As fees may change after this article's publication, please contact **LYRASIL** at <http://www.lyrasis.org/massdig> for pricing information.
3. **PALINET**. "Mini Pilot Participant Process 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)." (2008): http://www.digitalpreservation.gov/library/challenge/formats2_challenge.html.
5. **Harvard University Library**. "Highlights from FY 2006 — Enhancements to Library and User Services." (2006): <http://publications.hul.harvard.edu/ar0506/highlights-from-fy-2006-enhancements-to-library-and-user-services.html>.
6. **Lowe, David and Michael J. Bennett**. "A Status Report on JPEG 2000 Implementation for Still Images: The UConn Survey." *UConn Libraries Published Works Paper* 19 (2009). http://digitalcommons.uconn.edu/libr_pubs/19.
7. **LYRASIL**. "Internet Archive Book Digitization and Quality Assurance Processes," draft of March 31, 2009. This document is available in PDF format to participants in the **LYRASIL** Mass Digitization Collaborative. See also: **Bullock, Dave**. "The Internet Archive Keeps Book-Scanning Free." *Wired* (2008): http://www.wired.com/entertainment/theweb/multimedia/2008/03/gallery_internet_archive.
8. **On Demand Books**. "FAQ." (2009): <http://www.ondemandbooks.com/faq.htm>.
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**. "The Bookmobile." (2008): <http://www.archive.org/texts/bookmobile.php>.
10. The **University of Scranton's** digitized books may be viewed on **Internet Archive** at http://www.archive.org/details/university_scranton.

Rumors from page 12

Learned from the latest *Charleston Report* that **Bloomsbury** has made selected titles available to library users via the digital platform **Exact Editions**. Libraries are able to subscribe to individual bookshelves, including the Book Group, a children's shelf, a sports shelf, one devoted to Shakespeare and a reference books shelf. Libraries will be charged £100 per 100,000 library users for accessing each shelf, with a minimum fee of

£250. The books are readable from the **Exact Editions** Website. This was initially reported in **Bookseller.com**.

<http://www.thebookseller.com/news/82925-bloomsbury-unveils-digital-shelf-for-libraries.html>

And, did you know that the awesome **Daryl Rayner** <darylrayner@gmail.com> is one of the people behind **Exact Editions**? **Daryl** used to write **Rumours from Paddington** for *Against the Grain* many years ago and we still miss her!

www.exacteditions.com/

Had lunch the other day with one of my most 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** Website (<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.abebbooks.com/>) is another option, as is **Amazon.com** and now **Barnes & Noble** for libraries. Both now include used book dealers' posting on 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**. **AbeBooks**'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, **AbeBooks** 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 wonderful **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

@Bunning: People & Technology from page 68

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**, **Google** gets rich.

"Library" gave **Google** one big step up in "book." "Library" conferred status, value, legitimacy to **Google's** project. Library deserves more than 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." Neatly 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.

@Bunning: 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 the **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.

@Bunning: 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!

@Bunning: 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.

@Bunning: 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.

@Bunning: 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.

@Bunning: 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.

@Bunning: 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.

@Bunning: 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.

@Bunning: 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 forms of text 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 pondered **Barnes and Noble's eBook on iPhone**. **@Bunning** 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. 🐼

Rumors from page 32

Speaking of people who won't be in **Charleston**, **Tony Ferguson** and **Rick Anderson** are not able to come. Other boo hoos! And **Vicky Reich** too! I could go on and on! But next year will be a new year! The **Conference will turn 30** in 2010! www.katina.info/conference

And we will miss our two founding mentors at the **Charleston Conference** this year — **Susan Campbell** <scampbel@ycp.edu> and **Pam Censer** <pam.censer@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 Askovich** 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

The Charleston ADVISOR

Critical Reviews of Web Products for Information Professionals

"The Charleston Advisor serves up timely editorials and columns, standalone and comparative reviews, and press releases, among other features. Produced by folks with impeccable library and publishing credentials ...[t]his is a title you should consider..."

— *Magazines for Libraries*, eleventh edition, edited by Cheryl LaGuardia with consulting editors Bill Katz and Linda Sternberg Katz (Bowker, 2002).

