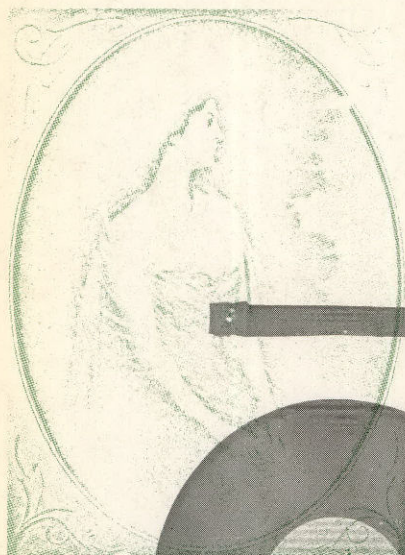


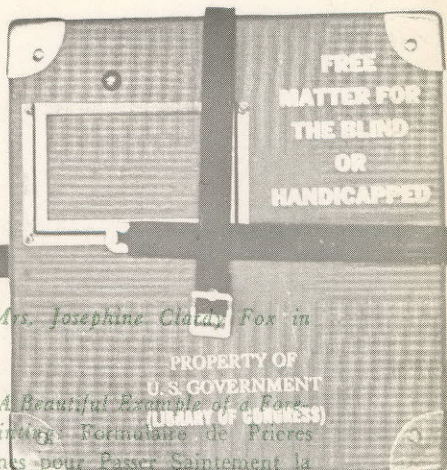
Texas Libraries



Volume 33 Number 2 Summer, 1971



LEFT: *Mrs. Josephine Clardy Fox in 1915*



RIGHT: *A Beautiful Example of a Fore-edge Painting: Formulaire de Prières Chrétiennes pour Passer Sagement la Journée.*

gilded in the ordinary manner. Some fore-edge artists coated the gilt edges with a mixture of egg white and water to provide a transparent fixative for the gold; others of a more alchemic disposition made up a paste by boiling pieces of parchment in water and adding five or six drops of sulphuric acid to the mixture which was then applied hot to the book edges.

Some fore-edge artists worked with the edge lying to the left instead of the right—the normal position—and when such a book is fanned the ordinary way, the painting entirely disappears (the same is true of course when the leaves of a right-hand painting are fanned to the left).

Some artists painted both on the right and on the left and these even more rare are called double fore-edge paintings.

The double fore-edge painting is a book containing two different paintings on the same edge. One peeks into view when the pages are fanned to the right, another and entirely different picture appears when the leaves are fanned to the left.

The double fore-edge painting is an extremely rare item and many modern libraries have no examples of it. The Harvard University Library, Mr. Webb's says, has only one. The Cleveland Art Museum, the Chicago Art Institute, and the John Carter Brown Library in Providence, R. I., have two each.

ESCRITO POR SOROTHY ANDES



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About the Cover

This issue's cover focuses attention on the library as an institution in a state of change brought about by new services and new technology. The Talking Book, the Xerox copy, and the foreign language publication all signify the library as it is today.

Man in the Middle

Several years ago a five-year-old friend introduced this editor by saying, "She makes books." Her playmate considered this for a minute and then said, "We get ours from the library." So far as our young friend was concerned, our "making books" was no more mysterious than her older sister's reading books. As this issue of *Texas Libraries* began to take shape, we discovered that an author and a publisher as well as several librarians had been involved in furnishing the information. This led to a quick letter to someone who we think represents one group of library users. We hope that we'll soon be hearing from a reader, and perhaps we'll also hear from those who are involved in producing other media. Each person in the chain that begins with the author and ends with the reader is essential, and each views his part in the process from a different perspective. Standing between those who produce books and other materials and those wishing to use them, the librarian finds it necessary to understand both how materials are produced and how they are used.

We want to say a special word of thanks to this issue's contributors. Marvin Stone is Materials Coordinator at Dallas Public Library and a prime mover of the exhibits there. Kenneth Bierman is Data Processing Coordinator at the Oklahoma Department of Libraries. Jo Stewart Randel is chairman of the Board of Directors of the Square Museum in Panhandle. Jeannette Smith is assistant director of the News Service at the University of Texas at El Paso, and Carl Hertzog is director of the Texas Western Press there. And finally we want to thank Maurine Gray, director of Tyrrell Public Library in Beaumont and a member of the LSCA Advisory Council, for sending news about the recently passed bond issue and a photograph of the Summer Reading Program at the library.

New Statistical Directory Full of Numbers on Libraries

What a lot of numbers is the first and near-automatic reaction to *Texas Public Library Statistics for 1970*. Like its predecessors, it counts population served, volumes, funds appropriated for public libraries, and other numerical facts.

But when volumes are equated with books that have pages and covers, population served with people who have access to free public library services, and funds with checks that can be written to pay salaries and purchase materials, a new view of the numbers emerges.

A significant fact that becomes apparent when figures for 1960 are compared with those for 1970 is that better collection of data in recent years provides evaluators with a more accurate profile of service in the state. In 1960 only 197 reported. Although it can be assumed that those not reporting were generally the smaller ones, the \$.74 per capita support for population served was even lower than it might have been if all libraries had reported.

Comparison of figures for 1969 and 1970 presents an anomaly. Since 1969 data were based on the more optimistic estimated census for that year, the total state population and the population served are both larger for the earlier year than for the later one.

Information for the publication was collected and compiled by the Field Services Division, and tabulations were carried out by the Administration Division's Data Processing Section. The following data were drawn from the 1970 publication. This year's edition differs from previous ones in that statistical data on libraries is arranged by Major Resource Center area—with the Major Resource Center library first, followed by Size II libraries, and finally Size III libraries.

Other information includes the boundaries of the Major Resource Center areas as they were redrawn in 1971, Texas State Library field consultant areas, a list of college and university libraries, and depositories for Texas State Documents as well as data on city and county support and number of personnel.

Statistical totals reflect the uneven population distribution among the areas. The libraries in the cities of Dallas, Houston, and San Antonio each serve a greater population than that served by the total MRC areas of Abilene, Amarillo, Austin, El Paso, and Lubbock. Houston and San Antonio are the only MRC areas that have less than one book per capita. The per capita library income for the population served falls below the state average of \$1.94 in three MRC libraries—Corpus Christi, Lubbock, and San Antonio.

	Population Served	Volumes Held	Circulation	Total Library Income	Per Capita Library Income
Major Resource Center Libraries					
Abilene	96,463	116,190	329,455	\$ 210,579	\$2.18
Amarillo	128,363	191,101	628,873	446,551	3.48
Austin	289,597	295,977	1,899,799	1,043,405	3.60
Corpus Christi	201,581	262,833	754,401	385,603	1.91
Dallas	836,121	1,139,605	3,606,444	3,784,803	4.53
El Paso	326,278	340,770	953,882	642,830	1.97
Fort Worth	483,933	644,413	1,446,432	1,265,007	2.61
Houston	1,213,064	1,215,375	3,489,772	2,471,570	2.04
Lubbock	175,757	123,294	452,531	294,298	1.67
San Antonio	830,656	686,132	2,294,076	1,254,310	1.51

	Population Served	Volumes	Circulation	Income
Major Resource Centers	44%	43%	50%	58%
Eight Libraries Serving 100,000 or Having 100,000 Volumes	10%	9%	13%	9%
Other Libraries	46%	48%	37%	32%

	Population Served	Volumes Held	Circulation	Total Income	Per Capita Library Income
Eight Large Libraries					
Dallas Area					
Dallas County	96,070	143,627	194,588	\$132,728	1.38
Waco-McLennan County	142,772	154,616	491,072	268,686	1.88
Houston Area					
Beaumont (Tyrrell)	115,716	95,027	217,179	169,458	1.46
Galveston (Rosenberg)	121,686	147,728	302,847	292,915	2.41
Harris County	338,097	205,148	1,573,738	537,975	1.59
Brazoria County	106,230	123,588	308,954	146,846	1.38
Lubbock Area					
Midland	64,168	101,503	314,989	223,372	3.48
Ector County	90,132	114,451	562,967	165,029	1.83

	Population Served	Volumes Held	Circulation	Total Income
Major Resource Center Areas				
Abilene MRC	386,107	566,691	1,240,354	\$ 571,947
Amarillo MRC	313,185	565,290	1,190,082	732,627
Austin MRC	569,731	650,239	2,805,876	1,428,391
Corpus Christi MRC	882,522	971,793	2,166,415	1,184,946
Dallas MRC	2,110,630	2,403,240	6,780,240	5,620,650
El Paso MRC	394,023	454,421	1,174,420	721,199
Fort Worth MRC	1,206,251	1,422,371	3,537,304	2,342,639
Houston MRC	2,734,595	2,668,108	8,292,262	5,048,149
Lubbock MRC	524,639	688,434	1,973,215	1,019,926
San Antonio MRC	1,129,004	1,002,910	2,925,719	1,577,109

The map indicates the areas served by each Major Resource Center in 1970.



STATISTICAL SUMMARY, TEXAS PUBLIC LIBRARIES

	1969	1970
Population served	10,548,146	10,303,051
Total state population	11,309,394	10,989,123
Counties without service	26	25
Libraries submitting reports	364	374
Libraries receiving appropriations from county governments (includes Multi-County Bookmobile) ...	237	234
Libraries receiving appropriations from city governments	252	271
Total income from cities and counties	\$16,044,787	\$19,189,661
Total income (city + county + other) ...	\$17,043,605	\$20,274,292
Income per capita—tax support (population served)	\$ 1.52	\$ 1.86
Income per capita—population served	\$ 1.52	\$ 1.97
Income per capita—total population	\$ 1.51	\$ 1.84
Expenditure for books	\$ 2,767,336	\$ 3,178,615
Total local LSCA Title I grants	\$ 1,013,894	\$ 1,251,533
Book stock (volumes held)	10,741,237	11,421,146
Total circulation	30,496,565	32,185,151
Non-book circulation	608,702	739,365
Number of library staff (full-time equivalents)	2,044.67	2,356.70
Extension units:		
Branches	150	152
Deposit stations	60	47
Bookmobiles	55	54

The Spanish Southwest: An Exhibit at the Dallas Public Library

by Marvin Stone

The American Library Association's first annual conference held in the Southwest seemed an appropriate occasion for the Dallas Public Library to mount a display on some aspect of the Southwest itself. The fact that Spain ruled our territory for hundreds of years seemed reason enough to choose this fascinating yet often neglected period for an exhibit.

The library staff wanted visitors to learn something of the richness of the Spanish heritage of the region. We wanted to remind viewers that the conquistadors performed great feats of heroism, that New Mexico had been colonized and described in a volume of history before the Mayflower sailed to Massachusetts, and that Texas had Franciscan missions almost 80 years before California had its first mission.

The philosophy which has guided Dallas Public Library exhibit planning called for a display of worthwhile items selected to develop a theme. An exhibit should give the viewer new perspectives based on new facts. Thereafter, it should please the eye through artistic mounting.

That some first-choice items would have to be borrowed did not deter us. Only a handful of libraries are able to mount a range of fine displays drawn entirely from their own shelves. We see no reason why the rest of us should not borrow for special shows much as leading art museums do. An exhibition assembled from various collections performs an eclectic function—it brings the best together, usually to the benefit of a community deficient in such resources.

The period from the early 1500's to 1821 included the discovery and conquest of New Spain down to the emergence of an independent Mexico. The show's geographical interest centered on the frontier provinces of New Spain, a portion of which now constitutes our states of Arizona, New Mexico, and Texas. Since the origins of the Spanish Southwest may be found in the conquest of Mexico and subsequent expeditions northward, these events merited brief coverage.

Landmark Works in Spanish

Landmark historical works in Spanish were chosen to develop the theme. To these were added a mix of early and modern translations into

English in order to make the display more comprehensible to viewers not fluent in Spanish. Two early volumes were in Europe's mother tongue, Latin. These treasures were sought out and borrowed from great libraries and private collectors to supplement those owned by the Dallas Public Library. Several items are cited here by way of illustrating the scope.

