Motter...

Serving Oklahoma Librarians
Since 1911 with

SERVICE

and

SUPERIOR WORKMANKSHIP

For Libraries

and Schools

1911 .............. 1964

MOTTER
BOOKBINDING CO.

129 Times Place  •  Muskogee
ARTICLES
The Library Explosion .................. Calvin Brewer 37
What Is This Library? ................. Bruce Palmer 39
Frances Clark Sayers Will Be Speaker  Della Thomas 43
Master List for Sequoyah Children's Book Award . . . . . . . . . . . . . . 44
No Stairs to Climb .................. Edith Gorman 46
The Public Library Picture in Oklahoma . Weldon Barnes 47
Summer Schedule of Library Sciences Offerings . . . . . . . . . . . . . . 48
ALA Membership Gains .................. 51
State Council on Libraries Meet . . . . 52
Newbery-Caldcott Awards .............. 53
Bibliotherapy Workshop ............... 55
Displaymanship ........................ Tom Baker 57
School Librarians Schedule Conference . 60

FEATURES
A Message from the OLA President . . . 50
Oklahoma Books and Authors ........... 50
ALA Councillor Reports ................ 53
Notes from the Executive Board Meeting . 54
News Notes .......................... 56

OLA MEMBERSHIP
The Oklahoma Librarian is the official organ of the Oklahoma Library Association, and as such, carries news of the Association, its members, divisions, and the addresses of conference speakers, as well as general articles. Published quarterly in January, April, July and October. Second-class postage paid at Oklahoma City, Oklahoma. Mailed to each member of the Association upon payment of regular dues, $2.00 of which is for one year's subscription. Subscription price to nonmembers is $3.00 per year. Membership dues and subscription should be sent to the Treasurer. The OLA membership year is the calendar year. The dues schedule as based on annual income follows:

<table>
<thead>
<tr>
<th>Individual Salaries</th>
<th>Library Members</th>
</tr>
</thead>
<tbody>
<tr>
<td>Under $3000</td>
<td>Income Under $5,000</td>
</tr>
<tr>
<td>$3,000 to $3,999</td>
<td>$5,000 to $20,000</td>
</tr>
<tr>
<td>$4,000 to $4,999</td>
<td>$20,000 to $50,000</td>
</tr>
<tr>
<td>Over $5,000</td>
<td>Over $50,000</td>
</tr>
<tr>
<td>Life Members</td>
<td>Non-Library Association, Institution and Organization</td>
</tr>
<tr>
<td>Honorary (None)</td>
<td></td>
</tr>
<tr>
<td>Students, Trustees and Lay Members</td>
<td></td>
</tr>
<tr>
<td>$2.00</td>
<td></td>
</tr>
</tbody>
</table>

PUBLICATIONS COMMITTEE
ADA' A. INGRAM, Editor
ELIZABETH COOPER, Associate Editor
MELVILLE R. SPENCE, Business Manager
FREDDA GILLIAM, Circulation Manager
HANNAH D. ATKINS
MRS. MARY LOUISE TATE

Published by the Oklahoma Library Association, 131 NW 3rd, Oklahoma City 2
Printed at the Transcript Press, 222 E. Eufaula, Norman, Oklahoma
OKLAHOMA LIBRARY ASSOCIATION

EXECUTIVE BOARD, 1963-64

President
Treasman Maddox, Bell Junior High School, Tulsa
First Vice-President and President-Elect
Mrs. Delia Thomas, Oklahoma State Library, Stillwater
Second Vice-President
Robert M. Mott, Mott Book Bindery, Muskogee
Secretary
Mrs. Sarah Jane Bell, Douglass High School, Oklahoma City
Treasurer
Mrs. Mary Jeanne Hansen, Oklahoma City Libraries
Past President
Mary Ann Wentroth, Oklahoma City Libraries
Past Secretary
Mrs. Christie Cathey, University of Oklahoma Library, Norman
ALA Councilor (Interim)
Mrs. Delia Thomas, Oklahoma State Library, Stillwater

DIVISION OFFICERS

Children's and Young People's Services
Chairman
Miss Irene Withgott, Woodward Public Library
Secretary
Mrs. Mary Sloan, Norman Public Library

College and University Libraries
Chairman
Mrs. Eardene Rector, University of Oklahoma Library
Secretary
Miss Opal Carr, University of Oklahoma Library

Public Libraries
Chairman
Miss Betty Lou Neel, Pioneer Multi-County Library, Norman
Vice-Chairman
Mrs. Jewel Bowers, Ada Public Library
Secretary
Mrs. Forrest Lake, Duncan

School Libraries
Chairman
Mrs. Sylvia Coles, Senior High School, Midwest City
Secretary
Mrs. Wanda Caudill, Ponca City

Technical Services
Chairman
Mrs. Frances Penfold, O.C.U. Library, Oklahoma City
Vice-Chairman and Chairman-Elect
Mrs. Pat Baker, University of Oklahoma Library, Norman
Secretary-Treasurer
Mrs. Frances Richards, Central State College Library, Edmond

Trustees
Chairman
Mrs. Wray Finney, Fort Cobb
Vice-Chairman and Chairman-Elect
Mrs. Aline Baker, Tulsa
Secretary
Mrs. Joy Morris, Alva

COMMITTEE CHAIRMEN

STANDING COMMITTEES

Auditing
Marian E. Dierdorff, John Marshall High School, Oklahoma City
Awards
T. Gene Hodges, Central State College Library, Edmond
By-Laws and Constitution
William H. Stewart, Muskogee Public Library
Exhibits
Allie Beth Martin, Tulsa City-County Library
Intellectual Freedom
Mary Ann Wentroth, Oklahoma City Libraries
Local Arrangements
Rev. Eugene Marshall, o.s.b., St. Gregory's College Library, Shawnee
Nominations
Mr. Calvin Brewer, OSU Library, Stillwater
Program
Ida Self, West Junior High School Library, Norman
Publications
Mrs. Jane Stevens, Ponca City Library
Resolutions
Adela A. Ingram, Central State College Library, Edmond

SELECT COMMITTEES

Budget
Mary Ann Wentroth, Oklahoma City Libraries
Library Development
William H. Lowry, Pioneer Multi-County Library, Norman
Library Education
Myra Cunningham, Central State College Library, Edmond
Membership
Rev. Eugene Marshall, o.s.b., St. Gregory's College Library, Shawnee
National Library Week
Mr. Calvin Brewer, OSU Library, Stillwater
Officers Manual
Ida Self, West Junior High School Library, Norman
Recruiting
Mrs. Jane Stevens, Ponca City Library
Sequoyah Children's Book Award
Cliffie McCaleb, East Central State College Library, Ada

REPRESENTATIVE

American Library Association Council (Interim)
Della Thomas, OSU Library, Stillwater
Southwestern Library Association
Della Thomas, OSU Library, Stillwater
Joint Committee on Library Work as a Career
Mary L. Mathis, Special Services Office, Ft. Sill
ALA Membership Committee, State Chairman
Esther Mae Henke, Oklahoma State Library
Federal Relations Coordinator
William H. Lowry, Pioneer Multi-County Library, Norman
Inter-Organization Committee

SPECIAL LIBRARIES ASSOCIATION

Oklahoma Chapter

President
Virginia LaGrave, 1008 NW 33rd St., Oklahoma City
Vice-President
Sam Smoot, Tulsa Public Library
Secretary
James Murray, Born Library, Tulsa University
Treasurer
Leone Ross

OKLAHOMA LIBRARIAN
A Message from
the OLA President

According to an old Chinese proverb "time flies like a weaver's shuttle." How true! It was only a short while ago, or so it seems, that I was beginning my term as President of the Oklahoma Library Association. That year in office is nearly over, and this is my last presidential message.

Now that it is April—it is Annual Conference time again! "Focus on Change: Challenge to Librarianship," a most provocative theme, has been chosen for this the fifty-seventh annual meeting of OLA to be held at the Sheraton-Oklahoma Hotel in Oklahoma City, April 23-25. Never before has our Association been privileged to feature so many prominent library leaders on its convention program. This should be an exciting and challenging meeting for all.

April is also the time for the observance of National Library Week! It is that week of extra effort—the culmination of the year's activities to develop and foster good library programs. How gratifying it is that each year brings deeper understanding and greater support of this dynamic project. May it continue to grow!

Another rare privilege is ours! Once again we have an opportunity to elect an Oklahoman as President of the American Library Association. Edmon Low, Librarian at Oklahoma State University, is the candidate for this high office. All members of OLA are extremely proud of Mr. Low's able leadership and many accomplishments. Not only are the votes of all Oklahoma librarians needed to assure his election, but also those of our library friends in other parts of the country. Let us, therefore, take this opportunity to express our appreciation and confidence in him by seeking all possible support for our favorite candidate.

And now, my sincere personal thanks to each of you! Working with you has been a wonderful experience. Your willingness to support the Association and your confidence in me has been most rewarding; you have made this a memorable and exciting year. I am deeply grateful!
The months of December 1963 and January 1964 saw the passage of the Academic Facilities Act, which provided aid in construction of libraries in institutions of higher education, and the Library Services and Construction act, which extends library service to all areas of the country, both urban and rural, and provides aid in construction of buildings for public libraries. Both of these will always be regarded as very important milestones in library development in this country and also indicate the surging interest in libraries being shown on both the national and local scene.

Because the Library Services and Construction Act is of such fundamental importance and affects people in every section of the country, President Johnson invited several librarians, among whom was Mr. Edmon Low, Oklahoma State University, Stillwater, to be present Tuesday morning, February 11, in his office in the White House to witness the ceremony of the signing of the Act.

The President made a short speech before the actual signing, stressing the need for a better informed citizenry and the major educational role of libraries in the country today. He called attention to the striking results already achieved by the initial Library Services Act of 1956 and the even greater possibilities of this Act, and pledged his full support to library development throughout the country. Several pens were used by the President in the signing, one of which was given to Mr. Low. The whole ceremony was quite pleasant and informal, and librarians everywhere are grateful for the strong belief in libraries on the part of the President and of members of Congress which has resulted in the passage of this Act.

