

# A-V Clearing House

## No. I

### 1. SALUTE

The A-V Committee thanks the editor of COLLEGE AND RESEARCH LIBRARIES for this opportunity to present, regularly, audio-visual news of interest to members of ACRL. Copy for this department will be coordinated by the chairman.

### 2. A-V COMMITTEE MISSION

As restated at Midwinter, 1955: To gather and make available significant opinions, facts and figures on audio-visual services offered by college and university libraries.

### 3. STATISTICS

The annual ACRL questionnaire will have A-V items included in it for the first time. At Midwinter the chairman of the A-V committee met with the statistics committee to work out the details. Significantly enough the Statistics Committee reported A-V "write-ins" by several ACRL institutions for A-V statistics indicating a growing attention to the audio-visual problem in our college and university libraries.

### 4. DIRECTORY

The directory of A-V services and individuals among ACRL institutional members is in process by the A-V Committee. Ira Peskind of Chicago Teachers College is editing the directory for the committee.

### 5. MONOGRAPH

An ACRL MONOGRAPH on A-V in higher education is now definitely under way as another major project of the A-V Committee. Walter Stone of the University of Illinois is editing the MONOGRAPH for the committee.

\* Louis Shores, Chairman; Fleming Bennett; Budd Gambee; Ira Peskind; Margaret Rufsvold; Walter Stone; Raynard C. Swank.

### 6. DAVI BROCHURE

DAVI brochure number four is devoted to the organization and administration of audio-visual service in higher education. Two rough drafts of this brochure have already been reviewed by members of the ACRL A-V Committee. DAVI (Department of Audio-Visual Instruction, National Education Association) previously issued three brochures dealing with audio-visual aspects relating to school classrooms, auditoriums, and instructional materials centers.

### 7. ON THE LEVEL

Here are brief annotations on six films suitable for use with college students. All of these films are 16mm., and may be rented or purchased.

PRESSURE GROUPS (Encyclopaedia Britannica Films) 20 min., sd., b & w.

A film that explains what pressure groups are and reveals that, when democratically used, they are necessary instruments for decision-making in a democracy. Illustrates methods used by representative democratic pressure group to bring about legislation for a desirable civic project. Contrasts these methods with the underhanded behind-the-scenes manipulation employed by a group attempting to prevent the passage of a bill.

MAGNETISM (Coronet) 10 min., sd., b & w or color.

Shows what magnetism is, how it differs from electricity and how it works. Discusses types of permanent magnets, attraction and repulsion, making magnets, field of force, electromagnets and their uses, and everyday uses of magnets.

THE MOON (Encyclopaedia Britannica Films)  
11 min., sd., b & w.

The technique of animation and other cinematic devices present the story of the moon. The difficult concept of tides is explained, as are the phases of the moon. Other lunar phenomena explained are: the moon's orbit; the lunar month; sunrise and sunset on the moon; occultation of stars; the moon's path in space; lunar eclipses; and solar eclipses with special reference to the eclipse of 1932.

SALESMANSHIP (4 films—McGraw-Hill) sd.,  
b & w.

A series of four motion pictures and four follow-up filmstrips, correlated with Russell and Beach, *A Textbook of Salesmanship*. Individual titles are: PROSPECTING (10 min.); THE PRE-APPROACH (10 min.); THE APPROACH (10 min.); MAKING THE SALE (14 min.). Each film emphasizes the principles applicable to that area, discusses the benefits of using, and the negative results of not using these principles. The films demonstrate the successful application through the experiences of topnotch salesmen. MAKING THE SALE also provides a quick review of the steps leading to the final close of a sale.

MAN AND HIS CULTURE (Encyclopaedia  
Britannica Films) 15 min., sd., b & w.

A film about the many different ways in which people live together. It shows how the study of different cultures has greatly broadened our understanding of human nature. The film is planned for use with students in sociology, anthropology, social studies, and problems in democracy.

WITH THESE HANDS (Directed by Jack  
Arnold and Lee Goodman. Script by Morton  
Wishengrad.) 50 min., sd., b & w.

The review of the struggles and accomplishments since 1910 of the International Ladies' Garment Workers' Union.

#### 8. AUDIO-VISUAL REFERENCE SOURCES

Evaluation and selection of audio-visual materials, inevitable prologues to use (or utilization, depending upon what school of terminology you belong to) are helped by good reference tools.

What is a basic reference library in A-V?

