4-1-1978

Special Libraries, April 1978

Special Libraries Association

special libraries

April 1978, vol. 69, no. 4

- ☐ Advertising Archives
- ☐ Drug Information via TV
- ☐ Sparks Map Collection
- ☐ Sources on Selling to Government
- ☐ Patron ID Cards

SPLBAN 69 (4) 145–188 (1978)
ISSN 0038-6723

Three "firsts" in environmental law:

A cost-effective way to monitor federal legislation:

For those concerned with federal environmental enforcement, EIC's *Environment Regulation Handbook* provides the most complete *and* cost-effective way to keep up with the outpouring of new environmental laws and regulations. The 2,500-page, four-binder set includes all major federal environmental laws and regulations plus flow charts, tables, diagrams, test methods, pollution control directory and an 80-page bibliography of state legislation. The Handbook *is easy to use—organized around* all major environmental subject areas, fully indexed and cross-referenced by subject, industry, and pollutants. And, for $275, it's *half the cost* of comparable services. Environment Regulation Handbook: 2,500pp plus six months of free updates, $275.

A single, complete collection of state legislation in microfiche:

And, for those concerned with the environmental enforcement programs of the 50 U.S. states, EIC's *Statefiche* is the most com*prehensive resource available.* Statefiche contains more than 2,000 documents covering all major laws and regulations—air pollution, water pollution, land use, toxic substances, and more. Used by the Federal Environmental Protection Agency as *the state reference set*. Available by full collection, special subject categories, and your EPA region. Inquire for complete details.

"A unique source... potential users who must have complete environmental laws and regulations might well find Statefiche an easily affordable convenience—even a necessity."—Microform Review

A unique single-source reference on toxic substances:

Toxic substances control—a major new area of federal enforcement efforts and environmental concern. Now, in a first-of-its-kind guide, EIC's *Toxic Substance Sourcebook* provides the only complete overview available of the laws, literature, and information resources of this critical new field. Highlights include 2,000 digests of government reports, special studies, and journal articles; 200+ film and book listings; 100 pages of charts, graphs, and tables; and a directory of toxic information sources. *Charter subscribers will receive a unique microfiche appendix of all major toxic substances laws and regulations currently in force.* Toxic Substances Sourcebook: LC#77-84943; 500pp; $95.

Call or write today:

EIC
Dept. SL-4
292 Madison Avenue
New York, NY 10017
(212) 949-9494

special libraries®

APRIL 1978
VOLUME 69, NUMBER 4
SPLBAN

Editor: NANCY M. VIGGIANO
Assistant Editor: EVELYN SCHREIBER
Advertising Sales: CARYN S. KATZ
Circulation: FREDERICK BAUM

Special Libraries is published by Special Libraries Association, 235 Park Avenue South, New York, N.Y. 10003. Monthly except double issue May/June. Annual index in December issue.

Second class postage paid at New York, N.Y., and at additional offices.

Subscription Rates: Nonmembers, USA $26.00 per calendar year; add $3.50 postage for other countries including Canada. $8.00 to members, which is included in member dues. Single copies (recent years) $3.00 except for October issue (Directory) which is $13.00.

Back Issues & Hard Cover Reprints: Inquire Kraus Reprint Corp., 16 East 46th St., New York, N.Y. Microfilm & Microfiche Editions (1909 to date): Inquire University Microfilms, Ann Arbor, Michigan.

Changes of Address: Allow six weeks for all changes to become effective. All communications should include both old and new addresses (with ZIP Codes) and should be accompanied by a mailing label from a recent issue. *Members* should send their communications to the SLA Membership Department, 235 Park Avenue South, New York, N.Y. 10003. *Nonmember Subscribers* should send their communications to the SLA Circulation Department, 235 Park Avenue South, New York, N.Y. 10003.

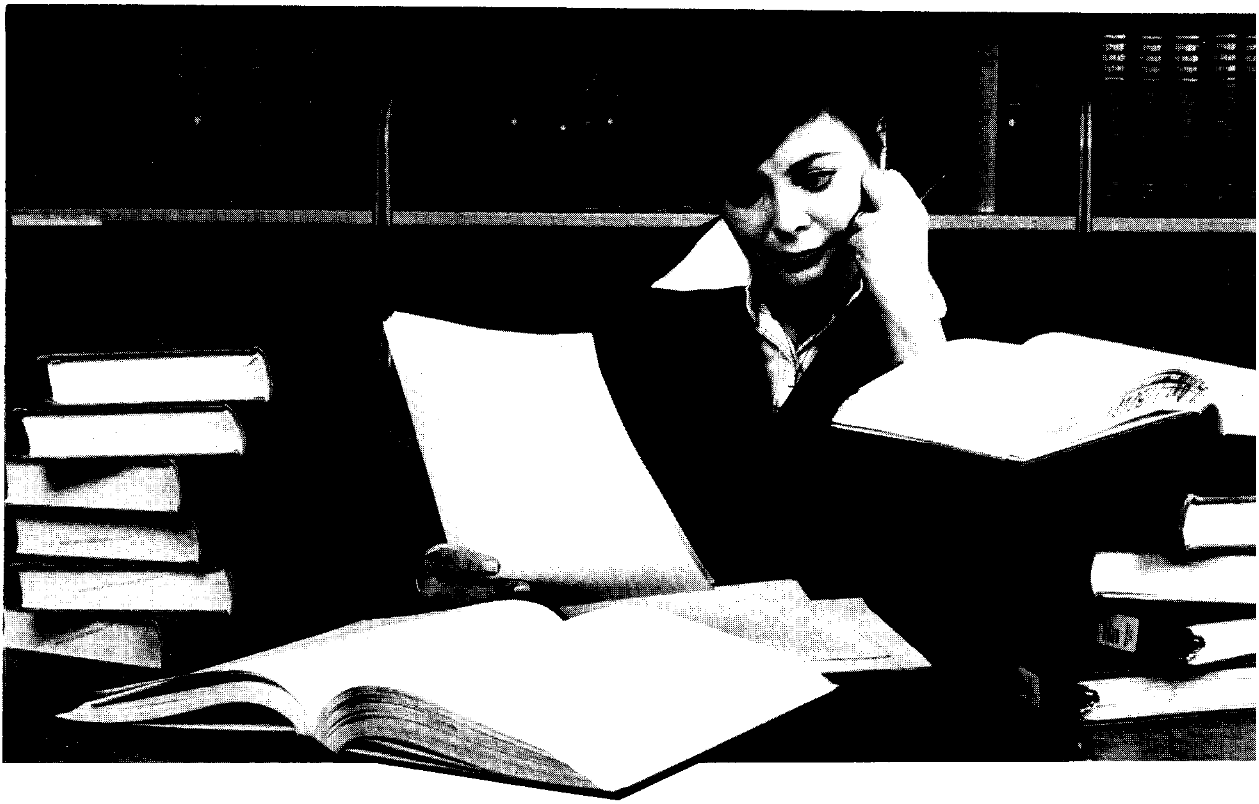
Claims for missing numbers will not be allowed if received more than 90 days from date of mailing plus the time normally required for postal delivery of the issue and the claim. No claims are allowed because of failure to notify the Membership Department or the Circulation Department (see above) of a change of address, or because copy is "missing from files."

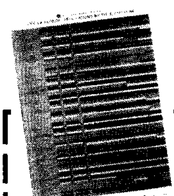
Special Libraries Association assumes no responsibility for the statements and opinions advanced by the contributors to the Association's publications. Instructions for Contributors last appeared in *Special Libraries* 68 (no. 12) (Dec 1977). A publications brochure is available from the Association's New York offices. Editorial views do not necessarily represent the official position of Special Libraries Association. Acceptance of an advertisement does not imply endorsement of the product by Special Libraries Association.

Indexed in: *Book Review Index, Business Periodicals Index, Information Science Abstracts, Historical Abstracts, Hospital Literature Index, Library Literature, Library & Information Science Abstracts, Management Index, Public Affairs Information Service* and *Science Citation Index*.

Membership

DUES. Member or Associate Member $40; Student Member $8; Retired Member $10; Sustaining Member $200.





LETTERS

Fee-Based Service Misunderstood

We couldn't agree more with Carol Vantine and Nancy Kingman about information gathering companies being their own watchdogs [*Commentary on* The Special Librarian Fee-Based Service Interface. *Special Libraries* 68 (no. 9):320–322 (Sep 1977)]. It is difficult, awkward, and sometimes impossible to reestablish credibility with a client who has had poor results from another's service. With the large number of unemployed librarians looking for something to do, it behooves established services to stick together, not to eliminate competition but to make sure that not only does the client—and therefore the industry—not suffer, but also that our colleagues, who may not be aware of all the pitfalls of running a business, be given realistic facts on the problems which it entails.

We have been fortunate in having the opportunity to have helped over 200 special librarians extend their range of services to their patrons over the past six years. If only more librarians would see fee-based service as an extension instead of a threat, the whole profession would indeed gain in stature.

Sue Rugge
Georgia Finnigan
Information Unlimited
Berkeley, Calif. 94704

Representative Sample

In the review of our book, *Handbook of Library Regulations*, which appears on page 373 of your September issue, Malcolm C. Hamilton notes correctly that separating libraries by type creates some ambiguity. He is not the first to take issue with the sample of special librarians selected for the *Handbook*, yet I submit that a population which consists of the presidents and presidents-elect of all the Chapters of SLA does indeed constitute a bona fide sample of special library leaders. For the purists among us, let me note that in a subsequent survey taken in 1976, also of the presidents and presidents-elect of the Chapters, 25% of the respondents were special librarians in branches of academic or public libraries. In my book, these business, art, medical, etc. librarians are not the less "special" for being noncorporate.

Second, it is stated in the review that "only public libraries, it appears, were selected so that a representative sampling of institutions by size was included, though even here responses were not coded to indicate the different responses of, say, large and small public libraries." May I point out that a report on regulations of public libraries by size, as defined by user populations (biggest, high, low, and average), appears in Chapter 2, "Results of the Survey," in statistical Tables 2, 3, 4, 5, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, and A1, A2, A3, A4, A5, A6. Further, there are textual references to difference in size on page 20: "Small, public libraries, for example, have shorter hours Monday through Friday, but not appreciably shorter on Saturday, and on Sunday, the pattern is actually reversed; fewer small libraries are closed than large." There are other similar references—see pages 26 and 30. We were unfortunately unable to afford a computer analysis of the entire survey, so selected, for summary and analysis, hours of access, qualified borrowers, and means of notifying users about library regulations as the more important areas to explore in depth. It did not occur to us to analyze by size ARL, state, or special libraries, although the last has some merit as a suggestion.

Finally, our decision to limit our survey to traditional library services and to omit rules regulating access to and use of computerized retrieval systems was based, first, on the fact that few libraries utilized these data bases at the time of our survey, and systematic "regulations" were virtually nonexistent. Such "regulations" vary significantly today and remain perhaps the most critical issue before our profession. We believed then, and see no reason to change our opinion now, that servicing the new on-line capabilities deserved separate and extensive investigative treatment.

Marcy Murphy
Visiting Professor
School of Librarianship
Western Michigan University
Kalamazoo, Mich. 49001

Special Libraries welcomes communications from its readers, but can rarely accommodate letters in excess of 300 words. Light editing, for style and economy, is the rule rather than the exception, and we assume that any letter, unless otherwise stipulated, is free for publication in our monthly letters column.

Help your shelves.

PLANNING FUNDAMENTALS OF THERMAL POWER PLANTS

F. S. Aschner, *Technion, Israel Institute of Technology, Haifa*

Defines planning principles and layout of modern power and heat plants and deals with the combination of boilers, reactors, steam and gas turbines, diesel engines, and their auxiliaries into efficient, economical plants. Treats energy demand, machine type/design, steam conditions, unit size, system connections, plant layout, water demand, and space requirements. (Rights: Western Hemisphere)

(0 470 99356-1) 1978
approx. 750 pp. $95.00 (tent.)

ECOLOGY OF FRESHWATER FISH PRODUCTION

Edited by Shelby D. Gerking, *Arizona State University, Tempe*

A comprehensive treatment of all the major factors which directly affect fish production. Explores the vital statistics of fish populations, the fish population and its food supply, competition and social behavior influencing production, and the contribution of fish production to human nutrition and well-being. Includes extensive tables, graphs, diagrams, and bibliography. (Rights: U.S. & Canada)

(0 470 99362-6) 1978 600 pp. $47.50(tent.)

ATLAS OF METAL-LIGAND EQUILIBRIA IN AQUEOUS SOLUTION

J. Kragten, *University of Amsterdam*

Provides information on the behavior of 45 commonly used metals in the presence of 29 common ligands, i.e., those ions surrounding the central ion. Fashioned to save lab workers long hours of extensive calculations and tedious graph plotting.

(0 470 99309-X) 1978 500 pp. $77.50

SEED PATHOLOGY 2 Volume Set

Paul Neergaard, *Danish Government Institute of Seed Pathology for Developing Countries, Copenhagen*

A compilation of research methods and current concepts prevalent in the study of seed-borne pathogens. Covers their identification, mechanisms of seed transmission, procedures of laboratory seed health testing, risk assessment of crop losses due to seed-borne diseases, and principles of disease control. Complete glossary included. (Rights: U.S.)

(0 470 63101-5) 1978 1,187 pp. $97.50

ENERGY METHODS IN STRESS ANALYSIS

T. H. Richards, *University of Aston, Birmingham*

Explains the variational principles that provide a foundation for many powerful methods in structural and continuum mechanics. Covers finite degree of freedom systems, frame and truss problems, approximation methods for solid continuum, and finite element methods as a general application.

(0 470 98960-2) 1978 410 pp. $47.50

TECHNICAL DATA ON FUEL 7th Revised Ed. (SI Units)

Edited by J. W. Rose & J. R. Cooper

CONTENTS: Quantities, Units and Conversion Factors. Selected Principles and Methods of Technical Calculations. Selected Information on Measurements and Measuring Techniques. Properties of Substances. Fuels. Atomic Energy and Nuclear Fuels. Electroheat. (Rights: U.S.)

(0 470 99239-5) 1978 343 pp. $70.00(tent.)

Prices subject to change without notice and slightly higher in Canada.

Order from your regular bookdealer, or directly from:

Dept. 313 SL-42
HALSTED PRESS
a division of John Wiley & Sons, Inc.
605 Third Avenue, New York, N. Y. 10016
IN CANADA:
John Wiley & Sons Canada, Ltd. 22 Worcester Road, Rexdale, Ontario

313 A8356-67

Maintaining Archives for the History of Advertising

Richard W. Pollay

University of British Columbia, Faculty of Commerce, Vancouver, B.C., Canada

■ It is inevitable that discussion of advertising will be a necessary part of the history of the twentieth century. The academic treatment of the area is to date quite sparse for a number of reasons, not the least of which is the lack of detailed, organized, and accessible records. A discussion of the types of records deserving retention, their organization, and the terms and conditions of access provides a model for records retention. This model is valuable not only to future historians but also to present-day management.

ADVERTISING is a "tremendous institution which deserves study in its own right, and because of its influence on the most vital concerns and powers and values of our society" *(1)*.

It has often been remarked that conventional history pays inordinate tribute to the personalities and actions of politicians and in comparison virtually ignores all but the most infamous of businessmen and their behavior. To some extent this is a failure on the part of historians to adjust their focus of concern to reflect the increasing importance of economic activity in shaping society's evolution. However, the continuation of the traditional attention to politicians and heads of state is not only the result of historical bias. The blame for the inadequate chronicling of business activity lies not so much with the historians as it does with the business sector itself, for good history can be written only to the extent that business firms keep historical records, provide scholars with access to those records, and permit the citation and publishing of results.

The typical business firm is ahistorical in temperament, possessed as it is with a managerial focus on contemporary problems and strategies for the future. They keep relatively skimpy records for only brief periods of time. Suspicious of scholars, firms who manifest any historical interest are more likely to hire a professional journalist to write a vanity history of "struggle and triumph" for publicity purposes—with the result narrow in perspective and of dubious candidness. The result of this behavior is that what little is believed of business behavior is often the result of exposé and is probably greatly distorted compared to what would be known if firms kept and made available systematic records.

It is clear to even a casual observer that the history of the twentieth century must be in large part a history of the growth and development of business from the nineteenth-century model of family-owned, community-based, primitive factories to the interurban, multinational megacorporations of today. There is no part of society, including its problems and politics, that is not strongly colored by this change. Already many serious scholars are beginning the plunge into the source materials saved by those firms with foresight, but to date few of the firms who are actively maintaining archives, or who have opened them up to scholars, are major advertising agencies or marketing firms. Thus a special responsibility falls on the shoulders of those people entrusted with the libraries of such firms to carefully preserve what historical materials may still exist and to begin the implementation of retention policies.

Custodians of libraries of marketing and advertising information have an even larger responsibility than the average business librarian, for contemporary advertising and marketing is one of the key technologies that permits, and perhaps even creates, the scale of corporations we now experience.

Advertising's Importance in American History

It is inevitable that advertising will be a central focus of the history of the twentieth century. Advertising as we know it has evolved and matured within the twentieth century, thereby making this century unique. Its size and centrality to the economy make it a significant industry in its own right. Its social visibility, and presumed social influence, are great—that is, advertising is both pervasive and persuasive. Advertising is also an interface between pragmatics and art, between psychology and economics, and between the producers and consumers of society, making it a key element in our economic history *and* in our social, technological, artistic and cultural histories, as well. The history of advertising is, therefore, perhaps one of *the* keys to the appropriate understanding of the evolution of our complex urban society.

