People

PROFILES

E. Dale Cluff has been appointed director of library services at Southern Illinois University in Carbondale. He was previously assistant director

for information and instructional services, University of Utah Library.

Cluff joined the University of Utah staff in 1968 and served as assistant engineering reference librarian, head of the Monographs Order Division, and head of the Library Media Services Department before being appointed assistant director for information



E. Dale Cluff

and instructional services in 1976.

Cluff received his undergraduate degree, with a major in English, in 1967, the master of science degree in librarianship from the University of Washington in 1978, and his Ph.D. degree in educational administration and educational media from the University of Utah in 1976. He has served as vice-president and president of the Utah Library Association, as a member of committees on micropublishing and the reproduction of library materials in the Resources and Technical Services Division of the American Library Association, and as a member of the Advisory Committee of the Utah Governor's Conference on Library Information and Services. He received the Distinguished Service Award of the College and University Section of the Utah Library Association in 1979.

In his new position at Southern Illinois University Cluff will report to Kenneth G. Peterson, dean of library affairs. Library Services is one of five administrative units reporting to the dean of library affairs at Southern Illinois University—Carbondale; others include the Learning Resources Service, Special Collections, the Center for Dewey Studies, and the Papers of Ulysses S. Grant Editorial Project.

HENRY MILLER MADDEN retired as university librarian, California State University, Fresno, on September 1, after thirty years in the position. He has been named university librarian emeritus and been appointed adjunct professor of bibliography.

Madden's career began in 1937 as an instructor in history at Stanford University. After naval service from 1942 to 1946 he turned to librarianship and was appointed college librarian of Fresno State College in 1949. During his tenure the book collection grew from 67,000 to 577,000 volumes, and the staff from 10 to 120.

Madden earned his M.A. and Ph.D. degrees at Columbia University and his B.L.S. at the University of California, Berkeley. In 1953–54 he was a Fulbright lecturer at the Austrian National Library and received a grant in 1978 from the Deutscher Akademischer Austauschdienst for bibliographical investigation at the Staatsbibliothek Preussischer Kulturbesitz in Berlin. He was president of the California Library Association in 1957 and editor of the California Librarian, 1963–66.

Madden has published in the fields of both librarianship and history; his historical interests have focused particularly on German-language works dealing with California.

RICHARD PANTANO has been named library director of the H. A. B. and Gertrude C. Shapiro Library at New Hampshire College in Manchester, New Hampshire.

He previously served as reference librarian at the college.

Pantano received his bachelor's degree in English from St. Anselm's College, and after graduate work at the University of New Hampshire, received his master's degree in library science from the University of Rhode Island. He was a recipient of a Ford Fellow-



Richard Pantano

ship from the University of New Hampshire, the F. Mabel Winchell Scholarship from the New Hampshire Library Association, and the Mildred P. McKay Scholarship from the New Hampshire Trustees' Association.

Pantano is a member of the New Hampshire, New England, and American Library associations, the Bibliographic Instruction Section of ACRL, and the ACRL New England Chapter.

LILLIE S. PARKER, associate university librarian since 1968, has been appointed university librarian at California State University, Fresno. Parker joined the library staff in 1951 as a member of the Catalog Department. She later worked in the Circulation Department, then served as head of the Catalog Department and as assistant university librarian before becoming associate university librarian

She received her bachelor of arts and bachelor

of library science degrees from the University of California, Berkeley, where she was graduated with honors in 1950. She received a scholarship in French and was an alumni scholar while at Berkeley.

JOSEPH A. ROSENTHAL has been named head of the five-million-volume library at the University of California, Berkeley. He had been the acting

head of Berkeley's twenty-branch library system since the summer of 1978, when Richard M. Dougherty resigned.

The Berkeley campus library is ranked among the top five university libraries in the United States. Serving 29,000 students and 2,000 faculty, it circulates nearly two million items a year.



Joseph A. Rosenthal

Saxon Donnelly

Rosenthal began working in the library

while a student at Dickinson College (Pennsylvania), where he earned his bachelor's degree in 1949, and later at Pennsylvania State University, where he received a master's degree in political science. After earning a master's in library sci-

ence at Columbia, he interned in the Library of Congress.

Starting as a reference librarian, Rosenthal worked for fifteen years in the New York Public Library. He was head of technical services in the four-million-volume Research Libraries at New York Public when he left for Berkeley at the end of 1970.

As head of technical services on the Berkeley campus, he helped bring computerization to the library and network links to libraries at other University of California campuses, Stanford, and other institutions. The new university librarian is responsible for a \$14-million budget and a career staff of 420.

