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Special Libraries, February 1979

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SLA News

Chapters & Divisions 99

Members in the News 101

Vistas

Coming Events 109

Reviews 111

Pubs 112

7A

Letters

63

Motion Picture and Television Research
Libraries in the Los Angeles Area
Sally Dumaux

71

Management Conflict in
Network Development
Vern M. Pings

76

Collection Overlap in Canadian
Addictions Libraries
Susan Dingle-Cliff and Charles H. Davis

82

Business Information Sources
on Asia
Alfred R. Junge

91

A Retrieval System
for Engineering Drawings
Carol Tenopir and Pamela Cibbarelli



21A

Placement

22A

Index to Advertisers

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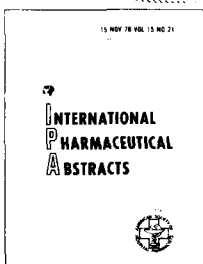
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LETTERS

On Presidential Nominations

There seems to be a trend developing in the nominations for SLA President-Elect which I can only see as unhealthy for our Association—namely, the nomination of librarians who are not currently employed as special librarians, but rather as academic or public librarians. I hope my concern will not be misconstrued. Nominees for President-Elect are certainly of high professional and personal caliber, and I would in no way object to any of them if we were an association of all types of librarians.

But we are an association of *specialized* librarians, and while the inclusion of all types of librarians as members adds to the rich mix of personalities and interests, I feel strongly that an association of special librarians should be headed, and represented, by a special librarian. It is only thus that I can feel that my interests and concerns as a special librarian are adequately advocated.

If nominating committees are finding it difficult to persuade special librarians to run for the office of President-Elect because of the time-consuming nature of the position and the need for support from the nominee's company or institution, then perhaps the structure and implications of the office should be re-examined.

Muriel Regan
Rockefeller Foundation Library
New York, N.Y.

Some members of the Association would be concerned about Ms. Regan's concept of a special library and of a "special librarian." These are very clearly defined in the Association Bylaws, Article II, Sects. 1 and 2. A Member of the Association—very likely a person working in a special library, as defined—shall have the right to hold any elective office. The Nominating Committee cannot selectively eliminate prospective candidates because of their place of employment. Even using Ms. Regan's narrow definition of a "special librarian" (a nonacademic or a nonpublic librarian) it is difficult to see a trend upon examination of the record.

Some members of the Association would be concerned that Ms. Regan does not feel SLA is "an association of all types of librarians." In fact, it seems to be such an organization.

All members of the Association should be concerned about seeking out, recommending, electing, and then supporting the best possible individual for each office of the Association.

Let me take this opportunity to solicit concerns and recommendations for candidates for SLA offices. The members of the 1980 Nominating Committee are Jim Arshem; M. Elizabeth Moore; William C. Petru; Julia Vance; M. "Jims" Murphy, Chairman.

James A. Arshem
Past Chairman
1979 Nominating Committee

The Committee's Reply

Ms. Regan's letter is representative of the types of concerns which are often expressed to members of the Nominating Committee. Each year these concerns include too many men/women, Easterners, academic librarians, Anglos, Canadians, bank librarians, profit-making librarians; not enough representation of geography and map librarians; and so on. Nominating committees have always seriously considered all concerns, as well as recommendations for prospective candidates.

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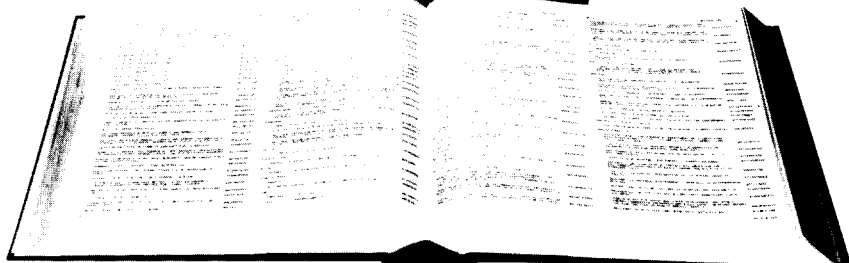
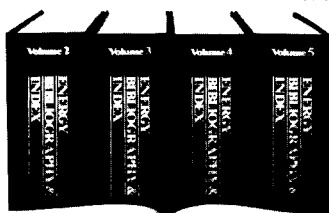
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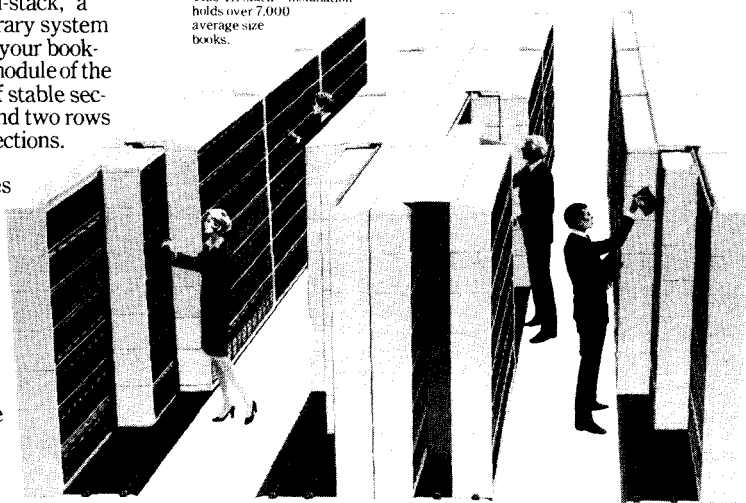
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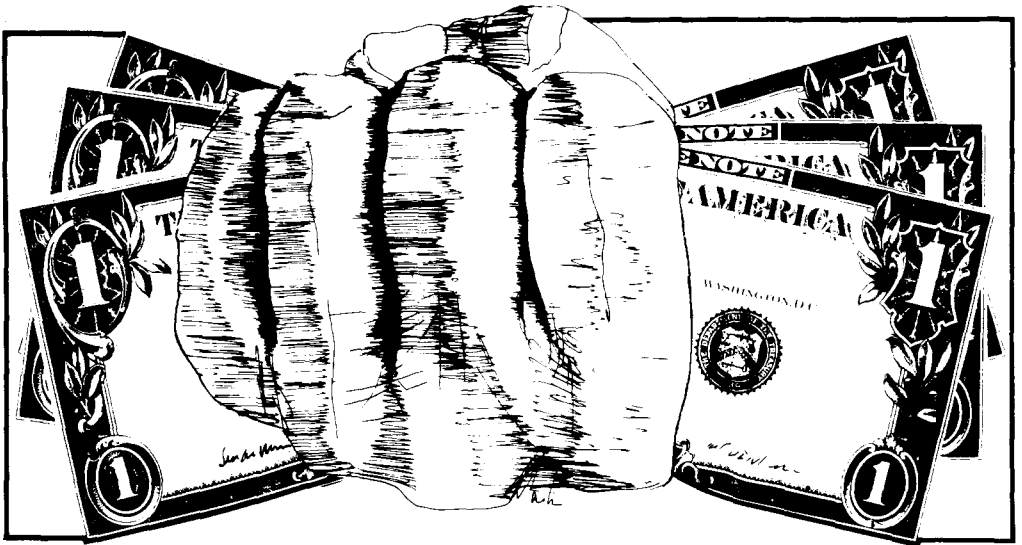
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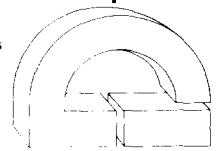
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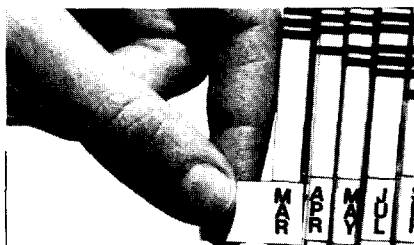
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Sally Dumaux

Southern California Answering Network, Los Angeles Public Library, Calif. 90071

■ This paper is based on firsthand observation of five motion picture and television research collections in the Los Angeles area. The work was undertaken by the resource specialist for the Southern California Answering Network in order to improve the network's familiarity with the contents of these unique special collections. The article discusses what has happened to the major motion picture research collections in the past fifteen years, describes the contents of the five largest collections that remain, and poses some questions about their future.

SUPPOSE you were asked to discover whether the current U.S. Surgeon General smokes cigarettes (no) or to find out where and when neon lights were first used in the United States (New York City in 1923). What color is a squid's iris? (blue fringed with orange). These and similar questions are answered daily by a dedicated group of professionals who work for the motion picture and television industry. The results of their work are seen by millions of people every day, yet not much has been written about them. The collections with which they work are some of the most specialized in the world, but in the past fifteen years some have disappeared altogether, while others have changed form drastically. Only a few remain as they were. This paper will examine the remaining collections and some of the personnel responsible for making popular motion pictures more accurate and enjoyable.

As the resource specialist for Southern California Answering Network (SCAN), the author has had an opportunity to examine the collections described here. SCAN is part of a communication and information network developed in 1969. It is funded through the Federal Library Services and Construction Act and is administered by the California State Library. SCAN's headquarters are in the Los Angeles Public Library; its northern counterpart Bay Area Reference Center (BARC) operates from the San Francisco Public Library. Together SCAN and BARC act as officially designated National Resource Centers for the State of California.

SCAN has a staff of eight subject specialist librarians who handle "third-level" reference questions—those that could not be fielded by a member library system at either the local or regional level. At SCAN the majority of questions are answered using the fine resources of the Los Angeles Public

Library. However, when necessary, these librarians are free to contact any agency, both in the United States and abroad. In her position as resource specialist, the author may seek out new collections, agencies, and information sources which might improve SCAN's ability to answer research questions. In many cases, the technique used to gather such information is the on-site visit. This method involves an in-person survey of any agencies located in Southern California that are willing to discuss their holdings.

The on-site visit has definite advantages over other methods of collection data gathering. Those aspects of a collection that are unique to SCAN's specialties can be identified. When the agency is later contacted, SCAN can be quite specific in its requests. In this way, SCAN builds good working relationships with other agencies. Directories are fine, but the information is limited by the format. The questionnaire technique is the least valuable for this purpose, because it leaves a great deal to chance. Thus, visiting a collection, measuring and counting special files, observing the arrangement of the materials, and getting to know the people who work every day with special collections has become an important tool to enhance SCAN's ability to tap the resources that were previously unknown in the area. The data presented here was collected over a period of five years. Each library was visited an average of five times. Additional information was provided in telephone interviews, and the final rough drafts were sent to each head of research for corrections and comments.

Changes

Some background information about the changes occurring in the important motion picture studio collections in the past few decades would also be helpful. From the late 1920s to the 1940s, the motion picture industry had its heyday. Every major studio had a research libra-

ry, employing dozens of librarians and researchers to handle a workload of forty to fifty pictures a year. With the advent of television in the 1950s, box office profits dropped and multimillion dollar pictures failed one after another. Whenever belt tightening is in order, libraries are often the first to feel the pinch. During the 1950s, several important collections were lost, or became completely inaccessible.

By 1969 Columbia Pictures Research Library had been scrapped—literally dumped out in the trash. Paramount's library was closed. The materials are still on the lot, but they are locked away. The Samuel Goldwyn Collection was sold to a private researcher, Lillian Michelson, for \$20,000. RKO was purchased by Desilu, and the research collection has been contracted out to another private researcher, Kellam de Forest. Rumors flew in the early 1970s that Metro-Goldwyn-Mayer was going to sell its library. In fact, the license plate collection and many fine books were taken to the Grand Hotel in Las Vegas to be sold in the Nostalgia Shop. However, the library is still operating. Warner Brothers donated its collection to Burbank Public Library in 1975, and the Twentieth Century-Fox research library is currently staffed by one person. The only collections as yet unchanged are those of Walt Disney and Universal City Studios, but even here the staff expands and contracts as demand dictates, and both in recent years have opened their doors to contract work from independent production companies.

Modern industry fiscal policy is responsible for most of these changes. Hardly any films are made directly by the studios today. Much of what is seen is the work of independent companies—many of which actually rent space on the lots and sound stages of the former industry giants. Although there are still some "big budget" films being made, the hard truth is that not as much goes into research as it once did. It costs money to maintain research staffs, to buy new materials, to subscribe to all

the periodicals needed for research. The independents can buy research time, but do not want to maintain the collections themselves. The Hollywood moguls are gone. The studios, with the exception of Disney, no longer have the "family" feeling they once all enjoyed. The studios are part of multifaceted conglomerates. Now corporate accounting departments, far removed from the pulse of actual picture making, rule the industry with their balance sheets.

Unfortunately, balance sheets cannot properly reflect the heart of film making—artistic truthfulness, its creative and professional base. It takes years to build a first-rate research collection. In addition to long runs of indispensable periodicals such as *Harpers Bazaar*, *McClure's*, or *Architectural Record*, unique card files and indexes have been

are asked to assemble a whole package of research in a few hours or do telephone reference in minutes. Without a decent amount of time, or an adequate staff, research institutions cannot function properly. To their credit, these librarians sometimes perform miracles. Today, when a studio has a slack period, instead of allowing the research staff to catch up, it lays off some of them. When things are booming, researchers are too busy to do the copying, clipping, indexing, and collection building that they know is necessary. Not one of these researchers has adequate working space and most do not have a budget that allows them to hire enough staff and build their collections to be prepared for future needs. Although these collections are vital to the industry they serve, in the past few years the

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patiently created, year by year, involving the care of a research staff. Illustration and photo files also take many years to build. Find a farm house in Iowa from 1870, a German Army medal from World War I, interior shots of Alcatraz in 1950. The resources that make this research possible are extremely difficult or, in some cases, impossible to replace. Anyone involved in this kind of research is disturbed to see collections sold, dumped, or locked up.

In addition to monetary considerations, time considerations have become difficult. In the old days at MGM, the research staff went onto the set to help spot errors in authenticity. At Warner Brothers, the staff sat patiently through daily rushes to catch mistakes. Research books for a single film could run to a dozen volumes. Today some researchers never see a script. They frequently

industry itself has shown little regard for their future. The talents of those who are professional research librarians should not be expended in layoffs. Collections that took thirty or forty years to build can suffer only so many budget cuts before the gaps begin to show.

The collections discussed in this paper are still located on studio lots or on studio property, with the exception of Warner Brothers. The people who staff them are extremely knowledgeable. In addition to their understanding of the special world of motion picture research, which takes years to learn, two have library degrees and all the others have had formal course work. These are all commercial collections. All charge fees, either on a contract basis or by the hour. Their clients are the studios, independent production companies, television, and advertising

agencies. Again, Warner Brothers is the exception, but even here the public does not have direct access to it.

Twentieth Century-Fox Research Library

This is the oldest collection in the area and one of the largest. It contains over 100,000 volumes. The library is shelved up from floor to ceiling in every room. The outer office is a clutter of empty desks; a reminder of a time when a staff of twelve worked here (Figure 1). Now Ken Kenyon works here by himself with no staff of any kind.

There are important titles and long runs of periodicals in this collection. Among these are *American Architect and Building News*, 1877 to 1928, and *McClure's*, 1899 to 1938. These and other periodicals have been analyzed in the library's extensive *Index to Sources Found in Magazines*. There are forty drawers of 5 in. X 7 in. index cards, about 54,000 in all, each with many entries. Brief analytics describe each source. The collection's strength in time is from the 1920s to the 1960s. Twentieth Century-Fox is recognized among the research libraries for its extensive holdings on World Wars I and II. One example, the Tichy collection, contains official German photographs from World War II, which

are indexed in fourteen volumes. The library's assets also include vertical files, research books for most of the films made by Twentieth Century-Fox, and specialized card indexes to subject areas such as World Wars I and II.

Kenyon thinks of his work as both demanding and satisfying. Choosing from recent films, he mentions "Eleanor and Franklin" and *The Other Side of Midnight* as being especially pleasant films to research. He knows that what he does is special. He explains, "Everybody thinks they can do research. It takes years of experience working with a collection. Everyone on the lot wants to come in here and just help themselves, but this place is not a supermarket."

Metro-Goldwyn-Mayer Research Library

Not far from Twentieth Century-Fox is another "grande dame" of research libraries, that of Metro-Goldwyn-Mayer. It began about 1925 (Figure 2). Its director is James J. Earle, one of the kindest and most obliging people in the business. He has one assistant, and between them they average forty research projects a week. Since 1969 the collection has been leased to independent researcher Kellam de Forest. As well as serving MGM, they furnish research for motion picture production companies, advertising agencies, and the television industry.

The collection contains about 20,000 volumes, not counting periodicals. It is rich in art books, western Americana, architecture, costume, and interior decoration. There are also Montgomery Ward catalogs from the 1890s, as well as other old specialty catalogs for hardware, garden supplies, and household utensils. All research collections prize these.

Their index to illustrations and information from magazine sources is outstanding. It dates from the 1890s to the present and is especially strong from the 1930s to about 1967. There are over 80,000 cards, many with multiple entries, to every conceivable topic. The

Figure 1. Fox Movietone Studios Research Department, 1931. Seated at center is Frances C. Richardson (courtesy Marc Wanamaker/Bison Archives).