Given the importance of advertising to the history of the twentieth century, the calls to action periodically heard among historians, and their tendency to ignore the writings of practitioners, historians are to be embarrassed by the relative paucity of respectable studies. Daniel Boorstin, a preeminent American historian, author of the trilogy *The Americans*, and now Librarian of Congress, has commented that "Advertising, one of the most characteristic and most vigorous of American institutions, has been less adequately chronicled than almost any other major institution" (*2*, p. 630) and elsewhere that "Advertising despite its importance in the American economy and in our daily life, [*sic*] has attracted surprisingly few historians" (*3*, p. 289).

From the serious historian's point of view virtually all of the literature available on the history of advertising is either anecdotal, evangelical, trivial or rhetorical. So why, one might ask, has not some competent serious scholar leapt into the breach and written a *magnum opus* guaranteed to win fame even if not fortune? Why, indeed, have historians given advertising such short shrift? The question is a difficult one, and the answer complex.

Part of the answer lies in the cultural bias against marketing that pervades even the most fundamental of our economic concepts. The prejudice against marketing activity and practitioners is pervasive and often evidenced by historians.

> "There is an insistent tendency among solemn social scientists to think of any institution which features rhymed and singing commercials, intense and lachrymose voices urging highly improbable enjoyments, caricatures of the human esophagus in normal or impaired operation, and which hints implausibly at opportunities for antiseptic seduction, as inherently trivial" (*4*, p. 218).

This factor, while significant, is probably of small influence compared to two others. Academics of any kind are rarely given access to the inner workings of advertisers and agencies. This is certainly true even for business school professors, much less the more suspected liberal arts, history professor. No matter how understandable this "stonewalling" might be, it is none the less unfortunate. With alienation and suspicion flowing both ways between academics and the professional advertising community, both doors and minds get closed and the validity of the way history will treat advertising is probably what suffers most.

Perhaps also lost is an opportunity to improve advertising by learning from valid histories. Instead of "stonewalling," it would be preferable to follow Bogart's suggestion that "we should be enlisting the support of . . . historians" *(1)*.

Even if access to records were free and unrestricted, the task of processing the information intelligently is formidable. The relevant source materials are scattered in diverse locations; little pockets of valuable information secreted in remote corners and files of multitudinous agencies and clients. Since the industry is both large and lives by its words, the volume of materials one might conceivably be called upon to consult is immense. Worse still, the increasing sophistication of advertising is reflected in the growth of specialized methods, technical language and strategic concepts that may be taken for granted by those immersed in the industry but which are obscure and virtually unintelligible to the layman. The typical academic historian is surely just that—a layman—with respect to business practice in general or advertising practice in specific.

Yet another factor which inhibits adequate treatment of advertising by historians, and by no means the least, stems from this void in the literature. Whatever is written about advertising is sure to be the focus of much attention. Business, economic, and social historians will all seize upon the work with critical eagerness. The advertising community is sure to discuss and publicize the work. Like any book on advertising, it would even stand a chance of catching the popular interest and becoming widely read indeed. But the limelight can be harsh and is perhaps likely to be so. Both the academic and professional communities are notable for their quickness to criticize. Academics are critical by force of intellectual habit and justify this as a necessary means in "the pursuit of truth." The advertising community has a track record of hypersensitive retaliatory responses to even vaguely implied criticisms, the wailing of so much wounded pride at being described as being less than paragons of virtue, and yet surely an honest, balanced (and interesting to read) history must expose some flaws and foibles. So extensive criticism seems inescapable, especially when one considers the nearly impossible task of impressing both audiences simultaneously. Small wonder there are few fools to rush in where angels fear to tread *(5)*.

The Role of Archives

Thus far the argument has been advanced that it is inevitable that advertising be discussed at length as the history of the twentieth century gets written; that the treatment of advertising by conventional historians to date has been less than adequate; that the biographical or anecdotal writings of advertising agents will not greatly influence history's treatment of advertising no matter how voluminous, witty or wise those writings might be; and that there are many serious problems inhibiting competent scholarly treatment.

Not all of those problems are easily solved, but there are certainly some things that can be done to encourage future researchers. The successful treatment of advertising seems to depend on three basic elements: 1) an appropriate set of concepts, or theoretical framework, with which to select, organize, and discuss advertising; 2) a competent, credible author-scholar; and 3) a broad base of information to draw upon. Few of the works to date have had any of these elements, much less all three, so it is small wonder the resulting books are of little import.

The first is probably the most critical element in determining the character of the final product, for it is through use of a conceptual structure that the researcher selects, organizes, discusses and generally gives meaning to otherwise diverse, chaotic observations. It is the concepts that bring order out of the chaos by highlighting the communalities of events happening simultaneously and the continuity of events happening across time. It is the concepts employed that determine what questions the researcher asks, what "data" he observes and what he ignores, and ultimately what he sees. A useful and valid set of concepts provides both coherence and insight by exposing patterns of development and by permitting inference and the perception of implications.

One of the major disappointments of the work to date has been the lack of a convincing conceptual structure. Some books have little structure at all, being content to be anecdotal and journalistic. Others have an unambiguous set of conceptual tools but tools inappropriate to the task. Like Ewen's *(6)* use of concepts evolving from nineteenth- century marxist thought, the result is that no matter how hard the author tries, the tools do not provide a satisfactory "explanation" of the reality, provide no insight into the practice and often end up "rules" with more exceptions than adherences. Worse still, they can be dangerously misleading. While it is not easy to judge at this time, before the research is done, what concepts will be most helpful in making sense out of the history of advertising, it is clear there are concepts more likely to be appropriate than those used by authors like Ewen. To give the simplest and most obvious example, much could be made of "the marketing concept," an idea now so ingrained in the profession that we overlook its import. The history of advertising, when seen as the shift from the selling concept of flogging what the factory makes to the concept of marketing what the consumer desires, takes on a new clarity, for the marketing concept allows the understanding of the functions of consumer research and market segmentation strategies, activities which although often painted as manipulative in intent might well be increasing the efficiency and service of marketing.

Finding an author–researcher who possesses the necessary credibility may not be easy, for the individual needs credibility with two disparate groups—the professional advertising community and the community of academic historians. For the latter credibility would depend on having the necessary union card (a PhD), a university appointment (preferably current), and a track record of quality scholarly publications, especially on historical topics. The advertising community would want reassurance that the individual knows about advertising through more than just the consumer's viewpoint and is generally well informed about trade practices. This combination of requirements suggests that the man for the job is more likely to be found among scholars who have made most of their careers within the professional advertising community, or among those who have spent their careers studying and teaching marketing and advertising in a university business school. If one also requires a demonstration of interest in matters historical, the number of candidates who come to mind shrinks to a tiny handful, and several of these men are preoccupied with other research interests, which would prevent the long commitment that a thorough piece of historical research would require.

But of all the necessary components to the successful treatment of advertising by history, none is more essential than the existence of a rich and organized supply of archival information. If by chance today's academies of learning do not provide us with the appropriate concepts or the needed volume of competent scholars, then patience should bring the reward of a never ending stream of new scholars with new ideas. But no one can create new archival materials. Once the records are lost or destroyed, they are lost forever. While patience may be rewarded with the occasional uncovering of hitherto unknown collections of material, on the whole the passage of time witnesses the decay and destruction of material. It is also obvious that the number or competence of researchers, and the brilliance of their research ideas, all go for naught in the absence of adequate information upon which the historical hypothesis may be tested.

Other Reasons for Maintaining Archives

Thus far the appeal to maintain advertising archives has been based exclusively on the idea that the industry and society will be better served if the history of advertising and the twentieth century is accurate. While the author finds that argument compelling, it is probably the case that it will fail to completely motivate the pragmatic executive who must authorize the creation of an archive. After all, a contribution to the history of advertising is a contribution to the greater good and only indirectly self-serving in that it will inevitably increase the amount of pride that can be justifiably felt as a member of an important industry. But there are other reasons for maintaining an archive.

Some records need to be carefully maintained for purely legal reasons. Papers of incorporation, partnership agreements, licenses, contracts, annual reports, board of directors' minutes and the like must be kept as a condition of the incorporation laws of most states. Many of these items must be kept for the life of the company.

. . . the potential value of historical case material is underscored by the impact of the relatively high rate of turnover among advertising personnel . . .

Perhaps more importantly, records of an archival nature should be maintained because of their great value to the day-to-day operating management. Records which allow for the easy identification of previous marketing strategies and tactics can serve a number of functions for the account executive or creative teams working on a client's account. They serve as an excellent source of material to rapidly brief a new member of an account team. They permit a long-term continuity of marketing strategy, as opposed to changes in direction with every change in personnel. They can be a source and stimulus for both copy and art ideas. Lastly, and perhaps most importantly, they allow for the accumulation of knowledge about the product, its consumers and its promotion, thereby permitting advertising efforts to become increasingly effective. This accumulated information prevents redundancy of efforts so that researchers need not gather virtually identical information repeatedly, or creative teams need not reinvent the wheel.

These practical uses of material of an archival nature are often overlooked, since many creative teams and account executives feel so compelled to offer the client something totally "new, now and novel" that they are reluctant to admit any similarity or connection between tomorrow's campaigns and yesterday's efforts. This ahistorical attitude is especially unfortunate since the potential value of historical case material is underscored by the impact of the relatively high rate of turnover among advertising personnel in both the agency and the client's offices, and by the fact that client company records are often notoriously poor on advertising matters. Many client firms rely on the agency to keep the records necessary to provide a continuity of promotional strategy. Even firms which in other respects maintain a vigorous retention policy are casual about their advertising records. Unfortunately, their reliance on the advertising agency is all too often misplaced, as the agencies do their clients a disservice by not maintaining and using the kind of records systems that would allow the advertising effort to become increasingly sophisticated.

Suggestions for a Retentions Policy

Once convinced of the need for retaining of some records, it becomes clear that some operating guidelines have to be developed in order to decide what to keep. Keeping everything is nearly as valueless as throwing everything away, for a few years' accumulation of paper becomes overwhelming, unmanageable and unusable by management, clients or outside researchers. Some business historians and archivists have suggested that only about 5% of records created by business are worth preserving. Fortunately the law and common sense are quite reliable guides in deciding what to retain. All that is required is the time to be thoughtful and reflective about the potential value of material, and the courage and space to follow the archivists rule of thumb—"If in doubt, retain."

The author's reflection on this question has produced the following listing of materials that seem to be of particular value. It should be made clear at the outset, however, that this list is far from exhaustive and that there may well be other important material deserving retention that the author has not thought of, or that is peculiar to your firm. It should also be made clear that not every scrap of paper bearing on a topic listed deserves retention. All retentions policies need to eliminate redundancy, pruning out drafts, working papers, memos, and revisions relevant to most major documents. Yet at the same time, not all such miscellany and ephemera should be discarded, for it is often valuable to save as full a set of such material as is possible for at least a representative decision or document. In no other way is it possible to trace the processes by which these documents and decisions are created and modified. Again, common sense should be the guide to retention.

Legal and Other Formal Records

At the top of any retentions list are the materials that must be kept. These include incorporation charters, partnership agreements, and other documents specifying the firm's legal identity, rights and obligations. Top level management records including minutes of board directors' meetings, agenda for shareholders' meetings, and all policy statements should be kept, as should all major financial records: stock and bond issuances, annual reports, ledgers, budgets and associated operating expenses, and tax returns. Keep property records like land and building purchases, leases and sales, and records associated with the intangible properties of patents, copyrights and licenses. Personnel records are required to be kept by most states for a statutory period of 5–7 years following termination of employment. For older records a sampling is valuable to identify backgrounds and typical career paths of employees. Statistics need to be kept on the size and composition of the work force, and the direct and indirect remunerations, covering items like pension plans and insurance programs.

Documents Showing Client Relations

The principal operating documents of an advertising agency can be broken into two major categories: those that are concerned with the agency client relationship and those internal documents concerned with the conception and execution of work on behalf of the client. In the former category are all of those documents concerning the establishment of the business relationship with the client, including correspondence, negotiation documents, and presentations. These should also be kept for at least some of the "almost" clients—the presentations that did not win business. Thereafter, all documents which herald changes in the relationship should be kept, including correspondence from clients expressing reservations, agency explanations of deviations in execution from plans, all changes in strategy like changes in target markets and copy premise, and annual budget requests and approvals. Generally, all documents which show junctures in the relationship should be saved. Also keep correspondence with clients which are rich in detail of information, like an annual media plan.

Campaign Development and Execution

Perhaps even more important than the material listed above is the great wealth of material which shows the behind-the-scenes activities. The communications with clients may well be saved by client archivists, and many of the ads themselves are published and therefore saved by libraries. Yet only the advertising agency, the market research firm and other special function firms have records which detail the processes by which advertisements are conceived and created and researched. Documents should be saved which show the personnel involved in a campaign and their organization. For at least some representative campaigns, detailed documentation should be kept which shows the development of copy premise, from the initial problem statement to the final selection decision, including any consumer research done to generate alternatives or help in the selection. Keep information on the organization of the execution; the instructions to the creative department; samples of the variety of creative output showing campaign integration, copies or facsimiles of billboards, magazine layouts, point of purchase displays, story-

It is inevitable that advertising will be a central focus of the history of the twentieth century. Advertising as we know it has evolved and matured within the twentieth century, thereby making this century unique.

boards, etc.; documents showing terms of subcontracts of production or research; samples of copy testing procedures and other checks the prototype ads go through before final release; and media buying procedures.

The above materials are extremely important for both their historical value and for their usefulness as briefing materials for people just joining an account team. While a highly detailed level of information probably cannot be kept for all accounts, it clearly should be maintained for the large, unusual and high potential accounts. It is also helpful to keep some records of the financial relationships between the agency and its subcontractors, research firms, media and clients, including information on problems of collection, delays in billing, credit extensions, and other financial matters.

Items Showing Changing Technology

The history of business and the twentieth century will inevitably focus on the adoption-diffusion of changing technology, and the history of advertising will be no exception. Items which display turning points in technological employment should be saved, including both those items that relate to the decision to change technologies and documents which evidence both the old and the new technology. Specific examples from advertising would include: the employment of computers and other complex decision heuristics in the making of media mix decisions; the use of increasingly complex consumer research instruments and procedures and methods of data analysis; and changing methods of copy testing.

To the extent possible, these technologies should be linked to the clients on whose account they are employed. To give another example, material should be kept now which shows the use in the 1950s and 60s of brainstorming and motivation research as idea generators for copy premises. The best information would show the frequency and conditions of use, the problems encountered and the evaluation of these "technologies" by the agency and clients.

Publicity, Correspondence, and Ephemera

No archival system would be complete without the retention of those items the firm uses to communicate with the outside world. In this regard all executive correspondence often including nonbusiness letters can be of importance in identifying the role played by the firm in the community, the industry and in civic, charitable and political affairs. All executive speeches and company publications should be kept, including those like house organs designed for distribution internal to the firm. Samples of all advertisements for the agency and newspaper and magazine clippings giving the agency publicity should be kept. All testimony before legislative and judicial bodies and correspondence regarding legislative and judicial matters deserve retention.

Ephemera are those miscellaneous items designed for short-term use which may be of antiquarian or, less commonly, historical interest at a later date. An example might be the menu and invitation or head table list for an anniversary banquet. In point of fact, much of what is produced by an agency is ephemeral in nature, including the very ads that are its reason for being. It has been said that television and radio advertising is the most ephemeral of "products" in that so little of it is kept for future historians to examine. In contrast to print media, whose advertisements are inadvertently kept by libraries saving editorial content, there is little or no systematic retention of tapes of TV and radio advertisements except for outstanding prize winners. At the least, the archives should keep the kind of sample reels used by the agency in making presentations. Records for a specific client ought to also include samples of the ads produced for electronic media.

In general, librarians and historians alike need frequent reminder that not all important information gets written on paper, and that much of value can be found in other forms. Sometimes these alternative forms are obvious, like sample ads from the electronic media, and at other times less so, like the value in having a dictation record of an executive whose personality is manifest in his speech mannerisms. Photographs often have a richness of information no written documents can duplicate in showing the nature of physical facilities, or people at work, or the character of events and celebrations. A word of caution is appropriate here. Annotate as carefully as possible the content of non-print media. There is little more frustrating than finding old photographs and not being able to identify the contents. Remember that non-print materials do not automatically include identification of the author, date, and subject as do most written documents.

Conditions of Access

One of the frequently sensitive areas of archives management is the matter of who will get access to the records accumulated, under what conditions and with what kind of freedom to quote. This sensitivity usually springs from fears of both competitive and personal exposure. While the fear of criticism is certainly understandable, and the desire to protect the client firm's interests is honorable, the associated fears and reservations are typically greatly overstated. While there is validity in the felt need for discretion and propriety, a couple of observations ought to reduce the anxieties of management. The first observation is that the world of marketing and advertising is a rapidly changing one, with names, faces and ideas all in rapid transition. What might have been competitive intelligence yesterday would only be misleading today. In a rapidly changing world materials become rapidly dated and the risks of competitive exposure decline quickly with the passage of time. The fears of personal exposure are less easily put aside for the experience of business historians, and the author's experience with executives in the advertising industry is that business leaders seem intent on portraying themselves as flawless paragons of virtue despite the obvious fact that such a self-portrait is as inhuman as it is incredible. Fragile indeed is the ego of the man who cannot admit to his own past, and fragile indeed is the self-respect of the firm that cannot admit its own history, even if that history by chance includes a skeleton or two in a long-locked closet.

Unless these kinds of timidities are put aside, they can undermine the value of the whole archival effort. Unless a comprehensive, unexpurgated set of records are kept, there is a real possibility of serious misinterpretation. Even more serious, if records are obviously "edited" and access to them is severely restricted, their credibility falls and all users will treat even the valid information with unnecessary suspicion.