OKLAHOMA LIBRARIAN
The Oklahoma Library Explosion, 1964!

By CALVIN BREWER

The key to successful library development is cooperation. The most efficient public library system (i.e., the one giving the most service per dollar invested) is one serving 60,000 people or more with a budget of at least $120,000.1 This figure has been arrived at from studies made across the nation of libraries of all sizes.2

Both U.S. and Oklahoma laws take this fact into consideration. Therefore, to get the funds available from the Oklahoma State Library for public library development, what one needs to do is to get 60,000 people or more to cooperate in providing themselves with $120,000 in library service per year. In this state that means that, except for Oklahoma and Tulsa counties, two or more counties must cooperate to get an optimum-sized library system. This is the much talked about multi-county library system.3 In this system each county involved has representation on the board and every citizen in each county has access to all the books of the system—access to the extent that bookmobiles reach every community and crossroads gathering place to provide library service near each citizen’s home.

Does this cost? Yes. It costs each property owner one to two mills taxes per annum for library service; yet every citizen pays and every citizen receives service. Most Oklahoma counties now have municipal systems in which the tax burden is carried by the citizens of the city where the library is located and none by the residents of the county outside the city limits. Yet as a matter of conscience these overburdened city units try to provide library service to all the citizens of the county because those citizens bring their business to the city. Some rural families avail themselves of this service but many do not—for the distances to travel are too long and the trips to the city with the library are too infrequent.

The history of library development in other states (e.g., Missouri and Arkansas)4 shows that many families in the small towns and the country will gladly share the tax burden to get good library service. In Oklahoma the citizens of Tulsa County have voted 1.9 mills5 of library tax to do this, and we have the great Tulsa City-County Library System. McClain and Cleveland counties have gone together and have the highly effective Pioneer Multi-County System. Love, Johnston, and Carter counties are cooperating in the Chincasa Multi-County Library.6 Cooperation is the secret—everybody pays and everybody gets library service.

This National Library Week, if your library or community is not fortunate enough to be included in one of these excellent library systems, invite interested people in your county to a discussion of library service through cooperative effort. Give them the facts. There is every reason to believe that they will come to the same decision that the citizens of Carter, Love, Johnston, Garvin, McClain and Tulsa counties did and voted for first-rate library service. Nothing will happen unless somebody starts the ball rolling, and that is the business of the librarians of the state.

We in Oklahoma hear a lot about the world population explosion. Let us let the world hear about the Oklahoma library explosion beginning with National Library Week 1964!

REFERENCES
1 Oklahoma Library Association, Rating Sheets for the Evaluation of the Public Library, Oklahoma City, Oklahoma State Library, 1963 (multilithed) p. 1
2 Schenck, Gretchen Kniel, County and Regional Library Development, American Library Association, Chicago, 1954, p. 249
4 Schenck, p. 49
6 Library Support in Oklahoma, (map) Oklahoma City, Oklahoma State Library, December 24, 1963.

Mr. Brewer is Executive Director of the 1964 National Library Week in Oklahoma. He is a member of the library staff at Oklahoma State University.

April, 1964
The new Ardmore Public Library Building replaces a Carnegie building built in 1905. Ardmore passed a $280,000 bond issue April 24, 1956. After litigation $252,000 was finally available.

The general contract for the building, drives and parking areas was let for about $182,000 and the basic equipment contract for about $26,000. Construction started November 1962 and the library opened for the public July 29, 1963 and was dedicated Sept. 22, 1963.

The building is semi-modular construction, with most of the building being steel frame, allowing for expansion at minimum cost in later years. The building is brick inside and out with the only glass being in the lobby.

Both furniture and shelves are butternut finished wood and steel stacks have colored end panels. These are across the rear end of the main adult area. Colors used are silver, coral, olive green yellow, and buff blue. The coral, olive green and yellow are repeated in the lounge furniture in the front of the adult area. The building is equipped with year-round air conditioning and has a total footage of 14,339 sq. ft. of which 13,739 is on one floor the rest being the utility basement.
What Is This Library?

Speech given by Mr. Bruce Palmer,
KWTV News Director, at the dedication
of Ardmore's New Public Library on Sept. 22, 1963

This is a proud day for Ardmore, as it officially integrates two fine new structures into its civic life. These buildings contain important functions of the community. It does not distress me in the least that the dedication of your fine library building follows the dedication of your fine new post office. It does not indicate in any sense that the library is of secondary significance.

Rather, I think perhaps it serves to emphasize a vital difference between the importance of a service function of our government—a basic necessity—and the importance of an institution on which the intellectual life and development of the community can and should depend—a true basic necessity. There is a difference between the delivery of Uncle Sam's mail to his citizens and the delivery of knowledge and understanding to those same citizens. I do not deprecate the one, but I do say that the other, informing, challenging our curiosities, expanding our mental capacities, equipping and inspiring us to think and to learn, is on an entirely separate and—if Carl Albert will pardon me—higher plane.

What is this library, this amalgam of stone and brick and wood and glass and vinyl and steel, which contains a physical mass of paper in the form of books, newspapers, pamphlets, magazines? In those terms it is an inanimate object. But you and I know it is far more than that—simply because it does contain those books, newspapers, pamphlets and magazines.

Nowhere else in Ardmore is there an equal collection of the thoughts, ideas, information, knowledge by which men have lived. Nowhere else is there an equal collection of the records of life of the past and the present and an estimation of the future. This library is unique for this city.

And what have you done in building it and opening its doors to all of your citizens? Well, you have simply made available a wide-ranging store of facts and fictions, of contemplations and written creations, through which you and your fellow citizens and all your children can discover the real joy of learning. You have cleared the way to understanding of history, science, religion, literature, languages, the arts, and dozens of related subjects.

But it goes without saying that opening the doors and clearing the way are not enough. They are only first steps. Today's libraries have missions—missions to encourage the use of their facilities, their books and so forth. Unless these missions are undertaken with understanding and zeal, the moneys that have provided such great buildings as this have not been well expended.

First, I think—and I hope I am not being too basic—is the mission of encouraging good reading habits. In his famous so-called Jeremiad delivered to the Inland Press association in October of 1961, Editor Jenkin Lloyd Jones of the Tulsa Tribune said: "Let's look at our education institutions at the local level and if Johnny can't read by the time he's ready to get married, let's find out why." I take the quotation out of context, but the implication is appropriate. I believe, that far too many of our youngsters and young people simply cannot read and will not attempt to. I suppose it is only natural that if they can't, they won't. This is tragic. Lacking the ability and the will to look to the written word, they are denied access to most of those basic facts and ideals on which today's men and women found their daily lives and economic and social progress. If Johnny can't read by the time he's ready to get married, he's a dead pigeon in the world of today.

An open door is not necessarily an invitation to enter. A supermarket advertises its wares. Churches use the advertising columns of newspapers to tell you what the preacher is going to talk about each Sunday. Motels boast that they have television sets in each room, a swimming pool, free coffee and all that.

A library is different, of course, but it can and should devise means to encourage reading and to help to develop good reading habits among children. I can think of nothing in this whole field that might be more difficult, because it depends first of all on arousing interest in reading, in learning, in expanding. The youngster must be aroused, his curiosity stimulated, his desire to know more stirred up.

A woman I know recently took down to a church youth center in Oklahoma City more than 100 dollars worth of good children's books, to
give them to the center library. The librarian properly expressed her thanks. Then she said she would catalog the books—but the library would be closed for the summer. She explained that children of the neighborhood were of poor families, they did not read very much at any time much less during the summer, so there wasn’t any point in keeping the library open. I think the moral of the incident is obvious. Far short of helping to develop good reading habits, this library in an area where its services are so badly needed, isn’t even encouraging reading.

I wish I knew more about libraries today. I’d be more of an expert in talking to you. I am too involved in daily reading of a professional nature to be a steady library patron. But once I was a steady user of library services and just last week in my home town in Minnesota I passed the familiar library given to the community a half-century ago by a civic-minded banker, and I saw youngsters going and coming. I hope they are gaining as much joy from its contents as I did.

I am told there is a different emphasis in modern children’s stories, that today realism must prevail even while the young imagination is being amused and informed. No longer may animals speak or act unlike themselves. I gather that the Tin Woodsman and the Scarecrow of The Wizard of Oz, and the Tiger of Little Black Sambo, and all those wonderful fictional odd-balls of my youth are not as acceptable as they once were.

Well, I suppose change must come in all things, but I am distressed that we may make life too real too soon for our boys and girls. There was something awfully pleasant about thinking that a fierce tiger might be melted down into butter, or that a tin wood-chopper might have a heart, in fantasy. The world of science and business and all that envelop us soon enough I would hope that little ones will not eventually be deprived of everything that stimulates their fancies. I see nothing wrong with unreality as long as it is kindly and heart-warming.

I suggest that perhaps we need such good fictions to persuade children to begin reading. They can be the kinds of stories that make for avid reading and this is an encouragement to eagerness for more of what the black-and-white world has to say; that is, a means of approach to close, attentive reading which is the real basis for the good reading habit.

Well, with that cursory look at one basic mission of the library, let’s turn to another, equally as important. In today’s world, the uneducated person has little chance. This year, in Oklahoma, perhaps half a million children are in our schools, seeking knowledge through formal education. They have a formidable task. Our fields of learning have burgeoned so swiftly in these years since World War Two that the demands of young minds are almost beyond comprehension. There is so much more that must be learned than when I and my contemporaries were in school and college. It strikes me that there must be supplemental sources of knowledge besides the classrooms—and of course I mean the library, as an education function.

Let us not take lightly this crying need for maximum education for everyone. A half-dozen years ago, Dr. Robert Hutchins, the one-time chancellor of the University of Chicago said it this way: "We might as well make up our minds to it. If our hopes of democracy are to be realized, every citizen of this country is going to have to be educated to the limit of his capacity. And I don’t mean trained, amused, exercised, accommodated or adjusted. I mean that his intellectual power must be developed.”

Here is a logical extension of the mission of the library that begins with the encouragement of good reading habits, habits that hopefully arouse the youngster for further taste of the

You may, or may not know, we are now in our new plant at SPRING GROVE, ILLINOIS.

