

COLLEGE & RESEARCH LIBRARIES

JANUARY 1985
VOLUME 46
NUMBER 1
ISSN 0010-0870



PAGE CONTENTS

- 3 *Editorial: Performance at the Reference Desk*
- 5 **Carlton Rochell**
The Knowledge Business: Economic Issues of Access to Bibliographic Information
- 13 **Stephen J. Bensman**
Journal Collection Management as a Cumulative Advantage Process
- 30 **Robert N. Broadus**
A Proposed Method for Eliminating Titles from Periodical Subscription Lists
- 36 **Maurice B. Line**
Use of Citation Data for Periodicals Control in Libraries: A Response to Broadus
- 38 **Robert N. Broadus**
On Citations, Uses, and Informed Guesswork: A Response to Line
- 40 **David F. Kohl and Charles H. Davis**
Ratings of Journals by ARL Library Directors and Deans of Library and Information Science Schools
- 48 **Paul T. Adalian, Jr., Ilene F. Rockman, and Ernest Rodie**
Student Success in Using Microfiche to Find Periodicals
- 55 **Eugene P. Sheehy**
Selected Reference Books of 1983-84
- 69 *Research Notes*
- 69 **William S. Wong and David S. Zubatsky**
The Tenure Rate of University Library Directors: A 1983 Survey
- 77 **Maurice B. Line**
Changes in Rank Lists of Serials Over Time: Interlending versus Citation Data
- 81 *Letters*
- 85 *Recent Publications*
- 85 *Book Reviews*
- 100 *Other Publications of Interest*
- 105 *About College & Research Libraries*
- 106a *Index to Vol. 45, College & Research Libraries*

COLLEGE & RESEARCH LIBRARIES

EDITOR: Charles R. Martell, California State University, Sacramento, CA 95819

BOOK REVIEW EDITOR: William G. Jones, University of Illinois, Chicago, IL 60680

RESEARCH NOTES EDITOR: Gary Lawrence, Systemwide Administration, University of California, Berkeley, CA 94720

ASSISTANT EDITORS: Dorothy Koenig, 230 Kroeber Hall, University of California, Berkeley, Calif.; Larry Oberg, Lewis-Clark State College Library, Lewiston, Idaho

EDITORIAL BOARD

Brian Alley

Sangamon State University
Springfield, Ill.

Miriam A. Drake

Georgia Institute
of Technology
Atlanta, Ga.

W. David Laird

University of Arizona
Tucson, Ariz.

Frederick C. Lynden

Brown University
Providence, R.I.

Deanna Marcum

Council on Library
Resources, Inc.
1785 Massachusetts Ave. NW
Washington, D.C.

Paul Metz

University Libraries
Virginia Polytechnic
Institute and
State University
Blacksburg, Va.

Brian Nielsen

Northwestern University
Evanston, Ill.

Jordan M. Scepanski

California State
University, Long Beach
Long Beach, Calif.

Ex officio:

Joyce Ball

Past President, ACRL

Joanne R. Euster

Chair, ACRL
Publications Committee

George M. Eberhart

Editor, *C&RL News*

JoAn Segal

Executive Director, ACRL

College & Research Libraries (ISSN 0010-0870) is the official journal of the Association of College and Research Libraries, a division of the American Library Association. It is published bimonthly at 50 E. Huron St., Chicago, IL 60611. Second-class postage paid at Chicago and at additional mailing offices. **POSTMASTER:** Send address changes to *College & Research Libraries*, 50 E. Huron St., Chicago, IL 60611.

Manuscripts of articles and copies of books submitted for review should be sent to the Editor: Charles R. Martell, Editor, *College & Research Libraries*, The Library, 2000 Jed Smith Dr., California State University, Sacramento, CA 95819. Phone 916-454-6466.

Instructions for authors and further information on submission of manuscripts are included in a statement on p.105-06 of this volume of *College & Research Libraries*.

Production and circulation office: 50 E. Huron St., Chicago, IL 60611. Advertising office: Art Beck, Advertising Sales Manager, *Choice*, 100 Riverview Center, Middletown, CT 06457, 203-347-1387. Change of address and subscription orders should be addressed to *College & Research Libraries*, for receipt at the above address, at least two months before the publication date of the effective issue.

Annual subscription price: to members of ACRL, \$17.50, included in membership dues; to nonmembers, \$35. Retrospective subscriptions not accepted. Single copies and back issues, \$7.50 each.

Inclusion of an article or advertisement in *College & Research Libraries* does not constitute official endorsement by ACRL or ALA.

A partial list of the services indexing or abstracting the contents of *C&RL* includes: *Current Index to Journals in Education*; *Information Science Abstracts*; *Library & Information Science Abstracts*; *Library Literature*; and *Social Sciences Citation Index*. Book reviews are included in *Book Review Digest*, *Book Review Index*, and *Current Book Review Citations*.

© American Library Association 1985

All materials in this journal subject to copyright by the American Library Association may be photocopied for the noncommercial purpose of scientific or educational advancement granted by Sections 107 and 108 of the Copyright Revision Act of 1976. For other reprinting, photocopying, or translating, address requests to the ALA Office of Rights and Permissions, 50 E. Huron St., Chicago, IL 60611.