The second letter of Hernando Cortes to the Emperor Charles Fifth opened the show. The Nuremberg 1524 edition in Latin contains the early maps of the Gulf of Mexico and Mexico City.

Three editions of Francisco Lopez de Gomara's history of the Indies permitted a comparison of sixteenth century publishing in three countries and two languages. And, no collection of books on the early Southwest would be complete without the 1555 printing of Cabeza de Vaca's *Relacion y Comentarios*, supplied in this instance by The University of Arizona Library.

The Spanish army officer Pedro de Rivera inspected the northern frontier of New Spain in the years 1724 to 1728. He then published a detailed description of the trip in a work titled, *Diario. Y Derrotero De Lo Caminado, Visto, Y Observado*, which the bibliographer Henry Wagner termed the most important printed volume on the frontier provinces.

Other key pieces included manuscript letters of the last Spanish governor of Texas, biographies of Franciscan missionaries, histories of church provinces that included the southwest, and early seventeenth century histories of New Mexico.

An Aesthetic Bonus

Four shiny pieces of sixteenth century body armor from the Metropolitan Museum of Art injected the bold presence of the conqueror. Intricate designs engraved on the helmets and breastplates provided an aesthetic bonus for viewers.

Many of the rare volumes printed in Spain and Mexico presented a display problem. Their typical binding of limp vellum tends to shrink



Díaz del Castillo's history of the conquest of Mexico, 1632

Bernal Díaz del Castillo

THE DISCOVERY AND CONQUEST OF MEXICO 1517-1521 . . . Edited by Genaro Garcia; translated, with introduction and notes, by A. P. Maudslay; illustrated by Miguel Covarrubias; with a new introduction by Harry Block. Mexico, Rafael Loera y Chávez for The Limited Editions Club, 1942.

From the collections of the Dallas Public Library

THIS IS THE CLASSIC EYEWITNESS ACCOUNT of the conquest of Mexico told by a participant. Díaz del Castillo criticizes López de Gómara's history of the conquest for its alleged distortions and for failing to give credit to Cortes's officers. He also refutes the charge that the conquerors were excessively cruel to the Indians. Díaz del Castillo's manuscript was not published until 1632, when two editions appeared. The second edition, on display, has an engraved title page and a final chapter not found in the first edition. The splendid Limited Editions Club publication is also exhibited.



MEXICAN INDIAN MANUSCRIPT; 16th century pictorial document on Indian paper submitted in a law suit

when the books are left open. Special cardboard cradles were made so that the books could be partially opened for viewing, while held snugly with cellophane bands so that the covers would not warp.

The exhibit room assumed the flavor of the Spanish colonial Southwest. Rich colors of the region went into the decor: cream, copper, and shades of brown. Panels picturing the landscape alternated with eight-foot portraits of Viceroy Mendoza, Cabeza de Vaca, Diego de Vargas, and Father Antonio Margil. The royal coat-of-arms symbolizing Castile and Leon served as a motif for the exhibit. It appeared at the entrance to the room as well as in the catalog.

The Friends of the Dallas Public Library and the Library staff strive for an outstanding exhibit catalog to serve as a permanent record of the event. The catalog guides viewers through the exhibit. When it is well done, it may also stand alone as a publication of interest to people who never see the exhibit. A catalog may be considered successful when someone reads it, and doubly successful when he keeps it for future enjoyment.

Lea and Wittliff

The subject matter of "The Spanish Southwest" touched the hearts of two masters whose talents insured prestige for the project. The author-artist Tom Lea brought his scholarship to bear by advising on the



Missionary priest from Molina's *Vocabulario*

over the property of the chief Miguel Damian. One leaf measuring 38.5 x 40 cm. The broadsheet contains names and words in Spanish and Nahuatl in addition to the pictures. It was among a group of manuscripts collected by Jean-Frederic Maximilien Comte de Waldeck (1766-1875).

Loaned by The Newberry Library

✦

Alonso de Molina

VOCABVLARIO EN LENGVA CASTELLANA Y MEXICANA, COMPUESTO POR EL MUY REVERENDO PADRE FRAY ALONSO DE MOLINA . . . Mexico, Antonio de Spinoso, 1571.

Loaned by the William B. Bates Collection of Texana and Western Americana, University of Houston Libraries

THIS TWO-PART DICTIONARY, SPANISH-NAHUATL and Nahuatl-Spanish, is a second expanded edition. Like many books published in 16th century Mexico, its purpose was to aid in converting the Indians to Catholicism. This same objective motivated linguistic studies on the part of the clergy for hundreds

show's composition and by contributing a preface to **the** printed catalog.

The nationally known book designer William D. Wittliff enthusiastically produced the catalog. Although modest in size and cost, it captured the theme so completely that it might have fit comfortably among the rare volumes on display. The striking beauty of the catalog—coupled with the imprint of The Encino Press gave the publication status as a collector's piece.

Planning a book show from borrowed volumes occasionally leads to anxiety. One must wait out the arrival of the books and then “put it all together” to conform to what has already been printed in the catalog. But there could be no doubt that all was well with “The Spanish Southwest” when this good omen appeared in a letter from Tom Lea:

“Mrs. Lea and I spent a happy April in Spain. I am hence able to furnish a fairly late news report from Estremadura, birthing-and-nurturing-ground of heroes:

At Trujillo, snug in the left eye socket of the armor frontal plate on the head of Francisco Pizarro's fire-breathing battle charger tall on the stone pedestal in the Plaza Principal, Spanish sparrows are building a new nest this year.”

A few copies of the catalog are available at \$1.00 each, postpaid, from: Friends of the Dallas Public Library, c/o Mrs. Linda Glass, 1954 Commerce Street, Dallas 75201.

05/19/71 INDIANS OF NORTH AMERICA

FOLSOM, FRANKLIN, 1907-
AMERICA'S ANCIENT TREASURES, GUIDE TO ARCHEOLOGICAL SITES
AND MUSEUMS. NEW YORK, RAND McNALLY (1971)
XII, 202 P. ILLUS., MAP, PORT. 27 CM. 4.95

ON COVER, RAND McNALLY GUIDE TO ARCHEOLOGICAL SITES AND
MUSEUMS.
BIBLIOGRAPHY, P. 191-194.

INDIANS OF NORTH AMERICA--MUSEUMS.
INDIANS OF NORTH AMERICA--ANTIQUITIES.

GUIDE TO ARCHEOLOGICAL SITES AND MUSEUMS.

E56.F64
70-141564



PRINTED BY THE STANDARD REGISTER COMPANY U.S.A. STAMPT

05/19/71 SOUTHWEST

WISE, ERBON W., 1920-
TALL PINES, THE STORY OF VERNON PARISH, BY ERBON W. WISE.
(SULPHUR, LA., PRINTED BY WEST CALCASIEU PRINTERS, 1971)
90 L. ILLUS., MAP, PORTS. 29 CM. 7.50

MARC -

05/19/71

PAINTER, MURIE
A YAQUI EAS
(1971)
40 P. ILL

ISSUED TO MARK THE 100TH ANNIVERSARY OF THE ESTABLISHMENT OF
VERNON PARISH, LA.

VERNON PARISH, LA.--HISTORY.

F377.V6W5
70-153677



PRINTED BY THE STANDARD REGISTER COMPANY U.S.A. STAMPT

SECOND ED. PUE
VILLAGE.

PASCUA PASSICA
YAQUI INDIANS-

E99.Y3P3
74-153706

MARC - OKLAHOMA OKLAHOMA DEPARTMENT OF LIBRARIES SDI USER INFORMATION SERVICE

05/19/71 SOUTHWEST

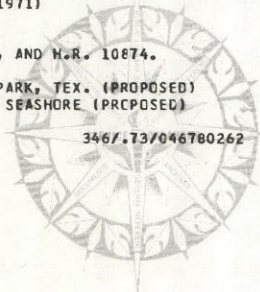
U.S. CONGRESS. SENATE. COMMITTEE ON INTERIOR AND INSULAR
AFFAIRS. SUBCOMMITTEE ON PARKS AND RECREATION.
BIG THICKET NATIONAL PARK AND GULF ISLANDS NATIONAL
SEASHORE. HEARING, NINETY-FIRST CONGRESS, SECOND SESSION
... NOVEMBER 24, 1970. WASHINGTON, U.S. GOVT. PRINT.
OFF., 1970 (I.E. 1971)
III, 68 P. 24 CM.

MARC

HEARING ON S. 4, 4149, AND H.R. 10874.

BIG THICKET NATIONAL PARK, TEX. (PROPOSED)
GULF ISLANDS NATIONAL SEASHORE (PROPOSED)

KF26.I542 1970E
70-610739



PRINTED BY THE STANDARD REGISTER COMPANY U.S.A. STAMPT

MARC - OKLAHOMA OKLAHOMA DEPARTMENT OF LIBRARIES SDI USER INFORMATION SERVICE

MARC-Oklahoma Offers Services to All Libraries

by *Kenneth John Bierman*

Shortly before the beginning of the Library of Congress' MARC (Machine Readable Cataloging) Project in 1969, librarians in Oklahoma began considering ways of using the new service. During the past two years those involved in the MARC-Oklahoma project of the Oklahoma Department of Libraries have sought and are continuing to seek practical and economically feasible applications of the service.

Background Information on MARC

What is the MARC 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 written 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? The key reason, it seems to me, is flexibility—in storing and retrieving bibliographic items on a number of different access points, in changing data elements within a bibliographic entry quickly and completely for all uses of the record (ordering, cataloging, etc.), 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 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.

What is the importance of the MARC format as a standardized format? First, the MARC format is a format for *transmission* of bibliographic information (not *just* cataloging information) from one point

to another. It is not intended to be a standard storage format (format in which the bibliographic information is stored for future use) or a processing format (the arrangement of the bibliographic information for increased efficiency of processing within a particular computer installation). The great importance of the standardized format for transmission is that transmission of bibliographic information among libraries (and other access points) will play an increasingly important role in the future and, in fact, may become the single most important development of this decade. The MARC project, then, is not trying to dictate to a particular user how this data should be structured; it is trying to dictate that the user be able to go from the MARC format to his format and from his format back to the MARC format for transmission to other libraries. Thus, all libraries will be able to freely use each other's machine readable bibliographic information on an exchange basis for acquisitions, cataloging, interlibrary loans, and perhaps reference service itself. Therefore, the importance of the MARC format is for library communication, cooperation, and interlibrary networks in the future.

MARC-Oklahoma History and Progress

On February 5, 1969, representatives of the major 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 had already placed subscriptions to the MARC Distribution Service) and that each had varying areas of interest (acquisitions, cataloging, current awareness, etc.). Concern was expressed even then that the size of the total file of MARC records would grow rapidly and that storage and retrieval would be a problem.

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."¹ In this way, Oklahoma libraries could cooperate in maintaining one complete file of all MARC records for each one to access and use and thus eliminate one area of expensive duplication of effort and resources.

The Oklahoma Department of Libraries began working on a tape-based storage and retrieval system for the MARC data base and in August, 1969, began providing storage and retrieval services for libraries in and out of Oklahoma. Libraries would send to the Department the LC card numbers of the MARC records they wanted. The Depart-

ment would search the file, pull the requested records, and send them to the requesting library on magnetic tape. The requesting library could then process these MARC records for whatever purpose it desired.

The storage and retrieval system was operated through November, 1969, when it was discontinued. At the time, there were 29,254 MARC records in LC card number sequence on two 2400 foot reels of magnetic tape. The service was discontinued because 1) the cost of maintaining and withdrawing from a tape-based (and therefore sequential) system was becoming excessive due to the increasing size of the file, and 2) the amount of use being made of the data base was low—two libraries in Oklahoma and two libraries outside Oklahoma. The development and operation of the tape-based system is well documented in the literature² as are the reasons for discontinuing the service³.

