

## Letters to the Editor

To the Editor:

Recently, when Elizabeth Copeland was here for the Public Librarian-Trustee Institute, I told her what a superb job I thought you and Dave Jensen were doing with *NORTH CAROLINA LIBRARIES*. At her suggestion I am now writing to express publicly what I have said earlier to a good many people: under your editorship *NORTH CAROLINA LIBRARIES* has become a much more informative and interesting journal. I cite particularly such articles as Ray Moore's profile of Mollie Huston Lee, the "Library Roundup" feature, the continuation of "New North Carolina Books," and the full reporting of NCLA activities.

Although I realize there are those who disagree with me, I believe that a professional association should support a journal for the publication of news and features of interest to its members. This is especially true of an association which meets only every other year. Librarians in North Carolina need to have information on academic status of librarians in the state and the Lenoir County school media programs which won the Encyclopedia Britannica award. Such information would not find its way into the national journals.

At the same time, the state journal provides an opportunity for North Carolina librarians to try their hand at professional writing through the sharing of experiences with their colleagues. Moreover, a well-edited journal is a tangible expres-

sion of what the membership receive for their dues.

For these reasons I am happy to add this word of encouragement for you and the Editorial Board and to extend my best wishes for your continued success in the publication of *NORTH CAROLINA LIBRARIES*.

Sincerely yours,

Edward G. Holley

Dean

University of North Carolina  
School of Library Science

To the Editor:

It was a pleasure seeing you again at the recent North Carolina Library Association Conference. I appreciated your giving me a copy of your Fall issue of *NORTH CAROLINA LIBRARIES*. I consider this an outstanding publication.

I was particularly interested in your comments in "From The Editor's Desk." I offer my congratulations to you and all of the members of your editorial staff on your success.

The additional purpose of my correspondence is to comment on your apparent problems in obtaining advertising from some firms. There are current economic factors affecting the amount of advertising space taken by some firms so I would not be in favor of a "blacklist." Customers do have the prerogative, as you point out in your article, to take this into con-

sideration in their purchasing patterns and should exercise this option as their conscience dictates. I would like to say, however, in my opinion firms who do not advertise in state publications are missing a great opportunity and suggest they should reexamine their advertising policies. It is the belief of our firm that advertising in this type of publication is the most beneficial advertising we do, both from our marketing viewpoint and the association's viewpoint of support. We believe state publications are more carefully read than any other and if we are ever forced to curtail our advertising, advertising in publications such as *NORTH CAROLINA LIBRARIES* would be the last to go. (Heaven help us!)

While I am being so verbose, I take this opportunity to comment on the recent North Carolina Library Association Conference. Seldom have I seen such enthusiastic interest in exhibits. Association members are to be congratulated, particularly Carlton West and his staff. Mr. West was right there at all times to offer his assistance.

Cordially,

James L. Thompson  
Vice President, Director of  
Marketing & Sales  
The Baker & Taylor Co.

To the Editor:

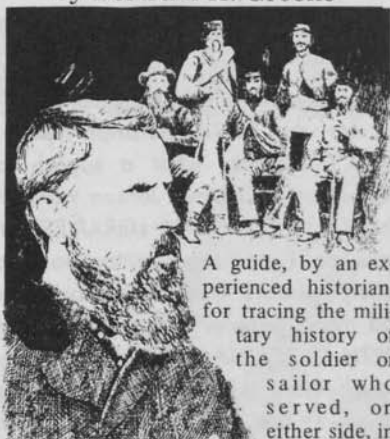
Too often we take for granted those in our profession who have worked long, hard, and well in the service of the cause of librarianship in North Carolina. The President's chair of the North Carolina Library Association was graced during the past biennium by Miss Elizabeth Copeland, an extraordinary librarian, a dedicated association member, and a gracious lady. To her we send our grateful thanks for the miles traveled, the letters written, the meetings chaired, the word spread, and the friendship extended. We're a finer professional association because of Elizabeth Copeland.

An NCLA Member

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