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306

# MLA BULLETIN

MARITIME LIBRARY ASSOCIATION  
VOLUME 19 NUMBER 4 SUMMER 1955

Public Archives of Nova Scotia  
HALIFAX, N. S.

MARITIME LIBRARY ASSOCIATION  
OPENS CONFERENCE, ELECTS SLATE

Library Group In Favor Of  
Aiding Economic Council

Librarians  
Arriving Today  
From 4 Provinces

Get Loan Of  
Nova Scotia  
Bookmobile

Maritime Library Association Votes To Support Economic Council

Head Atlantic Area Librarians

Discuss Atlantic  
Region Services  
At Fredericton



Librarians' Work  
In Institutions  
Discussed by MLA

Bruce Hutchinson  
Surprise Visitor  
To Library Meet

Maritime Library Group  
Ends Annual At Capital

Author And Editor  
Bruce Hutchinson  
Visits Session

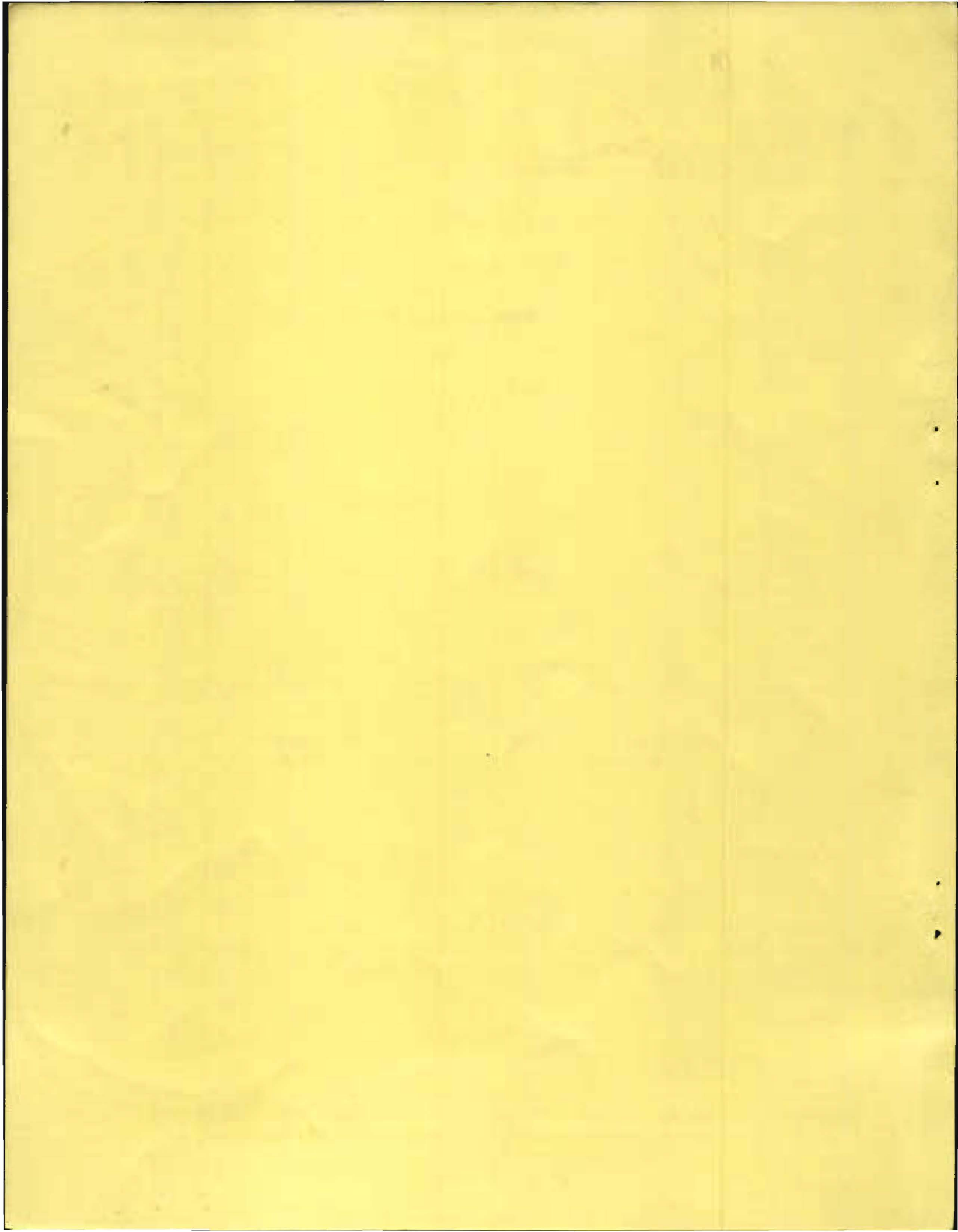
Librarians Slate  
Publicity Sessions

AT LIBRARY CONFERENCE:

PREMIER STRESSES MARITIME  
CO-OPERATION, ORGANIZATION

City Librarians Attending  
Meeting In Fredericton

Publicity for Libraries...  
Fredericton Conference Minutes...  
...AND A TITLE CONTEST



**FREDERICTON:** city of Victorian mansions, huge trees shading bustling streets, framed by a silver river; mellowed college halls, earth raw from new construction, and the clatter of riveting guns across the railroad tracks as the city still expands. A city hard to get to, hard to leave.

**LIBRARIES:** the infant public library, in its high-windowed old house shyly behind the skirts of a domineering new federal building; the quiet old Legislative Library, entered through a mouse-hole door under the legislature's back stairway, and full of documents, treasures and new books; the glass-doored reading room, red-leathered Beaverbrook room and glass-block windows of the U.N.B. library; the struggling St. Dunstan's library in the side-streeted K. of C. hall; Central Library Services receiving confused patrons looking for the customs house.

**LIBRARIANS:** young ladies (there were at least fifty attending the conference) looking bandbox-crisp and cool, while the men looked harried and hurried and full of affairs; Jessie Miffen's wonderful wit sparkling behind her spectacles; Bob Rogers always on the phone relaying the latest conference news to the press; Lyal Brown's toothy imitation of television commercials; the exuberant intensity of first-morning greeting and small talk during the coffee break (apparently no one sees anyone else between conferences).