At the same time that the tape-based storage and retrieval system was being operated, the Department of Libraries was developing a SDI (Selective Dissemination of Information) system based on the weekly MARC tapes. The goal of this system was to provide for the various State agencies (including the Legislature) a quick, personalized, and inexpensive SDI service alerting them to new books in the specific subject areas of their direct interest and responsibility. In January, 1970, the experimental service began with five agencies and has grown to include fifteen. Each participating agency receives a weekly printout of complete bibliographic information on new books in its subject fields of interest. The service is quick since the MARC tape is received on Friday and the agencies have their individual lists the following Tuesday. The service is personalized as each agency has its own selection profile which can be changed as often as desired—weekly, if necessary. It is inexpensive as the direct costs are between one and two dollars per week per agency. The development and operation of these computer programs are well documented in the literature.⁴

At this point in development, the Department of Libraries felt that it had experimented sufficiently with MARC to say that it had grown from a groping child to at least adolescence in the field! Early in 1970, the Department sensed a need for a more formalized program for itself and for the various libraries in Oklahoma and beyond who had expressed interest in the program. The name decided for the program was "MARC-Oklahoma" which could be shortened to "MARC-O."

The SDI Lists

It was decided that the first specific project for MARC-Oklahoma should be cooperative utilization of the SDI system which the Department had already developed for its own use. In this way, MARC-O would begin with a useful service upon which to hitch further develop-

Weekly Current Awareness Notices Available from MARC-Oklahoma

Subject Area	Average Number of Notices Weekly	Quarterly 13 Weeks	Semi-	
			Annually 26 Weeks	Annually 52 Weeks
Southwest	15	\$26.00	\$52.00	\$104.00
Library Science	20	19.50	39.00	78.00
Bibliography & Reference	40	19.50	39.00	78.00
Law & Political Science	100	58.50	117.00	234.00
Drug Abuse	10	19.50	39.00	78.00
Environmental Science	20	19.50	39.00	78.00
American Indians	10	19.50	39.00	78.00

In addition, custom subject profiles can be searched weekly at a minimum cost of \$5.00 per week. For information and order form write to MARC-Oklahoma, Oklahoma Department of Libraries, 109 State Capitol, Oklahoma City, Oklahoma 73105, or call Ken Bierman, Data Processing Coordinator, 405-521-3659.

ment rather than beginning with the development and no immediate useful results. An initial experiment was conducted with weekly SDI lists in Library and Information Science. In June, 1970, twenty-five participants from throughout the United States and Canada began receiving at cost weekly SDI lists in library science. The program has grown to sixty subscribers, is now self-supporting, and has expanded to seven available weekly standard lists: Library and Information Science, Bibliography, Law and Political Science, Indians of North America, Environmental Sciences, Drug Abuse, and books about the Southwest. In addition, individual profiles can be developed by a subscribing organization (library, etc.) and MARC-Oklahoma will process its profile weekly and send it the custom weekly printout.

The next specific project of MARC-O was a return to the initial problem which the Department of Libraries had faced two years before—data base storage and retrieval. Since the operations of a library are file oriented, it is not surprising that the problem of improved handling of files keeps recurring. Indeed, work began with this problem, the problem was retackled and, as you will see later, the plans for the next project return to this problem!

The Department of Libraries was in an excellent position to work on data base storage and retrieval, having previously designed and imple-



Betty Blue, programmer, and Kenneth Bierman, MARC-Oklahoma project director, prepare the SDI programs and the weekly MARC tape.

mented a tape based system which experimentally was a success but operationally was a failure because of the high cost of maintaining and retrieving from a sequential file. (Readers of library automation literature note that anything that did not operate successfully is suddenly proclaimed a tremendous experimental research tool.) Based on this experience, the goal was to reverse the above results; that is, design and implement a system which was operationally a success even though perhaps experimentally a failure.

Research began in the spring of 1970, and by July, 1970, a first draft of specifications for system design and programming had been prepared. These specifications were put out to bid; and a jobber was selected to design, program, and implement the system. The direct access storage and retrieval system was designed with the following three goals in mind: 1) maintain and update (add weekly MARC tapes and RECON tapes) the complete file of MARC records distributed by the Library of Congress quickly and economically regardless of how large the file grew; 2) retrieve MARC records quickly and economically regardless of how large the file grew initially on LC card number, but with provision made for additional access keys (title, subject, etc.) later; 3) build a machine readable union catalog of library locations for the books represented by the MARC data base. Thus, MARC-Oklahoma wanted a system where

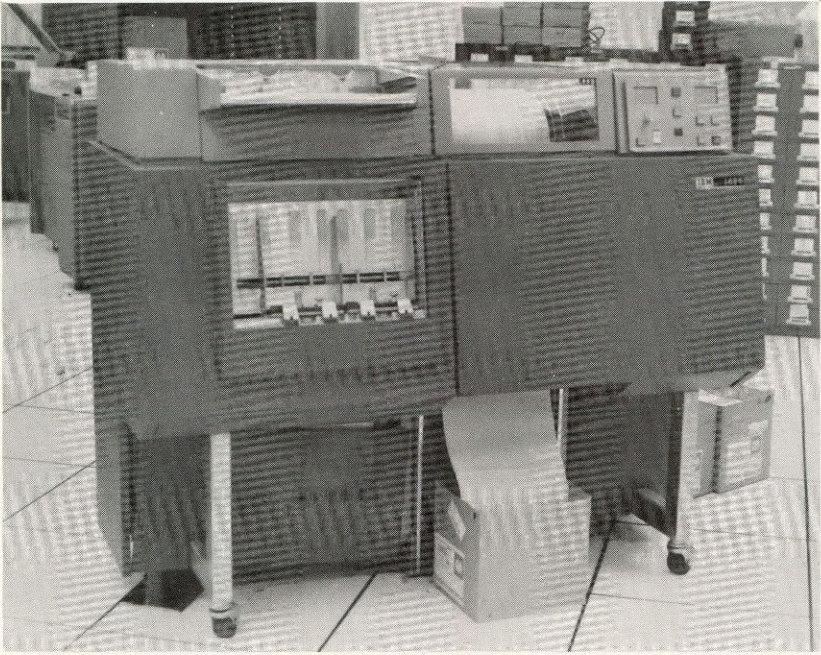
updating and retrieval were not dependent upon the size of the file. To accomplish this, a combination of ISAM (Indexed Sequential Access Method) and DAM (Direct Access Method) called DISAM was selected. Detailed information on the development of the system is available in the literature.⁵

By December, 1970, the complete file of MARC records thus far distributed by the Library of Congress (about 98,000) was built and in January, 1971, the first service was available from the storage and retrieval system. This service consisted of providing selected MARC records on magnetic tape to requesting libraries by LC card number. If this service sounds suspiciously like the one available two years earlier from the tape based system, you are correct! The only differences are those of speed and economy. As of April, 1971, three libraries in Oklahoma have actually utilized the service. The Department of Libraries retrieves MARC records for books it has received for which proof slips are not yet available in order to obtain correct LC cataloging information. One junior college in Oklahoma did a special project because the library had moved into a new building and in the process had developed a backlog of books awaiting cataloging. Staff members copied the LC card numbers from each book, and MARC-Oklahoma supplied printed LC cataloging data from the MARC Data Base which was then transferred to cards for the card catalog. The Tulsa City-County library System has searched over 5,000 requests for MARC records to be used to their book catalog system with an average search and retrieval time of less than two seconds per record. A number of other libraries have inquired about using the service but it is still too early to evaluate the potential use of this service in the Southwest. As of July, 1971, there are over 150,000 MARC records in the file.

Work began in February, 1971, on the second service to be made available from the data base: catalog card set production and processing aids (spine, book, and circulation card labels). Program specifications were completed in April and put out to bid.⁶ Hopefully, this service will be operating experimentally for selected libraries in October, 1971, and perhaps can be opened to other libraries in January, 1972, at cost.

Plans for the Future

In addition to the development of the catalog card set and processing aids production program (presently under way), two projects are planned for the next twelve months: 1) adding a title index to the MARC Data Base so that access can be by title as well as LC card number, and 2) expanding the storage capacity of the system to include additional MARC records beyond the 215,000 presently planned for. In addition, a "perhaps" project is a tele-communications project between MARC-



SDI notices are printed from the MARC tape on the IBM 360/30 printer.

Oklahoma and the Tulsa City-County Library wherein the selected MARC record would be immediately transmitted to the Tulsa Computer Center via telephone wires for immediate processing by their computer. This project is yet to be funded.

Speaking of funding, many people have asked how what has been done has been funded. The initial development work was funded exclusively by the Oklahoma Department of Libraries from State appropriations and federal LSCA funds. The Department approached outside grant sources for funding; however, the timing, type of library, type of project, and locality were not right and no funding was obtained. The direct operating funds for the SDI project are now coming from subscription receipts and a small buffer fund has been established of this money. The operating costs of the MARC Data Base are being paid by the Oklahoma Department of Libraries and it is hoped that by the end of this calendar year (December, 1971) a portion of the cost will be coming from libraries utilizing the various services available. It is hoped that grant funds will be obtained for the tele-communications project between the Oklahoma Department of Libraries and Tulsa; the proposal is to be written this summer.

One last comment about immediate future plans. There is a good possibility that within the next twelve months the Library of Congress

will begin to send out MARC records on new books which are about to be, but have not yet been, published as part of an experimental Cataloging In Source Project. If this does materialize, the MARC-Oklahoma SDI system will likely be one of the first installations in the country prepared to provide subject listings from these records on new books which are about to be published. This would be a great asset to the SDI system since its best function as an alerting service could be fulfilled. This expansion of the SDI system might best be marketed in the Southwest through SLICE (Southwestern Library Inter-State Cooperative Effort), about which you should be hearing more in the future.

Any library which wants to make use of available services from MARC-Oklahoma can do so. The concept of a data utility providing varying levels of service to many users is logically not limited to state boundaries. There is, however, a point of diminishing returns where increased volume does not significantly reduce the cost per user and indeed may contribute to delayed services, etc. This point, however, is not likely to be reached in the Southwest for a good many years to come.

Lest in the detail of development and immediate future plans we lose sight of the overall goal of the MARC-Oklahoma project, let it be stated here. "The overall 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."⁷ Henriette Avram, MARC Project Director at the Library of Congress, says:

The term "data utility" is used to describe a data-oriented, computer-based centralized service, with emphasis toward generalized applications on a centrally maintained set of data files for access by a variety of users. This concept differs significantly from a computer utility . . . which allows many users at remote sites to use a central computer concurrently. The data utility is similar in that certain services will be available at remote sites, but all take the form of interrogating existing files with existing software.⁸

It seems to me that this is the key problem in meaningful utilization of MARC; that is, maintaining a file of MARC records and searching that file for the particular MARC record needed at a particular moment in time. Carlos A. Cuadra, editor of the *Annual Review of Information Science and Technology*, expressed his concern for this problem in this way:

Let me illustrate my concern with MARC, and for purposes of illustration, suppose that it is two years from now, when it will be both technically and economically feasible for many organizations to have on-line systems. The MARC file, by then, will take up the equivalent of 6 to 15 IBM 2314 disc packs. How many organiza-



tions in the U.S. and Canada should process the new MARC tape each week, update their file, and hang 6 to 15 disc packs on their computer all day long so that the MARC file can be accessed? 25,000 libraries? 10,000 libraries? 500 libraries? 1 library?⁹

My experience indicates that Cuadra is correct. Presently, the MARC-Oklahoma data base "hangs" up five 2314 disk packs when it is being utilized. Within a year, the file of MARC records will have grown from its present 150,000 to probably somewhere over 250,000 records and increased storage will be required if the entire file is to be maintained. This increased storage will, of course, cost more money. The point I am trying to make (and I think the point Henriette Avram and Carlos Cuadra are trying to make) is that for any one library the cost of storing, maintaining, updating, and searching the entire MARC data base is high. However, if several libraries make use of the same data base, these costs can be spread over a number of libraries resulting in a significant cost savings for each over each one maintaining its own complete MARC data base.