Our new plant has our own bindery, right in the plant, and I assure you the best service on your orders that you have ever seen.

Our new 1963-64 catalog has about 5,500 prebound titles, in stock.

Our 1964 spring list has 379 prebound titles.

Our 1964 Reader List has 840 titles (graded).

DON R. PHILLIPS, INC.
SPRING GROVE, ILLINOIS

OKLAHOMA LIBRARIAN
wonders that are concealed between the covers of books. In the reference book stacks are millions of words about everything man has found out and thought about life on this planet and what may be happening on all the planets about us. They are the sources in which we and our children may expand the basic information that has been compressed into the formal education pattern.

Again I say, we are literally swamped by a vast flood of information. This past summer, my 12-year-old nephew was visiting us. One night, Mrs. Palmer took him to see the Lyric Theatre's performance of "Brigadoon." He was curious about the loudspeaker-and-microphone arrangement. In fact, he was brightly curious about almost everything. On this occasion, he observed almost wistfully, "There's so much I must learn."

And that's how it is and that's what makes this mission of the library so vital. Boys and girls, young people, all of you should be made aware of what is behind the shelves of fiction, the popular history and biography and expertise on affairs of the world. Just as in high school English classes, students are told to use the reference material in school libraries, the public library should encourage its use.

We should hope that we can arouse a real curiosity and yearning to know more—to seek out facts like the news reporter who wants to know the famous five W's of the craft of journalism—who, what, why, where, when and how. And if these youngsters can especially become concerned for the how and the why, they will have taken long steps to develop that intellectual power that Doctor Hutchins insists is so essential for every citizen of this country.

This age of science and technology is a fantastic challenge to everyone, but particularly to those growing up in it. In the last 18 years—since 1945, that is—our scientists have realized that progress can be accomplished on purpose, that new intellectual gains can be made independently, not necessarily based on a comparatively slow evolution of idea and technical construction that restricted our advance in all the time up to then. The highschool graduates of today are not held back by or handicapped by the pattern of progress in which I and many of you grew up. That is, they don't need to look back on what has been done to see what may lie ahead. The opportunity for winging into uncharted new fields lies in how fertilely his imagination can work in these great areas of nuclear physics, electronics, plastic and so forth that have swept over us in a wave of intellectual enlightenment.

Our schools will teach and mostly they will teach well. But they have their limitations. Our colleges can go only so far at the undergraduate level. More and more our graduate schools will expand, because we are now a nation devoted to research, research that will call for spending upwards of 25 billion dollars a year before 1970.

And in all this super-educational effort, the library can and must have a working supplementary function.

But, as I said, there is such a tremendous amount of information and knowledge to be taken in, assimilated, coordinated, classified and stored away in various corners of the brain for further use. Regardless of the eagerness and the willingness of students to learn, there are many with limited capacities for taking it in. And I don't mean limited intellects, by any means.

For instance, reading is not always a rapid process, and not everyone is gifted with photographic memory or the warehouse kind of mind that absorbs information like a blotter. In fact, the poor human brain under any circumstances is not capable of handling anywhere nearly all of the information that our eyes and ears can deliver to it. But there are ways of helping it, and I suggest that there are some special functions of the library in this respect.

Just the other day, in Oklahoma City, the public library system announced the resumption of its speed-reading courses, in which people are trained to step up their reading and understanding to an almost incredible rate. Isn't it entirely logical that such activities should be undertaken through our libraries so that young readers can become capable of hurrying through this tremendous mass of knowledge they need to acquire?

Naturally, this may not be enough. Being able to read it rapidly does not necessarily mean that it may be taken in and stored away in the memory banks of the brain. So it seems to me also logical that another special function of the library might be to offer memory-training courses which achieve astonishing results by a wide variety of methods. These two activities—speed reading and memory training—I suggest as proper and attractive extensions of what we have known as normal library practices, precisely the kinds of activities appropriate to this fine new institution here in Ardmore.

Let me belabor you with what some of you may have heard me say before—and it is not original with me—to illustrate the great swirl of knowledge in our modern world. Ninety percent of all the scientists and engineers who have ever lived are alive today, and they are working like beavers to produce about one million new scientific facts each year, more than 300 a day.
I think the realization of this fantastic condition should be ample reason for us to want to expand and extend every possible source of personal knowledge for ourselves and the coming generation through the living, breathing words, that lie behind the doors of such edifices as libraries like this one, large or small.

I suppose I may have dwelt a bit over-long on emphases of the library mission as directed to boys and girls, teen-agers, young people in their formative years. For this I cannot apologize.

But it would be wrong of me to fail to remind you that this is your library, everyone's library here in Ardmore. On its shelves, in its stacks, on its newspaper file racks, in its magazines are opportunities for everyone to enjoy, to appreciate, to gain greater understanding.

Will Shakespeare once wrote something about "serpents in stones and books in running brooks," and of course we know he meant the product of meditation and original, creative thought. Today's fast-moving world leaves little time for the product of meditation outside the walls of monasteries—or prisons, perhaps. It demands that we make the serious, overt, conscious effort to go-go-go for learning. This cannot be confined to young people. The desire to learn never stops, never declines in proportion to advancing age. I well recall my brilliant father-in-law, well into his 70's, browsing night after night through the Encyclopaedia Brittanica—just simply to take in a bit more knowledge. I urge each of you to use this library in just that way, to come into for long and intensive study or just for the kind of intellectual browsing that will give you a bit more knowledge.

I don't think a little knowledge is a dangerous thing. It may very well provide the incentive for acquiring more and thus it can be of benefit rather than of peril. And, of course, there is no such thing as too much knowledge.

Well, I seem to have explored several themes here. I hope it has been implicit in all of them that there is the direct link between such institutions as this great library and the pursuit of knowledge, the exposure to it and the acquisition of it.

I certainly congratulate the citizens of Ardmore for this beautiful new library building. I am honored and privileged to have a share in its dedication. I express the fervent hope that its stone and steel and brick and mortar and glass, and all the paper within will become and continue to be dynamic, living, breathing, warm and wonderful contributors to the cultural and intellectual life of this community. Even though our country is in the last quarter of its second century as a constitutional republic with a democratic form of government, we are still struggling toward the total fulfillment of the democratic dream, and it is in just such establishments as this that the dream must be cherished and nourished. Thank you.

Mrs. Billie Masden Day Named Chickasaw Multi-County Librarian

Mrs. Billee Masden Day has been named librarian of the Chickasaw Multi-County Library, Ardmore, serving Carter, Johnston, and Love Counties. She is a graduate of the library school of Texas Women's University, Denton, and was formerly librarian of the OSU Technical Training School library at Okmulgee, reference librarian on the OSU Stillwater campus, and Assistant Librarian of the Chickasaw Multi-County Library since the successful library elections in the three counties last year.

---

CATALOG CARD PROTECTORS

Clear, slip-on covers—printed in 6 colors.

See page 36 of the Gaylord catalog.

GAYLORD BROS., INC.
LIBRARY SUPPLIES
SYRACUSE, N. Y. • STOCKTON, CALIF.

OKLAHOMA LIBRARIAN
Frances Clark Sayers Will Be Speaker at OLA Meeting

By DELLA THOMAS

Frances Clark Sayers, nationally known library educator, will be the speaker at the banquet Friday evening, April 24, at the fifty-seventh annual meeting of the Oklahoma Library Association. Her topic will be “Focus on Change: The Hinges of the Mind.” Her prestige as a lecturer is based on many appearances at state and national conventions, some of which are classics in inspirational speaking. Convention theme: “Focus on Change: Challenge to Librarianship.”

Another national figure on the three-day program is Mrs. Audrey Biel, national president of the Young Adults Division of the ALA, who will address the School Libraries and Young Adults Division at an open meeting at 1:30 p.m. Friday. Her topic will be a timely one, “Focus on Change: Challenge to School and Public Library Relations.” Director of the ALA Office of Recruitment, Myrl Ricking, has a provocative message for all librarians at the Thursday evening banquet.

State library leaders are also involved in convention plans: Ester Mae Henke, Extension Librarian, will emcee an exciting illustrated program showing the year’s progress in library development in Oklahoma, assisted by local librarians commenting on colored slides; John Bennett Shaw, chairman of the Governor’s Council on Libraries will report on the activities of that group; Mrs. Alice Phelps Pattee, OSU Head Cataloger, will be chairman of the program of the Technical Services Division, “What’s New in Cataloging,” at 3:30 Friday.

The Friday luncheon offers a departure from the usual in that it will feature a speaker sponsored by three divisions, College and University, Public Libraries, and Trustees, but open to all. Dr. Arrel Morgan Gibson, of the OU faculty, will present a proposal for a state-wide cooperative program in the preservation and use of Oklahoma materials, which may be adopted as an Association project by some divisions. (Note that division speakers at this convention have been scheduled on Friday in such a manner as to make it possible for any member to attend all sessions if he wishes, since business sessions will be confined to breakfast meetings. The flexible arrangement provides for extra time to view exhibits, if desired, or to visit the new Belle Isle branch or other city libraries.) As always, the Saturday luncheon remains a provocative mystery, since the name of the speaker will be determined by the votes of school children for the Sequoyah Book Award. The Saturday morning session will be reserved for the annual business meeting, at which President Trean Maddox will preside.

Attention—Government Documents Librarians

The Resources and Technical Services Division—Reference Services Division Interdivisional Committee on Public Documents of the American Library Association is compiling a directory of the documents librarians, or the persons who are responsible for government documents, in the libraries of the United States. This Committee would be extremely grateful if such persons, should they have not already done so, send their names, titles, and business addresses to:

Thomas S. Shaw, Chairman
RSTD-RSD Interdivisional Committee on Public Documents
Library School
Louisiana State University
Baton Rouge, Louisiana 70803

COLONIAL “out-of-print”

BOOK SERVICE, INC.

Specialists in supplying the out-of-print books as listed in all Library Indices (Granger Poetry; Essay and General Literature; Shaw; Standard; Fiction; Biography; Lamont Catalogue; Speech, etc.)

