

## Editorial

---

1994 should be a good year for meeting and talking, with two very substantial reports (Follett and STM) to provide the impetus. There is no recession in the relentless growth of information, but for what purpose? The waste of natural resources and human effort to produce a journal article which is only read by the author is horrific, yet surveys indicate this is the rule rather than the exception.

When it comes to new methods of communication, producers and users of information can only be reactive to change. So who is responsible for pushing the frontiers forward? Years ago in children's comics and books a favourite character was the mad inventor. He/she is alive and well. Innovative and motivated by new challenges, personal glory and commercial gain, information transfer offers many opportunities.

The vinyl record once reigned supreme, now it has become a rare curiosity. Does the march of technology have the same fate in store for the book and journal? Perhaps it is better to store an unread, unwanted article in a database rather than take up space on a library shelf. Readers of

*Serials* may be relieved to know that we have no plans to go electronic. We will continue to take a balanced view of all the changes taking place, at the same time not ignoring the existence of paper and the sometimes mundane problems involved in getting the right journal to the right reader at the right time.

### Call for papers

*Serials* now has a circulation of over five hundred, and is fast becoming a journal of international importance.

We are always pleased to receive high quality, original articles of up to two thousand words, covering all aspects of serials - publishing, distribution, management in libraries, and of course new methods of information transfer.

Maybe this is the moment to write that article you have been thinking about for so long. We look forward to hearing from you. It would be helpful if you followed our Notes for Contributors at the end of this issue.

John Merriman

---

## UKSG News

---

### **Serials: the historic archive**

It is not enough simply to be receiving your current subscription to *Serials*. For a complete picture of the serials scene in Britain and abroad, you must have access to the full backfile of previous issues (which include recent Annual Conference papers and other key documents). If you are a new member of UKSG, a member of recent vintage, or just missing some parts in order to complete your set, you can obtain them immediately at significantly discounted rates on

application to Jill Tolson, UKSG Administrator, 114 Woodstock Road, Witney, OX8 6DY; tel: 0993 703466; fax: 0993 778879; e-mail: uksg@uk.ac.bham. Vols.1-5 (1988-1992): £20 per volume or £90 for a set of all five.

### **ESC3 update**

Preparations for the Third European Conference to be held in Valencia, Spain, announced in the last issue of *Serials*, are well under way, and the date has now been set: **25 - 27 September 1995.**