

# APLA BULLETIN

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Nov., 1980

## The Eighteenth Century Short Title Catalogue

By HENRY L. SNYDER

The eighteenth-century short-title catalogue is one of those substantial reference tools for which scholars have longed, but without any hope of realization. Ever since the completion of the first edition of Pollard and Redgrave's short title catalogue in 1926, there have been plans about extending this bibliographic tool forward in time. The bold sequel by Donald Wing for the second half of the seventeenth century pointed the way. Its three volumes published between 1945 and 1951 are a remarkable achievement considering the fact that the number of entries exceeds those of the STC by a considerable factor. But the increased publishing activity in the eighteenth century after the lapse of press censorship in 1693 put the task beyond the mechanical, hand-compiled, individual process employed on the pre-1700 projects. Not until the development of the computer were scholars able to address this daunting project realistically.

Suggestions from British Library officers to the American Society for Eighteenth Century Studies in the mid 1970s resulted in a London conference in 1976 to discuss the feasibility of an eighteenth-century short-title catalogue. This was followed by a Washington conference later the same year. The British Library had engaged Dr. Robin Alston to explore the concept. His survey of Addison works in libraries on both sides of the Atlantic demonstrated clearly that the dispersal of eighteenth century imprints was such that only a large-scale international bibliographic project could bring the material under control so that scholars could access all the material relevant to their work.

Initially it was proposed to convert the British Library Catalogue, the National Union Catalogue, and Evans and Tremaine to machine readable form. Pilot projects at the British Library and the New York Public Library quickly revealed the inadequacy of these tools for producing accurate and full bibliographic records. The availability of some specially appropriated funds emboldened the Director General of the Reference Division at the British Library, Donovan Richnell, to set a bibliographically sound project in motion. Engaging Dr. Alston to head the project, he committed the British Library to recataloguing its eighteenth century holdings in machine readable form. This file would form the basis of the ESTC.

Because of this action, and the fact that there was no parallel effort, or even plan, in North America, the design of the ESTC, the form of the record adopted, the material to be included, were all decided at the British Library. Fortunately, the decisions were sensible and could be readily adopted by other potential collaborators. The American members of the coordinating committee proceeded to designate a project director to build a file of American imprints, Marcus Mac-Corison of the American Antiquarian Society, and another to collect records on English imprints in North American libraries. Armed with this latter charge, I submitted a proposal to the National Endowment for the Humanities and the Mellon Foundation in October 1978 to fund the first triennium of the American effort. This project and the AAS project were funded in August 1979.

The current goals of the joint projects are to produce a COM of the British Library ESTC holdings in 1982 and an enriched COM including holdings from both sides of the Atlantic in 1986. I am pleased to say that all three coordinated efforts are well on schedule. The British Library had catalogued and keyboarded 110,000 records by July of this year. A careful examination of the catalogue indicates 52,000 records remain to be completed. Estimating completion in the fall of 1982, the British Library will take another year to edit the records, and will publish its COM in 1982 as planned. Marc will complete the recataloguing of his AAS North American holdings in full AACR2 format by early 1983. In a planned second triennium he will add holdings from other American locations and titles from other libraries. This phase will be conducted according to the procedures developed by the British Library and employed at the ESTC-NA headquarters in Baton Rouge.

We began employing staff in October, 1979. We reached our full complement of three full-time professional librarians on July 1 of this year. With the addition of a half-time graduate assistant, work-study students, volunteers, and other student hourly workers, we now have up to fourteen individuals working on some days in our project. Our spacious quarters, generously made available in the badly over-crowded main library at Louisiana State University, is getting to have the appearance of a sweat shop. We have been soliciting North American libraries for records since June of last year. The canvas began in earnest only in 1980, both

ESTC and NAIP. I am pleased to report that more than one hundred and fifty libraries have already agreed to contribute, and more than half that number have already submitted records. We have approximately two hundred thousand records in one form or another, and are processing them at a rate of up to four thousand a week, meeting and even exceeding the level of productivity we established for ourselves in our proposal to the NEH and Mellon.

Currently we check records against a manual file, a photoreproduction of the cataloguing records prepared by the British Library of its holdings. Our original plan was to convert to computer searching of the data base constructed by the British Library in our second triennium. We have now accelerated that schedule. A supplementary grant from the NEH has enabled us to contract with the Research Libraries Information Network to mount the British Library tape. We hope to take delivery on terminals at the beginning of 1981 and begin a pilot run of keyboarding records not in the British Library to establish the procedures to be employed after the British Library file is completed in mid 1981. By late spring we expect to begin searching against the records keyboarded to date which should enable us to speed up the rate by which we search and record information. By the fall of 1981, we should be essentially functioning in the manner we will continue to employ until the project is completed.

From the time the incomplete file is mounted at RLIN, it will be available to RLIN members and on a search only basis for contributing libraries who have made arrangements to use the file through ESTC-NA. Most libraries will have terminals which can communicate with RLIN on a dial up basis. Analytical searches will also be possible by special arrangement. This long dreamed of reference and research tool will be available for use on a schedule that exceeded any of our expectations. As we continue to add holdings and new records, its usefulness in turn will continue to grow. By contracting with RLIN this early, we have also made it possible for American scholars and librarians to gain access to the data at an earlier date than first envisaged. Our initiative has forced the British to extend a similar service to its own scholars more than a year earlier than they had expected.

How long will the project last? Our present funding extends to October, 1982. The project as submitted assumes funding to at least October 1985. Clearly the project will not be finished even then. We hope to explore means to keep it going, even on an attenuated basis, for a longer period in order to make the file as comprehensive as possible. At this time we still have no concrete idea as to the ultimate size of the file, either in number of records or locations. Our current estimate is that it will eventually contain between 500,000 and 600,000 titles. A survey of major libraries conducted by Tom Adams several years ago suggested that there were approximately 1,200,000 copies of English eighteenth century publications in this country, some 200,000 North American publications. They have estimated as many as 5,000,000 copies in the British Isles. I think they are high, we are low.

Our present intent is to process between 500,000 and 750,000 records in the two trienna and to keyboard some 50,000 to 100,000 titles. If additional resources are found to augment those already in existence or contemplated, it may be possible to add to that estimate. It depends, of course, on the support of

contributing libraries in making their records available to us. The preferred method is to submit photoreproductions of title pages together with collation and shelf list data. We also accept volunteer BIBSLIPS, catalogue cards, and even printed catalogues, provided that the data is sufficiently complete and accurate. We recognize that it is far easier for some libraries to access their ESTC items than others. The very great general collections at libraries such as the Widener, Michigan, and the University of California at Berkeley, will require a large scale search through the shelf list to retrieve the records. More specialized collections, especially those with imprint or chronological files, present less of a problem.

Records can be submitted to us in a variety of ways:

1. A photoreproduction of the title page, supplemented with some collation information. This provides the easiest and most accurate match with our file.

2. An ESTC record card (BIBSLIP) for each title, following the guidelines given by the British Library staff. Only an abbreviated record is done initially with more information supplied later if your record is new to the file.

3. Reproduction of your regular library cataloguing for eighteenth century items, providing your cataloguing contains all the requisite data. Please stamp your NUC symbol on all cards.

4. A printed catalogue of the collection, providing it contains the requisite data.

5. If at all possible, we request that broad sheets be copied and sent to us in that form. Where they are printed on both sides, we request that both sides be supplied. Since single sheet items present so many cataloguing problems, we find it easier to have the whole text available.

As of the time of writing this article, some 15 Canadian libraries have already agreed to contribute their records. We are trying to contact all the appropriate libraries which might have ESTC holdings in Canada. We hope that in due course, all of them will make their records available to us for this extraordinary and extremely valuable international project.

We keep in touch with contributors through our publication FACSIMILE. Beginning next year we will do so through the pages of the British Library's FAC-TOTUM, which will become a joint publication serving the international ESTC. If institutions that are not currently on either subscription list would like to be added, please write to me and I will see that they are put on the mailing list. The letter should go to: Dr. Henry L. Snyder, Director and Editor, ESTC, College of Arts and Sciences, Louisiana State University, Baton Rouge, Louisiana, 70803.

## CAC-ESTC — Announcement

A meeting of Rare Book and Special Collections Librarians of Canada was held on November 6 at the National Library of Canada on the question of promoting the Eighteenth Century Short Title Catalogue (ESTC) project. One of the results of this meeting has been the establishment of a Canadian Advisory Committee for the ESTC. The Chairperson of the CAC-ESTC is Richard Landon. For further information you may wish to contact Mr. Landon at the Thomas Fisher Rare Book Library, University of Toronto, 120 St. George Street, Toronto, Ontario M5S 1A1.

## Upcoming events

November 21 (Friday) The Public Library Today. Talk to be given by John Parkhill, Director, Metropolitan Toronto Library Board. To be held in Killam Library (Room 2622), Dalhousie University, Halifax, N.S., B3H 4H8.

November 28 (Friday) Outreach for Continuing Medical Education. Talk to be given by Audrey Kerr, Associate Professor and Medical Librarian, University of Manitoba. To be held at Killam Library (Room 2622), Dalhousie University, Halifax, N.S., B3H 4H8.

December 5-7 (Friday-Sunday) Curriculum Design and Development. Sponsored by the Canadian School Libraries Association, it is to be conducted by David Pratt, Faculty of Education, Queen's University. To be held at Dalhousie School of Library Service. Contact the School at Dalhousie University, Halifax, N.S., B3H 4H8.

January 7, 8, 9 (Wednesday-Friday) Quantitative Methods for Librarians. An introduction to measurement, data collection, and statistical analysis useful in library-information centre problem solving. For further information, contact: McGill University Graduate School of Library Science, McLennan Building, 3459 McTavish Street, Montreal, Quebec, H3A 1Y1.

February 20-21, 1981 (Friday-Saturday) The Achievements of F.R. Scott. Scott's achievements in law, literature, politics and bilingualism-biculturalism have led to his being described as an heroic figure in Canadian public life and as one of the most significant Canadian men of letters in the 20th century. For further information, contact: F.R. Scott Conference, Continuing Studies, Simon Fraser University, Burnaby, B.C., V5A 1S6.

# From the Presidents 's desk

As I write this month's "F.P.D.", I have just returned from the September 20th executive meeting, which Claude Potvin hosted at the A.W.K. Regional Library in Moncton.

Among the more important items of business was the selection of a new Vice-President for P.E.I. to fill the remainder of Pam Forsyth's term. Pam recently joined the exodus to the West. We shall miss her, but wish her every success in her new position at the Public Library in St. Albert which she says is five miles north of Edmonton. Marion Kielly has graciously consented to complete Pam's term. Marion is with the Planning Library of the provincial government in Charlottetown.

The N.S. Vice-President reported that she is organizing a workshop for the An-

tigonish-Cape Breton area librarians, putting to good use the discretionary funds allocated to each of the provinces at the last AGM.

We decided that there is no way we can develop a formula for selection of conference sites, now that the Presidents are elected from the general membership. The President-Elect will henceforth be responsible for picking the location of the conference for the year in which he/she is President. Barbara Eddy has approached Mount Allison for 1982, and they have agreed, so now you can all plan on a visit to Sackville, N.B.

It has been suggested by Oriel MacLennan that there might be some interest among APLA members in a committee to promote discussion and exchange of ideas

on library orientation and instruction programmes. The executive agreed and immediately appointed Oriel convenor of an ad hoc committee. She will be writing a more complete description of the aims of this committee in the next issue of the Bulletin. In the meantime, if you are interested in this topic, please get in touch with her at: Killam Library, Dalhousie University, Halifax, N.S. B3H 4H8.

We have had a fairly good response from the conference questionnaires mailed to libraries. Now we are waiting to see what comes in from those sent to you individually with your October Bulletins. If you know of a collection we may have missed, please tell us—or, better still, pass on a questionnaire.

I'm beginning to realize what journalists must go through regularly. This is being written in September, for an October deadline, but you won't see it until November—so, plans are still rather tentative for the mid-winter HLA-APLA workshop. We have set the date as January 31, and St. Mary's University will be the place, and current plans are for it to be on health information for the patient and the public. Angela Rebeiro is Programme Convenor for HLA, and she will be coordinating the workshop. If all of the above works out, I hope to see you at APLA mid-winter.