**BUSINESS:** everyone is in favor of publicity, but doesn't agree on methods; radio, television and the press will get a fast whirl indeed from the public librarians from now on; provincial reports continue to show increased momentum everywhere; the Association is growing (up and out) and taking more interest in the affairs of the region; college and reference librarians had a lot to talk about indeed, but succeeded in discussing the scramble to locate provincial documents; the press took a lively interest in the Association's doings, part of the N. B. campaign for libraries, and the government's dinner speakers showed their sympathy; come on, you New Brunswickers, you have only to ask and you shall be given libraries.

**SOBER SIDE:** not nearly enough time; two full days for business, and a preliminary period for renewing acquaintances, are needed; not to mention desirability of library visits (organized or not) aided by keeping the local bookshops open somehow; small towns have no night life, and sometimes don't relish any being imported.

**ON THE COVER:** Press coverage of the Fredericton conference was outstanding. Part of this was due, no doubt, to the current campaign and interest in New Brunswick--particularly in York County, of which Fredericton is the center--toward regional library service. Part of the coverage is accounted for by strong personal interest on the part of newspapermen. There lies a tip for librarians everywhere, as Lyal Brown pointed out in his talk on publicity, reported elsewhere in this issue. Press items were still appearing as late as May 26, in the Halifax papers!

Coverage of conferences or other special events should be arranged well in advance. Bob Rogers of the U.N.B. library did this very well for the May meeting. Sometimes, special attention should be given to arranging coverage with metropolitan or other newspapers in key cities at a distance. Amiable editors may be glad to accept special telegraphed despatches for extra coverage--especially since regular wire service stories (at least of small conferences) may be limited to some of the highlights.



## MORE IMPRESSIONS...

SEVEN YEAR CYCLE? "The ninth conference... was held in Fredericton on June 15... The President, Mrs. Marjorie Thompson, Librarian of U.N.B. ... Those attending the meeting introduced themselves, and gave brief reports of the work of their libraries. Seventeen librarians were heard from...

"A discussion on binding and library supplies brought suggestions from many of the librarians present. The question was brought up as to whether there would be enough binding business in the Maritimes to warrant the establishment of a bindery. ... Two librarians from each province were appointed to a committee to publicize library affairs... The Editor asked the help of all members in collecting items for the Bulletin...

"President for 1948-49: Maurice Boone, Acadia University."

---From the MLA BULLETIN, Vol. 12 No. 4, Summer 1948.

Is the MLA making any progress? Or is it just coincidence that the 1948 conference report sounded so much like the 1955 meeting?

Some signs of growing pains are noticeable over seven years.

The business session had barely time for the four provincial reports. Association business will evidently require half a day to itself in future. The report on the BULLETIN, and the plea for assistance, are evidently perennial. If BULLETIN coverage is adequate, provincial reports could be better organized to eliminate details already published.

Publicity among libraries seems to be like the weather. Each one of us may get caught in the rain, but collective action is ineffective. So buy your own umbrella... In other words, use publicity where it counts, with your own patrons. Mark Twain had a saying about committees, didn't he, as well as that one about the weather?

The binding problem is still with us, but some progress at least is evident. Last BULLETIN described methods of attacking the problem in the library itself--made possible by materials marketed largely since 1948. The 1955 conference inspected work done by Mr. J. M. Sarluis, of Marysville, N.B., who has established a library bindery in that Fredericton suburb. A Halifax firm, Skerry & Leonard, is also investigating the possibilities in the field.

Mr. Boone is now in Fredericton, and his successor at Acadia and (distantly) as MLA President, Harry Ganong, has invited the 1956 conference to Wolfville. Let's look forward and see how much progress MLA can record between the Wolfville meetings in 1949 and 1956!

ACQUISITIONS IS BIG BIZ "Order work" is still regarded as drudgery in many libraries. Pretty much routine, many librarians feel. But beyond the straightforward range of trade books, and areas well covered by normal reviewing media, the field has been but slightly charted. "Seat-of-the-pants" buying (to use old aviation slang) based on experience has been necessary. Rich experience was gained only by librarians in relatively well-to-do and/or highly specialized institutions.

(Continued on Page 70)



# 1955 MLA CONFERENCE MINUTES

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## Sixteenth Annual Conference, Maritime Library Association

Fredericton, New Brunswick, May 19-20, 1955

The first session opened at 9:30 Thursday morning, May 19, in the Reading Room of the Fredericton Public Library with over 55 members present. Miss Ruby Wallace, President, expressed pleasure at being in Fredericton, where library developments were on the move. Each year, she felt, a larger group attended, there was a growing interest in the Association and more was being done. She spoke of the 1954 MLA meeting, held at the time of the CLA conference in Halifax; the arranging of the whole CLA conference was part of MLA's work for 1954, and from the enthusiastic comments of delegates, it was work well done. The President welcomed Newfoundland into the Association. She remarked that Miss Miffen had been with us at several conferences but was not an official representative. Miss Miffen will now represent her province in the Association.

The President announced the theme of the 1955 conference as HOW TO MAKE LIBRARIES MORE EFFECTIVE and said a few words on the forthcoming program.

The Minutes of the 1954 meeting were taken as read. The Treasurer's report showed total receipts, 1954-55, \$285.37; disbursements, \$131.50; bank balance, May 17, 1955, \$154.87; this report was adopted. The President then spoke briefly of her appreciation of the MLA donation of \$25 at the time of her auto accident, and said this evidence of the MLA's goodwill acted as a powerful stimulus to her recovery.

The President appointed a Resolutions Committee: Mr. R.R.B. Murray (chairman), Mr. Stanley MacDougall, Miss Dorothy Cullen. New business arising out of correspondence was the matter of recruitment and publicity for librarianship in college newspapers. Discussion was carried on about the possibility of news accounts and live news stories concerning libraries. Miss Letts emphasized that specific library schools should not be mentioned, but that things to be stressed are OPPORTUNITIES, FUTURE, INTEREST. Miss Letts moved appointment of a committee to deal with library recruitment and publicity, made up of Rev. W.A. Stewart, Mr. A.R. Rogers, and Mr. H.W. Ganong; seconded by Sr. Frances Dolores, this motion was passed.

Greetings were read from the American Library Association, and from Mr. and Mrs. Grossman. The President spoke of Miss Letts' appointment as Director of the Nova Scotia Provincial Library, succeeding Mr. Grossman, and the pleasure that the MLA felt in this appointment. An invitation was read from McGill University in connection with the semicentennial celebration of library training in Canada. On motion a telegram of congratulations was requested sent to the McGill University Library School. A letter was read from Young Canada's Book Week requesting MLA support, and after discussion, in which it was pointed out that no money would be involved, on motion it was placed on record that the MLA support YCBW.