“Want Lists Invited”

“Catalogues on Request”

23 EAST FOURTH STREET,
NEW YORK 3, N.Y.
Master List
for the
Sequoyah Children's Book Award
1964 — 1965

Author
Carlson, Natalie
Clark, Ann Nolan
Coatsworth, Elizabeth
Constant, Alberta W.
De Gering, Etta
Elliot, Anne
Enright, Elizabeth
Fisher, Aileen
Fleischman, Albert S.
French, Dorothy
Fritz, Jean
Gates, Doris
George, Jean C.
Henry, Marguerite
Lauritzen, Jonreed
L'Engele, Madeleine
North, Sterling
Ormondroyd, Edward
Rushmore, Helen
Shotwell, Louisa R
Steele, William O.
Stevens, Mary E.
Tunis, John R.
White, Anne H.

Title
School Bell in the Valley
Paco's Miracle
The Princess and the Lion
Willie and the Wild Cat Well
Seeing Fingers
Dorie of Dogtown Common
Tatsinda
Cricket in a Thicket
Mr. Mysterious and Company
The Mystery of the Old Oil Well
I. Adam
The Cat and Mrs. Cary
The Summer of the Falcon
Stormy
Legend of Billy Bluesage
A Wrinkle in Time
Rascal
Time at the Top
The Dancing Horses of Acoma
Roosevelt Grady
The Year of the Bloody Sevens
The Little Cloud and the Great Plains Hunters
Silence Over Dunkerque
A Dog Called Scholar

Publisher
Harcourt
Farrar
Pantheon
Crowell
McKay
Abingdon
Harcourt
Scribners
Little
Watts
Coward
Viking
Crowell
Rand
Little
Farrar
Dutton
Parnassus
World
World
Harcourt
Reilly
Morrow
Viking

Date
1963
1962
1963
1962
1962
1962
1963
1963
1963
1962
1962
1963
1963
1962
1962
1962
1962
1962
1963
1963
1963
1963

Price
3.00
2.95
3.50
3.75
2.95
3.00
3.60
3.25
3.25
2.95
3.75
3.37
2.95
3.97
3.50
3.25
3.95
2.95
4.50
2.95
3.25
3.75
2.95
3.00

Grade
4.7
4.6
4.7
4.7
5.9
4.8
4.7
4.5
4.6
5.9
7.9
4.6
5.9
4.8
6.9
6.9
4.9
5.7
5.0
4.6
4.6
7.9
4.7

We
in quality PREBINDING to A.L.A. class "A" specifications,
in colorful TREASURE TROVE covers . . .

Strive For
in supplying LIBRARY OF CONGRESS CARDS at 10c per set
with our prebound books . . .

Excellence...
in fast, friendly, reliable service . . .
in conscientious book selection from all publishers .

ARE YOU ON OUR MAILING LIST?

CHARLES M. GARDNER COMPANY
SCRANTON 11, PA.

OKLAHOMA LIBRARIAN
...providing material which will assist young people with their school assignments, will satisfy their intellectual curiosity, and will stimulate new interests... [Compton's] is recommended for home, school library, and public library use... from elementary grades through high school."

The Booklist and Subscription Books Bulletin (A.L.A.)

"Planned especially for upper elementary and high school use... [Compton's] uses a clear and direct style and pays special attention to illustration, graphic charts and maps." Guide to Reference Books, Constance M. Winchell (A.L.A.)

"Articles are planned to meet curriculum requirements from elementary grades through high school and to suit reading abilities of boys and girls at the grade levels where the articles will be most used." Standard Catalog for High School Libraries, H. W. Wilson Company

**in use...**

**elementary grades through high school!**

Year after year leading reviews rank Compton's basic for use from the elementary grades through high school.
No Stairs to Climb

BY EDITH GORMAN

After years of four floors and closed stacks, the new library at Northwestern State College is a student’s dream realized. Space, accessibility, unusual decorative lighting, and absence of fixed partitions and stairs combine to make the library an outstanding addition to the campus and to northwestern Oklahoma.

High arched ceilings, color accented furnishings added to the traditional oak, carpeted study and lounge areas break the formal “institutionalized” atmosphere. Glass-framed offices, typing, and technical services rooms make the reading-stack areas easy to supervise with a minimum number of staff. The reference division is an integral part of the main reading-room and has a reference office for consultation and locked wire enclosures for valuable and or vulnerable materials.

The reserve collection is a part of the main circulation desk which commands the view of entrance and exit doors. The card catalogs are near the circulation area, book-drops are abundant, and students may be served with no disturbance to the main study divisions.

The technical services quarters, designed by Miss Frances Du Vall, librarian, feature an “assembly-line” type of acquisitions, cataloguing, and routing processes which allows little back-log to accumulate. The electric lift goes directly to the rear entrance for loading and delivery.

Modified subject arrangement in the bookstacks makes use of materials possible with a minimum of orientation instruction necessary for students.

On the mezzanine floor are the library science classrooms, microfilm equipment, seminar room, and a meeting-lounge room for conferences with committees, heads of departments, and departmental groups who may wish to work with staff on surveys of library holdings. The library science classrooms are designed to show a model school library with display areas, work area, and the library science collection of children’s and young people’s books. Library science students have an ideal atmosphere in which to learn school library routines. Northwestern State College offers the Standard Certificate in library science.

“Open House” for the new library, the new science building, and the remodeled administration divisions in Herod Hall will be held on Sunday, April 5, 2:00 to 5:00 P.M. All interested librarians will be welcomed.

MORE BOOKS FOR YOUR BUDGET

- ANY BOOK
- ANY BINDING
- ANY PUBLISHER

Interstate Library Service offers you “one-source” purchasing for all your book needs... with immediate, accurate IBM 1401 electronic computer ordering, invoicing, billing and reporting... and at better discounts, too.

We have over 3,000 publishers available to you on our electronic records and many thousands of popular titles and bindings are carried in stock for immediate shipment.

We sell books... but SERVICE is our business! Prompt shipment, prepaid on 12 books or more—prompt reporting on “shorts”—invoicing within 24 hours after shipment—these and many other services save you time and give you more actual book buying dollars from your budget.

Write today for your FREE catalog of over 8,000 titles in publishers’ bindings, graded according to elementary, junior high and senior high schools.

Interstate Library Service Company
4600 N. Coopé = Oklahoma City, Okla. 73118
(405) JA 5-6361

OKLAHOMA LIBRARIAN
The Public Library Picture in Oklahoma

By WELDON BARNES

Oklahomans can’t brag much about their public libraries. In fact, National Library Week April 12-18 likely will go unmentioned in 14 counties of the state.

Half of these counties have no public libraries and the other half spend less than $500 per year for library service.

Another 56 counties in Oklahoma are not considered to have adequate library facilities as measured by a recent survey of the Oklahoma State Library.

Calvin Brewer, Stillwater, executive director of the 1964 Oklahoma Committee for National Library Week, said that counties whose residents provide less than $10,000 per year support for their libraries cannot provide adequate library service for even one community to say nothing of the whole county.

"Only one-third of the counties in Oklahoma have adequate facilities in even part of the county the survey shows," stated Brewer.

He declared there are about 120 public libraries in the state. They receive support averaging 90 cents per capita. This compares with the national average of $1.62 per capita, he said, and the $3.50 per capita recommended by the American Library Association.

Oklahoma does have extremes in library facilities and services. Brewer pointed out.

"The Tulsa city-county library system is the envy of most other communities in the nation," Brewer said. "Figures show that 40 per cent of the total amount spent in Oklahoma each year for library operations and services is spent in the Tulsa city-county system alone," he declared.

The Oklahoma Legislature has provided opportunities for any county in the state to have adequate public libraries through permissive legislation. Six counties — Tulsa, Carter, Cleveland, Johnston, Love and McClain — have already taken advantage of this program.

The 1955 session through the Multi-County Library Act authorized any two or more counties in the state to join in a multi-county library system if voted by each county’s residents. To support the continuance of this library system, the county residents also must vote to tax themselves from one to two mills in property taxes.

Further, funds are available from the Oklahoma State Library to establish and operate such multi-county library systems for a period of 18 months in order to get the program started. If the counties follow up with county tax approval to support their library system, they get to keep the grant from the state Library.

Theme for the 1964 observance of library week is "Reading Is the Key...."

"It is obvious," Brewer said, "there can’t be much reading done in a community or county which has no public library."

(The above was suggested by a speech made by W. H. Lowery at a meeting of the NLW Committee)

Library Science Scholarships Awarded to Smith and Suter

By HAROLD E. HOLLAND

Carol Jean Smith of Lawrence, Kansas and Jon Michael Suter of Holdenville, Oklahoma were announced recently as the recipients of scholarships for study in Library Science at the University of Oklahoma during the current academic year. Both awards are based on academic achievement, character recommendations, and financial need.

Miss Smith, who was awarded the H. W. Wilson Foundation Scholarship in the amount of $1000, is a graduate of Lawrence High School and the University of Kansas. She received the Bachelor of Arts degree with a major in Sociology in 1961. During all four years at the university she served as a student assistant in the library. After graduation she held subprofessional positions with the Extension Division of the Topeka Public Library and the Adult Services Department of the Lawrence Public Library.

Mr. Suter, who was awarded the Oklahoma Library Association Scholarship in the amount of $350, is a graduate of Holdenville High School and East Central State College, having obtained the Bachelor of Arts degree in History and English last June. In addition to working as a student assistant throughout his college years, Mr. Suter was active in various campus organization and was elected to Alpha Chi Alpha Honor Society, and Who's Who Among Students in American Colleges and Universities.

Both of these fine young students are working toward the Master’s degree. Miss Smith plans to continue working in the public library field, while Mr. Suter intends to become a college librarian.
Summer Schedules of Library Science Offerings
(In the four Oklahoma Colleges offering the Standard Certificate)

NORTHEASTERN STATE COLLEGE, Alva

The summer session at Northwestern State College, Alva, will begin June 8 and end July 31. Northwestern is one of four colleges in the state offering the Standard Librarian’s Certificate and courses, on undergraduate and graduate levels, are scheduled each semester, and a full schedule in summers, to prepare students for elementary and secondary library positions in the public schools. The courses for the summer are as follows:

- L.S. 303 Library Administration 3 hrs.
- L.S. 313a Book Selection—Elementary 3 hrs.
- or
- L.S. 313b Book Selection—Secondary 3 hrs.
- L.S. 403 Cataloging and Classification 3 hrs.
- L.S. 413 Reference and Bibliography 3 hrs.
- L.S. 441 Individual Study Problems 1 hr.
- Eng. 433 Children’s Literature
- Ed. 3162 Audio-visual Education 2 hrs.