Ann D. Nevill  
President

## The Editor's Diary

I have recounted the tale of woe surrounding the printing of the Bulletin's first issue under my editorship to several individuals. They all felt that it was a story deserving a larger audience.

My first issue of the Bulletin was that of July. I had started early on to make preparations for that issue. There were several articles on hand and a Fredericton printer had been competitively selected to do the printing. Most of the material was ready for type-setting and given to the printer by the end of June. Matters started to slide early in our relationship. I had planned to print the Bulletin in a roman type face; however, just as I appeared with my articles under arm they decided to shift their selection (some selection) to only sans serif. As it was already getting late in the production schedule, I felt that this could be lived with. Perhaps even rectified in a later issue, not realizing, of course, what lay 'in store for me and the Bulletin.'

As the printing shop was a two person operation, I often had some difficulty in contacting them. Rather than employ an answering service they would often take their telephone from the hook when they were out. (This was just an adumbration for the future.) I would drop in if I were in the vicinity and it happened more often than not that the door was locked. And then the telephone was disconnected. There was no forwarding telephone number; there was no home telephone...Rumours started to circulate of garnishing some advertising fees paid to them for a local 'free' TV weekly which they published. And now the door was permanently locked. Well, I assured myself, I have photocopied all the articles save for two, which I then called the authors for since via the grapevine I had found out that the printers had packed their bags and had left town in the night. They had left on July 1—Canada Day. Ho! Hum! Is this a customary introduction to editorship, I wondered. Now what to do with all this material. Perhaps Peter Glenister would be sympathetic to my plight and would want to become editor again; after all one of my biggest qualms was moving the editorship from Halifax to Fredericton. While threatening to reprint v. 43, no. 6 as v. 44, no. 1, I received in the mail all the material I had left with the skipped-out-of-town-printers. They recommended another Fredericton typesetter who also would have to go to either St. Stephen or Woodstock to have the Bulletin printed. It was then that I decided to grab the Bull by the horns and have the entire operation done in one shop, in Woodstock, N.B. These people print a number of N.B. weeklies. Now I should be on 'easy street'. Or so I thought. As it

turned out this whole thing was just warming up.

I gathered all the articles and shipped them off to Woodstock. They called to say that I had nearly enough for 12 pages; I sent them some more material and sure enough my first issue was indeed 12 pages. They sent the first round of proofs; I proofed and returned them. They returned the partially corrected proofs and I proofed and returned them. This took place once more. I then received a call from Woodstock saying that the Bulletin would be printed on a Thursday p.m.; the a.m. was to be set aside for lay-out and proofing. I went to Woodstock. By this time another problem had made its presence known. Because of the July heat, the typeset material had faded, much of it was hardly recognizable. So on that great Thursday morning I proofread and laid out the entire issue. I wish you had seen some of the errors which were corrected; I am certain you have seen some of the errors left in just to show you that we aren't all perfect. Actually some of them have a touch of humour, why not an executive that runs 1980-80, is Ronald Lewis an APLA resolution or does anyone know what IACS is even if the initialism were correctly given as IASC.

These were some of the tribulations of my first issue. The second issue was mailed to Halifax in error and was lost for one week. And for the third issue six promised articles etc. did not materialize. I reassure myself that even Atlantic Insight has problems and it is a monthly; after all the Bulletin is only published on a bimonthly basis.

On a more serious note I would like to draw your attention to an article written by Peter E. Greig, entitled, "Bibliographical Work in the Atlantic Provinces: a Proposal" (APLA Bulletin v.44, no. 1). As one who strongly feels that bibliography is the corner-stone to librarianship, I urge you to comply with Mr. Greig's request, namely that if you should know of anyone working on a bibliography or indexing project, please report it to: Secretary, Bibliographic Services for Canada, National Library of Canada, 395 Wellington St., Ottawa, K1A 0N4. There is good and useful work being done in Atlantic Canada; it should reach a larger audience.

As well I should like to raise an issue which has been discussed before, namely the APLA Bulletin. To have a regional bulletin which has meaning and purpose, the editor needs your contributions and suggestions. It is fine to work in a vacuum for a short time but then your suggestions, criticisms and articles are needed. Please do participate—the Bulletin can only be as relevant as you help to make it.

## Erratum

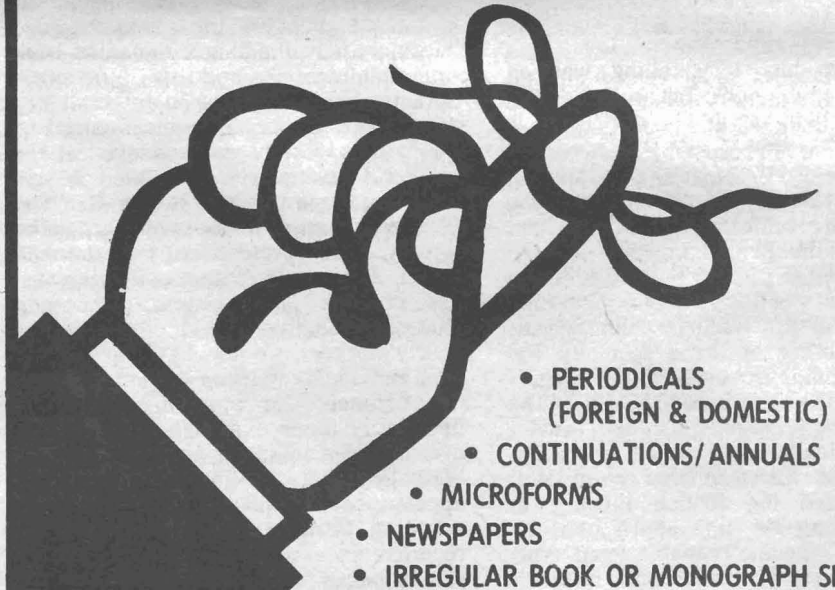
In the article entitled "Recent Acadiana: an annotated list" published in the last APLA issue, a book was mistakenly attributed to the wrong author.

Pascal Poirier wrote *Glossaire acadien*, published by the Centre d'études acadiennes at the Université de Moncton from 1953-1977 in five volumes (466 p.). This is an important reference work which is a glossary of the Acadian language.

Sacordjeu was written by Claude Renaud.

The editor regrets any inconvenience that might have been caused.

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# National Book Festival, Children's Book Festival

A few months ago I wrote to all regional librarians in Atlantic Canada. In my letter I requested that each do a descriptive analysis of what had been done in their region for these two festivals. As well they might wish to include what had been done in preceding festivals on a comparative basis.

It was hoped that the ideas generated and shared here will be of some use to those who participate in and influence these festivals.

I thank all those who found the time to reply to my request. And I thank those who wrote to say that other commitments had interfered. (Ed.)

## GANDER REGIONAL LIBRARY SYSTEM

By PAT WILSON

Most of the libraries in the Gander Region participated in both the Children's Book Festival, 1979, and the National Book Festival, 1980 by holding various activities and contests best suited to their respective clientele. The highlight of celebrations for Children's Book Festival week was Madeline Kronby's visit to the Gander Public Library. Her stories and puppet shows were greatly loved by a large number of Gander kids. It is unfortunate that Ms. Kronby was not able to visit any of the other libraries nearby. The Gander Librarians distributed buttons, book-marks, and pins, and balloons to all kids in attendance. A special display of Canadian juvenile fiction and non-fiction was set up in the library to make kids more aware of what is now available to them in Canadian Libraries. Other libraries in the Gander Region celebrated by holding poster contests, writing competitions and Canadian Trivia Quizzes. The response was big, and the kids loved their prizes.

During National Book Festival, the Gander kids again heartily welcomed Tony German who read from his books Tom Penney and River Race. The response to his story telling was enthusiastic; promotion of his book and other new Canadian literature was done by distribution of lists of new materials held in stock or on order for our Region.

Response to author visits here is always high; the kids enjoyed this past year's readings as much as they did in the 1978 visit from the zany Dr. Zed. Next year, I'm sure the participation in the various activities planned by the individual libraries will be just as good, if not better. The kids have already been asking about who we have lined up for this year's Festival.

## HALIFAX CITY REGIONAL LIBRARY

By HOPE BRIDGEWATER

For the National Book Festival, Rita Cox, the well known Librarian, storyteller and author from Toronto, visited the Halifax City Regional Library during National Book Festival.

Rita Cox is an expert storyteller and she had her audiences of children and adults completely spellbound. We had an afternoon storytelling program for children and an evening program for parents. Children and parents were able to attend the evening program as a puppet show had been arranged to entertain the children while the adults enjoyed Miss Cox's presentation on the art of storytelling and her selection of children's books.

Especially rewarding during Children's Book Festival, 1979, was a visit from Canadian author Ann Blades who talked to many young people at both Main and Branch libraries about the art of writing and illustrating children's books. Canadian children seeing and talking with Canadian authors is a very worthwhile project and we hope it continues yearly. In addition, the yearly Catalogue published by the Children's Book Center is helpful in promoting awareness of the best in Canadian books and magazines.

Both visits by these Canadian authors,

Rita Cox and Ann Blades, were partially funded by Canada Council.

These visits are greatly appreciated by both children and parents, and are a wonderful way to promote a feeling for Canadianism among people.

## YORK REGIONAL LIBRARY

By MARY MAYO

National Book Festival, in the two years since its inception, has been celebrated by York Regional Library with an emphasis on children's books and reading.

This year we were able, through a Canada Council grant, to bring novelist Kevin Major to visit four libraries in the Region. Mr. Major is the author of Hold Fast, a novel for older children with a Newfoundland setting. Hold Fast was the 1978 winner of the Canada Council Prize for Children's literature, and has recently received good reviews in both Kirkus (Juvenile) and School Library Journal. Mr. Major read in the Fredericton Public Library, the Nashwaaksis Public-School Library, the L.P. Fisher Public Library (Woodstock) and the Plaster Rock Public-School Library. In all four he was received by very enthusiastic audiences. As a staff member of the Nashwaaksis Public-School Library reported later:

"...author readings...are events that have a long-lasting impact on the children and are extremely worthwhile as a result. Direct evidence is seen in the long waiting list we presently have for Kevin Major's novel".

The Fredericton Public Library also hosted a visit by Hugh MacLennan and this was very well attended by an audience of about seventy adults.

Other special events during the Festival included a contest to design a book jacket for a Canadian book (L.P. Fisher Memorial Library), puppet shows, and displays of Canadian books. Regular story times and class visits during the Festival were used to highlight Canadian books.

Children's Book Festival the previous autumn was celebrated by most of our libraries in a fairly low-key way with displays, posters and book talks—the usual fare. Only the L.P. Fisher Memorial Library was able to host an author visit — this time it was Frances Duncan, author of Kap Sung Ferris, a story of ice-skating. She too created a flurry of excitement and was very well-received. The L.P. Fisher Library also held a short-story contest and

a colouring contest.

The Fredericton Public Library Children's Department concentrated on Canadian folk-tales and legends for Children's Book Festival, especially Indian legends—with story hours, filmstrips, and a display of New Brunswick Indian crafts.

Over the past two years we at York Regional Library have been nobly trying to celebrate both Children's Book Festival and National Book Festival. Even though National Book Festival now seems to be emphasizing adult books, there is inevitably a certain amount of overlap between the two events and one becomes a little harried trying to think of some new and startling way to present the same books twice in one year. There is no doubt that here in York at any rate, it is the author visits that are the most exciting and create the most interest. We will always be interested in hosting these no matter at what time of year and no matter who is sponsoring them. If sponsoring agencies such as Children's Book Council and National Book Festival have bibliographies, posters, films, etc. we will probably have to decide on just one week of the year for contests, displays, etc.—rather than dissipating their impact (and our enthusiasm) by trying to do the same thing twice in one year.

## COLCHESTER-EAST HANTS REGIONAL LIBRARY

By REAY FREVE

Unfortunately for the 1980 National Book Festival, the dates for celebrating it overlapped with Nova Scotia's Education Week. This year great emphasis was placed on the regional libraries' contribution to education in Nova Scotia and the public libraries were urged to participate as fully as possible. At Colchester-East Hants Regional library we participated and since we only have a limited amount of staff time available for such special events we were not able to do as much as we would have liked for the Festival.

