

Mountain-Plains Library Quarterly

PUBLISHED BY THE MOUNTAIN - PLAINS
LIBRARY ASSOCIATION

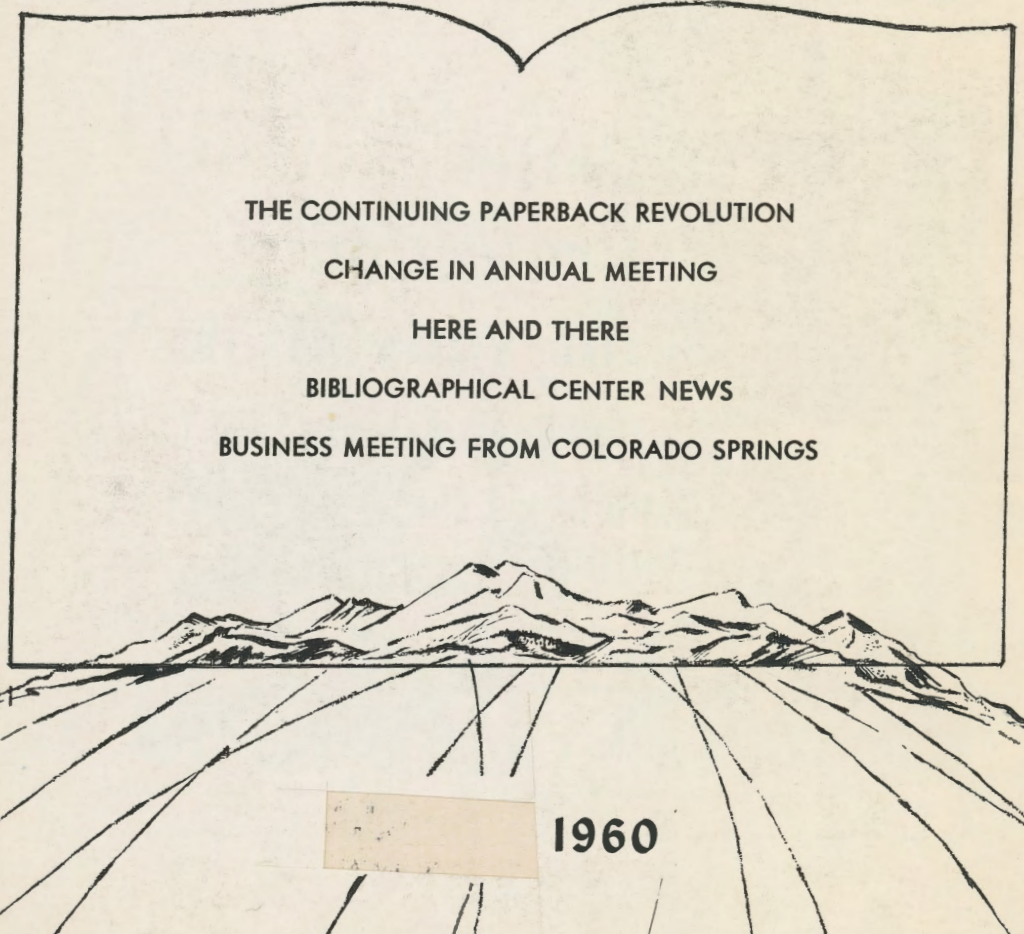
THE CONTINUING PAPERBACK REVOLUTION

CHANGE IN ANNUAL MEETING

HERE AND THERE

BIBLIOGRAPHICAL CENTER NEWS

BUSINESS MEETING FROM COLORADO SPRINGS



1960

MOUNTAIN-PLAINS LIBRARY QUARTERLY
Volume IV **Winter 1960** **Number 4**

Official Publication of the Mountain-Plains Library Association

C o n t e n t s

Mountain Plains Library Association Officers 2
 The Continuing Paperback Revolution 3
 Change In Annual Meeting 6
 Here and There 7
 New Library Building for Colorado College 8
 Bibliographical Center News 10
 Meeting Minutes from Colorado Springs 12
 Conferences at Emporia 16



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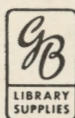
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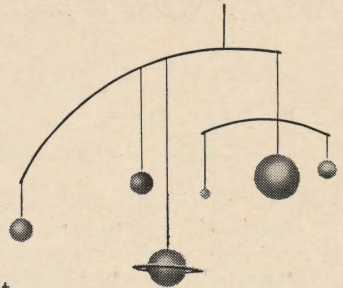
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THE CONTINUING PAPERBACK REVOLUTION

by HAROLD H. LASKEY,
*Education Department Director,
American Library of
World Literature, Inc.*

(Based on Talk at Mountain - Plains Library Association Convention,
Colorado Springs, Colo., August 27, 1959)

In preparing a paper for publication or for public address, it would be an incalculable advantage to be able to have the clairvoyant perception to see some of the beneficial effects resulting from the presentation of that paper.

The following paragraphs, based on notes of a talk at the Mountain-Plains Library Association meeting in Colorado Springs last August, were actually written some months later. At that conference, an exhibit of paperback books was included for the first time among the displays of books, supplies, and equipment. Small collections of these paperback books were given, at the close of the exhibit, to several libraries. Two months later one of the librarians of a public library, who had not previously used paperbound books, wrote me.