RUPERT C. WOODWARD, university librarian, George Washington University, Washington, D.C., has retired. Woodward had served as uni-

versity librarian at George Washington since 1967. During his tenure a new University Library building was completed.

Woodward earned B.S. degrees in social studies and library science and an M.A. degree in history. He began his career as assistant cataloger at the University of Alabama, where he advanced to order librarian. He worked as a librarian in



Marvin Ickow

Rupert C. Woodward

Guatemala, Argentina, and Costa Rica from 1950 to 1954. From 1954 until 1963 he served as chief acquisitions librarian at the Louisiana State University Library in Baton Rouge, and from 1963 until 1966 he was associate library director at Texas A & M University Library.

APPOINTMENTS

BRAD BAKER has been appointed documents librarian at Northeastern Illinois University, Chicago. Baker assumes a permanent position after serving for a year as a visiting lecturer.

JOANNE BESSLER, head of the Reference Department at the University of Wyoming's Coe Library, has also been named coordinator of public services for the University Libraries.

NANCY C. Bowen has been appointed reference librarian, Baker Library, Harvard University.

MARY BURNS has been appointed to the temporary position of librarian, resource development, Texas A & M University Libraries.

KAREN L. CALI has been appointed reference librarian, Government Documents and Maps De-

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partment, California Polytechnic State University Library, San Luis Obispo.

ANITA CLAMURRO has been appointed assistant Barker librarian for user services and collection development, Massachusetts Institute of Technology.

LINDA COHEN has been appointed head of the Cataloging Department in the Law Library, State University of New York at Buffalo.

DORENA T. CONDIC is now the social science bibliographer for the Loyola University of Chicago Libraries.

LISA CORNELISSE has been appointed assistant science librarian for reference, Massachusetts Institute of Technology Libraries.

MARY E. CRIMMINS, formerly public service librarian/instructor for University Libraries, Northern Illinois University, has been appointed reference librarian in the Education Library at Washington State University, Pullman.

ANITA L. CRISTAN has been named instructor and catalog editor, Automated Processing Department, University of Tennessee Library, Knoxville

KRISTEN DAHLEN has accepted the position of head, personnel operations, Texas A & M University Libraries. She was formerly assistant director of Maricopa Technical Community College Library Resource Center in Phoenix.

LORNA M. DANIELLS has been appointed business bibliographer, Baker Library, Harvard University

RUTH DICKSTEIN has accepted the position of central reference librarian, University of Arizona Library, Tucson.

DAVID DORMAN, formerly head of the Card Production Unit, Columbia University Library, is now head technical services librarian of the Mercy College Libraries, Westchester County, New York.

KENNETH W. DUCKETT is curator of special collections, University of Oregon, Eugene, Library.

EARNSTEIN DUKES is catalog periodicals librarian, Memphis State University Libraries, Memphis, Tennessee.

JOAN C. DURRANCE has been named coordinator of a University of Michigan program that provides continuing education services for library personnel throughout the state.

CHARLOTTE DUVALLY has been appointed engineering librarian at the Drexel University Libraries, Philadelphia. Previously she was biomedical literature scientist, College of Physicians of Philadelphia.

RANDALL ERICKSON is assistant WESTFOR-NET librarian, University of Washington Libraries, Seattle.

CHING EUE has accepted the position of original cataloger, Texas A & M University Libraries. Previously, she was head of technical services at the College of St. Scholastica, Duluth, Minnesota.

ELEANOBE R. FICKE has been appointed executive director, Continuing Library Education Network and Exchange, Inc. (CLENE). She was formerly reference librarian at the University Library of the George Washington University, Washington, D.C.

OLIVE G. FORBES has been appointed head librarian, Lyndon Baines Johnson School of Public Affairs Library, General Libraries, University of Texas at Austin. Forbes previously was research associate, Texas Advisory Commission on Intergovernmental Relations, Austin.

LOUISE M. GARRAUX has been appointed assistant librarian, Cataloging Department, Pennsylvania State University Libraries. Formerly she was visiting research associate at the University of Illinois.

MARYANNE BURKE GILBERT has been appointed reference/government documents librarian at the Gannett-Tripp Learning Center, Elmira College, Elmira, New York.

THOMAS GILBERT, formerly a librarian at Fuller Theological Seminary in Pasadena, California, has assumed the responsibilities of catalog librarian at the Jessie Ball duPont Library, the University of the South, Sewanee, Tennessee.

SARAH GRAMENZ has been appointed head, OCLC/LC Cataloging Section, Massachusetts Institute of Technology Library.