We mounted an exhibition in the Adult Reading Room of the Truro Branch, using modular display panels borrowed from the Nova Scotia Teacher's College and were able to show many of the publications supplied by Paul Robinson and of course, Canadian materials from our own collection.

Compared with last year, though, when we arranged radio interviews with local writers and a series of press interviews with the same writers, one of which was written up each day in the Truro Daily News, our 1980 celebration was very modest.

Our Children's Department in Truro celebrated the Children's Book Festival in November 1979 by hosting Canadian author-illustrator Ann Blades, a visit arranged through the Writer's Federation of Nova Scotia.

With a display of Canadian children's books as background, Ann sat with some 45 children and adults from the Colchester-East Hants area, talking informally, reading from her books, and giving a unique demonstration of how an illustrator goes about the details of illustrating a story. The talk was fascinating, the audience responsive, and the interchange of ideas provided a rewarding evening for all concerned.

## PICTOU-ANTIGONISH REGIONAL LIBRARY

By ALISON SUTHERLAND

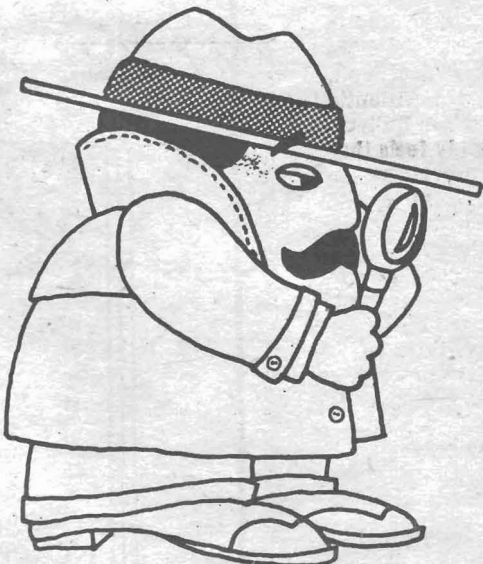
For the National Book Festival, our library system decided on two approaches; first to use the Canada Council Public Readings Program of financing visits from authors, and second to work closely with the Book Festival project being run in our area by St. Francis Xavier University.

Two authors visited us, Kay Hill for the children, and Ray Filip for an adult program. The Children's Book Centre in Toronto was most useful in helping us find the right children's author. They gave prompt information about which authors on our "short list" were available, and provided addresses and phone numbers. They also suggested that we include Gordon Henderson (Sandy MacKenzie, You're Driving Me Crazy) in our program, as they had already arranged a Book Festival tour for him in the maritime area. Their salesmanship was impressive, but a little irritating, as Mr. Henderson works with a different age-group than our children and was unavailable for the time-slots we had open, but high-pressure sales

Cont'd on page 28

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## From page 27

staff or not, the Children's Book Centre did simplify our work considerably, and was most helpful.

Ray Filip (*Somebody Told Me I Look Like Everyman*) was selected because one of us knew his work, and that he was a highly effective reader and singer, for he also writes and performs country-and-western songs. We linked our publicity for him with the high-school English teachers of our area, and also provided free coffee and doughnuts, giving us an audience of more than 30 persons. This number is quite impressive for our area.

The Canada Council pays all expenses except those of publicity and hospitality. Rather than booking our authors into a hotel, a staff member took them into her own home; the library board reimbursed her expenses. This was less costly and very enjoyable, one hopes for the writers as well as for the hostess. If readers are booked through some writers' organizations like The Writers' Union of Canada or The League of Canadian Poets, rather than directly through the Canada Council, the cost to the library may be somewhat higher.

St. Francis Xavier University had an excellent program set up of workshops, readings, and school visits, etc. We helped in every way we could, with publicity, displays, and so on. They used Kay Hill for their school visits program, and we had an extremely successful signing party for her in the local mall, in the midst of the other Book Festival activities there.

For the future, we anticipate following much the same pattern. Participation in the Canada Council program of author visits is easy and rewarding and has great potential for raising the profile of the library in the public eye, as well as for furthering the avowed aims of the Festival "To encourage the reading public to use Canadian books...and to demonstrate the quality and diversity of Canadian writing." Partnering other institutions during book festivals and similar occasions happens perhaps less often than it should in Public Library planning, and was very productive in our case. We look forward to the festivals of the future, hoping that they will go as happily as this one did.

### SAINT JOHN REGIONAL LIBRARY

By EILEEN TRAVIS

Given the acceptance of the premise that pre-planning and advance information are of prime importance to a National Book

Festival—our experience has been a dismal failure, particularly with respect to "project proposals." Word being received January 3rd with a closing date for submission of January 15th had its predictable results—no proposals.

We applaud the efforts however, of the Atlantic Regional Committee who did bring to fruition a variety of projects covering a wide geographic area within the Atlantic Region.

The wish of the National Book Festival Committee... "to put people and books together..." is an objective that the Saint John Regional Library system strives towards on a daily basis and during National Book Festival 1980 the Boys' and Girls' Department of the Saint John Free Public Library, celebrated with a performance of a play called "The Library Circus." Fifteen children rehearsed for several weeks, painted backdrops, made masks and simple costumes to represent wild animals, clowns, etc. The play featured the children who happen upon a circus and are told they must have a library card in order to attend. When they get in, they discover that all the performers are characters from well-known books and the ringmaster reminds them at the close of the performance that many more exciting adventures can be found on the library shelves.

The branch libraries throughout the region made use of the bookmarks and posters while displaying Canadian titles, primarily fiction.

The Sussex Public Library in cooperation with the Sussex and District Arts Council, sponsored the Musical-Poetic Review celebrating 160 years of New Brunswick Life titled *Duffy's Hotel* based on the popular Miramichi ballad of the same name.

The East Branch was fortunate indeed to mark the official opening of the National Print Exhibit in conjunction with the Annual Convention of the Maritime Photographer's Association. This exhibit was very well received by the citizens of Greater Saint John, and the show opened on the very day the Book Festival drew to a close.

All week publicity emanating from the library stressed the fact National Book Festival was being held (May 2-11). As with most public relations programs—there is always room for improvement, with respect to National Book Festival the information was too little and too late.

**Cont'd on page 32**



Ian Wallace — reading to youngsters Boys' and Girls' Department Saint John Free Public Library.



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Left to right: Gilbert Collicott, Atlantic Vice President of Professional Photographers of Canada — from Amherst, Nova Scotia. Martin Flewwelling, Program Co-ordinator for the Annual Conference of the Maritime Professional Photographers Association, Rothesay, N.B. Janet Currie, East and West Branch Head — Saint John Regional Library. Howard Cogswell, Branch Supervisor — Saint John Regional Library.



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# So you want to index?

By PETER E. GREIG

## WHAT IS AN INDEX?

An index is a detailed list of all names (personal, corporate, geographical and place), subjects, events and other matters treated in an item of material, with an indication of their location within that item.

The arrangement of an index may be alphabetical, classified, chronological, numerical, alpha-numerical or by some other method; but it should present the indexed information in a different way from which it is presented in the original item.

Indexes are most frequently associated with the written word and with printed documents (manuscripts, books, pamphlets, periodicals and newspapers), but they can also provide access to information in iconographic materials (maps, pictures, etc.) and to physical artifacts ("reliables").

## LEARNING TO INDEX

Most indexers have learned to index by actual experience, supplemented by reading manuals on indexing.

A few courses are available, but for the most part these are offered by library schools. A list of available courses is maintained by the American Society of Indexers (Directory of Courses on Indexing in Canada and the United States, compiled by James D. Anderson et al. Flushing, NY: American Society of Indexers, Committee on Indexer Education, 1976. 37 p. — currently being revised; copies of the 1976 edition may be obtained at US \$3. per copy to nonmembers of the ASI from: Publications Sales, 235 Park Avenue South, 8th floor, New York, NY 10003; note that all orders to ASI must be prepaid and that 10 per cent of the total order must be added to cover postage and handling).

A correspondence course in indexing is offered by the Society of Indexers (Great Britain) through the Rapid Results College (for further information, write: The Careers Adviser, Rapid Results College, Dept. FSI, Tuition House, London SW19 4DS, England).

Some indexing services are willing to hire inexperienced indexers with related training in library or information science or because of the individual's particular subject knowledge. Such services will provide on-the-job training in indexing methodology.

Essentially indexing can ONLY be learned through actual experience and by actual practice. Some currently available books on indexing may be of help to the beginning indexer:

## BIBLIOGRAPHIES

Greig, Peter E. "The I & A Reference Shelf." IASC-SCAD Newsletter 1 (Feb. 1978): 8-14; 1, (May, 1978): 33, 35-43 (currently being revised and updated for separate publication).

Hoffman, Anne. A Select Reading List on Indexing. London: Society of Indexers, 1978. 36 p. (available at 1 pound per copy to nonmembers of the SI from: Literature Manager, Society of Indexers, 26 Draycot Road, Wanstead, London E11 2NX, England).

Rouslin, Albert. Book-Indexing Bibliography. New York: American Society of Indexers, 1977. 4 p. (available at US \$1. per copy, plus 10 percent postage and handling, to nonmembers of the ASI from: Publications Sales, American Society of Indexers, 235 Park Avenue South, 8th floor, New York, NY 10003)

## STANDARDS

Robertson, Carolyn. A Bibliography of Standards Relevant to Indexing and Abstracting and the Presentation of Information. Ottawa: National Library of Canada, 1980. 21 p. ISBN 0-662-50776-2; DSS Cat. no. SN3-137-80 (available, free, from: Publications Section, Public Relations Office, National Library of Canada, 395 Wellington St., Ottawa, ON K1A 0N4).

Note: the standards listed below may be

ordered, in Canada, from: Foreign Standards Sales Section, International Standardization Branch, Standards Council of Canada, 2000 Argenta Road, Suite 2-401, Mississauga, ON L5N 1V8 (416) 526-8110.

American Standards Institute. USA Standard Basic Criteria for Indexes. New York: American National Standards Institute, 1968. 12 p. ANSI Z39.4-1968. (R1974).

Association française de normalisation. Principes généraux pour l'indexation des documents. Paris: Association française de normalisation, 1978. 8 p. AFNOR NF Z 47-102.

British Standards Institution. Recommendations: The Preparation of Indexes to Books, Periodicals and Other Publications. London: British Standards Institution, 1976. 10 p. BS 3700:1976.

International Organization for Standardization. Index of a Publication. Geneva: International Organization for Standardization, 1975. 2 p. ISO 999: 1975 (E)

## MANUALS

Anderson, M.D. Book Indexing. Reprinted, with corrections. Cambridge: Cambridge University Press, 1979. iv, 36 p. Cambridge Authors' and Publishers' Guides. ISBN 0-521-08202-1 1 pound 25 pence.

Borko, Harold and Charles L. Bernier. Indexing Concepts and Methods. New York: Academic Press, 1978. x, 261 p. Library and Information Science. ISBN 0-12-118660-1 US \$14.

Collison, Robert L. Indexes and Indexing: Guide to the Indexing of Books, Periodicals, Music, Recordings, Films, and Other Material, with a Reference Section. 4th ed., rev. London: Ernest Benn, 1972. 232 p. ISBN 0-510-45722-3 (out-of-print; a few copies are still available at 1 pound per copy from: Literature Manager, Society of Indexers, 26 Draycot Road, Wanstead, London E11 2NX, England).

Knight, G. Norman. Indexing, the Art of: A Guide to the Indexing of Books and Periodicals. London; Boston: George Allen & Unwin, Inc., 1979. 218 p. ISBN 0-04-029002-6 US \$21.

—(ed.) Training in Indexing: A Course of the Society of Indexers. Cambridge, MA: The M.I.T. Press, 1969. viii, 219 p. (out-of-print; a few copies are still available at 8 pounds 70 pence per copy from: Literature Manager, Society of Indexers, 26 Draycot Road, Wanstead, London E11 2NX, England).

## FREELANCING

O'Neill, Carol L. & Avima Ruder. The Complete Guide to Editorial Freelancing. New York: Barnes & Noble, 1979. ix, 268 p. ISBN 0-06-463473-6 \$6.50 (includes "Indexing, Freelance", p. 128-167).

Weber, Cynthia F. Guide to Freelance Indexing. New York: American Society of Indexers, 1978. 3 p. (available at US \$1. per copy, plus 10 per cent postage and handling, to nonmembers of the ASI from: Publications Sales, American Society of Indexers, 235 Park Avenue South, 8th floor, New York, NY 10003).