"It was a fine gift set of paperbacks you gave our library . . . I believe you succeeded in converting us to their use and we feel the quality justifies the use."

Still later, at a convention of English teachers in Denver, a high school librarian (whose library had not been one of those to receive free books) reported that ideas carried away from that library meeting in Colorado Springs (i. e., simple processing of paperbound books, etc.) had been put into practice in her school. To me it is rewarding to have this testimony of the usefulness of some of the information which follows.

In a talk preceding mine entitled "Wake Up! It's Time for Your Sleeping Pill," Dr. Lester Asheim, Dean of the University of Chicago Graduate Library School, evoked the image of the fictional nurse interfering with sleep rather than promoting it. Similarly, he said, librarians, adhering to rules, are apt to forget the ends for which the library was designed. "The job is to perform a service for readers," he concluded. "It is . . . service through books with which we are primarily concerned . . . Let us not

be as misguided as our symbolic nurse; it is the patient to whom we should be dedicated, not the sleeping pill."

The Nature of The Revolution

"The phenomenon of the paperbound book in the United States has been seen both as a blessing and as a bane by students of literature, publishing, and the popular arts" wrote Dr. Asheim in "A Hard Look at Soft Covers" (Library Quarterly, January 1958). "Both the defenders and the attackers of the soft-cover books are agreed that millions of people who may never have had the opportunity or inclination to visit a book store . . . are now regular book purchasers . . . To the degree that inexpensive paperbound book publishers are . . . bringing books to millions at low cost . . . they will be participating in an encouraging and significant cultural revolution."

American paperback publishing had its antecedents principally in Europe, where, in 1837, Tauchnitz in Leipzig began publishing world classics in English, establishing the basic pattern for the modern form of the paperback. The first great revolution in publishing in the United States occurred in 1831 when the Boston Society for the Diffusion of Knowledge issued its first inexpensive books. Throughout most of the nineteenth century readers in the United States also had an ample supply of "dime novels" and weekly newspaper supplements. The Copyright and Competition Act of 1891 affected paperbound publishing by putting an end to the pirating of French and British novels. For example, in 1885, 1500 out of a total book production of 4,500 titles, were paperbound. In 1958, when American book production exceeded 13,000 titles, paperbacks again totalled about 1,500.

Twenty one years ago . . . in June 1939 . . . the first successful line of modern pa-

perbound reprints made a cautious debut. Many doubted that the idea would work. Pocket Books, Inc., started that year with 34 titles and produced 1,500,000 copies. A few other new American publishers followed. In 1942, British Penguins, established abroad since 1935, sent Kurt Enoch, who had been with Tauchnitz previously, to open its first American branch. A few years later, Mr. Enoch and an associate, Victor Weybright, acquired from Penguin the American rights to many titles, and in 1948, launched the first Mentor and Signet books published by the New American Library of World Literature, Inc.

Three Causes of the Revolution

The American paperback revolution was brought about by three factors: 1) Economy in Technical Production, 2) New Methods of Distribution, and 3) Improvement in the Teaching of Reading.

First, vastly improved book manufacturing processes, permitting the use of uniformly high quality rubber plates on high-speed rotary presses, produced the equivalent of 22,000 128-page books every hour. Today, one book manufacturer, W. F. Hall Printing Co. in Chicago, which produces 80% of the total output of inexpensive books, keeps its huge presses operating 24 hours a day, 240 days a year and turns out about 1,000,000 books daily.

Second, by adapting a new technique for book distribution, and by utilization of the vast network of U. S. magazine distributors, wholesalers in 800 cities were able to effect prompt deliveries to 80,000-120,000 outlets. In contrast to the usual book distribution to 1,500-4,500 book stores and departments, the mass dissemination made low-priced books available in drug, variety, and chain stores, supermarkets, news stands and stationery stores, air, bus, and railroad terminals, bookstores in schools and colleges, general bookstores, etc.

Third, the teaching of reading in the schools changed in the direction of making it a pleasurable habit, not an assigned chore. And, as a consequence, inexpensive paperback books made a whole area of new teaching material available. The great variety of literature offered in paperbooks provided materials of school quality, never before available at low cost. Outside the schools,

the men and women of the armed forces, to whom expendable paperback books were widely distributed, added millions of new readers, Paperbooks in increasingly large numbers are going abroad as American ambassadors to peoples of nearly every land; through their own wholesale distributors, through USIA, CARE, government and other agencies.

We may think of paperbound publishing as big business but we can't forget that the total dollar volume of all books published is less than 1/500 of the nation's \$480,000,000,000 economy. As an indication of the book's minute portion, the total of net sales of all kinds of books, including textbooks and encyclopedias, is \$740,000,000, far less than the net profit after taxes of General Motors. In contrast with the figures for book sales are the nation's expenditures for soft drinks of \$1,870,000,000; for greeting cards of \$345,000,000; for chewing gum of \$305,000,000; for radio-television repairs of \$655,000,000.

It is common knowledge that Americans are far behind many other countries in the reading and publishing of books. For example, a recent survey in Great Britain revealed that 55% of the people read at least one book a year; yet in the United States the figure was 17%. Small Denmark and the other Scandinavian countries have many more bookstores per capita than we have. Great Britain produces 20,000 titles a year; the U.S. figure is now around 14,000. Our annual book production totals about 550,000,000 copies. The Russian figures displayed at the Soviet Exhibition in New York City last summer, were rather startling: 63,000 titles in 1958 for a total of 1,100,000,000 copies, one-fifth of the world's output. More than 2,600 works of American authors were published in 50 languages, totalling 86,700,000 copies; Mark Twain alone was issued in 249 editions and 10,000,000 copies.