The problem, therefore, is to respect the honorable intent and the personal sensitivities of individuals without destroying the value in the records or the records themselves. There are basically three means of accomplishing this: by controlling who can gain access to the records, by controlling what records may be accessed, and by controlling the ability to quote or otherwise publicize the information obtained from the records. In general it is advisable to adopt a liberal access policy employing restrictions only where they can be defended as necessary. A conservative policy of highly restricted access with the burden of proof of necessary usage on the user is inoperational, since users cannot attest to the value of information whose existence is unknown to them. The conservative policy becomes, therefore, tantamount to locking the records in the safe.

It is clear that an archive cannot function like a public library and that access to the records depends on some demonstration of a potential user's purpose and "need to know," and upon some assurance that the materials will be handled with the respect they deserve for their fragility, organization and general historical value. The types of individuals most likely to have valid accession privileges are members of the firm, clients, academic scholars with the credentials of a university association, and some journalists—those with the authorization of a senior executive.

It is also possible to restrict access to information on the basis of what kinds of information are available to what kinds of users. Clients, for example, would probably be restricted to records pertaining to their own account only. Members of the firm might be restricted to information depending upon their function and status in the organization. Operationally, however, complex restrictions of access rules become difficult to administer. One method of structuring this complexity is to ape the military model of levels of secrecy and levels of security clearance, but this method is not recommended since it is cumbersome and defensive in tone. A simpler method uses time as its major criterion variable, with materials of varying sensitivities becoming accessible either immediately or 5, 10, or 20 years from their date of acquisition. In some cases accession may await the death of the author or the termination of the relationship with a client, but the simplicity of the system lies in the fact that material is either open or closed, and the decision need be made only once, at the moment of acquisition. Often this type of decision is written into the acquisition agreement.

The last control is on the permission to quote or otherwise publicize information obtained from corporate libraries or archives. In some ways this is the weakest control in that it cannot offer a foolproof guarantee against misuse but can only threaten the abuser with legal action. Terms and conditions of usage of the information can be written into a "request for access" which when signed by both the user and the firm becomes a contract whose violation can be easily prosecuted. The kind of terms most likely to arise would be of the following nature: an agreement not to cite clients by name in reference to activities within the last decade or an agreement not to cite specific data but only descriptions of research methods employed.

Summary and Conclusions

Advertising plays a vital role in our society, and our evolution as a society has been strongly influenced by the existence and nature of advertising. The men and firms in the industry deserve and will inevitably obtain some recognition for the exercise of their responsibilities. Whether or not that recognition is a valid one and a source of pride for all of those within the industry depends almost entirely on the extent to which the marketing and advertising librarians have the foresight to save materials of historical interest. The apathetic or shortsighted custodian of library materials may cavalierly discard important materials in order to make room for more current material, even if that material is little used. On the other hand, the librarian who has the long-term interests of the firm at heart will conscientiously institute a retentions policy to guarantee a place for the firm in the history of the twentieth century as it gets written. In the long run doing so may be the most significant thing the business librarian can do for the firm and the accomplishment which is most remembered and recognized. It may take some convincing to get management to see the value of archival retentions, but the value far exceeds the associated costs, and the librarian who successfully institutes an archival policy will be doing the firm and society a great service.

Literature Cited

1. Bogart, Leo / Where does Advertising Research Go From Here? *Journal of Advertising Research* 9 (no. 1):3–12 (Mar 1969).
2. Boorstin, Daniel J. / *The Americans: The Democratic Experience.* New York, Random House, 1973.
3. Boorstin, Daniel J. / *The Image: A Guide to Pseudo-Events in America.* New York, Harper and Row, 1964.
4. Galbraith, John Kenneth / *The New Industrial State.* Boston, Houghton Mifflin, 1967.
5. For more on the need for research into the history of advertising, see Pollay, Richard W. / Wanted: Contributions to the History of Advertising. *Journal of Advertising Research* (in press); and Pollay, Richard W. / "The Importance, and the Problems, of

Writing the History of Advertising." *Journal of Advertising History* 1 (no. 1) (in press).
6. Ewen, Stuart / *Captains of Consciousness: Advertising and the Social Roots of the Consumer Culture.* New York, McGraw-Hill, 1976.

Bibliography

Hidy, Ralph W. / Business History: Present Status and Future Needs. *Business History Review* 44:495 (1970).

Hopkins, Claude / *My Life in Advertising.* New York, Harper and Row, 1927.

Hower, Ralph M. / *History of an Advertising Agency: N. W. Ayer and Son at Work, 1869–1939.* Cambridge, Mass., Harvard University Press, 1939.

Myers, Kenneth H., Jr. and Orange A. Smalley / Marketing History and Economic Development. *Business History Review* 33:387–401 (1959).

Pease, Otis / *The Responsibilities of American Advertising.* New Haven, Conn., Yale University Press, 1958.

Pollay, Richard W. / "Notes on Sources for the History of Marketing Advertising in North America." Working Paper #434, Faculty of Commerce, University of British Columbia, Vancouver, B.C.

Pollay, Richard W. / *A Guide to Information Sources for the History of Advertising.* Westport, Conn., Greenwood Press, in press.

Pope, Daniel Andrew / "The Development of National Advertising, 1865–1920." Unpublished PhD Dissertation, Columbia University, 1973.

Presbrey, Frank / *History and Development of Advertising.* Garden City, N.Y., Doubleday, 1929.

Wood, James Playstead / *The Story of Advertising.* New York, Ronald, 1958.

Received for review May 12, 1977. Revised manuscript accepted for publication Jan 17, 1978.

Richard W. Pollay is associate professor of marketing and business history, Faculty of Commerce, University of British Columbia, Vancouver, B. C., Canada.

Drug Information to Patient Care Areas via Television

Preliminary Evaluation of Two Years' Experience

Sandra J. Springer, Robert A. Yokel, Nancy M. Lorenzi, Leonard T. Sigell, and E. Don Nelson

University of Cincinnati Medical Center, Cincinnati, Ohio 45267

■ A model system for evaluating the provision of medical information via closed circuit television directly to health professionals in patient care areas (17 television monitors in 14 local hospitals) has been in operation for over two years at the University of Cincinnati Medical Center. Information about drugs, chemicals, and poisons is provided from a central resource location in the Health Sciences Library by a librarian and a pharmacologist. Questionnaires, user ratings, interviews with users, provider records and ratings, and extramural consultants provide a number of objective and subjective measures for evaluation of the service, including user satisfaction and acceptance of television as a significant aid in the communication process.

WITH MANY kinds of important medical information, a picture, graph, or table can often communicate a thought, concept, or relationship more effectively than the written or spoken word. From observation at the University of Cincinnati Medical Center, medical personnel prefer discussing information they can see rather than hear about over the telephone. Television makes it technically feasible to offer people in many different locations ready access to visual-impact materials and can obviate the need for those people to leave a patient care area in order to obtain important information. Further, it can be employed to allow useful interactive discussions in spite of great distances between an information source and the user of the information. The willingness of medical personnel to accept television as a substitute for hard copy and telecommunications as a substitute for "curbside consultation" on the wards are but two of many factors that need to be evaluated if such approaches are to be proposed on a broad scale. This paper describes the initial experiences of a research project undertaken to answer these and related questions. A paper discussing in considerable detail the literature relevant to the background and development of this

This project was supported by Grant No. LM 02350, awarded by the National Library of Medicine, DHEW.

project as well as the project aims and evaluation methodology has also been published.*

Project Description

This research project is a cooperative venture of the Medical Center Libraries, the Drug and Poison Information Center (DPIC), and the Department of Biomedical Communications of the University of Cincinnati Medical Center. It is funded by a research grant from the National Library of Medicine. The intent of all three groups is to explore television as a medium for communication of medical information, using drug information as a model.

The DPIC is a 24-hour service for the medical and lay communities of the greater Cincinnati area, functioning as both a drug information center and a poison control center. In 1976 the DPIC responded to more than 36,000 requests for information, 18.8% from medical personnel and 81.2% from the public.

The Health Sciences Library in the Medical Center houses a collection of 30,000 monographs, 1,500 current journals, about 55,000 bound journals, audiovisual media, and historical materials. It serves the College of Medicine, the College of Pharmacy, and Cincinnati General Hospital. The Drug Information via Television project operates from an office in the library, known as the Resource Room. This room is conveniently located adjacent both to the room housing the on-line bibliographic search services and to the library's reference collection.

The Department of Biomedical Communications provides the Medical Center's microwave transmission capability as well as equipment installation and continuing maintenance and troubleshooting for this project.

All television transmission from the project originates in the Resource Room, which contains a high-resolution 1000-line television camera and television monitor. The Resource Room is connected via closed circuit television cable (600-line resolution) to four receiving locations within the Medical Center and via over-the-air microwave transmission (about 300-line resolution) to 11 area hospitals which are equipped with special down-converters to receive and unscramble the signal. Television monitors with compatible resolution capabilities have been installed in the various receiving locations. The four "hard-wired" (cable-connected) monitor locations within the Medical Center are: the main office of the DPIC on the medical service floor of Cincinnati General Hospital (CGH), the CGH Emergency Room, the Children's Hospital Emergency Room, and the in-patient pharmacy on the medical ward of the Veteran's Administration Hospital. In 1975 the capital equipment costs for the television camera and six monitors (the four just listed, the one in the Resource Room, and the one at Good Samaritan Hospital described later) were about $6,600. This project was able to utilize existing cable and microwave transmitting facilities within the Medical Center without the cost of their installation. Costs for maintenance, largely monitor repairs and minor equipment adjustments, have been minimal.

The television camera is vertically mounted 29 in. above a table. It is equipped with a Canon close-up lens coupled with a Canon zoom lens with adjustable focus and aperture. To transmit one merely places the desired material on the table under the camera and adjusts zoom and focus if necessary. Normal room lighting is used. A microfiche reader located under this table has been modified to project upward onto a viewscreen inset in the table's surface under the camera, thus making it possible to transmit information directly from microfiche poison information systems (e.g., Poisindex and ToxiFile). A figure showing the projection area and camera in the Resource Room and the receiving network as it existed early in the project appears in the publication cited on this page.

*Lorenzi, Nancy M., et al. / Information to Patient Care Areas via Television: A New Program. *Biosciences Communications* 2 (no.6):362–370 (1976).

Resolution of the transmitted image has generally not been a problem at the cable-connected monitor locations, except that very small print set in very wide columns can be difficult or impossible to transmit adequately (e.g., the management frames of the Poisindex system, which as projected have less than ⅛ in. type in 12 in. wide columns). The lower resolution of the microwave transmission system has been a problem on occasion, however, as has interference from microwave broadcasts on another channel.

Although the DPIC provides 24-hour, seven-day-a-week drug and poison information, the television project operates on weekdays only, due to its primary mission as a research rather than a service project. Requests for information may be received directly by the Resource Room staff or as incoming calls to the DPIC which require in-depth literature searches or the specialized resources and expertise available in the Resource Room. Because of the transfer of information requests to the Resource Room from an existing service (DPIC) when the project began, the television project was able to begin operation with a reasonable number of inquiries each week and continues to receive many of its requests in this way. The Drug Information via Television project is staffed full time by a pharmacologist and a librarian. Queries are handled somewhat at random by these two staff persons depending on such factors as who takes the question from the requester, who is least busy at the time, or how soon an answer is needed. One person often asks the other for assistance if his/her expertise is needed.

Data Collection and Evaluation

Each time an inquiry is handled by the Resource Room staff, a detailed data collection form† is completed, which both facilitates handling the inquiry and provides the research data for this project. These data are subsequently coded and entered into computer storage for retrieval and analysis. Results from such analyses are included in this paper.

In addition to data collected on each question documentation form, several other methodologies are used to assist in evaluation. An extramural evaluation team has visited the project twice, sharing opinions and providing suggestions to the researchers involved. An annual questionnaire has been distributed three times to a sample of all medical professionals in the Medical Center. It attempts to assess needs for drug information, to identify the sources commonly used to satisfy those needs, and to measure awareness and use of the television project. After more than two years of project operation, a consultant psychologist conducted lengthy unstructured interviews with 10 users in order to obtain subjective reactions to and opinions about the service.

Results and Discussion

The following results are based on 2,294 uses of the system (questions researched) between Jun 1, 1975 and May 31, 1977, including 460 questions in which TV was used to help convey the answer to the user. Despite academic year fluctuations, total use has generally been increasing over the two years of the project; during the first year of operation the average was 88 questions/month, while during the second year it was 103 questions/month. While the level of TV use has also varied considerably, it has averaged about 19 uses/month during the two years. There is no significant variation with respect to the day of the week on which requests are received. With respect to time of day, the heaviest load is in the late morning hours, which may be related to questions raised by ward teams during morning rounds and referred to the project for assistance.

Table 1 shows the types of professionals who have used this service; there is little difference between users overall and users for whom TV is used to provide information. Physicians and pharmacists are the most frequent users, accounting for nearly 60% of all use.

Table 2 summarizes the various uses for which information was requested, as

†Copies of the form are available from the authors.

Table 1. Users of the Drug Information Project

	All Cases (%)	Cases Using TV (%)
Pharmacists	31.3	29.3
Physicians	25.8	22.6
Nurses	21.2	24.8
Medical students	2.4	3.5
Other users*	22.0	24.1

*Other users include Pharmacologists with the DPIC, non-M.D. researchers, employees of various government agencies, and laypersons.

Table 2. User Application of Information

Information Uses	All Cases (%)	Cases Using TV (%)
Select patient treatment approach	50.0	57.6
Change patient treatment approach	2.0	4.0
Explain observation(s) in a patient	15.2	15.7
Add to personal knowledge	13.0	9.2
Teaching	7.9	6.5
Research	2.5	0.4
Other uses	9.3	6.5

• •

stated or implied by the users. About 67% of all queries are for information relating to therapy of a particular patient; this percentage is even higher (77%) for TV calls. This is seen as a result both of the project's association with DPIC and of the locations of the monitors in patient care areas.

Table 3 presents information on the use or nonuse of television during the two years of the project. When monitors were available, they were used 46.2% of the time. When a monitor was available but not used, the usual reason was that the information provider felt that there would be no benefit in using TV due to the nature of the information being conveyed, such as

Table 3. Television Usage

	% of Total Cases	% of Cases when TV Available
TV Used		
Suggested by provider	7.4	17.0
User suggested or called from monitor location	12.7	29.2
	20.1	46.2
TV Not Used		
No monitor available	37.8	—
Provider felt TV not indicated	21.1	48.6
User came to Resource Room	18.8	—
Near monitor but not convenient	1.1	2.6
Equipment down	1.0	2.3
Emergency, no time for TV	0.1	0.3
	79.9	53.8

• •

short, simple answers which are just as easy to convey using telephone only. Inquiries for which no TV monitor was available were handled over the phone two-thirds of the time and in person in the Resource Room one-third of the time.

Use of the project from the various monitor locations is shown in Table 4; data are presented both for the entire project period and separately for the second year of operation. Monitors were installed and first available to users at various times during the first year of operation, with only the one on the medical service floor of CGH (DPIC office) available for the entire two years; all 15 were available throughout the last year.

The monitor on the medical service floor of CGH, a university-administered teaching hospital, is in a setting where medical personnel have direct access to several information intermediaries, e.g., clinical pharmacists, a clinical toxicologist, and DPIC personnel. In order to compare usage of the project TV system in such a setting with that which occurs in a hospital medical service unit not having such resources, a monitor was installed in

Table 4. Television Use by Monitor Location

Location	Total Use (%)	Use June 1976–May 1977* (%)
CGH 7th floor (Medical and DPIC)	76.3	66.2
Children's Hospital ER	9.1	7.4
VA Hospital pharmacy	8.0	16.7
CGH ER	4.8	8.3
Good Samaritan Hospital	1.1	0.9
Other 10 local hospitals	0.7	0.5

*Time period during which all monitors were available for use.

Table 5. Types of Questions Received

Question Type	All Cases (%)	Cases Using TV (%)
Drug toxicity and its management	28.6	28.0
Identification of drugs and chemicals	18.3	22.4
Side effects/adverse drug reactions	15.4	18.7
Drug utilization/therapeutics	15.4	15.9
Pharmacodynamic factors	8.1	6.5
Drug interactions and incompatibilities	6.1	4.3
Sources of drugs and chemicals	2.8	0.7
Safety of drugs	2.4	1.5
Non-drug questions	2.9	2.0

the Cardiac Intensive Care unit of a community hospital, Good Samaritan Hospital. Use at Good Samaritan has been low, as has use from the other 10 community hospitals, partly due to lack of enough publicity efforts, lack of experienced users in these locations, and less than optimum monitor locations in many cases. The lower resolution of the signal transmitted to these locations via microwave has also been a problem in some instances, when material designated to be shown to users in these locations could not be read.

Questions Received and Response Time

Table 5 shows the frequencies with which various types of questions are asked, both overall and for those cases in which TV is used in conveying the answer. The distributions are essentially similar, indicating that similar questions are posed from TV locations as are asked in general. The confounding variables of TV availability and provider judgment prevent any conclusions at this time about which types of questions might be most amenable to the use of visual information.

With respect to the total time required by all staff to research and answer questions presented to the project, 38.4% of the questions required less than 10 minutes, 27.1% required 10 to 30 minutes, 25.6% required 30 minutes to two hours, 8.0% two to eight hours, and 0.8% more than eight hours to answer. Time needed to provide an answer to the requester using TV transmission was less than five minutes in 54.6% of cases, 5 to 15 minutes in 30.0%, and more than 15 minutes in 15.4%.