## JOURNALS

ASI Newsletter. New York: American Society of Indexers, no. 1, 1973?- (published 5-6 times a year; available at US \$5. per year to nonmembers of the ASI in North America and at US \$7.50 to nonmembers elsewhere from: Publications Sales, American Society of Indexers, 235 Park Avenue South, 8th floor, New York, NY 10003)

AusSI Newsletter. Melbourne?: Australian Society of Indexers, v. 1, no. 1, 1977?- (available to AusSi members; for information, write: Hon. Treasurer, Australian Society of Indexers, c/o Central Library, Australian Society of Accountants, 49 Exhibition Street, Melbourne 3000 Vic., Australia).

IASC Bulletin-Bulletin de la SCAD. Ottawa: Indexing and Abstracting Society of Canada, v. 1, no. 1, 1978- (quarterly;

formerly the IASC-SCAD Newsletter. v. 1, no. 1-v. 2, no. 4, February 1978-April 1980; available only to IASC members).

The Indexer. London: Society of Indexers, v. 1, no. 1, 1958- (two issues per year; journal of the Society of Indexers and of the affiliated American, Australian and Canadian societies; 4 pounds 50 pence per year, price to be raised in 1981; currently distributed to all members of the American, British and Canadian societies as part of their national membership dues).

## IS THERE A CAREER IN INDEXING?

Writing in 1904 (The Technique of Indexing. London: Secretarial Bureau, 1904. p. 178-181), Mary Petherbridge foresaw increased and remunerative opportunities for experienced indexers in designing and providing access systems for records maintained by associations, corporations and government agencies, as well as in the more familiar fields of book and periodical publishing. A limited number of positions are available in indexing services and there is an increasing recognition of the services which can be provided only by the freelance indexer. The freelance indexer has unique possibilities of work of ever increasing variety and challenge today. Such opportunities exist but they must be sought after; the experienced indexer can do much to create even further opportunities of work.

## STARTING AS AN INDEXER

Job opportunities for the beginning indexer may be scarce. It is essential to obtain part-time or full-time experience, initially in a subject field in which you are competent, either by working for an indexing service or by freelance employment. It may even be necessary to compile a certain number of free indexes so long as you can be assured of recognition for the work.

It is essential, as you gain more experience and confidence as an indexer, to build a portfolio of published work and letters of recommendation from authors and publishers. This will facilitate obtaining future work and provide new opportunities for employment. The professional indexer learns from each new experience and creates new job opportunities not only by continually advertising his-her skills, but also by constantly promoting the need for indexes to publishers, authors and others.

## REGISTERS AND OPPORTUNITIES FOR EMPLOYMENT

For the experienced indexer, recognition by one's colleagues through inclusion on a register of indexers can be an important means of possible employment. There are two kinds of register: a register of accredited indexers requires some form of evaluation of each indexer's past work; a register of known indexers simply lists an indexer without any attempt to critically examine his-her work. The Society of Indexers (Great Britain) maintains a register of accredited indexers whose members' work is stringently evaluated by a panel of peers before inclusion on the register. The American Society of Indexers has published a Register of Indexers (edited by Edith Ward and revised annually; distributed free to those listed and available at US \$5. per copy to nonmembers of the ASI from: Publications Sales, 235 Park Avenue South, 8th floor, New York, NY 10003) which lists known indexers and provides some indication of their individual subject specialities. The Australian Society of Indexers has also established a register of accredited indexers whose work is evaluated by a panel of assessors. The Indexing and Abstracting Society of Canada is currently establishing a register of known indexers.

## PROFESSIONAL ETHICS

The Committee on Ethics, Standards, and Specifications of the American Society of Indexers has issued a statement on the ethical responsibility of indexers and index publishers which also serves to set specifications for a number of types of indexes as well. The statement appears under the title "Ethics and Specifications" in The Indexer 9 (Oct., 1975): 174-177) and is also available under the title Guidelines and Specifications from the American Society of Indexers (at US \$1. per copy; write: Publications Sales, American Society of Indexers, 235 Park Avenue South, 8th floor, New York, NY 10003). A key clause of these guidelines notes:

It is the responsibility of the indexer to accept only work for which (s)he is qualified. The indexer shall plan, specify, and maintain the quality of the index. The work shall be accomplished in a professional manner.

## CHARGING FOR INDEXING

There is no standard, fixed rate of pay for indexers.

Salaried employees of indexing services are paid on a basis which varies with the service in question and on whether the work is full-time or part-time.

Freelance indexing rates are generally a matter of individual negotiation. The three key factors in negotiating the rate are the known experience of the indexer, the complexity of the work to be done and the presumed awareness of the need for an index by the employer.

A number of methods are used to calculate the rate of payment for indexing: the hourly rate and the flat rate are the most common methods, although some indexers prefer to be paid an arranged amount per entry in the published index or for each page of text indexed. A discussion of the methods of payment and the items to be taken into consideration in charging for an index may be found in the Proceedings of the Second Seminar on Freelance Indexing sponsored by the American Society of Indexers (Washington, DC: American Society of Indexers, 1979—see, p. 20-25; copies are available at US \$10. per copy to nonmembers of the ASI from: Publications Sales, American Society of Indexers, 235 Park Avenue South, 8th floor, New York, NY 10003).

Suggested, basic hourly rates of payment for indexing have been established in both Great Britain and the United States by the Society of Indexers and the American Society of Indexers respectively. In Canada, depending on the various factors (see above) involved, the suggested hourly rate for indexing varies between \$10. and \$15. an hour; this standard range is approved by the Indexing and Abstracting Society of Canada and by the Freelance Editors Association of Canada.

## THE ROLE OF THE IASC

The Indexing and Abstracting Society of Canada (IASC) was established in 1977 to encourage the production and use of indexes and abstracts, to promote the recognition of indexers and abstracters, to improve indexing and abstracting techniques, and to provide a needed forum for indexers and abstracters in Canada. The ways in which the IASC seeks to accomplish these broad objectives are outlined in the Society's Constitution and Bylaws (rev. Ottawa: Indexing and Abstracting Society of Canada, 1980. 5 p.). Membership in the Society is open to any individual, institution, corporation and indexing and abstracting service interested in the promotion of the objectives listed above.

Copies of the IASC Constitution and Bylaws, and further information about the Society and its current activities, may be obtained from: The Secretary-Treasurer, Indexing and Abstracting Society of Canada, P.O. Box 2563, Station D, Ottawa, ON K1P 5W6.

# News and Notes

## NEW BRUNSWICK

### L'Université de Moncton, Bibliothèque Champlain

Un nouveau catalogue à la Bibliothèque Champlain, le SOM...Ce catalogue est une sortie d'ordinateur sur microfiches, un produit de l'ordinateur de l'Université de Toronto. En optant pour l'automatisation en 1979, la Bibliothèque a choisi cette forme de catalogue auquel les lecteurs auront accès pour la première fois en septembre. C'est un supplément aux fichiers auteurs-titres, sujets, systématique et temporaires qu'il devrait remplacer dans les années à venir.

Le catalogue SOM est un sous-produit du système automatisé CATSS (Cataloguing Support System) à l'aide duquel le service du catalogue traite ses monographies depuis novembre 1979. Ce système automatisé est un support catalographique en mode dialogué par l'entremise d'un terminal relié aux deux ordinateurs d'UTLAS (University of Toronto Library Automation System) par le réseau de communication de Bell Canada. Il donne accès à une base de données d'environ 7,500,000 dossiers et a permis jusqu'ici à la Bibliothèque Champlain de trouver environ 90 pour cent de ses titres à traiter et de cataloguer 13,800 titres en dix mois. Nous espérons en cataloguer environ 19,000 au cours de la prochaine année.

Le SOM est refondu tous les trois mois; entretemps, une liste d'acquisition mensuelle le complète. Il a l'avantage d'être très compact: chaque microfiche remplace six tiroirs de fiches; de supprimer les nombreuses heures consacrées au classement et au retrait de fiches et d'être très facile à consulter.

L'automatisation de notre catalogue permet à la Bibliothèque Champlain du Centre universitaire de Moncton de rejoindre le groupe imposant de bibliothèques à travers le pays qui sont déjà entrées dans l'ère de la technologie nouvelle.

Selon le premier étudiant qui a utilisé le Catalogue SOM à la Bibliothèque Champlain, M. Jean Melanson, inscrit à la maîtrise en administration, le nouveau système ne comporte aucun inconvénient. Il le trouve aussi rapide que le catalogue sur fiches et sûrement plus pratique.

D'après une autre étudiante, Mlle Hélène Yotoff, de la 2e année en arts visuels, le catalogue n'est pas compliqué à utiliser. Elle le préfère même au catalogue sur fiches parce qu'il est plus rapide et plus confortable (le lecteur consulte le catalogue SOM assis à une table). Elle ajoute qu'elle trouve tout-à-fait normal que la Bibliothèque Champlain adopte ce système car bien d'autres universités en possèdent déjà un semblable.

### ALBERT-WESTMORLAND-KENT REGIONAL LIBRARY

The Department of Youth, Recreation and Cultural Resources has provided the funds necessary for the regional library to open two new libraries in the system: the Salisbury Public Library and the Saint-Antoine Public Library. The official openings took place on November 6 and November 16 respectively. Funds were also provided to transfer the body of an old bookmobile to a new chassis.

A summer reading club, whose theme was "Bait your hook! Read a book", was very successful. Over 200 certificates were awarded.

Buttons with the logo of the regional library have been prepared and are used for promotional purposes.

Freeman Patterson, an internationally known photographer, displayed many photographs at the Riverview Public Library in May and gave a talk which attracted 125 people. Over the last few months, other displays included antique hat pins, afghans, Boy Scout stamps from 50 different countries, antique cameras and pictures, tole paintings, and Canadian glass, silver and porcelain.

A comic book exchange has been started at the Riverview Public Library and is being met with great enthusiasm by local children.

Kevin Major, Alden Nowlan and Michael Pacey, all authors, gave readings in some libraries in our system.

An amnesty week held during the month of May saw 1200 overdue books returned.

Mr. Ronald Robichaud, the Shediac representative on the regional library board, has been appointed a member of the N.B. Library Council by the Minister of Youth.

The Dorchester, Port Elgin and Dieppe Public Libraries all officially celebrated their twentieth anniversary by having special events.

A garage sale of unusable and discarded books was held; approximately 1200 of the 4000 books for sale were sold.

The fall season is upon us and once again the Saint John Regional Library System is gearing up for the months ahead.

The Boy's & Girl's Department of the Saint John Free Public Library have released their program schedule to all media. Storytimes for children aged three and up is on Wednesdays in the department and East and West Branches—Saturdays, 2:00 - 3:00 p.m. The program is to include stories, games, crafts, songs and fun. Wendy Agar, full-time employee of the Boy's & Girl's Department took up a part-time position at the East Branch September 15th.

A "Career Bibliography" prepared by Debbie Sherrard, staff member of the Saint John Free Public Library, with illustrations by a former employee Bronwyn Bartlett, was presented to the Careers Expo Committee of School District 20. It is estimated that copies will be distributed to approximately 7,000 students planning to attend the event in Saint John, Oct. 6 - 10th.

The Saint John Free Public Library welcomed the opportunity to give three Girl Guide Trainees from Trinidad-Tobago a tour of their facilities and an overview of the collection—conducted by Barbara Cowan, Adult Services Librarian.

In September and October, the St. Croix Public Library is hosting a one month showing of Old New Brunswick—A Victorian Portrait - an exhibit of twenty photographs selected from the one hundred and twenty-three reproduced in the book recently published by Oxford Press.

Barbara Cowan attended the CAPUL executive meeting in Calgary Sept. 26, 27th. Karina Cockland prepared background music for Video Presentation by City of Saint John, Canada Summer Games Committee.

Congratulations are in order for the Campobello Public Library—their float, entered in the Dominion Day Parade, received a cash prize. The float featured a large treasure chest and the wording—Your Library A Treasure Chest of Knowledge.

The Sussex Public Library were winners once more as they captured first place in the Sussex Country Living Days Parade, Community Float category. Their theme was Sussex—A Rich Heritage.

