REDUCE YOUR SERIALS MANAGEMENT PROBLEMS.

Now you can use a few square inches of counter space to support a full serials management system. Remo, the first microcomputer based software package handles the full range of serials management functions. Remo offers automated claiming, routing management, analysis and user generated custom reports in a stand alone or network configuration.

Remo is the modern cost effective way to convert a time consuming manual process into a fast and easy check-in operation with full automated support. In the event of questions, an answer is only a phone call away on our toll free hot line.

Find out how Remo can help you reduce your serials management problems. Write for further information or call us at (800) 221-3306.
MATSS
The Perfect Software System for Automated Acquisitions

As a well established source for the supply of books and cataloging services, Midwest Library Service has developed MATSS — a PC based, fully integrated software acquisitions system for libraries.

The system includes program diskettes, reference manual, on-site training and installation.

Features:

- Multiple terminal version for local area networks.
- Order creation using MARC records downloaded from major bibliographic utilities and CD-ROM databases.
- Duplicate order checking.
- On-line help.
- Customized management reports.
- Automatic claiming/cancellation.
- Orders in printed or BISAC (fixed/variable) formats for electronic transmission to vendors.
- Toll-free order transmission to Midwest Library Service.
- Integrated vendor statistics and fund accounting.
- Electronic invoicing on diskette for Midwest Library Service invoices.

Midwest Library Service
11443 St. Charles Rock Road
Bridgeton, MO 63044-2789
Call toll-free 1-800-325-8833
How to take the anxiety out of finding back volume journals.

Our vast warehouse and comprehensive inventory continually contain the subject disciplines you require. We stock complete sets and individual volumes, in-print or out-of-print. We also buy your duplicate journals and provide appraisals.

For over thirty years we've taken the anxiety out of finding back volume journals, and built our reputation on *kept promises.* So write, call, FAX or access us through the FAXON-LINX network at the mailbox "Jaeger" for further information.

ALFRED JAEGGER INC. 66 Austin Boulevard, Commack, NY 11725

New WATS: 1-800-969-JAGR
Phone 516-543-1500 • TELEX 968-189
FAX 516-543-1537

ALFRED JAEGGER INC. Dept. AG, 66 Austin Blvd., Commack, NY 11725

*Gentlemen:* Please send your latest catalog and brochure.

<table>
<thead>
<tr>
<th>Name</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Company/Facility</td>
<td></td>
</tr>
<tr>
<td>Address</td>
<td></td>
</tr>
<tr>
<td>City</td>
<td>State</td>
</tr>
<tr>
<td>Phone</td>
<td></td>
</tr>
</tbody>
</table>

September 1991 / Against the Grain 11
When it comes to academic inventory, these cats cover every subject.

You can count on Baker & Taylor Books for a first fill rate that's second to none.

It's not surprising. With 400,000 academic books in our inventory, Baker & Taylor Books delivers a first fill rate that's twice that of any other academic vendor.

Over 35% of all academic books on order are shipped within five working days. And over 90% of titles are shipped or reported within 90 days.

You can count on specialized titles from scholarly, research and scientific publishers, societal and association presses, university and small presses.

And, you can expect more than just current titles.

We inventory more than 167,000 academic books printed before 1988.

You'll even have the benefit of the most sophisticated electronic search and purchase system on the market today – B&T Link™. It offers unprecedented accuracy with a 1.2 million title database on CD-ROM, and the fastest, easiest ordering system around.

When it comes to meeting your most demanding academic book needs, Baker & Taylor Books is in a class by itself. For more information, call Baker & Taylor Books.

BAKER & TAYLOR Books
a GRACE Distribution company

WE'RE LEADING THE WAY.*

12 Against the Grain / September 1991
Why Blackwell is the Approval Plan leader.

Academic and research libraries worldwide choose Blackwell for new titles because we offer services tailored precisely to their needs.

Service. You benefit because we are large enough to offer a full range of services, yet flexible enough to tailor those services to your needs.

Comprehensive coverage. Our buyers are in daily contact with the publishers whose books are so essential to your collection. These include not only university, trade and Sci-Tech-Med presses, but also the scholarly and small presses which you need for timely, full coverage. Our unique B. H. Blackwell interface offers 100% coverage of UK new titles.

Tailored profiling. Create your individualized library profile to select books of interest, based on our extensive subject thesaurus, our new LC classification thesaurus, or a combination of both. The choices are yours.

