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MEMBERSHIP DUES

<table>
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<th>Individual Salaries:</th>
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Income Under $30,000: $10.00
$30,000 to $50,000: $25.00
Over $50,000: $50.00

Non-Library Association, Institutional and Organization: 10.00
EXPANDING SERVICE is one of the goals of our Association. If you were asked to implement this single aspect of the OLA Goals, what would be your first course of action? Very likely you would set about to establish libraries where they do not exist, and you may have a natural reaction to begin work in the rural areas. Actually, you may not have to leave your own neighborhood to find one of the greatest library needs in Oklahoma.

The elementary school child is one of the most library-deprived individuals in our state. He is a potential library user, who has been overlooked, bypassed and neglected for years.

A recent study by Mrs. Carolyn Croft, a member of the faculty of the OSU Department of Library Education, shows that 70.5% of the public elementary schools in Oklahoma do not have centralized resource centers. There are only forty-four certified elementary school librarians in the state and over one thousand elementary schools are without service from a certified librarian!

It has been the personal experience of the writer to see grade school children read through a small classroom collection of old books (called a "library" by the school administration) the first three weeks of the semester. From there on, the development of good reading habits through the availability of attractive, current and interesting materials becomes nobody's business.

Who cares? I hope to make it my business to find out and to bring some facts together which will cause concern in the right places. A working unit of OLA members will be asked to gather facts and figures such as the following: What effect have ESEA funds had on elementary school media centers in Oklahoma; can the Oklahoma Department of Libraries-LSCA money be used to aid elementary school programs through public libraries; does the absence of accrediting agency standards for elementary school libraries figure in the Oklahoma plight; does the 150 pupil-per-teacher standard have an adverse influence on school administrators in regard to the appointment of elementary school librarians and if so, why?

It just might be that such an inquiry will find support in other organizations as well. All in favor say "aye."

OCTOBER, 1971
MARC—Oklahoma
by KENNETH BIERNAN

Shortly before the beginning of the Library of Congress' MARC (Machine Readable Cataloging) Project in 1969, libraries in Oklahoma began considering ways of using this new service. Since that time, the Oklahoma Department of Libraries, through its MARC-Oklahoma project, has developed a number of services for its own use which are available in Oklahoma. The historical development of the MARC-Oklahoma project and its services has been published in TEXAS LIBRARIES (1). The purpose of this article is to focus on services which are presently available to libraries in Oklahoma and at some of the services which are planned for the future.

BACKGROUND INFORMATION

What is the MARC (Machine Readable Cataloging) Project of the Library of Congress? Stated simply, the Library of Congress, through the MARC Distribution Service mails each week to subscribing libraries a magnetic tape containing in machine readable form the English language cataloging completed that week. It is exactly the same as the proof slip service except that subscribing libraries receive the bibliographic information on magnetic tape rather than on proof slips, and the data base consists of English language monographs only while the proof slip service includes foreign language and serials. The bibliographic data is recorded on the magnetic tape in what is called the MARC Format, which is a standard format for the recording and transmission of bibliographic information in machine readable form.

Why would a library want to receive cataloging information in machine readable form? It seems that the key reason is flexibility—flexibility in storing and retrieving bibliographic items on a number of different access points, flexibility in changing data elements within a bibliographic entry quickly and completely for all uses of the record (ordering, cataloging, etc.), flexibility in manipulating and using the same bibliographic record for a number of services and projects (order slips, catalog card sets, entries in full or short-entry book catalogs, circulation cards or records, specialized bibliographies, alerting services, etc.), and flexibility in transmitting bibliographic information about items available or items desired from one point to another (i.e., one library to another library). In short, the potential of providing services to meet the needs (seen and unseen) of users both now and in the future is the ultimate goal.

On February 5, 1969, representatives of the large public, university and college libraries in Oklahoma met to discuss what, if anything, Oklahoma should do about the then upcoming beginning of the MARC Distribution Service of the Library of Congress. Early in the discussion, it became obvious that several libraries in Oklahoma had plans to utilize the MARC tapes. Indeed, four libraries (Department of Libraries, Tulsa City-County Library, Central State College and the University of Oklahoma) had already placed subscriptions with the Library of Congress for the MARC Distribution Service. Each of these libraries had varying areas of interest in terms of utilization of the weekly MARC tapes (acquisitions, cataloging, current awareness, etc.). Concern was expressed by several persons that the size of the total file of MARC records would grow rapidly and that storage and retrieval would be an increasing problem in the future years. At the conclusion of the meeting, the Department of Libraries committed itself to “obtain and maintain (merge) a complete file of all cataloging information sent out by the Library of Congress in machine readable form (both current and retrospective) which would always be available (either in part — selected LC card numbers — or in whole) to any library in the State.” (2)

Thus the seeds of what was to become the MARC-Oklahoma project were sown. “The over-
all goal in the MARC-Oklahoma program is to maintain and operate a data utility of machine readable cataloging information with a variety of services for the Department of Libraries and for other libraries. The overriding philosophy for the data utility for the Department is the recognition that automation is increasingly necessary to help the Department keep pace with and increase the services which it offers to its patron groups. The philosophy for making automated services available to other libraries is the realization that such an expensive operation should be used cooperatively." (3)

The historical development of the MARC-Oklahoma project is documented in the various issues of the Oklahoma Department of Libraries Automation Newsletter and is consolidated in a recent article published in Texas Libraries (1). Let us here take a quick look at the two services which have been available: Selective Dissemination of Information (SDI) and MARC Search and Retrieve.

<table>
<thead>
<tr>
<th>Subject area</th>
<th>Average number of weekly notices</th>
<th>quarterly</th>
<th>semi-annually</th>
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<td>10</td>
<td>19.50</td>
<td>39.00</td>
<td>78.00</td>
</tr>
</tbody>
</table>

**NEW DEVELOPMENTS**

A recent development which will have a profound effect on the SDI service is Cataloging in Publication (CIP). "In July 1971, the Library of Congress will initiate a program to supply cataloging information that will be printed in the book. This program will apply only to American imprints. In order for books to be cataloged before publication, U.S. publishers will provide the Library with galley proofs. The cataloging information that will be returned to the publisher for printing in the book will be complete except for the elements after the title proper up to and including the collocation.

"Cataloging of these items will not only allow the publisher to supply the information in the book, but will also make possible catalog records far before actual publication. Therefore, the Library has decided to put the CIP records into machine-readable form and distribute them on the MARC tapes. These MARC records will be complete except for the collocation statement. When the library receives the printed book, the record will be updated to add the collocation and make any other necessary changes, and the record will be distributed again in the full form." (7)

As indicated in the above quote, the Library of Congress will soon send, in addition to the usual MARC records for books which have recently been published, CIP (Cataloging in Publication) MARC records for American imprint books which are about to be published. These pre-publication CIP records will contain complete LC cataloging (including Dewey and LC classification numbers and LC subject headings) minus the collocation statement. (It is difficult to tell from a galley proof how many pages a book will have.) These CIP records will be available before publication of the book only on the MARC tapes. Accordingly, the SDI programs have been modified to select both regular MARC records and CIP MARC records and print SDI notices. However, the SDI notices for CIP records will contain an additional note as follows:

OCTOBER, 1971
“THIS BOOK IS ABOUT TO BE PUBLISHED”

In this way, subscribers will be able to easily distinguish between books which have already been published (regular MARC records) and books which are to be published in 30 to 45 days (CIP MARC records). It will be interesting to see what effect this has on the timeliness of purchase of new books for the subscribers in their subject areas of interest.

Another development of significance to MARC-Oklahoma is the awarding of a $25,000 grant to the Southwestern Library Association by the Council on Library Resources. This grant is to cover the operating expenses of an office to carry out interstate library cooperation. One of the functions of this regional office will be to “implement a regional educational program directed to the present and potential applications of the Library of Congress MARC tapes and the SDI (Selective Dissemination of Information) services administered by the Oklahoma Department of Libraries.” (9) Before awarding this grant, staff of the Council visited MARC-Oklahoma and the Oklahoma Department of Libraries. They realized that the services of MARC-Oklahoma were not logically limited by state boundaries and were anxious to have them made available throughout the Southwest so that more libraries could benefit and the overall cost to each library could be reduced. The following quote from the Council on Library Resources Annual Report sums it all up:

It has become increasingly evident that the average library will never be able to “go it alone” in some aspects of the new technology — automation, for example. The level of investment required to reap the benefits of the emerging national machine-readable data bases exemplified by MARC is far beyond the individual budgeting capacity of any but the very largest libraries. Agreement is growing that the only possible solution to the dilemma — especially for medium-sized and small libraries — is for them to band together in local, state, or regional consortia and thus pool their assets and efforts. Such concepts of necessity go beyond the formal and informal cooperative arrangements already extant in the areas of interlibrary loans and shared cataloging. In some places thought is being given to formal agreements that require this kind of pooling of resources across scholarly disciplines and even across legal boundaries which were considered sacrosanct only a few years ago. (9)

The development and operation of these computer programs are well documented in the literature (4, 5). Currently there are over 60 subscribers to one or more weekly lists. Most of these subscribers are large college and university libraries outside the state. The service is, by its nature, most useful to libraries with large book budgets who want to collect heavily in particular subject areas. The weekly listing of most interest to public libraries is the one covering all new books regardless of subject which have a Southwest geographic area coverage.