About one-half of the total U. S. book production in 1958 was of paperbound books, over 250,000,000 inexpensive books and 8,000,000 higher-priced titles. The increase in low-priced paperback volume was about 8% in 1958; the other group, having started only a few years before, showed an increase of 25% that year.

Widening Scope of Paperback Publishing

The "Sex, Sadism, and Smoking Guns" prevalent among some paperback books in the Thirties and early Forties, says Frank Schick in his "The Paperbound Book in America" (Bowker), has given way in large part to the "Serious, Scholarly, and Sophisticated." The wide scope of present day paperback book publishing—both inexpensive and higher priced—is observed in the publication of quality works of nearly every writer of importance. "Some 400,000,000 copies . . . were distributed in 1958," . . . to quote from the April 5, 1959 special paperback issue of the *San Francisco Chronicle*. ". . . Many of these were titles designed exclusively for the relaxation and entertainment of the reader. The fact is they were read. And among the books was a rising flood of quality titles . . . in the fields of literature, science, classics, poetry, sociology, history, religion . . . Americans not only are reading on a mass scale but are reading in paperback format, books that 20 years ago would have had an extremely limited audience . . ."

A greater diversity in paperback publishing is seen in the books of more permanent appeal being published. In 1952, 50% of the titles were novels, now it is about 30%. Non-fiction has taken a strong position. Original publishing in paperback has grown to the extent that today perhaps 25-30% of the lists of several major publishers are original editions, not available in hard covers.

Paperbook Reading in Schools and Colleges

The "paperback revolution" has had a widespread and beneficial effect on personal reading, on the reading tastes of many millions previously untouched by "book reading," and on formal and informal education in schools, colleges, and in libraries. New readers are being developed by means of paperbacks. The use of paperbacks is making it possible to increase the supply of reading materials needed for the rapidly expanding student enrollments. High school enrollment, now 9,200,000, is expected to triple in 10-15 years, while the present 3,800,000 college student body will be doubled in that time. There are 33,000,000 elementary school children, the product of the "baby boom" of the 1940's. The tidal

wave is fast approaching the colleges! Where one student out of 25 of college-age went to college in 1900, one out of every three now enrolls; and, not many years away, one of every two high school graduates will be entering college.

The increasing cost of "going to college" is but the least of the important reasons for the expanded use of paperbound books in the classroom. At a meeting of the American Book Publishers Council two years ago, Frederick Wagman, Director of the University of Michigan Libraries, pointed to the "change in methods of college teaching" as a factor in the expansion of the library market for books of all kinds. "The strong tendency away from the easy method of textbooks and lecture . . . towards separate undergraduate libraries make good books an important part of the educational process." In order to make more books available for course work, Mr. Wagman said, the new Undergraduate Library at Michigan, which opened in February 1959, contained 2,000 paperback titles among its more than 40,000 volumes.

At Reed College in Portland, Oregon, pa-
(Continued on page 14)

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CHANGE IN ANNUAL MEETING

Some twenty-three Mountain-Plainers met during the ALA Midwinter Conference in Chicago and serious consideration was given to our annual meeting. It was first thought best not to accept a suggested combined meeting with NPLA for 1960 or 1961, with 1962 a possibility. The general feeling was that we needed to take stock of ourselves and see what we were amounting and could amount to in our region. Sufficient board members were on hand to pass on motions which would be conveyed to President Milton Abrams who was unable to attend.

It was moved that the Association have a meeting this year but that we not go in for displays or a planned program as formerly. Every member would be welcome, to come and help talk over several important factors so that decisions could be reached in (1) what we should be doing as an Association; (2) if we should meet every other year with an executive session on the between years; (3) any changes in the constitution which are warranted.

Stuart Baillie has offered campus facili-

ties at the University of Denver for this meeting. Dates selected are September 1, 2 and 3, just prior to Labor Day with the hope that we will have completed our evaluation by Saturday. This meeting was reported to exhibitors who attended the Chicago meeting and we were complimented for taking this serious approach.

Those members present agreed we needed this stock taking. It was felt that those really concerned with MPLA will attend and that it can be a successful meeting. It was also felt that this is no death blow to MPLA but an opportunity to make it mean more to all members. In order to facilitate the thinking of those attending it is hoped to have a representative from both NPLA and the Southwest regional associations to report on how they operate and what they do. Mr. Baillie suggested he might have some of his library students use the gathering of information about other regional associations as research projects, all of which information could be available when MPLA meets.

Mountain-Plainers!!

Many missed paying their membership dues at the Colorado Springs meeting. Please help Dan Seager get the record straight by sending in your dues.

Remember, if your institution is a member of MPLA, this does not make you a personal member. We need both memberships to help strengthen the Association.

Dues are not much, but they can *mean* much to what MPLA wants to become—a real force for library progress in our region!

You can help—by sending in your 1960 dues! Today, please?

