

AMERICAN LIBRARY ASSOCIATION NEWS RELEASES

USE OF THE ALA NAME

It has come to the attention of the American Library Association that various publishers and distributors have stated that certain of their publications or lists of publications have been "approved" or "recommended" by the Association.

In every instance in which such representation is made, librarians or school administrators should insist that the publisher identify the issue of an Association publication or the book in which the alleged "approval" or "recommendation" appeared. Librarians should also determine whether the publication reviewed by the Association is *identical* to the publication which is the subject of the representation. If it is *not* identical, any representation concerning ALA "recommendation" or "approval" is *per se* a misrepresentation.

The American Library Association is seriously concerned about the widespread misuse of its name and has adopted a comprehensive program to combat such misuse by legal and other procedures. As part of this program librarians are requested to send copies of commercial advertisements, brochures and promotional materials in which reference to American Library Association "approval," "review" or "recommendation" is included to Mr. William Rutter, American Library Association, 50 East Huron Street, Chicago, Illinois 60611.

The Association will shortly publish a comprehensive statement describing its various reviewing functions and their relevance to book purchasing or leasing decision making.

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"Media and Social Crises" will be the theme of the 1969 conference of the Department of Audiovisual Instruction (DAVI) of the National Education Association to be held in Portland, Oregon, next April 27 through May 1. Audiovisual materials in relation to "educational poverty" will be studied.

Anyone interested in audiovisual materials and the disadvantaged may register. DAVI membership is not required. For information, write to:

Fred Wehrli, Convention Coordinator
DAVI, National Education Association
1201 Sixteenth Street N. W.
Washington, D. C. 20036

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A new publication listing scholarships and other financial assistance available for the academic year 1969-70 to students entering the profession of librarianship has just been announced by the Library Education Division of the American Library Association.

The publication provides a list of scholarships and grants administered through state library agencies, national and state library associations and associations of school librarians, ALA accredited library schools, and other institutions offering graduate or undergraduate programs in library education. National associations, foundations and other agencies known to grant financial assistance for library education are also listed.

Copies of the publication are available at the following prices: one copy, 50 cents; 10 copies, \$4.75; 25 copies, \$11.25; and 100 copies, \$42.00.

A new publication, *United States of America National Bibliographical Services and Related Activities in 1965-67*, has been issued by the Reference Services Division of the American Library Association. This bibliographic essay was compiled by Mrs. Helen Dudenbostel Jones, Head, Bibliography and Reference Correspondence Section, The Library of Congress.

The 56-page booklet selling for \$1.50 (10 or more copies, \$1.25 each) describes bibliographies of books, theses, maps, audio-visual materials, and special subjects published and in production. Directories, union lists, and bibliographies of periodicals make up one chapter. Interlibrary cooperation activities and publications about them are described. The compilation can be an invaluable aid as a survey of the field, a book selection tool, and a reference book.

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A yearly grant of up to \$7,000 for the publishing of a series of monographs relating to the professional concerns of school librarians has been announced by David H. Clift, Executive Director of the American Library Association.

The grant will be made by the Grolier Educational Corporation. A Grolier grant committee of the American Association of School Librarians has been established to administer the project. This committee will select authors and be responsible for publication. Theodore Waller, President of Grolier Educational Corporation, will serve as Consultant to the Committee.

Advantages expected by the Committee to accrue from the program are: 1) AASL membership would be exposed to original, substantive thinking by creative people of outstanding stature; (2) the scholar would be exposed to the potential of school library programs; (3) a wide variety of people in the academic and scholarly world would be made aware of school libraries and thus become more fully acquainted with their role, since scholars of the caliber to be selected will have their own audience; and, (4) in considering candidates and their contributions, the leadership of AASL would be provided with professionally useful inter-disciplinary experience.

The Committee met Wednesday, January 29, during the Midwinter Meeting of ALA in Washington, D. C.