The Secretary told the meeting about the organizational meeting of the Atlantic Provinces Economic Council, held in Halifax in early Spring. One of the items of business at that meeting was defining types of organizations which could take membership in the Council; one category was professional associations, and the fee was suggested tentatively as \$10 annually. The Secretary asked for an opinion on the possibility of MLA becoming a member of the Council. Miss Letts thought it would be inexpensive advertising; Miss Cullen suggested the MLA could assist the Council in its need for information. Moved by Mr. MacEacheron, seconded by Miss Letts, it was approved that MLA take membership in the Atlantic Provinces Economic Council. On motion (amended) it was ordered that the representative to the Council

be appointed each year by the President, and that the representative report on the agenda of Council meetings to the MLA.

## *Report on the MLA Bulletin, 1954-55*

Mr. Redmond, Editor of the Bulletin, reported as follows:

### 1. Cost

Papers will be supplied in rotation by the New Brunswick Legislative Library and Central Library Services, and the Nova Scotia Provincial Library, Research Foundation and Technical College. Masters and machine work are supplied by the Technical College. The College office boy is paid \$5 per issue from MLA funds for this work, and MLA buys stamps. The Nova Scotia Provincial Library provides Addressographed wrappers. The Editor still types masters, collates, staples and mails the Bulletin.

### 2. Distribution; Exchanges

Exchanges are made with Massachusetts Library Association, Vancouver Public Library, Colorado Library Association, Alberta Library Association, Illinois State Library, and sometime the British Columbia Library Association. Publications are turned over to the Nova Scotia Provincial Library. Principal U.S. libraries subscribe or are sent free copies. Should an exchange program be fostered more extensively?

### 3. Mailing List

American Library Service (New York firm of bookdealers) asked for and were given a copy of the Bulletin mailing list, but other requests have been answered by saying that the CLA Canadian Library Directory fills their needs.

### 4. Contents in Advance

The Bulletin was invited to partake in this project (mentioned in recent Bulletins). To do this, the Bulletin must have a formal title and contents page in each issue. Should the second page, or the cover, be given to this?

### 5. D.B.S. Publications

The Dominion Bureau of Statistics has offered free copies of its surveys of Canadian education and libraries. These are received by various Halifax offices. Do the membership want them received for MLA?

### 6. Title

Other library publications have titles easily confused with ours, e.g. the MLA BULLETIN of the Massachusetts Library Association. Would a more distinctive title be favored by the membership, e.g. "Atlantic Libraries" or "Maritime Library Quarterly"?

### 7. Editorial Policy

Do the membership wish regular editorial comment to be continued? Has the MLA any specific policies which the Bulletin should advocate? What kind of articles do you want in the Bulletin?

### 8. Correspondents

It is still hard to cover the area thoroughly. Newfoundland has its own bulletin and the MLA Bulletin isn't making a special effort to cover this province.

Correspondents are asked to be systematic and regular in reporting news about the first of January, April, July and October. Isolated single libraries are asked to send in news of their own doings.

#### 9. ALA Library Periodicals Round Table

This organization, set up recently, should help the Bulletin to be more attractive and readable as well as more USEFUL to Maritime librarians and libraries elsewhere.

#### 10. Participation in ALA Affairs

As the MLA has a Councillor in the American Library Association, and is a member of the LPRT--both of which should be more than merely nominal undertakings--could consideration be given to financing participation?

Owing to lack of time not all items were discussed. After some discussion on the exchange program, it was moved by Mr. Russell Harper that important material be taken from exchange library bulletins, abstracted and reprinted in the MLA Bulletin, and the bulletins then given to the Mount St. Vincent Library School to be disposed of or kept at the Sisters' discretion; seconded by Mr. MacEacheron, the motion was carried.

Regarding the new publication Contents in Advance, the meeting agreed but left this to the Editor's discretion. The question of the name of the MLA Bulletin was left to the Executive, who said they hoped members would express opinions. The Editor asked for more active participation in the Bulletin. A vote of thanks to Mr. Redmond for his fine work was carried with applause.

At the conclusion of the first part of the morning session, the Fredericton Library Board served coffee to the delegates. The session was resumed at 11:30; the meeting ran later than planned, so some discussion had to be held over. At the second part of the morning session, reports from the four provinces were given; and as most of these were given at one time or another in the MLA BULLETIN, only brief notes will be given here.

## *Reports from the Provinces*

### Prince Edward Island

Miss Jean Gill reported that most activities centered around the Golden Jubilee celebrations in Charlottetown. Increased use of all libraries was reported. New storage cabinets and new lighting were provided in the basement of the Legislative Library to preserve the many valuable records there, and to provide easier access to readers. A microfilm reader and films have been placed there for the convenience of historians consulting the files.

### New Brunswick

Mr. Boone read the report prepared by Miss Glenna Rideout. Highlights were the founding of the Central Library Services under the Department of Education with Mr. James MacEacheron as Director, the opening of the Fredericton Public Library, and the formation of the New Brunswick Library Association. Use of all library facilities in New Brunswick has increased. The Saint John Free Public Library reported the largest circulation in its history as did the L.P. Fisher Library and the Moncton Public Library. The University libraries increased their holdings, their circulation, and in some cases their space.



Newfoundland

Miss Jessie Miffelen reported that there had been a great development in the province's library progress. There are now 37 regional libraries and eleven branches, and a traveling library service for remote areas. In 1954 it served 130 communities with over 100,000 books. A cataloger has been added to the staff of the Regional Libraries Center. Highlights included visits from Dr. Jean Lunn of the National Library, and Miss Elizabeth Morton. Corner Brook became affiliated in the library scheme and received a grant for a year. A training class and conference held for two weeks was attended by 22 librarians. Two more libraries are about to be opened.

Nova Scotia

Mr. Ganong reported an increase in circulation in all the public libraries serving the province. There have been several staff changes in the Annapolis Valley Regional, Cape Breton Regional, and Provincial Libraries. University and special libraries reported increased use of their facilities. Dalhousie reported that a new seven-floor extension will be built to the main library, to be ready by 1956. Mount St. Vincent reported increased circulation and expanding student enrolment. A number of gaps, including some major reference works missing since the fire, have been filled.

Report of the Nominating Committee

There being no response to a request for further nominations, the following officers were declared elected for 1955-56: President, Mr. H. W. Ganong; Vice-president for Nova Scotia, Rev. W. A. Stewart; Vice-President and President-Elect (New Brunswick), Mr. James MacEacheron; Vice-President for P.E.I., Miss Mary Newson; Secretary-Treasurer, Miss Isabel Abernethy.