The MARC Search & Retrieve service is useful to large libraries which have access to computer equipment and want to get the MARC records they need for their own use from some central source. MARC-Oklahoma maintains a direct access storage and retrieval system of all the MARC records distributed by the Library of Congress (presently there are over 160,000 MARC records in the file and it is growing by about 2,000 records each week). Libraries can send on magnetic tape or keypunched cards the LC card numbers of the MARC records they want. MARC-Oklahoma matches these requests against the file and returns to the requesting library a magnetic tape containing the MARC records which were requested. The requesting library is then free to process these MARC records on computer to do whatever it wants to do (print catalog cards, update a book catalog, print order slips, etc.).

The biggest single user in Oklahoma has been the Tulsa City-County Library. They sent 8,000 LC card number requests representing their titles purchased from November, 1969, through February, 1971. They wanted MARC records for these books to update their book catalog. Of the 8,000 requests, 6,026 (75.3%) were on the MARC Data Base and were copied onto magnetic tape and sent back to Tulsa for processing in their book catalog system. In addition, the MARC machine-readable union catalog was updated to show Tulsa as a library in Oklahoma holding these 6,026 titles. For the most recent LC card numbers (69 and 7-series card numbers) the percentage of matches was 95.9%; thus for these books Tulsa will have to do original key-punching on only 3.1% of the books. It is interesting to note that the computer can search and retrieve each needed MARC record in less than 1/4 of one second per request. (6)
PLANS FOR THE FUTURE

One new service is in the development stage at MARC-Oklahoma which will be of interest to all types and sizes of libraries in Oklahoma. That service is catalog card set production from MARC. System design has been completed and programming has begun. The service may become available early in 1972. Libraries will send LC card numbers for the books for which they want card sets as well as information on how they want these card sets to be printed. While there will be a standard printing format, the user will be able to select a number of alternatives to meet his particular needs. For example, the standard will be that subject headings will be printed at the top in all capital letters. However, if a particular library wants their prints in upper and lower case, this option will be provided. Provision will be made for the use of Dewey, Library of Congress or local classification numbers.

Another service which may become available in 1972 is the ability to search the MARC Data Base by title as well as LC card number. Thus libraries could send requests for catalog cards by title when the LC card number was not known. Developments and progress will be reported in future issues of the Oklahoma Department of Libraries Automation Newsletter. This publication is automatically sent to each public and college library in Oklahoma. Other libraries may request to be put on the mailing list by writing the Oklahoma Department of Libraries, 109 State Capitol, Oklahoma City 73105.

The future of MARC-Oklahoma and library cooperation go hand in hand. If effective, economical use is going to be made by the library community of MARC, it is going to have to be made cooperatively through data utilities and service centers. Whether these centers are limited by type of library (as is the Ohio College Library Center and NELINET, the New England Library Information Network) or are open to all types of libraries (as in MARC-Oklahoma) is yet to be seen. It is my hope that such cooperative regional centers will receive strong encouragement and support from the libraries within the region. It is my hope that the MARC-Oklahoma experimental pilot project may gradually grow into an economically operating project which provides useful services to libraries at real cost savings. The potential is there, and to a small extent has been reached; but that which has thus far been reached is only the tip of the iceberg and to the future lies the exploration and exploitation of the vast possibilities which remain below the surface. MARC-Oklahoma plans to explore and exploit these possibilities in a cooperative venture.

October, 1971

REFERENCES

The Library Consultant

IN OKLAHOMA

by SALLY HARRIS

Library Statistics: A Handbook of Concepts, Definitions, and Terminology defines the library consultant as “an advisor to a librarian, institution, organization, or governmental body, or to a lay group interested in the stimulation, administration, or development of better library services and library buildings and equipment.” Although statistics are not readily available, library literature indicates that consultants are being used with increasing frequency. This may be due to advanced technology, the era of specialization. Funds to finance the consultant are often made available through the Library Services and Construction Act. Indeed, some state agencies now require the use of building consultants to become eligible for LSCA Title II funds; other states strongly encourage the use of building consultants by paying their fees with federal funds. Professional associations have given their sanction to the increasing use of consultants: the American Library Association’s Minimum Standards for Public Library Systems, 1966 and the joint publication of the American Library Association and the National Education Association, Standards for School Media Programs, both recommend the consultant’s services.

Three questions arise: What personal and professional qualifications should the consultant have? What responsibilities should he assume? When is his service justified? As library consulting is a relatively new field, no clear cut standards or ethics have been established, and the answers to these questions are often divergent.

There is, however, general agreement that the successful library consultant should possess such personal characteristics as intelligence, integrity, analytical ability, objectivity, creativity, skill in communication, and the courage of his convictions. Professional qualifications should include an education developing the above listed characteristics and formal training in library science in addition to considerable experience in the library field. The opinion has frequently been expressed that there is a scarcity of consultants possessing these personal and professional qualifications. Representative of this opinion is Murray Bob, Director of the Chautauqua-Cattaraugus Library System in Jamestown, New York, who wrote for a 1969 issue of the Library Journal:

The consulting fraternity is multiplying rapidly, as everyone who has survived a few years in the field or classroom hustles to hang out a shingle and to print up cards and letterheads. Indeed, shingle, card, and letterhead are almost all that is required to be certified a “library consultant.”

Mr. Bob concludes:

We need from and with reference to library consultants: 1) public scrutiny; 2) public accountability; 3) standards of performance; and 4) published fee schedules.

Basically, consultants are problem solvers. Their responsibilities vary according to their specialties and ideally are detailed specifically in the consultant contract. They may include defining the project, gathering the facts necessary to making decisions, giving advice on the decisions to be made, writing of the program, supervising or actually assisting in the execution of the program, and evaluating the completed project. It should be noted that professional journals record a variety of opinions regarding the proper degree of the consultant’s involvement in the program.
and the responsibility he should assume for its execution. This also becomes an appropriate area of concern to governing boards of libraries whose employees are acting as consultants to other libraries. A 1968 Library Journal editorial, "Ethical Bones," questions this aspect of "the booming consultant business."

One expects that a professional will devote a good deal of time and energy to the affairs of his profession and that his governing authority will play its part by releasing him when necessary to so participate. But to what extent the ethical rules of the game change when the librarian is operating what in some cases is a substantial business of the side for which he is inevitably going to use much of the time and creative energy for which his authority hired him and for which it pays him?

The use of the consultant is often justified when problems arise in the library which its staff does not feel competent to resolve. The consultant may make possible, without permanently burdening the institution with an additional salary, a building or service which would otherwise be impossible. In his introduction to The Directory of Library Consultants Ralph Blasingame, Jr., suggests five criteria to use in determining if a consultant is justified.

First, is the problem at hand one on which the librarian may reasonably seek outside help or is it really one to which he should apply his own expertise and authority, even at the risk of incurring the irritation of the public or governing authority?

Second, has the problem been defined carefully enough to make sure that its solution requires knowledge and skill which do not exist within the organization?

Third, does it seem likely that consultants are available who can make useful recommendations, in general line with the institution's overall goals?

Fourth, is there the temper and will in the organization and community to put into action recommendations, in general line with the institution's overall goals?

Fifth, is there the prospect of obtaining enough money to hire an expert of the required ability for the necessary period of time?

One obvious source of consultation is the professional association such as the ALA. Their services include the publication of general library literature also brochures and booklets prepared to answer frequently posed questions. They provide assistance in planning meetings, conferences, workshops and institutes. If unable to be of direct help, the ALA is in a position to refer the librarian's queries to an appropriate agency or authority. The association will provide a list of suggested consultants upon request; it is divided into consultants for public, school, two-year college and college and university libraries. The area of consultant interest is included. The list includes persons with experience in a specified library type who have asked to be listed, but it is not a recommendation of any person for any particular work. The Catholic Library Association has published a list of volunteer consultants. They assist on the elementary, secondary, junior college and college levels. According to a 1970 issue of Catholic Library World, "The library which requests assistance is responsible for traveling expenses, and any other costs which may be involved; but the service is donated." In 1969 John N. Berry compiled The Directory of Library Consultants, but, useful as the work may be, he was not in a position to endorse those persons and firms which it listed.