Members of the Committee are Mrs. Jean E. Wichers, Assistant Professor, Department of Librarianship, San Jose State University, San Jose, California, chairman; Mrs. Margaret Hayes Grazier, Associate Professor, Department of Library Science, Wayne State University, Detroit, Michigan; Dr. Frances Henne, Professor, School of Library Service, Columbia University, New York City; C. Walter Stone, Director of University Libraries, University of Pittsburgh, Pittsburgh, Pennsylvania; Dr. Earl Wassom, Chairman, Department of Library Science, Western Kentucky University, Bowling Green, Kentucky; W. Duane Johnson (ex-officio as AASL Publications Committee Chairman), Graduate Library School, Indiana University, Bloomington, Indiana; and John Rowell (ex-officio as the AASL president-elect), Director, Program for School Libraries, Case Western Reserve University, Cleveland, Ohio.

The Board of Directors of AASL had asked that a study committee be formed to explore the proposal for the monograph series. It was set up in 1967 as the Grolier-Americana Study Committee under the chairmanship of Mrs. Wichers. As the Grolier Grant Committee of AASL it has the same membership, with the addition of two ex-officio members and of Mr. Waller as Consultant.

The Office for Library Education of the American Library Association has received a supplementary grant of \$128,400, covering a period of three years, from the H. W. Wilson Foundation, Inc., it was announced today, Wednesday, January 29, at the ALA Council meeting during the annual Midwinter Meeting at the Shoreham Hotel. The new grant supplements an original grant of \$75,000 given by the Wilson Foundation in 1965 which made possible the establishment of the Office for Library Education. The major purpose of the new grant—which was endorsed unanimously by the ALA Executive Board—is to provide for additional needed staff in the Office for Library Education, thus making possible a concentrated effort to resolve some of the more immediate and pressing problems of accreditation without detriment to other equally urgent problems of library education.

A specific result of the new grant is expected to be the early appointment of an Accreditation Specialist and staff within the OLE to meet the growing needs in this area, which would release the Director to give full attention to the broader aspects of ALA policy in the field of education for librarianship, while the Accreditation Specialist gives full time to such pressing problems as the need for revision of standards, the development of procedures, and the exploration of more effective patterns of administration organization for accreditation activities.

The Director of ALA's Office for Library Education is the distinguished library educator, Dr. Lester E. Asheim, whose recent position paper "Education and Manpower for Librarianship" in the October 1968 ALA Bulletin focused wide attention on what has been called the most crucial problems facing librarianship today.

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A total of 76 grants of funds and equipment made to college and university libraries has been announced by the Grants Committee of the Association of College and Research Libraries, a division of the American Library Association. Fifty-six grants of funds and 10 of equipment, shelving, and furniture were made to college and university libraries. Ten special grants of funds went to "emerging" institutions.

The year 1968/69 is the fourteenth year of the ACRL Grants Program. Although sizeable sums of money are available through the Higher Education Act of 1965, Title II, there has been no decline of interest in the ACRL program. The Committee at its November meetings considered 410 applications from 396 institutions and 12 individuals. These include 12 applications for research grants; 72 for library bureau equipment and 312 for grants for library materials and consultants.

The total income to the fund for 1968/69 was \$63,550. The United States Steel Foundation, Inc., again provided the major support, but contributions were also made by McGraw Hill Publishing Company, Olin Mathieson Charitable Trust, Pitney-Bowes, Inc., Time, Inc., and H. W. Wilson Foundation. The Library Bureau, Remington Office Systems Division, Sperry Rand Corporation made a substantial contribution for the purchase of equipment.

North Carolina recipients of the awards were: High Point College, High Point, N. C.; Lenoir Rhyne College, Hickory, N. C.; Queens College, Charlotte, N. C.; St. Augustine's College, Raleigh, N. C.; and North Carolina Wesleyan, Rocky Mount, N. C.

Of the five colleges receiving the grants, North Carolina Wesleyan was the only one to receive an equipment grant from Library Bureau. Items received were a 12-tray card catalog unit with table base and an atlas stand with six pull-out shelves.

