PROSPECTUS

for the

AMERICAN REFERENCE CENTER

U. S. PAVILION, NEW YORK WORLD'S FAIR 1964-65

Sponsored by the
American Library Association

In Cooperation With
Special Libraries Association
and the
American Documentation Institute
Sponsors

American Library Association
50 East Huron Street
Chicago 11, Illinois

Special Libraries Association
31 East 10th Street
New York 3, New York

American Documentation Institute
1728 N Street, N.W.
Washington, D.C.

SUMMARY

BACKGROUND

AMERICAN REFEREE

Element I - Re
Element II - Co
Element III - An
Element IV - Cl

STAFFING AND TRAVEL

BOOKS

FINANCIAL REQUIREMENTS
# TABLE OF CONTENTS

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>SUMMARY</td>
<td>1</td>
</tr>
<tr>
<td>BACKGROUND</td>
<td>3</td>
</tr>
<tr>
<td>AMERICAN REFERENCE CENTER</td>
<td>9</td>
</tr>
<tr>
<td>Element I - Ready Reference</td>
<td></td>
</tr>
<tr>
<td>Element II - Computer Support</td>
<td></td>
</tr>
<tr>
<td>Element III - Audio-Visual Support</td>
<td></td>
</tr>
<tr>
<td>Element IV - Children's Section</td>
<td></td>
</tr>
<tr>
<td>STAFFING AND TRAINING</td>
<td>17</td>
</tr>
<tr>
<td>BOOKS</td>
<td>21</td>
</tr>
<tr>
<td>FINANCIAL REQUIREMENTS</td>
<td>23</td>
</tr>
</tbody>
</table>
SUMMARY

The American Library Association (ALA), in cooperation with the Special Libraries Association (SLA), and the American Documentation Institute (ADI), has accepted an invitation from the Commissioner of the U. S. Pavilion, New York World's Fair, to plan, staff, and operate a library and information retrieval service in the Pavilion building.

The library will be known as the AMERICAN REFERENCE CENTER and will occupy approximately 4000 square feet of space on the first level of the Pavilion.

Staff for the AMERICAN REFERENCE CENTER will be selected through a national scholarship program; almost 200 librarians from all parts of the country are expected to participate. Librarians chosen for the staff will receive two weeks of special education in New York City before assignment to the Pavilion for a four-week tour of duty.

As planned, the AMERICAN REFERENCE CENTER will blend the following four elements into an integrated physical and intellectual setting: (1) a first-class reference service capable of answering any reasonable question; (2) a small collection of audio-visual materials specially selected to support the federal theme; (3) a computer and
communication device to demonstrate the impact of technology on the library; and (4) a separate area equipped to provide children's library services.

During its full 12 months of operation, the AMERICAN REFERENCE CENTER will also be used as a model operating environment for research in library methods, techniques, and need for curriculum changes.

Finally, the Commissioner's invitation offers ALA, SLA, and ADI an excellent opportunity to demonstrate new techniques in library service and documentation. The AMERICAN REFERENCE CENTER will give professional librarians a rare chance to meet millions of people and acquaint them with the best libraries have to offer, and will render an important service to the United States by displaying efficient use of our national printed resources.

The New York World's Fair, which more than 70 million people from around the world are expected to attend, will have a $17 million pavilion devoted to the theme of Greatness: America -- In Word, Art, and Science. More than 30 states are represented in the national display, and over 200 American industries are planning exhibits.

Many of the pavilions are under construction on the 64-acre site in Central Park, New York, in preparation for the World's Fair. The Fair will remain open seven days a week, for two six-month periods, from April 28, 1964, to April 1965.

The invitation offered for the AMERICAN REFERENCE CENTER, plus design for the Center, plus design and maintenance and demolition plan, staff, and operate the Pavilion by a letter from the Commissioner. The invitation offered above for the Center is reprinted on the next page.
The New York World's Fair will be an international fair which more than 70 million people from all parts of the world are expected to attend. Seventy-two nations are already represented at the Fair and the United States Government will have a $17 million pavilion based on the theme: Challenge to Greatness: America -- its land, history, people and horizons. More than 30 states are making arrangements to participate and over 200 American Industries, large and small, are planning exhibits.