In Oklahoma the single largest source of full-time library consultants is the Public Library Services Branch of the Oklahoma Department of Libraries. This branch provides consultant services for all public and institutional libraries in the state. Esther Mae Henke, well known to state librarians for her leadership in the establishment of multi-county library systems, coordinates the activities of the consultants. Working with Miss Henke are five professional librarians, who, when taken collectively, represent about 80 years in the library field.

Gary Avent's area of specialization is the institutional library. This program began in 1967 with William Hen-
erson from the Michigan State Library making a survey of the libraries at the 28 state operated institutions. These institutions include reformatories, prisons, mental hospitals, the Eastern Oklahoma State TB Sanatorium, and the Cerebral Palsy Center in Norman. Ed Bryan's major area of work is with films for the multi-county library systems. Packets are distributed to the various systems every two months; individual film requests are received through OTIS; workshops are held with staff members of the library systems. Virginia Collier's specialization is building construction consultation, and most of her efforts are devoted to helping those who wish to construct library buildings with federal funds. As the need arises, she also assists with multi-county library demonstrations by selecting the adult books and training personnel for such demonstrations.

Sandra Ellison is the newest member of the consulting staff. She had previously had three years of experience in Tampa, Florida. Mary Ann Wentoath is also well known in Oklahoma for her work with children's services. Among her responsibilities are consulting with librarians concerning children's programs and collections, providing leadership for the statewide children's summer reading programs, conducting workshops and training programs, and selecting children's books for multi-county library demonstrations and for the Department's collections.

Although each consultant has an area of specialization, this is a cooperative venture, each person contributing where he is best able, and duties often overlap. Mrs. Collier expressed the hope that the state will be covered by multi-county library systems by the end of the decade, with each of these systems under the directorship of a fully professional librarian. Such circumstances may change the emphasis of the work done by the state consultant.

A counterpart to the Library Services Division of the Department of Libraries is the Library Resources Division of the State Department of Education. Homer Shaw is administrator of the Library Resources Division, and he also administers funds provided by Title II of the Elementary and Secondary Education Act of 1965. Through these funds grants are made to school districts on the basis of the number of children and teachers in each local agency. Grants are used for acquiring school library resources and other "non-consumable" instructional materials.

Title II of ESEA also provides funds for a school library coordinator, and that term is frequently used interchangeably in printed material with supervisor and consultant. The position is held by Elizabeth Geis who has many years of experience as a public school librarian in addition to formal education in library science. In 1961 the Council of Chief State School Officers authored a work entitled "Responsibilities of State Departments of Education for School Library Services" in which they itemize five ways in which the state school library supervisor interprets school library service, seven ways in which she improves school library service, and three ways in which she extends school library service. In 1966 the Library Resources Division itself, issued a paper in which it stated:

The state school library consultants shall:

... Stimulate every school to reach or exceed state and national standards... Aid in improving proficiency of librarians by:... Providing consultant help in selection of all materials (audiovisual as well as the printed word), technical organization, effective utilization of library resources, planning library quarters, selecting furnishing, and equipment...

The competence, experience and willingness of Mrs. Geis notwithstanding, it seems a difficult, if not impossible, task for a staff of one.

Time permits Mrs. Geis to go to school districts only when a request is received, and she estimates that in the last year she visited libraries in 80 of the approximately 500 school districts. These consultations were primarily with smaller schools, many of which do not have fully professional librarians or supervisors. Much of her consultation is done through the use of printed materials. The newsletter, "Widening
Horizons," has been published but will soon be assimilated by the monthly Department of Education newsletter. Bibliographies suggesting purchases for elementary and secondary libraries are published frequently. Other printed materials are also available and are distributed at workshops which Mr. Shaw and Mrs. Geis conduct in the fall. The workshops provide them with the opportunity to assist librarians in formulating goals and objectives, and they see the establishment of central resource centers in elementary schools as a very definite goal even for the smallest schools. Other tasks include serving on the North Central Evaluation Committee and making recommendations for state standards and certification. A bystander's observation is that considerable increase in staff will be necessary before present state and national standards can possibly be met.

Full time, private consultants are not commonly based in Oklahoma. One exception, however, is the Library Consultant Service established in Edmond by Oma Carter. Mrs. Carter received the master's degree in library science at Kansas State Teachers College and served 20 years as a public school librarian. During this period she observed that typical southwestern high schools have fair libraries and that junior high and elementary schools have inadequate libraries. She feels this is due to lack of knowledge on the part of school administrators and library personnel who waste library funds on inept buying and processing. Mrs. Carter offers to correct this situation through: 1) the formation or evaluation of collections; and 2) total technical processing. The latter includes the proper marking of the work, lamination when appropriate, and the preparation of unit sets of catalog cards. Mrs. Carter has received calls from 17 states with Texas being her biggest supporter, and she states that all levels of libraries have been touched on in some way. She feels the advantage of engaging a consultant "is that professional service can be secured at a greatly reduced cost to participating schools, because efforts are combined and equipment utilized to the advantage of all."

A private library building consultant firm is Library Design Associates operating out of Tulsa. Its members are Charles W. Ward and Allie Beth Martin. Mr. Ward is an architect with the firm of Koberling and Ward, Associates, and is experienced in library design. Mrs. Martin, a former president of the Oklahoma Library Association, is Director of the Tulsa City-County Library System. The Directory of Library Consultants lists their specialties as architecture and buildings for public, academic, school, and special libraries; library interiors; and selection of sites. In recent years Library Design Associates has served as building consultant to the Moore and Warr-Acres libraries.

In addition to the consultants named above many individuals also serve in this capacity; they are frequently directors of libraries and faculty members of the University of Oklahoma School of Library Science.

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Will The Real Public Library PLEASE STAND UP

by LEE B. BRAWER

Last December when I accepted the welcome invitation to participate in this five-day institute on "public library services," I accepted with pleasure and began jotting down a bit of an outline on the suggested topics of "national public concern," "related legislation," "federal funding," the "role of the public library as a social agency," etc. I continued to piece together ideas for the presentation in the ensuing months from my then state library perspective. Then, in June, I committed myself to the new position as Director of the Oklahoma County Libraries system effective in September. At that junction, as I realized that I would be re-entering the public library service arena as a "practitioner" again, some of my earlier notes and ideas for this presentation began taking on new dimensions. Some were beginning to crystallize. I was viewing public library concepts, goals, standards, plans and organization from a new perspective and with a heightened personal interest. My homework for the presentation became my refresher course for the new position. Soon I would be on the public library firing line of direct public service. I'd be practicing book selection and collection development rather than theorizing about it, and all of this under the inquiring eye of an administrative board of city and county officials and appointees.

Among other things during this re-evaluation period, I chose not to abandon the title I had selected: it remains "WILL THE REAL PUBLIC LIBRARY PLEASE STAND UP . . . AND EXPLAIN ITSELF."

What then is the role or function of the public library? As a search of the library literature reveals, you know there are many varieties of answers to that query. Among them . . . "the function is to provide and service materials for enlarging the mind and eliminating prejudice and ignorance" . . . "to provide easy access to truth" . . . to serve as the university of the people—a free university—in an age when it is impossible to shut the door to the excitement of new developments and new techniques" . . . "to import the knowledge which will help us adjust to a rapidly changing world" . . . the public library is there to carry out the conviction that "the things of the mind" are important to every citizen . . . and in all fairness we had best give some listen to the critical voices that are saying things such as "the purpose of a public library is to provide places for librarians to work" . . . or "the library's just there to serve as a symbol of culture in the community" or consider another dissident voice, this one, a quotation from the June 15, 1971 editorial page of the Library Journal; it is attributed to a New York taxpayer, but it could be our own public speaking, "why in blazes should I pay taxes to support two librarians, two collections of books, two dozen movie projectors, two services for my kids—especially when there just isn't enough money to support either one properly now?"

Suffice to say, there are many interpretations and ideas regarding the role of the public library . . . and I know you are not in agreement with all of the preceding ones. With no claim to originality I submit that the principal role of the public library is to support and provide continuing education opportunities for all citizens of all ages and interests and this includes the related responsibility or providing access to the widest possible range of information from all sources.

It should be noted that this definition holds for all public libraries, the large, the small, and all sizes in between. Public libraries may vary in terms of physical size, material resources, budget, and staff, but all share this common role.

This paper was presented by Lee B. Brawner on August 2, 1971, at an Institute For Public Library Service held in Fayetteville, Arkansas, sponsored by the Arkansas Library Commission and administered by the Division of Continuing Education at the University of Arkansas.