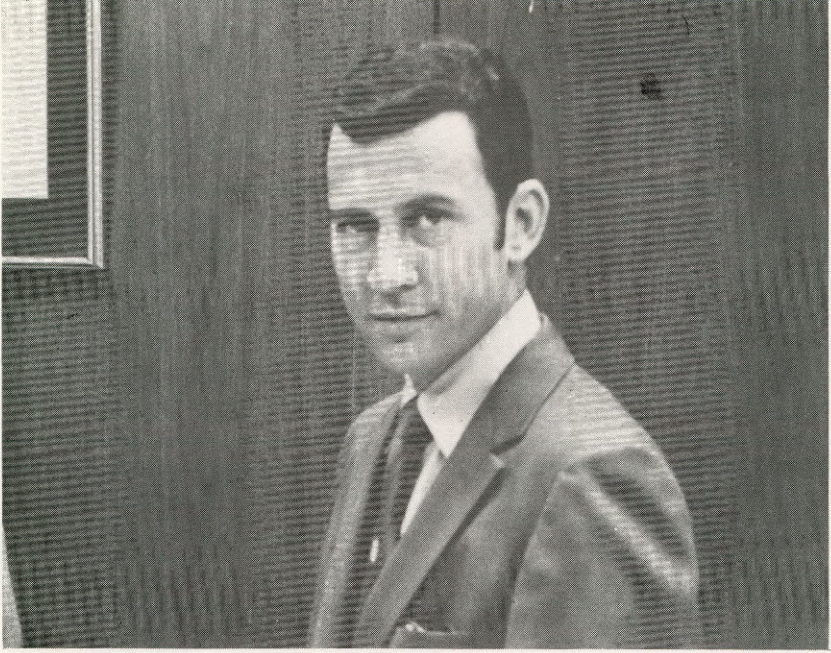
The feasibility of this pious statement has already been demonstrated over and over again at MARC-Oklahoma with concrete examples. Sixty libraries and other agencies throughout the United States are receiving a weekly custom-prepared printout of bibliographic information on new books of interest to them for, in most cases, one-tenth the cost of a subscription to the MARC tapes alone (not even counting any computer or development costs)! One library in Oklahoma is receiving the MARC records it needs to update its book catalog for about the same cost as a subscription to the MARC tapes alone, thus saving the entire cost of storing, maintaining, updating, and retrieving from the file. In the future, libraries will be able to receive full sets of catalog cards ready for filing and processing aids (labels) for between seventy-five cents and a dollar per title and three-day turn around, a fraction of the cost or time it now takes.

If effective, economical use is going to be made by the library com-

munity of MARC, it is going to have to be made cooperatively through data utilities and service centers; that, in my opinion, is the single most important conclusion based on the Oklahoma Department of Libraries work with MARC over the past three years. 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 be established and funded to serve all types of 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 in 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 and provide useful results economically to any and all libraries interesting in joining the adventure.

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4. Bierman, Kenneth John and Blue, Betty Jean. "A MARC Based SDI Service" *Journal of Library Automation*, 3 (December, 1970), 304-319. Bierman, Kenneth John. "An Operating MARC-Based SDI System: Some Preliminary Services and User Reactions" *Proceedings of the American Society for Information Science*, 7 (1970), 87-89.
5. *Oklahoma Department of Libraries Automation Newsletter*, 2 (September, 1970), 19-25 and 2 (December, 1970), 27-31.
6. "MARC-Oklahoma, Catalog Card Set Production, Report No. 1." *Oklahoma Department of Libraries Automation Newsletter*, 3 (April & June, 1971), 8-10.
7. *Oklahoma Department of Libraries Automation Newsletter*, 2 (September, 1970), 16.
8. Avram, Henriette D. "The Evolving MARC System: The Concept of a Data Utility." Paper presented at the Clinic on Library Applications of Data Processing, University of Illinois, (April, 1970) 2-3.
9. Cuadra, Carlos A. "On-Line Systems: Promise and Pitfalls." *Journal of the American Society for Information Science*, 22 (March-April, 1971), 114.



Gooch Named to Serve as Assistant State Librarian

William D. Gooch, librarian at the Ector County Library in Odessa since 1966, has been named assistant state librarian at the Texas State Library. The appointment was announced by Dr. Dorman H. Winfrey, director and librarian.

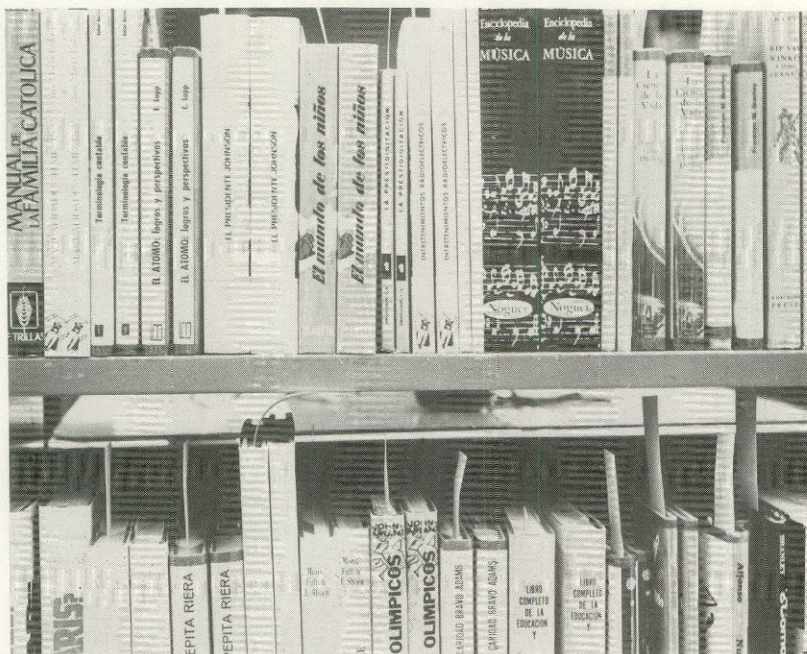
He succeeds Lee B. Brawner, who has been named director of the Oklahoma County Libraries System in Oklahoma City.

"We feel fortunate in having Gooch join the staff of the State Library," Winfrey said. As a member of the State Board of Library Examiners for the past six years, Gooch has already been involved in one phase of the state agency's work.

Gooch's primary responsibilities as assistant state librarian will be in the administration of federal Library Services and Construction Act funds that are administered by the Texas State Library.

He received a bachelor of arts degree in library service from North Texas State University in 1958 and a master of library science degree from the University of Oklahoma. Prior to going to Odessa, he was extension director of the Mary E. Bivins Memorial Library in Amarillo and director of the Tom Green County Library in San Angelo.

News Notes



Fourteen Libraries Receive Collections of Spanish Materials

Fourteen Texas public libraries have been selected to receive collections of 134 books plus an encyclopedia for Spanish-speaking library users. The materials are being provided under a federal Library Services and Construction Act Title I grant administered by the Texas State Library.

Libraries receiving the materials are at Alpine, Bryan, Crystal City, Del Rio, Eagle Pass, Lamesa, Marfa, Mercedes, Muleshoe, Pasadena, Pearsall, San Angelo, Temple, and Weslaco.

Dr. Dormant H. Winfrey, director and librarian of the State Library, announced that the collections were placed on the recommendation of Katherine Ard, director of the Field Services Division.

Books in the collection include both entertainment and information. "Entretencimientos Radioelectricos" is included as well as Dr. Seuss's "El Gato Ensombrerado." There are several books on infant and child care plus "Por Que La Guerra de Vietnam."

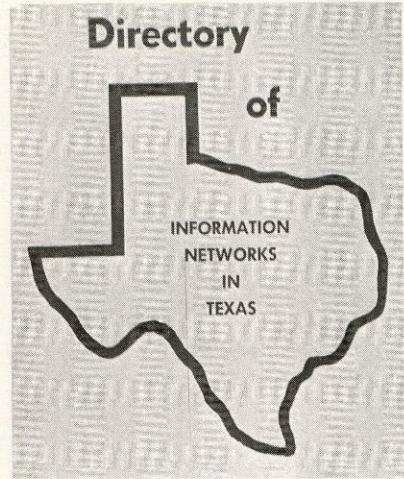
In selecting books for the collection, State Library staff members consulted many sources. Materials were purchased from Latin American publishers as well as those in the United States.

All libraries receiving the materials have on-going programs for Spanish-speaking patrons. In addition, one or more staff members from each participated in a workshop on service to Mexican Americans.

Directory of Networks Compiled and Published by Interuniversity Council

A *Directory of Information Networks in Texas* was published in March, 1971, by the Interuniversity Council of the North Texas Area. It was compiled by the Texas Christian University Library under a Library Services and Construction Act Title III matching grant from the Texas State Library. The directory is to help librarians utilize fourteen existing information networks when trying to answer a reference question or locate a book.

Information given about each network includes: headquarters, director, components, members, purposes and objectives, organization, government, resources of funding, users, transmission media, services available, newsletter, resources utilized, and future plans. There is also a map for each showing the geographic location of its participating members. The information included in the descriptions was selected from the questionnaire completed by each network. Information regarding the networks' purposes was provided by a follow-up communication. Each network

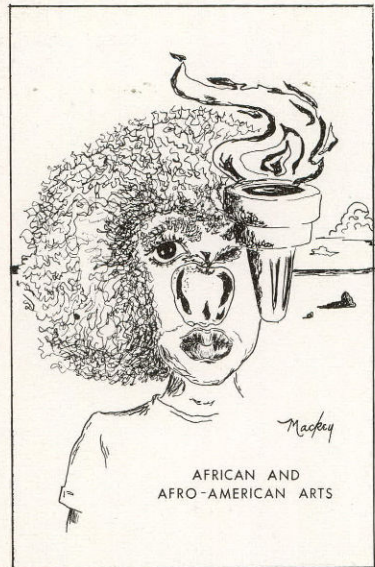


was afforded an opportunity to examine its copy prior to publication. A copy of the questionnaire and a Summary of Communication Network Participation by Texas Libraries are included in the Appendices.

Networks included in the directory are those of which the Reference Round Table of the Texas Library Association was aware. Copies of the fifty-eight page publication have been distributed by the Field Services Division of the Texas State Library.

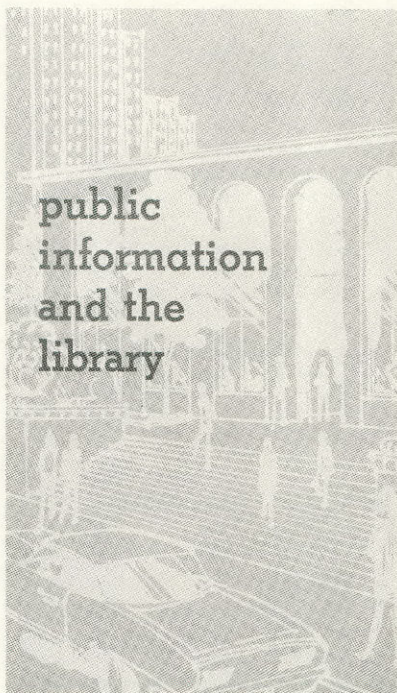
Houston Public Lists Holdings on African and Afro-American Arts

The staff of the Fine Arts Department, Houston Public Library, has compiled a bibliography from the library's holdings of "African and Afro-American Arts." The ten-page pamphlet contains entries of books about famous Afro-American performers and artists, art in Africa and Negro folk music. It was printed to accompany an exhibit of art work by students of Texas Southern University. Requests for free copies should be addressed to Fine Arts Department, Houston Public Library, 500 McKinney Avenue, Houston, Texas 77002.