Computer access. Innovative new services such as our New Titles Online (NTO) and New Titles Announcement Service on diskette (PC-NTAS) provide current, accurate book status information on your PC.

Tailored invoicing and reports. We arrange invoices to your specifications, and provide a complete package of management reports, including a projection of books and forms you will receive in the coming year and their estimated costs for budgeting.

Extensive, interactive database. Our approval, firm order and standing order systems interact to prevent duplication.

Unique backrun capabilities. What have you missed? We can show you the effect of expanding your plan, or tape match against your catalog.

BLACKWELL
NORTH AMERICA, INC.

Part of a proud bookselling tradition dating from 1879.
Lake Oswego, Oregon • Blackwood, New Jersey
Toll free 1-800-547-6426
You'll never feel like you're talking to the wall when you call Ballen.

When speaking with some booksellers, you might as well be talking to the wall. What distinguishes Ballen from other booksellers is all our employees have dedicated themselves to customer service. And no matter what size your library is, you'll always receive the utmost in personal attention.

We also offer many value-added services, like BallenNet, our exclusive online system. It'll let you identify, claim, or order from our Firm Order, Approval Program, or Continuation/Standing Order Services.

What's more, our "electronic mailbox" will enable you to send claims and obtain important information instantly. You'll also have your own shelf reserved in our warehouse to guard against inventory and shipment mix-ups. And should you ever need to reach a Ballen officer, you can do so just by picking up the phone. Plus, as a Ballen customer, you'll have your very own customer service representative.

With this type of customer service, it's no wonder we have less than a 1% return rate (lowest in the industry) for our Firm Order and Continuation/Standing Order Services.

For more information, call Ballen at (800) 645-5237.

Because when you talk, Ballen listens.

125 Ricefield Lane, Hauppauge, New York 11788
ORDER BEFORE NOVEMBER 30, 1991 AND SAVE $600.00!

COMPREHENSIVE ORGANIC SYNTHESIS

SELECTIVITY, STRATEGY AND EFFICIENCY IN MODERN ORGANIC CHEMISTRY

"The series COMPREHENSIVE ORGANIC SYNTHESIS provides a massive amount of important information on this new chemistry and a powerful documentation of most of the areas where the advance has been strongest."

— E. J. Corey
Harvard University, USA

Editor-in-Chief: Barry M. Trost,
Stanford University, Stanford, California, USA
Deputy Editor-in-Chief: Ian Fleming,
University of Cambridge, Cambridge, UK

EDITORIAL BOARD:
Clayton H. Heathcock, University of California, Berkeley, California, USA • Steven V. Ley, Imperial College of Science, Technology & Medicine, London, UK • Ryoji Noyori, Nagoya University, Nagoya, Japan • Leo A. Paquette, The Ohio State University, Columbus, Ohio, USA • Gerald Pattenden, University of Nottingham, Nottingham, UK • Stuart L. Schreiber, Harvard University, Cambridge, Massachusetts, USA •
Martin F. Semmelhack, Princeton University, Princeton, New Jersey, USA • Ekkehard Winterfeldt, Universität Hannover, Hannover, Germany

COMPREHENSIVE ORGANIC SYNTHESIS provides a thorough and critical account of the whole of organic synthesis in a clear and systematic way, covering the formation of carbon-carbon bonds, the introduction of heteroatoms, and heteroatom interconversions.

A nine volume set that is written and edited by eminent scientists, COMPREHENSIVE ORGANIC SYNTHESIS is the essential reference work both for the experienced organic chemist who seeks information to solve particular problems in synthesis, as well as for the chemist whose practices occasionally involve organic synthesis.

Large format pages contain more information than any other book on the subject and include liberal amounts of computer-drawn structural formulae, tables and figures. COMPREHENSIVE ORGANIC SYNTHESIS is an excellent investment for any library.

7000 pp. (approx) ISBN: 0-08-035929-9
9 Volume Set
Regular price
Special pre-publication price (effective until November 30, 1991)
Due November 1991
Hardcover
US$ 2950.00
US$ 2350.00

Send for a free COMPREHENSIVE ORGANIC SYNTHESIS prospectus.

PERGAMON PRESS
US: 395 Saw Mill River Road, Elmsford, New York 10523, USA
UK: Headington Hill Hall, Oxford OX3 0BW, UK
As we enter the 1992 subscription season, North American librarians will find the prices of European journals favorably influenced by a stronger U.S. dollar.