OKLAHOMA LIBRARIAN
In today's society the size of a community is relative; people in the smallest communities see the same TV programs; read the same newspapers and magazines; get uptight about the same national and international issues as their fellow city dwellers. Libraries are correctly referred to as meeting places for people and ideas, and though a small library's users may be few in number, the ideas those users want to meet through their library, the questions they have and the currency of information they expect from their library are as wide as the world they live in. Research in the back files of the Wall Street Journal for a 1956 stock market quotation is expected to yield the same answer in the Stuttgart Public Library as it does in the Seattle Public Library. You can expect a technical question regarding the current process for extracting carbon black to be received as routinely in Mountain View or Alma as it would be in Little Rock or Dallas. . . . the fourth grader in Cleveland who has just discovered the Wind in the Willows and is aglow with the experience of reading it and inquires of the children's librarian for more books like it . . . this same glow, experience, and request is repeated in Danville or Magnolia or Jacksonville.

The public library's opportunity to participate meaningfully in formal and informal continuing education has never been more pronounced. The U.S. Office of Education in 1969 reported that 77% of today's young people in their middle and late teens will graduate from high school and that 42% of that number will enroll in college degree-credit programs; that 21% can be expected to earn a bachelor's degree; 6% a master's degree and 1% will obtain a doctorate. The numbers and percentages have never been higher.

Additionally, informal programs of continuing adult education for credit and non-credit is booming and expected to increase for years to come. The opportunity for active participation by public libraries in continuing education is limitless. As recent as March 31 of this year a commission, on Non-Traditional Study funded with a $140,000 Carnegie Corporation Grant, was founded and is exploring all means of serving the higher education needs of the changing social structure—adults, veterans, housewives, older citizens, etc. Among other avenues it will consider off-campus study, credit by examination, and external degree programs. And it will be seeking to identify all possible institutions—including public libraries—to provide broader access to higher education. This is a natural environment for public libraries, and one which alert, progressive public libraries should investigate.

As we begin to refine our definition of public library goals and objectives we must obtain more objective answers to questions such as "who uses our libraries and why?" and "what can be done to attract the non-users?" Given equal socio-economic factors, we still cannot predict public library use. Some people with low education, despite predictions, use libraries; many people with college education do not use libraries. Housewives and children seem to dominate the public library scene; generally speaking, business and professional ranks make little use of it and demonstrate little imagination concerning the contribution libraries can make to their work; farmers and the agricultural trades make almost no use of public library resources.

Many of these groups chide the public library suggesting that it needs to do a better job of informing the public about its resources and services, and that it should seriously re-think its information service role. The constructive critics among this number suggest to the library a different pattern of library service and some of the critics, including economists, political scientists and businessmen, have been devastating in their criticism of the apparent inability of the library profession to set clear priorities. "Indeed, it is clear," writes library educator Peter Hill, "to these experts that many of us are not even able to clearly define the role of our institution. The economic expert can point out to us that we have diffused our effectiveness by not setting priorities. The business expert asks us why we have not had sufficient impact on any one segment of the population."

"The political scientist can remind us that our role appears, quite fuzzy to outsiders. All of these experts in one way or another have argued vehemently that the library profession must set priorities, and that not to do so in the 1970's will increase the possibility that libraries will become peripheral and ineffective."

These same critics are asking public libraries to reject some of their traditional objectives (after reminding us that we can't afford to pursue them anyway) in order to concentrate on those which are unique to our service potential. These critics like the one cited earlier are questioning the justification for what they regard as "artificial separation" and "competition for funds for similar purposes" among different libraries in the same community. They tell us that they find it difficult to justify separate types of libraries in a community which cannot support...
one library except on a mediocre basis.

It behooves us to listen and respond objectively to these critics because as they are part of the general public we are striving to serve, and are obviously not satisfying, no matter the size of our collections or how proficient our staffs are, or the availability, and convenience of our facilities, we are acutely aware that these components do not in themselves represent service. Service takes place only when we use these components to deliver information in the form of a book, a film or other media form to a user.

Instruments To Measure Effectiveness of Library as Social Agency

I'm sticking to my original statement that a public library's purpose is principally that of providing "continuing education" opportunities. As a social agency, however, the public library must refine and adjust this and other service objectives if it is to survive as a useful institution. Linked with this is the critical need for realistic measuring instruments—standards if you please—which can demonstrate the value of libraries as social agencies: without these instruments or standards public libraries cannot successfully compete for manpower and financial resources.

Service Built Around "Man" as the Design Center

Let me try out another definition of "service" on you as it may relate to libraries. This one comes from the Director of the Graduate Library School at Kansas State Teachers College. He said that service is "any act of an individual that contributes to the realization of the ends of other individuals." "The chief emphasis of the librarian's activities should be," he writes, "the library user and not library operations."

The newly created National Advisory Commission on Libraries in its 1963 report reinforced this definition. The theme of that two-year study concerned itself with the goal that every individual in our society be provided with library and information services adequate to his current and emerging needs. To accomplish this goal the report says that our libraries must inevitably change and that they must simultaneously concern themselves with a wide range of people to be served—people in pockets of illiteracy and people in the vanguard of intellectual achievement. We have seen this translated into funded program priorities in the five-year extension of the Library Services and Construction Act passed and recently funded by the current Congress.

In the preface to a timely book titled Libraries at Large: Tradition, Innovation and the National Interest, (Bowker, 1969) which is based on data from the National Advisory Commission's Report, the editor, Dr. Douglas Knight—president of Duke University—states that renewal and innovation alone is not the answer. "The issues for the next fifty years," says Dr. Knight, "are above all those of how to shape that change wisely and for the greatest human benefit." The problem he points out is not unique to libraries: "it is rather the basic question of all design, one which plagues airports, hospitals, or super-highways. In each case the question is the same: Is some mechanical purpose to be served, or is man the design center?"

Social Changes and the Library

I commend the book Libraries at Large to your reading as it describes the serious impact on libraries created by the accelerated production of science/technology research and the resulting flood of recorded information. It examines the effects of population growth and redistribution, including the mass migrations to the glistening suburbs, and the frustration with unemployment and poverty of the changing inner cities. It helps us to interpret how these displaced millions, in different ways, need new social institutions including libraries to serve them: institutions new in location, plant, resources, and staff and often radically new in orientation and purpose. The book details these and other factors of change-economic, cultural, technological—and how they are affecting library service.

Library Responsibilities for the Next Decade

Without examining these change stimuli in any more detail, I'd like to focus briefly on the possible influence they may bring to bear on the immediate future of library service. Here, again, I turn without apology to someone else's labors, namely a 1969 research report prepared by the Indiana Library Studies titled Response to Change: Libraries of the United States in the Seventies. Among other things the study outlined six principal library responsibilities for the next decade as a response to new and changing social pressures on libraries, and it is important to note that these recommendations apply to all types of libraries:

1) To support and sustain formal education from pre-kindergarten through graduate school, for millions of students who are widely diversified as to ability and educational goals, and who will require access to a greater range of media than ever before.

2) To plan an initiatory role, with other agen-
cies and institutions, in developing an orderly acceptance of change and in helping people adapt to it.

3) To serve as both the motivator and supplier of aspirations and needs for the dispossessed and disorganized.

4) To support the increasingly complex operations of government, of science, and of the business and economy of the country.

5) To provide support, with and through other agencies for continuing self-education and training for people at all levels of work.

6) To accept responsibility for the individual as an individual and to provide spiritual nourishment, intellectual stimulation, cultural enrichment, and information alternatives to him at the neighborhood or community level."

These responsibilities, some new, some redesigned, some very familiar to public libraries are both exciting and a bit awe-inspiring to me in terms of the job facing public libraries. The prospect is not unlike the story of the mosquito in the nudist colony who "knew he had a lot of work to do, but didn't know just where to begin!"

Additional Studies Probing the Problems and Prospects

To inject a very positive note...public libraries can expect help from several directions as they consider approaches to these service opportunities. For example, as you may know, Mrs. Allie Beth Martin, Director of the Tulsa City/County Library, has been appointed as Coordinator of the Goals of Public Library Service Project sponsored by the American Library Association and funded jointly by the Council on Library Resources and the National Endowment for the Humanities. This is a preliminary feasibility study to prepare for a major inquiry into the present goals of public libraries and their relevance to current economic and social factors. In brief, the study will focus on the public library as it is and as it should become in the last quarter of the 20th century. Mrs. Martin is on a two-month leave from her library in July and August to interview library leaders across the country and expects to complete the project by January 1, 1972.

New Breed of Library School Graduates

I would cite still another plus factor for libraries as they struggle with these revised service concepts. Even though I was over the 'chronological level' it was my pleasure recently to address the initial meeting of the Junior Members Round Table of the Texas Library Associ-

ation. I also interloped in the meeting of a similar group of young librarians at the 1970 annual conference of the Arizona Library Association, and I have tried to keep abreast of some of the doings of the ALA junior members.