Sally Crawford is the proud parent of a baby boy, Matthew, born in August. Sally has relinquished her position at the Boy's and Girl's Department, to take up the full-time career of caring for her family.

Another Matthew joined the library family when Janet Currie, Head of East and West Branches, gave birth to a boy in July.

Eight employees of the Regional Library are enrolled in French Language Training Course. Starting Oct. 6th, the course is given every Monday and Wednesday evening for two hours per session until completion on December 10th.

City Librarian, Ian Wilson, hosted the New Brunswick Library Service Committee on Cataloguing on October 6th.

Eileen Travis, Regional Librarian, along with Claude Potvin, Albert-Westmorland-Kent Regional Librarian, met with Dr. Catherine Wallace, Chairman M.P.H.E.C. in Fredericton, August 25th for the purpose of presenting and discussing the final report of the A.P.L.A.

BIBCAP Committee. Congratulations are extended to the new Chairman of our Regional Board. Frances Corbett is the first woman to be elected Chairman. She brings to the position a long and productive career as a library trustee, serving over the years as finance chairman of both the City and Regional Library Boards, member and chairman of the New Brunswick Library Council, as well as committee member of the Canadian Library Trustees Association.

Dr. Norman Skinner, Chairman of the Saint John Free Public Library Board and President of the New Brunswick Library Trustees Association, hosted a meeting of the Association's Executive on August 29th. Plans were finalized for the first meeting of the Association, to be held in Fredericton on October 18th.

The Regional Library collection was enhanced by a recent gift of ninety editions of the War Papers 1939 - 45.

The Expansion Committee of the Saint John Regional Library Board met August 26th for the purpose of updating the Five Year Plan of Expansion. The results of this meeting were reflected in the Board's budget submission to the Department of Youth, Recreation and Cultural Resources—a submission for four new programs.

Through a combination of circumstances, the Sussex Public Library Board has experienced a near-50 per cent turnover in membership. The new members are Mrs. Wendy Scott, Mrs. Scott Stott, Kevin Black and Keith Alward. The new Chairman is Ken Smith.

## NEWFOUNDLAND

### Gander Regional Library Board

Mrs. Jean Greening has been appointed full time Library Technician II at the Gander Public Library. The Library has now received full time classification and is open to a very demanding public for 38 hours a week.

The Gander Regional Library Board has implemented a new record library service to the eighteen libraries in the Region. Although purchasing is limited this year, the Regional Librarian hopes that next year's materials grant will cover the cost of building an extensive collection of records, as well as the cost of acquiring cassette tapes and eventually talking books.

### Western Region Libraries

Mrs. Sylvia Keeping has been hired for the position of Bookmobile Technician.

August 29 marked the final day of Summer Inventory Project which employed 6 students hired with a grant obtained through the Canada Summer Student Employment Program. Inventories were completed, and catalogues updated in 7 of our 21 libraries. We hope to obtain a grant to complete the job next year.

### Newfoundland Public Library Services

The Newfoundland Public Libraries Board is pleased to announce the appointment of Ralph Dale as Regional Librarian of the Central Region, Grand Falls, replacing Joel Levis who has accepted a position in Saskatchewan. The effective date of Mr. Dale's appointment is October 1, 1980.

Mr. Dale was born at Burnt Point, Conception Bay, where he received his early education. He attended Memorial University of Newfoundland, graduating with a Bachelor of Arts in Education (B.A.Ed) in 1962; a Master of Arts in Teaching (MAT), Rhode Island College, Providence in 1976, and a Master of Library Science (MLS), University of Western Ontario, London, 1979.

Prior to completing his Library Science degree he taught school in a number of communities in Newfoundland, and from 1969-77 was part-time librarian in the schools where he taught.

His responsibility as regional librarian in the Central Region will be the administration of a regional library system with 20 branch libraries and a Books-By-Mail operation.

The Newfoundland Public Libraries Board has approved in principle the entering into an agreement with UTLAS for catalogue support services. Negotiations on the agreement will begin shortly.

### Memorial University of Newfoundland University Library

The following appointments have been made since January 1980:

Lai-ying Hsiung, Head, Technical Services, Health Sciences Library has had a variety of experience in medical librarianship, most recently as Head Librarian at the College of Veterinary Medicine, Mississippi State University. Joan Ritcey, Interlibrary Loans Librarian, a 1979 graduate of Dalhousie School of Library Service, who had previously worked at the Newfoundland Provincial Reference Library.

Dorothy Milne, Science Collections Librarian, following seven years teaching and research at the Universities of Queen's, Victoria and Guelph.

Bernadine Conran, Information Services Librarian, following two years as College Librarian at Goroka Teachers' College of the University of Papua-New Guinea. Prior to going Papua-New Guinea she had worked in the Public Library and School Library systems in Newfoundland.

## NOVA SCOTIA

### Dartmouth Regional Library

A New Library Committee of the Dartmouth Regional Library Board has been formed to examine the feasibility of a new building and location for the overcrowded Main Library.

While space is at a premium the Junior Department in the present Main Library has experienced 30 per cent increases in circulation and 70 per cent increases in program attendance this summer.

Reference Services are also in greater demand than ever.

Marianne Hennichs, Library Assistant in the Junior Department is returning to Sweden to attend Boras Library School. Her replacement is Linda Winham.

Patricia Murray has joined the Adult Circulation Staff, replacing Linda Lowder who will attend Library School at Dalhousie. Ms. Murray will take on liaison duty with the newly inaugurated deposit library in Eastwood Manor, staffed by senior citizen volunteer Marg Fraser.

The Community Services Department has produced an extensive annotated booklist on community television and television production to complement their writer-in-community series on "Television Scriptwriting".

Expansion of the Woodlawn Mall Branch has been completed and the official opening will take place Wednesday, October 8.

Already planned for the Branch's new auditorium is a weekly series for adults called Chatterbooks. Every Tuesday morning at 10:30 speakers will drop by and talk to visitors about varied topics like creative school lunches, a parent's guide to kids and alcohol, sprouting beans and alfalfa and safe winter driving.

Public Relations Assistant donale Moulton-Barrett received the "I Care" award from radio CJCH in recognition of her work on Dartmouth Heritage Days.

### Halifax City Regional Library

Mrs. Christine Samek has succeeded Mrs. Corinne Earle as a Librarian in Reference Services. Mrs. Samek has a Master's degree from Dalhousie University and an M.L.S. degree from Dalhousie School of Library Service.

Halifax Children's Theatre an

Cont'd on page 31

## From page 30

Children's Library Outreach, the two projects funded under the 1980 Federal Summer Youth Employment Program, enjoyed great success in the community. The educational outreach programme operating out of the North Branch Library was the subject of an article in Halifax.

Expanded Book Trailer Service to mainland Halifax which lacks branch library service a decade after annexation to the city began on September 16, 1980. Service hours have been increased from 43 to 66.25 hours per week. The expanded service provides for four stops of 5.5 to 6.5 hours duration as well as a number of shorter stops.

Western Counties Regional Library

The Bluenose Club ran for a successful second summer in 1980. The Bluenose Club is a 6-week summer reading and activity programme for 5 to 12 year olds, and is held at all six of the regional branches. Programmes included theatre games, music, disco dancing, crafts and local interest tours. Over 300 children were registered as Bluenose Club members.

Dalhousie University, Killam Library

Miss Grace Tratt, Assistant University Librarian (User Services) died, August 29, 1980.

Mrs. Holly Gunn has been appointed to a temporary position as a professional librarian in Information Services, Killam Library.

Dalhousie and Acadia Universities have entered into an agreement to implement the ORACLE System of on-line cataloguing.

Halifax-Dartmouth metropolitan area libraries will be receiving bi-weekly air shipments of inter-library loans from CISTI. Shipments will be sent to Dalhousie University Library to be delivered through the library truck delivery system.

St. Francis Xavier University, Angus L. MacDonald Library.

Sister Madeline Connolly recently retired as Head of Cataloguing at Angus L. MacDonald Library. She is to assume the position of Librarian at St. Augustine's Seminary, Scarborough, Ontario. Sister Elizabeth Hollohan, recently returned from sabbatical leave, has succeeded Sister Connolly as Head of the Cataloguing Department.

The Angus L. MacDonald Library has just received the very valuable library of the late Dr. Hugh MacPhee.

Dr. MacPhee, a native of Largys, Scotland, who died in June of this year, bequeathed his entire library to St. Francis Xavier University. Dr. MacPhee

pioneered the Gaelic broadcasting service of the British Broadcasting Corporation and was head of that department from 1935 until 1964. During those years he produced a wide variety of musical and educational programs in the Gaelic language.

He was awarded membership in the Order of the British Empire in 1964 for his efforts on behalf of the Gaelic language, history, literature and music.

In 1970 St. Francis Xavier University conferred on him an honorary Doctorate of Letters.

The library, selected carefully by Dr. MacPhee over many years, consists of about 2,000 items in English and Gaelic and is made up of periodicals, monographs and manuscripts. The collection deals with the history, literature and music of Scotland. Included in the manuscripts are the texts of the weekly broadcasts given by Dr. MacPhee over the B.B.C. and a collection of his speeches covering a forty-year period.

The Dr. MacPhee library includes scores of out-of-print books, rare first editions and an impressive collection of Scottish music. An old Gaelic book printed in Baddeck, Cape Breton, was also discovered in the collection.

This gift from the estate of Dr. MacPhee is a highly significant addition to the large Celtic collection already in use at the St. Francis Xavier University Library.

Saint Mary's University, Patrick Power Library

Mr. Chandrashkhar Gosine resigned as Head of Collections Development to further his studies in Law. Mr. Peter Lambly has been employed as a Library Assistant in the Information Services Dept. of the Library and Ms. Peggy Pilkey has returned as a Library Assistant dividing her time between Technical Services and Public Services.

Technical University of Nova Scotia, Library

Please note the name change of the institution from Nova Scotia Technical College to Technical University of Nova Scotia.

Universite Ste-Anne

In July, Mildred Savoie was appointed as an assistant librarian. She recently received her M.L.S. from Dalhousie. She has worked at the Bibliotheque Champlain, Universite de Moncton; she also holds a B.L.S. from the University of Ottawa.

## Canada Council note

In late October, the Canada Council announced the opening of the 1981 competition for its book donation program. The program, provides kits of Canadian books in English or French free of charge to groups and organizations in Canada. Twelve hundred kits of books are available in this competition. Applicants may choose from three types of kits in either English or French: 40 titles of children's literature; 80 titles of fiction, poetry and drama; or 80 titles of non-fiction.

To be eligible to receive a book kit, the group must show that it can make the books available to the public and that it does not have funds to otherwise acquire the books. Last year 85,000 books were

distributed through the program to organizations in every province and both territories.

Groups interested in receiving a kit should request an application form from the Writing and Publication Section of the Council at P.O. Box 1047, Ottawa, Ontario K1P 5V8. Completed applications must reach the Council by December 31, 1980.

Applications will be sorted by region, and decisions about which groups will receive books will be made by the five regional committees set up to coordinate the 1981 National Book Festival. Books will be delivered to successful applicants during the festival, to be held next May 17-17.

## POSITION AVAILABLE

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**QUALIFICATIONS:** Graduation from University to the level of a Master's Degree in Library Science and considerable progressively responsible professional and administrative library experience or equivalent. Competence in English is essential; however, competence in both Official Languages is desirable.

**LOCATION:** New Brunswick Library Service  
Department of Youth,

Recreation and Cultural Resources  
Fredericton

Competition Number NB 80-OT-387

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# Book design and production

By HEATHER CREECH

On October 4, 1980 the Atlantic Publishers Association (APA) and the Nova Scotia College of Art and Design (NSCAD) co-sponsored a seminar on the techniques and economics of book design and production. Over one hundred people connected with the publishing field attended the seminar at the NSCAD.

In the opening remarks Frank Fox, Chairman of the Design Division, NSCAD, outlined the reasons for NSCAD's par-

ticipation. Due to the recent growth of publishing in the Atlantic Provinces a demand has arisen for artists familiar with the needs of book design. Mr. Fox saw in the seminar an opportunity to develop that familiarity. Anthony Crouch, Director of Publishing for the Nova Scotia Communication and Information Centre presented the concern of the publisher to produce the finest book for the least expense.