A one-week Workshop on the School Library will be offered July 13-17 for one-hour credit. The workshop may be taken as a part of the total summer schedule or independently. Miss Frances Du Vall and Miss Edith Gorman will teach the summer courses and conduct the workshop. All classes will be held in the new air-conditioned library in classrooms designed to show the model school library. Labotatory, typing area, a library science collection of books especially suited to elementary and secondary libraries, and non-book media are located in the library science mezzanine floor. The Standard certificate may be completed in three summers; a graduate sequence of courses may be included in the Master of Teaching degree.

For further information, write to: Miss Frances Du Vall, Library Science Department, Northwestern State College, Alva, Oklahoma.

CENTRAL STATE COLLEGE, Edmond

Class schedule, Summer 1964

113—Sec. 1—Reference and Bibliography—11:10-12:10—MTWT—Cunningham
213—Sec. 2—Book Selection—9:10-10:00—MTWT and 1:10-2:00—W—Cunningham
302—Sec. 3—Introduction to School Libraries—10:10-11:00—MTWT—Gleason
403—Sec. 4—Organization of Library Materials—7:00-8:00—MTWT—Gleason; CL 201—Lab. 4 hrs.
arr.—Gleason
413—Sec. 5—Administration of the School Library—10 10-11:00—MTWT and 1:10-2:00 Th—Cunningham
493B—Sec. 6—Library Materials for Secondary Schools—11:10-12:10—MTWT—Gleason

OKLAHOMA STATE UNIVERSITY

“School Libraries, ’64” the third annual one-day workshop at Oklahoma State University, Stillwater, will be held in the air-conditioned OSU Library on June 26, highlighting the summer session program.

An author of national reputation for books for both children and young adults, whose name will be announced soon, will be the luncheon speaker, and outstanding area librarians and educators will participate in the morning sessions devoted to new developments in school libraries. A variety of useful materials, including a revised and enlarged edition of the departmental publication “Practical Storage and Use of Maps and Posters” will be provided for each registrant.

Prizes will be awarded in ten categories at the “Idea Fair,” an annual display of outstanding classroom-library-correlated activities by Oklahoma school pupils. Winners of door prizes and holders of lucky-number place cards at the luncheon will receive autographed copies of the speaker’s books. Other afternoon activities will include a paper back book fair with latest recommended juvenile titles, an autographing party, a special demonstration of interest to all librarians.

OSU Library Education summer staff, Nancy Ruth Amis, Elizabeth Geis, Helen Lloyd, and Della Thomas, veterans of school library experience at all levels, will share the direction of the ’64 workshop with participants from Library Science classes.

The OSU summer session schedule follows:

- 413—Org. of Library Materials—MTWTF 1, 3 cr. Geis
- 433—Book Selection—MTWTF 9, 3 cr. Thomas
- 443—Reference Materials—MTWTF 11, 3 cr. Amis

OKLAHOMA LIBRARIAN
UNIVERSITY OF OKLAHOMA

220—3—Libraries in the Social Order—Staff—MTWThF
221—3—Cataloging and Classification, I—Staff—MTWThF

Laboratory—Staff—MW

222—3—Reference Materials—Holland—MTWThF
223—3—Book Selection and Acquisitions—Staff—MTWThF
226—1—4—Directed Reading—Arranged—Arranged
290—2—Workshop in Books for Young People—Carroll—MTWThF
304—3—Development of Library Resources—Holland—MTWThF
308—2—Books and Materials for Children—Carroll—MTThF
312—2—Government Publications—Holland—MTThF
315—3—Public Libraries—Michelson—MTWThF
316—3—School Libraries—Carroll—MTWThF
322—3—Literature of the Social Sciences—Staff—MTWThF
401—3—Elements of Research—Michelson—MTWThF
402—1—4—Directed Research—Staff—Arranged
490—2—Seminar (School Administrators)—Carroll—MTThF
499—1—4—Research for Master’s Thesis—Staff—Arranged

This course will be offered as a workshop, June 8-19, 3:10 to 6:00 p.m. each day. Enrollment will be on June 8th.

Expert Service on

MAGAZINE SUBSCRIPTIONS
for
ALL LIBRARIES

FAXON’S LIBRARIANS GUIDE
free on request

for the very best subscription service at competitive prices—ask about our Till Forbidden IBM-RAMAC plan

F. W. FAXON CO., INC.
83-91 Francis Street Boston 15, Mass.

Continuous Service to Librarians Since 1888
Oklahoma Books and Oklahoma Authors

By RONALD A. CURTIS

Beginning with this issue, the OKLAHOMA LIBRARIAN will publish as a regular feature a list of books by Oklahoma authors and about Oklahoma. The list will represent current additions to the Oklahoma Collection of the Oklahoma State Library. To date the Extension Division of the State Library has published two lists of their holdings in this Collection: one as of March 1941 and a second one as of October 1, 1957. A third pamphlet showing titles added from 1957 to 1963 is in press.

Books written by authors considered to be Oklahomans will be starred. (We recognize the difficulty of determining exactly and in every case just who should be called an Oklahoma author.)

Most of the books will have annotations; these will be written by Mr. Ronald A. Curtis of the staff at Central State College library.

Navahos Have Five Fingers
Allen, T. D., pseud.

Norman, University of Oklahoma, 1963 (Civilization of the American Indian Series, v. 69), $4.95.

Using a corporate pseudonym, this husband and wife team write a true picture of contemporary Navaho life, customs, and problems. It is beautifully written with a perspective picture of the Navahos past and present.

Prisoners of the Polar Ice
Allen, T. D., pseud.


This husband and wife writing team who live in Carmel, California, describes a rescue in Alaska. Danger, ingenuity, doggedness, and love intertwine to make this story a delight for young adults.

Tall as Great Standing Rock
Allen, T. D., pseud.


Working from a matched pair of desks overlooking the Pacific Ocean, the Allens describe problems Navaho young people have adjusting to a white man's world. This is another volume for young adults.

The Wildecatters
Burchardt, William C.

New York, Ace Books, 1963, $0.40.

This Guthrie born editor of Oklahoma Today relates an interesting tale about a booming oil town, its people, and its activities. Mr. Burchardt is an officer of the Western Writers of America, an outstanding literary group.

Woman into Space, the Jerry Cobb story
Cobb, Jerrie, 1931.


Oklahoma's City's own astronaut gives an autobiographical sketch with emphasis on her flying and space adventures. Twenty photographs depict growth and interests of Miss Cobb. Woman Into Space proved to be very interesting reading for a general reader with an interest in the space age.

The General and the Co-ed
Duncan, Robert L.


Humorous experiences of college life is depicted in this novel by Oklahoma's Bob Duncan.

Negro Frontiersman
Flipper, Henry Ossian.


These are the Western memoirs of Henry C. Flipper, first Negro graduate of West Point who became a mining engineer in the southwest and Mexico. This title is also available in paperback for $3.00.

Saynday's People
Marriott, Alice Lee.

Lincoln, University of Nebraska, 1963, $1.75 (paper).

Kiowa stories and sayings are recorded into a readable volume written by a former Oklahoma librarian-turned-archeologist.

Second Wife
Meyer, Lewis.


This famous Tulsa bookstore owner and reviewer wrote as his first novel a modern marital epistle.

Oklahoma State agencies, boards, commissions, courts, institutions, legislature and officers
Oklahoma State Library, Oklahoma City.

Reprinted from Oklahoma Statutes, 1963 supplement, all current state officers and congressmen are listed along with their associates. This free publication would be of great use for reference departments without Oklahoma Statutes.

OKLAHOMA LIBRARIAN
The Dalton Gang
Preece, Harold.


Oklahoma's famous freebooters are accurately dramatized in this volume. These lawmen-turned outlaws are glaringly shown not to be in real life as our mass entertainment has depicted them. This is the fifth book of this Texas-born author.

The Dancing Horses of Acorna and Other Acorna Indian Stories
Rushmore, Helen.

Cleveland, World, 1963, $4.50.

Twelve traditional stories from a southwestern pueblo tribe are penned by a Tulsa librarian. The illustrations in the volume are in color.

Great Day in the West
Ruth, Kent.

Norman, University of Oklahoma, 1963, $12.50.

Travelers who visit any fort described herein will receive historical and contemporary information to enrich his knowledge and to appreciate more his visit to the landmark. Kent Ruth's home is Geary, Oklahoma.

The Government of Oklahoma
Thornton, Hurschel Vern and Aldrich, Gene.

Oklahoma City, Harlow, 1961, $2.43.

This volume by a professor at the University of Oklahoma and by a teacher at Central State College is considered a basic modern text concerning Oklahoma government. The organization of the government is discussed by branch and by important functions. Local administration is emphasized and criticism of our state government is lacking. This should be a "must" purchase for all reference collections in all Oklahoma libraries.

The Dillinger Days
Toland, John.


Through careful researching using police files and interviews, Mr. Toland exposes how John Dillinger, an unknown, 30-year-old parolee became America's Public Enemy No. 1. Interwoven with Dillinger's story one will discover an interesting background to America's organized crime network in the early 1930's. The Dillinger, Clyde Barrow, Kate Barker, and Machine Gun Kelly gangs are discussed with 42 illustrations to excite the reader.

April, 1964

ALA Membership Gains

Membership growth for the American Library Association broke a series of records in 1963, it has been announced by Mrs. Grace T. Stevenson, deputy executive director of ALA.

Overall membership in the Association soared to 26,980. This was 1,120 over the previous high recorded in 1961 of 25,860 members, a record for the 85-year history of ALA at that time.