In all these encounters and in my other associations with recent graduates I have been impressed with many of them in very positive ways. I'm especially impressed with their larger view of library service which is not limited to any type of library and with their awareness of the technological developments that are affecting education and libraries, and in the face of these technological developments, I have been impressed with their humanitarian desire to serve human needs. Consider these words from a group of concerned librarians who, for the most part are young and are recent library school graduates. The document I quote from is titled "The 16th Street Manifesto" and I would like to think it speaks for concerned librarians of all ages.

"We are the librarians of this generation, looking with skepticism at our profession and the institutions we have inherited. We are spurred on by the sense that we may well be the last generation to actively participate in our profession's recent experiment to make a social commitment and a viable contribution to society."

...and from another portion of the document.

"The goal of man and society should be human independence, and not a concern with image or popularity. We strive to find a meaning in life that is personally authentic. This kind of independence does not mean egotistic individualism; the object is not to have one's way so much as to have a way that is one's own. The individualism we affirm is not egoism. On the contrary, it is a generosity of a kind that imprimes one's unique individual qualities in relation to other men and to all human activity."

The full document is included in an article by Patricia Schuman in the January, 1970 issue of the Ohio Library Association Bulletin.

Conclusion

My rambling presentation here today has only touched some of the high spots with regard to present and future library service and you'll be exposed to many more problems and possibilities during this institute.

In conclusion I've been trying to say:

—that doubtless our library and information

(Continued on Page 33)
Interstate Library Cooperation

by CAROLE ELLIS

It was a history-making moment on Tuesday, July 27, 1971 as members from six Southwestern states met at the Capitol Building in Oklahoma City to design policy for projects of the Southwestern Library Interstate Collaborative Effort Council, commonly known as SLICE. It was the first time in the history of the American Library Association that six state librarians and presidents of six state library associations had come together to structure and develop interstate library cooperation among states. It was the member states of the Southwestern Library Association region, Arizona, Arkansas, Louisiana, New Mexico, Oklahoma, and Texas that embarked on the task of self analysis of resources for the purpose of sharing them with others.

Interstate library cooperation planners gather at the Oklahoma State Capitol in July. Pictured L. to R. are Roscoe Rouse, Oklahoma State University; Ralph Funk, Oklahoma Department of Libraries; Carole Ellis, Oklahoma Department of Libraries; Kenneth Bierman, Oklahoma Department of Libraries. Seated: Allie Beth Martin, Tulsa City-County Libraries and Lee Brawner, president, Southwestern Library Association.
During the meeting, members discussed the necessity of searching out the needs of the region to decide what library services could be better performed by two or more states instead of one. In addition, SLICE recognized the importance of spotting the special strengths of the region that could be feasibly shared with each other.

To initiate its operation, SLICE has been awarded a $25,000 grant from the Council on Library Resources to establish an office to carry out the interstate library cooperation program. SLICE will establish and administer an office which is designed to: 1) investigate and help implement interstate service to meet library needs which cannot be provided by a single state 2) serve as a regional clearing house and communications agent for interstate projects and programs 3) develop a long-range plan for regional library development; determine and pursue the feasibility for funding the same 4) Implement a regional educational program directed to the present and potential application of the Library of Congress MARC tapes and the SDI (Selective Dissemination of Information) services administered by the Oklahoma Department of Libraries.

One of the office's specific responsibilities is to plan, promote and coordinate a regional program based on LC MARC tapes and related SDI services utilizing the present MARC programs developed by the Department of Libraries by educating regional librarians concerning MARC and its potential; informing regional librarians about the present automated MARC and SDI services available through the Department of Libraries; and investigating and developing additional MARC, SDI, and related services at the regional level.

Kenneth Bierman, data processing coordinator for the Department of Libraries, explained MARC Oklahoma to the SLICE Council composed of Mrs. Marguerite Cooley and Mrs. Betty Thomas, Arizona; Mrs. Frances Neal and Mrs. Mary Gale Ownbey, Arkansas; Miss Sallie Farrell, Louisiana; Miss Calla Ann Crepin, New Mexico; Mr. Ralph Funk and Dr. Roscoe Rouse, Oklahoma; Miss Katherine Ard and Mrs. Phyllis Burson, Texas; while Mr. Lee Brawner, president of the Southwestern Library Association presided. The special consultants to the Council, Mrs. Allie Beth Martin, past president of SWLA, Mr. Pearce Grove president-elect of SWLA, and Miss S. Janice Kee, Library Services Program Office, USOE, Region VI, Dallas, also participated.

Discussing the $25,000 grant from the Council on Library Resources are S. Janice Kee, U.S. Department of Education; Lee Brawner, president SWLA; Ralph Funk, Oklahoma Department of Libraries; and Allie Beth Martin, Tulsa County Libraries.
A NEW LIBRARY
FOR OKLAHOMA CITY UNIVERSITY

by FRANCES KENNEDY

Convenience, comfort, and color characterize the newest building on this campus. These are the features which the university community and visitors notice first. It must be admitted, however, that the staff, while appreciative of the three C's, are equally enthusiastic about the empty spaces on the shelves! For too many years the addition of a new volume meant the discarding or storing of an older one. Room for growth transforms growing pains into happiness from this library staff.

The new library opened its doors on January 25, 1971. The building was completed ahead of schedule, and both shelving and furniture arrived before the deadline. The module of 22 feet 8 inches was used throughout. This is a building of strong vertical lines, with a basement and five floors above. The ground floor has an area of 15,500 square feet, with 8,900 square feet on all other floors. These, with a penthouse of almost 1,600 square feet, bring the ground total area to 61,000. The assignable space measures 52,335 square feet. An interesting architectural feature is the stairwell with glass extending the full height. This projects from the south side of the building. On the west is another projection housing the service core of elevators, rest rooms, and a second stairwell. These projections free the floors from many walls and partitions. A large gallery on the entrance side is accented with concrete benches, and the nighttime illumination of the entire building is most attractive.

The library is located just 30 feet from the Student Center, and in the direct pathway from dormitories to classrooms to dining facilities. How can anyone miss the library? So far no one has! This is an open stack library, fully carpeted except for the service core, basement, and technical services workroom. There is no monotony in color schemes — each floor features a different color carpeting and upholstery on reading chairs and lounge furniture.

The following is a quick listing of locations and functions. It makes the building sound crowded. It isn't! On the
first floor are located the circulation desk and office, reserve book section, a small browsing collection, current periodicals and periodical indexes, the reference area, card catalogs, and library offices. In the non-public area are offices for the staff of the technical services and serials departments, the work room, and mail room. Built-in cabinets and files were designed by the staff for each office to provide space for its needs. This is true, also, of the work area and mail room.

The second floor houses the bound periodicals, indexes, microfilm readers and reels, and government publications. Also on this floor is an office and small work room for the documents librarian.

The circulating book collection is shelved on the top three floors, with fine arts on the highest level. Here, too, are the listening facilities, the audio service center, and a conference room. The university and church archives occupy one room on this floor, and an attractive treasure room another.

The special facilities for promoting library use are group study rooms on floors 2, 3, and 4. These contain a study table and 4 chairs, and are used by students wishing to work together. Typing rooms are on all floors except the fifth.

The basement contains the mechanical equipment, storage areas, and a small staff room with kitchenette, attractively furnished.

On each floor library users are given a choice of seating and study situations: the traditional table with four chairs; a carrel with sides, shelf, and light; an individual study table; and lounge furniture of several types.

Jack Mills, of Turnbull and Mills, Oklahoma City, was the architect for the building. The total cost was $1,500,000, financed in part by a federal grant, and the balance from generous donors. Book capacity with present shelving is 218,000 volumes (the collection now totals 118,000), but additional shelving can be added when necessary. Present seating capacity is 576 but, again, the building with accommodate additional carrels and chairs when enrollment increases.

The staff did not have the advantage of a building consultant, although several librarians gave generously of their time and talents. Visits to other libraries were helpful, too, to know what not to do, as well as what to do. One profits from such visits only to the extent that the librarian is willing to divulge building and equipment faults or deficiencies, which, given another chance, would be corrected. The perfect library building has yet to be erected!

This is an open invitation to all Oklahoma librarians to visit this new library when you have an opportunity. A formal open house will be announced for this fall. YOU ARE INVITED!
MRS. CONNIE WOODRING has been named children’s coordinator for the Oklahoma County Libraries. Mrs. Woodring recently returned to Oklahoma from California, where she lived for two years. Before moving to California, she served as children’s librarian and as head of the Warr Acres Branch. She holds a master’s degree in library science from the University of Oklahoma. She replaces Mrs. Wilna Tipps, who resigned in August.