University of Houston Publishes Catalog Of Bates Collection

In February, 1971, the University of Houston published a second exhibit catalog for the William B. Bates Collection of Texana and Western Americana. Included for the first time are many items acquired from Patrick H. Candler's 1500-volume Texana collection. The catalog has annotated entries for books and manuscripts under the headings Spanish Texas, Early Travel Accounts, Accounts of the Texas Revolution, Guides for Early Immigrants, A Utopian Colony, People of Texas, Cattle Industry, Ranching in Texas, Fine Printing in Texas, Cowboys and Rangers, Indians in Texas, Indian Wars, Wars with Mexico, and Pre-Civil War Settlement in Texas. Two thousand copies of the twenty-eight page catalog were printed. Illustrations were taken from items in the collection and have corresponding numbers to identify their source.



Missouri Library Publishes Booklet on Public Relations

Public Information and the Library—a forty-five page booklet—suggests a few ideas along public relations lines which can be put to use by the average public library. It was written by Roy E. Schumacher, of the Public Information Department, Missouri State Library. The booklet deals with the importance of good public relations, facets of the library to stress to the public, how to do effective news releases—with and without photographs, and how to conduct an aggressive campaign for a bond drive. Copies may be obtained, without charge from either of the following: Missouri State Library, Public Information Department, 308 East High Street, Jefferson City, Missouri, 65101; or Missouri Library Association, Executive Office, 10 South Seventh Street, Columbia, Missouri 65301.

Catalog Available of Latin America Collection at Tulane

A catalog of the Latin American Library of the Tulane University Library is now available. The Latin American Library, known at one time as the Library of the Department of Middle American Research (DMAR) and then as the Library of the Middle American Research Institute (MARI), contains books, journals, newspapers, manuscripts, microforms, and maps.

The nucleus was the William Gates Collection, purchased in 1924 to serve as the Institute's research collection for the Middle American area: Mexico, Central America, and the West Indies. In 1962 the name was changed to the Latin American Library, and the scope was expanded to include all of Latin America. The collection totals approximately 85,000 items, most of which deal with the social sciences and the humanities.

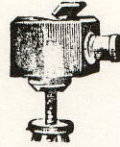
The catalog is available in the United States for \$725. Further information can be obtained from G. K. Hall & Co., 70 Lincoln Street, Boston, Massachusetts 02111.

Dr. Seuss Manuscript in Presidential Library

The well-known children's author Dr. Seuss has contributed the sketches and original manuscript of his forthcoming book—*The Lorax*, a children's book on the environment—to the Lyndon Baines Johnson Presidential Library.

The book is to be published September 1 by Random House and is now being made into a television movie.

Dr. Seuss is the pen-name for Dr. Ted Seuss Geisel of La Jolla, California. He said he decided to present the original manuscript to the IBJ Library because of the leadership which the former President and Mrs. Johnson took in alerting the nation to the problems of the environment.



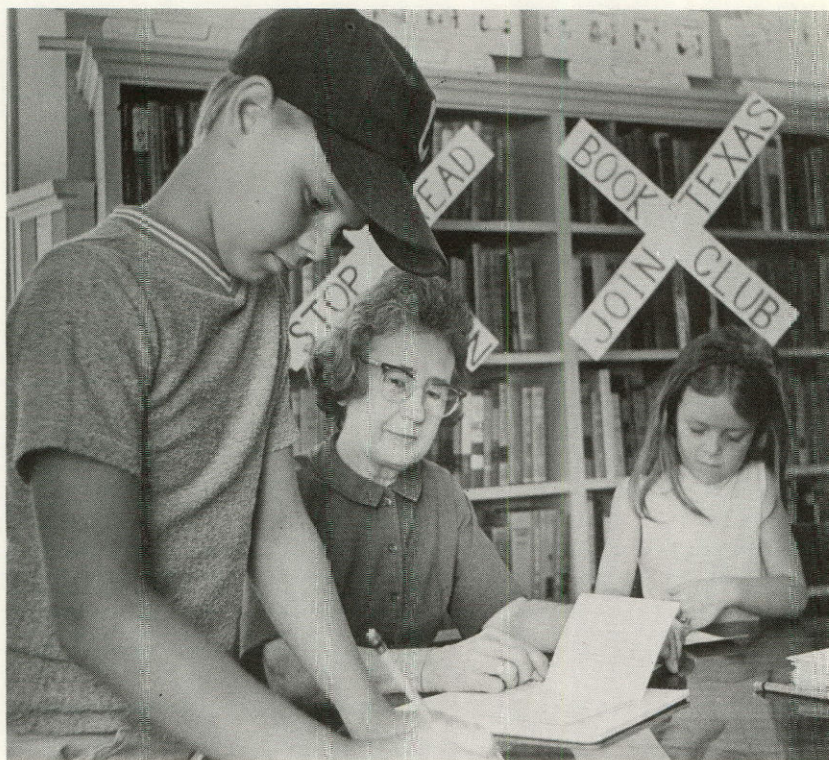
Old Photos Return

Beginning with the next issue of Texas Libraries, the series of articles on photograph collections will resume, brought back by a rather outspoken show of popular demand. It seems that technical services and reference people were as interested as archives and state history specialists. The new series will focus upon "Traditions in Texas Librarianship." The first university building constructed specifically for library use, Henry Rosenberg's bequest to his city, and Texas's first bookmobile will begin the series. We invite suggestions and materials for future articles.

Goland Appointed To Serve on Commission

President Nixon has appointed Martin Goland, president, Southwest Research Institute, San Antonio, to serve on the National Commission on Libraries and Information Sciences. Goland is a prominent engineer and has served on the governing board of St. Mary's University and as president of the San Antonio Symphony Society.

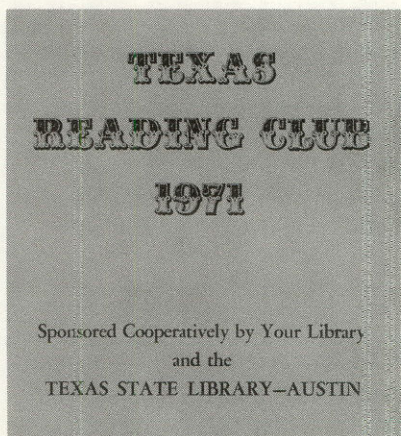
The commission was established in 1970 to develop and recommend overall plans for the most effective use of the nation's educational resources. The commission will work with agencies of the federal government, state and local governments, and the private sector in assuring the optimum provision of informational services to the American people. Composed of the Librarian of Congress, who serves ex-officio, and fourteen Presidential appointees, the commission will report annually to the President and Congress on its recommendations.



The 1971 theme for the Summer Reading Club was "A ticket to ride where the Railroad tracks run off into the sky and never come back . . . far as the railroad tracks go and then forty ways farther yet." The Tyrrel Public Library, Beaumont, carried out the theme by using a stylized train and railroad crossbars to designate the Reading Club registration desk. Pictured here are Ricky Laughlin; Mrs. Mary Langston, children's librarian; and Becky Laughlin.

Beaumont Voters OK Bond Issue for Library

On May 4, 1971, the voters of Beaumont approved a \$17.95 million Bond Issue for new city services and facilities. Included in this was \$1.9 for a new central library building. The present building was built in 1903 for a church and given to the City for a library in 1923. It will be retained for library purposes. The new building will be built one block over. A 3.5 block area in downtown Beaumont will house the library, police station-corporation court building, and city hall.



Southwestern Medical To Study Feasibility Of New Cooperation

The University of Texas Southwestern Medical School will study the feasibility of centralized book processing involving the medical components of the UT System.

Dr. Donald Hendricks, UTSMS library director, said a \$27,368 grant from the National Library of Medicine would enable researchers to study purchasing, cataloguing, and processing of books in a cooperative venture.

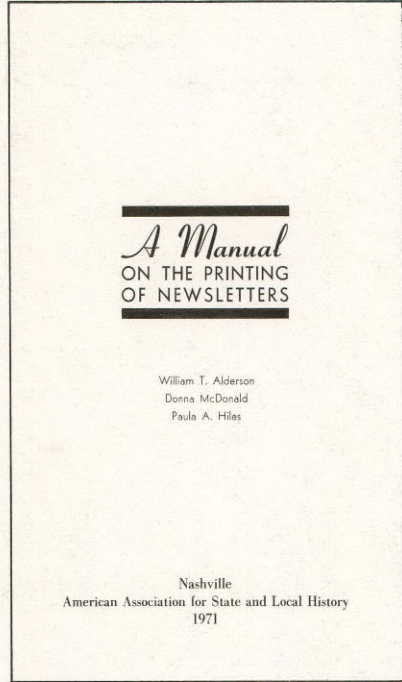
Advantages, he said, might be better purchasing power and greater efficiency.

The Library at Southwestern Medical School, with approximately 100,000 volumes, and the other existing or developing collections in the system will be used as a basis for a mathematical model which will test the proposal's potential.

Graduate students from the Graduate Library School of Library Science at Austin will participate in the research.

Black Studies Topic For New Bibliography

A sixty-nine page pamphlet entitled "An Introductory Bibliography of Black Study Resources in the Eastern New Mexico University Library" has been published by Eastern New Mexico University, Portales, New Mexico. It provides a selected list of books and documents useful to anyone interested in Black Studies. The pamphlet has several pages of subject headings that may be looked under in the card catalogue for additional material, fifty pages of monographs that cover many facets of Negro life in the United States and in Africa, and eleven pages of U. S. Documents that are relevant to Black Studies. Many of the books and documents were published in the past decade.



AASLH Publishes New Manual on Newsletters

The American Association for State and Local History has published *A Manual on the Printing of Newsletters* by William T. Alderson, Donna McDonald, and Paula A. Hiles. It should be of particular interest to libraries that publish newsletters for either internal or external distribution.

The manual stresses the importance of the newsletter's physical appearance and gives many sample newsletters that can be done on machines produced for general office use. The samples illustrate the effects that can be achieved by varying the format and lettering. A list of equipment, materials, and staff time follows each sample. There is also a list of itemized expenses.

A limited number of copies are available from the American Association for State and Local History, 1315 Eighth Avenue South, Nashville, Tennessee 37203 for \$3.50.

An Open Door from the Past into Tomorrow

by Jo Stewart Randel

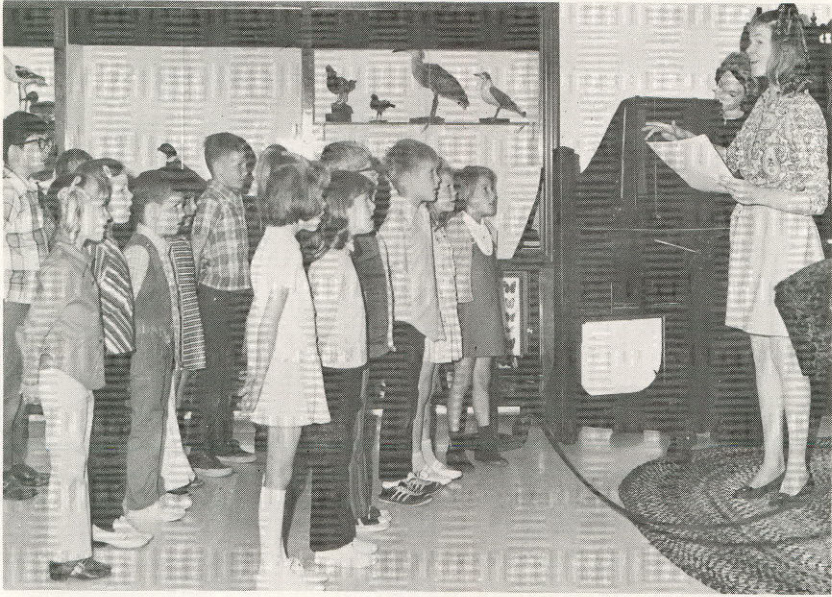
In the Panhandle of Texas, an experiment is underway using a three-fold approach to educational and cultural enrichment. Spearheaded by the Carson County Square House Museum of Panhandle and in cooperation with area public schools and libraries, the program coordinates the museum educational program with docent training courses, demonstrations in pioneering living, archeological field trips, and lectures on history and ecology.