Since 1950 the membership of the Association has increased more than a third, 36 percent, from 19,629 to the present record high.

In 1963 a total of 1477 library school students received ALA complimentary memberships, a new high. Complimentary student memberships have been a practice for several years.

Membership in the Association is promoted by the ALA Membership Committee of 385 members and a 39-member Committee for a Greater ALA comprised of leaders in the library profession, working through the ALA Membership Promotion Office. The ALA Membership Committee has state chairmen and state sub-committee members working in every state, Canada, and Puerto Rico.
State Council on Libraries

The Oklahoma Council on Libraries met February 21, 1964 in the Blue Room of the State Capitol. Members present were Mrs. Phillip Kidd, Jr., Dr. Edward E. Shirely, Miss Trean Maddox, Mr. Edmon Low, Mr. Ralph Hudson, Mrs. Guy M. Steele, Jr., Mrs. Charles R. Cole, Miss Virginia LaGrave, and Mrs. Allie Beth Martin. Guests present were Mrs. Melville R. Spence, Mr. W. H. Lowery, Miss Virginia Owens, Mrs. Hannah Atkins, Miss Esther Mae Henke, Mrs. Leta Dover, Mr. Jim Wilkerson and Mrs. Ada Ingram. Mr. John Bennett Shaw, chairman, called the meeting to order.

Mr. Low, chairman of the Legislative Planning Committee, reported on his recent experience in our nation's capital, Washington, D.C., in witnessing the signing of the Library Services and Construction Act. Mr. Low said that whereas the former Act emphasized library services to rural communities, the new Act provides that communities of over 10,000 population may now receive funds to provide library services to their communities. Reports of surveys by Miss LaGrave (chairman of the Survey Committee), Miss Maddox, and Mrs. Martin demonstrated a serious lack of library services in many areas of our state, both in school and public library fields.

Miss Maddox stated that there is no school library in the state which has reached ALA Standards for School Library Programs. ALA recommends $4 to $6 per year per pupil. In Oklahoma, the smallest per pupil expenditure was three cents while the largest was Hobart with $4.99. The elementary school library picture is even more limited.

Mrs. Martin reported that ten counties have no financial support for any library within their borders; fifty-six have less than $1.00 per capita (some of these have as little as two cents per capita). Only ten have as much as $1.00 per capita. Only one has as much as $2.00 per capita. Fifty-one counties do not have even one book per capita. Twenty-seven counties have no current periodicals available in any library. Thirty-seven counties have no newspapers in any library. Seventy counties have no access to film library service. Forty-six counties have no library open in the evenings. Sixty-one have no professional librarian serving any public library in the county.

Mr. Low discussed the Academic Facilities Act of 1964 in its particular aspect of the provision of funds for the construction of college and university libraries, with matching funds at the local level. Of the twenty million dollars appropriated, 22 per cent is to go to junior colleges. The State Board of Regents for Higher Education will administer the program in Oklahoma.

Mr. Shaw proposed that the Council suggest to Governor Bellmon that he call a Conference on Libraries in the Fall of 1964 for the purpose of acquainting lay leaders in our state with the library situation in Oklahoma in the hope that specific plans for action would result from such a meeting.

The need for a supervisor of school libraries on the staff of the State Department of Education was emphasized. It was proposed that Mr. Hudson ask that a letter go from the Regents for Higher Education to college and university administrators and librarians urging them to take advantage of the provisions of the Academic Facilities Act. It was also proposed that librarians in institutions of higher learning with teacher training programs ask their presidents to co-apply with a school library for selection for the Knapp School Libraries Project. Phase three of the Knapp Project will select three secondary schools for participation from summer of 1965 through June, 1967.

Mr. Shaw called upon visitors for remarks. Mr. Lowery expressed his belief that the Oklahoma Library Association would cooperate with the Council in working out plans for the Governor's Conference on Libraries.

HAVE YOU VOTED FOR OLA OFFICERS?

First Vice-President and President Elect
Gene Hodges
Melville R. Spence
Second Vice-President
Edith Gorman
Leonard Eddy
Secretary
Pat Baker
Billee Ruth Day
Treasurer
Betty Lou Neel Townsley
Mildred Patterson
A. L. A. Council Representative
Helen Donnert
Elizabeth Cooper
Send Ballot to:
Mr. Hunter Minkle
Tulsa City-Co. Library
220 S. Cheyenne
Tulsa, Okla.
REPORT OF ALA COUNCIL MEETINGS

By DELLA THOMAS

The annual Midwinter Meetings of the American Library Association are a revelation of the Association's size, complexity, and scope of activity. During the week of January 27—February 1 at the Edgewater Beach Hotel in Chicago, more than 200 committees, boards, and round tables held closed meetings, in addition to the two open meetings of the Council.

LEGISLATION PROVIDES HIGHLIGHT

The most dramatic moment of the convention came at the second general session, when Emerson Greenaway, Chairman of the Legislative Committee, called upon Germaine Krettek, Director of the ALA Washington Office, to report. Holding a telegram received only a few moments before, Miss Krettek communicated her pleasure and gratification to the whole assembly at the news that the House had approved the Library Services and Construction bill, previously passed by the Senate. The announcement was of special interest to Oklahomans, since our own Edmon Low has been an active member of the Legislative Committee. (As this report is being written, he is in Washington, at the invitation of President Johnson, to be present at the signing of the bill.)

OTHER COUNCIL BUSINESS

A general note of optimism was evident in each of the general sessions, tempered with a sense of responsibility for the growing influence of libraries and librarians. Even the controversial Access Study discussions were resolved with the conclusion that apart from the differences of opinion which might exist regarding the project, libraries have an opportunity to enlist in the war against poverty and ignorance, such as they have never had before. Other matters considered by the Council were reports on Copyright Issues, ALA Policies Revision, Awards, and Organization. A spirited discussion revolved about the suggested elimination of the Library Administration Division, but the Council voted to retain the Division, continuing to study the functions which might overlap with those of other divisions.

Funds earmarked for Permanent Recruitment Office

An unscheduled report by Myrl Ricking, Director of the Office of Recruitment was the result of a request for information by a counselor at the briefing session with the Executive Board on Wednesday morning preceding the First General Session. Speaking briefly before the final session, Miss Ricking described a dynamic program which left no doubt that the Board had been justified in setting aside funds for the continued support of the national office, formerly established and maintained by a Field Enterprises grant, which will now be diverted to other projects.

1965 MIDWINTER SITE CHANGED

That the 1965 Midwinter Meetings will be held in Washington, D. C. was an important announcement by the Executive Board, occasioned by the necessity of receiving Council approval of some departures in the program. The annual ALA Conference, open to the more than 27,000 members of the Association, will be held at St. Louis, June 28—July 4. Your present state representative on the Council, appointed by the Executive Board to complete the term of Mabel Murphy, elected representative who has left Oklahoma, will serve through the 1964 convention, when she will be succeeded by the newly-elected state Councilor.

Newbery-Caldecott Awards

Won by Neville and Sendak

Mrs. Emily Cheney Neville, wife of a newspaperman and mother of five children and Maurice Sendak, a Brooklyn born author-illustrator, have been named winners of the Newbery and Caldecott medals awarded by the American Library Association.

The John Newbery medal, given annually since 1922 for the "most distinguished contribution to American literature for children," went to Mrs Neville for IT'S LIKE THIS, Cat.

The Randolph J. Caldecott medal, awarded since 1938 to the artist of the "year's most distinguished American picture book," went to author-illustrator Sendak for his WHERE THE WILD THINGS ARE.

Both books are published by Harper and Row.
NOTES FROM THE EXECUTIVE BOARD MEETING

September 7, 1963
(continued from January, 1964 issue)

Mrs. Mabel Murphy has moved to Illinois and resigned as A.L.A. Councilor. Mrs. Della Thomas was appointed interim Councilor.

In response to a communication concerning censorship of books, there was a discussion of the problem of selection of materials for school libraries. It was voted that the President be instructed to appoint an Intellectual Freedom Committee to study book selection policies and that the O.L.A. reaffirm its stand as stated in the Oklahoma Librarian, July, 1961 and July, 1963. It is the feeling of the Board that it is best that such matters be handled at the local level, but that O.L.A. will give full support.

Allie Beth Martin was named Chairman of the Intellectual Freedom Committee.

It was announced that a letter was received from David Clift stating that he expects to be in this area sometime in October or November in regard to possible sites in the Southwest for either the 1963 or 1969 A.L.A. Convention.

Miss Henke made a report on the A.L.A. Council meeting to the effect that a study was made of access to public libraries by minority groups. The State Library has three copies of this study.

It was suggested by Mr. Lowery that the Association abolish the legislative committee.

November 9, 1963

The Executive Board of the Oklahoma Library Association met in the Staff Lounge of the Oklahoma City University Library on Saturday, November 9 at 9:45 a.m.

Members present were Trecan Maddox, Della Thomas, Robert T. Motter, Sarah Jane Bell, Mary Ann Wentroth, Ada Ingram and Esther Mae Henke. One guest, Helen Lloyd, was also present.

An unofficial progress report concerning National Library Week, was made by Mrs. Helen Lloyd, Secretary of the 1964 N.L.W. Committee who visited the Board meeting briefly.

The O.L.A. President reported that she had called Senator J. Howard Edmondson and asked him to support the Federal Legislation, S. 2265, The Library Services and Construction Act.

The Great Decisions group requested support of their program. Each Board member received packets of the material. Mrs. Della Thomas moved and Miss Mary Ann Wentroth seconded that we endorse this program. Motion carried.

Mrs. Della Thomas reported that the Program Committee had met and were in the process of planning the program. The chosen theme is "Focus On Change: Challenge to Librarianship".

A suggestion was made that the IBM demonstration of information retrieval be given. Numerous contacts have been made.

Myrl Ricking, Director of A.L.A. Office for Recruitment will be the speaker.

Intellectual Freedom Committee has offered packets of 200 copies of their publication for sale at $10.00. It was moved that we purchase 400 copies for distribution at the Annual Meeting in April. The motion carried.