The first speaker was Peter Dorn,

Director of Design, Queen's University. He discussed the position of the designer as intermediary between author and reader. Mr. Dorn emphasized that the designer must consider the thoughts of the author and the use of the book by the reader in addition to meeting his/her budget. Mr. Dorn provided a focus on design work through his historical overview of typography design. He demonstrated with slides how both technical innovation and the spirit of the times have influenced styles of type. In particular he mentioned the effect of photocomposition, dry transfer typesetting (Letraset), and offset printing on today's designs.

Mr. Dorn was followed by Sheila Cotton, a former editor-designer for Brunswick Press who is at present a freelance designer and painter. Using several case studies to illustrate her points, Ms. Cotton discussed the integration of designer and publisher functions. Not only must the designer consider the author, the reader, and the budget, but he/she must also understand how the book is to be marketed and how booksellers will display it. In turn, the publisher must consult the designer for recommendations on improved book quality and economical production.

The final speaker of the morning, John Gibson, manager of production services at McLaren Advertising Ltd., outlined modern methods of typesetting. In particular he dealt with the advantage of using word processors to reduce book editing and production time by 40 per cent. Mr. Gibson continually stressed that typography design must be invisible to be good. However, he pointed out that word processing linked to typesetting results in visibility of different typefaces, sizes and weights in the hard copy. Mr. Gibson's presentation revealed the role of the book designer as manipulator of modern production techniques to overcome such difficulties.

The afternoon session began with Alan Wilkinson of Inter-City Papers, Montreal, who is at present a consultant to publishers and the printing industry. Mr. Wilkinson examined the role of paper in book design and production. From the design side he pointed out the variety of papers available, and the quality of paper as it affects the clarity of the final work. From the budget and production side he made several practical suggestions:

- The publisher should contact a paper merchant to obtain current paper samples;
- Sample books should be made up to see if the paper will print properly;
- Book size must be designed to avoid the expense of wasted trimming from standard size paper sheets.

In the opinion of Mr. Wilkinson, joint meetings of publisher, designer, printer and binder are crucial to the successful production of a book. Such communication is necessary to obtain materials which are suitable for everyone's purposes yet still within the budget.

James Bruce of the Hunter Rose Company, an integrated book manufacturing plant in Toronto, was the last scheduled speaker. Through a slide presentation he demonstrated the capabilities of the company's web offset printing operation. Mr. Bruce encouraged publishers to economize on book production by developing co-operative buying procedures. In this way, paper merchants could provide discounts on larger orders. Also, book manufacturers could reduce rates on larger orders of books. He explained that three publishers with 6" by 9" books would get a better deal if they placed a single order for books of that size rather than three separate orders.

After Mr. Bruce, an unscheduled speaker was introduced. Clarke Goldie, representing E.B. Eddy Forest Products, spoke for a short time on developments in the paper industry.

- Due to standardization of paper, the wide variety of papers mentioned by Mr. Wilkinson will not be available;
- Large price increases in paper can be expected within the next two years;

—Canadian mills are upgrading their machinery to increase outputs, but the earliest large scale operation will not be in effect until 1983. Until then the present paper shortages will continue.

Angela Rebeiro, Executive Director of the Atlantic Publishers Association, summarized the day's proceedings and opened the floor to questions for the panel of speakers.

One attendee questioned the physical and emotional impact of new technology on publishing. Mr. Wilkinson responded that negative impacts are often due to improper planning, poor reasoning, and lack of education for the people affected. Mr. Gibson again stressed the savings in production costs through word processing. Mr. Bruce reiterated his suggestion for greater co-operation to reduce costs.

A debate evolved on the problems of co-operation in the Atlantic Provinces. Panel members emphasized that the problems of economics facing Atlantic publishers must supercede the problems of provincial identities.

Another issue discussed at length concerned the role of the writer in book design and production. Mr. Wilkinson and Mr. Dorn both felt that the writer was not interested in the technicalities of design and production. Rather, the writer selects a publisher on the basis of the best financial arrangement. Angela Rebeiro recommended that writers examine the products of publishers in bookstores. In this way the writer can also select a publisher on the basis of design work and pricing. Some attendees later commented that the writer, working with his/her editor, often takes a much more active role in the design of the final product.

In summary, the key issues raised by the seminar concerned:

- the impact of electronic technology on both design and production;
- the necessity of co-operation within the publishing company among all those involved in a book's creation, for aesthetic and economic reasons;
- the necessity of co-operation among the companies of the Atlantic Region.

## From page 28

Children's Book Festival, the event that is celebrated annually, is fortunate in that the original organizers choose the same month and a close proximity to the same dates of its predecessor, Young Canada's Book Week. For this reason, the library community and the citizenry at large are accustomed to and awaiting the special week.

The St. Croix Public Library in addition to the usual display of Canadian children's literature, featured a busy week of activities for children from pre-school age to age 14. The week started with a play "The Prince and the Ogre", performed by an amateur theatre group. The "Meet the Author" program featured Frances Duncan from Vancouver. Ms. Duncan read from her books and explained the various stages involved in writing a book. A special film for children was also shown during the week.

During Children's Book Festival, all branches of the Saint John Regional Library had displays of Canadian children's books, the festival poster and mobile, and distributed bookmarks to borrowers. Frances Duncan, the visiting author for New Brunswick, also read at the Boys' and Girls' Department of the Saint John Free Public Library. During the reading session, Ms. Duncan gave the children a sneak preview of a book in progress. In keeping with past years, the children's librarian appeared on a local TV show to talk about the purpose of the week and give details of the programs that were planned throughout the region.

The topics of Frances Duncan's books did not provide the great tie-in with the previous year's author, Ian Wallace, who read from his book, *The Sandwich*. Not only did he make provolone and mortadella sandwiches for the children at the readings to sample but we had a sandwich contest which he judged. Children brought the recipe for their favourite sandwich and the library staff made twenty-one that seemed most appetizing or in some cases most unusual and Mr. Wallace sampled all of them and chose three winners. First prize winner was given a one year subscription to the award-winning *Owl* magazine.

If there is a "most basic" need to be met with respect to running successful National Festivals involving books and libraries...it must surely be advance planning, communication and inter-library cooperation.

### Haut-Saint-Jean

By GILLES CHIASSON

The National Book Festival, May 2-11, 1980, was a big success. The numerous activities held during the week were the results of coordinated efforts by librarians from the college, school, public and regional libraries. This group of librarians was under the sponsorship of the Association Culturelle du Haut-Saint-Jean, a cultural organization in the County of Madawaska.

A detailed and complete publicity program consisted of at least twenty interviews on the local radio station and-or cable television, and many press releases and articles for the newspapers. Miss Jeanne Maddix, of the Edmundston Public Library, was responsible for this successful program.

Many activities were held in the public

libraries of the region in conjunction with the Festival.

A contest on Canadian authors and their works, entitled "Ecrivains canadiens et leurs oeuvres", was launched three weeks before the Festival in the local newspapers. People were asked to match ten Canadian titles with the correct author's name. In the three categories (under 13 years of age; from 13 to 19 years old; over 20 years old) there were altogether more than 100 participants. Canadian books were given as prizes to the winners in each category.

The main attraction of the week was certainly the visit of Claude Lafortune, a French Canadian author and artist. He visited the public libraries in Grand Falls, St-Leonard and Edmundston, giving a workshop-conference to youngsters who were delighted by his ability to create various characters and figures out of paper. Mr. Lafortune also gave an interesting conference to the adult population in Edmundston.

The Edmundston Public Library organized a handicraft workshop for children aged 6 to 12 years old. The idea was taken from the Canadian magazine *Video-Press*. The works realized by the children were exhibited in the library during the week.

Before the Festival, the staff of the Edmundston Public Library had built a miniature Canadian house which was exhibited during the week. The story hours also centered around that house.

The Edmundston Public Library also organized a lecture evening on Wednesday, May 8th, which brought together on the stage four resource persons from the region who talked about their research on the Madawaska area.

In Grand Falls, the Public Library organized a contest on Canadian books in English and Duffy's Hotel, from U.N.B. was played in the Assumption Church Hall.

The St-Quentin Public Library held a Canadian Day on Wednesday, May 7th. There was a special story hour animated by an employee from the St-Leonard Public Library and two short films by Claude Lafortune were shown inside the library to about 80 youngsters.

In St-Leonard, besides Mr. Lafortune's workshop, and since major renovations in the Public Library had just been completed, activities were limited to organizing an important exhibition of Canadian books and other documents.

The bookmobile and trailer also were very active during the Festival. Using cassette tapes, readers could listen every day of the week to music by Canadian artists, like Georges D'or, Edith Butler, La Sagouine and many others. The trailer was also decorated with mobiles made with record covers.

Finally, in each service point, exhibits of Canadian books were organized, story hours were taken from Canadian books, balloons, bookmarks and booklists were distributed.

To conclude, I would say that the month of October or November would be best for a National Book Week. In the Spring, people in general are fed up with activities of all kinds. The end of the school year is near and students are longing for it. I am pretty sure that if our program had been set up for the Autumn season, we would have had a larger participation.

## Contributors

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Pat Wilson is Director of the Gander Regional Library System.



# Promoting the Academic Library

By BONITA BOYD

In a university environment, the library serves a more reasonably well-defined and homogenous population than the public library. Bearing in mind the goals of the parent institution — education of the student to a certain level of competence, and promotion of research and development — the initial responsibility of the library is clearly, service to the student and support for faculty engaged in teaching and research. Thus, the university library's first mandate is a didactic one: instruction of the student (or faculty for that matter) in the knowledge and skills which allow for independent research and for largely untutored use of the library in either academic or leisure-time activities. Amplified, this mandate includes:

- 1) providing students (and faculty) with the awareness of the variety and scope of the information resources and services available;
- 2) making familiar the physical and intellectual arrangement of materials in the library;
- 3) giving awareness of the policies and procedures for the use of the library;
- 4) giving awareness and skill in the use of the tools and strategies of basic research;
- 5) familiarizing the student with basic library terminology in order that information needs be more precisely expressed.

Thus, for the largest segment of the academic community, the library's role is both instructional and custodial: instructional to the degree to which it offers and promotes opportunities for learning, and custodial to the degree to which it collects, preserves, and makes accessible man's recorded knowledge and experience.

It is in the custodial sense that the academic library has the opportunity to extend services beyond its immediate community. It has long done so in its resource sharing with other libraries, but only more recently has it seen itself as a resource centre for individual members of the general public. Here the academic library is less sure of its role and less familiar with this least visible component of its population. For these reasons, it is also, more than likely, less successful in meeting the requirements of the public at large.

The first premise of the academic library, therefore, is that a minimum level of "library literacy" is essential to the possession of an undergraduate liberal arts degree. A further assumption made is that the library has the resources and personnel to serve the community it was designed to serve, IF ONLY that community would present itself in order to be served.

Herein, of course, lies the trouble and the tale of woe, a tale too frequently not understood by library staff who are already counted among the converted. Given the apparent inducement and incentive to master the most single, important tool of student and scholar, why are student and scholar staying away in numbers? The reasons are legion, and most of them, not at all flattering.

The first indictment, but not necessarily the strongest, goes to those too-numerous teaching faculty who give only nominal support (if that) to the notion that learning to conduct research in a library is a good thing. The above-mentioned "apparent inducement and incentive" are apparent only, not real. In this, faculty are aided and abetted by those librarians who are content to let things remain as they are. Carefully considered, this all too common indifference of faculty toward the library can be seen to be founded on those maddeningly persistent stereotypes of libraries and librarians. These stereotypes are even more effective on students, who have had little or no experience to tell them otherwise. Again, librarians who are content to let things remain unchanged, to allow the past to contaminate the present, are indictable.

To these external reasons for the library-avoidance-syndrome in the academic milieu, one can add a number of more individualistic factors or psychological considerations. Fear and intimidation are perhaps the most common experience: fear of appearing clumsy and unknowing; intimidation by the physical size and apparent (or actual) complexity of the total operation.

Superiority and condescension are, likewise, symptoms of the avoidance syndrome. These attitudes may arise through a misunderstanding or underestimation of the complexity of a library and of the extent and diversity of the

resources and services offered.