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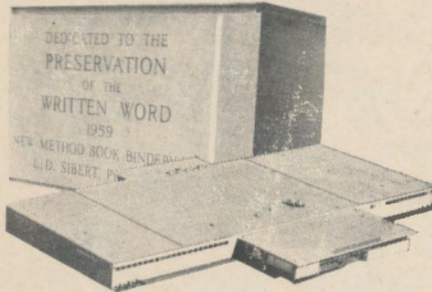
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HERE AND THERE

MILTON ABRAMS, President of MLPA and ULA, has been granted a leave of absence to teach two courses in Political Science at the University of Utah during the present quarter. He is, however, keeping his own desk clean between trips.

ROBERT THOMAS, Past-President of MPLA, has left his position as Librarian in Hutchinson, Kansas, to become Head Librarian of the Salt Lake City Public Library. This is an important move for both Mr. Thomas and Salt Lake City, and certainly a distinct appointment in the MPLA region. Bob is a graduate of the Library School at the University of Wisconsin. He was formerly head of the public library in Bismark, North Dakota and served as president of the North Dakota Library Association. In leaving Kansas he vacates the office of President-elect of the Kansas Library Association. With him the public library in Salt Lake City begins a new era which should see that library's worth to its community increase steadily.

KATHRYN J. GESTERFIELD, Librarian of Scottsbluff Public Library in Nebraska will be greatly missed when she takes up her new home in April in Champaign, Illinois. Her husband, Arnold, is to begin what she states as "an exciting sounding job".

ROBERT TALMADGE, Associate Director of University of Kansas Library, assumes his new duties as Head Librarian at Tulane University this fall. His interest and energy is also a loss to MPLA.

KEITH CUSHMAN, son of Jerry Cushman, of Salina, Kansas (well known to MPLA) has been selected for the Summerfield Scholarship at the University of Kansas. This provides some \$700 a year for four years of study at that university. Keith is a real "bookie" and helps out at the Salina Public Library.

CLAUDE SETTLEMIRE, Librarian at Boulder Public Library in Colorado, is wallowing in the afterglow of winning a bond issue for some \$450,000 for a new building. Claude's campaign was heavily and wisely conducted and paid off on the first attempt. He can send you some of the materials he used if you wish for them.

(Editor's note: Please send me any personal or news item which will be of interest to member of MPLA.)

NEW LIBRARY BUILDING FOR COLORADO COLLEGE

A grant of \$1,250,000 for a new library building at Colorado College was announced today by the El Pomar Foundation of Colorado Springs. (Dec. 6, 1959)

Charles L. Tutt, President of the Foundation, announced the gift this morning to the College Board of Trustees. He termed it "a gift to Colorado College in recognition of the great progress that the College is making." Robert S. McIlvaine, Denver, accepted as Chairman of the Board, with "the profound gratitude of the entire Colorado College community."

The grant is the largest single gift from any source in the 85-year history of the independent liberal arts college. It will construct a building to house the College's 170,000-volume collection now shelved in Coburn Library, with space for an eventual collection of 300,000 volumes.

Tentative site for the building is at the southeast corner of Cascade Avenue and San Rafael Street, flanking the College's principal classroom building, Palmer Hall. A temporary building on the site, West Hall, will be removed.

Skidmore, Owings and Merrill, internationally known architectural firm, has been selected by the College Trustees to design the structure. Although most details remain to be worked out, groundwork studies have already been made by the Faculty Library Committee on Long-Range Campus Planning, in hopes of fulfilling the number one building need on the Colorado College campus.

News of the grant was revealed at a Trustee meeting called to consider plans for meeting capital needs for the ensuing College decade. The grant gave impetus to a decision, taken later in the meeting, to commence a multi-million dollar fund-raising campaign early next year.

A new library has long been regarded as a primary College requirement. Other objectives of the forthcoming campaign, as charted by the Board, include a new science building, new facilities for men's and women's physical education and athletics, a new Health Center, extensive renovation of existing buildings, and complete landscaping of the campus.

Dr. Louis T. Benezet, President of the College, greeted the El Pomar announcement with this comment:

"During four eventful years here I have said over and over that Colorado College could go anywhere as an institution of liberal arts provided one major source of help might be found to start a new day for our underbuilt campus. The answer has now been given, and we are on our way. My feeling of thankfulness knows no bounds."

The new building will accomplish several things, the College said, making possible:

1. Reading room and reference space with optimum lighting and ventilation for student library users. The present Coburn Library can accommodate only a sixth of the student body at one time. Modern college libraries seat up to one-half.

2. Stack space for a collection which is growing at the rate of 5000 volumes a year and which soon could reach a growth of 10,000 volumes a year as the student body grows to an anticipated 1500 and as new book funds become available.

3. "Treasure Room" quarters to safeguard the library's prized special collections and to attract other collections as gifts from alumni and friends of the College; special display rooms, feature exhibits, etc.

The library's collection is one of the finest to be found among institutions of Colorado College's size. Its most prized holdings include the Charles H. Collins Collection of Historical Manuscripts, the Alice Bemis Taylor Collection of Manuscripts and Fine Printed Books, the Alfred R. Justice Chess Book Collection, and extensive sources dealing with the Civil War. A new Collection of Western American History in memory of Professor Archer Butler Hulbert was recently announced. It is also known for its strength in periodicals and for its collection of 80,000 government documents.

The site of the new building is on the academic quadrangle of the College. Its placement next to Palmer Hall and an eventual new science building to be built to the East will make it accessible to a majority of the College's 1100 students and 120 faculty and staff members.