MRS. GERTRUDE RICHARD has accepted appointment as head of the Northeast Branch Library of the Oklahoma County Libraries. She replaces Mrs. JoAnn Bierman, who has transferred to the Main Library. The new Northeast Branch librarian has been a member of the System staff for twenty-one years. Most of her career was as head of the Dunbar Branch Library, which was closed in October, 1968 because of Urban Renewal. Since that time, Mrs. Richard has worked at the Main Library. Mrs. Richard holds a bachelor of science degree from Central State University.

MRS. CAROLYN DAVIS has been appointed librarian of the Ada Public Library.

The selection committee for the Oklahoma State University Scholarship award of Alpha Beta Alpha, national undergraduate library science fraternity, has named the grantee for the 1971-72 award. Miss CHARLOTTE FISCHER of Tulsa will enter OSU in the fall to pursue a career program in the Department of Library Education. The four hundred fifty dollar award is made each year by Alpha Delta chapter at OSU with the purpose of encouraging qualified students to pursue a career in librarianship, primarily in school libraries. Funds for the award are provided by book sales promoted by the faculty and members of the fraternity.

The Department of Library Education at Oklahoma State University has selected Miss LORNA SEAMAN of Oklahoma City to receive the Robert T. Motter Library Science Scholarship. The award was created by the Motter Bookbinding Company in memory of its founder, long a friend of libraries and librarians in the region.

LEE B. BRAWNER is the new executive director of the Oklahoma County Libraries in Oklahoma City. He took office Sept. 1. He had served as assistant state librarian in Texas since Sept., 1967, and is the current president of SWLA. His experience includes positions as chief of branches for the Dallas Public Library and director of libraries for the Waco Public Library. Brawner holds an M.A. in Library Science from George Peabody College for Teachers.
ROGER JONES, who recently received the MLS from Florida State University, has assumed the position of assistant history - government - geography area librarian at the University of Oklahoma. He has previously worked in the libraries of the University of Tennessee and Florida State.

MRS. KATHERINE KEENER, formerly librarian of the Lunar Science Institute in Houston, has been appointed to the position of geology librarian at the University of Oklahoma. She holds the MLS from the University of Oklahoma.

MRS. HARRIET BARBOUR has been named reference librarian at the Oklahoma Department of Libraries. She holds the MLS from OU and has previously worked in the OU Library and the OU School of Library Science.

MRS. GEORGIA LAMAR, Guymon, has been elected chairman of the Oklahoma State Library Board. Mrs. ELIZABETH COE, Oklahoma City, is the new vice-chairman.

JAMES ZINK has been appointed associate director for public services of the University of Oklahoma Libraries. He was formerly assistant professor of library science at the University of Texas. He holds the Ph.D. from Duke University and the M.A. in library science from the University of Chicago.

MRS. PATRICIA ANN HORGALIN has accepted the position as bibliographer with the University of Oklahoma Libraries. She is a 1970 graduate of Michigan University and previously taught in the public schools.

TONY MOFFEIT has joined the staff of the Oklahoma State University Library. He has previously worked at Central State University and the Oklahoma Department of Libraries.

MISS GAY TEBOREK, a recent graduate of Denver University, has joined the faculty of the OU Libraries as assistant acquisitions librarian. She has previous worked in the library of Northwestern University.

JOHN HINKLE, formerly director of the Choctaw Nations Library System, is now the librarian for the disadvantaged with the Oklahoma Department of Libraries.

WILLIAM STRAIN has returned to Oklahoma from Connecticut where he recently served as supervisor of correctional institution libraries in Connecticut. He will be the director of the Choctaw Nations System. He formerly was librarian of the Moore Public Library in the Pioneer Multi-County System.

The Eastern Oklahoma Demonstra-

(Continued on Page 33)
LITERARY NOTES

by TONY MOFFEIT

The 101 Ranch, long out of print and prized as a rare volume, has been re-issued by the University of Oklahoma Press, which published the original edition in 1937. The much sought-after volume by Ellsworth Collings, in collaboration with Alma Miller England, has been up-dated through a lengthy introduction by Glenn Shirley, one of Oklahoma's best-known historians.

The re-issue was arranged with the 101 Ranch Rodeo Foundation, a corporation of the Ponca City Chamber of Commerce. The book may be ordered from the chamber office, but only a limited quantity was printed.

Ellsworth Collings was a former dean of the College of Education at the University of Oklahoma. Mrs. Miller was the daughter of the founder of the historic ranch.

A complete set of Woody Guthrie's books and records was donated to the Okfuskee County Library in Okemah by Mrs. Marjorie Guthrie and her celebrity son, Arlo Guthrie, last July. The Guthrie family visited Okemah on the late folk-singer's birthday, July 14, to encourage efforts there to construct a memorial in the balladeer's honor.

Jack Bickham, who teaches journalism at the University of Oklahoma, has published his thirty-fifth novel, The Apple Dumpling Gang. The Doubleday novel is a humorous western involving the sheriff of a county in New Mexico Territory. Before the first edition was completely published, Walt Disney Productions purchased film rights for the book.

According to Emery Winn, Daily Oklahoman literary columnist, John Joseph Mathews, author of the classic Wah'Kon-Tah, is writing his autobiography in two volumes under the title of 20,000 Mornings. The first volume by the Oklahoman, who has a ranch near Pawhuska, will be titled Boy, Horse, and Dog. As Winn notes, the autobiography's publication should be a real literary event for Oklahomans.

The University of Oklahoma Press has contributed an invaluable addition to the history of American Indians through its Civilization of the American Indian Series inaugurated in 1932. The 109th volume of the series is The Chickasaws by Arrell Gibson, chairman of the OU Department of History. The first full story of the Chickasaws, Dr. Gibson's well-researched work offers psychological as well as historical insights into the proud, independent tribe.

Volume 112 of the American Indian Series is Mission Among the Blackfeet by Howard L. Harrod, a volume describing the effect of Catholic and Protestant missions on the values and customs of the Blackfoot Indians. Dr. Harrod is an associate professor of social ethics at Vanderbilt University. A graduate of the University of Oklahoma and Duke University, he holds a doctor of philosophy degree from Yale University.

Chief Bowles and the Texas Cherokees by Mary Whatley Clarke is another book recently published by the University of Oklahoma Press. Mrs. Clarke's work concerns the small segment of Cherokees who found refuge in Texas rather than the larger group who migrated to Indian Territory. Her history concerns the flight led by Chief Bowles from the Tennessee River to Missouri, then to Arkansas, and finally to Texas. Mrs. Clarke was born in Palo Pinto, Texas, and now resides in Fort Worth. Her book is volume 113 in the Civilization of the American Indian Series.

Another volume of the historical series is W. C. Vanderwerth's Indian Or-

(Continued on Page 36)
DAL L A S — 1 9 7 1

by FRANCES KENNEDY

Dallas rolled out the red carpet for the 1971 ALA conference, both figuratively and literally, and proved once again that Southwestern hospitality is unmatched. Lillian Bradshaw, as we Southwesterners expected, was a most capable, diplomatic, and charming presiding officer, and deserves accolades for her expertise.

The 7,950 registrants discovered that ALA is not an old lady, but a vocal, argumentative, and at times boisterous organization. This was the conference to relegate Aconda and Anaconda to the archives, and for those with endurance, we saw it happen when the last Council meeting adjourned. Repercussions will continue, and some action seemed precipitous, as Council attempted to respond to the wishes of “membership.”

The discouraging note of the Dallas meeting, as was true in Atlantic City and Detroit, was the small attendance at membership meetings. There was a count of 542 at one session, yet action taken was reported the following day as an “overwhelming mandate of membership!” The 542 members speaking and voting for almost 30,000 produced barely a whisper! If you were one of the 7,950 registrants, were you also one of the 542?

Library literature will give a complete, and hopefully an objective report of the conference. This brief report from your Council will be limited to action which deserves your immediate attention, and events which are of special concern to OLA.

COUNCIL

The astounding act in Dallas was Council’s vote to dissolve itself at the end of the 1972 conference. It astounded many members who realized what they had done only after it was done! If the membership vote, by mail, endorses this action, next spring you will face a ballot of at least 200 names, from which you will select 100 Councilors. Will this system produce the much discussed “democratization” of ALA? Will there be any Councilors from the Southwest? From Oklahoma? Oklahoma will have one Councilor — the chapter representative. This person will be elected next spring by members of OLA who are also members of ALA. The Election Committee will decide by lot which state will elect for a 1, 2, 3, or 4 year term. Your vote on these proposed changes is due before October 15.

STUDY OF ALA

Council approved the proposed study of the reorganization of ALA, and that it be conducted by an experienced library leader. The new executive director will be named by next spring, or possibly midwinter.

