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Adventures in Librarianship-Dear Valued Customer ...

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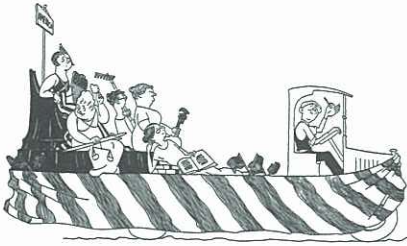
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Adventures in Librarianship: Dear Valued Customer...

by Ned Kraft <nkraft@sil.si.edu>

Dear Valued Customer,

Please allow me a few moments of your time to outline several recent changes here at Obsequious Press. It's been an exciting year! After four decades of family ownership we said goodbye to Limply Paperthwaite Jr., son of our founder, "LP" Sr., who in 1955 started Obsequious with a handshake, a basement office, and a huge bequest from his great-aunt Amelia. We said hello to our new "parent" company, the respected Mead Reference, itself strategically-partnered with Massive Verlag GmbH, Munich. Mead assures us, and our loyal customers, that Obsequious Press will be allowed to continue its tradition of high-quality, low-profit humanities publishing for at least three or four weeks.

So never fear, Obsequious is still here!

However, due to recent efficiency engineering, bilateral streamlining, and quotidian re-analysis, we will be consolidating our Customer Service Department. Mrs. Geraldine Appleby, who once served only our New England customers, will now be free to handle all incoming customer service questions! She has a new, state-of-the-art phone system capable of holding up to fifty waiting calls while automatically redirecting many more!

Mrs. Appleby's motto is: "If it rings, it must be somebody."

To reach our goal of 100 percent customer satisfaction, we have also relocated the order department to our Knoxville address. You will no doubt remember that Knoxville handled all orders during our "restructuring" in late 1993, during all of 1985 and 1986, and when Mr. Lapman was out sick in 1979. So update your records once again! You may continue to call New York for customer service, call Portland for availability, send claims to Phoenix, payments to the Grand Caymans, and returns to Anchorage because...

Obsequious: Publishing with YOU in mind!

Many of you have been asking about the long dormant *History of History* series. After Dr. Nigel Fairway's unfortunate golfing accident, we conducted a long search for a new editor with even firmer credentials. Finally, Prof. Jeffrey Niche, of Darkmound College, agreed to climb aboard. The series is now back on track! Volume XXI, Part 2 (section C) is due in June of this year, to be followed by the long awaited Volume I, Part 1 (section A), its index, and the index to most of Volume XV (not inclusive of any "lettered" section). We have decided to skip the missing Volume XIX, Parts 3 and 4, saving those for "a rainy day." The plates for XI, 3 (B) will be bound with the glossary for XIV, 2, (Ba) and the cover title will read *History of History: New Series* though we assure you it is not really a "new series."

Making life easy for Librarians!

A favorite in every humanities department, the *Journal of International Penmanship* (previously titled *JIP* and originally *Inky Fingers*) is changing its name to *Jack* beginning with the Fall 1998 issue (due June 13th, 1999). For an explanation of the change we turn to the journal's long-time editor, Jack McSurly. And we will certainly do that, as soon as he returns from sabbatical.

Obsequious knows what you want!

At Obsequious Press we embrace the future, we hug it mightily, we look forward to the new millennium even as it eviscerates the publishing industry. Visit our newly redesigned website (still under construction) at <http://obpress.com> for the latest information on title changes, due dates, and price increases. As a special treat for our regular customers, click on our logo for an indiscrete photo of Mrs. Appleby taken toward the boozy end of last year's Christmas party. And please stop by our booth at the upcoming ALA convention where we will be handing out our traditional "I AM Obsequious" buttons. See you there!

Inform-ally yours,

J.J. deRigueur President, ICU