

April 1998

## Deadlines

Editor

Jack Montgomery

*University of Missouri, Columbia*, [montgomery@law.missouri.edu](mailto:montgomery@law.missouri.edu)

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



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

---

### Recommended Citation

Editor and Montgomery, Jack (1998) "Deadlines," *Against the Grain*: Vol. 10: Iss. 2, Article 3.

DOI: <https://doi.org/10.7771/2380-176X.2822>

This document has been made available through Purdue e-Pubs, a service of the Purdue University Libraries. Please contact [epubs@purdue.edu](mailto:epubs@purdue.edu) for additional information.

# Letters to the Editor

Send letters to <strauch@cofc.edu>, phone or fax 803-723-3536, or snail mail: *Against the Grain*, 209 Richardson Ave., 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>>

**Dear Editor:**

What a pleasure to meet you! Your journal is pure adrenalin and I will certainly get a sub.

Yrs,

*David Lee Rubin (University of Virginia and Publisher, Rookwood Press) <dlr7r@hotmail.com>*

**Dear Editor:**

Re: How Does That Translate by **Twyla Racz**, EMU, p.66, November, 1997, *ATG*.

I was intrigued by the article on how Springer-Verlag struggled with the English language when entering the English language scientific publishing community in the post-World War II years.

Elsevier Publishing Company in Amsterdam encountered similar problems in switching from German to English as I learned in the early 1960s when I worked with Ben Russak at the American Elsevier Publishing Company in New York City.

The Dutch company was grinding out a large number of high-level scientific treatises and it was our function in New York to market them to the American scientific community, along with our varied other publishing activities.

I fondly recall how, for a number of years, before a jacketed Elsevier book went to press in Amsterdam, the English language jacket proofs were dispatched to me in New York for examination and approval. I would often find European wordings and expressions which I converted into "Americanese."

Invariably, although the writers of the jacket copy were highly educated professionals, they accepted my suggestions and changes and the final books were received with jackets "as revised."

*Nat Bodian*

**Dear Editor:**

**BRAVO** to **Barry Fast** for his column "Softer and Softer Software" in the Sept. *ATG* (v.9#4, p. 83)!! Barry addresses the importance of listening to customer needs for product development and meeting technology solutions. It is most important in this day and age to give recognition to companies in our industry who do just that. Having experienced a "short-lived" responsibility for managing a "vaporware" product many years ago, I truly respect librarians' need to carefully examine technologies — put it to the test as Barry advises.

This is not to say that I don't encourage librarians to be innovative and take risks with new products; they just need to be cautious and plan accordingly when selecting new products. It is very exciting to involve your library with the testing and development of new technologies — but if you are looking for proven, tested, practical solutions — an "alpha/beta" software product is not for you.

Great advice, Barry! Take it from a colleague who is both not happy with the new Honda cup-holder in her car and has experienced an overnight at an unfinished Mexican hotel.

*Corrie Marsh (Mechanicsville, VA) <cmars1@gale.com>*


# From your (SoHo) Editor:

**M**y husband calls it the *Against the Grain* "command center," my daughter calls it the extra bedroom that is "full of all mom's stuff," and I call it the "study." But, from this new book called *The Oxford Dictionary of NEW WORDS*, I have learned that it is really a Small Office, Home Office (SoHo). And I always thought SoHo was in London or New York. Well, I declare for goodness sake, what information doesn't do for you!

Anyway, sitting here in my SoHo, looking over this latest issue of *ATG*, I see that we have some great reading ahead. Our feature articles are by **Maureen Pastine**, **Curt Holleman**, and **John Schmitt**, covering collection development from different perspectives. Next, we have **John Cox's** view of the changing economic model for scholarly publishing, a concurrent paper which brought down the house at the **1997 Charleston Conference**.

We have a couple of **NEW** great additions — **Mary Brandt Jensen** does her first installment of a mergers and acquisitions column, **Ann Okerson** sends us notes on a few electronic products from a consortium watcher, and **Lolly Gasaway** sends some copyright questions and answers our way. As usual, we have some great columns covering all manner and variety of subjects, but, hey, that's the kind of world we are operating in these days. Here are just a few of the subjects — outsourcing (**Oregon Trails**), customer satisfaction (**Back Talk**), publishing in religion (**Book Pricing Update**), The \$15 Monograph (**Other Side of the Street**), The Digital Object Identifier (**Chaos**), How to make your book vendor love you (**Biz of Acq**), and cloth and paper pricing (**Academic Book Trends**). Our interviews in this issue are with **Sam Gowan** (U. of Florida), and **Bret Lott** (College of Charleston). And there's so much more that you better stop reading this mess and get on with this issue. Time's a wastin'!





## Against the Grain — Deadlines 1998 Volume 10

Event	Issue	Camera-Ready Copy
ALA Annual	June 98	5/6/98
Reference Books	September 98	7/8/98
Charleston Conference	November 98	9/16/98
ALA Midwinter	December 98/January 99	11/18/98