Many of the pavilions are even now in the early stages of construction on the 646-acre Fair site at Flushing Meadow Park, New York, in preparation for the opening in April 1964. The Fair will remain open from 10 a.m. to 10 p.m., seven days a week, for two six-month periods beginning in April 1964 and April 1965.

The ALA was formally invited to participate in the U.S. Pavilion by a letter from Deputy Commissioner George J. Rothwell. The invitation offered approximately 4000 square feet of space for the Center, plus design, construction, interior furnishings, maintenance and demolition; in exchange, it asked the ALA to plan, staff, and operate the AMERICAN REFERENCE CENTER at the Pavilion, with library and information services in the Center supporting the Federal theme. Mr. Rothwell's letter is reprinted on the next two pages.
Mr. Harold Tucker, Chairman
ALA NYWF Committee
Queens Borough Public Library
89-14 Parsons Boulevard
Jamaica 32, New York

Dear Mr. Tucker:

With this letter, I formally invite the American Library Association to participate in the New York World's Fair and to operate an information center at the Federal Pavilion. Our mutual objective will be to provide the general public with all forms of suitable references and information services in support of the Federal theme.

The following stipulates the nature of the ALA-Federal Pavilion relationship:

1. ALA will:
   a. Assume an obligation to operate the Information Center for two 6-month periods in 1964 and 1965.
   b. Program the content and format of information services and submit this in the form of a proposal to the Federal Pavilion for endorsement.
   c. Include unconventional information services (e.g., computers, facsimile, duplicating machines, etc.) that are likely to have public appeal.
   d. Furnish the professional staff required to operate the Information Center — seven days a week — twelve hours a day — for the duration of the Fair.
   e. Appoint a Project Director (full time) and an Advisory Committee to assist in planning and execution.
   f. Seek appropriate processing and public services.
   g. Bear all costs

2. Federal Pavilion will:
   a. Designate appropriate activity on the Pavilion.
   b. Name a designer as Project Director.
   c. Design, construct an attractive physical Pavilion.
   d. Publicize and advertise the Pavilion.
   e. Give dignified recognition to companies participating.
   f. Provide all utilities for the Pavilion.
   g. Make available for the ALA Project.
   h. Bear all costs

Agreement to the above relationship as outlined... look forward to working

(signed)
invite the American
in the New York World's
center at the Federal
will be to provide the
suitable references and
of the Federal theme.

nature of the ALA-Federal
operate the Information
is in 1964 and 1965.
format of information
the form of a proposal to
arangement.
Information services
duplicating machines,
public appeal.
staff required to operate
ten days a week — twelve
on of the Fair.
for (full time) and an
in planning and execution.

f. Seek appropriate cooperation from the data
processing and publishing industries.
g. Bear all costs associated with the above.

2. Federal Pavilion will:
a. Designate approximately 4,000 sq. feet for this
activity on the Pavilion's first level.
b. Name a designer and architect to work with the ALA
Project Director.
c. Design, construct, and furnish a mutually agreeable,
address for the Information Center.
d. Publicize and identify ALA support to the Federal
Pavilion.
e. Give dignified and uniform credit and identification
to companies participating with the ALA.
f. Provide all utility, maintenance, and demolition
services.
g. Make available office space on site at the Pavilion
for the ALA Project Director and his secretary.
h. Bear all costs associated with the above.

Agreement to the above should be signified by returning
the original of this letter to me, signed by the appropriate
officer of American Library Association. We hope that the
relationship as outlined will prove satisfactory to you, and
look forward to working with you.

Sincerely yours,
(signed) George J. Rothwell
George J. Rothwell
Deputy Director
The location of the U.S. Pavilion in relation to other exhibits is shown in figure 1. Figure 2 shows a model of the Pavilion designed by architect Charles Luckman. The 300-foot-long building will be constructed on two levels, the first of which will contain an auditorium, a museum, the AMERICAN REFERENCE CENTER, and office space. The main exhibit areas will be located on the second level and will have a moving belt with seats to transport visitors around the exhibits. Figure 3 shows the location of the proposed ALA area on the first level.