Here is a beginning:

#### A. A-V Bibliography

1. Dale, *Audio-Visual Materials in Teaching*, 1954, p. 88-92.
2. Kinder and McClusky, *Audio-Visual Reader*, 1954, p. 326-31.
3. Lewis, "The 100 Best Books for your A-V Bookshelf," *Audio-Visual Guide*, October, 1954, p. 32-41.
4. Rufsvold, *School Library Audio-Visual Service*, 1949.
5. Shores, *Basic Reference Sources*, 1954, p. 226-35.

#### B. Graphic Materials

1. *Subscription Books Bulletin*, October, 1946.
2. Ireland, *Picture File*, 1952.
3. Miller, *So You Want to Start a Picture File*, 1954.
4. Gordon, *Peepshow into Paradise; a history of children's toys*, 1954.

#### C. Projected Materials

1. Falconer, *Filmstrips*, 1948.
2. *Filmstrip Guide*, September, 1948-date (current cumulation, 1954).
3. *Educators Guide to Free Slidefilms*, 1949-date (annual).
4. *Blue Book of 16 mm. Films*, 1920-date (annual).
5. *Educational Film Guide*, 1936-date.
6. *Educators Guide to Free Films*, 1941-date.

#### D. Audio Materials

1. Myers, Kurtz, *Record Ratings*, 1955.
2. *Gramophone Shop Encyclopedia of Recorded Music*, 1948; suppl.
3. Taubman, *How to Build a Record Library*, 1953.
4. Green and Radcliffe, *New High Fidelity Handbook*, 1954.

#### 9. OPAQUE PROJECTOR

Have you considered the many uses you may have for an opaque projector in your institution? This projector makes it possible to use many different types of materials. You can show pictures in books; small objects such as rings, pins, and other specimens; blueprints, diagrams, sheet music, student compositions; even cards and letters.

Here is a list of some of the current models (and their manufacturers) now on the market



*Balopticon ERM for opaque projection*

that are suitable for college classroom use:

The AO Opaque 1000 (Price approx. \$255), American Optical Company, 80 Heard Street, Chelsea, Massachusetts.

ERM—14, Catalog #41-23-71-14, shown above (Price approx. \$175) Bausch and Lomb Optical Co., Instrument Sales Division, Rochester 2, New York.

Vu-Lyte, Catalog #3008 (Price approx. \$278.50), Charles Beseler Company, 60 Badger Avenue, Newark 8, New Jersey.

TS-3 Spotlight (Price approx. \$287.50), Squibb-Taylor Inc., 1213 S. Akard, Dallas, Texas.

The opaque projector is one of the most versatile machines in the A-V field. We recommend it to you as a helpful device in making your materials interesting and more meaningful.

## Nigeria's University Library

*(Continued from page 260)*

storage of films and phonograph records. One of the first purchases made for the library was a microfilm camera, three reading machines, and a reflex photocopying device similar to the Contoura. Later additions to the photographic equipment have included a contact printer, an enlarger, and a microcard reader. The library films regularly the files of the principal Nigerian newspapers, in addition to doing a large amount of other work for the university and for outsiders.

Nigeria's university library has already made for itself a place in the educational life of the country. As time goes on it will undoubtedly play a leading part in West Africa's future. It has been founded and developed with the broad aim of supplying knowledge, not only to the university students and faculty, but to any serious reader in Nigeria, and with the purpose of assisting in library development throughout the entire country. To quote the librarian again: "It is obvious that our own future as a university library is bound up with the educational and cultural development of the country as a whole. Without a broad system of libraries to provide reading matter for the Nigerian

public, we can be little more than an ivory tower of academic learning. No university can hope to flourish in an intellectual vacuum."

The library has already taken a leading part in the development of libraries for all the people. Under its auspices a ten-day training course for librarians in charge of village libraries was given in 1950. In 1953, a conference of librarians from all over Africa, sponsored by UNESCO, was held at the university. Growing out of this meeting, a professional association of librarians, the West African Library Association, was formed. The first issue of its bulletin appeared in March, 1954, with Mr. Harris as editor. The librarian works closely with other members of the profession in the Lagos libraries and in the regional library system of the north, and his advice is always available to officials in any part of the country.

That there is still much to be done, and that there are lacunae, especially in the serials files prior to 1949, no one knows better than the librarian, but the library has made a good start towards its goal. Its future will be one librarians everywhere will watch with great interest.