Nevertheless, whether indifferent, fearful, or superior, attitudes are formed and maintained through the support of knowledge and experience and only the efforts of the library itself, can change the quality of knowledge and experience vis a vis its own image and usefulness, and its community. When prior knowledge and experience have been of an unfortunate nature, the task is that much harder. In physics, the Principle of Least Action states that all things follow the path of least resistance. All too frequently, there is vastly less resistance in **not** using the library and going without. It may go without saying that location, accessibility, hours of service, parking and the attitude and approachability of staff may hinder or help; on the other hand it does no harm to remind ourselves of such a self-evident truth.

Libraries are designed and organized, by librarians, to be logical and easy to use; more often than not, such assurance gives the same cold comfort as saying "it is easy to do, once you know how to do it." Not unlike finding your way into Killam: once you have found the real door in the massive, windowless, featureless structure, and stopped trying to get into the one door that is readily visible but says "NO ENTRANCE," it is really very simple.

Clearly then, the academic library's tertiary role must be a promotional one. Claiming to have "goods and services" of value to the academic community, the library must advertise the availability of these goods and services, and then be prepared to deliver them upon demand. Again, once you know how to do it, it's easy to do. For this librarian, however, it's very early days for knowing how to mount an aggressive, successful promotional campaign which must accomplish a variety of goals:

- 1) firstly, the library must be introduced to the academic community without being instantly snubbed and subsequently dismissed and ignored, like the proverbial poor cousin;
- 2) secondly, stereotypes must be shown to be inaccurate, and outworn images of the library must be corrected to correspond more closely with reality;
- 3) thirdly, it must be demonstrated that the library does, indeed, offer services whose value is worth the small investment of time required to first investigate, and then, exploit, not only for academic but also for recreational purposes. Faculty must be shown that librarians are willing and capable participants in the education of their students, and students must be convinced that a real advantage accrues to those who can use a library intelligently.

The problems of any advertising/promotional campaign are, naturally, compounded by the diversity of the intended audience. What attracts and appeals to an athletic eighteen year-old Nova Scotian from East Pubnico may not

necessarily beckon the attention of a venerable Oxonian accustomed to prowling the hushed halls of the Bodleian or musing in the Reading Room of the British Museum.

4) Fourthly, therefore, a promotion programme must allow for a variety of messages which travel through different channels of communication to reach different audiences.

Having done all this, it remains only for the library to "deliver the goods" and, unlike the politician, "make good its promises." But that is the easy part, relatively speaking; that is the part for which librarians have been trained. It is the unexpected grapplings with the mysteries of advertising psychology, graphic design, duplication methods, media egos and eccentricities, to name a few, which leave librarians in confusion, if not bewilderment.

My small store of wisdom, gleaned from 4 years of trying to promote library services at Dalhousie may be summarized under three headings:

- (a) things not to do,
- (b) things to do, and
- (c) things to try.

Not surprisingly, category (a) — things not to do — came first. Working on the sound principle that personal contact is infinitely superior to the form letter, I, a non-typist, launched myself at 329 personalized letters to faculty members in the social sciences & humanities. After the initial introduction, a follow-up was planned, where again, yours truly attempted to reach 329 professors by telephone in order to expand on the library services hinted at in the letter of introduction. You can easily imagine the obstacles which presented themselves to this commendable plan. Most serious was the disproportionate amount of time and effort necessary to achieve relatively small results. However, on one occasion during this first year, there was ample evidence that our PR had worked, and with a vengeance. The afore-mentioned letters of introduction had offered "library literacy lectures" scheduled twice daily in the library's auditorium. Professors were invited to encourage their students to attend and were also encouraged to set up workshops which would give specialized attention to the subject content of their classes. It was **not** our intention to conduct lectures and workshops simultaneously, in the same room, at the same time. Stephen Leacock could best describe the results of such an attempt. Thirty-six, third year English majors studying Renaissance European literature do not need to be instructed in quite the same way as the entire first year class of physical education students, numbering 95. Nevertheless, there they were, all 131 happy, energetic bodies (with chairs for 110) waiting for the library to tell them something worthwhile. The word that comes to mind is "Disastrous."

That first year, we learned:

**Cont'd on page 35**

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## Call for nominations

Please note that enclosed with this bulletin are nomination forms for the APLA 1981-82 executive and the APLA Merit Award.

Please give your careful consideration to these nominations and return them by the date indicated on the form.

Should you wish further information or nomination forms please contact Lorraine McQueen, Past-President and Convenor of the APLA Merit Award Committee and the Nominations Committee.

# A.P.L.A. merit award

## INTRODUCTION

The Atlantic Provinces Library Association honours individuals who have made an outstanding contribution to library service in the Atlantic Provinces.

## PURPOSE

There are three purposes in presenting the Atlantic Provinces Library Association Merit Award:

1. To honour individuals, who, through individual leadership and sustained effort, have made outstanding and worthy contributions to library service in the Atlantic Provinces; and
2. To recognize the responsible and influential role which individuals perform in developing library service; and
3. To stimulate interest in planning, implementing and supporting library services within the Atlantic Provinces.

## ELIGIBILITY

The Atlantic Provinces Library Association Merit Award is open to all individuals. Nominees do not have to be members of the Atlantic Provinces Library Association.

## CONDITIONS OF THE AWARD

1. Only one award shall be given each year.
2. The APLA Executive will act as an Awards Jury to select a nominee from among those recommended by members of the Association. The Past-President of APLA shall be convener of the Awards Jury.
3. It should not be necessary to make any award in a year when, in the opinion of the Awards Jury, no sufficiently outstanding nominee has been recommended.
4. Names of persons previously nominated but not chosen may be resubmitted.
5. Each recommendation for an award must be accompanied by documentation of the nominee's achievements.
6. Nominations for the award shall be solicited through direct mailing to the Association's membership in the fall of each year for presentation to and selection by the Awards Jury at the mid-winter executive meeting.

## GUIDELINES FOR NOMINATIONS

1. Nominations for this award shall be made using the nomination form prepared for that purpose by the APLA Executive and enclosed in this mailing of the APLA BULLETIN.

## 2. Nominations should include:

- a) Biographical data;
- b) A statement of the nominee's outstanding and sustained contribution toward furthering the role of library service in the Atlantic Provinces. Supportive data may be included in narrative or tabular form. Please do not send separate supporting letters, printed matter, manuals, pictures, or publicity releases.
3. Nominations shall be mailed to the convener of the APLA Awards Jury, c-o School of Library Service, Dalhousie University, Halifax, B3H 4H8, by the specified deadline data on the nomination form.
4. Sufficient copies (11) of the nomination form shall be submitted so that all members of the Awards Jury may receive a copy.
5. Supplementary material not requested in the nomination form should not be submitted with the nomination; however, the Awards Jury may request additional information from relevant associations and/or individuals.
6. Nominations as submitted shall become the property of the Atlantic Provinces Library Association.

## CRITERIA FOR JUDGING

In judging the nominees, the Awards Jury will look for evidence of outstanding and sustained activity by the nominee in furthering library service and library systems throughout the Atlantic Provinces. Some of the contributions that might be considered in selecting a person for this award are:

- a) leadership in library associations at the local, regional and provincial levels;
- b) contributions to the development, application and utilization of library services and library systems;
- c) a significant contribution to library literature.

## PRESENTATION

The award shall be presented at the Association's Annual Conference.

## NATURE OF THE AWARD

1. The award shall take the form of a pewter goblet handmade by an Atlantic Provinces pewtersmith and decorated with the Coat of Arms of the Province in which the presentation takes place, and inscribed on one side with the name of the award and the date.
2. The recipient shall also receive a suitable scroll and life membership in the Atlantic Provinces Library Association.

# APLA Bulletin

The APLA Bulletin is a bi-monthly organ of the Atlantic Provinces Library Association whose object is to promote library service throughout the provinces of New Brunswick, Nova Scotia, Prince Edward Island and Newfoundland to serve the professional interests of librarians in the region and to serve as a focal point for all those in library services in the Atlantic Provinces, and to cooperate with library associations and other organizations on matters of mutual concern.

Individual membership to the Association is \$15.00, May-April and institutional subscription to the APLA Bulletin is \$10.00 per calendar year. Single copies \$2.50.

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## From page 33

- 1) not to under-estimate or over-estimate the effects of our advertising;
- 2) not to plan for only the mean, median, or mode response, but rather, for either extreme and everything in between;
- 3) not to assume that energy and good intentions will necessarily bring desired results;
- 4) not to be discouraged over first attempts with new programmes.

Of equal value, if not more, were the positive lessons learned, for we did have some very rewarding experiences. These centered around the concept of the workshop, where numbers were small, where dialogue between student and library instructor was possible, and where collaboration between professor and librarian was close. Recognizing the early signs of success, the library re-allocated resources and personnel, on a temporary basis, in order to support the workshops, which now, after several years, are functioning to capacity. Concluding our third successful year of the workshop programme, we have come to accept a

number of tenets: 1) small is preferable to large; 2) intimate is preferable to anonymous; 3) customized is preferable to generalized; and 4) immediate is preferable to long-ranged. None of these truisms is surprising, of course, but seen in the light of one's own endeavors, they take on a special significance and bear a special mention.

Over the years, then, we have learned to do those things which work for us:

- 1) to synchronize our promotion efforts with the repeating cycles of university activities. This entails maintaining close liaison with the various departments, keeping aware of the comings and goings of faculty members and graduate students, and monitoring the demands made at the reference desk;
- 2) whenever possible, we have learned to demonstrate that we have already acted to meet an anticipated need. This can be a particularly effective method of promotion. Students and their professors, alike, cannot help but be impressed when they are shown that

the library has already considered their particular needs and has a product on hand, available for the asking. We have seen this successfully demonstrated with the *Issues* series. Designed in response to current or anticipated demands from undergraduate students beginning class assignments, *Issues*, no. 1, for example, takes the mysteries out of research on "Child Abuse" while *Issues* no. 22, "Foreign Ownership" outlines the multiple options of subject headings available for this controversial phenomenon.

- 3) as a corollary to this, we have learned to advertise our willingness to respond directly and immediately to individual requirements and to modify teaching programmes or techniques if requested. This can place rigorous demands on staff time and talent if, as happened two weeks ago, the library is given very short notice to prepare a workshop on, for example, the development of the modern family and class inequality and social stratification in communist and capitalist systems. And if, as in this instance, 80 to 90 students are expected, even further demands are placed on staff, since three or four instructors are required to allow for the small seminar-type session. With this investment of time and effort however, have come our greatest rewards, for it is this component of the "outreach programme" which has met with the greatest success and has had the greatest increase over the last four years.

- 4) fourthly, we have discovered that the simple distribution of library publications can have surprisingly high promotional value. In order to support its teaching and reference activities, the library has a reasonably active publications programme, issuing on a regular basis, the *Library Guide*, the two series, *Issues* and *Research and Rescue*, and the occasional *Access*. Whether intended for undergraduates, like *Issues*, or for the whole range of the academic community, including faculty and staff, like *Research & Rescue* and the *Library Guide* we have also learned the absolute necessity of an attractive

layout and careful attention to detail. A shoddy publication gets shoddy attention. Untrained and unskilled in the art of design and layout, several of us have learned the hard way, through trial and error. My grandest mistake was discovered after 2000 fliers reading "Libra-ra-y Services" were printed and distributed. And the office sometimes smells like a glue factory and looks like a kindergarden, with heads bowed as librarians cut and paste a new *Access* or a workshop lesson plan. But the painstaking efforts have paid off and, as we become more efficient with the gluepot, typewriter and letreset, we expect an increase in the value of this activity.

At this point, we have come to the beginning of the second stage in our outreach programme. In terms of resources and personnel, we have nearly reached the saturation point. Very shortly, we are going to have to stand back and assess the current programme to see if modifications to it would allow us to continue with active outreach or whether movement beyond the status quo will necessitate an additional commitment of funds and staff.

So, in our present state, there is no lack of challenge and things to try. For instance, a new community in the University, which not only requires extensive library service, but is actually eager for it, is the growing body of continuing education students. Because of the irregularity of their classes and the demands placed on us by full-time students, we have, regrettably, been able to do very little for them. Equally regrettable, are the present limitations on what we are able to do for the general public. A final regret is that, without increases in, or permanent re-assignment of, staff, the non-credit, compulsory course in library instruction as we envisioned it and as approved in principle by the Faculty of Arts and Science, may never materialize.