ARLENE A. HANERFELD is circulation librarian, Randall Library, University of North Carolina at Wilmington.

RALPH W. HANSEN, chief of the Acquisitions Division of the Stanford University Libraries, has been appointed associate university librarian at Boise State University, Idaho.

DAWN C. HAYSLETT has been appointed instruction and reference librarian at the Undergraduate Library, General Libraries, University of Texas at Austin.

SUE C. HIATT is assistant readers' services librarian, Randall Library, University of North Carolina at Wilmington.

ANNE L. HIGHSMITH has been appointed assistant librarian, Cataloging Department, Pennsylvania State University.

STEVEN HILLER is map librarian, University of Washington Libraries, Seattle.

MURIEL HOWICK is visiting assistant professor of library science, Northern Illinois University, DeKalb.

EDWARD J. HYNES has been appointed reference and government documents librarian at the Cushing-Martin Library, Stonehill College, North Easton, Massachusetts.

PETER INSABELLA, formerly educational media specialist, Woodmere School, Eatontown, New Jersey, is now assistant librarian of the Yorktown Heights Branch Campus of Mercy College Libraries, Westchester County, New York.

BARBARA M. IVEY, chief of Acquisitions Branch of the United States Air Force Academy Library,

has been appointed manager of the Federal Women's Program at the Air Force Academy. The appointment is in addition to her regular duties as acquisitions librarian.

TERRY ANN JANKOWSKI is reference librarian, Health Sciences Library, University of Washing-

ton Libraries, Seattle.

MICHELINE JEDREY has been promoted to the position of associate librarian, Rotch Library, Massachusetts Institute of Technology.

JEAN JOHNSON, formerly coordinator of public services at the University of Wyoming's Coe Library, has been promoted to associate director for administrative services.

DOUGLAS JONES has been appointed science reference librarian, Science-Engineering Library,

University of Arizona, Tucson.

MARGARET E. KENNY has been appointed acting chief librarian at the City College, City University of New York, effective September 15.

BONNIE KING is business and economics librarian, University of Toledo, Toledo, Ohio.

BARTON LESSIN, formerly head of interlibrary loan at the Columbia University Libraries in New York, has been appointed assistant to the director, Central Michigan University Library, Mt. Pleasant.

JEFFREY LEVINE has been appointed assistant serials librarian at Northeastern Illinois University, Chicago. Levine goes to Northeastern from Simmons College, Boston, where he served as periodicals assistant librarian.

DAVID A. LINCOVE, formerly with the Louisiana State University Library, has joined Thomas Cooper Library, University of South Carolina, Columbia, as assistant reference librarian.

JOHN MCGORRAY has been named science reference librarian, Science-Engineering Library,

University of Arizona, Tucson.

NANCY H. MARSHALL, formerly director of the WILS/WLC Network, Madison, Wisconsin, has been appointed associate director of libraries for public services, University of Wisconsin–Madison.

JAMES R. MARTIN, former acting head of the circulation department at Clemson University, has been appointed head of the circulation department at the Rhees Library, University of Rochester, Rochester, New York.

CAROLYN MATEER is head, Reference Section, University of Washington Libraries, Seattle.

MARY ANN MERCANTE has assumed the duties of OCLC coordinator, Midwest Region Library Network, Green Bay, Wisconsin.

SUSAN MIDDLETON is technical reports librarian, Texas A & M University Libraries.

BARBARA R. MILLER is assistant professor and reference librarian, University of Tennessee Library, Knoxville.

ELAINE MOORE has accepted the position of map librarian, University of Arizona Library, Tucson.

DAVID H. MORSE has been appointed technical services librarian at the University of Southern California Norris Medical Library, Los Angeles.

TERESA E. MURPHY has been appointed catalog librarian, University of Oregon, Eugene, Library.

FRANCES L. PACIFICO has been appointed head of technical services, Gannett-Tripp Learning Center, Elmira College, Elmira, New York.

KELLY PATTERSON, head of interlibrary loan services at the University of Wyoming Libraries, has also been named to the newly created position of public information officer for the libraries.

LINDA PIERCE has assumed the position of reference librarian, Government Documents Division, Texas A & M University Libraries.

FRANK J. Pozo has been appointed reference librarian, North Carolina State University Library. He was formerly a reference librarian at the State University of New York.

JOSEPH M. PUKL, JR., has joined the staff of the Thomas Cooper Library, University of South Carolina, Columbia, as assistant order librarian.

RENE RAATJES has been appointed science cataloger, University of Arizona Library, Tucson.

