# The Invisible Product . . . SERVICE

An invisible, intangible product goes into every shipment we send out. That product is Service... and it costs you nothing extra. Our clientele can't see it, but they certainly are aware that they are receiving it!

We're proud of the rapid, efficient manner in which we handle your book requirements. Our huge inventory, stocked in our own warehouses ... our trained personnel ... our progressive management ... these are the ingredients that make up our most desirable product—SERVICE!

Send for our brochure and terms.

### Taylor-Carlisle



BOOKSELLERS to INDUSTRY and the ACADEMIC WORLD

MAIN OFFICE
NEW YORK: 115 East 23rd Street
New York, N.Y. 10010
FLORIDA: Winter Park Mall
Winter Park. Florida 32789

TEXAS: Houston (opening soon)
MARYLAND: M.S.C., Baltimore

Chairman, Library Committee." In case you haven't seen a copy, let me whet your appetite for this issue by quoting the first paragraph of Mr. Bullard's article:

A frequently voiced concern of librarians today is the uncomfortable sense that unless their libraries are "computerized" they have somehow missed the boat. This pressure, if I may call it that, seems to emanate in part from a segment of the library profession which delights in the acronyms and buzz words of the computer community. The pressure also comes from college and university administrators who want their institutions to be numbered among those prestigious few that can boast a computerized approach to the 21st century. In academic pride there too often can be very little real concern for, or knowledge of, whether a computer application is appropriate or economically feasible.

#### ACRL Grants Awarded

Fifteen grants have been awarded to college and university libraries by the Grants Committee of the Association of College and Research Libraries, a division of the American Library Association. The grants were awarded to College of Saint Francis, Joliet, Illinois; Concordia College, Moorhead, Minnesota; Grand Canyon College, Phoenix, Arizona; Iowa Wesleyan College, Mount Pleasant, Iowa; Linfield College, McMinnville, Oregon; Livingstone College, Salisbury, North Carolina; Mount Marty College, Yankton, South Dakota; Nazareth College of Rochester, Rochester. New York; Pacific Union College, Angwin, California; Roberts Wesleyan College, North Chili, New York; Seattle Pacific College, Seattle, Washington; Sienna Heights College, Adrian, Michigan; Sterling College, Sterling, Kansas; Villa Madonna College, Covington, Kentucky; William Carey College, Hattiesburg, Mississippi.

All grants are in the form of cash awards based on past applications and the experience of the committee. The Grants Committee had previously announced that it would not request applications this year but would award grants to institutions based on applications received during past years and on the experience of the Committee. Only cash awards to support library programs will be made. This is the fifteenth year of the ACRL Grants Program.

The total income to the fund for the year 1969/70 was \$38,500. The major support for these efforts was once again provided by The United States Steel Foundation, Inc. Other con-

tributors were the H. W. Wilson Foundation, Incorporated, Olin Mathieson Charitable Trust,

and Pitney-Bowes, Incorporated.

The funds were distributed without regard to location or affiliation of the schools. The Grants Committee for 1969/70 is chaired by H. Vail Deale, Beloit College. The committee members are Humphrey G. Bousfield, Brooklyn College; Miss Johnnie E. Givens, Austin Peay State College; Mrs. Virginia Lacy Jones, Atlanta University; Rev. Vincent R. Negherbon, TOR, Saint Francis College; Mrs. Jessie Carney Smith, Fisk University; and Donald E. Vincent, University of New Hampshire. Philip J. McNiff, president of ACRL and Donald Thomas, Executive Secretary of ACRL were members ex officio.

#### MAGNETIC TAPE CASSETTES

A project has been proposed to standardize digital magnetic tape cassettes. These cassettes are used as a vehicle for the magnetic tape storage medium in a variety of keyboarddriven data transcription devices, such as those manufactured by Computer Access Systems, Computer Terminal Corporation, Data Action, IBM, Sanders, Sycor, Viatron, and others. In the absence of standardization a cassette designed to be used with the equipment of one manufacturer is not necessarily usable with the equipment of another. American National Standards Institute (formerly USASI, the United States of America Standards Institute) Committee X3—Computers and Information Processing—Standards Planning and Requirements Committee (SPARC) would like to form an ad hoc committee to advise on the appropriateness of this proposed project. The SPARC is particularly anxious to obtain on this ad hoc advisory committee representatives not only of equipment manufacturers but also of users. If you or your library is a user, either present or planned, of computer input equipment employing magnetic tape cassettes and would like to participate in this useful activity, your contribution will be very much appreciated. For more information contact either Charles A. Phillips, Chairman, ANSI X3, c/o BEMA/DPG, 235 East 42nd Street, New York 10017, or David L. Weisbrod, ALA Representative to ANSI X3, Box 1059 Yale Station, New Haven, Connecticut 06520.

ACRL Membership			
December 31,	1969		13,996
December 31,	1968		13,580
December 31,	1967		12,834

## College Research Libraries

NEWS

News Editor, Michael Herbison, Casper College, Casper, Wyoming 82601.

Editor, Richard M. Dougherty, University of Colorado Libraries, Boulder, Colorado 80302.

Editorial Board: RICHARD DEGENNARO, Harvard University; DAVID HERON, University of Kansas; Ellsworth Mason, Hofstra University; Fred Heinritz, Southern Connecticut State College; William Axford, Florida Atlantic University; Peter Hiatt, Indiana University.

ACRL Officers, 1969/70: President, Philip J. McNiff; Chairman, College Libraries Section, John E. Scott; Junior College Libraries Section, Ruthe Erickson; Rare Books Section, Robert J. Adelsperger; Subject Specialists Section, Marcia J. Miller; Agriculture and Biological Sciences Subsection, Howard Rovelstad; Art Subsection, Wolfgang M. Freitag; Educational and Behavioral Science Subsection, Donald Leatherman; Law and Political Science Subsection, Roy M. Mersky; Slavic and East European Subsection, Joseph Placek; University Libraries Section, Roscoe Rouse.

News from the Field, Personnel profiles and notes, classified advertising, official matter of ACRL, and other material of a timely nature is published in the News issues of College & Research Libraries.

Inclusion of an article or advertisement in  $\it{CRL}$  does not constitute official endorsement by ACRL or ALA.

Production and Advertising and Circulation office: 50 E. Huron St., Chicago, Ill. 60611. Change of address and orders for subscriptions should be addressed to College & Research Libraries, for receipt at the above address, at least two months before the publication date of the effective issue.

Subscription to CRL is included in membership dues to ACRL of \$6 or more; other subscriptions to CRL are \$10 per year. Neither subscriptions nor memberships include miscellaneous unscheduled supplements, which are available by purchase only. Retroactive subscriptions are not accepted. Single journal copies are available at \$1.50 each and News issues at \$1.00 each from ALA Publishing Department.

Indexed in Current Content, Library Literature, and Science Citation Index. Abstracted in Library Science Abstracts. Book reviews indexed in Book Review Index.

College & Research Libraries is the official journal of the Association of College and Research Libraries, a division of the American Library Association; and is published seventeen times per year—bi-monthly as a technical journal with 11 monthly News issues, combining July-August—at 1201-05 Bluff St., Fulton, Mo. 65251.

Second-class postage paid at Fulton, Mo.