Figure 2. Is It a Factory or a Penitentiary? Entrance to Metro-Goldwyn-Mayer Research Library, 1977.



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cards also index foreign magazines and include many periodicals not indexed in any other source. Yet, the picture files are the strength of the collection. There are an estimated 250,000 items, all indexed in notebook form with over 56,000 subject headings. Mainly they are photographs, but other kinds of illustrative material are also included. It is strong for architectural detail from many periods, and for the military, as well as western U.S. cities. To give you some idea of the detail, suppose you wanted to recreate a Paris restaurant of the 1940s. The photos start with the front door, the steps, the walls, ceilings, light fixtures, even the toilet.

Earle began his career as a page at Los Angeles Public Library's History Department. Then he was "discovered" by the esteemed Frances C. Richardson, long-time head of research at Twentieth Century-Fox. He had tried other jobs in the motion picture business, but his real love is research, and his home is MGM. As he put it, "... I missed the gratification that you have when you answer a question."

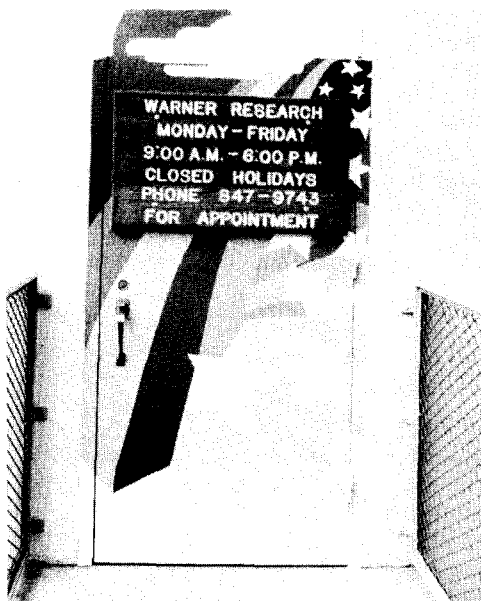
Burbank Public Library—Warner Research Collection

One famous collection that has "metamorphosed" is the Warner Broth-

ers Research Library. In 1930 the library had a staff of six and by the 1950s there were fourteen people. Then came hard times. In 1975 an agreement was made with the City of Burbank to move the entire collection to Burbank Public Library. The research library is now a commercial research collection housed behind the library, serving Warner Brothers and the rest of the motion picture and television industry on a fee basis (Figure 3). The citizens of Burbank have access to its resources by applying through Burbank Public Library, although the stacks are not open to the public.

Mary Ann Grasso, who heads this collection, is a vivacious and capable young woman. She was recruited from the Reference Department of Burbank Public Library. Besides Grasso, the collection has its "secret weapon," Edith Hodson, a forty-year veteran of Warner Brothers Research, who moved with the library when it was transferred. To round out the staff there is a library assistant. While the staff size is a far cry from the early 1950s, they manage and are even able to do some

Figure 3. A Touch of Pizzazz: Entrance to Warner Research Library, 1977.



clipping and photo reproduction for their files. They can also buy new books and continue periodical subscriptions, adding to their sizable book collection of around 20,000 volumes. An inventory taken before the move recorded 446 periodical titles, many back to the 19th century. How many libraries are there that have *Journal Des Dames et Des Modes* from 1818 to 1831, or *Graham's Magazine* from 1841 to 1849?

Once again the heart of the collection are the picture files. They are rated as the largest among the research libraries. There are 450 vertical file drawers, an estimated one million pieces, all beautifully indexed. Not only does the library

jammed to the rafters. The desks huddle together in the cramped space. Bright travel posters hide the pipes and peeling paint. Energetic and affable Robert "Andy" Lee presides over all this with a staff of three. Historic films have been researched here in this room; *Airport*, *Jaws*, *The Sting*, and *To Kill a Mockingbird*. Many familiar television series are also done here. In fact, in terms of television series, the Universal research staff is busiest in the business—so busy that all their energy goes into research, and there is little time left over to do cataloging, clipping, indexing, and all the other tasks that prepare the collection for future needs.

Although these collections are vital to the industry they serve, in the past few years the industry itself has shown little regard for their future.

have general subject files, but also special files for the United States. These are especially strong for police and military illustrations from all periods. There are wardrobe files and character files by type, i.e., bandits, gypsies, witchdoctors. They also have files of actual license plates for the United States. These are especially representative of the period from the 1920s to the 1940s.

With their independent status, Grasso and her staff serve a diverse clientele from advertising agencies doing commercials such as Bow Wow Dog Chow and Doritos to Columbia Pictures and Lorimar Production epics.

Universal City Studios Research Library

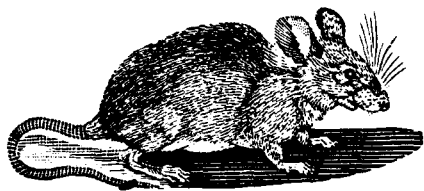
Except for the uniformed guards at the door, a visitor would think the building was a motel. In fact, it was a motel, converted by Music Corporation of America some years ago into additional office space. The library is down in the basement where books are

The library actually began in Carl Laemmle's day, so it is no wonder that this is another fine collection. It dates from around 1916. There are about 15,000 books, over 2,000 periodicals, and 70 current newspapers and magazines. In terms of subject strengths, the collection is marvelous for crime and for offbeat illustrations. If pictures of seedy basements, cheap hotels, or backyards are needed, they can be found here. The index to magazine illustrations alone runs to about 162,000 cards with multiple entries.

Lee feels that the libraries will survive despite hard times. He points to the basic issue of legal research; he feels that the research libraries "earn their keep" by preventing law suits. He also thinks that continuing education is necessary within the industry to keep studio people aware of the value of their research libraries.

Walt Disney Production Library

This research library is located in the Animation Building. Once inside,



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people in the hallways smile and even say "hello" to strangers. Right away this place seems a little bit different. Indeed it is. Harley Fortier,* the shy, soft-spoken head of Disney Research is an admitted "fat cat" by industry standards with a staff of six. However, he is quick to point out that two positions were cut in 1975.

Disney Research is the infant among the research libraries, with a collection that only started real growth in 1950. Just the same, they have been growing at a rapid rate. The library has around 20,000 books and subscribes to 120 current periodicals which they clip and index. This is the best place to find natural history subjects, as well as illustrations of animals and Victorian architecture. In addition, they seem to have the most complete collection of Sears Roebuck and Montgomery Ward catalogs in hard copy of all the research libraries.

Fortier feels he and his staff work hard to meet the demands placed upon them. He said, "During the production of *Cat From Outer Space*, the research requests rolled in as if they were making *War and Peace*." The research library also works on educational films and new attractions for Disneyland and Disney World. Fortier says, "I think research libraries have always been like bastards at a family reunion—treated with a little suspicion and disdain. Industry people not directly concerned with production do not really know what we do, and those who deal directly with us do not have a clue as to what goes on in the background so that

we can go to the files and provide them with the material that satisfies their needs. We are fortunate, here at Disney, because we have never had to justify the purchase of each book or magazine subscription, as so many of the others must do."

de Forest Research Library

We now come to what may be the future wave of motion picture research—the independent research firm. Kellam de Forest, a distant relative of Lee de Forest, was a history major in college. After graduating, he was hired to do research for a film being made by the National Safety Council. During that assignment he was amazed to find that there were so many places he had to go to get the things he needed. He decided to go out on his own, and his timing was perfect. In the 1950s television producers had small budgets and literally no research resources such as those of the motion picture studios. Kellam de Forest was there to help fill the gap. One of his early clients was Desilu Productions. When Desilu bought RKO Pictures, de Forest leased the RKO research library and set up headquarters on the Paramount lot. In 1969 he leased the MGM library as well, increasing his resources considerably. He is the largest independent research consultant on the west coast.

Today the RKO collection is roughly twice its former size. There are more than 5,000 books, 5,000 periodical titles, and 80 file drawers of photos and illustrations. There is a staff of five that shrinks slightly when business is slow.

When it comes to legal research, de Forest is an acknowledged expert among his peers. This field has always been demanding, but it is even more essential since the popularity of "docudramas," a term coined to describe films and television shows based on the lives of individuals. While working on the life of actor James Dean for a television film, de Forest was asked to check on the person who owned the car involved in the crash that killed Dean. Who was

*Harley Fortier died Apr. 21, 1978. The new department head is Mary Joe Terry.

this person, and was he still alive? Even more difficult to determine was the color of the car. No one actually portrayed the man in the film, so there was no legal problem involved there, but the color of the car was a real problem until de Forest and his staff found a retired county sheriff who remembered. No one ever said this kind of research is easy!

Future Considerations

Are the remaining research collections in danger of being sold, either piecemeal or to the highest bidder whenever times are tough? Will there come a time when none of these collections remain in corporate hands? Will any other studio "donate" its collection to a public institution? No one knows the answers. However, the librarians whose collections may be in jeopardy try not to be too pessimistic. Kellam de Forest, a man with an enormous stake in all of this, says that research libraries are viable as they are. He points out that they were designed to be able to retrieve information quickly and efficiently. He said, "When you do a film such as *Bound For Glory* you have to have the photographic resources of the 1930s. Where else but in research collections can they be found all in one place? There is just so much money and, in this business, time is money."

The motion picture industry has changed and there is no going back to the "good old days." But today, instead of a few corporate giants, there are hundreds of production companies with research needs. These priceless collections are potentially in as much demand as ever before. Hopefully the

industry will learn to value what is left. The future of research depends on it.

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Management Conflict in Network Development

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■ Networks are formed to convey information between libraries. Protocols, or rules, are needed to maintain the communication links which require a bureaucracy to administer. The leadership to bring about a network is always in conflict with the member organizations of the network because the latter resist the control of network protocols by the network managers. The tension in leadership responsibilities in network operations is a result of increased use of more comprehensive communication links.

THE technology of communication has expanded to the point at which institutional functioning is dependent upon electronic components operating at a degree of accuracy impossible for humans to replicate. Our ability to store, manipulate, transfer, and duplicate information electronically has led to the creation of a new library agency, the network. It is the author's contention that this new interlibrary organization is a response to communication technology. It is a mistake to look at communication technology as if it were a solution to problems when the technology itself causes problems. Networks are necessary because the environment in which our former libraries functioned is disappearing.

Networks increase interlibrary dependence and change not only our

administrative responsibilities but even, in some areas, the functions of our library agencies, for example:

- Networks demand acceptance of protocols or rules over which, as individuals, we have little control;
- Networks require acceptance of new kinds of communal responsibilities that are different from simple cooperative agreements;
- Networks are sophisticated structures and are necessarily complex (1). Many of us still think networks are a simplistic solution for information transfer (2);
- There is a new kind of manager inserted in our library organizations, the network manager;
- There is tension among our library agencies over status, authority, and responsibility in governance of networks.

The purpose of this paper is to bring attention to some of the processes which are stressful. Reynolds remarked over a decade ago that little has been reported on the authority and responsi-

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bility of network directors as managers. Apparently it is thought by some that changes being brought about by networks occur through the efforts of disembodied beings. Obviously, they are caused by real people who work within our social structure (3). The observations expressed in this paper are based on the experience of participating in the formation and administration of two library "networks." While a great deal of imaginative talent has been expanded on the technical aspect of library networks, little effort has gone into investigating social consequences. The expectation here is that open discussion will help us arrive at new values which can serve as a base for creating dependable library network service. Sound generalizations about library network management are not yet possible, but if we are aware of the points of stress, perhaps special libraries can make more of a contribution to the formation of the new library organizations.

Network Formation

A library network comes into being when information can be shifted from one library unit to another. This is a less restrictive view than that proposed by Stevens, which requires a network to make "joint use of . . . computer technology" (4). Libraries need not use computers to be recognized as a network, but analogous to a computer network, a library network consists of independent agencies connected through a communication link. A library network is distinct from a group of branch or departmental libraries that relate to each other in an administrative hierarchy. A network, because it is composed of "independent" agencies, has its own kind of governance organization and leadership. A network director has a set of responsibilities and authorities quite different from the library director of a multiunit library system.

The *amende honorable* to participate in networks is to maintain an existing library's ability to survive, that is, do



better what the library now does. If a network does not begin with the objective of reducing interinstitutional barriers through the communication process, it will soon accept such an objective. The options to remove these barriers are few: 1) change the inter-agency political conditions and hope a new structure will result, 2) get rid of the present agencies and replace them with a new structure, or 3) add a new agency on top of our present library system. A library which becomes a member of a network accepts a commitment that cannot be abjured. A network is not separate from its members and hence the management of networks is a part of every member agency's operations. A library does not join a network on its terms, but those of the network. It is imperative, therefore, to have an appreciation of how leadership and decision making in library networks is expressed.

Leadership Formation

Many forces acting together, or more frequently opposing forces, set the stage for group leadership to develop. As Fetterman argues, man is a sharing animal. It is through sharing that self-realization, enlightenment, and fulfillment are accomplished (5). Reaching the stage where the heads of separate library agencies can agree on an organization of work in which individuals and institutions are equally workers and managers is an intricate process.

special libraries

Martin feels that there are so many groups trying to solve the same problems that no one will get anywhere. Her view is that only a very few institutions should be allowed to lead "in order to maximize the design and development process" (6). This attitude is misdirected, if not antidemocratic. Networks are new social institutions. If they relate to our existing resources, then we must search for common objectives that rise above personal and institutional preferences. The adoption of network procedures, or protocols, is a more complex process than transferring money or technical skills from one place to another. Protocols have ideas associated with them which impact on the larger social system (7). It is no accident that many networks have what is currently termed governance problems. One of the basic aspects of networks is that the legality and ultimately the power of continuance rests with the membership. While it is our nature to share, it is also our nature to preserve until a better method of sharing is found.

The Change Agent

How do library agencies, each one operating in its own domain with its own interests, get to the point where they accept group objectives? Networks do not get created by a committee. Committees, at best, recommend. Someone has to "sell" recommendations. There have to be "change agents" within the group, or employed by the group, to bring about the structure which links the group into a network organization.

Frequently, we equate change agents with formal or administrative leadership. But there are formal leaders who are not emotionally committed to change. Change agents may have to work around formal leadership whose bent is to protect rather than to change or evolve. Social scientists only recently have come to recognize that the change agent role can, and probably should, be separated from formal leadership (8). A change agent can become a leader or a

leader a change agent in a particular environment, but they are separate roles. The change agent does the technical and organizational study to assess the logic, logistics, and values needed to accomplish network objectives. The leader, however, as an administrator or director, must meld the study into a coherent bureaucracy. Leadership styles may vary the tone of network development, but it is what the director does that determines how well the network functions. Libraries, whether they are members of a network or use services of a network, are implicated in the decisions and actions of the growing cadre of network leaders.

Leadership Conflict

The introduction of network technology with its protocols alters the libraries in which they operate. A new bureaucracy is thus inevitable, adding to the complexity of our libraries. One of the most difficult tasks of the manager of complex organizations is to make them visible to the members of the organization and those outside the organization (9). A network office suffers the fate of all central bureaucracies. There is a tendency to localize decisions placing power in the hands of a few. This reduces the significance of participation of those actually maintaining the protocols of the network (10). Network directors must have as their end to shift "power" and decisions from member libraries to their focus of operation. An astonishing number of individuals are convinced that it should be possible to join a network without affecting their own work organization. They seem unwilling to accept that network protocols must be managed and that a network manager has the means to control and enforce the protocols.

The situation can become tense because network managers are removed from the ultimate source of power, the funding. If a network receives its funding from sources other than its members, for example from a foundation or a government grant, at best the

network staff are change agents. If the funds come from the members, then the staff is forced to engage in management procedures. Network staff are not producers of direct library services themselves. They are subject to the criticism that they have an unreal perspective of librarianship. If a network manager is to have responsibility to accomplish certain ends, then there must be a corresponding authority, but there is no way to define the scope of authority of a network manager without that authority overlapping into areas that are felt to be entirely the prerogative of the participating members (3).

The conflict of authority lies in part in our professional reward system. Librarians gain their identity from the institutions in which they work. They get their promotions for the tangible products provided for their own domains. The investment of effort for the future benefit of an agency is rarely defined in work assignments. The staff

edge is power." We feel our bureaucracies work best when there is a sufficient flow of information so that those involved, say in library networks, can express themselves on decisions and procedures. We often hear the complaint in network organizations that information is lacking. The complaint becomes expressed as a failure to have clear objectives and goals. The admonition is to search out communication barriers, remove them, and the network approach will automatically become understandable. There is more to network building than clearly stated objectives that can be communicated through barrier-free mechanisms. There are several areas in which network managers say one thing while their members hear another thing:

- It should not be assumed by network managers that technology is available and relevant. Because a system has been demonstrated to be feasible in one environment does not make it applicable throughout the library world. This

... a system ... demonstrated to be feasible in one environment does not make it applicable throughout the library world. This understanding too often results in what are thought to be broken promises of electronic specialists.

of member institutions have different purposes of action from network managers. In practice, librarians of member institutions are more concerned with their own institutional output than with developing continuing capabilities of an organization that is viewed as external to their own. Acquiring and using technology is more important than searching for interinstitutional norms and supportive behavioral patterns. The members are more concerned with internal organizational matters than with external linkages. Excellence of performance of network managers, therefore, cannot be judged from the measures applied at member libraries.