A letter was read from Mr. Ralph Hudson suggesting the need for employment of an Executive Secretary and establishment of permanent headquarters. He suggested that some foundation might be interested in helping financially since we are a tax exempt organization. It was agreed to instruct the present Constitution Committee to include the recommendation in the proposed constitutional changes.

January 11, 1964

(Tom-Tom Room of the Auto Bank
First National Bank of Tulsa
Tulsa, Oklahoma.)

The Executive Board of the Oklahoma Library Association was called to order by the president.

Miss Trecan Maddox. Members present were Trecan Maddox, Della Thomas, Robert T. Motter, Mary Jeanne Hansen, Sarda Jane Bell, and Mary Ann Wentroth. Guests were Mr. Bill Stewart, Mr. Gene Hodges and Mr. Calvin Brewer.

The treasurer reported that there was $4,924.74 in the bank as of the last statement and 49 new members.

Mrs. Jane Stevens has been named to the A.L.A. Recruitment Committee. Additions to the O.L.A. Recruitment Committee are Mrs. Glenn Yeary, Newkirk and Mrs. Vera Mae Hall, Edmond.

Oklahoma Council on Libraries met at the state capitol on November 14, 1963. James Bennett Shaw was named chairman. Governor Bellmon charged the group with the responsibility of working toward the betterment of all kinds of libraries. Immediate plans are to make a survey of school, public and college library work.

Mr. Stewart suggested the establishment of a
Bibliotherapy Workshop

An interdisciplinary workshop on bibliotherapy—what it is and can do for mental health—which has been in the planning stage for several years, is being planned in connection with the Annual Conference of the American Library Association to be held in St. Louis, Missouri, in June, 1954. It is announced by Mrs. Vera S. Flandor, president, Association of Hospital and Institution Libraries, a division of the American Library Association. She emphasized that the plans for the workshop are contingent upon the receipt of a grant from the National Institute of Mental Health, Bethesda, Maryland. These plans will be based to a great extent on the background of theory and discussion provided by the October, 1962, issue of the quarterly Library Trends devoted to trends in bibliotherapy.

A major objective of the workshop, which is invitational, will be to provide the opportunity for a full and free discussion of the nature and potential of bibliotherapy from the standpoint of the various disciplines—education, librarianship, medicine, nursing, occupational and recreational therapy, psychiatry, psychology, social work and sociology—concerned in its practice. Representatives of each of these disciplines will be present for the purpose of exploring together the significance of bibliotherapy for mental health, what barriers prevent its effectiveness, and whether experimentation in this field is possible, with the hope of recommending areas in which such experimentation might be undertaken.

The chairman of AHIL's Bibliotherapy Committee, Miss Ruth M. Tews, hospital librarian, Mayo Clinic, Rochester, Minnesota, would like to hear from readers of this item concerning their views and approaches to bibliotherapy, and is particularly anxious to collect reports of their experiences in the practice of bibliotherapy. Communications should be addressed to Miss Tews at the Mayo Clinic.

Attention is also called to the fact that Library Trends, October, 1962, the special issue on bibliotherapy marks the first time that the topic has been given as broad and comprehensive a treatment. Demand for this issue resulted in a complete sell-out of the first run, but copies are again available at $2.00 from the Subscription Department, University of Illinois Press, Urbana, Ill. A limited number of review copies may be obtained by addressing Miss Ruth Tews, guest editor, at the Mayo Clinic.

Sara Jane Bell
Secretary

April, 1964
NEWS'S NOTES

By HANNAH D. ATKINS

Open house was held at the Share Memorial Library in Alva, Oklahoma, at which time the building was formally opened for public inspection. The library was donated to the city of Alva by the Charles Morton Share & Trust of Alva.

The new million dollar Zollars Memorial Library was completed recently and is now in use on the Phillips University campus in Enid. The old library building will be converted into a museum and art gallery.

Woodward's Carnegie Library has opened its new $20,000 addition with a conference room designed especially for use by organizations and with a reading room. The main library has been remodeled and painted.

Newly appointed to the Book Selection Committee of the Young Adults Services Committee of the ALA is Mrs. Della Thomas, OSU at Stillwater. She has also been reappointed for a three-year term as a member of the Sub-committee on Materials for Recruitment in the LAD division.

"The Reading Room" is the title of a book review column now appearing in the Oklahoma Teacher by Miss Laverne Carroll of the faculty of the School of Library Science, Oklahoma University.

Among those attending Midwinter from Oklahoma were Mr. Edmon Low, Mr. John Stratton, Mrs. Della Thomas, Miss Esther Mae Henke, Miss Frances Kennedy, Mr. Melville Spence, Mrs. Allie Beth Martin and Miss Trean Maddox.

PERSONNEL CHANGES

Miss Ella Sisler of Claremore resigned after 18 years as librarian of the Will Rogers Library. The Mayor and city council issued a proclamation recognizing her years of loyal service. Mrs. Dorothy Hale will serve as assistant librarian on a temporary basis.

Mr. Ed Hill has joined the staff of the Central State College Library, Edmond. Mrs. Frances Richards has resigned from the staff at Central State College. She will accompany her husband to Cairo, Egypt where he will be on assignment for the government.

Mrs. Frances Penfold, formerly catalog librarian at Oklahoma City University Library, has been appointed head librarian at the Stillwater Public Library. She has had wide experience at the Oklahoma City Public Libraries, St. Louis Public Library system, Washington University, University of Oklahoma and Tokyo, Japan. Mrs. Penfold succeeds Mrs. Myrtle Jones who retired.

Miss Meredith McClintock has been named as children's librarian at Bartlesville Public Library. She fills the vacancy left by Mrs. C. C. Custer.

Three new assistant librarians have been added to the staff of the Oklahoma City Public Libraries Reference Department: Marianne Smith, Claire Perron and Mildred Donnelly. Miss Donna Hurst is the new assistant librarian in the boy's and girl's section there.

Mrs. Penfold is replaced at OCU by Mrs. Frances Fisher, formerly librarian at St. Anthony's Hospital. Both are graduates of the OU Library School.

Miss Elaine Keebler will join the OSU Library staff at Stillwater on March 2, replacing Beth Dinnen, who was married recently to Steve Bojack. Beth and her husband, a chemical engineer, are living in Chicago. Miss Keebler is a graduate of the University of Michigan Library School and has a master's degree in geography. She has been assigned to the Documents Department.

NECROLOGY

Mrs. Ethel Gay, January, 1964. Mrs. Gay was Associate Librarian at Northwest Classen in Oklahoma City for the last three years.

OKLAHOMA LIBRARIAN
DISPLAYMANSHP

By TOM BAKER

Why?

There are boxes: little boxes, big display cases; windows, bulletin boards. And they're all waiting for displays in libraries. So we fill them. Why? The right display at the right time can promote use of the library's offered services and materials, strengthen good public relations, project the desired image, inform, and generally contribute toward the successful accomplishment of any library's goals. Unless you can convince yourself of that, the best thing to do is to buy a plastic philodendron, put it in the display area, and concentrate your efforts on accomplishing these things in some other way.

If you read on, we'll assume that you are going to display. Incidentally, there is no entirely satisfactory verb available: one generally "does displays." "Set up" seems overly mechanical. "Produce" evokes heavy machinery and theatricals. And "create" has been usurped by the hairdressers.

Where do we stand?

COMPETITION: or,

THE GREY FLANNEL LIBRARIAN

Face it: We're in the advertising business competing with the produce of Madison Avenue. And without benefit of expense account (more about finances later), platinum receptionists, or three-martini lunches. Consider the demands on your attention and the imperatives flung at you in the course of a normal day: alarm clock, morning newspaper, radio and or television, even the Wheaties box, stop signs on the way to work, the morning mail—and it isn't even time to go to lunch.

Your patrons are constantly under the same barrage so it isn't surprising if their attitude toward your bulletin board seems somewhat blasé. They're over-communicated—att too. And by highly skilled practitioners in a multi-million dollar industry. This megaton blast approach to advertising is beyond our capabilities. All the more reason to be aware of and to exploit to the fullest the advantages we do have. They're big ones.

On consideration we find three enormous points in our favor and our displays' efficacy will depend on taking advantage of them. We have (1) a pre-disposed audience, (2) knowledge of their needs and interests, and (3) free or pre-paid offerings. (1) If a person comes into a library, we can presume that he has some idea that there are books (at least) available and probably even some inclination to use one. Then it's up to us—by display and in person. Displays can indicate to him the diversity and type of materials we offer and maybe even lure out a latent interest. In any case, he has invested some effort in getting there and is waiting to be convinced that it might pay off. (2) Hundreds of thousands of dollars worth of motivational research and meters on television sets couldn't give us any more concrete knowledge of our clientele's hobbies, interests, school assignments, and fields of research than we get free over the desk every day. A display related to a recognized need can be a seed in fertile ground. (3) Most library services do not threaten the sensitive area of the pocketbook and most library patrons know it. Sure library services have to be paid for, but the collecting is usually so remotely done that, at the point of use, the patron thinks "free." The results of this state of mind are ambivalent but its effect on receptivity to a library display is at least to break down the "what-do-they-want-out-of-me-now?" barrier. Sincerity can be believable.

A basis of honesty is essential to the continuing effectiveness of displays. They are saying, in effect, "We have this; it is desirable; you may take advantage of it." If our techniques of book selection were infallible, we would have only first-rate books in our collections. In reality every library has some books that are less desirable than others. Know your books. Know you can back up your display's claims. You may have a totally alluring display of sombreros and castanets urging your potential reader to "TRAVEL TO MEXICO BY BOOK" but if the latest travel guide you can produce was published in 1842, you can't blame him for being a little less receptive next time. Unless you can furnish the advertised book or desirable substitute within a reasonable length of time, the display is dishonest. This is a point to consider in using a book itself as part of the display. If you're unwilling to have it used, why put an appetite? If the book is
available for circulation, a small sign saying so will reassure the timorous.

Successful communication of anything by any means to any person first involves getting his attention. Ruling out subliminal library publicity and there is probably someone somewhere working on it now! we have first got to get the person to look. The literature on attracting attention is vast and devious but consideration of four prime bases and the devices and techniques of activating them should cover most library situations. Attention can be attracted by (1) novelty, (2) interest reinforcement, (3) shock, and (4) humor.

