Table of Contents
Against the Grain

Against the Grain (ISSN 013-3904) is published six times a year in February, April, June, September, November, and December/January by Against the Grain, LLC, 209 Richardson Ave., MSC 98, The Citadel, Charleston, SC 29409. Subscription price per year is $40.00 U.S., $50.00 foreign. Periodicals postage paid at Charleston, SC. Postmaster: Send change of address to Against the Grain, LLC, 209 Richardson Ave., MSC 98, The Citadel, Charleston, SC 29409.

Editor:
Katina Strauch (College of Charleston)

Associate Editors:
Rosann Bazirian (Florida State University)
Barbara Deen (Arlington County Public Library)
Joyce Ogburn (Old Dominion University)
Celia Scher Wagner (Academic Book Center)

Research Editors:
Barry Lee (Research & Reference Services)
Julie Lederer (Annapolis, PA)

Assistant to the Editor:
Anne Jennings (InfoFact)

Contributing Editors:
Richard Abel (Consultant)
Dora Bihlarz (Eastern State University)
Nat Bodian (Publisher's Marketing Consultant)
Sever Bourdeau (Univ. of New Mexico)
Liz Chapman (Oxford University)
Ron Chesnutt (Winthrop University)
Eleanor Cook (Appalachian State University)
Nancy Dennis (U. of New Mexico)
Barry Fizz (Academic Book Center)
Eunice Frey (The Copyright Group)
Anthony Ferguson (Columbia University)
Julie Gammon (U. of Akron)
Julia Geary (California, Irvine)
Chuck Hanarker (Louisiana State University)
William M. Hannay (Schiffl, Hardin & Waite)
Don Jaeger (Alfred Jaeger, Inc.)
Tony Leister (Dawson)
Tom Leonhardt (Oregon Institute of Technology)
Fred Lyden (Brown University)
Kathleen Minghia (Catholic University)
Jack Montgomery (Univ. of Missouri)
Matt Nauman (Blackwell’s)
Sandy Paul (SKP Associates)
Elise Pritchard (Ohio State University)
Joanne Schmidt (Emerson College)
Karen Schmidt (U. of Illinois-Champaign Urbana)
Jerry Seay (College of Charleston)
Mark Sexton (Mark Sexton Associates)
Albert Simmonds (R.R. Bowker)
Winn Theriault (U. of Kentucky Medical Center)
Sarah Tuska (Lamar University)
Judy Webster (University of Tennessee)
Proofreader: Jill Conway (Charleston, SC)

Graphics:
Bowles & Coon, Old English Cars & Illustrations
Grafton: More Silhouettes
Ehrlich, Graphic Trade Symbols By German Designers
Grafton, Ready-To-Use Eighteenth Century Illustrations
Crawhall, Pictorial Archive of quaint Woodcuts in The
Chap-Book Style

Production:
J. R. Rowell Printing Co., N. Charleston, SC 29405

Ad Manager:
Edna Laughery, Internet: eLaughery@ael.com
phone: 313-429-1029, fax: 313-429-1711

Send ads to:
Edna Laughery, Executive Support Services,
291 Tower Drive, Saline, MI 48176

Publisher:
A. Bruce Strauch

Publisher Relations:
Lyman Newlin (Book Trade Counsellor)
Send correspondence, press releases, etc., to:
Katina Strauch, Editor, Against the Grain, LLC,
209 Richardson Ave., MSC 98, The Citadel,
Charleston, SC 29409
phone or fax: 803-723-3536
Internet: straussk@cofc.edu

Against the Grain is indexed in Library Literature, LISA, UnCover, BUBL, and The Informet Librarian.

Authors’ opinions are to be regarded as their own. All rights reserved. Printed in the United States of America. This issue was produced on a Power Macintosh Performa 612CD and Power Macintosh 8100, with Apple Color Monitor, and AGFA gent time using Microsoft Word 5.0 and PageMaker 6.0. Software upon System 8.0.

Against the Grain is copyright ©1998 by Katina Strauch

Against the Grain

TABLE OF CONTENTS
v 10 #1 February 1998 © Katina Strauch

ISSUES, NEWS, & GOINGS ON

Rumors ........................................... 1
Deadlines ........................................ 6
Letters to the Editor ......................... 6

FEATURES

1997 from a Bookseller’s Perspective ... 1
by Daniel P. Halloran — In 1997 it became
mainstream thinking that libraries had to make
a real change in the way they did a lot of their
work, and the library book and journal sup-
pliers recognized this in a number of ways.

What a Tangled Web We Weave .......... 24
by Stephen Rhind-Tutt A review of pricing
models and the forces that drive them.
Stephen Rhind-Tutt estimates there are over
50 commonly used pricing models in use for
electronic products today.

By Karen Hunter In wrapping up 1997, 
Karen has reviewed her 1996 worries to see
if they are still relevant and considers what
happened in 1997 to add to her sleeplessness.

A Year of Consolidations, Mergers, and
New Entrants to the Market .......... 30
by Judy Lederer As 1998 begins, there
turns to be dynamic changes in the ownership
of companies throughout the information
industry.

What Do Mergers Do For Libraries? 31
ATG wanted to find out what librarians are
saying about all the mergers and consolidations
that are taking place.

The Legal Deposit of Electronic
Publications ........................................ 36
by Jim Vickery — The primary purpose of
legal, mandatory deposit is to build and
preserve a comprehensive collection of
publications as a record of the nation’s culture
and heritage, without being dependent upon
funds for purchasing the items. We are now
reaching a critical point in the availability of
electronic publications to deposit libraries.