The Square House of the museum complex is a middle 1880's range house built by the Niedringhaus N-N Cattle Company on Francklyn Land & Cattle property. In addition to the historic ranch house, the museum has exhibit halls for art, farm and ranch equipment, transportation, natural history and wildlife, and a furnished half dugout dwelling. The Square House is a history museum, depicting an era from the time of the Indian to industrialization of the Plains.

Rated as one of the outstanding small museums in America, the museum is an admission-free institution, county owned but operated with private funding and by a staff of forty volunteers. Salaried staff members include the curator of education and the custodian.

The Program for Students

Schools within a radius of one hundred miles transport students to the museum for winter lecture tours. Docents lecture on topics pertinent



Curator Judy Purvines leads the Square House Chanters in folk songs and pioneer ballads.

to the curriculum. Typed resumes of the area history are distributed as well as titles of books to be obtained from school and public libraries for additional resource material.

The summer educational program of the museum is designed to create an awareness of the stewardship of the past as it relates to the present. Morning sessions for children and youth were scheduled twice weekly for thirteen weeks, June through August. Classes in sketching museum artifacts and choral groups for folk music and pioneer ballads were under the direction of Judy Purvines, education curator.

Demonstrations, utilizing artifacts on display in the museum, were given on the use of pioneer kitchen equipment. During plum and wild grape season, canning sessions were conducted. Other demonstrations included the making of sourdough bread, candle molding, the making of lye soap, weaving and lace making demonstrations, and use of home entertainment items such as the Magic Lantern, the stereopticon, crystal radio sets, and music boxes. Agnes Weatherly Howe, who lived in a dugout, told about living in such a home.

“You Can’t Grow Another Indian Site” was the topic of a series in which an archeologist illustrated digging methods. The Texas Antiquities Code was discussed with emphasis on the importance of site preservation.

The Callaghan Memorial Library and the county branch libraries under the direction of Mrs. Reba King, librarian, coordinated the youth



program with book displays. Story hours at the library related to topics from the educational programs.

The Adult Series

In the adult evening series, Jim Malone of the Texas Archeological Department in Austin, talked on Archeological Sites in the Panhandle, and the museum conducted a field trip to Alibates National Park.

Martha Crabbe, an archeologist in Dumas, Texas, lectured and presented a slide program on the Plains Indians.

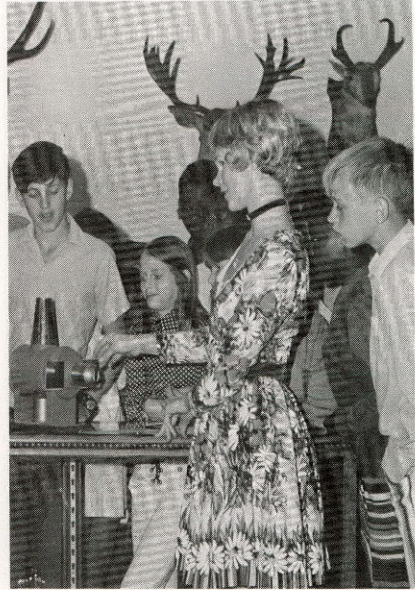
A field trip was made to the Panhandle Plains Historical Museum at Canyon. Boone McClure, director of the museum, later lectured on Coronado.

Both adults and young people were invited to hear George McCleskey of Lubbock, attorney for Water, Incorporated, lecture on the history of use of water, its importance to the Plains, and developments in the search for additional supply.

Julia Mae Spurlock of Amarillo, author of *Pass Thy Hand for the Finishing Touch*, demonstrated restoration and preservation of antique furniture.

Jim Thomas, Texas artist, lectured and his painting and sculpture were displayed in the Museum Annex.

The High Plains Art Gallery, Amarillo, had a mixed-media exhibit in the Museum Annex from August 20th to 30th.



Mrs. Jo Randel shows glass jars used in canning on the left. On the right Miss Purvine shows a group the Magic Lantern, a forerunner of home movies.

In the last lecture scheduled for the season, Dr. Hobart Ebey Stocking, Professor of Geology, Oklahoma State University, Stillwater, and John Hopkins University McCoy College, Baltimore, lectured on *The Road to Santa Fe*, the subject and title of his recent book published by Hastings House. Stocking is a son of Dr. J. D. Stocking, pioneer physician persuaded to settle in the Panhandle of Texas in 1885 by Colonel Charles Goodnight. The late Dr. Stocking moved the first building into the town of Panhandle, a drug store from Old Clarendon on Salt Fork of Red River.

The Callaghan Memorial Library of Panhandle has copies of maps from *The Road to Santa Fe*, the originals of which are in the National Archives.

To further interest in history of the area, the Square House Museum has introduced a film strip and script on Carson County history by John F. Allen. They will be available to schools of the Texas Panhandle without charge.

Utilizing Resources

Small communities cannot afford the cultural and educational facilities offered by museum in urban areas. Working together, however, and utilizing school, library, and museum resources of the community, a new dimension of educational and cultural enrichment is now emerging in the small community.

New Titles Abound For Handicapped Readers

A White House Diary is just one of the new titles available to the nearly 15,000 patrons of the Texas State Library's Division for the Blind and Physically Handicapped. Thanks to the cooperation of publishers and authors, the Library of Congress is able to issue many best sellers in recorded form while they are still "on the charts."

As one of fifty regional libraries in the nation, the division works to keep abreast of the constant supply of new books issued by the Library of Congress on recorded disc (Talking Books), open reel tape, and cassette tape and in Braille.

(Also available are Large Print Books produced by both commercial and non-profit publishers and purchased for the division with state and federal funds administered by the Texas State Library.)

Recent Talking Book acquisitions include Nancy Milford's *Zelda*, biography of F. Scott Fitzgerald's wife; Ronald Delderfield's *God is an Englishman*; Alistair MacLean's *Caravan to Vaccares*; and of course, *Love Story*, which was still in the top five when released by the Library of Congress.

The full range of fiction and non-fiction is included in the selections made for recording. The Division's patrons can choose from anything from *The Crystal Cave* to *Papillon*, including *The Secret Woman* and *White House Diary*.

Scheduled for release in the next few months are such titles as *The Greening of America*, *Future Shock*, *Kruschev Remembers*, *Civilization*, and *Crime in America*. With an average of 62 new titles and 1,245 copies in Talking Books alone arriving every month, something can be found to interest almost anyone who uses the division's services.

The full collection of recorded, braille, and large print books available



At the meeting of the American Library Association, Mrs. Patrick Nugent presented a copy of A WHITE HOUSE DIARY, written by her mother, Mrs. Lyndon B. Johnson. Mrs. Nugent is seen here with Mrs. Lois LaBauve, director of the Texas State Library's Division for the Blind and Physically Handicapped.

for patrons numbers approximately 100,000 volumes, with the preponderance in Talking Book form.

Because of the wide appeal of the Talking Book medium for all age groups and persons of all interests, it contains books on almost every current topic, from American Indians to parapsychology, as well as such esoteric subjects as nuclear engineering and Piscatagus County, Maine.

Although the tape and cassette collection currently includes titles that appeal primarily to college students and college-educated adults, several new cassettes have arrived that are for minimally brain damaged school-children. These have the publisher's print copy enclosed and include some of the best of new children's literature.

Braille materials, the oldest and most familiar medium in service to the blind, include a wide range of topics and includes dictionaries and encyclopedias that are needed by non-sighted readers.

Catalogs of materials available in the various media are available to both individual readers and libraries. Further information about the services of the division may be obtained from Division for the Blind and Physically Handicapped, Texas State Library, Box 12927, Capitol Sation, Austin 78711.

Another Part of the House Is "Another Career" for Author

As time for his retirement from the Army drew near in 1969, Winston Estes's friends began to worry. He had neither prepared a resume nor talked with prospective employers. In fact, he seemed little concerned about doing so. Actually, however, preparation had begun nearly a decade before—when he began to spend the pre-dawn hours each morning writing. Before he retired, a contract was signed for publication of *Another Part of the House*. By the time he retired, Lippincott, the publisher, was sending him galley proofs.

Set in the Texas Panhandle during the Depression, the book is not autobiographical but is drawn from the the author's own understanding of what it was to be a boy during those years of depression and dust—man-made and natural phenomena that made a total impact upon those experiencing them.

When *The New Yorker* commented in its "Briefly Noted" column on April 11, 1970, the reviewer concluded by saying that "the final effect is both dreamlike and concrete—somebody else's memories have been made real to us."

For Estes, however, the decision to draw upon his childhood background had been an almost reluctant one. His first book, *Winston in Wonderland*, was an account of his experiences in the Pentagon. His first efforts—after he began writing seriously in the early 1960's—were short, humorous pieces that he claims almost met themselves going back and forth to prospective publication outlets.

Occasionally one of these pieces returned with some encouragement, and Estes kept on writing. Finally one day while rereading *Don Quixote*, he realized that a novel is simply made up of more sentences than a shorter piece. It was then that he began writing his first novel. Having written a novel that both he and a friend who also read it agreed was not good, he began working on a second. *Another Part of the House* was the result.

While Estes says that the characters were drawn from his imagination and the geographic location of Wordsworth is different from that of his native Quannah, he does admit freely that the setting and the



characters were drawn from what he had known as a child in a small Texas town during the 1930's.

Far removed from the fiction of protest and the evocations of childhood that receive the bibliographic equivalent of an X rating, *Another Part of the House* reflects the author's view in telling the story he had to tell. When questioned about this, he contemplates the possibilities of future problems. Many of the readers who write to him after publication of the book told him of their pleasure in reading a "clean" story.

Not referring to this aspect of the novel, the reviewer in *Library Journal* on April 1, 1970, said "This is a delightful story of growing up in a small Texas town during the Depression . . . It is a nostalgic book, but he skillfully avoids sentimentality."

Although the years that Estes describes were difficult ones in which drought and depression coupled to produce real hardship, his view in retrospect is optimistic. As a new author telling about his work in *Library Journal*, he said, "I don't identify with the literature of despair and alienation. To me, it smacks of self pity . . . I believe that man *aspires*."

Perhaps, he says now, the mail he received from other parts of the country resulted from this sense of hope. Not only has he heard from Texans who could recognize the town they grew up in as similar to Wordsworth, but he has also heard from many people in the Midwest and New England as well as others scattered through the country.

Now deeply involved in the publication of another novel with publication date slated by Lippincott in a few months, Estes can smile at those who wondered what he was going to do when he retired.

Some Basic Reference Tools

The following list of materials on Texas was prepared by the Information Section of the Texas State Library's Administrative Division to provide a guide to bibliographical material currently available. Although some of the publications listed are out of print, virtually all are available in large public and academic libraries.

H. Bailey Carroll and Milton R. Gutsch, eds., *Texas History Theses, A Check List of the Theses and Dissertations Relating to Texas History Accepted at the University of Texas 1893-1951*. Austin: The Texas State Historical Association, 1955.

James M. Day, comp., *Maps of Texas, 1527-1900: The Map Collection of the Texas State Archives*. Austin: The Pemberton Press, 1964. This originally appeared as a series of articles in *The Southwestern Historical Quarterly*.

James Frank Dobie, *Guide to Life and Literature of the Southwest*. Austin: University of Texas Press, 1943.

Claude Elliott, ed., *Theses on Texas History, A Check List of Theses and Dissertations in Texas History Produced in the Departments of History of Eighteen Texas Graduate Schools and Thirty-three Graduate Schools outside Texas 1907-1952*. Austin: The Texas State Historical Association, 1955.

John Holmes Jenkins, ed., *Cracker Barrel Chronicles; A Bibliography of Texas Town and County Histories*. Austin: Pemberton Press, 1965.

Chester V. Kielman, ed., *The University of Texas Archives, A Guide to the Historical Manuscript Collections in The University of Texas Library*. Austin: University of Texas Press, 1967.

