

compilation of nearly twenty years of visiting libraries and being involved in library planning. Although it has information useful for all types of libraries, it is written primarily from the academic library standpoint.

A beginning chapter gives a brief overview of information every planner needs to know about building shape, number of floors, entrances, interior walls, security, use of glass, conduit systems, etc. The next three chapters deal with housing problems of the user. Furniture and space needs are discussed for each area. The use of the phrase "keys areas" for the more usual "key areas" is upsetting semantically, but is a small price to pay for a considerable amount of useful information.

Separate chapters deal with housing print and nonprint collections. There is considerable detail about various types of shelving, including compact shelving. The author briefly discusses IMCs and LRCs, but directs his comments on nonprint media to the librarian with little training in this area.

Appendixes include sample specifications (useful) and a list of buildings the author visited (unnecessary). There are many photographs that illustrate points in the text, but they are not well designed and the reproduction quality is poor. It seems as if the photographs were simply culled from quick shots taken over many years of travel, rather than being taken especially for this book. That, and the poor-quality binding, do not make this volume worth \$39.75, no matter how useful the information.—*D. Joleen Bock, University of Guam, Agana.*

**Managing Costs and Services in College Libraries: A Users Manual.** Field review ed. CASC Planning and Data System. Washington, D.C.: Council for the Advancement of Small Colleges, 1979. 44p. \$5.

One simple but limited way to answer the question "How good is my library?" is to compare it to others in colleges of similar type and size. By using this manual in conjunction with the workshop and consultation services (optional) of the Council for the Advancement of Small Colleges and its data collection and reporting services (required), a library in a small liberal arts college could

compare itself to similar libraries in terms of staff size, book budget, and total budget; circulation, interlibrary loan, and hours; distribution of expenditures between clerical and professional staff, among administrative, technical, and public services, and among types of materials.

Other comparisons can be made on the library budget as a percentage of total instructional expenditures and of total educational and general expenditures; volumes and expenditures per FTE (full time equivalent) student; service months of library faculty per FTE teaching faculty and FTE student, etc.

The council's data base comprises the Higher Education General Information Survey/Library General Information Survey (HEGIS/LIBGIS) data and other derived measures of library expenditures and operations supplied by participating libraries. For an unspecified fee the council runs a participating library's data against those of the libraries already in the data base and produces several data reports which are used in making comparisons. In the tables the libraries are arranged by FTE student count of their parent colleges and the above measures and ratios are displayed for each library. Institutional identities are kept anonymous.

Several sample reports using hypothetical data are presented along with a helpful case study. There is a discussion of how this library costs module can be integrated with one or more of the council's ten other modules, covering such areas as student recruitment and attrition, fund raising, college goals and climate, instructional program, and so on.

Caveats: In interpreting the results of the comparisons one must consider "... programs and service emphases, goals and objectives, and resources of the college" (p.33). Also, one has the insecure feeling that there is nothing inherently normative about the individual and collective data against which one's own is being compared.

Sometimes, however, comparative data may be just what is needed to pry some funds from a reluctant president or chief academic officer who is embarrassed by or jealous of what the competition is doing. Beware: This tactic could backfire if the

comparisons show your library is doing much better than others.

The astute library director appreciates the highly individualistic, sometimes eccentric, and always political nature of budget appropriation and allocation. To support the library's funding requests, the director uses whatever arguments and data allow him or her to make the best case for the library. Certainly the comparative data which the council's services and products help a library generate have a place in rationalizing budget requests. Such data constitute one implement in the library director's armamentarium.—*Albert F. Maag, Capital University, Columbus, Ohio.*

Lane, Alfred, H. *Gifts and Exchange Manual*. Westport, Conn.: Greenwood Press, 1980. 121p. \$15. LC 79-7590. ISBN 0-313-21389-5.

Alfred Lane, longtime head of the gift and exchange division of Columbia University Libraries, clearly explains the purpose of *Gifts and Exchange Manual* in his preface. "The book is not intended to be a treatise or a scholarly examination. . . . Nor does it attempt to examine the state-of-the-art." Rather, it is a how-to book, a handbook of procedures, a manual—as the title suggests. As such, its usefulness is probably limited to those who have a gift and exchange operation as a major portion of their responsibility.

The need for such a book is subject to debate. Of 121 pages, about half are text and half are appendixes. In the 121 pages are numerous blank pages and others that have great amounts of white space, including substantial margins. The net result is perhaps 20,000 original words constituting the text. Nevertheless, the procedures described have been tried and proven by the author and by others and should provide considerable help to persons with little gifts and exchange experience.

In chapter one Lane discusses the place of gifts and exchange in the library's organizational structure along with some of the qualities needed in personnel and typical responsibilities. Most of the comments are so elementary that they could go without saying. He presents a very weak argument in favor of the gifts and exchange librarian

needing a basic background in one or more foreign languages. However, he does emphasize the characteristics that provide the sine qua non of every gifts and exchange librarian—the public relations role and the ability to grasp the collection development trends in a specific library.

Chapters two and three are devoted to library exchange procedures, particularly those of academic libraries. Noted is the influence on the growth of exchanges of both UNESCO and the International Exchange Service of the Smithsonian Institution. Considerable discussion is given to specific kinds of materials, procedures, agreements, and records that are common to library exchanges. It is apparent that the costs associated with exchange operations may be significant, and both the obvious and hidden costs are frankly discussed. According to the author, "The economics of exchange have not been thoroughly studied, and certainly they should be." While the jury may still be out, a recent study by Mark Kovacic, "Gifts and Exchanges in U.S. Academic Libraries" (*Library Resources & Technical Services*, Spring 1980), tends to support Lane's feeling that gift and exchange programs can be a cost-effective means of acquisition.

The chapter on gifts to libraries offers a realistic look at the pros and cons in relation to library gifts. The importance of gifts to academic libraries should not be minimized because of the problems they can produce. There is substantial comment about library policies on estimates and appraisals and on the acceptance and disposition of gifts. The importance of having such policies can hardly be overestimated, as they will prevent subsequent misunderstandings. Reference is made to two basic documents: *Valuation of Donated Property* (IRS Publication no.451) and the ACRL Statement on Appraisal of Gifts (*C&RL News*, March 1973).

A couple of brief chapters are devoted to the activities related to selection from among the gifts received, specific utilization in the collections of a library, and disposal of unneeded items. A final chapter of two pages is concerned with rare books and manuscripts, appropriate for a gifts and exchange manual but contributing very little here. The remainder of the book—almost half—consists of appendixes and a brief in-