Communications

It is through bureaucracies that we have come to recognize that "knowl-

misunderstanding too often results in what are thought to be broken promises of electronic specialists.

- The infrastructure to support network innovation may not exist. It may take years to convince library users of the efficacy of using on-line bibliographic data bases.
- Although technological innovation can increase productivity, it does not mean adopting it will enhance library services in all environments.
- The promoters of network innovations often concentrate on "selling" individuals, failing to appreciate the social structure in which the individuals work. Academic librarians see themselves as different from special librarians. While the same technology can be used in both kinds of libraries, the values about its use are seen as being different, and then for some reason the technology appears different.
- Technological innovations, for the

most part, arise and are tested in large libraries. It is often perceived that large libraries are elitist institutions that form a power group manipulating the less endowed to maintain their elitist position.

- Communication in a structured environment is a multifaceted process. Information does not trickle down from the innovative to the less innovative, from the rich to the poor in a single time sequence. A network requires individuals in each participating institution to be responsible. A network is without corporeity if agreement is not reached among these individuals.

In summary, the process of conveying information, if it is accepted and understood, changes individuals and the environment in which they work. Network development is more than a central office conveying knowledge or teaching people how to use technology. We are creating new kinds of library agencies which need individuals with management skills different from those in use in hierarchically organized libraries. There are now and will continue to be for some years conflicts in leadership roles in our community. The application of technology will not resolve these conflicts; it only accentuates institutional differences.

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Collection Overlap in Canadian Addictions Libraries

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■ Collection overlap among eight Canadian addictions libraries was investigated using a random sample of monographs taken from the Alberta Alcoholism and Drug Abuse Commission Library in Edmonton. Participating libraries ranged in size from 500 to 10,500 volumes; find rates varied from 20% to 63%. These percentages are comparable to those found in similar studies performed in public libraries with collection sizes two orders of magnitude larger. The results also provide further evidence that collection overlap is not only a function of library size but also that it may increase linearly among libraries of the same type. Additional findings concerning sources and types of materials held by the libraries are also reported.

COLLECTION OVERLAP has always been a matter of interest for libraries because of its implications for both technical and public services. From a technical services standpoint, overlap is of interest because of the cost benefits and efficiencies that are derived from cooperative acquisitions and cataloging; from a public services standpoint, there is great potential for interlibrary loan and other resource sharing. Computer-based bibliographic

networks have heightened that interest by combining the effectiveness of centralized processing with the benefits of widespread availability of information through telecommunications.

In anticipation of these networking benefits, a number of preliminary studies of collection overlap have appeared over the last decade. In 1968 Nugent reported on collection overlap among state university libraries in New England (1). Altman in 1972 published a

study of collection overlap among New Jersey secondary schools (2). In 1975 Knightly analyzed collection overlap among college and university libraries in Texas (3). That same year, Cooper, Thompson, and Weeks studied collection duplication within the University of California library system (4). Redmond, in his 1971 discussion of incentives for interlibrary cooperation, based his description of an ideal network on an intuitive grasp of overlap among libraries of different sizes (5).

More recently, Davis and Shaw have presented evidence that collection overlap is a function of library size, and that it increases linearly over a wide range of collection sizes. Furthermore, they have suggested that the relationship between overlap and collection size may be universal for all major types of libraries, that is, those dealing with the same kinds of materials (6).

The Davis-Shaw prediction emerged from a study comparing collection overlap and library size among U.S. and Canadian public libraries. It was decided that Canadian alcohol and addictions libraries might serve as a representative group of special libraries for testing the prediction in a different setting.

Nature of Canadian Addictions Libraries

Addictions libraries in Canada include seven government agencies, one federal government branch, and one nonprofit agency. In practice, addictions library holdings emphasize literature dealing with alcohol, smoking, drugs, and addiction to or dependence on these. Secondarily, holdings include interdisciplinary works on psychotherapy, group counselling, social work, health, recreational therapy, and program evaluation. Secondary coverage tends to reflect staff interests and addictions agency programs. The addictions literature is published in a variety of formats, including books, pamphlets or reprint articles, and periodicals. This initial study has been limited to monographic material.



Methodology

A random sample of eighty-five monographs was taken from the shelflist of the Alberta Alcoholism and Drug Abuse Commission (AADAC) Library and was sent to all other libraries listed in the *Canadian Addictions Library Directory* (1977) (7). Fourteen of the original titles were later excluded from the study, because it was found that they were atypical proprietary publications available to just one or two of the libraries participating in the study. The sample was taken from the AADAC Library's shelflist rather than its catalog so that each title would be represented only once. The AADAC Library was chosen for sampling because of its convenience to the authors and because, at 2,000 volumes, its size was intermediate to the other libraries being investigated. Other libraries were not sampled for the following reasons: additional travel money was not available; such additional searches would inconvenience their librarians; and the uniformity of sampling methodology might have been affected. Subsequent examination of the other libraries' acquisitions lists suggests that cross-checks of samples would produce similar results.

To reduce the scope of the sample and to avoid bias due to the varying ages of the libraries involved, only those items having a 1970 or later imprint were selected. This was also done to assure the relevance of the

findings to possible use of contemporary on-line bibliographic networks, which first began operation in the late 1960s. Although normally associated with academic and public libraries, the OCLC network, for example, has provided access to special libraries since about 1975 and recently has removed the surcharge it assessed from profit-making institutions (8). The potential of OCLC for special library work in the additions area has been demonstrated by the authors in an earlier paper, which showed that cataloging data for 65% of the AADAC Library's acquisitions over an eleven-month period were already available on-line through that network (9).

Allowance was also made for differing acquisition and cataloging practices. In addition to items that were clearly identical, some others were counted as hits if they were the same edition of a work but differed in publisher. In other words, the study was intended to find the overlap in titles available for use, not to study the overlap of compatible cataloging data.

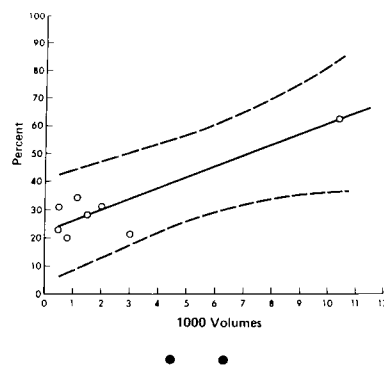
Overlap as a Function of Library Size

Figure 1 is the scattergram that results when percentage find rate is plotted as a function of library size in thousands of volumes held. The solid line represents the line of best fit from a standard linear regression routine using least squares, while the dashed lines represent the 95% confidence levels—the range within which 95% of the observed values can be expected to fall.* The correlation, equation of the line of best fit, and standard error of the estimate, respectively, are as follows:

$$\begin{aligned} r &= 0.885, \\ y &= 3.7x + 22.3, \\ s_E &= 6.9. \end{aligned}$$

These results are similar to those

Figure 1. Scattergram of Percentage Find Rate Plotted Against Library Size ($n = 71$).



found by Davis and Shaw (6) for American public library samples searched in Canadian public libraries, where the corresponding statistics are:

$$\begin{aligned} r &= 0.849, \\ y &= 5.4x + 24.8, \\ s_E &= 8.7. \end{aligned}$$

The similarity is all the more striking when one realizes that the libraries in the two groups differ in size by two orders of magnitude; that is, the public libraries were measured in hundreds of thousands of volumes rather than thousands. This gives greater credence to a possible hypothesis of universality for the relationship of overlap and library size. It is worth noting in this connection that the data from Nugent's original study of academic libraries, when plotted in this fashion, also show a similar pattern.

Caution must, of course, be exercised in drawing inferences from relatively small samples. Nevertheless, empirical results such as these are interesting and invite future studies using either large samples or whole collections, perhaps with the help of on-line services such as OCLC, BALLOTS, WLN, or UTLAS.

With respect to the regression analysis itself, linearity has been assumed because of the findings for individual public library samples reported by Davis and Shaw, which were also linear. The statistics for one such sample are as follows:

*All computations were performed first on a Texas Instruments SR 51-II calculator and then verified on the University of Alberta's Amdahl 470/V6 computer.

Table 1. Titles Found and Libraries Holding ($n = 71$).

| Number of libraries owning | Number of titles | Total found (%) |
|----------------------------|------------------|-----------------|
| 1 | 13 | 24 |
| 2 | 10 | 18 |
| 3 | 12 | 22 |
| 4 | 6 | 11 |
| 5 | 4 | 7 |
| 6 | 7 | 13 |
| 7 | 2 | 3 |
| 8 | 1 | 2 |
| | <u>55</u> | <u>100</u> |

Table 2. Sources of Titles Found ($n = 71$).

| Acquisition source | Number | Total found (%) |
|--------------------------------|-----------|-----------------|
| Trade publisher | 26 | 47 |
| Government publisher | 18 | 33 |
| Research/society/Institutional | 11 | 20 |
| | <u>55</u> | <u>100</u> |

$$r = 0.987,$$

$$y = 4.7x + 28.4,$$

$$s_E = 2.4.$$

In the case of the addictions libraries, however, it must be acknowledged that a nonlinear expression with a large radius of curvature could also account for the observations, because there are no Canadian addictions libraries having collection sizes in the intermediate range of the diagram.

Additional Findings

Of the seventy-one titles sampled, fifty-five were found in one or more of the other addictions libraries. Of those found 64% were held by one to three libraries; 31% were in four to six libraries; 5% were owned by seven to eight libraries (see Table 1).

Table 2 shows that trade publishers constituted the most frequent source of the sampled titles. Government publishers were the second most frequent and a combination of research organiza-

Table 3. Distribution of Monographs Found Among Six Primary Topics ($n = 71$).

| Category | Number | Total found (%) |
|-------------------|-----------|-----------------|
| Alcohol | 20 | 36 |
| Drugs | 17 | 31 |
| Smoking | 1 | 3 |
| Social sciences | 11 | 20 |
| Health | 3 | 5 |
| General reference | 3 | 5 |
| | <u>55</u> | <u>100</u> |

Table 4. Distribution of Titles Not Found.

| Category | Number | Not found (%) |
|-----------------|-----------|---------------|
| Social Sciences | 10 | 62 |
| Alcohol | 3 | 19 |
| Drugs | 3 | 19 |
| | <u>16</u> | <u>100</u> |

tions, society publishers, and other institutional sources was the third.

With respect to primary topics for the monographs found, the fifty-five titles fell into the following six categories: alcohol, drugs, smoking, health, social sciences, and general reference. Works on alcohol and drugs dealt with general information; treatment and rehabilitation; medical accounts; psychological analyses; dependency and addiction; and personal or lay-level accounts. Works on health addressed themselves to health promotion, alternative lifestyles to drugs, and general information. The social science titles included general works on psychology, psychiatry, psychotherapy, counselling, and sociology. The general reference category included directories, legal handbooks, and dictionaries. Not surprisingly, most of the titles found were in the categories for alcohol or drugs, followed by the social sciences (see Table 3).

For the sixteen (23%) titles not found

Table 5. Comparison of Results Between the Largest Library and All Others Surveyed.

| Category | Number | Total found (%) |
|---|--------|-----------------|
| <u>Largest library (10,500 volumes)</u> | | |
| Alcohol | 17 | 38 |
| Drugs | 16 | 35.5 |
| Social sciences | 7 | 15.5 |
| Other | 5 | 11 |
| | 45 | 100 |
| <u>All others (9,500 volumes)</u> | | |
| Alcohol | 51 | 38 |
| Drugs | 52 | 39 |
| Social sciences | 24 | 18 |
| Other | 6 | 5 |
| | 133 | 100 |

in any of the libraries, the publishers were split between trade and research/society/institutional; no government publishers were represented. Only three of the six categories were represented among the titles not found (see Table 4).

It is interesting to note that the majority of the titles not found are in the social sciences rather than in alcohol, drugs, smoking, or other categories specific to addictions libraries. A reasonable inference would seem to be that there is more agreement among addictions libraries concerning subject-specific titles than on general titles. In fact, one of the libraries reported that it tended to acquire few general social science publications because they were readily available through interlibrary loan; the library viewed as its principal responsibility the acquisition of dependency and addictions information on alcohol, drugs, and smoking.

Altman observed in her study that even the smallest of libraries had something to contribute to an interlibrary loan network (2, p. 186-187). Judging from the comparison between the largest participating library and all others combined (Table 5), this would be true for the addictions libraries as well.

Both groups of libraries had similar proportions for the major categories; however, three times the number of

titles found in the largest library were found in all other libraries combined. Thus, there seems to be a fair degree of consistency and cohesion in the pattern of collection emphasis, with the smaller libraries having a substantial number of titles that the largest does not own.

Summary and Conclusion

Collection overlap has important implications for both cooperative processing and resource sharing. Canadian addictions libraries seem to follow the same linear pattern as larger libraries when one examines collection overlap as a function of library size. Seventy-seven of the monographs sampled were found in one or more of the eight participating libraries, with 64% of those found held by one to three of the libraries. Trade publishers accounted for most of the titles, followed by government publishers and research/society/institutional sources. The most popular categories seem to be those dealing with alcohol, drugs, and the social sciences in general, in that order. There seems to be considerable consistency among the libraries, with more agreement on titles dealing with alcohol, drugs, and smoking, than there is on titles of a more general nature.

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DAVIS

Business Information Sources on Asia

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■ The great economic diversity of Asia makes doing business there more difficult than in any other geographic area of the world. Businessmen hoping to succeed in the Asian markets require timely and concise business information. While the standard business information sources are useful, they require supplementation in the form of materials published by a variety of organizations. A large number of organizations—banks, trade organizations, and corporations—publish business information on the Asian nations. This discussion limits itself to periodicals published by these groups.

ANY discussion of business information sources on Asia must take into account Asia itself, for it is a vast geographic area of great economic diversity. The diversity of Asian economic practices makes conducting business there different from, and more difficult than, doing business in any other area of the world. Economic development in Asia is characterized by such countries as Japan, a highly industrialized nation with a per capita income of almost \$5,000, as well as by Afghanistan, an almost completely agriculturally based economy with a per capita income of \$150. Vietnam remains closed to foreign investment despite recent overtures by the government toward liberalizing investment policies. The government of Hong Kong, on the other hand, is highly supportive of free enterprise and possesses a liberal investment climate. There is no well-developed organiza-

tion in Asia comparable in scope to the European Economic Community or the Latin American Free Trade Association. There is, therefore, less economic integration in the Asian markets; this fact makes the task of developing those markets all the more difficult (1).

Indonesia can be used as an example to set forth some of the problems that can beset the businessman trying to develop an Asian market. Suppose an American manufacturer desires to sell a product in Indonesia, an ample market of 136 million people. Since the company is foreign owned, the manufacturer cannot, by Indonesian law, import or distribute any product in Indonesia. Only Indonesian companies, that is, those with at least 51% Indonesian ownership, can import or distribute the product. The manufacturer must therefore assign one of these Indonesian companies to act as agent. Assuming that a reliable distributor is

found on the first attempt, the businessman must now contend with inadequate port facilities, poor roads, unreliable or nonexistent transportation, and great distances due to the geographical characteristics of Indonesian population distribution.

In spite of the problems that make approaching the Asian markets difficult, the area nevertheless remains an attractive site for business, trade, and investment. There are several reasons for this interest on the part of business.

Developing Integration

There has been some effort at economic integration, notably in the Association of Southeast Asian Nations (ASEAN), composed of Singapore, Malaysia, Thailand, the Philippines, and Indonesia. Development in integration has been slow to date, but progress is being made as the rate of development increases.

the best chance of success at any given moment.

From where is this timely and precise business information to come? Much of it, of course, will come from such standard sources as the publications of the United Nations and the Department of Commerce. Other sources of information of great value and practicality are the publications of Business International and the various letters of the Asia Letter Publishing Company. The *Quarterly Economic Reviews* of the Economist Intelligence Unit are another primary source of first-rate economic information on Asia.

All these, and numerous others, are valuable, but they are less than complete for the information needs of the businessman hoping to succeed in the Asian markets. The diverse nature of the Asian markets requires that the standard business information tools be supplemented by a variety of other

The single most important factor contributing to Asia's attractiveness to business is the sheer size of the Asian market—a potential of more than two billion people.

The Asian Development Bank is involved in financing efforts to develop infrastructure and agricultural projects throughout Asia. Indonesia, Malaysia, and the Philippines are blessed with abundant natural resources. The single most important factor contributing to Asia's attractiveness to business is the sheer size of the Asian market—a potential of more than two billion people.