Figure 1. Location of U.S. Pavilion on Fairgrounds
Figure 2. Photograph of the U.S. Pavilion Model Designed by Charles Luckman
AMERICAN REFERENCE CENTER

Although the U. S. is fortunate to have libraries and a designer to create an AMERICAN REFERENCE CENTER, the responsibility of the ALA to develop such a center is appropriate materials and services.

As envisioned at the 1970 ALA Midwinter Meeting, the REFERENCE CENTER will provide the following services:

**ELEMENT I - Ready Reference Resources**

Books for this area are arranged to attract librarians working with students and the general public. This model services at least 1000 attractively arranged books from domestic and international sources.

Because of the support of local resources concentrated in the services, a determined effort will be made to link together these resources through the national and these local organizations: facsimile, closed circuit.
AMERICAN REFERENCE CENTER

Although the U. S. Pavilion will provide an architect and a designer to create the physical setting for the AMERICAN REFERENCE CENTER, it remains the responsibility of the ALA to develop the content and incorporate appropriate materials and equipment.

As envisioned at this time, the AMERICAN REFERENCE CENTER will consist of four main elements.

ELEMENT I - Ready Reference

Books for this area will be selected by a committee of librarians working with the Reference Services Division of the ALA. This model reference facility will contain at least 1000 attractively displayed and carefully maintained books from domestic and foreign publishers.

Because of the superb information and library resources concentrated in the greater New York area, a determined effort will be made to obtain direct communication links between the AMERICAN REFERENCE CENTER and these local organizations. This link could be teletype, facsimile, closed circuit television, direct telephone lines,
or any combination of these techniques. An impressive addition to the exhibit could be provided by periodic reference assistance from overseas sources such as the British Museum or Bibliotheque Nationale, and the Library of Congress.

**ELEMENT II - Computer Support**

The purpose of computer support is to demonstrate how machine information storage and retrieval can supplement and strengthen conventional library reference activities. Various ideas, each designed to stimulate visitor communication with the machine system, are presented below. The possibility of including these suggested applications will be determined by the technical capabilities of the computer manufacturer selected to work with the ALA.

a) **Remote Inquiry**

The objective of this computer function is to permit spectators at other points in the U. S. Pavilion to ask for more detailed information about something of interest. Pre-punched cards containing the printed question will serve as the key for making a remote inquiry. These cards will be provided at specified Pavilion locations near an input device and an output printer. The response time from inquiry to printout will be less than 15 seconds. Queries about particular U. S. exhibits, the World’s Fair, and the exhibits of other countries will be answered from standard write-ups prepared by the ALA-SLA-ADI. The information provided by the output printer would therefore be accurate and in each case the source of the information would be cited.

b) **Tailored Bibliography**

Normally the Reader will, on request, develop a personalized bibliography of materials related to the personal interests of an individual patron. In the AME this service will be supplied by the Advisory Service. Using the Advisory Service, the reader will be able to request a list of books, periodicals, or articles on various topics. These lists will be tailored to his preferences and the response will be bibliographically correct. Each entry on the list must contain the name of the person making the request, the name of the sources of the material in his local library and any other pertinent bibliographic information.

A reference file of card catalog availability ratings for commercial card catalogs will be used. The Reader's Guide to Periodicals, abstracts, and its raw-form index entries will conform to the basic bibliographic format established by the Reader's Guide, the AME, and the cataloging code adopted by the American Library Association and other libraries.

c) **Periodical Indexing**

The H. W. Wilson Reader's Guide to Periodicals and its raw-form index entries will be an integral part of the computerized index system. The Reader will be able to request a list of periodicals and books containing articles on various topics. The response will be bibliographically correct and the reference file will be maintained in the computer system. The Reader will be able to request a list of periodicals and books containing articles on various topics. The response will be bibliographically correct and the reference file will be maintained in the computer system.
An impressive feature of the ALA-SLA-ADI system is to demonstrate how retrieval can supplement library reference activities such as the British and the Library of Congress. The reader is to demonstrate how retrieval can supplement library reference activities such as the British and the Library of Congress.

