

THE FINE PRINT

MURPHY LIBRARY UNIVERSITY OF WISCONSIN-LA CROSSE FALL 1990 NO.6

Serials' Hall of Shame

Price increases for serials (magazines, journals, newspapers, etc.) for 1991 have climbed to approximately \$29,000 so far. Money from the State legislature, designed to compensate for inflation in serials and books, covers only \$26,000. The Serials by Discipline project completed last year with the help of the faculty, indicated several titles which were not considered to be part of our disciplines. These monies may cover the increases. Why are serial prices climbing at rates far above inflation? Publishers give many reasons, yet the worst increases usually seem to be from a small group of private corporations.

Listed below are the UW-La Crosse Serials' Hall of Shame. Journal prices which increased a minimum of 15% over the last year are included, showing the 1990 cost, the percentage increase, the 1991 cost, and the publisher of the journal. This list is limited to publisher-direct orders; Vendor-ordered titles will be included in the Spring issue of Fine Print.

<u>Journal</u>	<u>1990</u>	<u>% Increase</u>	<u>1991</u>	<u>Publisher</u>
Analytical Chemistry	59.00	389.8	289.00	American Chemical Society
Archives of Microbiology	1352.00	21.7	1645.00	Springer-Verlag
Art Bulletin	100.00	25.0	125.00	College Art Association
ACM Membership	507.00	26.0	633.00	Assoc. for Computing Machinery
Christian Science Monitor Index	309.00	17.0	359.00	Christian Science Monitor
Excel	15.86	74.0	27.63	Australian Sports Commission
Discrete Mathematics	983.45	60.0	1573.03	Elsevier
Hydrobiologia	2656.50	27.0	3381.00	Kluwer
International Journal of Environmental Studies	712.00	20.2	856.00	Gordon & Breach
J. of Cellular Physiology	945.00	28.3	1212.00	John Wiley & Sons
J. of Coordination Chemistry	732.00	19.7	876.00	Gordon & Breach
J. of Organometallic Chem.	2955.08	31.0	3868.73	Elsevier
Journal of the Chemical Society Dalton Transactions	1115.00	21.0	1349.00	Royal Society for Chemistry
Faraday Transactions	1076.00	18.0	1269.00	Royal Society for Chemistry
Michigan Mathematical Journal	40.00	25.0	50.00	Univ. of Michigan
NWSA Journal	80.00	18.8	95.00	Ablex Pub. Corp.
Oecologia	1692.00	29.0	2188.00	Springer-Verlag
Palaeogeography, Palaeoclim., Palaeoecology	2016.00	20.0	2424.00	Elsevier
Polyhedron	1170.00	34.0	1570.00	Pergamon Press
Tetrahedron	2885.00	30.0	3760.00	Pergamon Press
Tetrahedron Letters	2715.00	24.0	3380.00	Pergamon Press

James Huesmann
Serials Librarian

Monthly Catalog Made Easy

The library has just purchased a subscription to a CD-ROM version of the Monthly Catalog of Government Publications. One disk lists all 285,000 documents produced by the United States government from 1976 through 1990. Users can search by keyword, subject, author, title, etc. Terms can be combined just as in the popular ERIC on CD-ROM. Search results can be quickly printed or downloaded.

This new disk makes access to documents far easier than in the past. Now information on Iraq, deforestation, Laotian refugees, "crack" cocaine, gun control, AIDS and thousands of other topics are available at your fingertips.

At present the documents disk shares the CD work station with ERIC. When you come to the library basement to use it, please ask at the Documents/Microforms Information Desk for the documents disk. The new disk is easy to use; however, help and user guides are available at the Documents/Microforms Information Desk and the Documents office. We will be glad to demonstrate its use to classes. Please call Sandy Sechrest (8513) if you have questions or wish to see a display of this valuable new library resource.

Sandy Sechrest
Documents Librarian

FINE PRINT is published Fall and Spring Terms for UW-L faculty, staff, and students, and friends of Murphy Library.

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Online Business Directories

To survey a market segment or advertise a new product/service, an individual or business must determine the names and addresses of the targeted group. Often it is preferable to limit the list to a specific geographical region, such as state, county or zip code area. One online database available through Dialog Information Services can easily supply these needed mailing lists--D & B Dun's Electronic Yellow Pages. Dun's covers more than 8.2 million public and private U.S. companies. A tailored mailing list can be generated by searching the SIC code for a business group, such as independent convenience stores or athletic clubs, and applying a geographic limit. The list can be ordered on mailing labels or printed lists. In addition to address information, company telephone numbers, and approximate number of employees are available. Dialog offers a number of other online business directories among which are D & B Million Dollar Directory, providing annual sales figures, number of employees, and key executives for 160,000 companies, and Thomas Register Online which lists the manufacturers of over 50,000 classes of products.

To have a search run in any of these databases, request a search form from the Reference Desk. There is a fee for online databases. Information about costs or database content is available by calling Anita Evans (8805) or the Reference Desk (8508).

Anita Evans
Online Services