This thumbnail sketch of a business venture in Asia points out that, although Asia does present many problems to the businessman contemplating penetrating its markets, it remains attractive because of its significant potential. However, the business sector attempting to approach the Asian market needs timely and precise information as to which of these markets offer

sources in order to enhance their effectiveness. Some of the business information sources discussed here are not well known and, as a result, are little used.

These supplemental publications are published and distributed by a variety of organizations that can be classified into three main groups: banks, trade organizations of all kinds, and corporations.

Bank Publications

The publications of banks of all types are an invaluable source of business and economic information on the Asian nations. On an international level, the International Monetary Fund began operations in 1945 with the primary responsibility of stabilizing foreign exchange rates and helping its mem-

bers overcome balance of payments problems. To these ends the fund publishes a variety of materials on international finance and monetary issues. The *Annual Report of the Executive Directors* provides a survey of the world economy with separate discussions of international liquidity, balance of payments problems, exchange rates, and world trade. The *Annual Report on Exchange Restrictions* contains descriptions of the exchange systems of most countries in Asia and the world, on a country-by-country basis. The *IMF Survey* is published twenty-three times a year with an index and occasional supplements. It contains texts of major statements, press releases, and discussions of broad economic developments in member countries.

Regional and National Banks

On a regional level, the Asian Development Bank attempts to foster economic growth and cooperation and to accelerate development in Asia. The bank publishes a number of periodicals containing useful and timely business information on Asia. The *ADB Quarterly Review* reports on regional activities, loans granted, and technical assistance provided. Feature articles focus on particular aspects of development. A recent article, for example, outlined practical approaches to fisheries development. The semiannual *Key Indicators of Developing Member Countries* supplies data on area and population, national accounts, production, transportation, money supply, and foreign trade. The annual *Trends in Developing Asia* provides statistics, graphs, and charts supplying data on Asian population, national accounts, transport, money supply, consumer prices, as well as social indicators. A variety of papers have been published by the bank under the title *Occasional Papers*. A recently published paper was entitled *A Comparative Study of National Income Statistics in Fiji, Papua New Guinea, Nepal, and Sri Lanka*.

On an individual country level, national development banks provide

financing and assistance for development projects. The publications of development banks mainly take the form of annual reports. The annual report of the Development Bank of Indonesia, for example, details the lending operations of the bank, provides a description of the economic condition of Indonesia during the previous year, and indicates the growth of the paper, chemical, textile, transportation, and tourism industries.

The central banks of Asian nations occupy a special place in the economy of Asia; they operate in the areas between the governmental and private sectors and the domestic and international sectors. Most central banks publish periodicals in addition to their annual reports.

A good example of a central bank periodical is the *Monthly Bulletin* of the Bank of Thailand. A recent issue contained an economic review of money and banking activities during the previous month, a survey of the movements of principal agricultural products, an article on industrial activities, and a statistical annex providing data on money and banking, public finance, foreign trade and payments, industrial and agricultural production, wholesale and consumer price indices, and rates of exchange.

By far the greatest amount of material available on the economies of Asian nations is published by the large number of commercial banks in Asia. The *Bangkok Bank Monthly Review* is fairly typical of the type of information likely to be found in the bulletins of Asian commercial banks. The August 1978 issue is fifty-five pages in length. An editorial discusses Thailand's growing tourist industry. In the section entitled "Topic of the Month," the growth of industries related to tourism is discussed. This is followed by a section called "Economic Digest" in which two brief articles describe Thailand's foreign trade and recent inflation. The "Commodities" section provides a mid-year review of rice, maize, sugar, tapioca, rubber, tin, and kenaf. The "Laws



and Regulations" section lists those industries which are eligible for promotional privileges by foreigners. Finally, a seventeen-page statistical appendix provides data on Thailand's foreign trade, wholesale and consumer price indices, average wholesale price of commodities, production of selected manufactured goods, money supply, international reserves, and tourism.

Not all of the bank bulletins published by Asian commercial banks are as extensive as the *Bangkok Bank Monthly Review*, but most follow the same type of format and provide similar information.

Many of the large commercial or international banks in the United States have economic research departments that compile data on Asia and publish it in the form of bank bulletins or reviews. Chase Manhattan Bank provides a periodical entitled *International Finance*. It contains current information on world interest rates, exchange rates, central bank rates, consumer prices, and balance of payments for countries around the world. Articles in recent issues discussed the brighter economic outlook for Thailand and the temporary recovery in the slide of the yen. The Federal Reserve Bank of San Francisco publishes *Pacific Basin Economic Indicators*. This quarterly publication supplies statistical data on money supply, consumer prices, gross national product, imports, exports, and international reserves of selected Asian countries as well as Canada and the United States.

Trade Organization: Two Examples

In addition to banks there are a large number of trade organizations that regularly publish business information on Asia. These organizations include trade promotion groups, chambers of commerce, government agencies, federations of industries, and associations of importers or exporters.

There are far too many of these organizations publishing material to discuss many of them in detail. A description of two such publications should give an idea of the kind of information published by these various groups. *Natural Rubber News* is published by the Malaysian Rubber Bureau, a unit of the Malaysian Rubber Research and Development Board with United States headquarters in Washington, D.C. The September 1978 issue contains brief articles on worldwide rubber consumption and the future of the rubber industry, while a feature article relates the development of thermoplastic natural rubber. A separate section details the natural and synthetic rubber consumption and production estimates for various countries as compiled by the International Rubber Study Group. A statistical annex provides figures on consumption, production, import and export of natural and synthetic rubber.

Keidanren is a private federation of Japanese economic organizations that seeks to find practical solutions to Japanese economic problems. They publish their findings in *Keidanren Review on Japanese Economy*. A recent issue of this bimonthly bulletin contains a summary report of a year-long Keidanren study on the problems of the changing Japanese industrial structure. It includes capsule reports on oil, electric power, steel, aluminum, copper, petrochemicals, soda, fertilizers, textiles, cement, paper and pulp, shipping, automobiles, and machinery. The next issue of the review highlighted the changing of the industrial structure of eight more industries. Keidanren's recent visit to the People's Republic of China is briefly reported on.

Some of the periodicals issued by trade organizations concentrate on one aspect of the economy. For example, separate publications are available that deal with Korean business (*Korea Business*), Taiwanese industry (*Taiwan Industrial Panorama*), Malaysian tin (*Tin News*), or Hong Kong tourism (*Hong Kong Travel Bulletin*).

The Value of the Annual Report

Corporations are another source of business information on Asia. Some of the larger corporations in the more industrialized Asian nations publish periodicals that contain useful information on their country's economy. The Toyota Motor Sales Company publishes a quarterly entitled *The Wheel Extended*. The Spring 1978 edition has four articles devoted to Japan's concept of technology transfer and technical cooperation to developing countries. A special supplement, the first of four to be issued in 1978, discusses the communication gap that exists between Europe and Japan and the attempts made to increase mutual understanding.

The basic document issued by the corporation is, of course, the annual report. An article in the *Wall Street Journal* once described annual reports as the "... flashiest and least informative art form of our time. They tend to be characterized by foggy prose, total omissions, and unsubstantiated claims" (2). The article then goes on to say that many recent annual reports tend to be more straightforward and honest than those issued in the past.

What about the value of the information contained in the annual reports of Asian corporations? Hong Kong annual reports can serve as an example. All public companies in Hong Kong are required by law to publish annual reports. Therefore, each year there is a veritable mass of slick, graphically beautiful reports available. The single most striking feature of annual reports is their appearance. Many of these reports are visually stunning, with dramatic graphics, photographs, or art

work interspersed among the charts and graphs. But what about the contents?

Any discussion of the value of the information contained in annual reports reveals two basic opinions. One is that the information is of little use and may even be misleading, while the other is that annual reports can fulfill a useful function. George Benston, professor of business administration at the University of Rochester's Graduate School of Management, has conducted studies on annual reports. One of his



findings indicates that the news contained in annual reports is not news by the time it is released. By the time financial statements are published, the earnings information they contain is already known by the market and therefore no profits can be made by potential investors. Michael Johnson of Arthur Andersen disagrees. He states that

... since reports are produced periodically they must be considered periodic decisions. It is a fallacy to think that the news in a report is old news by the time it reaches an investor. Annual reports take into consideration the changes that could happen to a company by the time the report is published... (3).

Benston maintains that corporate financial statements are ignored by the market because they do not reflect reality; that is, they do not indicate recent governmental regulations affecting the industry, nor are changes in senior management mentioned. Johnson states that anyone active in the market is aware of these shortcomings and takes them into consideration. He also makes the important point that it is not only investors who are interested in annual reports. Labor, for example, is interested in knowing if it is receiving proper participation. Banks that lend

money to corporations certainly have a need for details of corporate functioning. Insurance companies looking to invest accumulated cash are also in need of financial statements (3, p. 9).

The governments of several Asian nations are now beginning to demand more reliable information in annual reports. This request should be reflected in more accurate and substantive information in the future. At the present time the annual reports of Asian corporations probably raise more questions than they answer. However, the questions that they do answer and the useful information that they do contain are often not readily available elsewhere.

Annual reports do, for example, list names and addresses of both the Asian and foreign subsidiaries of the parent corporation. They also provide the names of members of the board of directors and senior management, geographic distribution of sales, predictions of next year's corporate performance, five or ten year summaries of past performance, overviews of the economy, and descriptions of company products or services. In supplying this type of information the annual reports of Asian corporations can perform a valuable and useful function.

There are some problems involved in collecting periodicals published by banks, trade organizations, and corporations. Many of these publications are not indexed in the standard indexing services, although some are indexed in *F&S Index International*. Some of the organizations publishing this material tend to exaggerate the positive aspects of their country's economy and suppress data that reflects the economy in a negative light.

Summary

While this discussion has limited itself to periodicals published by banks, trade organizations, and corporations, it should be noted that these groups also publish information on Asia in the form of monographs, industrial directories, lists of importers and exporters,

maps, pamphlets, and audiovisual materials. For instance, the Malaysian Rubber Bureau, in addition to publishing three periodicals, also provides maps, wall charts, photographs, booklets, and movies. All of these materials are usually available free of charge.

One important feature of the periodicals mentioned here is that most are available on a complimentary basis. There is a miniuniverse of business information on Asia available free for the asking, a fact which should not escape the attention of the librarian operating on a restricted budget. There are, of course, similar organizations publishing complimentary material on business in Europe, Africa, the Middle East, Latin America, and Oceania. Thus it is possible to acquire, at practically no cost, collections of materials on a single country, on all the countries of a single geographical region such as Asia, or on an entire international region. There is, indeed, a world of free information just outside your door. We challenge you to open it.

Appendix

This representative list of organizations and their free publications will provide some idea of the types of institutions publishing such material as well as the type of information contained in the publications. All of the periodicals listed here are available free of charge from the publisher. The numerals appearing in parentheses after some of the entries refer to listings in the Bibliography from which names and addresses of other publishers of free material may be obtained.

Banks

The Secretary, International Monetary Fund, Washington, D.C. 20431.

Annual Report of the Executive Directors. Surveys the world economy, international liquidity, balance of payments problems, exchange rates, and world trade.

Annual Report on Exchange Restrictions. Country-by-country descriptions of the exchange systems of most countries of Asia and the world.

Summary Proceedings. Annual record of the Fund's meeting, with the statements of the governors, committee reports, and resolutions.

IMF Survey. Published 23 times a year with index and supplements. Includes press releases, texts of major statements, and discussions of broad developments in Asian (and other) national economies.

Finance and Development. Quarterly. Articles deal with trade and exchange systems, national monetary policies, problems of economic growth, and assistance given to developing economies by the fund.

Asian Development Bank, Information Office, P.O. Box 789, Manila 2800, Philippines.

Annual Report. Reports on economic developments and banking operations in the region for that year and provides a statistical annex on member nations.

ADB Quarterly Review. Contains reports of regional activities, loans, and technical assistance, plus articles related to a particular aspect of development (a recent article outlined practical approaches to fisheries development).

ADB News Release. Irregular. Announces loans, technical assistance, and development projects currently approved by the bank.

Summary of Proceedings. Annual. Record of the bank's meetings, containing statements of the governors, committee reports, and resolutions.

Central Banks (4, 5, 10)

Almost all central banks publish periodicals in addition to their annual reports. One such publication is listed as an example.

Reserve Bank of New Zealand, Economic Department, P.O. Box 2498, Wellington, New Zealand.

Bulletin. Monthly. Data on private savings banks, money supply, finance companies, exchange rates, and treasury bills. Articles highlight various features of the current economic situation.

Asian Commercial Banks (1, 2, 5, 9)

These banks are the largest publishers of information on Asian countries. The publications listed below are typical of the type of information published by these banks.

Bangkok Bank Ltd., Public Relations Bureau, 23 Surawong Road, Bangkok, Thailand.

Bangkok Bank Monthly Review. Editorials, feature articles, and statistics on the economy of Thailand.

Australia and New Zealand Bank, 351 Collins Street, Melbourne 3000, Australia.

ANZ Quarterly Survey. A recent issue contained articles on banking policy, imports, caravan parks, consumer credit, and fishing limits. Statistical indicators.

Intercommercial Bank of China, No. 15 Chung Shan Road (N) 2ns Section, Taipei 104, Taiwan.

Economic Review. Bimonthly. Recent articles include Sino-American economic cooperation, public housing information, irrigation management, with statistical tables.



Fuji Bank Ltd., Research Division, 1-5-5, Otemachi, Chiyoda-ku; Tokyo, Japan.

Fuji Bank Bulletin. Monthly. The April 1978 issue describes Japan's economy on the road to adjustment, industry reports on medical engineering equipment and diesel-powered cars, with statistical tables.

United Malaysian Banking Corporation, PO Box 2006, Kuala Lumpur, 01-33, Malaysia.

UMBC Economic Review. The most recent issue contains eight substantial articles. Sample: The implications for Malaysia of the new international economic order; the determinants of ethnic inequality in peninsular Malaysia, and the Danish experience with external advisors. Statistical appendix.

Key Indicators of Developing Member Countries. Semiannual. Supplies data on area and population, national accounts, production, transportation, money supply, foreign trade, and international finance.

Trends in Developing Asia. Annual. Statistics, graphs, and charts on developing member countries provide data on population, national accounts, transport, money supply, consumer prices, balance of payments, and social indicators.

Occasional Papers. A variety of papers have been published. Example: *A Comparative Study of National Income Statistics in Fiji, Papua New Guinea, Nepal, and Sri Lanka*.

National Development Banks (4)

The publications of these banks are mainly restricted to annual reports and statistical pamphlets. They generally describe the bank's activities, report on the country's economy, and describe growth in various industries.

Domestic Banks (1, 3)

Many of the large commercial or international banks in the United States have economic or public information departments that compile data on Asian countries and publish it in the form of periodicals. Several of these are listed below.

Bank of America, Asia Representative Office, St. George's Bldg., 2 Ice House Street, Hong Kong, B.C.C.

China Spotlight; Indochina Spotlight. Monthly. General, economic, and trade news on the People's Republic of China and Indochina.

Chase Manhattan Bank, 1 Chase Manhattan Plaza, New York, N.Y. 10015.

International Finance. Biweekly. Statistical survey of business and finance, tables of world interest rates, and topical articles on various aspects of the world's economies.

Federal Reserve Bank of San Francisco, Public Information Section, P.O. Box 7702, San Francisco, Calif. 94120.

Pacific Basin Economic Indicators. Quarterly. Data on money supply, consumer prices, GNP, exports, imports, international reserves, and foreign exchange rates for the Pacific Basin nations. (Includes Canada.)

Trade Organizations (5, 6, 7, 8, 9)

Trade organizations of all kinds exist in all the Asian nations (China, North Korea, and Vietnam have different systems) among

which are trade promotion groups, consulates, embassies, government agencies, chambers of commerce, stock exchanges, commodity exchanges, tourist organizations, and so on.

Korea Trade Promotion Corp., P.O. Box 1621 Central, Seoul, Korea.

Korea Business. Bimonthly. Each issue contains business news in capsule, feature articles (e.g., Korean machinery industry), reports on popular export products, and cultural news (e.g., traditional embroidery).

Malayan Tin Bureau, 2000 K Street, N.W., Washington, D.C. 20006.

Tin News. Monthly. Accurate information on world tin production, prices, marketing developments, and new uses and applications of tin.

Japan Information Service, Consulate General of Japan, 235 East 42nd Street, New York, N.Y. 10017.

Japan Report. Semimonthly. Information on marketing, culture, laws, trading regulations, economy, agriculture, transportation, and so on.

New Zealand Embassy, 19 Observatory Circle, N.W., Washington, D.C. 20008.

New Zealand Economic Bulletin. Monthly. Brief articles on recent developments, economy, finance, trade, and industry.

Industrial Development and Investment Center, Ministry of Economic Affairs, 5th floor, Hwaining Bldg., 53 Hwaining Street, Taipei, Taiwan.

Taiwan Industrial Panorama. Monthly. Brief news articles on Taiwan's industry and foreign trade.