Support for this idea is provided by periodic references such as the British and the Library of Congress. The reader is to demonstrate how retrieval can supplement library reference activities such as the British and the Library of Congress.

b) Tailored Bibliographies

Normally the Reader's Advisory Service of a library will, on request, develop reading lists to suit an individual patron. In the AMERICAN REFERENCE CENTER this service will be supplied by an automated Reader's Advisory Service. Using this service, a visitor will be able to request a list of book titles from a predetermined list of subjects and, based on the criteria of age, education, fiction or non-fiction, and language, the response will be tailored to his particular needs. The content of the response will be bibliographically complete, allowing the person making the request to find and use the book material in his local library.

A reference file of book titles with respective suitability ratings for combinations of age and education criteria will be stored in the computer. Visitors will mark formatted cards and insert them into a card input device. The machine will compute the suitability score, examine the request for language and fiction limitations, and print out a tailored bibliography of six pertinent titles per request. ALA-SLA-ADI will provide the computer manufacturer with a store of appropriate book titles and their suitability ratings. Subjects and topics selected will conform to the basic theme of the U. S. Pavilion.

c) Periodical Indexing

The H. W. Wilson Company publishes the monthly Reader's Guide to Periodical Literature. The ALA will negotiate with this company to obtain duplicate copies of its raw-form index entries for several months preceding
the opening of the Fair; this store will be updated each month with new entries. In this manner the computer will be able to demonstrate the rapidity with which current periodical indexing can be processed and maintained by machine.

Query input in this phase will probably have to originate with a reference librarian because of the need for selecting the pertinent subject headings for search from a growing list of terms. On request, lists of title references to periodical articles will be printed out for a visitor.

This exhibit phase will require arrangements for keypunching and verifying each week's new material and for loading it into the computer during non-active hours.

Reference librarians will also be furnished with a weekly updated list of valid subject headings in the system, together with a statistical count of the number of entries in the machine store per subject heading. In special cases the librarians will be able to print out the entire array of entries under any selected subject heading.

Arrangements for obtaining raw index entries from the H. W. Wilson Company and furnishing them to the computer company will be an American Library Association responsibility.

d) Facts and Display

The main emphasis in this computer phase will be on evolving a dynamic visual display of statistical information selected on the basis of popular interest. This might include, for example, figures, the number of U. S. weather information added to the collection from the U. S. Census. The final details and lists of title references to periodical articles will be included in the display among representatives of the company concerned and the visiting public.

A computer program to update the display information or current information or current events could be loaded into the computer program and designed for group and individual use.

ELEMENT III - Audio-

Element III of the CENTER is conceived as a collection of various forms of advanced audio information through libraries. In it are included microfilm and microcard services, and video computer recording equipment which will be used to produce a minute "programs" of special documents along with sound information, news clips relating to current events, and so forth. A list of information by means of the correct keys to presedent of Independence, a random correct segment of video monitor.
will be updated each manner the computer will
dility with which current
ssessed and maintained by

will probably have to
rian because of the need
ect headings for search
On request, lists of title
es will be printed out for
quire arrangements for
week's new material and
during non-active hours.

also be furnished with a
ject headings in the sys-
count of the number of
r subject heading. In
ble to print out the
y selected subject heading.
ning raw index entries from
furnishing them to the
merican Library Associ-

computer phase will be
play of statistical inforder
popular interest. This

might include, for example, changing world population
figures, the number of books and other printed materials
added to the collections of the world's great libraries,
U. S. weather information, or data taken from the U. S.
Census. The final determination of the topics to be
included in the display should evolve from discussions
among representatives of the ALA, the computer com-
pany concerned and the U. S. Pavilion.

A computer program would periodically revise and
update the display information either on receipt of cur-
rent information or on statistical extrapolations built
into the computer program. The display will be large
and designed for group viewing.

ELEMENT III - Audio-Visual Support

Element III of the AMERICAN REFERENCE
CENTER is conceived as a demonstration of the many and
various forms of advanced audio-visual support available
through libraries. In it the ALA hopes to feature several
microfilm and microcard devices, document reproduction
services, and video communication. For example, video
recording equipment would permit the presentation of one-
minute "programs" of 50 or more important historical
documents along with suitable audio commentary. In addi-
tion, news clips relating to the Pavilion's exhibit content
could be recorded. A librarian would have access to this
information by means of a console keyboard. By selecting
the correct keys to present, for example, the Declaration
of Independence, a random access device would find the
correct segment of video tape and display it on a TV
monitor.
FMA's FILESEARCH machine, GENERAL PRECISION LABORATORIES' remote catalog search machine, RECORDAK's Lodestar, XEROX's 914 or 813, MICROCARD's viewer, 3-M's viewer/printer, MAGNAVOX's Media system, are all possibilities for this operation; space limitation will dictate how many can be included in this phase of the exhibit.