For several months during the second year of the project, a study of response times was made using clocks to measure more accurately the transmission times used to provide answers for questions using the various communication methods available (phone, television, in person in Resource Room). Data were obtained for 417 requests and are summarized in Table 6. It is interesting to observe that the conveyance time using TV and the conveyance time using phone only when TV is not available are approximately the same at about eight minutes. However, the conveyance time using phone only because the information provider felt there was no need to use TV is considerably less, about 2½ minutes. An intermediate value (about five minutes) is seen for questions answered in person in the Resource Room, as might be expected because queries handled in person are a mixture of both the short answer type and the types requiring longer discussion and examina-

Table 6 Time Required to Convey Answer

Conveyance Method	Time Required (minutes) avg.	range	Resources Conveyed avg.	range	No. of Cases
Television	8.7	0.5–33	2.6	1–9	81
Phone, user unwilling to go to monitor	6.4	4–12	2.5	1–4	4
Phone, no monitor available	7.3	1–24	3.0	0–15	117
Phone, provider felt no need for television	2.4	0.2–15	1.5	0–8	150
In person in Resource Room	5.2	0.5–21	5.4	0–30	65

Table 7. Information Providers (Actual)

Provider(s)	All Cases (%)	Cases Using TV (%)
Pharmacologist only	43.7	41.1
Pharmacologist and librarian	28.9	34.6
Librarian only	21.4	20.4
Pharmacologist and others*	2.4	1.5
Pharmacologist, librarian and others*	1.4	1.1
Others only*	1.2	0.9
Librarian and others*	1.0	0.4
Total Pharmacologist Involvement	**76.5**	**78.3**
Total Librarian Involvement	**52.7**	**56.5**

*Others include: residents in the Doctor of Pharmacy program, pharmacy students, and DPIC personnel (nurses and secretaries).

• •

tion of resource literature. These results imply that whatever utility is seen by both users and information providers in the use of television in the communication process is not result of a simple time savings.

Resources Used

There is considerable data regarding the more than 11,000 separate uses of nearly 800 resources consulted in trying to answer questions, the usefulness of the various resources, and the means by which their information was transmitted to the user. A preliminary analysis of this data has shown that the mean number of resources consulted per request was 4.9, the median 3, the mode 1, and the range 0 to 41. Forty-seven percent of all resource uses were of those materials housed in the project Resource Room, 51% were of the collection of the Health Sciences Library. By type they were 38% monographic materials, 27% journals, 12% abstracting and indexing services (such as deHaen Drugs in Use, Index Medicus, FDA Clinical Experience Abstracts, Science Citation Index, and others), 12% original files collected during the 10 years of the operation of the DPIC, 9% microfiche services specializing in poison control information, and 2% contact with drug companies or local subject authorities. More detailed information about the resources and their usefulness is being prepared for separate publication.

Providing the Information

An analysis of the person(s) providing the information (i.e., researching the question) is summarized in Table 7. The pharmacologist was involved in a total of 76.5% of the questions and the librarian in 52.7%. A study covering 523 information requests attempted to define the person or persons (pharmacologist, librarian, or both) who would be necessary or ideal to research and answer the questions as opposed to who actually did so. As judged by the pharmacologist and librarian involved, 67% of the questions could have been han-

Table 8. Processes Involved in Providing Drug Information

	Someone	Pharmacologist	Pharmacologist and Librarian	Librarian	Others
			(percent of requests)		
Obtain additional pertinent information not stated by user	30.5	29.7	4.2	15.7	17.4
Refine question	10.2	9.5	0.1	4.2	19.6
Search Resource Room references	92.1	86.8	66.4	84.4	71.0
Search library references	60.0	54.7	44.2	57.6	60.1
Suggest other pertinent or related questions	20.3	24.6	0.6	2.2	15.9
Interpret complex literature	17.9	19.4	2.9	6.5	16.7
Refer question elsewhere	2.9	2.3	0.3	2.3	0.7
Other	12.2	12.2	2.0	5.6	9.4
Number and percent of requests in which person(s) involved	2,294	1,755	697	1,209	138
	100.0%	76.5	30.4	52.7	6.0

dled by either person, 26% required the expertise of the pharmacologist, 2% that of the librarian, and 5% the cooperative efforts of both. A manuscript which is in preparation deals more extensively with findings regarding the roles of drug information providers.

Table 8 shows the processes involved in providing the answers to questions received, as well as a breakdown of these processes for pharmacologist, librarian, and other providers. Nearly all questions required a search of one or more of the Resource Room references, and three-fifths required searching library resources. In about one-third of the cases it was necessary for someone to obtain additional information from the user in order to best handle the question, and other types of intellectual input were required in 10–20% of cases.

Measures of Evaluation

Ideally, one would like to be able to measure the impact on patient care of an information system such as this one. However, such measurements are difficult to obtain and are subject to broad individual interpretation. It has been the authors' feeling that ratings by both the providers of information and the users of the information reflect the usefulness of that information and the value of television as a means of communicating it.

For the first nine months of the project users were asked whether or not they felt that TV has facilitated communication; 89.7% of the first 126 users of the TV system felt that it had. Subsequent to this, those providing the information by using the television system (i.e., the project staff) were asked to rate its usefulness in communicating the information required for each particular question on a five-point scale and those receiving the information via television were asked to rate the contribution of the television (i.e., visual information) to the communication process on a slightly different five-point scale. The results of both ratings are summarized in Table 9. Most ratings of the usefulness of TV have been favorable, and there is good correlation between provider and user ratings, with 79% of providers rating the contribution of television as excellent or good and 74% of users rating it as essential or very useful.

In addition to these ratings, the users of the service were asked to rate the service and the information they received on a scale of very helpful, satisfactory, or poor. The users rated the service very helpful 88.3% of the time, satisfactory in 11.7% of cases, and none rated it poor. The information received was rated very helpful

Table 9. Ratings of Television Usefulness

Provider Ratings	(%)
Excellent	42.8
Good	36.5
Fair	15.9
Poor	2.8
Not useful	2.0
User Ratings	**(%)**
Essential/Critical	20.0
Very useful	53.8
Useful	19.3
Minimal usefulness	4.9
Not useful	2.0

Table 10. Provider Ratings of Information

	All Cases (%)	Cases Using TV (%)
Excellent	44.0	56.5
Good	36.8	33.3
Fair	9.9	7.0
Poor	2.4	0.2
No pertinent information found	5.6	3.0
No information conveyed to user	1.3	—

in 75.9% of cases, satisfactory in 19.9%, and poor in 4.2%.

For all questions the provider rates the overall pertinency of the information found and conveyed to the user. These data are shown in Table 10 both for all questions and separately for those in which TV was used. It can be seen that ratings are somewhat higher when TV is used, indicating that providers usually do not try to use TV when they have found no or poor information in response to a question. Grouping the lowest ratings gives us a failure rate of under 10%—8% due to finding poor or no information and less than 2% to the failure of the user to return for the information. The corresponding failure rate for calls using TV is only 3.2%.

Conclusions

Project staff's experiences with this project over the last two years indicate that television seems to make a measurable contribution to the effectiveness of the interactive communication process, at least with respect to our drug information model. The fact that television was used in nearly half of the cases where a monitor was available to the user plus the fact that both the providers and users felt it facilitated communication in up to 90% of the cases lead to the conclusion that this additional communication medium is perceived as beneficial to the exchange of drug information. The exact nature of these benefits remains to be explored more fully, however. Apparently timesaving per se is not accomplished, except to the extent that use of the television service might substitute for a trip to the library, but other possibilities raised in the user interviews include accuracy of the information conveyed, the ability of the user to make his/her own interpretation of materials he/she is able to view, more comprehension and better retention of information the user has read or seen for him/herself, and other factors relating to the quality of the interaction.

Some insight into the possible reasons for nonuse of television from the 11 locations in community hospitals has also been obtained. The use trends for TV seem to indicate that the visual medium is used more frequently as individuals gain experience with the system. We also know that a considerable proportion of the use of our project comes from a relatively few frequent, experienced users. Thus, some of the lack of use can be attributed to lack of experience with the television system in these hospitals, to the fact that no intensive publicity program has been conducted to encourage use from these locations and to the lower transmission resolution available in these locations due to the capabilities of the microwave system involved. Data regarding whether such an information service is needed as often in such community hospitals as it is in the teaching hospitals of the Medical Center is also not available. There has been some use via telephone from emergency rooms of local hospitals, including that at Good Samaritan, but monitors are not located convenient to these emergency rooms and so have not been used in these cases.

Another technology capable of providing visual information such as has been described is the telefacsimile copier. A detailed comparative cost analysis has not been performed, but the acquisition cost of telefacsimile equipment for transmission to five locations would be at least as much as the cost of our present television system. The television system provides immediate real-time transmission and requires no special preparation of materials to be shown. A telefacsimile copier, on the other hand, requires several minutes to transmit each page of information, and many materials must first be photocopied; it does, however, provide a copy of the transmitted material for the user to keep.

The exploration of television as a medical information communication medium is an interesting and challenging undertaking. Many questions remain to be answered, but the Drug Information via Television project has provided much basic information about such a model medical information communication system which can be used in planning similar service systems or further research studies and has helped to define what additional questions need to be asked and what other areas need to be explored in future research of this nature.

Received for review Jun 24, 1977. Revised manuscript accepted for publication Jan 15, 1978.

SPRINGER

Sandra J. Springer is drug information librarian, Health Sciences Library; Dr. Robert A. Yokel is project coordinator, Drug Information via Television Project; Nancy M. Lorenzi is director, Medical Center Libraries; Dr. Leonard T. Sigell is director and Dr. E. Don Nelson is associate director, Drug and Poison Information Center, University of Cincinnati Medical Center, Cincinnati, Ohio.

The Sparks Map Collection

Barbara Berthelsen

Cornell University Libraries, Ithaca, N.Y. 14853

■ In 1872 the Cornell University Library acquired the library of the American historian Jared Sparks. The Sparks collection consists of more than 5,000 volumes and several hundred maps including some 45 manuscript maps of the American Revolution. Among the cartographers represented are Fleury, Capitaine du Chesnoy, Grenell, Machin, Nicoll, and Erskine. Three plans mentioned by Lord Stirling as accompanying his report in letter form written to George Washington in June 1776 are among the maps included. The Fleury maps are of the besieged Fort Mifflin in Pennsylvania and are dated Oct 9, 14, and 16, 1777. The Capitaine du Chesnoy maps are copies made "under the eye of General Lafayette" during a visit by Sparks to Paris in 1828.

JARED Sparks was born in 1789, the year George Washington was inaugurated president of the United States, and he died in 1866. Had he lived 10 years longer he would have participated in the celebration of the Centennial of the American Revolution in which he had a unique interest far in advance of his time. For Jared Sparks devoted more than half his life to the seeking, collecting, organizing, and publishing of documents concerned with the revolution and the men who made it. By 1826 he was absorbed in the work which was to make his reputation as an historian: the publication of the writings of George Washington, which appeared in 12 volumes between 1834 and 1837. The research was conducted with the attention to detail and devotion to primary sources which was to characterize all his work. In a letter to A. H. Everett written from Boston on Sep 12, 1826, he described his methods:

> During my tour [of four months to Georgia and back by land] I have examined the public offices of every State south of New York, looked over all the files of Revolutionary correspondence and the journals of that period, and have procured copies of everything most valuable. I am shortly to set out on an expedition through all the New England States for the same purpose; and also to collect many similar papers, to be found in different parts, which belonged to major-generals and other public men (*1*, p. 509).

It is impressive to remember that while he was collecting letters for the Washington volumes, he was collecting and editing the documents contained in the 12 volumes of *The Diplomatic Correspondence of the American Revolution,* published in 1829–1830. In order to obtain this material, he was in Europe from mid-April of 1828 until early April of 1829, engaged in selecting items to be copied from the archives of France and Great Britain which he was, in all probability, the first American to enter. It should also be borne in mind that "copies" in the 1820s meant handwritten copies at the rate of anywhere from 4 cents to 20 cents per page—a page being 90 words. Further, the number of man-hours spent merely in getting from one place to another was staggering. Leaving Fredericksburg, Virginia at 1 a.m. by stagecoach, Sparks arived at Richmond, Virginia, a journey of 70 miles, at 3 p.m. Liverpool, England was 20½ days away from New York, but his return trip in 1829 took 37 days. The volume of work accomplished under such conditions seems all the more impressive.

Further evidence of his meticulous research is found in his introduction to volume 2 of the *Writings of George Washington:*

> The plans of battles and military movements, which are occasionally inserted for a better understanding of the text, have been compiled from the best drawings that could be procured, as well English and Franch as American. In this design I have been specially aided by a series of manuscript drawings in the possession of General Lafayette, which were taken by a French engineer attached to his staff, and which are executed with scientific accuracy and beauty. Some of the old drawings, published at the time in London from imperfect sketches and surveys, I have been able to correct by the documents, to which I have had access, and by actual inspection, *having personally visited nearly all the localities,* which were the theatre of the chief operations of the American revolutionary war. No pains have been spared to give these plans all the accuracy, of which they are susceptible on so small a scale, and with the present means of information. (italics added)

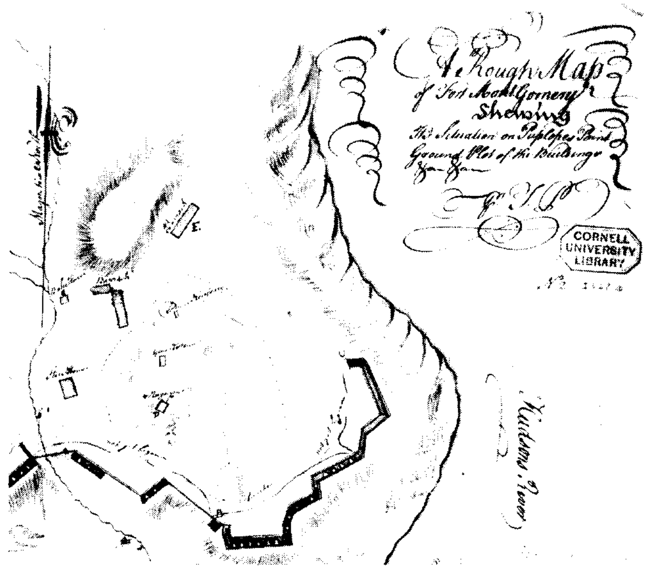
Manuscript Maps of the Revolution

In the course of seeking out and making selections from the vast amount of material for these two monumental works, Sparks had become a pioneer in the purchase and collection of manuscript Americana. Upon his death in 1866, his personal library (apart from the volumes of bound historical manuscripts and 60 volumes of correspondence and journals) was offered for sale and acquired by Cornell University in 1872. The printed catalog lists more than 5,000 volumes, many relating to American history, and several hundred maps, including 45 manuscript maps, of the American Revolution. In the "Maps" section of the Sparks catalog, these 45 maps are grouped together under the heading "Washington. Military plans drawn during the Revolution." The heading serves to keep together items obviously considered to be of great value and interest, but in actuality only one of the items is drawn by Washington and relatively few of the manuscripts were actually drawn during the revolution. Several are early nineteenth-century copies of eighteenth-century manuscripts and 11 bear the description ". . . MSS maps of great interest, as being apparently copied, combined, or made for Mr. Sparks." These are wall-map size, drawn on cheap paper with India ink and bold colors, sectioned and mounted on muslin. They seem to have been used as lecture illustrations.

Figure 1. Thomas Machin's map of the Hudson Highlands. Forts Montgomery and Clinton are shown at the lower left opposite the prominence known as Anthony's Nose.

The single item by George Washington is also the only item not concerned with the revolution. It is entitled "a sketch of the situation at Ford Cumberland" and was probably done in 1755 when he was 23 and serving under the command of General Braddock. Forts Cumberland and Necessity and the road between them,

Figure 2. This "Rough map of Fort Montgomery" is the second of three maps mentioned in the letter of Jun 1, 1776, from Lord Stirling to George Washington concerning the state of fortifications in the Hudson Highlands.



known as Braddock's road, were essential in Washington's eyes to the ultimate regaining of Fort Duquesne (now Pittsburgh) and to the defense of the Western frontier in the French and Indian War. Notes on the map in Washington's hand identify the Block House, the "New Store," Will's Creek, and the "Road toward Fort Duquesne."

Although these 45 maps were until recently described only in the four-page printed list in the *Catalogue of the Library of Jared Sparks*, word of their whereabouts spread and they have been much consulted by scholars in the field. In 1969 a booklet was published by the Constitution Island Association, Inc., of West Point, N. Y., entitled, *The fort that never was—a discussion of the Revolutionary War fortifications built on Constitution Island, 1775–1783*. The author, Merle G. Sheffield of the United States Military Academy at West Point, requested permission to use six of the Sparks maps in this publication. He was able to inform us that a view which Sparks had identified as Fort Montgomery was actually a very early view of Fort Constitution, when compared with other views and diagrams of both forts. These two forts were constructed in the area known as the Hudson Highlands.

Lord Stirling's Plans

Early in the war, in May 1775, the Continental Congress resolved to fortify the Hudson Highlands, and over the next two years surveyors and engineers were sent to select the best sites and construct suitable works. It was obvious from the first that West Point, Martlaer's Rock (now known as Constitution Island), and the Popolopen Creek area were all logical choices. Forts Montgomery and Clinton were built on either side of Popolopen Creek to guard the barrier chain laid across the Hudson at that point. The erection of Fort Constitution, as the construction on Martlaer's Rock was to be named, moved at an irregular pace, and in February of 1776 the Continental Congress passed a resolution that the "[works] already erected there be supported and garrisoned." In April, Benjamin Franklin, a chance visitor, reported that the resolution had not been implemented, whereupon George Washington commissioned

Lord Stirling (Brigadier General William Alexander) to report upon the state of fortifications in the Highlands.