Afternoon Session; Publicity and Public Relations

The second session, at 2:30 p.m., was held in the Reading Room of the Bonar Law-Bennett Library, University of New Brunswick, with Mr. James MacEacheron as chairman. Miss Letts introduced Mr. Lyal Brown of the CBC, the speaker. Miss Letts said Mr. Brown came to the Maritimes from the West by choice; he studied Political Science and History at the University of New Brunswick and had served in the RCAF. After the war he worked in three private radio stations before joining the CBC. He spent a year and a half in Toronto, then came to Halifax. He has had direct contact with libraries, in a publicity way as well as using them; he writes plays, and is an executive of the Nova Scotia Authors Association. [Mr. Brown's talk is reported elsewhere in this BULLETIN.] After Mr. Brown's talk, tea was served by the library staff, and delegates visited University buildings and other libraries.

Members were guests at a dinner at the Lord Beaverbrook Hotel at 7 p.m., given by the Provincial Government. Dr. McDiarmid, Chief Superintendent of Education, was the chairman and introduced speakers, among whom was Premier H. J. Flemming. After dinner Dr. D. J. MacLeod of the Dominion Experimental Station showed some very fine views of New Brunswick.

## *Group Discussions*

[Special-interest-group discussions, postponed from Thursday for lack of time, were held at 9 a.m. Friday morning, in the Fredericton Public Library.

Mr. Douglas Lochhead was the chairman of the group, which discussed distribution and procurement of provincial documents from the Maritime Provinces. Mr. M.P. Boone described the New Brunswick situation. The Queen's Printer has charge of printing; the Assistant Queen's Printer places the printing; and the Clerk of the Legislative Assembly has charge of a number of documents. Each department publishes its own material. The Queen's Printer distributes the Statutes, Synoptic Reports (proceedings of the House) and Journal of the House. The Clerk of the Assembly has the Bills. Individual Boards and Departments distribute their own material. The Legislative Library sends material only to the National Library; it plans to issue a checklist of New Brunswick documents. There is always the problem of the lack of a central distributing agency.

Miss Gill told how government documents were handled in Prince Edward Island. The Queen's Printer has only a part-time job, and issues the Royal Gazette only. P.E.I. does not publish the debates of the House but relies on a complete newspaper coverage, clippings of which are kept in scrapbooks in the Legislative Library. The Legislative Library distributes most government publications, but each department also gives out publications.

Miss Elliott, reporting on Nova Scotia, said the Queen's Printer is also the Provincial Secretary; the duties are administered by a clerk. The Queen's Printer is responsible for the Royal Gazette, Journals, and daily Bills. Various Boards and Departments are responsible for their own publications with the exception of the Annual Report of each. Nova Scotia has a Hansard but it is just mimeographed, not printed.

There was much interested discussion during the session. At the close, Mr. J. M. Sarluis, who has established a bindery in Fredericton, described his undertaking and what he could do provided he secured more business from Maritime libraries.

#### Children's Work and School Libraries

Eleven members were in this group, with Miss Kathleen Currie as chairman, and four discussion leaders presented topics. Miss Ivey Bell of the Saint John Public Library discussed "Sources and Topics for Children's and Teenage Reading"; Miss Grace Campbell, P.E.I. Libraries, discussed reading interest for children, adult books for teenagers, and the importance of story hours, puppet shows, etc., in children's libraries. She mentioned a booklist for teenagers prepared by Miss MacMillan of the P.E.I. Libraries staff, called "Partners All", arranged by subject and covering a wide range of books. Miss Wilson of the Saint John Vocational High School was not present, but her paper was read on the promotion of more reading of better books in school libraries, and retarded and rebellious readers. She stressed the importance of individual attention to the rebellious reader, and letting him have books that are practically irresistible, or discovering hobbies about which he might like to read. Sister Inez, of St. Patrick's High School, Halifax, outlined the program in effect there of teaching children to use the library and help with it.

Mrs. Vernon brought up the question of library grants to schools. The situation in schools in the three provinces was outlined by members. One unfortunate fact stood out: that in the majority of cases where libraries are available they are being used as classrooms.



Public and Regional Libraries

The section, under chairman Dorothy Cullen, discussed the conference theme HOW TO MAKE LIBRARIES EFFECTIVE. Miss Hope Jarvis spoke on book selection aids. It was difficult to get reliable advance information on British and Canadian books. Mrs. MacLaren spoke about making use of older basic book stock. People were always ready to pick up new-looking books and are inclined to think older ones less interesting. By using "Plasti-Kleer" covers, books stay fresh and attractive longer. Mr. MacDougall spoke about the modern trend of the public library toward satisfying the multitude and catering to the taste for light, purely recreational, reading, much of which is of no literary value. He quote from The Public Library in American Life by Ernestine Rose and reminded the group that the library should attempt to rouse intellectual standards. "Libraries have an important job to do in the intellectual progress and continuing enlightenment which alone can lead to any widespread or meaningful use of our intellectual heritage."

Final Session

During a break at 10:30, the staff of the Fredericton Public Library served coffee. The meeting was visited by Dr. McDiarmid, who introduced Mr. Bruce Hutchison, who told the meeting he is gathering material for another book, "in which the Maritimes will be prominent." Commenting on the new Fredericton library Mr. Hutchison said Fredericton "is rapidly becoming known as the new Athens of the Atlantic region."

Delegates divided into three groups to discuss and sum up various aspects of publicity for different types of libraries. General agreement of all groups after the discussion was that cooperation was needed among all libraries, in order to make publicity effective, and that it would be more expedient if publicity material and lists were sent out centrally by the MLA. It was felt that publicity varied from library to library and that which was useful for a special library might not be so good for a public or school library. Posters, displays, radio and press coverage were considered good. Special lists of books and special bibliographies were also considered necessary in some instances.

Mr. Ganong, on behalf of the Association, presented a recording of the poems of Dylan Thomas to Miss Campbell, the retiring Secretary-Treasurer; he spoke of the good work she had done during eleven years in the office, and tendered best wishes of the Association.