Most Elsevier Science Publishers journals produced in the Netherlands, Switzerland, England and France will experience, on average, no dollar price increases in 1992, with many titles actually declining slightly from 1991 levels.

In this Information on Information feature, we want to update our subscribers on the trends for 1992 subscription prices and review some of the long-term factors affecting journal publishing and pricing.

**A FAVORABLE OUTLOOK FOR 1992**

During recent months, the U.S. dollar has shown moderate gains in relation to European currencies. Elsevier management, in conjunction with subscription agents, recently set currency exchange rates that are quite favorable to U.S. subscribers.

Provided below are the U.S. dollar exchange rates that will be used by the various Elsevier Science Publishers offices during the fall renewal season. Elsevier exchange rates are set each summer and guaranteed through December 31st, with review at three-month intervals after the new year.

For your convenience, the list below also includes a percentage representing the advantage in dollars gained by North American subscribers as a result of exchange rate fluctuation since the 1991 renewal season:

<table>
<thead>
<tr>
<th>CURRENCY</th>
<th>EXCHANGE RATE</th>
<th>IMPROVEMENT OVER 1991</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dutch guilder</td>
<td>U.S. $1.00 = Dfl. 2.02</td>
<td>(12%)</td>
</tr>
<tr>
<td>Swiss franc</td>
<td>U.S. $1.00 = SFr. 1.53</td>
<td>(12%)</td>
</tr>
<tr>
<td>British pound</td>
<td>£Ster = U.S. $1.61</td>
<td>(13%)</td>
</tr>
<tr>
<td>French franc</td>
<td>U.S. $1.00 = FFr. 6.15</td>
<td>(13%)</td>
</tr>
</tbody>
</table>

Journals published in New York and Limerick, Ireland, are priced in U.S. dollars and customers in the U.S. are not affected by exchange rate fluctuations for these titles.

**COMPONENTS OF JOURNAL PRICE ANALYSIS**

Elsevier Science Publishers’ journals carry a single, worldwide subscription price in the currency of the country of publication. While currency fluctuation affects the present price of a journal in any particular market, pricing patterns from one year to the next are most accurately analyzed, using the original currency, in two ways—price per volume and the number of volumes, issues and pages published.

Per-volume prices, which are the most consistent indicator of yearly increases, are determined by a combination of factors including the actual cost increases in editing, producing and distributing a journal and any significant change in other income sources (e.g., number of subscribers, advertising, back volume sales and reprints). For 1992, the average per-volume price increase for all Elsevier Science Publishers journals will be 5% and reflects the actual cost increases to the publisher in the countries where our journals are published.

The subscription price is further influenced by the number of volumes, issues and pages published. In 1992, the entire Elsevier Science Publishers Journal program will expand by 7% in relation to the number of volumes scheduled for the current year. In addition, there are some instances where more issues or pages will be published without increasing the number of volumes announced for 1992.

Our North American subscribers will find that the combined effects of per-volume increases and expansion in the total number of scheduled volumes will be offset by the stronger dollar. By way of example the box [opposite, top] lists several of Elsevier Science Publishers’ leading journals, published in Amsterdam, Lausanne and London, which will experience dollar price reductions in 1992.
JOURNALS