Stirling wrote an exhaustive report in letter form to Washington in which he refers to three accompanying plans. These three plans found their way into Jared Sparks' library and are now in the collection of the Cornell University Library. Two are of Fort Constitution, the third is of Fort Montgomery. All were used as illustrations in *The Fort that never was,* where they accompany the complete text of Lord Stirling's letter.

Fleury's Maps

A number of these manuscript maps are by French military engineers. Among the most distinguished was François Louis Tesseidre de Fleury who, because of a misreading of his penmanship, is sometimes referred to as Major Henry. He was a distinguished and courageous officer. After having a horse shot from under him at the Battle of Brandywine in 1772, Congress, in a testimonial resolution, awarded him another horse. In July 1779, after the Battle of Stony Point, he was voted one of only eight Congressional medals bestowed during the nine years of war and the only one awarded to a foreign officer.

In October 1777, Fleury was at Fort Mifflin in Pennsylvania. The Sparks maps include four sketches of this besieged fort and the positions of its besiegers, dated the 9th, 14th, and 16th of October. The other sketch is undated. Fleury's comments, inserted in French and imperfect English in the margin or on the verso of these manuscripts, give a vivid picture of life in a besieged fort.

On one, the author says he has sketched his map while seated "on a gun carriage, without rule, compass or measure," and he fears it is but an approximation, interrupted as he was by two bombs, one of which carried away his 'escritoire.' The other furrowed the place where he sat. On another appears this graphic note: "The engineer, author of this imperfect draugh, begg indulgence for it; considering that he has not paper, pen, rule, neither circel, and being disturbed by good many shells or cannon's balls flying in the fort." These maps were part of a journal kept by Fleury and sent to Washington daily.

Capitaine du Chesnoy's Maps

Another Frenchman involved in the mapping of the American Revolution was Michel Capitaine du Chesnoy, one of Lafayette's three aides, whose principal duty was to record in maps the engagements in which Lafayette took part. When Sparks was in France in 1828 gathering documents from the Archives des Affaires Etrangères, he was invited by Lafayette to La Grange where he stayed for more than two weeks. He wrote in his Journal: "The general has beautiful drawings of all the actions in which he was engaged in America, also a map of the Virginia campaign, taken at the time . . . All these he allowed me to bring away from La Grange, to procure them to be copied in Paris. I have left them with Mr. Daniel Low . . . who will have them all copied for me under the eye of General Lafayette."

These very fine manuscript copies of Capitaine's maps are now part of Cornell's collection. They concern the battles of Barren Hill in Pennsylvania, Gloucester (near Philadelphia), Monmouth, Yorktown, and two maps of the retreat from Rhode Island. Several of them are described erroneously in the catalogue as being "apparently by Légende."

Erskine's Maps

The collection also includes two manuscript maps signed by the eighteenth-century surveyor Robert Erskine. In July 1777 Erskine was appointed Geographer to the Army with responsibility for surveying any terrain over which the Army might march. By February 1780, when he died, he and his small group of assistants had accounted for more than 250 maps mostly of New York, New Jersey, and Pennsylvania. Most of these maps are at the large scale of an inch to a mile. Subsequently the large scale sketches were incorporated into "contractions" at scales varying from 2 to 8 miles to an inch. In the earlier mentioned 11 "autographs" given to [Sparks] by Colonel Washington when he took away General Washington's papers, number 9 is identified as "Sketch map of roads about Springfield, New Jersey." It is untitled, though signed by Erskine. On the verso it has a number, "111," and a pasted label in one corner with the words: "This map comes from the Washington Study and I presume was kept [here?] with the others. But I have no immediate recollection of it."

The other Erskine map, entitled, "a plan of Nicoll's hill and lands adjacent," is of an area on the Hudson River near "Polonan's Island" and shows greatly detailed soundings which cross the River in a straight line from an unnamed Fort to the island. This would seem to indicate a location considered, if not actually selected, for a 'chevaux de frise,' a submarine barrier laid across the river to obstruct shipping. On its verso this map is numbered "1C." Most of the 250 Erskine maps are in the New York Historical Society which also has a numbered descriptive listing of his maps in Erskine's hand. The list is printed in Peter Guthorn's *American Maps and Map Makers of the Revolution.* It is interesting to note that in the list, number 1C is untitled and marked "missing." Map 1D on that list is another map of Nicoll's hill. Number 111, on the other hand, which Sparks had titled "Sketch map of roads about Springfield, New Jersey," is described by Erskine himself as "Contractions in the Jerseys (12 miles to an inch) Amboy, Brunswick, Pluckemin, Morristown, Newfoundland, Charlotteburg, Paramus." It is also marked "missing." The inference is strong that these two maps, missing from the New York Historical Society's collection, were acquired by Jared Sparks in his searches for manuscript Americana. Because of Cornell's purchase of the Sparks maps, they are now prized items in the collections of the Cornell University Library.

Conclusion

Even in his time Jared Sparks was the subject of much criticism, especially regarding his editorial practices, which are not considered in this paper. But in these years that we remember our nation's Bicentennial, we should be grateful to Jared Sparks, who said in the earlier mentioned letter to A. H. Everett, "I have got a passion for Revolutionary history." In the words of his biographer, Herbert B. Adams:

> Jared Sparks was the first great discoverer of the original sources of American history by means of travel and research. In him the spirit of the independent explorer of new fields can never be separated from that of the editor, the biographer, and the historian. His tours of historical inquiry throughout the United States and Canada; his repeated visits to European archives; his constant collection of fresh materials for American history, materials which, through his own and others' labor, have now entered into the very substance of American historical literature,—all this is better understood when Jared Sparks is viewed in the light of an original discoverer, an investigator, and a pioneer (*1*, p. 373).

Literature Cited

1. Adams, H. B. / *Life and Writings of Jared Sparks.* v.1. Boston, Houghton Mifflin, 1893.

Received for review Mar 28, 1977. Manuscript accepted for publication Dec 19, 1977.

Barbara Berthelsen is map librarian, Cornell University Libraries, Ithaca, N. Y.

Sources of Information for Selling to the Federal Government

Michael Keating

Penton/IPC Publishing Company, Cleveland, Ohio 44113

■ This paper provides librarians and business people with names, descriptions, and ordering information on books, periodicals, newsletters, and other publications (both government and non-government) that provide guidance for marketing products and services to the federal government. Organizations that can provide guidance are also listed.

WHERE do individuals or companies go for information if they want to sell their products or services to the federal government? As federal government outlays for goods and services continue to grow [from $130.1 billion in 1976 to a projected $151.5 billion in 1977 *(1)*, with continued growth predicted in the future (*2*, p. xvi)], more and more business people will be asking themselves (and librarians) this question.

Library of Congress Subject Headings (8th ed., 1975) has no heading "Selling to Government," but under "Purchasing" it states, "Works on purchasing by government agencies are entered under the heading Government purchasing." Under this heading (and in some libraries under the heading "Buying, Government") a number of useful handbooks and how-to-sell-to-government books can be found. In *Subject Guide to Books in Print 1976*, the most appropriate heading to check under is "Government Purchasing."

Another source of information that librarians unfamiliar with the topic might check is Sheehy's *Guide to Reference Books* (9th ed., 1976). Besides listing some useful marketing bibliographies, this volume describes Aljian's *Purchasing Handbook (3)* which covers many aspects of public procurement that business people will be concerned about.

Other valuable handbooks that provide information on selling to the federal government include: *Marketing to Governments (4), The Businessman's Guide to Washington (5), The Businessman's Guide to Dealing With the Federal Government (6), How to Create a Winning Proposal (7),* and *How to Sell to Government (8)*. This last handbook include chapters on how top salespeople operate in selling to the federal government, effective market research, and public purchasing laws, regulations, and rules; it also lists dozens of trade publications that serve the government market, trade and government associations, and federal government publications. A *Journal of Marketing* (January 1975) review of *Marketing to Governments* notes that it "provides an overview of the buying processes that various government (emphasis on federal) agencies might employ." *The Businessman's Guide to Dealing With the Federal Government* includes a number of useful features, including descriptions of pitfalls involved in submission of bids and contract administration (noted in a bibliography on government purchasing found in the Brooklyn, N.Y. Public Library's *Service to Business & Industry,* November 1976). *How to Create a Winning Proposal* provides a systematic overview of the government procurement network and checklists covering the entire proposal process.

Government Publications as Sources

Probably the fastest and most direct way to get information on selling to the federal government is to check the vertical file for government brochures, pamphlets, and other publications. The Small Business Administration (SBA), General Services Administration (GSA—the agency that serves as the purchasing agent for Uncle Sam—it buys most of the products and services common to the needs of all U.S. agencies in the federal government), Department of Defense, Environmental Protection Agency, National Aeronautics & Space Administration, Treasury Department, and a number of other federal agencies issue booklets with titles such as *Selling to the* . . . or *Doing Business with* . . . that guide the business person in selling products or services to that particular agency. Three examples of this kind of publication are the Postal Service's *Selling to the Postal Service (9),* GSA's 25-page *Government Business Opportunities (10),* and SBA's 28-page *Selling to the U.S. Government (11).* Besides those listed at the end of this article, other locations where these booklets may be obtained include federal information centers, field offices of the U.S. Department of Commerce, and Action/Peace Corp/Vista offices.

A more comprehensive booklet, similar to those listed above, is SBA's *U.S. Government Purchasing & Sales Directory (12),* which provides an overall view of the contracting process and lists major federal purchasing offices (including military services) and what they purchase.

Other government publications of interest include: *Commerce Business Daily (13),* which lists civilian agency procurement invitations for items or services costing $5,000 or more and military items over $10,000; the *U.S. Government Manual (14),* that lists appropriate agencies under "Procurement"; and the *GSA Supply Catalog (15),* which describes 20,000 common-use items carried at GSA supply depots. Additionally, GSA offers the *Guide to Federal Specifications and Standards (16),* which describes the government's specifications used in purchasing products, and the *Federal Buying Directory (17),* an alphabetical-by-agency listing of federal purchasing officials in Washington, D.C.

The aforementioned items are listed in many indexes and bibliographies, including: SBA's *Survey of Federal Government Publications of Interest to Small Business (18), Guide to U.S. Government Publications (19),* the *Monthly Catalog of U.S. Government Publications (20), Selected U.S. Government Publications (21)* and the *PAIS Bulletin (22).*

Trade Group and Professional Organization Sources

Trade groups and professional organizations, such as the National Institute of Governmental Purchasing (NIGP), the American Public Works Association (APWA), and the Computer and Business Equipment Manufacturer's Association (CBEMA) produce a steady stream of information that is useful for businesses that want to sell products to the federal government. *The Washington Information Directory 1977–1978 (23)* lists a number of similar organizations.

The Washington, D.C.-based NIGP, which, according to the *Encyclopedia of Associations* (9th ed., 1975) has 650 members who represent many government purchasing departments and buying agencies, issues the quarterly *The Public Purchaser* and the monthly *Letter Service Bulletin* that report on trends in government purchasing. NIGP's annual conference and product exposition (1978 conference will be in Toronto, Oct 14–18) is one of the best ways companies can display their products and services to government purchasing officials. In addition, the conference enables business people to keep abreast of new developments in public purchasing; businesses that exhibited at the 1977 conference participated in seminars on federal procurement data systems, energy priorities, and other important topics.

Many of the Chicago-based APWA's 16,550 members are federally employed engineers and administrators—people who frequently specify and/or order the purchase of goods and services by the federal government. Equipment manufacturers may become associate members of this organization. The monthly *APWA Reporter*, a huge reference library, professional committees, and *Recent Publications on Governmental Problems* (the Joint Reference Library's index that the APWA and other associations support) are four APWA sources where businesses and librarians can get fresh information on selling products to the federal government.

CBEMA, based in the nation's capital, compiles a wealth of government marketing data among its member businesses. In addition, it sponsors an annual one-day meeting where company representatives participate in a dialogue with GSA officials regarding changes in federal procurement policies relating to computers and business equipment.

Newsletter and Magazine Listings

Many newsletters and magazines provide a vital source of information for businesses interested in marketing to the federal government. Two are *Communique (24)*, described in the *Congressional Record* as "one of the country's most prestigious business publications," and *Government Purchasing Outlook (25)*. *Communique* includes interviews with people in and out of government who play a key role in government contracting and procurement. *Government Purchasing Outlook* provides information on marketing to all levels of government—federal, state and local. Oxbridge Publishing Company's *Standard Directory of Newsletters* (1976) lists other useful newsletters under the headings "Purchasing" and "Business and Industry."

Directories such as *Ulrich's International Periodicals Directory*, *Ayer Directory of Publications*, and Standard Rate & Data Service's *Business Publication Rates and Data* will list magazines like *Government Executive (26)*, *National Defense (27)*, and others that report on federal government procurement news and trends.

Magazines and newspapers are additional sources of information. The May 1977 *Newspaper Index (28)* reported 11 articles from the *Washington Post* under the heading "Government Procurement." The April 11, 1977, *Industry Week* included an article, "Selling to the Federal Government—Is It Worth It?," which described the shortcomings of doing business with the government. The article included a survey of corporate sales managers and listed 32 product areas in which GSA faces a shortage of suppliers.

Other Sources

Some indexes that occasionally cover government procurement and related subjects: *Business Periodicals Index (29)*, *F & S Index of Corporations and Industries (30)*, *Wall Street Journal Index (31)*, *Social Sciences Citation Index (32)*, *Marketing Information Guide—The Annotated Bibliography (33)*, and *The Federal Index (34)*.

The *Visual Search Microfilm File* (VSMF) service from Information Handling Services *(35)* includes a number of constantly updated microfilm/microfiche libraries that could be useful for businesses interested in selling to the federal government. Two of the libraries are: the Government Procurement Service, which contains complete GSA supply schedules, products, suppliers, and price lists; and the Design Engineering Service, which contains a wealth of information on military and federal government product specifications. An important sub-file offered as part of VSMF is the Federal Supply Schedules Service, which provides information on government supply contracts.

A final source of information: consulting firms that advise companies on selling products and services to government agencies. Two firms that fall into this category are Washington Management Group

(Washington, D.C., 202-331-0961) and Professional Associates of Organization Science (Washington, D.C., 202-331-0118). The Washington Management Group assists businesses in a variety of ways, such as helping them get their product on the Federal Supply Schedule. Professional Associates of Organization Science works closely with marketing staffs of several Fortune 500 companies in devising the best strategy for selling products and services to the federal government. Gale Research Company's *Consultants & Consulting Organization Directory* (3d ed., 1976) lists appropriate firms under the headings "Marketing" and "Government Relations."

Literature Cited

1. U.S. Dept. of Commerce, Bureau of Economic Analysis / National Income and Product Tables. In *Survey of Current Business* 57 (no. 10):8 (Oct. 1977).
2. U.S. Dept. of Commerce, Domestic & International Business Administration / *U.S. Industrial Outlook-1977*. Washington, D.C., U.S. Government Printing office. Annual.
3. Aljian, George W., ed. / *Purchasing Handbook* (3d ed.) New York, McGraw-Hill Publishing Co., 1973. 1,200+ p.
4. Hynes, Cecil N. and Noel Zabriskie / *Marketing to Governments*. Columbus, Ohio, Grid, Inc., 1974. 195p.
5. Ruder, William and Raymond Nathan / *The Businessman's Guide to Washington*. New York, Collier Books, 1975. 408p.
6. *The Businessman's Guide to Dealing With the Federal Government*. New York, Drake Publishers, Inc., 1973. 158p.
7. *How to Create a Winning Proposal*. Santa Cruz, Calif., Mercury Communications, Inc., 1977.
8. Brindle, Elwood H., ed. / *How to Sell to Government*. Cleveland, Ohio, Government Product News, 1972. 449p.
9. U.S. Postal Service / *Selling to the Postal Service—Publication 151*. Washington, D.C., U.S. Government Printing Office, 1975.
10. U.S. General Services Administration / *Government Business Opportunities*. Washington, D.C., U.S. Government Printing Office, 1976. 25p. Free at any of GSA's 13 regional Business Service Centers. The Washington headquarters of the GSA at 202-655-4000 can provide addresses and phone numbers of the Business Service Centers.
11. U.S. Small Business Administration, Office of Public Information / *Selling to the U.S. Government*. Washington, D.C., U.S. Government Printing Office, 1973. SBA Publ. no. 115A. 28p. Free at any of the 10 regional and 63 district SBA offices.
12. U.S. Small Business Administration, Office of Public Information / *U.S. Government Purchasing and Sales Directory*. Washington, D.C., U.S. Government Printing Office. Updated periodically. Available for $2.35 from the Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402. Stock no. for ordering is 045-000-00118-1.
13. U.S. Department of Commerce / *Commerce Business Daily*. Washington, D.C., U.S. Government Printing Office. Catalog no. C57.20. One-year subscription through the Superintendent of Documents costs $105 if mailed first class and $80 if sent second class.
14. U.S. Office of the Federal Register, General Services Administration / *United States Government Manual*. Washington, D.C., U.S. Government Printing Office. Annual. Available for $6.50 through the Superintendent of Documents. Stock no. for ordering is 022-003-00924-8.
15. Federal Supply Service, General Services Administration / *GSA Supply Catalog*. Washington, D.C., U.S. Government Printing Office. Catalog no. GS 2.10/6. Costs $20 for a one-year subscription.
16. U.S. General Services Administration / *Guide to Federal Specifications and Standards*. Washington, D.C., U.S. Government Printing Office. Revised periodically. Available free at GSA Business Service Centers.
17. U.S. General Services Administration / *Federal Buying Directory*. Washington, D.C., U.S. General Services Administration. Revised periodically. Available free at GSA Business Service Centers.
18. U.S. Small Business Administration / *Survey of Federal Government Publications of Interest to Small Business*. Washington, D.C., U.S. Government Printing Office. Available for $.45 through the Superintendent of Documents. SBA Publ. No. SBA 115B.
19. Andriot, John, ed. / *Guide to U.S. Government Publications*. McLean, Va., Documents Index, 1977.
20. U.S. Superintendent of Documents /

Monthly Catalog of United States Government Publications. Washington, D.C., U.S. Government Printing Office. One-year subscription, which includes 12 issues, a serials supplement, and semiannual and cumulative indexes, costs $45.
21. U.S. Superintendent of Documents / *Selected U.S. Government Publications.* Washington, D.C., U.S. Government Printing Office. Free from the Superintendent of Documents.
22. *Public Affairs Information Service Bulletin.* New York, Public Affairs Information Service. Weekly with periodic cumulations.
23. *Washington Information Directory 1977–1978.* Washington, D.C., Congressional Quarterly, Inc., $18.
24. *Communique.* Washington, D.C., Federal Publications, Inc. One-year subscription to 26 four-page newsletters costs $120. The same firm issues the *Yearbook of Procurement Articles* (annual) that contains the full text of all available articles on government procurement published in professional periodicals during the preceding year.
25. *Government Purchasing Outlook.* Washington, D.C., Executive Publications, Inc. One-year subscription costs $195. Twice monthly.
26. *Government Executive.* Washington, D.C., Executive Publications, Inc. Monthly. One-year subscription costs $12.
27. *National Defense.* Washington, D.C., American Defense Preparedness Assn. Bimonthly.
28. *Newspaper Index.* Wooster, Ohio, Bell & Howell Micro Photo Division. Monthly.
29. *Business Periodicals Index.* New York, The H.W. Wilson Co. Monthly except July.
30. *F & S Index of Corporations & Industries.* Cleveland, Ohio, Predicasts, Inc. Weekly.
31. *Wall Street Journal Index.* New York, Dow Jones and Co. Monthly.
32. *Social Sciences Citation Index.* Philadelphia, Institute for Scientific Information. Three times a year.
33. *Marketing Information Guide—The Annotated Bibliography.* Garden City, N.Y., Hoke Communications, Inc. Bimonthly.
34. *The Federal Index.* Cleveland, Ohio, Predicasts, Inc. Monthly.
35. *Visual Search Microfilm File.* Englewood, Colo., Information Handling Services.