HOW TO ATTRACT ATTENTION:

NOVELTY

Novelty is simply the avoidance of obvious monotony. This can be achieved by any one or a combination of many ways. Five suggestions:

- Let variety work for you in timing, in size, in color, in texture, and in composition.

- Do you reserve part of every other Wednesday afternoon for doing the display? Why? Granted that the length of time a display is kept on exhibit should be influenced by the type of library, volume of traffic, season, and area of interest. But it doesn’t have to be the same for every exhibit. Try varying the tempo. A display put up on Tuesday morning might be replaced that Friday by one slated to remain for the next three weeks. Don’t be afraid to leave the display area empty for a while from time to time. You might even build up some suspense.

- Novelty in size is one of the easiest and most effective ways of introducing variety. Your display area is probably of fixed dimensions but that doesn’t necessarily mean that the objects on display have to be. Regulation book jackets are more likely to be looked at when they furnish a contrast to a miniscule carving. A huge travel poster obviously trimmed to fit as background may arouse curiosity about what was cut off. Lettering can be varied in dimensions for contrast and emphasis.

- The psychology of color has been the subject of some remarkably silly writing but you can bend it to your advantage in displays. Two prime considerations: remember that a library display is not a deathless work of art and will probably not be handed down as your monument to posterity and that, after all, you’re not wearing it. If you have exquisitely refined taste, fine; but don’t let it get in your way. Novelty in color is an over-explored territory (particularly in magazine advertising) so it’s unlikely you’ll produce a unique hue or combination. There are traditions in the use of color which are fine in their place: e.g., “Use cool colors for displays in the summer.” This is good advice and effective—for a while. After two months of greens and blues, a hot-orange background for an August display is at least worth considering. The important thing is not to use the same colors for all displays unless you have some overriding reason for doing it. Inexpensive background fabrics and papers, water-soluble pigments, and the aerosol paint can have removed this operation from the drudgery sweepstakes.

- Toads normally do not sit on satin cushions. One doing so would be looked at if he didn’t do it too often. Materials used in construction of displays have characteristic and varying textures. Awareness of these textures and their conscious use in effecting interesting interplay and juxta-positions within one and between successive displays can contribute to their visual appeal. A hunk of weathered bark or a length of burlap will communicate something that metal foil or a shiny pebble never could. And it works both ways.

- What does your favorite display look like? The main object above and slightly to the left of center with diagonal lines focusing attention on it? Fine. Effective composition. But if the next one concentrates interest above and to the left of center with diagonal lines and the next ditto, attenuation of interest sets in. Nobody pays any attention to what Little Orphan Annie wears because the design remains the same. Compose displays in different ways. Enclose your main point of interest in an off-center, counter-clockwise spiral nebula. Hide it in the corner and point arrows at it.

INTEREST REINFORCEMENT

Since you have the advantage of knowing many of the specific interests of your individual patrons and groups of patrons, make the most of it. The amateur photographer can seldom pass a camera show window without investigating its
contents. What window-box gardener can ignore a florist's window? Not many librarians can pass a book store without peering in. This can be put to work on an individual or group scale. Find out about hobbies, interest groups, clubs.

If a biology class goes on a field trip and you can persuade one of its members to bring back a suitable object, you have set up a situation of interest to the whole class and laid groundwork for acquiring more potentially displayable objects. A small sign (“Toadstools lent through the courtesy of Johnny Smith”) will practically insure Johnny's return with others to point it out. If you have been sneaky enough to include the book jacket of an identification handbook to mushrooms, so much the better.

A few words of caution: Objects lent for display are likely to generate enthusiasm in donors and would-be donors to the extent that offers far exceed what you can or want to show. Be sure you can stop the flow without recompensation. That tatted fichu belonging to your patron's great-great aunt who was Martha Washington's second cousin may result in an increased interest in reading American Colonial history if you feature it in a display. It (the fichu) is precious to her and however inconceivable it seems that anyone else would want it, stranger things have been stolen) preventive security measures are indicated.

Bird watchers abound. A display prominently featuring a picture of a bird will come in for some close scrutiny possibly followed by an interview in which anatomical inaccuracies are pointed out to you. During the course of this interview you may be able to introduce your bird-watcher patron to his eye is on the sparrow. But, not, if you want repeat business, leaving the impression that it's a manual for hobbyists.

A fencing club's members are sure to be struck by a modified James Thurber fencer (more about plagiarism later) even though you're promoting Mr. Thurber's works rather than the use of the epee.

Periods of observance such as United Nations Week, National Heart Month, Civil War Centennial, and National Pickle Week offer free rides (and often-free display materials) with their very expensive publicity campaigns. A leery approach is indicated, though; there are frequently undesirably commercial strings attached. I still hope to include celebration of Turkey Buzzard Day (observed in Chillicothe, Ohio) in a library display calendar some year.

SHOCK

Approach cautiously. An occasional touch of the macabre (a spectral hand holding a collection of ghost stories at Halloween season, for example) may titillate but the full Technicolor Hitchcock treatment would be more likely to repel than attract. Even the Grand Guignol has gone out of business. Considering the age of the majority of library users and the susceptibilities of many of the others, introduction of sex or anything that could be construed as sexually-related should be circumspect. In this respect, it is frequently a good idea to have your idea for a caption cleared by a dependable adolescent aware of his peer group's current vocabulary. If you do it, do it on purpose.

HUMOR

Almost everyone is willing to be amused and most will go out of their way to see something that might do it. Verbal and pictorial humor, whimsy, and satire all have a place in the design of library displays. Certainly not every exhibit need or should be a thigh-slapper but an amusing poster offering some material or service of the library may be the first the patron has heard of it and predispose him to think favor-
ably of it or even make the payment of a four cent fine less bitter gall. The potential pitfall in employing humor is the common tendency to begin regarding it as an end in itself. It’s all too easy to wind up with displays thought of as comic corner and having little if any relationship to library publicity.

A word about scheduling time to produce your display masterpieces. Enthusiasm or the lack of it shows. If you don’t care anything about your library’s book or would be just as happy if no one checked any of them (what are you doing in a library anyway?) the most technically-refined display won’t do anything to or for anybody. If you do care and do want to get those books into the right readers’ hands it doesn’t matter if all your “O’s” don’t achieve the same degree of roundness. An infectious verve will be there. The afternoon of the day during which the drinking fountain has erupted and you discover the 1956 Current Biography is suddenly missing pages 219 through 222 is not the time to prepare a display. The things you can work up an enthusiasm for under these circumstances you will probably not want on public view later on. If you can arrange display time in the morning or whatever time of the day is your peak of cheerful efficiency, do it. If not, put it off until you can do it without hypocrisy.

Doing displays is fun. Repeat. Doing displays is fun. Again. Doing displays (to be continued)

Next installment: Ethics and techniques of brain-picking. So what’s money? a few ways to avoid ulcer.

School Librarians Schedule Three-day Preconference

A three-day preconference on new instructional materials and their implications in curriculum development for the teaching team will be sponsored by the American Association of School Librarians prior to the 1964 St. Louis annual conference of the American Library Association.

The three-day session will be a cooperative effort between AASL, a division of ALA and a department of the National Education Association, and two other national groups, the Department of Audiovisual Instruction of NEA and the Association for Supervision and Curriculum Development.

The preconference, “Instructional Materials and the Curriculum,” will be held Friday, June 26, through Sunday, June 28, at the Statler-Hilton Hotel in St. Louis, Mo. The annual conference of ALA will open on June 28 and continue through July 4.

This series of general sessions, group discussions, demonstrations in the use of materials, particularly the newer media, and an evaluation will be highlighted by a keynote address by Dr. John Goodlad. Dr. Goodlad, the major contributor to Planning and Organizing for Teaching published recently by NEA, also is professor and director, University Elementary School, Los Angeles, Calif.

Topics to be covered include the cross-media approach to instruction with demonstration groups; the problems of organizing patterns with in schools and school systems; implications for the use of instructional materials or adapting materials to new curriculum trends; cooperative planning by students, teachers, and administrators with instructional materials personnel in areas of production and programming.

Workshop in Books for Young Adults

The University of Oklahoma, School of Library Science, Norman, Oklahoma announces a Workshop in Books for Young Adults, June 8-19. Travis E. Tyler, Coordinator of Young Adult Services, Dallas Public Library, will be the keynote speaker. African Encounter will be emphasized in book discussions. The Workshop carries two hours of credit, graduate or undergraduate. Inquiries or preregistration should be directed to Miss Laverne Carroll, Assistant Professor, School of Library Science, University of Oklahoma, Norman, Oklahoma—73069.
AMERICAN BINDERY, Inc.

914 Jefferson St. Topeka, Kansas

WE SPECIALIZE IN:

* Picture Covers
* Treasure Trove Covers
* We will match Previously Bound Volumes
* We are Distributors for Perma-Bound Paperbacks

WE FEATURE:

* Rebinding of Library Books
* Rebinding of Text Books
* Periodical Binding
* Thesis Binding
* Reference Book Binding

Personal Pick-Up Service . . . . . . . . . . . . . . . . . . . . . 30-Day Delivery

AMERICAN BINDERY'S modern plant contains the latest developments in automatic machinery to assure you of workmanship of the highest uniform quality. We serve schools, universities and public libraries from coast to coast.
Action! Action! Action!

— Demosthenes (when asked what were the three essentials of oratory)

Although speaking of oratory when he uttered the above words, Demosthenes might well have been describing what happens when orders are received at McClurg's. Our oratory is not, of course, as powerful as that of Demosthenes, but our actions are! If you want your orders to get Action! Action! Action!—send them to McClurg's!

McClurg customers receive our authoritative, up-to-date catalogs regularly. If you would like to have any or all of the following catalogs without charge please send your request to Dept. 52

- Juvenile and Teen-Age List (228 pp., K-12)
- Keys to Juvenile Reading (160 pp., K-8)
- Book News (Adult Books)

A. C. McClurg & Co.  2121 Landmeier Road
Elk Grove Village, Ill. 60007