The future state, then, will see us trying to assuage these regrets. Like many libraries, we will be trying to do more with less, and like many librarians, attending conferences and workshops which attempt to further that end.

## Negotiated Grants-N.S.

A Negotiated Grants project which is already having a deep impact on a specific region is that of Dalhousie University's Institute of Public Affairs. The Dalhousie project team, representing the disciplines of sociology, economics, and political science, concluded its fourth year of work in 1979-80 in a five-year examination of what it terms the "marginal work world" of the evolving Maritime Provinces. "Marginal", in the context of this project, means the world of work which includes small, labour-intensive enterprises, each with a preponderance of low-income employees (in small-scale farming, fishing and woodlot activities, for example), in contrast with government service and large, capital-intensive, strongly unionized industries. The scholars are gathering and analysing data on the differences between the two "worlds"—such as the mobility opportunities in each; the barriers between the two and the career channels that may be used in moving from one to the other; the role of government in a segmented economy such as that represented by the

Maritimes; and what it means to be a member of the marginal work world in terms of job satisfaction, lifestyle aspirations, and so on. In addition to preparing a large number of research papers, many of which have been presented at meetings of learned societies, the project team has also worked closely with community groups and has reported both to the groups themselves and to the public on research findings to date. In their reports to the Council, the scholars have mentioned, for example, their contribution to the work of the Union of Nova Scotia Indians, to whom they have been able to provide data on Micmac population composition, population projections, and employment patterns, for the group's detailed profiles on the 12 Micmac reserves of Nova Scotia.

—Courtesy SSHRC annual report 1979-80

## Teams

A bibliographic search which ordinarily might take two or three days of library research can now be completed in three minutes using TEAMS National Parks Index (NPI). The index, maintained by the National Parks Documentation Centre, provides cataloguing information from the bibliographic data base of the centre's collection. Its holdings currently consist of some 6,000 reports, studies, working and planning documents produced by or for the National Parks Branch.

TEAMS, an acronym for Text Enquiry and Management System, stores, searches, sorts, retrieves, updates and edits documents on-line, i.e., on a terminal screen. Off-line it photocomposes catalogues and acquisition lists or updates printouts for specific topics or groups of documents.

Users may place their requests with Brian Silcoff, Eliette Grénier, or Sharon Budd at the National Parks Documentation Centre, Parks Canada, Ottawa, Ontario, K1A 1G2. Tel: (819) 994-2844.

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# Publications noted

**Bibliography of Canadian Urban History - Part II: The Atlantic Provinces** by Frederick H. Armstrong, Alan F. J. Artibise and Melvin Baker. Monticello, Ill.: Vance Bibliographies, 1980. 33 p. (Public Administration series, no. 539) (Vance Bibliographies, P.O. Box 229, Monticello, Illinois, U.S.A. 61856) U.S. \$4.00.

**Canadian Theses-Thèses canadiennes, 1972-73 - 1974-75** Ottawa: National Library of Canada - Bibliothèque nationale du Canada, 1980. 2v. Cat. no.: SN2-4, 1979; ISBN 0-660-50449-9. (Canadian Government Publishing Centre, Supply and Services Canada, Hull, Que. K1A 0S9) Canada: \$46.75 (2 v.); other countries: \$56.10 (2 v.).

**Canadiana 1867-1900, Monographs, Canada's National Bibliography, Microfiche Edition (An Introduction) - Canadiana 1867-1900, monographies, La bibliothèque nationale du Canada, édition sur microfiche (Une introduction).** Ottawa: National Library of Canada - Bibliothèque nationale du Canada, 1980. 25, 28 p. Cat. no. SN2-2 1900-M-1; ISBN 0-662-50823-8.

**Directory of Libraries and Archival Institutions in Prince Edward Island 1980** compiled by Colleen Lowry. Charlottetown: Provincial Library, 1980. 17 p. Provincial Library, University Avenue, Charlottetown, P.E.I. C1A 7N9) Free.

**Elaboration d'un réseau informatique de bibliothèques au Canada: aperçu général** par R.M. Duchesne, M. Islam et D.A. Guenter. Ottawa: Bibliothèque nationale du Canada, 1980. 50, 3, 16, 2, 9 p. Cat. no.: SN3-135, 1980 F; ISBN 0-662-90638-1. (Publications Section, Public Relations Office, National Library of Canada, 395 Wellington Street, Ottawa, Ontario K1A 0N4) Free.

**Index to Canadian Library Supplies** compiled by Eric C. Bow. Toronto: Libraries and Community Information Branch, Ministry of Culture and Recreation, 1980. 48 p. (The Branch, 7th Floor, 77 Bloor St. W., Toronto, Ontario M7A 2R9) Free.

**Library Holdings of Serial Publications.** Halifax: Library, Technical University of Nova Scotia, 1980. (Technical University of Nova Scotia, P.O. Box 1000, Barrington Street, Halifax, N.S. B3J 2X4) Limited number of free copies.

**The New Brunswick Landscape Print, 1760-1880** Paul A. Hachey. Fredericton: Beaverbrook Art Gallery, 1980. 111 p. ISBN 0-920674-21-6 (Beaverbrook Art Gallery, P.O. Box 605, Fredericton, N.B. E3B 5A6) \$12.00.

**Newfoundland: A Bibliography of Social Economic and Political Conditions** by Alison Kemshead. Monticello, Ill.: Vance Bibliographies, 1980. 33 p. (Public Administration series, no. 449) (Vance Bibliographies, P.O. Box 229, Monticello, Illinois, U.S.A. 61856) U.S. \$3.50.

**Nova Scotia Provincial Library Annual Report 1979-80.** Halifax, 1980. 27 p. ISSN 0708-5095. (Nova Scotia Provincial Library, 5250 Spring Garden Road, Halifax, N.S. B3J 1E8) Free.

**Nova Scotia Regional Public Libraries Statistics 1979.** Halifax: Nova Scotia Provincial Library, 1980. 13 p. ISSN 0708-5087 (Nova Scotia Provincial Library, 5250 Spring Garden Road, Halifax, N.S. B3J 1E8) Free.

**Organizing the School Library: A Canadian Handbook** Marilyn H. Kogon and George Whalen. Toronto: McGraw-Hill Ryerson, c1980. 268 p. ISBN 0-07-077833-7. \$18.95.

**Overview of Computerized Library Networking in Canada** by R.M. Duchesne.

M. Islam, and D.A. Guenter. Ottawa: National Library of Canada, 1980. 53, 3, 18, 2, 10 p. Cat. no.: SN3-135, 1980 E; ISBN 0-662-10901-5. (Publications Section, Public Relations Office, National Library of Canada, 395 Wellington Street, Ottawa, Ontario K1A 0N4) Free.

**Prince Edward Island: A Bibliography of Social Economic and Political Conditions** by Alison Kemshead. Monticello, Ill.: Vance Bibliographies, 1980. 16 p. (Public Administration series, no. 529) (Vance Bibliographies, P.O. Box 229, Monticello, Illinois, U.S.A. 61856) U.S. \$2.00.

**Publications of the Province of Nova Scotia 1979** Halifax: Queen's Printer, 1980.

126 p. ISSN 0550-1792. (Legislative Library, Province House, Halifax, N.S. B3J 2P8) Free.

**The Saskatchewan Bibliography** compiled by Ved Arora. Regina: Saskatchewan Provincial Library, 1980. 787 p. ISBN 0-919059-00-7 (bd.) ISBN 0-919059-01-5 (pa.) (Saskatchewan Provincial Library, 1352 Winnipeg Street, Regina, Sask. S4R 1J9) \$40.00 (?).

**Sport Medicine Directory - Répertoire de la médecine sportive.** Ottawa: Conseil canadien de la médecine sportive - Sport Medicine Council of Canada, 1980. 96 p. (Council, 333 River Road, Ottawa, Ontario K1A 8B9) \$2.50.

## Membership Committee Report

I am happy to be able to report that the number of APLA members is still growing, and it seems very likely that by the end of this year's membership campaign, we will again have surpassed the previous year's record total.

As of October 7, 1980, membership stands at 330, with 77 members from New Brunswick, 53 from Newfoundland, 167 from Nova Scotia, 16 from Prince Edward Island, and 17 from outside the region. Of these, 7 are honorary or life members, 278 are people who have renewed their membership from last year, and 45 are new to the Association.

However, there are still a few 1979-80 members who have not yet renewed their membership. These people are being contacted once more by their provincial vice-presidents, who will remind them that we still need their support. We need your support, too, so if you are not currently a member, please fill out and mail in the application form below.

It was suggested to the Membership Committee that it might be a good idea if new members of APLA were sent a letter welcoming them to the Association. The President has drafted such a letter and in future a copy of it will be sent to each new member.

The President has also written a letter to library school students, describing APLA and the Halifax Library Association, and urging the students to join them. Copies of this letter, together with APLA membership forms, were distributed to all Dalhousie School of Library Service students, and it's good to see that some of them are among the new members.

This year's membership directory is nearly ready for the printers, and it should be available for distribution to members either with the next issue of the Bulletin, or with the 1980 conference proceedings. We hope to be able to overcome some of the problems associated with computer-produced lists which made last year's directory somewhat difficult to read - so that the 1980-81 directory will not only be larger, but more legible.

This fall's membership campaign will be starting soon, so that many of you will soon be asked to help in finding more people to participate in APLA. Please help us make the Atlantic Provinces Library Association a stronger voice in this region's libraries.

Susan Svetlik  
Convenor

## Letters to the Editor

Dear Sir:

In the APLA Bulletin of July 1980 Richard Ellis reviews the report by Ian A. MacLean commissioned by the Association of Atlantic Universities entitled *Future Options for Library Automation*. Since Mr. Ellis appears to have misinterpreted some of the statements in the report and has wrongly concluded that the report "must be of questionable value to the AAU", I felt that I should set the record straight.

Mr. Ellis has noted and criticized in particular the suggestion in the report that the costing of automated systems, which occupies the major part of the report, might need to be redone. Mr. MacLean made this suggestion because his costing was necessarily based on a set of assumptions or hypotheses regarding the type of operation envisaged. For example, he assumed in all cases that the system would be independently managed with its own rented offices. If, however, a system were to be run by, and housed within an individual institution, it is possible that certain costs to users could be reduced. Mr. MacLean's suggestion for recosting was thus no more than a suggestion that the AAU might wish to look at all the cost elements to see if they couldn't be reduced by using existing facilities or personnel in one or another of the AAU member institutions, or by reducing the level of service to be offered. Mr. MacLean was not asked to do this.

The other major point which must be made is that Mr. MacLean was engaged for a two month period only, which the AAU recognized as being inadequate to cover in detail all the relevant areas of concern. It was thus agreed that Mr. MacLean would concentrate on the costing of currently available services or systems, leaving the more qualitative questions (such as the value of regional expertise) for the AAU members themselves. The question of the costing of other automated

systems was in fact the main concern of AAU-BNA user libraries.

Finally, Mr. Ellis' review implies that there was less than ideal communication and understanding between Mr. MacLean and the AAU regarding the study. This was not the case. During his study, Mr. MacLean was located in Halifax in the AAU offices where we discussed frequently the various aspects of his study. He met twice during the two months with the AAU-BNA Management Advisory Committee to explain his plans and progress and to receive advice. He also met individually with representatives of all AAU-BNA participating libraries, and with representatives of other interested libraries in the region. In particular, it was quite clear from the start that no recommendations were requested or expected of Mr. MacLean.

Given more resources it would no doubt have been possible to ask Mr. MacLean, or some other consultant, to do a more far-reaching study. The AAU is more than satisfied, however, with Mr. MacLean's report given the constraints that were knowingly imposed upon it. I am convinced that its existence has already been very useful to the decision-makers in the AAU-BNA user institutions for whom it was essentially commissioned.

Yours truly,  
J.R. Keyston,  
Executive Director

Association of Atlantic Universities

Mr. Ellis replies:

In my review, I indicated that the basic assumptions about the development of computer-assisted systems in the region were inadequately explored and gave two examples. Mr. Keyston has given a third. I must admit that I did not consider it possible that a report which designedly left such matters unexamined was the clear object of the exercise.

Yours truly,  
Richard H. Ellis

### APLA MEMBERSHIP

To: Treasurer, Atlantic Provinces Library Association  
c/o School of Library Service  
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