MEDIATION, ARBITRATION, AND INQUIRY

A centralized agency to be known as the Staff Committee on Mediation, Arbitration, and Inquiry was established. It has the responsibility for “mediation, arbitration, and inquiry relating to tenure, status, fair employment practices, due process, ethical practices, and the principles of intellectual freedom.” The Executive Director will chair this committee of five.

ALA COMMITTEES

In an effort to restore to Council some of the responsibilities which some members felt had been assumed by the
Executive Board, a resolution was passed stating that certain key committees would in the future be appointed by Council.

**FREEDOM OF THE PRESS**

A resolution was passed voicing ALA’s support of the principle of freedom of the press in the case of the publication of the Pentagon Papers by the New York Times and other newspapers.

**SOUTHEAST ASIA**

Much discussion at this conference and earlier ones preceded the final passage of a resolution calling upon the President of the U.S. to terminate United States involvement in Southeast Asia, and to reallocate funds to domestic needs — hopefully to libraries!

An innovation at this conference was the Students to Dallas Project, the award winning program of the ALA Membership Committee. There was a student representative from each of the accredited library schools, and one saw them everywhere — in the exhibit booths, meetings, buses, restaurants, etc. For the most part they were a good looking group — eager, bright, and interested. One felt optimistic to know that they would perhaps be the leaders of tomorrow in the profession.

If you have never attended an annual conference of your professional association you have missed something! Do not wait until it is held in an exotic city — it won’t be! There are few cities large enough to accommodate the membership, and that is why Dallas deserves special applause.

A word of warning: if you want to vote on your OLA Councilor, become a member of ALA now! That is the only way! And if you are a member and want to be part of the action, send your name to the president-elect. Committees will be appointed soon.

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OKLAHOMA LIBRARIAN
Allie Beth Martin, Director of the Tulsa City-County Library, has been appointed Coordinator of the Goals of Public Library Service Project sponsored by the American Library Association and funded jointly by the Council on Library Resources and the National Endowment for the Humanities.

This is a preliminary feasibility study to prepare for a major inquiry into the goals of public libraries and their relevance to current economic and social factors. Public librarians have identified numerous problems which cannot be met with present resources of manpower and finances or by traditional methods. Most pressing are service to the disadvantaged, the handicapped and the institutionalized; the imbalance between declining use and finance of libraries in central cities coupled with increasing demands from suburban residents; utilization of technology and coordination of public libraries with other types of libraries serving the same clientele.

In brief, this study will be focused on the public library as it is and as it should become in the last quarter of the 20th century.

Mrs. Martin has been Director of the Tulsa public library system since 1963. She holds the rank of Associate Professor with the University of Oklahoma School of Library Science and is a public library consultant specializing in library administration and library buildings. Her professional activity includes chairmanship of the ALA Membership Committee, member of the ALA Council, past-president of the Southwestern Library Association, the Oklahoma Library Association and the Arkansas Library Association. She has been responsible for developing a variety of research projects and is a frequent contributor to the library press.

She will take a leave from the Tulsa library system for the months of July and August to consult with library leaders across the country and expects to complete the project by January 1, 1972. The project will be under the supervision of an advisory committee chaired by Milton Byam, Chairman of the Department of Library Science, St. John’s University. The School of Library Science and the School of Industrial Engineering, University of Oklahoma, will provide support and services to the project.
WORKSHOPS

Special Libraries Association

One hundred ten enthusiastic participants attended "Sharpening Your Public Image," Workshop No. 4 of the Oklahoma Chapter, Special Libraries Association. Employing humor, slides, mod music, video tape and other multi-media audio visual aids, as well as excellent speakers, the workshop on public relations held at Bethany Nazarene College, September 10, attracted librarians from all areas of the state.

The workshop was chaired by Mrs. Jo Ann Lauderdale, director, Ardmore Public Libraries. After an invocation given by Dr. C. Harold Ripper, academic vice-president of Bethany Nazarene College, the sessions began for the 110 participants. Morning speakers included: Miss Nora Owens, Vice-President, Lowe Runkle Advertising Agency; Dr. Paul F. Kruse, Jr., Vice-President, Board of Directors, The Noble Foundation, Ardmore; Mrs. Alfreda Hanna, President, SLA and Assistant Librarian, Bethany Nazarene College; Mrs. Jeanette Embry, Technical Services, Oklahoma Department of Libraries, and Program Chairman, SLA; and some students from the School of Library Science, University of Oklahoma.

The afternoon sessions were led by Mr. W. A. "Mac" McGalliard, reporter and columnist, THE DAILY ARDMORITE, Ardmore; Mrs. Talmade Stands, President, Oklahoma City Chapter, American Women in Radio and Television; Mrs. Mary E. Shaw, Associate Director, Community Workshop, Oklahoma City County Library; Mrs. Maryellen Trautman Hall, Government Documents Librarian, Oklahoma Department of Libraries, and SLA Director; and Mrs. Roy Stewart, writer and Washington Correspondent.

Oklahoma special librarians will host their national president in mid-October when Efren W. Gonzalez, manager, Science-Information Services, Bristol-Myers Products, Hillside, N.J., visits the Oklahoma chapter of the Special Libraries Association. His speech "Zooming in on the National SLA Scene" will highlight the October meeting to be held in Tulsa’s Gilcrease Museum, Tuesday, October 19.

Mrs. Alfreda Hanna of Bethany Nazarene College Library, president of the local chapter, announced that Mr. Gonzalez will visit the Oklahoma Department of Libraries, a sustaining SLA member, and the University of Oklahoma School of Library Science as well as consulting with the Oklahoma SLA members. Oklahoma librarians will have an opportunity to see and hear Mr. Gonzalez when he appears on local Oklahoma City and Tulsa television stations.

While in Oklahoma, Mr. Gonzalez will inspect the proposed site for the 1972 SLA mid-winter conference in Tulsa. Mrs. Martha J. Embry, Department of Libraries, is program chairperson of the local chapter.

Reading and the Priorities: National and International.

Organized by the National Library Week Program, the National Book Committee, and the Southwestern Library Association. November 12, 9:00 a.m.-5:00 p.m., Hilton Inn 2945 NW Expressway, Oklahoma City, Oklahoma.

Anyone interested in statewide or regional development of library and reading programs is cordially invited to attend.

The workshops will emphasize professional interaction by librarians with (Continued on Page 30)
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agencies will continue to change and/or merge at a rapid rate in the next decade.

— that at present we can only identify many of the problems and opportunities these changes will produce for our profession.

— that a number of studies and experimental programs are currently underway which can provide us with a better blueprint for future planning.

— that if libraries do not define their goals and priorities in the 1970s there is the possibility that they will become peripheral and ineffective sub-agencies in the education/information marketplace.

— that it’s time for librarians and their agencies to be bolder in identifying purposes and in implementing programs to meet same.

—and, most important of all, I would emphasize that throughout this process of change, libraries need to focus on the needs of people rather than on the needs of things. That we as librarians commit ourselves, in the words of my state library colleagues, Charles O’Halloran of Missouri, “to the idea that mankind and especially the individual man is important and that the individual man, whoever he may be, has a stake in this world—both present and future; that he can and must understand his world, and be able on the basis of that understanding to make those choices, make those decisions which will effect the future . . . .” Librarians he says must assume the role of the challenger—one who would challenge those persons in our society who would generalize as to how we behave, as to our values and our needs.

In this sense he says that the “librarian would revel in the maverick, in the outlaw, in the independent, the man who thinks for himself, the man who attacks the status quo, who attacks stability, who holds nothing inevitable, who believes nothing is a product of blind fate.” Librarians, contends O’Halloran, have a chance to jump in, to participate in the evolution of mankind, in a world, a society, a situation of immense complications. We can participate; we can aid the individual as he faces these problems and help him to solve them, or we can passively stand aside; continue to run our warehouses; continue to concern ourselves with practical organizational matters only and hope that all turns out well.”

I’m pleased to be a part of this profession which can and does “jump in”; does commit itself to helping solve mankind’s problems. Let us never cease in our efforts to find new avenues of service to this end.

References


4. Ibid.

News Notes—

(Continued From Page 21)

Tahlequah Libraries hosted an open house on October 3 in the newly renovated Tahlequah Public Library.

Mrs. AARON CORWIN, a former Muskogee teacher, is a new staff member of the Eastern Oklahoma Demonstration Libraries.

A new bookmobile service was begun in Rogers County on September 9, with fourteen stops in the County.
Executive Board Minutes

Date: July 16, 1971
Time: 10:00 a.m.
Place: Librarian's Office, Oklahoma City University Library


Meeting: The OLA Executive Board meeting was called to order by Roscoe Rouse, OLA President. John Hinkle moved that the minutes of the May 21, 1971, meeting be approved as mailed. Frances Kennedy seconded the motion; the motion carried.