Indo-American Chamber of Commerce, IC Vulcan Insurance Bldg., Veer Nariman Road, Churchgate, Bombay-20, India.

Indo-American Chamber of Commerce Newsletter. Monthly. Articles on trade, economy, industry, and trade fairs.

Corporations (9)

The main item published by corporations is, of course, the annual report. Many companies do publish periodicals that are available

for the asking. Some of these are listed below.

Sydney Morrell & Company, 152 East 78th Street, New York, N.Y. 10021.

Australia Newsletter. Monthly. Articles on such topics as business, tourism, economy, industry, and investment missions.

Peat, Marwick, Mitchell, and Company; write to office nearest you.

International Tax and Business Notes. Separate series published for Africa, Asia, Europe, Middle East, North America, Oceania, and South America.

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1. Business International/ *Investing, Licensing, and Trading Conditions Abroad—Asia*. New York, Business International Corporation, 1977. p. 1-3.
2. Kleinfeld, N. R./ An Annual Report Is No Comic Novel, But It Can Be Fun. *Wall Street Journal*, Apr 15, 1977. p. 1.
3. Annual Reports; Clever Covers . . . But What's Inside? *Hong Kong Amcham* 7 (no. 11): 8 (Nov 1976).

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The publications listed below provide names and addresses of banks, trade organizations of all types, and other institutions that publish information in one form or another on the national economies of the Asian nations. Possible sources of further information appear endless since many of the publications sent by these organizations themselves list other materials available.

1. *The Bankers' Almanac and Yearbook*. New York, IPC (America) Inc., annual.

Lists international and commercial banks on a worldwide basis.

2. *Polk's World Bank Directory*. Nashville, R. L. Polk and Co., annual.

Lists all known banks and their branches throughout the world.

3. *International Activities of U.S. Banks*. New York, American Banker Reprint Service, annual.

Lists U.S. banks and their international banking policies, their U.S. subsidiaries, and representative offices overseas.

4. *Financing Foreign Operations*. New York, Business International Corp., annual.

Provides names and addresses of development banks and other financial institutions around the world.

5. *The Far East and Australasia*. London, Europa Publications Unlimited, annual.

Lists banks, trade organizations of all kinds, and governmental sources of information for Asian nations.

6. *Exporters' Encyclopaedia: World Marketing Guide*. New York, Dun and Bradstreet, annual.

Lists foreign consulates in the United States, chambers of commerce, and governmental sources of business information.

7. *Importers and Exporters Trade Promotion Guide*. U.S. International Marketing Co., 17057 Bellflower Blvd., Suite 205, Bellflower, Calif. 90706. \$5.

Lists foreign chambers of commerce in the United States, American chambers of commerce in foreign countries, foreign publications offering free listings of trade opportunities, and foreign trade organizations that promote world trade.

8. *Executive's Guide to Information Sources*. Detroit, Business Guides Company, 1965.

Lists more than 2,000 business-related subjects with listings of organizations, periodicals, directories, and bibliographies concerned with each subject.

9. *F&S Index International*. Cleveland, Predicasts, Inc., monthly with quarterly cumulative indexes.

Each quarterly cumulation provides information on free materials from a variety of sources both domestic and foreign.

10. *International Financial Statistics*. Washington, D.C., International Monetary Fund, monthly.

For each country listed there is an indication of the standard sources used in the compilation of the statistical charts.

Manuscript received Sep 27, 1977. Revised manuscript accepted for publication Nov 21, 1978.

Alfred R. Junge is director of information services, World Trade Library, Los Angeles, Calif.

A Retrieval System for Engineering Drawings

Carol Tenopir and Pamela Cibbarelli

Cibbarelli and Associates, Huntington Beach, Calif. 92646

■ The design and implementation of a complete, computerized retrieval system for the engineering and architectural drawings of several large Southern California land development firms has been undertaken by Cibbarelli and Associates, library consultants. The problems encountered and the processes followed in developing a specialized cataloging system and format, a customized thesaurus, computer software, and managerial procedures for the first system are detailed. The adaptability of this system to other engineering and architectural drawing collections is discussed.

ENGINEERING and architectural drawings cost hundreds of dollars to create, yet once created they are rarely organized or cataloged effectively for retrieval. A survey of engineering firms and land development corporations in Southern California revealed no completely satisfactory scheme or effective computer-assisted retrieval system for their maps and drawings. However, the importance of these plans and the necessity of having access to them was recognized by all.

Maps and drawings cover all phases of land development; access to them is essential to many departments in a company, to landowners, and to government agencies. These plans are in constant use in the planning process; each type of drawing must be consulted before the next type is drawn.

Aerial photos reveal the appearance of the land and what has been built in the past; topographic studies locate

physical features and show which areas are best suited for various land uses; general plans ensure the organized and lawful growth of an area; boundary plats pinpoint exact boundaries of projects; planning studies record for the architect and designer the development of a structure's design; and blueprints guide actual construction.

Local, state, and federal regulations require the filing of numerous drawings and maps before developments are approved. Access to plans of approved projects is required to deal with changes in ownership, natural disasters, lawsuits, or when planning neighboring communities.

To provide access to these important but often neglected collections, the design and implementation of a complete, computerized retrieval system for the engineering and architectural drawings and maps of several Southern California land development firms was

undertaken by the library and information consulting firm of Cibbarelli and Associates.

The Irvine Company

The initial development of this retrieval system was for the Irvine Company. The Irvine Ranch is a 130 square-mile combination of three old Spanish land grant ranchos in the heart of Southern California. In a 1974 publication, the Urban Land Institute offered this descriptive synopsis of the importance of the Irvine Company:

The 130 square-mile Irvine holding is the site of the largest and most diversified privately-owned, master planned new community currently underway in the United States. It is not only its 83,000-acre size that gives Irvine its unique status, it is its location. The property straddles Orange County at its center, occupying 17% of the county's 782 square miles. Irvine lies in the path of the population push from Los Angeles, 40 miles to the north, to San Diego, 80 miles to the south. Riverside and San Bernardino are 40 miles east. It is becoming the hub of Orange County at the center of Southern California's five major metropolitan areas, where over one-half of the state's people live.*

The Irvine Ranch stretches twenty-two miles from the Pacific Ocean through the Santa Ana mountains and includes parts of the many Orange County cities. Only fifteen years ago this area was primarily agricultural or recreational; it now includes industrial, commercial, academic, residential, and multifamily developments as well. The population of Orange County has doubled three times between 1940 and 1970. It is expected to double again by 1980. Nearly two million new people will have arrived in Orange County during this period.

Careful planning for an increasing population and for all types of terrain, activities, and living are the basis of the

company's planned communities. A wide variety of maps, drawings, and plans are essential in all phases of this mammoth planning activity.

The Plan Vault

The consultants were asked by the planning department to study the reorganization of the rapidly expanding plan vault. An initial inventory revealed some 10,000 drawings as diverse as the planning process and the company's operations. Numerous haphazard and unrelated "retrieval systems" had been initiated, no one of which was complete or satisfactory. Retrieval generally relied on the excellent memory of the ten-year veteran file clerk. Many of the drawings had been stored years ago and not used again. Extensive weeding was required. Other drawings that might have been important for future development or legal proceedings had become "lost" in the uncataloged vault.

The overburdened file clerk rarely could enter new items into her plethora of notebooks, file cards, and Termatrix systems. Too many new or revised older drawings were filed daily, too much time was spent searching for drawings filed in the past, and too many rush requests for prints of existing drawings were received. The rapid growth of the company's planning and building operations had clearly outpaced the operation of the plan vault—yet it was such a center of activity that there was no time to develop a better system internally. A professional and comprehensive retrieval system that required a minimum of clerical upkeep time was clearly needed.

Retrieval System

Determination of the elements to be retrieved in each drawing, design of an easy-to-use cataloging system, and determination of the user's and cataloger's needs were essential first steps in the design of an effective retrieval system. Extensive meetings with departmental personnel led to the identification of

*Griffith, Nathaniel M. / *Irvine: The Genesis of a New Community*. Washington, D.C., Urban Land Institute, 1974, p. 6.

information necessary for inclusion in the cataloging system and identified numerous areas of concern.

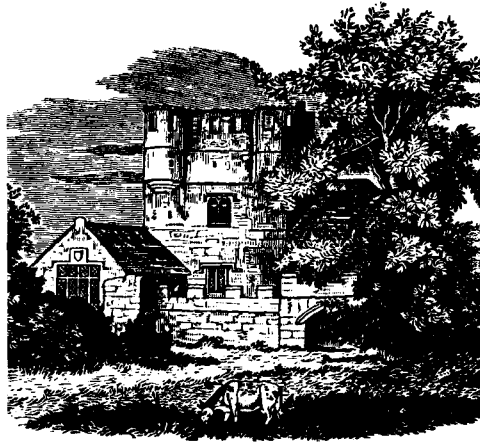
It soon became clear that such collections have unique needs and present unique problems to the cataloger. Each collection is limited in geographic scope to the land owned or developed by the firm; types of maps or drawings vary greatly; and each collection has its own specialized vocabulary and identifiers. Generalized cataloging systems or established subject headings are virtually useless in such highly localized and specialized collections. Access to every identifiable concept in each drawing is essential in the effective retrieval of items in such collections. A review of systems in use in similar situations revealed none that met all of the special needs of these collections.

A list of information elements to be included in the cataloging of every map and drawing was determined. These elements included the following:

- title (what was actually lettered on the drawing plus further identifying descriptions in parentheses);
- type of drawing or map (i.e., topographic map, improvement drawing, general plan, and so on);
- originating authors or agencies;
- material (blueline, Mylar, or sepia, for example);
- scale;
- size;
- date of drawing and revision dates;
- number of sheets in a set;
- location of drawing (to allow for future cataloging of materials throughout the company);
- work request number;
- block or section numbers (these pertain to a geographic grid system that identifies areas of the ranch);
- multiple subject headings.

Classification scheme

As drawings are cataloged, they must be refiled in a manner which ensures quick access and best utilizes limited space. A classification scheme was designed that combined the most effective use of limited space with a logical grouping of materials. Drawings were



assigned a first code letter based on their size. This code letter indicates where the drawing is physically filed. Similarly sized drawings were filed together to maximize use of space and storage equipment. A second code letter assigned indicates the "type of drawing." Thus, improvement plans of the same size were filed together, as were architectural drawings, topographic maps, and so on. Since many patrons generally use only one or two types of drawings this scheme speeds retrieval time. Each drawing set is assigned an accession number to uniquely identify it.

Patrons can easily retrieve drawings themselves or phone requests to the plan vault coordinator. Older materials are checked out and refiled by the coordinator, however, to maintain inventory control of the collection.

Microfilming was not considered a cost justifiable option at the time, since many of the company's drawings are originals or still subject to revision. Revisions are made directly onto the original drawing. In collections that include many drawings from closed jobs or copies of drawings that are used primarily for reference, microfilming is a viable option. Any drawing that will be microfilmed must be cataloged first and should be assigned a call number which fits into the overall classification scheme.

Computer-Generated Catalog

The lack of clerical support hours available and the need for an easily updated system led to the early decision to make this retrieval system a computer-generated one. An on-line system was decided against at the time because of the greater expense and the company's lack of appropriate hardware. A computer-produced catalog, to be frequently updated and with the flexibility to add special searching capabilities in the future, was decided upon. The programs were written with extensive programmer-librarian interaction, resulting in a product that fully reflected the needs of the cataloger, clerk, and user. Developing software to fit the information needs rather than bending information needs to meet existing software is an essential key to the success of this information retrieval system.

Essential elements of the company's plan vault software include:

- easy maintenance procedures;
- user-oriented, easy-to-read format;
- lengthy data fields so data need not be abbreviated;
- use of natural language instead of codes;
- controlled vocabulary with unlimited addition of cross references;
- flexible number of subject headings for each drawing;
- inclusion of all important elements;
- ability to allow additions and changes to the system.

The original programs were written in COBOL to operate on an IBM 360/370 computer. A FORTRAN version for both an IBM 360/370 and a minicomputer have since been developed.

With the completion of the programs, a single final coding and keypunching form was developed. Cataloging could then be done directly onto this form. Another form was developed to facilitate entry of a new drawing into the retrieval system. This "Request for Filing" form asks the author of the drawing to supply information about each map or drawing. This greatly speeded the cataloging process. Cataloging now takes a librarian or the

experienced file clerk approximately ten minutes for each map set. The cataloging process follows the orderly layout of the "Request for Filing" and coding forms and includes assignment of geographical and numerous subject thesaurus terms. A maintenance manual offers step-by-step cataloging instructions to ensure continued success of the system.

The Thesaurus

The most important element of any retrieval system is the subject headings assigned. The creation of a customized thesaurus and the decision to include a combination of geographical and subject terms to describe the maps and drawings make this system unique. Most existing map retrieval systems emphasize geographical access. In a collection of maps, engineering drawings, and architectural plans, such a



limited approach is not effective. Engineers and architects need to retrieve specific subjects (e.g., sewer plans, street improvement plans, and so on) in addition to items pertaining to a geographical area. The company's plan vault retrieval system includes a combination of geographic and subject terms to cover effectively any aspect of any type of drawing in the vault. All sewer plans for a certain job or geographic area can thus be retrieved. If one specific plan in a specific area is needed, the patron does not need to scan multiple pages of entries with the same broad subject headings.

Cataloged items are always assigned the key geographic area depicted in the drawing. The Irvine Ranch is devel-

oped with a village concept, where all development is carried on in separate villages. Plans are always identified with the village name. Each subject that pertains to the item is also listed. Subject headings are then subdivided geographically by village. For example, a topographic map for a future shopping center site that will be located in the village of Harbor View Hills may be retrieved by the following subject items: 1) Harbor View Hills; 2) Shopping Centers—Harbor View Hills; and 3) Topography—Harbor View Hills. If other things are shown on the plan, or an agency other than the company drew the plan, they too will be carried as subject terms.

Several useful by-products are also a part of the system. Complete listings of all drawings done for each village, of all drawings created by a certain agency, and of all types of drawings are generated. The ability to combine subject terms with Boolean operators to generate a specialized search has also been added.

Timing

The design and implementation of this retrieval system for the company's total collection combined the services of two librarians, one programmer, and three support personnel from the consultants with the daily services of the Irvine Company's file clerk and the occasional input of engineers, architects, and administrators. Close interaction with the future users of a system is essential, but must be combined with the knowledge only information professionals can provide.

The consultant's staff members worked two to three days per week for approximately one year to complete the project. This schedule could have been accelerated if the company wished. Maintenance of the system is simple and is handled almost totally by the one full-time experienced file clerk. Consultation on problems and help with work backlogs is provided by professional staff as needed.

Other Applications

Before cataloging the drawings in a firm's collection, the needs of the specific firm must be studied carefully. Terminology used will vary, geographical breakdowns may be planning areas or cities instead of villages, and the size of each collection may be different, but the basic retrieval needs remain the same. Refinements to the prototype system may be made, and the software can become flexible enough to allow for future changes and to meet the needs of any collection. In this connection, the consultants designed their own software for the retrieval of engineering and architectural plans.

The combination of a customized thesaurus, standardized cataloging rules, and software developed specifically for engineering and architectural maps and drawings has made this a highly successful retrieval system. The system's built-in flexibility will ensure its adaptability and success as a wider variety of collections are cataloged.

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- Manuscript received Apr 24, 1978. Revised manuscript accepted for publication Jan 5, 1979.*
- Carol Tenopir and Pamela Cibbarelli are library and information consultants, Cibbarelli and Associates, Huntington Beach, Calif.**
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Special Airfares to Hawaii

Supersaver, Excursion Fares, Freedom Fares—these are some of the special airfares that have been appearing throughout the media. Each airline has a different name for the fare, but the service is essentially the same. These fares are indeed available for passengers travelling to Hawaii. Group Travel Unlimited, Inc. (GTU) has provided the following information that may clarify the details of these special fares.

Limited Seats

The number of seats available on each flight is extremely limited on these special fares. For example, there are approximately seventeen seats set aside on a 747 flight (numbers differ for each airline). Some seats could be available the day you call an airline to see if a special fare is available on a desired flight. But when you call the next day to make the actual reservation, all the reserved seats might be filled.

Special Rules and Regulations

One rule to remember is that the lower the fare is, the more restrictions apply. This rule is especially true for these special fares. Some of the major rules are as follows:

- Reservations must be made, paid for, and ticketed at least 30 days prior to scheduled departure from home;
- Any changes in reservations must be made 30 days before departure if the change requires a new ticket to be written;
- Tickets may be revalidated up to 30 minutes prior to departure providing no change is made in the origin city, destination city, or stopover points *and* new flights are booked at least 7 days in advance;
- Minimum stay at the destination point is 7 days *or* at least until the first Sunday after your arrival at the destination point;
- Maximum stay period is 30 days after leaving your origin (home city).

Note that rules and regulations may differ slightly with some airlines. There are also other minor rules which are not listed here; check with the particular airline when you inquire about tickets.