Thomas Lloyd Miller, *Bounty and Donation Land Grants of Texas*,

- 1835-1888. Austin: University of Texas Press, 1967. Good source for names of persons who received land grants.
- Rupert Norval Richardson, Ernest Wallace, and Adrian N. Anderson, *Texas the Lone Star State*. Englewood Cliffs, N.J.: Prentice-Hall, 1970. Widely used as a college text, this volume includes good bibliographical material.
- Southwestern Historical Quarterly Cumulative Index, 1897-1957*. 2 vols. Austin: Texas State Historical Association, 1950-1960.
- Texas Almanac*. (Dallas: The Dallas Morning News, published biennially).
- Thomas Winthrop Streeter, *Bibliography of Texas 1795-1845*. 5 vols. Cambridge: Harvard University Press, 1955-1960. Standard work on Texana before statehood.
- Ernest Wallace and David Vigness, eds., *Documents of Texas History*. Austin: The Steck Company, 1963. Selections from noteworthy documents with introductory materials by the editors.
- Walter Prescott Webb and H. Bailey Carroll, eds., *The Handbook of Texas*. 2 vols. Austin: The Texas State Historical Association, 1952.
- Ernest William Winkler and Llerena B. Friend, *Check List of Texas Imprints 1845-1876*. 2 vols. Austin: Texas State Historical Association, 1949-1964. The work begun by Winkler was continued by Dr. Friend.

Texas Western Press Suffers Identity Problem

by Jeannette Smith

Just about anyone who reads or writes about the Southwest is aware that the Texas Western Press is at The University of Texas at El Paso but few, including some who are professionally associated with it, could describe its exact location.

For example, recently a book sales representative made a hurried, between-flights visit to the University to confer with TW Press Director Carl Hertzog. It was an abortive attempt: no one could tell him where the Press is located. Some time later he wrote to Hertzog about this, saying with unrestrained irony, "It's hard to understand [the lack of information] . . . about a Press that produces some of the finest books coming out of any college press, under the direction of one whose talents in printing and design are, to say the least, outstanding. . . ."

An even more unfortunate illustration of inadvertent non-recognition is the fact that the "Campus Guide"—a brochure published by the University's News Information Service for the expressed purpose of helping visitors find various buildings, departments, services and centers of interest on campus—omitted the location of the Press.

And then there is the official, annual University catalog. Until the most recent, 1971-72 issue, it also neglected the Press except to list the site of the Physical Plant—which is no help at all to those who do not know that the Press is to be found in the northwest corner of the Physical Plant building.

These and many other incidents could well have caused anger or at least furrowed brows among the Press staff-members, its director Carl Hertzog, and its editor Haywood Antone. However all have adjusted with grace and fortitude while collectively harboring the hope that some day word will get around that the Texas Western Press can be found at the end of Wiggins Drive at the southwest corner of the campus—its light not hidden under a sanddune, much less a bushel.

With Fortitude

It is not as if the Press is a recent addition to the University; in fact, it began over 20 years ago when Carl Hertzog, a book designer and typographer of already-established renown, joined the faculty at the Texas College of Mines and Metallurgy. He taught courses in art, Eng-

lish, advertising, journalism, and one known locally as "Bookology" that included instruction on book typography and design.

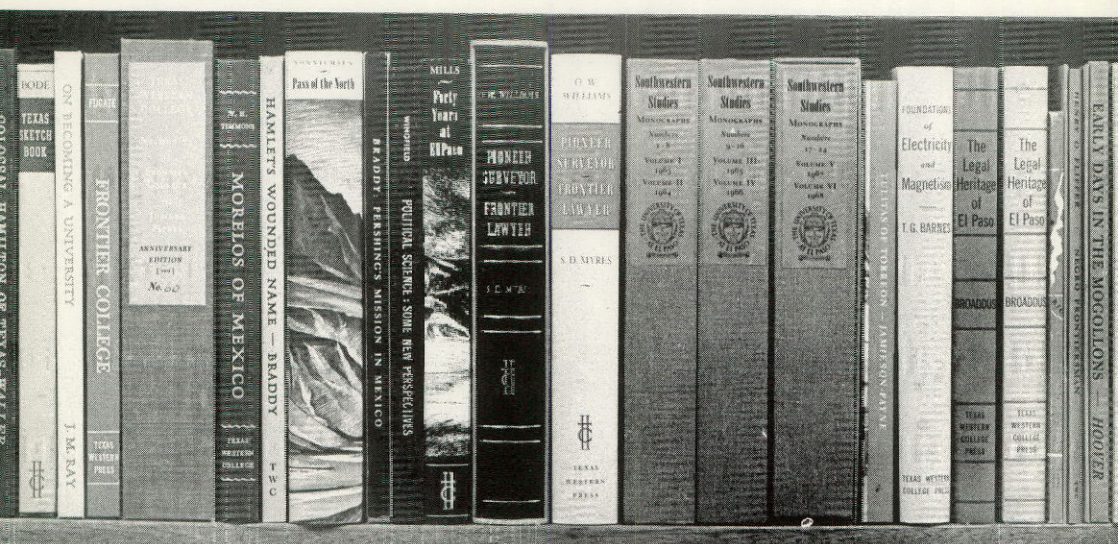
Until then, all TCM bulletins, programs and stationery had been printed at The University of Texas at Austin. However, after Hertzog arrived on the El Paso campus a letterpress was installed, soon followed by a multilith offset press, so that such printing assignments could be done at TCM.

There is much difference, of course, between printing letterheads and publishing books, and this leads to yet another little-known fact about the Press. It is a publisher of books—editing, designing, and distributing them. The actual printing of TW Press published books is handled by the Print Shop (also located in the Physical Plant building) under the direction of Ed Davis. In addition, the Print Shop supplies letterhead stationery, envelopes, business forms, and small publications for the University.

In 1952 the first book was published by the fledgling press. It was "*The Spanish Heritage of the Southwest*, written by Francis L. Fugate, illustrated by Jose Cisneros, designed by Hertzog, and hand-typeset by Hertzog's students. It was also the first book that bore the distinctive adobe-brick-design cover developed by Hertzog and used since then on several other TW Press books.

Hertzog used an actual adobe brick to print the pattern and later found that the brick was even more authentic than he first realized when a piece of the adobe was accidentally broken off and inside was discovered, along with the expected straw and dried mud, an unmistakable hunk of horse manure. Hertzog's dry comment was, "It must be the first time that this particular substance has been found on the *outside* of a book."

After such an auspicious beginning, it was a relatively short period of time until the whole publishing operation gathered momentum and, to date, this shows no sign of decreasing. The list of works by Southwestern authors and U.T. El Paso professors has lengthened commensurately with the growth of the Press' reputation for producing Hertzog-style, artistically-designed, handsomely-bound books, many of which have earned awards and become collectors items, all of which have earned



compliments and encomiums from historians and book enthusiasts in general.

The members of the University's faculty who have written such books include C. L. Sonnichsen, Halden Braddy, John J. Middagh, Rex Strickland, Eugene Porter, Wilbert H. Timmons, John H. McNeely, S. D. Myres, John H. Haddock, Morgan Broaddus, Leonard Cardenas, Gladys Gregory, Joseph M. Ray, and Tony J. Stafford. The spectrum of subjects is wide, ranging from Strickland's *El Paso in 1854* to Douglas K. Ballentine's *Ally of Cortes*; from Val W. Lehmann's *Forgotten Legions—Sheep in the Rio Grande Plain of Texas*, to Charles Binion's *An Introduction to El Paso's Scenic and Historic Landmarks*; and from biographies of *Colossal Hamilton of Texas* by John L. Waller and *Morelos of Mexico* by W. H. Timmons, to Sonnichsen's history of four centuries of El Paso, *Pass of the North*, and S. D. Myres' finely-edited and annotated *Pioneer Surveyor, Frontier Lawyer: The Personal Narrative of O. W. Williams*.

Focus on the Southwest

Most of the Press' output is intentionally centered on the history—the "flavor" of the Southwest and includes a series of "Southwestern Studies" monographs that was begun almost a decade ago, several years after Dr. S. D. Myres joined the TWC faculty and began collaborating with Hertzog on the Press's publication activities. Myres had been a lecturer at Southern Methodist University, also editor of a quarterly monograph series there, so it was only a matter of time until he sponsored the idea of a similar series at TWC.

With Myres as editor and Hertzog as book designer, the Southwestern Studies Series has proved both popular and prolific with 29 monographs published on such diverse subjects as "The Chamizal Settlement," "The Railways of Mexico," "Buckskin Frank Leslie," "The Navajo: A People in Transition" (in two parts), "Pancho Villa at Columbus," "The Memoirs of Albert B. Fall," "The Boyhood of Billy the Kid," "The Ponce de Leon Land Grant," "Lord Beresford and Lady Flo," "Los Chicanos," "Fort Richardson," and the most recent in the series, "San Antonio Stage Lines, 1847-1881." Gladys Gregory's "The Chamizal Settlement,"—second in the series, was entered in toto into the Congressional Record before the final vote on the Chamizal exchange was consummated.

When Texas Western College was elevated to University status in 1967, the question of a name change for the Press became something of a side issue. Hertzog successfully pleaded for the retention of three-fourths of the original name, however, and so the word "College" was deleted and the title became Texas Western Press.

Even so innocent a change has caused some backwash. National book reviewers, in listing new titles from the Texas Western Press, typically omit any mention of either the University or the city of El Paso. In order that the location be identified in those columns, the TW Press editorial board debated the possibility of adding "The University of Texas at El Paso" to the title, then decided to let it be—as is—Texas Western Press. And even if it still hangs in a sort of limbo as far as its locale is concerned, the name itself continues to grow in stature.

The Hertzog Colophon

After a half-century-long career as book designer and typographical artist, Carl Hertzog's colophon (his emblematic trademark—a "C" and "H" superimposed—designed by his friend Tom Lea) is known wherever good books are appreciated. He is responsible for the uniform attractiveness of every volume published by the Texas Western Press and, at age 69, he remains the driving force behind the Press' editorial board which selects the manuscripts. The subject of several full-length bibliographies, Hertzog is, in truth, "The Printer at the Pass."

With the recent retirement of Dr. Myres from U.T. El Paso, the Press has a new editor—Haywood Antone. In addition to his regular duties, Antone shares with Mrs. Vivian Hertzog and Mrs. Joe Thies the responsibility of informing the public as to the location of the Texas Western Press—and this includes fielding questions from people who wander into its front office (down at the end of Wiggins Drive), the most frequent query of them all being: "Is this the physical plant where you get keys made?"

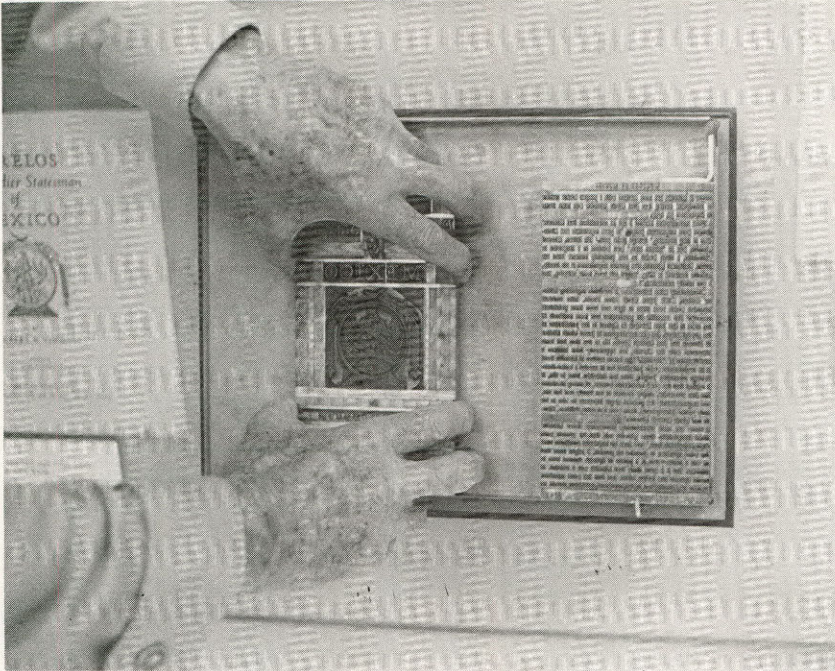
The Epic of a Book— from Author to Purchaser

by Carl Hertzog

Books don't just happen. But many people think that the author sits down at a typewriter, knocks off a manuscript, and hands it to a linotype operator. Then it is printed and the sheets passed on to a bookbinder; and that's all there is to it! Some books are made that way, and readers who make their way through them are victims of the process.