Received for review Feb 8, 1977. Revised manuscript accepted for publication Jan 13, 1978.

Michael Keating is researcher analyst, marketing research library, Penton/IPC Publishing Company, Cleveland, Ohio.

Patron ID Cards Made Easy and Cheap

Tom Peischl

University of Northern Colorado, Michener Library, Greeley, Colo. 80639

■ Four major problems of academic library identification cards are expense, distribution, timeliness, and validation. By moving from a commercially produced plastic library card to a locally produced paper IBM-type card, this library solved these four library card problems.

IN THE FALL of 1973 the University of Northern Colorado Libraries installed an off-line automated circulation system. The softwear, which was borrowed from another university library having a Control Data Corporation computer, went through refinement and translation to be compatible with an IBM 360/40 using DOS which has since been updated to a 360/135. The hardware used in the library was leased from a data services corporation and is composed of two "C Deck" data receivers, a data recorder, and a controller.

Initial Plastic ID Badge System

Patron identification was facilitated through the initiation of a plastic identification badge system. The university computing center provided a program which abstracted the name and borrowing number (social security or other number chosen by the student) of each student currently enrolled in the university according to the Office of Admissions. New faculty and staff names and social security numbers were retrieved from the master payroll tape by the same program. A tape and printed list, run each quarter at the close of registration, was sent to a commercial vendor who produced the badges for these new students, faculty, and staff. Repetition was avoided since the program also produced a cumulative tape of all borrowing numbers to which a badge was previously issued.

The problems with this system were:

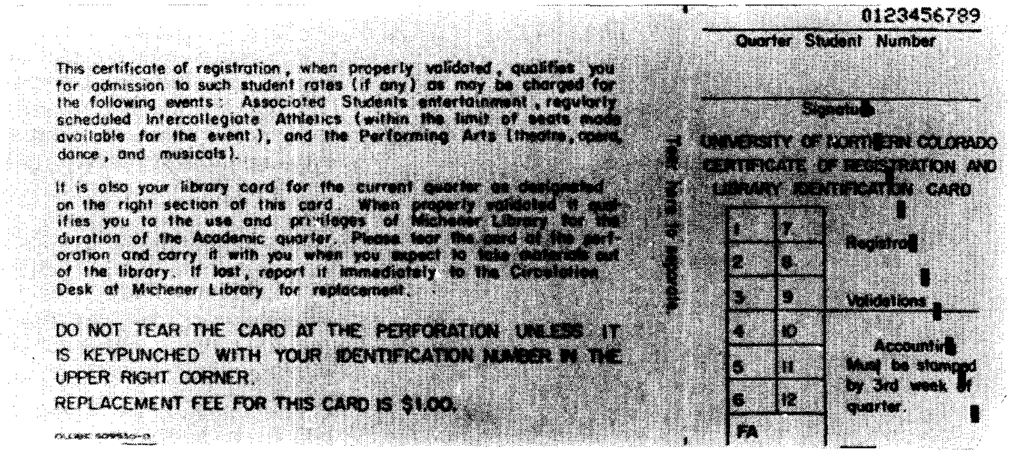
Expense: 26¢ per card, replacements cost the same.

Distribution of Cards: The students did not pick up their library cards, and the registrar refused permission for the library to include them in registration packets.

Timeliness: Registration closed the third week of the quarter. The tape was never sent to the vendor before the quarter was one-third over, and the badges were often returned after the quarter was over.

Validation of Badges: Validating the badges was impossible since the library never knew who was currently enrolled, yet the validation was the responsibility of library staff.

Figure 1. Combination Certificate of Registration/Library ID Card


This certificate of registration, when properly validated, qualifies you for admission to such student rates (if any) as may be charged for the following events: Associated Students entertainment, regularly scheduled Intercollegiate Athletics (within the limit of seats made available for the event), and the Performing Arts (theatre, opera, dance, and musicals).

It is also your library card for the current quarter as designated on the right section of this card. When properly validated it qualifies you to the use and privileges of Michener Library for the duration of the Academic quarter. Please tear the card at the perforation and carry it with you when you expect to take materials out of the library. If lost, report it immediately to the Circulation Desk at Michener Library for replacement.

DO NOT TEAR THE CARD AT THE PERFORATION UNLESS IT IS KEYPUNCHED WITH YOUR IDENTIFICATION NUMBER IN THE UPPER RIGHT CORNER.

REPLACEMENT FEE FOR THIS CARD IS $1.00.

0123456789

Quarter Student Number

Signature

UNIVERSITY OF NORTHERN COLORADO CERTIFICATE OF REGISTRATION AND LIBRARY IDENTIFICATION CARD

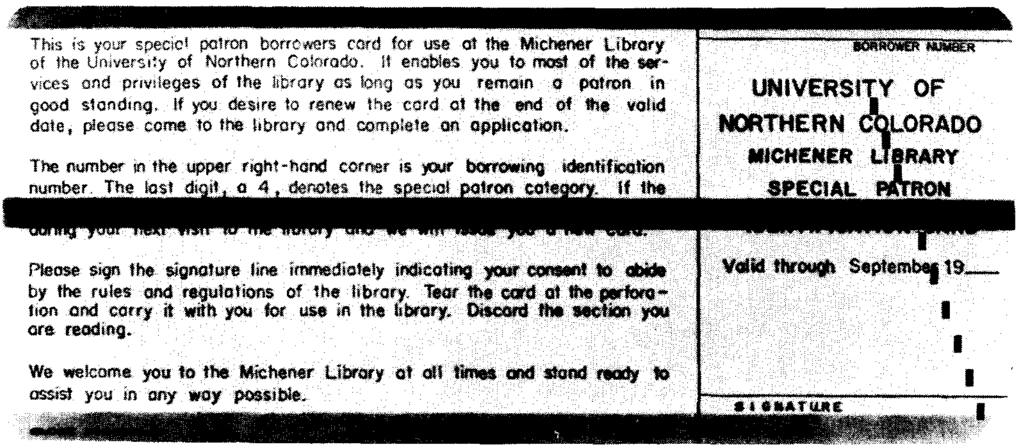
1	7
2	8
3	9
4	10
5	11
6	12
FA	

Registrar

Validations

Accounting
Must be stamped by 3rd week of quarter.

Figure 2. Special Patron Borrowers Card


This is your special patron borrowers card for use at the Michener Library of the University of Northern Colorado. It enables you to most of the services and privileges of the library as long as you remain a patron in good standing. If you desire to renew the card at the end of the valid date, please come to the library and complete an application.

The number in the upper right-hand corner is your borrowing identification number. The last digit, a 4, denotes the special patron category. If the [redacted]

Please sign the signature line immediately indicating your consent to abide by the rules and regulations of the library. Tear the card at the perforation and carry it with you for use in the library. Discard the section you are reading.

We welcome you to the Michener Library at all times and stand ready to assist you in any way possible.

BORROWER NUMBER

UNIVERSITY OF NORTHERN COLORADO
MICHENER LIBRARY
SPECIAL PATRON

Valid through September 19____

SIGNATURE

Updated System

The circulation librarian began negotiations with the registrar in January 1975 to develop a combination certificate of registration (the only student identification previously accepted on campus) and machine-readable library identification card. Agreement was easily reached, and the new paper certificate/badge (shown in Figure 1) was used initially in the summer session of 1975.

The badge, 22 columns of a standard 80-column IBM card, is color coded for each quarter. With few exceptions, the badges come through registration prepunched with the students' identification numbers and the name and date of the current quarter. Replacements for loss, running about 300 each quarter, are initiated in the library, but the student takes the badge to the registrar's office for validation. Replacing these cards has not been too time-consuming for the circulation staff to date. The $1.00 replacement fee charged insures that the new system pays for itself. New faculty still receive plastic identification cards as a service of the library. New staff receive them only by request due to the large yearly turnover.

The advantages of this system are:

Expense: Replacement charges for lost badges will cover the yearly cost for student, faculty, staff, and special patron badges (see Figure 2).

Distribution: Each student registering automatically gets a valid library identification for that quarter in the registration packet.

Timeliness: Current as of the day the student registers.

Validation: The badges are color coded and change each quarter. Replacements are validated by the registrar.

Thus, by moving from plastic identification badges to simple, inexpensive IBM-type cards, four major problems of patron identification badges have been resolved: expense, distribution, timeliness, and validation.

Received for review May 25, 1977. Manuscript accepted for publication Nov 30, 1977.

Tom Peischl is circulation and data systems librarian, Michener Library, University of Northern Colorado, Greeley, Colo.

sla news

CHAPTERS & DIVISIONS

Baltimore—At a Feb 16 dinner meeting, members listened to a talk by Joseph Jensen, librarian of the Medical and Chirurgical Faculty of Maryland, on "How to Relax about Copyright."

Boston—On Jan 20, the Chapter sponsored a mini-workshop on the preservation of materials in conjunction with the Library Binding Institute and the New England Document Conservation Center.

The theme of February's business meeting was "Sources for Research, 1978." An all-day management workshop was held in March.

Chemistry—The Division maintains a card file of chemical trade names which may be useful to members of other Divisions. Information has been taken from trade journals since 1946 and includes, wherever possible, chemical composition and use, manufacturer, and one or more journal citations. Emphasis has been on rubber, plastics, paints, textile, adhesives, and compounding materials. In the last few years coverage has been expanded to other fields, and an annotated list of sources for finding trade names in various categories has been prepared.

This service is available to all SLA members by phone or letter. Contact: Lois W. Brock, Research Library, General Tire and Rubber Company, 2990 Gilchrist Road, Akron, Ohio 44305 (216-798-2818).

Cincinnati—At a February luncheon meeting, Winifred Kessler, consultant for business and professional organizations, presided over a program entitled "Team-Building for Professional Effectiveness." The focus was on the following: selling the library and its services to the institution it serves, delegation of authority, inhouse training programs, and planning and scheduling.

Cleveland—"Budgeting for a Service Group within a Large Organization" was the topic at a Mar 7 meeting held at Cleveland Engineering & Scientific Center. Henry Adamany, a member of Management Consulting Services at Ernst & Ernst, was guest lecturer.

The Betty Burrows Memorial Seminar on copyright law was scheduled for Mar 31, with Jon Baumgarten, General Counsel, Copyright Office, as speaker.

Connecticut Valley—Members gathered at Emhart Corporation in Windsor on Feb 16 for a program entitled "Management Pitfalls of Librarians." Dr. Andrew Souerwine, management consultant and professor of management and administrative sciences at the University of Connecticut, addressed the group. Tours of the Emhart Library and Manufacturing Plant were conducted.

"Ethics for Librarians" was the topic considered at a March gathering. A presentation was given by Charles Smith, retired law librarian, Yale Law School, and instructor at Southern Connecticut State College's Library School.

Florida—The group met at the Florida State Library in Tallahassee on Feb 16 for a session on how to use the Federal Register. Following lunch, tours were offered of the various State libraries.

Geography and Map—The Division, in conjunction with the U.S. Geological Survey, arranged a two-day meeting in March to discuss activities and plans as they relate to the National Cartographic Information Center. The meeting was held at the Denver Federal Center, Denver, Colo.

Heart of America—Following a Jan 19 dinner meeting in Kansas City, Mo., Sue Houdek conducted a tour of Missouri's Executive Mansion and spoke on its history and restoration.

Members attending the Feb 17 dinner meeting, also in Kansas City, heard a panel discuss library education and employment.

Illinois—On Jan 17 the Chapter held a joint meeting with the Chicago Library Club. A program on Marquis Who's Who was given by Lloyd Peurye, director of research, and DiAnn Halenar, editorial director.

Cost-benefit analysis in special libraries was discussed by Richard A. Davis of Rosary College Library School at the Feb 15 dinner meeting.

Each of the above meetings was preceded by a program sponsored by the Chapter Interlibrary Cooperation Committee. On Jan 17 a basic workshop on computer-based cataloging systems was given: BALLOTS and OCLC with a live demonstration of the equipment. On Feb 15, Michael B. Gorman, head of Technical Services, University of Illinois at Urbana-Champaign, gave a seminar on the future of the card catalog.

Long Island University, Student Group—On Mar 8 the Group assembled at Palmer Graduate Library School, C.W. Post Center, for the annual symposium entitled "Current Issues in Management." MBO, ZBB, Crises and Labor were some speaker topics.

Michigan—The topic of the evening was "Scarcity: Fact or Fraud?" at the Feb 16 gathering. Christopher Wzacny, associate professor of architecture and urban planning, University of Michigan, spoke on what it means for home and city planning. Dr. William Frever, chairman, Social Science Department, Oakland Community College, addressed himself to the effect on the individual's life style and attitudes. A reactor panel reflected on future library directions in light of the topic. Panel participants were Lois Collet, director of Library Information Service, D'Arcy, MacManus, Masius; Joseph Howey, Troy Public Library and Museum director; and Robert Gaylor, reference librarian, Oakland University Library.

Mid-Missouri—SLA President-Elect Vivian Hewitt addressed the group on Feb. 16, giving an overall review of SLA and its current role in the library world.

Mid-South—Members gathered at Memphis Public Library on Jan 28 for a demonstration of the newly acquired OCLC/SOLINET terminals.

Military Librarians—The 21st annual Military Librarians' Workshop convened at the Army War College at Carlisle Barracks, Pennsylvania on Sep 26. The focus was on an in-depth look at the workshop itself. Complete task group reports will be published in the Workshop *Proceedings*.

Minnesota—On Nov 29, representatives of the six statewide library associations in Minnesota met to establish a Minnesota Statewide Library Service Forum in preparation for the Governor's Conference. Chapter President Charlene Mason (and the other association presidents) has prepared a statement defining her group's membership, what the Chapter would like to do, and what it would take to accomplish those goals.

At the joint ASIS/SLA Chapter meeting on Jan 18 in St. Paul, Frank Martin of the University of Minnesota's Statistical Center gave a talk on "Statistics for Libraries and Information Centers."

A panel discussion on the "Use of MARC Tapes" was heard by SLA and ASIS members on Feb 16 in Minneapolis. Panel participants were: Mary Hanley, coordinator of bibliographic control, Bio-Medical Library, University of Minnesota; Lillian Wallis, chief of technical services, Minneapolis Public Library; Jill Carter, head of systems division, Hennepin County Library; Barbara Minor, supervisor of library processing, 3M Company; and Marilyn Jones, coordinator of copy cataloging, Wilson Library, University of Minnesota.

Guest speaker John Holohan's topic at a Mar 16 meeting was "Creativity and How it Relates to Feedback from Information Specialists."

Natural Resources, Forestry & Forest Products Section—A Forestry & Forest Products Section recently has been formed within the Natural Resources Division of SLA.

New Jersey—The Chapter sponsored two intensive one-day workshops as part of its continuing education program. On Feb 10, Herbert White, professor at the Graduate School of Library Science of Indiana University, conducted a seminar entitled "Advanced Library Management." On Mar 29, Michael Koenig, of the Institute for Scientific Information in Philadelphia, conducted a "Budgets and Budgeting" seminar.