Lloyd Alexander, author of *The High King*, published by Holt, Rinehart and Winston and Uri Shulevitz, illustrator of *The Fool of the World and the Flying Ship*, published by Farrar, Straus and Giroux have been named the winners of the American Library Association's Newbery and Caldecott Awards, respectively, at the Midwinter Meeting of the American Library Association, held at the Shoreham Hotel, Washington, D. C., on January 30, 1969, for the most distinguished books for children published in 1968.

The High King, winner of the Newbery Medal, is an excellent fantasy set in the mythical kingdom of Prydain. In this book there is the final struggle between good and evil, and Taran, the assistant Pig-Keeper emerges as the hero and wins the hand of the Princess Eilonwy. Lloyd Alexander's *The High King* dramatically concludes the Prydain epic considered to be the most significant fantasy cycle created for children today by an American author.

Mr. Alexander was born and grew up in Philadelphia, served in France in World War II where he met and married his charming wife, Janine. They now live in a suburb of Philadelphia.

Uri Shulevitz, winner of the Caldecott Medal, was born in Warsaw, Poland, spent his early years in Europe, lived in Israel for ten years, and is now a resident of New York. His Caldecott Award winning book: *The Fool of the World and the Flying Ship* is a Russian tale retold by Arthur Ransome. The gay colorful illustrations have a vigor and gaiety that echo the brisk exuberance of the folktale.

The runners-up for the Newbery award are: Julius Lester, *To be a Slave*, Dial Press. Isaac Singer, *When Shlemiel Went to Warsaw and Other Stories*, Farrar, Straus and Giroux.

The runner-up for the Caldecott Medal is *Why the Sun and the Moon Live in the Sky* by Elphinstone Dayrell, illustrations by Blair Lent, published by Houghton, Mifflin Company.

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The Notable Books of 1968, announced at the Midwinter Meeting of the American Library Association at the Shoreham Hotel, Washington, D. C., reflect the turmoil of the times with such books as *Soul on Ice*, by Eldridge Cleaver, the Kerner Report, and books by Norman Mailer and Tom Wolfe. The selection of 44 books from 25 publishers was announced by the Notable Books Council of the Adult Services Division, American Library Association. Mrs. Orrilla T. Blackshear, of the University of Wisconsin Library School, is chairman of the Notable Books Council.

NOTABLE BOOKS OF 1968

Barzun, Jacques. *The American University; How it Runs, Where it is Going*. Harper.

Beagle, Peter S. *The Last Unicorn*. Viking.

Berryman, John. *His Toy, His Dream, His Rest; 308 Dream Songs*. Farrar.

Bowen, Elizabeth. *Eva Trout; or Changing Scenes*. Knopf.

Brooks, Gwendolyn. *In the Mecca*. Harper.

Cartier-Bresson, Henri. *The World of Henri Cartier-Bresson*. Viking.

