

November 2013

## Charleston Conference Future Dates

Editor

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# Bet You Missed It

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

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

*Editor's Note:* Hey, are 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

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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](http://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](http://www.arl.org/resources/pubs/spec/index.shtml)

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