The 1978 Alice Rankin Distinguished Lecture was presented jointly by the Chapter and Rutgers University Graduate School of Library Service. This year's lecturer was Fred Kilgour, executive director of Ohio College Library Center (OCLC), who spoke on "Future Accesses to Information."

New York—Members of the Newspaper and Publishing Groups have elected to become a single group, to be designated the Communications Group.

State Senator Major Owens, representative from Brooklyn, addressed the Mar 16 Chapter meeting held at the Carnegie Endowment International Center. Owens, a former community representative at Brooklyn Public Library, and author of the series "Politics for Progress" in *Library Journal*, discussed legislation affecting special libraries and the New York State Governor's Conference on Libraries.

The Chapter co-sponsored, with the Library Association of the City University of New York and the New York Library Association, an all-day institute entitled "Libraries On-Line" on Mar 22. Representative came from BALLOTS, ORBIT, DIALOG, OCLC, CALSPAN, BRS, and LC.

North Carolina—The Jan 17 luncheon meeting in Charlotte was followed by tours of three sites: Technical Information Center, Celanese; Learning Resources Center, Central Piedmont Community College; and David Nabow Library, Duke Power Company.

Oregon—At a joint meeting with the Pacific Northwest Chapters of SLA and ASIS on Feb 18, attendees toured the facilities of Blackwell North America in Beaverton. An afternoon session about on-line information retrieval services in various types of libraries was followed by a discussion of special libraries' input to the June Oregon Governor's Conference on Libraries.

Newspaper Stipends for SLA Conference

Applications are invited from persons interested in a career in newspaper librarianship, for a stipend to attend SLA's 69th Annual Conference in Kansas City.

The two stipends of $100 each are administered by the Newspaper Division's Committee on Public Relations and Professional Activities.

Qualifications:

1) The applicant must have been a member of SLA for one school year prior to the Conference and be attending his/her first SLA Annual Conference.

2) Applicants will be judged by the Commitee on the basis of an essay. The essay, of about 300 words, should outline what the applicant expects to get from attending the Newspaper Division's program at the SLA Conference.

3) The essay should be typed and sealed in a blank envelope for impartial judging.

4) The essay should be accompanied by a reference from either a newspaper librarian, a news editor, or a faculty member, assessing the candidate's abilities. It should include pertinent information, such as the candidate's name and address.

Applications should be submitted by Apr 15 to Sandy Hall, Arizona *Daily Star*, P.O. Box 26807, Tucson, Ariz. 85726 (602-294-4433).

Janus Seminar

"Information Networks and Telecommunication Systems" was the topic of this year's Janus Seminar, which took place Jan 19 (at the Americana Hotel) in New York. The event was co-sponsored by the SLA New York Chapter and the Metropolitan New York Chapter of ASIS. About 160 persons attended.

Joseph Shubert, New York State Librarian and Assistant Commissioner for Libraries, gave the keynote address on "Networks Past and Future" and emphasized the importance of state as well as federal funding for library networks. In her talk on "Networking—How, When, Where," Beth Hamilton, Executive Director of the Illinois Regional Library Council, discussed existing networks; the criteria of a network; the successes achieved by, and problems still facing, networks. Richard Anderson, Eastern Regional Director of Telenet Communication Corporation, spoke on "Telecommunications—Use of Hardware, and Future Potentials," explaining the operation of public networks such as Telenet and Tymnet, as well as how these networks can be used effectively by libraries.

The afternoon session of the seminar was given over to three case studies. Muriel Regan, librarian at Rockefeller Foundation, described the activities of the Consortium of Foundation Libraries, a small, non-computer-based cooperative arrangement among 15 libraries in the New York metropolitan area. Joseph Raben, professor of English at Queens College (and editor of *Computers and the Humanities*), discussed potential applications of the computer to information processing in the arts and humanities. Robert Kennedy, Head of Library Operations at Bell Telephone Laboratories, described the tightly integrated, computer-based network of 20 libraries serving Bell Laboratories.

Scholarship Fund
Contributions Received Jan-Dec 1977

Anonymous Trust Income	$ 4,135.98
H. W. Wilson Foundation	4,000.00
Southern California Chapter	884.18
Grieg Aspnes	310.00
ICI United States, Inc.	250.00
Heart of America Chapter	211.73
Standard Oil Company of California	200.00
Herman W. Miles	150.00
In Memory of Margaret Furlong (Her Friends)	130.00
E. I. duPont de Nemours & Company	100.00
Helen E. Iseminger	100.00
Marjorie E. Landis	60.00
Joseph M. Dagnese	50.00
Upstate New York Chapter	50.00
Alice C. Kingery	40.00
Carolyn S. Kirby	35.00
Herman H. Henkle	30.00
John R. Vogler	30.00
Xerox Corporation	30.00
Hannah M. King	29.00
Barbara J. Armstrong	25.00
Virginia L. Duncan	25.00
In Memory of Jerome I. Smith (Judith J. Field)	25.00
In Memory of Donald Wasson (Margaret and Frank Fuller)	25.00
J. Eloise Givens	25.00
Rhoda M. Jackson	25.00
Hester C. Meigs	25.00
In Memory of David L. Behmlander (Michigan Chapter)	25.00
In Memory of L. Robert Kovac (Michigan Chapter)	25.00
In Memory of Jerome I. Smith (Michigan Chapter)	25.00
Betty Nevin	25.00
William C. Petru	25.00
In Memory of Vivian McDonald (Pittsburgh Chapter)	25.00
In Memory of Donald Wasson (Janet M. Rigney)	25.00
Total Other Contributions Under $25.00	1,193.00
Total Contributions Jan–Dec 1977	$12,368.89

IN MEMORIAM

Hubert H. Humphrey

In 1969 then Vice President Hubert H. Humphrey was elected an Honorary Member of Special Libraries Association for his enthusiastic support of library and information activities.

The late senator was best known for his leadership in civil rights and foreign affairs. Yet librarians knew him also as a legislator deeply concerned with the growing need for improved information and improved communication of information. As chairman of a subcommittee of the Committee on Government Operations of the U.S. Senate, 85th Congress, Humphrey made a study of "The Science of Technology Act of 1958." He concluded: "There is a line somewhere where mechanization stops and where the human factor is a very vital part of the total program of documentation."

SLA's citation to Humphrey stated in part:

Without formal background in our complex area, he observed that the governmental "appropriations will achieve their highest yield only if progress is quickened in improving the handling of scientific and technical information . . . all phases of information—to storage, retrieval, abstracting, indexing, evolution and dissemination of information."

The interest shown by Humphrey during his vice presidency gave added impetus to the need for the creation of the National Advisory Commission on Libraries which, in turn, recommended the establishment of permanent bodies within the federal government.

A message of condolence was sent to Mrs. Humphrey on behalf of the Association. She replied as follows:

Thank you so much for your warm message.

Our family is grateful for the countless expressions of compassion and goodwill extended to us. We have been sustained and comforted by the knowledge that Hubert's life and values and hopes have been shared and appreciated by so many friends. In his final days he was filled with joy, peace and gratitude.

WASHINGTON LETTER

The Working Group on Updating COSATI has agreed on descriptive cataloging rules for technical reports sufficiently well to be preparing a revision of the 1966 COSATI cataloging rules. The new document will explain in its foreword what agencies are required to use the COSATI rules (generally speaking, federal agencies) and how they have been using them. Explanation of what the new rules include and how they are to be used will precede the revised, updated rules. At the time of writing this, the timetable against which the Working Group is working calls for the document to be at the National Technical Information Service by March 1 for publication and distribution. The revision is to be titled "Guidelines for descriptive cataloging of reports: a revision of 'Standards for descriptive cataloging of government scientific and technical reports, prepared by the Committee on Scientific and Technical Information, Washington, D. C., October 1966.' "

News from LC's MARC Office and Office of Planning and Development

The MARC Office at the Library of Congress, working with the Federal Library Committee and the Department of Defense, is developing a MARC format for technical reports, the draft of which is scheduled to be reviewed by Representation in Machine-Readable Form of Bibliographic Information, RSTD/ISAD/RASD (MARBI), American Library Association, this summer. Librarians using OCLC and agencies using the COSATI rules have been consulted. The proposal incorporates adjustments and additions to the standard MARC fixed fields to accommodate the additional information reports cataloging and acquisitions require. One change is in the subject field, which will accept terms from thesauri other than the standard subject headings lists and thesauri used in monograph cataloging.

The detailed plan for reorganization of the Library of Congress has been delivered to the Librarian by LC's Office of Planning and Development for his review and for presentation at hearings of the Joint Committee on the Library, early in the second session of the 95th Congress. Implementation will go forward in early spring. The Planning Office has also designed a new national program unit embodying an academic and library liaison office, a special events office, a collections development office, and a performing arts unit.

Department of Defense Study

Andrew Aines, Senior Staff Associate, National Science Foundation, has been detailed to the offices of the Undersecretary of Defense for Research and Engineering since the fall of 1977 to study the information activities within the Department of Defense. His report is nearing completion. It will make a number of recommendations for the improvement of the organization, management, coordination, and planning of information handling within the DoD and also will focus on the operation and management of the Defense Documentation Center. Even before receiving the report, Dr. Ruth M. Davis, Deputy Undersecretary for Research and Advanced Technology, has set up a task force, under Mr. Aines, to review and update all directives within the DoD which deal with technical information. Many of them have not been revised since the early 1960s when they were drawn up by Dr. Walter Carlson and his staff.

GPO Microfiche Program

During the hearings on the confirmation of John J. Boyle as the Public Printer, members of the Information Industry Association presented their criticism of the GPO microfiche program, concentrating on the production for free distribution to depository libraries of microfiche editions of federal documents already being sold in microfiche format by members of the Association. The Association considers this unfair competition with private enterprise. The Advisory Council for Depository Libraries will make the GPO microfiche program its major topic of discussion at its April 16–18 meeting in New Orleans. The meeting is open.

Model Management Curriculum for Special Libraries

The Library Planning Office, Metropolitan Washington Council of Governments has submitted a proposal to the Office of Libraries and Learning Resources, Office of Education, HEW, to develop a "model management curriculum for special libraries." The Washington, D. C., chapter of Special Libraries Association has voted to contribute $2,000 toward the development of the curriculum if the Office of Education funds the proposal. This is believed to be a first in two respects—the first time a Council of Governments has proposed training for special librarians; and the first time an SLA chapter has been willing to join a federal agency in supporting a proposal.

Paula M. Strain

HAVE YOU HEARD?

Bibliography Collection

The library of the University of California, Santa Barbara, has been given a bibliography and index to the chemistry of amidines and imidates which was prepared by the late Prof. Robert DeWolfe of the Chemistry Department. The extensive bibliography covers articles from before 1900 up through 1977 and is accompanied by a detailed punched card index. Inquiries should be addressed to Dr. Arthur Antony, Chemistry Librarian, Sciences-Engineering Library.

Survey Participants Requested

The Southwest Research Center of Bishop College is conducting a bibliographic survey to locate and identify research materials related to the history and current status of Blacks in the southwestern United States. Anyone interested in participating in the survey or having potentially useful information should contact Dr. Harry Robinson, Jr., Librarian, Bishop College, Dallas, Texas 75241.

NCLIS Aids LC Networking Study

The National Commission on Libraries and Information Science has awarded the Library of Congress a grant of $110,000 as partial funding of a national library bibliographic network project. The project, to be directed by the Library's Network Development Office, will develop the concepts and specifications for a data base configuration. The project is a continuation of efforts begun at the Library in 1976 to determine the role of authority files in a network environment.

New Arts Bibliography

The New York chapter of Art Libraries Society of North America (ARLIS/NY) has published the *Annual Checklist of New York City Museum and Gallery Publications/1976*, the second in a series of bibliographies based on publications submitted to the ARLIS/NY Annual Exhibition Publication Awards Committee. Since 1973, ARLIS/NY has presented annual citations to New York City museums and galleries for publications outstanding in content and format that document their exhibitions. The checklist can be ordered for $3.50 prepaid from Marjorie Miller, Librarian, ARLIS/NY Archives, Fashion Institute of Technology, 227 W. 27th St., New York, N.Y. 10001.

Information Needed

Gary Pitkin, Coordinator for Library Systems at Sangamon State University (Springfield, Ill. 62708), is requesting descriptions of in-house library data management systems, defined as an automated system supporting two or more library processes, e.g., circulation, accounting, acquisitions. The information will be used to help the university develop its own data management system. Full documentation will be given in university reports.

Union List Available

Newspapers in Maryland Libraries: A Union List, compiled in 1977 by E. O. Hofstetter and M. Eustis, is available free from the Maryland Library Association, 115 W. Franklin St., Baltimore, Md. 21201.

STAFF DEVELOPMENT

Best, Robert B. / Don't Forget Those Reference Checks! *Public Personnel Management* 6 (no. 6):422–426 (Nov–Dec 1977).

Reference checking, if performed in libraries, is often a subject of controversy as to the legal ramifications and the validity of the responses. The author gives practical suggestions on how to handle the telephone reference check. Library employees involved in hiring decisions will find the suggestions most useful.

Buzzotta, V. R., et al. / Coaching and Counseling: How You Can Improve the Way It's Done. *Training and Development Journal* 31 (no. 11):50–60 (Nov 1977).

In coaching and counseling, managers are striving for self-discovery and growth within the employee which will lead to optimal benefits for the organization. This process is carried out continually and at all levels. Supervisors need to be trained in how to do it correctly.

Chabotar, Kent J. / The Logic of Training Evaluation. *Personnel* 54 (no. 4):23–27 (Jul–Aug 1977).

Chabotar proposes a nine-step evaluation process for an organization's training program. If trainers want to be sure that training programs have top management support, such a systematic evaluation is critical.

Curry, Theodore H. II / Why Not Use Your Line Managers As Management Trainers? *Training and Development Journal* 31 (no. 11):43–47 (Nov 1977).

The author discusses the advantages and the possible problems in using internal managers as training instructors.

Fisher, Delbert W. / Educational Psychology Involved In On-The-Job Training. *Personnel Journal* 56 (no. 10):516–519 (Oct 1977).

OJT is not only for the new employee but is also a coaching or educational program for the long-time employee. The supervisor needs to be aware of the feelings and needs of his employee and must try to develop a trusting, joint effort with his employee for OJT to be effective.

Hart, G. L. / A Workshop Approach to Improving Managerial Performance. *Research Management* 20 (no. 5):16–20 (Sep 1977).

A report on the success of six career development workshops conducted at a research laboratory employing 400 scientists, engineers, and support staff. The workshops, each taking 3½ days for the participants and 5½ days for the staff, provided the opportunity for systematic evaluation of leadership and interpersonal skills. Evaluation results were fed back to the participants for their sole use in career development planning.

Hatfield, John D. and Robert D. Gatewood / Nonverbal Cues in the Selection Interview. *Personnel Administrator* 23 (no. 1):30, 35–37 (Jan 1978).

This discussion will help to increase the librarian interviewer's awareness of subtle biases that often creep into the selection interview. The subject is not new; however, the article makes for a good review.

Rummler, Geary A. / You Need Performance, Not Just Training. *Training* 14 (no. 10):50–53 (Oct 1977).

The author discusses the important distinction between training and performance improvement. Too often, inappropriate training programs are called on to solve organizational problems which demand other solutions.

Souerwine, Andrew H. / Career Strategies—Planning for Personal Achievement. *Management Review* 66 (no. 12):46–54 (Dec 1977).

Eighth in a series of adaptations from a book by the author, this article addresses the conditions that facilitate change or learning on the part of the individual. That these conditions can be created and put into practice is stressed. Learning styles, methods, environments, and resulting performance levels are all discussed in terms of career development.

Weihrich, Heinz / Getting Action into MBO *Journal of Systems Management* 28 (no. 11):10–13 (Nov 1977).

Emphasis is on the necessity of action planning once objectives have been determined. This involves the determination of *what* functions, tasks, and activities must be carried out, by *whom, when,* and *how.* Sample charts to aid in this planning are included.

Yerys, Arlene / Why Women Need Assertiveness Training. *Supervisory Management* 22 (no. 10):2–7 (Oct 1977).

Women need to make better use of success-related skills and need to try to overcome some of the sociocultural influences which hold them back.

COMING EVENTS

Apr 2–8. National Library Week.

Apr 7. Anglo-American Cataloging Rules, 2d ed.: A Preview . . . State University of New York, Albany, School of Library and Information Science. Contact: G. Stevenson, SUNY/SLIS, Albany, N.Y. 12222 (518-457-8577).

Apr 7. Current Trends at the Library of Congress in the Area of Technical Processing, Forum . . . Margaret I. King Library, University of Kentucky, Lexington. Fee: $2.50. Contact: Dr. Lois Chan, Associate Professor, College of Library Science, University of Kentucky, Lexington, Ky. 40506.

Apr 10–12. International Conference on Geological Information . . . Imperial College of Science and Technology and Geological Society of London, England. Write: Dederick C. Ward, University Libraries, University of Colorado at Boulder, Boulder, Colo. 80309.

Apr 10–14. Fifth Inter-American Meeting of Agricultural Librarians and Documentalists . . . San José, Costa Rica. Theme: Dynamics of the Education of Human Resources for Information Work. Contact: Secretariat of AIBDA, c/o IICA-CIDIA, Apartado 74, Turrialba, Costa Rica.

Apr 11–13. Association for Population/Family Planning Libraries and Information Centers-International 11th Annual Conference . . . Atlanta Hilton Hotel, Atlanta, Ga. Theme: How to Increase Population Library Effectiveness. Write: APLIC-International, 165 S. 2nd Ave., Clarion, Pa. 16214.