ELEMENT IV - Children's Section

ALA definitely wants to see a special section of the AMERICAN REFERENCE CENTER devoted to children. Ideally, we should like to construct an entirely separate area filled with the best children's books from all over the world, recorded children's stories, games, etc., but space limitations will limit our efforts here, and not all these plans will be possible. Nevertheless, special emphasis must be given to children. If any one lesson has been learned from past World's fairs, it is that areas devoted to the educational interests of children invariably capture the most public attention. Certainly the Children's World of LIBRARY - 21 supports this thesis.

Librarians have always been dedicated to work with children and the profession is convinced that the future holds the promise of many wonderful new educational experiences for tomorrow's younger generations. Consequently, the ALA is anxious to develop and exhibit the most advanced professional concepts in children's libraries. The plan will feature an unconventional children's library in a dramatically different physical environment, equipped with professional idea centers to satisfy the interests of youth from the early teens.

Because it is anticipated that language barriers will be lessened in the next century, the children's section will have an international focus. Children will have more world contacts than ever before, and communication will not stop there; it will come as a result of a mission of ideas, greater and greater step-by-step mastery of communication.

The ALA intends to exhibit some impressions of the future world that will be getting from their display. Obviously, no static display can serve this purpose -- it is not set up to be seen arranged on shelves, the books not even in their containers, and the ideas not be shown sitting idle. Every display piece must move; they are stopped only by sufficiently interesting and attractive play that can cause many children to stop, look, and visit. This is not a future children's library, but an exhibit of services that the future will bring to young people from every direction.
Because it is anticipated that communication and language barriers will be further broken down during the next century, the children's library should have an international focus. Children of tomorrow will have infinitely more world contacts than those of today. Barriers to communication will not suddenly be broken, however, but will come as a result of more and improved visual transmission of ideas, greater mobility of peoples, and the step-by-step mastery of languages.

The ALA intends to give the children-visitors to its exhibit some impression of what children and young people will be getting from their library many years hence. Obviously, no static display of library functions will serve this purpose — it is not enough that the books be neatly arranged on shelves, the films and filmstrips be filed away in their containers, and the records and record-players be shown sitting idle. Exhibition visitors are people on the move; they are stopped only when some exhibit is sufficiently interesting and arresting to them or their children. Our problem then is to create an arresting exhibit, a display that can cause many children (and even some parents) to stop, look, and visit. To do this we intend to create a future children's library, to display the materials and services that the future will bring, and to convey some sense of the enormity of the ideas and experiences that come to young people from libraries.
For this purpose one section of 1000 square feet of the AMERICAN REFERENCE CENTER will be reserved for children. If possible we shall make it a private reading area for children only; perhaps no adult would be admitted unless accompanied by a child. This area should house a first-rate selected children's library and should include: books translated into many languages, stories told with simultaneous translation, storytelling in many languages, motion pictures and filmstrips, and the work of illustrators of children's books. Books should be arranged by age groups (pre-school, grades 2 to 6, grades 7 to 8). Tables and chairs of appropriate size and shape should be placed near the collections. A reference desk for answering live questions would be necessary. There might also be a "dial-a-book" telephone facility, permitting children to dial a number on a telephone and hear a one or two minute story or book review.

We hope the inclusion of communication materials of universal appeal will make this exhibit interesting and meaningful to any literate child or young person from any country in the world.

STAFFING

While some of the personnel for the AMERICAN REFERENCE CENTER may work on their own personnel for the design of the exhibit and servicing of equipment, this service will be responsible for the general operation of the AMERICAN REFERENCE CENTER.

A particularly effective way to help education and training projects during the 12-month period, and especially during the State of the Union and final stages of training and assignment, is to make the dimension of the Fair, with the cooperation of nearby libraries throughout the United States, a key requisite for candidates for positions in library schools in the government. Each candidate will receive a two-week period of training and assignment to the Fair. At the end of the period, each candidate will receive $15.00 per day toward the cost of an airplane ticket to New York, and the sponsoring librarians will have their expenses paid for training.