SANDRA P. RIGHTMYER has been appointed assistant librarian, Cataloging Department, James M. Milne Library, State University College, Oneonta, New York.

JOHN SANDY has been appointed physicsmathematics-astronomy librarian with the General Libraries, University of Texas at Austin. Sandy previously was in charge of the physics/ astronomy and geology branch libraries at the University of Nebraska. Lincoln.

DWAYNE SCHRAG is assistant documents librarian, Kansas State University Libraries, Manhattan

BARBARA A. SCHWARTZ has been appointed coordinator of the instructional program at the Undergraduate Library, General Libraries, University of Texas at Austin. Schwartz previously held the position of instruction and reference librarian at the Undergraduate Library.

ABAZAR SEPEHRI has been appointed head librarian, Middle East Collection, at the General Libraries, University of Texas at Austin. Sepehri previously worked as assistant head of the Middle East Department, Joseph Regenstein Library, University of Chicago.

BRUCE A. SHUMAN, formerly associate professor, School of Library Science, University of Oklahoma, Norman, is now associate professor, Queens College Graduate School of Library and Information Studies, Flushing, New York.

ROGER D. SIMMONS has been appointed instructor and head, Main Reserve, University of Tennessee Library, Knoxville.

JUDITH STANLEY has been appointed collection development and reference librarian in the Public Affairs Library in the Kennedy School of Government, Harvard University.

STEPHEN K. STOAN has been appointed social

sciences librarian, Wichita State University, Wichita, Kansas.

KAREN TRACY has been named senior reference librarian, Baker Library, Harvard University.

EILEEN M. WAKIJI has been appointed reference librarian at the University of Southern California Norris Medical Library, Los Angeles.

ANNE WHITE-OLSON has joined the Reference Department of Hofstra University Library, Hempstead, New York.

VIRCINIA J. WISE has been appointed reference librarian in the Law School Library, Harvard University.

BETH S. WOODARD has been named assistant reference librarian, Thomas Cooper Library, University of South Carolina, Columbia.

THOMAS A. WOOTEN has been appointed librarian, Reference Services Department, General Libraries, University of Texas at Austin. Wooten previously was employed as assistant reference librarian at Texas Christian University, Fort Worth.

PHILLIP J. ZORICH has been named visiting instructor, Oregon Collection, University of Oregon, Eugene, Library.

RETIREMENTS

VIRGINIA N. CESARIO, professor and chief librarian at the City College of the City University of New York, will retire March 21, 1980, after thirty-two years at the college.

BEATRICE GIFT has retired from her position of head of cataloging for the Loyola University of Chicago Libraries after fifteen years of service.

ROBERT W. LOVETT, curator of manuscripts and archives in the Baker Library of the Harvard Graduate School of Business Administration, retired on August 31.

YURI NAKATA. documents librarian at the University of Illinois at Chicago Circle, has retired after a thirteen-year affiliation with Chicago Circle, where she was responsible for building a collection of more than 500,000 government publications.

DAVID RAY, assistant catalog librarian, Southern Illinois University at Carbondale, has retired after nineteen years of service to the university and has been granted emeritus status.

LANELLE B. VANDIVER, professor and head of cataloging, University of Tennessee Library, Knoxville, has retired.

DEATHS

DOROTHY RYAN MCCARTHY died on July 24 in Johns Hopkins Hospital, Baltimore. She was a librarian at the University of Tennessee, Knoxville, for many years and held the position of associate director of the Graduate School of Library and

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Information Science at the time of her retirement in 1972. She is survived by her husband, Stephen A. McCarthy, the executive director of the Association of Research Libraries from 1967 to 1974.

BARBARA E. NICHOLSON, assistant director for readers' services, Miami University, Oxford, Ohio, died on August 31. She had been assistant director at the university's King Library since 1972 and was the science librarian at Miami from 1970 to 1972. She had formerly served on the staffs of the University of Houston and University of Texas libraries.

SEYMOUR ZWERDLING, 46, head of the Rutgers University Libraries' Office of Personnel and Budget, died suddenly in August. The libraries have established a Lois Zwerdling Educational Fund. Persons wishing to contribute may do so by forwarding a check payable to the Lois Zwerdling Educational Fund to Edward T. Pason, Administrative Office, Alexander Library, College Ave. Campus, Rutgers University, New Brunswick, NJ 08903.

THE CONFERENCE REPORT AS A LITERARY FORM

A standard feature of library newsletters is the conference or workshop report written for the folks back home by a library staff member or newsletter editor. We have all read (and some of us have written) such reports. The newsletter of the Northwestern University Library recently printed a conference report by one "L. C. Dewey" that spoofs the genre delightfully.