<table>
<thead>
<tr>
<th>JOURNAL</th>
<th>VOLS</th>
<th>DOLLAR PRICE 1991</th>
<th>VOLS</th>
<th>DOLLAR PRICE 1992</th>
<th>% DECLINE 1992</th>
</tr>
</thead>
<tbody>
<tr>
<td>Biochimica et Biophysica Acta, Amsterdam</td>
<td>42</td>
<td>$5828.00</td>
<td>42</td>
<td>$5385.00</td>
<td>7.6%</td>
</tr>
<tr>
<td>Chemical Physics, Amsterdam</td>
<td>9</td>
<td>1972.00</td>
<td>9</td>
<td>1840.00</td>
<td>6.7%</td>
</tr>
<tr>
<td>Gene, Amsterdam</td>
<td>13</td>
<td>2680.00</td>
<td>13</td>
<td>2490.00</td>
<td>7.1%</td>
</tr>
<tr>
<td>Journal of Chromatography, Amsterdam</td>
<td>38</td>
<td>4697.00</td>
<td>39</td>
<td>4421.00</td>
<td>5.9%</td>
</tr>
<tr>
<td>Journal of Econometrics, Lausanne</td>
<td>4</td>
<td>748.00</td>
<td>4</td>
<td>692.00</td>
<td>7.5%</td>
</tr>
<tr>
<td>Journal of Molecular Structure, Amsterdam</td>
<td>26</td>
<td>4017.00</td>
<td>25</td>
<td>3663.00</td>
<td>8.8%</td>
</tr>
<tr>
<td>Journal of Organometallic Chemistry, Lausanne</td>
<td>21</td>
<td>3889.00</td>
<td>21</td>
<td>3637.00</td>
<td>6.5%</td>
</tr>
<tr>
<td>Surface Science, Amsterdam</td>
<td>26</td>
<td>5368.00</td>
<td>27</td>
<td>5092.00</td>
<td>5.1%</td>
</tr>
<tr>
<td>Tectonophysics, Amsterdam</td>
<td>14</td>
<td>2147.00</td>
<td>14</td>
<td>1982.00</td>
<td>7.7%</td>
</tr>
<tr>
<td>Trends in Biochemical Sciences, London</td>
<td>1</td>
<td>403.00</td>
<td>1</td>
<td>385.00</td>
<td>4.5%</td>
</tr>
</tbody>
</table>

THE DOLLAR IN THE LONG TERM

Fortunately, during the spring and summer of 1991, the dollar has rebounded from its all-time low levels relative to the major European currencies. While the outlook for 1992 renewal prices is positive, the dollar still remains a weak currency compared with its levels of two, three or more years ago.

To put this in the context of the longer term, the chart [left] shows the dollar’s value relative to the Dutch guilder for the past ten years. The dollar/guilder relationship is representative of most European currencies.

FOR FURTHER INFORMATION

We invite you to contact us with any questions you may have concerning exchange rates, Elsevier’s journal program in general or any titles that may be of specific interest to you.

Contact:
John Tagler
Elsevier Science Publishers
655 Avenue of the Americas
New York, NY 10010
212 633-3750

Jan Willem Dijkstra
Elsevier Science Publishers
P.O. Box 211
1000 AE Amsterdam
The Netherlands
20 515-3200
"Some librarians decide to consolidate their business with one serials vendor because they appreciate the benefits of dealing with a single representative. We're consolidating as many titles as we can through Faxon for an even more simple reason.

I've never asked Faxon for anything I haven't gotten.

Librarians today are expected to back up budget requests with cost/benefit analyses and price projections. Faxon has far more sophisticated data gathering and analysis capabilities than we could ever have internally. The reliability of their financial data lends credibility to our budget requests and their customized reports and Kent-specific forecasts are invaluable in the planning process. We're looking at every title that we order direct and are consolidating as many titles as we can through Faxon. They are serious about partnership, both with libraries and with publishers."

-Dina Giambi, Head of Acquisitions and Serials, Kent State University

Helping you manage your world of information.
To learn more about the Faxon Company, the international subscription agency with a commitment to quality service, call 1 (800) 766-0039.
MAKING SENSE OF JOURNALS
IN THE PHYSICAL SCIENCES
From Specialty Origins to
Contemporary Assortment

Tony Stankus, MLS
Science Librarian, Science Library, College of the Holy Cross

“Stankus is clear, practical, and unique. . . . His analyses and descriptions are people-oriented: we see how the rise of a field (and its journals) is linked to its fascinating scientists; we see that the purpose of making purchasing decisions is to help the library patron.”
Virgil DiDato, MS, PhD, Associate Professor, School of Library and Information Science, University of Wisconsin at Milwaukee

The first step to saving money in the management of expensive science journals is knowing whether the specialty journals that you currently stock actually match the specialties pursued at your institution. For the librarian without either an extensive personal subject background in chemistry or physics, or long familiarity with many individual journals, such a determination is very hard to make. This book introduces the fields and journals in such a way as to enable the librarian to negotiate journal holdings for appropriateness and relative value.