Apr 13–15. Institute of Information Scientists, 9th Conference . . . University of Loughborough, Leicester, England. Theme: Selling Information to the Organization. Write: Dr. J.D. White, Department of Library and Information Studies, Loughborough University, Leicester LE11 3TU, England.

Apr 16–19. Second Annual National Information Conference and Exposition (NICE) . . . Sheraton-Park Hotel, Washington, D.C. Sponsor: Information Industry Association. Theme: Information Management: Key to Information Credibility. Contact: Information Industry Association, 4720 Montgomery Lane, Suite 904, Bethesda, Md. 20014 (301-654-4150).

Apr 20–22. Oregon Library Association, Annual Conference . . . Rodeway Inn, Eugene, Oreg. Write: Helen Howard, Eugene Public Library, 100 W. 13th Ave., Eugene, Oreg. 97401.

Apr 23–26. Library Applications of Data Processing, Annual Clinic . . . Illini Union, University of Illinois Graduate School of Library Science, Urbana. Theme: Problems and Failures in Library Automation. Write: Edward C. Kalb, Office of Continuing Education, 116 Illini Hall, University of Illinois, Urbana, Ill. 61801 (217-333-2884).

Apr 23–28. Effective Use of OCLC, Workshop . . . Kent State University Libraries, Kent, Ohio. Fee: $325 (covers all sessions, materials, and accommodations). Contact: Anne Marie Allison, Kent State University Libraries, Kent, Ohio 44242 (216-672-3021).

Apr 25–27. EURIM 3, European Conference on the Contribution of Users to Planning and Policy Making for Information Systems and Networks . . . Künstlerhaus, Lenbachplatz, Munich, Germany. Contact: Conference Organiser, Aslib, 3 Belgrave Square, London SW1X 8PL, England.

Apr 27–28. Federal Document and Information Accessibility, Institute . . . American University, Washington, D.C. Sponsor: School of Government and Public Information, American University. Write: Dr. Lowell H. Hattery, College of Public Affairs, American University, Washington, D.C. 20016 (202-686-2513).

Apr 28–29. The New Copyright and Its Legal, Ethical, and Practical Implications, Colloquium . . . School of Library and Information Science, State University of New York at Albany. Fee: $75, or $40 per day. Contact: Lucille Whalen, School of Library and Information Science, SUNY Albany, Albany, N.Y. 12222 (518-457-8575).

May 3. "User Fees: A Dilemma," Seminar . . . Purdue University, Lafayette, Ind. Sponsor: Indiana Chapter, SLA. Fee: $45 (includes lunch). Preregister by Apr 21. Write: Cheryl Knodle, Purdue University Libraries, W. Lafayette, Ind. 47907.

May 4–5. Eighth Annual Conference on Library Orientation/Instruction for Academic Libraries . . . Eastern Michigan University (EMU), Ypsilanti, Mich. Sponsor: Project LOEX (national clearinghouse for academic library instruction located at EMU). Theme: Improving Instruction, Then Proving Its Worth: How to Teach and How to Evaluate. Fee: $70 (includes all meals). Contact: Carolyn Kirkendall, Project LOEX, Director, Center of Educational Resources, EMU, Ypsilanti, Mich. 48197.

May 7–19. Twelfth Annual Library Administrators Development Program, Seminar . . . Donaldson Brown Center, Port Deposit, Md. Sponsor: College of Library and Information Services, University of Maryland. Contact: Effie T. Knight, Administrative Assistant, Library Administrators Development Program, College of Library and Information Services, University of Maryland, College Park, Md. 20742.

May 9–12. National Micrographics Association, 27th Annual Conference and Exposition . . . Boston, Mass. Theme: Micrographics '78: Building Information Bridges. Write: R. M. Kinney, Micrographics '78, Program Review Committee, NMA, 8728 Colesville Road, Silver Spring, Md. 20910.

May 10–13. Canadian Association for Information Science, 6th Annual Conference . . . Four Seasons Hotel, Montreal, Canada. Theme: To Better Communicate Information: A New Step. Write: CAIS, Comité de publicité, c/o Daniel Carroué, C.P. 539 Succursale, Place Desjardins, Montreal, Que. H5B 1B3 Canada (514-875-8931).

May 15–19. Association for Educational Data Systems, 16th Annual Convention . . . Atlanta, Ga. Theme: Computer Technology: The Educational Catalyst. Contact: Dr. James E. Eisele, Office of Computing Activities, University of Georgia, Athens, Ga. 30602.

May 16–19. Library Management Skills Institute . . . Chicago, Ill. Sponsor: Office of University Library Management Studies (OMS) of the Association of Research Libraries (ARL). Fee: $175 (includes materials). Contact: OMS/ARL, 1527 New Hampshire Ave., N.W., Washington, D.C. 20036 (202-232-8656).

May 19–20. LC Classification and Call Numbers, Conference . . . University of North Carolina at Chapel Hill. Sponsors: UNC School of Library Science and UNC Extension Division. Write: Office of Continuing Education, UNC Extension Division, 204 Abernethy Hall 002A, Chapel Hill, N.C. 27514.

May 22–24. Seventh ASIS Mid-Year Meeting . . . Rice University, Houston, Texas. Theme: Management of Information Systems. For program details, contact: Stephanie Normann, School of Public Health Library, University of Texas at Houston, Box 20186, Houston, Texas 77025. For registration details, contact: American Society for Information Science, 1155 16th St., N.W., Washington, D.C. 20036 (202-659-3644).

May 22–25. Sixth International CODATA Conference . . . Taormina, Italy. Sponsor: Committee on Data for Science and Technology (CODATA) of the International Council of Scientific Unions (ISCU). Write: CODATA Secretariat, 51 Boulevard de Montmorency, 75016 Paris, France.

May 31–Jun 2. Fifth Annual Government Documents Workshop . . . Rochester, N.Y. Sponsor: New York State Government Documents Task Force. Theme: Government Information for Economic Analyses. Write: Chris Ryan, Librarian, Center for Governmental Research, 37 S. Washington St., Rochester, N.Y. 14608.

Jun 4–9. Effective Use of OCLC, Workshop . . . Kent State University Libraries, Kent, Ohio. See Apr 23–28 listing for details.

Jun 5–8. 1978 National Computer Conference . . . Anaheim Convention Center, Anaheim, Calif. Sponsor: American Federation of Information Processing Societies. Write: AFIPS, 210 Summit Ave., Montvale, N.J. 07645.

Jun 10–15. Medical Library Association, 77th Annual Conference . . . Palmer House, Chicago, Ill.

Jun 10–15. SLA, 69th Annual Conference . . . H. Roe Bartle Convention Center, Radisson Muehlebach Hotel, Kansas City, Mo. Theme: Managing for Change.

Jun 12–13. Cataloging Audio-Visual Materials, Workshop . . . University Towers Hotel, Seattle, Wash. Sponsor: School of Librarianship, University of Washington. Write: Short Courses Registration, University of Washington, DW-50, Seattle, Wash. 98195.

Jun 15–20. Canadian Library Association, 33rd Annual Conference . . . Edmonton, Canada. Theme: Strategies for Change. Contact: R. Banks, Chairman, CLA '78—Local Arrangements Committee, Room 516, Cameron Library, University of Alberta, Edmonton, Alta., Canada T6G 2J8.

Jun 19–23. American Theological Library Association, 32nd Annual Conference . . . St. Vincent College, Latrobe, Pa. For program information, contact: Elmer O'Brien, Librarian, United Theological Seminary, 1810 Harvard Blvd., Dayton, Ohio 45406.

Jun 25–28. American Association of Law Libraries, Annual Meeting . . . Americana and Holiday Inn, Rochester, N.Y.

Jun 25–Jul 1. American Library Association, 97th Annual Conference . . . Conrad Hilton and Palmer House, Chicago, Ill. Contact: ALA, 50 E. Huron St., Chicago, Ill. 60611.

REVIEWS

The Measurement and Evaluation of Library Services, by F. W. Lancaster, with the assistance of M. J. Joncich. Information Resources Press, 1977. 395p. $27.50.

"What's the bottom line"? may be one of the most worn cliches of the business world today, yet it is particularly applicable to the special library.

More than any other, the special library has to be concerned with the bottom line—how it meets the needs of the supporting organization and if it makes a profit. The trouble is, a library's profits are intangible, hard to define, harder to measure. And, until a dozen years or so ago, the library profession was very poor at measuring intangibles.

The Measurement and Evaluation of Library Services shows that some in the profession have learned a few of the techniques of measuring the intangible. In this work, the author surveys and synthesizes published literature on how library services can be evaluated, particularly public services. T. Wilfrid Lancaster produced the text for students at the Graduate School of Library Science, University of Illinois, to teach them reasonably objective techniques for evaluation and to show the types of results various techniques have produced.

It is a comprehensive survey. All important evaluative studies in a particular field (12 in all are covered, beginning with studies of the use of the catalog and concluding with cost-performance-benefit studies) are included in the bibliography following the chapter devoted to that aspect and are mentioned at some point in the text of the chapter. Most studies receive more than a one-line mention. For some, the findings and interpretations of the original surveyor are discussed at length. For others, graphs, tables, and questionnaire forms are included as an illustration of comments Lancaster makes in the study from which they are drawn. Each chapter can serve as a review of the state-of-research of that particular aspect of library service, if one wishes to be brought up to date.

The work, as a whole, produces a couple of impressions the reviewer finds interesting. The relative newness of evaluation of library services is evident because most of the results reported what experienced librarians had decided intuitively. On the other hand, the more recent studies are beginning to produce unexpected, hence new, data.

Although the survival or failure of a special library, more than any other kind of library, depends on the quality of its performance, the majority of the studies discussed were performed in a public or university library. Perhaps the special librarian does not have sufficient uncommitted time to develop techniques for evaluating the library's performance? In the instances where evaluative surveys have been carried out in a special library, the findings, while paralleling research elsewhere, are interesting enough to suggest that a number of opportunities for further investigation exist in the special library area. Enough methodologies are described here that one of them might be adapted to whatever need exists. Out of the adaptation may come even more advanced techniques.

It is a practical book, and it is written plainly, without jargon or mathematics. Its use by the library school will bring into the profession librarians who are familiar with and interested in making objective studies of the intangibles which are a condition of our libraries' existence. Those of us who are experienced librarians will find it helpful in finding ways to produce those statistical facts that justify our library's share of next year's budget, or in just seeing for ourselves how we are doing.

As the author points out in his concluding lines, "An institution that performs one type of service well may perform another service poorly. Evaluation must occur at the level of the local institution . . ." and even if we are not obliged to state our "profits," evaluation of our performance is welcome and may help to raise the level of satisfaction among users.

Paula M. Strain
The Mitre Corporation
McLean, Va. 22101

Public Knowledge, Private Ignorance; Toward a Library and Information Policy, by Patrick Wilson. (Contributions in Librarianship and Information Science, no. 10.) Westport, Conn., Greenwood Press, 1977. 156p. $13.50. ISBN 0-8371-9485-7.

I have read this volume twice—and after some interval—started with the last chapter and worked my way toward the preface. What, indeed, is meant by "public knowledge?" How is one to fathom or define "private ignorance?" And if defined, what is the relationship of these concepts to librarianship and the formulation of library and information policy? It is obvious that Patrick Wilson, former dean of the School of Librarianship of the University of California at Berkeley, undertook a most difficult and monumental task. For Wilson's realm of "public knowledge" encompasses the totality of not only recorded, but unrecorded knowledge, and his concept of "private ignorance" embraces and extends to every individual in our society—past and present. Unlike a Fritz Machlup, a Daniel Bell, or a D.J. deSolla Price, Wilson does not look upon his subject from a particular vantage point but rather provides an analysis of his subject in the broadest terms—one might even say—from the point of view reminiscent of ancient philosophers or scholars.

Considering himself to be a specialist in bibliographic classification and the organization of knowledge, Wilson asserts that policy for development of library systems ought to be based on an understanding of "the way in which what is known is represented in, and recoverable from, the documents that constitute the library's chief, though not sole, stock." How people go about gathering information and how libraries can help in the dissemination and application of useful knowledge is amply considered. Many of the questions posed by Wilson lead into quagmires. How is a patron to know what is known about a subject if he or she is provided with conflicting views? If only one view is given, how will the patron know that the view given represents the best answer? As Professor Wilson admits, there are no satisfactory answers to these and similar questions. Yet one has to credit him for attempting at least to get part of the answers.

The minute dissection of ideas, the examination of most of the possible arguments, the frequent resort to pedantic language, make for slow, arduous, but rewarding reading. While based for the most part on intuitive knowledge, general scholarship, and the research of others rather than Wilson's own experimental evidence, the volume nevertheless deserves serious attention by individuals concerned with present and future trends in librarianship and information science.

Irving M. Klempner
School of Library and Information Science
State University of New York at Albany

A National Approach to Scientific and Technical Information in the United States, by Joseph Becker, for the Division of Science Information, National Science Foundation, under NSF Contract C-963. Los Angeles, Calif., Jul 4, 1976.

This 62-page report concerns the federal government's role in the dissemination of scientific and technical information (STI). It is one of four papers commissioned by the Division of Science Information of the National Science Foundation and the first of its kind since the STI function was established in NSF in 1958. Corollary documents include a 25-minute color film and eight internal working papers that provide background information for the study.

A rationale is developed for a national program of STI compatible with perceived new directions of science in the post-industrial, information-oriented society. Legislation enacted in 1976 leads the author to recommend a tri-structured approach for the federal government's role. Proposed are a national policy-making body, a national research program, and a national mechanism to coordinate private and public sector STI activity.

Key provisions of the National Science and Technology Policy, Organization and Priorities Act of 1976 are the establishment of a new Office of Science and Technology Policy (OSTP) at the White House, the designation of the OSTP Director as the President's Science Advisor, and the creation of a President's Science Advisory Committee, of which one member would be an expert on information dissemination. The new focal point in government for formulating national science policy and national science information policy thus rests with the President's Advisor and his Committee.

A reorientation of NSF's research and development program is called for, in order to strengthen the role of the Division of Science Information within NSF. Specifically, it is recommended that DSI's charter be amended by charging it with explicit national research and coordination responsibilities for STI. DSI would then set forth goals in a 10-year time frame, with a first priority becoming the development of STI networks within and between disciplines. The program would lead to applied research for the development of voluntary network standards and intercommunication protocols, for the creating and sharing of machine-readable data bases, and for bringing on-line systems into operation in new subject fields.

Finally, the report recommends the creation of an American Scientific and Technical Information Institute (ASTII) which would operate under the aegis of OSTP with participation by the National Science Foundation. The STI community is composed of many independent, autonomous units in the public and private sectors, each with its own clientele, financial bases, and organizational imperatives. Getting these subsystems to work together as a unified whole will be a Herculean task which cannot be achieved by federal edict, but must come from voluntary cooperation among all parties. Private and public STI units could affiliate with the ASTII. Operating with a small, government-supported secretariat, the ASTII would give members a continuing voice in shaping NSF policy, would attempt to coalesce mutual STI interests of the public and private sectors, and would assist in the planning and developing of the scientific communication enterprise as required to achieve national objectives.

This concise, well-documented report will no doubt suffer the fate of other such well-conceived recommendations for national science information policy—it will not get implemented because our elected officials do not give high priority to the matter and our bureaucrats do not want to risk change. Perhaps a contract should be let to study the bureaucratic defenses against implementing change and the possibility of a Sputnik-like strategy for resetting national science information priorities.

Beth A. Hamilton
Illinois Regional Library Council
Chicago, Ill.

PLACEMENT

"Positions Open" and "Positions Wanted" ads are $2.00 per line; $6.00 minimum. Current members of SLA may place a "Positions Wanted" ad at a special rate of $1.50 per line; $4.50 minimum.

In each membership year, each unemployed member will be allowed a maximum of two free "Positions Wanted" ads, each ad to be limited to 5 lines including mailing address (no blind box addresses), on a space available basis.

There is a minimum charge of $11.00 for a "Market Place" ad of three lines or less; each additional line is $4.00. There are approximately 45 characters and spaces to a line.

Copy for display ads must be received by the first of the month two months preceding the month of publication; copy for line ads must be received by the tenth.

Classified ads will not be accepted on a "run until cancelled" basis; twelve months is the maximum, unless renewed.

Special Libraries Association reserves the right to reject any advertisements which in any way refer to race, creed, color, age, or sex as conditions for employment.

POSITIONS OPEN

Philsom Coordinator—Coordinates and directs work of computerized serials control system network for 10 medical libraries throughout the country. Acts as liaison between member libraries and computer center. Answers questions about network. Makes recommendations for changes to computer program. Trains staffs of member libraries. Writes manuals and documentation about system. Keeps track of costs and negotiates contracts. Publishes Newsletter. Conducts semi-annual meetings of network members. Speaks and writes articles on Philsom. Makes sure that input and output of system are correct and timely. Reports to librarian. Must have college degree and either library school or computer training, plus 2 years of library or equivalent experience. Salary depends upon background and experience, up to $12,500. Send résumé to: Dr. Estelle Brodman, Ph.D., Washington University, School of Medicine, 4580 Scott Ave., St. Louis, Mo. 63110.

Assistant Serials and Acquisitions Librarian—This is a beginning Instructor Level Position. Working under the supervision of the Serials and Acquisitions Librarians concerning all phases of serials and acquisition of books. Keep all Periodical files up-to-date, computer print-outs and financial records. Required: MLS from an ALA Accredited School. Some experience desirable. Salary $12,000+. Position available after June 1. Send résumé to: Mr. Mayo Drake, Librarian, LSU Medical Center, P.O. Box 33932, Shreveport, La. 71130. An Equal Opportunity Affirmative Action Employer.

INDEX TO ADVERTISERS