- Over 250 reviews now available
- Web edition and database provided with all subscriptions
- Unlimited IP filtered or name/password access
- Full backfile included
- Comparative reviews of aggregators featured
- Leading opinions in every issue

\$295.00 for libraries
\$495.00 for all others

☒ **Yes! Enter My Subscription For One Year.** ☐ **Yes, I am Interested in being a Reviewer.**

Name _____ Title _____
Organization _____
Address _____
City/State/Zip _____
Phone _____ Fax _____
Email _____ Signature _____

International Dateline from page 94

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 clas-

sic 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.⁶ 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."⁷ 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

continued on page 96

Rumors from page 70

I guess y'all heard about the demise of **Gourmet magazine**. **Gourmet** is one of my favorites and **Conde Nast** has decided to no longer publish it! Also being closed are **Cookie**, **Elegant Bride**, and **Modern Bride**. **Gourmet** will continue its book publishing and television programming as well as putting recipes on **Epicurious.com**. One of the reasons cited for the closing is the loss of ad sales. I have to agree with an anonymous comment on the Website — "**Gourmet Magazine** is a national treasure — first published in 1941. Killing it is almost like killing **National Geographic**."

<http://www.foliomag.com/2009/cond-nast-shutters-four-magazine>

I am always interested in **Michael Pelikan**'s predictions as a technologist! So, I asked him if his dad or mom or both were in academe. He said yes! His father was **Jaroslav Pelikan**, a historian of theology and professor at **Yale** for many years. And one of his sayings was: "some works are published, others are simply allowed to escape." Hmmm. Not anymore with the Internet?? Anyway, **Michael** predicts that in the future we will talk to our computers rather than typing into them. But I beg to differ! I love my **iPhone** but I have recently become annoyed with the **Google app** that gives you the opportunity to talk a search into the phone rather than key it in. Hmmm. I suppose that might be useful at some point but I don't like being reminded of if every time I use the **Google app**! So there!

continued on page 97

International Dateline

from page 96

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 tread printing and publishing with the ideals of the Arts and Craft movement, **Newdigate** remains the most under-rated of typographers.¹⁸ 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, **Basil** explained, "he always had a feeling for the flavour of a period, marrying typeface, illustrations and page format to fit the spirit of the job in hand." When **Newdigate** died, the **Shakespeare Head Press**, for all practical purposes, died with him; the War Office had commandeered the **Oxford** building in 1942.¹⁹ Having widened the readership of the classics, **Basil Blackwell** was already intent on yet another crusade. 🌿

Column Editor's Note: In the next instalment we follow **Basil** as he sets out to review the entire publishing scene in the United Kingdom. — **RR**

Endnotes

1. **Newdigate's** life and work is commemorated in **Joseph Thorp's** book: *B H Newdigate, Scholar-Printer 1869-1944: Blackwell 1950*, and in an article by **B B**, in *Signature*, July 1946
2. **Basil Blackwell, Bernard Newdigate**, *Typographer*, *Signature*, A Quadrimetrial of Typography and Graphic Arts, ed. **Oliver Simon**, New Series, London, July 1946, pp 19-36
3. **BB's** notes
4. **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**."
5. **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 **Thorp** that **Newdigate** had "once over-run (adjusted throughout) a page six times before he was satisfied."
6. **Newdigate** subsequently obtained an external degree from **London University**
7. Op cit **Basil Blackwell Bernard Newdigate** p 21
8. **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."
9. This edition was the subject of a finely produced booklet and exhibition at the **Bodleian Library: R Ricketts, A Moment in Time**, the **Bodleian**, **Oxford University**, 2004.
10. A proof, pre-publication copy, sent by **BB**, can be seen in the **Bodleian**.
11. 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
12. *London Mercury Book* notes, October 1933
13. **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*, **Campion's** and **Daniel's** Treatises on Versification, **Gawain Douglas's** *Vergil*, **Underdowne's** *Heliodorus* and **Nashe's** *Terrors of the Night* and *The Unfortunate Traveller*."
14. In the event, the **Bard's** plays were condensed into 1,170 pages.
15. **BB**, Double Crown Club Address
16. letter, **BB** to **J Cryer**, October 28 1977
17. **Basil Blackwell**, June 63
18. 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
19. **B H Newdigate: 1869 - 1944**

"Brings to life the compelling and complicated saga of the horror kings... add this to your shelf"—*Library Journal*

BY GREGORY WILLIAM MANK

\$75 hardcover (7 x 10) 978-0-7864-3480-0 2009
254 photos (10 in color), appendices, notes, bibliography, index

McFarland

Orders 800-253-2187
www.mcfarlandpub.com

Rumors from page 95

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-Schumann** 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 <kstrauch@comcast.net> or input something yourself on the **ATG NewsChannel** — www.against-the-grain.com/.

See you soon in **Charleston**! **Yr. Ed.** 🌿