Coburn Library, at the Northeast corner

MOUNTAIN PLAINS LIBRARY QUARTERLY

of Cascade Avenue and Cache la Poudre, will be converted to other use. The gift of the late N. P. Coburn of Newton, Mass., it was built in 1894 and enlarged in 1939.

The El Pomar Foundation, long a supporter of the College, is the philanthropic

trust of the Broadmoor Hotel interests created by the late Spencer Pemrose. Its Trustees, in addition to Charles L. Tutt, are W. Thayer Tutt, Russell T. Tutt, H. Chase Stone, and Robert V. Menary.

AURIANNE AWARD

The second Aurianne Award for the best juvenile book on animal life which develops a humane attitude was won by Meindert DeJong for *Along Came a Dog*, published by Harper and Brothers, it was announced by Mrs. Carolyn Field, Coordinator, Work with Children, Free Library of Philadelphia and President of the Children's Services Division of the American Library Association. The books under consideration were those published in 1958.

The Aurianne Award, made possible by a bequest to ALA from a former New Orleans school librarian, Augustine Aurianne, was established in honor of the donor's father and sister, Pierre and Adele Aurianne. It carries with it a check for \$200.

DANA PUBLICITY AWARDS

Once again John Cotton Dana Publicity Awards will honor the best publicity of the year, in a contest sponsored by the *Wilson Library Bulletin* and the Public Relations Section of the ALA Library Administration Division. Entry blanks must be submitted by April 1st, but scrapbooks showing a cross section of the library's publicity need not be delivered until April 15. Entries are judged in separate categories according to type and size of library, and all libraries are invited to enter. Folders giving full details are available from the *Wilson Library Bulletin*, 950 University Avenue, New York 52; and from the American Library Association, 50 East Huron Street, Chicago 11, Illinois.

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BIBLIOGRAPHICAL CENTER NEWS

A.L.A. Midwinter Sidelights

Denver rates high with Bib Center members says Mrs. Chapman. This was definitely indicated when she tried to persuade the council to vote to hold the next annual Center meeting in Arizona. All present cast their ballots for Denver anticipating a visit to Bib Center. The decision was made to join the M.P.L.A. at its workshop in the fall. The minutes of this meeting of the Council of the Center held at Midwinter will be published in the Spring issue of the MPLA Quarterly.

New Mexico Meeting in April

Mrs. Chapman will speak before the Public Librarians Division at the New Mexico Library Association meeting at Roswell, April 29-30th., also at this time she plans to hold a meeting with librarians of New Mexico and Texas who are members of the Center.

New Members and Money

The following libraries have been added to the membership list: Alamogordo Public Library, New Mexico, Lillian E. Maddox, Librarian and Hardin-Simmons University, Abilene, Texas, Mabel E. Willoughby, Director.

All members who have increased membership fees and paid for WAGNER-CAMP *Plains and the Rockies* microcards which were purchased jointly by the Center are thanked by officers and members of the Center. Mrs. Chapman wishes to thank you as her 4 year old grandson did when she put a dollar bill in his Valentine—"Thanks for the green dollar."

Executive Committee Meeting December 10, 1959

The following members of the Executive Committee met in the Board Room of the Denver Public Library at 10:00 a.m. on December 10, 1959; Miss Virginia Wilcox, Chairman of the Executive Committee; Mr. Daniel Seager, Miss Mariam McNally, Dr. Malcolm G. Wyer, members of the Executive Committee; Mrs. Eulalia Chapman, Director of the Bibliographical Center; Mrs. Victoria S. Barker, Secretary of the Bibliographical Center.

The minutes of the last meeting were approved, as published in the MPLA Quarterly.

As the Treasurer was unable to attend, the discussion centered around the estimated Budget for 1960, which was compiled by the Finance Committee, using figures furnished by the Treasurer.

It was moved, seconded and carried that the \$700.00 repaid by Adult Education be included in the balance, and that the income statement of the budget be approved. It was m.s.c. that the disbursements statement also be approved. The discussion brought out the point that balancing with the approved purchases and the presently approved salary schedule depends on increased fees and new memberships. It was reported that a certain number of members had agreed to increase their fees for 1960. Mrs. Chapman was authorized to write to any others to suggest an increase in fees to cover present added costs due to increased costs of bibliography purchases, postage, and salaries.

Recommendation was made to the Finance Committee that the inequities of the membership fees, in relation to the use of the Bibliographical Center and the services rendered to the individual members, be studied, with the purpose of making adjustments of the fees for 1961, the new fees to be charged on a definable basis, so that any future increases could be made on a percentage basis without upsetting the equity.

It was recommended that Mr. Ford Rockwell be asked to include in the MPLA Quarterly an editorial reminding the members that MPLA sponsors the Bibliographical Center, and to reaffirm the policy of sending the MPLA Quarterly to all members of the Bibliographical Center.

It was agreed that the records and mailing list for the MPLA Quarterly should be turned over to the editors rather than for the Bibliographical Center to continue to contribute its staff time to keeping the list current, and mailing the magazines. A financial contribution to the MPLA Quarterly to cover the expense of its printing the Bibliographical Center news, as a sub-

stitute for the time contribution made in the past, was approved.