Circulation Autumn: Some Thoughts on
Forty Fulfillment Years ................. 18
by Brian Cox — Brian began his working life
in 1951 as a booksellers’ apprentice for B.H.
Blackwell Ltd., Broad Street, Oxford, at
a salary of 78 Pounds. He looks back on a ca-
reer which spanned many years and many
companies.

The Current Price Situation, 1997 .... 33
by Frederick C. Lyden

The Egg is Broken, Who Will Make the
Omelet? ........................................... 44
by Ward Shaw — Publishers, academic insti-
tutions, and libraries had control of distribu-
tion of most information. That has changed as
we witness shifts away from institutional con-
trol mechanisms.

Against the Grain Annual Report
Survey ........................................ 42
Compiled by Barry Lee and Judy Lee — The
Second ATG Annual Report survey gathered
answers by ATG readers and Charleston Con-
ference participants on a variety of issues —
budgets, organization, staffing, the future.

Op—Ed Opinions and Editorials .... 40
Michael Gorman’s Plea For Balance —
Librariahship is a profession with enduring
values and an enduring mission. We can and
should use our values and continue our mis-
sion in incorporating electronic documents and
resources into our collections, services, and
programs but we must be careful not to be
pulled away with the tide.

Back Talk — Is Distance Education in
Our Future? ................................. 86
by Anthony W. Ferguson

ATG INTERVIEWS

K. Wayne Smith .................................. 48
President and CEO, OCLC — by Ron
Chesnutt

Lana Porter ....................................... 52
President and CEO Ameritech Library Ser-
vices by Katina Strauch

REVIEWS

From the Reference Desk .................. 54
Tom Gibson just keeps on reviewing those refer-
cence books.

TestDriving CD-ROMs ..................... 58
Norm Desmarais reviews Robert Frost: Po-
ems, Life, Legacy

<http://www.against-the-grain.com>
ANNUAL REPORT ISSUE
LEGAL ISSUES

Edited by Anne F. Jennings (InfoFacto) and Jack Montgomery (U. of Missouri, Columbia)

Term Papers Over the Internet: New Threat to Educational Integrity .... 62
by William M. Hannay — Cheating in school has never been easier. With several
dozens of term papers "mills" now available over the Internet — students are only a mouse
away from downloading ready-to-submit term papers.

The State of Copyright .................. 60
In keeping with beginning of the year reviews
Anne Jennings examines the copyright leg-
islation proposed and/or passed by the

PUBLISHING

Book Pricing Update ....................... 64
Mark Price explores the special challenge
of Books in Computer Science

Physics Bestsellers 1996/1997 .......... 46
by Bob Nardini — Selection of science books
is among the most difficult jobs in an academic
library, but here's a list that might help.

From the Other Side of the Street ... 65
So You Want to be Publishers, Do Ya? The
SPARC, Scholarly Publishing and Resource
Coalition — by Thomas Bacher — In life you
can fight the tide or try to build the boat to
ride down the river.

BOOKSELLING AND VENDING

Biz of Acq — The Out of Print Mar-
ketplace ........................................ 68
In recent years changes in the bookselling
industry and the rise of the Internet have rung
in a new era in out of print acquisitions.
Narda Tafuri explains.

Inside Pandora's Box ................. 70
PARTNERING: A Powerful "What to Do"
Management Tool or Just Another Fad?
by John Seocor — Library and vendor lead-
ers have to make collaboration a shared ob-
jective. This is how we will come to cope
with the way things are becoming.

Bet You Missed It ..................... 66
What do DC Comics, Math Problems, and
Maurice Sendak have in common?

Issues in Vendor-Library Relations 75
Booksellers and Consortia (Part I) by
Barry Fast — The ability to leverage a large
amount of purchasing power certainly gets
vendors' attention, but does it always result
in lower prices or higher discounts?

On the Street .............................. 76
Journal Collection Analysis is the subject of
this column as well as a review of "on the
street" column issues in 1996.

Papa Lyman Remembers — Books for
Younger Readers ....................... 74
Since we were all children at one time or
another Lyman Newlin deviates somewhat
from the usual academic scene to write about
some early experiences with books for
younger readers.

Not Fit For Print — Are You a Closet
Outsourcer? .............................. 84
By Tony Leisner What are you paying for
when you buy outsourcing?

INTERNATIONAL

International Dateline .................... 78
We welcome Jeffrey Wilhite as Section Editor to tell us about the European Union
Training Seminar for the European Documentation Center

TECHNOLOGY AND STANDARDS

Edited by Sandra K. Paul (SKP Asso-
ciates) and Albert Simmonds (R.R. Bowker)
Drinking from the Firehose .......... 81
The Bloom is Off the Rose: Pondering
Where the Internet has been and where it
might be going — From Eleanor Cook's
"right on" perspective, the Internet is no longer
a quiet corner where academics can chat.

Innovations Affecting Us ............... 80
Newfile's Higher Education Partner Pro-
gram by Norman Desmarais — Some col-
leges and universities are expanding their
creative writing courses to include writing for
entertainment and real-time 3D and other
multimedia programs.

Doc Aquis .................................. 82
Winn Thierl and Elsie Pritchard thought it
was time to send some "Have You Heard"
our way. This Doc Aquis is about many an-
nouncements they want to share with us.

ETC.

The Year in Review ..................... 57
Personal Lessons of 1997 by Celia Scher
Wagner — All of us have our experiences of
1997 to report, but Celia has a special way of
doing it.

Call for Papers ......................... 28
1998 Charleston Conference — Nov. 5-7, 1998

Adventures in Librarianship .......... 23
Death on the Podium by Ned Kraft — This
essay is about the perils of public speaking.

"Linking
Publishers,
Vendors and Librarians"

Against the Grain / February 1998