Recognizing the role of libraries as information centers, the Advertising Council, in cooperation with the American Library Association, is asking libraries to join in a national campaign to increase public awareness of the nation's economic system.

In a letter to over 6,000 public libraries, Robert Wedgeworth, ALA Executive Director, reviewed the Ad Council's efforts to upgrade "economic literacy" and said, "I would encourage you to adapt the Council's campaign in whatever way seems appropriate to you."

The Ad Council is sending these libraries a kit of information and display material. In early November, 820 local television stations and 6,400 radio stations will receive public service spots from the Ad Council asking "How high is your E.Q.? (Economic Quotient)."

These spots point out that everyone should know more about the American economic system and that "Your local library is a good place to start." The Ad Council is suggesting to stations that they localize the spots by contacting the local library to discuss adding the library's name as a tag line.

Further information is available from Mr. E.J. Stapleton, Project Director, Advertising Council, 825 Third Avenue, New York, NY 10022.