It was reported that a letter from Mr. John Weber, Assistant Director of the Office of Technical Services, U.S. Dept. of Commerce, Washington 25, D.C. stated that OTS was considering making the Bibliographical Center a depository for its Russian translations. It was agreed to have Mrs. Chapman ask OTS to designate the Bibliographical Center as a depository for its translation and reports. (Subsequent to this Mrs. Chapman reports that she and John Eastlick wrote letters submitting an official request on the part of the Bibliographical Center for Research for the establishment of a depository for Russian translations to be placed in the Center. Mr. John Weber, Assistant Director, replied that there were eleven depositories receiving certain of our domestic report literature and/or translated materials. It appears that regional availability of this material has proven valuable to many users thus far. However, at this time they see no possibility of opening additional depositories because of the expense entailed in furnishing the reports, translations, and service tools related thereto. Mr. Weber is holding our request in his pending file so that if expansion of the depository program can be made at a later date, our request will be gladly considered.)

Mrs. Chapman was authorized to go to Chicago to attend the Midwinter meeting of the American Library Association, the Bibliographical Center Council Meeting, and the MPLA Executive Board meeting.

Respectfully submitted

(Signed) Mrs. Victoria S. Barker, Secretary Librarian, Boulder Laboratories, NBS

ELDORADO, KANSAS, recently opened a new public library building. This is the result of a gift of over \$200,000 by a Board member. (It still can happen!) Horace Moses of Topeka, Kansas, was consultant.

REMEMBER!

Plan for the Denver MPLA meeting.

Pay your 1960 MPLA dues today.

BOOK ART INSTITUTE

The University of Minnesota Library School, in cooperation with the Minnesota Library Association, will hold a Book Arts Institute, April 8th and 9th, at the University of Minnesota, Minneapolis. Subjects include type design, book design and printing, book illustration, the deterioration and preservation of paper, bookbinding, and the care of books.

Speakers include, among others:

R. HUNTER MIDDLETON, type designer with the Ludlow Company in Chicago.

CARROLL D. COLEMAN, in charge of publications at the University of Iowa.

FRITZ EICHENBERG, Chairman of the Department of Graphic Arts and Illustration at Pratt Institute in Brooklyn, New York.

JAMES KINGSLEY, in charge of special collections at the University of Minnesota Library.

Registration fee, \$6.00. For additional information, write the director of the institute, Raymond H. Shove, Library School, University of Minnesota, Minneapolis 14, Minnesota.

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Meeting Minutes From Colorado Springs

August 27, 1959 Business meeting: 8 A.M.

The business meeting of the MPLA Executive Board was called to order by the president, Robert Thomas. All members were present except Mary Ann Moore who was represented by Hazel Graves. Daniel Seager, the incoming treasurer and Ford Rockwell, incoming vice-president, were also present.

Laura Crouch moved that the reading of the minutes be dispensed with. The motion was seconded and passed.

The treasurer's report was read and approved. A copy is on file. The treasurer also reported 372 members, 31 of them being new this year. The memberships are divided as follows: Colorado 113, Nebraska 38, South Dakota 35, North Dakota 29, Utah 38, Wyoming 34, Kansas 59, Nevada 5.

The report of the Awards Committee was given by Laura Crouch, chairman. Others serving on the committee were Zelia French and Eulalia Chapman. The committee asked the state agencies to work with state presidents to make nominations for recipients of the awards. Only one nomination was sent in. It was presented by John Eastlick, employer, and endorsed by the State librarian, Gordon Bennett. The nomination was for Susie Campbell for her outstanding in-service training program at the Denver Public Library. The committee recommended that a \$100.00 check be given her as an award. Mark Gormley moved and Irene Bogan seconded that the "MPLA Good Librarianship" award be given in accord with the committee's recommendation. The motion passed.

Dean Stallings, in reporting for the Scholarship Committee, said that nine loans have been made to date, four have been repaid in total, one is delinquent, and four are not yet due. In restating the rules of the scholarship fund, Mr. Stallings said that the loans are for \$200 each, and that five may be outstanding at one time, thus using the total amount of \$1,000. The money is to be loaned for the last semester of library school and repayments are to begin 10 months after graduation with one percent interest per month from that time on the unpaid balance.

Milton Abrams reported for the Constitution Committee which also included Laura Crouch and Leonard Kirkpatrick. One recommendation for a By-law revision was made; that Article II, section 1 be changed by the addition of one item to the dues schedule. "1.00 per year for library trustees, library school students and retired librarians." The committee also recommended a constitution revision which can only be announced at this conference. This change will add the state of Nevada to the list of members of MPLA and delete the rest of the paragraph which permits bordering states to affiliate. Katherine Gesterfield moved that the report be accepted. Esto Hatfield seconded the motion and it passed.

There followed considerable discussion of the possibility of a biennial meeting, of the respective merits of spring and fall dates, and of the choosing of a central location or locations scattered throughout the member states. It was the unanimous opinion that there is a great need for planning at least two years in advance for dates and places.

Mr. Thomas presented the matter of bills presently in House and Senate committees which would allow public libraries to receive charitable gifts which would be tax deductible for the donors. Mark Gormley moved that the president send telegrams to the chairmen of the committees involved approving the measure. Katherine Gesterfield seconded the motion and it passed.

After some discussion of the *Quarterly* expenses, the meeting was adjourned until 9 P.M.