Between the author's dream and the finished book are thousands of details to be decided and checked. Making a book is like building a house or a church or an office building. An architect is needed, and the end result depends on how effectively the architect supervises the building contractor.

Because many readers do not realize what it takes to make a book, an exhibit was prepared about five years ago at the University Library in El Paso. Not only students but even librarians were surprised at the tremendous number of details that must be considered and executed before a book is completed. This display created so much interest that all the elements were sent to San Antonio to be handled by an expert exhibit designer who used plexiglass and ingenuity to prepare a display which would tell the story. After two months at the Institute of Texas Cultures, the exhibit was packed up and returned to the University at El Paso where it originated. Now it is installed in the Library as a



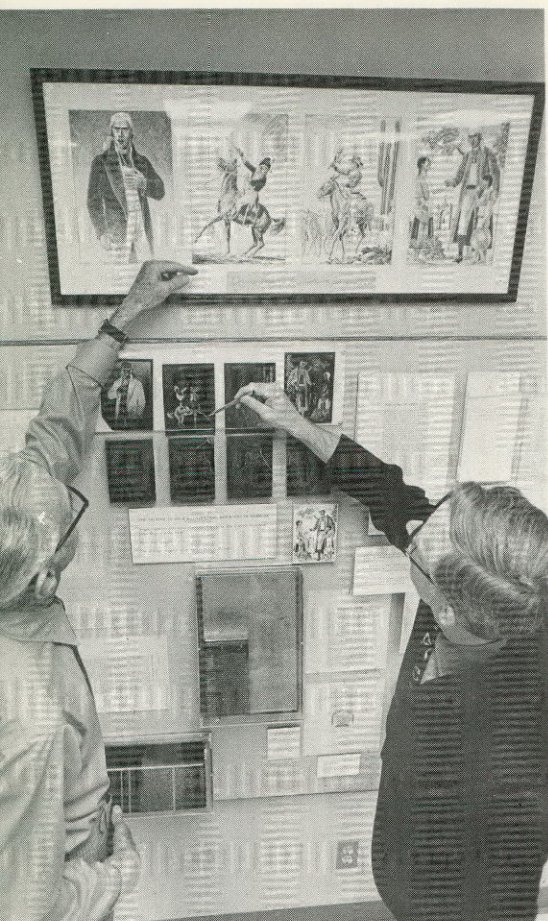
A standard page (35 lines of 14 point slugs) and the title page showing a wood mounted cut and hand type.

permanent exhibit in the lobby so that all can see “The Making of a Book.”

Research and Plans

The first panel illustrates research and planning, beginning with the author’s concept. To illustrate research methods, a pack of cards are displayed. Facsimiles of old documents are included. A part of the first draft is shown, with interlineations and corrections—to show that the author really works his copy over and over. Even the best of authors also need an editor. The editor follows a manual of style and skillfully reminds the author that the reader doesn’t know as much about the people and places in the book as the author does.

The next step is retyping the manuscript (perhaps several times), and then it is ready for the printer. But here comes the designer (the architect of the book) who decides the size of the page, size of type, spacing, and margins. The exhibit shows his layout and specifications. At this time the budget must be considered. The designer cannot be too imaginative. He may have beautiful ideas which are beyond practicality. He has to adjust to what paper is available, what press will be used, and what processes are within the limits of his budgetary restrictions.



The top of the display includes the original drawings by José Cisneros. Just below are the photo negatives that are used to etch the images on metal in relief for letterpress printing. Below the plates are the explanation and one print made from the etchings. Below this is the type for page one of Chapter One. At the left bottom is a galley of type with corrections inserted, the shiny slugs (proofs with corrections marked are just above the galley of type). On the galley showing page one is the chapter title in handset type, with some special letter-spacing and the LY morticed to make the lettering "look" equally spaced, when the mechanical type would ordinarily distort the spacing.

Printing

The second panel shows a galley of type which is the first step in actual production. Galley proofs are read by the author and a proof-reader, and new slugs are set for the corrections. The next step is to break the galleys down into pages, adding chapter titles, page numbers, and spacing materials. The pages are tied up and proofed for double-checking. Page make-up is an art, and almost every page presents problems: a short line at the top of a page, quoted material with one line left over, the end of a chapter with only three lines (a widow) for the last page. Of course, there are sloppy printers who just throw in extra space between paragraphs or "cardboard" part of a page to make it longer; but this is not being done in the best typographic tradition where uniform spacing and taste are required. It is not possible to show all these technics in the exhibit; but a model page (actual type) is shown, along with the title page which shows the non-printer what spacing material looks like and how the etching is blocked in. Also shown is handset type.

On the same panel with the type one can see the illustrator's original drawings and just below them the photo negatives for reproduction (reduced to half size for the book). Under the negatives (film) are the



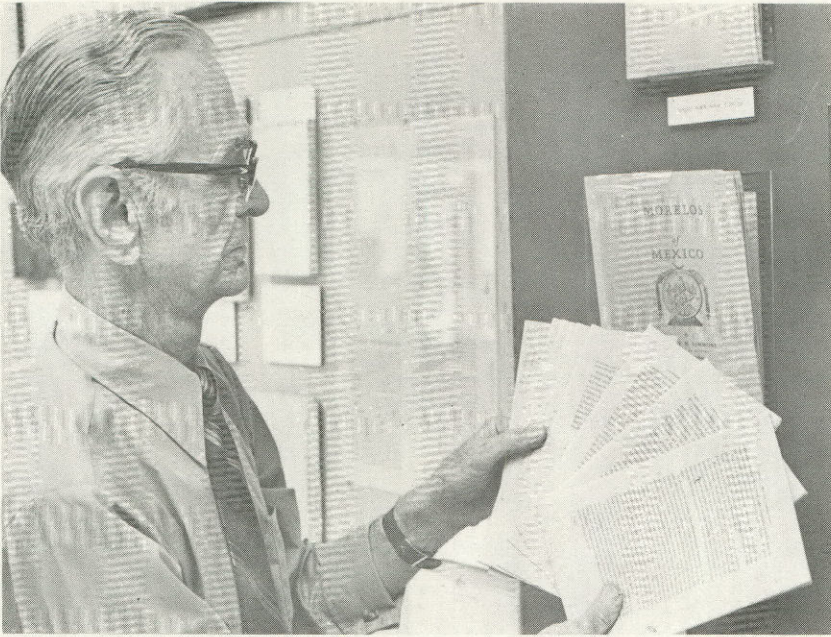
The publisher explains to Baxter Polk, librarian at UTEP, how a positive (film) is made from the negative and then used to make the plate which prints solid red with white lettering.

metal etchings made from the negatives, and below them a print made from the etching.

Binding

The third panel demonstrates the various steps involved with book-binding. The printed sheets (usually 16 pages) are folded and then the signatures (sections) are assembled and sewed. End papers are tipped to front and back sections. The next step is known as “rounding and backing” which is done after the sewed book has been trimmed. At the time of trimming a stain may be applied to the top edge. After rounding, headbands are applied and a strip of wide-mesh cloth (called a super) is glued to the backbone. When the book is pasted into the cover, the super does not show but is the strength of the hinge. All these steps are shown in the exhibit. A special feature is the inlaid *peso* for a limited edition. To avoid wrinkling, the cloth has to be split and twisted into the hole.

The fourth panel features the dust jacket which is used to explain the photo-offset process. The plate for the black printing is on the wall, and the negative from which it was made is immediately in front of it,

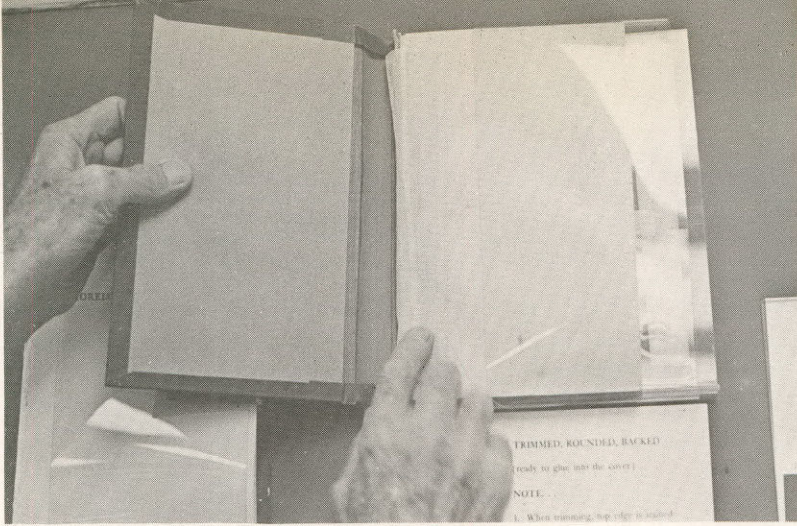


Promotion

There are many ways to help sell a book that are not available for other merchandise. A catalog card number can be supplied by the Library of Congress and printed in the book. This results in the book's being listed in several publications which bring it to the attention of book buyers. Sample copies can be sent to bookstores and advance copies to reviewers. (It pays to have a list of friendly reviewers.) For mail advertising the jacket plates were used to print a circular with a sample page and table of contents on the other side. This makes double use of the expensive plates and results in a flashy advertisement without a second expenditure. A headache for the author and publisher is the autograph party, but it helps to sell books. In addition to reviews, it is often possible to get a feature story in the newspaper, making the publication of the book an "event."

There are many things to do about a book, more details to worry about than most people think. There are all the things required for any business such as budget, setting the price, bookkeeping, invoicing, and collecting the money. Packing and shipping are particularly important in the book business. A beautiful book loses its value if it is battered in the mail. For *Morelos of Mexico* a special double-end carton was designed to keep the book an inch away from the corners.

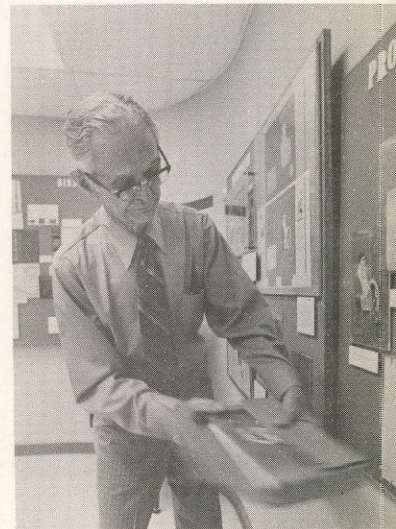
The exhibit drew a good audience in San Antonio and is now drawing attention in El Paso. It is a good idea to let people who work with books know that blood, sweat, and tears go into the making of a book.



After press sheets are folded, the sections of the book are assembled. The sewed book, rounded and backed (cloth for strength in the hinge) being placed in the (case) cover. End papers are pasted down on inside of cover.

Editor E. H. Antone is examining an "advance" copy sent to reviewers before binding was completed. Other items on this panel include the copyright, the advertising folder, listings in dealers' catalogues, and published reviews. And, the most important ending—an invoice with the check in payment.

Publisher testing the specially designed mailing carton. The best designed and printed book is a failure unless it is delivered in good condition.



CONTENTS: LIBRARY BOOKS
MAILED UNDER SECTION
135.215 POSTAL MANUAL

TEXAS STATE LIBRARY
TEXAS ARCHIVES AND LIBRARY BUILDING
BOX 12927 — CAPITOL STATION
AUSTIN, TEXAS 78711