(Supplement Number 7 to The Serials Librarian)

SCIENTIFIC JOURNALS
Improving Library Collections Through Analysis of Publishing Trends

“A wonderfully written scholarly work on a topic of keen interest to the profession. . . . Must reading for all professionals. While some of these articles have been previously published, together they provide an example that the scholar/librarian still lives.”
James M. Moreau, PhD, Simmons College, Graduate School of Library & Information Science

Scientific Journals: Improving Library Collections Through Analysis of Publishing Trends encourages librarians to sharpen their strategic vision—to see the importance of science for U.S. competitiveness and the role that science journals play in this. This practical book identifies titles that have high quotability, attract the most U.S. papers, and have the broadest circulation base. Librarians will be pleased to find that some journals that are less costly can also be favorable to science clientele.

(Supplement No. 6 to The Serials Librarian)

MAKING SENSE OF JOURNALS
IN THE LIFE SCIENCES
From Specialty Origins to
Contemporary Assortment

“Needed for those librarians concerned about their biomedical serials collections. The historical development of biomedical research is cleverly traced by focusing on the scientists and journals of each branch of biology. A wealth of information on the roles that each prominent journal plays today. You did not learn this in library school and you probably have not mastered it on the job either. Tony Stankus has.”
Frank R. Keller, MLS, Biomedical Reference Librarian, Brown University

This book promotes a consensus concerning the most survivable journals for both the scientific author and the serials collection manager. Serials and science librarians, particularly those who are new or would welcome a refresher to the shifting alliances and agendas of specialty journals in the life sciences, will benefit greatly from Making Sense of Journals in the Life Sciences.

(Supplement Number 8 to The Serials Librarian)

SCIENTIFIC JOURNALS
Issues in Library Selection and Management

“Tony Stankus has firmly established himself as one of the most productive investigators of the use of scientific journals. . . . More works of this type are needed.”
American Reference Books Annual

Science librarians, serials librarians, and acquisitions librarians—faced with the difficult task of selecting and de-selecting expensive scientific journals in the face of enormous faculty and budgetary pressures—need reliable data that focuses on the collection management process. Librarians can learn to anticipate, teach, and control faculty demands for periodicals.

SELECTED CONTENTS: Negotiating Journal Demands With Young Scientists Using Lists Derived From Thesis Advisor Records • The Role of Language and Cultural Forces in Shaping Journals and Their Uses • Collection Development: Journals for Biochemists • Selecting Multispecialty Mathematics Research Journals via Their Underlying Subject Emphases (Tony Stankus and Virgil DiDato) • Looking for Tutors and Brokers • Index • more
(Supplement No. 3 to The Serials Librarian)
ENCYCLOPEDIA OF PHYSICS
Second Edition

Based on the time-tested, internationally acclaimed format of the 1980 edition by Addison Wesley

Editors: Dr. Rita G. Lerner & Dr. George L. Trigg

The editors of ENCYCLOPEDIA OF PHYSICS, whose earlier edition published by Addison-Wesley a decade ago, won international acclaim from the scientific and library communities. Now these same editors offer you a fully revised, expanded (more than 25% more pages), and updated second edition.

This new edition draws from a panel of more than 500 expert contributors, including 14 Nobel Prize winners, active in the fields they cover, so you get, in a single volume, a comprehensive account of physics and the physical world—including biophysics, geophysics, electromagnetic technology, astronomy, astrophysics and physical chemistry.

Clearly written so it's accessible to high school students, the second edition is published in a durable, convenient 8 1/2" x 11", two-column format. The 1408 pages are printed on acid-free paper and include more than 750 illustrations and tables. The work is generously indexed and entries include extensive cross-references and bibliographies.

1990 0-89573-752-3 Cloth 1408pp. $150.00

REVIEWS OF THE FIRST EDITION:

"This is an essential book for a library..."—The Physics Teacher

"...one of the best one-volume physics reference books for a long time. Highly recommended."—CHOICE

"The book fills a demanding need."—Science Books & Films

"...makes] the broad range of ideas of modern physics readily available to physicists seeking information about fields outside their own as well as to serve other scientists, students, and non-scientists interested in the subject."—Guide to Reference Books (Sheehy, 10th Edition)

"This one-volume work amply fills the need for a modern work aimed at both the lay person and the physicist seeking information in fields outside his/her field of specialization...An interesting feature is the use of a system of letters which identify the level of difficulty of the items in the bibliographies which follow most articles...There is a detailed index. Recommended for all but the smallest libraries."—Library Journal

Rita Lerner did her undergraduate work at Radcliffe College and earned her doctorate at Columbia University. She has written and edited numerous publications.

George Trigg earned his AB, AM, and PhD degrees from Washington University, St. Louis.