The selected librarians will work six-hour shifts in order to work 16 hours per day during the 12-month period, demonstrating conventional equipment.
STAFFING AND TRAINING

While some of the industrial participants in the AMERICAN REFERENCE CENTER will undoubtedly furnish their own personnel for special assignments, maintenance and servicing of equipment, the ALA-SLA-ADI will be responsible for the general staffing of the AMERICAN REFERENCE CENTER.

A particularly exciting aspect of the Project is the education and training planned for the library staff. Over the 12-month period, as many as 200 librarians from every State of the Union and from overseas will be selected for training and assignment. Because of the international dimension of the Fair, foreign language ability will be a key requisite for candidacy. With the cooperation of the library schools in the greater New York area, each librarian will receive a two-week seminar in advanced library techniques and information storage and retrieval. Following this special education, they will be assigned to a one-month staff position at the Pavilion. Selected personnel will receive $15.00 per diem for expenses plus a round trip airplane ticket to New York City. Salaries will be paid by the sponsoring libraries as a special sabbatical leave with pay for training.

The selected librarians will be required to work six-hour shifts in order to staff the area for the full twelve hours per day during the seven-day week. In addition to performing conventional professional services, they will demonstrate equipment supplying information to visitors.
In return for their services to the AMERICAN REFERENCE CENTER, the staff members will receive education and training to acquaint them with new dimensions and frontiers in library materials, services and theories, provide them with an opportunity for actual participation in experimental developments in the library profession, and give them the opportunity to experience the advanced thinking and planning that will eventually be manifest in their own local environments.

To make this possible, the ALA, SLA, and ADI are soliciting scholarship pledges from libraries, Government organizations, industry and private foundations. Each scholarship will have a $1000 value (estimated $600 per diem, $250 air travel, and $150 for administration). A special selection panel, consisting of ALA-SLA-ADI representatives will establish criteria of acceptance and make the final selection. This same panel will also serve in an advisory capacity to the local library schools. Scholarships will be conferred in the name of the sponsor and publicity will be given to each award; a list of sponsors will be kept on permanent display at the AMERICAN REFERENCE CENTER site in the U.S. Pavilion. Every effort will be made to obtain sponsors and select candidates from all 50 states so that the AMERICAN REFERENCE CENTER can be staffed with representatives from all parts of the country.

A very important purpose in having professional librarians in attendance at the AMERICAN REFERENCE CENTER is public relations — explaining library services and facilities and encouraging public interest and support of their local libraries. It is assumed that librarians selected for this position will bring a background of devotion and knowledge with them.

The ALA is for planning and implementing such kind. Through a grant of Education to the University of Washington, librarians from all parts of the country to help staff the ALA's Seattle World's Fair, and provide an opportunity for actual participation in experimental developments in the library profession.

One purpose of the training course, was to expose the professional librarians from all parts of the country to the history of library operations, to current pertinent techniques, and to enable staff members to develop a greater awareness of the possible uses of these techniques. The purpose of the training course, became evident in the work, as librarians explored its possible uses. The exhibit duties, as a training course, became evident in the work, as librarians explored its possible uses. The exhibit duties, as a training course, became evident in the work, as librarians explored its possible uses. The exhibit duties, as a training course, became evident in the work, as librarians explored its possible uses. The exhibit duties, as a training course, became evident in the work, as librarians explored its possible uses. The exhibit duties, as a training course, became evident in the work, as librarians explored its possible uses. The exhibit duties, as a training course, became evident in the work, as librarians explored its possible uses.

In planning the training course, librarians relied heavily on the content of the GENERAL REPORT, prepared by the University of Washington, and the material to improve the content of the GENERAL REPORT, prepared by the University of Washington.

* Martin, G. P., Hayen, S. E., Planning and Training of Staff Activities at the American Reference Exhibit, Seattle World's Fair, University of Washington.
to the AMERICAN
members will receive
them with new dimensions
, services and theories,
for actual participation
the library profession, and
ience the advanced thinking
be manifest in their own

The ALA, SLA, and ADI are
libraries, Government
foundations. Each
(estimated $600 per
administration). A
/St-SLA-ADI repre-
of acceptance and make
and will also serve in an
ary schools. Scholarships
the sponsor and publicity
of sponsors will be kept
ERICAN REFERENCE
. Every effort will be
ct candidates from all 50
ERENCE CENTER can
all parts of the country.