Elizabeth Adcock, Secretary

Executive Board Meeting 9 P.M., August 27, 1959

This entire session of the Executive Board Meeting was given to a discussion of the future of the *MPLA Quarterly*. The objectives of the association as a whole were discussed in relation to the use to be made of its publication. Some possible inclusions mentioned were annotated list of master's and doctor's theses in the area, book notes of local interest material, and a placement service.

After considerable discussion of format, each board member was asked to check on printing or other processing methods for 500 or 1,000 copies of a bulletin similar to the one now being issued. These reports are to be sent to Robert Thomas within two weeks.

Mark Gormley reported that the Colorado Library Association will no longer be financially able to share in the publication expense to the extent of \$800.00 per year. After an expression by the president that he did not feel that CLA had received full value this year, it was suggested that CLA news be carried without expenses if a fall issue is published.

The president was asked to bring the entire matter to the membership in the Saturday business meeting.

The meeting was adjourned.

Elizabeth Adcock, Secretary

Membership business meeting, August 29,
8:30 A.M.

The president, Robert Thomas, called the membership business meeting to order and announced that the minutes would not be read since they had been published in the *Quarterly*.

Mrs. Bogan, treasurer, presented her printed report as of August 1 and said that a full report would be given later after the Conference expenses had been paid. The net proceeds of the Conference are to be divided equally between MPLA and CLA. Mrs. Bogan also reported 382 members at this time.

Dean Stallings reported for the Scholarship Committee which also consisted of Charles Dalrymple and Hattie Knight. He reported that nine scholarships have been made, 5 have been completely paid, two are not yet due and one is overdue. A new loan is to be made immediately since payment for 1 of the 5 scholarships was received during this Conference.

Mr. Thomas announced that two exhibitors were present in addition to those listed in the program. They were Don Phillips of Paragon binding and Paul Wyer of Gerstenschlager Co. He also said that Demco had planned to exhibit but being unable to, had donated their registration fee to the Conference.

New officers for the sections were reported as follows:

Catalogers: Lillian Cooper, Boulder, chairman; LaPerle Hatch, Logan, vice-president; Mary Knapp, Omaha, secretary-treasurer.

Public and County Libraries: Elizabeth Adcock, Greeley, chairman; Sarah Lucille Harris, Salt Lake, secretary.

School and Children's Libraries: Carolyn McCartney, Denver, chairman.

College and University Libraries: no report.

In presenting the report of the Public and County Libraries, Esto Hatfield suggested that the treasurer's notice carry a box for the checking of a sectional choice in order that membership lists may be available for each group. The matter was referred to the incoming treasurer for consideration.

Mr. Thomas reported that the executive board had asked him to send telegrams urging the support of the bills making charitable gifts to public libraries allowable tax exemptions. He asked that state associations and individuals do the same.

Ruth Tyler reported that the accident which had called the president-elect back to his home had been serious for his son, but that recovery was expected. Jerome Cushman moved that a \$10.00 flower arrangement be sent to the son. Ford Rockwell seconded the motion and it passed.

In the absence of Mr. Abrams, Laura Crouch presented again the change in the By-laws, Article I, section 1, sub-section a, adding to the dues schedule: "\$1.00 per year for library trustees, library school students and retired librarians." Miss Crouch moved the adoption of the changes, Laretta Bellamy seconded the motion and it passed.

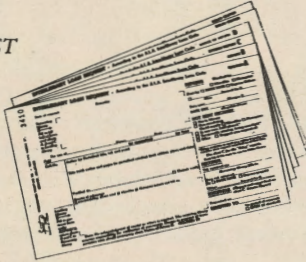
No decision has been made about the location of next year's meeting. Only one invitation has been received. It is from the Nevada association which invited the Conference to come to Las Vegas.

Mr. Thomas presented the question of the continuation of the MPLA *Quarterly*. At present it is not making expenses and with the withdrawal of CLA, it would be even more difficult in the future to operate without a serious deficit. Mr. Thomas reported that the executive board members

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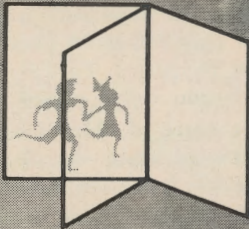
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were to investigate local possibilities of more economical publication. Mr. Cushman reported that there might be a possibility of using the resources of the School of Librarianship of the University of Denver. Evelyn Drewster, advertising chairman, reported the nine firms are still involved in 4-issue contracts, some for one more issue and some for two. Laura Crouch moved that all members pass information on printing, editorial and advertising help to Robert Thomas; that he compile the information for Milton Abrams, and that Mr. Abrams poll the executive board by mail for a decision as to the future of the Quarterly. Floyd Meyer seconded the motion and after extensive discussion, the motion passed. A two week time limit for sending the information was set by the president.

Laura Crouch, on behalf of the Awards Committee, suggested that the present committee be responsible for sending out nomination blanks to state associations before their fall meetings. After some discussion of the continuity of the Awards Committee, Alice Paine moved that the Award Committee be a permanent rotating committee with the new president appointing one member each year. Gordon Bennett seconded the motion and it passed.

Mr. Thomas announced the results of the election as follows:

Vice-president, president-elect—Ford Rockwell

Secretary—May Gillies

Treasurer—Daniel A. Seager

In the absence of Mr. Abrams, the new president, Mr. Rockwell, accepted the gavel and pledged the cooperation of the new officers to Mr. Abrams. The meeting was adjourned.