Special Fares

GTU can use these special fares for your trip to Hawaii for the SLA Conference. However, since there is always a limited number of seats available, they may not be open when your reservation forms arrive at GTU. In order to make reservations with GTU for special fares, one of the two following options may be used:

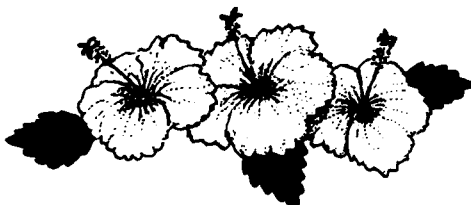
- Send your reservation form to GTU with a note indicating that you want to use a "Supersaver" airfare for your trip to Hawaii. Depending upon availability, GTU will base your airfare on this special fare. If this fare is not available on the flights required for your trip the next most economical fare will be used.
- Since GTU cannot book your airline reservations until they receive your reservation form, you might want to contact the airlines locally and book the seats on this special fare while they are still available. When you submit your reservation form, tell GTU that you have booked a particular flight and that the seats are booked on the special fare. GTU can then "pick up" your reservations from the airlines (make sure you tell the airline that GTU will write your tickets) and include these reservations as a part of your overall trip arrangements. This way, you will know right from the start what arrangements are confirmed for your trip flights.

Any additional questions should be addressed to Group Travel Unlimited, Inc., 1025 Connecticut Ave., N.W., Suite 304, Washington, D.C. 20036 (202/659-9555).

Some Examples

| Sample cities (Others available) | Airline most likely to be used* | Airfare |
|--|------------------------------------|----------|
| Atlanta | Braniff or Northwest | \$399.11 |
| Boston | United | \$417.86 |
| Chicago | United | \$370.38 |
| New York | United | \$417.51 |
| Dallas/Ft. Worth | Braniff | \$339.45 |
| Washington, D.C. | United | \$317.03 |

*Remember that different airlines have different rules and fares. Therefore, the fare may differ slightly if an airline other than those shown above is used.



SLA Employment Clearing House at Conference

The Employment Clearing House is a service for SLA members and for organizations with openings for information personnel. Limited interviewing facilities will be available at the Hawaii Conference. The hours are as follows:

| | |
|--------------------|-------------------|
| Sunday, Jun 10: | 12 noon-4 p.m. |
| Monday, Jun 11: | 8 a.m.-3:30 p.m. |
| Tuesday, Jun 12: | 8 a.m.-3:30 p.m. |
| Wednesday, Jun 13: | 11 a.m.-3:30 p.m. |

Members must complete and return Clearing House registration forms on or before May 11, 1979. The deadline for receipt of job opening announcements is May 25, 1979. To obtain the necessary forms and additional information, write to the SLA Employment Clearing House, 235 Park Avenue South, New York, N.Y. 10003.

CHAPTERS & DIVISIONS

Pittsburgh—In a joint meeting on Jan 9, Chapter members and members of ASIS heard W. David Penniman, manager, research department of OCLC, Inc., Columbus, Ohio, discuss the research functions at his company. Penniman explained the activities of the newly organized research group of OCLC and gave plans for future research.

Princeton-Trenton—The Chapter's first meeting of the new year, held in Princeton, focused on management of special libraries. The speaker at the Jan 16 talk, John Hall, Drexel University, Philadelphia, emphasized the practical application of management by objectives in special libraries.

Rio Grande—Members met on Nov 3 at the Rio Grande Historical Society Collections, located at the New Mexico State University Library, Las Cruces. Austin Hoover, director of the collections, gave a tour through the papers, records, recordings, and memoirs of historically prominent individuals from New Mexico. The tour was followed by dinner at the Double Eagle Restaurant in Mesilla.

Rocky Mountain—Members toured the Marston Water Treatment Facility, which cleanses 80% of Denver's drinking water, as part of their Nov 14 meeting. The group then traveled to the headquarters of the American Water Works Association to visit the library there.

St. Louis—The International Library, Archives, and Museum of Optometry was the

setting for a Nov 15 meeting. Members toured the library and the planned museum before the general meeting. A panel discussion on statistics collection by libraries was held later in the meeting.

San Diego—The Jan 25 meeting was a combined effort of the Chapter and the National Micrographics Association. The focus of the meeting was on integrated information management. Speaker Charles Koppa reviewed the history of information transfer systems. An equipment display was included.

San Francisco Bay Region—The Chapter is discussing possible alternatives to the SLA scholarship program, because of the decreasing job market and the changing demands of employers. The Chapter has traditionally sponsored an annual fund-raising event in order to contribute to the Association scholarship award. However, some members feel the money could be better spent in such ways as: Chapter support of local continuing education programs to train MLS holders in needed scientific/technical matter; funding of employment search workshops; a program in which the Chapter would subsidize members while they are actively seeking employment; or possible reduction of the SLA award, so that more people could benefit from the award.

On Nov 30 the Chapter held a workshop on Chemical Abstracts Subjects Index Alert (CASIA), at SRI International, Palo Alto.

The Jan 16 meeting was held at the Elegant Farmer Restaurant, Oakland, and

focused on "Operating a Bookstore." Fred and Pat Cody, retired booksellers, discussed their twenty-one years in business in the Bay Area.

South Atlantic—Members were introduced to the methods of assertiveness training at their Jan 18 meeting at Emory University, Atlanta, Ga. Shirley Gash, College of Urban Life at Georgia State, spoke.

Southern Appalachian—The Chapter celebrated its twenty-fifth anniversary with a luncheon in Oak Ridge, Tenn. SLA President-elect Joseph M. Dagnese was present for the festivities. Several charter members were special guests.

Southern California—A fashion show and raffle were part of the Chapter's annual fund raiser, held Dec. 8. The theme was a Hawaiian luau in San Gabriel.

Washington, D.C.—Helene Ebenfield, research economist at the National Science Foundation, was one of the speakers at a Nov 29 meeting. The speakers discussed current library surveys as they apply to manpower, networks, and federal libraries.

Washington, D.C., Documentation Group—"Contracting Pitfalls: Views from Both Sides" was the subject of the Group's Nov 28 meeting. Speakers were Vinita Mathur, program director of the General Accounting Office's Document System De-

velopment Program, and Melvin Eagle, an independent consultant.

Washington, D.C., Picture Group—The Group was invited to ARLIS/NA to a discussion and tour of the National Collection of Fine Arts/National Portrait Gallery (NCFA/NPG) research facilities. William B. Walker, NCFA/NPG librarian, described the collections.

Joseph Di Dio, chief of the Photographic Section of the National Education Association, hosted a Nov 2 tour by the Group.

Washington, D.C., Social Science Group—The Group discussed current issues in housing legislation at a Nov 14 meeting. Dennis O'Toole, Federal Legislative Counsel for the American Bankers' Association, was the guest speaker.

Washington, D.C., Military Librarian's Group—The Group hosted "Fort McNair Revisited" on Oct 26 in the Fort McNair Officers Club.

Wisconsin—Members convened on Oct 17 for a discussion of "The Use of Standards and Specifications in the Special Library."

Vendors of microfilm/microfiche reader/printers greeted members by Clark Humphrey from Harley-Davidson. Members discussed the evaluation and selection of the equipment.

Members visited the Milwaukee Public Museum for a Dec 2 meeting. Those attending were given a tour of the museum's library and time to see the museum's exhibits.

MEMBERS IN THE NEWS

Mary C. Berger, education and training specialist, Cuadra Associates, Santa Monica, Calif. ... recipient of ASIS Watson Davis Award 1978.

Frances L. Carey, associate director, Naval War College, Newport, R.I. ... recipient of Navy Civilian Superior Service award.

Joe Ann Clifton, manager, Technical Libraries, Litton Industries, Woodland Hills, Calif. ... recipient of ASIS Watson Davis Award 1978.

Shirley Echelman, chief librarian and assistant vice-president, Chemical Bank, New York City, and former president, Special Libraries Association ... appointed executive director, Medical Library Association.

Morton H. Friedman ... appointed director, Tobacco Institute, Washington, D.C.

Constance M. Gloy, formerly librarian, Safeway Stores, Oakland, Calif. ... now assistant chief librarian, Standard Oil, San Francisco, Calif.

Nancy Greer ... appointed director, technical services, Solar Energy Research Institute, Golden, Colo.

Audrey N. Grosch, associate professor, Library Systems Department, University of Minnesota, Minneapolis ... promoted to professor.

Catharine Heinz ... director, Broadcast Pioneers Library, Washington, D.C. ... reelected vice-president-secretary, Broadcast Pioneers Educational Fund, Inc.

Vivian D. Hewitt, president, Special Libraries Association, and chief librarian, Carnegie Endowment for International Peace, New York City ... appointed member of the National Advisory Board of Center for the Book, Library of Congress.

Jeanne Maiden Holmes, chief, Resource Development Division, National Agricultural Library, Beltsville, Md. ... retired.

Rebecca Ann Holsinger ... now attending University of South Carolina, Columbia, College of Librarianship.

Alice C. Hudson ... appointed first assistant to the chief, Map Division, New York Public Library, New York City.

Hubert H. Humphrey ... recipient of posthumous ASIS Special Award.

James Humphry III, vice-president, H. W. Wilson Company, Bronx, N.Y. ... named to the executive committee, Board of Trustees, New York Metropolitan Reference and Research Library Agency, New York City.

Madhu Kapadia, formerly information services librarian, Stevens Institute of Technology, Hoboken, N.J. ... now librarian, The Chemists' Club, New York City.

Gene Kennedy ... appointed assistant librarian, Engineering Library, Carnegie-Mellon University, Pittsburgh, Pa.

Brigitte L. Kenney, formerly associate professor, Graduate School of Library and Information Science, Drexel University, Philadelphia, Pa. ... now chief, Database Systems Branch, Solar Energy Research Institute, Golden, Colo.

John Kok, director, Information Center, Foote, Cone & Belding, Chicago ... appointed vice-president of the firm.

Mildred Langner, director, Louis Calder Memorial Library, University of Miami, Fla. ... retired.

Herbert B. Landau, formerly on the staff of the R&D Division, Auerbach Associates, Inc., Philadelphia, Pa. ... appointed assistant director for information services, Solar Energy Research Institute, Golden, Colo.

George Lewicky, H. W. Wilson Company, Bronx, N.Y. ... begins term as member of the Board of Directors, American Society of Indexers.

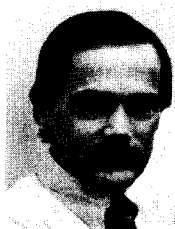
Josie Leone, formerly technical librarian, American Science and Engineering, Cambridge, Mass. ... now librarian, Sohio Petroleum, Rocky Mountain regional office.

Gretchen D. Little, librarian, ICI Americas, Inc., Philadelphia, Pa. ... retired after 35 years with ICI.

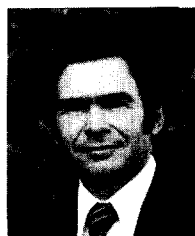
Ben-Ami Lipetz, formerly senior research associate, Computer Science Department, Yale University ... appointed dean, School of Library and Information Science, State University of New York at Albany.

Dorian Martyn ... now interpretive services librarian, Medical College of Georgia, Augusta.

Maureen McCrea ... appointed librarian, Kentworth Truck, Kirkland, Wash.



KOK



LANDAU

Scott P. Muir ... studying at Emory University, Division of Librarianship, Atlanta, Ga.

Nancy Mary Panella, librarian, St. Luke's Hospital Center, New York City ... begins term as member of the Board of Directors, American Society of Indexers.

Marjorie Rattray, catalog librarian, University of Washington Libraries ... retired.

Yolande Z. Reeder ... appointed technical indexer, Xerox Corp., Webster, N.Y.

David Reich, formerly commissioner, Chicago Public Library ... resigned.

Rosalie A. Reichenbach ... named head librarian, National Bank of Detroit, Mich.

Robert Repp III, special projects coordinator, Carnegie Library of Pittsburgh, Pa. ... recipient of 1978 August Alpers Award for scholarship, leadership, and outstanding contribution to Graduate School of Library and Information Sciences, University of Pittsburgh.

Phyllis A. Richmond, School of Library Science, Case Western Reserve University, Cleveland, Ohio ... recipient of 1977 Margaret Mann Citation in Cataloging and Classification.

Walter W. Ristow, chief, Geography and Map Division, Library of Congress, Washington, D.C. ... retired.

Barbara Robinson, formerly director, Information Center, Public Technology, Inc., Washington, D.C. ... named chief of library programs, Library Planning Office, Metropolitan Washington Council of Governments, Washington, D.C.

Thomas T. Rogero, formerly with Science-Engineering Library, University of Tennessee, Knoxville ... appointed science-engineering librarian, University of Miami, Fla.

Murray Rogofsky, formerly chief librarian, U.S. Naval Oceanographic Office, Washington, D.C. ... named head, Library Division, Defense Mapping Agency Hydrographic Center, Washington, D.C.

Jesse Hawk Shera, dean, School of Library Science, Case Western Reserve University, Cleveland, Ohio ... recipient of Kaula award for outstanding contributions in the field of library science.

Linda Siler-Regan, formerly head, Documents, Microforms, and Maps Department, University of Texas Library, El Paso ... now administrative assistant, Universal Serials and Book Exchange Inc., Washington, D.C.

Judy Sindel ... joined computer operations staff, Rockwell International-Space Division, Corporate Information System, Downey, Calif.

Molly Skeen ... joined library staff, Fireman's Fund Insurance, San Francisco, Calif.

Marilyn J. Stone, formerly library services coordinator, Westlake Community Hospital, Melrose Park, Ill. ... now staff specialist, collection department, American Hospital Association library, Chicago.

Nancy L. Thoman ... joined corporate research department, ICI Americas, Inc., Wilmington, Del.

Barbara P. Vandegrift, librarian, George C. Marshall Research Foundation, Lexington, Va. ... elected president, Virginia Oral History Association.

Carmine Varano, pharmacist, Jersey City, N.J. ... subject of an *American Pharmacy* article concerning his fight to ban the sale of camphorated oil.

Alice Sizer Warner, president, Warner-Eddison Associates, Cambridge, Mass. ... elected delegate to 1980 White House Conference on Small Business.

Paul Wasserman, professor, College of Library and Information Services, University of Maryland, College Park ... appointed chairman, Education and Training Committee, International Federation for Documentation, The Hague, Netherlands.

Lucille Whalen, professor, School of Library and Information Science, State University of New York at Albany and chairman, SLA Research Committee ... named member, advisory board, continuing Library Education Network and Exchange/United States Office of Education Institute, Washington, D.C.

Herbert S. White, professor, Graduate Library School, Indiana University, Bloomington ... elected treasurer, International Federation for Documentation, The Hague, Netherlands.

Leslie Wilson, former president, Aslib, London, England and honorary member, SLA ... elected honorary member, Aslib.

John A. Wolter, formerly assistant chief, Geography and Map Division, Library of Congress, Washington, D.C. ... promoted to chief of the division.

44th IFLA Congress and Council Meeting

In 1978 the International Federation of Library Associations and Institutions met in the High Tatra Mountains of Czechoslovakia. The meeting was held Aug 28 through Sep 8, 1978. Although this meeting drew fewer attendees than the Congress and Fiftieth Anniversary celebration held in Brussels in 1977, several special librarians were on hand. The following report is a compilation of the contributions of M. Noël Balke (National Gallery of Canada), Maria Calderisi (Music Division, National Library of Canada), David K. Carrington (Geography and Map Division, Library of Congress), Margaret Cressaty, Ruth C. Smith (U.S. Public Health Service, National Institutes of Health), and Clara Steuermann (Arnold Schoenberg Institute, University of Southern California).

* *

The Geography of a High Altitude Conference

The Slovak High Tatra Mountains, the only alpine range between the Alps and the Caucasus, are an important center for winter sports. The sessions were in and around the resort community of Štrbské Pleso at an elevation of 1,350 meters (4,163 ft.) in the Tatra National Forest of the Slovak Socialist Republic—and about 6 miles from the border of Czechoslovakia and Poland. The S.S.R. is the eastern part of the two federative parts of the C.S.S.R. (Czechoslovakia); the other part is the C.S.R. (Czech Socialist Republic). The countries bordering on Slovakia are the U.S.S.R. on the east, Hungary

on the south, Poland on the north, and Austria in the southwest.

The Poprad-Tatry Airport is the closest connection by air to Štrbské Pleso. Czechoslovak Air Lines using Ilyushin LI-18 planes from Prague have an intermediate stop at Bratislava, the capital of the S.S.R.—with unexplained stopovers much longer than those scheduled and with endless checking procedures both on deplaning and enplaning. Finally, buses provided transportation for the last leg of the trip to Štrbské Pleso in the mountains.