Resolutions

The Resolutions Committee proposed, and the meeting approved, resolutions of thanks to the Government of New Brunswick, the University of New Brunswick, the Fredericton Public Library, Fredericton librarians, Dr. D. J. MacLeod, Mr. Lyal Brown, the press and radio, and the New Brunswick Library Association. Its Resolution No. 8 was: "Resolved, that the Association support the aims of the Atlantic Economic Council, and through membership in this organization show tangible evidence of the same." This was also carried.

After closing remarks by Miss Wallace, and the introduction of the new Executive, the sixteenth annual conference was adjourned.

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ENTER THE BULLETIN TITLE CONTEST!  
 DETAILS ON PAGE 71 - CLOSING AUG. 31



## SINCERITY AND COMMON SENSE ARE BASIS OF GOOD PUBLICITY, BROWN SAYS

Books must not be relegated to museums in favor of television, the MLA conference was told by Lyal Brown, CBC Press and Information Representative for the Maritimes. Mr. Brown spoke to the second session of the conference, Thursday afternoon, May 19, in the reading room of the Bonar Law-Bennett Library at U.N.B. "Public relations topics of interest" was his subject.

Sincerity and common sense were the basis of good public relations, Mr. Brown began in his examination of the problem. The primary thing was for librarians to learn something about the media involved--such as the limitations of media--allowable complication of sound effects for radio, for instance. He mentioned five major types of media: wire services, newspapers, trade media, radio and TV, and direct advertising.

First were press wire services, which offer many outlets and want stories of regional or national interest, or personality stories, especially if a "news peg" or current-interest tie-in can be found.

Second, local newspapers want news, not requests for free advertising. Not the fact of a meeting, but what the members do, makes news. The daily paper wants local, spot news, and occasional features; pictures are more usable if something is going on, and the photographer-reporter team from the newspaper gets better composed pictures and stories. Weekly newspapers use different stories than do dailies, he added. Hometown readers are always interested in people; library stories can be tied to these. Weeklies can use mats of pictures, but not glossy photographs. "Home town boy makes good" is always local news acceptable to the weeklies. Watch for the stories of this type "too close to see," added Mr. Brown--the stories right under your nose which you think commonplace.

Third, trade publications, which often use feature or personality stories, and are interested in specific topics in many fields, were worth approaching. Fourth, radio and television, for which the librarian could use many approaches but must know what the media could use.

Fifth, advertising could be used by the library, Mr. Brown said; as direct mail, as handouts or giveaways, as trips and tours; this worked best with some tie-in which appeals to the prospect's interests and wants.

### Radio a Necessity, TV Next

Radio is no longer a means of entertainment, or a luxury, but a necessity, Mr. Brown said. Television is going through the same type of development. There are various channels, or types of material, used by these media. Radio news broadcasts come mostly from wire services. News roundup programs are mostly items of national interest, whereas "magazine" programs contain items of local interest. Radio talks could not be directly or baldly appeals for money, which had no interest. Instead, the librarian could talk about interesting old books, or other facts, then "pitch a slow curve" to the need for a new library wing or whatever was his real aim. The documentary or "roving reporter" program often had a basis of pure curiosity, he said. How do you do this, and this, in the library? The layman didn't know, but would like to listen; but seldom could this be maintained for a half-hour program--better five or fifteen minutes.

"Tie-ins" or association, even if nebulous, of some item of current interest with the purposes of the library, were possible. On television and radio, the visit of a celebrity (scheduled carefully beforehand with the station) always caught listeners. Dramatizations of portions of books, as is done in such CBC programs as "Cuckoo Clock House", were effective teasers, but difficult for the individual library to arrange and stage.

There are more authors in the Maritimes than in any other part of the country according to Will R. Bird, Mr. Brown declared. Here was a chance for librarians. Keep a record of the use of their books, versus books written by other Canadians or foreign authors. Any way the results went this would be news, added Mr. Brown. Or, quote well known college faculty members, library users, people whose word will be of interest. "People don't believe it until they see it in the paper," he said. The story of a blacksmith who was interested in the stars, and read books on astronomy, but couldn't afford a telescope, was an example of a feature. The blacksmith set about to build himself a big telescope; and the story in the newspaper caused an immediate flurry of interest and activity in astronomy in the area.

### Who Wants to Read This?

"What is your object in promotion?" Mr. Brown asked. Who wants to read this book? The librarian should be careful where and how advertising is placed to reach this audience. For instance, several weekly papers might be used for the same cost in advertising as one small ad in a metropolitan daily; and the weeklies are read more thoroughly than dailies; on the other hand, many more people may see the dailies.

"A book has some sort of lasting quality," he said in his final summary. "Its beauty is lasting... A book has a very essential place in our life and it would be a shame to see it relegated to a position as a mere learning instrument.

"You are defenders of the faith," he continued, "or keepers of the world's treasures, to continue this cliché-throwing--and it must be a crazy world that you have to tease people to come into this treasure-house. Maybe there is so much of this come-and-get-it stuff that we don't know whether anything is good or not."

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### ACQUISITIONS IS BIG BIZ (Continued from Page 62)

The April 1955 issue of Library Trends should therefore be a welcome volume on the desk of every book-buyer. It is one of the few compilations available on acquisitions technique--not merely the clerical, but the real bibliological technique. The Editor was fortunate to learn something of acquisitions work from George Brown and Helen Welch at the University of Illinois, and welcomes this publication of the U. I. Library School. Copies of this issue are \$2 from the University of Illinois Press. Better still, subscribe to Library Trends, one of the newer journals and already known as one of the most valuable.

Also from the U. I. Library School is their Occasional Paper No. 42 (April 1955), "Report on selected problems of the technical departments of the University of Illinois Library" by Raynard C. Swank. No matter that their problems are not yours, in the small libraries of the Maritimes. This paper shows that any library, no matter how smoothly existing machinery operates, needs to take an occasional detached look to see how it can be improved and simplified. Copies of the paper are free.

# NAME THE BULLETIN CONTEST

SUGGEST A NEW, DISTINCTIVE NAME FOR THIS JOURNAL PRIZE --- Five-year MLA membership.

CLOSING DATE --- August 31, 1955.

The Maritime Library Association's quarterly publication has long been known as the M L A BULLETIN. This title closely resembles that of certain other publications in the library field, some of which are of longer standing than ours. The Association's size and activities have grown; the four Atlantic Provinces are now represented in it; and the BULLETIN's stature and circulation as a library periodical have grown. The publication now seems to need a more distinctive, easily recognized, and more descriptive title.

The Executive have authorized a contest to suggest a new title. Remember the Association's field of activity, the characteristics of libraries in this area, the cultural resources they represent, the work the publication is undertaking, in suggesting a title.