- Cleaver, Eldridge. *Soul on Ice*. McGraw.
- Collins, Larry and Lapierre, Dominique. *Or I'll Dress You in Mourning*. Simon and Schuster.
- Flexner, James Thomas. *George Washington in the American Revolution, 1775-1783*. Little, Brown.
- Gary, Romain. *The Dance of Genghis Cohn*. World.
- Gibson, William. *Mass for the Dead*. Atheneum.
- Greenberg, Daniel S. *The Politics of Pure Science*. New American Library.
- Grier, William H. and Cobbs, Price M. *Black Rage*. Basic.
- Holroyd, Michael. *Lytton Strachey; a Critical Biography*. Holt.
- Holt, John Caldwell. *How Children Learn*. Pitman.
- Jensen, Oliver, Kerr, Joan P., Belsky, Murray, eds. *American Album*. American Heritage Publishing Company distributed by Simon and Schuster.
- Kohl, Herbert R. *36 Children*. New American Library.
- Krock, Arthur. *Memoirs; Sixty Years on the Firing Line*. Funk and Wagnalls.
- La Couture, Jean. *Ho Chi Minh; a Political Biography*. Random.
- Lifton, Robert Jay. *Death in Life*. Random.
- Mc Almon, Robert and Boyle, Kay. *Being Geniuses Together, 1920-1930*. Doubleday.
- Mailer, Norman. *The Armies of the Night; History as a Novel, the Novel as History*. New American Library.
- Malraux, Andre. *Anti-Memoirs*. Tr. by Terence Kilmartin. Holt.
- Menninger, Karl. *Crime of Punishment*. Viking.
- Meryman, Richard. *Andrew Wyeth*. Houghton.
- Michener, James A. *Iberia; Spanish Travels and Reflections*. Random.
- Mydans, Carl and Shelley. *The Violent Peace*. Atheneum.
- Nourissier, Francois. *The French*. Tr. by Ardrienne Foulke. Knopf.
- Orwell, George. *Collected Essays, Journalism and Letters*. Harcourt.
- Pepper, Curtis. *An Artist and the Pope*. Grosset and Dunlap.
- Pritchett, Victor Sawdon. *A Cab at the Door*. Random.
- Rosten, Leo Calvin. *The Joys of Yiddish*. McGraw.
- Sarton, May. *Plant Dreaming Deep*. Norton.
- Scarisbrick, J. J. *Henry VIII*. University of California.
- Seager, Allan. *The Glass House; the Life of Theodore Roethke*. McGraw.

Servan-Schreiber, Jean Jacques. *The American Challenge*. Atheneum.

Solzhenitsyn, Aleksandr. *The First Circle*. Harper.

Taylor, Gordon R. *Biological Time Bomb*. World.

Troyat, Henri. *Tolstoy*. Doubleday.

U. S. National Advisory Commission on Civil Disorders. *Report of the National Advisory Commission on Civil Disorders*. U. S. Government Printing Office, Bantam, Dutton.

Warner, Sylvia Townsend. *T. H. White; a Biography*. Viking.

Watson, James D. *The Double Helix*. Atheneum.

Westheimer, David. *Song of the Young Sentry*. Little, Brown.

Wolfe, Tom. *The Electric Kool-Aid Acid Test*. Farrar.

The ALA Publishing Department offers the list for sale in leaflet form with annotations: 50 copies, \$3.00; 100 copies, \$5.00; 250 copies, \$11.00; 500 copies, \$20.00; 1000 copies, \$37.50; 2500 copies, \$90.00; 5000 copies, \$175.00

THE PRESIDENT REPORTS (Continued)

Room of the S & W Cafeteria. The Special Committee on Studying the Feasibility of Establishing an Executive Office for N.C.L.A. gave their report. This committee is exploring the possibility of working with North Carolinians for Better Libraries and perhaps sharing their secretary, Mrs. Evelyn Allen. Mrs. Allen met with the Board and took us over to the B.B.&T Building to see the offices of N.C.B.L. The committee is doing further work on this and will report to the Board at a later date. The feeling is that the two organizations could work well together and it would be to the advantage of both groups. The financial part of the arrangement will have to be determined and then a decision will have to be made as to whether N.C.L.A. can assume the financial responsibility of such an attempt to have a part-time executive secretary.

I represented N.C.L.A. at the formal opening of the Moore County Library Building in Carthage, N. C., on Sunday, January 19, 1969. Mr. H. Vince Anderson is Director of Sandhill Regional Library and his offices are in this building. He and the people of Moore County are to be commended for making it possible to have an up-to-date library building and program for their people.

Miss Charlesanna Fox, Librarian, Randolph County Public Library, Asheboro, N. C., has been appointed to represent N.C.L.A. on a committee to determine the feasibility of a central research library facility to serve the entire state. This study was one of the recommendations in the Board of Higher Education's report, *Planning for Higher Education in North Carolina*.

The N.C.L.A. Spring Workshop will be held at the Public Library, 310 North Tryon Street, Charlotte, N. C., on Saturday, March 22, 1969, at 10 a.m. I hope to see many of you there.

Sincerely yours,

(Mrs.) MILDRED S. COUNCILL