Elizabeth Adcock, Secretary

Paperback Reveloution . . .

(Continued from page 5)

perbound books have made it possible to have multiple copies in the library for reserve use. The college uses almost no textbooks and in courses such as the Humanities and in History courses, many paperback copies are purchased at a saving in the library book budget. The librarian at Denison

MOUNTAIN PLAINS LIBRARY QUARTERLY

University in Granville, Ohio, reported that "instructors and reading lists change with sufficient frequency that it seems a downright economy to supply paperbounds when they are available and simply let them wear out in use."

Not only a stimulus to students' independent or free reading, paperbooks are a growing influence in the building of personal libraries. "A natural progression seems to develop from the beginning (with good paperbacks) to well printed hard backs for personal use and enjoyment," is the report from the librarian at the United States Naval Academy.

Many librarians find the appeal of paperbound books is in their diversified subject matter, attractiveness and compactness. More and more librarians process them in the simplest, least expensive manner (a card pocket, perhaps a shelf list, little or no record keeping) in order not to lose the advantage of their low cost. For example, Rosenberg Library in Galveston, Texas, reported that "some borrowers take paperbounds; others take some of both . . . Almost without exception, borrowers taking paperbounds will return those borrowed plus several others as gifts." The Montclair, N. J., Public Library also offers for sale selected paperbooks that are not readily available elsewhere in the local area or are in current demand due to release of a movie, Broadway play or television program, or are included in an adult or school reading list. ". . . We don't think our dignity or prestige suffers from their use," is the word from the Meridian, Miss., Public Library.

High school librarians often report that students take a new paperbook from the library instead of the hardcover edition of the same title which may have been on the shelves for years. One librarian wrote that "students read who wouldn't be 'caught dead' carrying a hardback . . ." Other librarians encourage further reading by getting the students to buy good pocket-sized books at news stands, drug or book stores. A Texas school librarian, who just started to buy paperbooks, is "trying it to see if six 50c books won't give as much service as one \$3.00 hardback."

Schools use the low-cost books in many ways beyond the customary classroom text or supplementary reading. The accelerated reading programs for enrichment and for

gifted students are benefitting from the availability of cheap books of quality. Classroom collections are now economically possible in addition to the central school library. Summer reading programs and wider recreational reading is successfully introduced into school systems through use of the inexpensive books. School book fairs and bookshops are "profitable" school projects. Paperback book clubs, such as Teen Age Books and Campus Books bring good books each month to millions of young people in the schools. The latest edition of "Books for You" the high school reading list just published by the National Council of Teachers of English; "Good Reading," selected by the Committee on College Reading, and available in a newly revised edition; "An Inexpensive Science Library" published for the third year by the American Association for the Advancement of Science; and others are widely used.

There are of course opposing points of view; one librarian wrote: "I don't like paperbound books—but the time may come when I have to put them in. I hope not. I much prefer a regular book." But we like best the classic statement made by Eli Oboler, Librarian of Idaho State College: "I don't care if a book is bound with human skin or aluminum; if it's useful and readable and read and used, I'll buy it or accept it as a gift. Why all this nonsense about binding segregation!"

A concluding comment is this excerpt from the article "Floating College Library" by Lynn H. Robinson, Readers Service Librarian, Maritime College of New York (Library Journal, June 15, 1959): "Pocket books are used extensively and are popular with the cadets because of the ease of carrying them around . . . A good indication of the library's success comes from one of the older members of the regular crew who remarked: "These boys all have more of them books sticking out of their pockets than grease rags and wrenches."

REMEMBER!

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Pay your 1960 MPLA dues today.

CONFERENCES AT EMPORIA

Kansas State Teachers College, Emporia, Kansas, Education Division, announces an INSTITUTE ON LIBRARY SERVICES TO YOUNG ADULTS, at Emporia on March 17, 18 and 19. JEAN CAROLYN ROOS, Former Supervisor of the Young Adults Department, Cleveland Public Library, will be Chief Consultant. Inez King Cox is the local Director. For further information write: Mr. Benjamin R. Richards, Chairman of Library Education Division, Kansas State Teachers College, Emporia, Kansas.

The Library Science Department of the Kansas State Teachers College, Emporia, announces the following Conferences:

Student Assistant's Day, April 9. A program of interest to student assistants in high school libraries.

Conference on the New School Library Standards, soon to be published by the American Library Association, May 6 and 7. All interested persons, particularly high school librarians and administrators are invited to attend. The consultant will be Miss Elenora Alexander, Supervisor of School Libraries, Houston, Texas.

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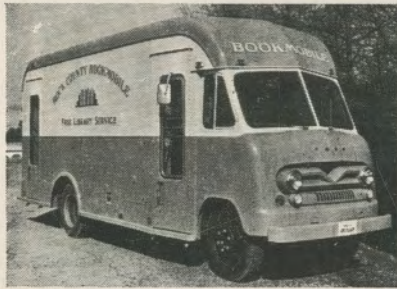
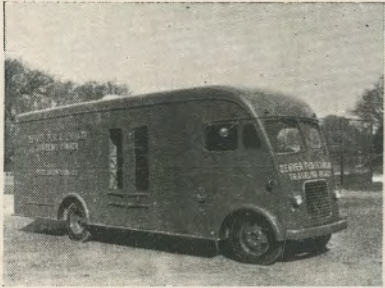
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