"At the end of last month," the report begins, "I struck off for Newark, New Jersey, to attend the fourth annual Conference on Mouse and Rodent Related Problems in University and Research Libraries (COMARPURL). The attractions of the conference, aside from its location, included the chance to make friends, enjoy refreshments provided by exhibitors, and, of course, hear papers of interest.

"A very interesting paper was presented during the Historical Aspects of the Rodent Problem panel session. In 'Contemporary Evidence of the Mouse Problem in Fifteenth Century Libraries: The Mus Musculus MS of Jean le Malchanceaux', the author ably used both a neglected literary source and physical evidence to push the awareness of the mouse problem back fully 100 years earlier than hitherto suspected.

"Another paper examined statistical aspects of the problem: 'Sampling Problems and the Stochastic Modeling of Library Mouse Populations.' The author of the paper obtained an accurate estimate of the rodent population in a library building by first selecting more than 1,000 random one-minute time intervals and then enlisting the aid of library staff and student assistants to keep a close watch for mice during those intervals. The carefully coded returns made it possible to state with a high degree of confidence that the visible mouse population was .0009 mice. Using this data the author expects to develop a time-series-oriented model of the growth and decline of the total mouse population of the library. This, of course, will have applications in other libraries and archives, and much interest was expressed during the discussion period.

"For the first time this year COMARPURL took on an international flavor with the participation of rodent experts from libraries and archives outside North America. Herr Wanley of the Staatsarchiv Hanover gave a paper on 'Prospects in Unorthodox Rodent Control Techniques' which stressed the importance of new techniques in the area of psycho-control, especially through the use of portable variable tone generating equipment.

"Unfortunately a much anticipated paper on 'Non-toxic and Environmentally Sound Rodent Control Techniques: The Use of Natural Predators in an Academic Library' was not presented, as the author suffered a tragic accident while handling his demonstration materials. Fortunately his assistant is responding to treatment well and may have the method perfected and ready for presentation next year.

"As all things must, the conference came to an end and the delegates parted having gained new friends and ideas, and already looking forward to next year's meeting."

Cost and Time Data for Libraries Wanted

The Library Management Research Unit at Loughborough University is reviewing cost and time data relating to library and information service operations. The object of the review is to locate existing cost and time data, to assess the coverage of topics, to identify gaps in that coverage, and to make a critical appraisal of methods for obtaining cost data.

Ultimately the unit would like to develop and publish a manual on library costs, times, and costing methods. The unit would be pleased to hear from library and information service managers who have carried out inhouse costing studies and from those who experience difficulty in obtaining cost and time data for management purposes or who have encountered problems with methods and techniques.

Please contact Stephen Roberts at the Library Management Research Unit, Department of Library and Information Studies, Loughborough University, Loughborough, LE11 3TU, United Kingdom; 0509-63171, Ext. 312.

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Getting Books to Children

An Exploration of Publisher-Market Relations

Joseph Turow

Mr. Turow, Assistant Professor of Communications at Purdue University, finds in children's book publishing a fruitful area in which to explore certain ideas related to mass communication. Despite the great quantity of material currently available on children's literature, some basic questions about the books youngsters read have until now been virtually ignored. What activities are carried out by publishing firms in their choosing, producing, and marketing of children's books? What guidelines direct their activities? Why are the titles—and the publishing imprints—found in school and public libraries often so different from the ones found in bookstores and department stores? How do the interactions between librarians and editors, between publishers' representatives and bookstore agents, influence the types of books produced and the titles that end up on library and bookstore shelves?

In Getting Books to Children, Turow finds among children's books publishers two distinct kinds of organizations, each dependent on particular kinds of client relationships for its survival. Each type of relationship entails corresponding differences in the organization of the firms and in the kind of material they publish. Buyers for mass market bookstores require that the juvenile works they purchase sell themselves and so stay with the accepted classics or the popular "lines," laced as they are with the better known titles. Children's librarians, by contrast, emphasize quality in their acquisitions rather than what is inexpensive or formulaic. The close relationships editors and promotion personnel establish with key library systems, coordinators, review media personnel, and library school teachers give the more innovative children's book publishers strong leverage in molding tastes and guiding the definition of quality.

While Turow makes very specific use of children's book publishing in his client-relationship model, he is aware of its general value and frequently makes comparisons with related situations in other media, particularly children's television.

144 pages Paper LC 78-24103 ISBN 0-8389-0276-6 (1979) \$8.50

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