The Fall 1955 issue begins Volume 20, and if any change is made it should be effective with the beginning of the volume. The contest will therefore close Aug. 31, in time for the decision to be made for Fall publication, if a suitable new title is found. Perhaps the entries will be strongly in favor of retaining the present title!

## C O N T E S T      R U L E S

1. Paid-up members of the Maritime Library Association, only, shall be eligible.
2. Each contestant may submit only one entry. Institutional entries will not be accepted.
3. Suggested names shall reflect the work of the Association, the purpose of the publication, or the cultural characteristics of the area in which the Association operates.
4. Entries shall be postmarked not later than August 31, 1955, and sent to the Editor, Maritime Library Association, Box 1000, Halifax, Nova Scotia.
5. First and only prize shall be a five-year membership in the Association.
6. The winning or any entry shall not necessarily be accepted as the new title of the Association's present or future publications.
7. Judges shall be the Executive of the Maritime Library Association, and their decision shall be final in selecting the winning entry.

PAY YOUR 1955-56 M L A DUES NOW AND ENSURE YOUR ELIGIBILITY IN THE CONTEST:

DUES OF \$1.00 ARE PAYABLE TO THE ASSOCIATION AND SHOULD BE SENT TO THE TREASURER:  
Miss Isabel Abernethy, Librarian, Naval Research Establishment,  
c/o Fleet Mail Office, Halifax, Nova Scotia.



## Library Literature Notes

In response to general request, the BULLETIN will try to publish abstracts or notes about interesting and useful articles from library publications received on exchange or by Halifax libraries. Coverage of the literature will not be systematic. Librarians not having access to publications mentioned may request them from the Library, Mount St. Vincent College, Rockingham, N.S., where many will be filed.

In "More Impressions" elsewhere in this issue are mentioned the April 1955 Library Trends and No.42 of Occasional Papers, both published by the University of Illinois Library School.

The 1954 Annual Report of the Librarian of Congress is by the nature of that great library also a survey of North American and even world librarianship. Notable points include an absorbing history of L.C., the work in classification (L. C. and Dewey), and U.S. developments in copyright (lying close to current Canadian proceedings).

The "American Library Association Management Survey" by Cresap, McCormick and Paget, received by the Editor as a preprint to appear in the September ALA Bulletin, is dense reading but should be studied by all CLA officials and others involved in associational administrations. Unified administrative control; a staff with clear coordination, powers and responsibility; close derivation of council power from membership; and streamlining overlapping functions; are central ideas of management in the survey.

"Plays in the Library" by Dorothy Bieneman (Illinois Libraries v.37 no.5, May 1955, p.136-138) describes the Peru (Ill.) Library Experimental Theatre, a play-reading-presentation group which "is very much in demand throughout the community as entertainment for the various clubs" and "has proved invaluable as a public relations service in addition to the purpose for which it was organized" i.e. as a meeting group interested in plays and the theater.

"School Library Service in Brookline, 1917-1954" by John T. Parkhill (Brookline Public Library, Brookline, Mass., 14p.) is for any teacher or school librarian uncertain of purpose or perseverance. Why and how the school library--is told here. One quotation tells the results: "And over and over again, from all shapes and sizes of children with all shades of experience with books and libraries, gratified librarians and teachers hear such remarks as this, 'Before this year I hardly ever used to read books. Now I'm going to read eight books this summer. . . .'"

Editorial in the ALA Bulletin (v.49 p.254, June 1955) discusses library annual reports: "Some are so thick that your heart sinks, wondering how on earth a library can find that much to say; others so thin you turn from the color of their blood. Some are as right as Baby Bear's bed." Problems of the small and medium library are mentioned in particular; the fundamental problem is seen as "proper understanding of the general public and its tastes."

"Yes, You CAN (the Park Forest Library Election)" by Howard W. Winger (Illinois Libraries, v.37 no.6, June 1955, p.154-157) tells how proponents in a village in the Chicago area turned out a vote of 1,013 to 131 (out of 6000 householders) in a blizzard. Feasibility of a tax-supported library with a 10% rate (per \$100 of assessment) yielding \$30,000 annually was proved; "villagers knew about public libraries and were for the most part convinced of their value."

## TELEVISION HITS MARITIME LIBRARIES

Saint John and Moncton public libraries, and Cape Breton Regional Library, where privately-owned television stations began operating in late 1954 and 1955, all report an adverse effect on adult circulation. Adult circulation in Moncton started to drop about four months after local television began operating, but Miss Betty Condon, Moncton's librarian, believes the drop is a temporary result of the combination of fine weather and television and that circulation will rise again. Robin Murray, Saint John's librarian, reviews books on television two or three times a month.

Irony Dept.: The chairman of a public library board in one Maritime city is in competition with his own library--he runs the local television station!

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Miss Norah Dowling joined the staff of the Colchester-East Hants Regional Library on June 1. A Vancouverite, Miss Dowling was graduated this spring from the University of Toronto library school. Miss Marian Gardner will join the C.E.H. Region on August 1, coming from the Peel County Library, Ontario.

Miss Grace Campbell is leaving the Prince Edward Island libraries, to become librarian of a Saskatchewan region once more.

Miss Barbara Gandy, formerly librarian of the federal Agriculture branch library at Fredericton, has resigned and is now Mrs. Ian C. Place. She expects to work in libraries at the University of Wisconsin where her husband will be employed.

Laurie Allison was appointed Librarian of the Mount Allison Memorial Library as of July 1. His former title was Associate Librarian.