Three official hotels were located in Štrbské Pleso: Panorama, Patria, and FIS—in order of their increasing altitude. All three are of striking modern architecture largely based on triangular modules. The Patria Hotel is named for the nearby Patria Mountain (elevation 7,160 ft.). But many registrants—after the high altitude walks from a program session in one hotel to another—were at times too breathless to consider hotel architecture or even to admire the towering mountain backdrops. The spectacular mountain and forest scenery was available only when the fog dispersed on three out of the eight days of the meeting. The snow cover in the High Tatras is reported to last from December to April.

More than 600 registrants overflowed into hotels as much as 20 km. (about 12½ miles) away. Some late comers had to be housed in Poprad (approximately 15 miles away) and had to use the electric trams each day. Some meetings were also scheduled at distances outside the three primary hotels. Perhaps fittingly, meetings of the Biological & Medical Science Libraries Section were scheduled in the Helios Sanatorium for disorders of the respiratory tract.



The Science and Technology Libraries Section meeting officers. The late Dr. F. E. McKenna, chairman (U.S.A.) and E. Vajda, secretary (Hungary), discuss a point with M. Slajpah, Standing Committee member (Yugoslavia), at right.

Dreams and Čedok-Nightmares

Štrbské Pleso, on the shore of Great Štrba Lake, is in the "Area of Dreams" of the Tatra National Forest. Many registrants could well have considered the travel arrangements to be "bad dreams" in attempting to cope with the ineptness of Čedok, the official Czechoslovak travel agency. Three months and more elapsed between mailing registration forms and receipt of the Čedok invoices and visa applications. Some visa applications were received so late that they had to be sent by courier to the Czechoslovak Embassy in Washington, D.C. A member of the SLA Board of Directors did not receive her visa application and therefore could not attend. Many invoices were not mailed by Čedok in Prague until well after their deadline for payment. Almost simultaneously a letter was mailed threatening to cancel for nonpayment. Who wrote the letter? The general manager of Čedok, Dr. Jaroslav Macourek, who apparently has an anxiety for hard currency, but who cannot manage Čedok so as to extract the hard currency as painlessly as possible.

Hospitality without Čedok

The inept Čedok procedures unfortunately tended to overshadow the hard work and planning of the Czechoslovak librarians organizing committee, primarily members of the Association of Slovakian Librarians. Once untangled from Čedok's fumbling bureaucracy, IFLA registrants found again that the basic concepts of library services have a commonality that is worldwide. Hospitality was warm, and the efforts of the local librarians were untiring to answer questions of the IFLA registrants.

Because the local language is primarily Slovakian, communication with waiters and maids depended largely on a fractured pidgin-German-English. One apparently insoluble problem was a word for "ice" (as for beverages), because "Eis" seemed to mean only "ice cream" with real whipped cream on top. A very tasty local beverage, *borovička*, which is served ice cold—but which is quite warming—seems to be an intermediate between gin and vodka.

Plenary Sessions

The formal opening of the 44th IFLA Congress took place on Monday, Aug 28, 1978, in the Congress Hall of Hotel FIS in Štrbské Pleso. IFLA President Preben Kirkegaard (Rector of the Royal Danish School of Librarianship) presided. The delegates were welcomed by M. Lucan, vice-president of the C.S.S.R., and by Mr. Tokarcik, president of the National Committee of the High Tatras. Mr. A. Wysocki brought greetings from the Director-General of Unesco, Mr. M. Bow.

Mrs. H. Kolarova, Chairman of the Czechoslovak Organizing Committee, also greeted the registrants. She spoke of the founding of the Charles University in Prague in the 14th Century. She referred to the first library law of Czechoslovakia (1919) which specified that a public library must be established in every village; she stated further that the best conditions for the development of Czechoslovak librarianship were, however, created since February 1948 on the introduction of the socialist state system. There are approximately 45,000 libraries of various kinds in the C.S.S.R. with a total of 150 million volumes or 10 volumes per capita.

President Kirkegaard referred to the global economic recession while at the same time noting that there is an increasing demand for library and information service. He emphasized that the materials with which librarians work reach far beyond national boundaries. He stated that additional IFLA programs will need additional funding, and that increased costs of communications and administration will arise in the IFLA Secretariat in The Hague. The 1978 Congress theme, "Universal Availability of Publications (UAP)," represents a new program in addition to the already existing program of "Universal Bibliographic Control (UBC)."

The second plenary session of the Council took place on Friday, Sep 1, 1978. Resolutions from Divisions, Sections and Round Tables were presented. No elections were scheduled for 1978. At the agenda item entitled, "Statements by National Associations," only one statement was presented—and that from ALA. After a lengthy prelude of appreciations to Czechoslovak librarians, the ALA statement referred to the Helsinki agreement in which signatories pledged "respect for human rights and fundamental freedoms, including the freedom of thought, conscience, religion or belief." The statement continued, in part:

IFLA can hardly conduct a conference with the theme "Universal Availability of Publications" without recognizing that many people of the world are denied access by governmental action to information and publications otherwise generally available throughout the world. . . . Librarians everywhere ought to be in the forefront in the fight to implement the principles of the Helsinki Accord. . . .

There were no comments from members of the Council.

Social Science Section

Until now, the Social Science Section has been strongly oriented toward economics, to the exclusion of other disciplines in the social sciences. This is reflected in the publications of the section which, for the most part, are directories of economic libraries in different countries: *Economic Libraries in Canada* 1977, edited by I. Lackner and G. Prodrick; a listing of economic libraries in Czechoslovakia, 1978, by Mr. Prochazka from the Bratislava Central Library of Economics (available free of charge for those interested); a revised edition of the *Polish Directory of Economic Libraries* to be published in 1978 and anticipated publication of the same kind of directory for the Netherlands.

The Social Science Section discussed the Section's economic bias and decided that there was no reason to change the text of the Section's Terms of Reference. However, it was agreed that mention should be made of the following subject fields in letters of other forms of communication that emanate from the Section: sociology, politics, law and related subjects. This would be an added incentive to interest and perhaps recruit other associations, libraries, and personal members to the Section.

A recruitment letter is planned and will be made available to the Section members so that they, in turn, can use it in their promotion of IFLA. The letter is to include information about the program planned for the 1979 meeting in Copenhagen.

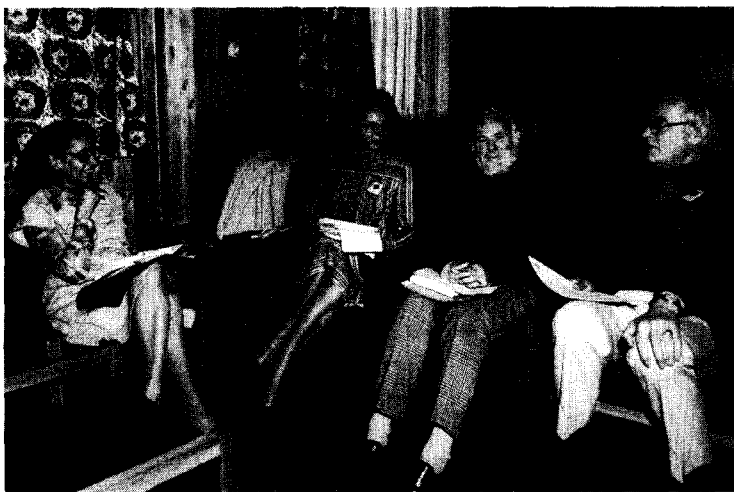
In a paper, jointly prepared by Vivian D. Hewitt, librarian, Carnegie Endowment for International Peace, and Muriel Regan, librarian, The Rockefeller Foundation, titled, "New Initiatives for the Social Science Section," the promotion of new members for the section, as well as the subject fields which should be included in the section, were discussed and provoked a lively debate among those attending. Elizabeth Morrisett, Auraria Library, University of Colorado, Denver, an SLA member, is a member of the planning group.

Geography and Map Libraries Section

Standing Committee members and observers of the IFLA Geography and Map Libraries Section attended four official meetings during the 44th Council Meetings at Štrbské Pleso.

The first open meeting of the Section was convened by Section Chairman Dr. Helen Wallis, Map Curator, The British Library, on Monday afternoon. The session was led by Dr. E. H. van de Waal of the Geographical Institute, Utrecht, who conducted a symposium on the function and purpose of cartographic documentation in the international field with special attention to UAP. His paper described the relationships of and between the user and the document and how the bibliographic control of that document plays a critical role in the success of the interaction.

The second open meeting on Wednesday dealt with the progress made by the various working groups within the framework of the Medium-Term program. The activities were described by the respective Group chairmen and/or secretaries as follows: Dr. Hugo L. P. Stribbe (Canada) reported that the task of the UNIMARC Cartographic Materials Working Group has been com-



Social Science Libraries Section members, left to right: SLA President Vivian D. Hewitt; K. Ruokonen, Finland; R. G. Prodrick, Canada; Derek A. Clarke, United Kingdom.

pleted and that the proposals are now awaiting acceptance and formal adoption; Dr. Anna V. Kozlova (USSR) in her capacity as chairman of the Working Group reported on the continuing progress made toward the development of an international *Glossary of Cartographic Terms*; Dr. E. H. van de Waal (The Netherlands) in the absence of Dr. Lothar Zogner (Federal Republic of Germany), chairman, Working Group for the Training of Map Librarians, reported on the progress made toward convening a seminar, whose purpose would be to offer assistance and training to map librarians and map library curators from emerging nations. The host for the Seminar may be a third world nation. Discussion then turned to the desirability of beginning work on the second edition of the *World Directory of Map Collections*. It was agreed that the Working Group, chaired by Dr. John A. Wolter (U.S.A.), would immediately begin consideration of methodology for preparing the new edition, tentatively set for publication in 1980.

Following these formal Working Group reports, Dr. Wallis asked that a vote of appreciation be made by those attending to Dr. Stibbe, chairman of the ISBD (CM) Working Group, and Working Group members present for their major and significant contribution in the development and publication of the International Standard Bibliographic Description (Cartographic Materials).

Two standing Committee meetings were held at which were discussed a number of

proposals, suggestions, and criticisms concerning the present and future work of the Section. Some realignment and expansion of existing working groups was agreed upon by the body, and proposals for at least two additional groups (Working Group on Physical Planning for Map Libraries, and an Inter-associational Liaison Working Group) were enthusiastically accepted.

Biological and Medical Sciences Libraries Section

The Standing Committee of the Biological and Medical Sciences Libraries Section met at the Sanatorium Helios on Sunday. The chairman, Irwin H. Pizer, announced that the provisional officers will remain in office until the next meeting in Copenhagen in 1979. During the year, the IFLA Secretary General will conduct an election by mail ballot. Also announced was the acceptance of the Section's Terms of Reference by the Professional Board and the Division of Special Libraries. The agenda for the business meeting on Tuesday and programs and projects for the section were the principal items of discussion.

The chairman reported on the meeting of the Standing Committee on Sunday at which the decision was made to concentrate efforts on a short-term project and a proposal for a long-term project. The short-term project is an "Inventory of Data Bases and Information Systems," and how one gains access to them. The Section anticipates that the Medical and Biological Sciences segment will be completed by September

1980 to coincide with the meeting of the Fourth International Congress on Medical Librarianship (ICML4) in Belgrade, Yugoslavia, in 1980. The long-term project proposed to the membership was the compilation of a "World List of Biological and Medical Libraries." Letters to Mr. A. L. van Nesemael were read proposing the Section's participation in these projects. The Section members accepted the projects and will await answers to the letters.

Other projects discussed by the members included the proposal that the Section ask to take the responsibility for the 5th International Congress on Medical Librarianship; the exchange of publications among member libraries; and the improving interlibrary loan services.

A progress report on ICML 4 was read. The theme for the meeting is "Health Information for a Developing World," with sub-themes for invited papers and panel discussions: "Health Science Libraries: Infrastructure for Information Services," "Modern Technology Applied to Health Information Services," and "Cooperation through Health Information Networks." Suggestions were solicited for the Section program at the Copenhagen meeting in 1979, where the theme will be "Library Legislation." There was a suggestion from the Coordinating Board of the Special Libraries Division that the copyright laws and how they affect interlibrary loan be the subject of one of the plenary sessions.

Ritva Sieväänen-Allen, Central Medical Library, Helsinki, announced that the medical librarians plan to have a continuing education program next year at the meeting of the Finnish Research Library Association. IFLA will be asked to support this meeting as a regional program.

Session on the Exchange of Publications

Mr. Frans Vanwijngaerden, secretary of the Section, presented a thoughtful paper on "Exchange of Publications with Developing Countries." He referred to a passage from the report of the Belgian International Exchange Commission to the Belgian House of Representatives on Jan 19, 1887, of the Brussels Convention of Mar 15, 1887, that stressed the need for the exchange of the results of research and collaboration of scientific effort. Exchange of publications should be based on a code of ethics and mutual generosity.

Mr. Vanwijngaerden also noted that many libraries in developing countries are comparable to those in wealthier and more

industrialized countries. He observed that some of the problems faced by these libraries are the lack of trained personnel; poor telephone, mail, and other communication facilities; insufficient external currency; and inadequate indigenous book trade for efficient book purchase. Librarians in these countries should suggest to their respective governments the acceptance of the two Unesco Conventions of 1958 on the International Exchange of Publications and Government Documents between States.

A most pertinent suggestion in relation to the theme of the Congress and Mr. Vanwijngaerden's paper was made by Mr. B. P. Kanevsky, head, Department of International Book Exchange, The Lenin State Library, Moscow Centre, USSR. He proposed that IFLA publications be made available to libraries in developing countries.

Art Librarians' Round Table

Though nature was more in evidence than art at Štrbské Pleso, 12 art librarians managed to overcome all hurdles in order to get to the meeting of the Art Librarians' Round Table. This was considerably fewer than were at the founding meeting of the Round Table in Brussels in 1977, mainly because of those hurdles mentioned earlier and the remoteness of the conference site from art galleries and art libraries. However, many of those who did reach the final destination allowed themselves the reward of visiting the beautiful buildings and major art collections of Prague en route to or from the conference.

Seven countries were represented (Canada, U.S.A., the United Kingdom, France, Poland, the German Democratic Republic, and the USSR), as well as six library associations (ARLIS and ARLIS/NA, the Special Libraries Association, the Canadian Library Association, l'Association des Bibliothécaires français, and the Library Association of the UK), and individual institutions in Winnipeg & Ottawa, Lodz, Weimar, Los Angeles, London, Moscow and Paris. Mme. Jacqueline Viaux, chairman, reviewed the year's activities, primarily the continuing efforts to contact art librarians in as many countries as possible with the aim of increasing the representation at the Round Table and of facilitating work on the main project in hand, that of compiling an international directory of art libraries. It was decided that immediate efforts should be made to compile a directory of European art libraries to be ready by the next meeting in Copenhagen. This will be the first of a series of regional art library directories, for

Europe, Asia, the Middle East, Africa, the Pacific and Australasia, and North and South America, one of which will appear each year and which could eventually be updated and cumulated into a worldwide directory.

Plans were outlined for the 1979 programs in Copenhagen where it is hoped that papers will be presented on art library resources in Denmark and on the organization of art libraries in Scandinavian countries. Since the meeting was to be held in an area rich in art museums, the possibility of arranging group visits to art museums in Copenhagen will be explored, and an effort will be made to prepare a list of other institutions in Denmark which art librarians might be interested in visiting privately. There was some discussion on the possibility of input into a general session or a Special Libraries Division program on copyright since this affected all types of documents in art libraries.

Election of officers for the Round Table will take place in Copenhagen. For the interim period Noël Balke was appointed secretary and Peter Anthony financial officer. The final item of business was a decision on the frequency of the meetings of the Round Table. It was agreed that the Round Table will meet at least every two years. A meeting can be scheduled more often only if the IFLA Conference is held in a place where it is possible for a number of art librarians to attend and where a useful program can be arranged.

Music Librarians Round Table

The first open meeting of the Music Librarians Round Table took place on Thursday morning, Aug 31. Nineteen people from ten countries were present, including one representative each from the IFLA Universal Bibliographic Control Office (UBC); IFLA Special Libraries Division (of which the Round Table is a part); and the Special Libraries Association. Although recorded sound seemed to be an issue of common concern, the agenda was open, and except for a paper on "Universal Availability of Printed Music in U.S.S.R." by G. B. Koltypina, chief of the Music Division of the Lenin State Library, Moscow, which was presented in much abridged form by a colleague from the same institution, the discussion moved freely over a broad range of topics.

The tempo moves slowly in international organizations; however, the session was

considered productive. The following points emerged.

1) The basic idea of the Round Table is to establish a forum where music librarians and general librarians can meet to discuss matters in a general library context rather than to set up another body where music library matters are discussed among music librarians.

2) It was agreed, therefore, that the name of the group henceforth should be: Music Round Table.

3) It was also agreed that high priority should be given to apprising library associations in third-world/emerging countries of the existence of a Music Round Table in IFLA and its Terms of Reference during the coming year.

4) Areas of interest upon which to plan the program for next year's meeting in Copenhagen were identified.