In planning the training program the ALA intends to
rely heavily on the conclusions and suggestions contained
in the GENERAL REPORT ON THE LIBRARY - 21 PROJECT
prepared by the University of Washington for the U.S.
Office of Education.* Much can be gained from this docu-
ment to improve the course of instruction designed for the
staff of the AMERICAN REFERENCE CENTER.

One purpose of the LIBRARY - 21 training program
was to expose the professional librarian to a comprehensive
history of library operations and to explore the potential of
current pertinent technology. The satisfaction of this goal
enabled staff members to return to their communities with
a greater awareness of present technology and a desire to
explore its possible uses in their own libraries. A second
purpose in the program, less important from a long-range
point of view, was training the staff for their LIBRARY - 21
exhibit duties. Most of the staff benefited greatly from the
training course, became realists about automation and
mechanization in libraries, and developed enthusiasm for
applying such devices in their own libraries.

The ALA is fortunate in having experience in the
planning and implementation of a training program of this
kind. Through a grant made possible by the U.S. Office
of Education to the University of Washington, seventy-two
librarians from all parts of the United States were selected
to help staff the ALA's LIBRARY - 21 exhibit at the recent
Seattle World's Fair, and each received training in advanced
library techniques.

In planning the training program the ALA intends to
rely heavily on the conclusions and suggestions contained
in the GENERAL REPORT ON THE LIBRARY - 21 PROJECT
prepared by the University of Washington for the U.S.
Office of Education.* Much can be gained from this docu-
ment to improve the course of instruction designed for the
staff of the AMERICAN REFERENCE CENTER.

As presently defined, the curriculum will consist of lectures, audio-visual instruction, visits to computer sites for demonstrations, and textbook reading for seminar discussions. It is planned to solicit assistance from the three library schools in the greater New York area (Rutgers and Columbia Universities and Pratt Institute) for developing the curriculum and planning the training of the AMERICAN REFERENCE CENTER staff.

The education and experience which each librarian will gain is certain to improve the public image of the librarian, aid in developing an awareness of advanced library techniques, stimulate professional recruitment through national publicity, and advance the tempo of progress in hometown libraries.

In addition to this, it intends also to negotiate with publishers for the display of books to give the AMERICAN REFERENCE CENTER staff a look and feel of a real library exhibits.

We regard the need to have books in the Center, and thousands will be required.

At LIBRARY - 2 thousands contracts with more than 2 thousands publishers for the display of books. Each contract provided for the selected books of a title at $1.00 per title per month to furnish two copies of each title in the event of the worked out exceedingly fair.
In addition to the elements outlined above, the ALA intends also to negotiate with American and foreign book publishers for the display and use of selected materials. It will undertake responsibility for assembling a collection of books to give the AMERICAN REFERENCE CENTER the look and feel of a real library, and not a group of industrial exhibits.

We regard the matter of books as crucial. We must have books in the Center; perhaps as many as several thousands will be required.

At LIBRARY-21 the ALA negotiated individual contracts with more than 100 different book publishers. Each contract provided for the inclusion and display of the selected books of a particular publisher at the rate of $1.00 per title per month. Publishers were required to furnish two copies of each book in order to provide a back-up copy in the event of loss of the original. This formula worked out exceedingly well in Seattle and it is ALA's intent to adopt the same method for the New York World's Fair.
There are four main areas of financial support required by ALA-SLA-ADI in order to make the AMERICAN REFERENCE CENTER a reality: (1) Administration; (2) Professional Planning; (3) Staffing; (4) Training.

Costs for administration will be borne largely by the industrial participants; staffing is expected to come mainly from the scholarship program as a result of canvassing library suppliers, State libraries, publishers, etc. Support for professional planning and training is being sought from private foundations and Government.

All monetary contributions will be made payable to the American Library Association and will be controlled by the Director, AMERICAN REFERENCE CENTER, as a single fund.