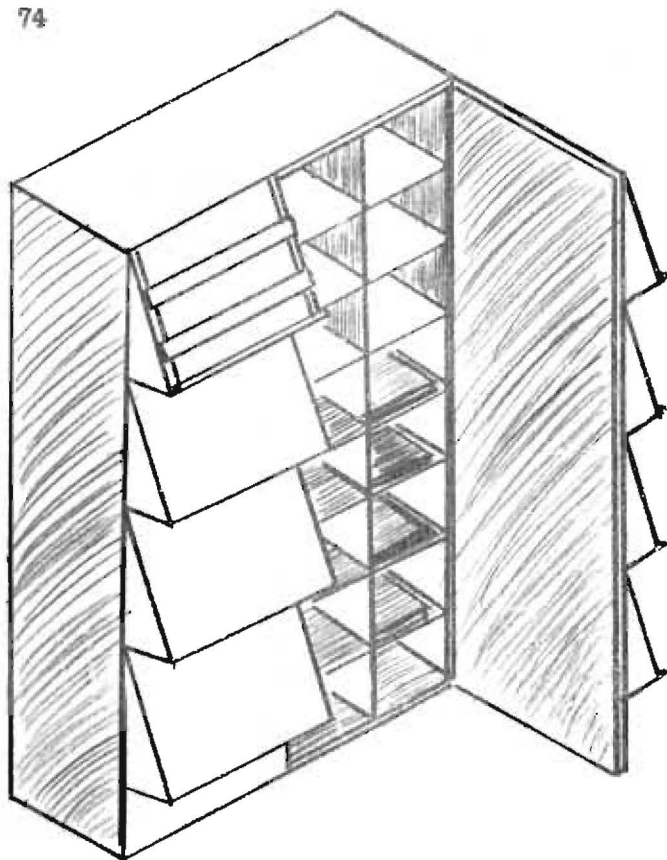
Miss Grace Tratt has been appointed librarian of the Maritime Regional Laboratory, National Research Council, Halifax. Miss Tratts holds an M.A. degree in English from Mount Allison University.

The New Brunswick Museum, in Saint John, is shelving about 10,000 volumes of uncataloged material, to be organized. Much of this came from the Saint John Society Library (founded 1911) and includes early magazines and novels. For instance there is a complete file of the Stamp Collectors' Magazine founded by George Stewart, the first in Canada.

## LOCHHEAD COMPILING NOVA SCOTIA CHECKLIST

A Checklist of Nova Scotia Imprints, 1801-1867 containing about a thousand entries is being compiled by Douglas Lochhead, librarian of Dalhousie University. The list, which excludes government publications, is now in card form; there are no definite plans for publication. The list is to be extended to 1900. No existing bibliographies of Canadiana are complete for Nova Scotia imprints. Interest in early publishers of the province prompted the compilation. Eventually the list is expected to contain perhaps 2000 items.



MAGAZINE CABINET WITH DOOR RACKSBUILT OF PLYWOOD

Built mostly of plywood, this pigeon-hole cabinet for periodicals has two lightweight doors carrying display racks. The plain cabinet is conveniently about six feet high and four feet wide by a foot deep, divided into pigeonholes a foot wide by six inches high. The doors, each a panel of 3/4-inch plywood, carry racks made of narrow slats fastened to triangles of plywood. Racks could be made using solid hardboard panels if it were likely that small items might fall through the slats. Doors are held shut by friction catches. The racks also serve as handles. If the cabinet could be located in the center of a floor area, build it two feet deep, with doors on both sides.

Several Maritime libraries have periodical racks in which the rack and ledge form a door which lifts up.

On this type of shelf, some kind of catch is necessary to hold the "lid" open if any prolonged work is being done on the shelved material. This rack-door cabinet has the same advantage of covering shelved magazines from dust, but doesn't need three hands for operation. The original of this periodical-receptacle was built for the Legislative Library in Fredericton.

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LIBRARY LITERATURE NOTES (Continued from Page 72)

"Making Your Own Punched Cards" by George M. Begun (Journal of Chemical Education v.32 p.328, June 1955) tells how ordinary file cards, even with notes already on them, can be made into edge-punched cards for special needs, by hand punching, using an easily made template. "Close examination of what is desired in a filing system code... will often show that either a very elaborate system is needed or that a relatively small number of holes will be sufficient. In the latter case it is quite simple to make your own cards."

The Alberta Library Association Bulletin (v.2 no.3, April 1955) contains "The Eastglen Composite High School Library" by Laurence Wiedrick and "Those Darned Old Enterprises" by Cecilia Coté. Wiedrick says, "How often classes should be brought to the library for leisure reading periods and for instruction in how to use the library" was a major problem; individual teacher is the best judge; all Grade 11 classes get formal instruction. Library is used as a "privilege" study hall separate from regular study hall. "Enterprises" may be elsewhere known as "projects"; booklist (55 items) useful for such projects for grade schools includes some noteworthy series (e.g. Landmark, First Books, Let's Read About, and Herbert Zim's books), fiction suitable for reading aloud in class, books about Alberta, European and North American early history.



# Library Binding in the Maritimes

...SOME NOTES ON THE 1955 QUESTIONNAIRE

by Douglas G. Lochhead

- Libraries in the Maritimes spent about \$18,000 on binding in 1954
- Ninety percent of this was paid to binderies in Ontario and Quebec
- Nearly 3000 volumes of periodicals and 5000 books are bound annually
- At an overall average cost of \$2.96

.....These are major facts found in a preliminary survey of the binding problem in the Maritime area. Is better service possible?

The possibility of distributing yet another questionnaire on library binding in the Maritimes was first discussed at an MLA Executive meeting in Halifax in February 1955. At that time it was decided to take a fresh look at the library binding situation, to draw up a questionnaire, and to discuss the results at the Fred-erickton conference.

Questions were contributed by Barbara Murray, D.A. Redmond and D.G. Lochhead, and the printed sheets were distributed to all MLA member libraries through the courtesy of Evelyn Campbell.

Thirty-four Maritime libraries (N.B. 8; N.S. 23; P.E.I. 3) returned filled-out questionnaires and the results were tabulated. Time, however, did not permit a full discussion at the conference so the findings are presented here in a condensed form.

It should be pointed out that the inquiry does not attempt to investigate all sources of binding in the Maritimes. Provincial and federal government binding needs excluding libraries; requirements of law firms and societies; hospitals; and other institutional binding; are not included.

Steadily rising costs for book and periodical binding, excessive shipping charges, and--in some cases--slow service continue to plague the majority of libraries which send binding to Quebec and Ontario. The purpose of this latest questionnaire was to see whether the time was at hand when improved bindery facilities in this area might absorb library binding and provide adequate workmanship at lower costs and with faster service. With such agencies as the newly-formed Atlantic Economic Council and the provincial departments of trade and industry showing so much interest in the new local industry, it was felt that if the questionnaire revealed a large annual amount of library binding in the area, some positive action might be taken by MLA to gain financial support to assist local binders.

What follows is a summary of the answers to the more significant questions of the questionnaire. In all, some 34 libraries from N.B., N.S. and P.E.I. returned questionnaires, but not all questions were answered in all cases. No answers were received from libraries in Newfoundland. For purposes of the summary, Nova Scotia is divided into "Provincial" and "Halifax".