Future IFLA Meetings

The IFLA Executive Board has decided that, after 1979, the IFLA Council will meet in odd-numbered years with a Congress in even-numbered years:

1979 Copenhagen (Aug 27-Sep 1)
Council & Congress
1980 Manila
Congress
1981 Leipzig
Council & Congress
1982 Montreal
Congress
1983 Munich
Council & Congress

The theme of the 1979 Congress is "Library Legislation and Management."

Social/Cultural Programs

The 44th IFLA meeting was a qualified success in spite of and because of the location and accommodations provided in Czechoslovakia. Once over the hurdles of the bureaucratic red tape of Čedok, one could settle down at night to sleep under a much needed feather tick and the conference life then became the good life. Isolated as conference attendees were, they grew to know and appreciate each other in a way which had not been possible in former years. There were the usual formal meetings to attend, where work and plans for the future stance of IFLA were put forward. Forced companionship developed into good working relationships. SLA was the beneficiary in every instance.

One session by which SLA benefited immensely developed from the most popular and well-attended meeting of the Congress: the slide show presentation of Hawaii given by Frank McKenna at a meeting of the Special Libraries Division. Dr. McKenna was besieged by questions afterward, so great was the interest generated by the slide show and the plans of the Special Libraries Division to meet with SLA in Honolulu in June 1979.

Since there was little to do outside of the scheduled sessions, attendees met frequently and informally in the hotel bars, coffee shops and lounges for more talk on considered projects. In the evening of Aug 29, folksongs and dances were presented at the Factory Club of the Enterprise Vogónka in Poprad. On the same evening, the Kóšice Quartet performed at Štrbské Pleso.

A picnic with folksongs and dances had been scheduled in the Bear Meadow, but because of cold fog in the mountains the festivities were transferred to the ice hockey rink in the Winter Stadium in Poprad. Sheep's cheese was the appetizer, followed by a marinated barbecued meat. Local culinary experts differed about the meat: bear or venison or veal with pork. Yet, even without a clear definition of its origins, the barbecue was tasty. Then unsuspecting "IFLA-ites" were bused to Bear Meadow—thinking that they were returning to warm hotels. The sky had cleared, bonfires were lit and more barbecued meat served. Unfortunately, the ground was cold and wet underfoot. Even copious drafts of borovička and beer did not thaw out the collective cold feet which had to wait for a mass movement of the buses to the hotels.

COMING EVENTS

Apr 27. Special Libraries Association, Southeast Regional Course . . . Atlanta, Ga. Topic: Micrographics in the Special Library. Contact: Dr. Mary Frances Hoban, manager, Professional Development, Special Libraries Association, 235 Park Avenue South, New York, N.Y. 10003 (212/477-9250).

Apr 29-May 2. National Information Conference and Exposition (NICE III) . . . Sheraton-Park Hotel, Washington, D.C. Theme: Managing Your Information Crisis, in A Multidisciplinary Approach. Contact: Information Industry Association, 4720 Montgomery La., Suite 904, Bethesda, Md. 20014 (301/654-4150).

May 3-4. Eighth Biennial Library Institute . . . Richmond, Va. Cosponsored by SLA Virginia Chapter and Virginia Library Association Region IV. Contact: Phyllis Cox, collection development librarian, Tompkins-McGraw Library, Box 667, MCV Station, Richmond, Va. 23298.

May 3-4. Library Orientation/Instruction for Academic Libraries, Ninth Annual Conference . . . Ypsilanti, Mich. Sponsored

by Project LOEX. For Registration, contact: Carolyn Kirkendall, director, Project LOEX, Center of Education Resources, Eastern Michigan University, Ypsilanti, Mich. 48197.

May 6-18. Library Administrators Development Program, Summer Session . . . University of Maryland, College Park. Contact: Effie T. Knight, Administrative Assistant, Library Administrators Development Program, College of Library and Information Services, University of Maryland, College Park, Md. 20742.

May 8-11. National Micrographics Association, 28th Annual Conference and Exhibition . . . World Conference Center, Atlanta, Ga. Theme: "Confluence of Technologies." Contact: John R. Bidwell, Conference Director, NMA, 8728 Colesville Rd., Silver Spring, Md. 20910 (301/587-8444).

May 9-11. National Federation of Abstracting and Indexing Services, Indexing in Perspective Seminar . . . San Francisco.

May 12-15. Canadian Association for Information Science, Seventh Annual Conference . . . Banff Springs Hotel, Banff, Alta. Theme: Sharing Resources, Sharing Costs. Contact: Ronald F. Peters, Publicity and Publications Chairman, c/o Environmental Design unit, University of Calgary Library, Calgary, Alta., T2N 1N4 Canada (403/284-6828).

TOWARD NEW HORIZONS FOR ACADEMIC LIBRARIES:

IMPRESSIONS OF THE FIRST NATIONAL ACRL CONFERENCE

Over 2,000 librarians gathered in Boston, probably the most unexpectedly beautiful city in North America, from Nov 8 to 11, 1978 for the first national conference of the Association of College and Research Libraries (ACRL).

Attendees listened to eight major addresses and heard from over sixty authors in twenty-two different contributed paper sessions that attempted to demarcate "new horizons for academic libraries," the phrase adopted as the theme for this conference, ACRL's celebration of its fortieth anniversary.

Those present also visited over 160 conference exhibits, were entertained by Kurt Vonnegut, Jr.'s peremptory wit during a standing room only banquet, and had the opportunity to view and even visit some of Boston's many architectural gems, including the Boston Public Library's blend of new with old, and the semi-underground Pusey Library deep in Harvard Yard.

Librarians demonstrate an enduring faith in the effectiveness of conferences as devices for information transfer and as opportunities for learning. They meet periodically and, with increasing frequency, in large groups to sit in passive silence while familiar figures present what are billed as new ideas before them for approval, possible revision, and reinforcement. Some of the speakers and many of the conference participants arrived from the NCLIS White House Conference preview held in Pittsburgh, which concluded on Nov 8, and still others would head straight for New York and the annual ASIS meeting when this gathering had finished.

One had to search intently and listen closely to find the new ideas in Boston. Unfortunately, there was an absence of opportunity for substantive debate between audiences and speakers during the conference sessions themselves. The large theme sessions were also spoiled by a tendency to start ten to fifteen minutes late

when, to the dismay of a seated majority, an indulgent conference chairman preferred to delay the proceedings until the stragglers could also find seats.

Contributed paper sessions promised much but delivered painfully little, a problem common to such sessions at most conferences. Speakers, practically without exception, read through their papers with a plodding disregard for audience interest. When there *were* questions, they seemed to fulfill the questioner's needs alone, and took the actual topics nowhere.

Once the theme sessions were allowed to begin, usually with a detailed recitation of the speaker's curriculum vitae, the talks proved interesting in their variety, but only the nonlibrarians in the cast demonstrated any real sensitivity to the audience as an audience. One such speaker was Fritz Machlup, professor of economics at New York University. The man who coined the term "knowledge industry" and author of knowledge industry publications such as *Education and Economic Growth* and *The Production and Distribution of Knowledge in the United States*, Machlup gave a witty tour de force of the state of his research, and then sought questions.

"The Role of Technology" was treated effectively by Joe B. Wyatt, the vice-president for administration at Harvard. Dick Boss, former Princeton University librarian turned consultant, held the audience's attention with a short seminar on videodisc technology.

By Friday afternoon, when ACRL President Evan Farber announced that over 2,600 people had registered (as many as most SLA conferences), the topics covered included network development, White House Conferences, resource sharing, budget support, new technology, and risk-taking in academic libraries.

This attendee's primary recommendation for future conferences is that audience comprehension should be the goal rather than mere passive participation. This could

be achieved, in part at least, by 1) distributing conference papers well in advance, 2) expecting conferees to have read the ones that interest them, 3) using presenters in lieu of authors reading their full texts, and 4) using the bulk of the sessions themselves for audience participation through informed questioning.

If there is another conference, we also hope the organizers will break precedent by holding it in Boston again. This native San Franciscan, who always felt the city by the Golden Gate was the greatest, wants a rematch.

Robert B. Lane

REVIEWS

Library Networks, 1978-79, by Susan K. Martin. White Plains, N.Y., Knowledge Industry Publications, Inc., 1978. 143p. \$24.50. ISBN 0-914236-18-0.

Susan Martin's book is good and worthy of purchase; it would be a valuable addition to any professional collection. There is no book similar to it except for the earlier edition of the work, which is updated by the present volume. The book is not perfect, but it will probably be used widely until it is superseded.

Martin, distinguished author of this volume and the earlier edition with nearly the same title (*Library Networks*, 1976-77), has done a considerable service for her readers. From the preface through the brief index, the author has provided a book that will meet the needs of many audiences. Furthermore, she has done the task with skill, balance, and a sense of excitement befitting the topic.

The topic and title, *Library Networks*, is in vogue in this decade and will probably continue to be in fashion into the next. Even the directors of our largest libraries have discerned that their googol-volume resources are not wholly adequate to meet every information need. They too must join, or even sponsor, networks. How especially true this is for the special library that is faced with requirements that go beyond its predetermined fixed focus. Special libraries are urgently needed as full participants in the multitype library networks that are emerging to meet diverse needs. Martin's book supplies all the necessary information to those who wish to enhance their capabilities by network participation.

The eleven brief but comprehensive chapters are as follows: Networks For Libraries: An Evolving Resource; The Scope Of Networking; Implications Of Networking; The Computer Utilities; Network Organizations; Suppliers To The Market; Preparation For Networking: How To Do It; Network Management: Issues And Problems; National Efforts; The Necessary Step: Merging The Technological And Traditional; Network; Networks And The Future. The Appendix is highly valuable. For each "bibliographic utility" and "regional service agency," the author gives pertinent information including some note on plans for the future.

As stated earlier, the test is not flawless. Too much of it is taken from the earlier edition without the changes that two years would warrant. Some, but only a few, chapter titles are changed. Even the preface contains no new thoughts. The book is a valuable revision of the earlier work, but the reader should not expect to find the text new or revolutionary even though the footnotes and bibliography have been updated.

The publisher should be complimented on the improved binding, typesetting, and design of the book. It is much better than the GBC bound edition of two years ago.

Martin, an authority in her field, has been head of the Library Systems Office at the University of California, Berkeley since 1973. Earlier, she was a staff member of the Harvard University Libraries. A graduate of Tufts University, she holds an MLS from Simmons College. She was editor of the *Journal of Library Automation* and is the author of a number of professional publications.

Charles H. Stevens
SOLINET
Atlanta, Ga. 30308

PUBS

(79-010) **The Marketing of Information Services: Proceedings of a Seminar Held by the Aslib Information Industry Group on 11 May 1977.** Raffin, Margaret, ed. London, Aslib, 1978. 59p. \$12.00 (\$9.75 members). ISBN 0-85142-109-1.

Papers discuss identification of user needs, pricing, sales methods, advertising and promotion for commercial information services. Each paper is followed by a discussion.

(79-011) **Special Delivery: a Collection of Papers 1974-1977.** (Alberta L. Brown Lectures in Special Librarianship.) Kalamazoo, Mich., Western Michigan University, School of Librarianship, 1978, 90p. \$3.95.

Lectures on special libraries in banking, chemistry, health sciences, and environmental sciences. Two lectures explore the position of special libraries in academic institutions. Available from School of Librarianship, W.M.U., Kalamazoo, Mich. 49001.

(79-012) **The Library Public Relations Recipe Book.** Moran, Irene, comp. Chicago, ALA Library Administration Division, 1978. 81p. \$4.00.

Miscellany of p.r. ideas: preparation of news releases, newsletters, graphics, displays and annual reports; general principles of p.r. planning, budgeting, and evaluation. A reading list is included. Available from: ALA, Library Administration Division, 50 E. Huron Street, Chicago, Ill. 60611.

(79-013) **To Know a Library: Essays and Annual Reports, 1970-1976.** Gore, Daniel. Westport, Conn., Greenwood Press, 1978. 379p. New Directions in Librarianship, No. 1. \$18.95. LC 77-84769, ISBN 0-8371-9881-X, Series ISSN 0147-1090.

The director of Macalester College Library describes his efforts to maintain library services when confronted with financial cutbacks.

(79-014) **A Practical Approach to Serials Cataloging.** Smith, Lynn S. Greenwich, Conn., JAI Press, Inc., 1978. 424p. Foundations in Library and Information Science, Vol. 2. \$27.50. LC 76-5645, ISBN 0-89232-007-9.

Introduction to serials cataloging, treating choice of entry, added entries, descriptive cataloging, classification and subject cataloging, holdings statements, treatment of monographic series and microforms, automation and standardization of serials records, and other topics. Available from: JAI Press, P.O. Box 1285, 321 Greenwich Ave., Greenwich, Conn. 06830.

(79-015) **Library of Congress Subject Headings: Principles and Application.** Chan, Lois Mai. Littleton, Colo., Libraries Unlimited, 1978, 347p. Research Studies in Library Science, No. 15. \$17.50 U.S. and Canada, \$21.00 elsewhere. LC 78-9497, ISBN 0-87287-187-8.

A guide to current LC subject cataloging practice. Part one explains the principles of LC subject headings (e.g., forms of heading, subdivisions, cross-references); part two demonstrates how the principles are applied to special types of materials and to selected subject areas.

(79-016) **The Information Society: Issues and Answers.** Josey, E.J., ed. Phoenix, Arizona, Oryx Press, 1978. 133p. \$11.95. LC 78-17708, ISBN 0-912700-16-5.

Papers presented at ALA's Presidential Commission for the 1977 Annual Conference. Eight essays deal with the impact on libraries of technological, social, and economic change; they are supplemented by five literature review papers.

(79-017) **Two Centuries of Federal Information.** Adkinson, Burton W. Stroudsburg, Pa., Dowden, Hutchinson & Ross, 1978. 235p. \$26.00. LC 78-7294, ISBN 0-87933-269-7.

Recounts the development of federal research and development information services, emphasizing the period since 1942; discusses their impact on non-federal information programs. Distributed by Academic Press, 111 Fifth Avenue, New York, N.Y. 10003.

(79-018) **Planning for the Future of the Card Catalog.** Washington, D.C., Assn. of Research Libraries—Office of University Library Management Studies, 1978. 171p. SPEC Flyer/Kit no. 46. \$7.50 for ARL members and SPEC subscribers, \$15.00 for others.

Compendium of 17 documents collected from academic and research libraries. The documents focus on general planning, technical services planning, reader/user service planning, staff participation and education. Two bibliographies are included. Available from SPEC, Office of Management Studies, Assn. of Research Libraries, 1527 New Hampshire Ave., N.W., Washington, D.C. 20036. Prepayment required.

(79-019) **The Copyright Dilemma.** White, Herbert S. Chicago, American Library Assn., 1978. 199p. \$8.50. LC 78-5929, ISBN 0-8389-0262-6.

Proceedings of a conference held at Indiana University Apr 14-15, 1977. The 14 papers deal with issues arising from the enactment of the new copyright law and express the views of libraries, government, publishers, authors, and secondary information services.

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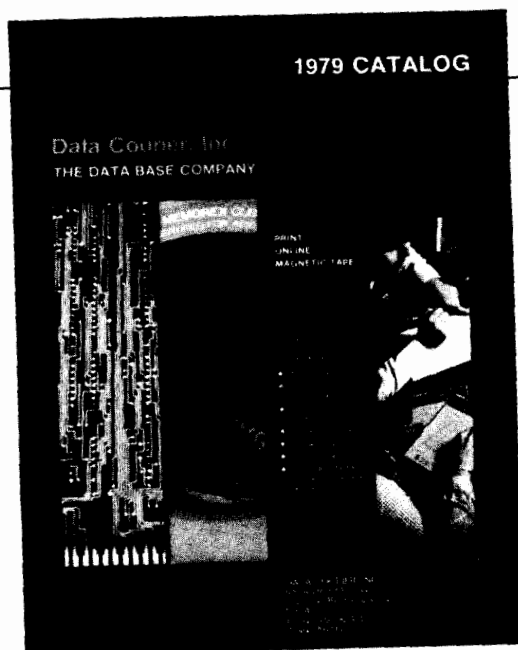
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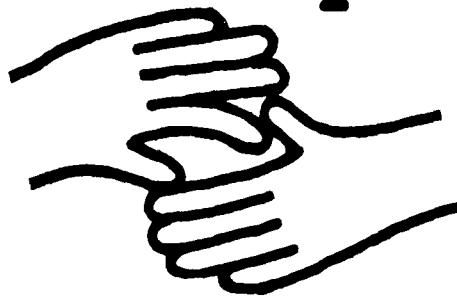
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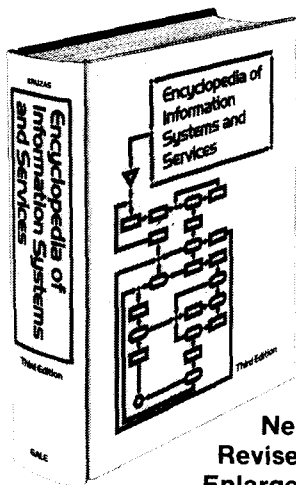
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