

SCHOLARSHIP FACTS

AMERICAN
REFERENCE
CENTER

*U.S. Pavilion,
N.Y. World's Fair
1964-65*



EDUCATION AND
TRAINING IN
ADVANCED
LIBRARY TECHNIQUES

American Library Association
50 E. Huron Street
Chicago 11, Illinois

In Cooperation With

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

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

An invitation has been received from the New York World's Fair to establish and maintain an American Reference Center in the U. S. Pavilion during the Fair. In this center, millions of people may see and take part in a dramatic display of the newest in library technology and information retrieval techniques. We consider this invitation a major opportunity for the advancement of new library techniques and for the training of qualified personnel. With this in mind, we then invite your participation and support.

American Library Association
Special Libraries Association
American Documentation Institute

BACKGROUND

The American Library Association in cooperation with the Special Libraries Association and the American Documentation Institute is planning to participate in the 1964-1965 New York World's Fair. In a letter dated 14 January 1963, the Deputy U. S. Commissioner for the Fair requested ALA to "operate an information center at the Federal Pavilion" and "to provide the general public with all forms of suitable references and information services in support of the federal theme." The U. S. theme at the Federal Pavilion will be: Challenge to Greatness: America—its Land, History, People, and Horizons.

ALA, in cooperation with SLA and ADI, is planning to demonstrate a library-type information center. The facility will be known as the "American Reference Center." It will be a functional library, staffed by professional librarians and capable of answering any question asked by the public about the theme of the U. S. Pavilion. The Center will be organized to include, at the Commissioner's request, "unconventional information services (e.g. computers, facsimile, duplicating machines, etc.) that are likely to have public appeal."

The site of the New York World's Fair will be Flushing Meadow Park, New York City. It will be an international Fair occupying 646 acres and will remain open for two six-month periods commencing in April 1964 and April 1965. At least 70 million persons from all parts of the world are expected to attend. Seventy-two nations are already represented at the Fair, more than thirty states are negotiating plans for participation, and 200 American industries are planning exhibits that are already in the early stages of construction.

The location of the U. S. Pavilion in relation to other exhibits is depicted in Figure I. Figure II shows a model of the Pavilion designed by Charles Luckman. It will be 300 feet long and have two levels, the first of which will contain an auditorium, a museum, the American Reference Center, and office space.

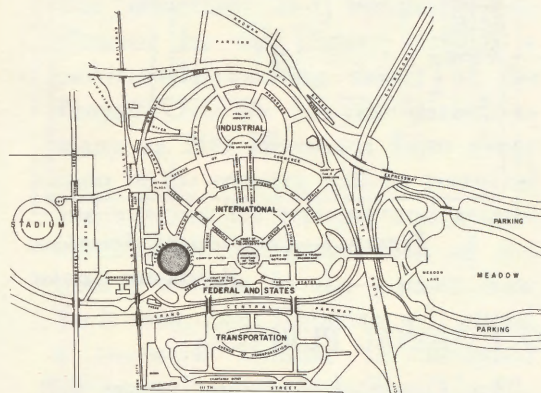


Figure 1—U.S. Pavilion Location on Fairgrounds

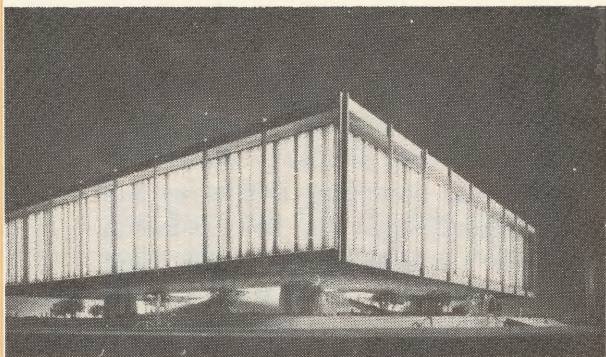


Figure 2—Photograph of the U.S. Pavilion Model Designed by Charles Luckman

A moving belt with seats will transport visitors around the main exhibit area on level two. Figure III shows the location of the proposed American Reference Center on the first level.

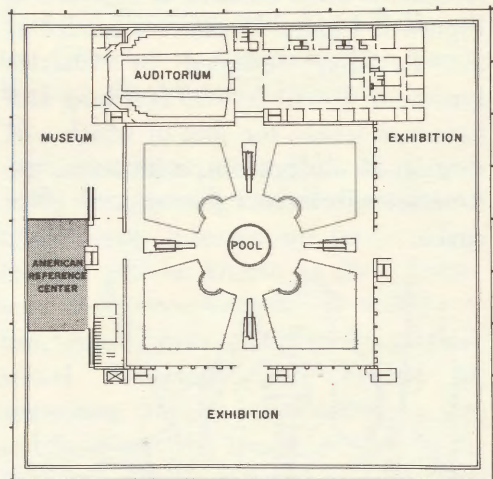


Figure 3—Location of American Reference Center

PROFESSIONAL PURPOSE

The Commissioner's invitation will afford ALA, SLA, and ADI an ex-

cellent opportunity to demonstrate new techniques in library services and documentation. It will provide professional librarians and information specialists with a rare chance to meet millions of people and enable them to experience advanced information handling techniques. It will acquaint the public with the best service libraries and information centers have to offer, and to render an important service to the U. S. by displaying efficient use of information resources of the country. 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.

PROFESSIONAL PARTICIPATION

The education and training being planned for the library staff is a particularly exciting aspect of the Project. Over the two-year period, as many as 200 librarians from every state in the country will be recruited and selected for training and assignment. With the cooperation of the library schools in the greater New York area, each librarian will attend a two-week seminar in advanced library techniques including information storage and retrieval. Following

this special training they will be assigned to a one-month staff position at the American Reference Center in the U. S. Pavilion.

We are anxious that your organization participate with us in this project. One form of participation is a scholarship contribution. The ALA, SLA, and ADI are soliciting scholarship pledges from libraries, government agencies, business and industry, and private foundations. Each scholarship represents the cost for a qualified librarian to participate in the training program and to serve a four-week period in the Information Center. Each scholarship will have a \$1,000 value (estimated \$600 expenses [\$15 per diem], \$250 air travel, and \$150 for administration). 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 Center.

SELECTION & APPOINTMENT

A special selection panel consisting of ALA-SLA-ADI representatives, will make the final selection of participating librarians. This same panel will also serve in an advisory capacity on the training programs.

Other means of participation are possible. For instance, you could enable one or more qualified librarians on your staff to attend the two-week training seminar and to serve at the American Reference Center for four weeks.

If you are interested in participating in the New York World's Fair Scholarship Program of the ALA-SLA-ADI we would be grateful if you would complete and return the enclosed form.

To:

Date: _____

Dear Mr. _____:

This letter constitutes a pledge on the part of the _____
to support _____ scholarships for professional library staffing of the
ALA-SLA-ADI American Reference Center at the U. S. Pavilion, New York World's Fair.

We are aware that each scholarship will have a value of \$1000, and that one-half
of this amount will be payable on invoice before 1 February 1964 and the remaining half
be payable before 1 February 1965.

We wish to be informed of the name of the individual(s) selected as our scholar-
ship winner by your Panel.

Sincerely,