To the question "How much did you spend on binding in each of the last five years?" the following totals were obtained:

Province	Libraries	1954	1953	1952	1951	1950
New Brunswick	8	\$ 3,023	\$ 2,030	\$ 1,164	\$ 1,809	\$ 1,553
N.S. (Prov.)	8	4,332	3,099	2,243	500	572
N.S. (Halifax)	15	10,249	9,250	7,213	5,125	3,130
P. E. I.	3	382	203	380	283	173
Total	34	17,986	14,582	11,000	7,717	5,428

The questionnaire revealed that 90 percent of the 1954 total binding outlay of \$17,986 was paid out to binderies in Ontario and Quebec. In Nova Scotia (provincial and Halifax) 17 libraries sent work to central Canada; in New Brunswick five; in P.E.I. one.

From the question "What was the average cost of binding one volume, including transportation, in 1954?" the following average costs were obtained:

<u>Province</u>	<u>Libraries</u>	<u>Average Cost</u>
New Brunswick	6	\$ 2.16
N. S. (provincial)	5	2.80
N. S. (Halifax)	13	3.50
P. E. I.	2	2.25

Overall average cost of binding a single volume in 1954: \$ 2.96

### Volume of Binding

"About how many volumes in your library need binding each year (whether or not binding is actually done)?"

<u>Province</u>	<u>Libraries</u>	<u>Volumes</u>
New Brunswick	7	2200
N.S. (provincial)	9	2134
N.S. (Halifax)	12	5791
P. E. I.	2	350
Total		10,475

"About how many volumes of periodicals are actually bound each year?" The figures given here are for 1953-54:

<u>Province</u>	<u>Libraries</u>	<u>Volumes</u>
New Brunswick	3	674
N.S. (provincial)	5	390
N.S. (Halifax)	11	1762
P. E. I.	1	20
Total		2846

"How many single books (monographs, separates) are bound each year?" For 1953-54 the answers were:

<u>Province</u>	<u>Libraries</u>	<u>Volumes</u>
New Brunswick	6	922
N.S. (provincial)	5	790
N.S. (Halifax)	8	3068
P. E. I.	2	289
Total		5069

"How many other books in the library need binding or re-binding?"

<u>Province</u>	<u>Libraries</u>	<u>Volumes</u>
New Brunswick	5	1,950
N.S. (provincial)	6	1,500
N.S. (Halifax)	12	24,170
P. E. I.	1	100
Total		27,720



As was expected, the questionnaire returned no startling results. It did reveal, however, that the amount of money being spent on binding by libraries in the Maritimes is steadily increasing. In the past five years it has more than tripled.

This total annual expenditure is comparatively small, and is not likely to encourage anyone to set up a new bindery dependent solely on library business. It should, however, be of more than passing interest to established binders who are considering the expansion of existing facilities.

One bookbinder, in fact, has commented that he could handle all library binding in the Maritimes, if he could be assured of a certain annual volume, and if the work could be sent to him at regular intervals throughout the year--two not unreasonable conditions. Such guaranteed work would enable him to finance the equipment and help needed to handle the work. The problems of library cooperation over a long period, agreement on times of shipment, etc., which suggest themselves, would have to be worked out--possible within the Maritime Library Association.

If local binders could be guaranteed sufficient work it might conceivably lead to lower prices, and faster and more personal binding service. Lower prices would, of course, lead to a greater volume of binding being done. In Halifax alone it is estimated that there is a backlog of almost 25,000 books and volumes of periodicals requiring binding, but which are not being bound for one reason or another.

To date two independent binders have shown interest in the results of the questionnaire which have been made available to them in detail. The fact remains, however, that some cooperative effort by Maritime libraries must take place in order to provide expanding binderies with a sufficient volume of business to make headway. Are we willing to take this chance? Are we willing to take the time and trouble to provide local binderies with our business?

These questions might be discussed in the MLA BULLETIN during the coming year, with a final discussion at the 1956 Wolfville conference. May we have your comments?

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# Dalhousie U. Library Gets New Wing

by DOUGLAS G. LOCHHEAD

On May 18, the day following President A. E. Kerr's official announcement, workmen began to excavate the foundation for a seven-floor extension to the Dalhousie University Library. The new west wing, which will bear the name of O. E. Smith, one of Dalhousie's great benefactors, will be ready for occupancy in December 1956. According to architect Leslie R. Fairn, who is working in conjunction with the Toronto firm of Mathers and Holdenby, the new structure will be closed in by December 1955 so that interior work may proceed without interruption throughout the winter.

Five floors of the O. E. Smith wing will be devoted to stacks and study units and will conform with existing floor areas. Each will be 28 by 28 feet in size. Space equivalent to two floors will be allotted to the recently acquired Kipling Collection. It is estimated that shelving space for approximately 55,000 volumes will be provided, while the Kipling Room will accommodate an additional five to six thousand volumes. Once the stacks have been installed it is planned to move the government documents now housed in the Library's Morse Room to the top floor of the extension where more space will be available.

A new electric elevator, capable of holding four persons, will also be installed on the north side of the present building to service the entire stack area.

The new extension will be of steel frame construction with wall fabric to match other campus buildings. The exterior for both the wing and the elevator shaft will be of ironstone and quartzite with sandstone trim.

Snead library equipment has already been ordered from Luxfer Limited and is expected to arrive in late September of this year. Other features of the new extension include modern stack lighting and heating by circulated air with humidity control.

Several changes in the main building are also planned and include a staff door to provide more direct access to the stacks from the library ground floor, and additional stairways in the stacks to communicate with the extension.

Final details for furnishing the Kipling Room have not yet been worked out. Readers will be able to enter through a ground-level entrance on the west side of the extension, while staff will enter through a special fire-door connecting with the main stacks. Plans for the Kipling Room call for a domed ceiling, special paneling and display cases, as well as equipment for the Kipling Librarian.

## VISITING LIBRARIANS

Miss Jessie Miffen, supervisor of regional libraries in Newfoundland, was working in the Sydney office of the Cape Breton Regional Library during June, and visited elsewhere in the Maritime Provinces after the Fredericton MLA conference.

Along with the Canadian Library Association conference in Saskatoon, Miss Mary Cameron, librarian of the Halifax Memorial Library, has been visiting public library systems and branches in Ontario and the West; and Miss Shirley Elliott, Legislative Librarian of Nova Scotia, has been visiting the legislative libraries of Saskatchewan and Manitoba.

Miss Evelyn Campbell, Nova Scotia Research Foundation, is visiting England.



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