The Past Presidents' Certificate of Deposit has been placed in the Central National Bank, Oklahoma City, Oklahoma. OLA's Time Deposit has been moved from Clinton to a bank more convenient to the treasurer, Leonard Eddy. A full treasurer's report will be given at the next Executive Board meeting.

Dee Ann Ray, program chairman, reported that all division chairmen, with the exception of School Libraries and Technical Services, were present at the first program committee meeting. A change in format for the annual OLA Conference is being considered for 1972. A series of two-hour seminars or forums on topics of current interest would be held, with time allowed for divisions to have business meetings. Those seminars would cut across division lines, as would a proposed state-wide "show and tell" on Saturday morning. An exhibitors breakfast was considered rather than the customary champagne party, with a time block allowed for the exhibits. The Executive Board gave its unanimous support for the proposed change in format for the 1972 OLA Conference.

The Sequoyah Children's Book Award Committee was invited to submit information concerning its annual award to Writer's Digest. The committee will have a booth during the annual Oklahoma Education Association Convention, October 21-22, 1971, Tulsa.

The OLA Automation Steering Committee wishes to adopt the state-wide union list of serials as one of their major continuous work projects beginning in 1971-72. The project is to be physically located at the OSU Library with full part-time student help provided by OSU, computer time by Central State University, handled by the Automation Steering Committee (John B. Corbin, Chairman) and supervised by Jack Lewis. This will be an OLA project under the direction of the ASC, with OLA as recipient of any funds for this committee. Frances Kennedy moved that the Executive Board approve the completion of the state-wide union list of serials as an OLA project, under the direction of the Automation Steering Committee, commend the committee for their initiative in undertaking such a worthwhile project, and support their endeavors in securing funding. John Hinkle seconded the motion; the motion carried. The Automation Steering Committee requests approval and financing in the amount of $75.00 for a workshop for Oklahoma librarians interested in automation, to be held at the Student Union, Oklahoma State University, Case Study Room A, Stillwater, September 15, 1971. Thelma H. Jones moved that the OLA Executive Board approve the request and turn it over to the Continuing Education Committee. Carl Reubin seconded the motion; the motion carried.

It was pointed out that the procedure for amending the OLA Constitution and By-laws is not clearly stated in the By-laws. Any proposed amendments should come to the Executive Board first.

Mary Evelyn Potts, SWLA Representative, reported on the SWLA Board Meeting held during ALA in Dallas. The proposed program of work for 1970-72 and the role of SWLA New Directions Task Force were presented. Allie Beth Martin and Rod Swartz are serving on the SWLA Task Force. Funding for SLICE (Southwestern Library Interstate Collaborative Effort) has been granted. New forms are being developed for SWLA membership; Allie Beth Martin is working on a membership brochure and Heather Lloyd is on the membership committee.

Frances Kennedy, ALA Councillor, reported on the ALA Conference in Dallas; she urged all members to attend the meetings as attendance averaged approximately five hundred at each membership meeting and were primarily those members advocating change in ALA. She also encouraged Oklahomans attending ALA to convey their thanks to Gale Research for the shuttlebuses throughout the conference. A study of the

OKLAHOMA LIBRARIAN
ALA organization was approved, along with the recommendation that the executive director have a definite term of office. The ALA Council will be one hundred members elected at-large and one from each state. For the first year, terms of office will be chosen by lottery, twenty-five serving for one year, two year terms, three year terms and four year terms. Oklahoma's ALA Councilor will be elected on this coming year's ballot, with only those that are members of both OLA and ALA eligible to vote. Library Education is under Manpower in the new organizational structure; Mediation, Arbitration and Inquiry is a new committee where librarians may appeal if they feel they have been unjustly treated. Resolutions were passed opposing the present war in Viet-Nam, condemning the censorship of the Pentagon Papers and asking that alleged racial discrimination in the Library of Congress be investigated. The new ALA Executive Secretary will be announced this fall.

Correspondence from Mrs. Alfreda H. Hanna, President, Special Libraries Association, indicates that a public relations workshop, "Sharpening Our Public Image" is planned for Friday, September 10, 1971, at Bethany Nazarene College. A second SLA workshop, "Organization Efficiency" is planned for February at the Continuing

Education Center, Norman. This information will be passed on to William Lowry, Chairman, Continuing Education Committee.

A letter was sent to the Oklahoma Association of Educational Media and Technology inviting them to schedule their annual meeting so their membership could attend OLA's annual conference in Stillwater, April 13-15, 1972.

Preliminary plans were discussed for the orientation program on goals, constitution and by-laws for the OLA Executive Board, division officers and committee chairmen, to be held early this fall.

Rod Swartz communicated with the Camelot Inn and the Fairmont Mayo Hotel in Tulsa regarding facilities for the 1973 OLA Conference. John Hinkle moved that we accept the Fairmont-Mayo Hotel, April 5-7, 1973, as the date and location of the annual conference. Mary Beth Ozmun seconded the motion; the motion carried.

It was brought to the attention of the Executive Board that Speaker of the House Carl Albert, also Chairman of the House Office Building Commission, opposed further funding of the Madison Library Building, annex to the Library of Congress, in favor of a new House office building. His recommendation was not followed and funds for further construction of the Madison Memorial Library were approved by the House of Representatives in June, 1971.

Lee B. Brawner, SWLA President, has asked OLA to accept the funds of a grant from the Council on Library Resources until SWLA can be incorporated. Fred C. Cole, President, CLR, approves of this transaction. Frances Kennedy moved that OLA be the recipient of $25,000 of SWLA funds from CLR until SWLA obtains its tax-exempt status and is incorporated. Thelma H. Jones seconded the motion; the motion carried.

It is customary for the ALA Conference expenses of the OLA President and the ALA Councilor to be paid by OLA. This item is included in the annual budget. Thelma H. Jones moved that OLA pay the ALA Conference expenses of Roscoe Rouse and Frances Kennedy. Mary Evelyn Potts seconded the motion; the motion carried.

The membership of the Governor's Mansion Committee and the Sequoyah Children's Book Award Committee was discussed. All committees have yet to hold their Initial meeting as membership of several committees is not complete.

There being no further business, the chair declared the meeting adjourned.

Respectfully submitted,
Mary Beth Ozmun, Secretary
Oklahoma Library Association
Literary Notes—
(Continued From Page 22)

atory: Famous Speeches by Noted Indian Chieftains. The collection of notable speeches by early day leaders of twenty-two Indian tribes ranges from the days of early contact with the white man in the 1750's to a speech by Quanah Parker in 1910. Several of the orations were delivered at the famous Medicine Lodge Council in 1867. W. C. Vanderwerth, who lives in Norman, Oklahoma, is a professional writer specializing in Indian history.

Workshops—
(Continued From Page 26)

reading teachers, early childhood specialists, and others working in the context of urban and rural programs in which library/media services, reading and the related range of communications skills are central to the needs of millions who are trying to face up to survival priorities.

Tulsa City-County Library System

Special arrangements should be made with the Tulsa City-County Library by anyone outside the Tulsa System wishing to attend these workshops since they are primarily for their staff.

Sessions run from 9:30 a.m. to 11:30 a.m.

October 29 Who is the Young Adult Panel discussion
November 5 Young Adult Literature. Travis Tyler, Library School, Kansas State College
November 12 Publishing of Young Adult Books. Book Reviews of Pre-Selected Young Adult titles
November 19 Non-Print and Audio-Visual Material for Young Adults

LETTERS

To The Editor

Dear Mrs. DeVilbiss,
Many thanks for sending the copy of the July Oklahoma Librarian.
It was a pleasure to see the report of the presentation to the Mansion Library, as well as the many other interesting articles and pictures.
You are to be complimented on your very fine publication.

Sincerely,
Mrs. David Hall

Dear Mary Lee,
Just a note to tell you that the July issue of the Oklahoma Librarian is beautiful! Really gorgeous. Love the new format, the non-glare paper, and it even feels better to hold—I used to get hangnails from the sharp edges of the old magazine.
I guess even a professional journal should be nice to hold. And nice to look at.
It is easier to read all the way round, and presents a very handsome and professional appearance. We should all be very proud of our State association journal.

Sincerely yours,
Virginia Owens
(A former editor)

Mrs. Mary Lee DeVilbiss, Editor
Oklahoma Librarian
University of Oklahoma
401 West Brooks, Room 141
Norman, Oklahoma 73069

Dear Mary Lee:
I just finished reading the July issue of the Oklahoma Librarian from cover to cover. I am delighted with it.
The coverage of the 1971 conference was excellent, and you managed to include many other items that reflect the Association and its members.
Congratulations! I look forward to the next issue of the Oklahoma Librarian.

Sincerely,
Thelma H. Jones
Past President
Oklahoma Library Assoc.

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