



The Bull's Head Book Shop of the University of North Carolina Library has been enlarged and newly decorated. Mrs. Jessica Valentine, Manager, is shown exchanging a book for cash from a purchaser.

(Photo by Sam Boone, U.N.C. Library Staff)

BULL'S HEAD BOOKSHOP IN FAR-EASTERN ADVENTURE

A special project has carried the Bull's Head Bookshop of the University of North Carolina Library into far fields. Within the last four months hundreds of small packages of specially selected books have been dispatched from this corner of the Library in Chapel Hill, half-way round the world, to a number of university libraries in the Far East.

This exciting opportunity for the Bull's Head Bookshop to widen horizons and to participate in a new educational adventure was offered by the well-known Carolina alumnus, teacher, and writer, Paul Green. He and his wife were on a Far East tour sponsored by the Rockefeller Foundation. Mr. Green was traveling as a "cultural ambassador," speaking on American culture, particularly in the field of Drama, to universities and intellectual groups in Japan, Ceylon, the Philippines, India, and other Oriental countries. At his suggestion that preliminary gifts of books on the subject of Drama be sent to selected libraries, the General Education Board established a generous fund to be administered by the University and Mr. Green. Under Mr. Green's direction and inspiration the Library Extension Department and the Bull's Head Bookshop staff undertook the special project.

Since this was a new activity and a considerable undertaking for the Bull's Head Bookshop, special care and thought attended the initial planning, both for maximum efficiency on the project and for minimum diversion from the continuous bookshop routine. An outline of procedure was drawn up, detailed as to each phase; subject, of course, to revision as experience and expediency might dictate.

The first step was selection of the basic collections. Preliminary lists of titles were submitted to Mr. Green, and to Mr. Samuel Selden, Director of the University's Department of Dramatic Arts. Conferences with them and with members of the Department of Visual Education resulted (after amending and budgeting the lists) in the selection of a basic collection for Waseda University in Tokyo, and of a smaller collection for each of the other chosen libraries.

The basic collection includes the following: a full set of the Burns Mantle-John Chapman annual play collections; complete sets of the work of Eugene O'Neill, Maxwell Anderson, and Paul Green; anthologies of American Plays; illustrated material on the Carolina Playmakers; Samuel Selden's books on stage lighting, acting, production; several theatre annuals; histories of the Drama and of the Film; Nathan's volumes on criticism; and an interesting selection of free material on film and stage techniques, personalities and productions. The present budget limits the smaller groups of material rather sharply, but selections cover, at least superficially, not only actual plays but also books on play-writing, production and acting. Little Theatre, Regional Theatre, and Folk Drama, Broadway, Hollywood and grassroots theatre are also represented.

Once the lists had been checked for bibliographical details and research completed, search for o. p.'s initiated, an informal card catalogue was prepared and ordering followed. Shelves were cleared for the books which soon began to arrive from the publishers. After the usual checking against invoices, examination for imperfections and handling of business details for the first batch of orders, the books were classified informally and shelved in separate groups for shipment to each library—a continuous process which follows the routine of receipt, shelving, shipment, and replacement. The cachet of the Bull's Head Bookshop went into each book—a small black and gold sticker affixed to the Southwest corner of each inside cover. Each book also had a little presentation slip, carrying overseas the greetings of the University. These neat collections of new books and other materials on the American Drama were a pleasing sight to see.

NORTH CAROLINA LIBRARIES

Next, this collection was sorted into suitably sized packages of no more than 6 lbs., 9 ounces. Each title was checked against the catalogue card, noting package number, date; separate lists for each library were made; labels in duplicate typed; duplicate filed; packages wrapped securely, stamped and dispatched to their destinations. Records of hours spent on these details were kept so a monthly report to the General Education Board could represent the actual cost of assembling and mailing the material bought through the Bull's Head Bookshop on a cost-plus basis. No profit accrues to the Bookshop. Planning has reduced to a minimum the charges for administering the project.

Paul Green wrote, after visiting some of the libraries, of the enthusiastic response to the gifts. Waseda University had made, previous to Mr. Green's arrival, striking displays of the Drama material received. Translators are now busy on some of the books. Mr. Green's mercurial messages fluctuated between high hope and some despair, sustained by his staunch faith in friendly people around the world.

Though Waseda University has now received practically all the titles shipped, letters from other Oriental libraries show that it takes the packages as much as three months to reach their destinations. Airmail correspondence kept the Bookshop in close touch with Mr. Green and the recipients of the books. From them come specific suggestions for additional shipments. For instance, Waseda is particularly interested in the technical side of the motion picture industry, information on salaries, production problems and costs. The Library in Ceylon needed books on puppetry. A few were selected and added to their allotment. The Philippines seem to need much more than the present budget will allow. The response from all quarters is both touching and inspiring.

The Bookshop reward lies in the satisfaction of meeting the challenge and in the inspiration of participating, in a practical way, in such a stimulating adventure. Miss Roberson, of the Library Extension Department, has contributed her remarkable energy and experience and has led her three assistants in the labor of research, typing, labelling, and dispatching. In the Bookshop the clerical work was carried along with the regular duties and routines. The project has been a valuable and exciting experience to the members of the staff, who hope the project will prove useful enough to inspire continuing effort.

—Mrs. Jessica Valentine, Manager,
Bull's Head Bookshop,
University of North Carolina Library,
Chapel Hill, N. C.